**WordPress Basic – Learn The Basics of How To Use WordPress and Divi Page Builder**

Rules : Missing Class / Late Arrival / Grading / Phones / Off Topic Questions / School Computers

**Who am I? ……**

**Why are you taking this class? – Introduce yourselves and explain why**

**Browser Options**

* Chrome, Firefox – do not use IE or Edge

**What types of websites are there?**

* Blogging / Business / Ecommerce / Membership / Forums / Social Networks / Directories / Search Engines / Service Providers: Email, Office, etc. / Learning Systems – Online Schools / Reviews / Magazine / News / Image Galleries / Classifieds – Craigslist / Coupons / Affiliates / Ticketing Agencies / Booking – travel air hotel / Video / television / Radio

**Website Builder Options?**

* Wix, Weebly, Godaddy Website Builder, Squarespace, Wordpress.com

**What is WordPress?**

* Content management system

**Why WordPress?**

* Joomla, Drupal, others
* 35% of all websites are built on wordpress – huge userbase and free code for functionality
* Likely 85% of small business and personal websites are WordPress
* Thousands of themes, plugins, code, users, etc.
* Open Source Code vs Renting Code
* Requires Backups and Security Updates
* Not teaching technical, but marketing and useability and 20+ years of experience

**History of websites**

* Static HTML
* Content Management Systems (websites that separate code from content and provide a way for non technical people to manage content) – WordPress / Drupal / Joomla and others
* Static Width vs Responsive --- Phone changed everything
* 2 websites – one for computers and one for phones – NO – user experience
* I used a plugin to build a phone set of code – was only a short term solution
* HTML 5 with CSS – Cascading Style Sheets

**Hierarchy of Websites**

* Internet - Highway
* Hosting – Raw Land …. Options: Cpanel / WHM, Plesk, others
* Domain Name - Address
* Content Management System – WordPress – Foundation
* Theme – Frame of House
* Page Builders ( Beaver Builder / Elementor / Divi and a few others (Visual Composer) and Plugins (also widgets) – Inside of House / Finish out and Furnishings

**Most Important things on a Website**

* Good, basic design
	+ Design Full Width vs Standard Width 1080 or so – how works with Responsiveness and Margins …. Build for phones …
	+ White space / Negative space
	+ Useability Issues
		- Contact info on top and bottom
		- Top 5-10 selling points above fold usually or just below lifestyle image at top
		- Repeat Svcs & Products on Home Page
	+ Page Layout Issues
	+ Color theme choices – use logo and color wheels
* Navigation / navbar …. Same applies to Blog categories … 3 click vs 1 click
* Video --- Intro and one for all services
* Use Wordpress to test new business ideas

**Themes** – *Determine Header and Footer options, width, colors and other*

* Basic Themes – Sela, Twenty Nineteen, etc.
* Quality Free Theme – Astra, OceanWP, GeneratePress
* Plugins / Shortcodes & Widgets
* Page Builders – Beaver Builder / Elementor / Divi and a few others (Visual Composer)

**Order of CSS / colors, fonts, etc**:

* Theme settings – page buider settings – page settings – module settings

**What elements make up a WordPress website? ….** *Difference between Posts and Pages*

* Pages – Info … Who, Where, When, Why, What, How
* Posts – Blogs, Articles, Latest News

**Log Into Websites**

**Wordpress Control Panel -** Explore all options in Control Panel

* *Screen Options on top of most pages*
* *Must click save on almost every page*
* Dashboard
* Posts - Categories / Tags
* Media
* Pages
* Comments
* Appearance – Themes, Customize, Widgets, Menus, Theme Editor
* Plugins
* Users
* Tools
* Settings – Writing / Reading / Discussion / Media / Permalinks / Privacy

**END 1**

**Install *Classic Editor* vs Gutenburg Blocks Editor**

Theme options – Customizer and Other Places

Page under pages for SEO url

Add pages to menus

Add menus

**Page Builders:** Provide theme and plugins functionalities – can be used with most themes

* Beaver Builder – 1 hour
* Elementor – 1 hour
* Divi – 1 hour

**Divi training:**

sections / rows / columns / modules-widgets

**END 2**

Add pages, sub-pages, posts and categories, menu items

**Divi Modules**

Accordian

Audio

Bar Counters

Blog

Blurb

Button

Call to Action

Circle Counter

Code

Comments

Contact Form

Countdown timer

Divider

Email Optin

Filterable Portfolio – Projects Pages

Gallery

Image

Login

**END 3**

Add pages, sub-pages, posts and categories, menu items

Map – Need Google API

Menu

Number Counter

Person

Portfolio – Projects Pages

Post Navigation

Post Slider

Post title

Pricing tables

Search

Shop – WooCommerce module

Sidebar

Slider

Social Media Follow

Tabs

Testimonial

Text

Toggle

Video

Video Slider

**END 4**

Add pages, sub-pages, posts and categories, menu items

Favicon - divi

Background Image Section - Divi

Background video - Divi

**What kind of functionality / Plugins would you want on a website?**

HTML elements: mailto: tel: *show different ways to do: rich txt editor / manual link / type*

**Plugins**

*WP File Manager*

*Updraft*

*Duplicate Post*

*Disable Comments*

*Metaslider*

*TinyMCE Advanced*

*Testimonial Rotator*

*Loading Page* -

*WP Maintenance Mode -*

*Page Links To –*

**Other**

Latin Generator

Copyright

Hours and Contact Info

Google Map –

Anchor text

Different headers and how they look on phone

How to search online for help and answers

**END 5**

Add pages, sub-pages, posts and categories, menu items

**END 6**

**WordPress Intermediate**

**Plugins**

*Smush* – Image optimizations - m

*WP Super Cache* – m

*YOAST* – me

*The Event Calendar* vs Google Calendar

WP-Print or **PrintFriendly** - *Print, PDF, Email by PrintFriendly*

Popups - *Popup Builder – Responsive WordPress Pop up – Subscription & Newsletter*

*Use Any Font [ Freemium ]*

*Custom Login Page Customizer | LoginPress*

Sitemaps and Google XML Sitemaps

*Find and Replace All*

*WP All Import*

Forms – *Cognito Forms* – conditional forms / advanced forms

SMTP Sendgrid

Divi Projects / Case Studies

* Portfolio Module
* Filterable Portfolio Module

Google Analytics

Google AMP

Sticky headers

Progressive Web App

Divi theme and page builder –

Divi Booster

Browser Plugins – Inspect / SEO /

301 Redirects

Cpanel Basics

Host Migration - How to transfer a website from one domain host to another

**WordPress Advanced**

Parent and child themes

OneSignal Push Notifications

Advanced hosting – CDN networks

Multisite

BuddyPress / Peepso

**Oxygen Theme Builder** – only talk about

**Divi theme building**

* Footer
* Blog
* Archive Pages

**Paid Memberships Pro** – 1 night - <https://www.paidmembershipspro.com/>

**Learning Management System** – 1 night - [https://www.learndash.com](https://www.learndash.com/)

**WordPress Ecommerce** – 2-3 nights

* Overall Ecommerce Options - Ebay / Amazon / Etsy / Facebook / Craigslist
* Shopify / MonsterCommerce / Volusion / etc. – renting code
* **WooCommerce**
	+ Setup / Load Demo Products
	+ Experiences with Ecommerce
	+ Arrange Products and Categories
	+ Product types
	+ Shortcodes
	+ Product page layout – theme builder
	+ Store layout – theme builder