**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?** …… Lynn Stanphill / XEARA.con / 214-549-8246

**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

Help Button – videos and training

**END 2**

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

( I need to add a short video and a short mp3 to the media files)

**Plugin:**

Divi Extras

**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 … also mega-menu option

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 – called site icon

*Talk about background options and how it effects spacing and such ….*

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 –*

*Really Simpl SSL*

**Other**

Latin Generator

Copyright – where in divi to change?

Hours and Contact Info – I use secondary menu to put on top

Google Maps – embed options

Different headers and how they look on phone

How to search online for help and answers

Privacy and Terms and Conditions –

<https://www.avodocs.com/>

<https://www.freeprivacypolicy.com/>

**END 5**

**LocalWP.com**

Add pages, sub-pages, posts and categories, menu items – Review all and ask questions about all covered

**END 6**

**WordPress Intermediate**

**Plugins**

*Smush* – Image optimizations – m – turn lazy load off

*EWWW Image Optimizer*

*Imagify Image Optimizer*

Lazy Loading Feature Plugin from Google

*WP Super Cache* –

*YOAST* –

*The Event Calendar* vs Google Calendar

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

*Monarch* – Social media Sharing

*Use Any Font [ Freemium ]*

*Find and Replace All*

*Flexy Breadcrumb*

*GA Google Analytics* - Google Analytics

*Redirection -301 plugin*

**Sitemaps**

*WP Sitemap Page*

*Google XML Sitemaps*

**Popups**

*Popup Builder* – easy and uglyResponsive

*Popup Maker*

*WP Contact Slider*

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

WPForms

*SMTP Sendgrid*

**Wordpress Security**

*Custom Login Page Customizer | LoginPress*

*WPS Hide Login*

*Wordfence*

Divi Globals

Divi Projects / Case Studies

* Portfolio Module
* Filterable Portfolio Module

Divi Position Options

Divi Scroll Animation

Anchor text – how to do / css id and # in menu or link

*AMP* – how to use with Divi

[https://www.elegantthemes.com/blog/wordpress/how-to-use-the-official-google-amp-wordpress-plugin](https://www.elegantthemes.com/blog/wordpress/how-to-use-the-official-google-amp-wordpress-plugin?utm_source=Elegant+Themes&utm_campaign=63b3cd48f1-Divi_Monthly&utm_medium=email&utm_term=0_c886a2fc0a-63b3cd48f1-53634205)

Sticky headers

Divi theme and page builder –

Divi Booster

Browser Plugins – Inspect / SEO / Wordpress?

301 Redirects

Cpanel Basics

WP Lazy Loading

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

*Duplicator – WordPress Migration Plugin vs Updraft Backup*

*All-in-One WP Migration*

*Google Language Translator*

Parent and child themes – just talk about

*Super Progressive Web App* –

*Progressive WordPress (PWA)*

Divi Builder – Page Title / Breadcrumb / Footer

**Browser Push Notifications**

*OneSignal – Web Push Notifications*

*Webpushr – Free Web Push Notifications*

Advanced hosting – CDN networks

Multisite

BuddyPress / Peepso

**Divi theme building**

* Footer
* Blog
* Archive Pages

**WordPress Advanced**

**Oxygen Theme Builder** – only talk about and walk through online

E**commerce Opportunities Online**

Blogging –

 Ads

 Affiliates – CJ / ShareASale

 Direct Placed Ads

*Ad Inserter – Ad Manager & AdSense Ads*

Membership Sites

Donations – Patreon / Paypal

Crowd Funding – GoFundMe

LMS – Learning Management Systems – Skillshare

Twitch

Ecommerce – Website Store

Amazon.com

Ebay

Etsy

Dropship

Custom Print Dropship - CafePress

**Online Classified Ads**

Craigslist

Facebook Marketplace and Groups

YouTube

**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

Sales Tax – load sample file

Shipping Options

*WP All Import*

Amazon S3 options

**Blogs I Follow**

Wordpress Tavern

Elegant Themes

WP Mayor

Search Engine Land

MOZ.com