**WordPress 1 – Learn The Basics of How To Use WordPress with a Page Builder – Focus on Elegant Theme’s Divi builder**

**Rules :** Missing Class / Late Arrival / Grading – I will not provide a grade if you do not do the work / Phones / Off Topic Questions / ***I DO NOT monitor the chat on the livestream*** – if you have a question – ask it verbally / All classes are recorded and the link sent to you for 60 days / If you fall behind – stop me immediately – DO NOT wait 5-10 minutes to tell me you don’t understand something – tell me at the moment.

**Watching Zoom:** Best if you have 2 screens – 1 for watching and 1 for doing. You can use a second monitor with your computer, use a super wide screen monitor, open the zoom on a browser and google cast it onto you TV, log in with 2 computers/tablets, etc.. --- or you can simply switch back and forth between 2 browser windows – many have done that with no major issues.

**Browser Options:** Chrome, Firefox, Edge, Safari --- ***DO NOT USE Internet Explorer***

**Who am I?** …… Lynn Stanphill / XEARA.con / 214-549-8246 / Background and History

I do not focus on technical training, because most of that is handled by software today – instead I focus on teaching marketing and useability and 25+ years of experience utilizing techniques for website building that works. I have built over 500 websites.

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

**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 / etc.

**Show examples of websites I have built** – (Preload browser and talk through each)

**Website Builder Options – using built in online systems (they provide the tools and the hosting)**

* Wix, Weebly, Godaddy Website Builder, Squarespace, Wordpress.com, many more  
  **Renting Code** (pay monthly to use and pay extra for added functionality)

**What is WordPress?**

* Content management system you own - **Open Source Code** (you own the code)

**Open Source Code** (you own the code) **vs** **Renting Code** (pay monthly to use and pay extra for added functionality) – Which is better?

**Why WordPress?**

* Joomla, Drupal, and many others
* Over 60% of all websites are built on WordPress – Likely 85% of small business and personal websites are WordPress
* Largest userbase and free and low cost code for functionality
* Millions of themes, plugins, code, users, etc.
* Requires Backups and Security Updates – DO NOT depend on your hosting company to do this for you.
* Use WordPress to test new business ideas. Offers almost unlimited possibilities for any idea you come up with – up to a certain point – but at that point, you would have enough money to custom build anything you want.

**History of websites**

* Static HTML – show examples
* Content Management Systems (websites that separate code from content and provide a way for non technical people to manage content)
* Static Width vs Responsive --- Phone changed everything
* 2 websites – one for computers and one for phones – NO – user experience should be the same
* I used a plugin to build a phone set of code – was only a short term solution
* HTML 5 with CSS – Cascading Style Sheets – opened up the world for website builds for any device size.

**Hierarchy of Websites and How Does the Internet Work?**

* Each website is really a number / Domain names point to that number / Servers store the locations of the numbers and push the user to the correct server on the Internet to show the website.
* Internet – Highway – Information Super Highway (old name)
* Hosting – Raw Land …. Options: Cpanel / WHM, Plesk, others **– you have to pay for this**
* Domain Name – Address **– you have to pay for this**
* Content Management System – WordPress – Foundation to build the website on
* Theme – Frame of House (Generally provdes the Header, Footer, and sometimes the page layouts)
* Page Builders – Inside of House / Finish out and Furnishings - Beaver Builder / Elementor / Divi / Gutenberg Blocks / Oxygen / Breakdance / Visual Composer, and a few others and Plugins (also widgets)

**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

**Themes** – Determine Header and Footer options, width, colors, page layouts sometimes, and other things

* Basic Themes – Sela, Twenty Nineteen, etc. – few people build with these today
* Quality Free Themes – Astra, OceanWP, GeneratePress
* Plugins provide Functionality – Usually implemented with shortcodes & widgets
* Page Builders – Beaver Builder / Elementor / Divi and others – provide an easier way to add items / functionality – like a gallery – to a website without having to find a plugin and download it, install it, and then learn to use it.

**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 Your 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

**Install Classic Editor and compare to Wordpress’s Gutenberg Blocks Editor**

**Theme options** – Customizer and Other Places

**Build Pages / Posts** - Add pages and some content / Add posts with categories

* Add Pages
* Add Posts with Categories
* 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** – 30 minutes
* **Elementor** – 30 minutes
* **Divi** – 1 hour – We will spend the rest of this class using this builder
* **Oxygen and Breakdance** – will be covered in Wordpress 2 - show a quick look

**Divi Training \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

* Sections / Rows / Columns / Modules-Widgets
* Help Button – videos and training

**Divi Modules To Explore**

* Text
* Image – *sidenote: the laptop photo editor I use is* <http://x.photoscape.org>
* Blurb
* Button
* Person
* Gallery
* Code
* Accordions vs Tabs
* Divider
* Slider
* Social Media Follow
* Testimonial
* Audio
* Video
* Post title
* Many others for you to explore on your own

**Divi Globals**

**Divi Theme Setup**

**Divi Projects / Case Studies**

* Portfolio Module
* Filterable Portfolio Module

**Divi Theme Building**

* Footer
* Blog
* Archive Pages

**Other Things to Discuss**

* Favicon – divi – called site icon
* Talk about background options and how it effects spacing and such ….
* Background Image Section - Divi
* Background video – Divi
* Different headers and how they look on phone

**What kind of functionality / Plugins would you want on a website? (that your page builder does not provide you)**

**Plugins**

* WP File Manager
* Updraft
* Duplicate Post
* Disable Comments
* Metaslider
* TinyMCE Advanced - ?????
* Loading Page -
* WP Maintenance Mode -
* Page Links To –
* Really Simple SSL

**Privacy and Terms and Conditions**

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

**Additional Plugins**

* Smush – Image optimizer
* YOAST or All In One SEO or RankMath – SEO plugins
* 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
* WP Sitemap Page
* Strong Testimonials
* Updraft Plus Backup
* LightStart - Maintenance Mode
* WP Super Cache
* Easy Accordion ….. and many more

**Popups**

* Popup Builder – easy and ugly
* Popup Maker
* WP Contact Slider

**Forms** - Yes – you can build a form with the website tools – but you must setup the proper things on a service that provide SMTP and you must add entries to the DNS of your domain name.

* Cognito Forms – conditional forms / advanced forms – my choice
* WPForms
* JotForm
* SMTP Sendgrid – you will need to set this up also so that you can send emails from your website and insure that others get them

**Wordpress Security**

* Wordfence – needed plugin
* Sucuri – needed plugin
* WPS Hide Login
* Custom Login Page Customizer | LoginPress

**Other Things to Learn**

* Latin Generator
* Copyright – where in divi to change?
* Hours and Contact Info – I use secondary menu to put on top
* Google Maps – embed options
* HTML elements: mailto: tel: show different ways to do: rich txt editor / manual link / type
* Divi Position Options and Divi Scroll Animation
* Anchor Text – how to do / css id and # in menu or link
* Sticky headers
* Divi theme and page builder –
* Browser Plugins – Inspect / SEO / Wordpress?
* 301 Redirects / 404 Redirects – Redirect plugin
* Google Language Translator
* Parent and child themes – just talk about not needed anymore

**Website Hosting Basics**

* Cpanel Basics
* Advanced hosting – CDN networks
* 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

**How to search online for help and answers** – keywords are the key

**LocalWP.com** – Build test websites on your computer for free

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**WordPress 2 – Turning WordPress into an online business – and a few more things**

**Breakdance** – show a personal example of using it

**Oxygen** – use Oxygen’s online example

**Other Things**

* **Wordpress Multisite**

**Ecommerce Opportunities Online**

* **Blogging** 
  + Ads
  + Affiliates – CJ / ShareASale
  + Direct Placed Ads
  + Ad Inserter – Ad Manager & AdSense Ads
* **Social Sites - BuddyPress / Peepso**
* **Membership Sites**
* **Donations – Patreon / Paypal**
* **Crowd Funding – GoFundMe**
* **LMS – Learning Management Systems – Skillshare**
* **Twitch – let others watch you do your thing – get dollars given to you**
* **Ecommerce** 
  + Website Store
  + Amazon.com
  + Ebay
  + Etsy
  + Dropship
  + Custom Print Dropship - CafePress
* **Online Classified Ads**
  + Craigslist
  + Facebook Marketplace and Groups
* **YouTube**
  + **Start your own channel and get rich becoming an influencer**

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**Paid Memberships Pro** – ½ to 1 night - <https://www.paidmembershipspro.com/>

**Learning Management System** – ½ to 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