



Blogging 101

w/ WordPress

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Background:

- WordPress User, Enthusiast and Developer since 2007
- Freelance WordPress Developer
- Volunteer on the WordPress.com DE Forums
- Developed over 100 Sites for myself, clients and friends
- Former Web Developer for PWC of Davao
- Former Davao Digital Influencer Officer
- *Forever pinoyteens.net*
- Former Happiness Engineer -> WordPress.com
- Collection of Geniuses - Co Founder



Take note: Take notes!

Due to time constraints, my talk will be more about **nudging you** in the **right direction** with **plugins, themes** and other **resources** you can use at your *leisure time*.



WP started as
a simple
blogging
solution.





Now it's so much more than that.

30% of the World's Top
10 Million Sites run
WordPress





Everyone uses it for different purposes

- Personal Sites
- Business Websites
- eCommerce Websites
- Online Portfolio
- Online Community (Social Network and Forum)
- Multimedia Site
- News Site
- You can literally do almost *anything*.

But for our presentation, let's start **from the basics**.





There are two flavors of WordPress:
WordPress.com and **WordPress.org**



WordPress.Com

- Managed Hosting Solution
- Free to Use
- Hassle Free
- Paid Options available
 - Remove Ads
 - Get a domain name
 - Get additional features
- Speaking of features, unless you're **Business**, you cannot use Plugins.






WordPress.org (or Self Hosted)

- Open Source Software
- Do as you will with it
- All responsibilities are on you
- The sky's the limit with the potential that you have
- Self-Managed
- Needs hosting, domain





For those who want it **easy** or are not technically inclined, **WordPress.com** is good enough.

For those who love to tinker, or say, for most of us here today, **WordPress.org** is the way to go.





Getting Started:

- Domain Name
 - NameCheap
- Web Hosting (Recommended PHP7 and above)
 - <http://bitly.com/PreferredHost>
- WordPress.com account
 - For JetPack and WooCommerce integration
- A rough idea of what you want to do
 - What your site will be about
 - What you'll need it for
- A rough idea of what features you like to have
 - Extensions you want to run
 - Theme you want to use





Theme Recommendations

FREE Themes:

- Default Theme
- OceanWP
- GeneratePress
- Writee

PREMIUM Frameworks:

- Divi
- Genesis
- Elementor





Plugin Recommendations:

- AMP - adds AMP support
- Really Simple SSL - Go https
- WordFence Security - secure your site
- WPBase-Cache - all in one caching plugin
- Server IP & Memory Usage - know your server, memory and other details
- YOAST - SEO

Additional Stuff:

- Disqus - supercharger your comments section
- *Major Themes support adding of Adsense Codes now*





There's
One More Thing





Actually, two
things.



The Big 2 Automattic Products

JETPACK

- Bring WordPress.com functionality to self-hosted sites
 - Paste link to videos, tweets, status updates to embed it easily
 - Backup solutions on paid plans
 - Stats tracking feature
 - Contact Forms
 - Instant Sharing Options
 - Instant Sitemaps
 - Site Verification

WOOCOMMERCE

- Create your own Lazada, Shopify or Shopee --- you name it.
 - Powerful eCommerce tool
 - Sell any product
 - Digital
 - Physical
 - Courses
 - Memberships
 - Humans!
 - No, don't sell humans!
 - Customize it the way you want it.
 - Payment Options
 - Shipping
 - Coupons, and more





Next Steps on New Installs

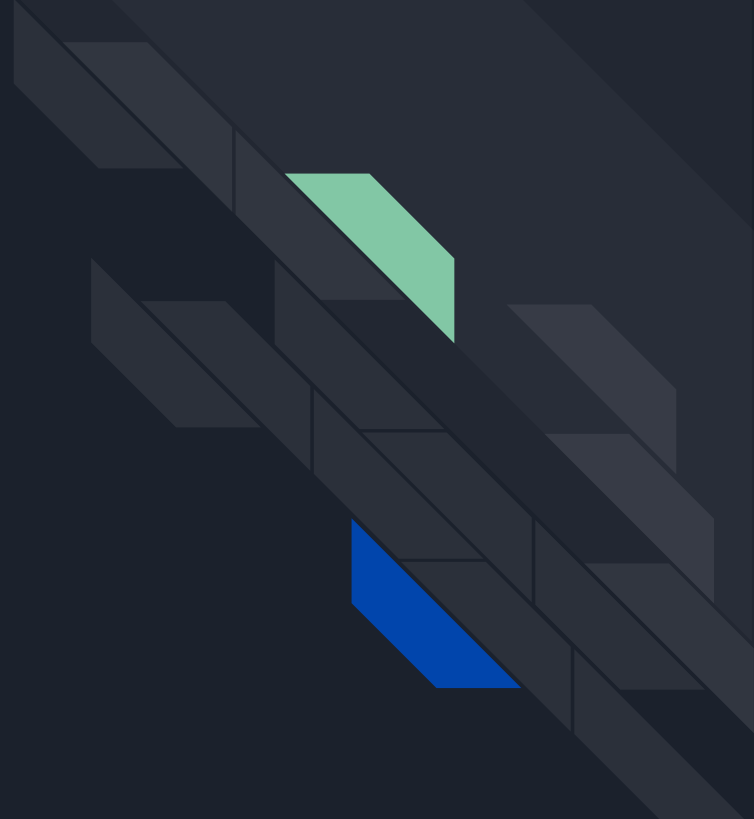
- Make sure your site is on https
- Check time zone of your site
- Check Permalink Structure
- Make sure your site is mobile friendly or supports AMP
- Add content to your website
 - Pages
 - Posts
 - Sidebar
- Design it to your liking



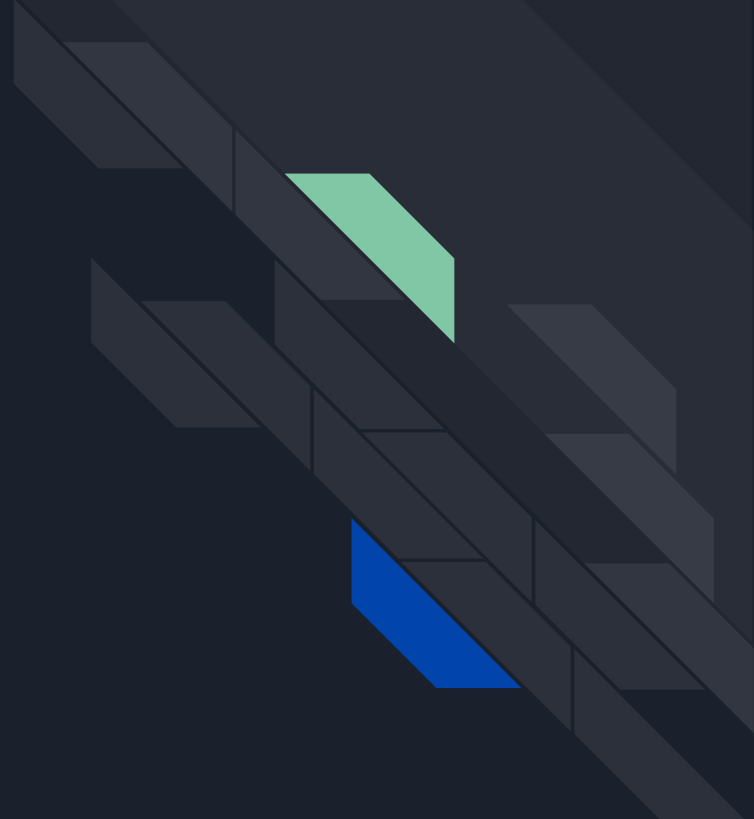
Best Practices

- Do not install too many plugins (it's best to remove plugins that are not used)
- Even more important do not run too many plugins
- Use plugins that each serve a single purpose and do that well
- Don't use "admin" as your "admin"
- Create strong passwords
 - For your WordPress
 - For your email
 - For your cPanel
 - For your Database

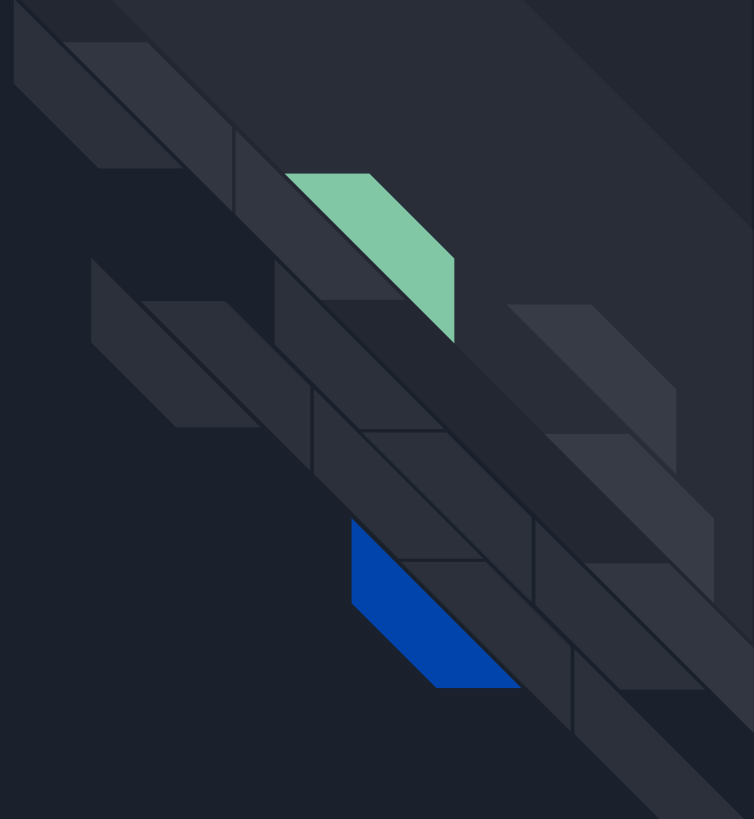
Users: Keep writing and
creating with
WordPress.



Enthusiasts: Keep
supporting and talking
about WordPress.



Developers: Keep expanding WordPress into become both more simpler and more powerful.



Code is Poetry.

