WP 101

In this session, you'll learn how to set up a WordPress site from scratch. Bring your laptop! We'll address topics like posts, pages, using the new block editor, themes, and plugins. We'll also cover WordPress workflows for publishing, understanding local development, WP updates, how to "vet" a plugin or theme, and more. You'll leave with a site and resources for further exploration.

Table of Contents

1. Getting Set up for Local Development on Local by Flywheel

We will also demo how to set up a site on Flywheel itself as a managed hosting example, and then GreenGeeks as a shared hosting and cPanel example.

Nate: Local and Flywheel setups

Matt: cPanel setup on GreenGeeks

Links and Resources:
https://localbyflywheel.com
https://getflywheel.com
https://www.greengeeks.com/
https://www.wpbeginner.com/glossary/cpanel
https://www.wpbeginner.com/how-to-install-wordpress

2. A WordPress Overview:

Trade off talking about this.
(basically walking down the left hand admin menu).

Posts
Blogs
Categories
CPTs for WP102: "Everything is a post type… 🤓"

Pages
Static content on your website

Media
Images (jpg/png), resizing/cropping images to optimize for web!, PDFs, don't put audio or video in here.
- Compressor.io
- ImageOptim
- Tinyjpg.com

Themes
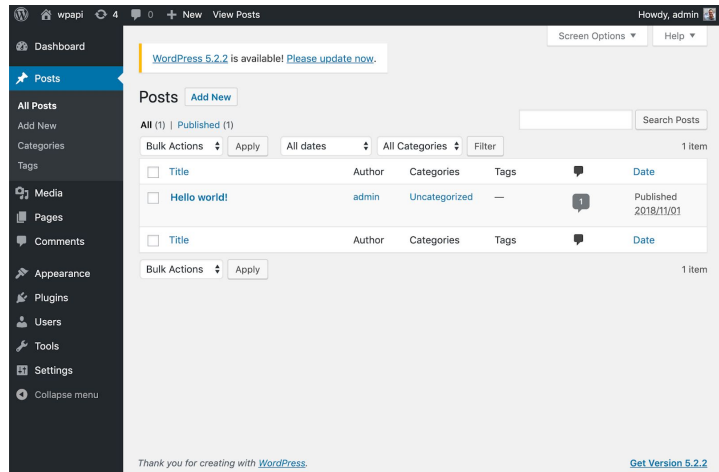Template with colors, fonts, base functionality and design.

Plugins
Expand functionality and design.

Settings
Settings->Permalinks: Change from ID to slug.
Settings->Reading: controls whether Search Engines index your site or not

3. Getting Set Up with a Theme

How to choose/vette a theme
- Check the WordPress.org Theme Repo first!
- Compatible up to current version of WordPress
- Last Updated Date
- # of installs
- Good support
- Rating
- Author (some good, some not as good)

Free vs Premium
TwentyNineteen, Storefront, and then
premium options like Genesis themes or something multi-purpose like Total. Also talk about how to choose a theme…

Quick Demos
Matt: Phlox (free) with Elementor, and/or Impreza with WPBakery Page Builder (Visual Composer)
Nate: StudioPress/Genesis, Atomic Blocks, Gutenberg, Total Theme

Links and Resources:
https://wordpress.org/themes
https://studiopress.com/themes
https://themeforest.net
https://www.wpbeginner.com/wp-themes/selecting-the-perfect-theme-for-wordpress
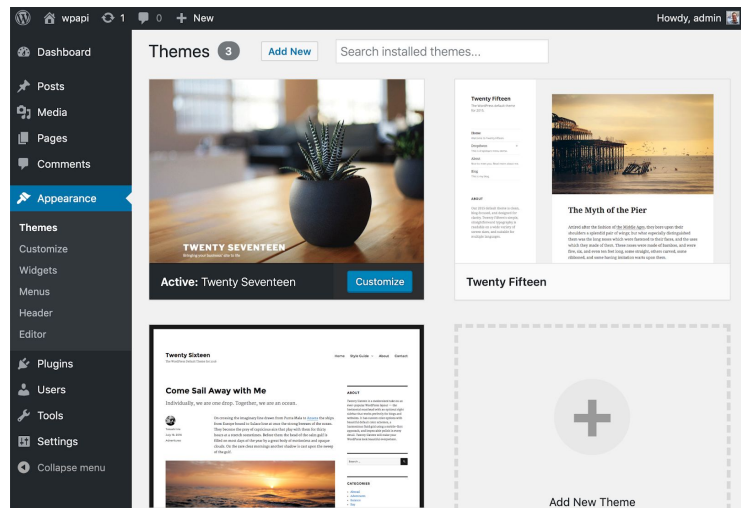https://www.wpbeginner.com/beginners-guide/choose-premium-wordpress-theme-site

4. Getting Set Up with Plugins

How to choose/vette plugins
- Check the WordPress.org Plugin Repo first!
- Compatible up to current version of WordPress
- Last Updated Date
- # of installs
- Good support
- Rating
- Author (some good, some not as good)

Recommended plugins
- Wordfence - https://wordpress.org/plugins/wordfence
- UpdraftPlus Backups - https://wordpress.org/plugins/updraftplus
- Ninja Forms - https://wordpress.org/plugins/ninja-forms
- Gravity Forms (paid) - https://www.gravityforms.com
- WP Forms - https://wordpress.org/plugins/wpforms-lite
- WP Rocket (paid) - https://wp-rocket.me
- reSmushit - https://wordpress.org/plugins/wp-smushit
- Yoast SEO - https://wordpress.org/plugins/wordpress-seo
- WPBakery Page Builder (paid) - https://wpbakery.com
- Elementor - https://wordpress.org/plugins/elementor
- Beaver Builder (paid) - https://www.wpbeaverbuilder.com
- MailChimp for WordPress - https://wordpress.org/plugins/mailchimp-for-wp
- WPS Hide Login - https://wordpress.org/plugins/wps-hide-login
- Link Checker - https://wordpress.org/plugins/link-checker
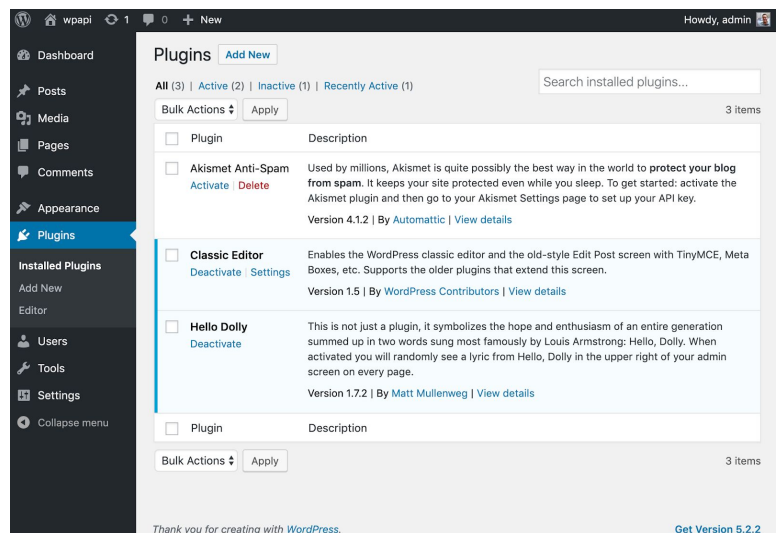
GDPR, Accessibility, Translation (multilingual-WPML)

Maybe good to weigh the benefits and drawbacks of plugins vs. hosting.

Links and Resources:
https://wordpress.org/plugins
https://www.wpbeginner.com/glossary/plugin
https://www.wpbeginner.com/beginners-guide/step-by-step-guide-to-install-a-wordpress-plugin-for-beginners/

5. Options for Expansion (more plugins!)

WordPress is a very versatile platform. Here are additional plugins that can expand your site with significant functionality.

E-Commerce:
- [WooCommerce](#) - https://wordpress.org/plugins/woocommerce
- [Easy Digital Downloads](#) - https://easydigitaldownloads.com
- [WP Shopify](#) (connects to Shopify) - https://wordpress.org/plugins/wpshopify

Membership Sites
- [Restrict Content Pro](#) - https://restrictcontentpro.com
- [Paid Membership Pro](#) - https://wordpress.org/plugins/paid-memberships-pro
- [Wishlist Member](#) - https://member.wishlistproducts.com
- [S2 Member](#) (free) - https://s2member.com/

Learning Management Systems
- [WP Courseware](#) - https://flyplugins.com/wp-courseware/
- [Sensei](#) - https://woocommerce.com/products/sensei
- [LearnDash](#) - https://www.learndash.com
- [Access Ally](#) - https://accessally.com

Others
- [Classifieds](#) - https://www.pickplugins.com/item/classified-maker-company-profile/?ref=16
- [Forums](#) (bbPress) - https://bbpress.org
- [Social Media](#) (BuddyPress) - https://buddypress.org
- [Booking Calendar/Events/Meetings](#) (The Events Calendar) - https://wordpress.org/plugins/the-events-calendar
- [Podcasting](#) (BluBrry) - https://wordpress.org/plugins/powerpress

6. Choosing Domain Registrar and Hosting

A walk through on what to look for
Privacy guard, SSL, staging, backups, website performance, helpful and available support, multiple sites, email hosting, etc.

Domains
- GoDaddy.com (hahaha), Namecheap.com, Hover.com, Uniregistry.com, or just purchase through website host (can always move later). Nameboy.com - domain name generator.
- Gotta keep 'em separated!... Maybe.

Things to think about
What TLD do you want? (.com, .io, .net, .xyz)

Hosting
- Flywheel - https://getflywheel.com
- WPEngine - https://wpengine.com
- Pantheon - https://pantheon.io
- Pagely (if you're a big ka-tuna) - https://pagely.com

Hosting as a Service (SSL, Backups, Domain Management, $/cycle/minutes): $10 - $12
- SpinupWP - https://spinupwp.com/
- Cloudways - https://www.cloudways.com/en/

Shared/Managed
- SiteGround - https://www.siteground.com
- GreenGeeks - https://www.greengeeks.com
- GoDaddy - https://www.godaddy.com

Links and Resources:
https://www.wpbeginner.com/beginners-guide/whats-the-difference-between-domain-name-and-web-hosting-explained
https://www.wpbeginner.com/beginners-guide/tips-and-tools-to-pick-the-best-domain-for-your-blog
https://colorlib.com/wp/how-to-choose-wordpress-hosting

7. Understanding a Good Publication Workflow

(and maybe development workflow)

- Be consistent. Get on a schedule.
- Quality content and media (unsplash.com) (see image compression above)
- Host audio and video elsewhere (like YouTube.com, or SoundCloud.com)
- Be aware of your content (is it big, is it "*heavy*", is it consumable, is it accessible?)
- Test on staging (code updates and new content)
- Get your Google-fu good!

"Your problem is not the problem, your problem is how to think about the problem." -Dan Sullivan

8. Updating Your Plugins, Themes and WordPress

WordPress is simply software that sits on a server. Your theme and plugins are also software. Software needs to be updated regularly to address security issues, compatibility issues, performance issues, and bugs. Here is a very simple process to follow when updating your website software:

- Backup your website BEFORE updating anything!
- Update WordPress, **test site**.
- Update plugins, **test site**.
- Update theme, **test site**.
- If anything breaks, try to troubleshoot it and resolve it.

Additionally it is always good to:
- Check for broken links (Link Checker - free up to 500 links)
- Check for broken images (manually or Link Checker - Pro version)
- Check for weak passwords (Wordfence)
- Run performance tests (gtmetrix.com, pagespeed.net)

Central Management
If you have many websites that you manage, you can use a central management tool like ManageWP or InfiniteWP to manage your website updates.
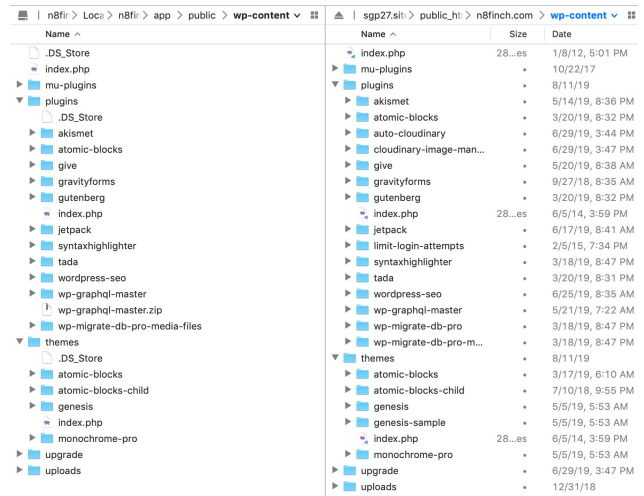
Links and Resources:
https://www.wpbeginner.com/beginners-guide/wordpress-maintenance-tasks-to-perform-regularly

9. Using SFTP

Just a quick overview, save the rest for WP102:

- WordPress is just files, just like you use on your computer.
- Plugins and themes are all just files (code files!)
- wp-content/uploads is typically your media files (from your Media Library!)
- Other custom stuff will go in your wp-content folder (themes, plugins, etc).
- WP core files

10. Things to Look Out for When Working with WordPress

- WSOD (white screen of death!)
- DB migrations and overwriting comments, sales, orders, etc.
- Understanding the difference between code, database, and files, etc.
- Search and Replace in DB doesn't always catch everything (serialized data).
- We'll cover a lot of this in WP 102

11. How to work with a developer and where to find one

If you want to do things beyond what you are able to do, hire a developer to assist you.

- Work with Matt!
- Codeable.io
- toptal.com
- Ask for referrals
- Find an agency to work with
- Know what you need done
    - Theme styles/customizations
    - Augmenting functionality (hooks and filters in WP)
        - Custom functionality