

# Wordpress 101

# Why Wordpress?

- Simple to Use
- Expandable
- Good Looking
- Free
- Fast

How is WordPress  
Different From “Old  
Fashion” Flat File  
Websites?

# Flat HTML Website

- Files and Directories
- Content and Function Intertwined
- Requires skill to add and modify
- Size of Code = Speed of Page Loading

# Wordpress Website

- Based on Files and a Database
- Content and Function Are Separated
- No technical skills required
- Pages are Built “On the Fly”

WordPress has Two  
Flavors

Cloud Hosted  
&  
Self Hosted

# WordPress.com

- Cloud Hosted
- Free (plus Premium features)
- Hosted
- Many Visual Styles
- Many Built-In Functions -  
Limited Expansion



# WordPress.org

- Self Hosted
- Free (Open Source)
- Installed on Your Own Server
- Thousands of Visual Styles (Themes)
- Thousands of Ways to Add Functions (Plug-ins)

# Wordpress Vocabulary

- Themes: visual styles - free and paid
- Plug-ins: functional expansion
- Dashboard: Where you do your work
- Posts: Time based content items (blog)
- Pages: “Static” content
- Widgets: Special content chunks

# Getting Started

- Ask Who and Why - Audience
- Plan with an Outline or Diagram
- Sign up for Wordpress
- Make a Website!

Questions So Far?

# Hands On Plan

- Create a Wordpress.com Account
- Log-in
- Create a Great Title and Description
- Select a Theme
- Create some Pages
  - Home, About, Contact
- Create a Post

# Helpful Stuff

- [WordPress Codex](#) - The Official “Manual”
- [WordPress.tv](#) - Video tutorials created by the community
- [WordCamp Nashville](#) - Local mini-conference
- [WordPress Nashville](#) - 3rd Monday of Every Month
- [Smashing Magazine](#) - Wordpress section - <http://wp.smashingmagazine.com>
- [Lynda.com](#) -
  - [WordPress Essential Training](#)