

# Setting up your own Self-Hosted WordPress Website

**Tuesday March 3<sup>rd</sup>, 2015**

# Agenda

- Introduction
- Hosting
- WordPress
- Web Design
- Putting it all together

# Introduction

**Jim Wright**

**[jim@jamesdavidwright.com](mailto:jim@jamesdavidwright.com)**

**[jamesdavidwright.com/sbac](http://jamesdavidwright.com/sbac)**

# Questions

- Why are you here?**
- Do you want a site today?**
- Comfort level?**
- Your questions ...**

# EZ-Path

- Bluehost**
- WordPress**
- Generate Press**

# Hosting

- Where your site lives**
- Your site's address**
- Choosing web hosting**

# Domain Name

- Your site's name
- Registrar
- Nameservers
- Choosing a domain name

# WordPress

- WordPress.com**
- WordPress.org**
- Installing WordPress**



# WordPress Theme

- Look and Feel**
- Free vs. Paid**
- Plugins and Widgets**
- Mobile-Responsive**

# Your Website

- Business Website**
- Hobby Website**
- Blog**

# Graphic Design

- Fiverr.com**
- 99designs.ca**
- Graphic Designer**

# SEO

- Permalinks**
- Images**
- XML Sitemap**
- Speed**

# Security

- Up To Date**
- Admin Account**
- Free**
- Passwords**

# Passwords

- 123456
- password
- 12345678
- qwerty
- abc123
- 111111

# Passwords

- iloveyou**
- admin**
- 123123**
- letmein**
- monkey**

# Make it easy!

- Easy to use**
- Easy to find**
- Remove obstacles**





**Click The Pumpkin To Enter**

# Most Wanted

**80% of your web visitors  
are looking for about  
3 – 4 things.**

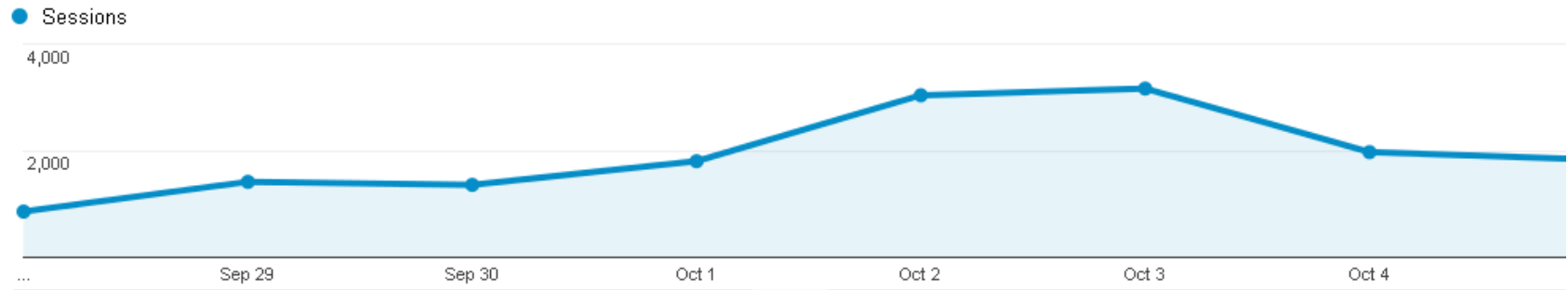
# How do you know?

## Google Analytics

Overview

Sessions vs. [Select a metric](#)

Hourly Day Week Month



Sessions  
**15,440**

Users  
**11,595**

Pageviews  
**51,072**

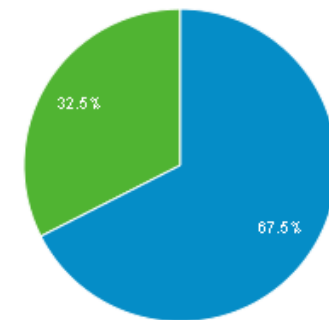
Pages / Session  
**3.31**











Avg. Session Duration  
**00:02:19**

Bounce Rate  
**37.44%**

% New Sessions  
**67.46%**

New Visitor Returning Visitor



<input type="checkbox"/>	Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?
		<b>51,072</b> % of Total: 100.00% (51,072)	<b>40,311</b> % of Total: 100.00% (40,311)	<b>00:01:00</b> Avg for View: 00:01:00 (0.00%)	<b>15,440</b> % of Total: 100.00% (15,440)
<input type="checkbox"/>	1. / 	<b>14,349</b> (28.10%)	9,856 (24.45%)	00:00:44	8,794 (56.96%)
<input type="checkbox"/>	2. /schedule-of-events/ 	<b>5,142</b> (10.07%)	4,051 (10.05%)	00:01:21	816 (5.28%)
<input type="checkbox"/>	3. /admission-prices/ 	<b>4,341</b> (8.50%)	3,601 (8.93%)	00:00:59	345 (2.23%)
<input type="checkbox"/>	4. /2014-fair-schedule/ 	<b>3,995</b> (7.82%)	3,567 (8.85%)	00:02:02	2,837 (18.37%)
<input type="checkbox"/>	5. /midway-hours-and-prices/ 	<b>2,709</b> (5.30%)	2,205 (5.47%)	00:01:30	255 (1.65%)
<input type="checkbox"/>	6. /faq/ 	<b>2,279</b> (4.46%)	1,717 (4.26%)	00:00:55	104 (0.67%)
<input type="checkbox"/>	7. /demo-derby/ 	<b>1,650</b> (3.23%)	1,408 (3.49%)	00:01:07	386 (2.50%)
<input type="checkbox"/>	8. /entertainment-centre/ 	<b>1,542</b> (3.02%)	1,346 (3.34%)	00:01:12	320 (2.07%)
<input type="checkbox"/>	9. /prize-list/ 	<b>1,435</b> (2.81%)	1,167 (2.89%)	00:01:12	167 (1.08%)
<input type="checkbox"/>	10. /hours-of-operation/ 	<b>1,025</b> (2.01%)	870 (2.16%)	00:00:56	73 (0.47%)

# Usability

- Is your site easy to use?**
- Is the navigation clear?**
- Is content easy to find?**

# Design

**There are times to be clever  
... this isn't one of them.**

# Navigation

- Across the top ...**
- Down the left side ...**
- The Golden Triangle**



Text Only Accessibility

eLibrary my e-Library | Forgotten password? | Need to register? | Log in

Stroke

Jump to Specialist e-library [v] Go

e-Library Home	Search	Browse	CPD	Keeping up to date	Shared Space	Help & Tutorials
Stroke Home	Journals	Books	Guidelines	2 - Navigation Patient information	Library Services	

Welcome to the Stroke Specialist e-Library

#### Quick Links

- Ovid Databases
- Cochrane Library
- Clinical Evidence
- RECAL
- Effective Stroke Care
- Chest Heart & Stroke Scotland
- Stroke Association
- Databases - Full list

#### Browse by subject

- Diagnosis and Assessment
- Evidence Based Practice
- Health Improvement and Specific Groups
- Managed Clinical Networks and Service Organisation
- Problems, Symptoms and Risk Factors
- Stroke Glossaries and Reference Materials
- Stroke Management: Medical and Surgical Interventions
- Stroke Management: Medicines
- Stroke Management: Rehabilitation Therapies
- Types of Stroke

#### Patient Journey

Patient Journey list

#### Related Specialist e-Libraries

- Diet and Nutrition
- Holistic Care/Complementary Medicine
- Occupational Therapy
- Paramedics
- Physiotherapy

search

More search options  
Search tips  
 Stroke resources only  All e-Library resources

#### Announcements

- Delivering Knowledge for Health: Developing a Keystone Strategy Conference, 24th October 2006 [26/09/2006]
- New Specialist e-Library and MKN for Remote and Rural [31/07/2006]
- New look Stroke Specialist e-Library [05/05/2006]
- Announcements Archive

#### Keeping up to date

#### Media News

- Do high doses of Lipitor reduce the risk of a second stroke?
- Stroke Symptoms Common Among General Population
- Stroke Symptoms Common But Often Unreported

→ [Media News Full list](#)

#### Recent Journal Articles

- Archives of neurology
- Archives of physical medicine and rehabilitation
- Clinical rehabilitation
- European journal of neurology
- Journal of neurology neurosurgery and

#### Stroke MKN Shared Space

- Stroke

#### MKN News

- BMJ update - bleeding risk with low dose aspirin

→ [Full List of news...](#)

#### Events

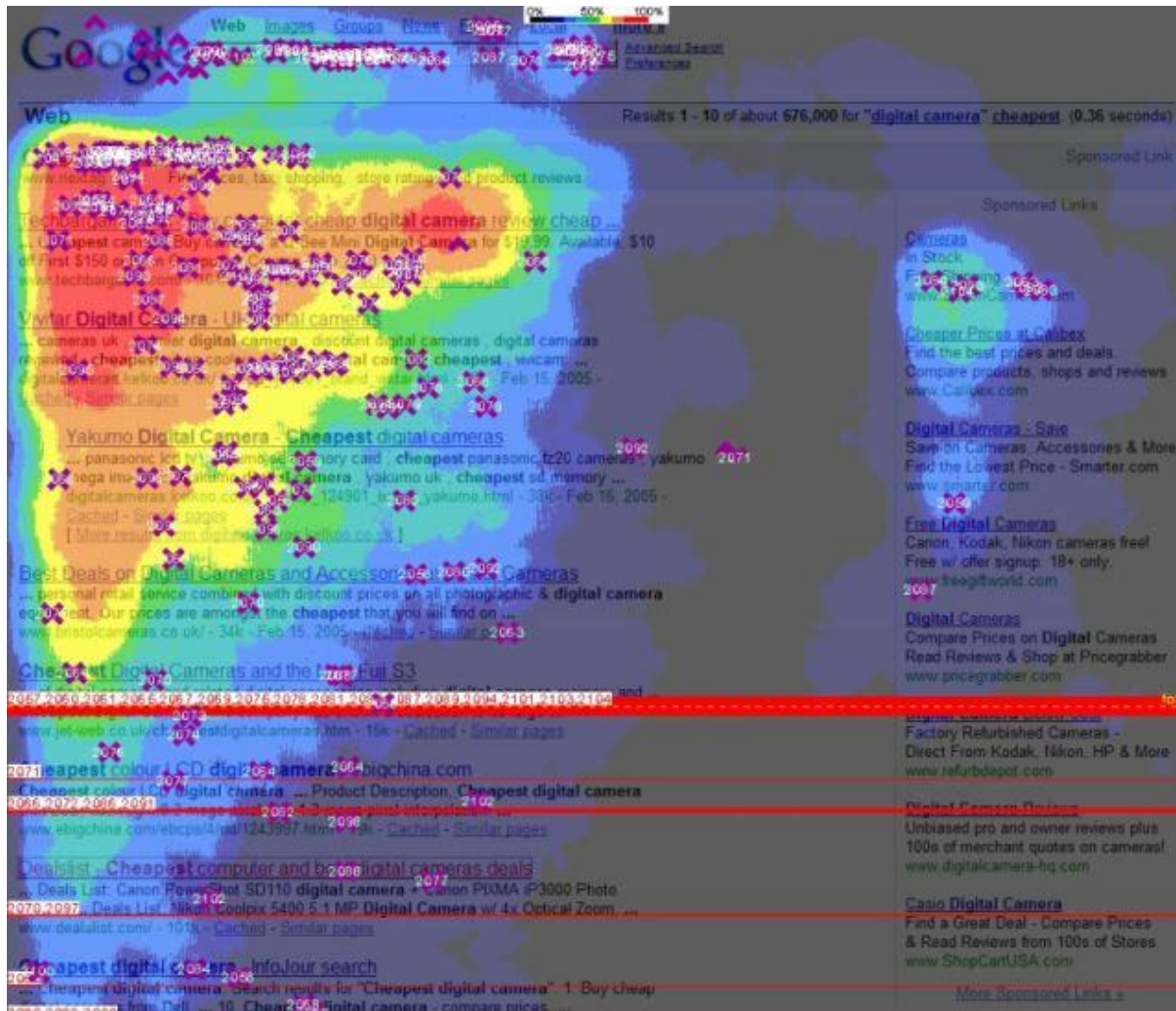
- Arrhythmia Awareness Week 12-19 September

→ [Full List of events...](#)

#### Communities

- View Communities
- View Knowledge Exchanges
- Request a Community

→ [Shared Spaces full list](#)



# Colours and Fonts

- Dark text, light background
- Don't Use Yellow!!
- Sans Serif Fonts
- Beware the background



search

- Home
- About
- News
- What To Do
- Exhibitors
- Events Calendar
- Guest Info



Carp Fair Sept. 24-27th, 2015  
"Proud of our Past. Focused on our

**EXHIBITORS**  
Carp Fair offers world class agricultural shows

# Responsiveness

- Show them you're there**
- Keep your site up to date**
- Listen, adapt, change ...**



Since 1856

# Welcome to Metcalfe Fair

*"Make it YOUR Fair!"*

613.821.0591

## Oct. 1-4, 2015

metfair@bellnet.ca

[Home](#)

[About Us](#)

[Schedule of Events](#)

[Prize List](#)

[2014 Photo Gallery](#)

[Support The Fair](#)

[FAQ](#)

[Contact Us](#)

[Click here for Gate Admission Prices](#)

**Welcome to the 159th edition of the Metcalfe Fair, presented by the Metcalfe Agricultural Society.**



**Rural tradition meets modern family entertainment at the Metcalfe Fair!**

This year marks the 159th anniversary of this fall tradition, held annually in the Village of

Connect with us!



Quick Links ...

[Gate Admission Prices](#)  
[Baby Show](#)  
[Horse Pull](#)  
[4-H Regional Championship Show](#)  
[Fiddling and Step Dancing](#)  
[Schedule of Events 2014](#)  
[2014 Metcalfe Fair Prize List](#)  
[OLG Entertainment Centre](#)  
[Demolition Derby](#)  
[Classic Car Show](#)  
[Vendor/Concession Booths](#)

Latest News ...

# Mobile Responsiveness

## Why is this important?

☰ Menu


 Welcome to  
**Metcalfe Fair** Oct. 1-4, 2015  
*"Make it YOUR Fair!"*  
 Since 1856 613.821.0591  
metfair@bellnet.ca

**Welcome to the 159th  
 edition of the Metcalfe  
 Fair, presented by the  
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Connect with us!





Latest News ...

- ▶ What's Up Wednesday – January 14, 2015
- ▶ Notice of Annual Meeting
- ▶ What's Up Wednesday, October 1st

Find us on Facebook


**Metcalfe Fair**  
 You like this.

You and 1,033 others like Metcalfe Fair





**Rural tradition meets modern family entertainment at the Metcalfe Fair!**

This year marks the 159th anniversary of this fall tradition, held annually in the Village of Metcalfe.

The home of the Metcalfe Fair is 24 acres of land on the outskirts of the Village in rural south Ottawa. **We're located at 2821 8th Line Road, Metcalfe.**

Our fairgrounds feature well-maintained accessible buildings and plenty of green space.

We are also home to many community activities, including the Metcalfe Farmers' Market, Shroomfest, livestock shows and sales, weddings, and many other public and private events.



# Let's Build a Site!

# Thank You!

**[jamesdavidwright.com/sbac](http://jamesdavidwright.com/sbac)**

# Questions?

**Jim Wright**

**[jim@jamesdavidwright.com](mailto:jim@jamesdavidwright.com)**

**[jamesdavidwright.com/sbac](http://jamesdavidwright.com/sbac)**