

WordPress Website Design for Non-Designers

Wednesday June 27th, 2018

Agenda

- ☐ Introduction: What is WordPress?
- ☐ What you need to get started
- ☐ Blog vs. Website
- ☐ WordPress Themes and Plugins

Agenda

- ☐ Website design considerations
- ☐ WordPress security
- ☐ WordPress SEO
- ☐ WordPress analytics

Introduction

Jim Wright

jim@jamesdavidwright.com

jamesdavidwright.com/sbac

What is WordPress?

- ☐ Started in 2003 as a blog platform
- ☐ A web publishing platform
- ☐ Evolved into a full-scale CMS
- ☐ Today: ?? Million Websites

Why WordPress?

- ☐ Easy to install and maintain
- ☐ It is Open Source
- ☐ It is Community Supported
- ☐ Updates and Support

WordPress.org **vs.** **WordPress.com**

What You Need

- ☐ **Hosting**
- ☐ **Domain Name**
- ☐ **Platform**
- ☐ **Theme**

What I'm Using

- ☐ **Hosting: Bluehost**
- ☐ **Domain Name: GoDaddy**
- ☐ **Platform: WordPress**
- ☐ **Theme: GeneratePress**

Hosting

- ☐ **Where your site lives**
- ☐ **Types of hosting**
- ☐ **Choosing a web hosting company**
- ☐ **Options...**

Domain Name

- ☐ Your site's "name"
- ☐ Nameservers
- ☐ Choosing a good domain name

Domain Name

- ☐ **learnelectronicsonline.com**
- ☐ **paws4u.com**
- ☐ **.what?**

Platform

- ☐ **WordPress**
- ☐ **Self-Hosted**
- ☐ **Installing WordPress**

WordPress Theme

- ☐ **Look and Feel**
- ☐ **Free vs. Paid**
- ☐ **Mobile-Responsive**
- ☐ **Choosing a Theme**

Copy Teacher

Just another WordPress site

Sample Page

Hello world!

April 26, 2017 by ctAdmin

Welcome to WordPress. This is your first post. Edit or delete it, then start writing!

📁 Uncategorized

💬 1 Comment

Recent Posts

[Hello world!](#)

Recent Comments

[A WordPress
Commenter](#) on [Hello
world!](#)

[Download Divi Today](#)

Build Things Visually

Divi 3.0 introduces a completely new visual interface that will forever change the way you build websites. This front end editor allows you to make changes to your website...on your actual website! Click into a paragraph and start typing. Highlight some text and adjust the fonts and styles.

[Join Today](#)



Click & Type

Curabitur non nisi nec velit
at tempor vulputate ac ut
odio. Cras nec augue.



Drag & Drop

Curabitur non nisi nec velit
at tempor vulputate ac ut
odio. Cras nec augue.



Duplicate & Delete

Curabitur non nisi nec velit
at tempor vulputate ac ut
odio. Cras nec augue.



Customize & Design

Curabitur non nisi nec velit
at tempor vulputate ac ut
odio. Cras nec augue.







Your All-In-One **Online Business Toolbox**

Create a Beautiful Website and Start Converting Visitors into Customers



10 WP Themes



Thrive Leads



Thrive Content Builder



Thrive Ultimatum



[Home](#) / [Blog](#)

Home

Plugins and Widgets

- ☐ Options
- ☐ Free vs. Paid
- ☐ Choosing a good plugin


James David Wright 0 + New 1 Howdy, admin Help

Dashboard Framework Posts Media Links Pages Comments Contact Appearance **Plugins** Installed Plugins Add New Editor Users Tools Settings SEO WP Courseware Collapse menu

Add Plugins [Upload Plugin](#)

Featured **Popular** Recommended Favorites

Keyword Search plugins... 49,191 items 1 of 1,640




Contact Form 7 Active

Just another contact form plugin. Simple but flexible. [More Details](#)

By Takayuki Miyoshi

★★★★★ (1,425) Last Updated: 1 month ago

1+ Million Active Installations ✓ Compatible with your version of WordPress




Yoast SEO Active

Improve your WordPress SEO: Write better content and have a fully optimized WordPress site using the Yoast SEO plugin. [More Details](#)

By Team Yoast

★★★★★ (17,213) Last Updated: 6 days ago

1+ Million Active Installations ✓ Compatible with your version of WordPress




Akismet Anti-Spam Install Now

Akismet checks your comments and contact form submissions against our global database of spam to protect you and your site from malicious content. [More Details](#)

By Automattic

★★★★★ (827) Last Updated: 4 weeks ago

1+ Million Active Installations ✓ Compatible with your version of WordPress




Jetpack by WordPress.com Install Now

The one plugin you need for stats, related posts, search engine optimization, social sharing, protection... [More Details](#)

By Automattic

★★★★★ (1,430) Last Updated: 6 days ago

1+ Million Active Installations ✓ Compatible with your version of WordPress




WordPress Importer Install Now

Import posts, pages, comments, custom fields, categories, tags and more from a WordPress export file. [More Details](#)

By wordpressdotorg

★★★★★ (285) Last Updated: 12 months ago

1+ Million Active Installations Untested with your version of WordPress




WooCommerce Install Now

WooCommerce is a powerful, extendable eCommerce plugin that helps you sell anything. Beautifully. [More Details](#)

By Automattic

★★★★★ (2,650) Last Updated: 2 weeks ago


1+ Million Active Installations ✓ Compatible with your version of WordPress



All in One SEO Pack Install Now

The original SEO plugin for WordPress, downloaded over 30,000,000 times since 2007. [More Details](#)


By Michael Torbert



Google XML Sitemaps Active

This plugin will improve SEO by helping search engines better index your site using sitemaps. [More Details](#)

By Arne Brachhold



Limit Login Attempts Install Now

Limit rate of login attempts, including by way of cookies, for each IP. Fully customizable. [More Details](#)

By Johan Eerfeldt

0

New

1

0

New

1

Add Plugins


Upload Plugin

Featured

Popular

Recommended

Favorites



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Yoast SEO

Description

FAQ

Changelog

Screenshots

Reviews

WordPress out of the box is already technically quite a good platform for SEO. This was true when Joost wrote his original [WordPress SEO](#) article in 2008 (updated every few months) and it's still true today, but that doesn't mean you can't improve it further! This plugin is written from the ground up by Joost de Valk and his team at [Yoast](#) to improve your site's SEO on all needed aspects. While this [Yoast SEO plugin](#) goes the extra mile to take care of all the technical optimization, more on that below, it first and foremost helps you write better content. Yoast SEO forces you to choose a focus keyword when you're writing your articles, and then makes sure you use that focus keyword everywhere.

Version: 5.8

Author: [Team Yoast](#)

Last Updated: 6 days ago

Requires WordPress Version: 4.6 or higher

Compatible up to: 4.9.1

Active Installations: 1+ Million

[WordPress.org Plugin Page »](#)
[Plugin Homepage »](#)

AVERAGE RATING

★★★★★ (based on 17,213 ratings)

REVIEWS

Read all reviews on WordPress.org or write your own!

5 stars	16,151
4 stars	430
3 stars	115
2 stars	83
1 star	433
0 stars	1

Premium Support

The Yoast team does not always provide active support for the Yoast SEO plugin on the WordPress.org forums. One-on-one email support is available to people who bought the [Premium Yoast SEO plugin](#) only. Note that the Premium SEO plugin has several extra features too, including the option to have multiple focus keywords and a redirect manager, so it might be well worth your investment!

You should also check out the [Yoast Local SEO](#), [Yoast News SEO](#) and [Yoast Video SEO](#) extensions to Yoast SEO. These of course come with support too.


Bug Reports

Latest Version Installed

Keyword

Search plugins...

49,191 items



Akismet Anti-Spam


Akismet checks your comments and contact form submissions against our global database of spam to protect you and your site from malicious content.

By Automattic

★★★★★ (827)

1+ Million Active Installations

✓ Compatible with



WooCommerce


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By Johan Eenfeldt

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✓ Compatible with

Design Considerations

- ☐ **Easy to Read**
- ☐ **Easy to Use**
- ☐ **Easy to Find**
- ☐ **Responsive**

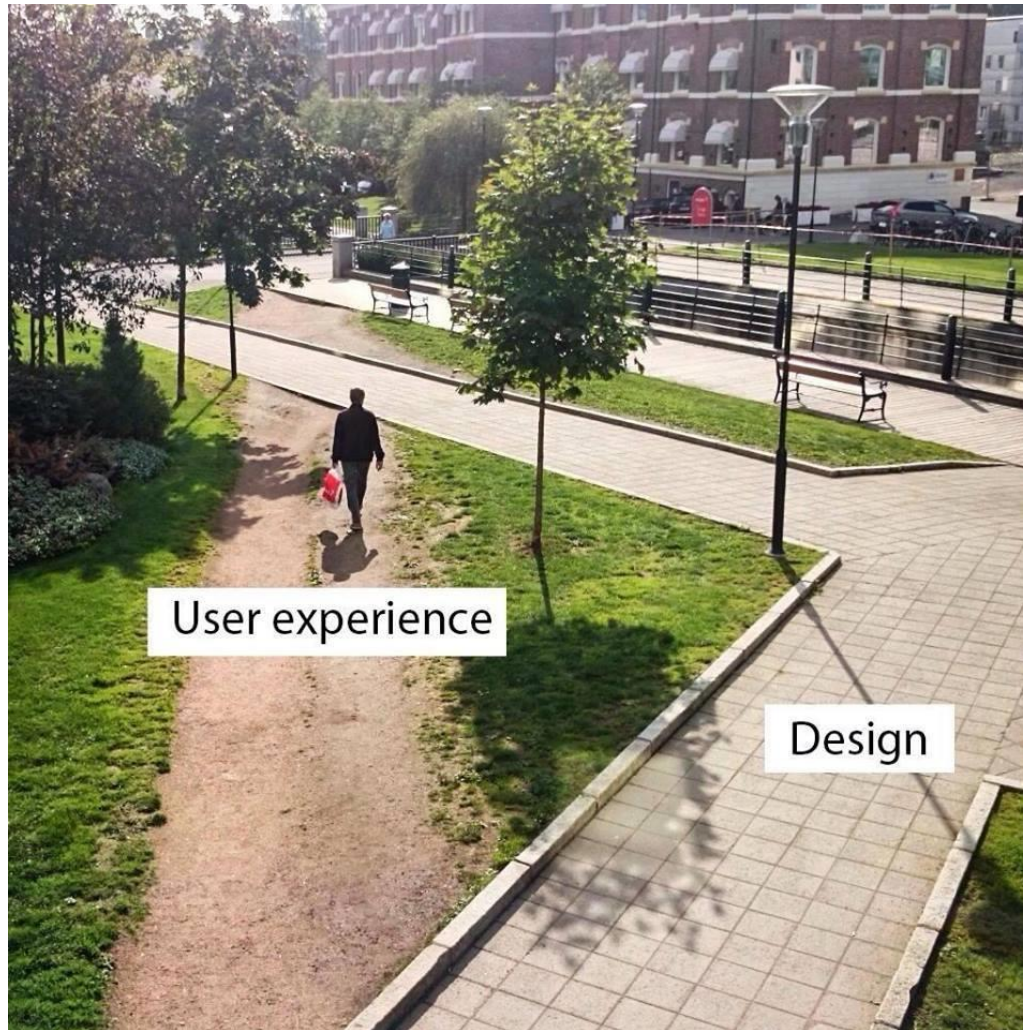
Colours and Fonts

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



Design

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



Design

- ☐ **The Brochure**
- ☐ **The Google Word Count**
- ☐ **The Garbage Can**
- ☐ **The Sonnet**

Design

- ☐ **Navigation**
- ☐ **The Golden Triangle**

Text Only Accessibility

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

NHS Education for Scotland

Stroke Jump to Specialist e-library Go

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

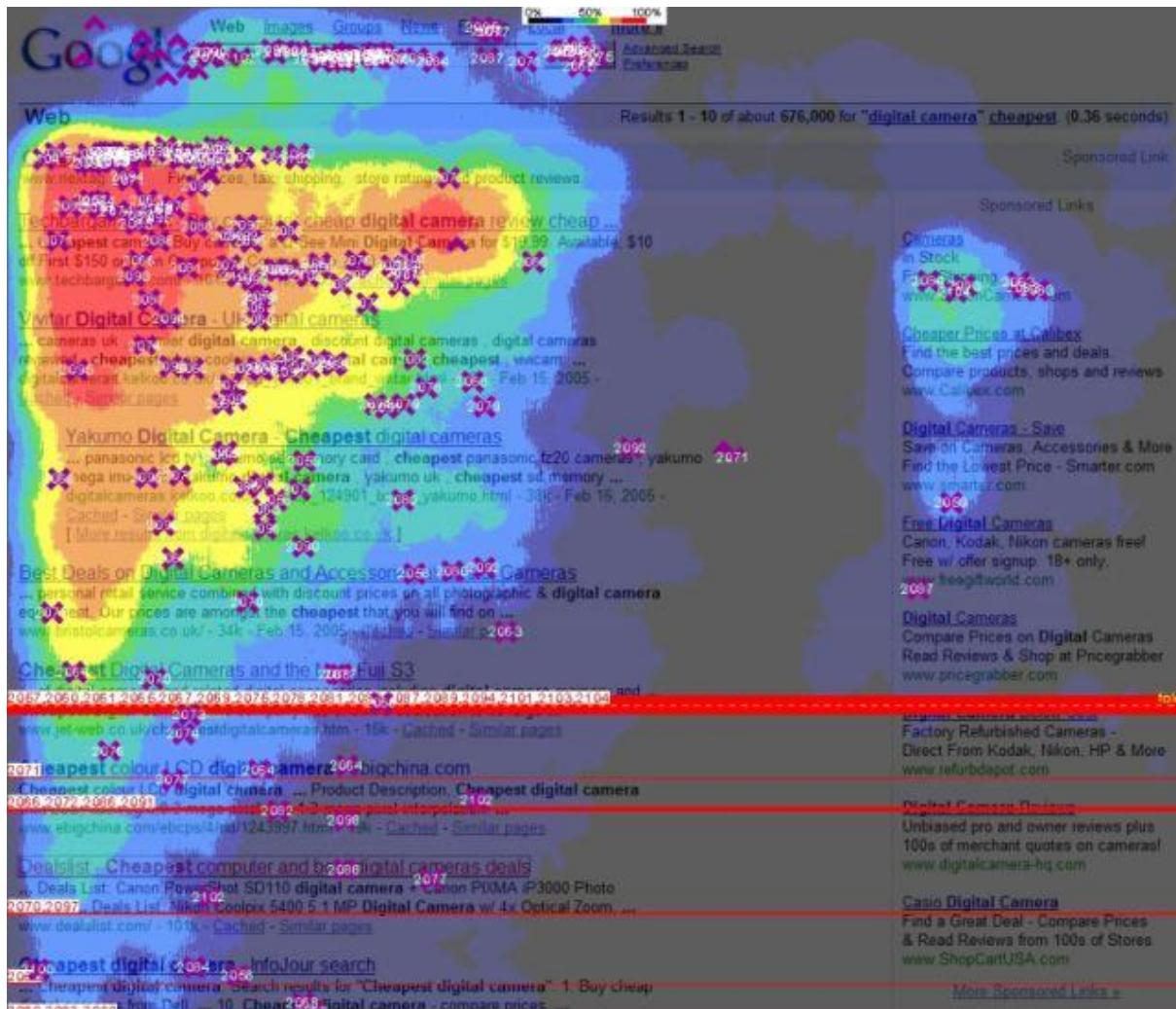
- Do high doses of Lipitor reduce the risk of a second stroke?
- Stroke Symptoms Common Among General Population
- Stroke Symptoms Common But Often Unreported
- Media News Full list

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



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 to 4 things.**

How Do You Know?

- ☐ Ask them
- ☐ Listen
- ☐ Google Analytics

Be Responsive

- ☐ **Keep your site up to date**
- ☐ **Web 2.0**
- ☐ **Show them you're there**
- ☐ **Listen, adapt, change...**



Since 1856

Welcome to
Metcalf 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](#)

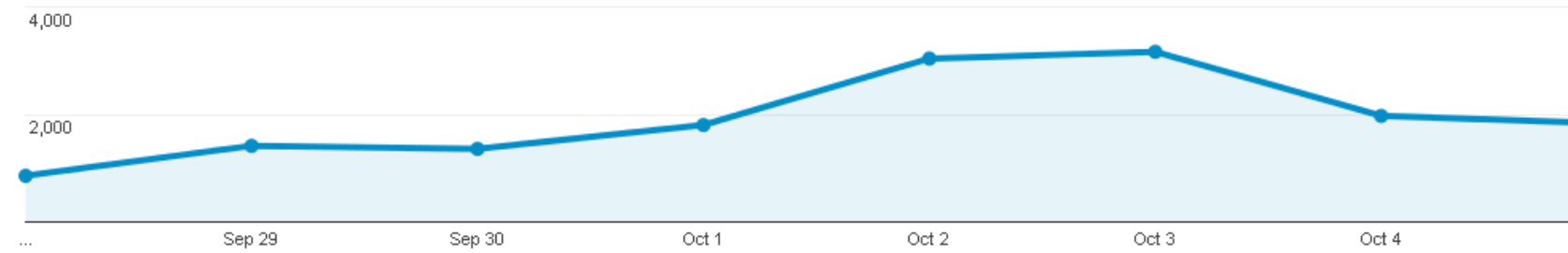
Latest News ...

Overview

Sessions ▼ vs. [Select a metric](#)

Hourly Day Week Month

● Sessions



Sessions

15,440



Users

11,595



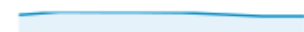
Pageviews

51,072



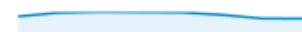
Pages / Session

3.31



Avg. Session Duration

00:02:19



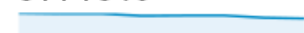
Bounce Rate

37.44%

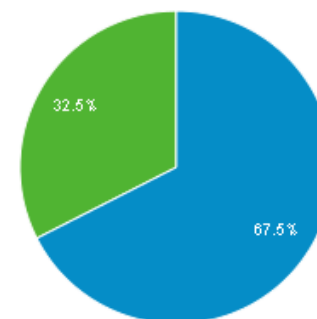












% New Sessions

67.46%



■ New Visitor ■ Returning Visitor



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



Since 1856

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Latest News ...

Mobile Responsiveness

Why is this important?



Since 1856

Menu

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Latest News ...

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

Search

Find us on Facebook

 **Metcalfe Fair**
You like this.

You and 1,000 others like Metcalfe Fair



Facebook social plug-in

Mobile Responsiveness

**[https://search.google.com/
test/mobile-friendly](https://search.google.com/test/mobile-friendly)**

Graphic Design

- ☐ **Fiverr.com**
- ☐ **99designs.ca**
- ☐ **Graphic Designer**
- ☐ **Picmonkey.com**
- ☐ **Canva.com**

WordPress Security

- ☐ Up To Date
- ☐ Remove what you're not using
- ☐ Admin Account
- ☐ Passwords

Why You Need a Good Username and Password

- ☐ **`http://www.abc.com/wp-admin`**
- ☐ **`admin`**
- ☐ **`password`**

Passwords

- ☐ 123456
- ☐ password
- ☐ 12345678
- ☐ qwerty

Passwords

- ☐ abc123
- ☐ 111111
- ☐ iloveyou
- ☐ admin

Passwords

- ☐ 123123
- ☐ letmein
- ☐ monkey

WordPress SEO

- ☐ The “200” soup
- ☐ Quality on-page content
- ☐ Backlinks
- ☐ Rankbrain

WordPress SEO

- ☐ **Keywords**
- ☐ **Title and description tags**
- ☐ **SEO-friendly URLs**
- ☐ **Multimedia**

WordPress SEO

- ☐ **Linking**
- ☐ **Site-load speed**
- ☐ **Optimize your images**
- ☐ **Long content**

Analytics

<https://www.google.ca/analytics>

**[https://www.google.com/webmasters
/tools/](https://www.google.com/webmasters/tools/)**

Thank You!

jamesdavidwright.com/sbac

Questions?

Jim Wright

jim@jamesdavidwright.com

jamesdavidwright.com/sbac