

WordPress A to Z

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Today's Outline

- ✓ WordPress Overview
- ✓ Difference between WordPress.com and WordPress.org
- ✓ Add Functionality to your WordPress site
- ✓ Demo of WordPress Dashboard
- ✓ Questions



68 Million Sites Use WordPress

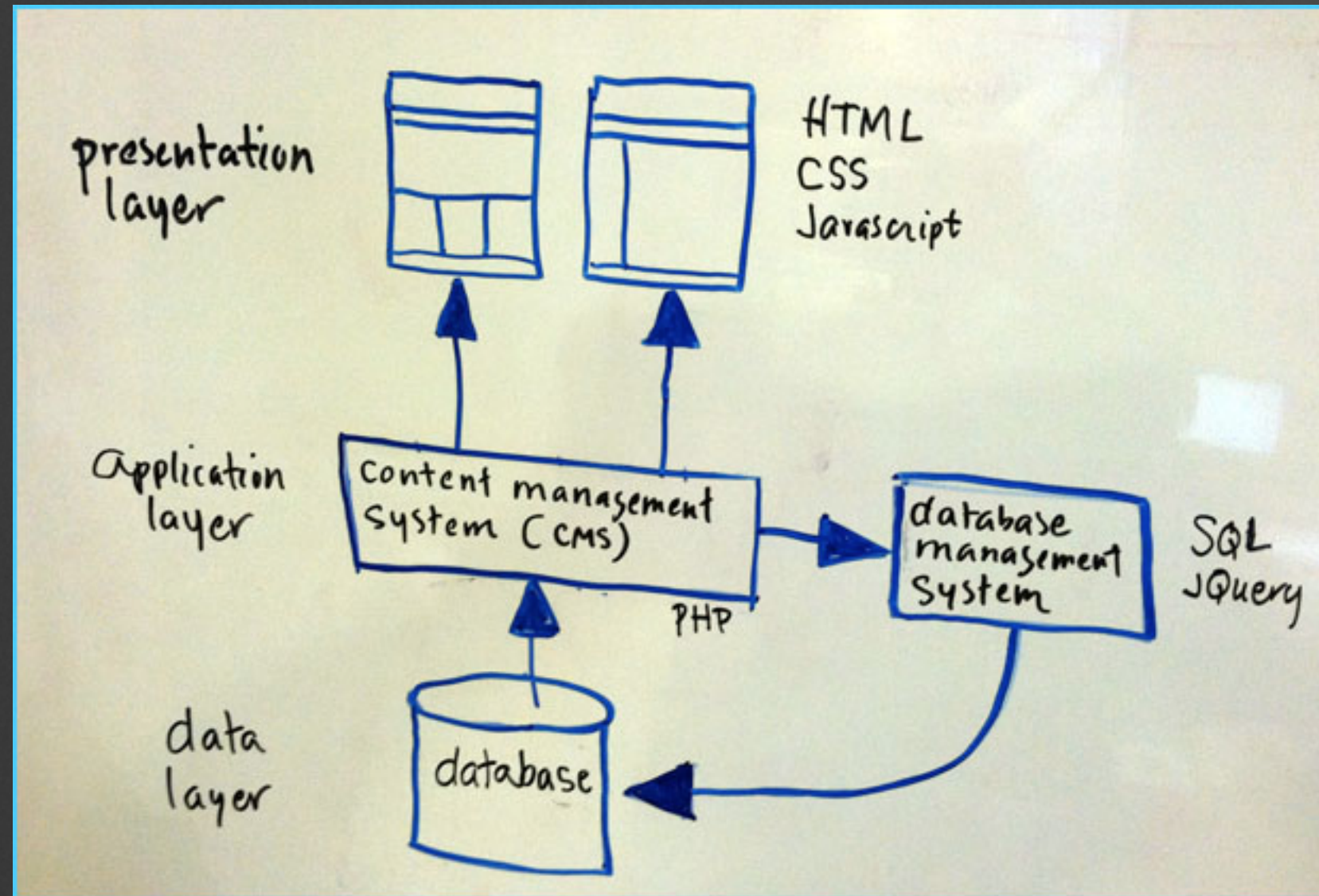


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WordPress Overview

- ✓ Open Source Content Management System (CMS)
- ✓ Other known CMS:
 - ✓ Drupal
 - ✓ Joomla
 - ✓ Magento

WordPress Overview



Now for the confusing part



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WordPress.com or WordPress.org



WordPress.com

- ✓ Free
- ✓ Fully Managed
- ✓ Secured behind SSL encryption
- ✓ Easily share your posts with your social platforms



WordPress.com

- ✓ Ad supported
- ✓ 3GB of storage space
- ✓ Costs \$5/yr to have a custom domain name: mycoolsite.com
- ✓ No Google Ad words or ads for affiliates



WordPress.com

- ✓ Can't paste in iFrames / Javascript
- ✓ Restricted to only things that are safe for everyone

WordPress.com

✓ Very popular with big named sites



WordPress.org

- ✓ Self-hosted - you pay for hosting
- ✓ Purchase a domain name
- ✓ You are in full control of security and maintenance
- ✓ Customize to your heart's content



WordPress.org

✓ The #1 reason people use WordPress.org?



Plugins!

Plugins

- ✓ Easily add functionality to your site
- ✓ 25,000+ free plugins
- ✓ Thousands of paid plugins

Plugins can....

- ✓ Keep attackers away
- ✓ Speed up your site
- ✓ Optimize your content for search engines
- ✓ Backup your site
- ✓ and much much more!



Dashboard Intro

- ✓ Area you see when you log in
- ✓ Contains useful information about WordPress

Live Demo



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What do you want to learn?

✓ Head on over to <http://YourWebsiteEngineer.com/what-to-learn>

