

# How To Build a Blog/Business Site Using WordPress

## Overview

- Domain name and hosting
- Installing WordPress
- Securing your website with SSL
- Website customization

# Domain Name

## Name

- Register a name as soon as you think of one
- Same name of your business name
- Simple and short easy to remember
- Avoid numbers and hyphens (2 or two) (Your-Site.com or YourSite.com)

## Hosting

- All your files will be stored here
- Some hosting companies allow you to register your domain name at the same time
- Support 24/7 assistance
- WP auto-install
- Loading speed
- Uptime

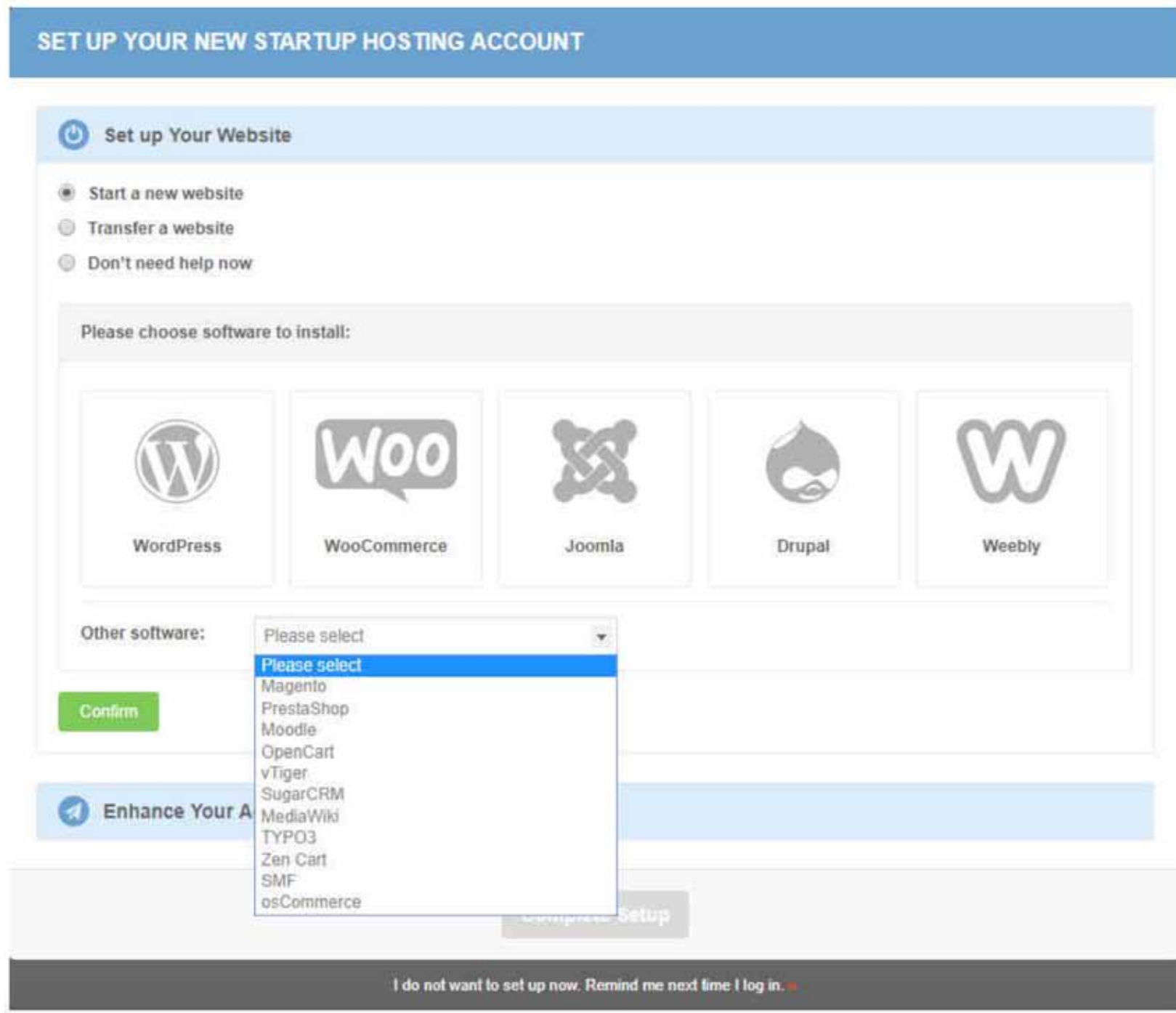
# Installing WordPress

For this set up we will be using Wordpress.ORG vs. Wordpress.COM. So we will need to host our own website as apposed to using wp.com (a hosted solution).

## 4 Ways

- Choose a hosting provider with automatic installation
- Install to your computer (locally)
- Use the cPanel and auto-installers
- Manually install with FTP using WordPress.org

# Installing WordPress



You can set up your WordPress website right after buying your hosting.

This image shows the steps after registration has been completed. For those of you who chose to install it later, in the next slide we will install WordPress through the automatic installation.

# One-click Installation

Install WordPress in your control panel (cPanel)

- Log into your hosting account
- Go to your cPanel
- Under 'Autoinstallers' - click on 'WordPress'
- Open the 'Install' tab

All Good To Go!

# What is SSL?

## SSL: Secure Sockets Layer

- It is an encryption protocol that insures secure communication between your website and your user's web browser by encrypting the information being sent.
- Examples: passwords, credit cards, secure pages

When you see HTTPS (Hypertext Transport Protocol Secure) in the URL you know it is secured by an SSL-certificate

# Adding SSL-certificate

## Free SSL-certificate in SiteGround

- Login to your cPanel
- Under 'Security' click on 'Let's Encrypt'
- Install the certificate if not installed

## Adding Permanent Redirect - 3 options

- After installing certificate switch the 'HTTPS Enforce' button to 'on'
- Use a plugin called "Really Simple SSL"
- Editing the .htaccess file manually using "Htaccess Editor - Safely Edit Htaccess File" plugin

To check if the redirect got set up correctly: <https://varvy.com/tools/redirects/>

# Editing the .htaccess file

Choose between

- `https://yourdomain.com`

```
RewriteCond %{HTTPS} off [OR]
```

```
RewriteCond %{HTTP_HOST} ^www\. [NC]
```

```
RewriteRule ^(.*)$ https://yourwebsite.com%{REQUEST_URI} [L,R=301]
```

- `https://www.yourdomain.com`

```
RewriteCond %{HTTPS} off [OR]
```

```
RewriteCond %{HTTP_HOST} !^www\. [NC]
```

```
RewriteRule ^(.*)$ https://www.yourwebsite.com%{REQUEST_URI} [L,R=301]
```

When editing the .htaccess file manually, you need to be very careful



# Finalizing SSL Changes

## Updating Website

- Go to Settings - General
- Add 's' to http in the URLs

Update your website this way only if it is a newly installed website.

# Website Customization

## Brainstorming

- The strategy and structure of your website
  - Goals, target audience
  - Navigation (Homepage, About Us, Services / Products, Contact Us...)
- The skeleton and intercace of your website
  - Wire frames, Branding (color, layout, heirarchy, typography...)

Based on the above we can either create a custom theme or choose a theme online (free or paid). We'll choose the theme from our last Meetup.

# Website Customization

## Implementation

- Install a new theme
- Add content and create new pages
- Adding pages to the menu
- Adding and editing posts
- Disabling/enabling comments for specific pages
- Disable comments by default for all new posts and pages
- Set static front page
- Plugins (Yoast SEO)