WordPress Install

Today's to-do list
We will look at WordPress and create your install to start your project builds.

Learning objectives:
By the end of this session, you will
Understand WordPress and the features it contains.
Be able to create a basic WordPress install.
Set up and customise a WordPress site.

So what is it?
There are two different versions of WordPress, [WordPress.com](#) a hosted version that works on a similar model to Wix/Squarespace and [WordPress.org](#) a self-hosted version that allows you to create custom sites with all kinds of clever functionality. We are going to concentrate on the .org version.

Some stats for you from Hostinger
(https://www.hostinger.com/tutorials/wordpress-statistics)
43% of the websites currently on the web are built or powered by WordPress.
More than 500 WordPress sites are created and published every day.
The WordPress Directory currently offers around 60,000 free plugins and 12,000 free themes.
There are over 4.6 million stores built with WooCommerce
It has a global CMS market share of 62.8%

It is the most powerful, flexible, and functional builder of all the platforms. **WordPress is an open-source platform. That means that anyone can see, study, modify and create for it. It means it can be used for any purpose and shared with others.** It is an ethos that has encouraged developers to create brilliant things and created a community where everyone is welcome. Open Source = Free.

A bit of History
WordPress was created off the back of a system called b2/cafelog. When it first started in 2003 it was designed to be a blogging platform. It was very basic, very simple. You probably wouldn't recognise it as the mega platform it is today.
In 2004 the first incarnation of the plugin architecture was created. It allowed users to create their own functionality for the platform and share it between themselves. At that time the blogging industry was closing its doors and making itself less user-friendly. The big hitter back in 2004 was Moveable Type, never heard of it? Very few people have, although it does still exist. It's based on a Linux system and is more designed around the coding fraternity and takes more technical knowledge to get the best out of it.

The changes Moveable Type were making to its licensing terms forced a lot of its users to go in search of different platforms to express themselves.

WordPress 1.2 was picking up users at a rapid rate with its flexible, stable, easy-to-use features all available at minimal cost or free. The more popular the platform became; the more functionality was developed and the more powerful a tool it grew into.

By 2008 WordPress had become the platform we would recognise with short codes, the admin interface, and built-in plugin installation. By 2010 we had WordPress 3.0 which brought us closer to the CMS platform we have today. E-commerce was introduced along with updatable themes, customiser and automatic updates. By 2013 WordPress was responsive and offered an alternative to developing separate mobile sites.

In 2018 WordPress 5.0 was released. It was a huge overhaul to the platform and introduced the Gutenberg editor that we are currently using.

What's so good about Gutenberg?
For old-school WordPress users, the introduction of Gutenberg jarred against everything they had known and loved about WordPress. Once you get your head around it, **it is a super easy, adaptable way to create attractive and editable layouts without the need to code.** It opened up WordPress to a new generation of users and expanded its reach even further.

In its 20 years in use, WordPress has gone from a simple-to-use blog platform to an adaptable CMS through to a fully-fledged, ever-evolving web-build platform.

What's the difference between .com and .org?
As we mentioned earlier, there are two versions of WordPress. **WordPress.com is a kind of WordPress Lite. It is a great place to start if you aren't that great with hosting and domains and you want something powerful but with someone to help along the way.** You are more limited to themes and functionality but as the Block editor evolves there are still plenty of things you can do.

It is important to understand the differences between the two versions as they do behave a little differently and it will have an impact on the site you are building.

Features WordPress.com
Fully hosted
Security and maintenance is done for you
Limitations on plugin features and themes
To create a site just create an account and select a plan
No access to core files
Free > $25 a month
Some functionality requires plan upgrades like back-ups and SEO
E-commerce only with a paid e-commerce plan
Basic core install is provided.

Features WordPress.org
Self-hosted
Security and maintenance are done by you.
Fully customisable

Requires a hosting account and domain.
All core files are editable for complete control.
$100 upwards depending on theme, hosting and plugins.
Most plugins have free and premium versions.
E-commerce is free.
You will need to create your own install.

Both versions have a similar admin and block editor so you can create your posts and pages in the same way. The dashboard, plugin and text editors all look the same too.

Where the .com version is the 'lite' the .org is the full-fat, high-calorie, full-sugar version. You can do pretty much anything with the 'full' version of WordPress and that's why we love it so much.

How does it work?
A powerful content management site, **WordPress is driven by a database at its core. This database holds and organises all your files, settings, images and everything that goes into the site.** When you create a site all your elements are organised into neat little folders, all with the same structure and the database links it all together.

Features
Tools for publishing – you can create content and publish it when you are ready, save it as a draft, schedule pages to go live automatically at a specified time and give individual access to pages with password protection.

Images and media – the easy-to-use drag-and-drop media library lets you add descriptions, captions and alt tags. The clever database sorts all your files into dated folders so you can search for images by name or check out specific months. **There are also some basic editing tools available for you to resize, crop and rotate your images.**

Themes – the backbone of your WordPress site. **Every install always comes with three default themes. You can use one of those or you can expand your horizons with thousands of pre-designed templates.** There is a library of free and paid-for themes available inside your installation or you can use sites like Theme Forest or Creative Market to find something different. We will look at themes in more detail a little bit later in the session.

Plugins – **you can add functionality with a massive range of plugins. From e-commerce to currency conversions, calendars, SEO, social streaming, chat forums plus custom plugins for your business partners like Stripe, Sage, Xero and more.**
You can add any free plugin through your site, download it from the plugins directory or upload a specific one from an integration partner. We will look at plugins in several sessions concentrating on essential performance, additional functionality and e-commerce.

Installation, migration, import and export.
WordPress is an incredibly easy system to set up for something so complex. Most hosting companies have 'one-click installers' that do exactly what they say on the tin!

If you want to go old school you can always create your database, FTP your WordPress files and install that way.

There are also several built-in importers so you can bring your website from another source like Tumblr, LiveJournal or Movable Type. There are plenty of plugins to help you take a copy of your site and migrate it to a different hosting company or export just your blogs from one site into a brand new one.

The Hosting Dashboard
To begin with we need to look at our hosting dashboard.

This is where we manage our install, domain, emails, SSL and other features. Each hosting platform will look and work slightly differently, they have different features and you will access elements in different ways. We are using SiteGround to host your test sites.

Activity One
Let's get a basic site set up. We are going to install our WordPress build.
We are going to choose a theme from the free themes in the library, change a few settings, take a look at the media library use the tools to edit a couple of images and basically take a tour around the WordPress platform.

We are going to do this together. You should all have a link to your demo account so let's all get logged in and you should get a dashboard like mine.

We want to start by installing WordPress.
In the left-hand navigation got to WordPress > Install & Manage
Select WordPress. We will be adding WooCommerce at a later stage, so we don't want this added yet.
Check your settings in the admin info and click install. It will send you an email when the install is done, and it will show up in the list at the bottom of the page.

Grab a brew while it's doing its install and then we will login.
{normally takes a couple of minutes}

We have our install so now we want to click on the link in the set-up confirmation email and log into our WordPress Dashboard.

Welcome to WordPress! Let's have a nosey around and start customising our sites.

➢ Choose a theme – start with **Twenty Twenty Four**
➢ Check basic settings like admin email, and discussion settings.
➢ Media library, uploading an image, adding captions and editing.

Activity two

We have a basic theme so now we need to start customising it. Let's go back to our Appearance tab and take a look at those settings in Customise. Let's start customising our site, adding our name - [Learner Name - Portfolio Site], icon, etc.

Coming up soon to extend these skills
Next week we will look at the Block Editor and start building pages in our site.

Don't forget
Make sure you complete today's task. You will be building on this site for the rest of your Skills Bootcamp so you need to make sure that you are ready to add your content. Links to download a copy of today's notes and slides are on today's page.

Today's session page in your learner dashboard has a useful links document that will cover all the tools, resources and articles we have discussed in the session and some useful guides and articles to take you further.

Make sure you revisit your FABs and set yourself some goals specific to today's session.

Extra help
If you need any help with anything from today's session feel free to message me in the WhatsApp group. If you have any other issues or problems related to the course or the tools speak to Andrew and Irfana, they are here to help you.

Up next
See you next week for Block Editor.