

STARTING YOUR PROFESSIONAL WEBSITE ON WORDPRESS

**A beginner's guide to
WordPress**

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INTRODUCTION

WHY CREATE A PROFESSIONAL WEBSITE?

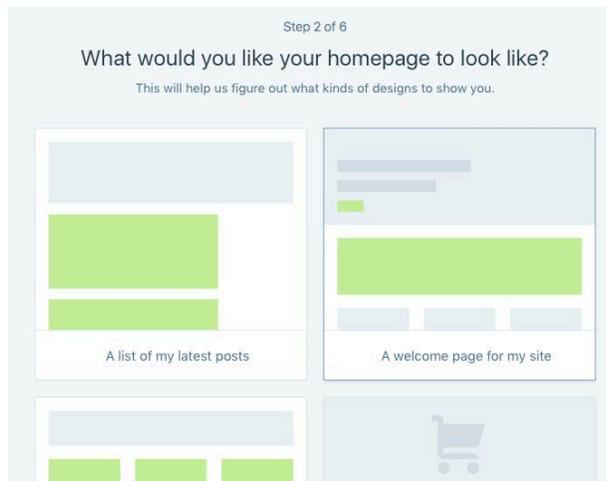
For beginners, a professional website is useful for creating and upping the chances of any professional searching for a gig. It is essentially a person's name and work formally being presented online. It is becoming more and more favorable throughout the times to pair the link of your website along with your resume.

GETTING STARTED MAKING YOUR ACCOUNT

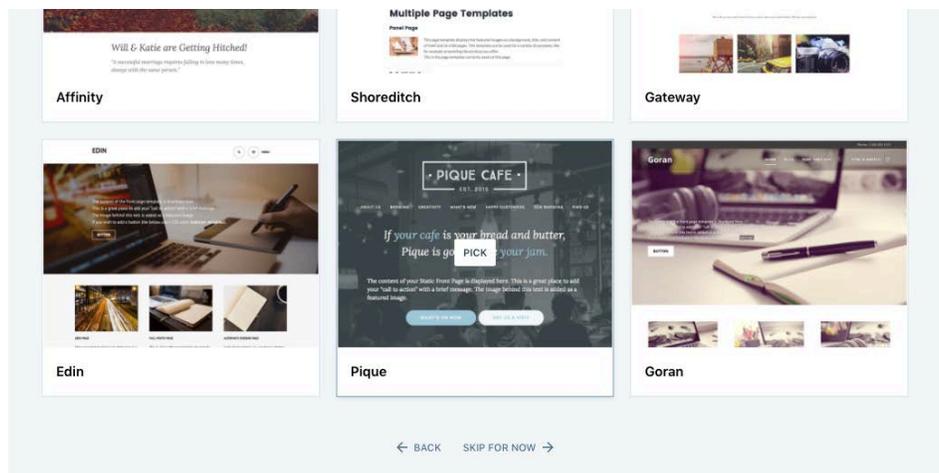
CREATING YOUR WORDPRESS ACCOUNT

The first step in making your professional website is to create an account with WordPress.

1. Go to *wordpress.com*.
2. Click on **Get Started**.
3. From here, the screen says to choose a reason for creating your website. Because this is for a professional website, *choose Professional Services*.
4. Next, you are asked to choose a homepage design. Click **A Welcome Page for my site**.

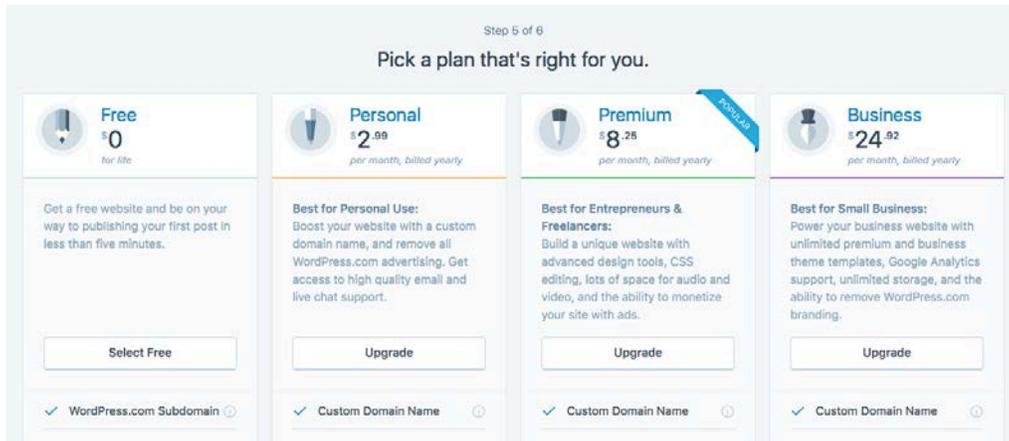


5. The site then asks you to choose a theme. This is something you can do now but to make things simpler, *choose to **Skip for Now** at the bottom of the page.*



6. On the following screen, you are prompted to *find a domain*. This is where you will *create the web address for your site*. For a professional site, it is usually safe to stick to a “firstnamelastname.com” or “lastnamenickname.com” type format.

7. After that, *choose your plan*. For a speedy start, *choose the **Free** option* until you decide you want to upgrade to a different plan. Upgrading includes better tools to help your website stay successful. For example, until you upgrade, your site’s domain will look something like “firstnamelastname.wordpress.com” instead of simply “firstnamelastname.com.”



8. The last step asks you to *create your account*. This is where you decide your password. You will also have to verify your email address linked to your account at some point after completing this step.

LOGGING IN

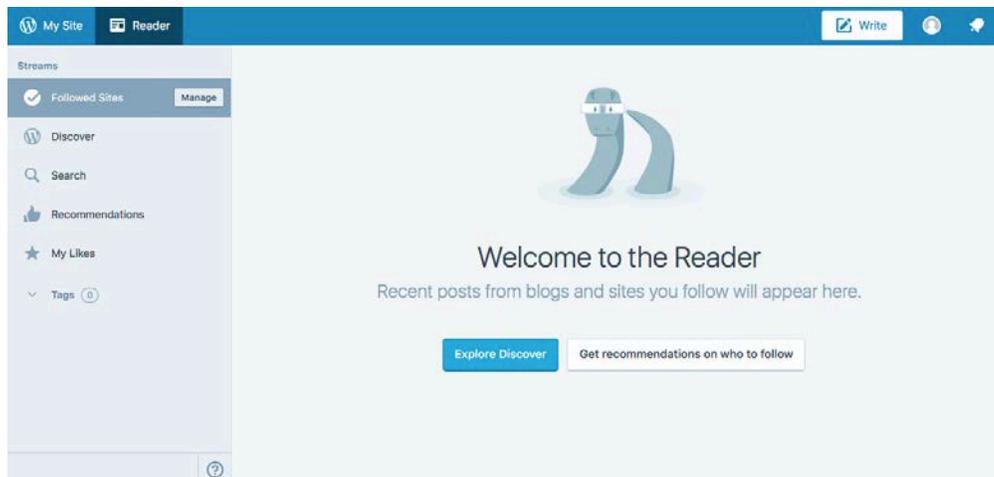
After you create your account, you will be able to log in.

1. Go to *wordpress.com*.
2. Click **Login**.
3. Enter your username and password and hit **Login**.

NAVIGATING WORDPRESS READER PAGE

WHAT IS THE READER PAGE?

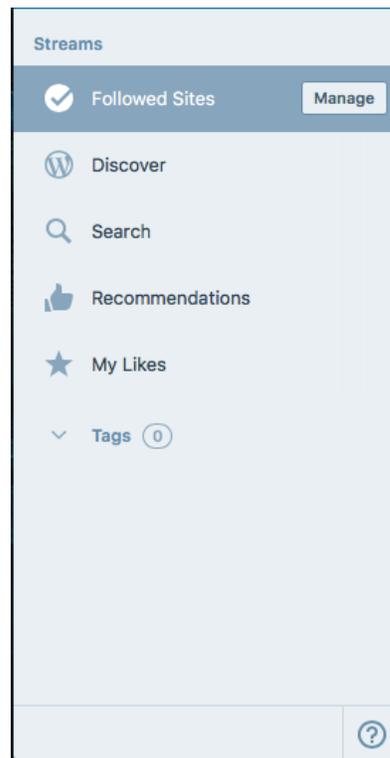
Whenever you log in to your Wordpress account, your home screen displays the **Reader** page. This page provides you with a newsfeed of posts from sites you follow. It can be beneficial to keep up with this for networking and information purposes.



STREAMS

From the Reader page, you will see the **Streams** Menu options on the left:

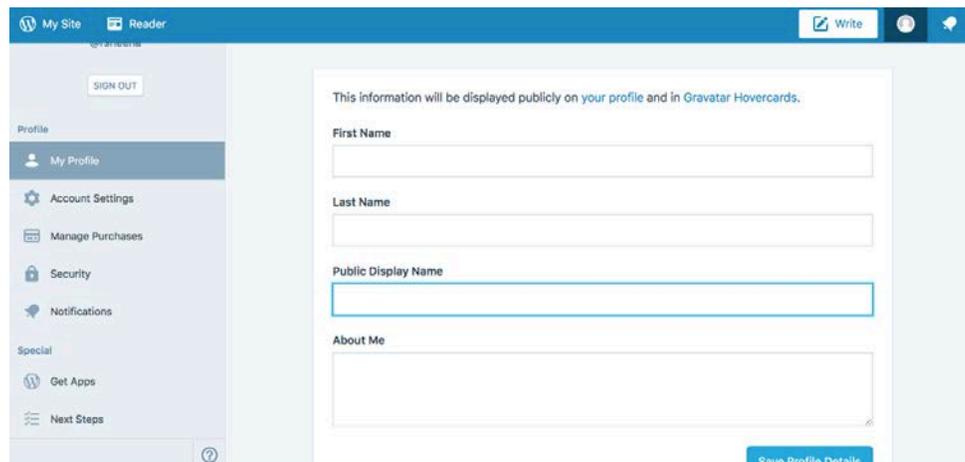
- **Followed Sites** Here, you can manage blogs and websites you follow on WordPress.
- **Discover** This is a newsfeed filled with a collection of WordPress blog posts created for you by WordPress.
- **Search** With this tab, you are able to search the wordpress.com database.
- **Recommendations** A list of suggested follows based on what WordPress thinks you will like.
- **My Likes** Posts that you like will appear on this screen.
- **Tags** You can add tags to narrow what pops up on your feeds.



PROFILE PAGE

WHAT IS THE PROFILE PAGE?

To access your **Profile** page, *click on your Gravatar Icon* in the top right corner of your Menu Bar. It is the icon shaped as a portrait silhouette. It will stay like that until you upload a picture of yourself.

A screenshot of the WordPress Profile page. The page has a blue header with 'My Site' and 'Reader' on the left, and 'Write' and a user profile icon on the right. A 'SIGN OUT' button is visible in the top left. A left sidebar menu is titled 'Profile' and includes 'My Profile' (selected), 'Account Settings', 'Manage Purchases', 'Security', and 'Notifications'. Below this is a 'Special' section with 'Get Apps' and 'Next Steps'. The main content area has a warning: 'This information will be displayed publicly on your profile and in Gravatar Hovercards.' Below this are four input fields: 'First Name', 'Last Name', 'Public Display Name' (which is highlighted with a blue border), and 'About Me' (a larger text area). A 'Save Profile Details' button is at the bottom right.

From the **Profile** page, you can manage your profile and personal settings. This is also the page you will **Sign Out** from. The options appear in a Menu on the left side of the page. The Menu is divided into your Profile options and Specials.

PROFILE

The options under Profile include:

- **My Profile** This is where you can manage your Gravatar profile. Gravatar is what enables your icon on Wordpress.
- **Account Settings** You can manage your username, email, domain, and interface language from here.
- **Manage Purchases** Wordpress tracks your purchases here. Your updates are also logged here.
- **Security** Manage your password, recovery, and applications from this tab.
- **Notifications** The settings for your notifications, comments, updates, and subscriptions can be accessed from here.

SPECIAL

The options under Special include:

- **Get Apps** Here, you can download applications to enable WordPress on your computer desktop.
- **Next Steps** When you first create a profile, this page is lined with prompts to help initiate your website including "Start Your First Post" and "Follow Some Blogs."

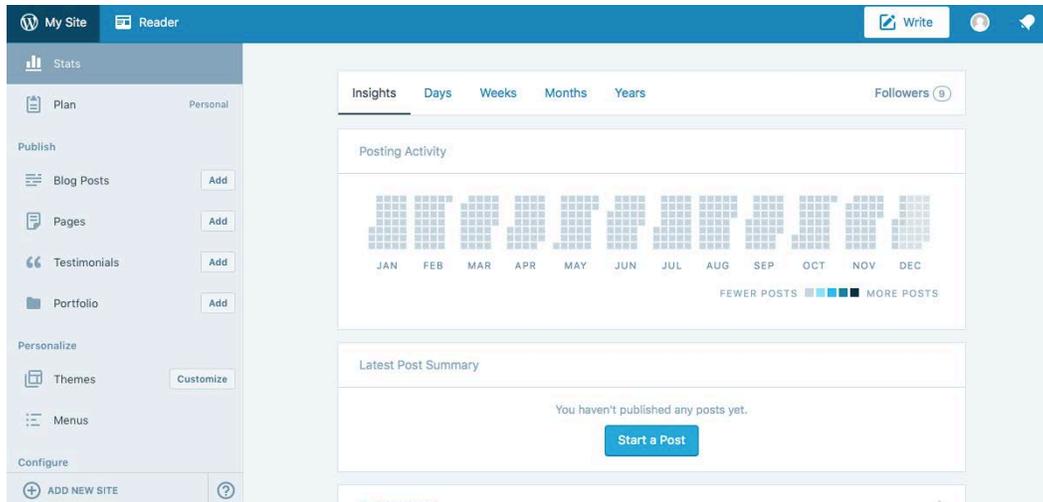
MY SITE

WHAT IS THE MY SITE PAGE?

To access the **My Site** page, *Click **My Site*** in the top left corner of the screen. This tab is located next to your **Reader** page tab. From this page, you can control everything that has to do with your professional website.

At the top of the Menu along the left side of this screen is the link to your website. Under the link to your website is the buttons for Stats and Plan. You already chose the Free plan option when creating your profile but you are able to upgrade your Plan at any time from here.

The rest of the menu holds options under Publish, Personalize, and Configure.



STATS

The My Site page leads you to a default screen being the **Stats** tab. The stats tab is where you will manage and view all your SEO outcomes. It is beneficial to know what the numbers on this screen means when using your website to start up a business or blog.

You can also find your followers and comments on this tab.

PUBLISH

Under Publish, you can find tabs that will lead you to create content on your website. There are tabs for Blog Posts, Pages, Testimonials, and Portfolio.

- **Blog Posts** Your blog posts will end up here if you decide to make any. Blog posts are similar to diary entries or a newsfeed in the fact that they appear on a home screen in reverse chronological order.
For starting up your professional website, we will not be publishing any blog posts.
- **Pages** The Pages tab is where you can manage all your pages. Contrary to blog posts, pages are individual, static, and more specific in content. An “About Me” is typically done as a Page. We will be creating pages to start up your professional website.

- **Testimonials** This tab is purposeful for entering feedback from clients, if applicable.
- **Portfolio** Here, you can start projects on WordPress.

PERSONALIZE

There are two tabs under Personalize that you will use frequently when designing the layout of your website. These tabs are Themes and Menus.

- **Themes** If you did not pick your theme during the steps of creating your profile, this is the tab you go to for accessing layouts for your website. You can change your theme at any time. Each theme has different types of layouts and each one's compatibility varies.
- **Menus** Here, you can edit what pages will appear on your menu options. You are also able to manage the order each menu option will appear.

CONFIGURE

This section of menu contains extra settings and options for your website.

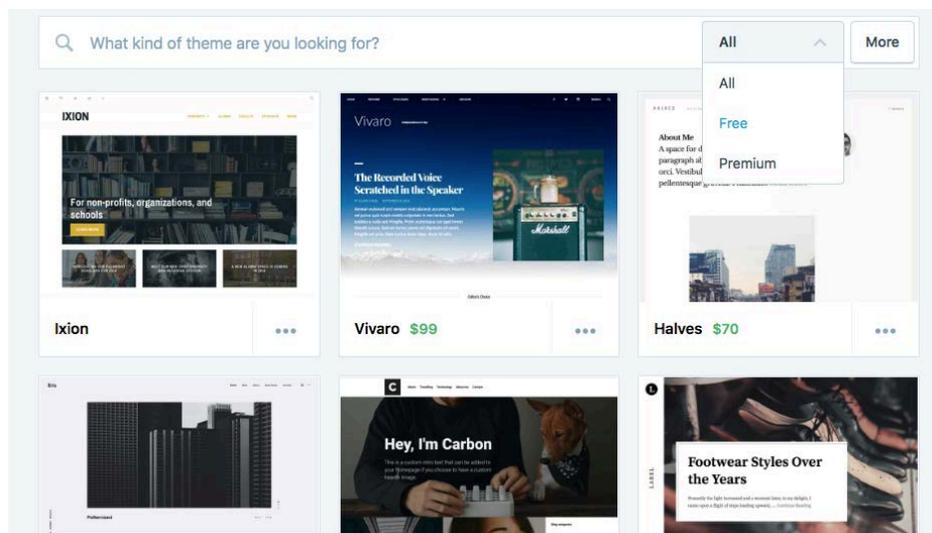
- **Sharing** Here, you can connect your website with your social media as well as create sharing buttons.
- **People** You manage your followers here.
- **Plugins** This tab gets further divided into Engagement, Security, Appearance, and Writing plugins.
- **Domains** You can manage your domain names and set which domain to be your primary.
- **Settings** In this tab, you can manage the same general settings found under the Profile tab. You can also manage other situations including writing settings, discussion settings, analytics, SEO, import setting, and export settings.
- **WP Admin** This tab takes you to your WordPress admin dashboard.

PUBLISHING PERSONALIZE

CHOOSING YOUR THEME

These are the steps to choosing a theme for your professional website:

1. Click the **Themes** tab.



2. Change the sorting preference from **All** to **Free**.

3. *Select your Theme.* "Baskerville" is free; it is also a very simple and easy to use theme.

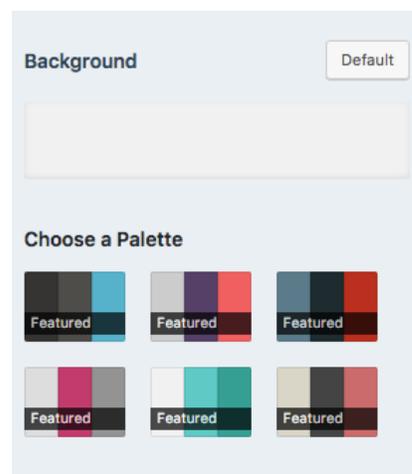
CUSTOMIZING YOUR THEME

Customizing your theme has to do with editing the default settings that your theme comes with. From your Theme tab, your screen will have a **Customize** button.



Some things that can be customized on your theme are:

- **Custom Design** This option lets you customize your site in more detail with an upgrade in your plan.
- **Site Identity** You can edit your site title, tagline, and logo from here.
- **Colors and Background** Here, you can choose a color palette for your theme.

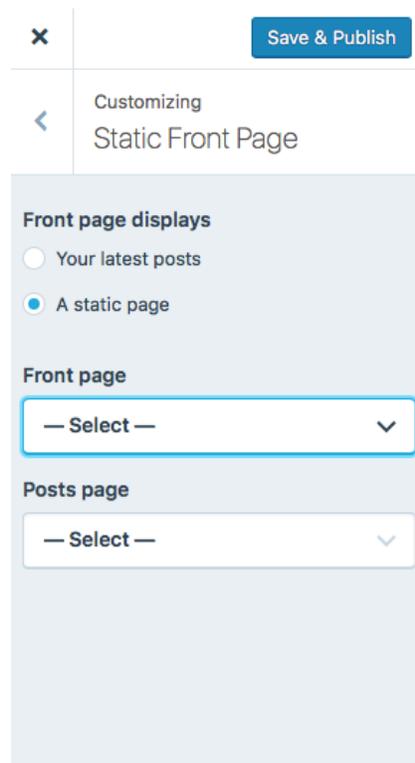


- **Fonts** To manage your heading and base font, use this option.
- **Heading Image** Add or change the header image for your site here.
- **Menus** Customize your menu locations from here.

- **Content Options** These are more detailed preferences on how you want your content displayed.
- **Widgets** Manage your widgets.
- **Static Front Page** This is important for creating your professional website. Because we will be using pages instead of posts for creating your website, you need to select the option to display your front page as a static page.

Here are the steps to making sure your website has a static front page:

1. Select **Static Front Page** from the *Customize Theme* menu.
2. Under *front page displays*, click **A static page**.
3. Choose your front page preference from the drop down menu.
4. Click **Save and Publish**.



MENUS

Depending on which theme you choose, you may have more than one menu. Baskerville only has one menu option being the Primary Menu. That is ultimately all you will need to have a professional website.

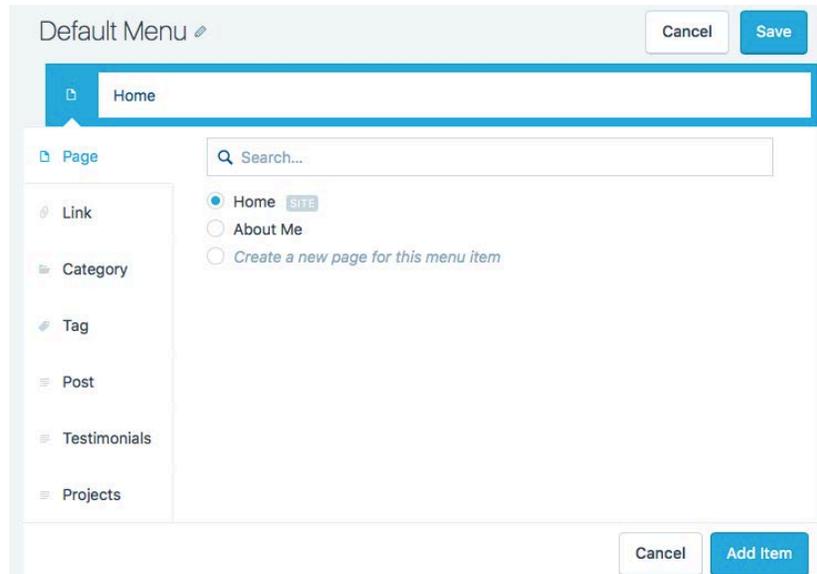


For your professional website, your primary menu should hold items such as your About Me, Resume, Portfolio, etc.

Follow these steps to add more options to your menu bar

1. Select **Menus** under the *Personalize*.
2. Click on the **+** icon.
3. Click on **Add New Item**.

The screen will prompt you to add a new item either below or above current item on the menu. You can decide what order you want your menu option to be in. For instance, if you want to add a Home option to your menu, you would most likely add it above your About Me tab to make it the first menu option.



4. Select what page you want to add to your menu.

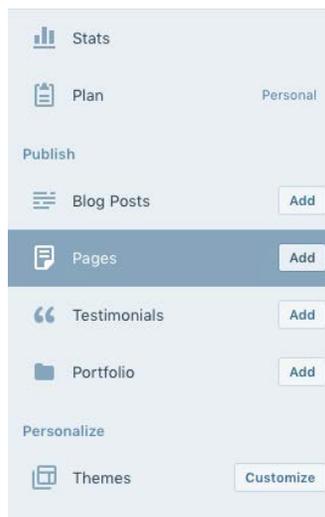
5. Click **Add Item**.

6. Click **Save**.

PAGES

Pages are used to divide the content you decide to add to your professional site. Pages that you might find useful on your website will be pages like a Home page, About Me page, Resume page, Portfolio page, Contact page, etc.

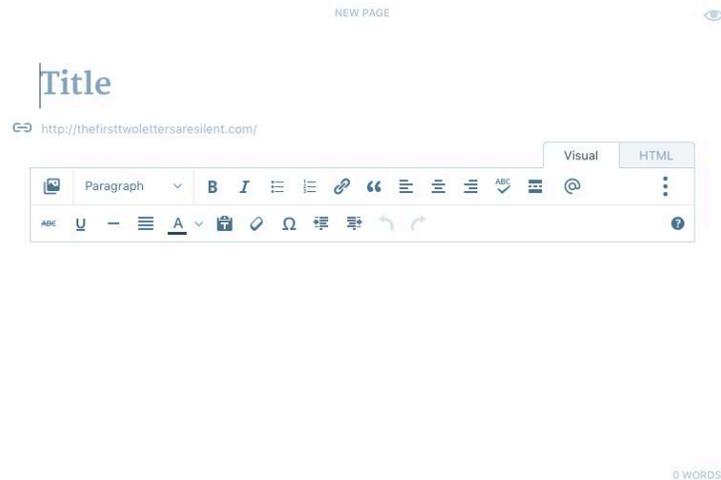
CREATING A NEW PAGE



Follow these short steps in creating a new page:

1. Click your **My Site** page tab.

2. Under Publish, select the **Add** button next to Pages. Your screen will pop up with a blank text box.



INSERTING A TITLE

After you create a new page, you will need to enter a Title. This is where you will enter something like your "About Me." Something to keep in mind is that the title you choose to give your page will show up as such on the menu bar of your website as an option.

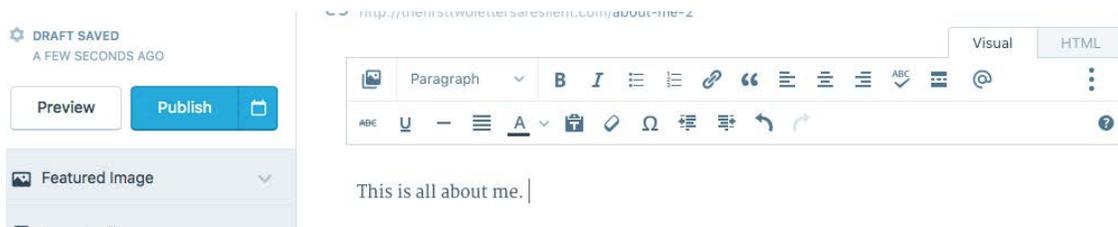
Once you have figured out what you want the title of your page to be, *enter your title in the title box.*

GIVING YOUR PAGE CONTENT

After you have decided on a title for the page, you will then need to fill that page with content. Depending on what that page is, you will enter context that fits accordingly.

For an "About Me" page, you may want to enter brief information about yourself pertaining to your background as well as personal and professional goals. For a "Portfolio" page, you might insert a list of links to pieces of your works you want your potential employers to know about.

Fill your content in the text box provided and select the blue **Publish** button on the left when completed.



USING THE WORDPRESS TEXT BOX

The WordPress text box is similar to text boxes of other familiar programs. It has many of the same options from paragraph alignment to font settings. WordPress has simplified their text boxes over the years so it is very basic and easy to use.



Something else that the WordPress text box has is the option to switch to an HTML view.

To switch to this format when entering content, *click on the **HTML** tab in the top right of the text box.*



Clicking this tab will show your content in code form. From here, you can edit the raw HTML code for your website.

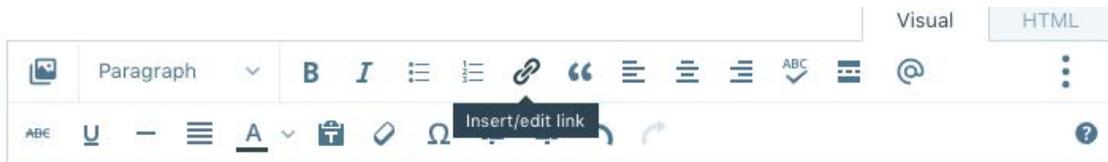
INSERTING LINKS AND GRAPHICS

Links and graphics are necessary when creating a website of any kind. They are important and common tools used in many online spaces.

Links are convenient and easy for directing your viewers to different tabs and pages.

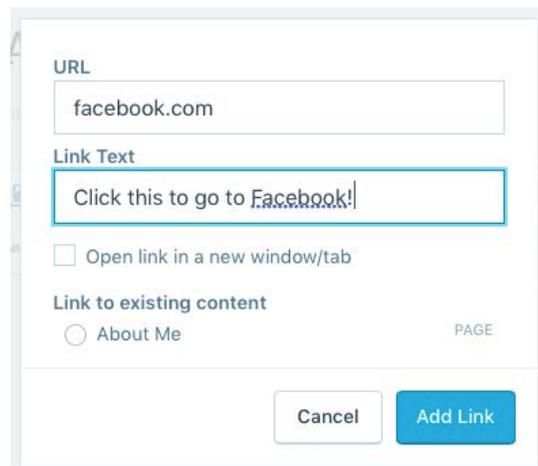
Follow these directions to insert a link on your page from your text box:

1. Click **Insert/Edit Link**.



This is where I will enter all about me for my viewers to read. |

2. A form will pop up. Fill out the form accordingly. Under URL, *insert the link*.

A screenshot of the 'Insert/edit link' dialog box. It has two input fields: 'URL' containing 'facebook.com' and 'Link Text' containing 'Click this to go to Facebook!'. There is a checkbox for 'Open link in a new window/tab' which is unchecked. Below that is a section 'Link to existing content' with a radio button for 'About Me' and a 'PAGE' label. At the bottom are 'Cancel' and 'Add Link' buttons.

3. Under Link Text, *type in the word or phrase you want the link to appear as*.

4. Select **Add Link**.

After you have added your link, the text will appear blue in your text box.



[Click this to go to Facebook!](#)

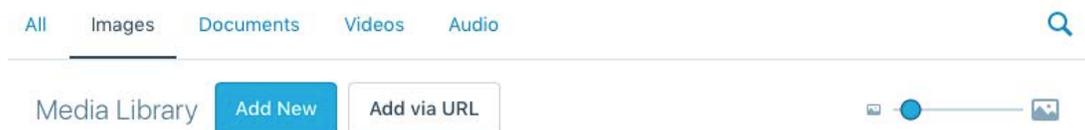
Graphics can be added to your text box in a similar manner to links. WordPress allows for a variety of different graphics in the text box including Images, Document, Videos, and Audio. You also have the option to add a contact form for potential employers to contact you.

Follow these directions to insert a simple image graphic on your page from a text box:

1. Click **Insert Media**.



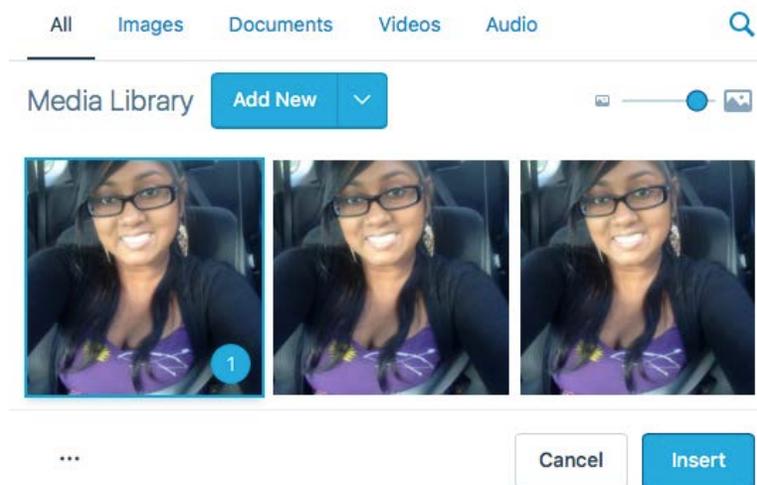
2. A pop up will appear asking you to choose from your current WordPress library. Because you are new to WordPress, your library should be empty and you will have to add new content.



Select **Add New**.

3. You are prompted to *choose a file from your computer to upload*. Once you have found an image to upload, select **Choose**. Your image will then be in your WordPress library which will automatically display.

4. *From your WordPress library, select the image you want to use in your text box.*



5. Click **Insert**.

KEEPING UP WITH YOUR WEBSITE

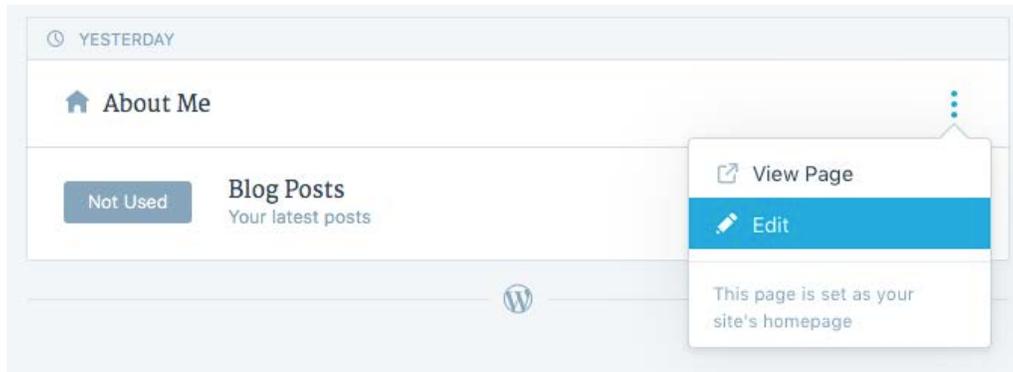
Over time, your website's information will become null and void. It is important to keep up with the content. It is up to you to add or edit your pages for accuracy. This upkeep will also optimize your SEO and help you score jobs with potential employers.

Here are directions on how to edit your page content:

1. Go to the **My Site** tab.
2. Under Publish, click **Pages**. A list of your pages will appear.
3. On the right of each Page name, there is an options icon in the form of three horizontal dots. *Click on the options icon next to the Page*

needed for editing. The horizontal dots will now be vertical displaying options.

4. Select **Edit**.



5. Make appropriate changes to your page.

6. Click the blue **Update** button on the left.

