



Banks'
Business Solutions

CREATING A WEBSITE - A BASIC OVERVIEW OF WORDPRESS

INTRODUCTION

WordPress is a content management system that was originally developed for blogging and has grown in popularity so much that now approximately 33% of websites globally are powered by WordPress.

There are two versions of WordPress and it is important to understand the difference between each so that you know which will suit your business needs best:

WordPress.com

This version of WordPress is FREE at its most basic level and can provide you with a simple site/blog on a wordpress.com domain. If you just want something quick and aren't worried about professionalism this can work well. However, if you want to grow your site and be able to add functionality even with the paid version you will be limited. You will also find that your FREE site will contain ads.

This version is recommended for those using WordPress on a personal basis for a simple blog.

WordPress.org

This version of WordPress requires you to pay for your own hosting (more on that later), but gives you much more control over what you do and allows for expansion of your simple blog/site into an ecommerce site or membership site with the use of plugins.

This version is recommended for businesses who wish to grow their website in the future and want a professional approach.

For a full comparison of the two versions, check out this infographic from wpbeginner - <https://www.wpbeginner.com/beginners-guide/self-hosted-wordpress-org-vs-free-wordpress-com-infograph/>



WHAT SHOULD YOU INCLUDE ON YOUR WEBSITE

Every website will be different but I recommend as a minimum you have the following pages on your site:

- **Home** - this is your landing page and where you introduce people to what you have to offer
- **About** - this page introduces you and your team - tell your story here to personalise your business
- **Services/Shop** - this page/pages will showcase what you have to offer your customers/clients
- **Contact** - let people know how to contact you - give them options - phone, email, a simple form and social media links
- **Blog** - if you want to grow your SEO ranking this is critical and will be where you can really share your expertise.



INGREDIENTS FOR BUILDING YOUR SITE

In order to ensure you have everything you need before starting out building your website it is important to understand the key components that work together to produce your final website.

- **Address** - this is your **domain name** and where people can find you on the worldwide web. This will be unique to your business and I would advise you purchase both the .com and .co.uk versions of your chosen domain.
- **Foundations** - this your **hosting** and this is where your final website will sit to be shared with the world. Getting good hosting is important as if the server your site is on breaks your site won't be live. Make sure your hosting is GDPR compliant and from a reputable company - ask around for recommendations and don't just go with the first option. The good news with WordPress is that you can move your hosting if you find it isn't working for you.
- **Materials** - this is your **content management system** - in this case we are talking about WordPress but it could equally be one of the other content management systems out there.
- **Decoration** - this is your **theme** and it determines the look and feel of your site, in the next section of this guide we will talk about how you select a theme.
- **Content** - this is what you put on each page.
- **Expansion** - this is the **plugins** that you can install to give your site extra functionality such as ecommerce, membership, analytics and SEO.



CHOOSING A THEME FOR YOUR WORDPRESS SITE

You will find that there are an overwhelming number of theme options available to you, so where do you start?

Firstly, look at sites you like - note the features that attract you to them and use <https://whatwpthemeisthat.com/> to find out if the site is a WordPress one and if so what theme it uses.

Once you have done that there are some key things to consider when choosing your theme:

- Is the theme **mobile responsive** - this is essential so avoid anything with 'fixed width layout'?
- Does the theme support the **plugins** you want to use - not sure ask the developer?
- Does the theme work with popular **page builders** or does it have its own page builder?
- What **support** does the theme developer provide - this can be critical if you are building the site yourself and get stuck.
- Does the theme have good **ratings and reviews**?



FINDING YOUR WAY AROUND WORDPRESS

Once you have planned out your website and chosen your theme, it is time to get started with building your site.

Every theme works a little differently but the basic overview of WordPress Dais the same for all themes as outlined below:



The image above shows the top bar in WordPress - this will always appear when you are logged in and may contain other icons depending on what plugins you are using

WordPress Icon - clicking on this will give you more information about the version of WordPress you are using and how to get help

House Icon - clicking on this will take you to the homepage of your website and when you are on the homepage you will see the icon change to take you back into WordPress

Circle Arrows - this indicates any updates that are due - we will expand on this at the end of this guide

Message Icon - this indicates any comments you have on your blog

Plus Icon - this allows you to quickly create new posts and pages

Howdy - clicking here will allow you to access your user profile

Most of the time when you are working in WordPress you will be using the menu that is down the left hand side of the screen. As with the top bar, the items listed on this menu will vary according to what plugins and theme you are using but the basic options are defined below.

Dashboard - takes you the page you are initially shown at login - you can configure this to show you key information relating to your site when you login

Posts - this is where you will go to create, edit and view all the blog posts added to your page

Media - this is where anything you have uploaded to your website lives - this includes both images and files. You can upload directly here or whilst creating posts/pages.

Links - you can use this to create a list of links that can be configured to appear in your sidebar

Pages - this is where all of the static pages for your website live, you can create, view and edit pages here

Comments - any comments made on your blog will appear here

Appearance - this is where you can set up the menu for your site, widgets - which are used for footers and sidebars, and often where you will find the customisation options for your theme.

You will also find the source code for your site here - please don't edit this unless you know what you are doing as it could result in your site breaking!

Plugins - you can see a list of all the plugins you are using on the site here, as well as adding new ones

Users - you can add users to your website and this menu item is where you can add, remove and view users

Tools - here you will find GDPR related tools, as well as options to import/export to your site. You will also find some plugins are added to the menu based on their purpose.

Settings - here you can configure a number of settings that will determine how your site is displayed for example you can determine the page that shows blog posts here.

So that is your basic overview of WordPress and creating a website, you can get in touch with me for further support using the contact details below and do check out my WordPress videos on YouTube for more help and support.



FURTHER HELP & SUPPORT

I hope that you have found these simple steps useful. I'd love to be able to help and support you more, so please do stay connected with me via my blog or social media.

I offer a FREE 30 minute no obligation consultation so do get in touch if you have a specific WordPress question that isn't answered in this guide.

Blog: <https://banksbusinesssolutions.co.uk/blog-2/>

YouTube: <https://www.youtube.com/channel/UCjTwPtS3R4MJZFim6My8T6w>

Facebook: <https://www.facebook.com/banksbusiness/>

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