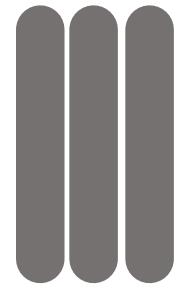


UNIT 3

BUILDING AND ADMINISTRATING A WORDPRESS BLOG SITE

By: Asst. Prof Myrtle Fernandes
Fr. Agnel College of Arts & Commerce,
Pilar-Goa



TOPICS



- Understanding the differences between Wordpress.com sites and Wordpress.org sites.
 - Setting up and installing a Wordpress site.
 - Finding and adding templates to a new site
 - Customize site features
 - Overview of administrative functions
 - Adding extra functionality of Wordpress blogs
 - Promoting new blog sites.
 - Security aspects of wordpress: how to make your wordpress website more secure, plugins available, Backups and restore in wordpress.
 - WooCommerce plugin to build ecommerce websites using Wordpress.
-

WORDPRESS.COM VERSUS WORDPRESS.ORG

WORDPRESS.ORG  **WORDPRESS.COM**

WHAT IS THE DIFFERENCE?

WORDPRESS.ORG	WORDPRESS.COM
SITE-SELF HOSTED + OWN DOMAIN NAME	SITE HOSTED BY WORDPRESS + WORDPRESS.COM SUBDOMAIN
You have to purchase your own web hosting from \$3.50 per month & pay domain registration fee every year from \$10 per year (mostly free with hosting plan.)	Your domain will have the word 'WordPress.com' at the end or you can upgrade from \$70 per year if you want your own domain name.
Most web hosts provide 'one click installs' option that can help you easily install WordPress in a few clicks.	Just register online & start using your website in minutes for free without any technical knowledge (free up to 3GB storage space).
FULL THEME CUSTOMIZATION	LIMITED THEME OPTIONS
You can upload custom themes & experiment with different themes or even modify them to your liking.	You cannot use custom themes. Only themes that exist in WordPress theme directory are permitted, unless you upgrade to their premium plan (from \$155 per year).
ALL PLUGINS ALLOWED	NO PLUGINS ALLOWED
You can install any plugins, allowing you to add new features or functionality that your website needs.	No any custom or commercial plugins allowed. This can limit your use of WordPress as a CMS.

MANUAL MAINTENANCE

You are responsible for updates & backups, but there tons of useful plugins out there. Most web hosts provide 'one-click' option to make these easy for you.

FULL CONTROL OVER DATABASE + FILES

You have full control over your site, files, database & domain. You will be able to edit or change all of your files, codes & data.

MONETIZATION FREEDOM

You can generate money by selling your own ads, & doing things your way. No limitations.

AUTOMATED MAINTENANCE

WordPress.com takes care of everything from updates to backups + more.

LITTLE OR NO TECHNICAL CONTROL

A lot of restrictions. Some of your data are not accessible. They can delete your site at anytime if they think it violates their Terms of Service.

LIMITED MONETIZATION

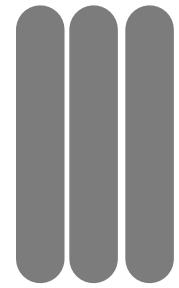
You're not allowed to sell ads on your site other than WordAds (an ad program run by WordPress.com + you can only apply if you upgrade to their Premium Plan).

OUR CONCLUSION

WordPress.org is the way to go if you want to build a blog or a website for your business & earn money.

WordPress.com is most suitable for those who want to build a blog & don't want to monetize it.

 WebsiteSetup



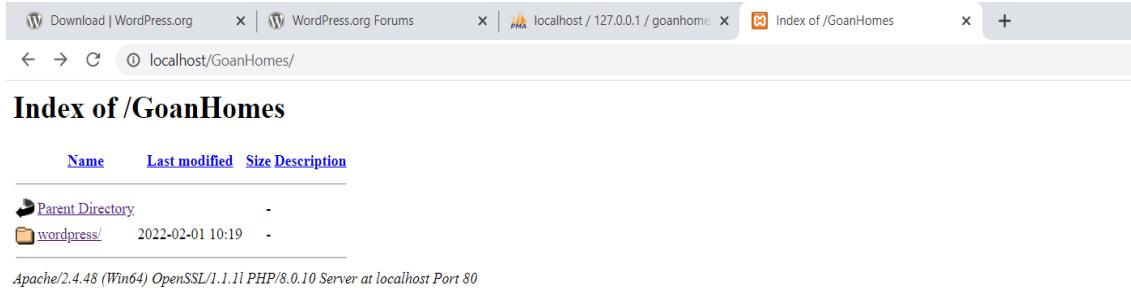
SETTING UP AND INSTALLING A WORDPRESS SITE



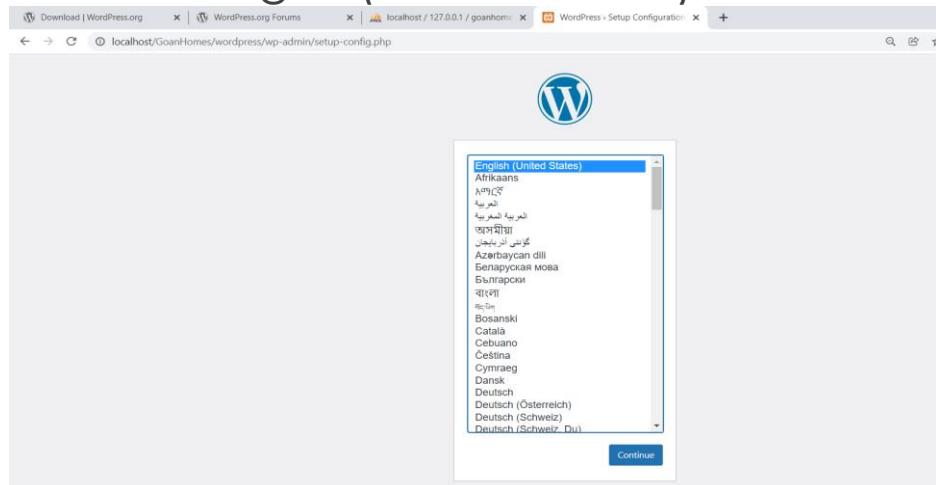
Installation steps:

1. Install XAMPP
2. Install Wordpress by downloading the latest wordpress setup zip file from wordpress.org. Copy the setup zip file in XAMPP installation path in folder Xampp\htdocs
3. Unzip the zip file and rename it with the website that you are creating. Eg. GoanHomes
4. Create a database using XAMPP->MySql.
5. Go to your browser and open <http://localhost/GoanHomes/wordpress>

SETTING UP AND INSTALLING A WORDPRESS SITE

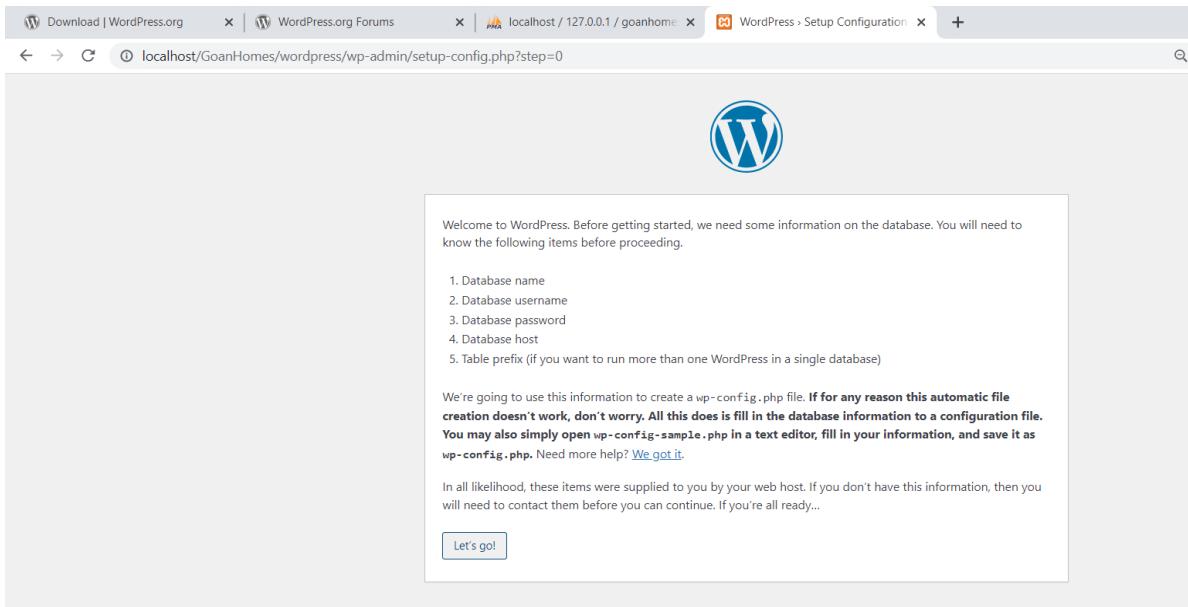


Choose English(United States). Continue



SETTING UP AND INSTALLING A WORDPRESS SITE

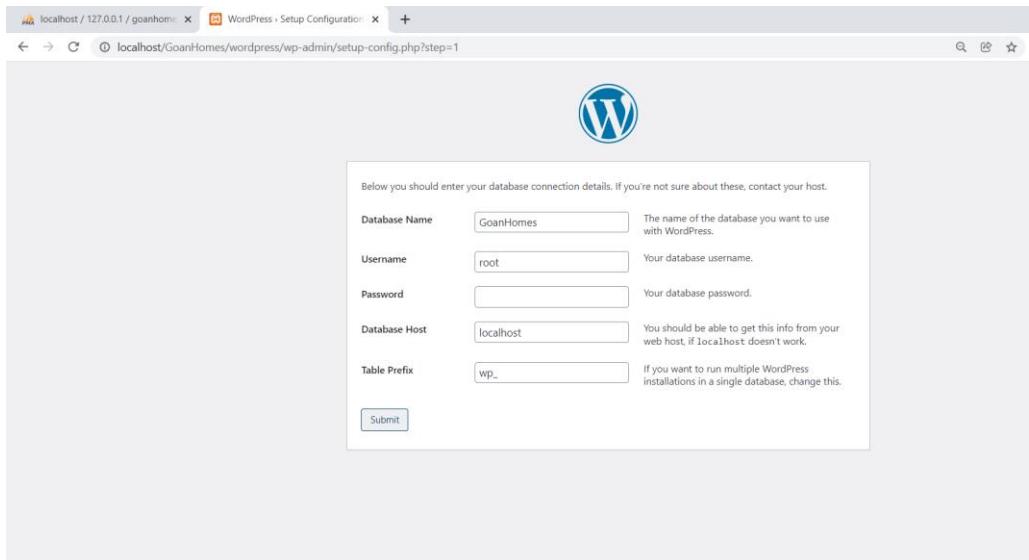
Click on Let's go



SETTING UP AND INSTALLING A WORDPRESS SITE

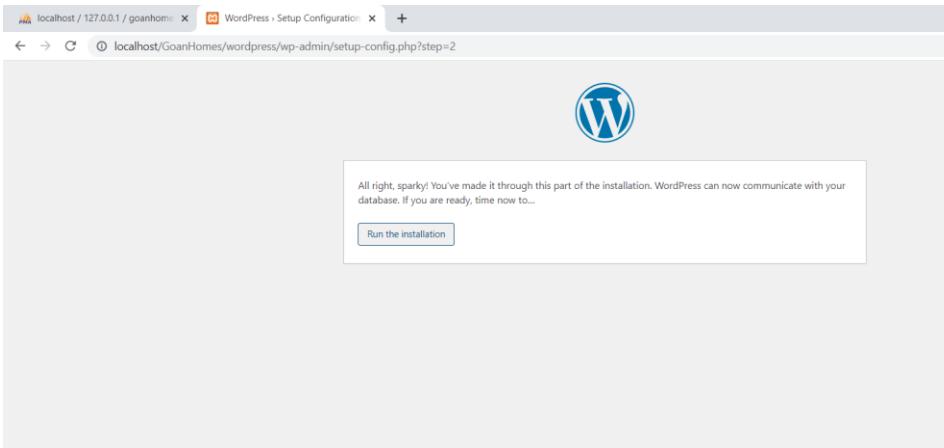
Enter the database name, user name will be root, password is blank. Tables will be prefixed with wp_

Wordpress creates 12 tables as part of installation.



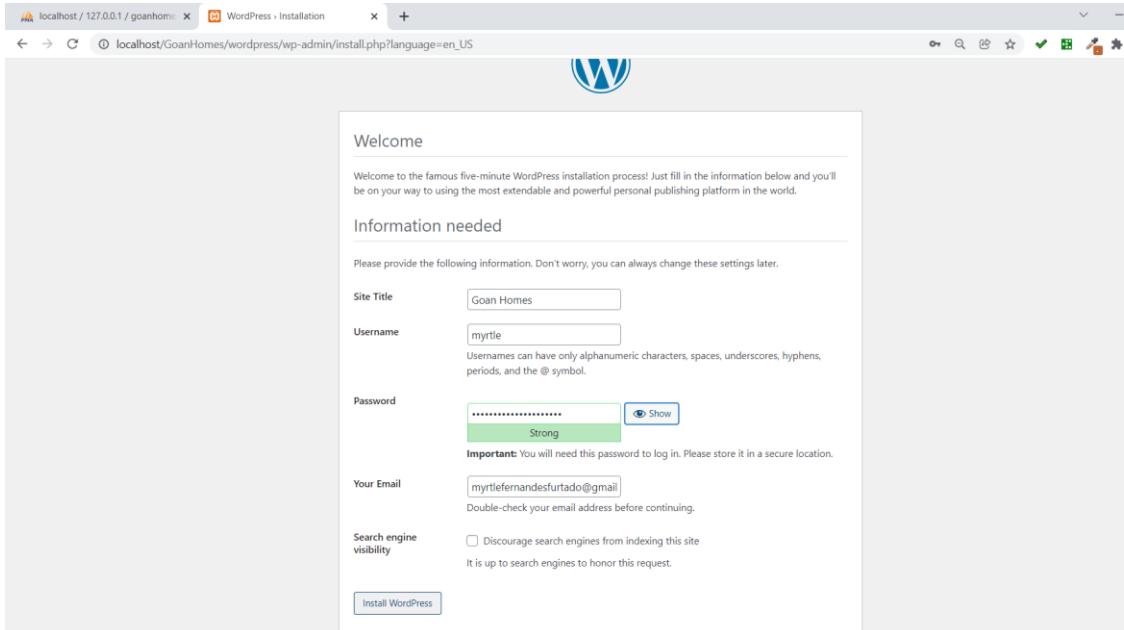
SETTING UP AND INSTALLING A WORDPRESS SITE

Click on Run the installation



SETTING UP AND INSTALLING A WORDPRESS SITE

Enter the information



The screenshot shows a web browser window titled "localhost / 127.0.0.1 / goanhomes" with the URL "localhost/GoanHomes/wordpress/wp-admin/install.php?language=en_US". The page displays the "Welcome" screen of the WordPress installation process. The "Information needed" section contains fields for Site Title (Goan Homes), Username (myrtle), Password (a strong password), Your Email (myrtlefernandesfurtado@gmail.com), and Search engine visibility (unchecked). Below the form is a large "Install WordPress" button.

Welcome

Welcome to the famous five-minute WordPress installation process! Just fill in the information below and you'll be on your way to using the most extendable and powerful personal publishing platform in the world.

Information needed

Please provide the following information. Don't worry, you can always change these settings later.

Site Title: Goan Homes

Username: myrtle

Usetnames can have only alphanumeric characters, spaces, underscores, hyphens, periods, and the @ symbol.

Password: Show Strong

Important: You will need this password to log in. Please store it in a secure location.

Your Email: myrtlefernandesfurtado@gmail.com

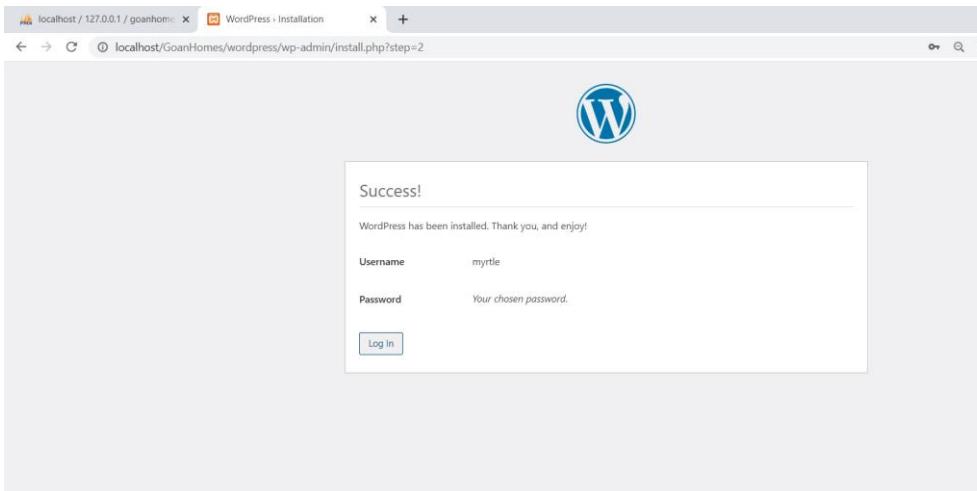
Double-check your email address before continuing.

Search engine visibility: Discourage search engines from indexing this site
It is up to search engines to honor this request.

Install WordPress

SETTING UP AND INSTALLING A WORDPRESS SITE

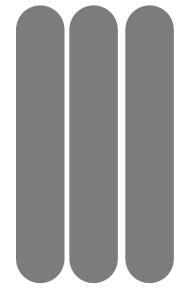
On successful installation, click on Log in



Once your installation is completed, there will be two parts. One your website

(<http://localhost/GoanHomes/>) and the next is your website dashboard-url for Admin.

On successful installation, go to Admin dashboard by opening the following in the browser <http://localhost/CarWorld/wordpress/wp-admin>, give your UserName/password and login



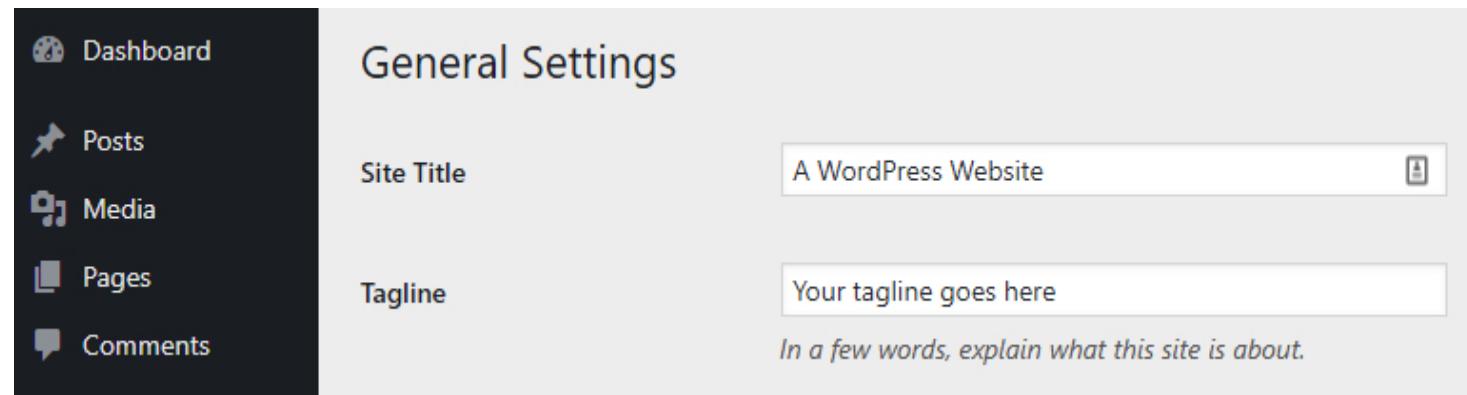
FINDING AND ADDING TEMPLATES TO A NEW SITE



A WordPress Theme is a ready made WordPress Template. Some are free and some are paid for. The advantage of using a WordPress Theme is that you can see exactly what you are going to get before you start and you also save a lot of time because you do not have to go through a lengthy design process.

CUSTOMIZE SITE FEATURES

1. Give Your Site a Name and Tagline



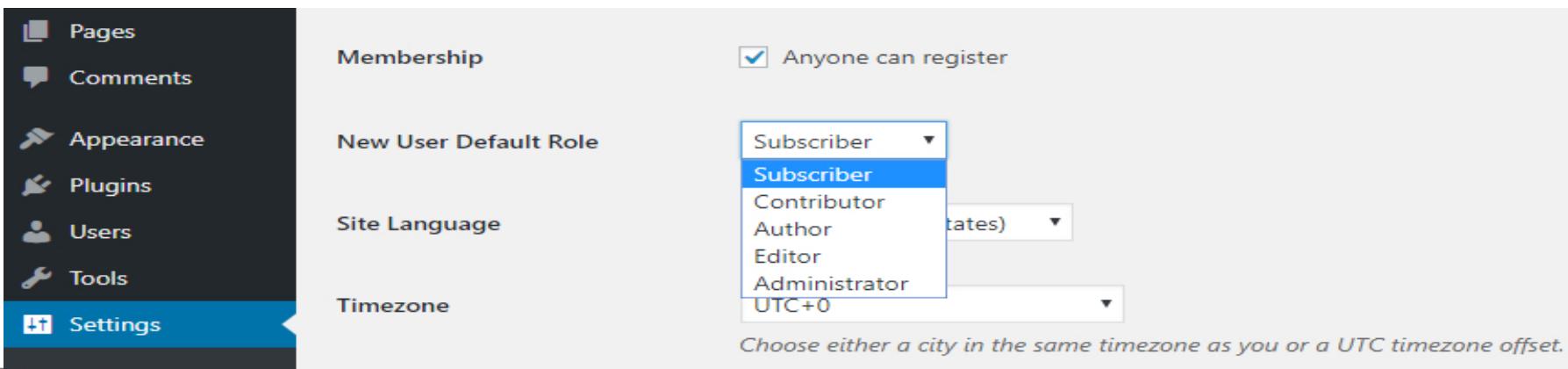
To change your site's name, you need to access your dashboard and jump to the Settings > General tab.



CUSTOMIZE SITE FEATURES

2. Define the Default Settings for New Users

Next up, you can configure the way WordPress deals with new users. To do that, return to the **Settings > General** tab. This time, scroll down until you see two settings that read **Membership** and **New User Default Role**.



CUSTOMIZE SITE FEATURES

3. Manage Your User Account

Users > Your Profile section.

Personal Options

Visual Editor Disable the visual editor when writing

Syntax Highlighting Disable syntax highlighting when editing code

Below that, you'll see options to change your dashboard's color scheme

Admin Color Scheme

Default 

Light 

Blue 

Coffee 

Ectoplasm 

Midnight 

Ocean 

Sunrise 

CUSTOMIZE SITE FEATURES

3. Manage Your User Account

Keyboard Shortcuts

Enable keyboard shortcuts for comment moderation. [More information](#)

Toolbar

Show Toolbar when viewing site

About Yourself

Biographical Info

Share a little biographical information to fill out your profile. This may be shown publicly.

Profile Picture



You can change your profile picture on [Gravatar](#).

CUSTOMIZE SITE FEATURES

4. Specify Your Post Defaults

Under the *Settings > Writing* tab.

The screenshot shows the WordPress admin interface with the 'Settings' menu selected. On the left, there's a sidebar with links like Posts, Media, Pages, Comments, Appearance, Plugins, Users, Tools, and Settings. The 'Settings' link is highlighted with a blue bar. The main content area is titled 'Writing Settings'. It has two dropdown menus: 'Default Post Category' set to 'News' and 'Default Post Format' set to 'Standard'. A tooltip for 'Default Post Format' lists options: Standard, Aside, Chat, Gallery, Link, Image, Quote, Status, Video, and Audio. The 'Standard' option is currently selected.

Dashboard

Posts

Media

Pages

Comments

Uncategorized ▾

News

Uncategorized

Standard ▾

Writing Settings

Default Post Category

Default Post Format

Uncategorized

News

Uncategorized

Standard

Default Post Category

News

Default Post Format

Standard

Standard

Aside

Chat

Gallery

Link

Image

Quote

Status

Video

Audio

Post via email

To post to WordPress by email you must have an email account with POP3 access. Any mail received at this address will be posted as new posts.

Mail Server

Port 110

Login Name

Settings

CUSTOMIZE SITE FEATURES

5. Set Up Your Home Page and Blog Feed

Settings > Reading tab

The screenshot shows the 'Reading Settings' page in the WordPress admin. On the left is a dark sidebar with icons for Dashboard, Posts, Media, Pages, Comments, and Appearance. The main area has a light gray background. It asks 'Your homepage displays' and has two options: 'Your latest posts' (an empty radio button) and 'A static page (select below)' (a selected radio button). Below this, there are two dropdown menus. The first, 'Homepage:', has a blue border and the text '— Select —'. The second, 'Posts page:', also has a blue border and the text 'Sample Page'.

Dashboard

Posts

Media

Pages

Comments

Appearance

Reading Settings

Your homepage displays

Your latest posts

A [static page](#) (select below)

Homepage: — Select —

Posts page: Sample Page

CUSTOMIZE SITE FEATURES

5. Set Up Your Home Page and Blog Feed

Settings > Reading tab

The screenshot shows the WordPress admin dashboard with the 'Settings' tab selected. On the left, a sidebar lists 'General', 'Writing', 'Reading' (which is highlighted), 'Discussion', and 'Media'. The main content area displays three configuration options under the 'Reading' tab:

- Blog pages show at most**: A text input field containing the value "10" followed by the word "posts".
- Syndication feeds show the most recent**: A text input field containing the value "10" followed by the word "items".
- For each article in a feed, show**: A radio button group where the "Full text" option is selected (indicated by a blue dot) and the "Summary" option is unselected.



CUSTOMIZE SITE FEATURES



6. Configure Your Comment Settings

Settings > Discussion tab

Default article settings

- Attempt to notify any blogs linked to from the article
- Allow link notifications from other blogs (pingbacks and trackbacks) on new articles
- Allow people to post comments on new articles

(These settings may be overridden for individual articles.)

Blog comments are one of the best ways to engage with your site's visitors. Once you enable user registration, users will be able to comment.

You can disable blog comments altogether, using the third option.

CUSTOMIZE SITE FEATURES

6. Configure Your Comment Settings

Settings > Discussion tab > Other comment settings (After scrolling down)

Here, you can specify whether users need to be registered and logged in to comment. You can also force users to enter a name and email before they can leave a message.

The screenshot shows a configuration interface for comment settings. It includes several checkboxes and input fields:

- Automatically close comments on articles older than days
- Show comments cookies opt-in checkbox.
- Enable threaded (nested) comments levels deep
- Break comments into pages with top level comments per page and the page displayed by default
- Comments should be displayed with the comments at the top of each page

For example, you can automatically close the comments sections on older articles, enable nested comments, and turn on pagination for long threads.

CUSTOMIZE SITE FEATURES

7. Define the Default Image Sizes

Settings > Media tab, and you'll see three sets of sizes you can tinker with. The dimensions here are set in pixels, so keep that in mind if you want to make any changes to the defaults.

Thumbnail size	Width	150
	Height	150
	<input checked="" type="checkbox"/> Crop thumbnail to exact dimensions (normally thumbnails are proportional)	
Medium size	Max Width	300
	Max Height	300
Large size	Max Width	1024
	Max Height	1024



CUSTOMIZE SITE FEATURES

8. Specify a Structure for Your Permalinks

Permalinks are the URLs that WordPress generates for your content. For example, when you publish a new blog post, WordPress might assign it a URL such as this one:

<http://yourwebsite.com/?p=12>

Settings > Permalinks screen, and check out the options within. There are six permalink structures you can choose from, including a custom option.



Post name permalink structure is usually the best option, since it gives readers a clear idea of what the page is about. If you like to keep things organized, you can also consider using the Day and name or Month and name options, both of which add dates to your content's URLs.

CUSTOMIZE SITE FEATURES

9. Upload a Favicon

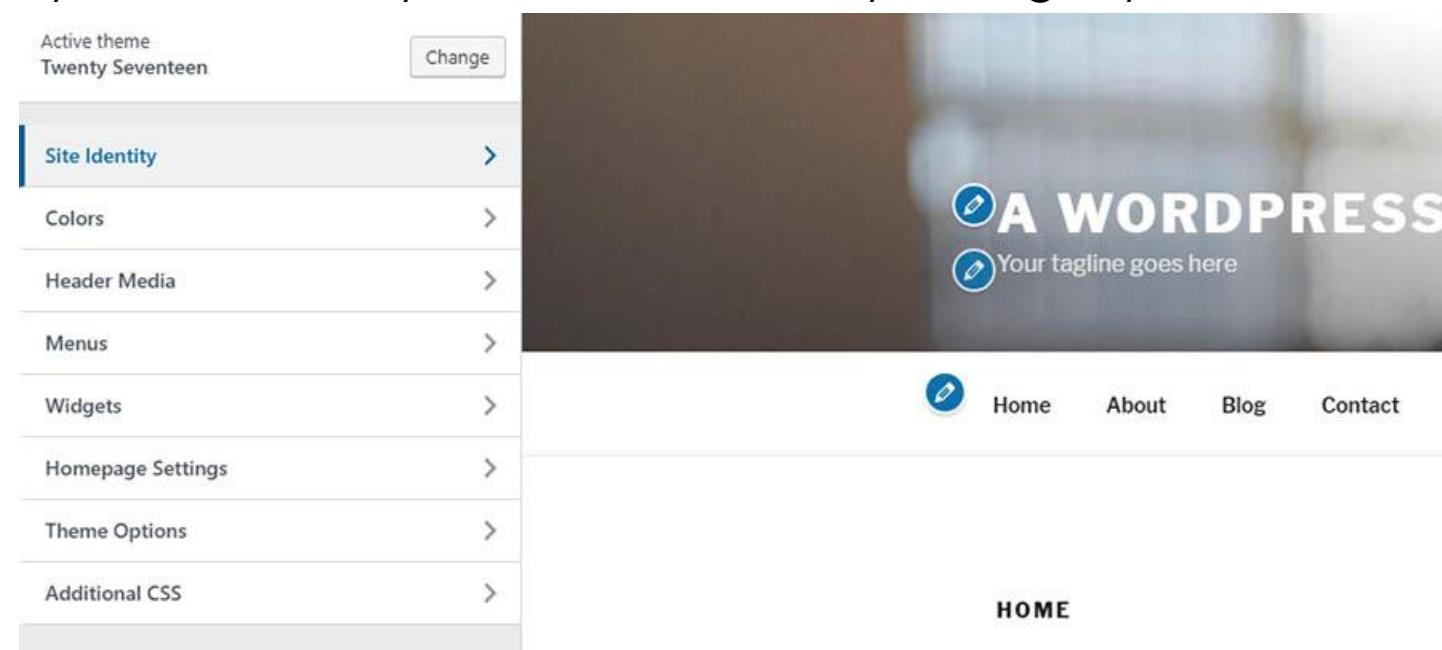
Favicons are the little images that show up to the left of your site's title and tagline in browser tabs. When you set up a new website using WordPress, it won't have a favicon by default



CUSTOMIZE SITE FEATURES

9. Upload a Favicon

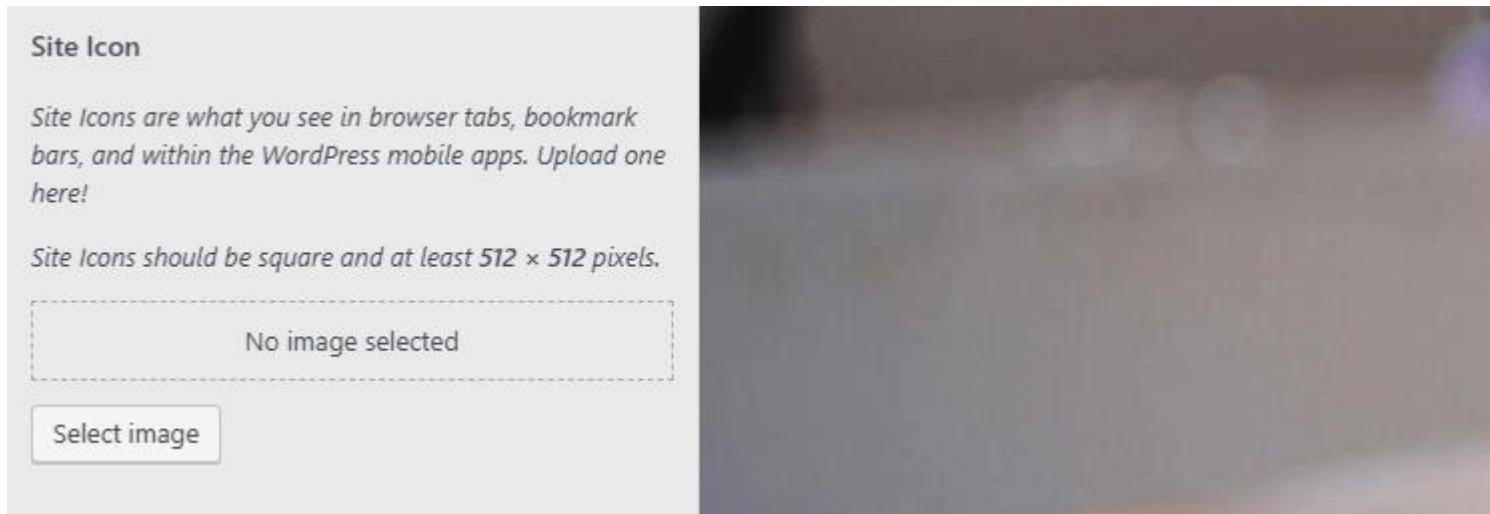
Go the Appearance > Customize tab. On this page, you can play around with your website's style and instantly check out how any changes you make look.



CUSTOMIZE SITE FEATURES

9. Upload a Favicon

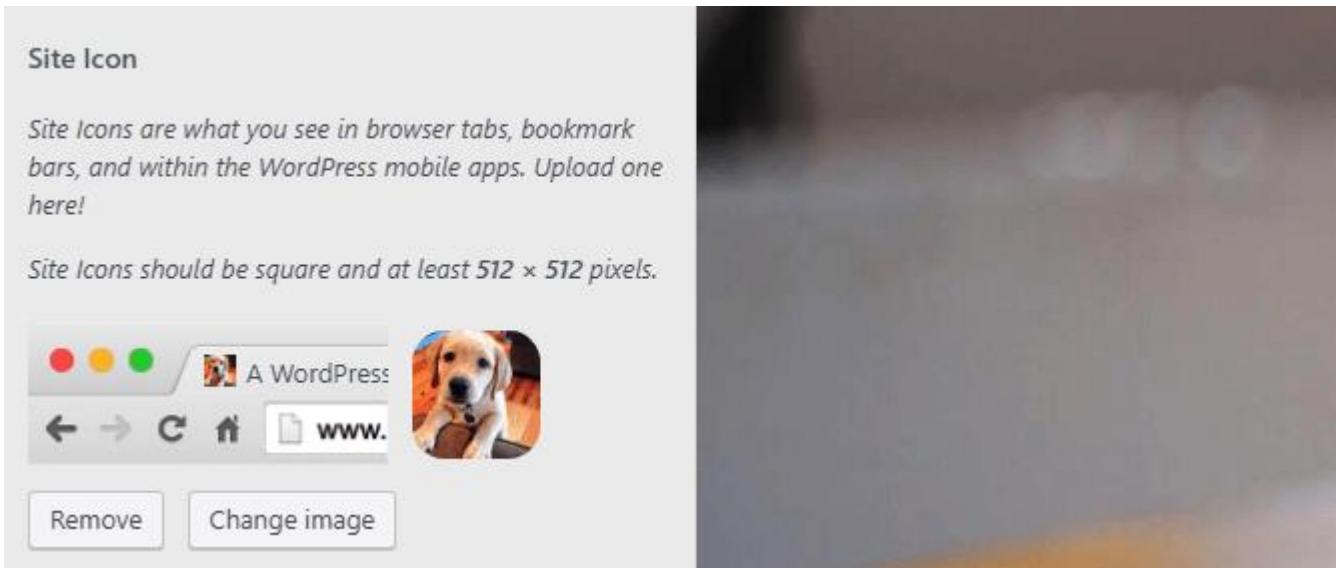
To upload a new one, click on the *Site Identity* tab and look for the *Site Icon* option.



All you have to do is upload the image you want to use as your favicon, and WordPress will show you how it will look.

CUSTOMIZE SITE FEATURES

9. Upload a Favicon

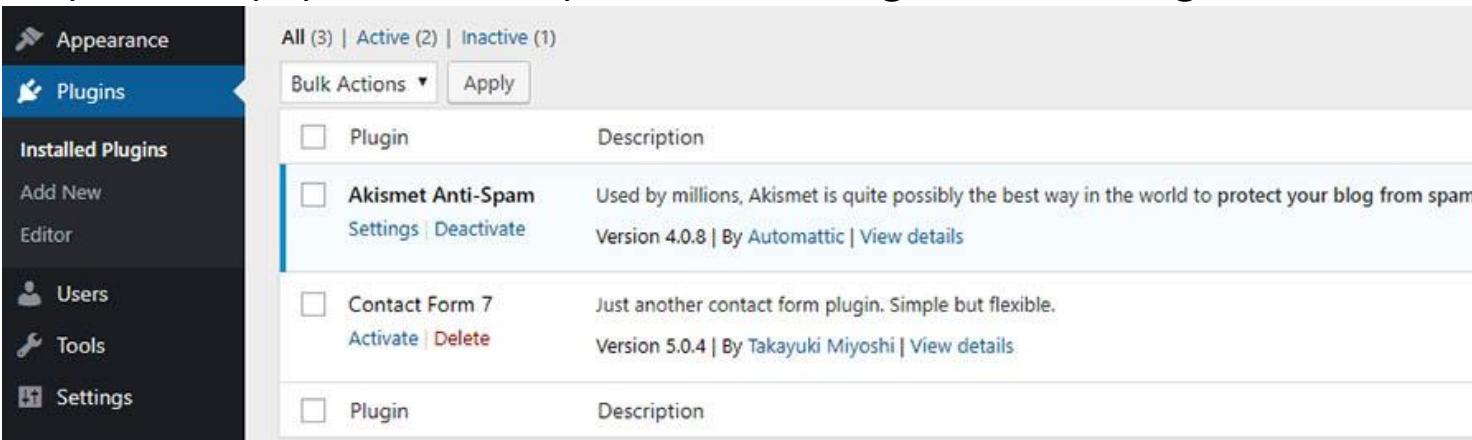


CUSTOMIZE SITE FEATURES

10. Remove Unused Themes and Plugins

When launch a new WordPress website, it will include several pre-installed plugins and themes you might not want to use.

You can just keep those plugins and themes inactive, but removing them entirely is a better way to keep your site tidy. To do that, go to the *Plugins* tab and take a look at what's inside.



The screenshot shows the WordPress admin interface with the sidebar menu open. The 'Plugins' option is selected, highlighted with a blue bar. The main content area displays a list of installed plugins. At the top of the list is 'Akismet Anti-Spam' with a description: 'Used by millions, Akismet is quite possibly the best way in the world to protect your blog from spam.' Below it is 'Contact Form 7' with a description: 'Just another contact form plugin. Simple but flexible.' Both entries have a 'Settings' link, an 'Activate' button (which is greyed out for Akismet), and a 'Delete' button (which is red for Contact Form 7). There are also 'Version' and 'By' links for each plugin.

CUSTOMIZE SITE FEATURES

10. Remove Unused Themes and Plugins

Simply go through the list of plugins here, and decide which ones you'd like to keep and which should be removed. To delete a plugin, you'll first need to *Deactivate* it. Then, a red *Delete* option will show up under its name.

WordPress will ask you to confirm if you want to delete the plugin. If you say yes, it will be removed from your site.



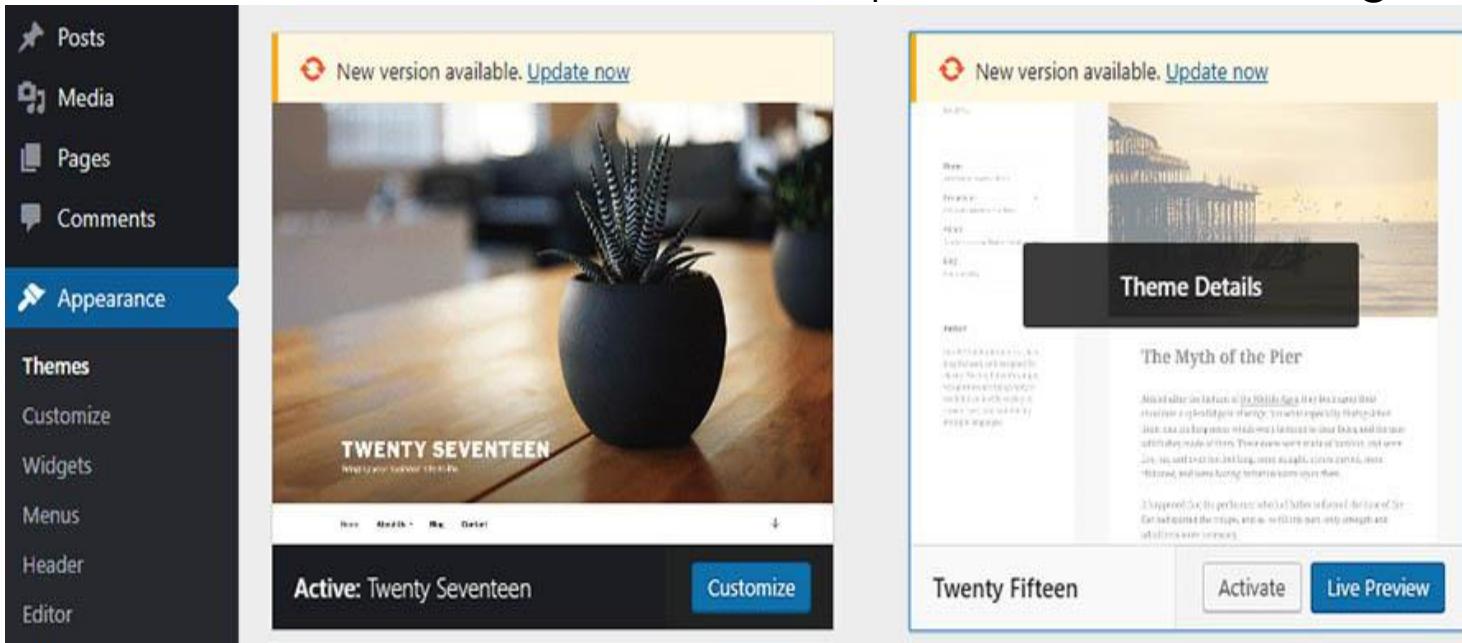
The screenshot shows the WordPress admin interface with the sidebar menu open. The 'Plugins' option is selected, highlighted with a blue background. The main content area displays a list of installed plugins:

Plugin	Description
Akismet Anti-Spam	Used by millions, Akismet is quite possibly the best way in the world to protect your blog from spam. Version 4.0.8 By Automattic View details
Contact Form 7	Just another contact form plugin. Simple but flexible. Version 5.0.4 By Takayuki Miyoshi View details
Plugin	Description

CUSTOMIZE SITE FEATURES

10. Remove Unused Themes and Plugins

To delete unused themes, you can move over to the *Themes* tab. Just click on a theme you don't need, and look for the *Delete* option in the bottom-right corner of the resulting window.



CUSTOMIZE SITE FEATURES

10. Remove Unused Themes and Plugins

The Myth of the Pier

Attired after the fashion of the Middle Ages, they bore upon their shoulders a splendid pair of wings; but what especially distinguished them was the long noses which were fastened to their faces, and the uses which they made of them. These noses were made of bamboo, and were five, six, and even ten feet long, some straight, others curved, some ribboned, and some having imitation warts upon them.

It happened that the performer who had hitherto formed the base of the Car had quitted the troupe, and as, to fill this part, only strength and adroitness were necessary.

first approach, meaning your content takes center-stage, regardless of whether your visitors arrive by smartphone, tablet, laptop, or desktop computer.

Tags: blog, two-columns, left-sidebar, accessibility-ready, custom-background, custom-colors, custom-header, custom-logo, custom-menu, editor-style, featured-images, microformats, post-formats, rtl-language-support, sticky-post, threaded-comments, translation-ready

Activate

Live Preview

Delete





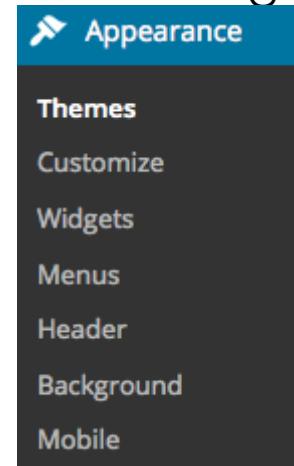
OVERVIEW OF ADMINISTRATOR FUNCTIONS

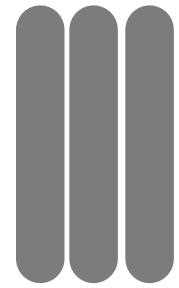


WP Admin is your dashboard—where you control the look, feel and functionality of your site. Here's where you keep track of pictures, add posts & pages, collaborators, monitor comments, change the appearance, add widgets, etc.

1. Appearance

How you control the overall look and functionality of the site. Choose from a range of free (or purchase-able) themes, add widgets, change your header, etc.

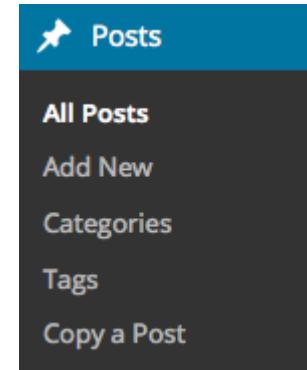




OVERVIEW OF ADMINISTRATOR FUNCTIONS

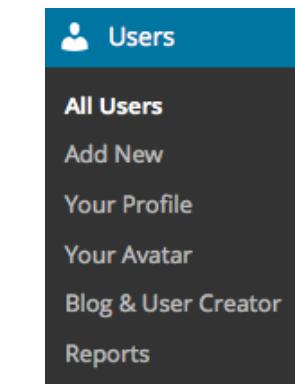
2. Posts

How you add new blog posts to feed to your blog page. You can also manage a series of tags for individual posts and categorize your posts. This is particularly helpful if you intend to write numerous entries or if you plan to collaborate with other authors.



3. Users

How you manage collaborators and their editing privileges; your own profile and avatar, etc.



ADDING WORDPRESS BLOGS

Create a New page and name it Blog and Publish it

The screenshot shows the WordPress admin interface for creating a new page. The title 'Blog' is entered in the main title field. The content area is empty, with a placeholder 'Type / to choose a block'. On the right side, there's a publishing sidebar with 'Publish' and 'Cancel' buttons. It asks if the user is ready to publish and double-checks settings. The page is set to 'Goan Homes' and 'localhost/GoanHomes/wordpress'. Visibility is 'Public' and publish is 'immediately'. At the bottom, there's a checkbox for 'Always show pre-publish checks.'

localhost/GoanHomes/wordpress/wp-admin/post-new.php?post_type=page

Blog

Type / to choose a block

+ +

Are you ready to publish?
Double-check your settings before publishing.

Goan Homes
localhost/GoanHomes/wordpress

Visibility: Public

Publish: immediately

Always show pre-publish checks.

ADDING WORDPRESS BLOGS

Go to Categories->Menu.

Add the Blog page to the Menu by clicking Add to Menu. Click Save Menu.

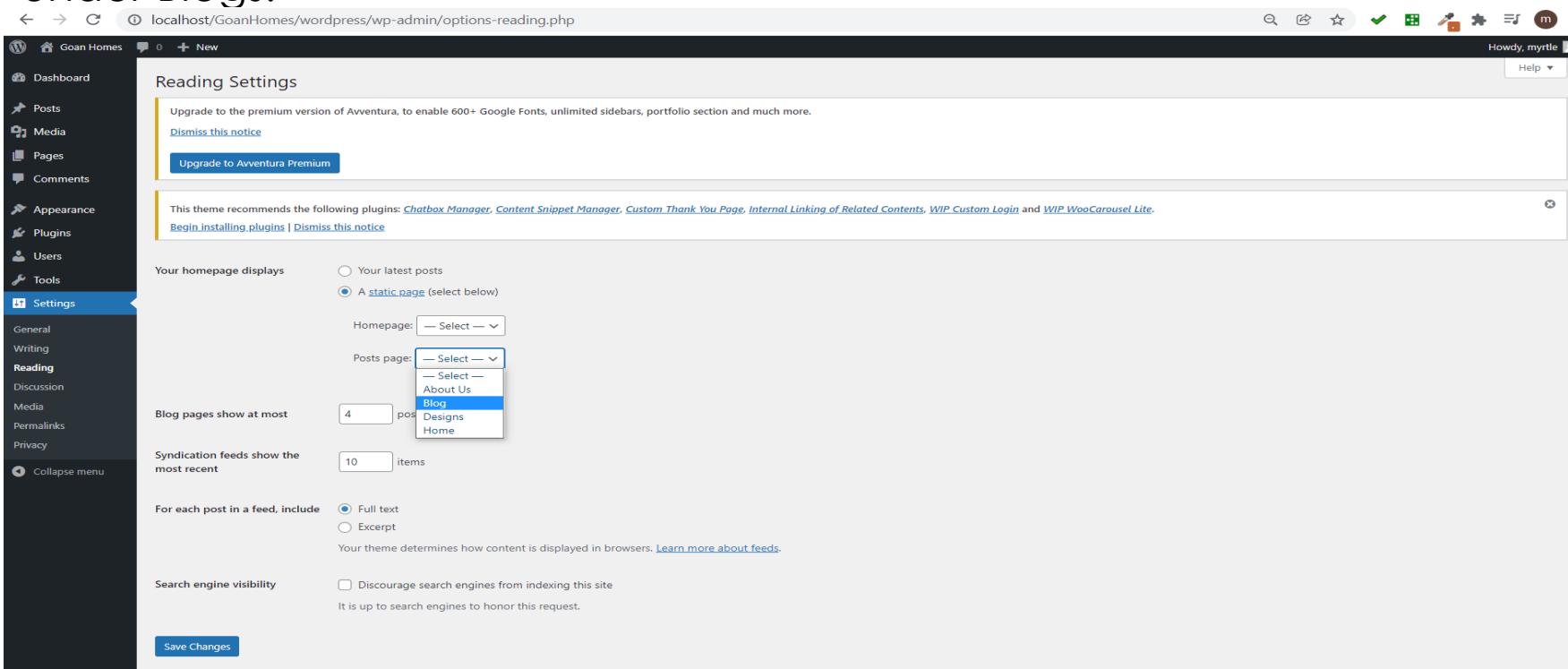
The screenshot shows the WordPress Admin Menus screen at localhost/GoanHomes/wordpress/wp-admin/nav-menus.php. The left sidebar is dark-themed and includes links for Dashboard, Posts, Media, Pages, Comments, Appearance (which is selected), Themes, Customize, Widgets, Menus, Background, About Avantura Lite, Install Plugins, and Theme File Editor. The Plugins, Users, Tools, Settings, and Collapse menu options are also visible. The main content area has a light background. At the top, there are notices about upgrading to Avantura Premium and recommended plugins like Chatbox Manager, Content Snippet Manager, etc. Below these, tabs for 'Edit Menus' and 'Manage Locations' are present. A large text input field says 'Edit your menu below, or [create a new menu](#). Don't forget to save your changes!' In the 'Add menu items' section under 'Pages', the 'Blog' page is selected (indicated by a checked checkbox) and has an 'Add to Menu' button. In the 'Menu structure' section, the 'Top Menu' is selected. Under 'Home', 'Designs', 'About Us', 'Modern', and 'Traditional' are listed. At the bottom right of the menu structure area is a 'Save Menu' button.

ADDING WORDPRESS BLOGS

Go to Settings->Reading.

Check on A static page, from the Posts page drop down select Blogs.

Click on Save changes .Now, on click of Blog, you will see that all the posts are displayed under Blogs.



PROMOTING NEW BLOG SITES



PROMOTING NEW BLOG SITE



Create quality,
engaging content

- write a blog post that can solve the problems of these readers and give them a rich reading experience.
- stand up to the expectations of your target audience

Install the most
suitable theme

- Web design is a vital aspect that leaves a first and the last impression on visitor's mind.
- A great user experience is something that will encourage visitors to stay on your blog longer.

Social media
marketing

- Market your blog posts on social media platforms, including Facebook, Google+, Twitter, Instagram, StumbleUpon etc. to drive more web traffic.
 - If you want a successful blog, you need to post or share your content to relevant groups.
- 



PROMOTING NEW BLOG SITE



Customize permalinks

- You can optimize your content by ensuring the URLs of your blog posts contain relevant keywords.
- Try to optimize the permalink in a way that it reflects your content instantly to visitors.

Use guest posting

- Guest posting means writing and posting a blog post or an article on someone else's website or blog.
- This technique not only promotes your blog but also gives you external link from more authority sites, which can improve your ranking on search engines.

Create search-optimized blog posts

- Rank higher on Google, Yahoo, and other search engines by optimizing the titles and descriptions of your blog posts.
 - Make sure your meta descriptions and title tags contain all your relevant keywords, are readable for humans and accurately describe your content in an appealing way.
-



PROMOTING NEW BLOG SITE



Make use of YouTube videos

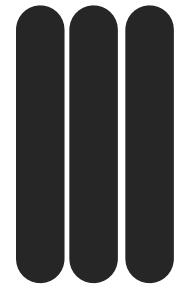
- YouTube is an ideal social media platform where you can convey your audio-visual message to your potential visitors in an engaging way.
- You need to be very creative from your side.

Email marketing

- You just need to create an email list and keep on adding new subscribers to generate quality leads.
- The subscribers in your email lists will hopefully help you share and promote your content across different web platforms.

Add your blog post to social bookmarking sites

- Add your blog post to social bookmarking sites as it can help drive extra traffic to your website.
 - Choose quality bookmarking sites to submit your post as low quality sites can harm you in long run.
-



PROMOTING NEW BLOG SITE



Update your blog posts regularly

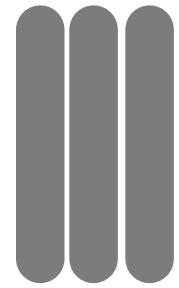
- Make sure that you update your blog on a regular basis.
 - Creating regular content gives your readers something to come back for and lets Google know that you're serious about what you're doing.
- 



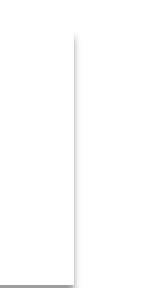
SECURITY ASPECTS OF WORDPRESS



- How to make your WordPress website more secure
 - Plugins available
 - Backups and restore in WordPress
- 



HOW TO MAKE YOUR WORDPRESS WEBSITE MORE SECURE



1. Secure your login procedures.

- ✓ Use strong passwords
 - ✓ Enable two-factor authentication
 - ✓ Don't make any account username "admin"
 - ✓ Install a plugin like Limit Login Attempts for the job.
 - ✓ Add a captcha
 - ✓ Enable auto-logout, try the Inactive Logout plugin.
- 
- 



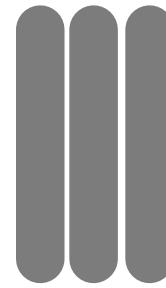
HOW TO MAKE YOUR WORDPRESS WEBSITE MORE SECURE



2. Use secure WordPress hosting.

When choosing the service that hosts your website, security should be a top priority.





HOW TO MAKE YOUR WORDPRESS WEBSITE MORE SECURE



3. Update your version of WordPress.

- ✓ Outdated versions of the WordPress software are a very common target for hackers.
 - ✓ Regularly check for and install WordPress updates
 - ✓ To update WordPress to the latest version, first back up your site and check that your plugins are compatible with the latest version of WordPress, updating plugins accordingly.
- 



HOW TO MAKE YOUR WORDPRESS WEBSITE MORE SECURE



4. Update to the latest version of PHP.

Upgrading to the latest version of PHP is one of the most important steps you can take to keep your WordPress website secure.



HOW TO MAKE YOUR WORDPRESS WEBSITE MORE SECURE



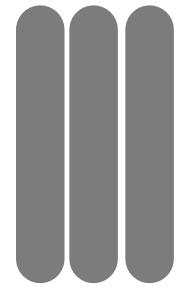
5. Install one or more security plugins.

- ✓ Install one or more reputable security plugins on your website.
- ✓ Whichever plugin(s) you decide to install, security-related or not, make sure they're well-established and legitimate.

6. Use a secure WordPress theme.

To prevent vulnerabilities caused by a WordPress theme, choose one that is compliant with WordPress standards.





HOW TO MAKE YOUR WORDPRESS WEBSITE MORE SECURE



7. Enable SSL/HTTPS.

To see whether your WordPress site follows the SSL protocol, visit your WordPress site's homepage. If the homepage URL begins with "https://" (the "s" stands for "secure"), your connection is secured with SSL.

If the URL begins with "http://", you'll need to obtain an SSL certificate for your website.





HOW TO MAKE YOUR WORDPRESS WEBSITE MORE SECURE

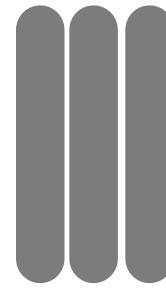


8. Install a firewall.

A firewall sits between the network that hosts your WordPress site and all other networks, and automatically prevents unauthorized traffic from entering your network or system from the outside. Firewalls keep out malicious activity out of your site by eliminating a direct connection between your network and other networks.

9. Back up your website.

- ✓ Being hacked is bad. Losing all your information is even worse.
 - ✓ Make sure you have your website information backed up by WordPress and your host in the event of an attack (or any other incident) that causes data loss.
 - ✓ Automatic/scheduled backups are recommended.
- 

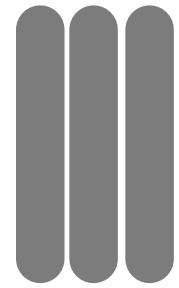


HOW TO MAKE YOUR WORDPRESS WEBSITE MORE SECURE



10. Conduct regular WordPress security scans.

- ✓ It's a good idea to run routine check-ups on your site.
 - ✓ Aim for at least once a month.
 - ✓ There are multiple plugins that can scan your site for you.
- 



SECURITY PLUGINS



Using a WordPress security plugin protects your WordPress site from malware, brute force attacks, and hacking attempts.

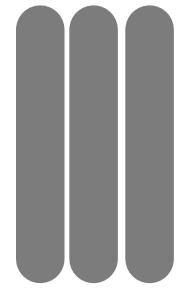
[Sucuri](#)



Sucuri is the industry leader in WordPress security. It is one of the best WordPress security plugins on the market. They offer a basic free Sucuri Security plugin which helps you harden WordPress security and scan your website for common threats.

But the real value is in the paid plans, which come with the best WordPress firewall protection. A firewall helps you block brute force and malicious attacks from accessing WordPress.





SECURITY PLUGINS

Using a WordPress security plugin protects your WordPress site from malware, brute force attacks, and hacking attempts.

Sucuri

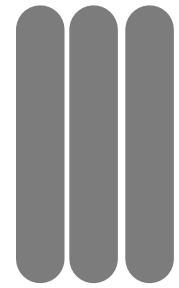


Sucuri website firewall filters out bad traffic even before it reaches your server. They also serve static content from their own CDN servers.

Apart from security, their DNS level firewall with CDN gives you a tremendous performance boost and speeds up your website.

Most importantly, they offer to clean up your WordPress site if it gets affected by malware at no additional cost. You can even take a website already affected by a malware, and they will clean it up for you.





SECURITY PLUGINS



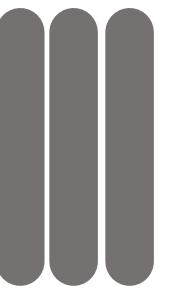
2. Wordfence



Wordfence is another popular WordPress security plugin. They offer a free version of their plugin which comes complete with a powerful malware scanner, exploit detection, and threat assessment features.

The plugin will automatically scan your website for common threats, but you can also launch a full scan at any time. You will be alerted if any signs of a security breach are detected with the instructions to fix them.

Wordfence also comes with a built-in WordPress firewall. However, this firewall runs on your server just before loading WordPress. This makes it a little less effective than a DNS level firewall like Sucuri.





SECURITY PLUGINS



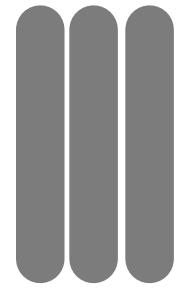
3. iThemes Security

Wordfence is another popular WordPress security plugin. They offer a free version of their plugin which comes complete with a powerful malware scanner, exploit detection, and threat assessment features.

The plugin will automatically scan your website for common threats, but you can also launch a full scan at any time. You will be alerted if any signs of a security breach are detected with the instructions to fix them.

Wordfence also comes with a built-in WordPress firewall. However, this firewall runs on your server just before loading WordPress. This makes it a little less effective than a DNS level firewall like Sucuri.





BACKUPS AND RESTORE IN WORDPRESS



All websites on the internet are vulnerable to data loss and security threats. As a website owner, these are some common scenarios when you may lose your data:

Your website can get hacked and hackers may destroy your data.

Your hosting provider can lose your data

Your host reserves the right to terminate your account and delete all your data.

The best way to protect yourself against these threats is to regularly backup your WordPress site.

WordPress does not come with a built-in backup solution. However, there are several great WordPress backup plugins which allow you to automatically backup and restore your WordPress site.

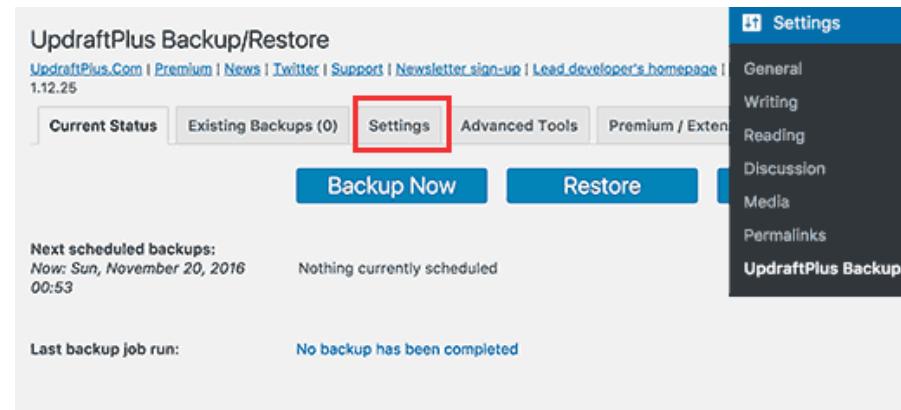


BACKUPS AND RESTORE IN WORDPRESS

UpdraftPlus is one of the best WordPress backup plugins. It allows you to setup automatic backup schedules. It will also help you restore your WordPress site in case something bad happens.

Creating WordPress Backup with UpdraftPlus

First thing you need to do is install and activate the UpdraftPlus plugin. Upon activation, you need to visit **Settings » UpdraftPlus Backups** page to configure plugin settings.



BACKUPS AND RESTORE IN WORDPRESS

Now you need to click on the settings tab.

This is where you will set up an automatic backup schedule and a remote location to store your backups.

UpdraftPlus.Com | Premium | News | Twitter | Support | Newsletter sign-up | Lead developer's homepage | FAQs | More plugins

Current Status Existing Backups (0) **Settings** Advanced Tools Premium / Extensions

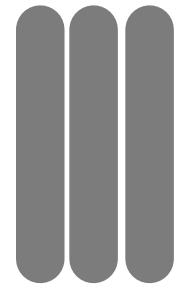
Files backup schedule: Fortnightly and retain this many scheduled backups: 2

Database backup schedule: Weekly and retain this many scheduled backups: 2

To fix the time at which a backup should take place, (e.g. if your server is busy at overnight), or to configure more complex schedules, [use UpdraftPlus Premium](#)

Choose your remote storage (tap on an icon to select or unselect):

 UpdraftPlus Vault  FTP  S3-Compatible
 Dropbox  Microsoft Azure  OpenSt.
 Amazon S3  SFTP / SCP  DreamC
 Rackspace Cloud Files  Google Cloud  Email



BACKUPS AND RESTORE IN WORDPRESS

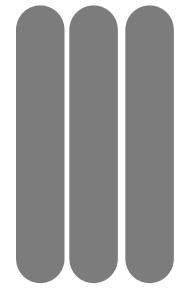


First you need to choose a backup schedule for your files. Files include your WordPress themes, plugins, images and other uploads.

After that you need to select a backup schedule for your WordPress database. WordPress is a database driven software. All your posts and pages, comments, website settings, are stored in the database.

Your backup schedule should be based on how often you add new content to your website.

For example, If you add two blog posts each week, then you can select a fortnightly backup of files and weekly backup of database.



BACKUPS AND RESTORE IN WORDPRESS



Next, you need to choose where to store your backup files.

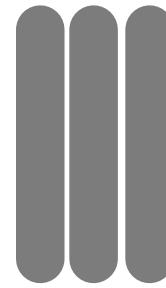
It is a bad idea to save your backups on the same location as your website. Losing your website, means you will also lose access to your backup files.

This is why you need to choose a remote cloud storage service to store your backups.

UpdraftPlus allows you to save your backups to several cloud storage services including Dropbox, Google Drive, Microsoft OneDrive, and many others. You can also send your backups to an email address.

Simply click on a remote service to select it, and you will see setup instructions below.





BACKUPS AND RESTORE IN WORDPRESS

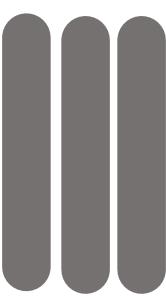


We will go ahead and click on Google drive to select it and then scroll down to the bottom of the page and click on the save changes button.

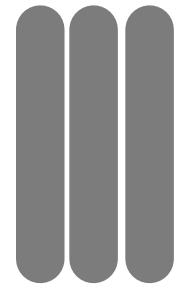
UpdraftPlus will save your settings. However, you still need to give UpdraftPlus access to your Google account.

Scroll down to remote storage setup instructions and click on the link next to 'Authenticate with Google drive' option.

Setting up Google drive as your remote storage service for backups
The link will take you to the Gmail website where you will be asked to sign-in using your gmail email and password.



After login, you will be asked if you want to allow UpdraftPlus to access your Gmail account.

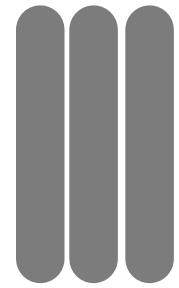


BACKUPS AND RESTORE IN WORDPRESS



You will now be taken back to your WordPress site, and you will see the UpdraftPlus settings page again. Scroll down to the bottom of the page and click on the Save Changes button.

You have now set up a backup schedule and remote location to store your backups.



BACKUPS AND RESTORE IN WORDPRESS



Restoring Your WordPress Backup with UpdraftPlus

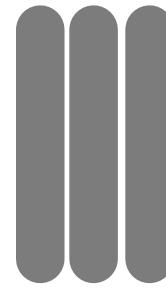
Creating backups is easy, but the real useful part about backups is the ability to restore them with the same ease.

UpdraftPlus makes it easy to restore your WordPress site from a backup.

If your WordPress site was hacked or you want to start fresh, then first you will need to delete everything and install WordPress again.

Next, you will need to install and activate the UpdraftPlus plugin again on your fresh new WordPress site.

Upon activation, you need to visit [Settings » UpdraftPlus Backups](#) page and click on Restore button.



BACKUPS AND RESTORE IN WORDPRESS



Next, you will need to install and activate the UpdraftPlus plugin again on your fresh new WordPress site.

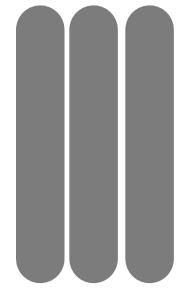
Upon activation, you need to visit [Settings » UpdraftPlus Backups](#) page and click on Restore button.

This will bring you to the backups page. UpdraftPlus will scan your server to see if it can find an existing backup in `/wp-content/updraft/` folder on your website.

However, since you deleted everything from your website it will not be able to find the backup files.

If you saved the backup files on your computer, then you can click on 'Upload backup files' link to manually upload and restore them.





BACKUPS AND RESTORE IN WORDPRESS



Upload backup files manually

You can also connect UpdraftPlus to remote location (Dropbox, Google Drive, etc). This way UpdraftPlus will be able to scan remote location and use your previously stored backups.

Click on the Settings tab and then choose the remote location you used earlier to store your backups.

Reconnect remote storage location

Follow the instructions to authenticate your website with the remote storage service.

Don't forget to click on the 'Save Changes' button at the bottom of the page to restore your settings.

Now you can switch back to 'Existing Backups' tab and click on the 'Rescan remote location' link.



BACKUPS AND RESTORE IN WORDPRESS

UpdraftPlus Backup/Restore

[Follow this link to sign up for the UpdraftPlus newsletter.](#)

[UpdraftPlus.Com](#) | Premium | News | Twitter | Support | [Newsletter sign-up](#) | Lead developer's homepage | [FAQs](#) | [About](#)

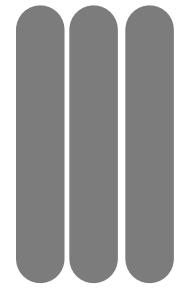
Current Status Existing Backups (2) Settings Advanced Tools Premium / Extensions

Web-server disk space in use by UpdraftPlus: 14.1 MB [refresh](#)

More tasks: [Upload backup files](#) | [Rescan local folder for new backup sets](#) | [Rescan remote storage](#)

Backup date	Backup data (click to download)	Actions
Nov 20, 2016 3:28	Database Plugins Themes Uploads Others	Restore Delete
Nov 20, 2016 3:21	Database Plugins Themes Uploads Others	Restore Delete View

UpdraftPlus will now fetch your backup files from the remote location and start restoring your site from the backup.



BUILDING E-COMMERCE WEBSITES USING WOOCOMMERCE PLUGIN

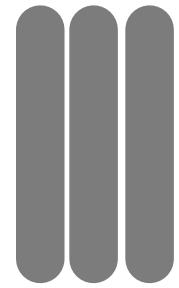


WooCommerce is the world's most popular open-source eCommerce solution.

The core platform is free, flexible, and amplified by a global community. The freedom of open-source means you retain full ownership of your store's content and data forever.

Whether you're launching a business, taking brick-and-mortar retail online, or developing sites for clients, use WooCommerce for a store that powerfully blends content and commerce.

- ✓ Create beautiful, enticing storefronts with themes suited to your brand and industry.
 - ✓ Customize pages in minutes using modular product blocks.
 - ✓ Showcase physical and digital goods, product variations, custom configurations, instant downloads, and affiliate items.
 - ✓ Bookings, memberships, subscriptions, and dynamic pricing rules.
 - ✓ Rise to the top of search results by leveraging WordPress' SEO advantage.
- 



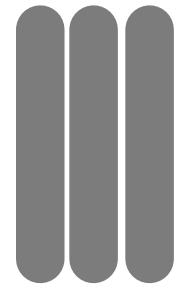
BUILDING E-COMMERCE WEBSITES USING WOOCOMMERCE PLUGIN



Building a simple shopping website using woo commerce plugin allows you to develop ecommerce website by adding:

- ✓ product category,
 - ✓ tax creation,
 - ✓ product-creation,
 - ✓ description, tax,
 - ✓ product image,
 - ✓ shipping information,
 - ✓ gallery,
 - ✓ adding product to cart,
 - ✓ view cart,
 - ✓ delete/add items in cart,
 - ✓ update cart,
 - ✓ adding coupon,
 - ✓ VAT/GST can be applied,
 - ✓ payment gateway
- 

Storefront theme comes with woo commerce which can be used.



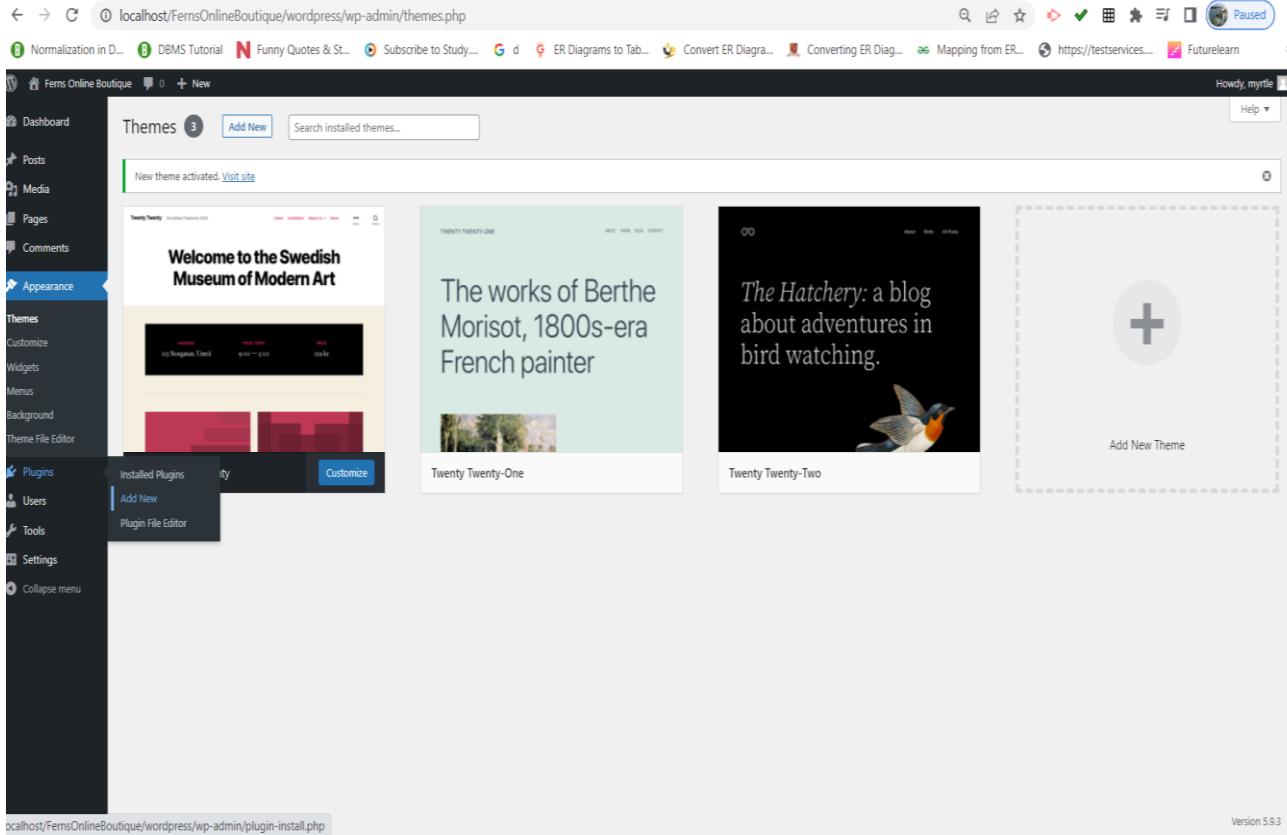
INSTALLING WOOCOMMERCE PLUGIN on WORDPRESS SITE



Installation steps:

1. Install wordpress by downloading the latest wordpress setup zip file from wordpress.org. Copy the setup zip file in XAMPP installation path in folder Xampp\htdocs
2. Unzip the zip file and rename it with the website that you are creating. Eg. FernsOnlineBoutique
3. Create a database using XAMPP->MySql.
4. Go to your browser and open <http://localhost/FernsOnlineBoutique/wordpress>
5. Set your Database name, site title, user name, password, email id and Install wordpress.
6. On successful installation, give your UserName/password and login.

INSTALLING WOOCOMMERCE PLUGIN on WORDPRESS SITE



Go to Plugin -> Add New

INSTALLING WOOCOMMERCE PLUGIN on WORDPRESS SITE

The screenshot shows the WordPress admin dashboard under the 'Plugins' section. A search bar at the top right contains the text 'woocommerce'. Below it, a list of plugins is displayed, with the first item, 'WooCommerce' by Automattic, showing an 'Installing...' status. Other visible plugins include 'WooCommerce Stripe Payment Gateway', 'WooCommerce Payments', 'WooCommerce Shipping & Tax', 'WooCommerce PDF Invoices & Packing Slips', 'Facebook for WooCommerce', and 'Mailchimp for WooCommerce'. Each plugin card includes its name, developer, rating, number of active installations, last updated date, compatibility status, and 'Install Now' or 'More Details' buttons.

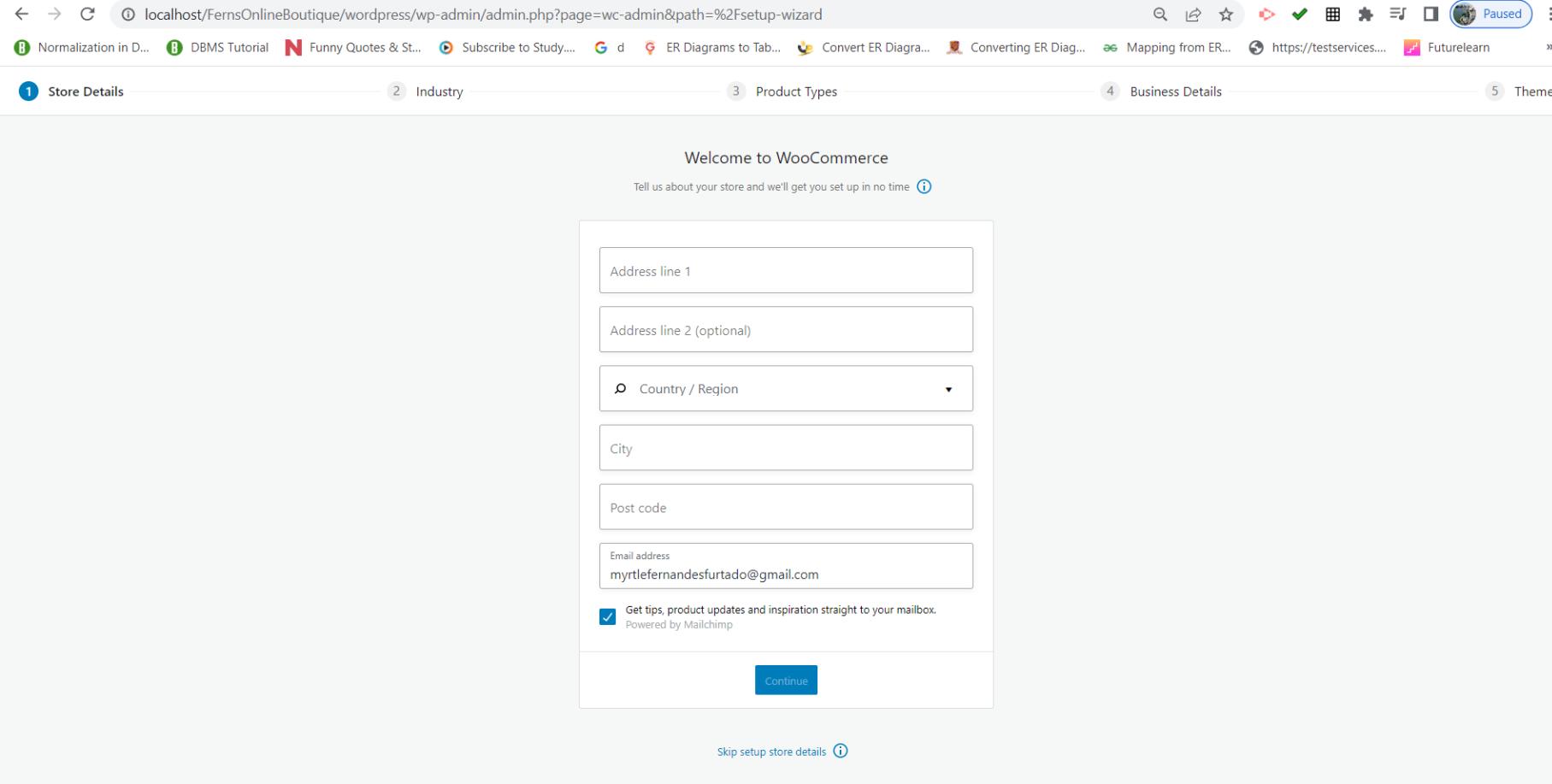
Type woocommerce
in search bar.
From the list, Install
WooCommerce by
Automattic

INSTALLING WOOCOMMERCE PLUGIN on WORDPRESS SITE

The screenshot shows the WordPress admin dashboard with the 'Plugins' menu selected. A search bar at the top right contains the keyword 'woocommerce'. Below the search bar, there are several plugin cards displayed in a grid. The first card is for 'WooCommerce', which is described as the world's most popular open-source eCommerce solution. It has a rating of 4.5 stars from 3,852 reviews, over 5 million active installations, and was last updated 4 weeks ago. The 'Activate' button is visible. Other visible plugins include 'WooCommerce Stripe Payment Gateway' by WooCommerce, 'WooCommerce Payments' by Automattic, 'WooCommerce Shipping & Tax' by WooCommerce, 'WooCommerce PDF Invoices & Packing Slips' by WP Overnight, 'Facebook for WooCommerce' by Facebook, 'WooCommerce PayPal' by WooCommerce, and 'Germanized for WooCommerce'.

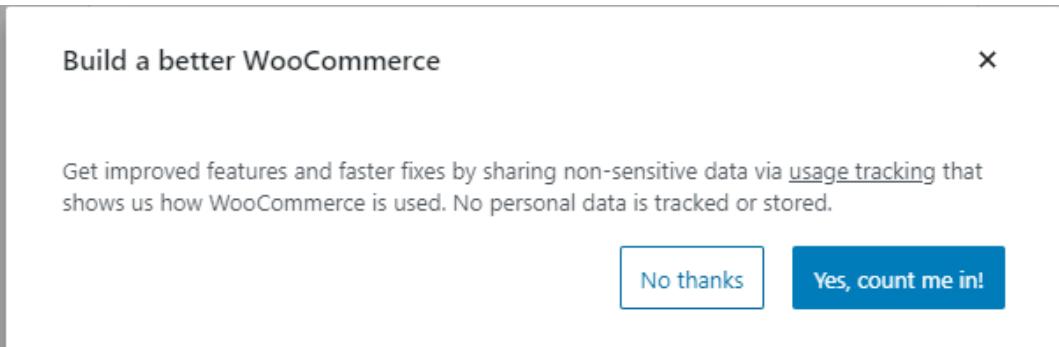
After WooCommerce is installed, click on Activate

INSTALLING WOOCOMMERCE PLUGIN on WORDPRESS SITE



Screen1 :
After WooCommerce
is activated, enter
your details on the
screen to your left.

INSTALLING WOOCOMMERCE PLUGIN on WORDPRESS SITE



Screen 2:
After WooCommerce is activated, enter your details on the screen to your left.

INSTALLING WOOCOMMERCE PLUGIN on WORDPRESS SITE

In which industry does the store operate?

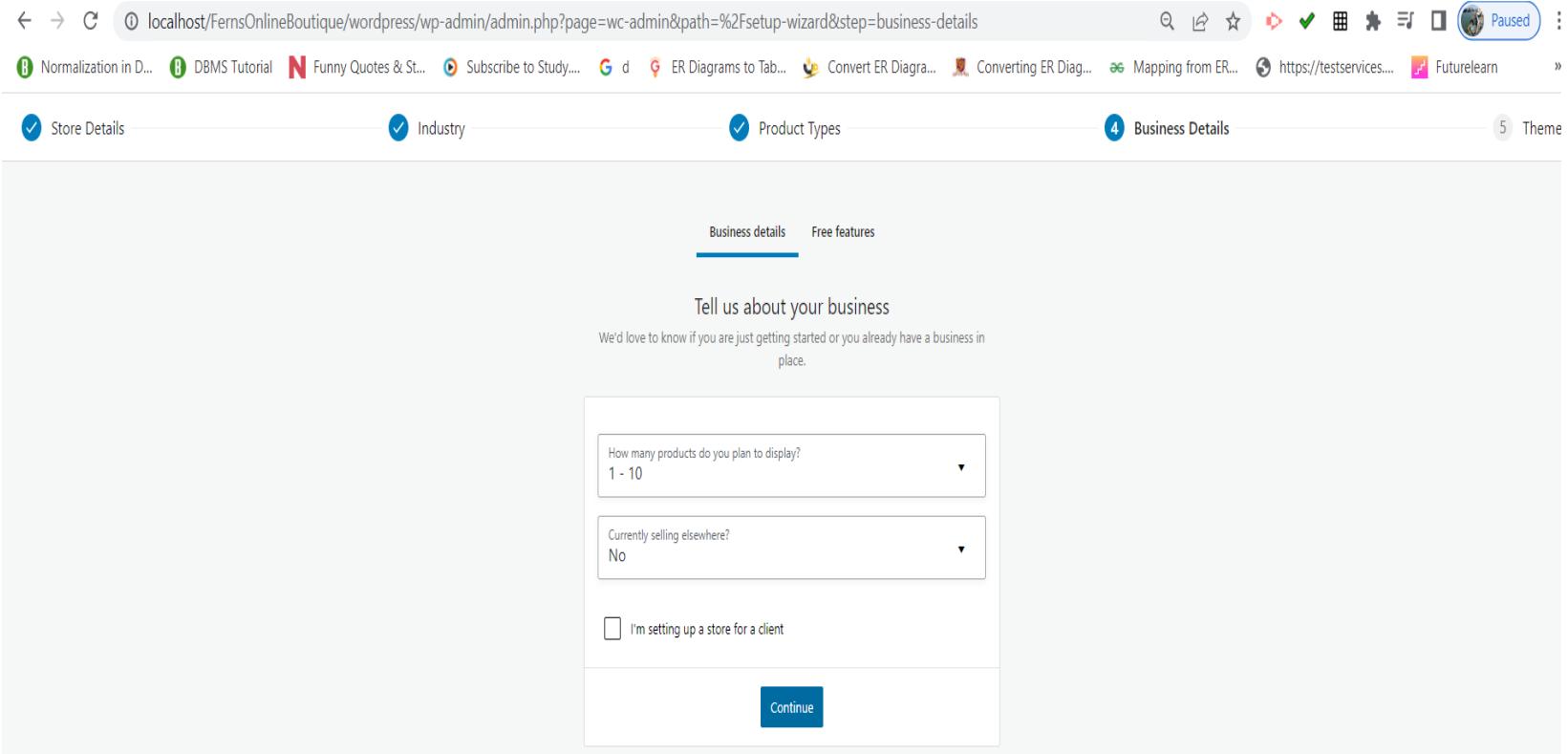
Choose any that apply

- Fashion, apparel, and accessories
- Health and beauty
- Electronics and computers
- Food and drink
- Home, furniture, and garden
- Education and learning
- Other

[Continue](#)

Screen 3:
Choose the industry in
which the store
operates

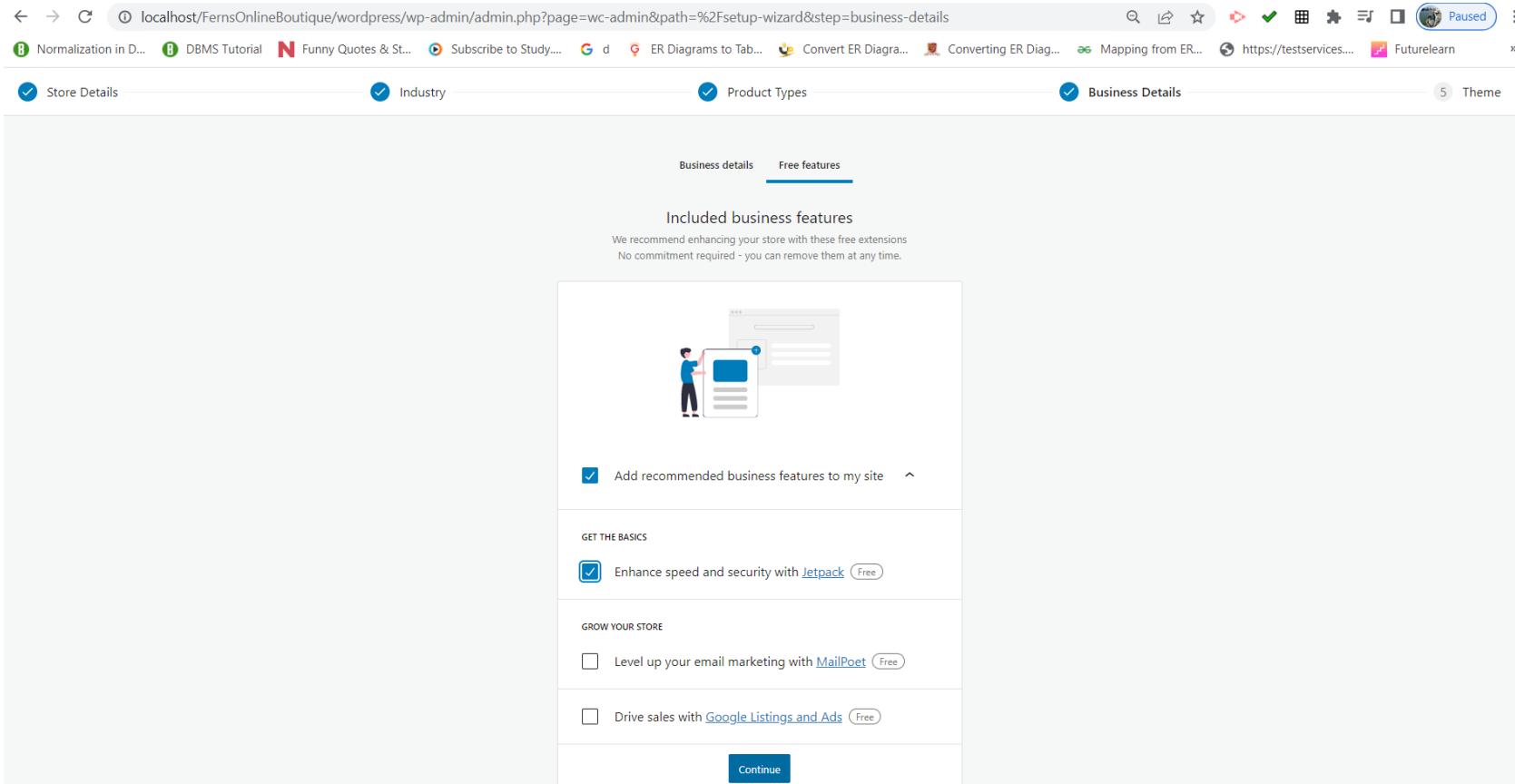
INSTALLING WOOCOMMERCE PLUGIN on WORDPRESS SITE



The screenshot shows a web browser window with the URL `localhost/FernsOnlineBoutique/wordpress/wp-admin/admin.php?page=wc-admin&path=%2Fsetup-wizard&step=business-details`. The page is titled "Business Details" and is part of a five-step wizard. The tabs at the top are "Store Details" (selected), "Industry", "Product Types", "Business Details" (active), and "Theme". The "Business details" tab is currently active. The main content area is titled "Tell us about your business" and asks, "We'd love to know if you are just getting started or you already have a business in place." It contains three dropdown menus: "How many products do you plan to display?" (set to "1 - 10"), "Currently selling elsewhere?" (set to "No"), and a checkbox for "I'm setting up a store for a client". A "Continue" button is at the bottom.

Screen 4:
Give details of your
business

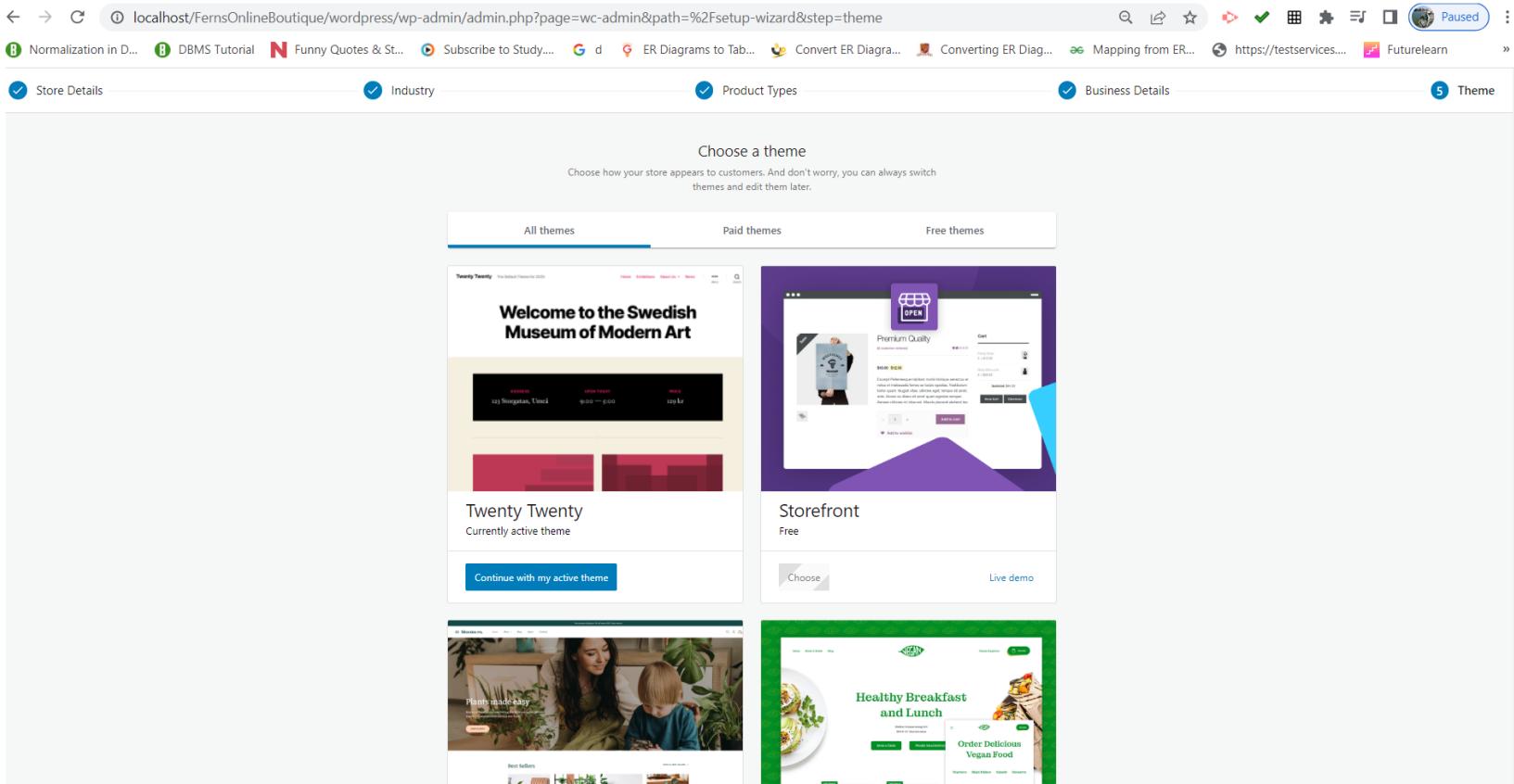
INSTALLING WOOCOMMERCE PLUGIN on WORDPRESS SITE



The screenshot shows a browser window with the URL `localhost/FernsOnlineBoutique/wordpress/wp-admin/admin.php?page=wc-admin&path=%2Fsetup-wizard&step=business-details`. The page is part of the WooCommerce setup wizard, specifically the 'Business Details' step. The top navigation bar includes tabs for 'Store Details', 'Industry', 'Product Types', and 'Business Details'. Below the tabs, there are two sections: 'Business details' and 'Free features', with 'Free features' being the active tab. A sub-section titled 'Included business features' is displayed, containing a note about recommended free extensions and a link to the WordPress plugin repository. The main content area shows a sidebar with sections for 'GET THE BASICS' and 'GROW YOUR STORE', each with checkboxes for recommended plugins like Jetpack and MailPoet. At the bottom of the sidebar is a 'Continue' button.

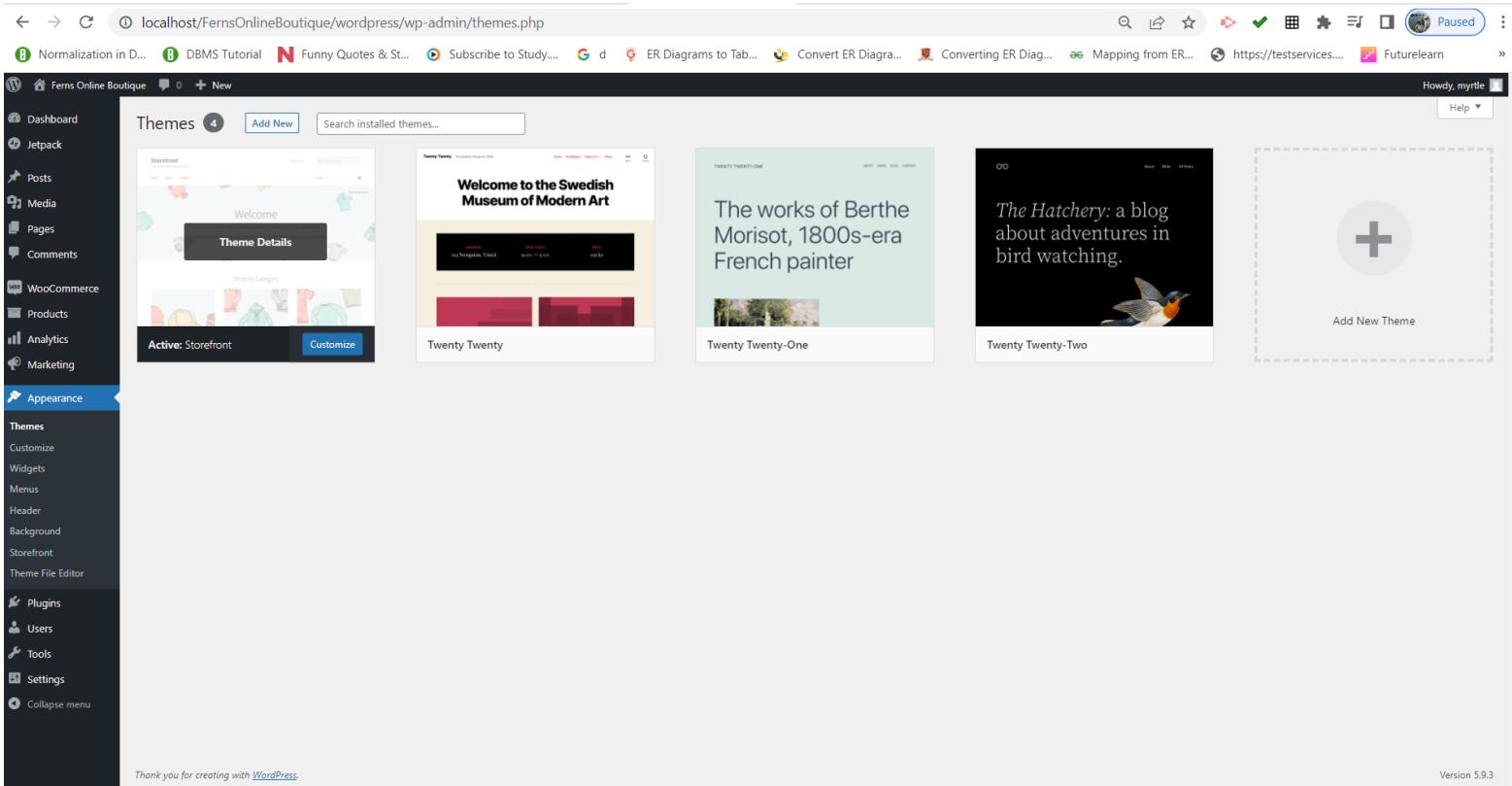
Screen 5:
Add free features that you are interested in

INSTALLING WOOCOMMERCE PLUGIN on WORDPRESS SITE



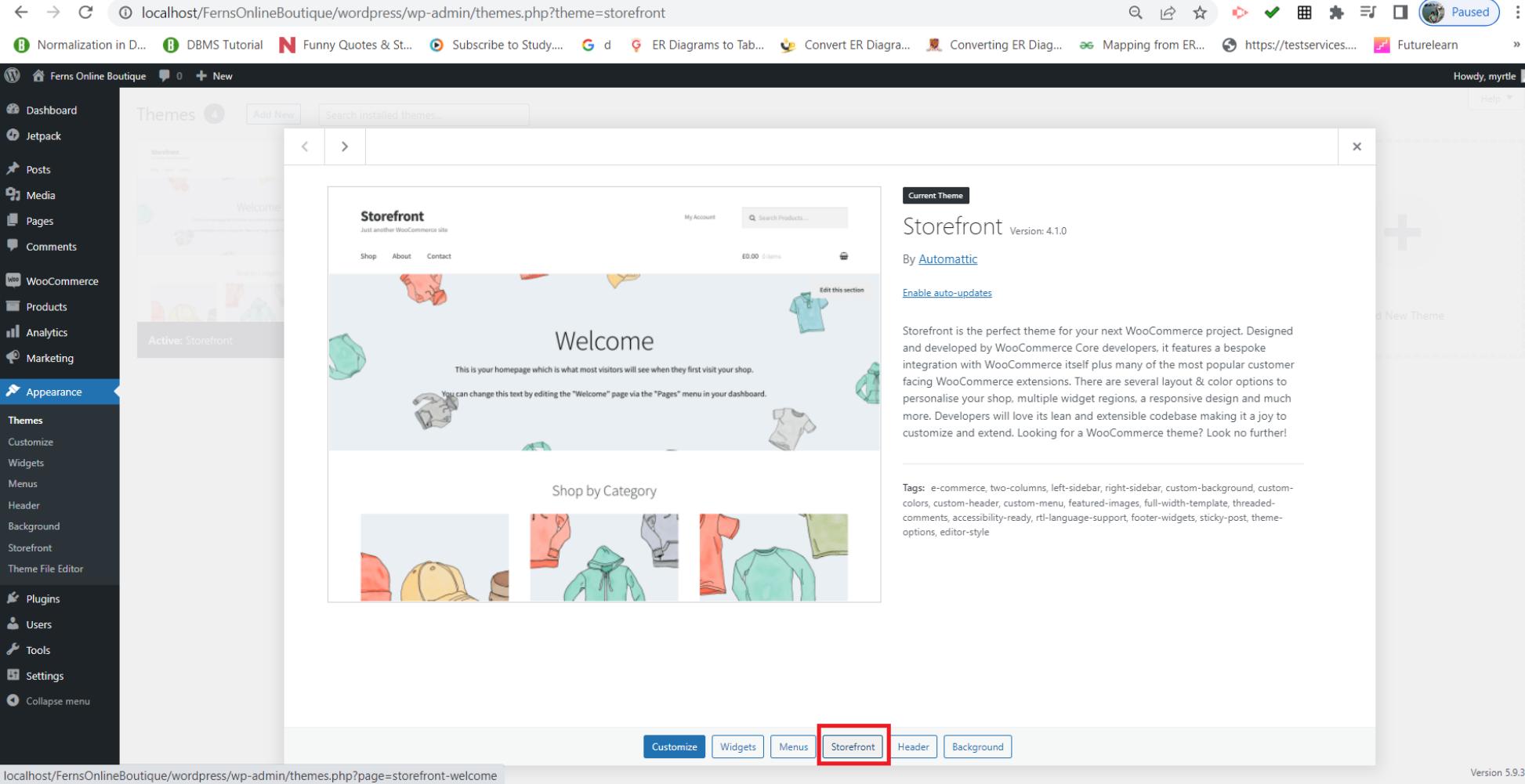
Screen 6:
Install Storefront
theme in WordPress

INSTALLING WOOCOMMERCE PLUGIN on WORDPRESS SITE



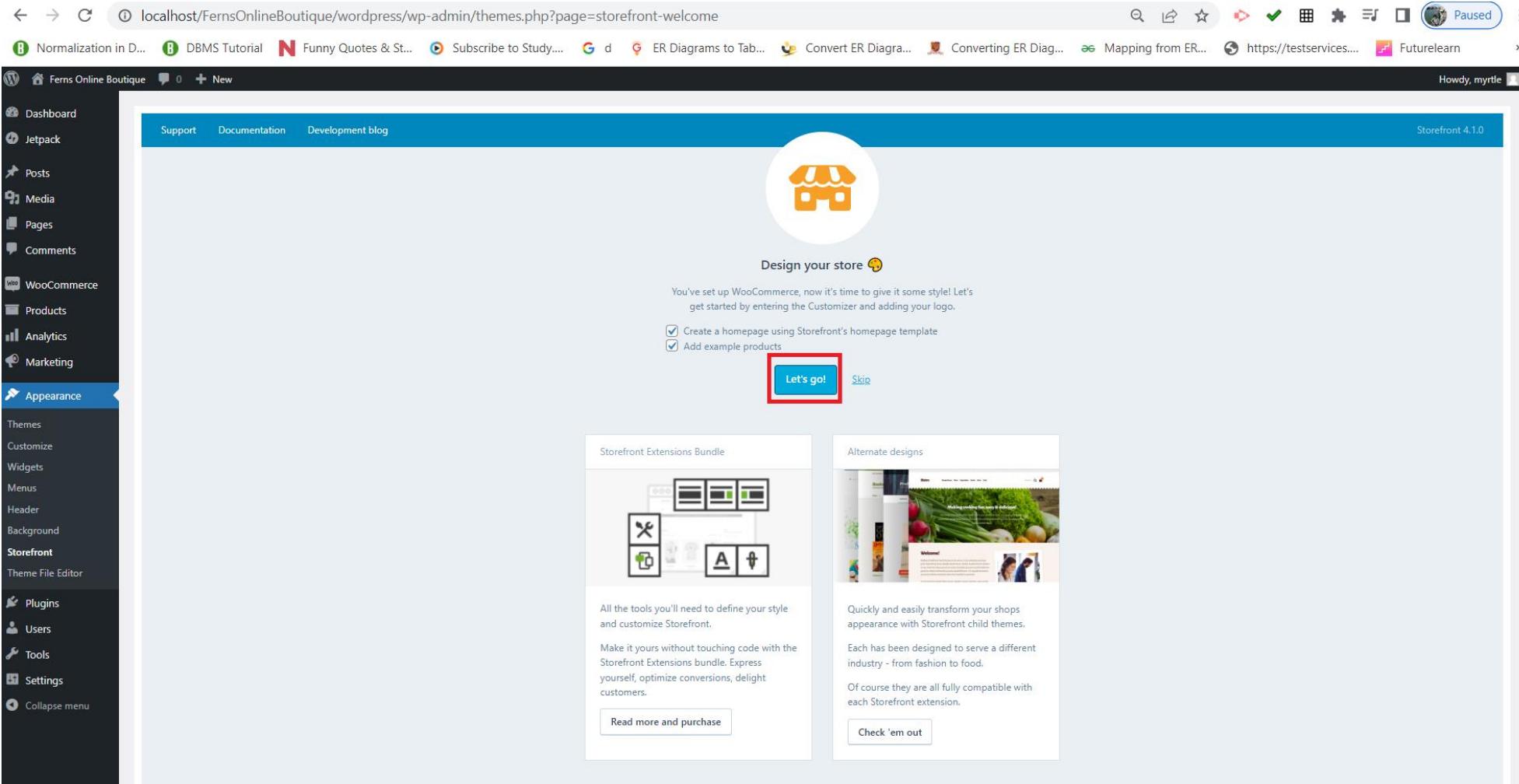
Screen 7:
Go to Appearances->Theme. Choose
Theme Details on
StoreFront Theme

INSTALLING WOOCOMMERCE PLUGIN on WORDPRESS SITE



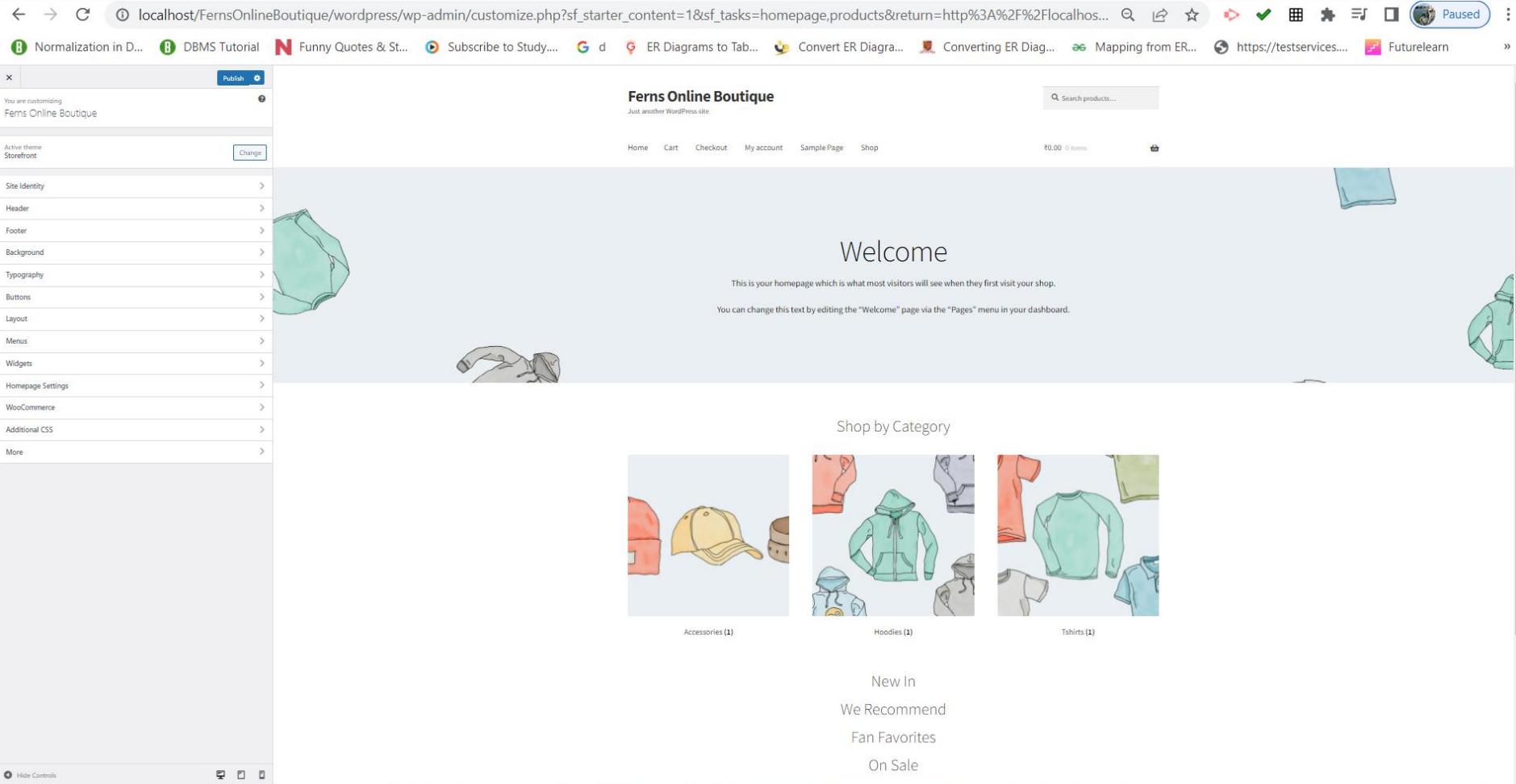
Screen 8:
Click on
Storefront

INSTALLING WOOCOMMERCE PLUGIN on WORDPRESS SITE



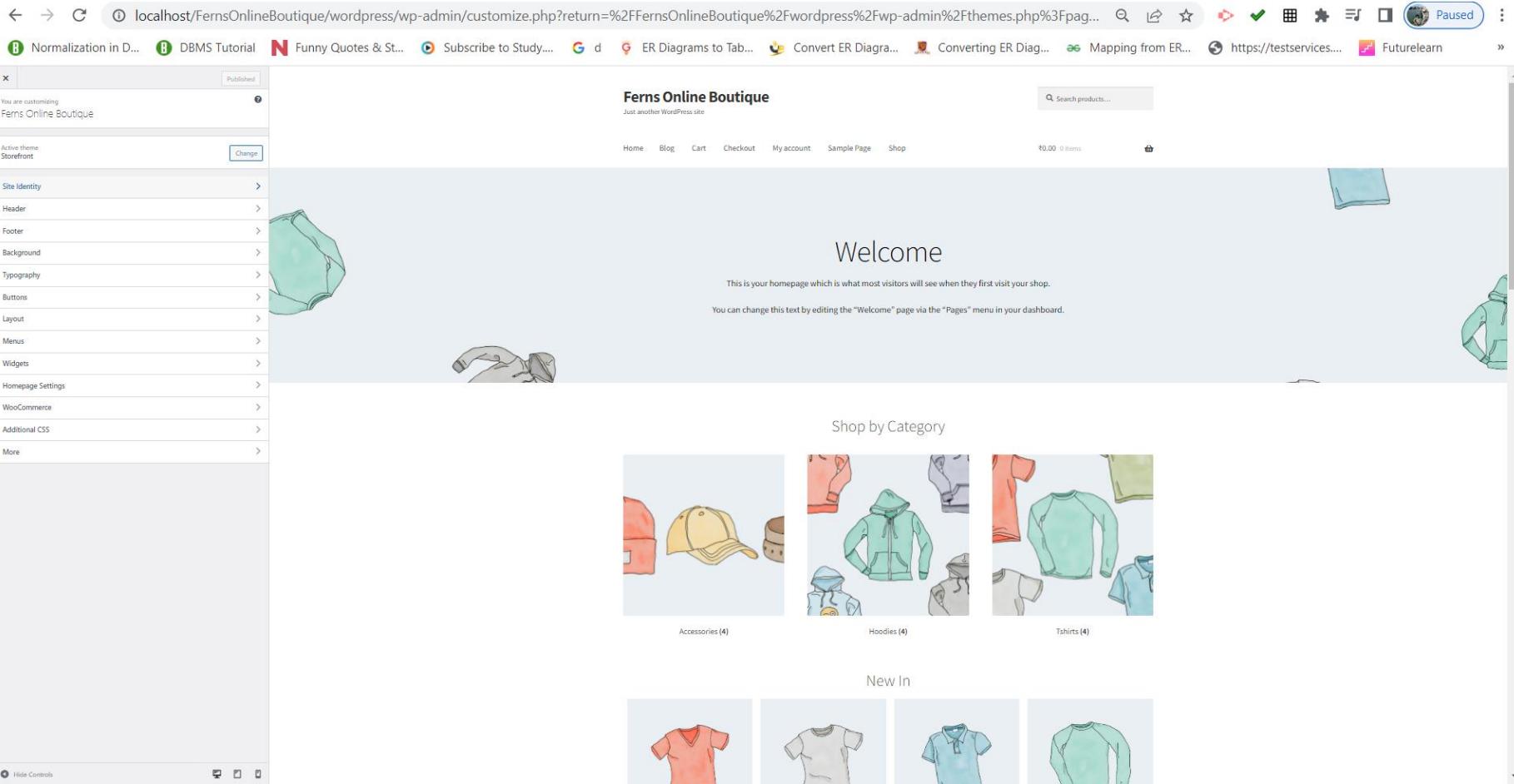
Screen 9:
Click on Let's
go

INSTALLING WOOCOMMERCE PLUGIN on WORDPRESS SITE



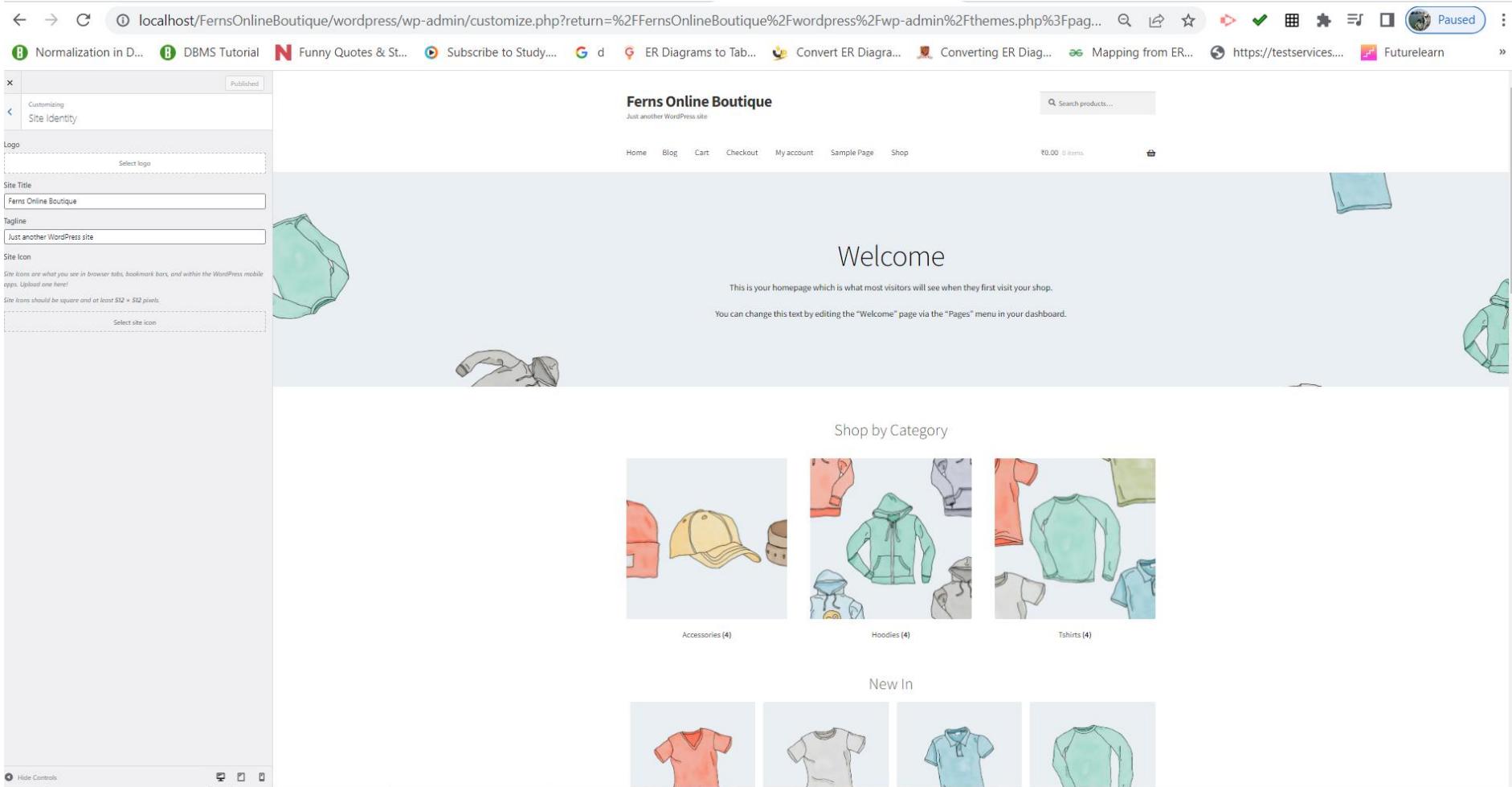
Screen 10:
Since we
added, Add
example
products,
sample
products
have been
added.
Publish the
page to
check.

INSTALLING WOOCOMMERCE PLUGIN on WORDPRESS SITE



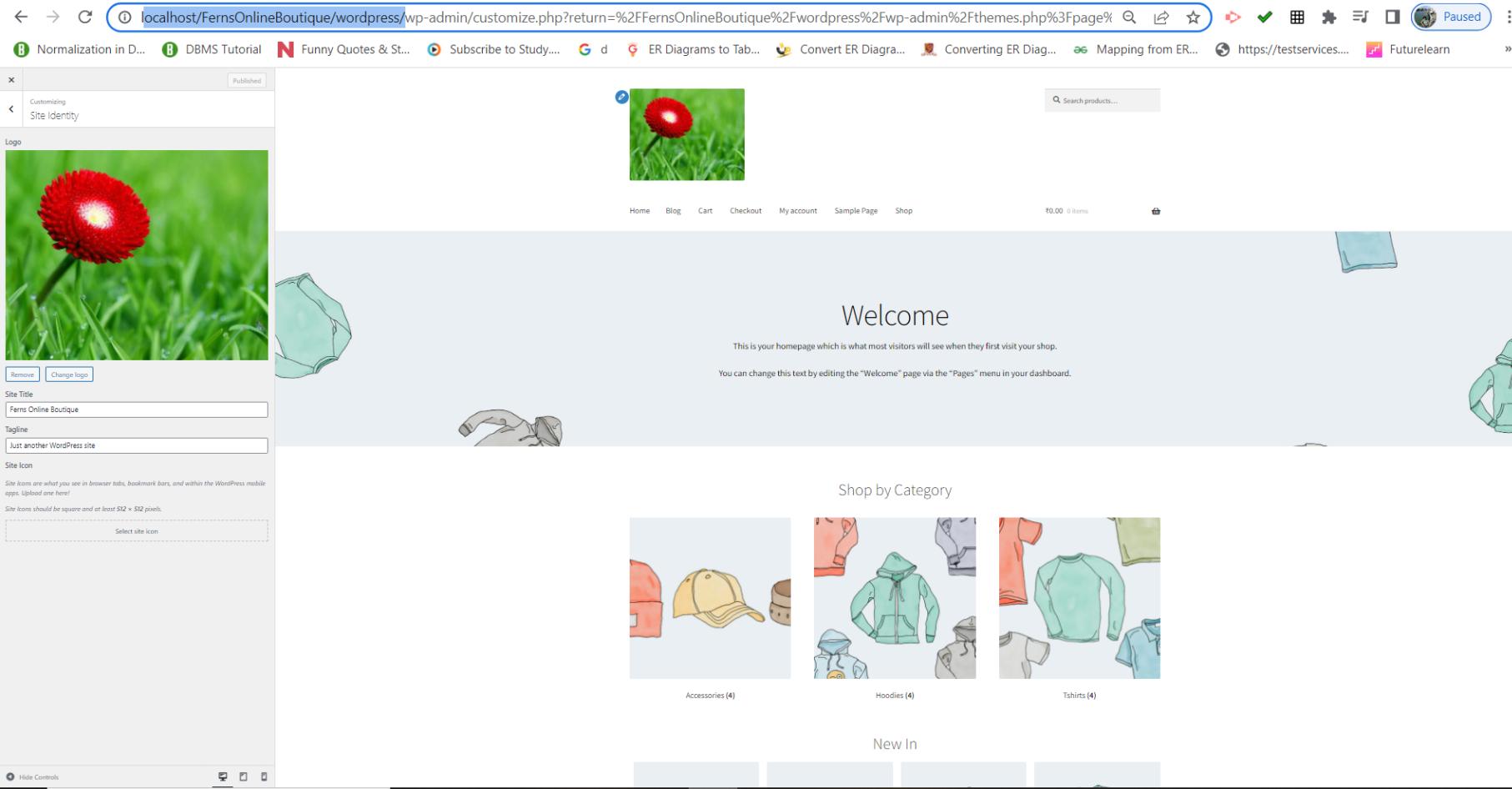
Screen 11:
Click on Site
Identity

INSTALLING WOOCOMMERCE PLUGIN on WORDPRESS SITE



Screen 12:
Select logo,
choose your
image, crop
or skip
cropping

INSTALLING WOOCOMMERCE PLUGIN on WORDPRESS SITE



Screen 13:
The selected
image
appears on
the website.

WOOCOMMERCE PLUGIN Settings on WORDPRESS SITE

The screenshot shows the WordPress admin dashboard for a site named "Ferns Online Boutique". The left sidebar has a "WooCommerce" section with options: Home, Products, Analytics, Marketing, Appearance, Plugins, Users, Tools, Settings, and a "Collapse menu". The main content area features a "Welcome to WordPress!" banner for version 5.9.3. Below it are three cards: "Author rich content with blocks and patterns", "Start Customizing", and "Discover a new way to build your site, block themes". At the bottom, there are two boxes: "WooCommerce Setup" (Step 3 of 7) and "Quick Draft".

Screen 14:
Settings available under woocommerce

WOOCOMMERCE PLUGIN Settings on WORDPRESS SITE

The screenshot shows the WordPress dashboard with the WooCommerce plugin active. The left sidebar menu is visible, showing options like Home, Updates, Jetpack, Posts, Media, Pages, Comments, WooCommerce, Products, Analytics, Marketing, Appearance, Plugins, Users, Tools, and Settings. The main content area features a large blue banner with the text "Welcome to WordPress!" and "Learn more about the 5.9.3 version." Below the banner, there are three circular callout cards: "Author rich content with blocks and patterns" (with a "Add new page" link), "Start Customizing" (with a "Open the Customizer" link), and "Discover a new way to build your site." (with a "Learn about block themes" link). At the bottom of the dashboard, there are several widgets: "WooCommerce Setup" (Step 3 of 7, "Start selling"), "Quick Draft" (Title and Content fields, "Save Draft" button), "Site Health Status" (information about health checks), and "WordPress Events and News". The browser address bar shows "localhost/FernsOnlineBoutique/wordpress/wp-admin/index.php".

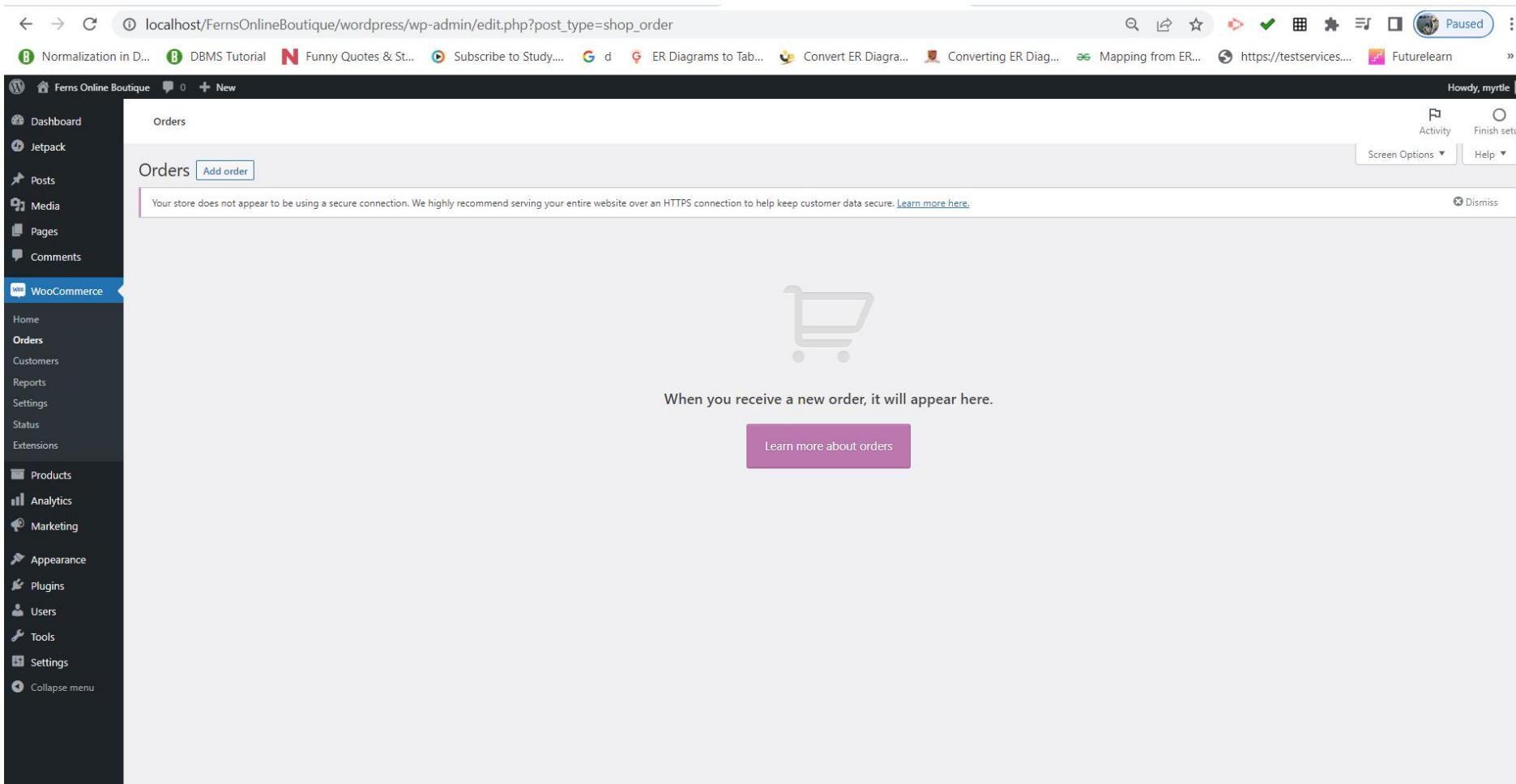
Screen 15:
Settings
available under
Products

WOOCOMMERCE PLUGIN Settings on WORDPRESS SITE

The screenshot shows the WordPress admin dashboard for a site named "Ferns Online Boutique". The left sidebar has a dark theme with various menu items like Dashboard, Posts, Media, Pages, Comments, WooCommerce, Products, Analytics, Marketing, Appearance, Plugins, Users, Tools, and Settings. The "WooCommerce" item is currently selected. The main content area has a light gray background. At the top, there's a header bar with browser controls, a search bar, and a toolbar with icons for file operations. Below the header, the URL is shown as "localhost/FernsOnlineBoutique/wordpress/wp-admin/admin.php?page=wc-admin". The main content is divided into two sections: "Get ready to start selling" and "Inbox". The "Get ready to start selling" section contains a list of tasks with checkboxes: "Store details" (checked), "Add my products" (checked), "Set up payments" (unchecked), "Set up tax" (unchecked), "Set up shipping" (unchecked), "Set up marketing tools" (unchecked), and "Personalize my store" (unchecked). The "Inbox" section shows an email from "Storefront" with the subject "Design your store with Storefront 😊" and a message encouraging customization. A "Let's go!" button is at the bottom of the inbox.

Screen 16:
WooCommerce->Home
Here products
can be added,
payments, taxes,
setting shipping
can be done

WOOCOMMERCE PLUGIN Settings on WORDPRESS SITE



Screen 18:
WooCommerce->Report
When a new order is placed,
it will be recorded here.

WOOCOMMERCE PLUGIN Settings on WORDPRESS SITE

The screenshot shows the WordPress admin dashboard with the URL `localhost/FernsOnlineBoutique/wordpress/wp-admin/admin.php?page=wc-admin&path=%2Fcustomers` in the address bar. The browser toolbar includes various links and icons. The left sidebar has a dark theme with categories like Dashboard, Posts, Media, Pages, Comments, WooCommerce (selected), Products, Analytics, Marketing, Appearance, Plugins, Users, Tools, and Settings. The main content area is titled "Customers" and shows a table with columns: Name, Username, Last active, Date registered, Email, Orders, Total spend, AOV, Country / Region, City, Region, and Postal code. A dropdown menu "Show:" is set to "All Customers". Below the table, a message says "No data to display". At the bottom, it shows statistics: 0 customers, 0 Average orders, ₹0.00 Average lifetime spend, ₹0.00 Average order value.

Screen 18:
WooCommerce->Customers
Information regarding the customers is displayed.

WOOCOMMERCE PLUGIN Settings on WORDPRESS SITE

The screenshot shows the 'Orders' report page in the WordPress admin interface. The left sidebar has a 'Reports' section selected under 'WooCommerce'. The main content area displays various sales metrics for the current month:

Metric	Value
gross sales in this period	₹0.00
net sales in this period	₹0.00
orders placed	0
items purchased	0
refunded orders (0 items)	₹0.00
charged for shipping	₹0.00
worth of coupons used	₹0.00

At the top, there is a message about the replacement of reports with Analytics in WooCommerce 4.0. Below the message, there are tabs for 'Orders', 'Customers', and 'Stock'. A status bar at the bottom indicates the date as 11-04-2022 and the time as 23:23.

Screen 19:
WooCommerce->Reports
Information regarding the orders, customers and stock is displayed.

WOOCOMMERCE PLUGIN Settings on WORDPRESS SITE

The screenshot shows the 'General' tab of the WooCommerce settings page. The left sidebar has 'WooCommerce' selected under 'Settings'. The main area has tabs for General, Products, Shipping, Payments, Accounts & Privacy, Emails, Integration, and Advanced. A notice at the top says 'Your store does not appear to be using a secure connection. We highly recommend serving your entire website over an HTTPS connection to help keep customer data secure.' Below are fields for Store Address (Address line 1: Fatorda, Address line 2: [empty], City: Margao, Country / State: India — Goa, Postcode / ZIP: 403602), General options (Selling location(s): Sell to all countries, Shipping location(s): Ship to all countries you sell to, Default customer location: Shop country/region), Enable taxes (checkbox unchecked, note: Rates will be configurable and taxes will be calculated during checkout), and Enable coupons (checkbox checked, note: Enable the use of coupon codes).

Screen 20:
WooCommerce->Settings
General Tab
Information
regarding the
address, tax,
enabling
coupons,
sequence of
calculating
coupons,
currency is set

WOOCOMMERCE PLUGIN Settings on WORDPRESS SITE

The screenshot shows the WordPress admin interface for a site named "Ferns Online Boutique". The left sidebar is the standard WordPress dashboard, and the main area is the "Products" section of the WooCommerce plugin. The "Products" tab is selected in the top navigation bar. Below it, there are tabs for General, Products, Shipping, Payments, Accounts & Privacy, Emails, Integration, and Advanced. A message at the top of the main content area encourages users to use HTTPS for security. The "Products" tab contains several configuration sections:

- Shop pages:** Set the "Shop" page as the base page for products.
- Add to cart behaviour:** Options include redirecting to the cart after addition and enabling AJAX add-to-cart buttons.
- Placeholder image:** Set to 5.
- Measurements:** Weight unit is kg and Dimensions unit is cm.
- Reviews:** Options include enabling reviews, showing a "verified owner" label, and requiring reviews from verified owners.
- Product ratings:** Options include enabling star ratings and making them required.

A "Save changes" button is located at the bottom of the form.

Screen 21:
WooCommerce->Settings
Products Tab
Information
regarding the
Cart, weight,
reviews, product
ratings is set

WOOCOMMERCE PLUGIN Settings on WORDPRESS SITE

The screenshot shows the WooCommerce plugin settings in the WordPress admin area. The left sidebar has a dark theme with categories like Dashboard, Posts, Media, Pages, Comments, and WooCommerce. Under WooCommerce, the 'Settings' section is expanded, showing Home, Orders, Customers, Reports, Status, and Extensions. The main content area is titled 'Shipping' and specifically 'Shipping zones'. The 'Shipping' tab is selected in the top navigation bar, which also includes General, Products, Payments, Accounts & Privacy, Emails, Integration, and Advanced. A message at the top of the page encourages using HTTPS for security. Below the tabs, there's a note about shipping zones and a table for managing them. The table has columns for 'Zone name', 'Region(s)', and 'Shipping method(s)'. A large text block explains what a shipping zone is and provides examples. It also says to add as many zones as needed. A prominent purple button labeled 'Add shipping zone' is at the bottom left. At the very bottom, there are three small footer links: 'Locations not covered by your other zones', 'This zone is optionally used for regions that are not included in any other shipping zone.', and 'No shipping methods offered to this zone.'

Screen 22:
WooCommerce->Settings
Shipping Tab
Shipping zones
can be set. i.e.
shipping within
the state or
outside state.
Free shipping,
charged
shipping.

WOOCOMMERCE PLUGIN Settings on WORDPRESS SITE

The screenshot shows the 'Payments' tab selected within the 'WooCommerce' settings in the WordPress admin. The page displays a list of payment methods: 'Direct bank transfer', 'Check payments', and 'Cash on delivery'. Each method has an 'Enabled' switch (disabled) and a 'Description' text block. Below the table is a 'Save changes' button. A 'Recommended ways to get paid' section is present, featuring 'Stripe Payments' with a 'Get started' button.

Method	Enabled	Description
Direct bank transfer	<input type="checkbox"/>	Take payments in person via BACS. More commonly known as direct bank/wire transfer.
Check payments	<input type="checkbox"/>	Take payments in person via checks. This offline gateway can also be useful to test purchases.
Cash on delivery	<input type="checkbox"/>	Have your customers pay with cash (or by other means) upon delivery.

Screen 23:
WooCommerce->Settings
Payment Tab
Enabling/Disabling
payment method

WOOCOMMERCE PLUGIN Settings on WORDPRESS SITE

The screenshot shows the 'Accounts & Privacy' tab selected within the WooCommerce plugin settings. The left sidebar has 'WooCommerce' selected under 'Settings'. The main content area includes sections for Guest checkout, Account creation, Account erasure requests, Personal data removal, and Privacy policy. A note at the top encourages switching to HTTPS. The 'Guest checkout' section has two checked options: 'Allow customers to place orders without an account' and 'When creating an account, automatically generate an account username for the customer based on their name, surname or email'. The 'Privacy policy' section contains a note about displaying notices unless a privacy page is set, and a registration notice stating: 'Your personal data will be used to support your experience throughout this website, to manage access to your account, and for other purposes described in our [privacy_policy].'

Screen 24:
WooCommerce->Settings
Accounts & Privacy Tab
Controls the behaviour of guest checkout- if they are allowed to login to checkout, account creation during checkout or My account page.
Removal of personal information is controlled.
Also the text for privacy policy is set.

WOOCOMMERCE PLUGIN Settings on WORDPRESS SITE

The screenshot shows the WordPress admin interface for the 'Emails' tab under the 'WooCommerce' settings. The left sidebar has a dark theme with categories like Dashboard, Posts, Media, Pages, Comments, WooCommerce, Products, Analytics, Marketing, Appearance, Plugins, Users, Tools, and Settings. The 'Settings' section is currently selected. The main content area has tabs for General, Products, Shipping, Payments, Accounts & Privacy, Emails (which is active), Integration, and Advanced. A notice at the top says 'Your store does not appear to be using a secure connection. We highly recommend serving your entire website over an HTTPS connection to help keep customer data secure.' Below this, the 'Email notifications' section lists various email types with their content type and recipient(s). Each item has a 'Manage' button.

Email	Content type	Recipient(s)	Action
New order	text/html	myrtlefernandesfurtado@gmail.com	Manage
Cancelled order	text/html	myrtlefernandesfurtado@gmail.com	Manage
Failed order	text/html	myrtlefernandesfurtado@gmail.com	Manage
Order on-hold	text/html	Customer	Manage
Processing order	text/html	Customer	Manage
Completed order	text/html	Customer	Manage
Refunded order	text/html	Customer	Manage
Customer invoice / Order details	text/html	Customer	Manage
Customer note	text/html	Customer	Manage
Reset password	text/html	Customer	Manage

: Screen 26:
WooCommerce->Settings
Emails Tab
Emails received from
customer or seller.
Enabling email
template, header
image, footer image,
base color is
provided.

WOOCOMMERCE PLUGIN Settings on WORDPRESS SITE

The screenshot shows the 'Advanced' tab of the WooCommerce settings in the WordPress admin. The left sidebar has 'WooCommerce' selected under 'Settings'. The main area shows 'Page setup' settings for Cart, Checkout, My account, Terms and conditions, and Secure checkout. It also shows 'Checkout endpoints' for Pay, Order received, and Add payment method.

Cart page: Cart (ID: 7)

Checkout page: Checkout (ID: 8)

My account page: My account (ID: 9)

Terms and conditions: Search for a page...

Secure checkout: Force secure checkout (checkbox)

Force SSL (HTTPS) on the checkout pages (an SSL Certificate is required).

Pay: order-pay

Order received: order-received

Add payment method: add-payment-method

Screen 27:
WooCommerce->Settings
Advanced Tab
Here pages are set for Cart, Checkout, My account, Terms and Conditions.
You should check on secure checkout.

WOOCOMMERCE PLUGIN Settings on WORDPRESS SITE

The screenshot shows the 'System status' tab in the WooCommerce Status section of the WordPress admin. The left sidebar has 'WooCommerce' selected under 'Status'. The main area displays system status, environment information, and logs.

System status:

- Your store does not appear to be using a secure connection. We highly recommend serving your entire website over an HTTPS connection to help keep customer data secure. [Learn more here.](#)
- Please copy and paste this information in your ticket when contacting support:
[Get system report](#) [Understanding the status report](#)

WordPress environment:

Setting	Value
WordPress address (URL):	http://localhost/FernsOnlineBoutique/wordpress
Site address (URL):	http://localhost/FernsOnlineBoutique/wordpress
WooCommerce version:	6.3.1
WooCommerce REST API package:	6.3.1 C:\xampp\htdocs\FernsOnlineBoutique\wordpress\wp-content\plugins\woocommerce\includes
WooCommerce Blocks package:	6.9.0 C:\xampp\htdocs\FernsOnlineBoutique\wordpress\wp-content\plugins\woocommerce\packages\woocommerce-blocks/
Action Scheduler package:	3.4.0 C:\xampp\htdocs\FernsOnlineBoutique\wordpress\wp-content\plugins\woocommerce\packages\action-scheduler
WooCommerce Admin package:	3.2.1 C:\xampp\htdocs\FernsOnlineBoutique\wordpress\wp-content\plugins\woocommerce\packages\woocommerce-admin
Log directory writable:	C:\xampp\htdocs\FernsOnlineBoutique\wordpress\wp-content\uploads\wc-logs/
WordPress version:	5.9.3
WordPress multisite:	-
WordPress memory limit:	512 MB
WordPress debug mode:	-
WordPress cron:	-
Language:	en_US
External object cache:	-

Screen 28:
WooCommerce->Status
System Status Tab

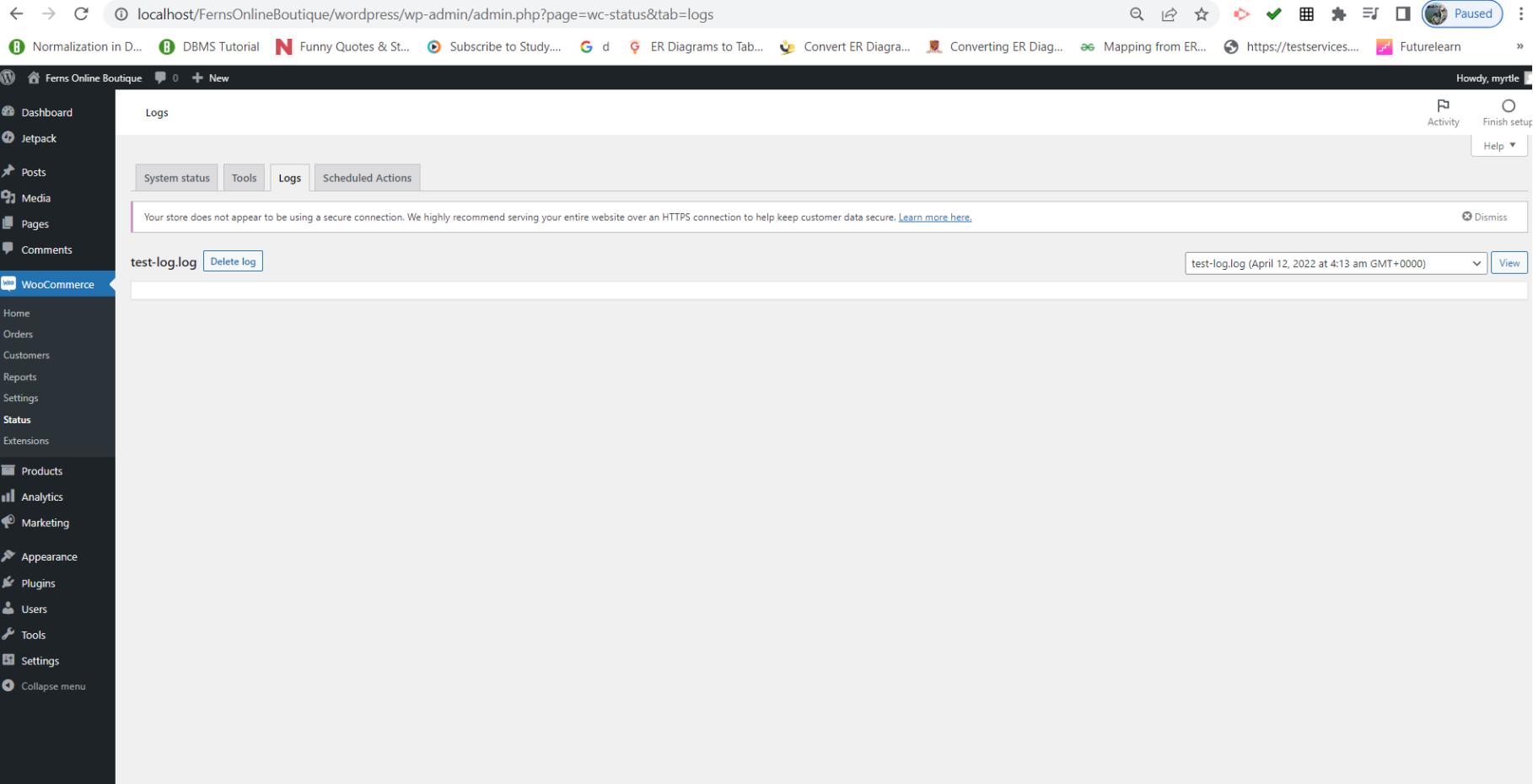
WOOCOMMERCE PLUGIN Settings on WORDPRESS SITE

The screenshot shows the WordPress admin interface with the URL <localhost/FernsOnlineBoutique/wordpress/wp-admin/admin.php?page=wc-status&tab=tools>. The left sidebar has a 'WooCommerce' section selected. The main content area is titled 'Tools' and contains several sections:

- Capabilities**: A tool to reset roles to default. Includes a 'Reset capabilities' button.
- Clear customer sessions**: Deletes customer session data. Includes a 'Clear' button.
- Clear template cache**: Deletes template cache. Includes a 'Clear' button.
- Create default WooCommerce pages**: Installs missing pages. Includes a 'Create pages' button.
- Delete WooCommerce tax rates**: Deletes all tax rates. Includes a 'Delete tax rates' button.
- Regenerate shop thumbnails**: Regenerates shop thumbnails. Includes a 'Regenerate' button.
- Update database**: Updates the WooCommerce database. Includes a 'Update database' button.
- Verify base database tables**: Verifies database tables. Includes a 'Verify database' button.

Screen 29:
WooCommerce->Status
Tools Tab
Assuming
WooCommerce
page is not created,
you can create.
Similarly deleting tax
is done here.

WOOCOMMERCE PLUGIN Settings on WORDPRESS SITE



Screen 30:
WooCommerce->Status
Logs Tab
Assuming there are
any errors
generated, they will
be logged in the log
file

WOOCOMMERCE PLUGIN Settings on WORDPRESS SITE

The screenshot shows the WordPress admin dashboard with the URL `localhost/FernsOnlineBoutique/wordpress/wp-admin/admin.php?page=wc-status&tab=action-scheduler`. The left sidebar is the standard WordPress navigation, with the 'WooCommerce' section expanded. The main content area is titled 'Scheduled Actions' under the 'Status' tab. It displays a table of scheduled actions, all of which are currently 'Complete'. Each row shows the hook name, status, arguments, group, recurrence, scheduled date, and a log of events. The logs indicate the creation of the action, its start via WP Cron, and its completion via WP Cron.

Hook	Status	Arguments	Group	Recurrence	Scheduled Date	Log
woocommerce_admin/stored_state_setup_for_products/async/run_remote_notifications	Complete			Non-repeating	0000-00-00 00:00:00	1. 2022-04-11 11:17:12 +0000 action created 2. 2022-04-11 11:17:26 +0000 action started via WP Cron 3. 2022-04-11 11:17:26 +0000 action complete via WP Cron
woocommerce_admin/stored_state_setup_for_products/async/run_remote_notifications	Complete			Non-repeating	0000-00-00 00:00:00	1. 2022-04-11 11:17:12 +0000 action created 2. 2022-04-11 11:17:26 +0000 action started via WP Cron 3. 2022-04-11 11:17:26 +0000 action complete via WP Cron
woocommerce_admin/stored_state_setup_for_products/async/run_remote_notifications	Complete			Non-repeating	0000-00-00 00:00:00	1. 2022-04-11 11:17:12 +0000 action created 2. 2022-04-11 11:17:26 +0000 action started via WP Cron 3. 2022-04-11 11:17:27 +0000 action complete via WP Cron
woocommerce_admin/stored_state_setup_for_products/async/run_remote_notifications	Complete			Non-repeating	0000-00-00 00:00:00	1. 2022-04-11 11:17:12 +0000

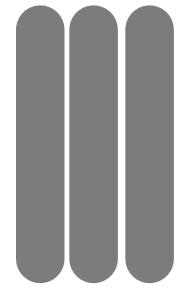
Screen 31:
WooCommerce->Status
Scheduled Action Tab
Any activities can be scheduled here.

WOOCOMMERCE PLUGIN Settings on WORDPRESS SITE

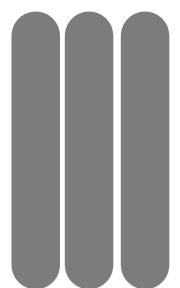
The screenshot shows the WordPress admin dashboard with the URL `localhost/FernsOnlineBoutique/wordpress/wp-admin/edit.php?post_type=product`. The left sidebar is dark-themed and includes links for Dashboard, Jetpack, Posts, Media, Pages, Comments, WooCommerce (selected), All Products, Add New, Categories, Tags, Attributes, Analytics, Marketing, Appearance, Plugins, Users, Tools, Settings, and Collapse menu. The main content area is titled "Products" and shows a list of 12 published products. The columns include Name, SKU, Stock, Price, Categories, Tags, and Date. The products listed are Vneck Tshirt, Tshirt, Polo, Long Sleeve Tee, Hoodie, Hoodie with Zipper, Hoodie with Pocket, Hoodie with Logo, Sunglasses, Cap, and Belt. Most products are categorized under "Tshirts" or "Hoodies", while Sunglasses, Cap, and Belt are under "Accessories". The "Stock" column indicates all items are "In stock". The "Price" column shows some items with price variations (e.g., ₹45.00, ₹42.00, ₹35.00). The "Categories" column lists categories like Tshirts, Hoodies, and Accessories. The "Tags" column shows a single tag for each product. The "Date" column shows the publication date for each product.

Name	SKU	Stock	Price	Categories	Tags	Date
Vneck Tshirt	—	In stock	₹18.00	Tshirts	—	Published 2022/04/11 at 11:17 am
Tshirt	—	In stock	₹18.00	Tshirts	—	Published 2022/04/11 at 11:17 am
Polo	—	In stock	₹20.00	Tshirts	—	Published 2022/04/11 at 11:17 am
Long Sleeve Tee	—	In stock	₹25.00	Tshirts	—	Published 2022/04/11 at 11:17 am
Hoodie	—	In stock	₹45.00 ₹42.00	Hoodies	—	Published 2022/04/11 at 11:17 am
Hoodie with Zipper	—	In stock	₹45.00	Hoodies	—	Published 2022/04/11 at 11:17 am
Hoodie with Pocket	—	In stock	₹45.00 ₹35.00	Hoodies	—	Published 2022/04/11 at 11:17 am
Hoodie with Logo	—	In stock	₹45.00	Hoodies	—	Published 2022/04/11 at 11:17 am
Sunglasses	—	In stock	₹90.00	Accessories	—	Published 2022/04/11 at 11:17 am
Cap	—	In stock	₹10.00 ₹16.00	Accessories	—	Published 2022/04/11 at 11:17 am
Belt	—	In stock	₹65.00 ₹55.00	Accessories	—	Published 2022/04/11 at 11:17 am

Screen 32:
Products ->All
products
Adding new
products, Importing
products and
exporting is done
here.



QUESTION BANK



1. Differentiate between Wordpress.com and Wordpress.org
2. What are the steps of installing WordPress site?
3. What are
4. How do you customize site features?
5. With examples, explain some of the site features you can customize.
6. List some of the administrative functions.
7. How do you create a blog in WordPress?
8. How do you promote new blog sites?
9. How can you improve security of your WordPress website?
10. Write a note on any three security plugins available in WordPress.
11. Why do you need to Backup your WordPress sites?
12. Name a plugin which can be used to create Backup and restore in WordPress.
13. What are the steps of Backup and restore in WordPress?
14. Name a plugin which can be used to build shopping website with features like adding products, adding to card, adding tax and payment options.
15. What are the steps of creating e-commerce websites using WooCommerce plugin?
16. Name a free theme which can be used to build a website using WooCommerce.
17. List some of the features which you can include if you develop a website using WooCommerce plugin.



REFERENCES



- <https://external-preview.redd.it/w0TZZSkMR798ozfxLUGitR9R60TG3JUOr38nwu-7Vkk.png?auto=webp&s=52e8d99be74e10b26e36a6af7ce68536f77620ea>
- <https://www.pickaweb.co.uk/kb/how-to-build-websites-or-blogs-using-templates-and-cms/>
- <https://kinsta.com/blog/how-to-customize-wordpress-theme/#:~:text=The%20easiest%20way%20to%20customize,%2C%20click%20on%20Appearance%20%3E%20Customize.>
- <https://www.dreamhost.com/blog/most-important-wordpress-settings-for-your-website/>
- <https://blogs.cornell.edu/wpforscholars/admin/>
- <https://www.searchenginewatch.com/2016/09/08/10-ways-to-promote-your-wordpress-blog-for-beginners/>
- <https://www.searchenginewatch.com/2016/09/08/10-ways-to-promote-your-wordpress-blog-for-beginners/>
- <https://blog.hubspot.com/website/wordpress-security>
- <https://wordpress.org/plugins/woocommerce/>
- <https://www.wpbeginner.com/plugins/how-to-backup-restore-your-wordpress-site-with-updraftplus/#:~:text=First%20you%20need%20to%20visit,Backup%20Now'%20button%20to%20continue>