

# WSQ

# WordPress

# Website Creation

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A WSQ Digital Marketing Course by @ASK Training

# WSQ WordPress Website Creation

**Duration:** 19 Hours (including 2 hours – Assessment)

## **Assessment:**

- ✓ It will be conducted in a e-assessment format where learners will log into their individual accounts and key their answers into the course portal.
- ✓ Login details will be sent to the learner's registered email with the training institute, a day before the assessment.

## **Technical Skills & Competencies (TSC) Proficiency Level 4:**

Create a software design blueprint based on a broad design concept, and business and user requirements

# WSQ WordPress Website Creation

## Assessments

**Short Questions & Answers (40 minutes): 7 questions**

**Individual Project (80 minutes) focusing on:**

- ✓ Your ability to create a WordPress website design blueprint, including customisation of a WordPress theme and design documentation for the WordPress website project.

# WSQ WordPress Website Creation

**Learning Unit 1:** WordPress Website Planning and Setup

**Learning Unit 2:** Development and Digital Marketing Integration

**Learning Unit 3:** Design Documentation - WordPress Website

# WSQ WordPress Website Creation

At the course's end, you should be able to:

**LO1:**

Create a WordPress Website design blueprint that meets the business and user requirements.

**LO2:**

Review and recommend appropriate standards, methods and tools for the design of WordPress website, in line with the organisation's practice and design principles.

**LO3:**

Customise a WordPress theme, including configuring plugins for digital marketing addressing the business and user needs.

# WSQ WordPress Website Creation

At the course's end, you should be able to:

## LO4:

Examine the trade-offs resulting from the integration of different elements into the design and analyse how these trade-offs influence the overall functionality, interoperability, efficiency, and costs of WordPress website creation.

## LO5:

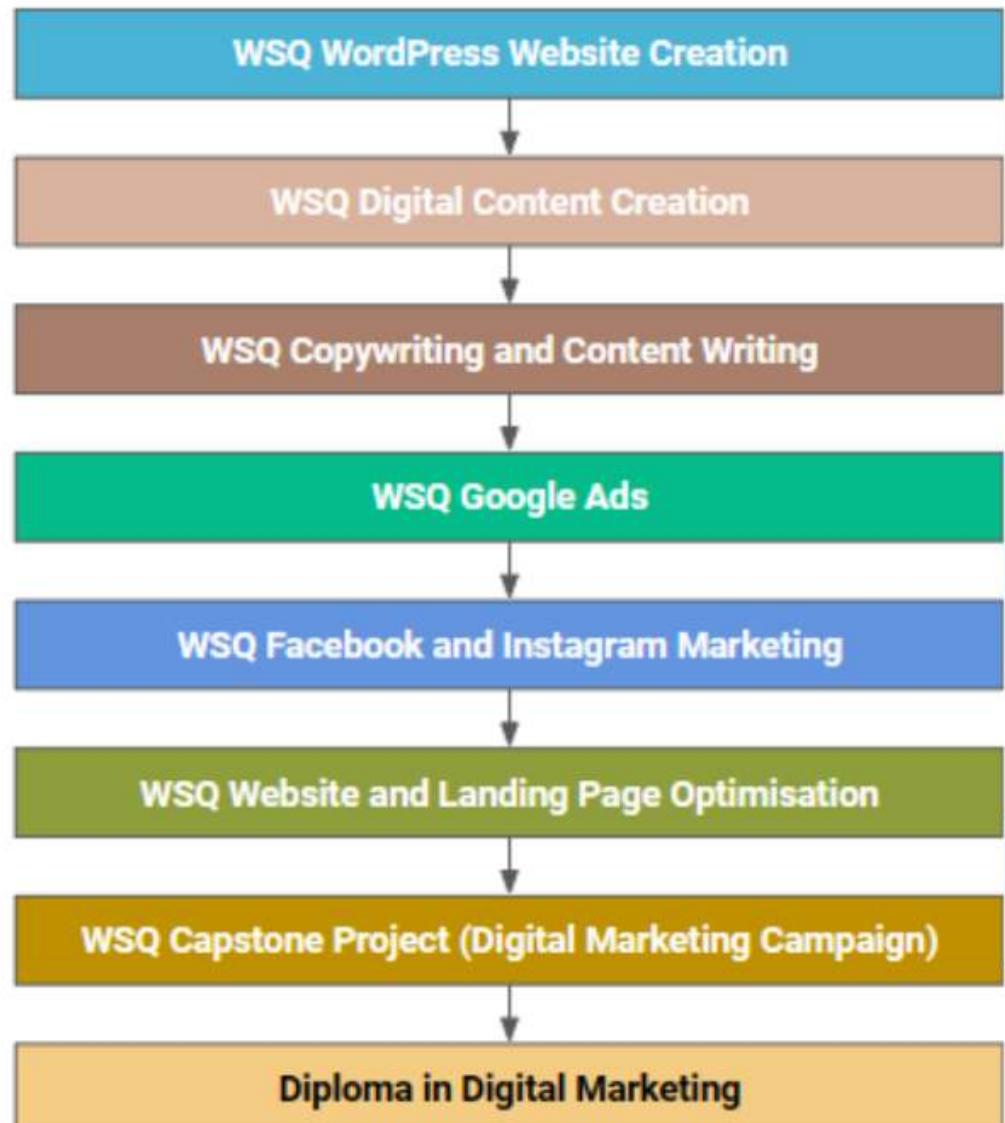
Plan, document, and communicate the design and functionality effectively, aligning with the project's goals and audience needs.

# Qualification Programmes

## Diploma in Digital Marketing (DDM)

### SEVEN Modules (6 months):

- 1. WSQ WordPress Website Creation**
- 2. WSQ Digital Content Creation**
- 3. WSQ Copywriting & Content Writing**
- 4. WSQ Google Ads**
- 5. WSQ Facebook & Instagram Marketing**
- 6. WSQ Website & Landing Page Optimisation**
- 7. WSQ Capstone Project (Digital Marketing Campaign)**



@ASK Training is registered as a Private Education Institution (PEI) by the Council of Private Education (CPE)

# Qualification Programmes

## Specialist Diploma in Digital Marketing (SDDM)

### EIGHT Modules (6 months):

- 1. WSQ Advanced Digital Marketing Strategy**
- 2. WSQ Advanced Digital Content Marketing**
- 3. WSQ Advanced Digital Advertising**
- 4. WSQ Advanced Social Media Management**
- 5. WSQ Advanced Search Engine Optimisation**
- 6. WSQ Advanced Digital Marketing Analytics (Google Analytics)**
- 7. WSQ Email Marketing**
- 8. WSQ Capstone Project (Digital Marketing Strategic Plan)**



@ASK Training is registered as a Private Education Institution (PEI) by the Council of Private Education (CPE)

# About You



- ❖ Name
- ❖ Industry
- ❖ Desired takeaway from this course



Telegram: <https://t.me/+HUTdEvGsnUYzODY1>

# 3 Essential Elements for a Website

- Domain Name – e.g. www.abc.com
  - Web Host – e.g. bluehost, Godaddy etc.
  - Web Application Framework – WordPress
-

# How do you see a website?

- Someone typed or clicked on a webpage
- The information stored in the content management system (of a hosting server) is “printed” out to be presented to the browser



# Introduction to WordPress



WordPress as a popular  
content management  
system

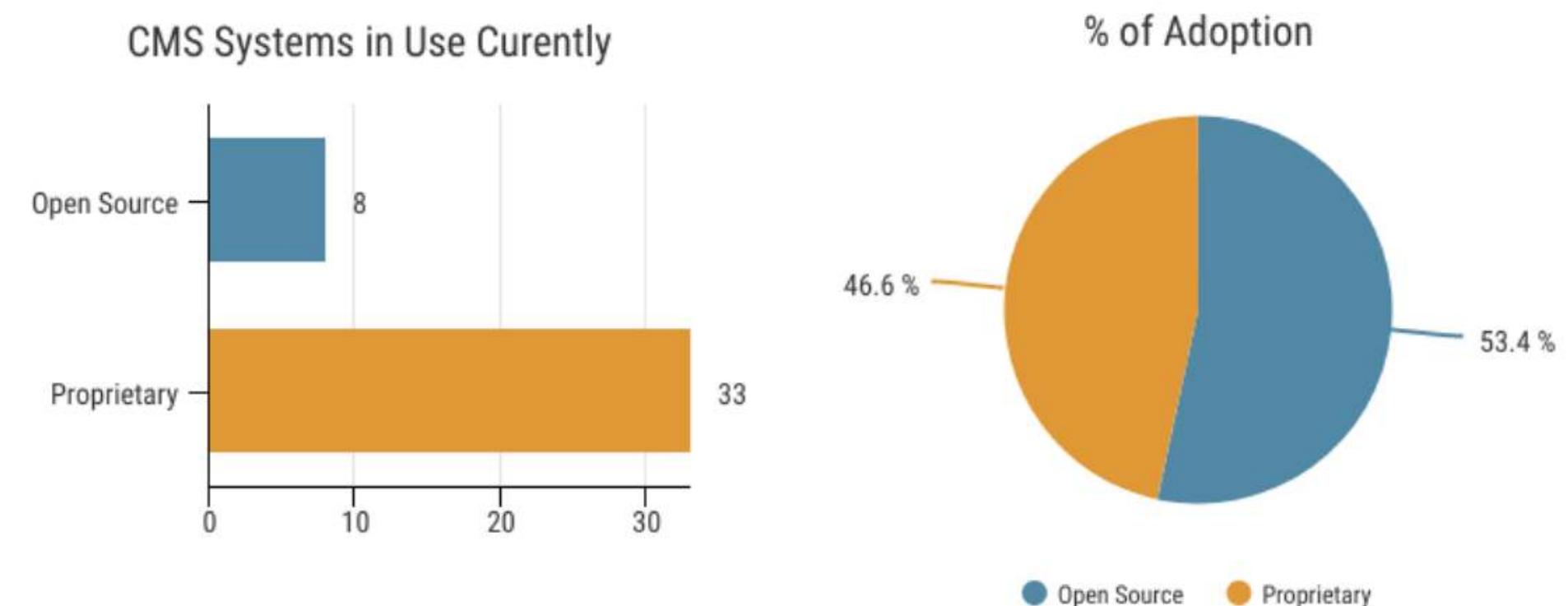


User-friendly interface and  
versatility for various types  
of websites

# Why WordPress?

## ***Open Source Vs. Proprietary in Pension***

Of the 41 CMS systems in use, 33 (80.5%) are proprietary systems. However, despite the high volume of proprietary options available, 53.4% of pension websites choose an open-source solution.



# WordPress.ORG vs WordPress.COM (1/2)

Feature	WordPress.org	WordPress.com
<b>Hosting</b>	Self-hosted; you need to find and pay for your own web hosting.	Hosted; WordPress.com takes care of hosting for you.
<b>Cost</b>	Free software, but hosting, domain, and potential extras cost extra.	Free basic plan; paid plans for additional features and control.
<b>Customization</b>	Full access to themes and plugins; complete customization freedom.	Limited free themes; more customization options with paid plans.
<b>Monetization</b>	Full freedom to monetize your site however you like.	Restrictions on monetization; more freedom with higher-tier plans.
<b>Maintenance</b>	Self-maintenance; updating, backups, and security are on you.	WordPress.com handles maintenance, backups, and security.
<b>Domain</b>	You need to buy your own domain name.	Free WordPress.com subdomain; option to purchase a custom domain.

# WordPress.ORG vs WordPress.COM (2/2)

Feature	WordPress.org	WordPress.com
<b>Control</b>	Full control over your website; access to server files and database.	Limited control; cannot access server files or database directly.
<b>Storage</b>	Depends on your web hosting provider.	Limited free storage; more available in paid plans.
<b>Ease of Use</b>	Requires some technical knowledge for setup and management.	Easier to set up and use, especially for beginners.
<b>SEO Tools</b>	Full access to SEO plugins and tools.	Basic SEO tools; advanced tools available in higher-tier plans.
<b>Support</b>	Community support; additional support depends on hosting provider.	Direct email and live chat support, especially in paid plans.



# What is a Content Management System (CMS)?

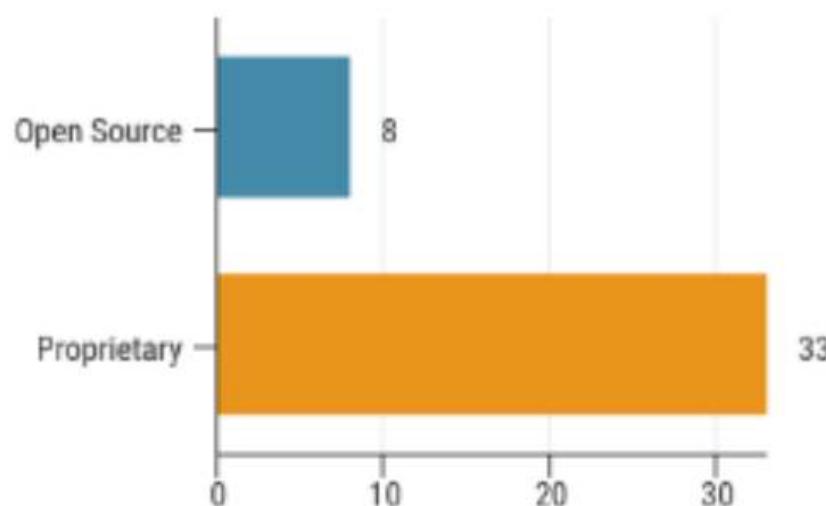


# Open Source vs Proprietary

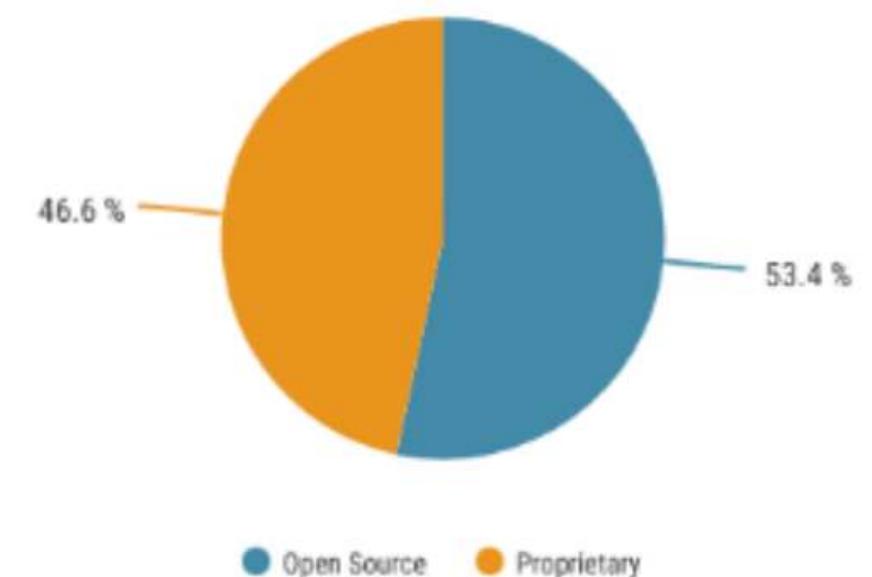
## *Open Source Vs. Proprietary in Pension*

Of the 41 CMS systems in use, 33 (80.5%) are proprietary systems. However, despite the high volume of proprietary options available, 53.4% of pension websites choose an open-source solution.

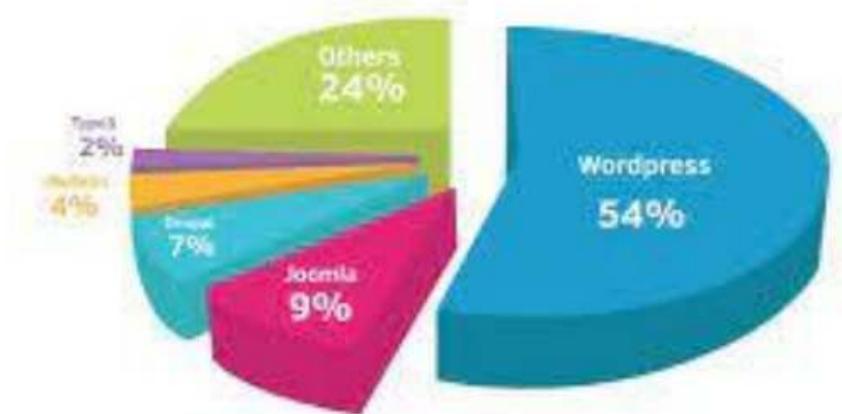
CMS Systems in Use Currently



% of Adoption



The CMS Pie



# Open Source vs Proprietary



# Pros and Cons of WordPress

Pros	Cons
<b>User-Friendly</b> - WordPress is known for its easy-to-use interface, making it accessible for beginners.	<b>Security</b> - Being the most popular CMS, it's a frequent target for hackers. Regular updates are necessary for security.
<b>Customizable</b> - A wide range of themes and plugins allow for extensive customization.	<b>Performance</b> - With many plugins and customizations, the site can become slow and require additional optimization.
<b>SEO-Friendly</b> - Offers many SEO tools to help websites rank higher in search engines.	<b>Updates</b> - Frequent updates can be overwhelming and might break the site if not managed properly.
<b>Large Community</b> - Extensive community support for troubleshooting and development.	<b>Plugin Compatibility</b> - Not all plugins are always compatible with each other or with the latest version of WordPress.
<b>Cost-Effective</b> - WordPress itself is free, and many plugins and themes are available at no cost.	<b>Customization Requires Code</b> - Advanced customization may require knowledge of HTML, CSS, and PHP.

# Pros and Cons of WordPress

Pros	Cons
<b>Multilingual Support</b> - Supports many languages, which is beneficial for international sites.	<b>Standardized Look</b> - Many sites can end up looking similar due to the use of common themes.
<b>Responsive Design</b> - Most themes are mobile-friendly and responsive out of the box.	<b>Maintenance</b> - Requires regular maintenance to keep the site running smoothly.
<b>Regular Updates</b> - Continuously improved with new features and security updates.	<b>Scalability</b> - While scalable, it requires significant effort and resources to handle very high traffic loads.
<b>Content Management</b> - Intuitive content creation and management tools.	<b>Overhead</b> - Additional unused features from themes or plugins can add overhead.
<b>E-Commerce Solutions</b> - Integration with WooCommerce and other e-commerce platforms.	<b>Learning Curve</b> - While user-friendly, there is still a learning curve

# Getting Started with WordPress

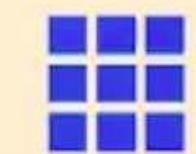
Domain and  
hosting  
setup

Accessing  
the  
dashboard

## Best Domain Registrars



GoDaddy



bluehost



SiteGround



shopify



DOMAIN.COM

name.com



TemplateToaster  
Website Builder | Since 2009



## Domain Name Registrars

# Does the domain name matter?

- .com or .org or .net or...
- Numeric?
- Length?
- Main domain, sub-domain  
or sub-directory?



**1&1** TRUSTED BY  
OVER 10 MILLION  
CUSTOMERS

**VALV.IM**



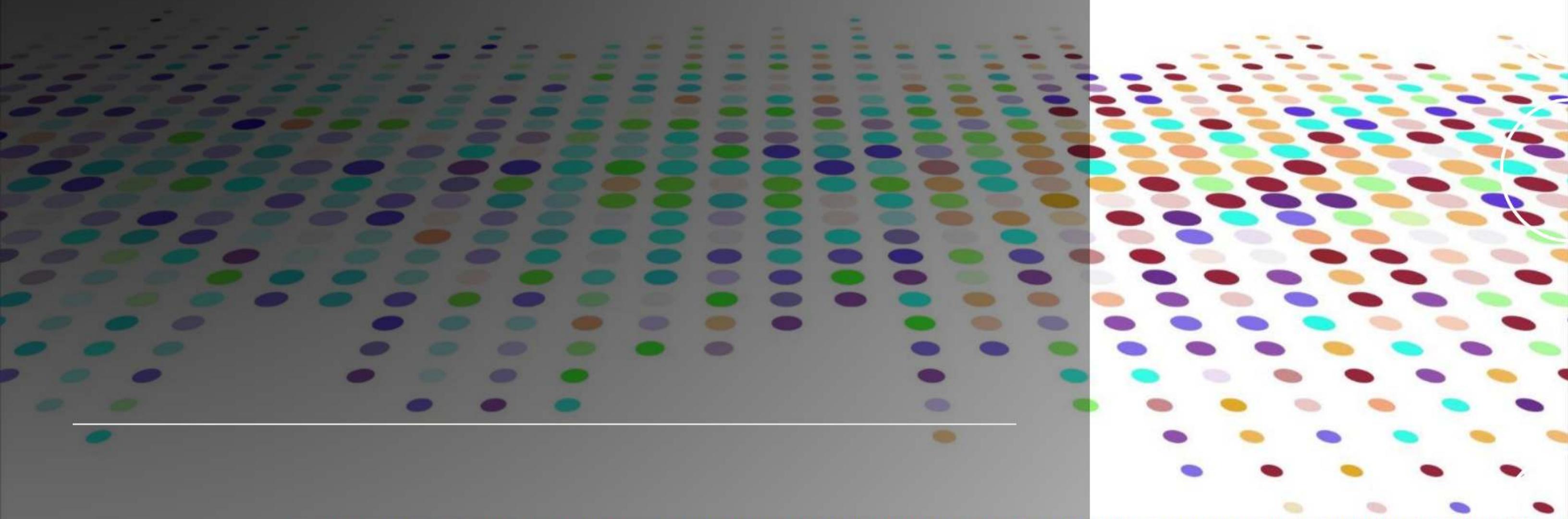
**justhost**

 **GreenGeeks**  
World's #1 Green Web Hosting



# Web Hosting Providers

# Installing Your WordPress



**cPanel**

X Tools

 WordPress Manager  
by Softaculous

## Tools

Search Tools (/)



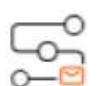
Email



Email Accounts



Forwarders



Email Routing



Autoresponders



Default Address



Mailing Lists



Track Delivery



Global Email Filters



Email Filters



Email Deliverability



Address Importer



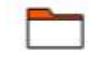
Spam Filters



Encryption



Email Disk Usage



Files



File Manager



Images



Directory Privacy

# Access and Install through cPanel provider by Host

# Look for icon to install WP

 Software

 WordPress Manager by Softaculous

 Site Software

 MultiPHP INI Editor

 PHP PEAR Packages

 Optimize Website

 Softaculous Apps Installer

 Perl Modules

 MultiPHP Manager

# Locate where you want the WP to be installed

WordPress ★★★★★ Version : 6.4.1, 6.3.2, 6.2.3, 6.1.4, 6.0.6 Release Date : 09-11-2023

Install Overview Features Screenshots Demo Ratings Reviews Import

Software Setup Quick Install

Choose Installation URL Please choose the URL to install the software

Choose the version you want to install Please select the version to install.

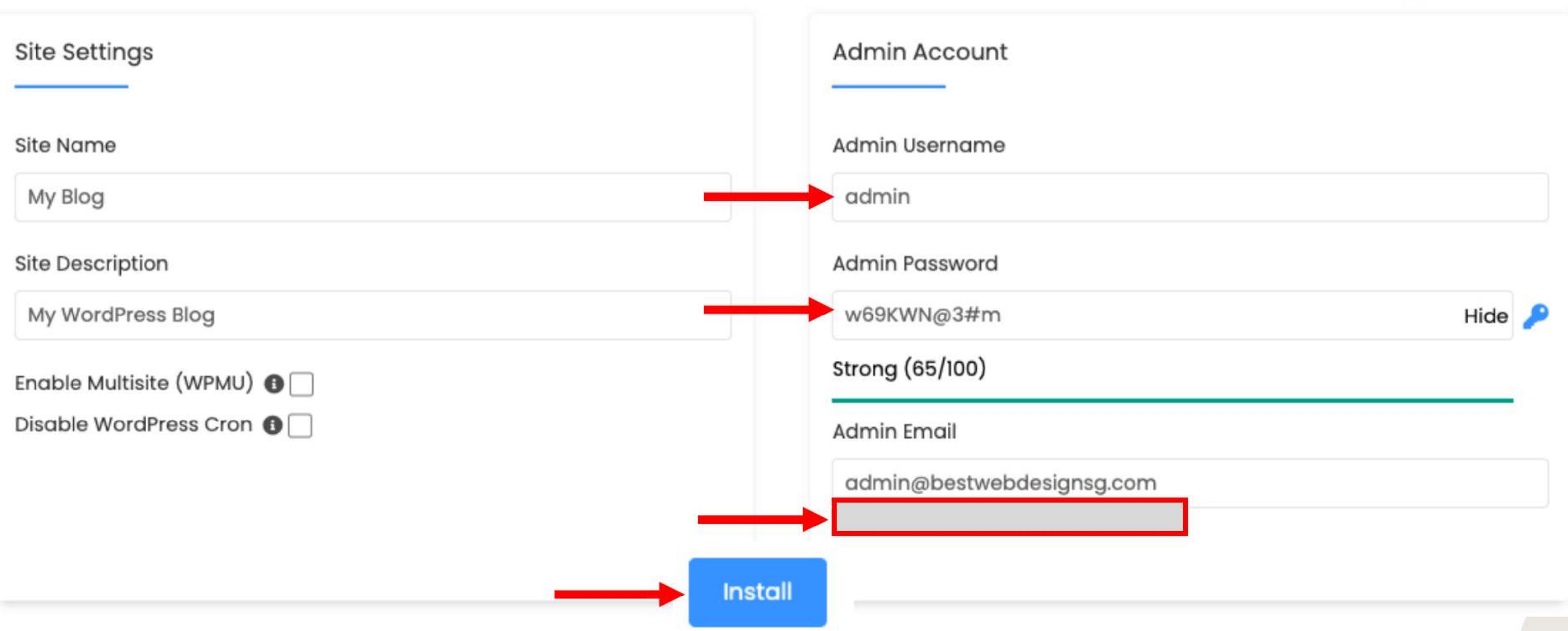
https://  6.4.1

Choose Protocol i Choose Domain i In Directory i

Your installation URL :



# Do basic setting, username & password and admin email & “Install”



The screenshot shows the initial setup screen for a new WordPress site. It is divided into two main sections: "Site Settings" on the left and "Admin Account" on the right.

**Site Settings:**

- Site Name: My Blog
- Site Description: My WordPress Blog
- Enable Multisite (WPMU):
- Disable WordPress Cron:

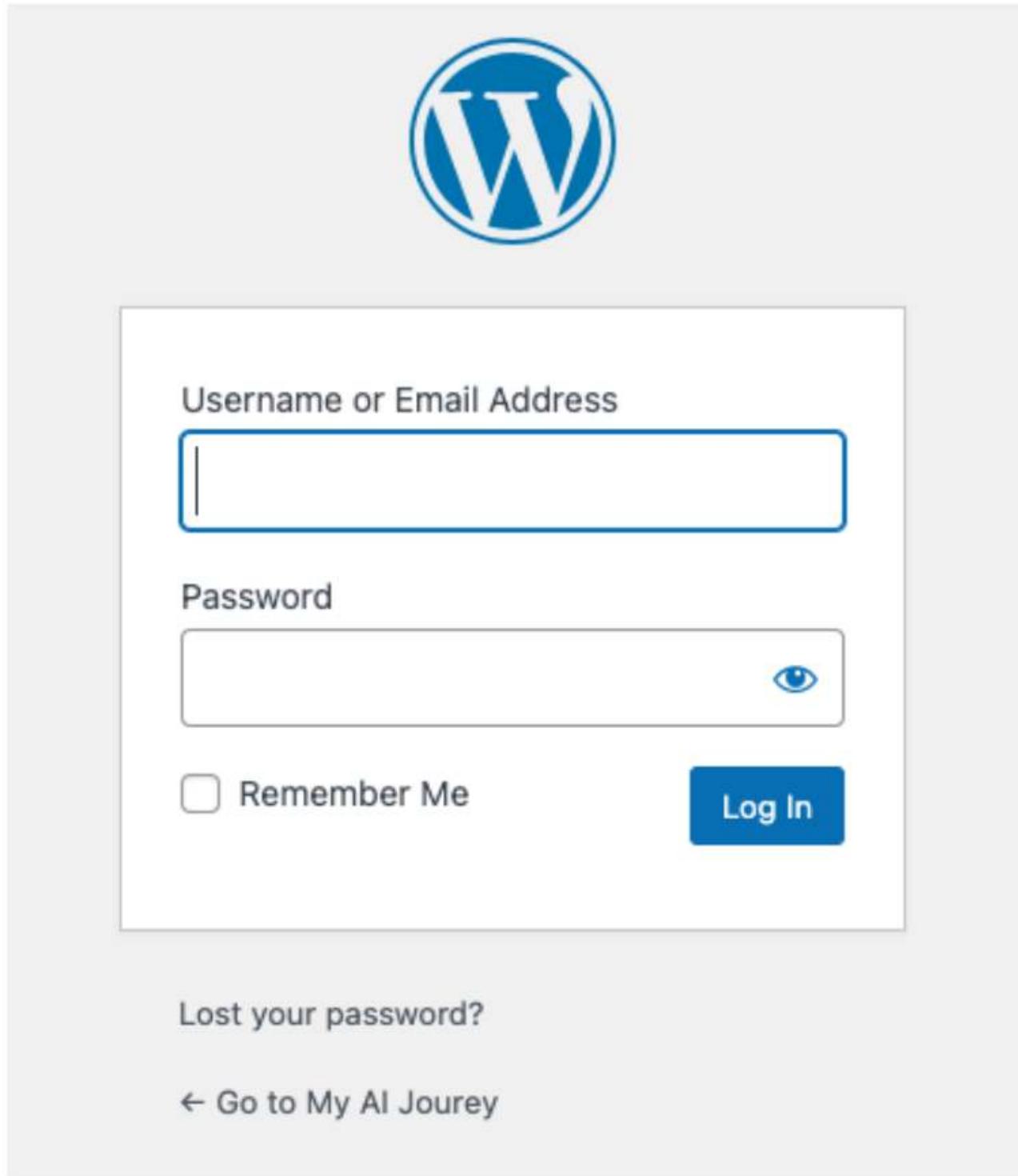
**Admin Account:**

- Admin Username: admin
- Admin Password: w69KWN@3#m (Strength: Strong (65/100))
- Admin Email: admin@bestwebdesignsg.com

A large blue "Install" button is located at the bottom center of the screen. Red arrows point from the "My Blog" field, the "My WordPress Blog" field, the "Admin Username" field, the "Admin Password" field, and the "Install" button towards the center of the page, indicating the steps to be completed.

# Login to WP backend

- Default [www.yourdomain.com/wp-admin](http://www.yourdomain.com/wp-admin)
- Key in the username and password set during the WP installation



The image shows the WordPress login screen. At the top center is the classic blue 'W' WordPress logo. Below it is a light gray input field labeled "Username or Email Address" with a placeholder "Username" and a blue border. To the right of this field is a small blue eye icon for password visibility. Below the input field is another light gray input field labeled "Password" with a blue border and a small blue eye icon to its right. To the left of the password field is a small square checkbox labeled "Remember Me". To the right of the password field is a blue rectangular "Log In" button with white text. At the bottom left of the form area is a link "Lost your password?". At the bottom center is a link "← Go to My AI Jourey".

# The WordPress Dashboard

*kmh*  
*mph*



# Accessing the Dashboard

My WordPress Journey 0 + New Howdy, admin

Dashboard

Screen Options ▾ Help ▾

X Dismiss

## Welcome to WordPress!

[Learn more about the 6.4.1 version.](#)

 Author rich content with blocks and patterns

Block patterns are pre-configured block layouts. Use them to get inspired or create new pages in a flash.

[Add a new page](#)

 Start Customizing

Configure your site's logo, header, menus, and more in the Customizer.

[Open the Customizer](#)

 Discover a new way to build your site.

There is a new kind of WordPress theme, called a block theme, that lets you build the site you've always wanted — with blocks and styles.

[Learn about block themes](#)

Site Health Status

Your site's health is looking good, but there are still some

Quick Draft

Title

# Understanding Plugins

My WordPress Journey 0 + New Howdy, admin

Dashboard Posts Media Pages Comments Appearance Plugins

All (3) | Inactive (3) | Recently Active (1) | Auto-updates Disabled (3)

Search installed plugins... 3 items

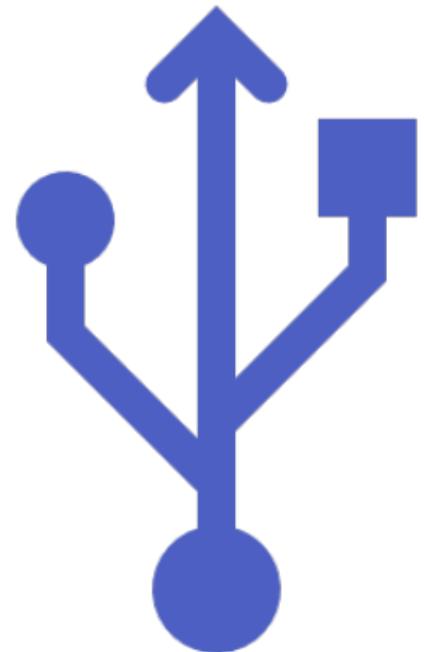
Bulk actions Apply

<input type="checkbox"/>	Plugin	Description	Automatic Updates
<input type="checkbox"/>	AI Engine: Chatbots, Generators, Assistants, GPT 4 and more!	Add AI into WordPress! Chatbot (ChatGPT), content and images generators, copilot, model training and much more! Highly customizable, sleek UI. You will love it!	<a href="#">Enable auto-updates</a>
<input type="checkbox"/>	Akismet Anti-spam: Spam Protection	Used by millions, Akismet is quite possibly the best way in the world to <b>protect your blog from spam</b> . Akismet Anti-spam keeps your site protected even while you sleep. To get started: activate the Akismet plugin and then go to your Akismet Settings page to set up your API key.	<a href="#">Enable auto-updates</a>
<input type="checkbox"/>	Hello Dolly	This is not just a plugin, it symbolizes the hope and enthusiasm of an entire generation summed up in two words sung most famously by Louis Armstrong: Hello, Dolly. When activated you will randomly see a lyric from Hello, Dolly in the upper right of your admin screen on every page.	<a href="#">Enable auto-updates</a>
<input type="checkbox"/>	Plugin	Description	Automatic Updates

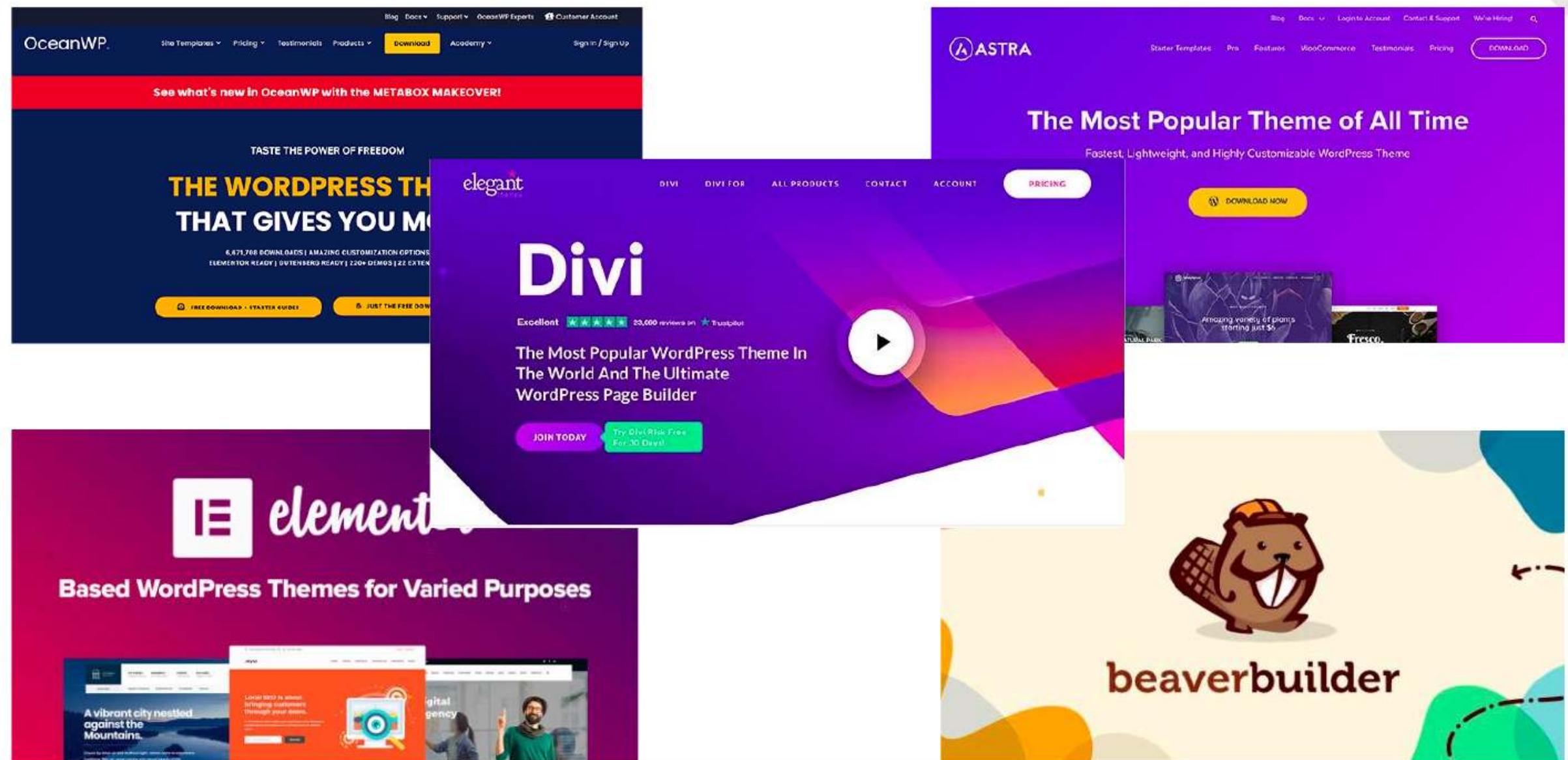
Bulk actions Apply 3 items

# Why Plugins?

- Adding New Features
  - Improving Functionality
  - Customizing Your Site
  - Integrating With Other Tools and Services
  - Enhancing Security
  - Optimizing for Search Engines
  - Improving User Experience
  - Content Management
  - Performance Optimization
  - Analytics and Reporting
- 
- Free vs Paid?
  - Is it not safe?
  - How to find out safety & other details?



# Popular Page Builder



# Installing a Page Builder Theme

My WordPress Journey 0 + New Howdy, admin Help ▾

Dashboard Posts Media Pages Comments Appearance Themes 4 Add New Theme Search installed themes...

TWENTY TWENTY-ONE

The works of Berthe Morisot, 1800s-era French painter

Active: Twenty Twenty-One Customize

Twenty Twenty-Four

A commitment to innovation and sustainability

Etudes is a processing firm that relentlessly merges creativity and functionality to redefine architectural excellence.

Learn More

Twenty Twenty-Three

Mindblown: a blog about philosophy.

Naming and Necessity by Saul Kripke

Inspired by this kind of practice, my daydreams become more fervent and vivid.

See 13, 350+

The Second Sex by Simone de Beauvoir

I feel a cold, synthetic peace play upon me cheeks, which makes my nerves and file the winter edge.

See 6, 200+

The Human Condition by Hannah Arendt

It's so nice to be persuaded that the place is anything but the region of beauty and delight.

See 6, 200+

Get daily reflections

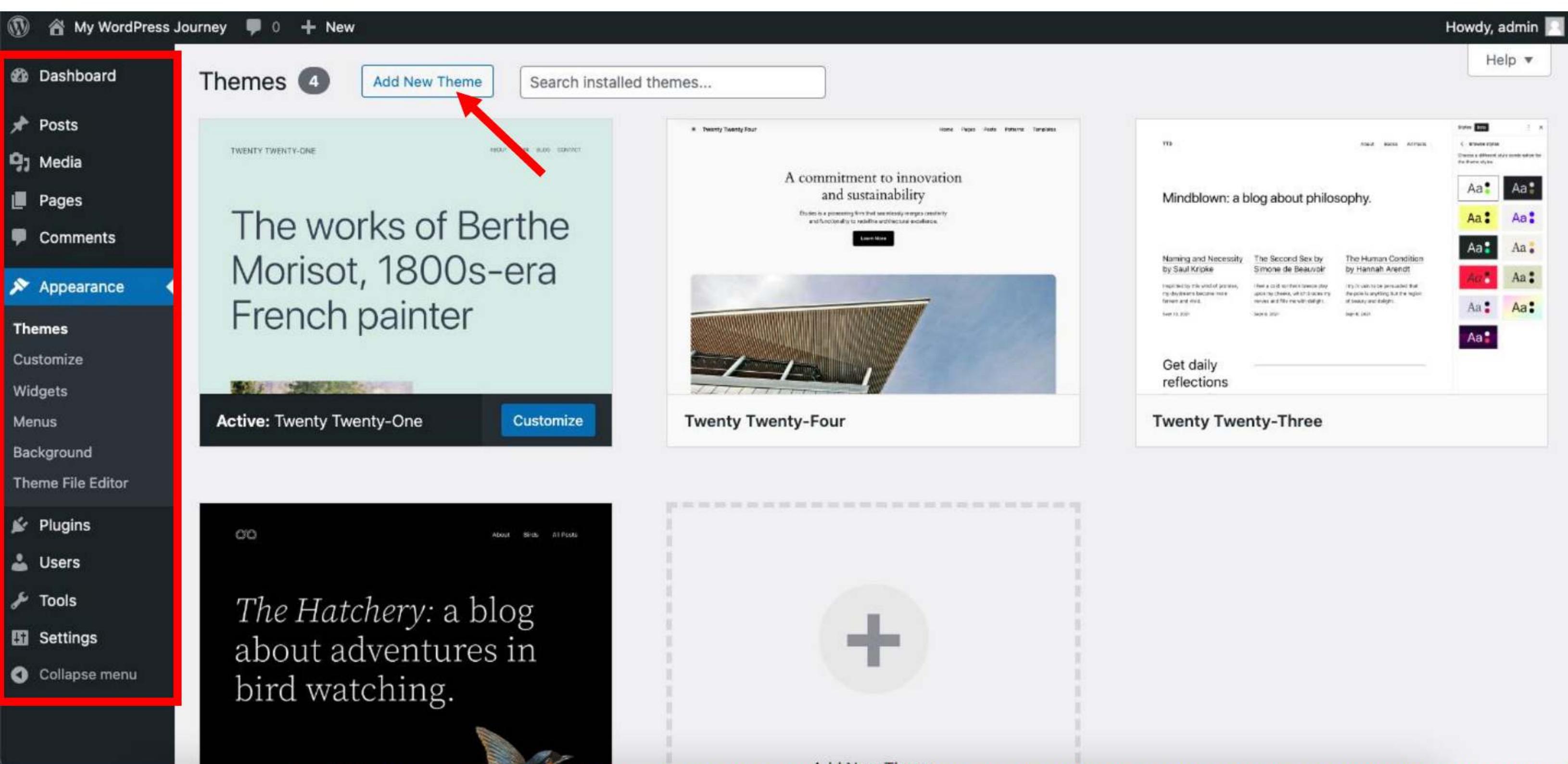
Customize

Plugins Users Tools Settings Collapse menu

About 895 All Posts

The Hatchery: a blog about adventures in bird watching.

Add New Theme



# Parent & Child Theme

Child



- Additional functions
- Design style



Parent



- All core files

We make changes in the child theme rather than editing the Divi files themselves. We can update Divi as new versions are released without losing any of our customizations.

Image by [Freepik](https://www.freepik.com/free-vector/children-back-school-with-parents_9009474.htm#query=parent%20and%20child&position=18&from_view=search&track=ais)

# Installing Divi Theme Builder

My WordPress Journey   0   + New

Howdy, admin   Help ▾

**Dashboard**

**Posts**

**Media**

**Pages**

**Comments**

**Appearance**

**Themes**

Customize

Widgets

Menus

Background

Theme File Editor

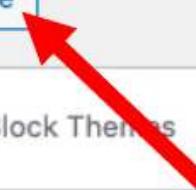
Plugins

Users

Tools

Settings

Collapse menu

Add Themes   **Upload Theme** 

5973   Popular   Latest   Block Themes   Favorites   Feature Filter

Search themes...

**Installed**

The works of Berthe Morisot, 1800s-era French painter

Twenty Twenty-One   Activated   Customize

Mindblown: a blog about philosophy.

Naming and Necessity by Saul Kripke   The Second Sex by Simone de Beauvoir   The Human Condition by Hannah Arendt

Get daily reflections

Twenty Twenty-Three

Hello

Theme

I am free! Click edit button to change this text. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Launch Project →

Lightbulb icon   Diamond icon   Arrow icon   Cross icon

Learn how to easily characterize...   View more variations of...   When does it come from?   Where can I find it?

Hello Elementor

ASTRA

Your idea matters

Make a Website

**Installed**

The Hatchery: a blog about adventures in life and travel

Twenty Twenty - The Default Theme for 2020

Welcome to the Swedish Museum of Modern Art

ADDRESS   OPEN TODAY   PRICE

# Installing Parent Divi Theme Builder

My WordPress Journey 0 + New

Howdy, admin Help ▾

Dashboard Posts Media Pages Comments Appearance Themes Customize Widgets Menus Background Theme File Editor Plugins Users Tools Settings Collapse menu

Add Themes Upload Theme

If you have a theme in a .zip format, you may install or update it by uploading it here.

Choose file No file chosen Install Now

5973 Popular Latest Block Themes Favorites Feature Filter Search themes...

Installed

The works of Berthe Morisot, 1800s-era French painter

Installed

Mindblown: a blog about philosophy.

Naming and Necessity by Saul Kripke  
Inspired by this kind of practice, my thoughts become more formal and strict.  
Sept 13, 2021

The Second Sex by Simone de Beauvoir  
I have a cold earthen flower pot upon my sheets, which teases my nerves and frames with delight.  
Sept 6, 2021

The Human Condition by Hannah Arendt  
They in vain to be persuaded that the past is anything but the region of beauty and delight.  
Sept 6, 2021

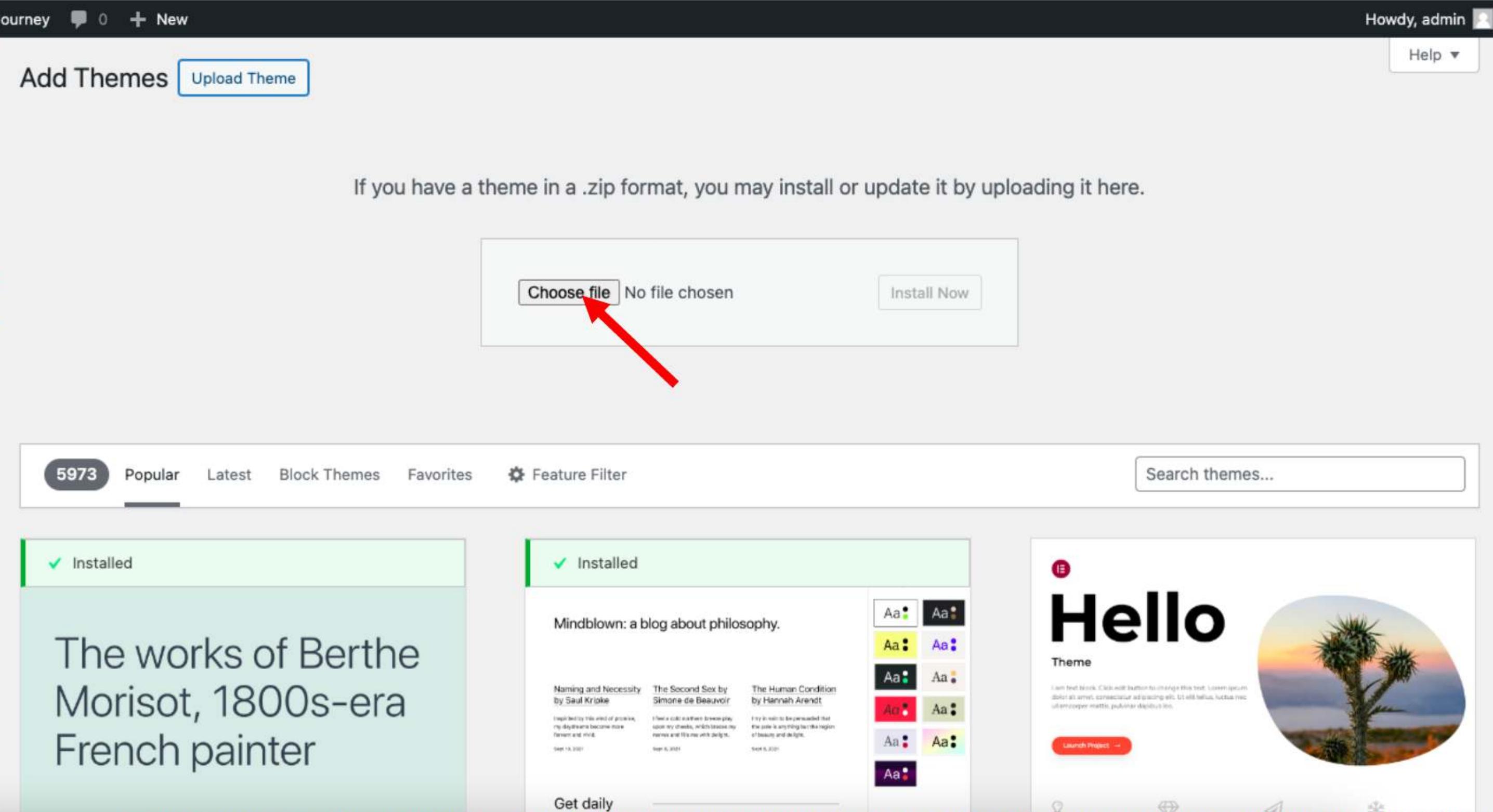
Aa Aa  
Aa Aa  
Aa Aa  
Aa Aa  
Aa Aa  
Aa Aa  
Aa Aa

Get daily

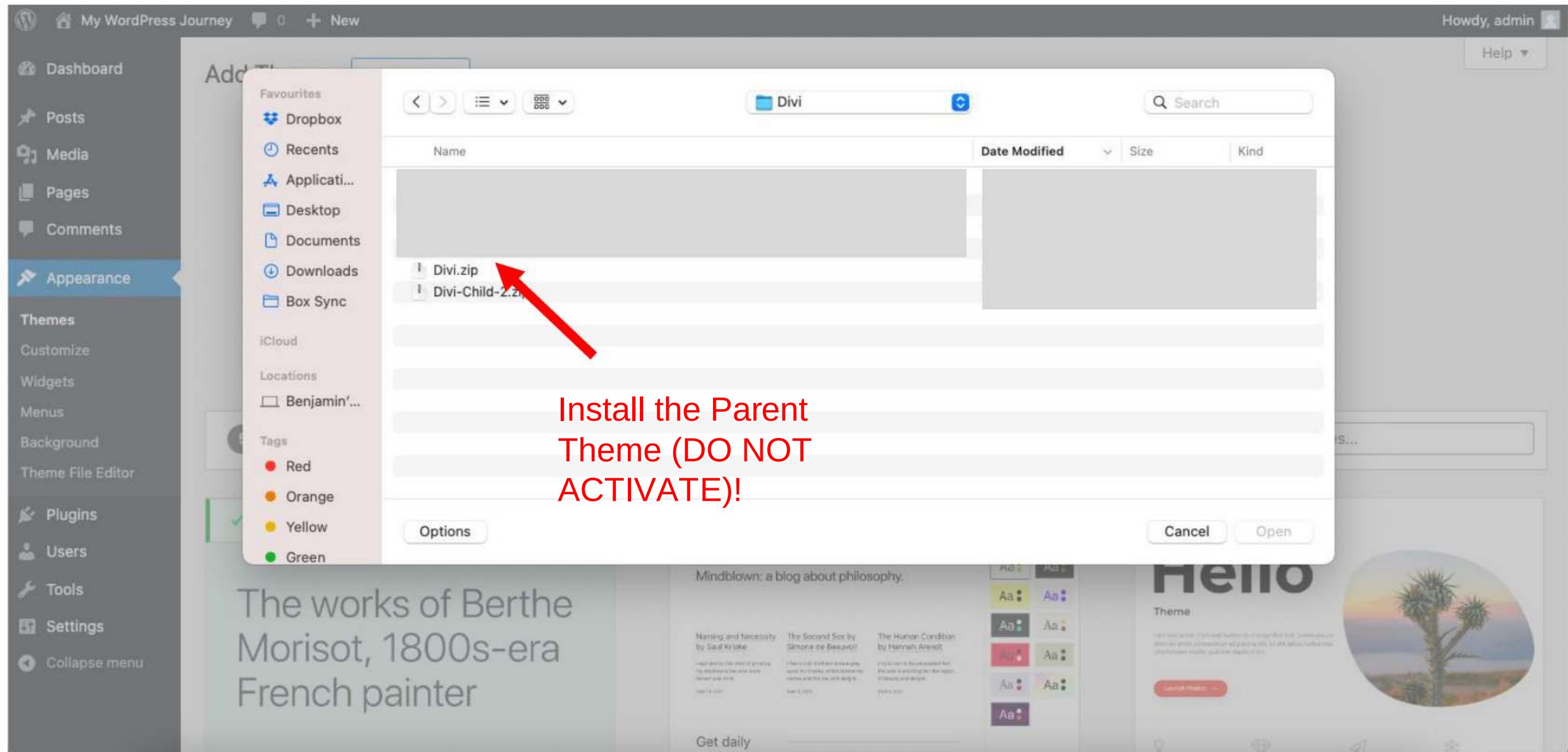
Hello Theme

I am test block. Click edit button to change this text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut sit tellus, luctus nec ullamcorper mattis, pulvinar dapibus leo.

Launch Project →



# Installing Divi followed by Child theme; Activate ONLY Child theme



# Go back to Theme Page; install Child Theme

My WordPress Journey 0 + New

Howdy, admin

Dashboard Posts Media Pages Comments Appearance Themes Customize Widgets Menus Background Theme File Editor Plugins Users Tools Settings Collapse menu

Installing theme from uploaded file: Divi.zip

Unpacking the package...

Installing the theme...

Theme installed successfully.

[Live Preview](#) | [Activate](#) | [Go to Themes page](#)

Thank you for creating with [WordPress](#).

Version 6.4.1



# Installing Child Theme

My WordPress Journey 0 + New Howdy, admin Help ▾

Dashboard Posts Media Pages Comments Appearance Themes Customize Widgets Menus Background Theme File Editor Plugins Users Tools Settings Collapse menu

Add Themes [Upload Theme](#)

If you have a theme in a .zip format, you may install or update it by uploading it here.

[Choose file](#) Divi-Child-2.zip [Install Now](#)

5973 Popular Latest Block Themes Favorites Feature Filter Search themes...

Installed The works of Berthe Morisot, 1800s-era French painter

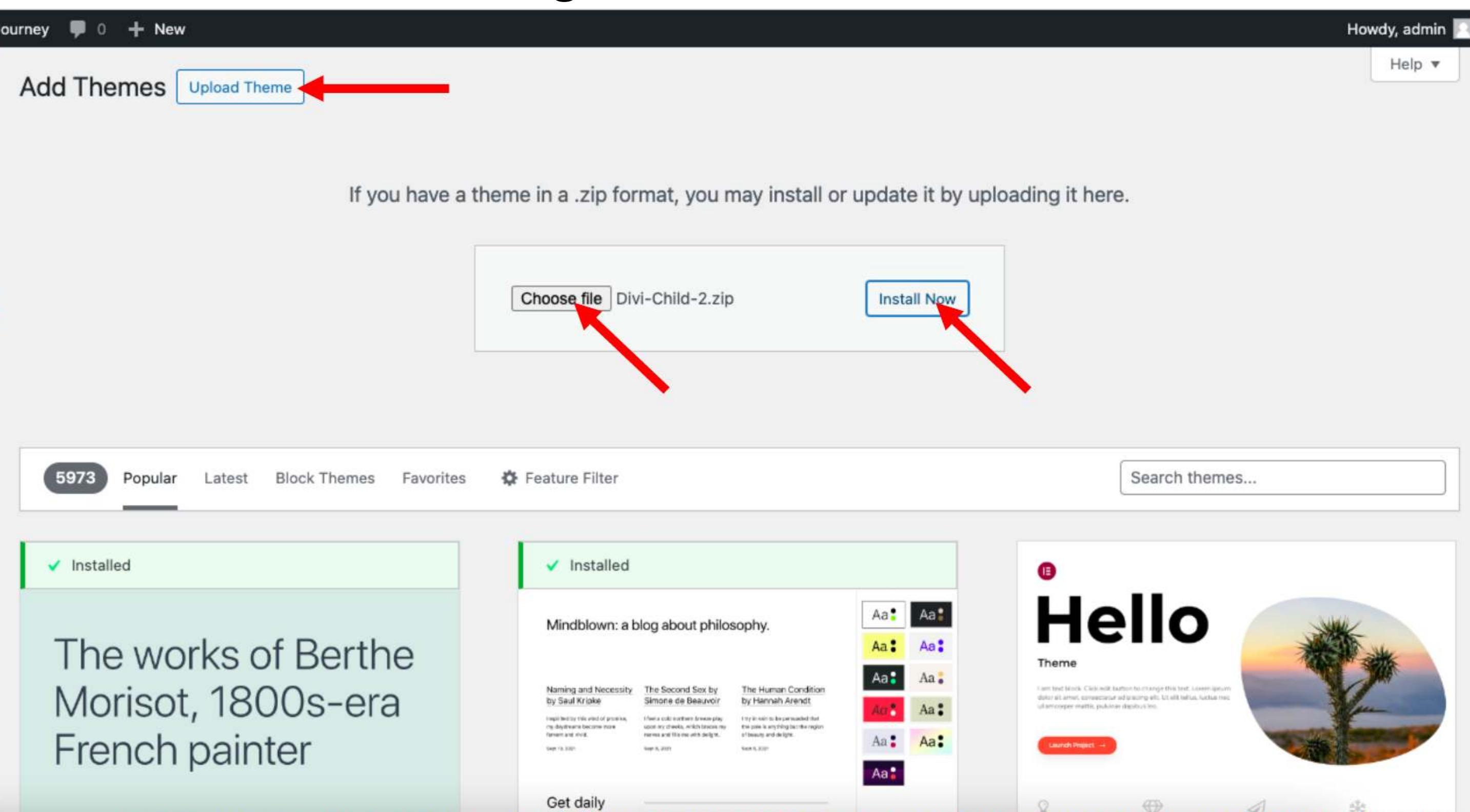
Installed Mindblown: a blog about philosophy.

Naming and Necessity by Saul Kripke The Second Sex by Simone de Beauvoir The Human Condition by Hannah Arendt

Get daily

Hello Theme

Launch Project →



# Activate Child Theme

My WordPress Journey 0 + New Howdy, admin

Dashboard Posts Media Pages Comments Appearance Themes Customize Widgets Menus Background Theme File Editor Plugins Users Tools Settings Collapse menu

Installing theme from uploaded file: Divi-Child-2.zip

Unpacking the package...

Installing the theme...

This theme requires a parent theme. Checking if it is installed...

The parent theme, Divi 3.0.75, is currently installed.

Theme installed successfully.

[Live Preview](#) | [Activate](#) | [Go to Themes page](#)

**Activate ONLY the child theme**

Thank you for creating with [WordPress](#). Version 6.4.1

# Update Divi Theme

My WordPress Journey 0 + New Howdy, admin

Dashboard Posts Media Pages Comments Projects Appearance Plugins Users Tools Settings

Divi

Theme Options

Theme Customizer Module Customizer Role Editor Divi Library

Collapse menu

Save Changes

## D Divi Theme Options

General Navigation Builder Layout Ads SEO Integration Updates ↑ ↓ ↻

General

Logo

Favicon

Fixed Navigation Bar

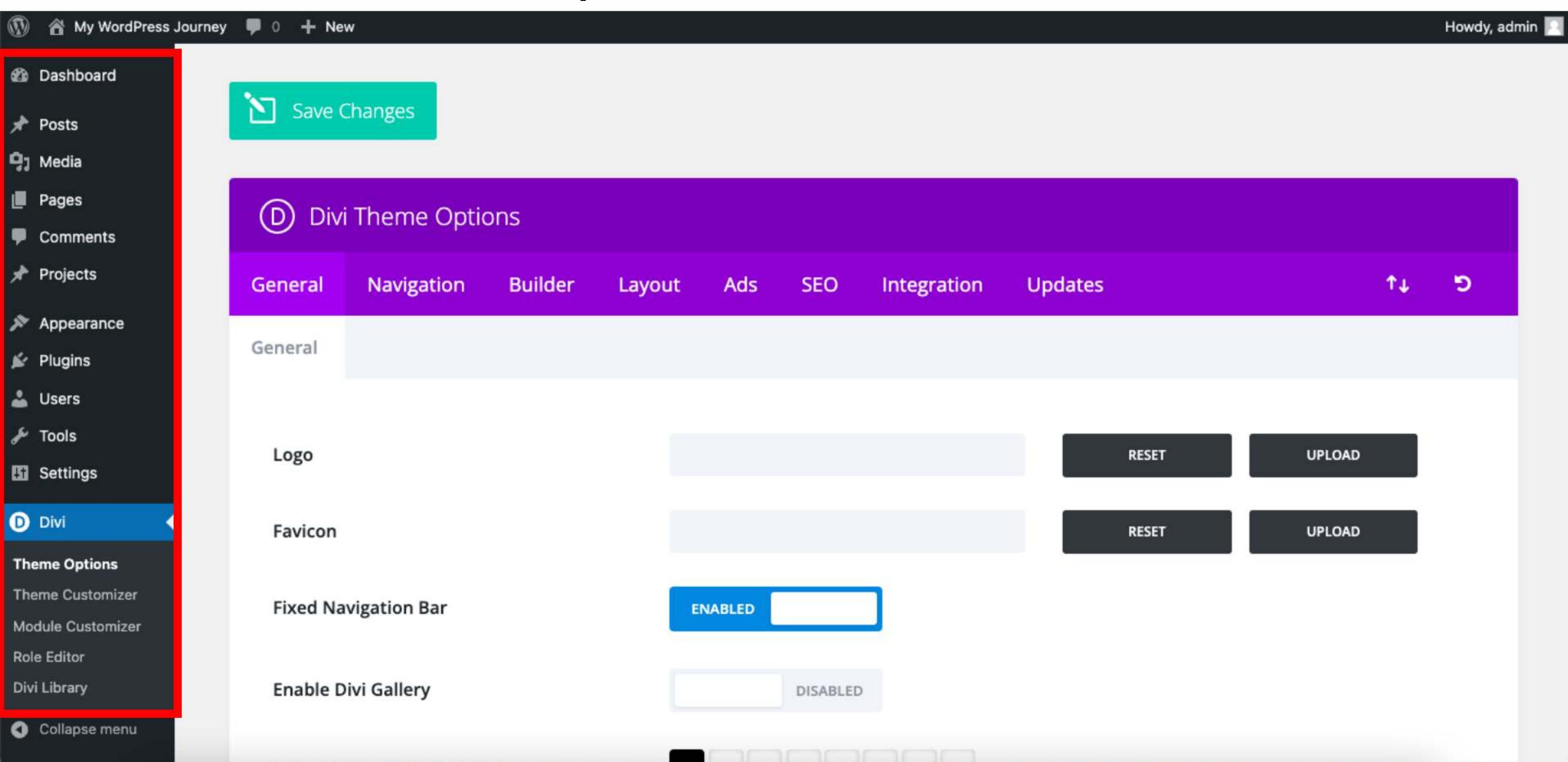
Enable Divi Gallery

RESET UPLOAD

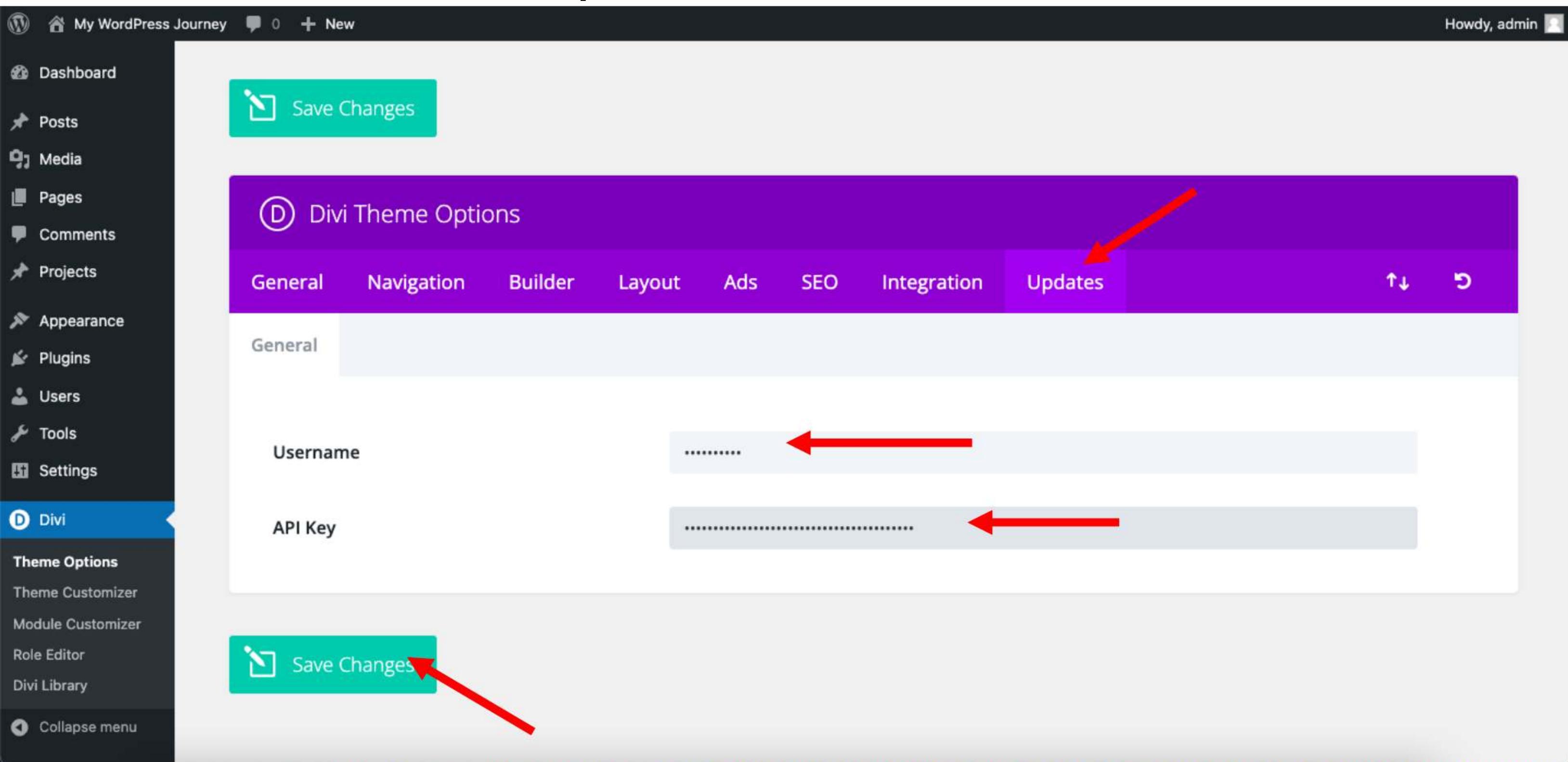
RESET UPLOAD

ENABLED

DISABLED



# Update Divi Theme



The screenshot shows the Divi Theme Options page within the WordPress admin interface. The main title is "Divi Theme Options". Below it, there are several tabs: General, Navigation, Builder, Layout, Ads, SEO, Integration, and Updates. The "Updates" tab is highlighted with a purple background. On the left sidebar, under the "Divi" section, "Theme Options" is selected. The main content area has a "General" tab selected. It contains two input fields: "Username" and "API Key", both of which have red arrows pointing to them from below. At the bottom of the page is a green "Save Changes" button with a white pencil icon, also with a red arrow pointing to it.

My WordPress Journey 0 + New

Howdy, admin

Dashboard Posts Media Pages Comments Projects Appearance Plugins Users Tools Settings

D Divi

Theme Options

Theme Customizer

Module Customizer

Role Editor

Divi Library

Collapse menu

Save Changes

D Divi Theme Options

General Navigation Builder Layout Ads SEO Integration Updates

General

Username

API Key

Save Changes

# Update Divi Theme

My WordPress Journey    1    0    + New

Howdy, admin

Dashboard

Home

Updates 1

Posts

Media

Pages

Comments

Projects

Appearance

Plugins

Users

Tools

Settings

Divi

Collapse menu

Re-install version 6.4.1

Plugins

Your plugins are all up to date.

Themes (1)

The following themes have new versions available. Check the ones you want to update and then click "Update Themes".

Please Note: Any customizations you have made to theme files will be lost. Please consider using [child themes](#) for modifications.

Select All

 Divi  
You have version 3.0.75 installed. Update to 4.23.1.

Select All

Thank you for creating with [WordPress](#).

Version 6.4.1

# Coffee/Tea Break

## 15 minutes



# Planning Your Website

- Target Audience
- Colour Theme
- Font
- Tone
- Design Theme and Style
- Sitemap
- Reference site(s)



# Colour in Brand Strategy: Colour Psychology and How it Influences Branding



Source: [persondesign.ie](http://persondesign.ie)

# Brand Colours and its meaning



Source: themarketingsage.com

© Edmundson Design 2015

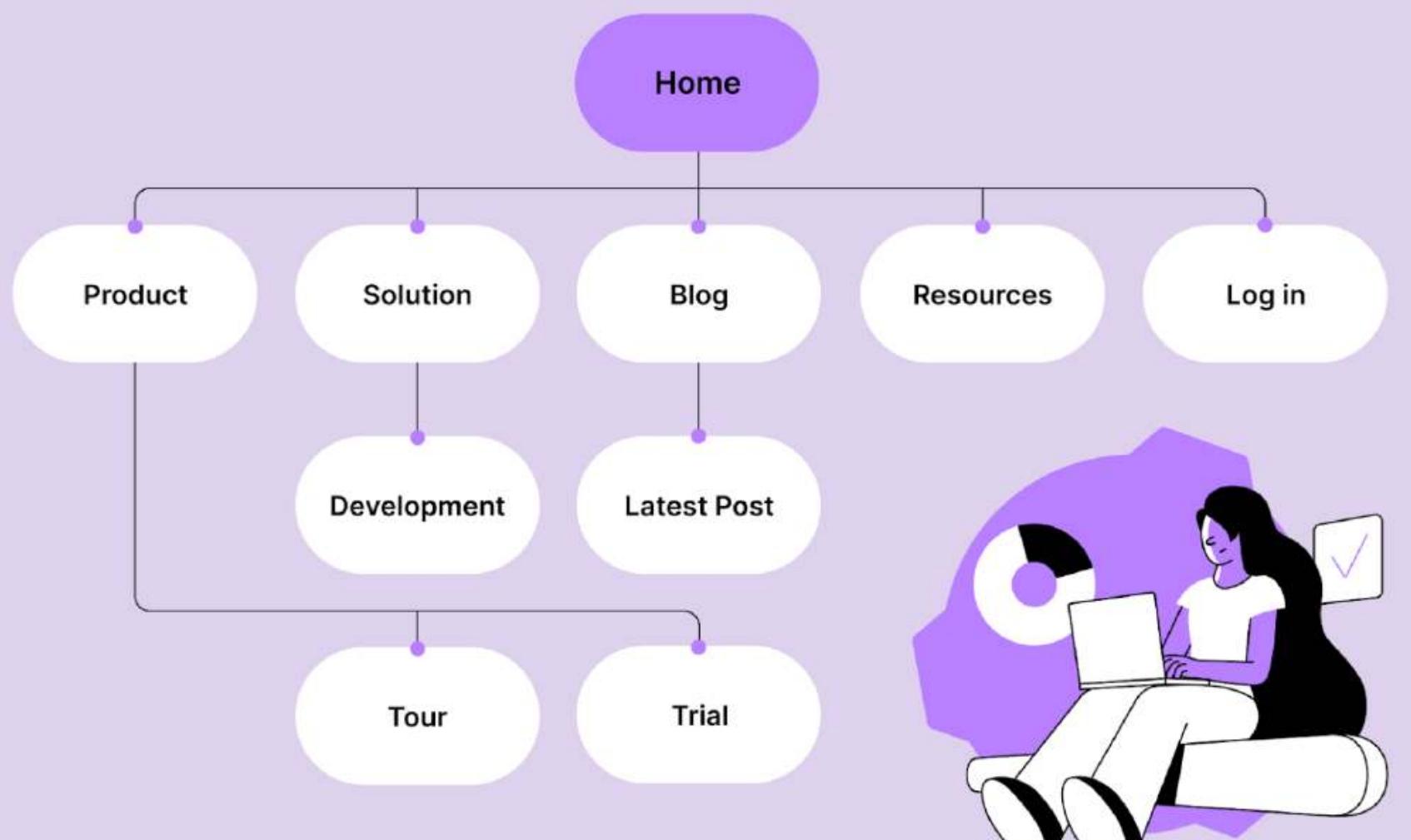
# Design theme and characteristics (1/2)

Design Theme	Key Characteristics
Minimalist Design	Simple, functional, limited colour palette, ample white space, minimal graphics
Flat Design	Two-dimensional look, simple elements, solid colors, straightforward typography
Material Design	Grid-based layouts, responsive animations, depth effects like lighting and shadows
Vintage or Retro Style	Elements from historical styles, vintage color palettes, typography, and imagery
Modern and Contemporary	Bold colours, high contrast, large images, innovative layouts, latest web technologies

# Design theme and characteristics (1/2)

Design Theme	Key Characteristics
Illustrative Design	Hand-drawn illustrations, icons, and graphic elements, artistic image
Typography-Driven Design	Focus on font selection, creative use of typeface, size, and arrangement
Photographic Content	Heavy reliance on high-quality photography as the main design element
Parallax Scrolling	Background moves at a slower rate than the foreground, creating a 3D effect during scrolling
Dark Mode Design	Dark background colours with light text, reduces eye strain in low-light conditions, saves battery on mobile

# Visual Sitemap



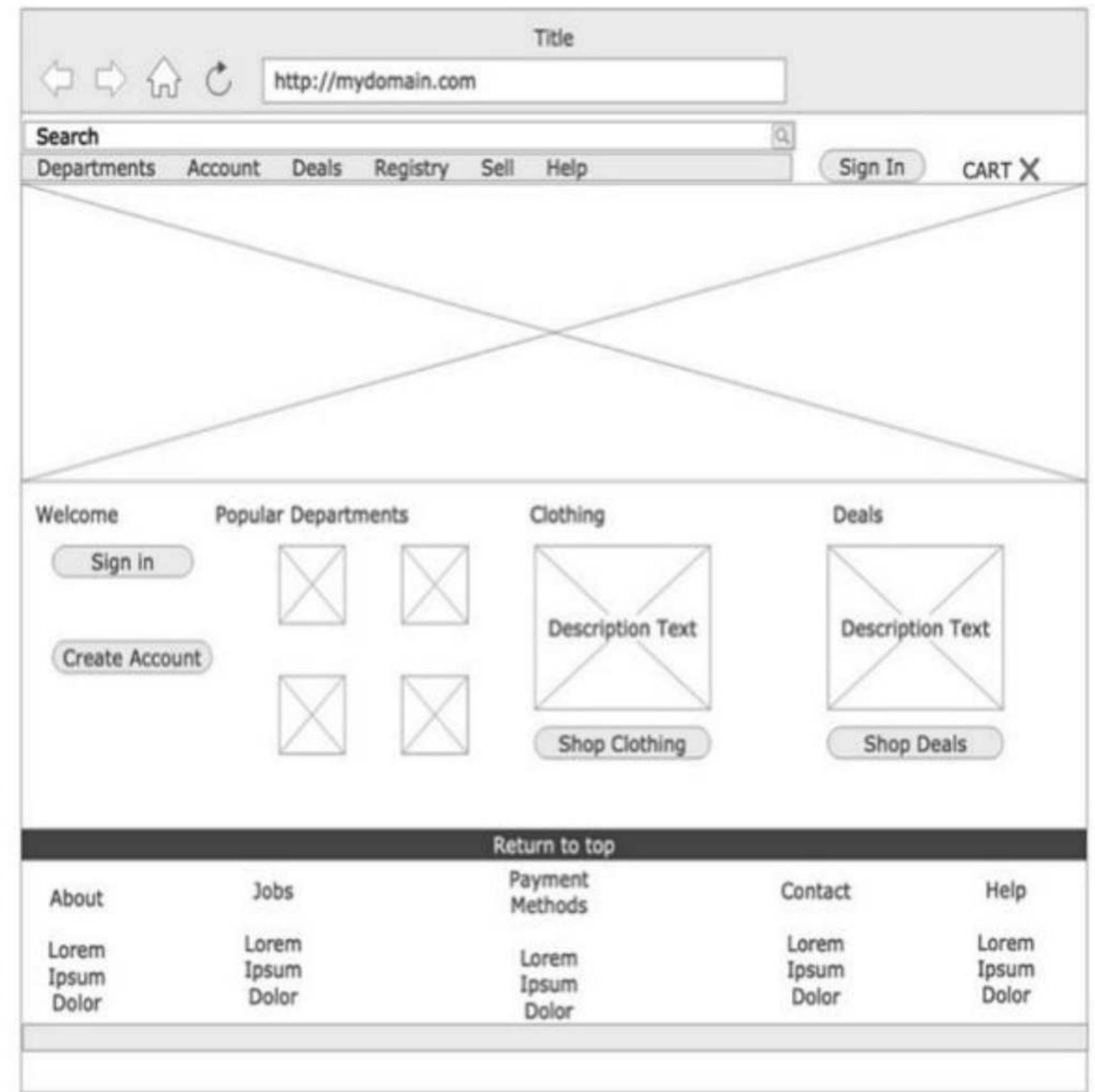
# Sitemap

- Home Page
- About Us
- Product/ Service
- Blog/ Articles/ Resources
- Contact Us
- Etc. Etc.

# Wireframe

A page schematic or screen blueprint/ a visual prototype of a web page

- Identify goal of the page
- Understand user flow
- Mobile adaptive; responsive





Company Name

Description

EN FR DE CN



@ASK Training  
Attitude | Skills | Knowledge

How It Works | Edraw Max | Edraw Mind Map

# Wireframe

- Is there a reference sites
- Landing page/ home page
- Layout and menu

Home Products Dwnload Buy Now Support About Us Search

Image

Top Story Headline

Image

Text description

Download Purchase

A monthly newsletter brought to you by (Company Name)

Image

Image

Image

Image

Vol. 1, Issue 1  
Image 1 very beautiful

Social

Share & Links

Navigate

- Item Name
- Item Name
- Item Name
- Item Name

Home Products Privacy Terms Site Maps Links

Copyright Company 2020; All Rights Reserved.

# Activity 1

Choose a business of preference. It can be a new or existing/ fictitious business. Discuss and decide:

- Your target audience
- Reference sites
- The colour theme selection (provide reasons)
- The design theme of choice (provide reasons)
- Sitemap

# Basic Settings of your WP

---

# Basic Settings Set Up

My WordPress Journey 0 + New

Howdy, admin Help ▾

Dashboard Posts Media Pages Comments Appearance Plugins Users Tools Settings

**General Settings**

Site Title My WordPress Journey 

Tagline My WordPress Blog 

In a few words, explain what this site is about. Example: "Just another WordPress site."

WordPress Address (URL) <https://1.sutconsulting.com>

Site Address (URL) <https://1.sutconsulting.com>  
Enter the same address here unless you [want your site home page to be different from your WordPress installation directory](#).

Administration Email Address [admin@1.sutconsulting.com](mailto:admin@1.sutconsulting.com)  
This address is used for admin purposes. If you change this, an email will be sent to your new address to confirm it. The new address will not become active until confirmed.

Membership  Anyone can register

New User Default Role [Subscriber](#) ▾

Site Language  English (United States) ▾

 Collapse menu

# Basic Settings Set Up

WordPress Journey    1    0    + New    Howdy, admin

Vegan Recipes

Posts  
Media  
Pages  
Comments  
Projects  
Appearance  
Plugins 1  
Users  
Tools

**Settings** (highlighted with a red box)  
General  
Writing  
Reading  
Discussion  
Media  
Permalinks  
Privacy

Divi  
Collapse menu

**Membership**  
 Anyone can register

**New User Default Role**  
Subscriber

**Site Language** English (United States)

**Timezone** Singapore (highlighted with a red arrow)

Choose either a city in the same timezone as you or a UTC (Coordinated Universal Time) time offset.  
Universal time is 2023-11-15 02:15:02.

**Date Format**  
 November 15, 2023 F j, Y  
 2023-11-15 Y-m-d  
 11/15/2023 m/d/Y  
 15/11/2023 d/m/Y (highlighted with a red arrow)  
 Custom: d/m/Y  
Preview: 15/11/2023

**Time Format**  
 2:15 am g:i a  
 2:15 AM g:i A  
 02:15 H:i

# Basic Settings Set Up

My WordPress Journey 0 + New Howdy, admin Help ▾

Dashboard Posts Media Pages Comments Appearance Plugins Users Tools

Settings

General Writing Reading Discussion Media Permalinks Privacy

Collapse menu

## Reading Settings

Your homepage displays  Your latest posts  A [static page](#) (select below)

Homepage: [Sample Page](#) 

Posts page: — Select —

Blog pages show at most 10 posts

Syndication feeds show the most recent 10 items

For each post in a feed, include  Full text  Excerpt

Your theme determines how content is displayed in browsers. [Learn more about feeds.](#)

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

Save Changes

# Basic Settings Set Up

My WordPress Journey    1    0    + New    Howdy, admin

Dashboard    Posts    Media    Pages    Comments    Projects    Appearance    Plugins 1    Users    Tools    Settings

**Permalink Settings**

WordPress offers you the ability to create a custom URL structure for your permalinks and archives. Custom URL structures can improve the aesthetics, usability, and forward-compatibility of your links. A [number of tags are available](#), and here are some examples to get you started.

**Common Settings**

Select the permalink structure for your website. Including the `%postname%` tag makes links easy to understand, and can help your posts rank higher in search engines.

**Permalink structure**

- Plain  
`https://1.sutconsulting.com/?p=123`
- Day and name  
`https://1.sutconsulting.com/2023/11/15/sample-post/`
- Month and name  
`https://1.sutconsulting.com/2023/11/sample-post/`
- Numeric  
`https://1.sutconsulting.com/archives/123`
- Post name  
`https://1.sutconsulting.com/sample-post/` 
- Custom Structure  
`https://1.sutconsulting.com /%postname%/`

# Post vs Page

---

# Creating a New Post

My WordPress Journey 0 + New View Posts Howdy, admin

**Dashboard**

**Posts** [Add New Post](#) 

All (9) | Published (7) | Drafts (2)

Bulk actions  All dates  All Categories  9 items

<input type="checkbox"/>	Title	Author	Categories	Tags	Comments	Date
<input type="checkbox"/>	<a href="#">Unleashing the Cash Flow: Embrace the Joy of Passive Income!</a>	admin	Uncategorized	—	—	Published 2023/11/10 at 1:09 pm
<input type="checkbox"/>	<a href="#">Trimming Down with Joy: Effortless Weight Loss, No Diet or Workout!</a>	admin	Uncategorized	—	—	Published 2023/09/21 at 3:43 am
<input type="checkbox"/>	<a href="#">Effortless Weight Loss: Shed Pounds with Joy! — Draft</a>	admin	Uncategorized	—	—	Last Modified 2023/09/21 at 3:38 am
<input type="checkbox"/>	<a href="#">Edit</a>   <a href="#">Quick Edit</a>   <a href="#">Trash</a>   <a href="#">Preview</a> <a href="#">Revolutionizing Brakes: Unleashing the Power of Regenerative Braking</a>	admin	Uncategorized	—	—	Published 2023/08/19 at 3:35 am
<input type="checkbox"/>	<a href="#">Optical Delights: Mastering Myopia with Marvelous Myopia Control! — Draft</a>	admin	Uncategorized	—	—	Last Modified 2023/08/07 at 4:56 am
<input type="checkbox"/>	<a href="#">The Joyful Journey of Living Big in a Tiny House!</a>	admin	Uncategorized	—	—	Published 2023/07/24 at 1:27 pm
<input type="checkbox"/>	<a href="#">Roastfully Yours: A Delightful Journey Through Coffee Bean Varieties</a>	admin	Uncategorized	—	—	Published 2023/07/23 at 4:07 am

# Creating a New Page

My WordPress Journey 0 + New Howdy, admin

**Dashboard**

**Pages** [Add New Page](#) 

All (5) | Published (4) | Draft (1)

Bulk actions  All dates  5 items

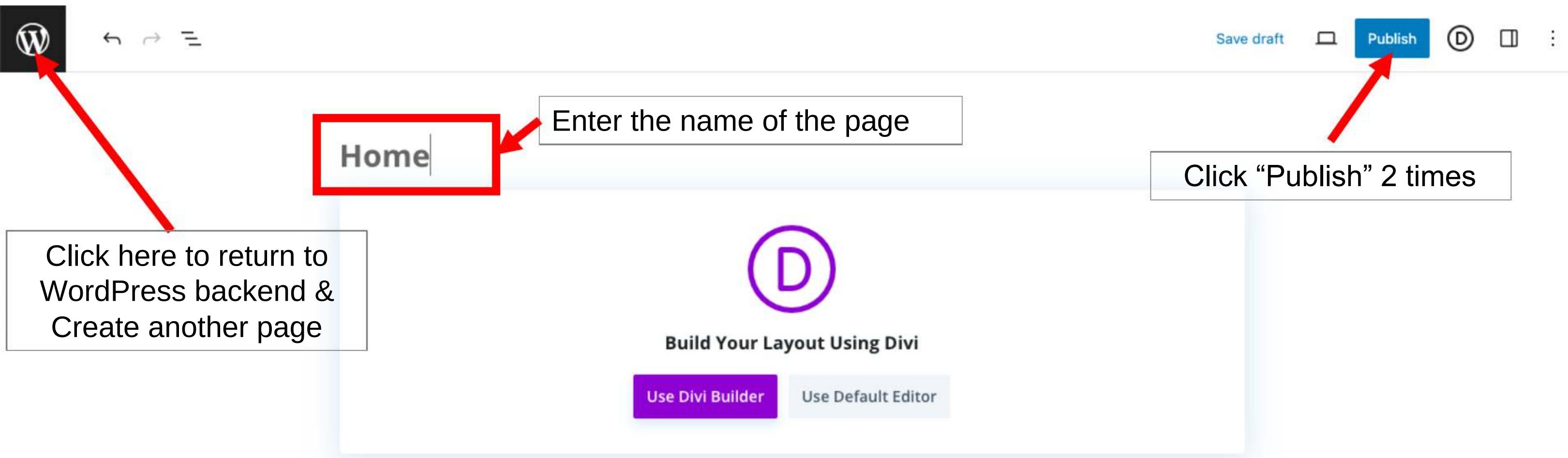
<input type="checkbox"/>	Title	Author	Comments	Date
<input type="checkbox"/>	About	admin	-	Published 2023/07/24 at 1:39 pm
<input type="checkbox"/>	Contact	admin	-	Published 2023/07/24 at 1:39 pm
<input type="checkbox"/>	Homme	admin	-	Published 2023/07/24 at 1:38 pm
<input type="checkbox"/>	Privacy Policy — Draft, Privacy Policy Page	admin	-	Last Modified 2023/07/07 at 4:03 am
<input type="checkbox"/>	Sample Page — Front Page	admin	-	Published 2023/07/07 at 4:03 am
<input type="checkbox"/>	Title	Author	Comments	Date

5 items

Thank you for creating with [WordPress](#).

Version 6.4.1

# Adding a Home Page



The screenshot shows the WordPress editor interface. A red box highlights the 'Home' button in the top left, which is being clicked. A red arrow points from this button to a text input field labeled 'Enter the name of the page' containing 'Home'. Another red arrow points from this input field to a 'Publish' button in the top right corner, which is also highlighted with a red box. A callout box on the left says 'Click here to return to WordPress backend & Create another page'. A callout box on the right says 'Click "Publish" 2 times'.

Save draft Publish (D) ...

Enter the name of the page

Home

Click here to return to WordPress backend & Create another page

Click "Publish" 2 times

Build Your Layout Using Divi

Use Divi Builder Use Default Editor

# Repeat process for other pages



← → ⌂

Save draft



Publish



## Contact



Build Your Layout Using Divi

Use Divi Builder

Use Default Editor

Other pages may include: Services, About, Contact, Articles

# Basic Pages of a Website

My WordPress Journey    1    0    + New

Howdy, admin

Dashboard Posts Media Pages All Pages Add New Page Screen Options Help

Pages Add New Page All (7) | Published (6) | Draft (1) | Trash (3)

Bulk actions Apply All dates Filter 7 items

<input type="checkbox"/>	Title	Author	Comments	Date
<input type="checkbox"/>	About	admin	—	Published 2023/11/15 at 3:06 am
<input type="checkbox"/>	Article	admin	—	Published 2023/11/15 at 3:05 am
<input type="checkbox"/>	Contact	admin	—	Published 2023/11/15 at 3:05 am
<input type="checkbox"/>	Home — Divi	admin	—	Published 2023/11/15 at 2:59 am
<input type="checkbox"/>	Privacy Policy — Draft, Privacy Policy Page	admin	—	Last Modified 2023/07/07 at 4:03 am
<input type="checkbox"/>	Sample Page — Front Page	admin	—	Published 2023/07/07 at 4:03 am
<input type="checkbox"/>	Services	admin	—	Published 2023/11/15 at 2:59 am
<input type="checkbox"/>	Title	Author	Comments	Date

Bulk actions Apply 7 items

# Creating the Menu Bar

My WordPress Journey    1    0    + New    Howdy, admin

**Dashboard**

**Pages** [Add New Page](#)

All (7) | Published (6) | Draft (1) | Trash (3)

Bulk actions  All dates  7 items

<input type="checkbox"/>	Title	Author	Comments	Date
<input type="checkbox"/>	About	admin	—	Published 2023/11/15 at 3:06 am
<input type="checkbox"/>	Article	admin	—	Published 2023/11/15 at 3:05 am
<input type="checkbox"/>	Contact	admin	—	Published 2023/11/15 at 3:05 am
<input type="checkbox"/>	Draft, Privacy Policy Page	admin	—	Last Modified 2023/07/07 at 4:03 am
<input type="checkbox"/>	Front Page	admin	—	Published 2023/07/07 at 4:03 am
<input type="checkbox"/>	Services	admin	—	Published 2023/11/15 at 2:59 am

[All Pages](#)  
[Add New Page](#)

**Comments**

**Projects**

**Appearance**

**Plugins** 1

**Users**

**Tools**

**Settings**

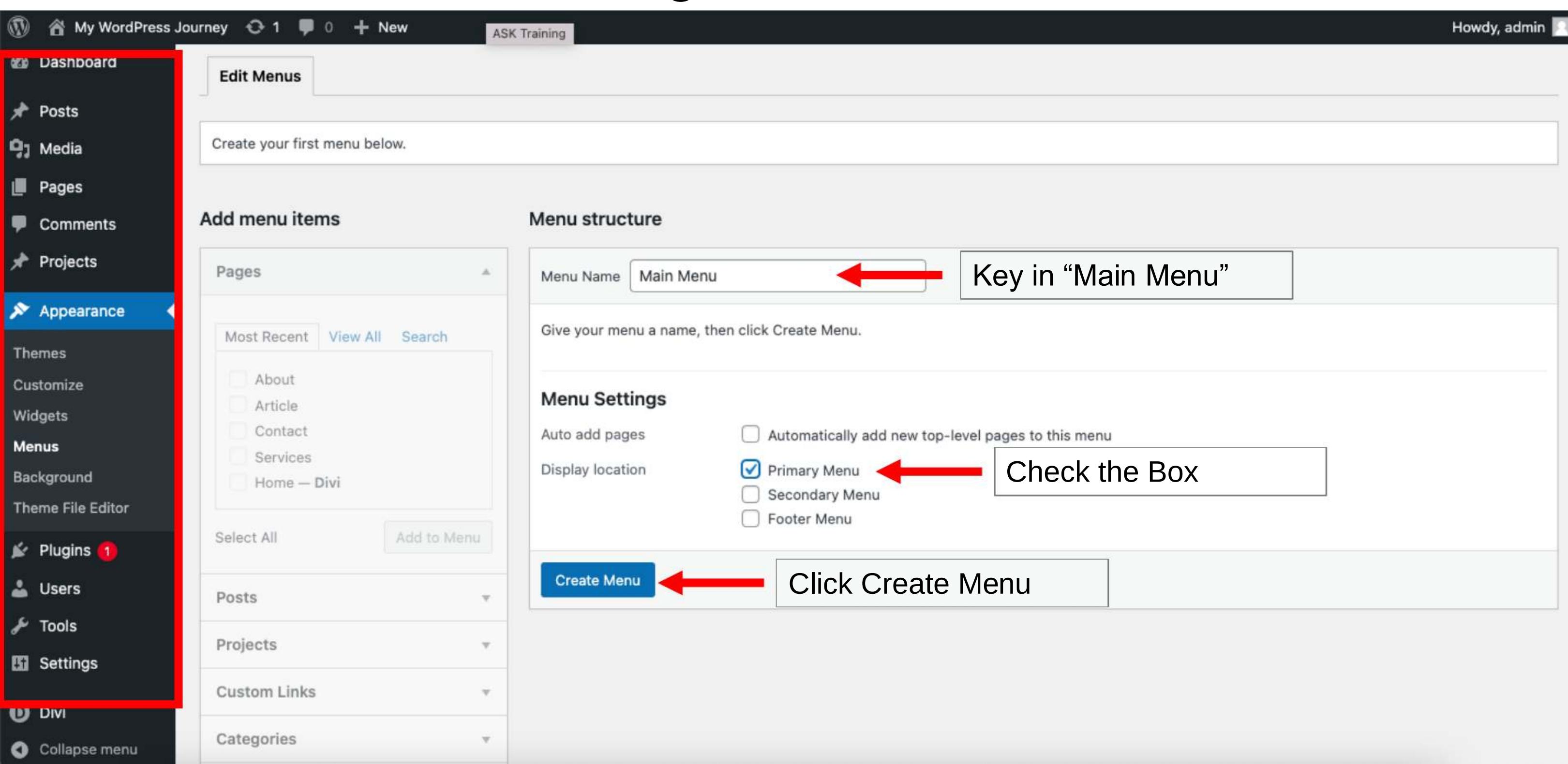
**Divi**

**Collapse menu**

<https://1.sutconsulting.com/wp-admin/nav-menus.php>  7 items

A red box highlights the "Pages" menu item in the sidebar. A red arrow points to the "Menus" option in the "Appearance" sub-menu.

# Creating the Main Menu



The screenshot shows the WordPress dashboard with the 'Edit Menus' page open. The left sidebar is highlighted with a red box, and the 'Appearance' menu item is selected. The main area shows the 'Edit Menus' interface with sections for 'Add menu items' and 'Menu structure'. In the 'Menu structure' section, there is a 'Menu Name' input field containing 'Main Menu', a 'Create your menu a name, then click Create Menu.' instruction, and 'Menu Settings' with options for 'Auto add pages', 'Display location' (with 'Primary Menu' checked), and 'Footer Menu'. At the bottom is a blue 'Create Menu' button.

Key in “Main Menu”

Check the Box

Click Create Menu

# Select the pages for the menu

My WordPress Journey    1    0    + New

Dashboard Posts Media Pages Comments Projects Appearance Themes Customize Widgets Menus Background Theme File Editor Plugins 1 Users Tools Settings Divi Collapse menu

Menus Manage with Live Preview

Edit Menus Manage Locations

Edit your menu below, or [create a new menu](#). Do not forget to save your changes!

Add menu items

Pages

Most Recent View All Search

- About
- Article
- Contact
- Services
- Home — Divi

Select All Add to Menu

Menu structure

Menu Name Main Menu

Add menu items from the column on the left.

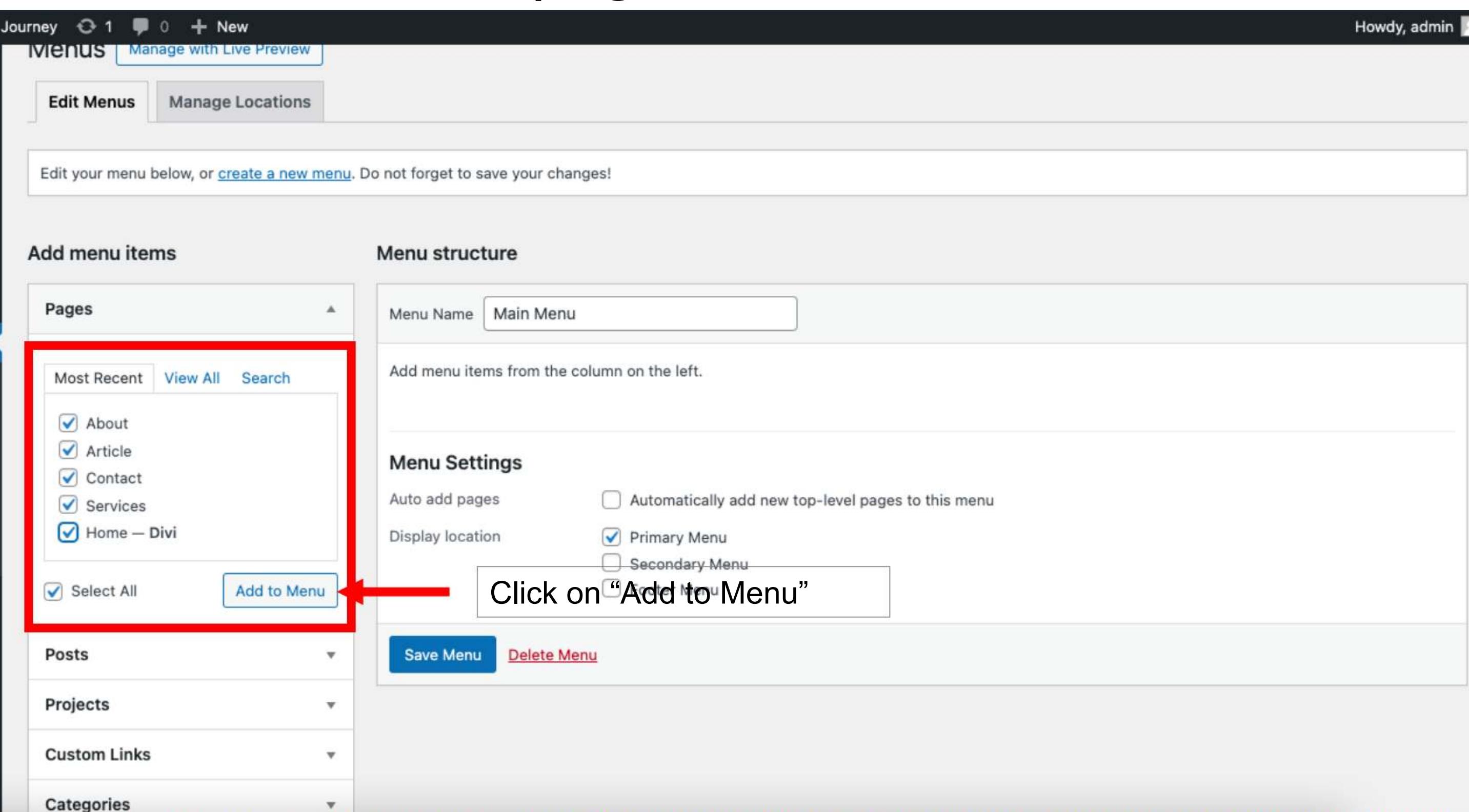
Menu Settings

Auto add pages  Automatically add new top-level pages to this menu

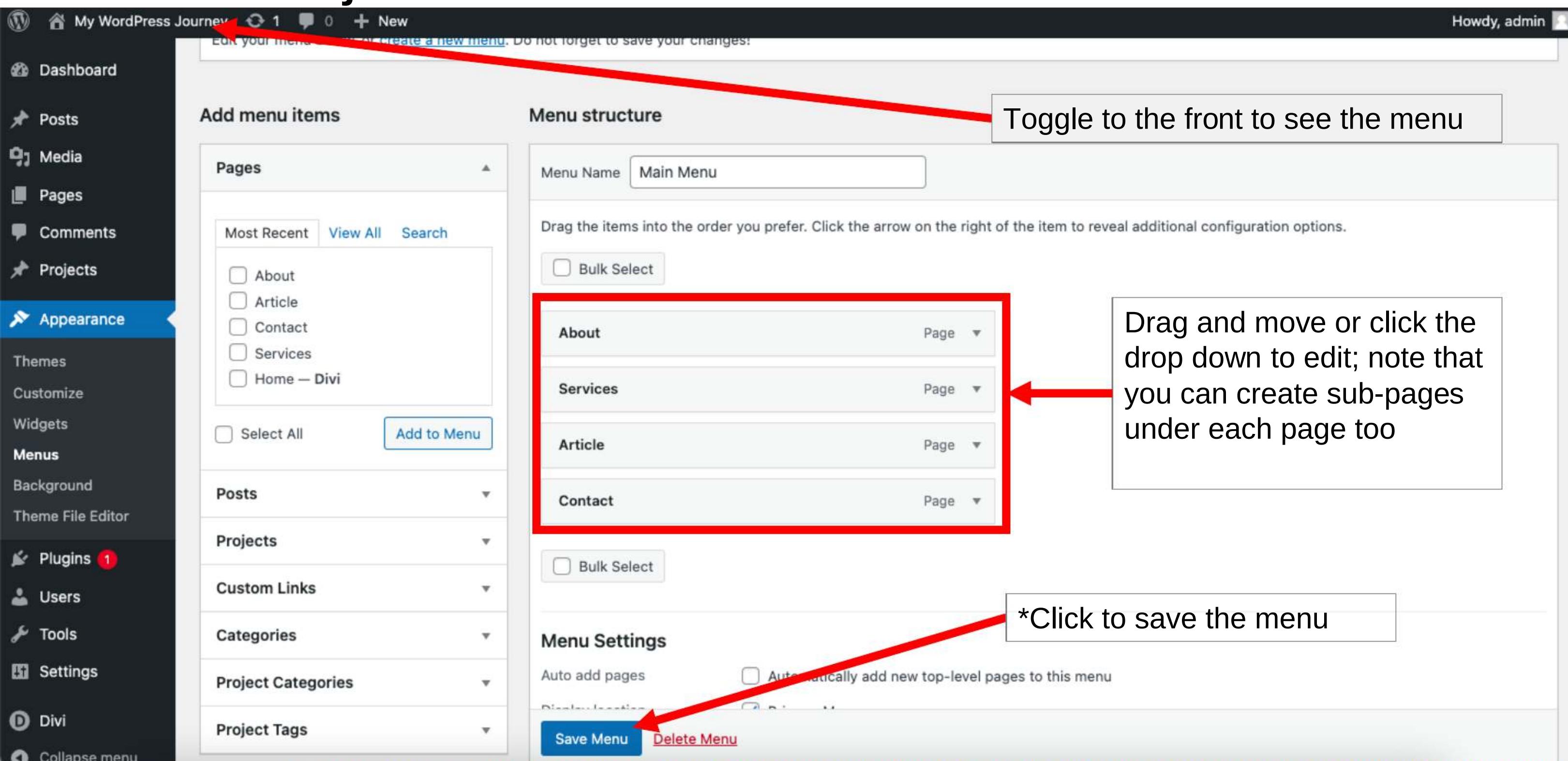
Display location  Primary Menu  Secondary Menu  Tertiary Menu

Save Menu Delete Menu

Click on "Add to Menu"



# Adjust or rename the Word of the Menu



The screenshot shows the WordPress admin interface for managing menus. The left sidebar has 'Appearance' selected under 'Menus'. The main area shows the 'Main Menu' structure with items: About, Services, Article, and Contact. A red box highlights the menu items, and a red arrow points from it to a callout box that says 'Drag and move or click the drop down to edit; note that you can create sub-pages under each page too'. Another red arrow points from the 'Save Menu' button at the bottom to a callout box that says '\*Click to save the menu'. A red arrow also points from the top-left corner of the menu structure area to a callout box that says 'Toggle to the front to see the menu'.

My WordPress Journey 1 0 + New Edit your menu Create a new menu. Do not forget to save your changes!

Dashboard Posts Media Pages Comments Projects Appearance Themes Customize Widgets Menus Background Theme File Editor Plugins 1 Users Tools Settings Divi Collapse menu

Add menu items

Pages

Most Recent View All Search

About  
 Article  
 Contact  
 Services  
 Home — Divi

Select All Add to Menu

Posts

Projects

Custom Links

Categories

Project Categories

Project Tags

Menu structure

Menu Name Main Menu

Drag the items into the order you prefer. Click the arrow on the right of the item to reveal additional configuration options.

Bulk Select

About Services Article Contact

Bulk Select

Menu Settings

Auto add pages  Automatically add new top-level pages to this menu

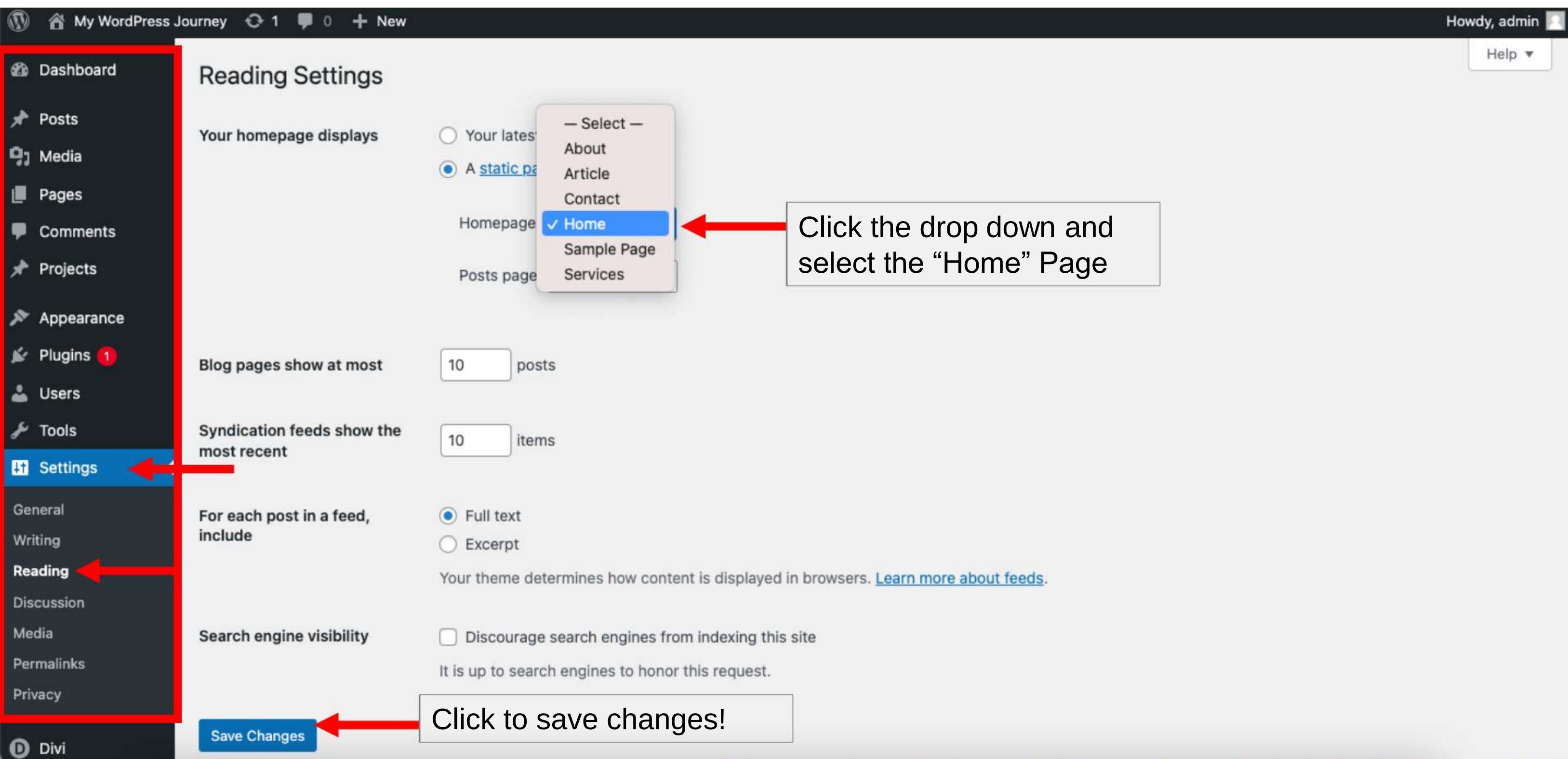
Save Menu Delete Menu

Toggle to the front to see the menu

\*Click to save the menu

# Change home page displays to your "Home" Page

My WordPress Journey    1    0    + New    Howdy, admin    Help ▾



Dashboard

Posts

Media

Pages

Comments

Projects

Appearance

Plugins 1

Users

Tools

Settings

General

Writing

Reading

Discussion

Media

Permalinks

Privacy

Divi

## Reading Settings

Your homepage displays

Your latest posts

A static page

— Select —

About

Article

Contact

Home

Sample Page

Posts page

Blog pages show at most  posts

Syndication feeds show the most recent  items

For each post in a feed, include

Full text

Excerpt

Your theme determines how content is displayed in browsers. [Learn more about feeds.](#)

Search engine visibility  Discourage search engines from indexing this site

It is up to search engines to honor this request.

Save Changes

Click the drop down and select the "Home" Page

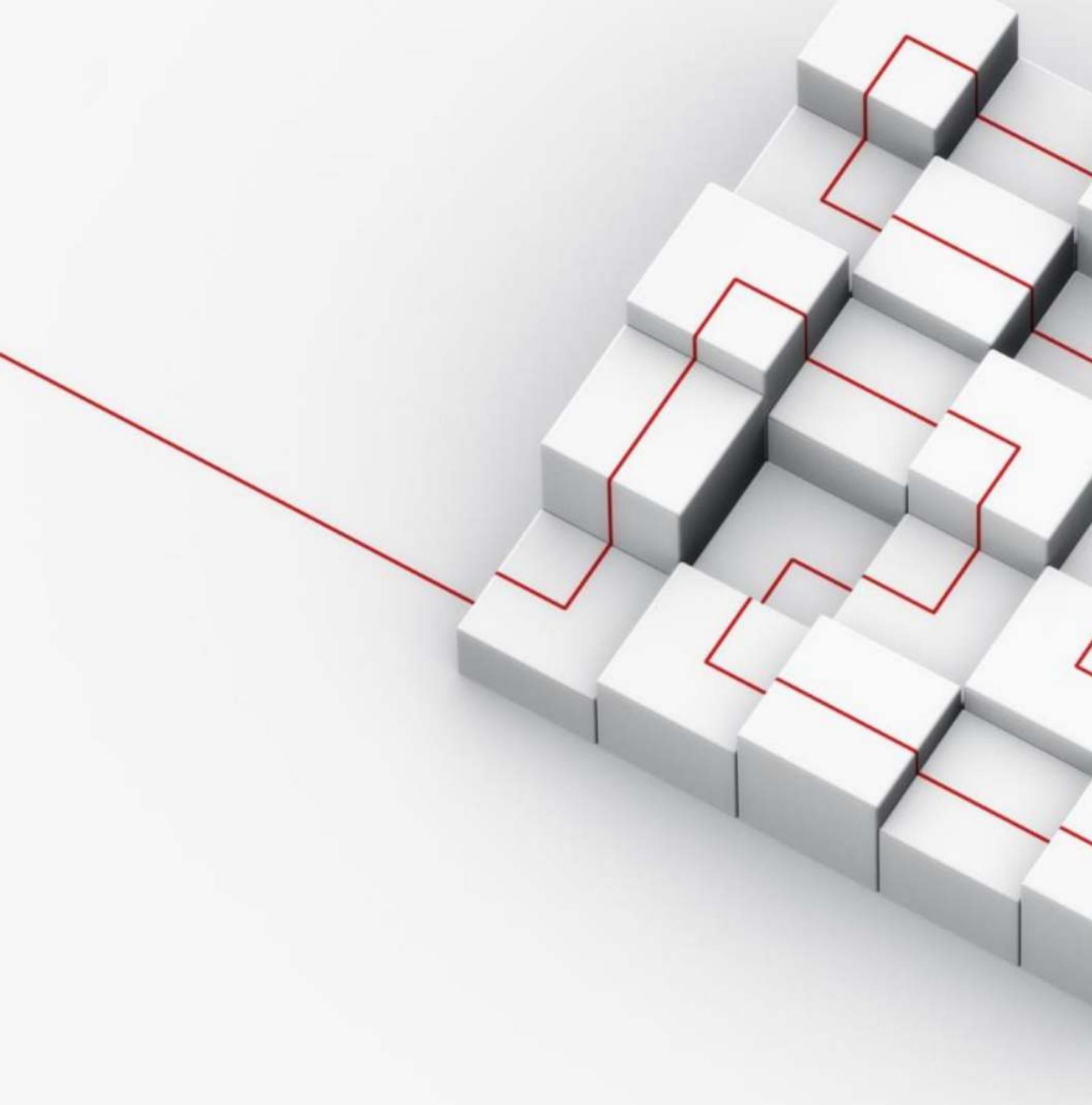
Click to save changes!



# Lunch Break (1 Hour)



# Editing Your Pages



# Divi Layout & Structure

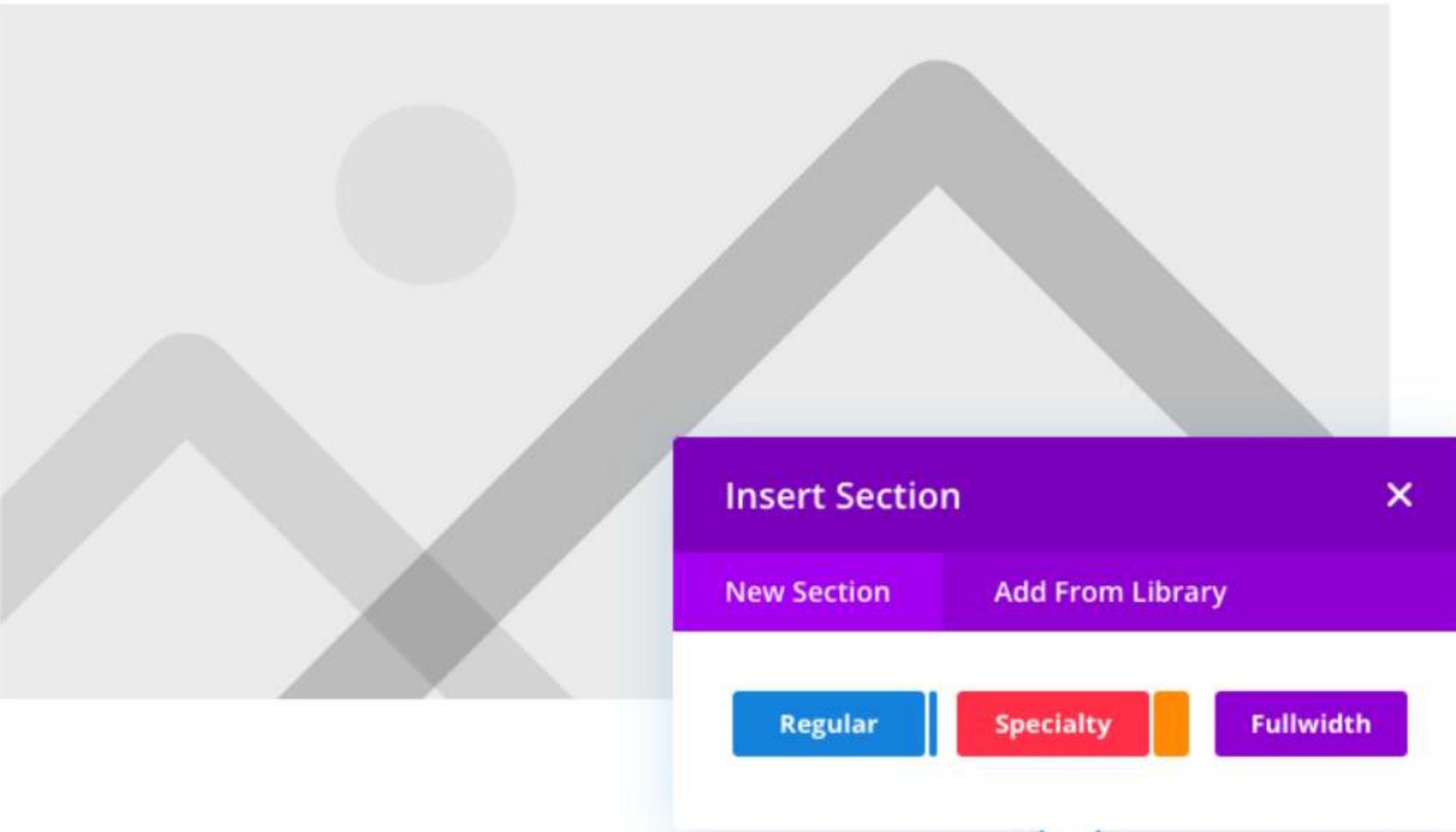
- Library, Clone or from Scratch
- Sections, Rows & Columns
- Modules

# Section, Rows and Modules of Divi

My WordPress Journey    1    0    + New    Edit Page    Exit Visual Builder    Howdy, admin        

divi

Home    Sample Page    Uncategorized    

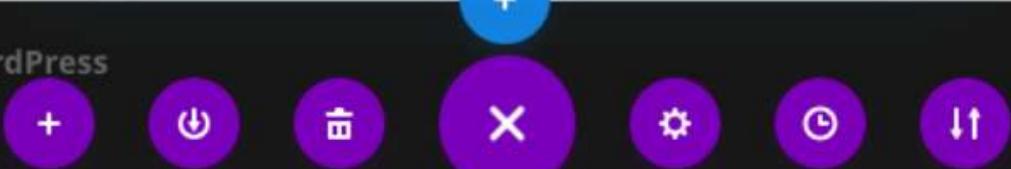
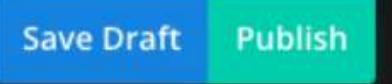


Insert Section 

New Section    Add From Library

Regular    Specialty    Fullwidth

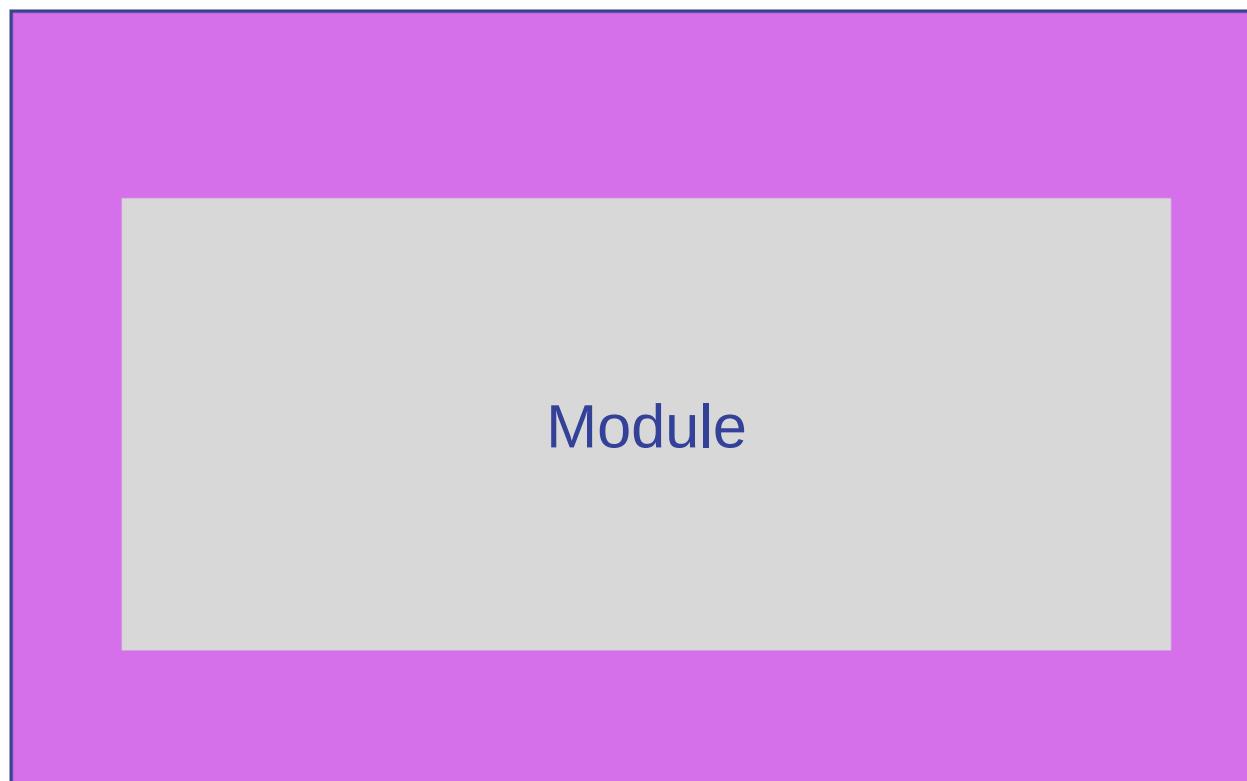
Designed by Elegant Themes | Powered by WordPress

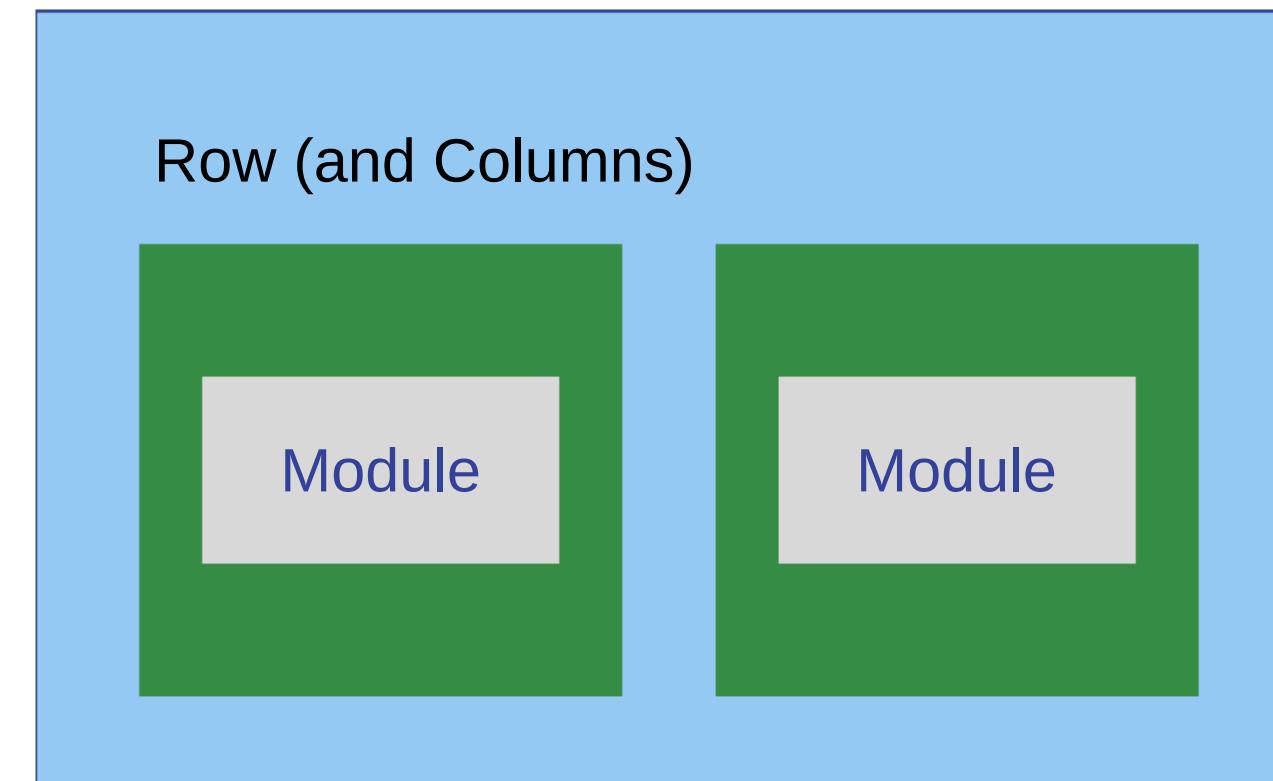
Save Draft    Publish

# Section, Rows and Modules of Divi

Full Width Section



Section



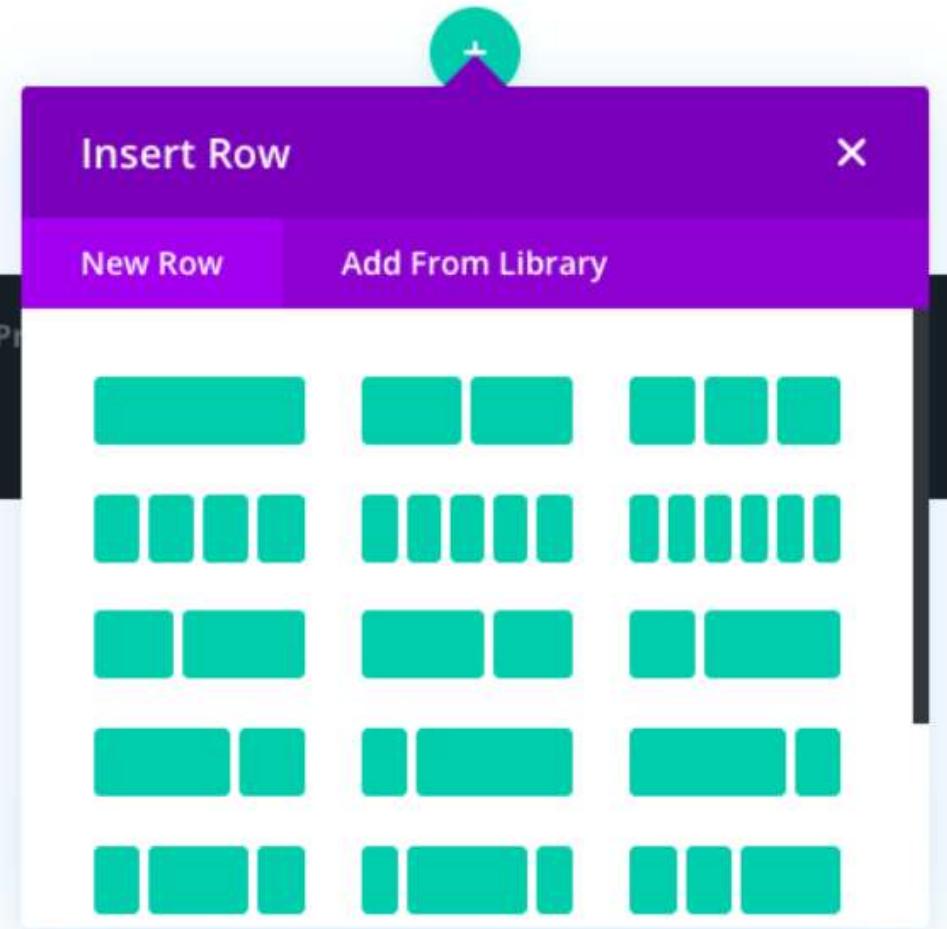
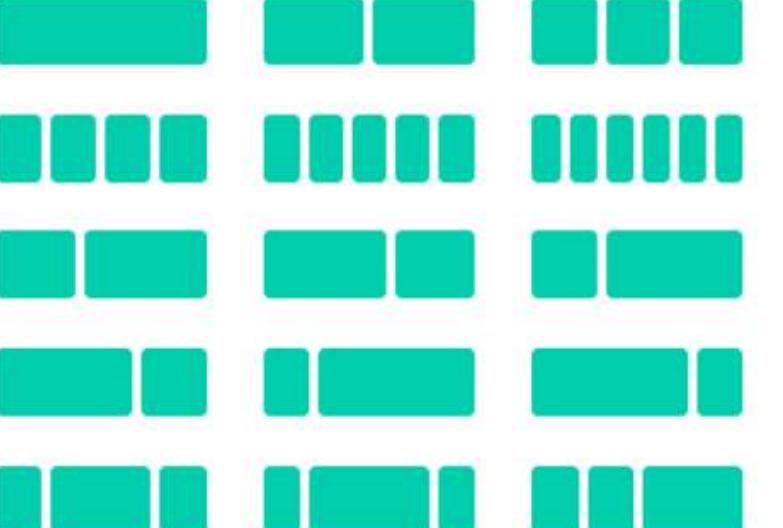
# Section, Rows and Modules of Divi

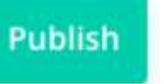
My WordPress Journey    1    0    + New    Edit Page    Exit Visual Builder    Howdy, admin        

divi

Home    Sample Page    Uncategorized    



  
Insert Row      
New Row    Add From Library  
  
Designed by Elegant Themes | Powered by WordPress            

  
+    ⌂    ⌂    X    ⚙    ⏴    ⏵        

# Section, Rows and Modules of Divi



Home Sample Page Uncategorized



L

+

### Insert Module

X

New Module      Add From Library

Designed by Elegant Themes

f X

Search...

Accordion

Bar Counters

Blurb

Audio

Blog

Button

+

↶

↶

X

⚙

⌚

⤒

?

?

?

Save Draft

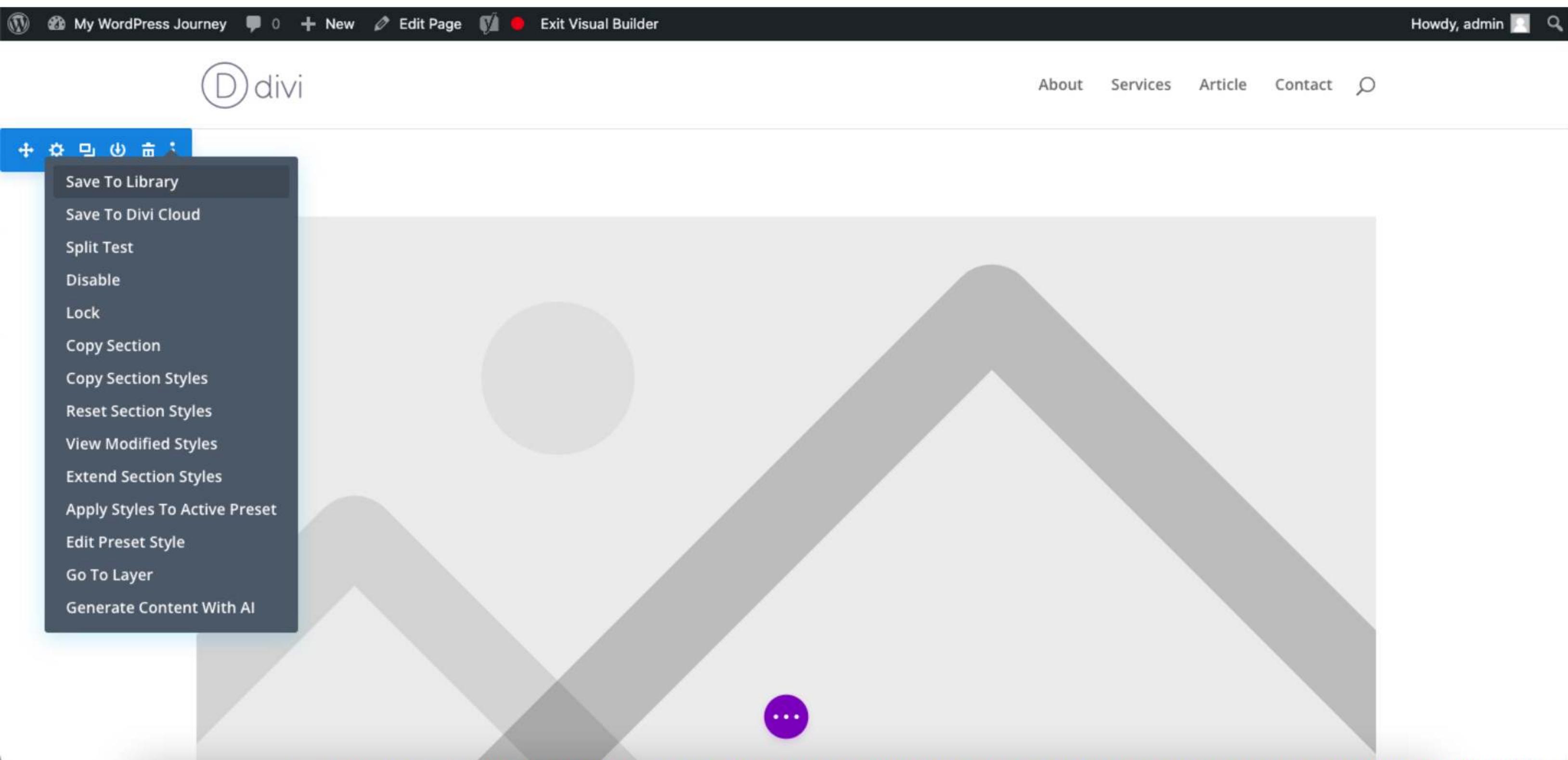
Publish

# Saving to library for future use

My WordPress Journey 0 + New Edit Page Exit Visual Builder Howdy, admin

divi

About Services Article Contact



The screenshot shows the Divi Visual Builder interface. A context menu is open, with the 'Save To Library' option highlighted in blue. The menu also includes options like 'Save To Divi Cloud', 'Split Test', 'Disable', 'Lock', 'Copy Section', 'Copy Section Styles', 'Reset Section Styles', 'View Modified Styles', 'Extend Section Styles', 'Apply Styles To Active Preset', 'Edit Preset Style', 'Go To Layer', and 'Generate Content With AI'. The background shows a light gray grid pattern.

# Adding a Home Page



Home

Build Your Layout Using Divi

Use Divi Builder   Use Default Editor



# Adding a Home Page

My WordPress Journey    1    0    + New    Edit Page    Exit Visual Builder    Howdy, admin        

Welcome To The Divi Builder



Building beautiful pages is a breeze using the Visual Builder. To get started, add a new **Section** to your page by pressing the  button. Next, add a **Row** of columns inside your section by pressing the  button. Finally, start adding some content **Modules** inside your columns by pressing the  button. You can customize the design and content of any element on the page by pressing the  button. If you ever need help, visit our **Documentation** page for a full list of tutorials.

 [Start Building](#)    [Take the Tour](#)

# How to Build a Page

My WordPress Journey    1    0    + New    Edit Page    Exit Visual Builder    Howdy, admin        



### BUILD FROM SCRATCH

Build your page from the ground up. Don't worry, you can access our premade layouts at any time.

[Start Building](#)



### CHOOSE A PREMADE LAYOUT

Choose from hundreds of world-class premade layouts or start from any of your existing saved layouts.

[Browse Layouts](#)



### CLONE EXISTING PAGE

Jump start your layout design by duplicating another page that you've already built.

[Choose Page](#)

# How to Build a Page

 My WordPress Journey  1  0  New  Edit Page  Exit Visual Builder

Howdy, admin  

Load From Library

Premade Layouts Your Saved Layouts Your Existing Pages

Find A Layout 193 Layout Packs (1400 Total layouts) New To Old Sign In To Divi Cloud

Search + Filter

Categories

- Art & Design
- Business
- Community & Non-Profit
- Education
- Events
- Fashion & Beauty
- Food & Drink
- Health & Fitness

Shop Local & Organic at Divi Food Co-Op

Food Co Op Layout Pack

PLAN YOUR FINANCIALS FOR THE FUTURE

IT'S NEVER TOO SOON TO START SAVING

Financial Planning Layout Pack

Divi Meetup, 2023, SF, CA

Meetup Event Layout Pack

Save Draft Publish

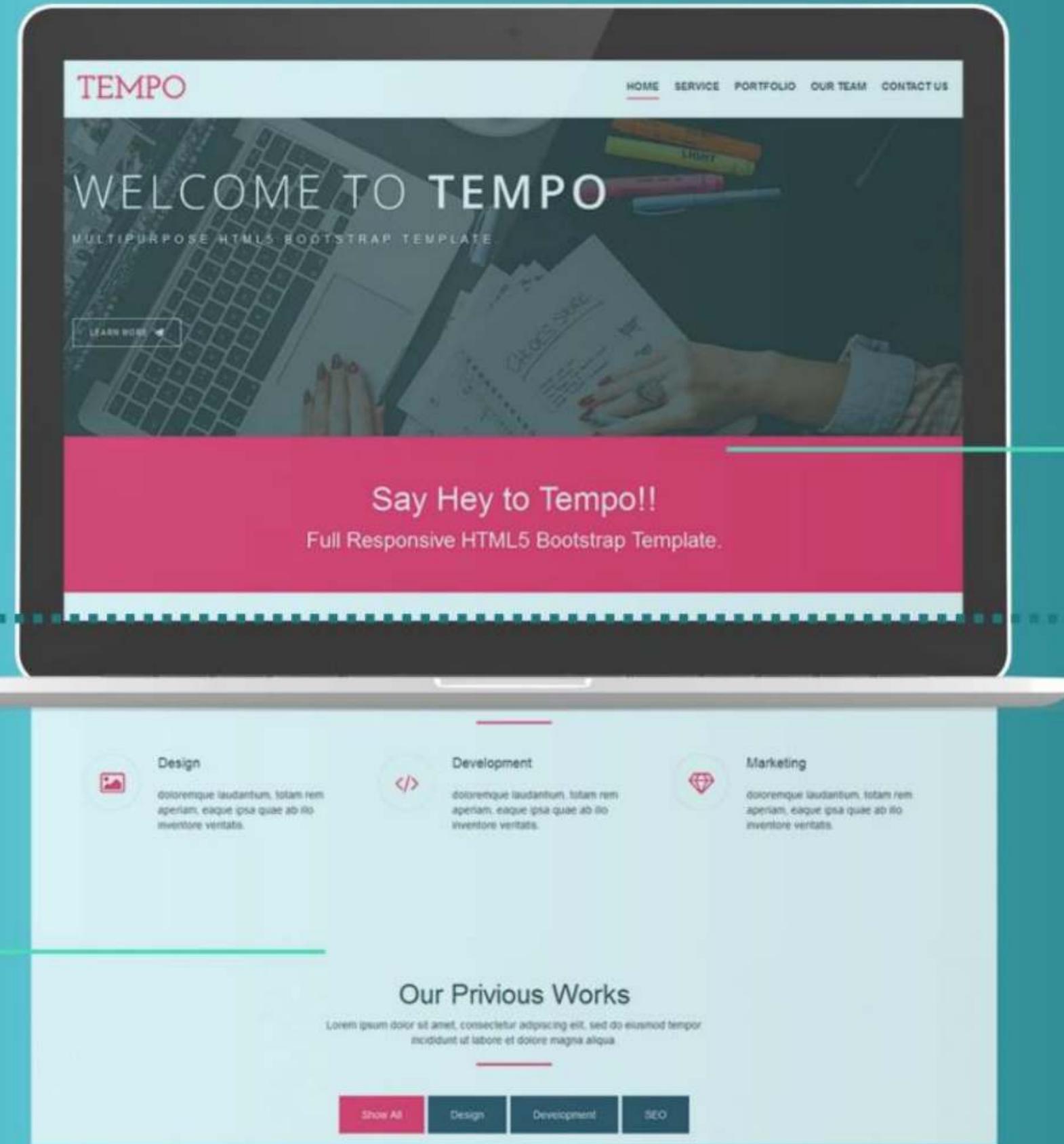
The screenshot shows the Divi Layout Library interface. At the top, there are tabs for 'Premade Layouts', 'Your Saved Layouts', and 'Your Existing Pages'. Below this, a search bar and a 'Find A Layout' button are visible. A red box highlights the 'Categories' section on the left, which lists various website types: Art & Design, Business, Community & Non-Profit, Education, Events, Fashion & Beauty, Food & Drink, and Health & Fitness. Each category has a corresponding layout pack preview. The first preview shows a food-themed layout with the title 'Shop Local & Organic at Divi Food Co-Op' and the subtitle 'Food Co Op Layout Pack'. The second preview is for 'Financial Planning' with the title 'PLAN YOUR FINANCIALS FOR THE FUTURE' and the subtitle 'IT'S NEVER TOO SOON TO START SAVING'. The third preview is for a 'Meetup Event' with the title 'Divi Meetup, 2023, SF, CA' and the subtitle 'Meetup Event Layout Pack'. At the bottom, there are several circular icons for navigation and a row of buttons for 'Save Draft' and 'Publish'.

# What is Above the Fold?

## Above the Fold

## Below the Fold

Not initial visible  
content.



## Above the Fold



The first thing  
visitors see.

Clear Benefits

Everything you need  
to rank higher   
& get more traffic 

CTA

Sign up for Ahrefs

Or get a free  Ahrefs  
Webmaster Tools account

+9,830 accounts created  
in the last 7 days

Social  
Proof

# Image and Media

---

# Media and Storage

My WordPress Journey 0 + New 1 UpdraftPlus Howdy, admin Help ▾

Dashboard Posts Media Library Add New Media File

All media items All dates Bulk select Search

Library Add New Media File

Pages Comments Projects

Appearance Plugins Users Tools

Settings

Yoast SEO 1

Divi Click to Chat

Collapse menu

Media Library

Add New Media File

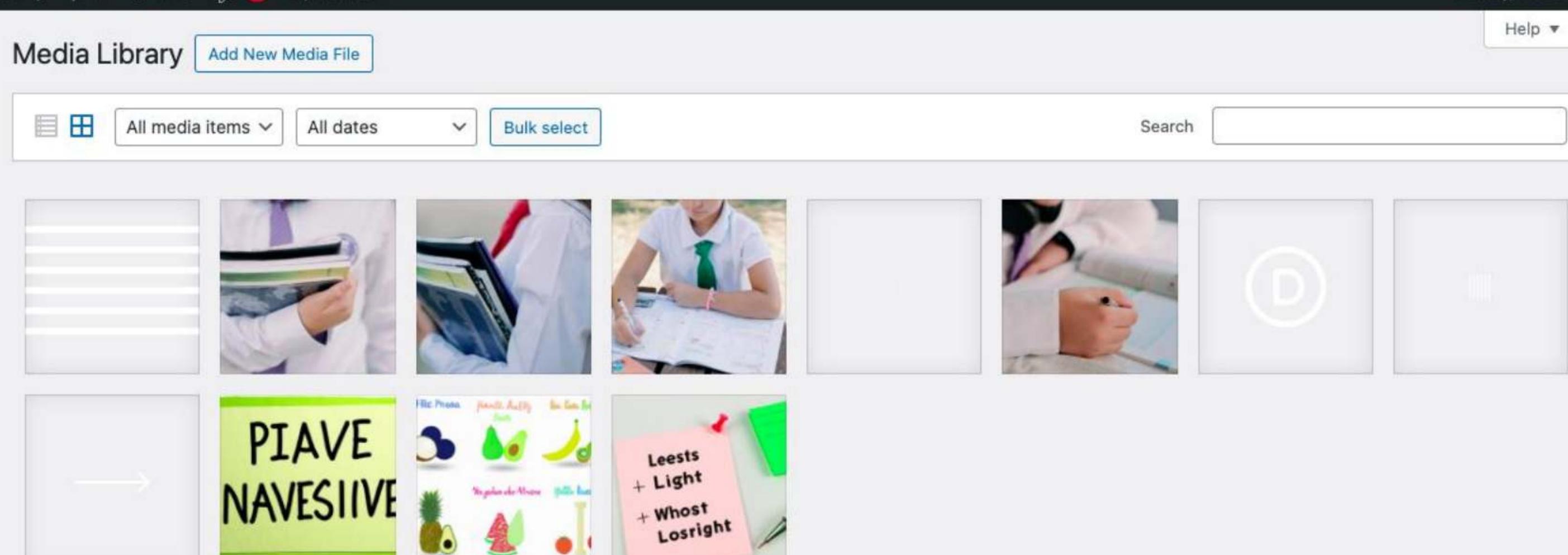
All media items All dates Bulk select Search

PIAVE NAVESIVE

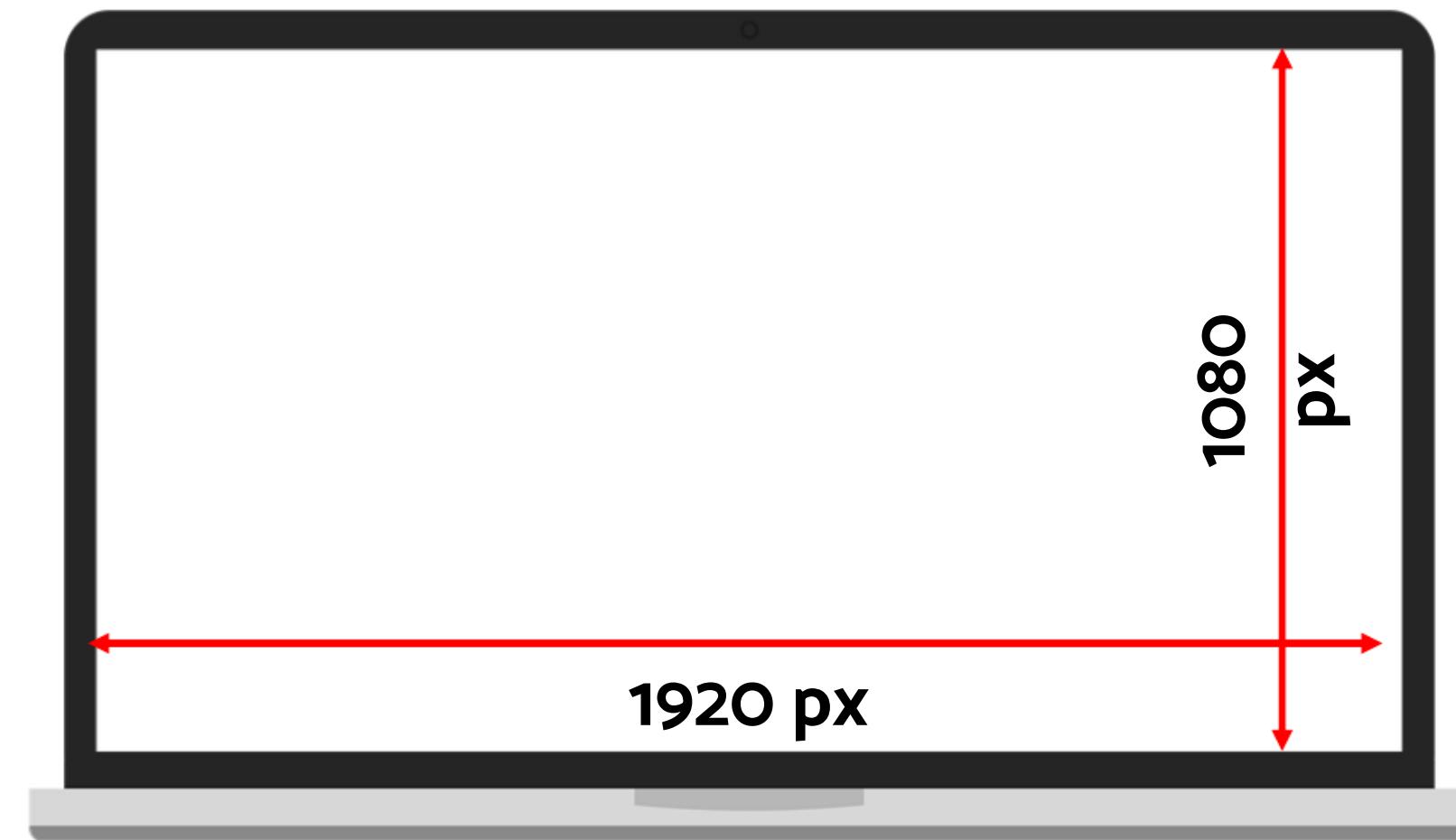
Showing 12 of 12 media items

Thank you for creating with [WordPress](#).

Version 6.4.1



# Guide to Web Size



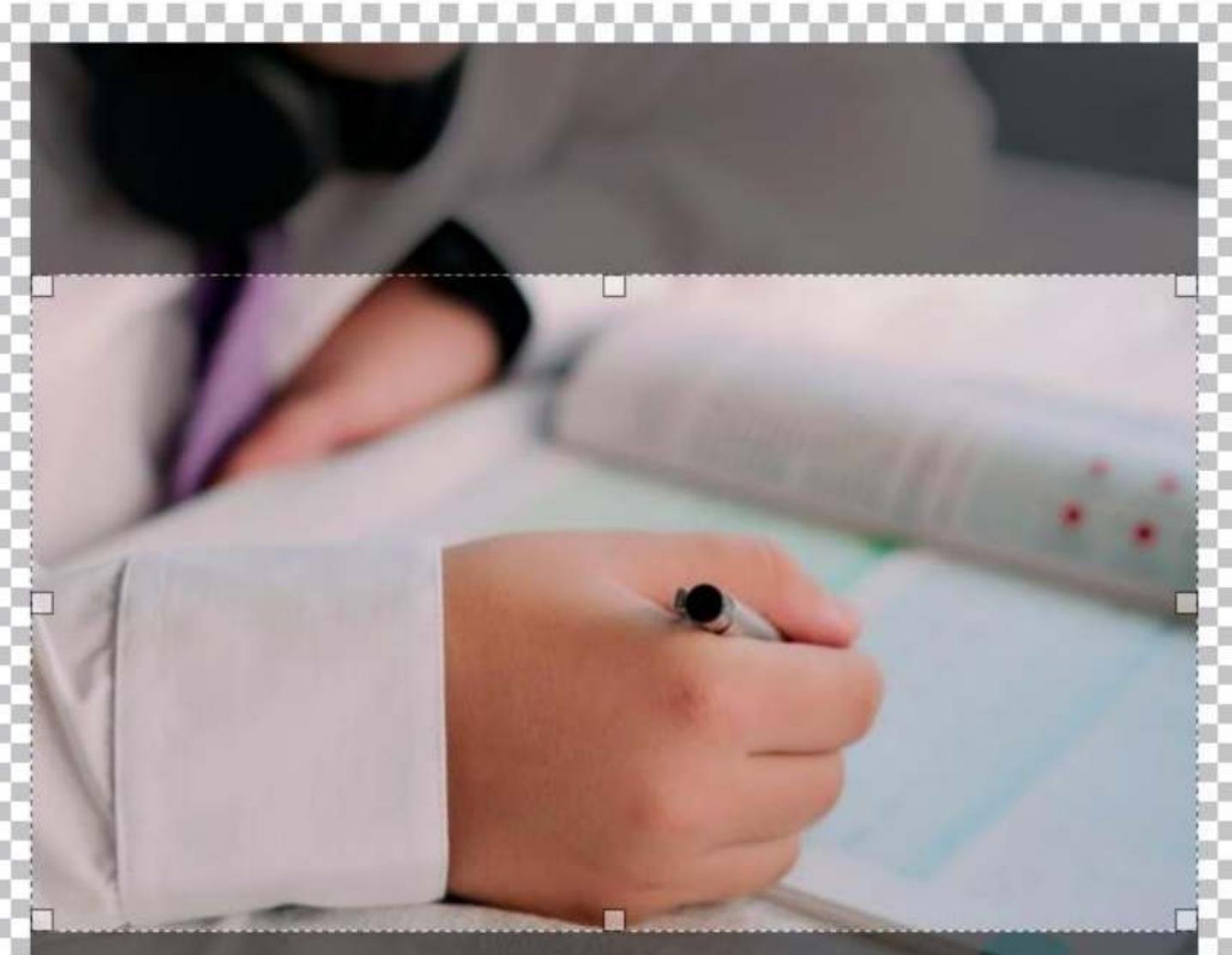
**Aspect Ratio: 16:9**

# Height Adjustment to Given Width

My WordPress Journey 0 + New 1 UpdraftPlus Howdy, admin

## Attachment details

Crop Scale Image Rotation ▾ Undo Redo Cancel Editing Save Edits



**CROP IMAGE** ?

Aspect ratio:  
16 : 9

Selection:  
1280 x 720

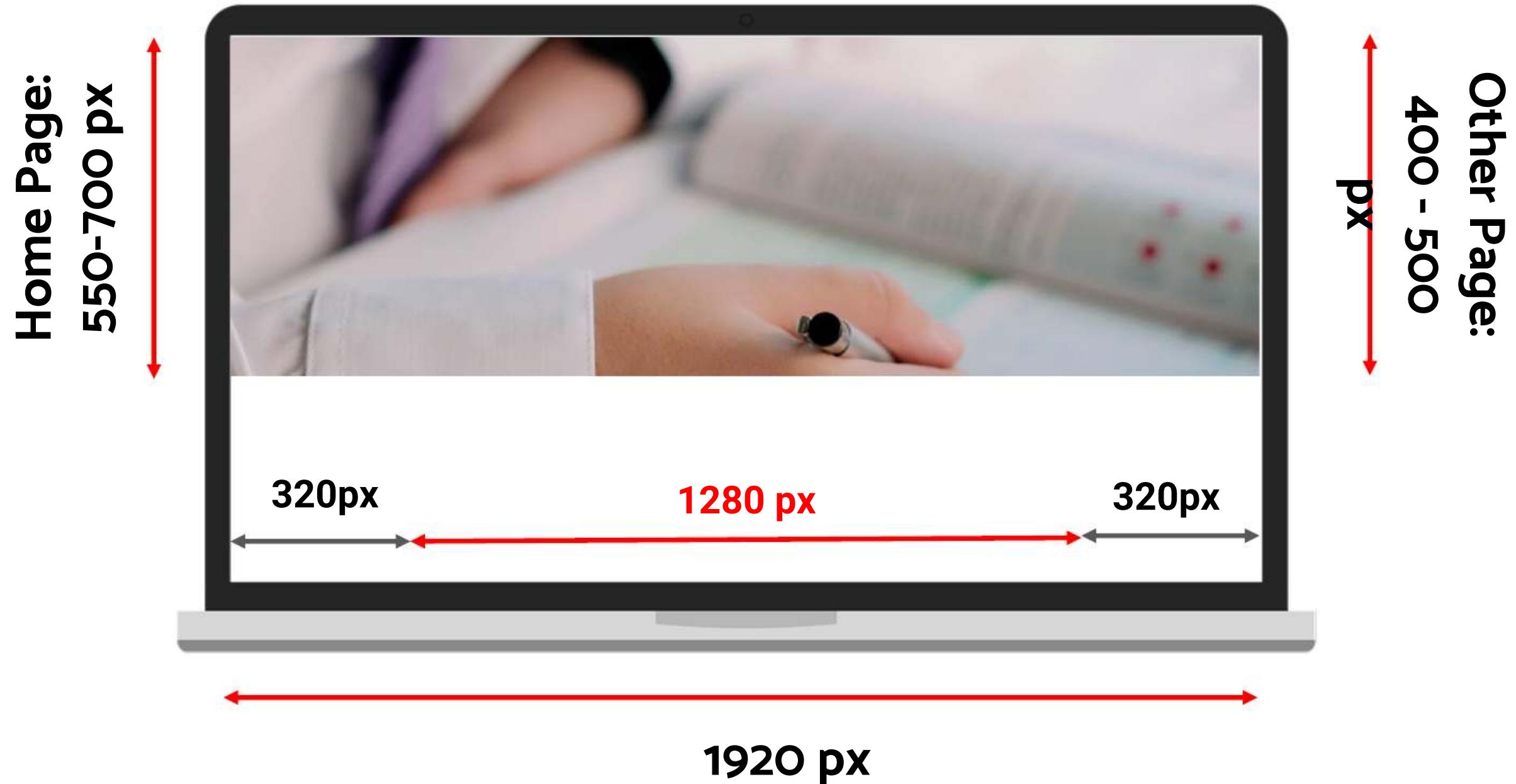
Starting Coordinates:  
0 x 254

Apply Crop Clear Crop

Thank you for creating with WordPress.

Version 6.4.1

# Media Page Guide (Suggested)



# Margin and Padding

## Row Settings

Preset: Default

Content

Design

Advanced

### Spacing

#### Margin

Top	C/D	Bottom	C/D	Left	C/D	Right
-----	-----	--------	-----	------	-----	-------

#### Padding

Top	C/D	Bottom	C/D	Left	C/D	Right
-----	-----	--------	-----	------	-----	-------

#### Border

Box Shadow

x	o	c	v
---	---	---	---

M-F: 8am - 3:30pm

## Upcoming Events



### Nature Field Trip

Vivamus magna justo, lacinia eget  
consectetur sed, convallis at tellus. Sed  
porttitor lectus nibh. Quisque velit nisi,  
pretium ut lacinia in, elementum id enim.  
Read more about this post



### Public Library Field Trip

Vivamus magna justo, lacinia eget  
consectetur sed, convallis at tellus. Sed  
porttitor lectus nibh. Quisque velit nisi,  
pretium ut lacinia in, elementum id enim.  
Read more about this post



### Homecoming

Vivamus magna justo, lacinia eget  
consectetur sed, convallis at tellus. Sed  
porttitor lectus nibh. Quisque velit nisi,  
pretium ut lacinia in, elementum id enim.  
Read more about this post

## Standardising height of Image

# Creating Content



Writing and editing posts and pages



Adding media



Formatting and styling content

---

# Activity 2a

- Customise a WordPress theme to align with your project requirements. (Proof of a Home Page)



# Customizing Your Website

- Choosing and installing themes
- Customizing the site's appearance
- Adding plugins for additional functionality



# Customising theme (Site Appearance)

# Customising theme appearance

My WordPress Journey 0 + New 1 UpdraftPlus Howdy, admin

**Dashboard**

**Posts**

**Media**

**Pages**

**Comments**

**Projects**

**Appearance**

**Plugins**

**Users**

**Tools**

**Settings**

General

Writing

Reading

Discussion

Media

Permalinks

Delusions

**UpdraftPlus Backups**

**Existing backups** 0

<https://1.sutconsulting.com/wp-admin/customize.php?return=%2Fwp-admin%2Foptions-general.php%3Fpage%3Dupdraftplus>

## UpdraftPlus Backup/Restore

Welcome to UpdraftPlus! To make a backup, just press the Backup Now button. [To change any of the default settings of what is backed up, to configure scheduled backups, to send your backups to remote storage \(recommended\), and more, go to the settings tab.](#)

[UpdraftPlus.Com](#) | [Premium](#) | [News](#) | [Twitter](#) | [Support](#) | [Newsletter sign-up](#) | [Lead developer's homepage](#) | [FAQs](#) | [More plugins](#) - Version: 1.23.12

[Backup / Restore](#) [Migrate / Clone](#) [Settings](#) [Advanced Tools](#) [Premium / Extensions](#)

**Next scheduled backups:**

Themes		
Customize		
Widgets		
Menus	scheduled	
Background		
Theme File Editor		

, November 19, 2023 11:32

**Database:**

Nothing currently scheduled

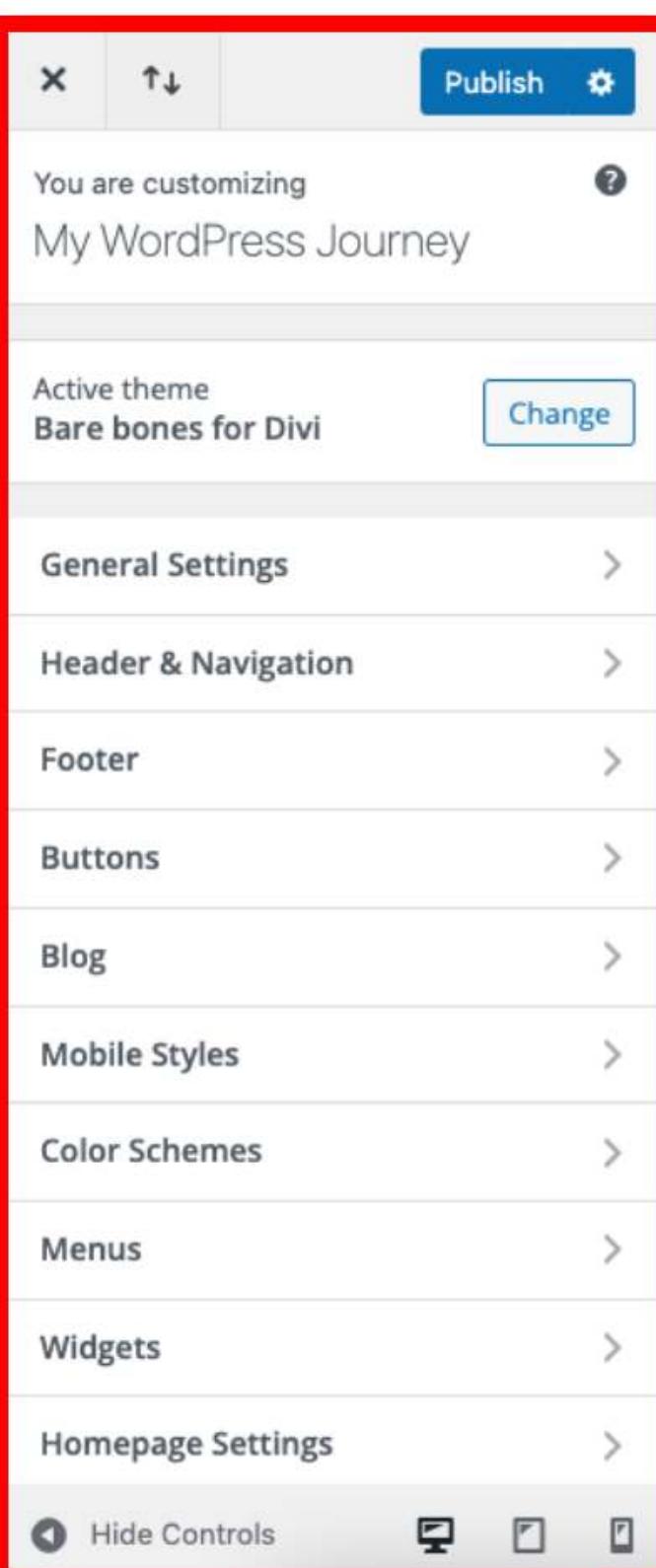
**Backup Now**

[Add changed files \(incremental backup\) ...](#)

**Last log message:**

(Nothing has been logged yet)

# General Settings



The screenshot shows the Divi theme builder interface with a red box highlighting the left sidebar. The sidebar contains the following items:

- X Publish 
- You are customizing 
- My WordPress Journey
- Active theme Bare bones for Divi 
- General Settings >
- Header & Navigation >
- Footer >
- Buttons >
- Blog >
- Mobile Styles >
- Color Schemes >
- Menus >
- Widgets >
- Homepage Settings >

At the bottom of the sidebar are three icons: a monitor, a tablet, and a smartphone, followed by a "Hide Controls" button.

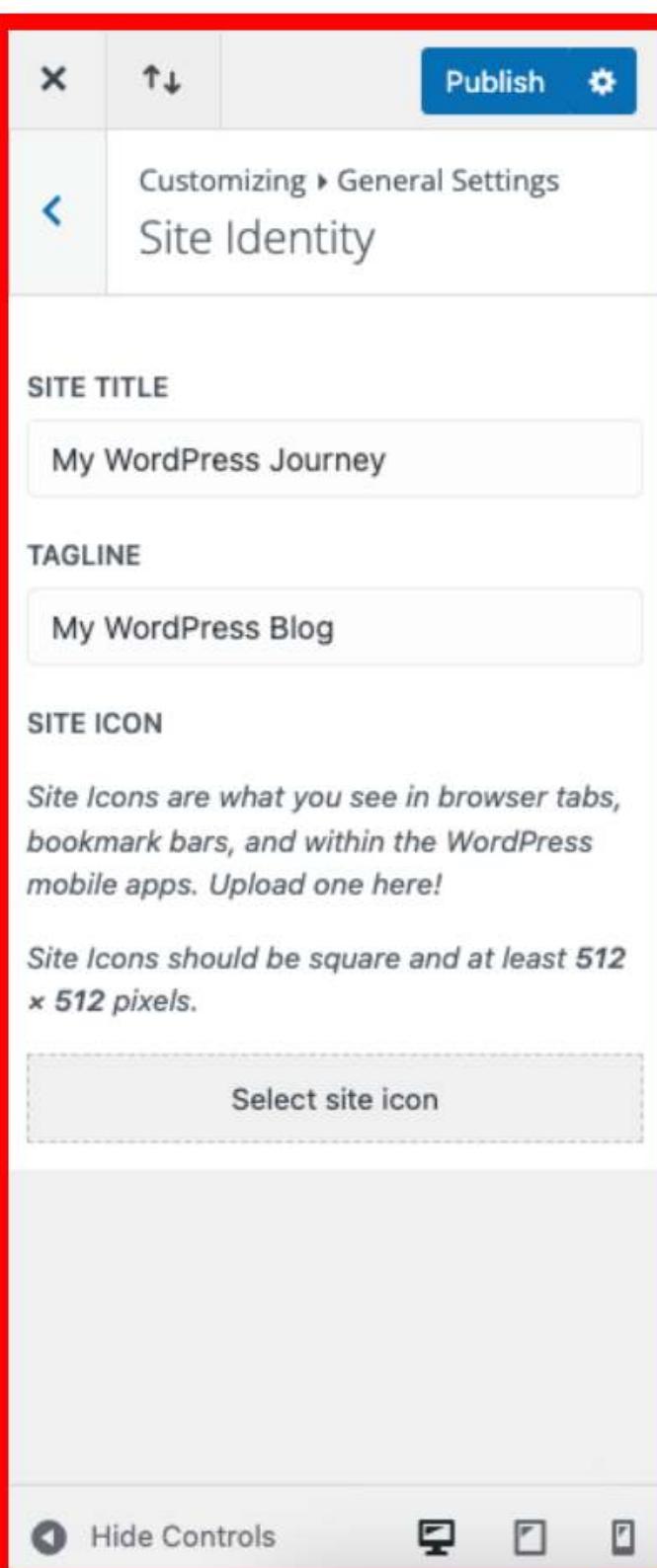


About Services Article Contact 

Designed by Elegant Themes | Powered by WordPress



# General Settings -> Site Identity



The screenshot shows the 'General Settings - Site Identity' page in the WordPress admin. The top navigation bar includes 'Customizing', 'General Settings', and 'Site Identity'. The main content area contains fields for 'SITE TITLE' (My WordPress Journey), 'TAGLINE' (My WordPress Blog), and 'SITE ICON'. A note about site icons is present, along with a 'Select site icon' button and a placeholder area for the icon itself. At the bottom, there are 'Hide Controls' and device preview icons.



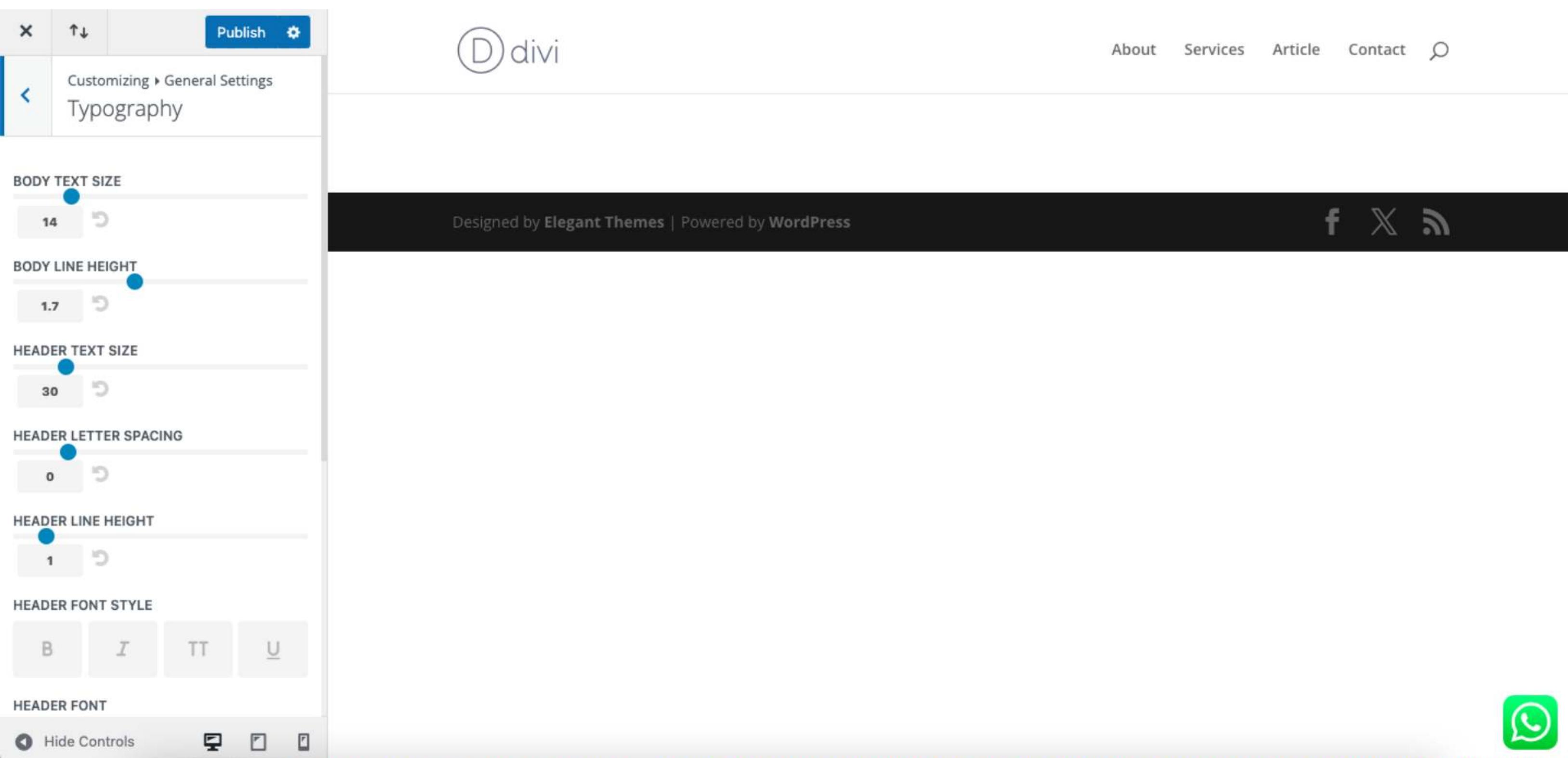
About Services Article Contact



Designed by [Elegant Themes](#) | Powered by [WordPress](#)



# General Settings -> Typography



The screenshot shows the Divi theme's typography settings panel on the left and a preview of the website on the right.

**Left Panel (Settings):**

- Publish & Settings:** Buttons for publishing changes and viewing settings.
- Customizing > General Settings > Typography:** Breadcrumbs indicating the current section.
- BODY TEXT SIZE:** Sliders for font size (14) and line height (1.7).
- BODY LINE HEIGHT:** Sliders for font size (30) and line height (1).
- HEADER TEXT SIZE:** Sliders for font size (30) and line height (1).
- HEADER LETTER SPACING:** Sliders for font size (0) and line height (1).
- HEADER LINE HEIGHT:** Sliders for font size (1) and line height (1).
- HEADER FONT STYLE:** Buttons for Bold (B), Italic (I), TT, and U.
- HEADER FONT:** Buttons for a system font and a custom font.
- Controls:** Buttons for Hide Controls, monitor, and other settings.

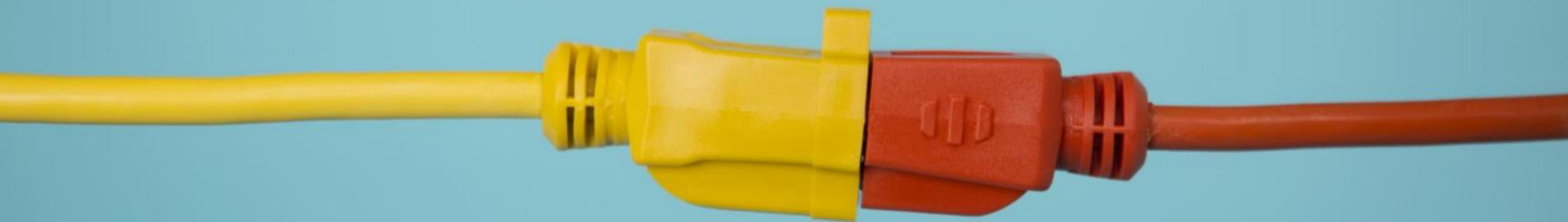
**Right Panel (Preview):**

- Header:** A large "D" logo followed by the word "divi".
- Navigation:** Links for About, Services, Article, Contact, and a search icon.
- Content:** A dark banner at the bottom with the text "Designed by Elegant Themes | Powered by WordPress".
- Social Icons:** Links for Facebook, X (Twitter), and RSS.
- Bottom Right:** A green WhatsApp-style message icon.

# Activity 2b

- Modify the theme's appearance, layout, and typography. Document your changes.

# Useful Plugins



# Yoast for SEO

My WordPress Journey    1    0    + New    Howdy, admin

Dashboard    Posts    Media    Pages    Comments    Projects    Appearance    Plugins (1)    Installed Plugins    Add New Plugin    Plugin File Editor    Users    Tools    Settings    Divi    Collapse menu

Add Plugins    Upload Plugin

Search Results    Featured    Popular    Recommended    Favorites    Keyword Yoast

946 items    1 of 27

**Yoast SEO**  Improve your WordPress SEO: Write better content and have a fully optimized WordPress site using the Yoast SEO plugin. By Team Yoast. **5★ (27,608)** 5+ Million Active Installations. Last Updated: 2 weeks ago. ✓ Compatible with your version of WordPress. **Install Now** **More Details**

**Yoast Duplicate Post**  The go-to tool for cloning posts and pages, including the powerful Rewrite & Republish feature. By Enrico Battocchi & Team Yoast. **5★ (506)** 4+ Million Active Installations. Last Updated: 1 week ago. ✓ Compatible with your version of WordPress. **Install Now** **More Details**

**LiteSpeed Cache**  All-in-one unbeatable acceleration & PageSpeed improvement: caching, image/CSS/JS optimization... By LiteSpeed Technologies. **5★ (2,313)** 4+ Million Active Installations. Last Updated: 3 weeks ago. Untested with your version of WordPress. **Install Now** **More Details**

**Yoast Test Helper**  This plugin makes testing Yoast SEO, Yoast SEO add-ons and integrations and resetting the different features a lot easier. By Team Yoast. **5★ (11)** 40,000+ Active Installations. Last Updated: 1 week ago. ✓ Compatible with your version of WordPress. **Install Now** **More Details**

# Yoast Set Up

W Return To Default Editor Update D y: □ :

Search appearance

Determine how your post should look in the search results.

Preview as:

Mobile result  Desktop result

 My WordPress Journey  
1.sutconsulting.com › home

**Home - My WordPress Journey**

Nov 15, 2023 – Please provide a meta description by editing the snippet below. If you don't, Google will try to find a relevant part of your post to show in the search results.

SEO title Use AI Insert variable

Title  Page  Separator  Site title

Slug home

Meta description Use AI Insert variable

<https://1.sutconsulting.com/wp-admin/post.php?post=83&action=edit#wpseo-meta-section-content>

# Click to Chat App for WhatsApp

My WordPress Journey 0 + New Howdy, admin Help ▾

Dashboard Posts Media Pages Comments Appearance Plugins

Installed Plugins Add New Plugin Plugin File Editor Users Tools Settings Collapse menu

Add Plugins Upload Plugin

Search Results Featured Popular Recommended Favorites Keyword click to chat

1,036 items < < 1 of 29 > >

**Click to Chat – HoliThemes** WhatsApp Chat. Let's make your Web page visitors contact you through 'WhatsApp', 'WhatsApp Business'. By HoliThemes Install Now More Details

500,000+ Active Installations Last Updated: 1 week ago ✓ Compatible with your version of WordPress

**Click To Chat App** WhatsApp Chat allows you to enhance customer engagement! Integrate "WhatsApp" or "WhatsApp Business" with a single click. By QuadLayers Install Now More Details

200,000+ Active Installations Last Updated: 1 month ago Untested with your version of WordPress

**Sticky Chat Widget: Click to chat, SMS, Email, Messages, Call Button, Live Chat and Live Support Button** Connect with your valuable website visitors through Sticky Chat Widget that consist of current trendy chat options from WhatsApp, Facebook Messenger, ... By Ginger Plugins Install Now More Details

**WP Sticky Button – Click to Chat** Display the beautiful WhatsApp Sticky Button on the WordPress frontend. By Faraz Quazi Install Now More Details

# Click to Chat Set Up

My WordPress Journey 0 + New 1 Howdy, admin

**Dashboard**

**Posts**

**Media**

**Pages**

**Comments**

**Projects**

**Appearance**

**Plugins**

**Users**

**Tools**

**Settings**

**Yoast SEO 1**

**Divi**

**Click to Chat**

**Click to Chat**

**Greetings**

**Customize**

**Other Settings**

**Call to Action**

Click to Chat is almost ready. [Add WhatsApp Number](#) and let visitors chat.

▶ Admin Live preview

**WhatsApp Number**  +65 8123 4567

WhatsApp or WhatsApp business number

PRO: [Multi Agent](#) | [Random Number](#)

**Pre-Filled Message**

Pre-filled message

Hello {site}  
Like to know more information about {title}, {url}

Text that is pre-filled in WhatsApp Chat window. Add variables {site}, {title}, {url}, [url] to replace with the site name, post title, current webpage URL and full URL including query parameters - [more info](#)

**Call to Action**

Call to Action

WhatsApp us

Text that appears along with WhatsApp icon/button - [more info](#)

**Contact Us**

**Click to Chat**

**Click to Chat PRO**

**PRO**

Random Numbers

Form Filling

Multi Agent

With different time ranges

Hide agent when offline or

Display offline agent with next available time

Google Ads Conversion

Business Hours

Hide when offline

**PRO VERSION**

**Save Changes**

# Updraft for backup

My WordPress Journey 0 + New Howdy, admin Help ▾

Dashboard Posts Media Pages Comments Appearance Plugins **Installed Plugins** Add New Plugin Plugin File Editor Users Tools Settings Collapse menu

**Add Plugins** [Upload Plugin](#)

Search Results Featured Popular Recommended Favorites Keyword updraft 27 items

**UpdraftPlus: WordPress Backup & Migration Plugin** [Install Now](#) [More Details](#)

Backup, restoration and migration - world's most popular backup tool. Backup to the cloud - schedule backups or backup manually.

By UpdraftPlus.Com, DavidAnderson

★★★★★ (7,281) Last Updated: 5 days ago

3+ Million Active Installations ✓ Compatible with your version of WordPress

**WP-Optimize – Cache, Clean, Compress.** [Install Now](#) [More Details](#)

Boost your site's speed and performance through caching. Clean the database, compress images and cache your site for higher speed & SEO.

By David Anderson, Ruhani Rabin, Team Updraft

★★★★★ (2,178) Last Updated: 4 weeks ago

1+ Million Active Installations ✓ Compatible with your version of WordPress

**Exclude Image Thumbnails From UpdraftPlus Backups** [Install Now](#) [More Details](#)

An UpdraftPlus extension that excludes image size thumbnails, generated by WordPress, from Updraft backups.

By Dream-Encode

**SSH SFTP Updater Support** [Install Now](#) [More Details](#)

"SSH SFTP Updater Support" is the easiest way to keep your WordPress installation up-to-date with SFTP.

By TerraFrost, David Anderson + Team Updraft

# Updraft Set Up

My WordPress Journey 0 + New 1 UpdraftPlus Howdy, admin

**Dashboard**

**Posts**

**Media**

**Pages**

**Comments**

**Projects**

**Appearance**

**Plugins**

**Users**

**Tools**

**Settings**

**General**

**Writing**

**Reading**

**Discussion**

**Media**

**Permalinks**

**Privacy**

**UpdraftPlus Backups**

UpdraftPlus Backup/Restore

Welcome to UpdraftPlus! To make a backup, just press the Backup Now button. [To change any of the default settings of what is backed up, to configure scheduled backups, to send your backups to remote storage \(recommended\), and more, go to the settings tab.](#)

[UpdraftPlus.Com](#) | [Premium](#) | [News](#) | [Twitter](#) | [Support](#) | [Newsletter sign-up](#) | [Lead developer's homepage](#) | [FAQs](#) | [More plugins](#) - Version: 1.23.12

Backup / Restore Migrate / Clone Settings Advanced Tools Premium / Extensions

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

Database backup schedule: Manual 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 day and you want to run overnight), to take incremental backups, or to configure more complex schedules, [use UpdraftPlus Premium](#)

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

 UpdraftVault  Microsoft OneDrive  WebDAV

 Dropbox  FTP  S3-Compatible (Generic)

 Amazon S3  Microsoft Azure  pCloud

 Rackspace Cloud Files  SFTP / SCP  OpenStack (Swift)

<https://1.sutconsulting.com/wp-admin/options-general.php>

# Wordfence for security of site

My WordPress Journey 0 + New Howdy, admin Help ▾

Dashboard Posts Media Pages Comments Appearance Plugins

Installed Plugins Add New Plugin Plugin File Editor

Users Tools Settings

Collapse menu

Add Plugins Upload Plugin

Search Results Featured Popular Recommended Favorites Keyword wordfence 205 items 1 of 6

**Wordfence Security – Firewall, Malware Scan, and Login Security**



Install Now More Details

Firewall, Malware Scanner, Two Factor Auth and Comprehensive Security Features, powered by our 24 hour team. Make security a priority with Wordfence.

By Wordfence 5 star rating (3,967) Last Updated: 7 days ago 4+ Million Active Installations ✓ Compatible with your version of WordPress

**Wordfence Login Security**



Secure your website with Wordfence Login Security, providing two-factor authentication, login and registration CAPTCHA, and XML-RPC protection.

By Wordfence 5 star rating (17) Last Updated: 7 days ago 50,000+ Active Installations ✓ Compatible with your version of WordPress

**Wordfence Assistant**



Install Now More Details

Wordfence Assistant provides data management utilities for Wordfence users.

By Wordfence

**UpdraftPlus: WordPress Backup & Migration Plugin**



Install Now More Details

Backup, restoration and migration - world's most popular backup tool. Backup to the cloud - schedule backups or backup manually.

By UpdraftPlus.Com, DavidAnderson

# Popups as additional feature

My WordPress Journey 0 + New Howdy, admin Help ▾

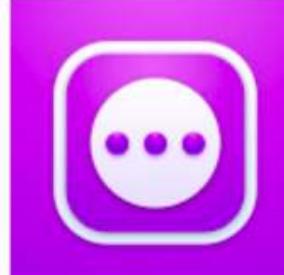
Dashboard Posts Media Pages Comments Appearance Plugins

Installed Plugins Add New Plugin Plugin File Editor Users Tools Settings Collapse menu

Add Plugins Upload Plugin

Search Results Featured Popular Recommended Favorites Keyword Popups for Divi

279 items < < 1 of 8 > >

**Popups for Divi**  
A quick and easy way to create Popup layers inside the Divi Visual Builder!  
By [divimode.com](#)  
  
★★★★★ (337) Last Updated: 8 months ago  
100,000+ Active Installations Untested with your version of WordPress

**Torque Modules for Divi and Extra Theme**  
The essential plugin to install after the Divi theme! It comes packed with over 20 stunning free modules, including an image carousel, hotspots, and f ...  
By [WPPaw](#)  
  
★★★★★ (104) Last Updated: 4 weeks ago  
30,000+ Active Installations Untested with your version of WordPress

**Popup Builder – Create highly converting, mobile friendly marketing popups.**  
Increase Sales, Lead Generation, Conversion rates and receive good Call to Action rates with smart WordPress popup plugin.  
By [Looking Forward Software Incorporated.](#)  
  
Install Now More Details

**Supreme Modules Lite – Divi Theme, Extra Theme and Divi Builder**  
Divi Supreme lite plugin enhances the experience and features found on Divi and extend with custom creative modules to help you build amazing websites ...  
  
Install Now More Details

# Contact Form

My WordPress Journey 0 + New Howdy, admin Help ▾

Dashboard Posts Media Pages Comments Projects Appearance Plugins **Installed Plugins** Add New Plugin Plugin File Editor Users Tools Settings Divi Collapse menu

Add Plugins [Upload Plugin](#)

Search Results Featured Popular Recommended Favorites Keyword contact form

1,036 items « < 1 of 29 > »

**Contact Form by WPForms – Drag & Drop Form Builder for WordPress**

The best WordPress contact form plugin. Drag & Drop online form builder to create beautiful contact forms, payment forms, & other custom forms ...

By [WPForms](#)

★★★★★ (13,482) Last Updated: 4 weeks ago

5+ Million Active Installations Untested with your version of WordPress

[Install Now](#) [More Details](#)

**Contact Form 7**

Just another contact form plugin. Simple but flexible.

By [Takayuki Miyoshi](#)

★★★★★ (2,059) Last Updated: 3 days ago

5+ Million Active Installations ✓ Compatible with your version of WordPress

[Install Now](#) [More Details](#)

**Forminator – Contact Form, Payment Form & Custom Form Builder**

Best WordPress form builder plugin. Create contact forms, payment forms & order forms with 1000+ integrations.

[Install Now](#) [More Details](#)

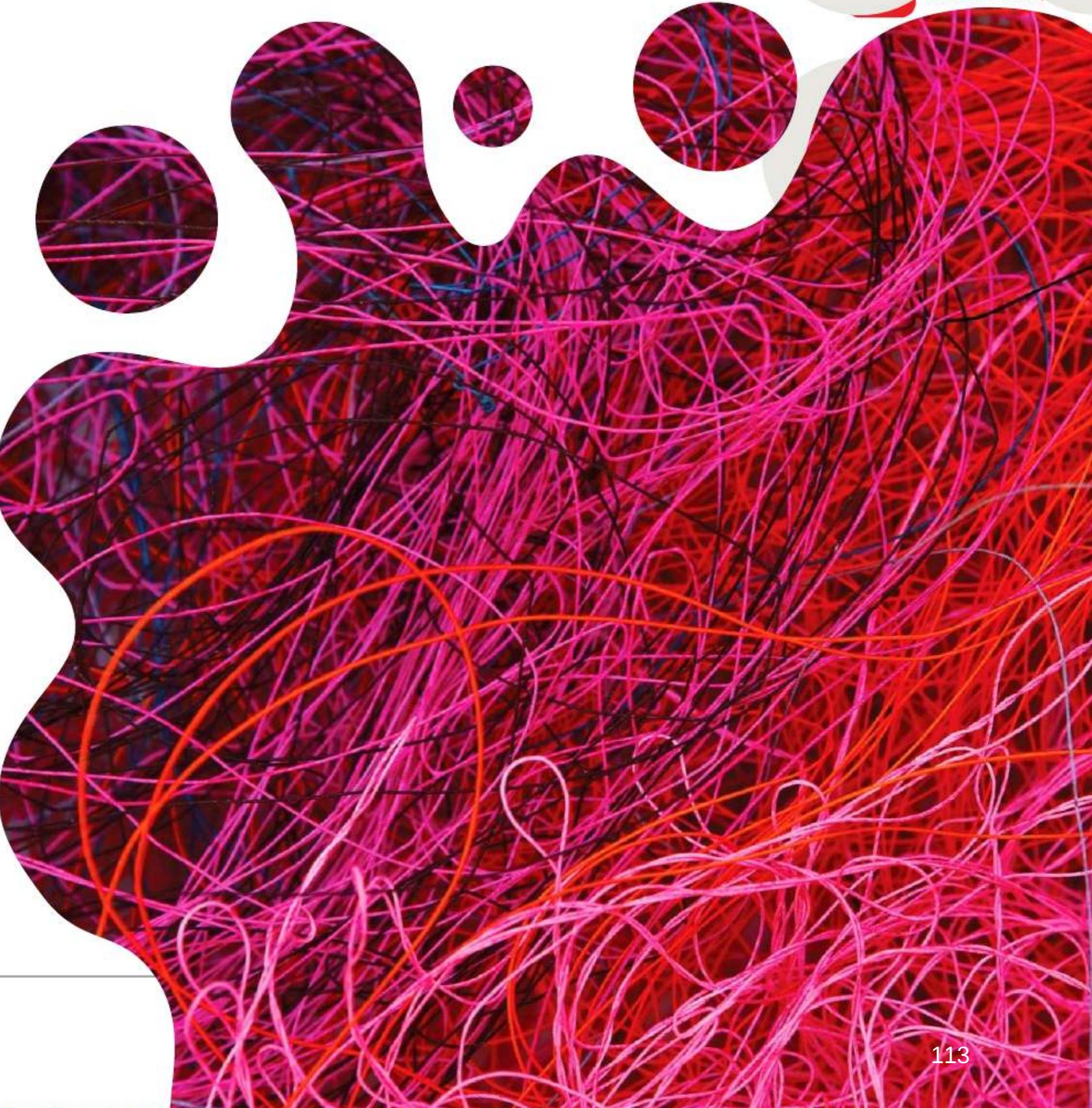
**Ninja Forms Contact Form – The Drag and Drop Form Builder for WordPress**

The 100% beginner friendly WordPress form builder. Drag & drop form fields to build beautiful, professional contact forms in minutes.

[Install Now](#) [More Details](#)

# Recap

- What have you learnt today?
- What is your main takeaway?



# Day 2



114

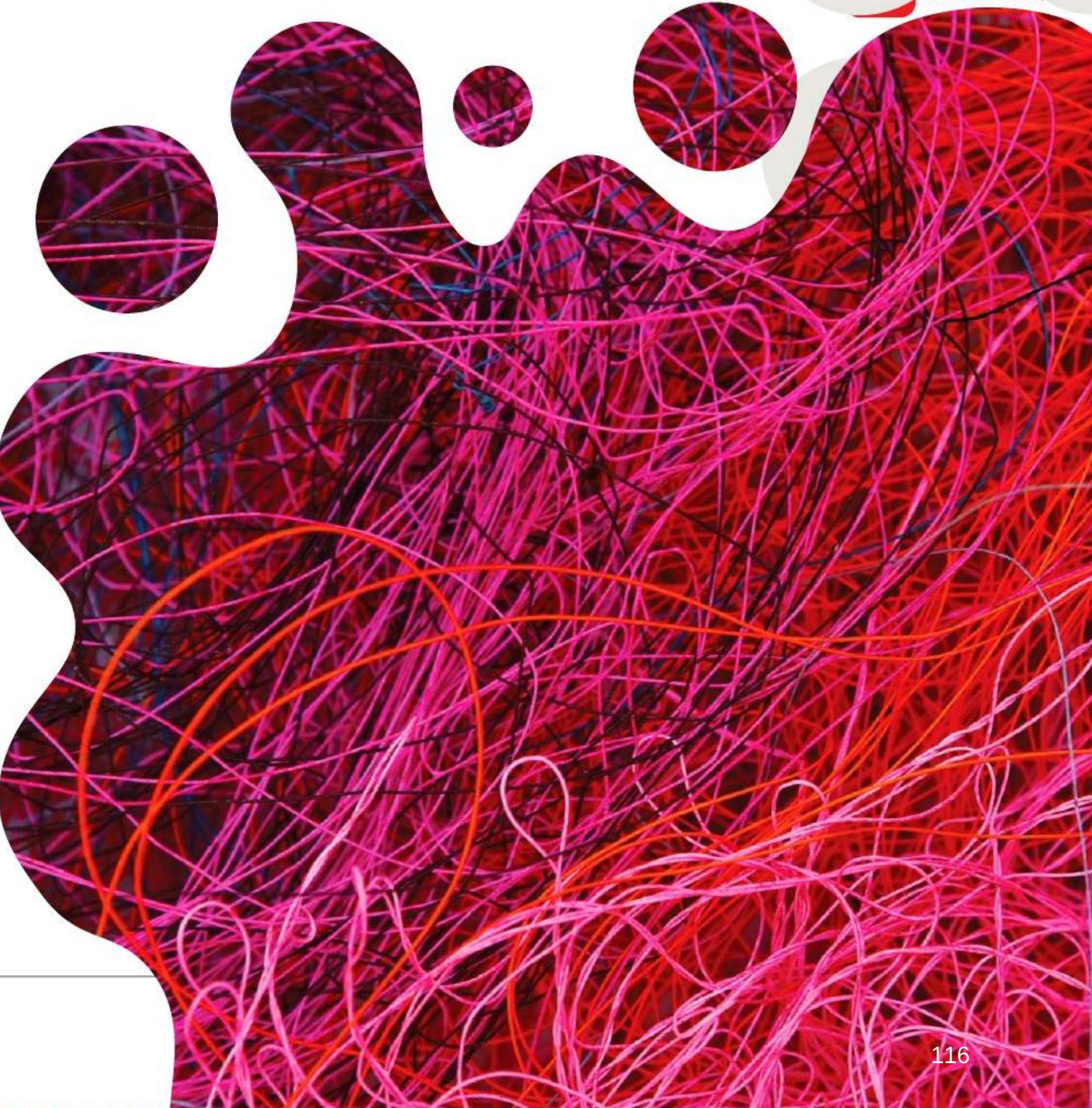


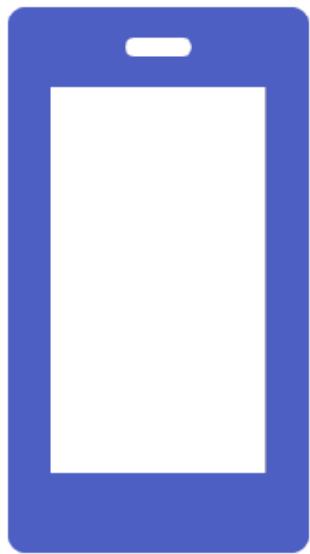
# Activity 2c

- Select and configure plugins that support digital marketing efforts. This could include SEO, WhatsApp integration, and contact forms.

# Recap

- What have you learnt today?
- What is your main takeaway?

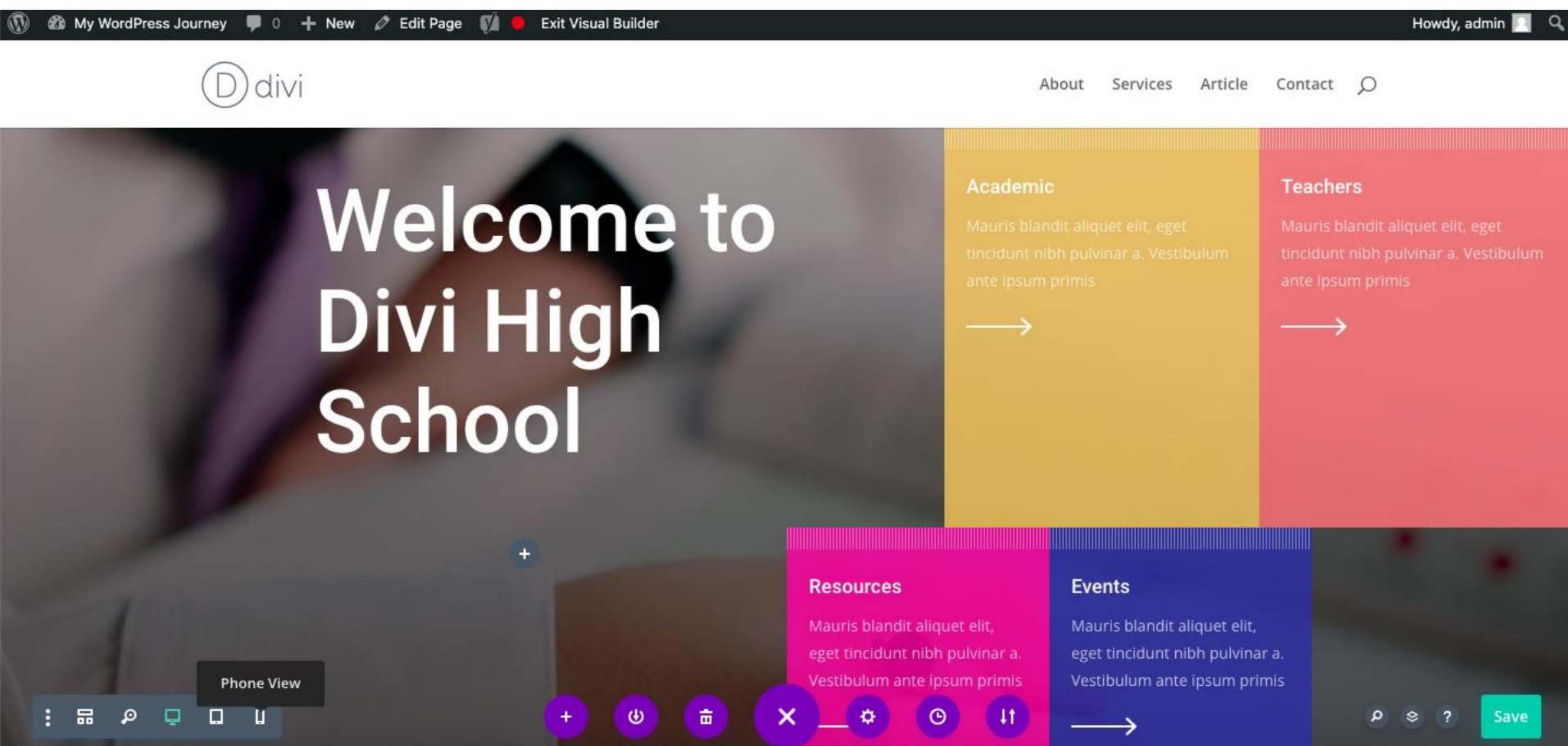




# Mobile Friendliness

---

# Adjusting for Mobile Version



The screenshot shows the Divi Visual Builder interface with a mobile layout preview. The main content area features a large, bold title "Welcome to Divi High School" on a dark background. To the right, there are four colored columns: yellow, red, pink, and blue. The yellow column contains the text "Academic" and a placeholder paragraph. The red column contains the text "Teachers" and a placeholder paragraph. The pink column contains the text "Resources" and a placeholder paragraph. The blue column contains the text "Events" and a placeholder paragraph. Each column has a right-pointing arrow below it. At the bottom of the screen, there are several circular icons with symbols like a plus sign, a gear, and arrows, along with a "Save" button. A "Phone View" button is also visible.

My WordPress Journey 0 + New Edit Page Exit Visual Builder Howdy, admin

D divi

About Services Article Contact

# Welcome to Divi High School

Academic

Mauris blandit aliquet elit, eget tincidunt nibh pulvinar a. Vestibulum ante ipsum primis →

Teachers

Mauris blandit aliquet elit, eget tincidunt nibh pulvinar a. Vestibulum ante ipsum primis →

Resources

Mauris blandit aliquet elit, eget tincidunt nibh pulvinar a. Vestibulum ante ipsum primis →

Events

Mauris blandit aliquet elit, eget tincidunt nibh pulvinar a. Vestibulum ante ipsum primis →

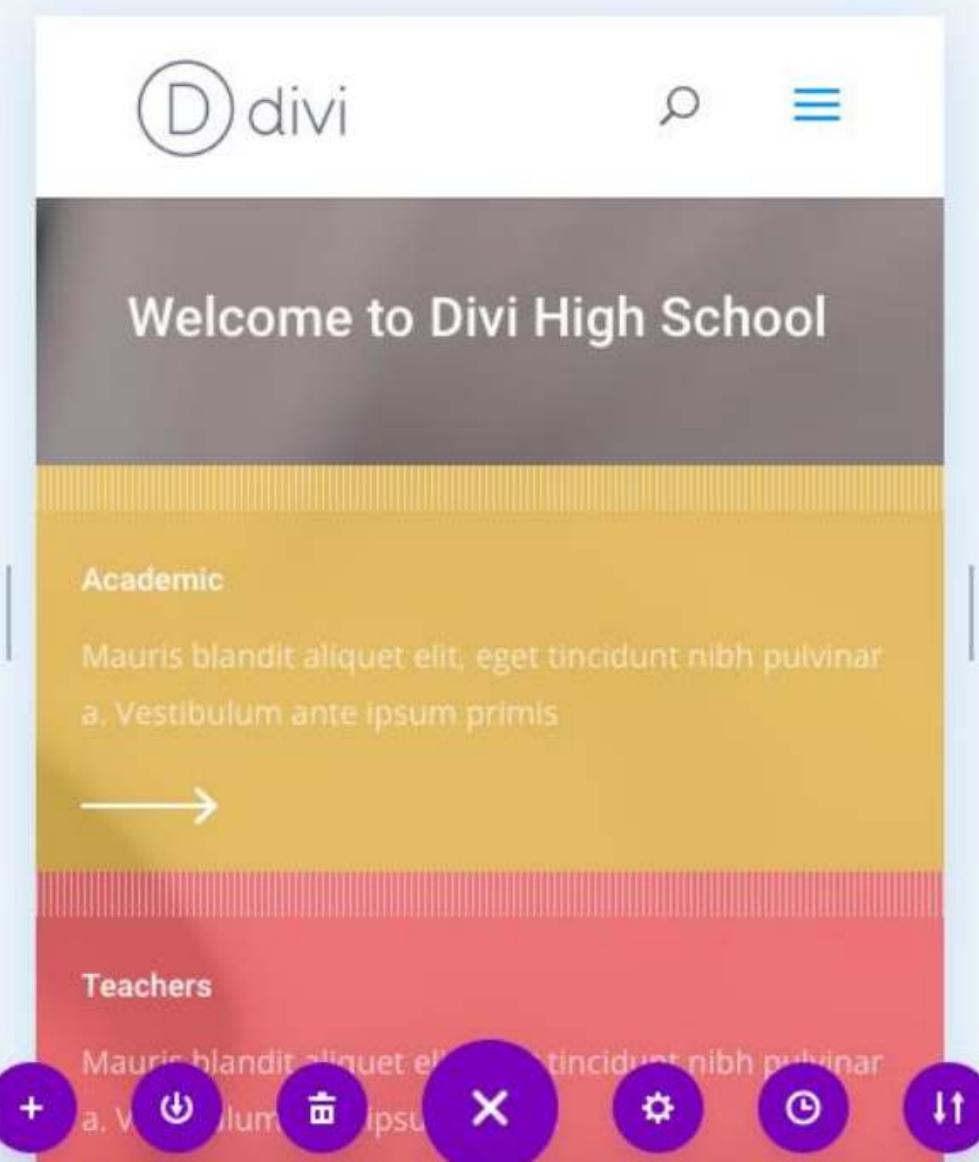
Phone View

Save

# Adjusting for Mobile Version

My WordPress Journey 0 + New Edit Page y ● Exit Visual Builder Howdy, admin

Phone View 400px Make Default Phone View



Welcome to Divi High School

Academic

Mauris blandit aliquet elit, eget tincidunt nibh pulvinar.  
a. Vestibulum ante ipsum primis

→

Teachers

Mauris blandit aliquet elit, eget tincidunt nibh pulvinar.  
a. Vestibulum ante ipsum primis

+ ⌂ ✎ ✖ ⚙ ⌂ ⌂

Save

# Contact Form & Map with Divi



# Adding a Map



**@ASK Training Pte Ltd**

4.7 ★★★★★ (231) Training centre

**Overview**

Directions Save Nearby

8 Jurong Town Hall Rd, #27-01 The JTC Summit, Singapore 609434

Closed - Opens 8:30 am Mon

asktraining.com.sg

**Share**

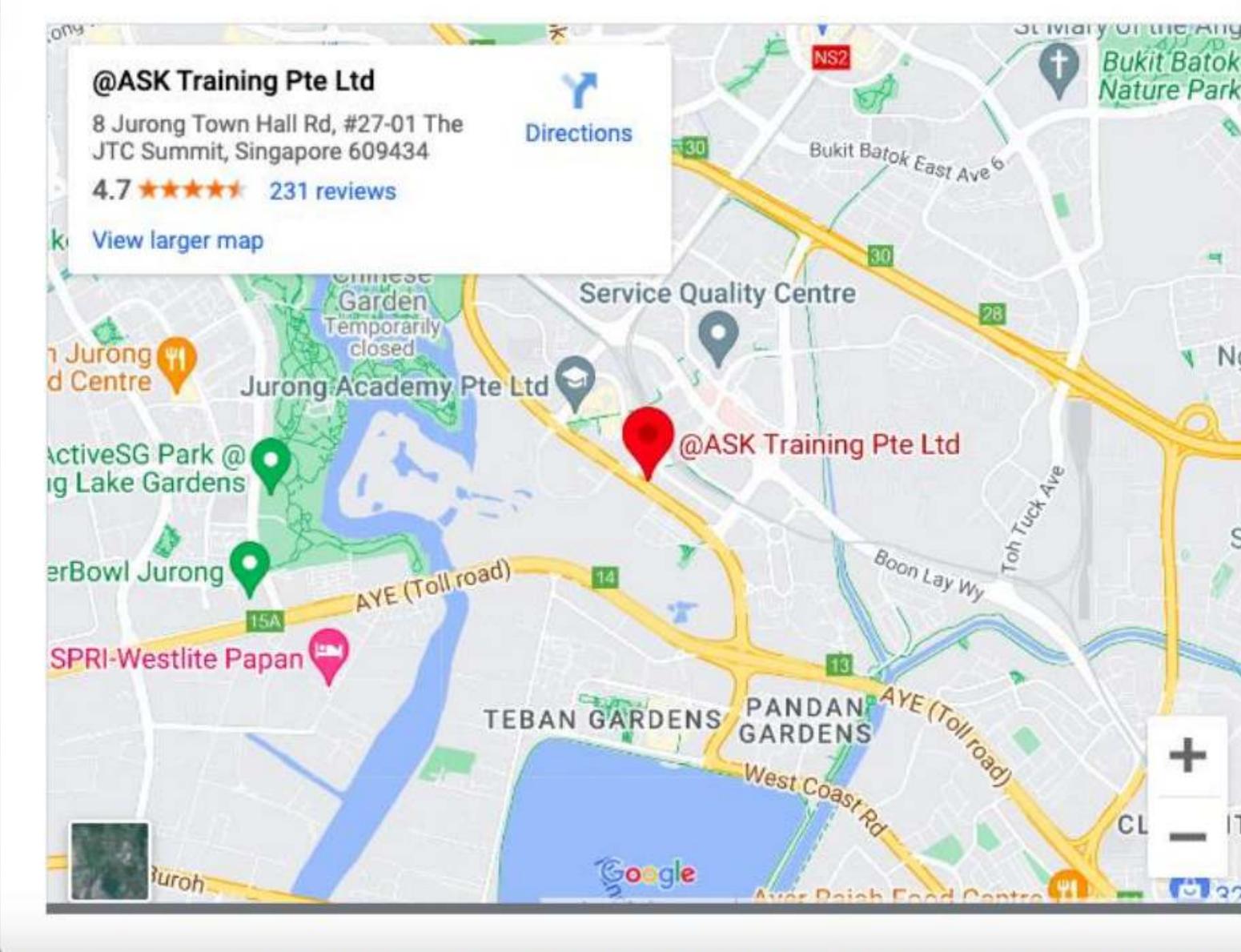
[Send a link](#) [Embed a map](#)

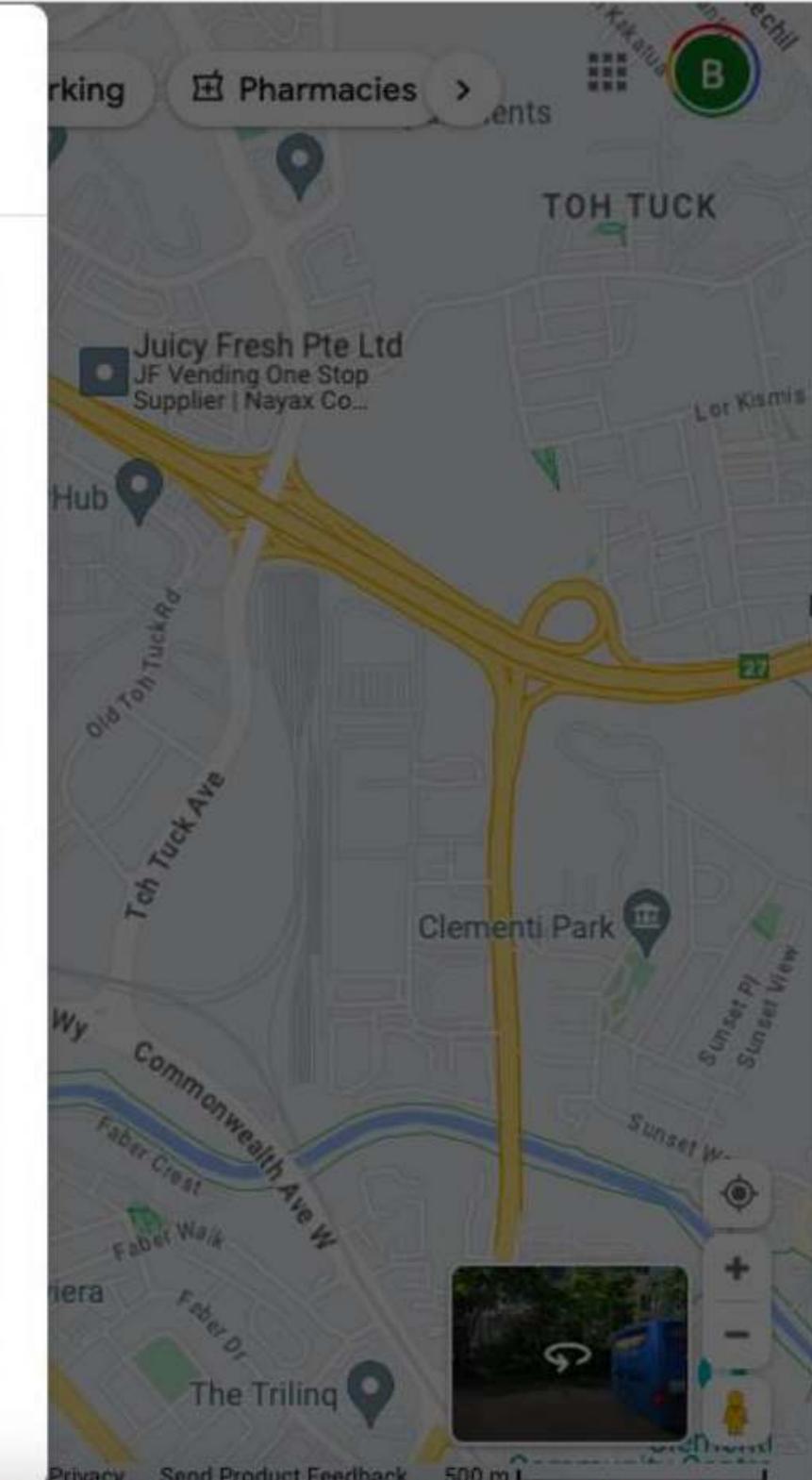
Medium [COPY HTML](#)

[iframe src="https://www.google.com/maps/embed?pb=!1m14!1m8!1](https://www.google.com/maps/embed?pb=!1m14!1m8!1)

**@ASK Training Pte Ltd**  
8 Jurong Town Hall Rd, #27-01 The JTC Summit, Singapore 609434  
4.7 ★★★★★ 231 reviews

[View larger map](#)





# Adding a Map

 My WordPress Journey  0  New  Edit Page   Exit Visual Builder

Howdy, admin  Q

# Editing the Contact Form

My WordPress Journey 0 + New Edit Page Exit Visual Builder Howdy, admin

Contact Form Settings Preset: Default Content Design Advanced Search Options + Filter

Name Email Message Add New Field

Text (135)-573-2361

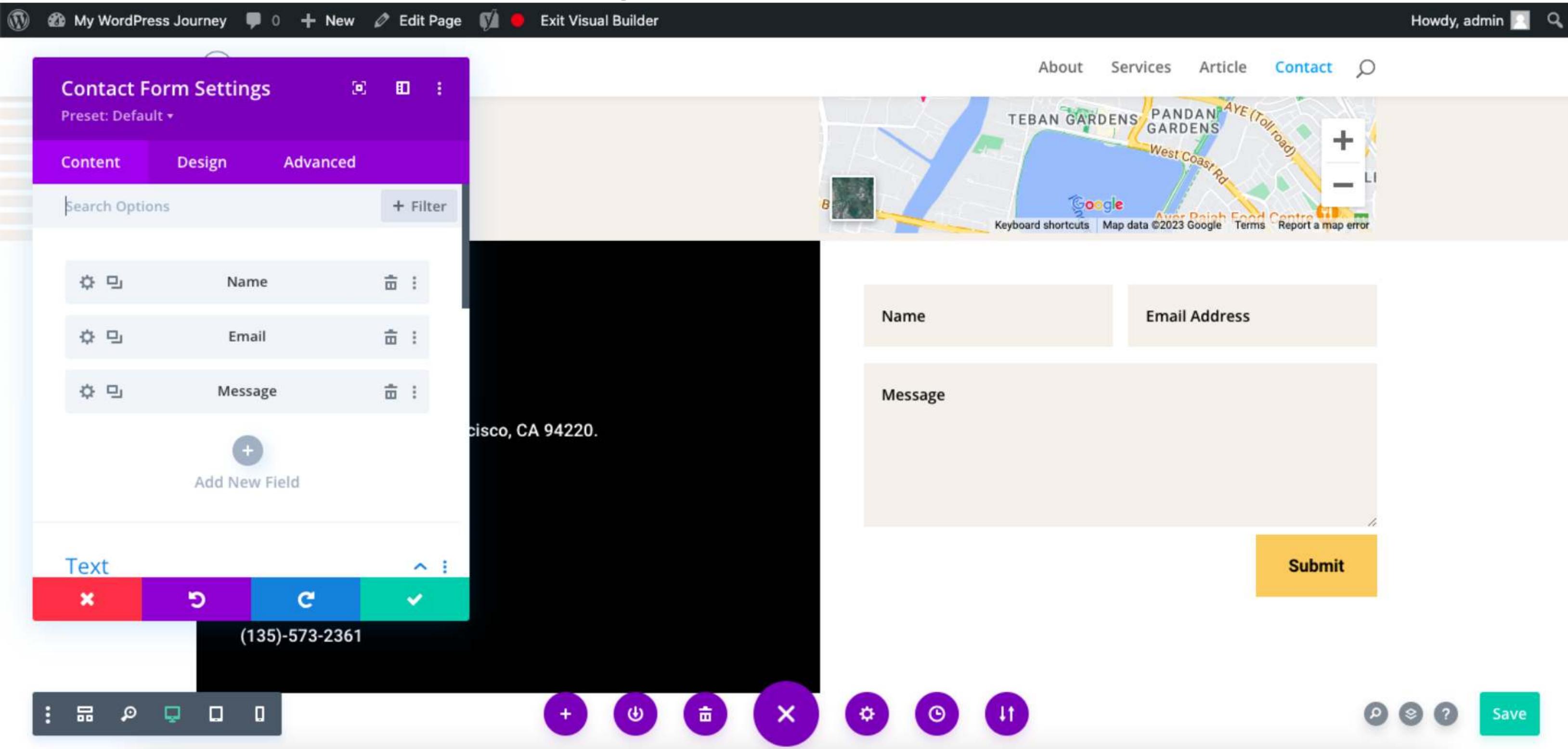
Submit

About Services Article Contact

TEBAN GARDENS PANDAN GARDENS AYE (Toll road) West Coast Rd Ayer Rajah Food Centre

Keyboard shortcuts Map data ©2023 Google Terms Report a map error

Save



# Editing the Contact Form

My WordPress Journey 0 + New Edit Page Exit Visual Builder Howdy, admin

Field Settings Preset: Default Content Design Advanced Search Options + Filter

Layout Make Fullwidth NO

Fields

Text

Sizing

(135)-573-2361

+

Save

About Services Article Contact

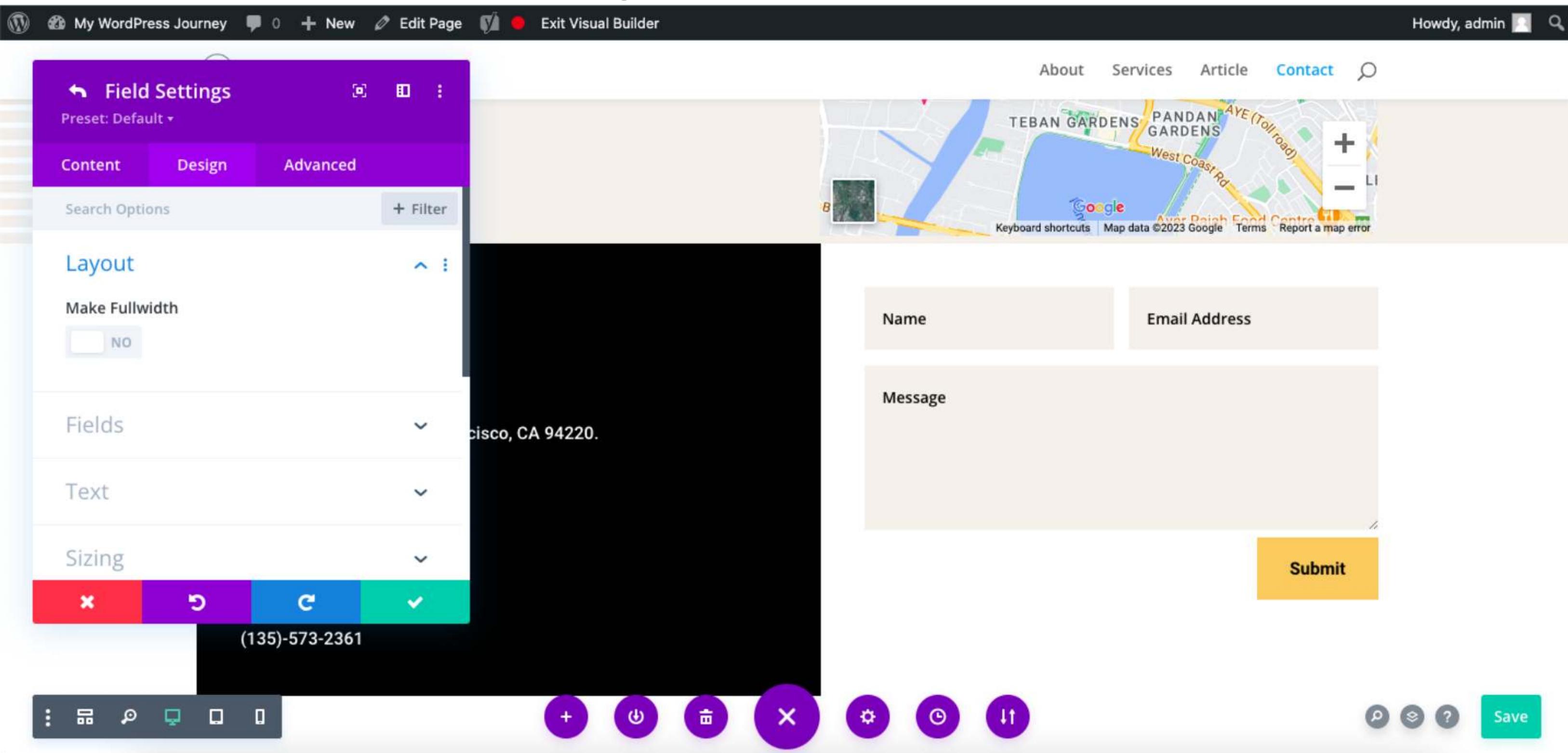
TEBAN GARDENS PANDAN GARDENS AYE (Toll road) West Coast Rd Ayer Rajah Food Centre

Keyboard shortcuts Map data ©2023 Google Terms Report a map error

Name Email Address

Message

Submit



## Contact Form Settings

Preset: Default

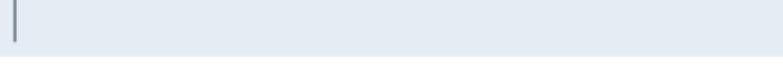
**Content**   **Design**   **Advanced**

### Text

 Generate Content With AI

**Title**  
Enquiry Form

**Success Message**  
Thank you for submitting your form. We will get back to you shortly.

**Submit Button**  


**Validation Buttons**  
X   G   C   ✓

(135)-573-2361

## Contact Form Settings

Preset: Default

**Content**   **Design**   **Advanced**

### Email

**Email Address**  
admin@sutconsulting.com

**Message Pattern** ? G :

```
%%name%%  
%%email address%%  
%%message%%
```

**Redirect**

**Validation Buttons**  
X   G   C   ✓

(135)-573-2361

# Documentation

Designing Documentation for the  
WordPress Website

---

# Operational Information

<u>Information</u>	<u>Description</u>
Domain Name & Provider (include login access)	
Hosting provider/ plan/ renewal date (include login access)	
WordPress version	
Last update of website	
Last backup date	
Other access accounts	

# Plugins and Theme

<u>List of Plugins</u>	<u>Versions and Information</u>

<u>Theme</u>	<u>Versions and Information</u>
Divi theme builder	4.23.1

# Overview of the Design Concept & Objectives

<u>Design Concept</u>	<u>Description</u>
Theme	Use plugins like Yoast SEO for optimizing content
Colour Scheme	Colour palette that aligns with the brand identity
Typography	Clear and readable font styles (Example)
Imagery	High-quality images that are relevant to the content

# Overview of the Design Concept & Objectives

<u>Design Objectives</u>	<u>Description</u>
Engagement	Design should facilitate user engagement and interaction
Usability	Ensure easy navigation and accessibility
Brand Representation	Design should effectively represent the brand's values and mission
SEO Optimisation	Design to be optimized for search engines

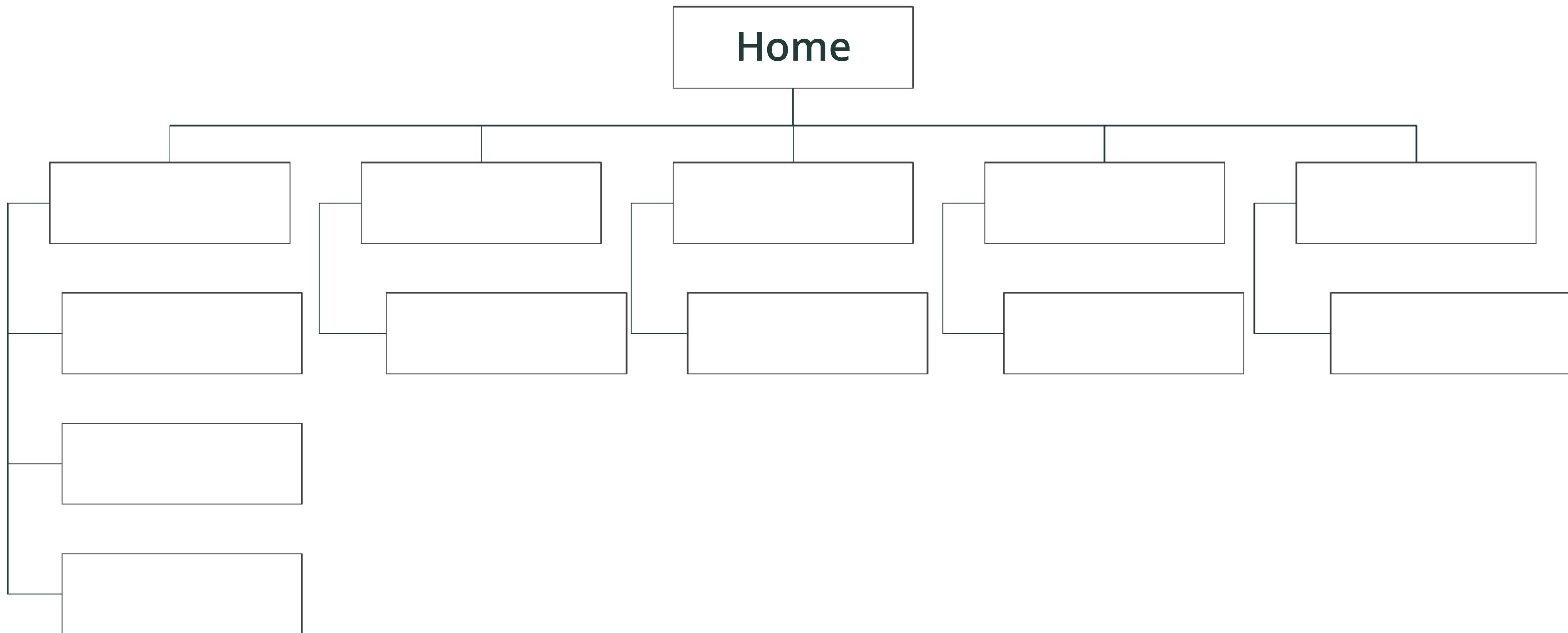
# Detailed Functional Specifications

<u>Features &amp; User Interactions</u>	<u>Description</u>
Home Page	Slider, featured sections, and a call-to-action
Blog	Dynamic section for articles, user comments, and social sharing
Contact Form	Allows users to send messages or inquiries
Gallery	Showcases images or products
Call Integration	Allow customers to connect immediately

# Recommendations for WordPress standards, Methods and Tools

<u>Feature &amp; Type</u>	<u>Description</u>
Themes	Use reputable, well-supported themes
Call/ Message	Use Click to Chat so that users can connect directly through WhatsApp
Security	Implement security best practices, including regular updates and backups; Wordfence
SEO	Use plugins like Yoast SEO for optimizing content
Backup	Updraft for backups

# Wireframe or Flowchart



# Breakdown of Trade-offs and Their Implications

<u>Comparison</u>	<u>How to achieve balance</u>
Customisation vs Performance	Highly customized sites might load slower
Features vs Simplicity	More features can complicate the user experience
Security vs Usability	Strong security measures may impact user convenience

# Activity 3

Prepare a simple a design documentation for the WordPress website project that includes:

1. Overview of the design concept and objectives.
2. Detailed functional specifications, including a description of features and user interactions.
3. Recommendations for WordPress standards, methods, and tools.
4. A wireframe or flowchart illustrating the website's structure.
5. A breakdown of trade-offs and their implications.

# Recap Your Learning

## LU1: WordPress Website Planning and Setup

- Create a WordPress Website design blueprint that meets the business and user requirements.
- Review and recommend appropriate standards, methods and tools for the design of WordPress website, in line with the organisation's practice and design principles.

# Recap Your Learning

## LU2: Development and Digital Marketing Integration

- Customise a WordPress theme, including configuring plugins for digital marketing addressing the business and user needs.
- Examine the trade-offs resulting from the integration of different elements into the design and analyse how these trade-offs influence the overall functionality, interoperability, efficiency, and costs of WordPress website creation.

# Recap Your Learning

## LU3: Design Documentation - WordPress Website

Plan, document, and communicate the design and functionality effectively, aligning with the project's goals and audience needs.



# Assessment Requirements

Assessment Method	Duration	Type of assessment
Individual Project	80 mins	Summative
Written Assessment (Short Questions and Answers)	40 mins	Summative
Total	120 mins	-

# Your Comment/Feedback/Review

Course Feedback



Traqom Course Survey



WSQ Course Feedback

Google  
Review



# Thank you

