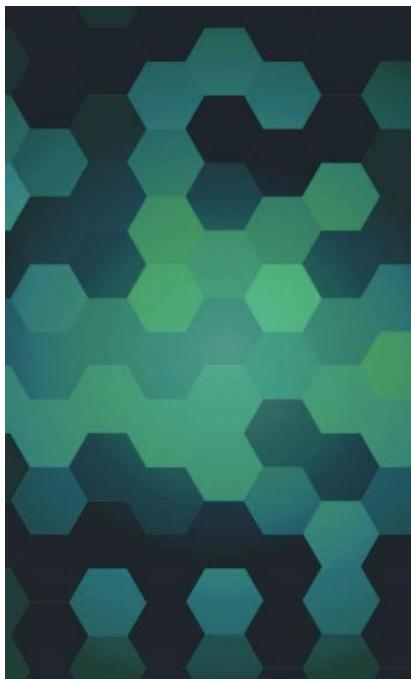




**@ASK Training**  
Attitude | Skills | Knowledge

## WSQ WORDPRESS WEBSITE CREATION

ICT-DES-4005-1.1



# WSQ WordPress Website Creation



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**Participant's Name :** \_\_\_\_\_

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**Course Date :** \_\_\_\_\_

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1.0	1 April 2023	For Course Accreditation	Dr. Lee Swee Yee
2.0	19 October 2023	<p>Revision:</p> <ul style="list-style-type: none"><li>• Learning Units</li><li>• Topics</li><li>• Learning Outcomes</li></ul> <p>Academic &amp; Examination Board approved the revision effective 19 October 2023</p>	Mr. Benjamin Song

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### Course Overview

**Skills Framework:** Infocomm Technology

**TSC Category:** Sales and Marketing

**TSC:** Software Design

**TSC Code:** ICT-DES-4005-1.1

#### **TSC Proficiency Level & Description:**

Level 4 – Create a software design blueprint based on a broad design concept, and business and user requirements.

Knowledge	Abilities
K1: Components and requirements of a software design blueprint	A1: Create a software design blueprint based on a broad design concept, and business and user requirements
K2: Software design standards, methods and tools - and their pros, cons and applications	A2: Recommend appropriate standards, methods and tools for the design of software, in line with the organisation's practice and design principles
K3: Requirements of functional specifications of software	A3: Design functional specifications of software systems to address business and user needs
K4: Impact of different software design elements on overall software operations and usability	A4: Evaluate trade offs from the incorporation of different elements into the design, and their impact on overall functionality, interoperability, efficiency and costs of the software
	A5: Produce design documentation for complex software
	A6: Review design documentations produced

#### **Learning Outcomes**

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

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

### Teaching Methodology

- Lectures: Traditional lectures are an essential component of the course, where the trainer/facilitator presents the core concepts, theories, and principles related to WordPress website creation. Visual aids such as slides, diagrams, and examples may be used to enhance understanding.
- Interactive Discussions: Organise interactive class discussions to encourage participation. This allows you to ask questions, share your thoughts, and engage in debates related to WordPress website creation topics.
- Applied Learning: During the classroom learning sessions. You will be actively engaged with the material through hands-on experiences or projects, which can enhance their understanding and retention of the content.

### Assessment Methods

To receive and be awarded a “Statement of Attainment (SOA)”, you must complete a written E-Assessment comprising of Written Individual Project and Short Questions and Answers as stated below.

Assessment Method	Duration	Type of assessment
<b>Written Assessment – Individual Project</b>	80 mins	Summative
<b>Written Assessment – Short Questions and Answers</b>	40 mins	Summative
<b>Total</b>	120 mins	-

# 1. Basics of a WordPress Website

There are 3 essential elements to building a website:

- Domain name
- Web host
- Web application Framework

Imagine you're going to a friend's house for a party. The **domain name** is like the friend's street address; it's how you know where to go. You type this address into your GPS (akin to entering a domain name into a web browser), which then guides you to the party's location.

The **hosting server** is like the actual house where the party is happening. It's the physical place where everything you need for the party is kept—the food, the drinks, the music. In the website world, the server is where all the website's files and data are stored.

The **web application software**, such as a Content Management System (CMS) like WordPress, is like the party planner. They take all the supplies (website files and data) and set everything up nicely. They decorate the house (create a web page) and organize the food and drinks (arrange the content) so that when guests arrive, everything looks great and is easy to find.

Your **web browser** (like Chrome, Safari, or Firefox) is like your eyes and hands at the party. It helps you see the decorations and allows you to interact with things—grab a plate of food, change the music, and so on. When you're browsing a website, your web browser retrieves the 'decorated' web pages from the server and shows them to you, allowing you to interact with them by clicking links, watching videos, etc.

So, just like you need an address to find a house, a well-organized house to have a good party, and your senses to experience it, you need a domain name to locate a website, a hosting server to store the site, a CMS to arrange the content, and a browser to view and interact with it all.

## 1.1 Domain Name

What is a Domain Name?

A domain name is essentially the address of your website on the internet. It's the string of characters that users enter into a web browser to access your site. For example, in "[www.example.com](http://www.example.com)", "example.com" is the domain name. It plays a crucial role in creating a digital identity for your website, making it accessible to users worldwide.

Importance of a Domain Name:

1. **Identity and Branding:** Your domain name is a key element of your online brand. It's often the first thing people see or hear about your website, making it a critical part of your brand identity.
2. **Memorability:** A good domain name should be easy to remember. This is essential for word-of-mouth marketing and for helping users return to your site.
3. **Credibility and Professionalism:** A well-chosen domain name can immediately give your site a professional appearance, instilling trust in your audience.
4. **SEO (Search Engine Optimisation):** While it's just one of many factors, a domain name can impact how search engines rank your website.

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### **Myths and Misconceptions**

- **Myth: You Need a .com:** While .com is popular, other TLDs like .net, .org, or niche TLDs can also work well.
- **Myth: Exact Match Domains Guarantee SEO Success:** Google's algorithm sophistication means that simply having keywords in your domain doesn't ensure high rankings.
- **Myth: Shorter Domains Are Always Better:** Context matters; a slightly longer, memorable domain can be more effective than a cryptic short one.
- **Myth: Hyphens Improve Readability:** They often complicate the domain and can lead to typing errors.
- Domain Name Registration
- **Choosing a Registrar:** Discuss reputable domain registrars and what to look for (e.g., pricing, renewal policies, hidden fees).
- **Privacy Protection:** Importance of privacy options to protect personal information.
- **Renewal Policies:** Understanding renewal costs and the importance of timely renewals to avoid losing the domain.

## 1.2 Web Host

### **Introduction to Web Hosting**

**Definition and Role:** Web hosting refers to the service of providing storage space and access for websites. When you build a site, it needs to be stored on a server that is connected to the internet so that people can access it.

**Why Necessary for WordPress:** WordPress, as a content management system (CMS), requires a server to store all its components, including your website's files, themes, plugins, and databases.

### The Importance of Choosing the Right Web Host

- **Performance:** A good host can significantly improve your website's loading speed, which is crucial for user experience and SEO.
- **Uptime:** Reliable hosting ensures your site is up and accessible to visitors most of the time.
- **Security:** Hosts with robust security features protect your site from threats like hacking and malware.
- **Support:** Quality customer service ensures you have help available when needed, especially important for those new to WordPress.

### **Selecting a Suitable Web Host for WordPress**

- **Compatibility with WordPress:** Look for hosts that specifically support WordPress, sometimes offering one-click installation.
- **Performance and Uptime Guarantees:** Assess their performance history and uptime guarantees.
- **Security Features:** Ensure they offer robust security measures like regular backups, firewalls, and malware scanning.
- **Customer Support:** Prioritize hosts with strong, accessible customer support, preferably offering 24/7 assistance.
- **Pricing and Scalability:** Consider the pricing structure and how well it scales as your website grows.
- **User Reviews and Reputation:** Check reviews and testimonials to gauge user satisfaction and reliability.

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### **Web Hosting Recommendations for WordPress**

- **Bluehost:** Often recommended for WordPress users, known for its user-friendliness, and one-click WordPress installation.
- **SiteGround:** Known for excellent customer support, high performance, and strong security features.
- **WP Engine:** A top choice for managed WordPress hosting, offering high performance, strong security, and expert WordPress support.
- **DreamHost:** Offers a range of plans tailored to WordPress users, with strong performance and extensive features.
- **HostGator:** Popular for its affordable plans, making it a good option for beginners.

### Conclusion

Selecting the right web host is a critical decision for your WordPress website. It affects everything from the speed and availability of your site to its security and scalability. Take the time to research and compare different hosting providers, keeping in mind your specific needs and budget. A well-chosen host will not only provide a solid foundation for your website but will also support its growth and success over time.

## 1.3 Web Application Framework

### **Introduction to Web Application Frameworks**

- **Definition:** A web application framework is a software framework that is designed to support the development of web applications including web services, web resources, and web APIs. Frameworks provide a standard way to build and deploy web applications on the World Wide Web.
- **Purpose:** They aim to automate the overhead associated with common activities performed in web development. For example, many frameworks provide libraries for database access, templating frameworks, and session management, and they often promote code reuse.

### **Examples of Web Application Frameworks:**

- **WordPress:** The most popular content management system, ideal for blogs, small to medium businesses, and even e-commerce.
- **Joomla:** Known for its flexibility and suitable for both simple and complex sites.
- **Drupal:** Offers robust security features, suited for complex, resource-heavy websites.
- **Shopify:** A dedicated e-commerce platform for online stores.
- **Squarespace:** Known for its sleek templates and intuitive website builder, great for portfolios and small businesses.

### **Service Providers:**

- **WordPress.org:** Offers free, open-source software for building websites.
- **Wix:** A website builder with a drag-and-drop interface, suitable for beginners.
- **Adobe Dreamweaver:** A tool for designing and coding custom websites.

### **Why WordPress is a Preferred Framework for Website Development**

- **Ease of Use:** WordPress is known for its simplicity and user-friendly interface. Even without technical expertise, users can create and manage a professional-looking website.
- **Flexibility and Scalability:** With thousands of themes and plugins, WordPress is incredibly flexible. It can be used for a wide range of websites, from small personal blogs to large corporate websites.

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- **Strong Community Support:** WordPress has a large, active community. This means a vast pool of resources, guides, forums, and third-party tools, making it easier to find help and add new features to your site.
- **SEO-Friendly:** WordPress is designed to be SEO-friendly right out of the box. It provides features and plugins that help optimize content for search engines, improving visibility and rankings.
- **Regular Updates and Improvements:** WordPress is an open-source platform that is regularly updated for improved functionality, security, and performance.
- **Ease of Integration:** WordPress integrates well with a host of tools and platforms, from email marketing tools and social media platforms to CRM software and payment gateways.
- **Cost-Effectiveness:** WordPress itself is free to use, and there are numerous free or low-cost themes and plugins available. This makes it accessible to businesses of all sizes.
- **Security:** While no platform is 100% secure, WordPress constantly updates its software to prevent attacks. There are also numerous security plugins available to reinforce a WordPress website.

### Pros and Cons of WordPress

The table below highlights some of the pros and cons of using WordPress as a Content Management System (CMS):

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>Customisable</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 optimisation.
<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>Customisation Requires Code</b> - Advanced customization may require knowledge of HTML, CSS, and PHP.
<b>Multilingual Support</b> - Supports many languages, which is beneficial for international sites.	<b>Standardised 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.

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<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

### Conclusion

WordPress stands out as a web application framework due to its user-friendly nature, flexibility, extensive community support, and array of features. It caters to both beginners and experienced developers, making it a go-to choice for a wide range of web development projects. Whether you're building a simple blog, a business website, an online store, or a complex portal, WordPress offers the tools and resources to create a functional, attractive, and successful online presence.

#### 1.4 How do you see a web page?

Imagine you're going to a friend's house for a party. The **domain name** is like the friend's street address; it's how you know where to go. You type this address into your GPS (akin to entering a domain name into a web browser), which then guides you to the party's location.

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#### 1.5 WordPress.ORG vs WordPress.COM

When diving into the world of WordPress, one of the first distinctions you'll encounter is between WordPress.org and WordPress.com. These two platforms, while sharing the WordPress name and underlying technology, serve different user needs and offer distinct experiences.

##### WordPress.org: The Self-Hosted Solution

- **Description:** WordPress.org is often referred to as the self-hosted version of WordPress. It's a free, open-source WordPress software that you can install on your own web server to create a website.

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- **Control and Flexibility:** This platform offers maximum control and customization. Users can modify code, install custom themes and plugins, and fully own their content.
- **Responsibility:** With this power comes the responsibility of managing hosting, backups, and security. It's ideal for those who want full control over their website's design and functionality.
- WordPress.com: The Hosted Platform
- **Description:** WordPress.com is a hosting service created by Automattic, the company founded by WordPress co-founder Matt Mullenweg. It offers a simplified version of WordPress.
- **Ease of Use:** It's user-friendly, providing hosting, security, and backups all in one package. This makes it an excellent choice for beginners or those who prefer a hands-off approach.
- **Limitations:** However, it comes with limitations in terms of customization. Free and lower-tier plans limit the ability to install custom themes and plugins and may place ads on your site.
- **Key Differences**
- **Hosting:** WordPress.org requires you to arrange your own hosting, while WordPress.com includes hosting.
- **Customization:** WordPress.org offers more customization options compared to the more restricted WordPress.com.
- **Cost:** WordPress.org itself is free, but you pay for hosting and domain; WordPress.com offers a free basic plan but requires payment for advanced features.

The choice between WordPress.org and WordPress.com depends on your specific needs and technical capabilities. WordPress.org is suited for those who want full control and are willing to handle the technical aspects of a website, while WordPress.com is ideal for users who prefer a more managed and straightforward approach. Both platforms have their advantages and cater to different types of users within the WordPress ecosystem. Some of the differences are described in the table below:

Feature	WordPress.com	WordPress.org
<b>Hosting</b>	Hosted; WordPress.com takes care of hosting for you.	Self-hosted; you need to find and pay for your own web hosting.
<b>Cost</b>	Free basic plan; paid plans for additional features and control.	Free software, but hosting, domain, and potential extras cost extra.
<b>Customisation</b>	Limited free themes; more customisation options with paid plans.	Full access to themes and plugins; complete customisation freedom.
<b>Monetisation</b>	Restrictions on monetization; more freedom with higher-tier plans.	Full freedom to monetize your site however you like.

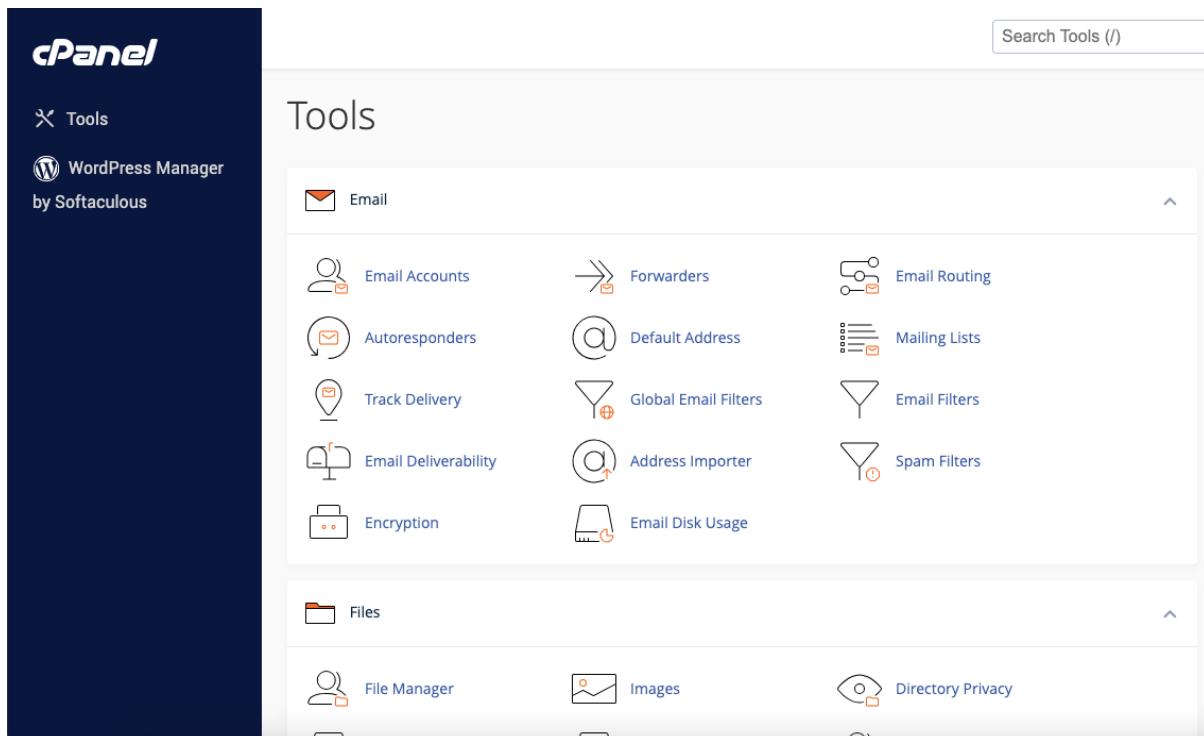
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<b>Maintenance</b>	WordPress.com handles maintenance, backups, and security.	Self-maintenance; updating, backups, and security are on you.
<b>Domain</b>	Free WordPress.com subdomain; option to purchase a custom domain.	You need to buy your own domain name.
<b>Control</b>	Limited control; cannot access server files or database directly.	Full control over your website; access to server files and database.
<b>Storage</b>	Limited free storage; more available in paid plans.	Depends on your web hosting provider.
<b>Ease of Use</b>	Easier to set up and use, especially for beginners.	Requires some technical knowledge for setup and management.
<b>SEO Tools</b>	Basic SEO tools; advanced tools available in higher-tier plans.	Full access to SEO plugins and tools.
<b>Support</b>	Direct email and live chat support, especially in paid plans.	Community support; additional support depends on hosting provider.

## 2. Installing Your WordPress

### Introduction to WordPress Installation

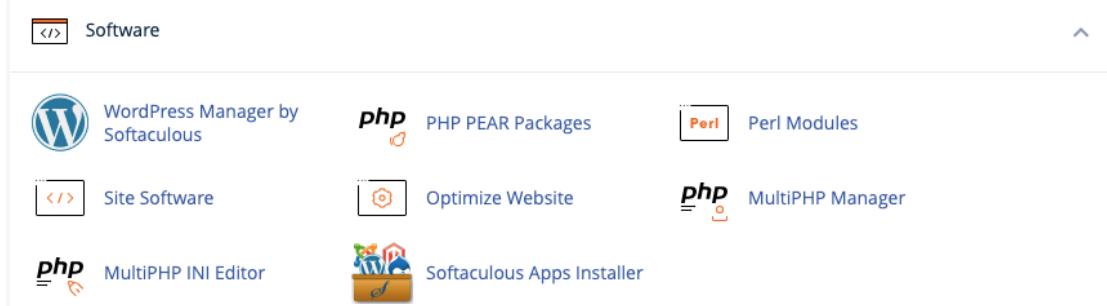
Installing WordPress is a crucial step in setting up your website. Most web hosting providers offer an easy way to install WordPress through the cPanel, which is a popular web hosting control panel. This guide will walk you through the process of installing WordPress from your hosting service's cPanel and highlight important considerations.



Access Your cPanel to install WP

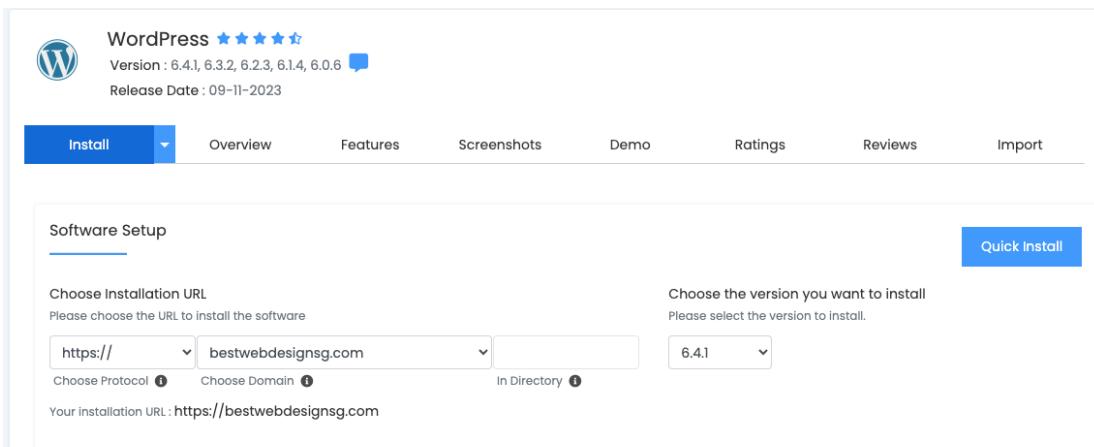
### Step-by-Step Guide to Install WordPress via cPanel

- **Access Your cPanel:** Log in to your hosting account and access the cPanel. This is usually done through a direct link provided by your hosting provider after signing up.
- **Find the WordPress Installer:** Look for the WordPress installer in the cPanel. This could be under 'Softaculous Apps Installer', 'Fantastico', or 'QuickInstall', depending on your hosting provider.



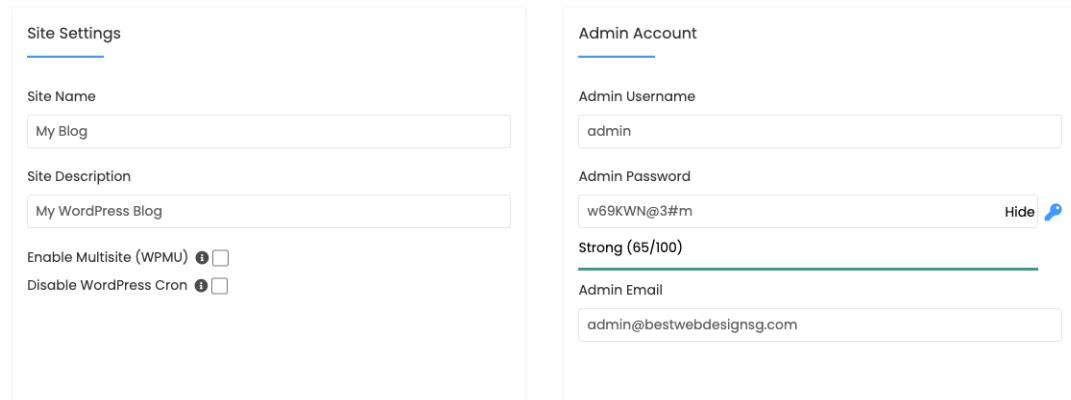
- **Start the Installation Process:** Click on the WordPress installer to begin. You'll be directed to the setup screen.
- **Choose Domain for Installation:** Select the domain where you want to install WordPress. If you have multiple domains, make sure to choose the correct one from the drop-down menu.

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The screenshot shows the WordPress installation setup page. At the top, it displays the WordPress logo, a 5-star rating, and release information: Version 6.4.1, 6.3.2, 6.2.3, 6.1.4, 6.0.6, and Release Date 09-11-2023. Below this, there are tabs for Install, Overview, Features, Screenshots, Demo, Ratings, Reviews, and Import. The Install tab is selected. The main area is titled "Software Setup" and contains fields for "Choose Installation URL" (https://bestwebdesignsg.com) and "Choose the version you want to install" (6.4.1). A "Quick Install" button is visible.

- **Directory Option:** If you want to install WordPress in a specific subdirectory (like [www.yourdomain.com/blog](http://www.yourdomain.com/blog)), enter the directory name. Leave it blank to install WordPress on the main domain ([www.yourdomain.com](http://www.yourdomain.com)).
- **Site Settings:** Fill in your site name and site description. You can always change these settings later in the WordPress dashboard.



The screenshot shows two side-by-side configuration panels. The left panel, titled "Site Settings", includes fields for "Site Name" (My Blog), "Site Description" (My WordPress Blog), and checkboxes for "Enable Multisite (WPMU)" and "Disable WordPress Cron". The right panel, titled "Admin Account", includes fields for "Admin Username" (admin), "Admin Password" (w69KWN@3#m), "Admin Email" (admin@bestwebdesignsg.com), and a "Hide" link for the password field.

- **Admin Account Setup:** Create an admin username, password, and email. This is crucial for accessing and managing your WordPress site, so choose a strong password and an email you regularly use.
- **Advanced Options:** Some installers allow you to set up database names and prefixes. For beginners, the default settings are usually fine.
- **Install:** Click the install button. The installer will set up WordPress for you, which may take a few minutes.

### Key Considerations When Installing WordPress

- **Security:** Choose a unique username and a strong password for your admin account to enhance security.
- **Email Address:** Ensure the admin email is active and accessible, as it is used for password resets and important notifications.
- **Backups:** Check if your hosting provider offers automatic backups or install a WordPress backup plugin later.
- **Updates:** Ensure that your WordPress, themes, and plugins are regularly updated post-installation for security and performance.
- **SSL Certificate:** Set up an SSL certificate for your website. Many hosts offer a free SSL certificate which you can activate from the cPanel.
- **Post-Installation Steps**
- **Theme Selection:** Choose and customize a theme that suits your website's purpose.

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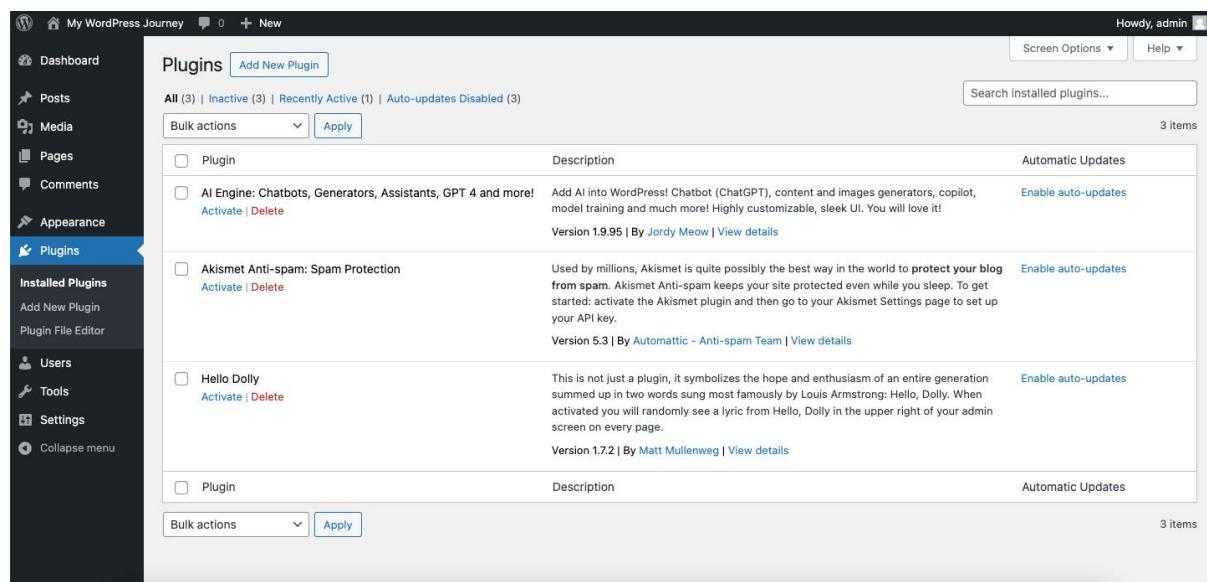
- **Plugin Installation:** Install essential plugins for SEO, security, and performance.
- **Permalink Structure:** Configure your permalink settings for better SEO.

### Conclusion

Installing WordPress through the cPanel provided by your hosting service is a straightforward process. It's crucial to pay attention to details like security settings, admin account creation, and post-installation configurations. Once installed, you can start customizing your website with themes and plugins to suit your needs and preferences. With WordPress, you have a powerful platform to build and manage your website effectively.

## 2.1 Plugins for your WordPress Website

Plugins are essential components that enhance the functionality and features of a WordPress website. They are like apps for your website, allowing you to add new features and extend the capabilities of your site without needing to know how to program.



The screenshot shows the WordPress dashboard with the 'Plugins' menu item selected. The main content area displays a list of installed plugins. At the top of the list is 'AI Engine: Chatbots, Generators, Assistants, GPT 4 and more!', followed by 'Akismet Anti-spam: Spam Protection', 'Hello Dolly', and another unnamed plugin at the bottom. Each plugin entry includes a checkbox, a link to 'Activate' or 'Delete', a brief description, and an 'Automatic Updates' status indicator. A search bar and a 'Bulk actions' dropdown are also visible.

Accessing to your Plugins from WP dashboard

### The Role of Plugins in WordPress

- **Customisation:** Plugins offer a high degree of customization for your website, enabling you to tailor its functionality and appearance to suit your specific needs.
- **Functionality:** From adding a simple contact form to creating a full-fledged online store, plugins can dramatically expand what your website can do.
- **Efficiency:** They can automate many tasks, like SEO optimization, social media integration, and performance improvements, saving you time and effort.

### Types of Plugins

- **Free Plugins:** Available in the WordPress Plugin Directory, offering various features without any cost.
- **Premium Plugins:** Offer advanced features and dedicated support, usually requiring a one-time payment or subscription.

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- **Custom Plugins:** Developed specifically for your needs by a developer, providing unique functionality tailored to your website.

### Why Use Plugins?

- **Ease of Use:** Most plugins are user-friendly, designed for users without technical expertise. They often come with settings and options that you can configure easily.
- **Diverse Range of Features:** With over 50,000 plugins in the WordPress repository alone, you can find a plugin for almost any feature you can think of.
- **Community and Support:** Many plugins have robust communities and dedicated support teams, offering help and updates.
- **Key Considerations When Choosing Plugins**
- **Compatibility:** Ensure the plugin is compatible with your version of WordPress.
- **Ratings and Reviews:** Look at user feedback to gauge the plugin's performance and reliability.
- **Regular Updates:** Choose plugins that are regularly updated for security and functionality.
- **Support:** Consider the level of support provided, especially for premium plugins.

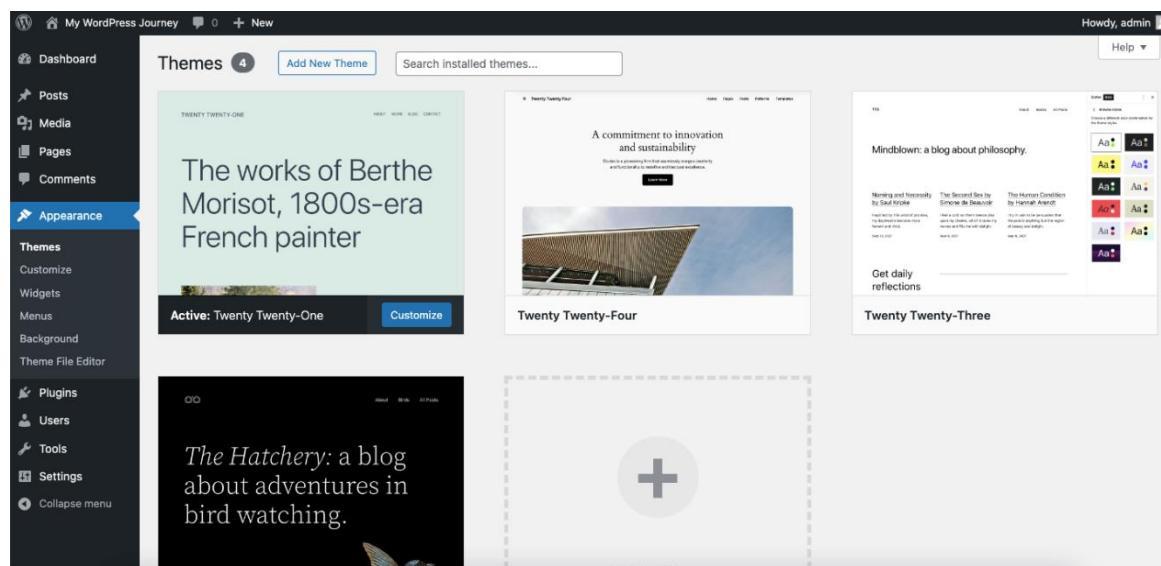
### Conclusion

Plugins are a powerful aspect of WordPress, allowing users to enhance and personalize their websites with ease. Whether you're looking to add simple features or complex functionalities, there's likely a plugin that fits your needs. However, it's important to select them carefully, considering factors like compatibility, support, and user reviews to ensure they positively contribute to your website's performance and security.

## 3. Page Builder for a WP Website

### What is a Page Builder?

A page builder is a tool that allows you to create and customize your website's layout without the need for extensive coding knowledge. It provides a more intuitive, drag-and-drop interface for designing web pages, making it easy for anyone to craft a professional-looking website.



Accessing the theme builder page from WP dashboard

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### Types of Page Builders

- **Plugin-Based Page Builders:** These are plugins that work with your existing WordPress theme. Examples include Elementor, Beaver Builder, and Visual Composer.
- **Theme-Based Page Builders:** Some WordPress themes come with built-in page builders. These are usually exclusive to the theme itself, such as the Divi Theme by Elegant Themes.
- **Gutenberg Block Editor:** This is WordPress's native block editor, introduced in WordPress 5.0, which allows for a certain degree of page building capabilities.

### Parent and Child Themes

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 [sa href="https://www.freepik.com/free-vector/children-back-school-with-parents\\_9009474.htm#query=parent%20and%20child&position=1&from\\_view=search&track=ais">Freepik](https://www.freepik.com/free-vector/children-back-school-with-parents_9009474.htm#query=parent%20and%20child&position=1&from_view=search&track=ais)

- **Parent Theme:** This is the main theme that includes all of the necessary source code, including template files, style sheets, and JavaScript files.
- **Child Theme:** A child theme inherits the functionality and styling of the parent theme. It allows you to make modifications and customisations to your site without affecting the parent theme. This is important for two reasons:
  - **Safe Updates:** When the parent theme is updated, modifications made in the child theme are preserved.
  - **Customization:** It provides a safe environment to experiment and make changes without risking the integrity of the original theme.

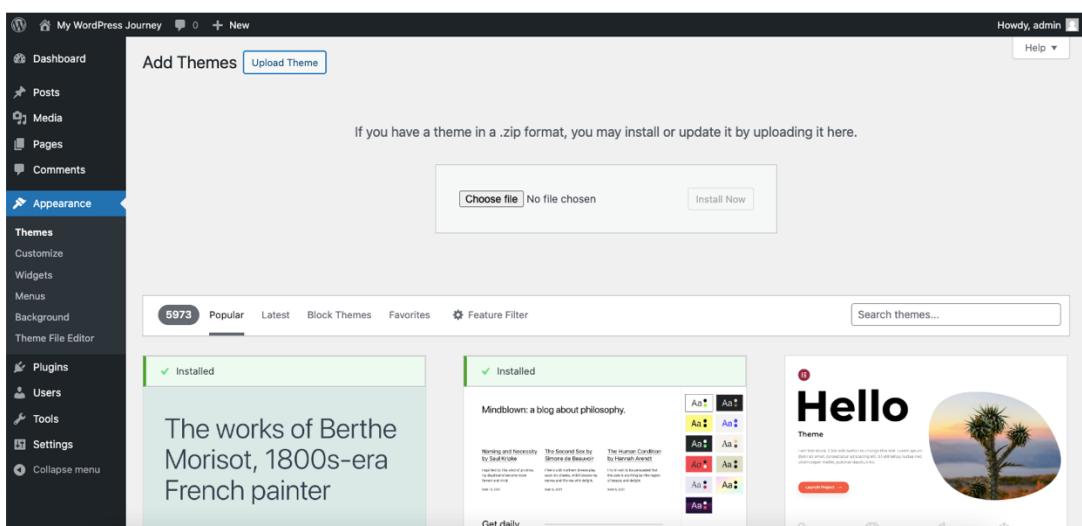
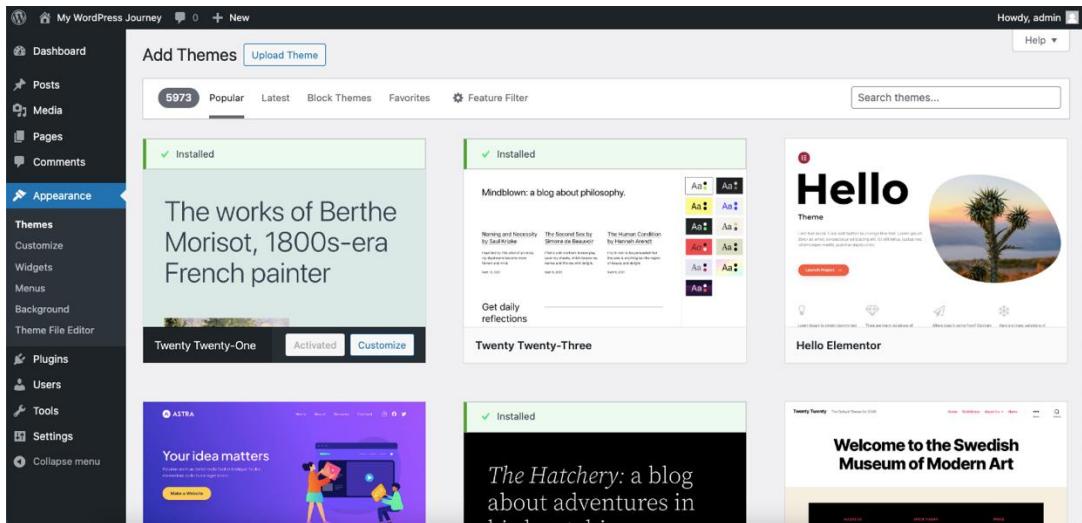
### Why Use a Page Builder?

- **Ease of Design:** Page builders offer a more visual approach to designing a website, which is especially helpful for those without coding expertise.
- **Customisation:** They provide extensive customisation options, allowing you to create unique layouts and designs.
- **Efficiency:** Page builders can significantly speed up the design process.

### Installing a Page Builder: Example with Divi Theme Builder

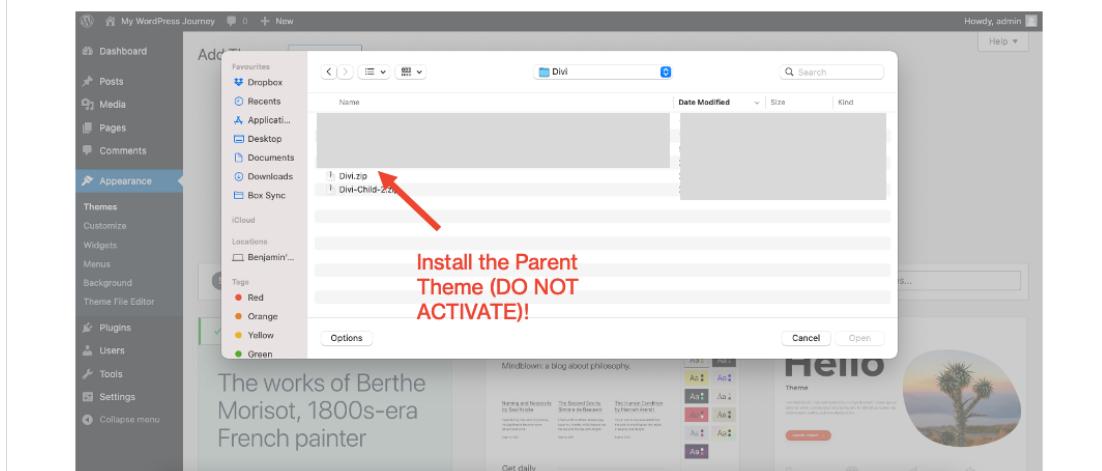
- **Purchase and Download:** First, purchase the Divi Theme from Elegant Themes and download the theme package.
- **Upload to WordPress:** In your WordPress dashboard, go to 'Appearance' > 'Themes' > 'Add New' > 'Upload Theme'. Upload the Divi.zip file and activate it.

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- **Create a Child Theme (Optional but Recommended):** Use a child theme creator plugin or manually create a child theme for Divi. Activate the child theme to ensure safe customisations.

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

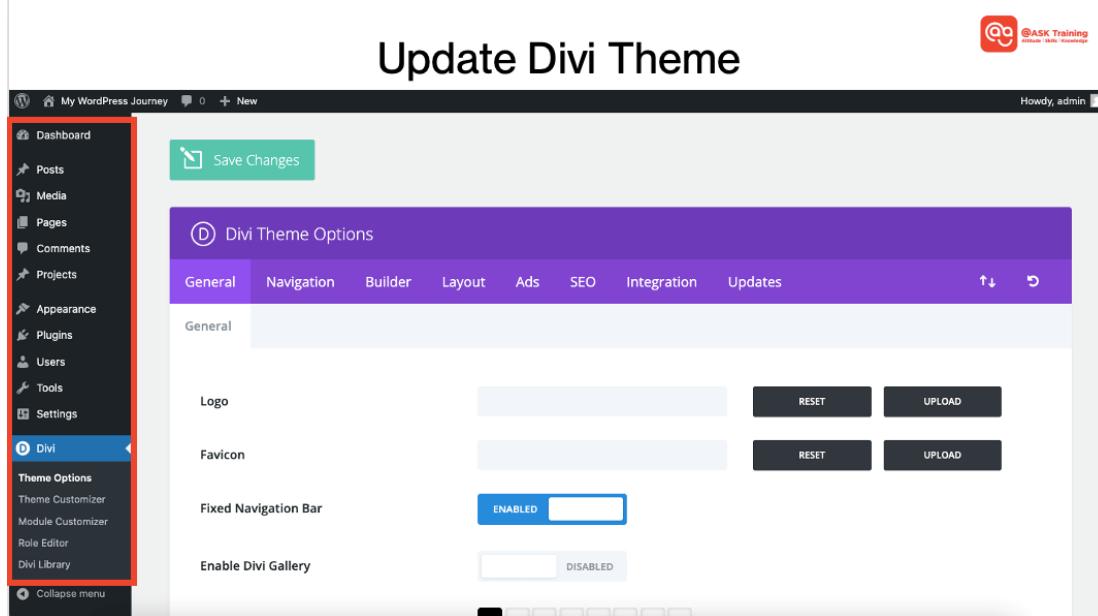


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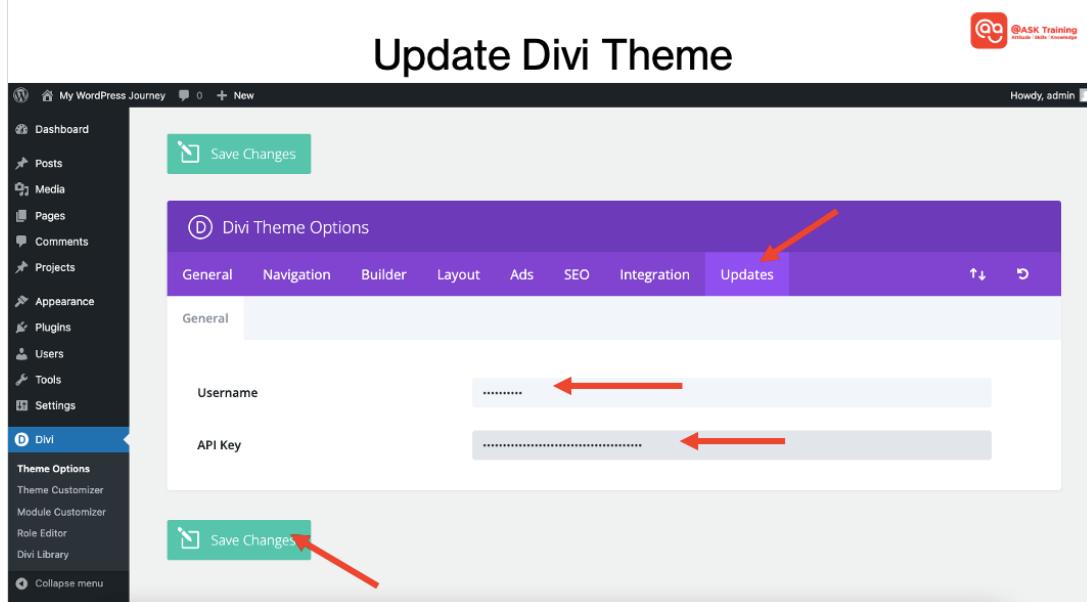
- **Using Divi Builder:** Once installed, you can start using the Divi Builder on pages or posts directly from your WordPress editor. Divi offers a visual builder for real-time design and an extensive library of templates and elements.

### Updating your Divi theme

- Your version of the Divi theme might not be the latest version. To enjoy the latest features of Divi, you are highly recommended to update the Divi theme to the latest version.

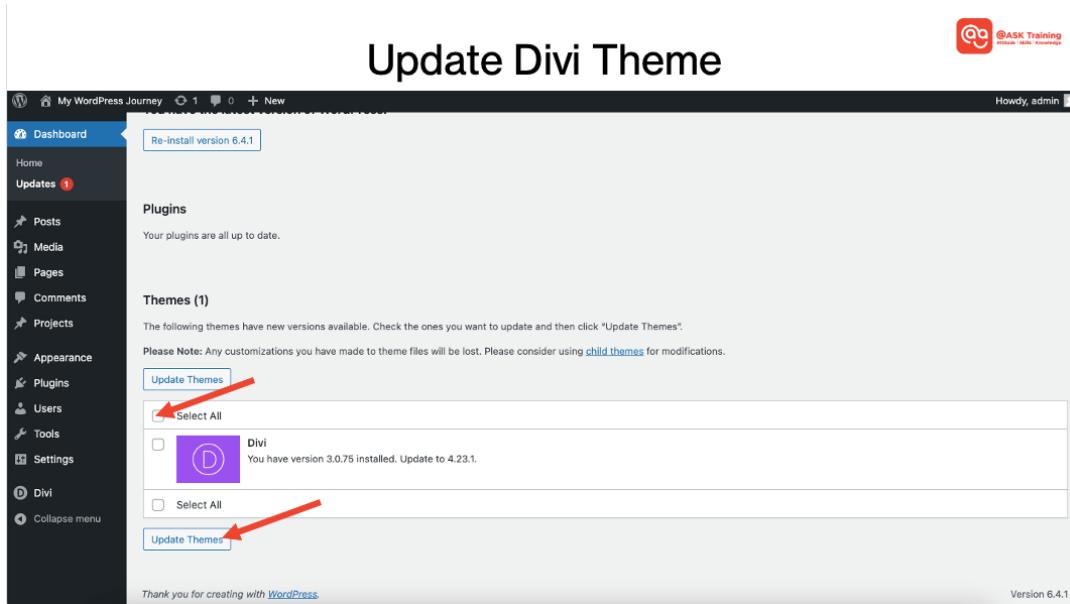


- Access to the settings of the Divi theme from the WP dashboard. Click on the “Updates” tab.



- Click on the “Updates” under the dashboard and choose the Divi theme to be updated.

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### Conclusion

Page builders like Divi have revolutionised the way we create websites on WordPress, making it accessible to a broader range of users. They balance the ease of use with powerful customization capabilities, making them an excellent choice for both beginners and experienced developers. The use of child themes in conjunction with page builders ensures that your customizations are preserved and that the integrity of your website is maintained.

## 4. Planning Your Website

### Introduction

Effective website planning is crucial for creating a site that not only looks good but also meets the needs of its users. Understanding key components like target audience, colour themes, fonts, and more can significantly impact the success of your website.

#### 1. Target Audience

- **Definition:** Identifying who your website is for – demographics, interests, behaviours.
- **Importance:** Tailoring your site to your audience ensures it resonates with them, increasing engagement and conversion rates.
- **Example:** A website targeting young adults might feature modern design trends, interactive elements, and content that speaks to their interests and challenges.

#### 2. Colour Theme

- **Definition:** The selection of colours used throughout the website.
- **Importance:** Colours evoke emotions and set the mood of the website. They should align with your brand and appeal to your target audience.
- **Example:** A health and wellness site might use calming blues and greens to evoke a sense of tranquillity and health.

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



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

- The choice of colour in branding is a critical decision that significantly impacts how a brand is perceived. Colours have the ability to evoke emotions, convey messages, and influence consumer behaviour. This is because different colours can trigger different psychological responses.

### Brand Colours and its meaning

Source: [themarketing sage.com](http://themarketing sage.com)



- Relation to Target Audience
  - Resonance:** The right colour choice resonates with your target audience, aligning with their preferences, emotions, and expectations. For instance, brighter and more vibrant colours might appeal to a younger demographic, while more subdued tones could resonate with a mature audience.
  - Cultural Considerations:** Different colours can have varying cultural meanings. Understanding the cultural context of your target audience is crucial in selecting colours that convey the right message.
  - Industry Relevance:** Certain colours are associated with specific industries, which can influence consumer perceptions. For example, green is often associated with health and sustainability, making it a popular choice for brands in these sectors.
- Examples of Well-Known Brands and Their Colour Choices

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- **Coca-Cola (Red):** Red in Coca-Cola's branding evokes feelings of excitement, passion, and energy. It's eye-catching and memorable, aligning with the brand's dynamic and lively image.
- **Facebook (Blue):** Facebook's use of blue reflects trust, dependability, and calmness. Blue is often associated with communication and reliability, which are key aspects of the social media platform.
- **Starbucks (Green):** Green in Starbucks' logo represents freshness, natural quality, and a relaxing ambiance. It aligns with their commitment to environmental stewardship and their positioning in the coffee industry.
- **McDonald's (Red and Yellow):** The combination of red and yellow in McDonald's branding is strategic. Red stimulates appetite and attracts attention, while yellow evokes feelings of happiness and friendliness.

### 3. Font

- **Definition:** The style of the text used on your site.
- **Importance:** Fonts contribute to readability and the overall aesthetic. They should be legible and match the tone of your content.
- **Example:** A legal consultancy website might use a serif font like Times New Roman for a professional and traditional feel.

### 4. Tone

- **Definition:** The overall attitude or character of the website's content.
- **Importance:** The tone should reflect your brand personality and resonate with your target audience.
- **Example:** A children's educational site might use a friendly, conversational tone to make the content more engaging and accessible to kids.

### 5. Design Theme and Style

- **Definition:** The overall look and feel of the website.
- **Importance:** It creates the first impression and should be consistent to provide a cohesive user experience.
- **Example:** A luxury brand website might use a minimalist design with high-quality images and ample white space to convey elegance and exclusivity.

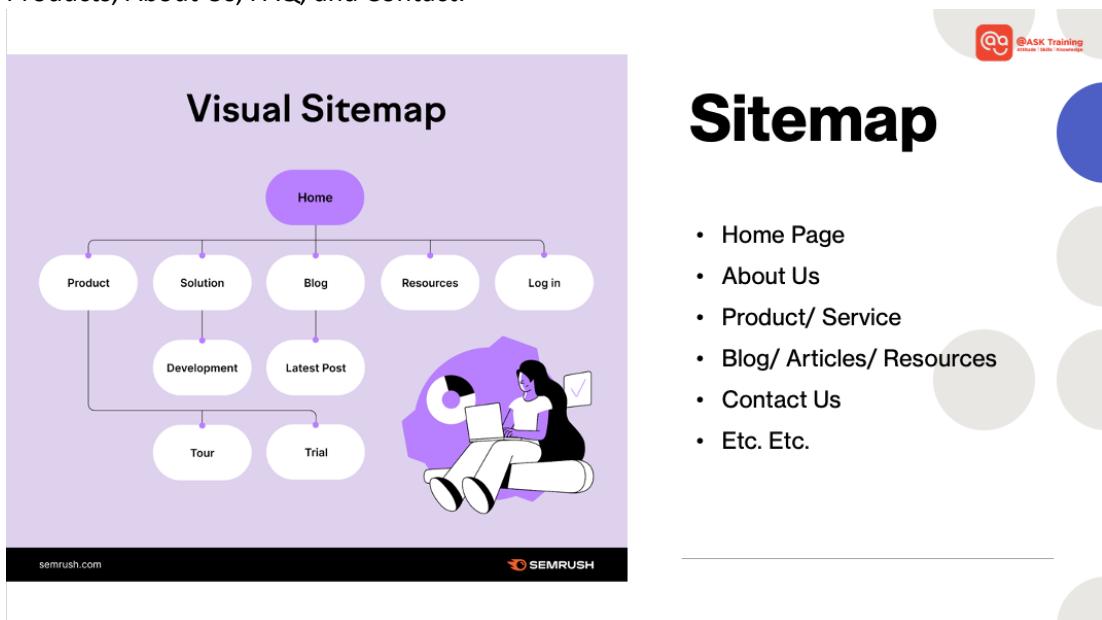
Design Theme	Key Characteristics
Minimalist Design	Simple, functional, limited colour palette, ample white space, minimal graphics
Flat Design	Two-dimensional look, simple elements, solid colors, straightforward typography
Material Design	Grid-based layouts, responsive animations, depth effects like 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

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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

### 6. Sitemap

- **Definition:** A blueprint or outline of the structure of your website.
- **Importance:** A sitemap helps in organizing and clarifying the content structure, making navigation intuitive for users.
- **Example:** An e-commerce site would have a sitemap that includes categories like Home, Products, About Us, FAQ, and Contact.



### 7. Reference Site(s)

- **Definition:** Looking at other websites, especially competitors or industry leaders, for inspiration.
- **Importance:** Reference sites can provide insights into what works well in your industry and help in benchmarking.
- **Example:** For a travel blog, referencing popular travel websites can give ideas on layout, features like travel guides, and interactive maps.

### Conclusion

Planning your website is a comprehensive process that involves understanding your audience and crafting a design that speaks to them. Every element, from the colour theme to the tone of the content, plays a crucial role in creating an effective online presence. By carefully considering these

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components, you can build a website that not only looks appealing but also performs well in terms of user engagement and satisfaction.

### Activity 1



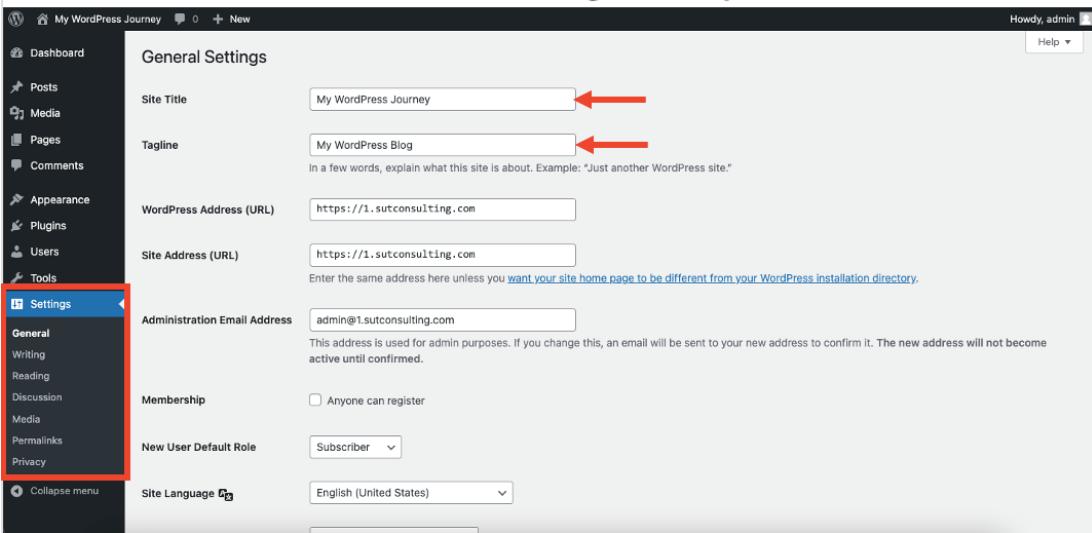
## 5. Basic Settings of a WP Website

Configuring the basic settings of a WordPress website is essential for establishing how your site functions and is perceived by visitors. Here's an overview of the important settings to consider:

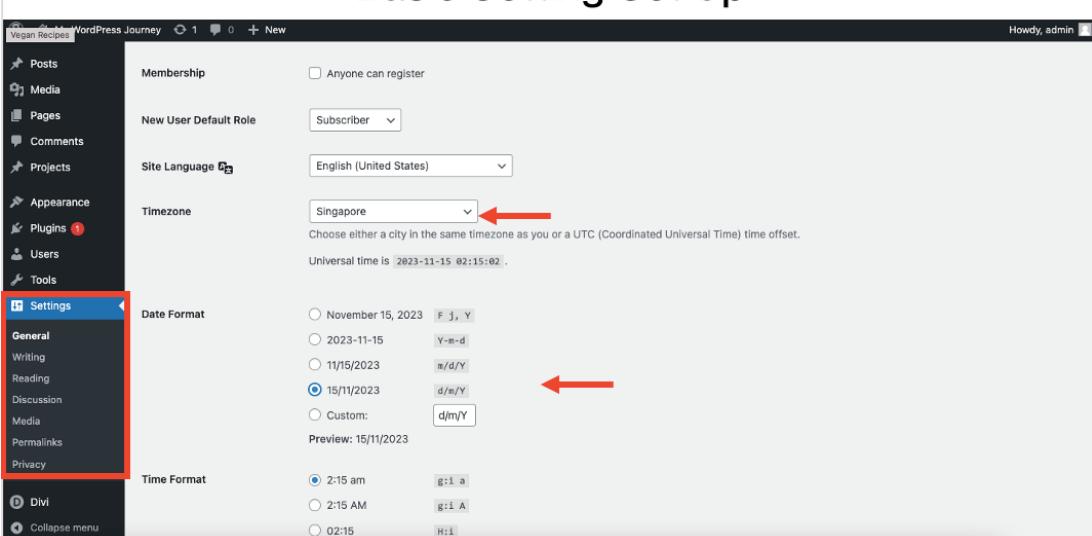
### 1. General Settings

- **Site Title and Tagline:** This is where you set the name of your website and a short description (tagline) that appears in the title bar of a web browser and in search results.
- **WordPress Address (URL) and Site Address (URL):** These settings determine the URL of your WordPress installation and the URL of your website. They are crucial for navigation and site access.
- **Email Address:** The admin email where you receive updates and notifications.
- **Time zone, Date, and Time Format:** Ensuring these are correctly set is important for scheduling posts and managing events.

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The screenshot shows the 'General' settings page in the WordPress admin dashboard. The left sidebar is highlighted with a red box, showing the 'Settings' menu selected. The main area displays fields for 'Site Title' (My WordPress Journey) and 'Tagline' (My WordPress Blog), both of which have red arrows pointing to them.

The screenshot shows the 'General' settings page in the WordPress admin dashboard. The left sidebar is highlighted with a red box, showing the 'Settings' menu selected. The main area displays the 'Timezone' section (set to Singapore) and the 'Date Format' section (set to 15/11/2023). Red arrows point to the 'Singapore' dropdown in the Timezone section and the '15/11/2023' radio button in the Date Format section.

### 2. Writing Settings

- **Default Post Category and Format:** Set a default category for your posts and choose the post format.
- **Post via Email:** A feature that allows publishing posts via email, although it's less commonly used.
- **Update Services:** You can notify other services when you publish new content.

### 3. Reading Settings

- **Your Homepage Displays:** Choose whether to show your latest posts or a static page as your homepage.
- **Blog Pages Show at Most:** Set the number of posts to display on blog pages.
- **Search Engine Visibility:** Option to discourage search engines from indexing your site (generally, you want to leave this unchecked).

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# Basic Setting Set Up

The screenshot shows the 'Reading Settings' page in the WordPress admin. The left sidebar has a red box around the 'Settings' menu item. On the main page, there's a red arrow pointing to the 'Homepage' dropdown menu which is set to 'Sample Page'. Below it, a red box highlights the 'Search engine visibility' section where the 'Discourage search engines from indexing this site' checkbox is checked.

### 4. Discussion Settings

- **Default Article Settings:** Control pingbacks and trackbacks.
- **Comments:** Settings related to how comments are managed, approved, and displayed on your site. This is important for engagement and moderation.

### 5. Media Settings

- **Sizes:** Set the default sizes for thumbnails, medium, and large images. These settings affect how images are displayed and used in your content.

### 6. Permalinks Settings

- **URL Structure:** Set the structure for your URLs. Permalinks are important for SEO, user experience, and ease of content management. Common structures include post name, day and name, month and name, etc.

# Basic Setting Set Up

The screenshot shows the 'Permalink Settings' page in the WordPress admin. The left sidebar has a red box around the 'Settings' menu item. On the main page, there's a red arrow pointing to the 'Post name' option under the 'Permalink structure' section, which is set to 'https://1.sutconsulting.com/sample-post/'. There is also a text input field for 'Custom Structure' with the placeholder '/%postname%'.

### 7. Privacy Settings

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- **Privacy Policy Page:** Set a page as your privacy policy. This is critical for informing users about your data collection and use practices.
- 8. Security Settings
- **User Registration and Roles:** If you allow user registration, manage roles and permissions carefully.
- **Updates:** Ensure WordPress, themes, and plugins are regularly updated for security and functionality.

### Conclusion

These basic settings form the foundation of your WordPress website's functionality and user experience. While the default settings work for a start, customizing them according to your needs and the nature of your website is vital. Regularly revisiting these settings as your website evolves is also important to ensure they remain aligned with your goals and audience.

## 6. Posts and Pages

Understanding the difference between posts and pages is crucial when managing content on a WordPress website. Both are fundamental entities in WordPress, but they serve different purposes and offer distinct features.

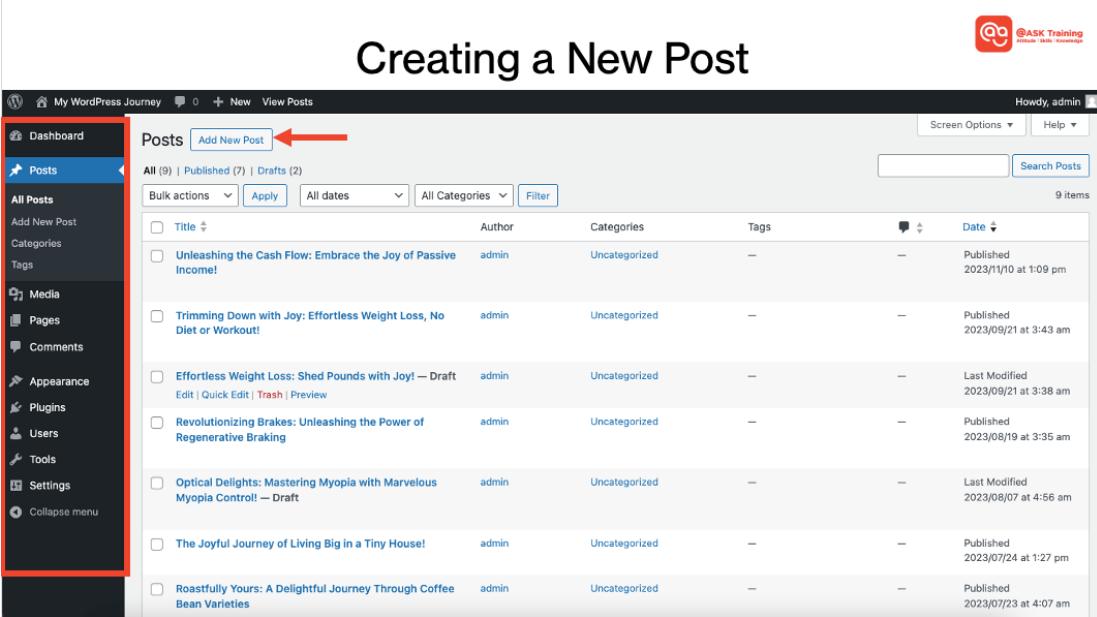
### Differences between Posts and Pages

- **Posts:**
  - **Dynamic Content:** Posts are typically used for blog entries or articles. They are dynamic and often part of a blog feed.
  - **Timeliness:** Posts are time-sensitive, meaning they have a publish date and are displayed in reverse chronological order on your blog page.
  - **Categories and Tags:** You can organize posts into categories and tag them to help readers find related content.
  - **Social and Interactive:** Posts encourage interaction through comments and can be shared across social media platforms.
- **Pages:**
  - **Static Content:** Pages are used for static content that rarely changes, such as 'About Us', 'Contact', or 'Privacy Policy'.
  - **No Publish Date:** Pages don't have a publish date and aren't meant to be timely or chronological.
  - **Hierarchical Structure:** Pages can be organized hierarchically, allowing for parent and child pages.
  - **Not Typically Social:** Pages usually don't include social sharing or comments (though this can be enabled if desired).

### Creating a Post in WordPress

- **Access the Dashboard:** Log into your WordPress dashboard.
- **Navigate to Posts:** Click on 'Posts' in the left-hand menu.
- **Add New Post:** Click on 'Add New' to open the post editor.

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The screenshot shows the WordPress dashboard with a red box highlighting the left sidebar. The 'Posts' section is selected, and a red arrow points to the 'Add New Post' button at the top of the main content area.

**Creating a New Post**

Howdy, admin

Screen Options | Help

Search Posts

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

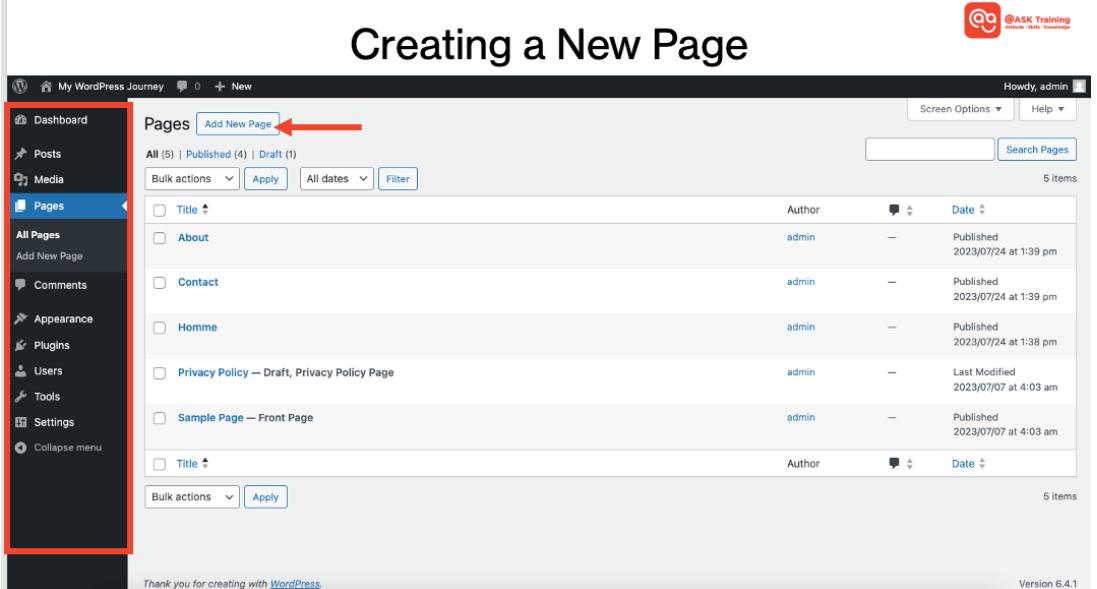
Bulk actions | Apply | All dates | All Categories | Filter

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

- **Enter Title and Content:** Add a title in the title area and content in the block editor.
- **Add Categories and Tags:** Organize your post by assigning categories and tags.
- **Set Featured Image:** Add a featured image to represent your post.
- **Preview and Publish:** Preview your post, and once you're satisfied, click 'Publish'.

### Creating a Page in WordPress

- **Access the Dashboard:** Log into your WordPress dashboard.
- **Navigate to Pages:** Click on 'Pages' in the left-hand menu.
- **Add New Page:** Click on 'Add New' to open the page editor.



The screenshot shows the WordPress dashboard with a red box highlighting the left sidebar. The 'Pages' section is selected, and a red arrow points to the 'Add New Page' button at the top of the main content area.

**Creating a New Page**

Howdy, admin

Screen Options | Help

Search Pages

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

Bulk actions | Apply | All dates | Filter

Title	Author	Date
About	admin	Published 2023/07/24 at 1:39 pm
Contact	admin	Published 2023/07/24 at 1:39 pm
Homme	admin	Published 2023/07/24 at 1:38 pm
Privacy Policy — Draft, Privacy Policy Page	admin	Last Modified 2023/07/07 at 4:03 am
Sample Page — Front Page	admin	Published 2023/07/07 at 4:03 am
Title	Author	Date

- **Enter Title and Content:** Add a title in the title area and content in the block editor.
- **Organize with Parent Pages:** If needed, assign a parent page to create a hierarchy.
- **Preview and Publish:** Preview your page, and once you're satisfied, click 'Publish'.

### Conclusion

Posts and pages are essential components of a WordPress website, each serving its unique purpose. Posts are ideal for timely, interactive content like blog articles, whereas pages are best suited for

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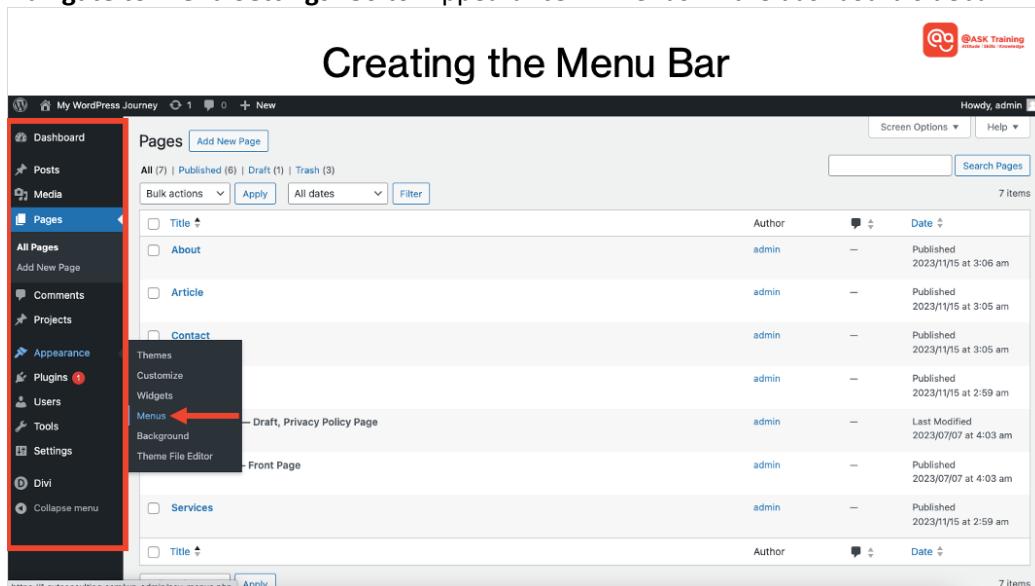
static, timeless information. Understanding their differences and functionalities allows you to effectively structure and present content on your website, enhancing the user experience and the overall coherence of your site.

### 7. Creating the Menu

The menu bar is a crucial element of your WordPress website as it guides visitors through your site's content. An effective menu bar improves navigation, enhances user experience, and contributes to the site's overall aesthetic appeal.

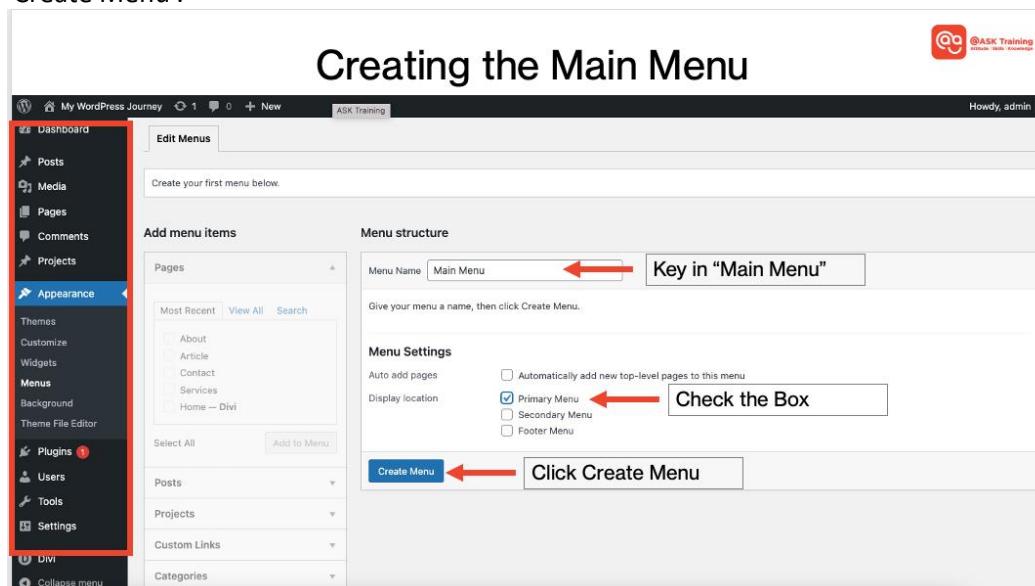
#### How to Create a Menu Bar in WordPress

- **Access the WordPress Dashboard:** Log in to your WordPress dashboard to start managing your website.
- **Navigate to Menu Settings:** Go to 'Appearance' > 'Menus' in the dashboard sidebar.



The screenshot shows the WordPress dashboard with a red box highlighting the 'Pages' section in the left sidebar. Below it, the 'Menus' option is also highlighted with a red arrow pointing to it. The main content area displays a list of pages including 'About', 'Article', 'Contact', 'Services', and 'Home -- Divi'. At the bottom, there are buttons for 'Screen Options', 'Help', 'Search Pages', and 'Apply'.

- **Create a New Menu:**
- Click on 'Create a New Menu', give it a name for reference (like 'Main Menu'), and click 'Create Menu'.



The screenshot shows the 'Edit Menus' screen with a red box highlighting the 'Appearance' section in the left sidebar. In the main area, under 'Add menu items', there is a list of pages: 'About', 'Article', 'Contact', 'Services', and 'Home -- Divi'. Under 'Menu structure', the 'Menu Name' field is set to 'Main Menu' with a red arrow pointing to it. The 'Display location' section has a checkbox for 'Primary Menu' which is checked, with a red arrow pointing to it and the text 'Check the Box'. At the bottom, there is a 'Create Menu' button with a red arrow pointing to it and the text 'Click Create Menu'.

- **Add Menu Items:**

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- On the left side of the menu editor, you'll see options to add pages, posts, custom links, or categories.
- Select the items you want to add to your menu and click 'Add to Menu'.

My WordPress Journey

Edit Menus Manage with Live Preview

Howdy, admin

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

Save Menu Delete Menu

- Organize Menu Items:**
- Drag and drop the menu items to arrange them. You can also create dropdown submenus by dragging items underneath and slightly to the right of the parent item.
- Set Menu Display Location:**
- Most themes have predefined menu locations. Select the location where you want your menu to appear, like the top header or footer.
- Save Your Menu:**
- Once you've arranged the items and set the location, click 'Save Menu'.

My WordPress Journey

Edit Menus Manage with Live Preview

Howdy, admin

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

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	Page ▾
Services	Page ▾
Article	Page ▾
Contact	Page ▾

Bulk Select

Menu Settings

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

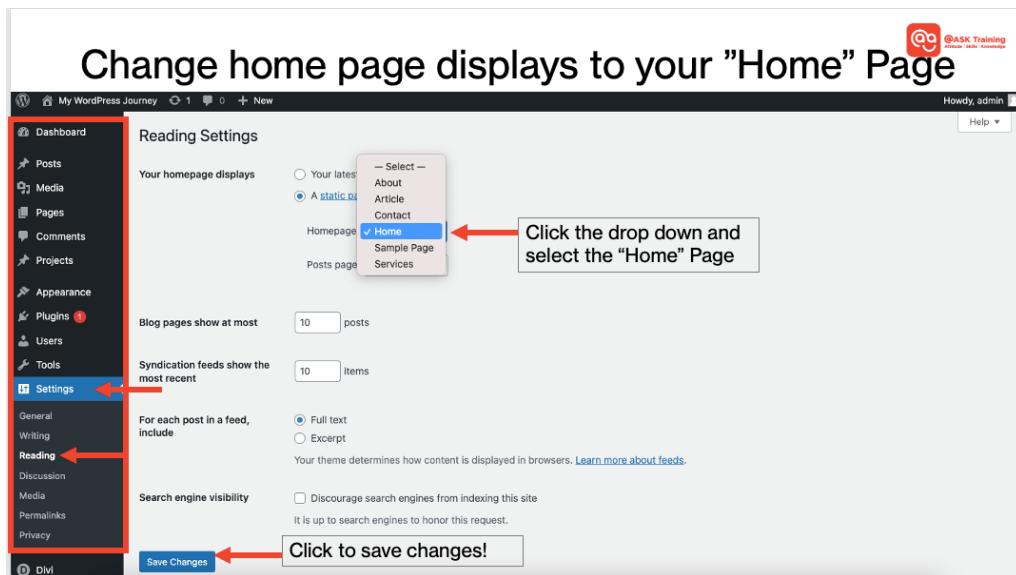
Save Menu Delete Menu

Toggle to the front to see the menu

\*Click to save the menu

- You may want to set your home page to a static page found at the Settings -> Reading of the dashboard.

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### Best Practices in Creating a Menu for a WordPress Website

- **Simplicity and Clarity:** Keep your menu simple and straightforward. Too many items can overwhelm visitors. Aim for a clean, uncluttered layout.
- **Logical Structure:** Arrange menu items in a logical order. For example, place 'Home' at the beginning and 'Contact' at the end.
- **Consistency:** Ensure your menu is consistent across all pages. This includes both the order of items and their naming.
- **Responsive Design:** Make sure your menu looks good and functions well on all devices, especially mobiles and tablets.
- **Limit Dropdowns:** Use dropdown menus sparingly. Too many can make navigation cumbersome, especially on mobile devices.
- **Use Descriptive Labels:** Menu labels should be descriptive and give a clear idea of the content they link to.
- **Accessibility:** Ensure that your menu is accessible, including keyboard navigation and screen reader compatibility.
- **Highlight Current Page:** Configure the menu to highlight the current page or section, helping users understand where they are on the site.

### Conclusion

A well-designed menu bar is key to a user-friendly and efficient WordPress website. By following best practices in menu creation, you provide visitors with a seamless experience, guiding them effortlessly through your content. Remember, the menu bar is not just a navigation tool but also an integral part of your site's design and branding.

## 8. Editing Pages with Divi

Divi, developed by Elegant Themes, stands out as one of the most versatile and user-friendly themes available for WordPress websites. It's renowned for its powerful visual builder, which revolutionizes the way users create and edit their web pages.

### Why Divi is a Preferred Option for WordPress Website Building

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- **Visual Drag-and-Drop Builder:** Divi's intuitive interface allows users to create and customize their pages visually. It eliminates the need for coding knowledge, making website design accessible to users of all skill levels.
- **Customization Flexibility:** With Divi, the possibilities for customization are nearly limitless. It offers a wide range of modules and design options, enabling users to craft unique layouts and designs tailored to their specific needs.
- **Responsive Editing:** Divi allows you to easily design and customize how your site looks on different devices, ensuring a great user experience across all platforms.
- **Pre-Made Templates and Layouts:** Divi comes with an extensive library of pre-designed templates and layouts, which can be used as a starting point and customized as needed.
- **Real-Time Design:** Changes made with Divi are visible in real-time, offering immediate feedback and streamlining the design process.
- **Community and Support:** As one of the most popular WordPress themes, Divi has a large community of users. This means extensive tutorials, forums, and third-party resources are readily available.

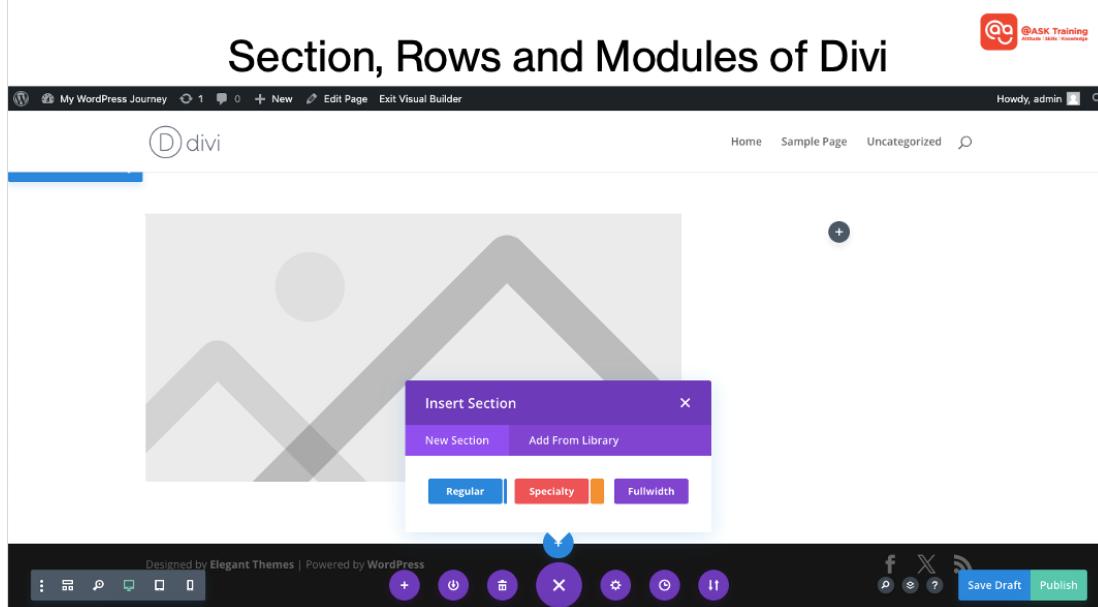
The Divi Theme by Elegant Themes is renowned for its flexibility and ease of use, especially in terms of its layout and structure. Understanding how Divi organizes and manages content can help users effectively leverage its capabilities in website development.

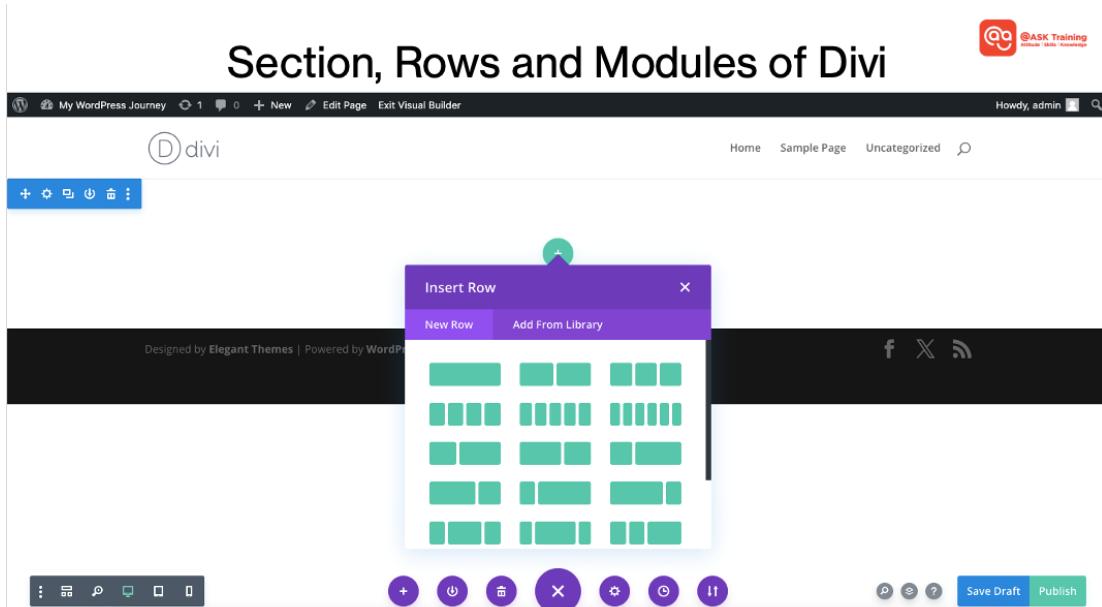
### 1. The Divi Builder

- **Core Component:** At the heart of Divi's layout and structure is the Divi Builder, a drag-and-drop page builder that allows for real-time editing.
- **Visual and Backend Editing:** Divi offers both a visual frontend editor and a backend builder, providing flexibility in how you build and edit your pages.

### 2. Basic Structure Elements

- **Sections:** The largest building blocks in the Divi Builder. Each page consists of one or more sections. They are used to create the main structural elements of the page.





- **Rows:** Inside sections, you can add rows to create horizontal groupings of content. Rows allow you to control the layout and organization of modules that you add.

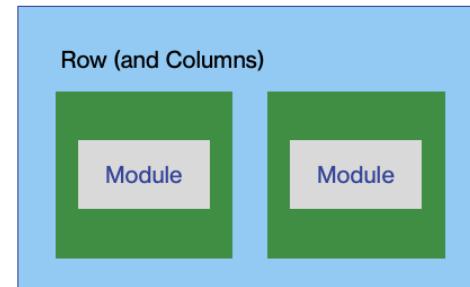
## Section, Rows and Modules of Divi



Full Width Section

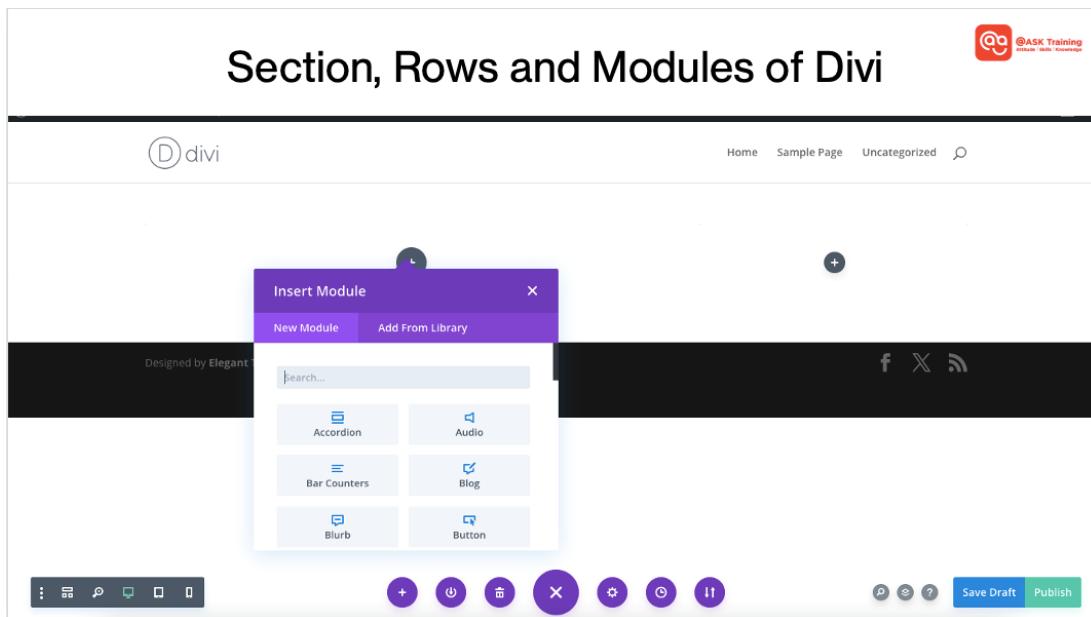


Section



- **Modules:** The most basic and versatile components of the Divi Builder. Modules are used to add various types of content (like text, images, buttons, sliders, etc.) to your pages. They are placed within rows.

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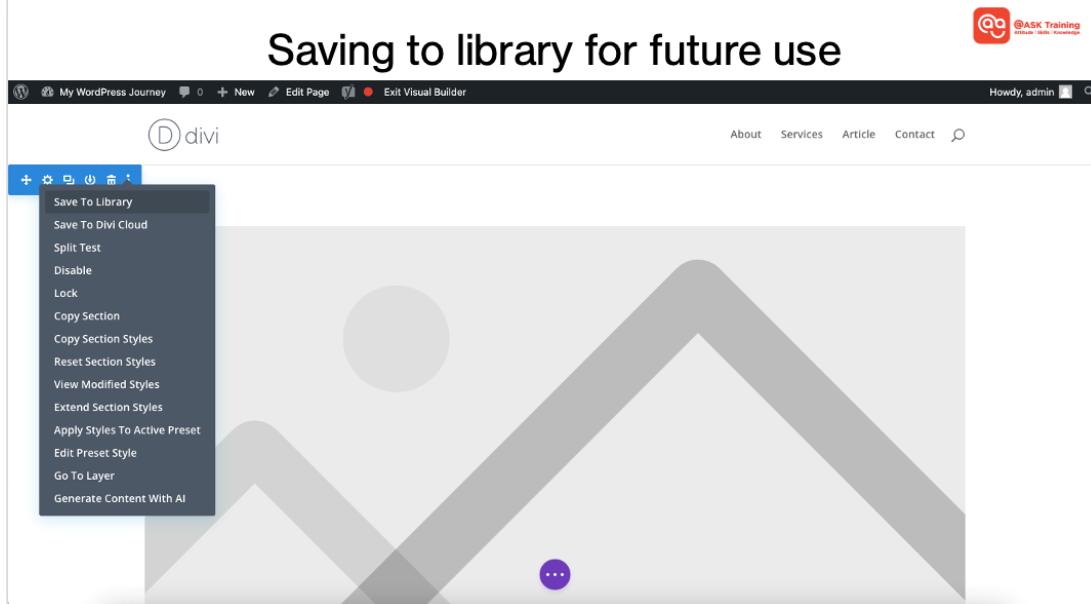


### 3. Advanced Design Settings

- **Customization Options:** Each section, row, and module in Divi comes with numerous customization options. These include settings for sizing, spacing, borders, shadows, animation, and more.
- **Responsive Design Controls:** Divi allows you to adjust how each element behaves on different device sizes, ensuring a responsive and mobile-friendly design.

### 4. Predefined Layouts and Templates

- **Library of Layouts:** Divi includes a wide range of pre-made layouts and templates that can be used as a starting point for your designs. These layouts are fully customizable.
- **Save and Manage Your Layouts:** You can save your custom layouts and reuse them on other pages or even export them to use on different websites.



### 5. Divi Theme Customizer

- **Global Settings:** Beyond individual pages, Divi provides a theme customizer for global site settings. This includes headers, footers, typography, colour schemes, and more.

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- **Theme Options Panel:** An additional set of options for configuring aspects like navigation, mobile responsiveness, and general site settings.

### 6. Extendibility and Integrations

- **Extendibility:** Divi is designed to be extendable. Developers can add custom CSS, create child themes, and integrate additional plugins to extend functionality.
- **Integration with WooCommerce:** Divi works seamlessly with WooCommerce, making it a great choice for creating online stores.

### Conclusion

The Divi theme offers a comprehensive and intuitive approach to building and structuring WordPress websites. Its hierarchical system of sections, rows, and modules, combined with extensive customization options and responsive controls, provides a powerful toolkit for creating professional, visually appealing, and functional websites. Whether you're a beginner or a seasoned developer, Divi's layout and structure capabilities can accommodate a wide range of design needs and preferences.

### 9. Page fold, image & media and Design settings

#### 9.1 Page Fold



##### Understanding the Page Fold

- **Definition:** The page fold in web design refers to the portion of the webpage that is visible without scrolling. It's a concept borrowed from newspapers, where the top half of the front page is considered the most valuable space.
- **Relevance:** In the context of a WordPress website, the fold is the area of the screen that users see first upon loading your site.
- **Importance of the Page Fold**
- **First Impression:** The content above the fold is the first thing visitors encounter. It plays a crucial role in capturing their attention and encouraging them to explore further.
- **User Engagement:** Well-placed elements above the fold can significantly increase user engagement, click-through rates, and conversions.
- **Loading Speed:** Content above the fold is prioritized in loading, making it essential for creating a perception of fast loading times.

##### Best Practices for the Fold in Web Design

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- **Key Information and Call-to-Action (CTA):** Place important information like your value proposition, key services, or products, and a clear CTA above the fold to engage users immediately.
- **Engaging Visuals:** Use eye-catching images or graphics to grab attention. The first visual impression can be a decisive factor in user engagement.
- **Simplicity and Clarity:** Avoid cluttering the above-the-fold area. Ensure it's visually appealing and communicates your message clearly and concisely.
- **Responsive Design:** With varying screen sizes, what's above the fold on a desktop might be different on a mobile device. Ensure the design adapts well to all screen sizes.
- **Testing and Optimization:** Use A/B testing to determine which elements work best above the fold for your audience. Monitor user behaviour to optimize this space.

### Conclusion

The fold is a critical aspect of web design, especially for WordPress sites, as it frames the user's initial interaction with your website. By strategically placing key elements above the fold, you can create an impactful first impression, driving engagement and guiding visitors to take desired actions. The accompanying image illustrates the concept of the fold, emphasizing the importance of placing crucial elements in the immediately visible area of your webpage.

## 9.2 Image & Media

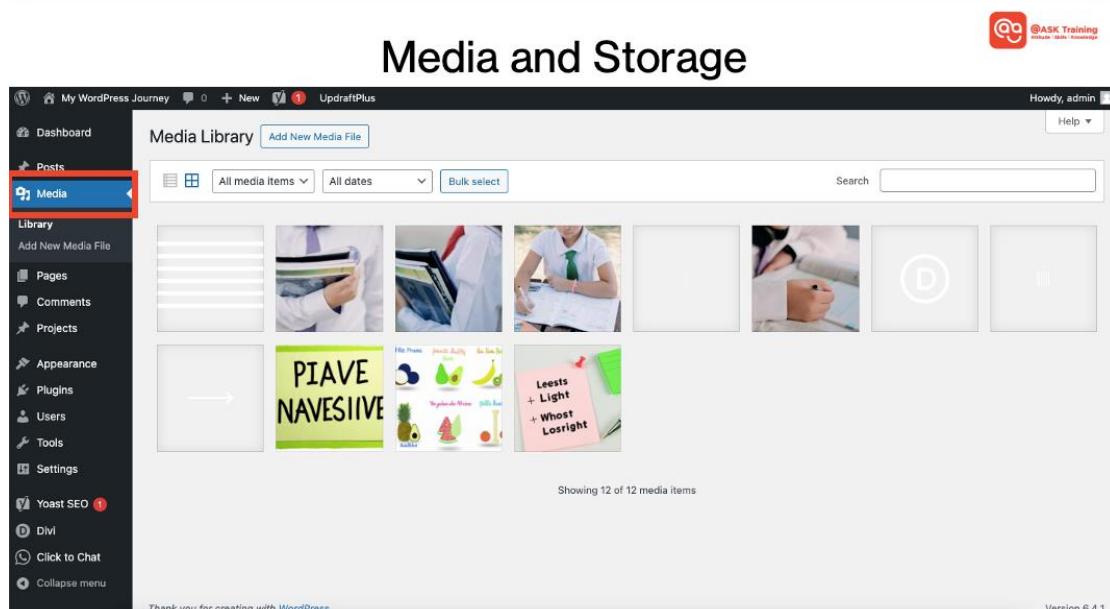
Images and media play a vital role in enhancing the visual appeal and user engagement of a WordPress website. They help convey messages, break up text, and improve the overall aesthetic of the site.

### Importance of Naming Images

- **SEO Benefits:** Properly naming images can improve your site's SEO. Descriptive, keyword-rich file names help search engines understand and rank your content better.
- **Organizational Efficiency:** Clear naming conventions make it easier to search for and manage your media files within your WordPress site.

### Locating Images in the Media Tab

- **Accessing Media Library:** In your WordPress dashboard, click on 'Media'. This opens the Media Library, where all your images, videos, and files are stored.



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- **Searching for Images:** Use the search bar in the Media Library to find images. Proper naming makes this process more efficient.
- **Viewing Image Details:** Clicking on an image in the Media Library will show its details, including the filename, file type, upload date, and dimensions.

### Guide to Web Sizes

- The aspect ratio for images on sliders or landscape, in general is 16:9. The width is 1920px, which means the height is 1080px.

**Guide to Web Size**

Aspect Ratio: 16:9

The diagram shows a computer monitor displaying a white screen. A red horizontal double-headed arrow at the bottom is labeled "1920 px". A red vertical double-headed arrow on the right side is labeled "1080 px". The monitor has a black bezel and a silver base.

- The recommended height used for the landing page/ home page for the slider image is between 550-700px.
- The recommended height used for the rest of the pages are 400-500px.

**Media Page Guide (Suggested)**

The diagram shows a computer monitor displaying a photograph of a person's hand holding a pen over a document. The image is centered within a frame. Below the image, a red double-headed arrow spans the width of the image and is labeled "1280 px". Above the image, two red double-headed arrows on the left and right sides are each labeled "320px". At the very bottom, a single red double-headed arrow spans the entire width of the monitor and is labeled "1920 px". To the left of the image, a red double-headed arrow is labeled "Home Page: 550-700 px". To the right of the image, another red double-headed arrow is labeled "Other Page: 400 - 500 px".

### Best Practices for Images and Media on a WordPress Website

- **Optimize File Sizes:** Large images can slow down your website. Optimize images for the web by compressing them and using appropriate file formats (like JPEG for photos and PNG for graphics).

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- **Use Alt Text:** Always add alt text to images. This improves accessibility for visually impaired users and contributes to SEO.
- **Responsive Images:** Ensure images are responsive and display well on all devices. WordPress automatically creates multiple sizes of each image, which you can select from when adding to your site.
- **Consistent Styling:** Maintain a consistent style across all images for a cohesive look. This includes using similar filters, tones, and composition.
- **Legal Considerations:** Only use images you have rights to or are free for commercial use. Stock photo websites can be a great resource, but always check licensing.
- **Image Captions and Descriptions:** Use captions and descriptions where necessary to provide context or additional information.
- **Organizing Media:** Regularly organize your media library, categorizing and tagging files for easy retrieval.
- **Backup:** Regularly back up your media files. Losing images can be detrimental, especially for media-heavy sites.

### Conclusion

Effectively managing images and media is crucial for a successful WordPress website. By following best practices like proper naming, optimization, and consistent styling, you can enhance your website's performance, accessibility, and aesthetic appeal. Remember that images are not just decorative elements; they are integral to the user experience and can significantly impact your site's SEO and loading times.

## 9.3 Margin and Padding

In web design, margins and padding are crucial CSS (Cascading Style Sheets) properties that determine the spacing in web page layouts. Understanding the difference between the two and how to use them effectively is essential for creating visually appealing and well-structured WordPress websites.

### Differences between Margins and Padding

- **Margins:**
  - **Definition:** Margins are the spaces outside of an element's border. They create space between the element and other elements on the page.
  - **Impact:** Margins help in defining the external layout and positioning of elements relative to one another. For example, increasing the margin around a button can separate it from surrounding text, making it stand out more.
- **Padding:**
  - **Definition:** Padding is the space inside of an element's border. It creates space between the border and the element's content.
  - **Impact:** Padding affects the internal layout of an element. For example, adding padding to a text box can make the text more readable by distancing it from the box's borders.

### Visual Impact on Web Pages

- **Creating Balance and Emphasis:** Proper use of margins and padding can create a balanced layout, making a page visually appealing and easy to navigate. It can also be used to draw attention to specific elements.
- **Improving Readability:** Especially for text content, padding can significantly enhance readability by providing breathing space around text.

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- **Responsive Design:** Margins and padding play a key role in responsive design, ensuring elements are spaced appropriately across different devices.

### Best Practices for Using Margins and Padding

- **Consistency:** Maintain consistent margins and padding throughout your website for a uniform look and feel.
- **Hierarchy and Spacing:** Use varying sizes of margins and padding to create visual hierarchy and group related elements together.
- **Mobile Responsiveness:** Test and adjust margins and padding for different screen sizes to ensure a good user experience on all devices.
- **Avoid Overuse:** Excessive margins and padding can waste space and make a website look sparse. Use them thoughtfully to balance the elements on the page.
- **Use Developer Tools:** Utilize browser developer tools to experiment with and fine-tune margins and padding.

### Conclusion

Margins and padding are fundamental tools in the web designer's toolkit. They are crucial for structuring content, enhancing readability, and ensuring aesthetic appeal. Understanding how to manipulate these spaces allows for more precise control over your website's layout, contributing to a professional and user-friendly design. In WordPress, themes and page builders often provide easy-to-use interfaces for adjusting these properties, making it accessible even for those without deep CSS knowledge.

### Activity 2a

**Activity 2a**

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

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### 10. Customising theme (Site Appearance)

Theme customisation in WordPress is a process of tweaking and altering the appearance and functionality of a WordPress theme to suit specific needs. It's a critical step in aligning your website's design with your brand identity.

The screenshot shows the UpdraftPlus Backup/Restore interface. On the left, a sidebar menu is open, with the 'Settings' option highlighted and a red box drawn around it. The main content area is titled 'Customising theme appearance'. It includes a welcome message, a navigation bar with tabs like 'Backup / Restore', 'Migrate / Clone', 'Settings', 'Advanced Tools', and 'Premium / Extensions', and a large blue 'Backup Now' button. A sidebar on the left lists options such as Themes, Customize, Widgets, Menus, Background, and Theme File Editor, with 'Themes' also highlighted by a red box. Below this is a section for 'Next scheduled backups:' which shows 'Nothing currently scheduled'. At the bottom, there's a 'Last log message:' section stating '(Nothing has been logged yet)' and a link to 'Existing backups'.

#### Why Theme Customisation is Necessary for Brand Consistency

- **Reflecting Brand Identity:** Customising your theme ensures that your website reflects your brand's unique style, colours, logo, and ethos. This consistency strengthens brand recognition.
- **Unique Appearance:** Customisation helps differentiate your site from others using the same theme, giving it a unique look.
- **Tailored User Experience:** Customising themes allows you to tailor the user experience to meet the expectations and preferences of your target audience.
- **Functional Adaptation:** It involves adapting a theme's functionality to better suit your specific business needs or workflow.

#### Examples and Aspects of Theme Customisation

- **Colour Scheme:**
  - Aligning the colour scheme with your brand colours. For instance, if your brand uses blue and white predominantly, your website should reflect these colours for consistency.
- **Typography:**
  - Customising fonts to match your brand's typography. If your brand uses a specific font style in its marketing materials, incorporating the same or similar fonts on your website maintains visual coherence.
- **Layout Adjustments:**
  - Modifying the layout to better showcase your content or products. A photography website, for example, might customize a theme to have larger image galleries.
- **Custom Headers and Footers:**

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- Personalising headers and footers to include brand-specific elements like logos, social media links, and contact information.
- **Widget Customization:**
  - Tailoring widgets to add unique features like custom contact forms, social feeds, or promotional banners that resonate with the brand.
- **Adding Custom CSS:**
  - Further personalising the theme by adding custom CSS for more specific styling that might not be achievable through theme options alone.

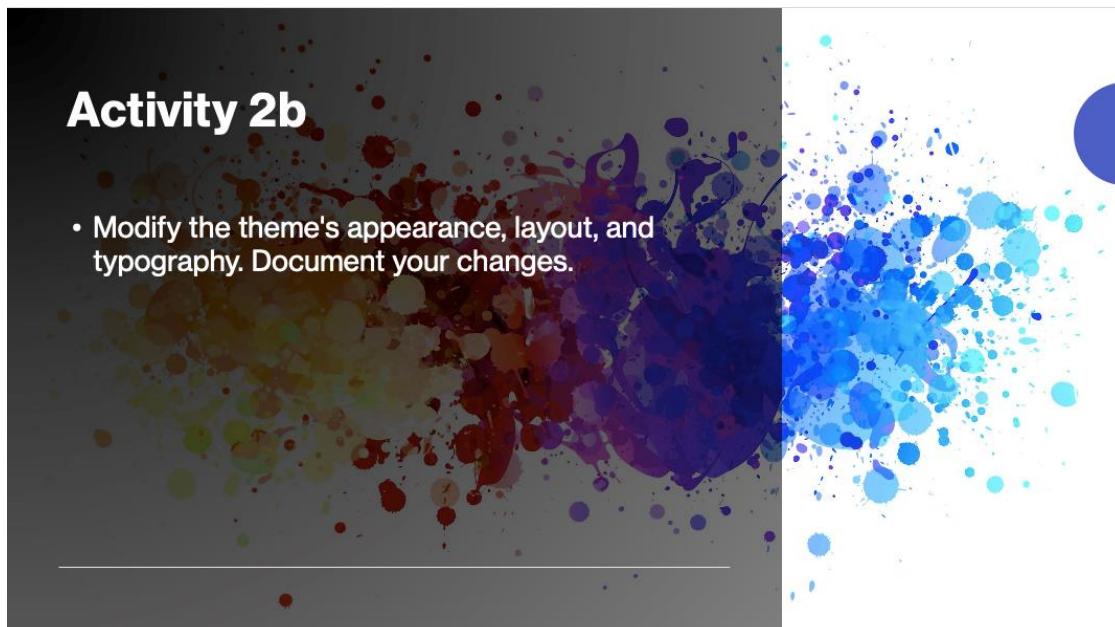
### Best Practices in Theme Customisation

- **Child Themes:** Use a child theme to make modifications. This ensures your changes aren't lost when the parent theme is updated.
- **Backup and Testing:** Always backup your site before making changes. Test your changes in a staging environment or locally before going live.
- **Performance Considerations:** Ensure your customisations do not negatively impact site speed and performance.
- **Responsive Design:** Make sure your customisations look good and function well across all devices.
- **Accessibility:** Keep accessibility in mind, ensuring that your customisations don't hinder the site's usability for people with disabilities.

### Conclusion

Customising a WordPress theme is essential for creating a website that aligns with your brand identity and offers a unique and tailored user experience. It involves not just aesthetic changes but also functional adaptations to meet specific needs. By thoughtfully customising your theme, you can create a cohesive and recognisable brand presence online, differentiating your site from competitors and enhancing user engagement.

### Activity 2b



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### 11. Useful Plugins

#### 11.1 Yoast SEO

Yoast SEO is one of the most popular and widely used search engine optimization (SEO) plugins for WordPress websites. It provides a comprehensive suite of tools and features to help improve the visibility and ranking of your website in search engine results.

The screenshot shows the 'Add Plugins' screen in the WordPress admin. The search bar at the top right contains the keyword 'Yoast'. The first result, 'Yoast SEO' by Team Yoast, is highlighted with a red box. This plugin has 27,608 reviews and 5+ million active installations. Other results shown include 'Yoast Duplicate Post' (by Enrico Battocchi & Team Yoast), 'LiteSpeed Cache' (by LiteSpeed Technologies), and 'Yoast Test Helper' (by Team Yoast).

#### Why Consider Yoast SEO for Your WordPress Website

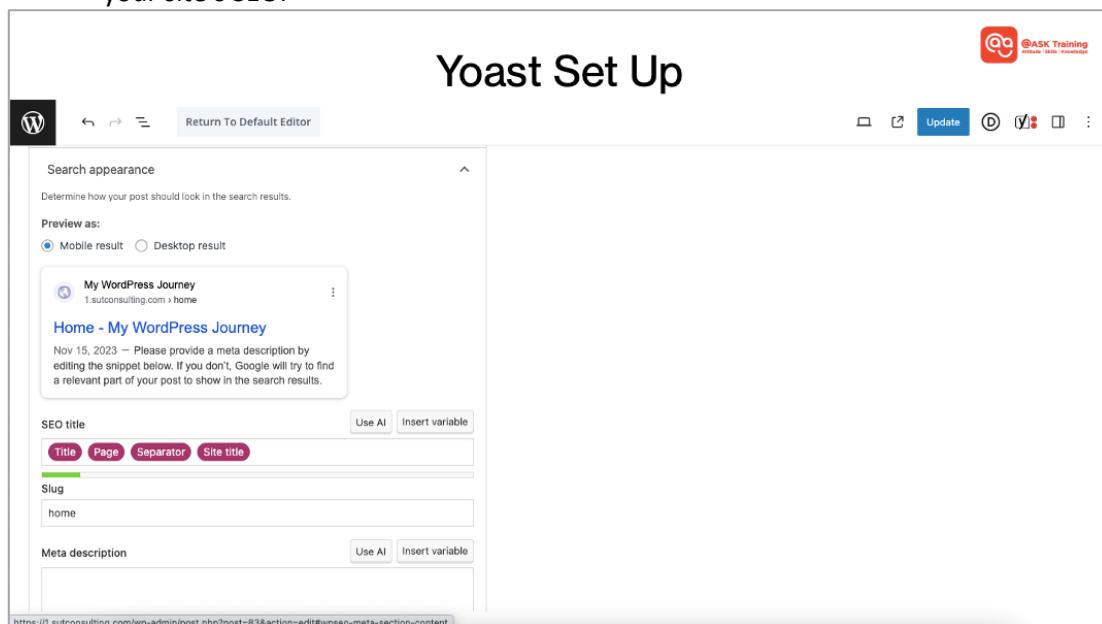
- Improved Search Rankings:** Yoast SEO helps in optimizing your website's content with focused keywords, enhancing its searchability.
- User-Friendly Content Analysis:** The plugin offers real-time feedback on content readability and SEO, guiding you to make improvements.
- Metadata Management:** It allows you to easily edit meta titles and descriptions, which are crucial for search engine visibility.
- Sitemap Generation:** Yoast automatically generates XML sitemaps, helping search engines to better index your website.
- Social Media Integration:** It enables you to set how your content appears when shared on social media platforms.

#### Best Practices When Using Yoast SEO

- Focus Keyword Optimisation:**
  - Choose a relevant focus keyword for each page and post. Yoast will analyse its frequency and distribution to ensure proper optimisation.
- Meta Titles and Descriptions:**
  - Write compelling meta titles and descriptions with your focus keyword. Yoast provides a snippet editor to see how your page might look in search results.
- Readability Analysis:**
  - Follow Yoast's readability suggestions to make your content user-friendly. This includes using short sentences, transition words, and subheadings.
- Use of Internal and External Links:**

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- Add internal links to relevant content within your site and external links to authoritative sources. Yoast can help identify opportunities for linking.
- **Regularly Update Your Content:**
  - Keep your content fresh and up-to-date. Yoast can remind you to update older content.
- **Optimise for Social Media:**
  - Utilize Yoast's social features to customize how your content appears on platforms like Facebook and Twitter.
- **Utilise Yoast's Advanced Features:**
  - Explore advanced features like breadcrumb navigation, canonical URLs, and .htaccess and robots.txt file editing for further optimization.
- **Stay Informed with Yoast's SEO Analysis:**
  - Regularly check Yoast's SEO analysis for insights and suggestions on how to improve your site's SEO.

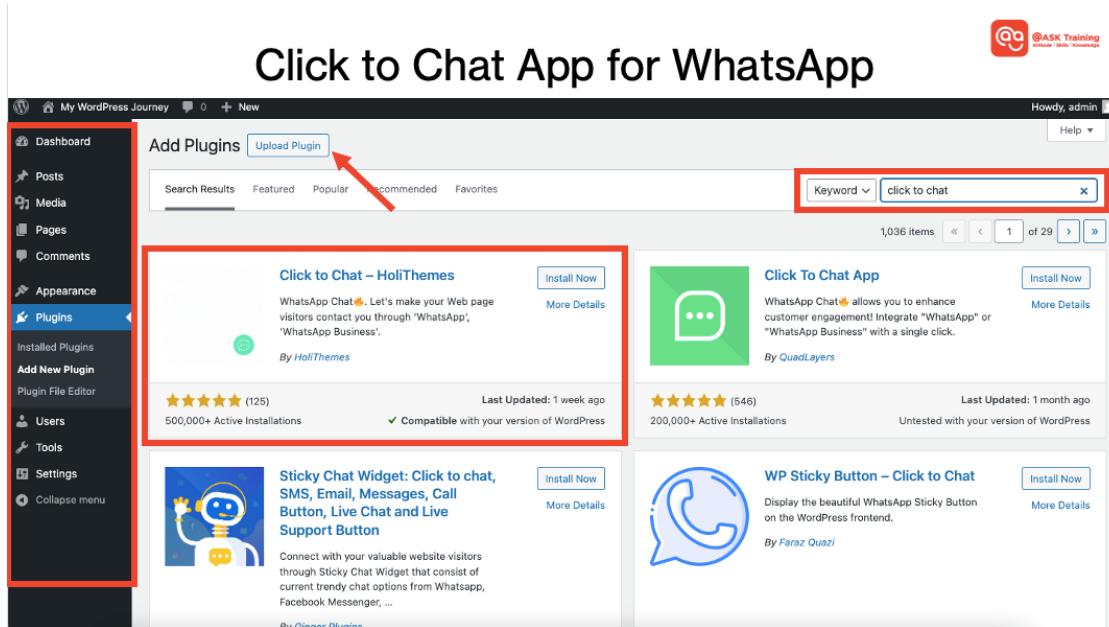


## Conclusion

Yoast SEO is a powerful tool for anyone looking to improve their WordPress website's search engine optimization. By following its guidelines and recommendations, you can enhance the visibility of your site, attract more visitors, and provide a better user experience. Consistent use of Yoast SEO, coupled with high-quality, relevant content, can significantly boost your website's performance in search engine rankings.

### 11.2 Click to Chat – by HoliThemes

"Click to Chat" by Holithemes is a plugin for WordPress websites designed to facilitate direct communication between website owners and their visitors. It integrates seamlessly with messaging services like WhatsApp, allowing users to easily initiate a chat with just a click.



### Why Consider "Click to Chat" for Your Website

- **Enhanced User Engagement:** The plugin enables immediate communication, making it easier for visitors to get in touch with you. This direct line of communication can significantly enhance user engagement and satisfaction.
- **Improved Customer Support:** It provides a straightforward way for visitors to seek assistance, ask questions, and resolve issues, thereby improving the overall customer support experience.
- **Increased Conversion Rates:** By allowing immediate interaction, potential customers are more likely to stay engaged and proceed through the sales funnel.
- **Accessibility and Convenience:** Many users prefer messaging over traditional forms of communication like phone calls or emails. The plugin taps into this preference, offering a familiar and convenient way to interact.

### Best Practices When Using "Click to Chat"

- **Strategic Placement:** Place the chat icon in a visible yet non-intrusive location. Typically, the bottom right corner of the screen is a standard and expected placement.
- **Customisation:** Customize the appearance of the chat button to match your website's design and brand aesthetics. Consistency in design enhances user trust and brand recognition.
- **Set Availability Hours:** Clearly communicate when users can expect a response. If possible, align chat availability with your business hours or the times when your team is most responsive.
- **Automated Greetings:** Use automated greetings or messages to let users know you'll respond soon. This can improve user experience, especially outside of active hours.
- **Train Your Team:** Ensure that your team is trained to handle inquiries efficiently and courteously. Quick and helpful responses can significantly boost customer satisfaction.
- **Respect User Privacy:** Make it clear how you handle the information shared over chat. Privacy assurances can increase user comfort in using the chat feature.
- **Monitor and Analyse Interactions:** Regularly monitor chats for common questions or issues. Use this data to improve your services, website content, or FAQs.
- **Integration with Other Tools:** If applicable, integrate the chat system with other tools like CRM software for streamlined customer management.

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The screenshot shows the 'Click to Chat - Chat Settings' page. On the left, a red box highlights the 'Click to Chat' menu item in the sidebar. The main area contains settings for WhatsApp Number (+65 8123 4567), Pre-Filled Message ('Hello {site}'), and Call to Action ('WhatsApp us'). A 'Save Changes' button is at the bottom right. To the right, there are two boxes: 'Contact Us' (with 'Click to Chat' and 'Click to Chat PRO' links) and 'PRO' (listing features like Random Numbers, Form Filling, Multi Agent, etc.). A green 'PRO VERSION' button is at the bottom right of the PRO box.

## Conclusion

Incorporating the "Click to Chat" plugin by Holithemes into a WordPress website can greatly enhance the user experience by providing a quick and familiar way for visitors to initiate conversations. This not only fosters better customer relations but can also lead to increased conversions and improved customer service. By following best practices for its use, website owners can maximise the benefits of this interactive feature, making their site more user-friendly and accessible.

## 11.3 Updraft for Backup

UpdraftPlus is one of the most popular and reliable WordPress plugins used for backup and restoration. It allows WordPress website owners to back up their data and restore it efficiently.

The screenshot shows the 'Add Plugins' page. A red arrow points to the 'Upload Plugin' button. A red box highlights the search bar containing 'updraft'. Below the search bar, the UpdraftPlus plugin card is highlighted with a red box. It includes the plugin logo, name ('UpdraftPlus: WordPress Backup & Migration Plugin'), description ('Backup, restoration and migration - world's most popular backup tool. Backup to the cloud - schedule backups or backup manually.'), author ('By UpdraftPlus.Com, DavidAnderson'), rating ('★★★★★ (7,281)'), installs ('3+ Million Active Installations'), last updated ('5 days ago'), compatibility ('Compatible with your version of WordPress'), and download buttons ('Install Now' and 'More Details'). Other plugins listed include WP-Optimize, Exclude Image Thumbnails From UpdraftPlus Backups, and SSH SFTP Updater Support.

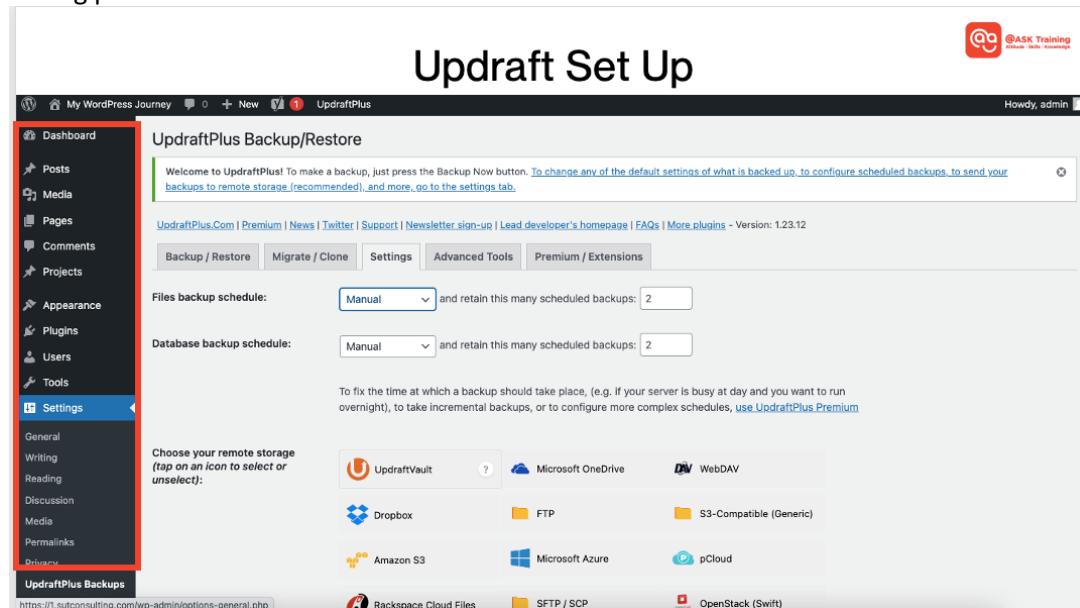
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### Why Consider UpdraftPlus for Your WordPress Site

- **Data Protection:** UpdraftPlus ensures that your website data is backed up regularly, protecting it from data loss due to hacking, server crashes, or accidental deletions.
- **Ease of Use:** With its user-friendly interface, UpdraftPlus makes the process of backing up and restoring your website straightforward, even for beginners.
- **Automated Backups:** The plugin can be configured to automatically back up your site according to a schedule that fits your needs.
- **Cloud Storage Integration:** UpdraftPlus supports multiple cloud storage options like Google Drive, Dropbox, Amazon S3, and more, providing flexible and secure off-site storage options.
- **Site Migration:** It also offers an easy solution for migrating or cloning a website from one domain to another.

### Best Practices When Using UpdraftPlus

- **Regular Backups:** Set up a regular backup schedule that suits the frequency of updates to your site. For active sites, a daily backup might be necessary, while weekly backups may suffice for less frequently updated sites.
- **Off-Site Storage:** Always store backups in an off-site location like a cloud storage service. This ensures that your backup is safe even if your server is compromised.
- **Testing Restores:** Periodically test your backups by restoring them to a test site. This ensures that your backups work correctly when needed.
- **Up-to-Date Plugin:** Keep the UpdraftPlus plugin updated to ensure compatibility with the latest WordPress version and to maintain security.
- **Backup Before Updates:** Before updating WordPress core, themes, or plugins, perform a backup. This allows you to restore your site to its previous state if something goes wrong during the update.
- **Optimize Backup Contents:** Only backup essential files. Exclude transient data or large media files that can be easily replaced to speed up the backup and restore process.
- **Security:** Ensure that your backup files are secure. Protect your cloud storage accounts with strong passwords and consider two-factor authentication.



### Conclusion

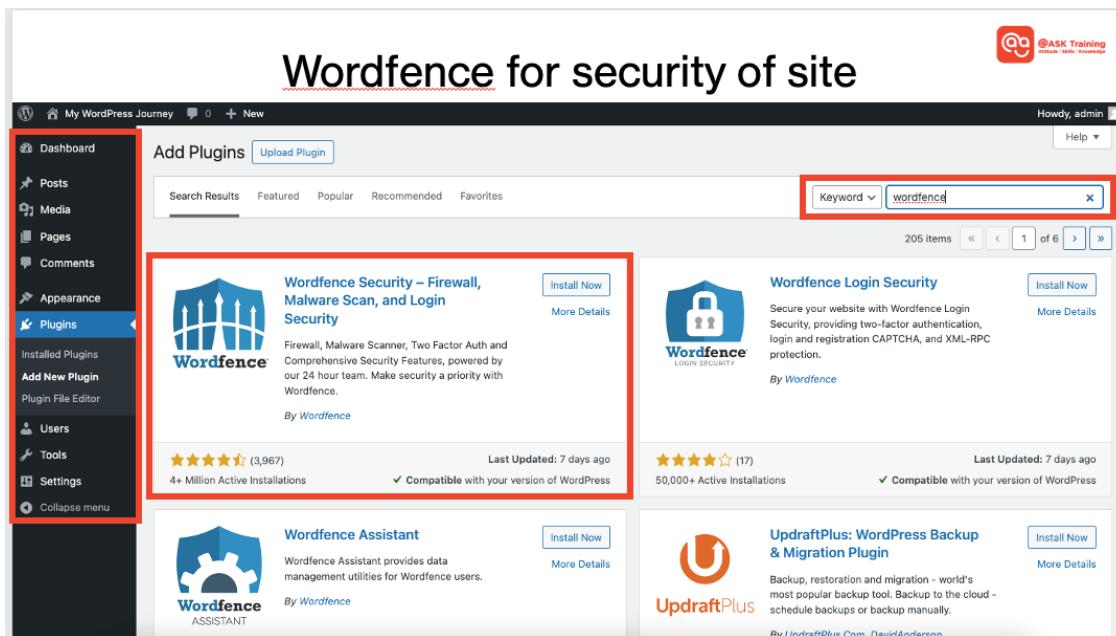
The UpdraftPlus plugin is a valuable tool for any WordPress website, providing robust features for backing up and restoring your site efficiently and securely. By following best practices in backup management, you can safeguard your website against data loss and ensure business continuity, even

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in the face of technical challenges. Whether you're running a personal blog or a large e-commerce site, regular and secure backups are an essential aspect of website maintenance and security.

### 11.4 WordFence Security

Wordfence Security is a comprehensive security plugin for WordPress websites. It is designed to protect websites from a wide range of online threats including malware, hacking attempts, and brute force attacks.



#### Why Consider Using Wordfence Security

- **Malware Scanning:** Wordfence includes an endpoint firewall and malware scanner, which are built from the ground up to protect WordPress websites.
- **Threat Defense Feed:** The plugin's Threat Defense Feed arms Wordfence with the latest firewall rules, malware signatures, and malicious IP addresses to keep your website secure.
- **Login Security:** Features like strong password enforcement and two-factor authentication add an extra layer of protection to your login process.
- **Real-time Monitoring:** Real-time monitoring of traffic and attempts to access your site provides instant awareness of potential security threats.
- **Blocking Features:** Ability to block traffic from specific countries or IP addresses, and to manage other advanced blocking settings.

#### Best Practices for Using Wordfence Security

- **Regular Updates:** Keep the Wordfence plugin and its security rules up to date. Regular updates ensure protection against the latest vulnerabilities and threats.
- **Configure Email Alerts:** Set up email alerts for critical problems and regular reports. This keeps you informed about your site's security status.
- **Strong Password Policies:** Use Wordfence to enforce strong password policies for all user accounts, especially administrators.
- **Two-Factor Authentication:** Enable two-factor authentication for an additional layer of security on login.
- **Scheduled Scans:** Schedule regular scans of your website to check for malware, vulnerabilities, and other security issues.

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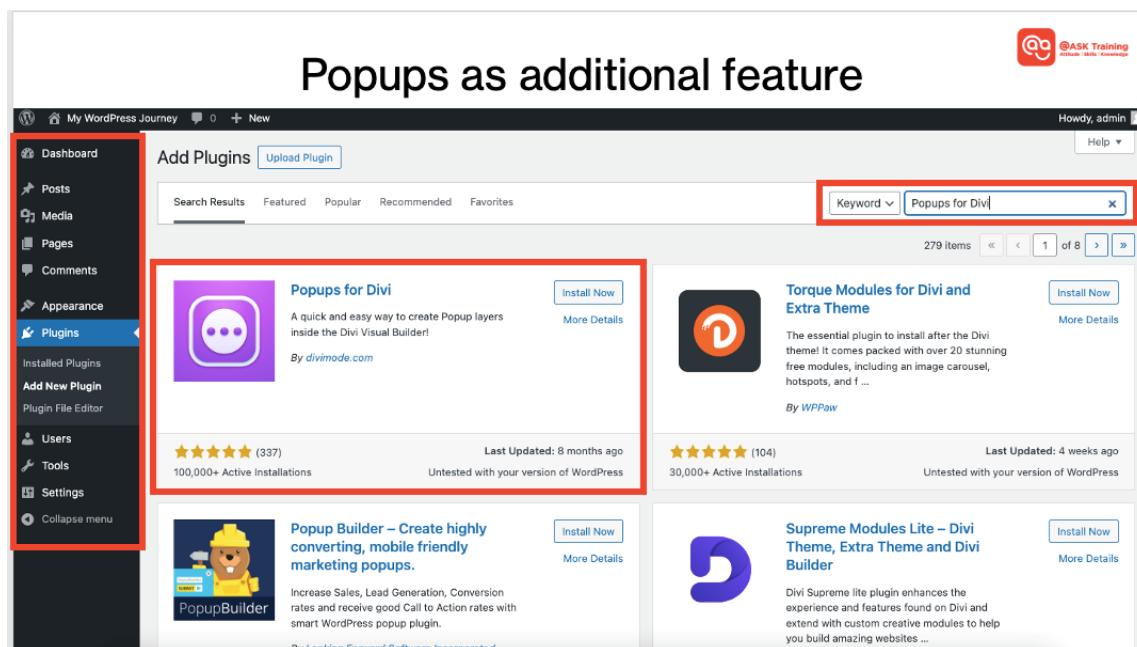
- **Firewall Optimization:** Optimize the firewall settings to suit your website's hosting environment for maximum efficiency and protection.
- **Traffic Monitoring:** Regularly monitor live traffic to understand and analyse access patterns, which can help in identifying and mitigating potential threats.
- **Learn from Wordfence:** Use the insights and learning resources provided by Wordfence to stay informed about WordPress security and best practices.

### Conclusion

Wordfence Security is a powerful tool for enhancing the security of a WordPress website. By providing features like malware scanning, firewall protection, and login security, it plays a crucial role in safeguarding your website against a wide range of internet threats. Implementing Wordfence along with adhering to security best practices can significantly reduce the risk of security breaches and maintain the integrity and trustworthiness of your website.

### 11.5 Popups for Divi

"Popups for Divi" is a plugin designed for WordPress websites using the Divi Theme. It allows users to create and manage popups on their site, enhancing user engagement and conversion rates. This plugin leverages Divi's visual builder capabilities, making it easy to design and customise popups.



#### Why Consider the "Popups for Divi" Plugin

- **Enhanced User Engagement:** Popups can grab user attention effectively, making them a powerful tool for engaging visitors.
- **Lead Generation and Conversions:** Utilize popups for newsletter sign-ups, special offers, or announcements to increase lead generation and conversions.
- **Customisation and Flexibility:** With Divi's builder, create visually appealing and consistent popups that align with your site's design and branding.
- **Targeted Messages:** Tailor messages in popups based on user behaviour or page content for a more personalized user experience.
- **Easy Integration:** Being designed for Divi, the plugin integrates seamlessly, ensuring stability and consistency in performance.

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### Best Practices When Using "Popups for Divi" Plugin

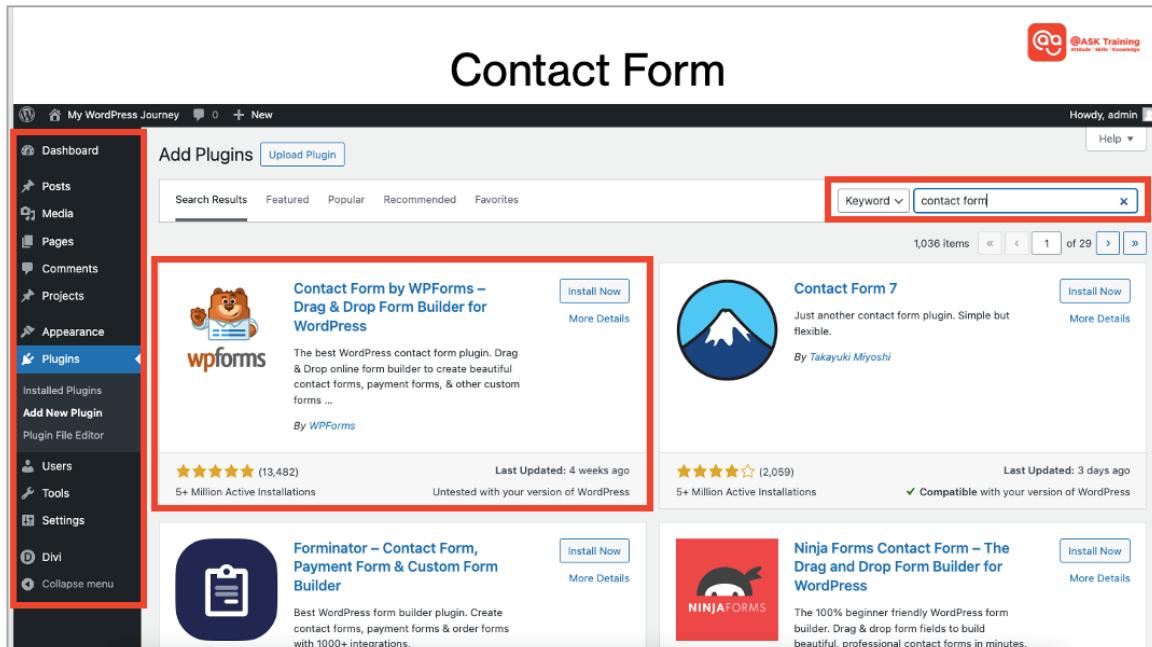
- **Relevance and Timing:** Ensure the content of the popup is relevant to the page it appears on. Timing the popup (e.g., on page exit or after a set time) can also impact its effectiveness.
- **Avoid Overuse:** Excessive popups can annoy visitors. Use them sparingly and strategically.
- **Mobile Responsiveness:** Ensure that your popups are responsive and do not hinder the mobile user experience.
- **Clear Call-to-Action (CTA):** Popups should have a clear and compelling CTA, guiding users to the next step, whether it's subscribing to a newsletter, taking advantage of a promotion, or learning more about a product.
- **A/B Testing:** Test different versions of your popup in terms of design, content, and timing to see what works best with your audience.
- **Compliance with Privacy Laws:** Make sure your popups comply with privacy laws and regulations, like GDPR. This includes adding necessary consent checkboxes or information on data usage.
- **Easy Closure Options:** Provide clear and easy options for users to close the popup. This enhances the user experience and respects user preferences.
- **Analytics and Monitoring:** Use analytics to track the performance of your popups and make data-driven decisions for improvements.

### Conclusion

"Popups for Divi" is a versatile plugin that, when used correctly, can significantly enhance user engagement and conversion on a WordPress website. By following best practices in popup design, content, and user experience, you can create effective popups that resonate with your audience while maintaining the aesthetic and functional integrity of your Divi-built website.

### 11.6 Contact Form by WPForms

"Contact Form by WPForms" is a popular WordPress plugin designed to create contact forms easily. It's known for its user-friendly drag-and-drop interface, making it accessible for beginners while offering advanced features for more experienced users.



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### Why Consider the WPForms Plugin

- **Ease of Use:** WPForms is designed with simplicity in mind. Setting up a basic contact form can be done in minutes without any coding knowledge.
- **Customisation:** It offers a range of customization options, allowing you to create forms that match your website's design and meet specific requirements.
- **Responsive Design:** Forms created with WPForms are mobile-friendly, ensuring they look and work great on all devices.
- **Spam Protection:** The plugin includes features to prevent spam submissions, such as CAPTCHA and honeypot methods.
- **Integrations:** WPForms integrates with a variety of other tools and services, including email marketing services and payment processors.

### Best Practices for Using WPForms

- **Keep It Simple:** Design forms with the user in mind. Only ask for the information you really need to reduce user fatigue and increase the likelihood of form completion.
- **Confirmation and Notifications:** Set up confirmation messages to acknowledge that a user's submission has been received. Configure email notifications so you can respond promptly.
- **Regular Testing:** Periodically test your forms to ensure they are working correctly, especially after updates to your site or the plugin.
- **Accessibility:** Ensure your forms are accessible to all users, including those with disabilities. WPForms provides features to make forms keyboard navigable and screen-reader friendly.
- **Use Anti-Spam Features:** Enable features like reCAPTCHA or the honeypot method to protect your forms from spam without inconveniencing genuine users.
- **Regular Updates:** Keep the WPForms plugin updated to ensure maximum security and functionality.
- **Form Placement:** Strategically place your contact forms where they are easily accessible, such as the footer, contact page, or as a floating button.

### Conclusion

The "Contact Form by WPForms" plugin is a powerful tool for adding contact forms to your WordPress website. Its ease of use, customization options, and built-in spam protection make it an excellent choice for website owners looking to enhance user engagement and communication. By following best practices in form design and placement, you can create effective, user-friendly forms that align with your website's goals and user needs.

### Activity 2c



**Activity 2c**

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

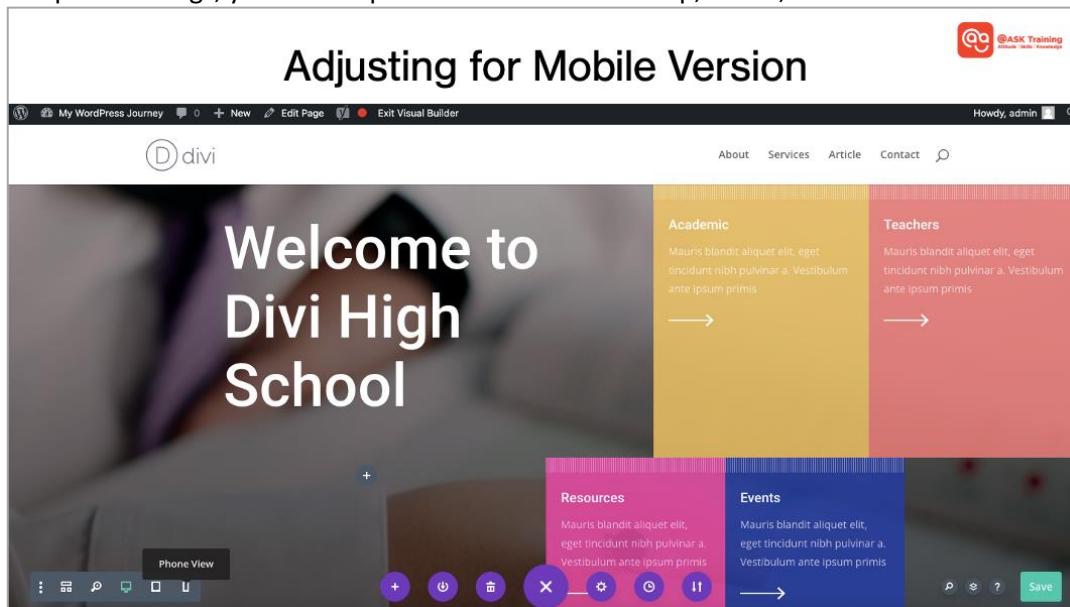
### 12. Mobile Friendly (Responsive)

#### Why Mobile Responsiveness is Crucial

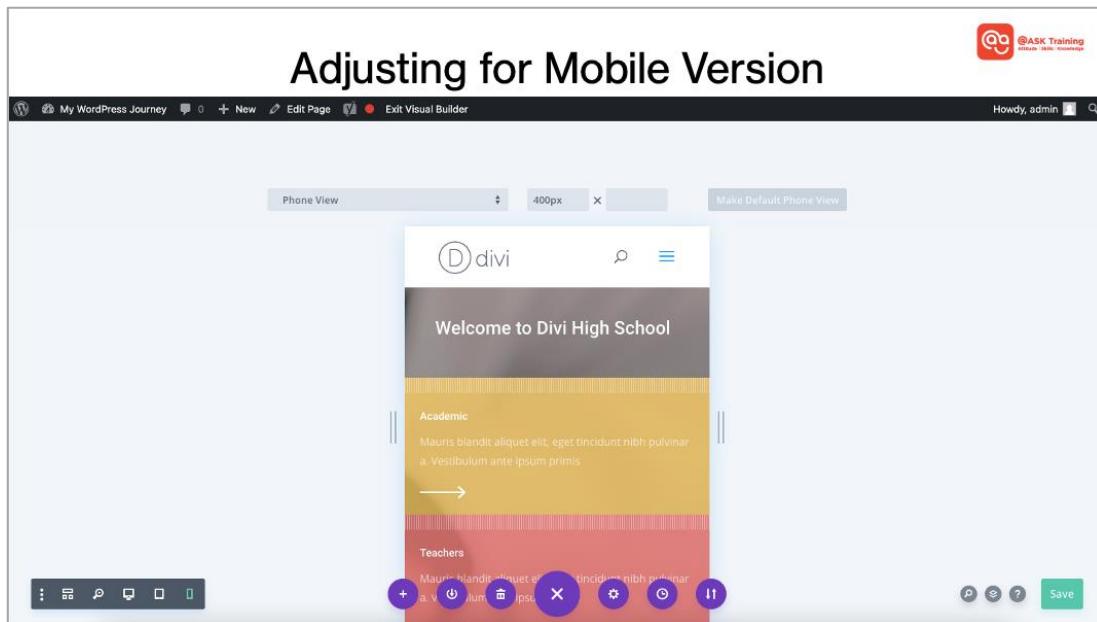
- **Increasing Mobile Usage:** With a significant and growing number of users accessing websites through smartphones and tablets, a mobile-responsive design ensures that your site is accessible and user-friendly across all devices.
- **Improved User Experience:** A mobile-responsive website automatically adjusts its layout, content, and navigation to fit different screen sizes, providing an optimal viewing experience. For example, a restaurant website that is mobile-responsive will adjust its menu display, images, and reservation forms to be easily navigable on a small screen.
- **SEO Benefits:** Search engines like Google prioritize mobile-friendly websites in their search results. A mobile-responsive website is more likely to rank higher, increasing visibility.
- **Lower Bounce Rates:** Websites that are not mobile-friendly often suffer from higher bounce rates as users leave the site due to poor viewing experiences on mobile devices.
- **Brand Perception:** Mobile responsiveness reflects on your brand's professionalism and commitment to user experience. A non-responsive site can negatively impact your brand's perception.

#### Adjusting Mobile Version Using Divi Theme Builder

- **Access Divi Theme Builder:** Log into your WordPress dashboard, go to 'Divi', and select 'Theme Builder'.
- **Creating or Editing a Template:** Either create a new template or edit an existing one. In the template settings, you have separate controls for desktop, tablet, and mobile views.



- **Using Responsive Editing Modes:** Divi provides responsive editing modes that allow you to preview and customize how your site looks on different devices. You can switch between desktop, tablet, and mobile icons to view and adjust your layout for each device.



- **Adjusting Settings for Mobile:**
  - **Visibility:** You can choose to hide or show certain elements on mobile devices. This is useful for removing complex elements that may not work well on smaller screens.
  - **Responsive Design Options:** Adjust settings like font size, spacing (margins and padding), button sizes, and image alignment specifically for mobile devices.
  - **Column Stacking:** In mobile view, columns will stack vertically. You can control the order of stacking to ensure the most important information is seen first.
  - **Mobile Menus:** Customize the mobile menu for better usability on smaller screens, including menu size, dropdown functionality, and more.
- **Testing and Tweaking:** After making adjustments, use Divi's built-in preview feature to test how your site looks on mobile devices. Continue tweaking until you achieve the desired mobile experience.

### Conclusion

Mobile responsiveness is no longer optional but a necessity for modern websites. It plays a crucial role in user experience, search engine ranking, and brand perception. Tools like the Divi Theme Builder make it easier to adapt and customise websites for optimal mobile viewing, ensuring that your site is accessible and appealing to the growing number of mobile users.

## 13. Contact Form and Maps with Divi

### 13.1 Contact Form

#### Why Contact Forms Are Crucial

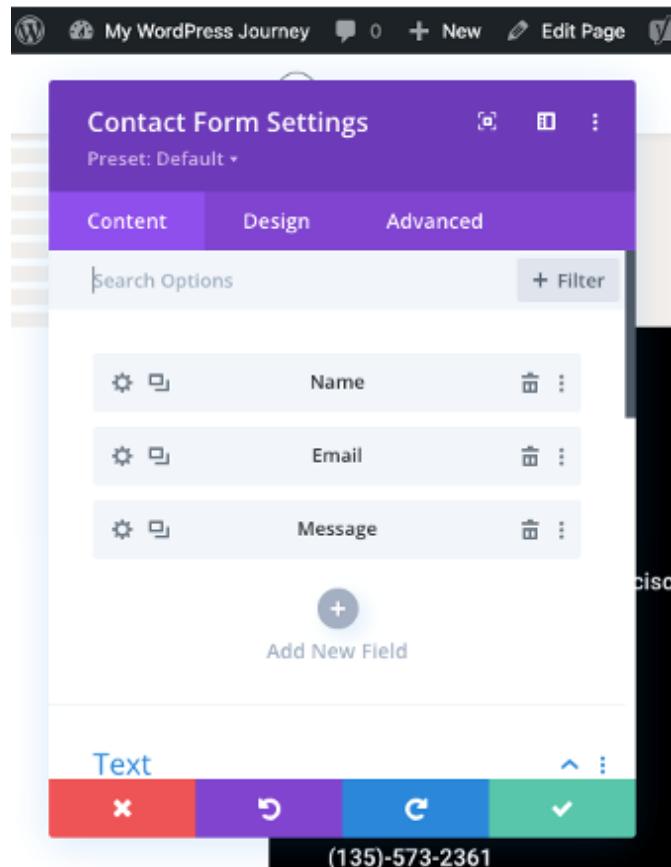
- **Enhanced User Engagement:** Contact forms provide a straightforward way for visitors to engage with you, be it for inquiries, feedback, or specific requests. This direct line of communication can improve user experience and customer service.
- **Lead Generation:** Contact forms can be an effective tool for lead generation. By gathering information about visitors, you can build a database of potential customers for your marketing efforts.
- **Spam Reduction:** Unlike displaying an email address, contact forms can reduce the risk of spam and protect your email from being harvested by spammers.

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- **Measurement and Tracking:** Contact forms allow you to track interactions, understand what draws users' interest, and adjust your content or services accordingly.
- **Professionalism:** A well-designed contact form adds a level of professionalism to your website, enhancing trust and credibility.

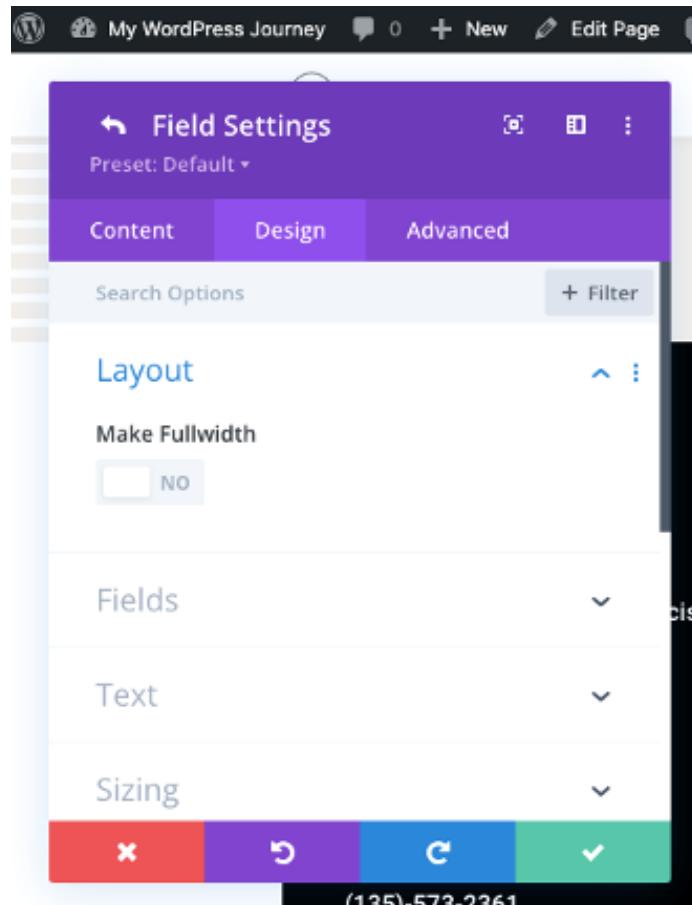
### Customising a Contact Form in Divi Theme Builder

- **Access the Divi Builder:** Open the page where you want to add the contact form in the Divi Builder.
- **Adding the Contact Form Module:**
  - Click on the "+" button to add a new module and select the 'Contact Form' module.
  - Divi's contact form module will be inserted into your page layout.

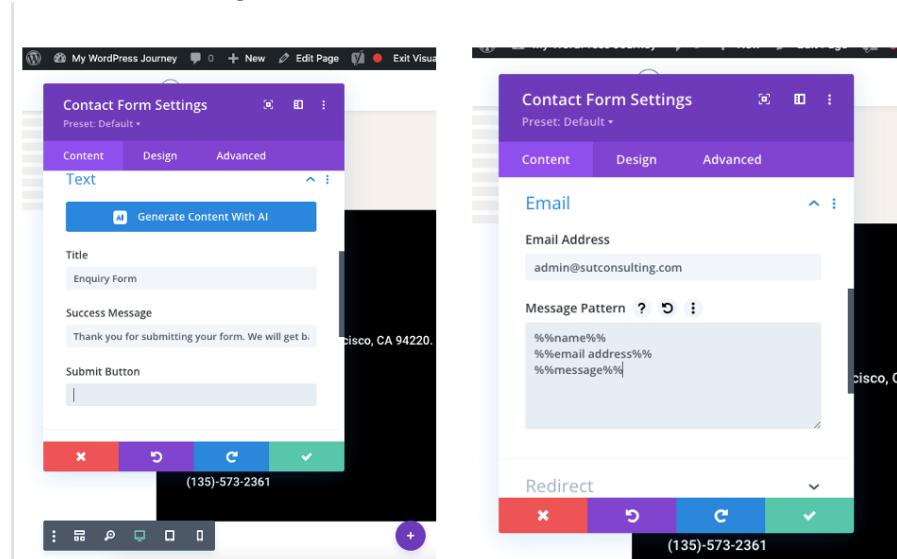


- **Configuring Form Fields:**
  - The default form comes with basic fields (name, email, and message). You can add new fields or edit existing ones.
  - For each field, you can customize the field type (text, email, textarea, etc.), make fields required, and adjust the field size.

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- **Styling the Form:**
  - Go to the 'Design' tab within the module to style your form. You can adjust the layout, colours, typography, button styles, and more to match your site's design.
  - Utilize the advanced design settings for finer control over the form's appearance.
- **Setting Up Email Options:**
  - Under the 'Email' settings within the module, configure the email address where form submissions should be sent.
  - You can also customize the message pattern to include specific fields from the form in the email message.



- **Adding a Success Message:**

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- Set up a custom message that will be displayed to users after successfully submitting the form.
- **Implementing Spam Protection:**
  - Add spam protection like a basic CAPTCHA or integrate with Google reCAPTCHA in the module settings to prevent automated spam submissions.
- **Save and Test the Form:**
  - Once you've customized your form, save the changes and test the form on your live site to ensure it's working correctly and emails are being received.

### Conclusion

Contact forms are an essential element of any website, facilitating direct communication with visitors, aiding in lead generation, and enhancing the overall professionalism of the site. Customising a contact form in Divi Theme Builder allows for a seamless integration of the form with the site's design, ensuring both functionality and aesthetic appeal. By following these steps, you can create a contact form that not only looks great but also serves as an effective tool for user engagement and communication.

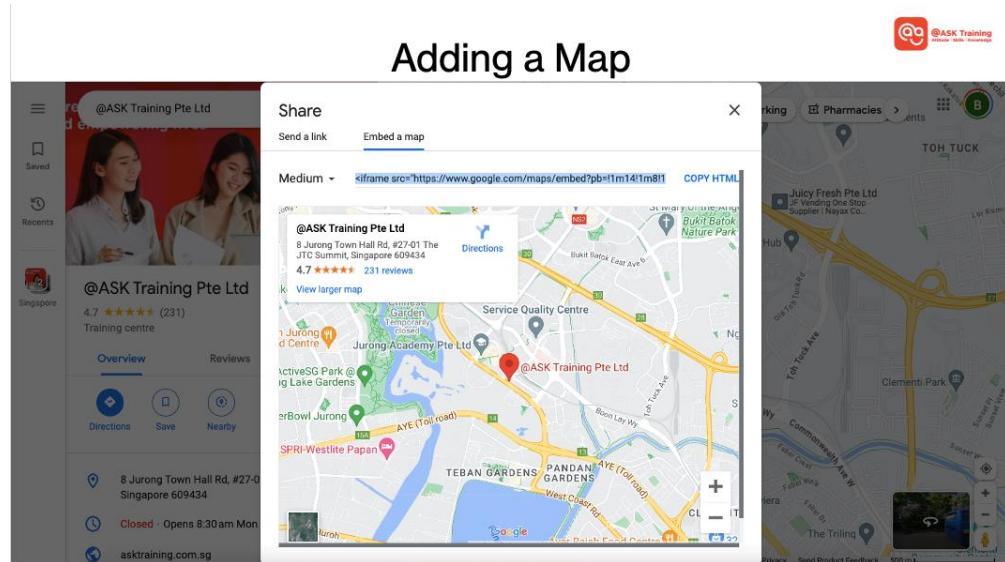
## 13.2 Integrating Maps

### Why Maps are Crucial

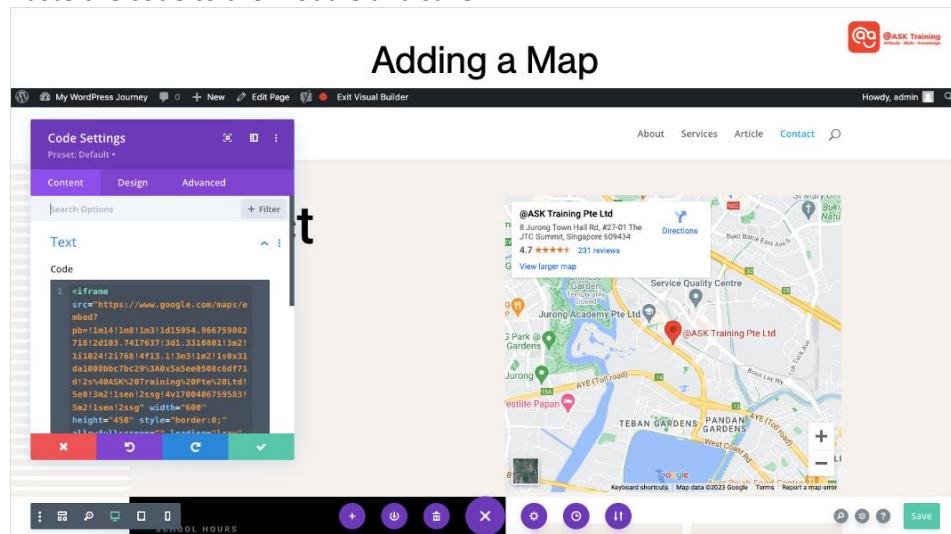
- **Location-Based Information:** For businesses with physical locations, a map provides visitors with a quick and easy way to find the location. This is especially important for stores, restaurants, offices, or event venues.
- **Enhanced User Experience:** Offering a visual and interactive tool like a map improves user engagement. It's more intuitive and user-friendly than just listing an address.
- **Credibility and Trust:** Displaying a physical location can increase a business's credibility. It assures customers that the business has a legitimate presence.
- **Convenience for Mobile Users:** Many users access websites on mobile devices while on the go. A map is a convenient tool for these users to get directions to a business.
- **Local SEO Benefits:** Including a map can help with local search engine optimization (SEO), making it easier for local customers to discover your business.

### Integrating a Map on Divi Theme Builder

- **Access Divi Theme Builder:**
  - Log into your WordPress dashboard, navigate to 'Divi', and then click on 'Theme Builder'.
- **Create or Edit a Template:**
  - Choose to either create a new template or edit an existing one where you want to add the map.
- **Add a Map Module:**
  - Once in the template, click to add a new module and select the 'Map' module from the list of available modules. You can also use the "code" module to input the code from Google Map.
- **Configure Map Settings:**
  - **Location:** Enter the address for your location in the Map Module. Divi allows you to add multiple locations if needed. Click on "Embed a map" under the share tab.



- **Zoom Level and Centering:** Adjust the zoom level of the map and centre it based on your location.
- **Map Pin:** Customize the map pin with information like your business name, address, and additional details.
- **Customize Map Appearance:**
  - Customize the appearance of your map according to your website design, including adjusting the size, border, and colour settings.
- **API Key (If Required):**
  - Some map services, like Google Maps, require an API key to display maps. If needed, obtain the API key from the map service provider and enter it into the Divi Map Module settings.
- **Preview and Save:**
  - Preview the map to ensure it appears correctly. Once satisfied, save your changes to the template.
  - Paste the code to the module and save.



- **Update or Publish Your Template:**
  - If you are editing an existing template, update it. If it's a new template, publish it to apply the changes to your website.

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### Conclusion

A map is a practical and essential feature for many websites, particularly those representing physical businesses or locations. It enhances user experience, aids in local SEO, and adds credibility to your business. Integrating a map using Divi Theme Builder is a straightforward process that greatly benefits both the website owner and its visitors.

## 14. Documentation for a WP Website

### Why Documentation is Essential

- **Guidance for Users and Administrators:** Good documentation serves as a guide for managing and maintaining the website, especially important for non-technical users or new administrators.
- **Consistency in Maintenance:** It ensures consistency in how the website is updated and managed, crucial for websites managed by multiple people or teams.
- **Troubleshooting and Training Tool:** Documentation can be a valuable resource for troubleshooting issues and training new staff.
- **Record of Customisations and Updates:** For websites with custom features or regular updates, documentation provides a record of what has been changed, why, and how.

### Parameters to Include in the Documentation

- **Website Overview:**
  - A general description of the website, its purpose, and key features.
- **Hosting and Domain Information:**
  - Details about the hosting provider, hosting plan, domain registrar, and renewal dates.
- **WordPress Installation and Configuration:**
  - Information about the WordPress version, installation process, and any specific configurations made.
- **Theme and Plugin Details:**
  - List of themes and plugins used, including where to find them, how they were configured, and any custom code added.
- **Customisation Records:**
  - Detailed records of any customisations made to themes, plugins, or core files.
- **User Roles and Permissions:**
  - Explanation of different user roles and permissions set up on the website.
- **Backup and Security Protocols:**
  - Information about backup schedules, methods, and security measures in place.
- **SEO and Analytics:**
  - Details about SEO tools and analytics solutions implemented.
- **Performance Optimization:**
  - Information on any performance optimisation steps taken, such as caching or image optimization.
- **Emergency Contacts and Support Information:**
  - Contact information for technical support, hosting provider, and any other relevant contacts.
- **Update and Maintenance Log:**
  - A log section to record updates, maintenance activities, and any significant changes.

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### Essential Information

- **Access Credentials:** Provide secure storage or a method for accessing critical credentials like admin logins, FTP details, and database access.
- **Troubleshooting Steps:** Common issues and steps for troubleshooting, especially for custom features or configurations.

### Best Industry Practices

- **Clarity and Simplicity:** Write in clear, simple language to make the documentation accessible to users with various levels of expertise.
- **Regular Updates:** Keep the documentation updated with every change or update made on the website.
- **Version Control:** Maintain versions of the documentation, especially if there are significant updates to the website.
- **Accessibility:** Ensure the documentation is easily accessible to all team members and stored securely.
- **Use Visuals:** Include screenshots, diagrams, or videos where necessary to enhance understanding.

### Conclusion

Comprehensive documentation is a cornerstone of effective website management, particularly for WordPress sites with their diverse and customizable nature. It serves not only as a guide and record for current users and administrators but also as an invaluable resource for future maintenance and troubleshooting. Adhering to best practices in documentation ensures that your website can be efficiently managed, updated, and scaled over time.

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## Appendix

### Individual Project

#### Instruction:

**The Individual Project consists of THREE Parts. The candidate must complete all tasks indicated in each part.**

#### **Part 1: WordPress Website Design Blueprint**

##### Tasks:

- Identify the business and user requirements for your WordPress website project.
- Define the purpose, target audience, and key features
- Research and review WordPress design standards, methods, and best practices.
- Identify at least three standards and methods that align with your project.
- Choose and recommend appropriate design tools, themes, and plugins for your WordPress website project.
- Explain your selections and how they align with the organisation's practice and design principles.
- Develop a WordPress website design blueprint that outlines the structure, layout, and key components of your website. Include details about the chosen theme and plugins.

#### **Part 2: WordPress Theme Customisation and Digital Marketing Integration**

##### Tasks:

- Customise a WordPress theme to align with your project requirements. Modify the theme's appearance, layout, and typography. Document your changes.
- Select and configure plugins that support digital marketing efforts. This could include SEO, WhatsApp integration, and contact forms.

#### **Part 3: Design documentation for the WordPress Website Project**

##### Tasks:

- 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.