

WordPress Tutorial

For use with *Business Plan*

Note: Additional Plugins may be incorporated from the start to simplify some of these processes. (i.e. Elementor initiates a drag & drop page builder, that allows for easier customization)

Getting Started

- I. Go to www.WordPress.com and select *Get Started* on the top right
- II. Enter an email address, username, and password or select the option to create an account using Google or Apple
- III. Give your site an address and select the .wordpress.com option
- IV. You will now be presented with paid plans, select the option to *Start with a free site*

Changing the Theme

- I. On the left hand tab click *Design* then *Themes*
- II. To demo the theme click the horizontal 3 dots and click *Live Demo*
- III. To pick a theme click *Activate*
 - A. For example, click *Yes, Activate Exford*

Adding a Page

- I. Open *My Site > Pages* and click *Add New Page*
- II. Select *Use Blank Layout* or choose from a layout option
- III. Begin editing by adding text, widgets, etc.
- IV. Select *Publish* or *Save Draft*

Adding a Logo

- I. Open *My Site > Design > Customize > Site Identity*
- II. Click *Select Logo*
- III. Upload a new image
- IV. In Media Library select your logo
- V. Skip Cropping or Crop image

Adding Site Navigation

- I. Open *My Site > Design > Customize > Menus*
- II. Click *Primary*
- III. *Add Items*
 - Create New Site Page
 - A. Under the *Pages* drop down type the name of the new page in *Add New Page* text box
 - B. *Add*
 - Create Navigation Bar Custom Link
 - C. Under the *Custom Links* drop down type the URL and Link Text.

Social Media Custom Link

- I. Open *My Site > Design > Customize > Menus*
- II. Click *Social*
- III. *Add Items*
- IV. Under the *Custom Links* type in the URL and Link Text.
- V. To change the location of the social media icons check one of the boxes under *Menu Locations*

Adding Plug-ins

- I. Open *My Site > Tools > Plugins*
- II. Select *Add New* from the left menu and use the *Search plugins...* box to enter in the type of plugin (i.e. contact form, calendar, etc.)
- III. Click *Install Now* on a result
- IV. Click *Activate*
- V. Each plug-in will have unique settings that may need to be configured

Adding Widgets

- I. Open *My Site > Design > Themes*
- II. Click *Customize*
- III. Click the + button to add items

- IV. Click the Widgets drop down menu on left side of the screen
- V. Select which widget to add

Editing With Elementor (A Plugin)

- I. Go to the page you want to edit (*My Site > Site > Pages*)
- II. After selecting the page, click *Edit with Elementor*
- III. A new menu will pop-up on the left hand side and the page view will include current surrounding website features (i.e. headers and footers that remain on every page of the website)
- IV. From the left menu, you can now search and drag and drop Widgets of your choice.
- V. These include Slides, Images, Text Editors, Forms, Nav Menus, and much more.
- VI. To exit Elementor, click the three horizontal lines on the top left of the left menu and click the blue highlighted button *Exit to Dashboard*

Constant Contact Forms

- I. Follow the steps for **Adding Plug-ins**
- II. After Activating the Constant Contact Form Plugin, *Select Contact Form > Add New Form* from the left Plugin menu
- III. Enter in the suggested form details (i.e. Name, Description, Color Options, etc.) and *Add Fields* for the information you want to collect (i.e. email address)
- IV. After completing all of the settings, select *Publish*
- V. Copy and Paste the shortcode provided into the desired page.
- VI. Additional features of this Plugin include the option to change who receives email notifications for the form (Default is set to Admin Email)

