Developing a Website

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Developing a WordPress website

Prerequisite- Before you can even begin working on this step you need to have a WordPress website installed on a shared or cloud server. Please do not jump to this section if you have not read the above sections or have no idea about domains and hosting of a website.
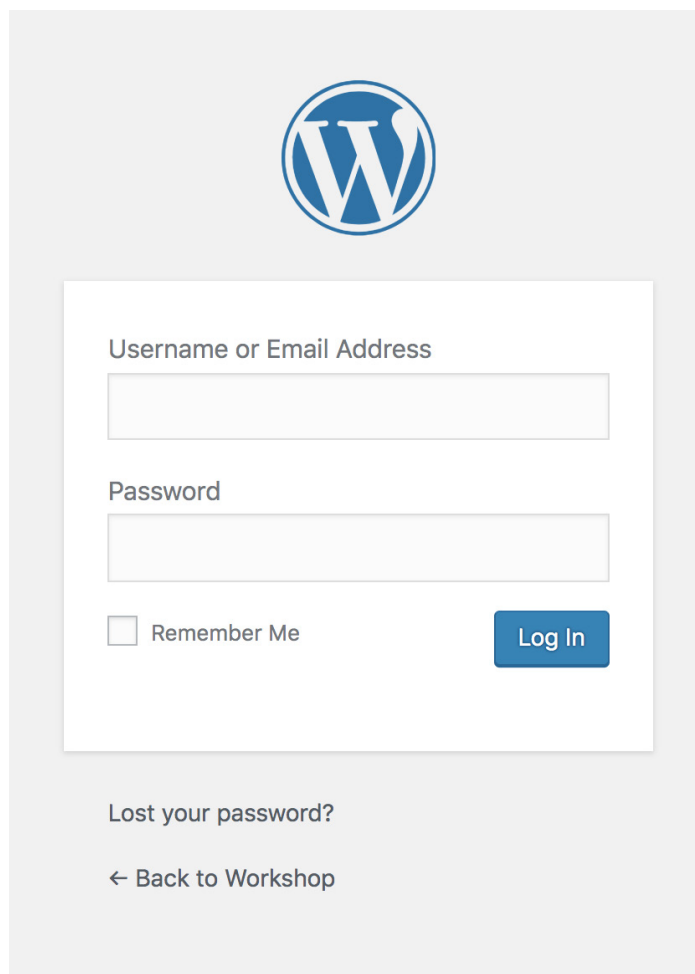
Understanding WordPress Basics

WordPress runs 33% of the entire internet. WordPress is older than Facebook and Twitter. With over 5,00,000 active meetup groups, WordPress is one of the biggest communities in terms of support and discussions.

Before we guide you on how you can create a custom designed blog on WordPress in minutes, let's go through the following basics of WordPress:
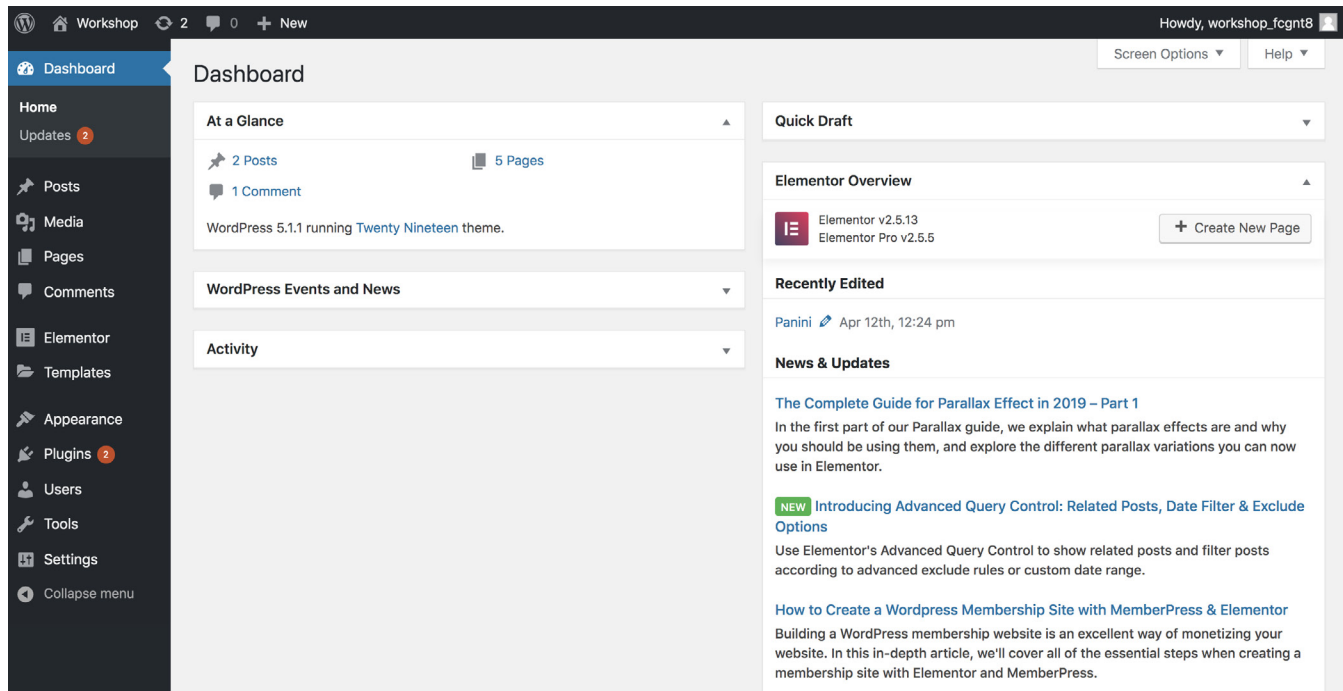
- WordPress Logins
- Pages Vs Posts
- Logo & Menu
- Homepage Setup
- Plugins
- Permalinks

WordPress Logins

Logging into your website is pretty simple. Just add '/wp-admin' to your website domain name and press enter. Example URL should look like https://www.yourdomain.com/wp-admin, you will need the log credentials that you had created on the final step of WordPress installation. The login screen looks like as shown in the image below:

Also once you login, all WordPress dashboards have the same look and feel. Your dashboard would look like as shown in the image below:
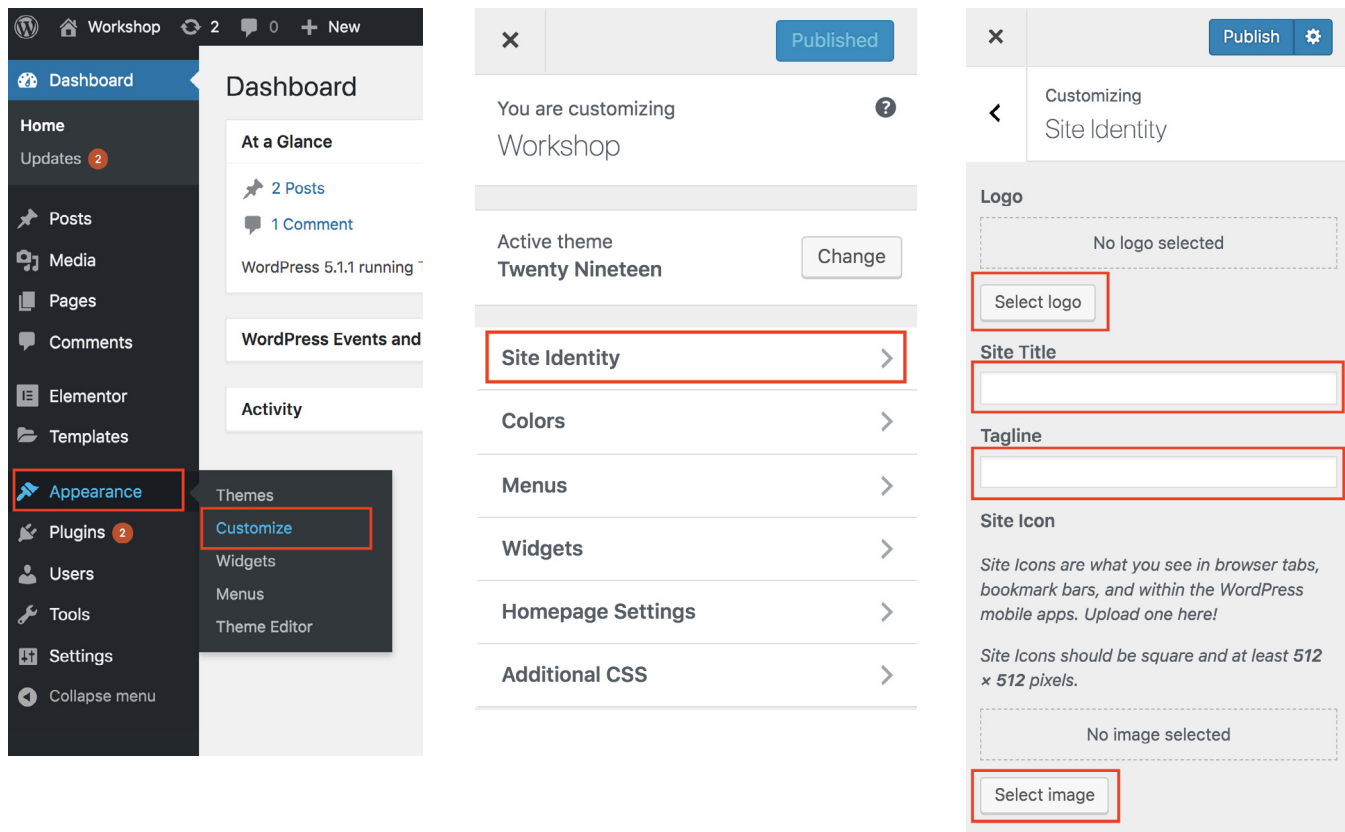

Pages Vs Posts

Pages	Posts
1. Used for web pages which are singular in a particular website	1. Used for web pages that are multiple in a single website.
2. Example: Homepage, Contact Us Page, Team Page	2. Example: Blog Pages, Portfolio Pages, Job Openings
3. Cannot be created automatically by using templates	3. Can be created automatically using pre defined templates
4. Don't have a publish date and time	4. They have a publish date and time

Logo & Menu

To add your organisation logo and create a menu for your website follow the following instructions:
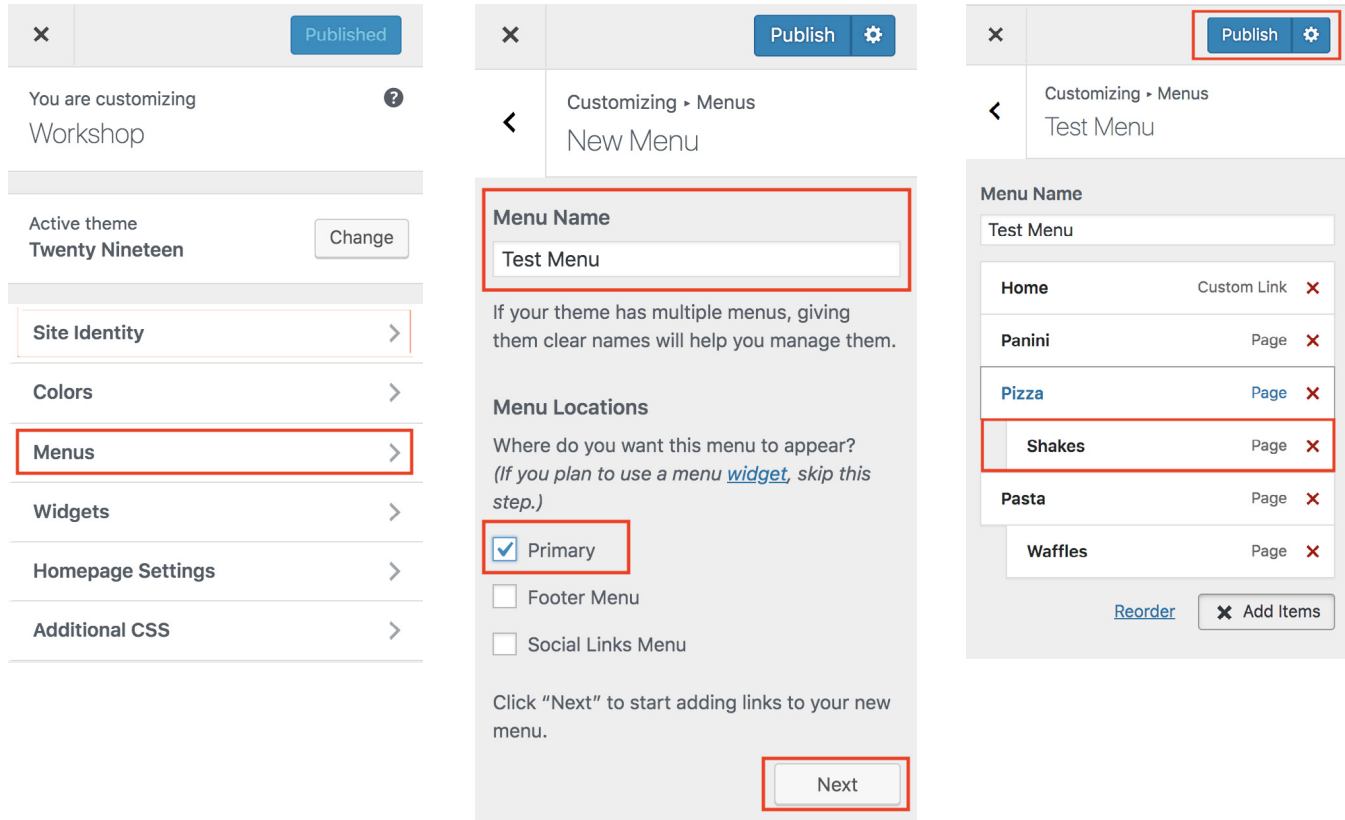
1. Go to Menu > Appearance > Customize as shown in the image below:

Under the 'Site Identity' section you can update the following, as shown in the images above:

a. Upload a logo which you want to put in the menu of your website

b. Add a 'Site Title'- This is the text that comes on top of your internet browser

c. Tagline- If your brand has a tagline, you can also skip this section

d. Upload a site icon- This is the icon you see before your site title on the top of your internet browser.

2. Create a menu by clicking on the 'Menu' in the Customize list options, as shown in the image below:

Enter a menu name, click 'Primary' if you will be using this menu as the main menu on your website.
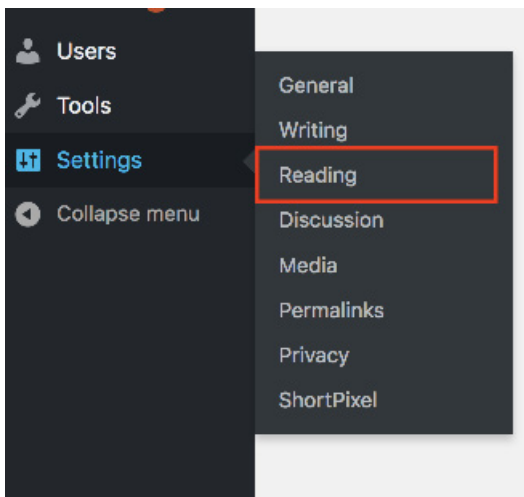
Click on Next.

Add the menu items by clicking on 'Add Items' and you can create sub-menus by just indenting the menu items under the parent category. For example, 'Shakes' is a sub-menu item under 'Pizza' parent menu item. You can do this by simply dragging the submenu item under the parent menu item.

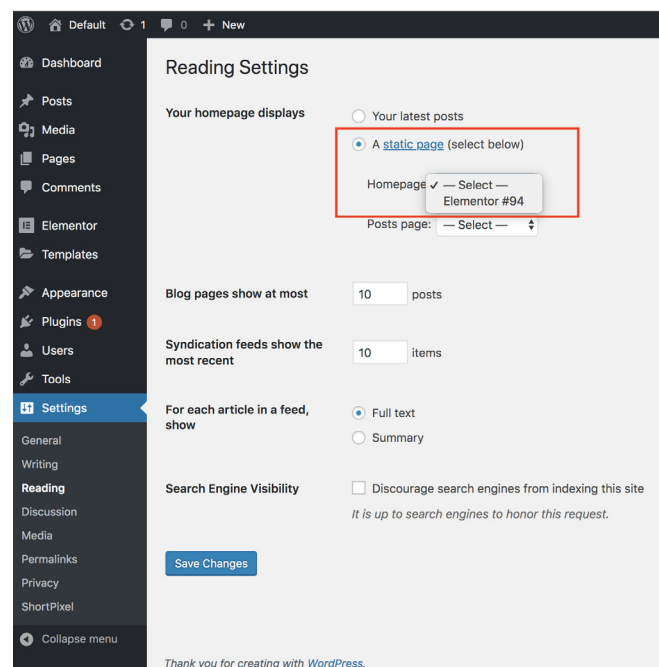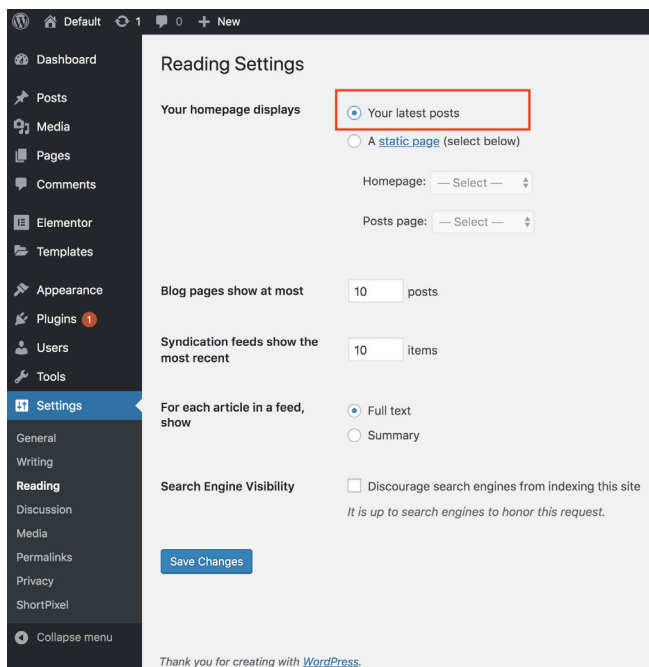Do not forget to click 'Publish' to save all the changes you have made.

Homepage Setup

By default Wordpress will select a homepage that will show the latest posts. To assign a specific page as the homepage of your website, please follow the steps mentioned below.

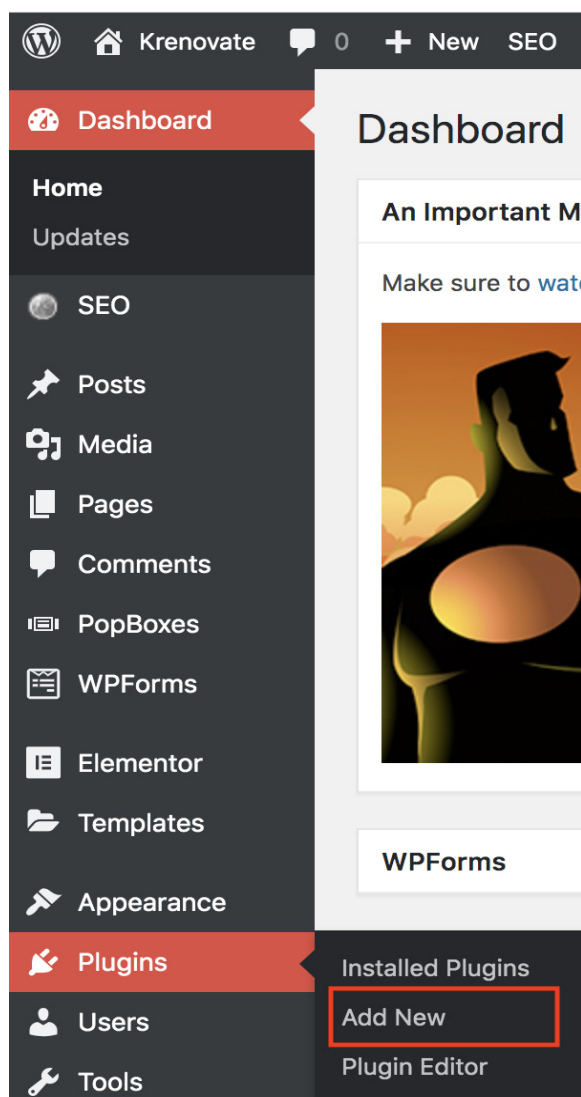1. Go to Settings > Reading as shown in the image below:

2. Change from 'latest posts' select a static page from the list of pages created by you, as shown in the image below
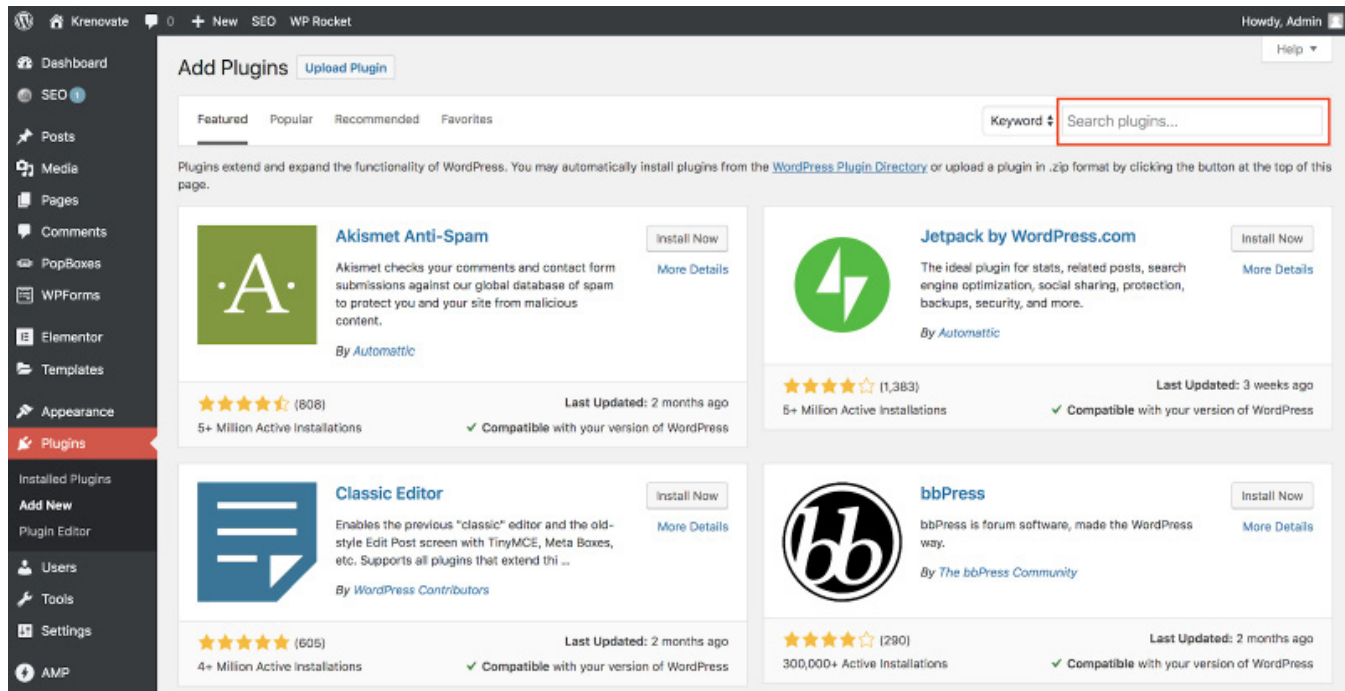
Plugins

The basic wordpress environment can only do the basic things of creating, managing and publishing posts / pages. Plugins help you to do activities beyond the scope of basic wordpress. You can search and install various plugins through website dashboard itself. To do the same follow the below mentioned steps.
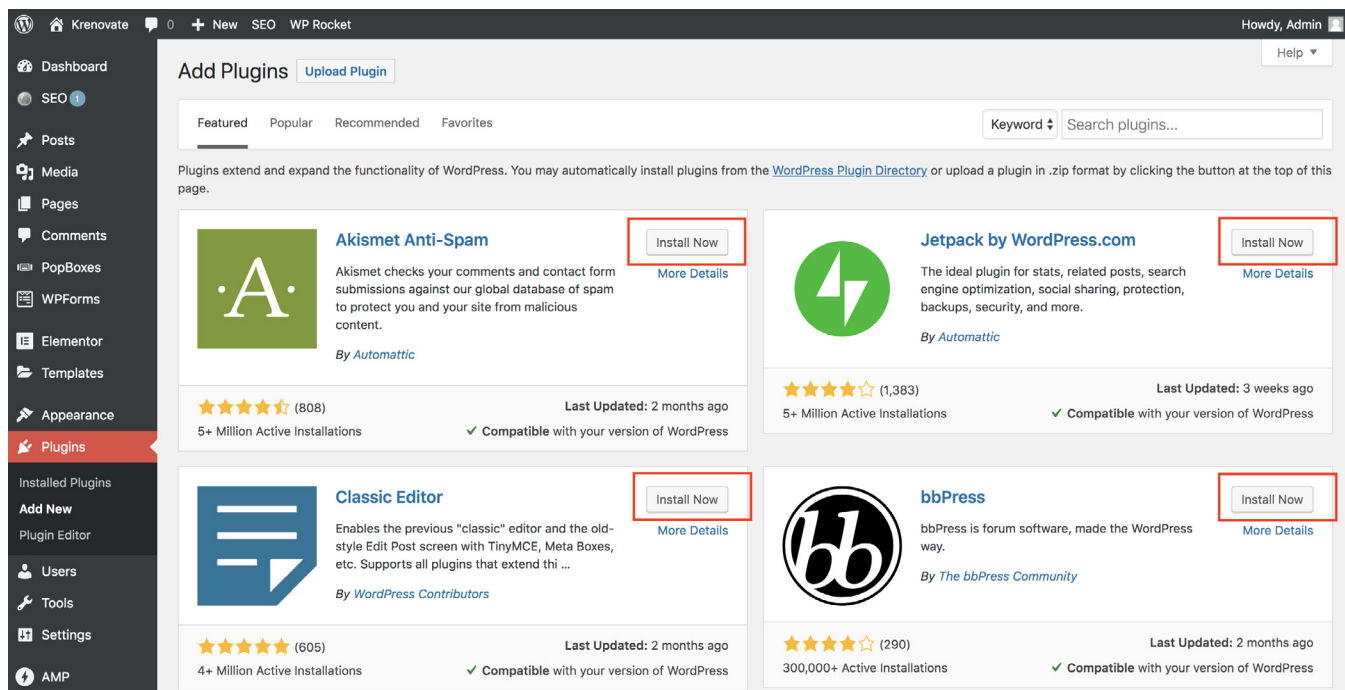
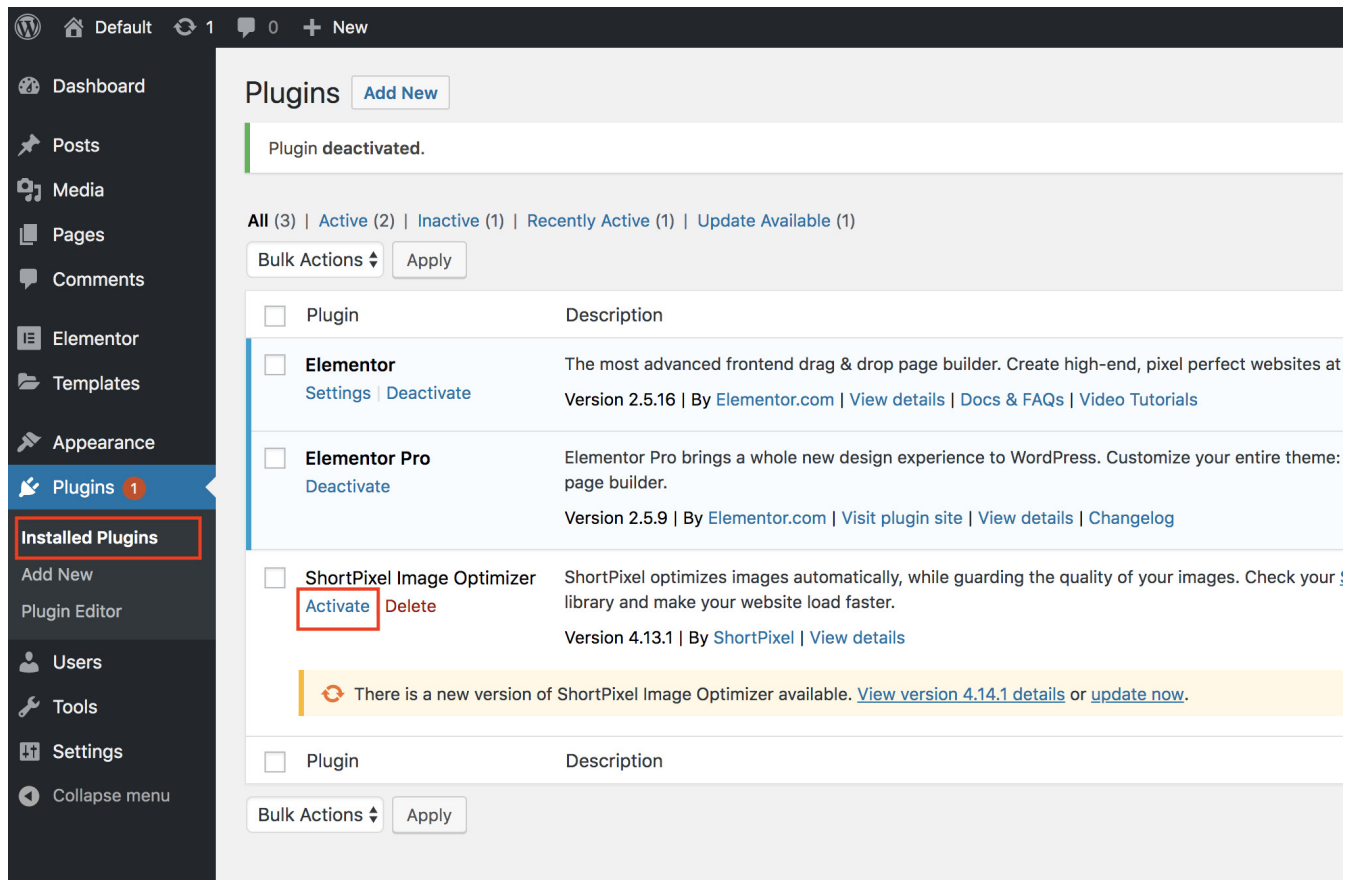1. Go to Menu > Plugins > Add New. As shown in the image below:

2. Search plugins in the search bar available on the right top corner as shown in the image below:

3. Install plugins by clicking on the Install Now button on each search listing.
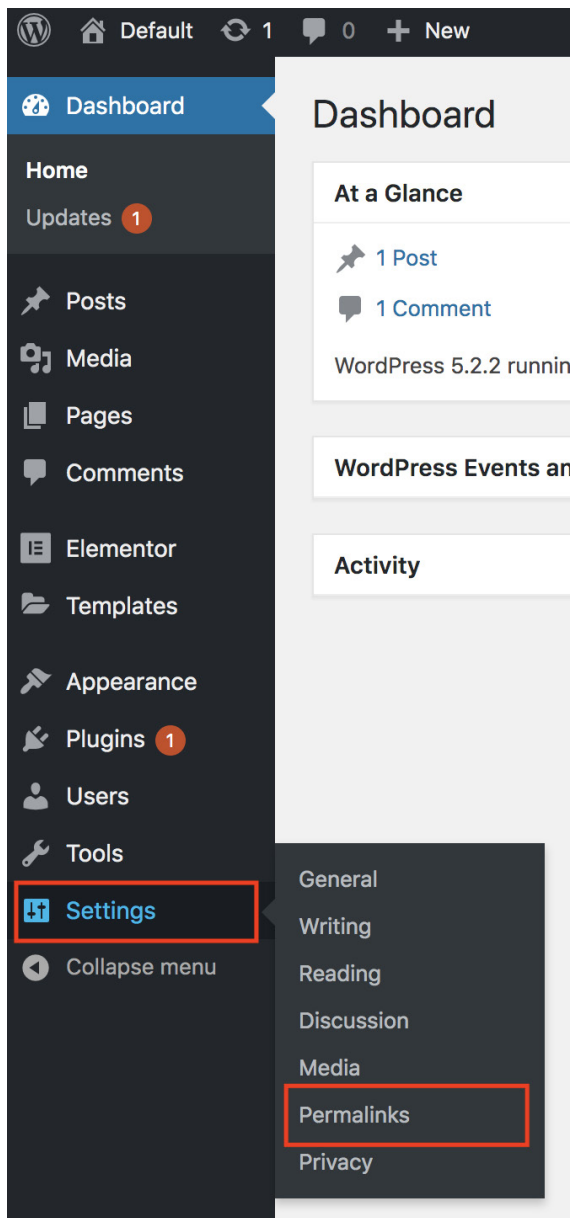
4. You also need to activate plugins once they are installed, only after activating plugins you will be able to use the same on your website. To do the same please go to Plugins > Installed Plugins and press the 'activate' button below the specific plugin as shown in the image below:

Permalinks

Permalinks are the URL format for your pages and posts. By default the wordpress uses a URL format which includes the publishing date of the post. This format is not helpful in future SEO activities, you should change the default permalink format to a more SEO friendly format by following the steps mentioned below.

1. Go to Settings > Permalinks

2. Change the default permalink format from 'Day and name' to 'Post name' as shown in the image below.