

# WordPress

WordPress is an open-source website creation platform that is written in PHP and uses a MySQL database. In non-geek speak, it's probably the easiest and most powerful blogging and website content management system (or CMS) in existence today.

If you want to build your own website, you can't go wrong with WordPress. This flexible, powerful Content Management System (CMS) powers more than 37% of all sites on the internet, making it a leading platform.

Fortunately, WordPress is much easier to understand than the airport's ever-changing security protocol.

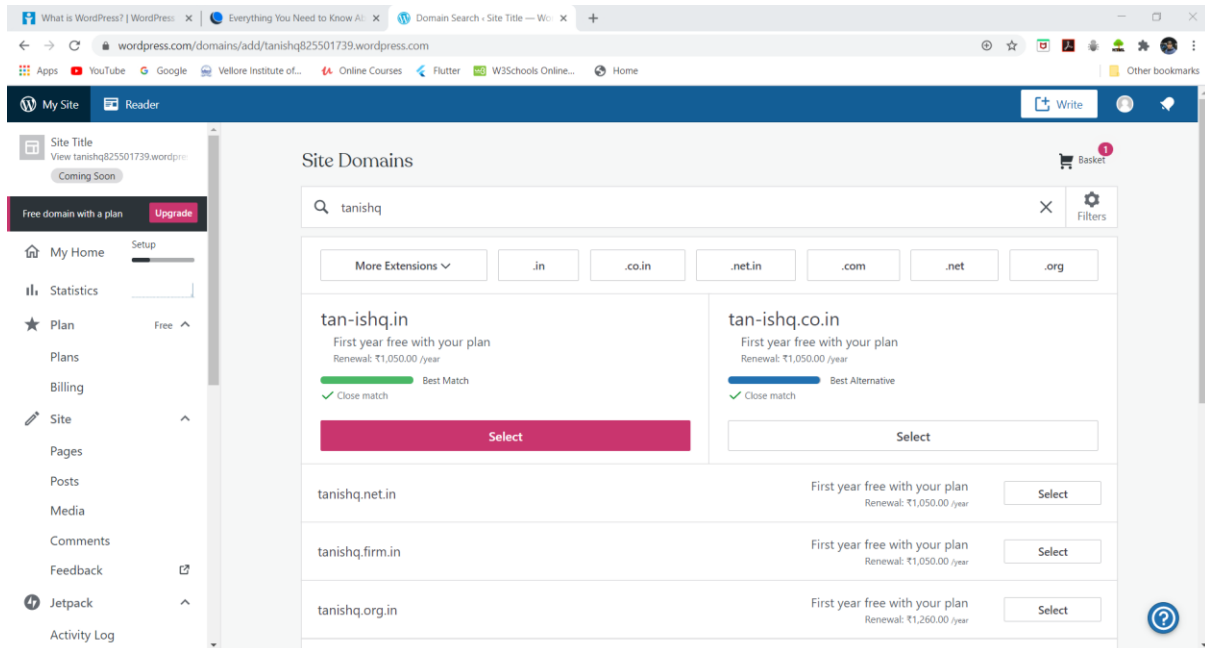
The first version of WordPress was created in 2003 by Matt Mullenweg and Mike Little. It began as a simple platform designed for people who wanted to create basic blogs and host them on the internet. Over time, however, it's grown into a flexible, powerful tool for creating almost any type of site.

## What Makes WordPress Unique?

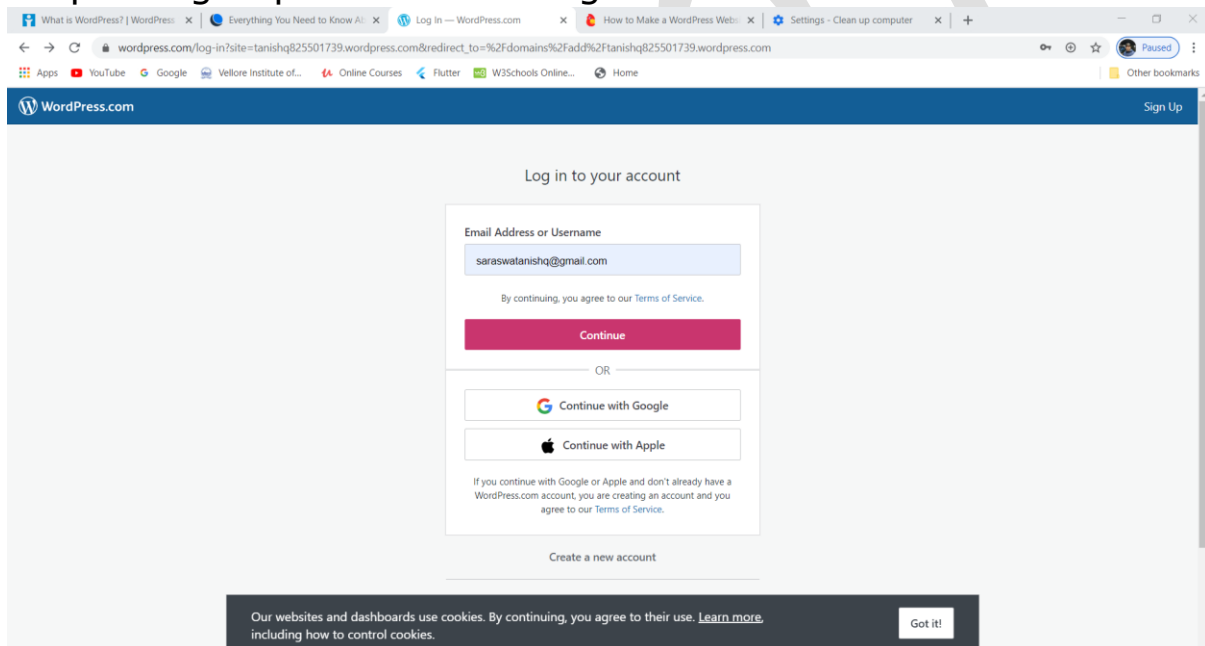
- The platform is (and always will be) free to use.
- Many free and low-cost tools are created for use with WordPress (more on this in a moment).
- WordPress is designed by its community to be user-friendly and to have the features most needed by website creators.
- You have a lot of freedom in how you choose to use and interact with the software and can modify it in any way you'd like via coding and other tools.

## Methodology

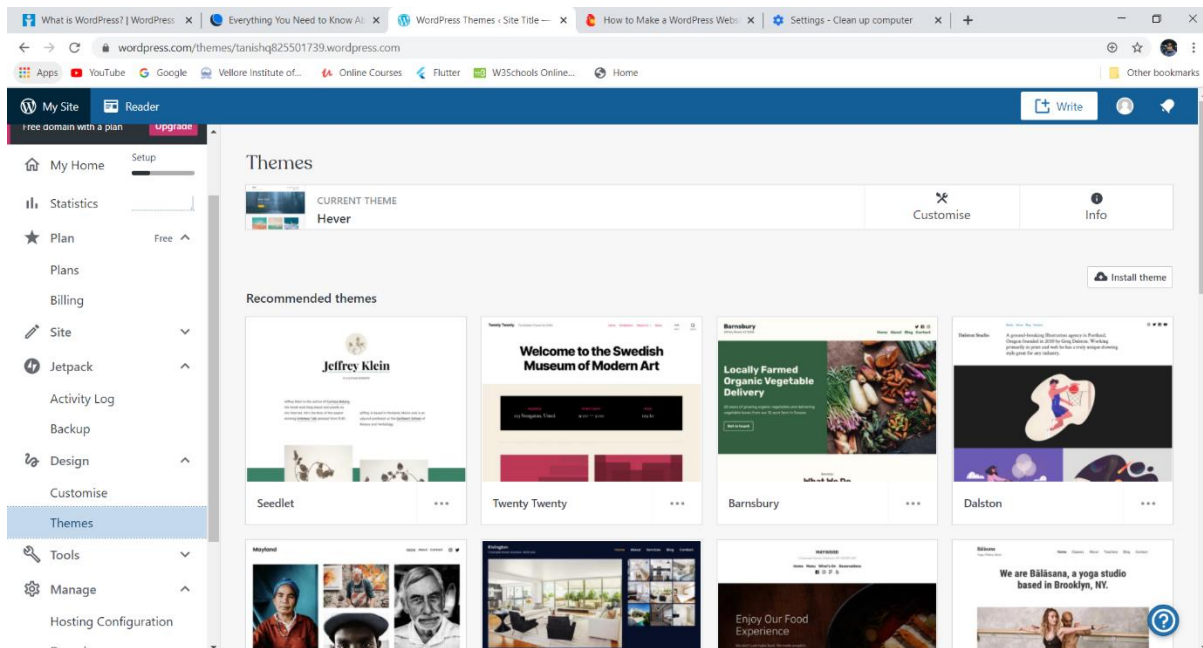
- Step 1: Find domain name for your web site. There are various plans available, and there is a free domain name also. For ex. my domain name is tanishq825501739.wordpress.com



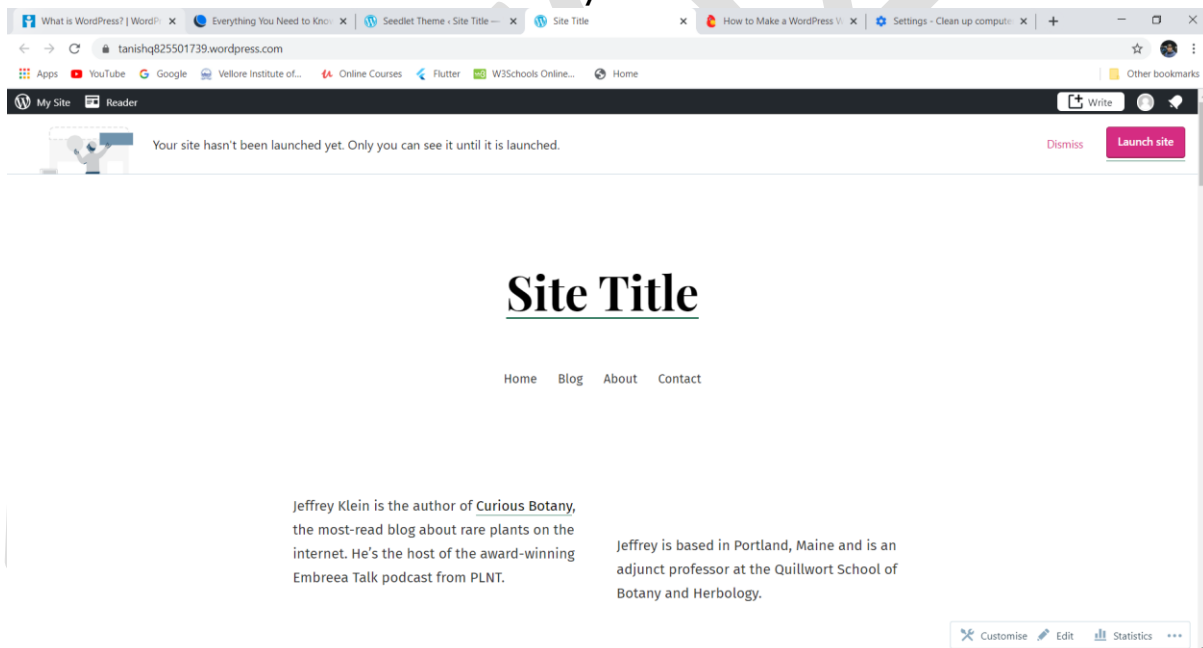
- Step 2: sign up for web hosting.



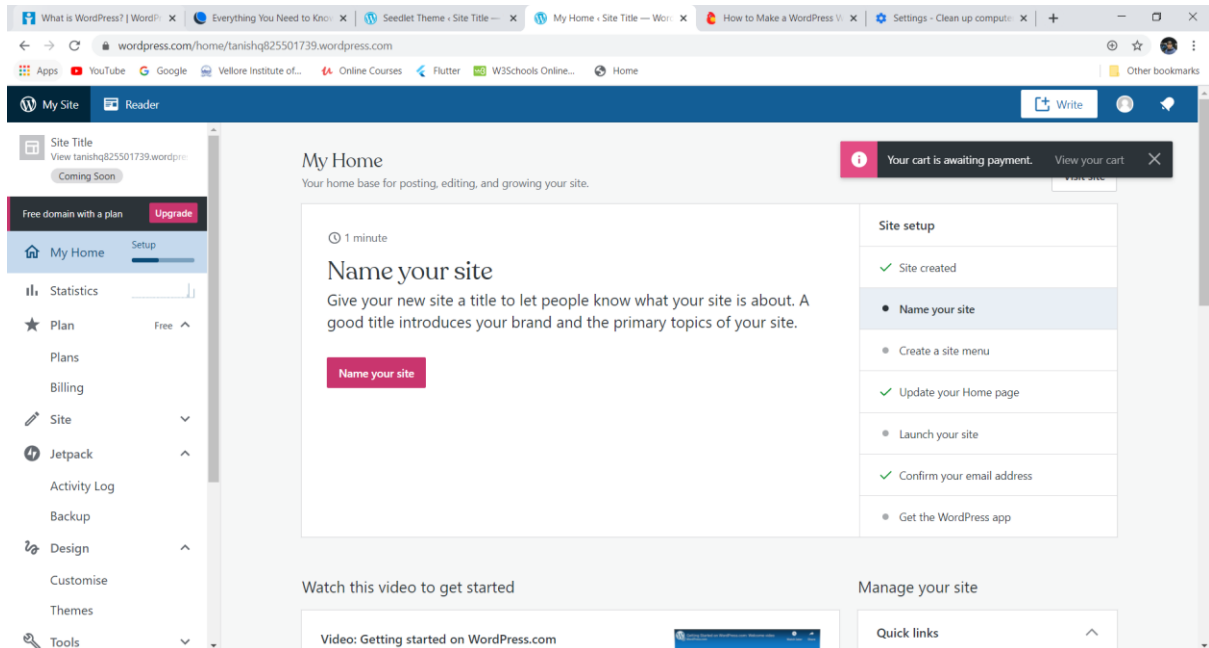
- Step 3: Get wordpress installed.
- Step 4: Select your theme



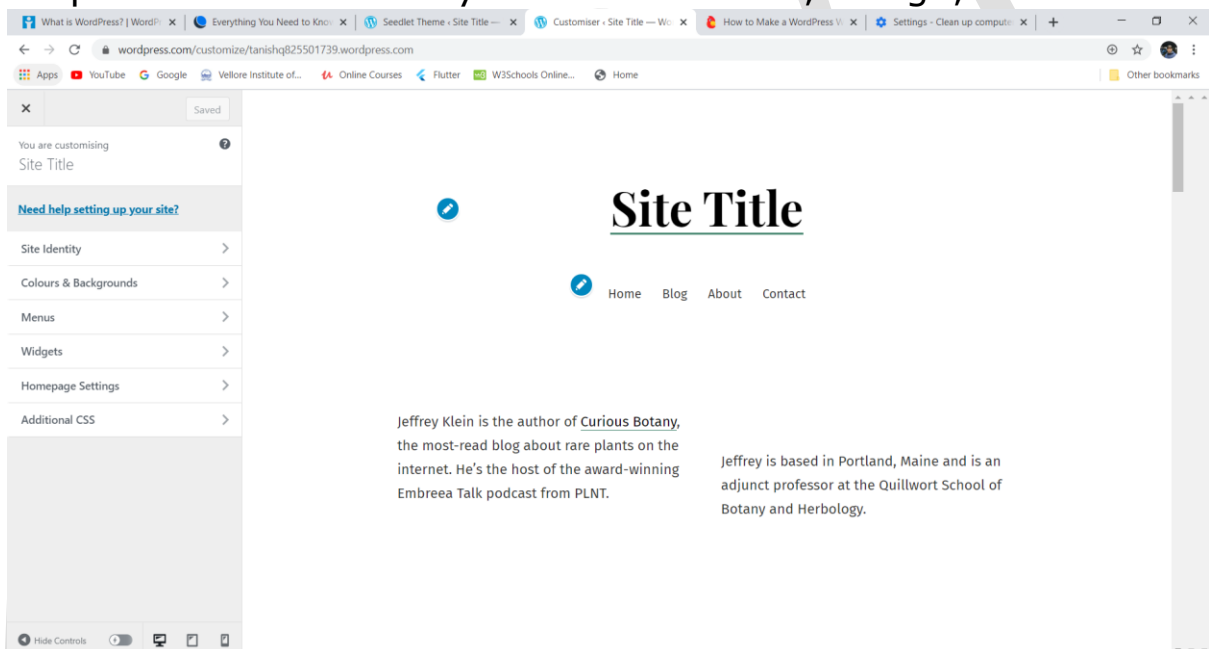
- After selecting one of the themes, you can click view site button. Which will take you to the sample version of your site, at your domain name.
- You can launch site whenever you want.

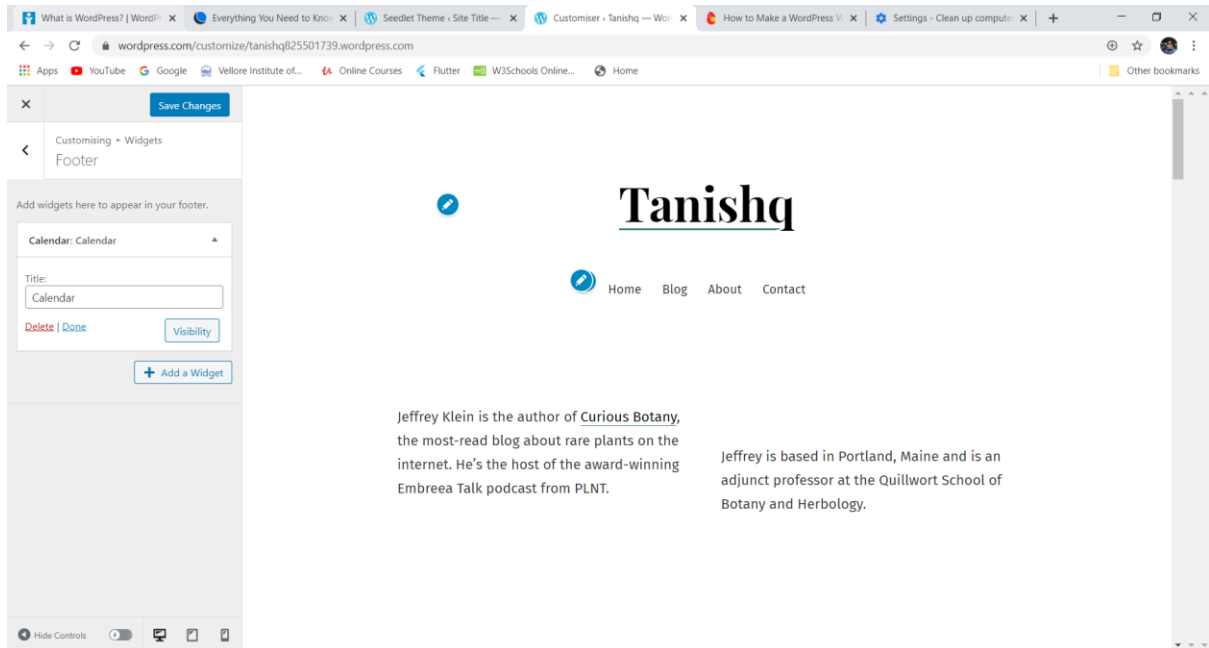


- Now you can come back to your WordPress homepage. And start editing your homepage.

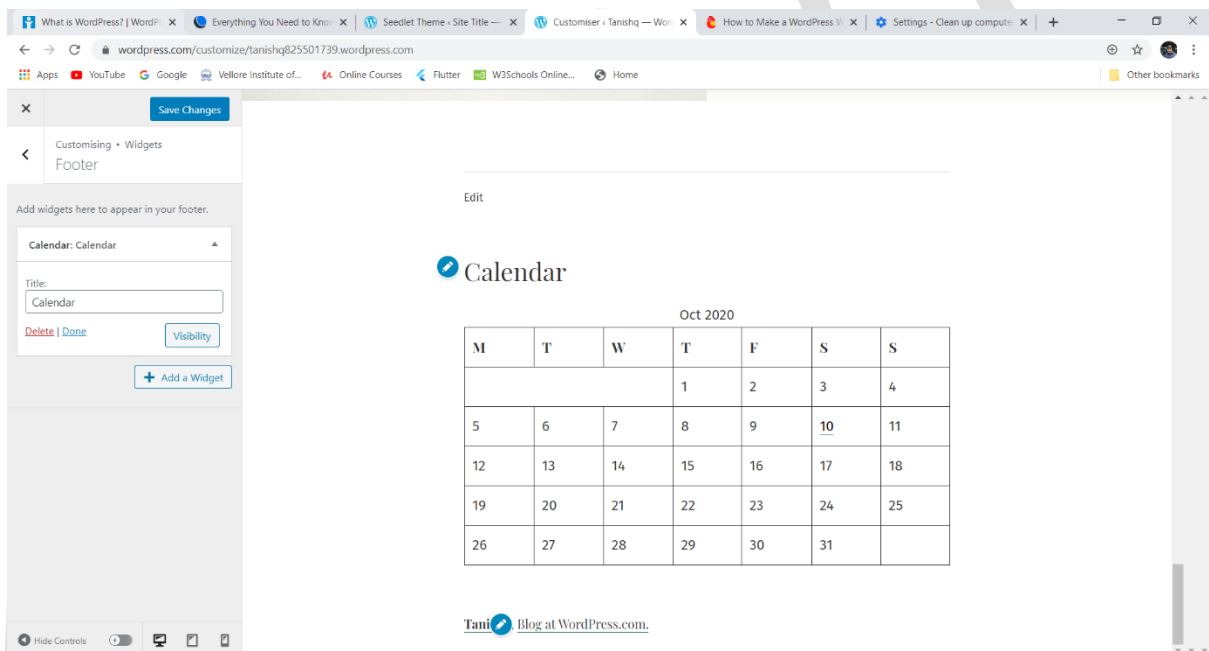


- You can see your site setup. What is to be done, to help the user.
- Step 5: Now customize your site's content, design, etc.

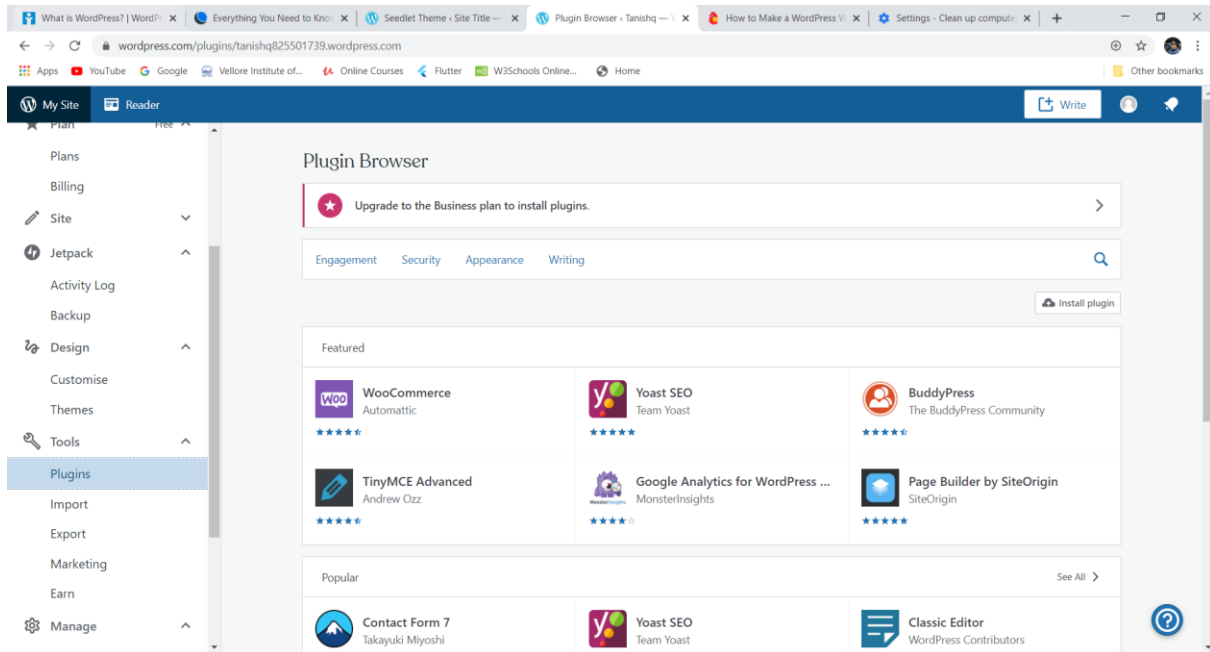




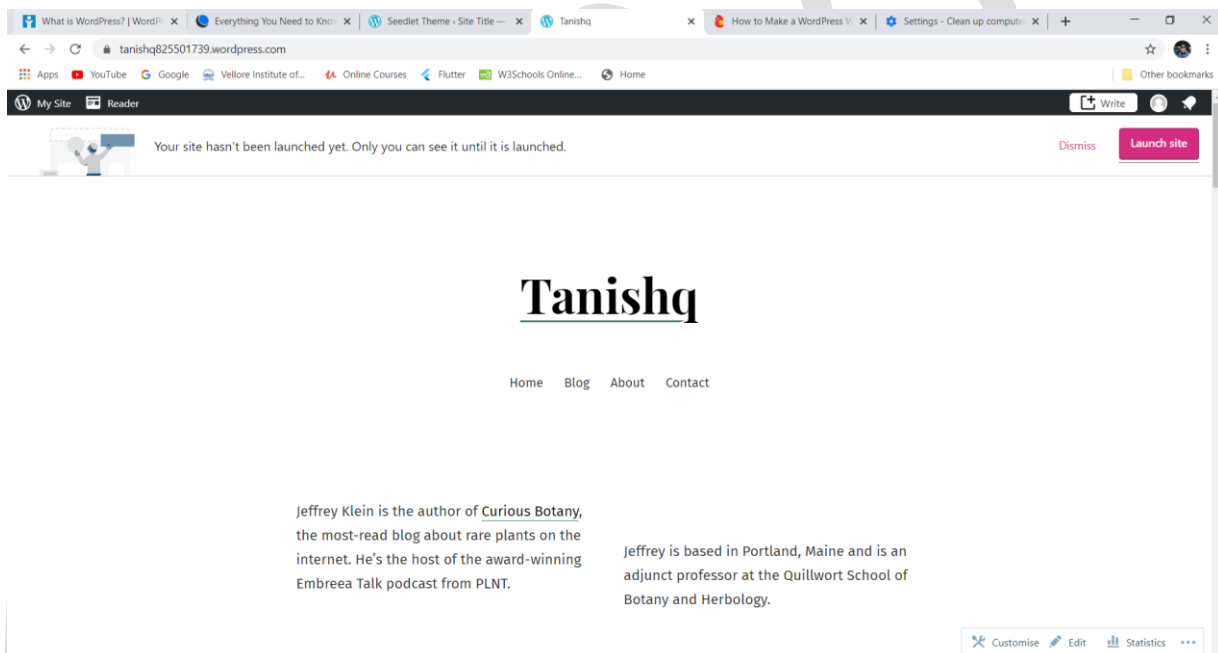
- Step 6: Add Widget to your site.

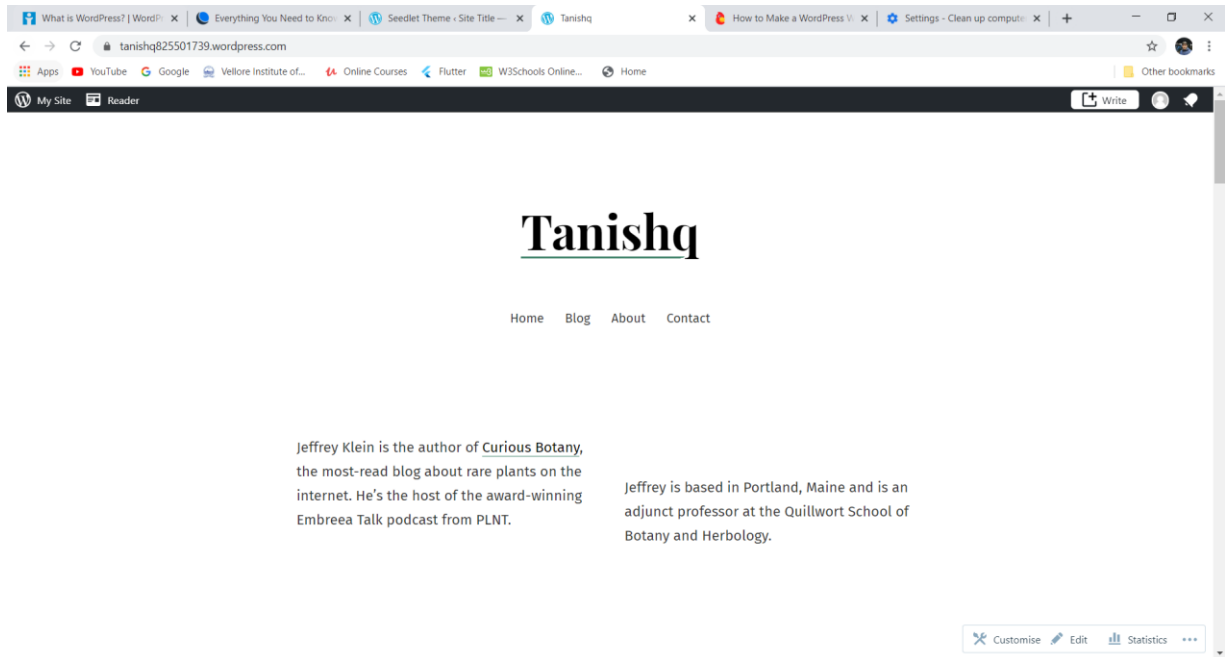


- Step 7: Add plugin to your site.



- Step 8: After creating all the web pages and blogs, you can launch site. And that's it.





- This is your site. If you are logged in wordpress, you will see window like this. You can edit whenever you want.

## Advantages:

- Ease of use: WordPress is very easy to use and has an intuitive interface. Adding new pages, blog posts, images, etc. on a regular basis is a breeze and can be done quickly. Because the technology is so simple, time spent on formatting is greatly reduced.
- Manage your website from any computer: WordPress is browser-based. You can login from any Internet connected computer and manage your site.
- No HTML editing required: WordPress is a self-contained system and does not require HTML editing software (such as Adobe Contribute or Dreamweaver). You can create a new page or blog post, format text, upload images (and edit them), upload documents, video files, image galleries, etc. all without the need for additional HTML or FTP software.
- Search engines love wordpress sites: The code behind WordPress is very clean and simple, making it easy for search engines to read and index a site's content. In addition, each page, post, and image can have its own meta tag keywords, description, and title, and be optimized for specific keywords, allowing for very precise search engine optimization. You can also use tags to further enhance your search engine optimization efforts.

- You have control of your site: No more waiting for your web designer to make simple updates to your site. With WordPress, you have control of nearly every aspect of your site and can easily make those simple updates yourself.
- The Design of Your Website is 100% Customizable: WordPress acts as the engine for your website. The look and feel of the site can be 100% customized so your brand can shine through on your site and provide a unique experience to your visitors.
- A Blog is Built-in and Ready to Go: Since WordPress was originally created as a blogging platform, blogging capabilities are built-in and are easy to integrate, if desired. Setting up RSS / email subscriptions to your blog, commenting capabilities, and automatically adding the most recent blog posts to other pages of the site (your home page, for example) are also very simple to set-up, and help to extend your company's reach and make your site more dynamic and interactive.
- Extend the Functionality of Your Site with Plugins: Want to add an event calendar, video gallery, Twitter Feed, Facebook Fan Box, and more to your site? WordPress makes this possible with plugins, most of which are free or very reasonably priced.
- Your Site Can Grow as Your Business Grows: WordPress sites are very scalable. You can have hundreds of thousands of pages or blog posts on your site and the performance of the site will not be compromised in the least.
- Have Multiple Users: As an administrator of a WordPress site, you can set-up multiple users for the website and assign access levels and capabilities to each user.



## Disadvantages:

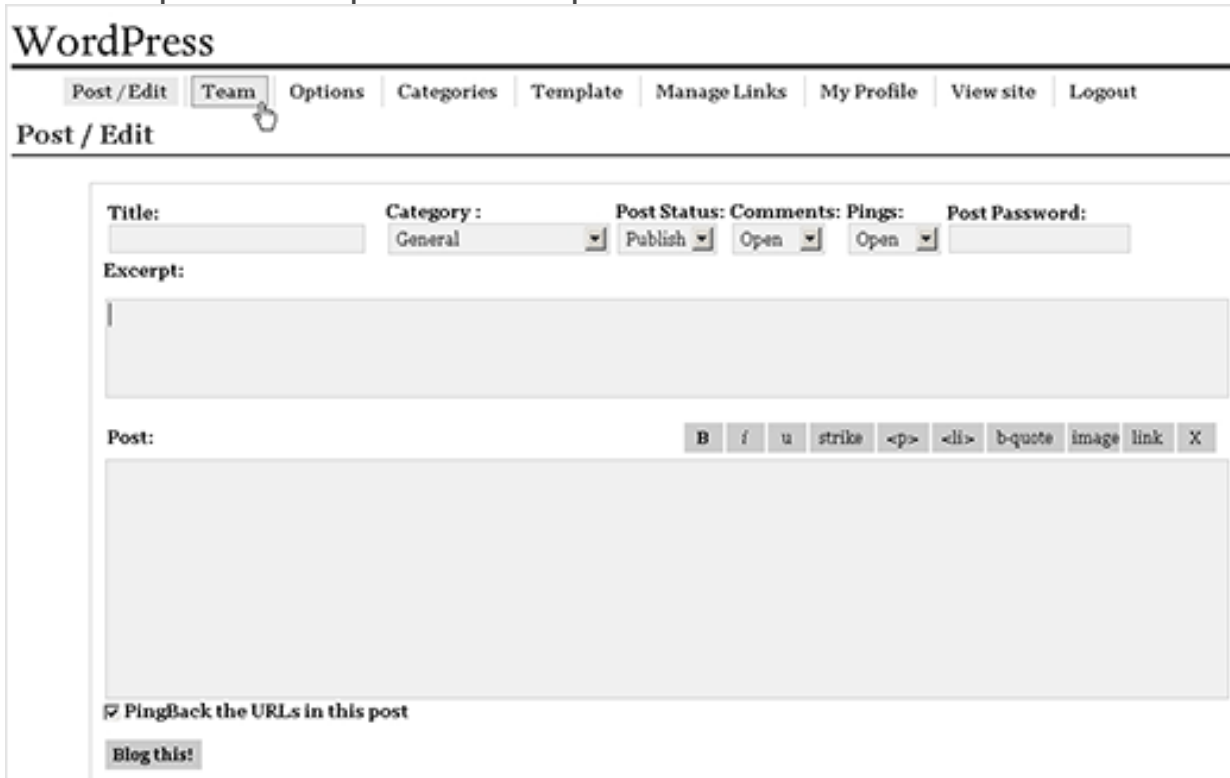
- **Website Can Go Down Without Notice:** If you aren't paying attention to your site, you may not realize it is down. It could be down for a couple of hours or even days, therefore, negatively impacting your business.
- **Slow Page Speed:** WordPress is still a slow platform due to the all the added plugins, oversaturated databases, and codebases.
- **Poor SEO Ranking:** WordPress only offers limited SEO optimizing features in its packages, which is not enough to help you rank in Google.
- **Website Vulnerability:** Due to the popularity of WordPress, it is the main target for hackers and spammers. Even if your agency downloads all the security plugins WordPress offers, it is not enough to keep your website safe.
- **Frequent Theme and Plugin Updates:** Keep in mind that in the digital age, things are constantly changing to benefit and improve the user experience.
- **You Need Lots of Plugins For Additional Features:** if you want to add features to your website, your agency would have to search for plugins on WordPress. Some plugins are free and others come with a fee. Sometimes, the plugins found are outdated and are no longer being used.

## History of Wordpress:

The story of WordPress tells us how open source communities work to make something so useful without compromising software freedom.

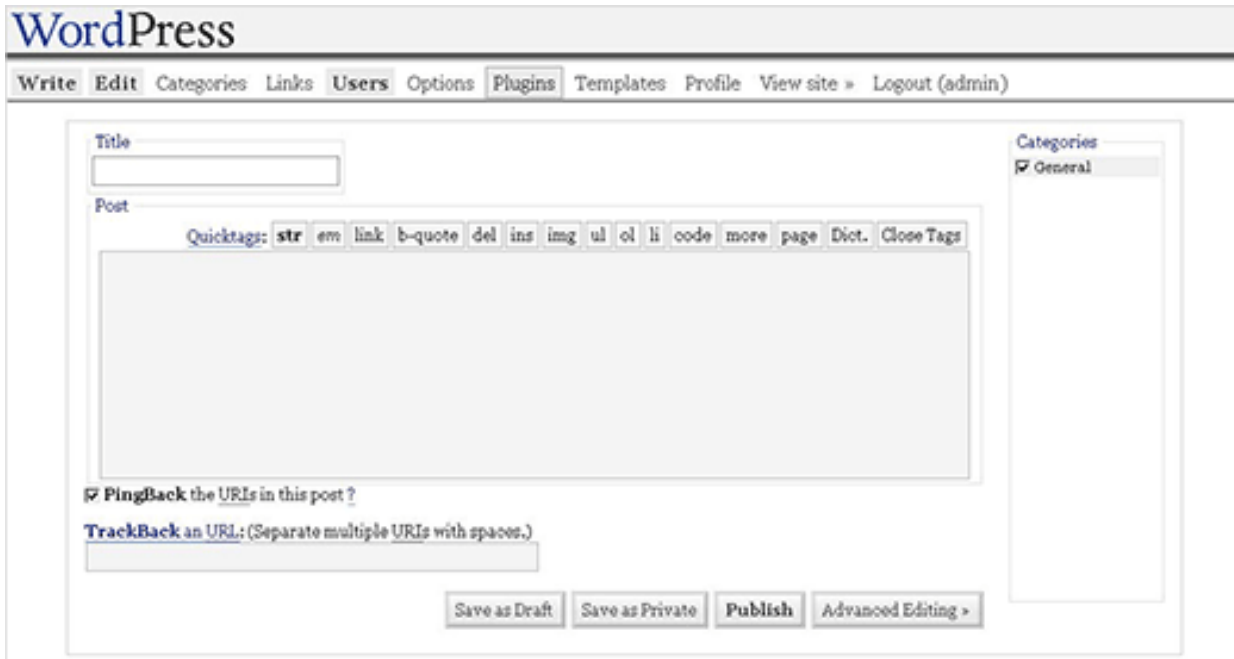
WordPress project is driven by a community of dedicated developers, users, and supporters .

On **May 27, 2003**, Matt announced the availability of the first version of WordPress. It was well received by the community. It was based on b2 Cafelog with significant improvements. The first version of WordPress included a new admin interface, new templates, and generated XHTML 1.1 compliant templates. The post editor looked like this:

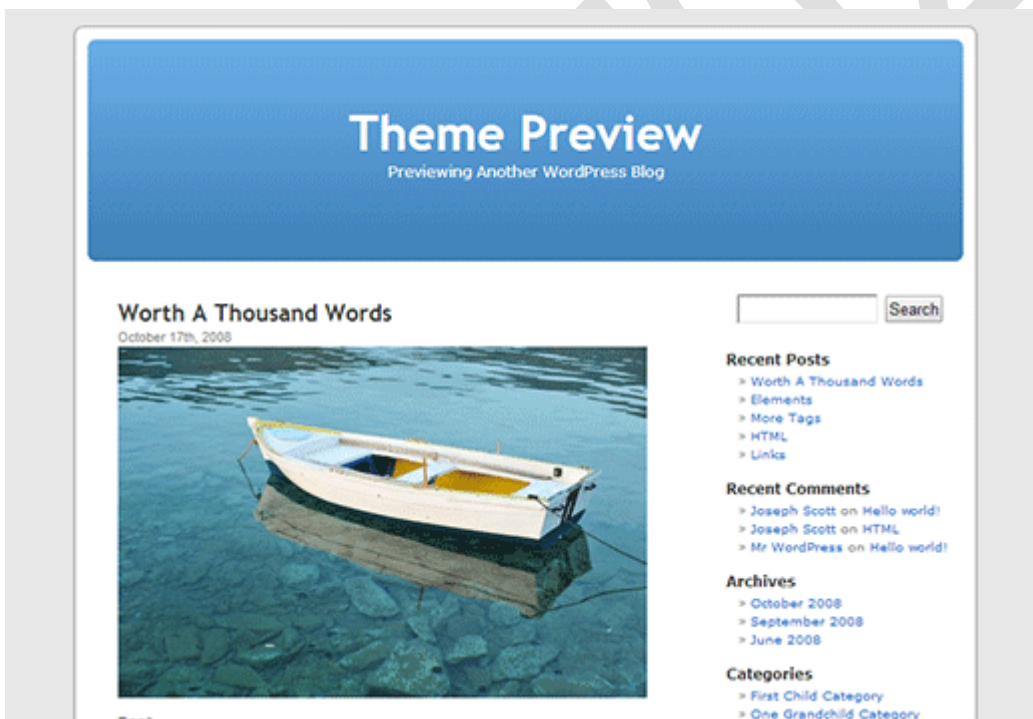


The screenshot shows the WordPress 1.2 post editor interface. At the top, there is a navigation bar with links: Post / Edit, Team (highlighted with a mouse cursor), Options, Categories, Template, Manage Links, My Profile, View site, and Logout. Below this is a sub-header 'Post / Edit'. The main content area contains several fields: 'Title:' with a text input, 'Category:' with a dropdown menu set to 'General', 'Post Status:' with a dropdown menu set to 'Publish', 'Comments:' with a dropdown menu set to 'Open', 'Pings:' with a dropdown menu set to 'Open', and 'Post Password:' with a text input. Below these is an 'Excerpt:' section with a large text area. The 'Post:' section features a rich text editor with a toolbar containing buttons for Bold (B), Italic (i), Underline (u), Strike, Paragraph (<p>), List (<li>), Blockquote (b-quote), Image, Link, and X. At the bottom, there is a checkbox labeled 'PingBack the URLs in this post' which is checked, and a 'Blog this!' button.

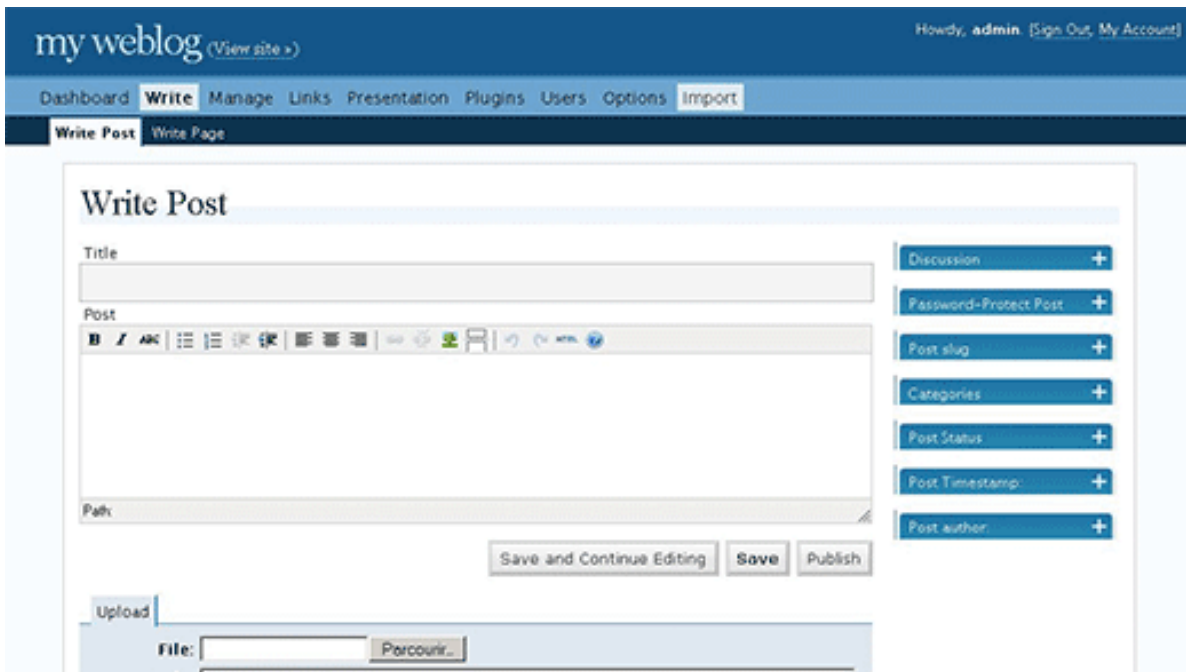
**In May 2004**, version 1.2 of WordPress came with plugin architecture. This enabled users and developers to extend the functionality of WordPress by writing their own plugins and sharing them with rest of the community.



**In February 2005**, WordPress 1.5 came with Pages, comment moderation tools, new default theme Kubrick, and a completely new Theme System. Matt announced themes with these words:



**In December 2005**, WordPress 2.0 was released with a new admin dashboard. This new admin area was a complete overhaul of the administration screens in WordPress.

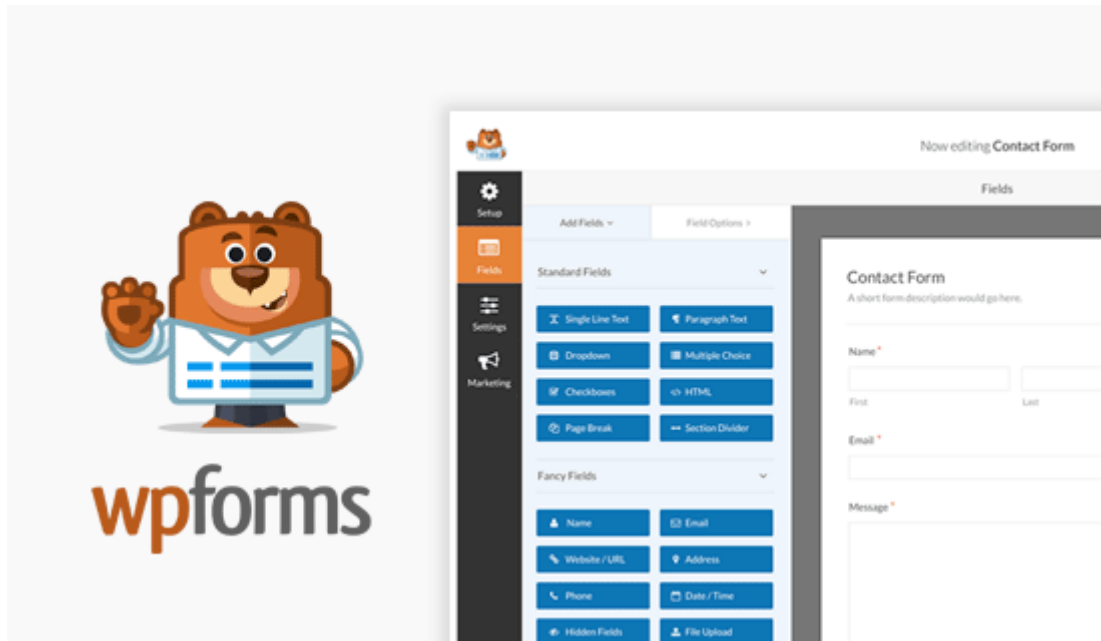
The image shows the 'Write Post' interface of a WordPress blog. At the top, there's a header with 'my weblog (View site >)' and user information 'Howdy, admin [Sign Out, My Account]'. Below this is a navigation bar with links: Dashboard, Write, Manage, Links, Presentation, Plugins, Users, Options, and Import. The 'Write Post' section is active, showing a 'Write Post' button and a 'Write Page' button. The main content area has a 'Title' field, a 'Post' editor with a rich text toolbar, and a 'Path' field. On the right, there's a sidebar with several toggle buttons: Discussion, Password-Protect Post, Post slug, Categories, Post Status, Post Timestamp, and Post author. At the bottom, there are buttons for 'Save and Continue Editing', 'Save', and 'Publish'. An 'Upload' section is also visible at the bottom left with a 'File:' field and a 'Parcourir...' button.

## Plugins of Wordpress:

**WordPress Plugins** are PHP scripts that extend the functionality of **WordPress**. They enhance the features of **WordPress**, or add entirely new features to your site. **Plugins** are often developed by volunteers, and are usually free to the public. **Plugins** are available via the **WordPress Plugin** Directory.

- **WPForms:** Every website needs a contact form because it makes it easy for your visitors to get in touch with you. WPForms is the most user-friendly contact form plugin for WordPress.

This drag & drop online form builder allows you to easily create contact forms, email subscription forms, online order forms, payment forms, surveys, polls, and basically all other types of online forms with just a few clicks.



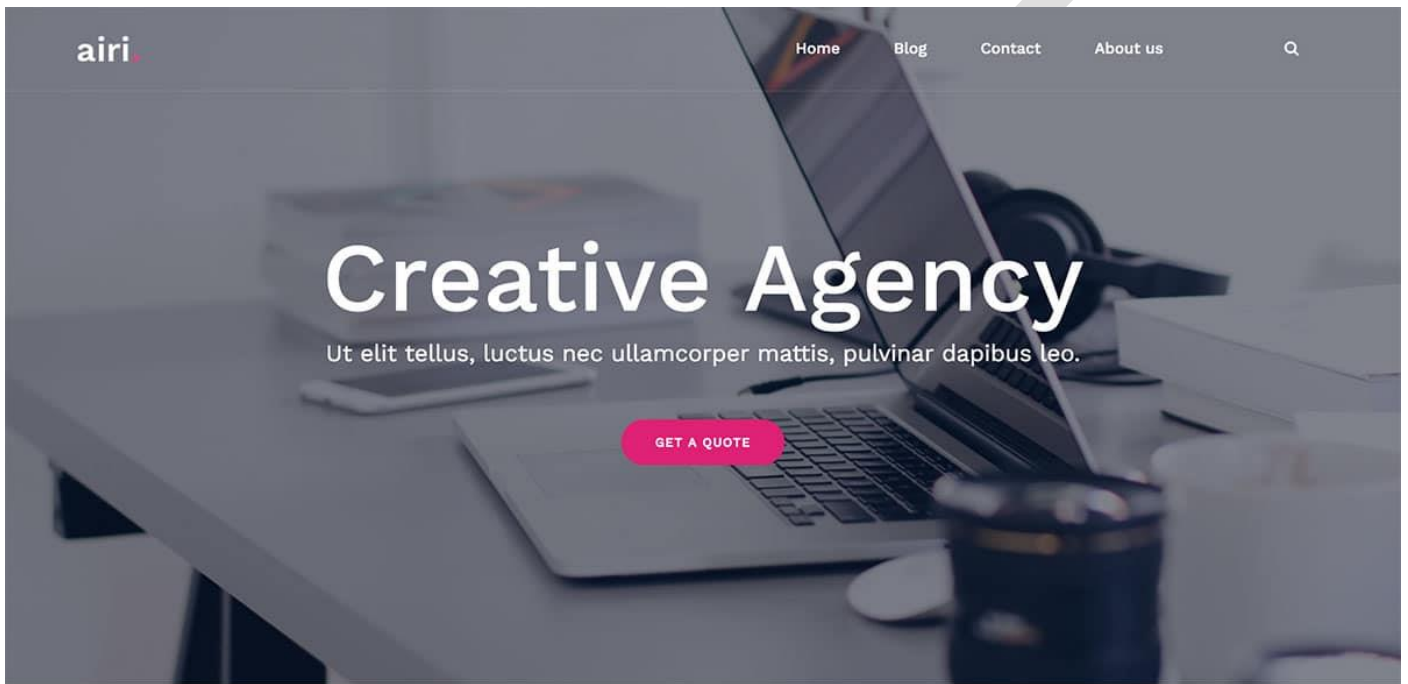
- **MonsterInsights:** MonsterInsights is the best Google Analytics plugin for WordPress. It allows you to “properly” connect your website with Google Analytics, so you can see exactly how people find and use your website. The best part is that it shows you all the important stats that matter right inside your WordPress dashboard.



## Themes of WordPress:

A **WordPress Theme** is a collection of files that work together to produce a graphical interface with an underlying unifying design for a website. These files are called **template** files. A **Theme** modifies the way the site is displayed, without modifying the underlying software.

**Airi:** is a new WordPress theme that features a beautiful, spacious design with plenty of white space and clean typography that makes it easy for readers to focus on the content. The header area has a full-width banner image, which is perfect for sharing your business tagline or mission along with a call to action that prompts visitors to get in touch with you or fill out an inquiry form. Next, you'll notice there is a brief section that allows you to share a brief company history and an area where you can feature your services as well as testimonials from past clients and customers.



## A Digital Agency Focused On Growing your Online presence

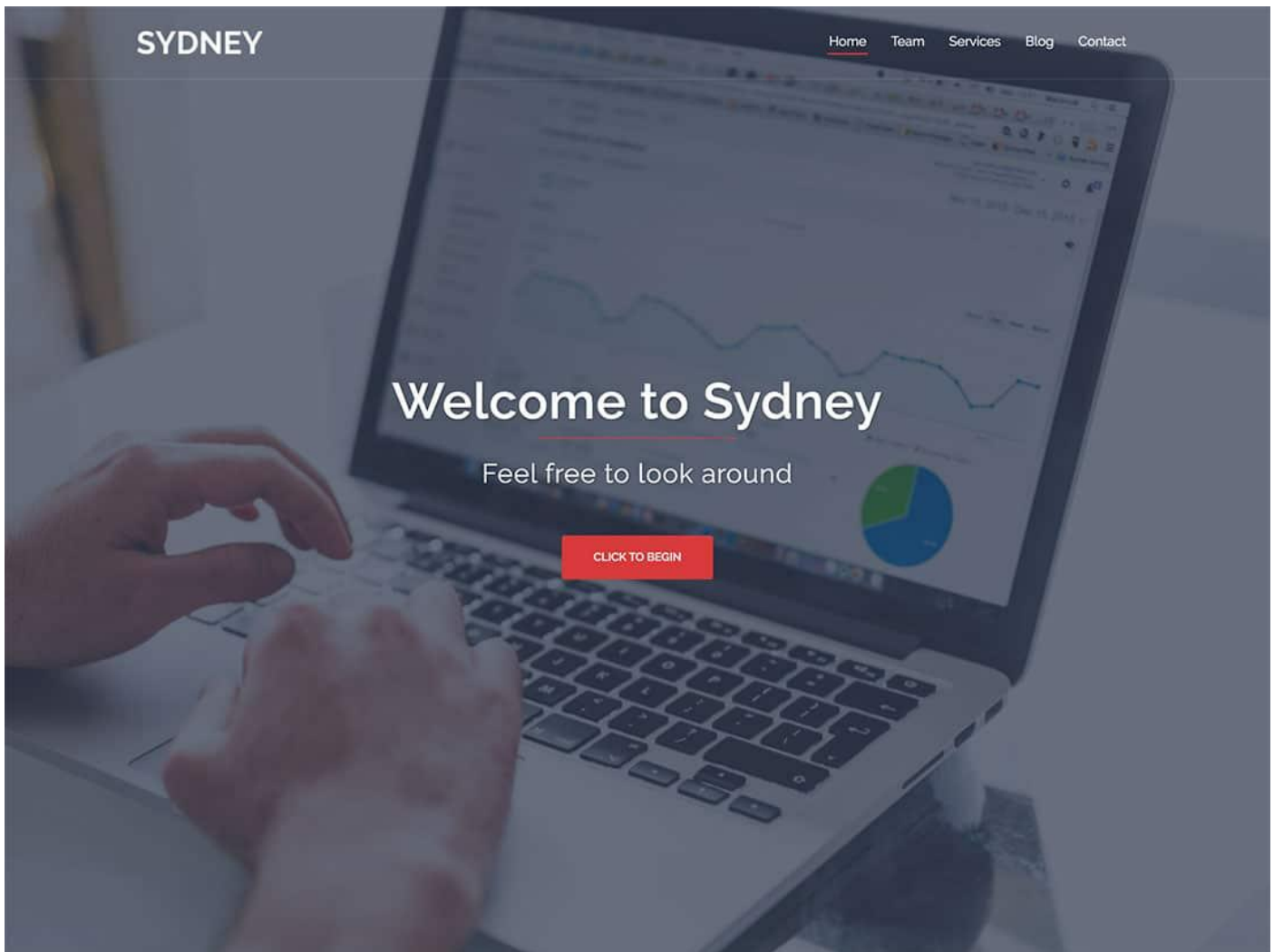
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**Sydney:** The [Sydney](#) theme is designed for companies and freelancers who want to present a strong online presence. The customization options are rather expansive, with options for Google Fonts, logo uploads, and more. The full-screen slider works nicely for those who want to show off large images or promotional banners, while the full color control offers the ultimate branding environment. Sticky navigation helps people move through your site, and the front page blocks act as somewhat of a drag and drop interface for professionally designing a clean interface.





## Alternatives of WordPress:

- [Wix](#) (most flexible designs)
- [Weebly](#) (extremely easy)
- [Jimdo](#) (AI-powered sites)
- [Squarespace](#) (the pricey option)
- [Joomla!](#) (complex but powerful)
- [Webnode](#) (multilingual websites)
- [Site123](#) (great free sites)
- [Webflow](#) (for designers)
- [Medium.com](#) (easy to get started)
- [Shopify](#) (#1 rated ecommerce)
- [BigCommerce](#) (great for SEO)

## Wix: The most flexible designs

While WordPress offers an unbelievably wide range of designs, we had to realize that customizing these designs to match our needs meant loads of tedious work and custom code. Building a Wix site is different. You move the elements around with a click of the mouse, dropping them right where you want them. All plans (even the free one!) come with the same design options.



[Wordpress](#) and [Wix](#) are both tools for building a website— but they have completely different approaches: Wix is a website builder and Wordpress is a CMS (or Content Management System).