

Module **7**

Building Website using WordPress

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What will you Learn?

- What is WordPress and What is the significance it in website development?
- How to install the WordPress and understand its interface
- How to use WordPress to Design Various Post and pages ??
- Editor

What is WordPress?

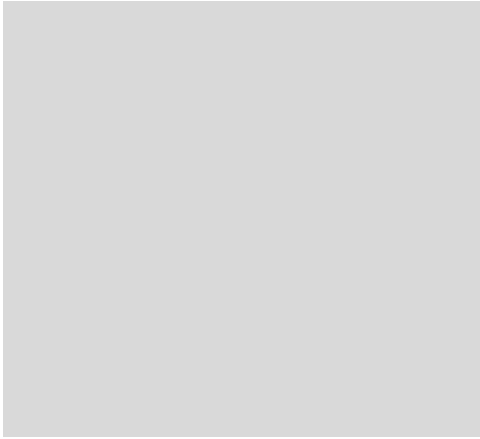
Word Press is a powerful Content Management System (CMS) used for developing attractive and beautiful websites.

It is very simple tool to learn and by using it website can be developed without any specific programmable language like HTML , Java , Php

	% All Websites	% CMS Market
	33.6	60.5
	2.90	5.2
	1.19	3.4
	1.50	2.7
	1.10	1.9

Source : mW3Techs

WordPress is Free

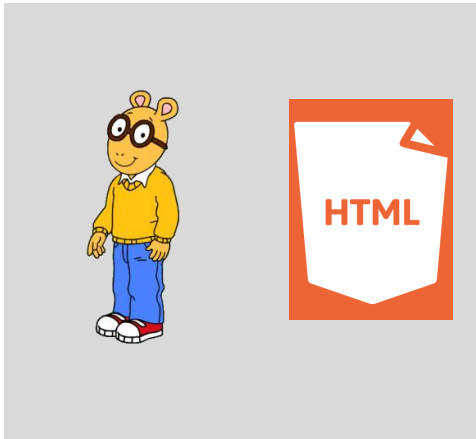


FREE

To Use
To Download
To Install
To Customize

All types of websites can be developed
using WordPress

It is easy to customize using Themes and Plug-ins



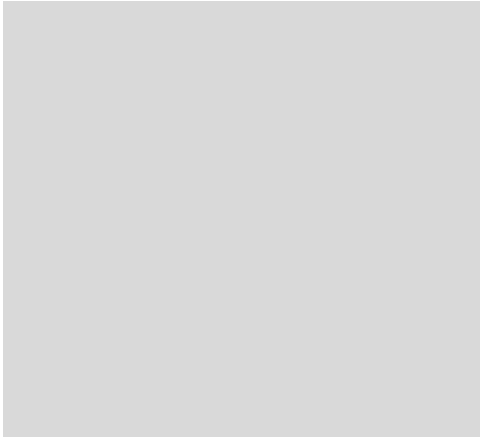
Customize

Color, Font ,Background

ADD

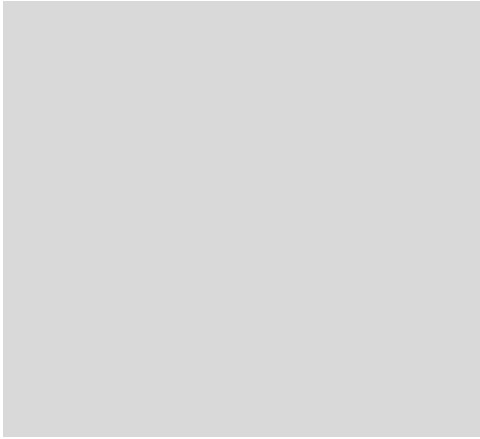
Sliders, Logo, Contact Forms,
Images , Videos or anything else
can dream of

It is easy to customize using Themes and Plug-ins



WordPress Plugins are just like small apps and by using them you can add advance features to your website

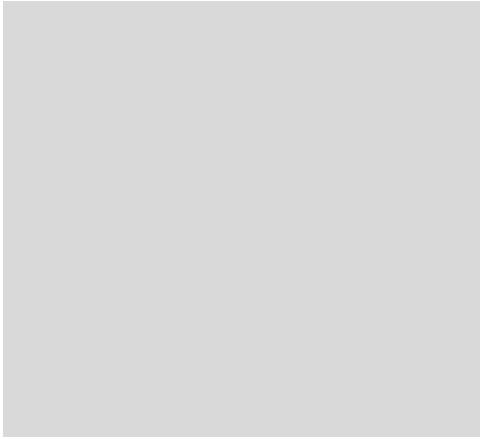
WordPress is Easy To Manage



You can easily use it , mange it and update it.

You can also keep backup of WordPress websites.

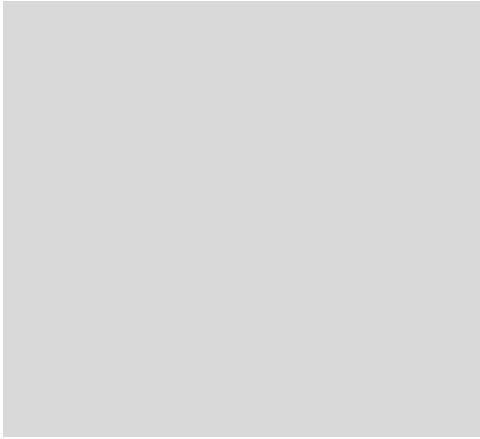
WordPress is Safe and Secure



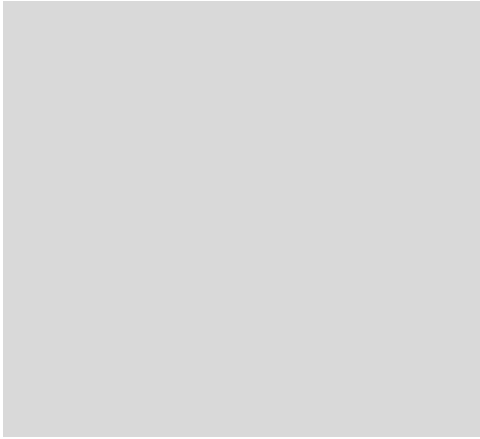
There is no Compromise on Security. All data of WordPress sites is safe and Secure



WordPress is compatible to different media types



WordPress is SEO Friendly



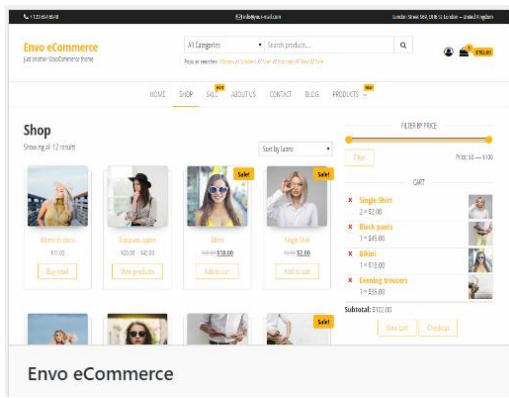
High Ranking in Google search results

SEO Tools

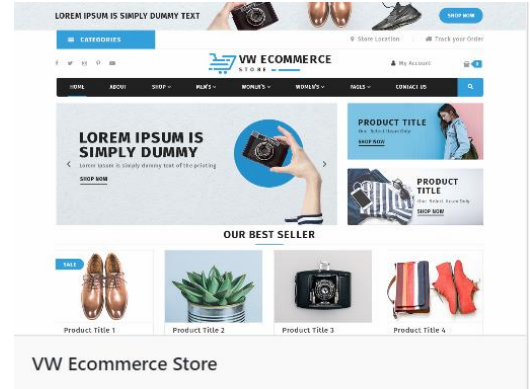
WordPress Themes

A WordPress theme provide you more control over the look and presentation of the material on your website

New theme should be in- line with the objectives of a website.



Themes for Ecommerce Website



Difference in Post and Page

Post

- Dynamic in nature and have published or updated date
- Mostly used for blog types websites
- Can be classified into Categories

Pages

- Static in nature and don't have published and updated dates
- Can't be classified into Categories

Module 7: Building Website Using WordPress

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Transcription: Video 1

Hello everyone,

Hope you are doing well. Finally, the time has come to learn something very excited as promised by me.

Yes!!! You have rightly guessed. Today we are going to begin with **Module 7** and the name the is “**Building Website using WordPress**”

In this module, you will specifically learn,






- What is WordPress and what is the significance it in website development?
- How to install WordPress and understand its interface?
- How to use WordPress to Design various Post and pages?

Now let us Begin

What is WordPress?

WordPress is a powerful Content Management System (CMS) used for developing attractive and beautiful websites. It is a very simple tool to learn and by using it, a website can be developed without any knowledge of specific programmable language like HTML , Java , PHP You can understand the popularity of WordPress

in website development from the fact that According to W3Techs , WordPress powers 33.6% of

	% All Websites	% CMS Market
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	1.19	3.4
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Source : mW3Techs

all the websites on the Internet. Further top brands or organization like TechCrunch, New Yorker, BBC America , Bloomberg Professionals, Sony Music , MTV etc are using WordPress to manage their websites.

In the market, there are many Content Management Systems available like Joomla, Drupal, Wix and of course WordPress too. However, WordPress is the leader among them. You can see the statistics, in CMS market WordPress is having 60.5 % share followed by Joomla, Drupal, Squarespace and Wix

Therefore, in this course we will learn and use WordPress to develop our own websites being the widely used CMS.

Now let's briefly discuss, why one should use WordPress for website development.

1. WordPress is free

WordPress is free to use, you can download, install and customize according to your requirements without any cost. Further, use can use WordPress to develop all types of websites without any limitation like

Blogs

E-commerce website

Business websites

Affiliate marketing

Forums

Social networks sites

Membership sites

And other forms you can dream of

The Second Point is,

2. It is easy to customize using Themes and Plug-ins

WordPress is mostly used by the people who are beginners in website development and have not any experience and knowledge of coding. But, it does not mean at all that you cannot customize your website much.

WordPress sites are fully customizable with thousands of themes available. You can customize colour, font, background and add sliders, logo, contact forms, images, videos or anything else that

you want to add to your websites. There is no restriction at all. Just imagine something creative and apply it to your website with the power of WordPress in hands

You can also enhance the functionality and productivity, of a website by using lakhs of WordPress Plug-ins available free of cost.

WordPress Plug-ins are just like small apps and by using them you can add advance features to your websites like contact us form, sliders, analytics, social icons and many more

How to install themes and Plug-ins, I will discuss in a while

3. WordPress is easy to manage

As I mentioned, WordPress is very easy to use and manage. After installing WordPress, you can easily use it, manage it and update it. You will get an update notification from time to time and with one click you can easily update your WordPress. You can also keep back-up of WordPress websites easily in case something wrong happens to your website.

4. WordPress is Safe and Secure

One question is always asked, whether WordPress websites are secured and safe. The answer is **Yes**. When it comes to privacy and security, there is no compromise on it. WordPress websites are fully safe and secure. Even to add more security, numbers of Plug-ins are available with WordPress itself.

5. WordPress is compatible to different media types

WordPress can handle different type of media along with the text. You may easily upload images, videos, audio, animation, tables and graphs to the WordPress site with one click without any problem. Further, you can embed links or URLs of multimedia files from other sources like YouTube video links, Social Media links, images links and so on.

6. Lastly, WordPress is SEO friendly

As I discussed in one the video, SEO is to get your website ranked high in the search engines. WordPress sites usually tend to rank high in the search engine if properly combined with SEO tools, More about it, will be discussed in the Search engine optimization module.

In this video, we have understood the power of WordPress from various perspectives. How to install it and use let us discuss in the next video. Be ready with your domain name, Webhosting and various mails and passwords in this regard.

Transcription: Video 2

Hello, I am back with an aim to explain how to install WordPress. After learning about various features of WordPress, now let us see how to install it on your domain name. In fact, that will be the first step towards developing a website using WordPress practically. Let us begin and follow me. To install WordPress, we have to open the CPanel interface also called control panel. To open the Cpanel interface

Type your “domain name /cpanel” in the browser (Example: www.dmmoooc.in/cpanel)

Now it is asking for login details.

Where are my log-in details?

For this purpose please refer to the mail received from the Hostgator, your Webhosting service provider.

Open the mail with the subject line: **Completed: addition of Single Domain Linux Hosting (India) for dmmoooc.in**

A little bit down in the mail, look for **Managing Your Web Site**

And here you will see your username and passwords.

This password is very complex. Don't worry you may change it later on once login to panel or save it in word file for future reference.

I have entered my login details

This is a Cpanel or Control Panel interface. There are so many things in Cpanel, but, at this time, we need this one that is **Softaculous App Installer**. Softaculous App installer is used to install various apps on your domain name. But we have to install WordPress only. Click here

Here is WordPress, install it

Here you have to make some changes.

First in Software Setup

It says to choose the version you want to install. Select the latest version of WordPress, I am selecting 5.2 as on date this is the latest one.

Choose the protocol: Select <http://www>. (Later on, we will convert it to https)

Choose the domain: Your domain will automatically appear here if name servers are updated. Select your domain.

Next is In directory: delete it. Don't write anything in it. The reason I am deleting it. There is a catch, if I install WordPress on wp directory then every time I have to type my domain name /wp to open the website. That will be irritating to your visitors. So better is to delete it.

Now Site Settings

Site Name: If you have already decided the name of your site then write it here or let it be as it is.

We can change it later on. I am keeping it as it is

Site Description can also be changed later on. Let it be as it is

Enable Multisite (WPMU) leave it unchecked

Now a few settings with respect to

Admin Account.

In future, whenever you will log in to your site to modify it, you will use these login credentials, that is why these are very important.

Admin User: you want to have a new user name change it or let it be an admin

Password: Keep the strong password

Please make sure you remember this password as we are going to use this password again and again

Admin email: Give your mail ID here or let it be default ID

Now, Language: Let it be English

Don't select anything here

Enter your preferred mail ID. The confirmation will be sent to this mail ID

Once everything is ok

Click Install

It will take a few minutes to install WordPress on your domain name and after successful installation, you see the confirmation messages

Congratulations: WordPress has been installed successfully

There is also a link to visit and edit your website

Don't click on this link to visit the site right now.

Log-out from Cpanel

You can also check WordPress installation confirmation mail in your inbox.

Happy to see, that you have installed the WordPress successfully. This was a very easy and simple process. Isn't it so? Now in the next video, we will learn more about WordPress

Transcription: Video 3

In this video, we will learn about how to work with WordPress while developing a website. Before, I begin let's have a quick warp up of what we have done so far in connection with website development.

1. We have Purchased the domain Name
2. We have Purchased the web hosting
3. We Changed the Name servers and
4. We have installed the WordPress using Cpanel

In this video, we learnt how to install and customize the theme in WordPress. Let us begin

HOW TO INSTALL WORDPRESS THEME

First of all, you have to log in to WordPress.

For this purpose, type your domain name /wp-admin. I typed my domain name

(Example: dmmooc.in /wp-admin)

Now, here enter your login credentials

Be very careful here, you have to enter the user name and password that you created at the time of WordPress installation

Press login

Here is the interface of your WordPress.

Very clean and clear. It has tabs like Dashboard, Media, Pages, Comments, Appearance, and Plug-Ins etc. We will make use of all the tabs during the process of website development.

One of the important features of WordPress is that you can see the live preview of your website by clicking on "Visit website"

Let me see, how does my website look like. Here it is,

Oops , it is not impressive, no content, no menu ...

Is it really a my website?

Don't worry within few minutes you will see something different here.

Actually, it is based on the default theme and we have to change that theme according to our requirements and preferences, there are thousands of beautiful themes available free of cost with WordPress.

And the very first thing is to change the theme of WordPress.

A WordPress theme provides you with more control over the look and presentation of the material on your website.

Before changing the theme, make sure the new theme is in-line with the objectives of your website. For example, if you want to develop an e-commerce website they select e-commerce related theme if yours is a photographic website choose the theme best for photography from the available options.

HOW TO CHANGE THE THEME

Go to “Appearance” and then to “Theme”

Here are few themes, on the top of one theme you can see “Customize” and on other two themes it is “Activate” it means where it is “customize” that theme is currently being used by the WordPress. Where it is ‘activate’ that theme is installed but not used by WordPress and by clicking “Activate” you can replace the current theme.

The *Twenty Nineteen* theme is the current theme if you want to change it you can click either of these two themes

If I activate this theme

Now my website will have a new look. Let us see by clicking visit website

Yes !!! you can see, look of your website has been changed

This was my old theme and this is my new theme

If you want to explore more themes click this + Sign to add a new theme

This is the place where you can search from thousands of themes. Just to have the feel of a theme, you can also check details and preview of the theme here

You can look for popular themes, latest themes and set your favourites themes.

If not impressed with the theme, you can use the filter feature to narrow down your search

For example, you want to see only eCommerce themes you can check it

Or you can check photography themes from here.

Similarly, you can search themes based on feature and layout attributes

First thing first

Let us install a new theme.

Go to Appearance, Click on Themes and then Click on + sign to add new theme

Search for OceanWP theme which is my favourite. It is here. You may install the theme of your choice, but I will suggest you to install this theme only as of now so that we all are on the same

platform and it will be easy for you people to understand the things. Click on install and then activate.

Read this message “*This theme recommends the following Plug-ins: Elementor and Ocean Extra. Begin installing Plug-in / Dismiss this notice.*”

Click on begin installing Plug-in. . Don’t install Elementor. It is a very popular page builder. We will talk about this plug-in in a separate video.

As we are just learning basics, therefore, install “Ocean Extra” only by pressing the install button. Now, this Plug-in is installed and ready to use. (What are Plug-in? how to install them? we will discuss it in a separate module in detail)

To begin with

Just, assume that we are designing this website as a blog which consists of post and pages. So we have to offer the content to our audience through post and pages. I will explain in a while what the difference between post and a page is.

Before that look at the layout of our website.

To see our website live at any time during the process of website development, click on Visit Site. Open it in a new window. With any change in WordPress. Refresh this page to see the changes made by you in the website while using WordPress.

You can see the white space here. This is the Top Bar. This space is a Header and can be customized. Here, we can show our menu, logo, social icons, name of the website, links for all posts and pages in the header. The information shown in the header will not change and remain the same throughout all the pages of the website.

This is the name of my website which will be changed later on if required. This is the page title and can be customized. This is a sidebar, may contain useful information and widgets and will appear on all the pages until customized or removed. And this is the place where my post will appear. It has a title, who created the post, when was it created and so on by clicking on “*continue reading*” one can read the full blog and here we have space for comments too. Go back

And this bottom part is the footer of the website. Similar to the header any information shown in the footer will remain the same throughout all the pages of a website. This was the basic information about themes and layout of your website. Now let us proceed further

Transcription: Video 4

Let us continue with the next step of Website Designing. Start from, where we left in the last video

CREATING POST FOR WEBSITE

Let us go back to the dashboard and start creating posts.

What is a post?

In simple language, it is an article or a piece of information that may contain texts, images, links and videos. Every new post will appear on the first page at the top of old posts.

Starting from scratch, let us create our first post From WordPress dashboard, go to posts and click on Add New.

This is the editor of WordPress, called **GUTENBERG** available in WordPress version 5 onwards. Earlier, there was a classical editor and many developers are still using the same, even today. However, I will teach you the latest editor called **GUTENBERG** having more options and latest features.

Type here title of your post like [The future of marketing: A Digital Marketing]

Now to add anything to the Post Like, Text, Image, Audio, Video etc, you have to add a new **Block**. Actually, this editor works based on **Blocks** and a **Block** represent one section of your website page.

There are different ways of adding **Block**; you can use this + sign or this Plus sign.

The **Block** used to enter plain text is called “paragraph block” which is the default block.

Just type text in this block. If you want to edit the block content, there are settings available for every block. Select the block and settings will appear on the right-hand side and at the top of the block as well. On the top of **Block**, few settings are self-explanatory like to *bold* the text, make it *italic* and so on. You can change the font size from text settings. You can also customize the font size from here.

You can use the drop cap to make the first letter Large like this one. You can also change the background colour and text colour from colour settings like this.

Now to save the post, click publish you can also see the preview before publishing. Publishing means it is ‘live’ now and you or anyone else can see the post live on your website. Let us see the preview.

Once you are satisfied press publish and again publish.

Wow, your post is live now. Check it here.

Now let us add a few more blocks to our post.

HOW TO ADD IMAGE TO THE POST?

By putting the cursor at the end of text Press Enter, A space for new block will appear Click + sign and click the image. Now you have three options to select an image.

If it is on your desktop click “upload”

If you want you any previously used image click Media Library as WordPress saves all your previously used images,

You can also insert an image URL from any website. As we are using image first time Click Upload and select an appropriate image to insert in blog, Click open. Your image is added.

Just select the image you will see lot settings appears. Like, you may write the caption which is optional. You may resize the image from these blue dots. If you want to replace the image, use this edit button. You may also use alignment and width options.

HOW to ADD A BLOCK BETWEEN TWO BLOCKS

You can also insert a new block between two blocks as well. Like, I want to add heading here click this+ sign and click ‘heading’. Type your heading here in the space.

You can use 6 levels of headings from H1 To H6. Each level will change the size of heading. Let us centralize it

HOW TO INSERT GALLERY TO THE POST

What is a gallery?

The gallery consists of multiple images in a grid from. Here are a few examples of the gallery. A galley in a post or page increases the engagement time of your visitor. Moreover, it provides a wonderful visual look to a webpage.

In a gallery, it is better to use your original images, however, if you want to download the royalty-free images from the net, there are free popular sites like Unsplash, Shutter Stock, Pixabay, from where you can download thousands of royalty-free images without any copyright issue. Let us first insert the heading.

Our heading is ready, Now let us add a gallery to the post

To inset gallery block, click + sign and click the gallery

Either from your desktop or from media gallery, select multiple images and click create a gallery and insert gallery.

The gallery is ready. Don't you think it is looking wonderful!!! Yes, it is looking awesome. Further, you can also increase the number of columns in your gallery and update it. If you want to add more images to the gallery, later on, use this + sign. Any setting related to the gallery will be available on the right side of the block.

Let us review our page and update to save the changes.

INSERT SLIDE: HOW TO ADD VIDEO TO THE POST

Video is another great way of enhancing the quality of the post or a page.

According to Renderforest survey, 78% of website owners got more traffic to their website after using videos. And 71% of them claimed that because videos average time on their website has increased.

Therefore, one should use videos in the website by keeping in mind the target audience

Now let us see how to add a video to the post

Before you start the process of adding video to the post, please upload your video to any popular video site say YouTube and copy the URL of that video.

Suppose I want to add this video from YouTube, then add "YouTube block", As it is not visible here just search for this block here typing YouTube. It is here click it.

The URL that you copied paste it here. Press Embed. Wow!!!! Your video is added here

To save it, click on "Update". You can see these changes in your website.

Now let up add few more blocks

HOW TO INSERT QUOTES IN A WEB POST

When you want to use popular quotes or special sentences in the webpage and want that they should look different from the rest of the text then quotes block comes very handy for this purpose.

Let me show you, how to use it?

Add a quote block, enter some text and give a citation.

You can see the text is highlighted creatively. You can make some changes in the look and feel of the quote from here. This is the quote block.

HOW TO INSERT A LINK ON GIVEN WORDS?

We cannot explain everything in our post. Sometimes, we have to give the external links on important terms, phrases or terminology about which our reader may be interested to learn more.

You must have noticed in the case of Wikipedia where links are provided for important terms. But, how to insert them. It is very simple.

There is no separate block for it. You can also insert links on text, images or other elements of a webpage.

Select the text where you want to insert the link like the word barrier and click this icon

Enter the URL of any internal or external page.

If you want to link should be opened in a new window click the gear icon and select the option.

Press Enter

Link is created.

Let us test it in the preview section. Yes, it is working. The meaning of the word barrier is explained here in the new webpage for which we inserted the link.

HOW TO EMBED SOCIAL MEDIA LINKS

As we know Social media is playing an import role in our daily lives and has implication for marketer too. Sometimes, there is a need to embed a post from Social media profiles into the post to have better visibility and connect with the audience.

Let us see how to embed social media posts on a webpage.

First Facebook

Add a Facebook embed block or search for it

Select the Facebook post that you want to embed. From these three dots select embed, select advance settings, Copy this URL and paste it here and embed

It will not show the preview here,

To preview it press preview.

Yes, it is there. That is all!!!

Now let us see how to embed post from Instagram

Add a block for Instagram. From this + sign

Go to embed

And add Instagram. Now from Instagram, click three dots. Copy the link, the link is copied and insert here. Press 'embed'. That is done!!!!

The same way a tweet from Twitter can be embedded. Just follow me.

So we learnt so many new things like how to create a post by inserting various blocks like text, images, videos and social media posts. Amazing and very interesting. Wants to learn more!!! Let us move to the next video.

Transcription: Video 5

I have just explained the purpose of basic blocks in a post. You can add different types of blocks by following this procedure as per your requirements. When you will start adding block at your own, it will give you more confidence to develop a website.

Now let us discuss a few more functions of blocks

HOW TO MOVE THE BLOCK

During the process of website development, there may be a need to move the block up and down. You can move the block up and down at any time by using these arrows like, this is up, this is down. You can also use this option to drag and drop the block anywhere in a post. Drag it to the desired position when this blue line appears to drop it. It will be adjusted automatically.

HOW TO SEARCH FOR A BLOCK

There are large numbers of blocks and sometimes it becomes a challenge to find the appropriate block. Don't worry, we have the search option for this purpose. For example, I want to insert a table in a post, just search for Table block. It is there. You can use it. Similarly, I want to embed video in a post from a site other than YouTube. Just search for Video Block. Video related blocks are listed here like YouTube, Vimeo etc. This way you can search for other blocks as well

OTHER BLOCK OPTIONS

These three dots give you additional options of a block like

You can duplicate a block

You may insert a new block before or after this block.

You may remove the block. If you want to change the block click here you can change the block

You can undo your changes using this undo or redo button here.

With this, we learnt the basic working of blocks. Now let us move further

This was the basic functioning of blocks. Play around various settings and try to explore more.

Now we will learn about blog categories.

MAKING CATEGORIES OF BLOG

When you will start adding more posts to your blogs, you need to organize the post into different Categories. A category represents a set of posts grouped together on the basis of some similarities.

Like here you can see categories. Each category is having various posts. It helps the readers to search for the posts of his interest quickly.

Let me add some more posts into the website by following the same procedure because I need five to six more posts to make the category.

Ok, I have added few more posts to the website

Now, let us see how to organize the posts into different categories

Here, these are all my posts

Go to Posts, click categories

This is a place where first, you will create categories and you can see we don't have any category yet. The only uncategorized section is here that means all of your posts are here in this category.

Let us create our first category.

Give any name to the category like *Digital Marketing Basics*. Leave slug and parent category blank. If you want you can give a brief description of the category or leave it blank.

To save this category, click on add new category

You will see that your saved category has appeared here with zero count as we have not added any post to this category yet.

By following the same process create a few more categories

We have created categories.

You will see that all categories have appeared on the website. Look here. But these categories are empty because we have not added any post to these categories. As of now, all posts are "Uncategorized"

Now let us add post to the respective categories

Go to Posts and All posts. Hover the cursor to the post and click Quick Edit. Here is the category column you see all categories. Select the category to which it belongs and Uncheck uncategorized. Update

Similarly, for the second post, click quick edit and select the appropriate category. If post belongs to more than one category, then you can also select more categories from here. Follow the same process for the rest of the posts

If you want to change the name or other information related to categories Go to categories and use these options.

Once the categories are created, they will start appearing in the sidebar of your website, let us see

Yes, here are the categories. By clicking any category you can see all posts within that category. But, why “Uncategorized” is appearing. It does not look good. Actually, even if one post is uncategorized, this category will appear. Let us see which post is uncategorized. Go to all posts from the WordPress dashboard. Let me check.

Yes, this post is uncategorized. Just delete this post as this is the sample post and is not required more. Now let us check it again. Yes, now uncategorized disappeared.

Further Next time, when you create a new post. You need not to repeat this whole process. You can assign the category to it from the editor only. Let me show you

I am creating a new post. Before publishing, from document settings select the category from here. If post belongs to more than one category, then you can also select more than one category from here.

You may also change the position of these categories like these can be shown in the menu bar as well. I will explain in a while.

Ok, once the categories are created, let us beautify our web site more by changing the name of the site, inserting logos, inserting Header image and Menu etc.

CHANGING NAME OF WEBSITE AND INSERTING LOGO

Let us change the name of the Website and logo of it.

We can do it by customizing the theme. Go to appearance, click on customize. Here you can see there are a bunch of settings. These settings are specific to this theme only and will vary from theme to theme. You can customize the font, colour, layout and so many other things using these settings. Let us discuss few of them

First is the Site Identity

Here you can change the name of your website like DMMOOC

You can also insert tagline here

This is very important to insert a site icon

What is a site icon?

Look here very tiny icons are representing website. You can create your own icon with these dimensions or download it from this website. Search for site icons for WordPress. Visit this site icons8.com

Search for the icon which may represent your website like digital. Save it to desktop

To insert it to your website click here select icon, upload file, select file, again select, skip cropping.

That is done. You can see the icon is added to the site. To save it click on publish

Now let us add an image to the header. I want to add background image here

Go to the header section.

Here, you can add a video or video URL or you can add a Header image. The size of the image be 2000X1200. Click add a new image. Select the image from the gallery or from the desktop.

Your image is added. Change the size to Cover and Publish

If you want to increase the size of the header, go to General and change the size from here

To save it click publish.

Now we will insert the logo

Go to logo,

Select image and inset it as logo your logo is here. You may change height and width from here.

Once satisfied, publish it .

With this, we have created customized our website more by learning how to work with block, how to insert categories, How to insert logos, header images etc. Now wait for the next video to add more features to your website

Transcription: Video 6

Welcome back, we are developing our website with the help of WordPress. Now, let us move further to add a few more important features to the website like Menu, Social icons, pages and customizing the sidebar.

HOW TO INSERT MENU TO THE HEADER

Now the very important thing is to insert the menu like here

Let us insert it

Go to appearance, customize

Click on the menu and create a menu. Give any name to the menu like primary menu

Now select the location Where you want to show the menu.

If you select Top menu it will be shown here

If you select, Main it will be shown here

If you select footer, the menu will be shown here.

Select main and footer

Click next

Now you can add items to the menus.

Select the items you want to add to the menu. It can be any Link, Pages, Posts, and Categories. As we don't have pages as of now let us add Home and "Post categories" to the menu by clicking + sign

You can reorder the categories simply drag and drop. You can see the menu is added to the header. Click on Publish to save it. We will edit this menu in due course.

You can also create the submenu by slightly shifting the menu item to the right like this.

See, the change has happened here as well. You can go back to the original menu by reversing the process like this.

If you want to change the color effect of the menu, go to the header section again and menu

You can use these settings to change the colour like this one. Play around the rest of the settings

HOW TO SOCIAL ICONS ADDING SOCIAL ICONS

You can see there are few social icons are there on your website. This can be your Facebook Page, Insta page, YouTube channel, or other pages

Let us see how to add them

Click on header

Social menu

Enable social menu

Here, paste the link of you social platforms like the Facebook page, Instagram page, Youtube channel, etc How to design these pages, we will discuss in coming modules

Publish

Here you can see you Social icons have appeared

You can change the style of icons from here like this one

You can increase or decrease the size of icons from here

If want to increase space between icons use this margin option. Like this.

There are other options as well you can play around them.

To save it publish it

Let us have a look at our website. Looks bit better!!!

INSERTING PAGES IN WEBSITE

Now let's learn how to insert pages in the website

But before that let us understand what is the difference between a page and post

Posts are dynamic in nature and have published or updated date mostly used for blog types websites. You can categorize the post and others write a comment on your post.

Pages are static in nature and don't have published and updated dates. Examples of pages are about us page contact us page, services page etc. You cannot make categories of pages.

Let me show you

Here you can see the title of the post, published date and comment section etc it is post

This is a page, no published date, no comment section. The content is fixed in nature and not being frequently updated.

If your website is a blog you make frequent use of posts, if it is a business site or personal site, then pages are used frequently

Let us insert pages

From the WordPress Dashboard, go to pages. Click add new. Enter the title of the page.

You can insert different blocks in a page like images, text, video etc. as we did it in posts

Like this one

Add a few more pages

These are our all Pages.

Now how to make the pages visible in a website? This is tricky

You can show them in the menu bar or in sidebar or in footer.

To do it

From dashboard, select appearance and customize

Here, click on menu, select your primary menu that you have already created and click add items.

Under pages, you will see all your pages you have just designed

Use + sign to add pages to the menu and arrange them properly

See, your pages are added to menu bar.

Here, this is the sample page. Delete it by going to all pages. Use trash. Now it is gone.

Trash mean, if you want to use this page /post again. You can still restore it as it is not permanently deleted.

MAKING CHANGES IN SLIDE BAR

Now let us discuss this side bar.

You can see few unnecessary things here like Recent Comments, Archives, Meta etc. I want to remove them from the sidebar.

From the appearance, go to widgets. This is the default sidebar, these widgets are available in sidebar. Suppose, I want to remove recent comments

Click this drop-down and press delete. Similarly, remove other unnecessary widgets.

Let us see our website now

In our website, these have been removed.

These are the available widgets that can be added to the sidebars. Suppose I want to add a video to the sidebar. Then drag and drop video widget to the sidebar.

Give a title and enter URL copied from YouTube, Save It

It appears in our website

The same way you can add other widgets to the sidebars

No, let us have a final look at our website

All links are working

Not bad!! Good Enough,

I don't want these titles, how to remove them. From general option, Then page title, style, set the hidden

Page titles gone

Hello, we have learnt about the fundamentals of WordPress. Today we designed the basic website. But this is not an end. We can make this website more beautiful and provide more functionality by adding various Plug-ins. What are Plug-ins, how to install them and how to use them ?. We will discuss in the next module. Till then practice on this website. Thanks.

1) Which of the following is a prerequisite of website development?

1 point

- ☐ Person
- ☐ Domain name
- ☐ Webhosting
- ☒ All

2) Word press is a

1 point

- ☐ Software
- ☐ Application
- ☐ Plugin
- ☒ Content management system(CMS)

3) Which of the following is not a feature of word press?

1 point

- ☐ It supports multimedia
- ☒ It is paid
- ☐ It is easy customize
- ☐ It is safe and secure

4) How will you open Cpanel?

1 point

- ☐ www.yourdomainname.com/panel
- ☒ www.yourdomainname.com/cpanel
- ☐ www.yourdomainname.com
- ☐ www.cpanel.com/yourdomainname

5) In Cpanel dashboard, wordpress is available in which of the sections?

1 point

- ☐ Domains
- ☐ Files
- ☒ Softaculous app installer
- ☐ Mails

6) One should always install wordpress in default directory that is wp

1 point

- ☐ True
- ☒ False

7) Which of the following is a correct way to open the word press dashboard?

1 point



- ☒ www.yourdomainname.com/wp-admin
- ☐ www.yourdomainname.com/wpadmin
- ☐ www.yourdomainname.com/wp
- ☐ www.yourdomainname.com/wordpress

8) Which of the following is name of new editor of word press?

1 point

- ☒ Gutenberg editor
- ☐ Yoast
- ☐ Tiny MC
- ☐ Elementor

9) Block in word press editor represent

1 point

- ☒ A section
- ☐ Page
- ☐ Post
- ☐ Sub post

10) What are the ways of uploading a picture to a web page?

1 point

- ☐ URLs of image
- ☐ From desktop
- ☐ From media gallery
- ☒ All of these

11) Which of the following block will be used to highlight differently from rest of the text in a web page/post?

- ☐ Paragraph block
- ☐ Heading block
- ☒ Quote block
- ☐ Title block

12) What is the role of categories in blog?

1 point

- ☒ Organize the post on the basis of different themes
- ☐ Organize the pages on the basis of different themes
- ☐ Adding menu to the website
- ☐ Adding footer to the website



13) Where can the menu of a site be added?

1 point

- ☐ In the header
- ☐ In the footer
- ☐ In the sidebar
- ☒ Both a and b

14) Sidebar cannot be customized

1 point

- ☐ True
- ☒ False

15) You need social profile to add social icons to the website

1 point

- ☒ True
- ☐ False

You were allowed to submit this assignment only once.



Module: 8: Using WordPress Plug-ins

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Video-1

Hi, hope you are doing well!

In the last module, we have prepared a draft of our website. But we have to admit that our website is not looking that great as it should be. Many important features are missing in our website such as contact form, sliders, security features as so on..... Actually, to add additional features, we have to learn about Plug-ins and their functionality. Therefore, in this module, we will learn about Plug-ins in detail.

Specifically, in this module, you will learn

1. What is a WordPress Plug-in?
2. How to install and use various Plug-ins in a WordPress site?
3. How to work with **Elementor** Page builder plug-in?

Let us begin

The obvious question in mind is what are Plug-ins?

According to WPBeginner “A plugin is a piece of software, containing a group of functions that can be added to a WordPress website. Plug-ins can extend functionality or add new features to a WordPress website.

There are two types of Plug-ins i.e. *Free and Premium Plug-ins*

In this module, just for learning purpose, we will discuss a few free Plug-ins. Once you become an expert in digital marketing, you may think to upgrade the free versions to the premium versions of Plug-ins.

HOW TO INSTALL PLUG-INS

The process of installing the WordPress plug-in is very simple.

Go to ‘**Plug-ins**’ from the WordPress dashboard, click on ‘**Add new**’

Here is the list of Plug-ins

You may filter the Plug-ins based on features, popularity and recommendations. You may also set your favourite Plug-ins for future use

You may also use the ‘*Search*’ option to select an appropriate Plug-in out of the millions of Plug-ins waiting for you to be used.

Plug-ins are very versatile in nature. Just think about any additional feature or anything else you want to do with your website, the plug-in will be there for you. Type one or two keywords in the search bar and a long list of Plug-ins will be shown

Suppose, I want to add a contact form to my website to enable my visitors to submit their queries or comments online. Just search for the ‘contact form’ in the search bar. It will show you many Plug-ins for this purpose. My favourite is ‘**Contact form 7**’. You can check the popularity of any Plug-ins based on a number of active installations and the ratings. Want to learn more about this Plug-in click ‘**more details**’.

Let us install it by clicking ‘**install now**’. Once installed, click ‘**Activate**’. You may see the list of all the plug-ins just by clicking installed Plug-ins. Make sure your installed plug-in is visible in this list.

Let us create a ‘contact page’ first.

Go pages, **add new** page.

Give a suitable title like *contact us, ask us, contact me* and so on..

Write something specific if you want, like if you have any query write to us here

Now click on **add block**

Here we have to use the *shortcode*.

Select shortcode. If it is not visible, then search for shortcode

You have to enter the shortcode here.

Where is the shortcode?

Go to Contacts and click contact form

Here you will see the shortcode, Select and copy it.

Go back to all pages.

This is the page that you have just created. Click edit and paste this code here. Your contact form is ready. Let us preview it.

You can see important fields like name, mail, subject, and message all are automatically created. Once you will publish it, it will be visible to your visitors or customers.

But where is it on my website?

It will not be visible until you link this page to something else on the website. One way is: We can show it in the menu.

Follow the process of adding any item to the menu.

From **appearance** go to **customize**, click to **primary menus** and click + sign to add it to the menu.

Let us check it on Website.

Yes, it is there and is working.

There are few more popular Plug-ins for contact form like WP Form, Gravity form etc.

Just play around these Plug-ins.

That is all. You have learnt, how to add Plug-in.

HOW TO ADD SLIDERS TO HOME OR ANY PAGE OF YOUR WEBSITE

What is a Slider?

Sliders are slide show added to a webpage mostly with images and sometimes videos too.

Look here this is an example of the slider. You can move the slide one by one or automatically.

Seems very attractive, and catchy (<https://smartslicer3.com/gradient-slider/>)

It will improve the aesthetic look of your website.

Let us see how to add it.

For this purpose, you have to add Plug-In **Smart Slider 3**

Follow the same process to install the Plug-in

Plug-in, add new

Search for **Smart Slider 3**. It is here four 4 lakh + installations.

Install and Activate

You will see Smart Slider 3 is here.

This is the dashboard of the smart slider

You can create the slider from scratch or use the template library

Let us create from scratch.

Give a name to the slider. Use full width and create

Now you have to add images here.

You may simply drag and drop images here or

Click **Add slide**, images and select from media. If images are not in media then you have to upload the images first to the library. Then use it. ok

Our 4 images are added to the slider. Here are a bunch of settings to customize the slide slider.

Just play around these settings.

Now, let us add it to the page first.

Copy this code and save the slider. Remember the name

Create a new page or you may add the slider to the exiting page also

Add a shortcode block using + sign.

Check the preview before you publish it

You can also use this to design beautiful sliders.

Import the template

Edit the slides as per your requirements

From slider, copy the code and paste it here.

Your slider is here.

I hope these two plug-ins have given you a fair idea about what plug-ins are? and how their power can be leveraged to make our sites beautiful. In the next video, I will discuss few more plug-ins

Video-2

In continuation of the previous video, we will discuss a few more WordPress Plug-ins in this video like **Social share** and **Under Construction** plug-in. Let us start.

HOW TO ADD SOCIAL SHARE PLUG-IN

As we all know, Social Media is emerging as a new tool of marketing and it is expected that your content should be shared on social media to the maximum level. For this purpose, we have to provide an option to the readers of your content to share it immediately on various social media platforms like Facebook, Twitter, Instagram etc.

Like this one ([https://bloggingwizard.com/top-WordPress-social-sharing- Plug-ins-2014/](https://bloggingwizard.com/top-WordPress-social-sharing-Plug-ins-2014/))

For this purpose, install and activate the Plug-in, Social Snap Lite

Now to use it, go to **Social Snap Lite settings**. Here on the left-hand side, you can see the settings and on the right-hand side, you will see the live preview that will help you to take an appropriate decision.

We will work on social share settings.

First, manage networks

Here is the list of default and popular social media icons. These will be visible on your website. If you want to add more icons, use this add network option and out of the available options again use this + sign to add them. You can also remove by clicking the ‘X’ sign. This is how it will look like.

By using these settings, you may ;

Change the position left or right

Change the button shape of icons

Increase or decrease the button size

This is important where you want to show the icons. I selected the **only post**.

Then we have the button spacing

Total count

Share count

Once you will make these settings

Click **Save changes**

Let us see it on our website

Open any post of your website

Yes, it is there

Let us see, are they working?

First is Facebook,

Yes, I can share it on my Facebook

Twitter:

Yes, I can share it on twitter

Yes, it is working

Any other icon: yes, it is working

You can also enable inline buttons. Your icons will be shown in a horizontal view. You may change the setting according to your preference and save changes. Let us see it

Yes, it is there

I will suggest you, use either **sidebar** or **inline icons**. Use of both will clutter your website

You may also enable the **on-line media**. User can share it on **Pinterest** as well

HOW TO USE UNDER CONSTRUCTION WEBSITE PLUG-INS

You must have noticed that everything goes live during the process of website development. The half-cooked website is visible to your audience and it may have a very bad impression to them because things are not finalized yet.

Now, what I want, during the development process my website should not be visible and it should show the message “under construction” or any other customized message until the website development process is completed.

For this purpose, install the Plug-in **Under Construction**

Now to create beautiful under construction page

Go to the **plug-in setting** from installed Plug-ins.

Enable **under construction mode** and select the design and save changes

Now open your website in incognito window. Yes, it is working

Now you can finish your work calmly

Once the work of the website is completed, then go back to under construction Plug-in Setting and **off** the **under-construction** mode and save changes. Let us check it. Yes, we are back.

Now the important point, if you are logged into WordPress, you will be able to view your website live even if under construction mode is activated but not others.

So, this was the basic introduction to various Plug-ins. Try to experiments with few more Plug-ins to understand their role in the website development.

Video-3

PAGE BUILDER PLUG-INS: THE ELEMENTOR

Hi, in this video I am going to discuss with you one the most powerful Plug-in of WordPress for website designing and the name of this plug-in is '**Elementor**'. This is an amazing page builder, it will completely transform the way you are designing the websites. It very impressive, even you will not believe that the website designed using **Elementor** is designed by yourself. There is no limit to it, just think about anything creative, **Elementor** will do it for you. Once you will understand the working of **Elementor**, believe me, you can start offering professional website development services to your clients as well.

Look at this website,

It is beautiful and it has been designed with the help of **Elementor** Plug-in.

It has a logo, header, full-screen background image, fancy headline with changing keywords and a button

When scrolling down you can see the parallax effect

Here, we have three different sections with heading, content and images

Next, we have a **process**, entering with animations. Four different sections are there with logo, heading and text

Here is the "**team**" have one image heading and content

Wow, a beautiful counter is there. This looks beautiful!!!

This is the portfolio section having a beautiful slider

Lastly, we have '**Contact us**' and '**Map**'.

You can also notice that when we click any menu item it takes us to the respected section like this.

It is just a demonstration; there are immense possibilities of **Elementor** to make your web site a professional-looking website.

Now we are going to design a similar website using various features of **Elementor**. Don't be afraid, accept the challenge

Now guess what will I do!! Yes, you have rightly guessed. I will install the plug-in, **Elementor**

By this time, you know how to install Plug-in. Just install the Plug-in **Elementor**

Your Plug-ins is installed

Let us create first, the home page

Here we need background image, this headline and this button

Make sure you are working under **OceanWP** theme and you have installed **Ocean WP extra** plug-in,

Let us see the preview first. It shows me side-bar that I don't want. I need a full-width page.

Let us change a few settings

From OceanWP Settings, Main, content layout, change it to 100 % full width. Let us see the preview now. Yes, the sidebar has gone. Now edit this page with **Elementor**

A new window with a new interface will be opened

Now this is the place where the magic will happen

In this area, you will see the live preview of your website. You may divide this page into different sections each section may contain different elements.

On the left side, we have elements. We can use them by simply dragging and dropping them.

HOW TO INSERT A SECTION

What is a section?

A section is like a **block** in Gutenberg editor. Each section has its own properties and it may host multiple elements like images, text, videos, headings etc.

This is one section, this is another section. You can create multiple sections in a given web page.

To create a section, click + sign, Choose the structure or how many columns you want. As I need a full screen so I will select this one.

You can see your section is created, notice new settings have appeared for this section in the left-hand side pan.

We have to place an image in the background like this

Now from the edit section click style

And select the background

We have three option, classic, gradient and video

We will use the classic and select the image

Select an image from media gallery

The image is not properly visible

Change the size to cover and from the layout section

From layout - Content width to full

And height fit to screen

Wow !!!!

A beautiful image is added

And stretch the section

If you think the image contrast is high or glittering, From layout, you may use background overlay.

From Classic

Set the colour to black

Click CSS filter

And use opacity to increase or decrease the overlay transparency

Once satisfied click **update**.

Use this arrow to preview your website

Now it looks better

HOW TO INSERT LOGO

Inserting Logo

Now let us enter this type of logo

Select element from here, use this image element, drag to preview section, once fat blue line appears, drop it. Set the image size to custom and set 200X200 pixels and select the image

You can also change the alignment

If you further want to increase or decrease the size of this image, Use style and adjust it from the width

Update it

Our logo is added, now enter this headline

By using this button, you can go back to the elements

Now, we will use the text heading button

Drag it to this section; once this fat blue line appears, drop it

Element is added, now let us customize.

Notice every element has three sections, **Content**, **Style** and **Advance**

Let us customize the content

Type: *'We design your space'*

Make the content centre aligned

Now to change the font, font size and colour, we will use the "style" section of this element

First text colour, make it white or adjust according to colour combination

Use the typography to change font settings

Change the font from family

Increase the size by sliding it left or right

Weight is how much bold text you want like on 100 and on 600 it will look like. Set it to 300

Transform to upper cases

Letter spacing is important

Adjust the space within Characters

How to make it animated with different words, I will explain it in a while

Now let use insert this button

From the element section, drag and drop once blue line appears.

First, make it centralized

Let us make it more beautiful

Go to style and typography, Change font, font size or colour from here. Change the background colour

You can also change the hover effects, means, how should it react when I take my cursor on it

You can change the text colour

Background colour

Hover animation, just see it

You can see there is space between the button and headline

How to increase or decrease it

Click on advance and go to margin **unlink** value

Now you can increase the margin; top, right, bottom, left separately otherwise it will change all the value in one go

Let us increase the top margin.

Yes, it is fine

Click update

I have done some cosmetic change here; you can do the same thing by revisiting style, advance and content section of each element. Just have some practice.

Lastly, we have to enter some text here.. .. ‘OUR PORTFOLIO ‘

You can see there is a heading on this page, which looks very odd. Let us remove it.

Exit to WordPress dashboard, From **Ocean WP Settings**, Go to the title, **Display page title**,

Click **disable**. Update,

Edit with **Elementor**

Yes, the title has disappeared now.

We have just started working on Elementor Plug-in,

Now we know

How to insert a section and change the background?

How to insert Logo?

How to insert heading? and

How to insert button elements in a website?

Video-4

Let us continue to learn more features of **Elementor** plug-in. Now we will design a few more sections of our website by using various elements like Image, Icon Box and counters and so on..

Before we move to the next section, let us change one important section of **Elementor**.

See here, when I click here, settings are not appearing, I have to right-click to make the setting appear. There is an easy way. You need to change one 'setting' from **Elementor**

Let us exit to WordPress dashboard.

Go to **Elementor** settings, Go to advance then "Show Editing Handles".

Let us see whether it is working or not. Go to the page that we are designing from all pages and edit and edit with **Elementor**. Yes, now with the click of a mouse it shows the settings.

Now let us move to the next section

This section is about "**What We Do**".

We want to make this section something like this

It is a combination of text, headings and images

Let us add one section here. First, Change the background colour.

Remember one thing here, Section is customized from this button and elements settings are changed from this button.

To change the background colour, click this one and from edit section click style, select background colour and adjust transparency

Now insert the heading element from elements.

Centralize it AND Type your text

From style use the typography to customize the text

To change the text colour to white, change the font to Helvetica.

Set the size to 35 and reduce the boldness to 300. Now we want some space between first and second section

Go to advance, unlink values together and increase the top margin

Let us move further

Add a new section and change the background colour

As we need different columns, insert the inner section from element

Insert heading element

Change the colour to white

Once again insert heading element

Insert some text, change the size of colour and weight to 300, and increase the line height to make it shooting to the eyes

Now insert image element and select picture from the gallery

Now create two duplicate columns, and remove this one

Change the content of two columns

If you want to put the hue effect, Edit this image, goto style, from CSS filter change hue.

Width of the Picture can be changed from here if required

It is better to have the same size pics for better symmetry

Let us put some space here

From section settings

Advance unlink values, increase or decrease the bottom padding

Let us insert some entry animations

From edit column, go to advance, then motion effect and select the entrance animation

First slide left, then slide up, then slide right.

You can also change the speed of the animation from here

Yes, animations are working

HOW TO INSERTING ICON BOX

Now let us design this section, in this section, some icons animate on hovering, titles, and the text.

Let us create this heading, insert a new section, and let us change the background first.

From layout, make content width to full width and height fit to screen, stretch section on,

From style, select classic background type and select image, change size to cover.

If you want to dim this image, use the background overlay, from classic select the black colour, and change the opacity to 75 %

Now our background is ready

Let us put the title

From element insert text heading

Insert inner section.

Now from element select, insert icon box

Let us customize it

Change the icon, change the title and description
From Style, change the primary colour
Adjust the spacing between title and icon
Make the size to 55
Let us make some modifications in titles and description
First let us change the colour of title
Use the same colour code of icon
From icon, colour copy this code
Go to the content, paste this code in colour
Change the colour of description from description to white
Let us change the view of this icon
Go back to content, from view change it to frame
Change the hover effect from style
And hover animation to pulse grow
Once things are final
Now, create 3 duplicate columns and remove the extra one
And change the icon and content

HOW TO INSERT IMAGE AND TEXT SECTION

Now let us design this section,
First a new section and change the background colour
Now insert **heading**
Now insert inner sections. Inner sections are nothing but columns
In the first section, insert image element and insert an image from media gallery, Resize the first Column.
In the second column insert three text heading
Change colour to white, adjust font, size, weight, line height, and letter spacing accordingly
Put some space in the top of heading
Lastly, put some entrance animations

HOW TO INSERT COUNTERS

Here are some counters showing achievements of an organization, they are informative, engaging and are offering a good look to your website. Let us see, how to add them
Insert new section, change the background colour. Change content width to Full. Adjust the height from minimum Height
Now from element, insert counter

Now let us make some modifications

Change the ending number to any odd number

Number suffix is +

Then change the title

From style, change the text colour

And from the title, change the text colour

Now create two duplicate columns

And make the changes accordingly

Update it

Now, I hope you can easily use various elements in your website. But still there are many things to learn. Let us continue

Video-5

We are in the process of designing our website using **Elementor**. Let us learn to use a few more elements for website development.

HOW TO INSERT IMAGE GALLEY?

Now let us create our work section.

In this section, you can show your projects and works with images and text or simply images

There are different ways. Here your creativity will work. Let me show you the different ways

Inserting Only Images

Insert new section and title. Follow me (fast Mode)

Now image gallery element

Add images from the media gallery, Set image size to 300

From Style, change space to custom and adjust it

Let us open the images. Yes it is working

Using Image Box

There is another way to show it and you can give a brief description of your project

Duplicate the section and delete image gallery element

Insert inner section and inset image box element

Here you can enter the image, title and 'heading'

Make some cosmetic changes in the pictures

And duplicate the columns and modify columns accordingly

Using Carousel

There is another way to show your works i.e is through image Carousel

Drag and drop Image carousel element

Add images from the gallery. Let them fully load.

Let us see few settings

Image size: Custom .let it be 300x 300 or 250 X 250

Slide to show: How many slides want to show in carousel say 4

How many slides you want to scroll: let it be the default

Image stretch: yes

Additional Options

Let animation speed to 5000

Few settings from style

From image put some space from custom space.

If you want to make it full width, from the section, Change the content width to full width and adjust the height. If you want

That is all.

Update it.

HOW TO INSERT VIDEO ELEMENT

You can add a video to your page easily

Drag the video element

Copy the link from YouTube and paste it here

Your video is here

If you want to make it, full width, go to section setting and, Make the content width to full.

HOW TO INSERT CONTACT FORM

Now let us add contact us form here

Create a new section and change the background

Insert text heading and font settings

From element section, insert inner section

Now from element section drag and drop shortcode here.

In CONTACT US section we have to use the shortcode

Go back to the WordPress dashboard, go to the contact form and copy this shortcode

In Elementor editor, Paste the code

Your contact us form is ready.

Resize the section into 60 /40 ratio

You may try another contact us Plug-ins too to make it more attractive

To add the address attributes

Insert icon list, and customize the text and icon

There are few settings in the style
Increase the space between icons
Make the divider on to put a line between icons
Change the icon colour and size
Change the colour of the text.
Rest of the setting are the same just play around them.

LINKING IN ELEMENTOR

Linking is an important feature of Elementor; you may link various elements of your website to other pages of your website, or pages outside your website, or link to the section on the same page.

How to insert External Links

To link the element to other pages click on any element.
The link option is available under the content section. Paste the URL of another page here and from settings check open in a new window.
Yes, you are able to open the link in new window

How to link the section on the same page

Suppose, I click this button, it is not taking me anywhere. But I want, when I click it, it should take me to this section. Like this.

How to link it? Let us see.

Click on **edit** of the source element, enter your customized link separated by “–“

Move to the section where you want to give the link and click edit section

Go to advance type the paste the link here without “#”

Let us see whether it is working or not

Click the button

Wow !!!! it is working

I also want, when I click menu items, it should take the respective section. Like this

For this purpose, follow me

First, give a customized link to the section that you want to keep in the menu.

I want this section on the menu. Go to setting, Advance, Under CSS Class, type custom link separated by “–“ and copy it.

Exit to WordPress dashboard, Go to appearance and menu

Create New menu, give any name and press create menu.

Now, let us create menu items.

Go to custom links

In URL type “#”, it is must to create a custom link.

Past the ‘section link’ here that you created on this page here. Make sure there should not be any space before and after while copy-paste. Give the link text. This is the text that will appear in the menu section, you may give any text here.

Click add to menu. You can see, the item is added to the menu.

Let us create a few more custom links by following the same process.

With this, we have created the menu.

Let us add a few more items to the menu and rearrange them and don’t forget to update

Update Elementor

Now select the display location and save the menu.

Now let us see whether these are links are working or not.

Wow, they are perfectly working.

There are so many other elements which you can add to the website. It is not possible to explain all the elements here. They are self-explanatory, just explore them.

Let me show you, how to add **Google map** by showing the exact location of your business

From element section insert Google map

Search for your location

Set the zoom level

Increase or decrease the height of the map

Notice there is blank space on both side of the map how to remove it

Go to section settings,

Content width full width and update it.

Now, I hope you have a fair idea about how to use element Plug-in. Just practice on rest of the elements and try to understand their functions. I assure you that will learn them easily.

This was the free version of **Elementor**. Once you are expert in it, you may also go for the pro version for additional features

However, few free add on are also available to Elementor plug-in, that I will discuss in the next video

Video-6

If you don’t want to buy a premium version, then free add on are available for Elementor. These add on are just Plug-ins and can be used with **Elementor** without any problem. Many add-on plugins are available like:

[Essential Addons for Elementor](#)

[Premium Addons for Elementor](#)

Livemesh Addons for Elementor

Elementor Addon Elements

HT Mega –Absolute Addons for Elementor Page Builder

Let us install Essential Addons for Elementor, my favourite one

Once you install it, enable all and save the settings

Go back to all pages and home page on which we are working

You will see now there are essential add-ons

These addons are very useful, make use of them

Let us make our headline like this

Use fancy text element for this purpose

First Change the prefix text, Then Enter fancy Keywords 3 to 4 words using fancy text settings

Enter Suffix text

From style change the colour and typography settings

First for prefix text,

Then for fancy text

And lastly for suffix text

That is all for fancy text

Before I move to the last section, let me make some important changes in the header section.

Just notice, when I scroll down, the menu disappears,

But, here it does not disappear, this is called a sticky header.

If I want to use the menu every time I need to go to the top.

Let us make our header sticky

Install the plug-in Ocean WP Sticky header

Refresh the page and scroll down it

Yes, our header is sticky now

Congratulations!!!

HOW To MAKE CHANGES FOR RESPONSIVE VIEW

Now the most important features of Elementor plug-in

You can see the responsive view of your website that means how it will look in a mobile phone or a tablet

You can also make an adjustment according to the device.

Let us see how our website will look on a mobile phone

From responsive mode, select mobile preview

This is the mobile preview.

I want to make a headline in a single row, so let use decrease the text size for mobile phone using typography.

Now it looks fine. These changes will be applicable only to the mobile phone not to other versions

This is how it will look in the tablet. You can adjust it. This is the menu for tablet and mobile phone.

Now, let us have a final look at our website

Opps !!! What is this?

It not displaying the page that we have just developed with the help of **Elementor**

Don't worry!!! Actually, we have to set our home page as a static page.

Go to appearance, customization,

Select static page

Which page?

The page that you have designed with **Elementor**. Yes, it is there

Now publish it

Refresh the home page

Thumbs up!!!

Great your website is ready.

With this, we have completed Module 8 and learnt how significant plug-ins are in any website development process. I can't explain all the Plug-ins here. Think some creative and search for appropriate Plug-in. Your dream will come true

We will discuss relevant Plug-ins during the entire course at relevant points. Take your own time and pace. Practice on these Plug-ins.

Knowledge is of no value unless you put it to practice.

- 1) What is the role of plugins? **1 point**
- ☐ Provide additional functionality to the website
 - ☐ Increase productivity of a website
 - ☐ Helps in improving the aesthetic look of a website
 - ☒ All
- 2) All plugins are free of cost **1 point**
- ☐ True
 - ☒ False
- 3) Which of the following is the last step of plugin installation? **1 point**
- ☐ Search
 - ☒ Activate
 - ☐ Install
 - ☐ Setup
- 4) Which of the following is a plugin we used to insert contact form? **1 point**
- ☒ Contact form 7
 - ☐ Contact form 8
 - ☐ Contact form 9
 - ☐ Contact form 6
- 5) The purpose of smart slider 3 plugin is **1 point**
- ☐ To add video
 - ☒ To add multiple images as a slideshow
 - ☐ To add multiple pages
 - ☐ To add multiple post
- 6) What is the purpose of installing under construction plugin? **1 point**
- ☒ Your website will show the customized message of under construction
 - ☐ It helps you in design the website
 - ☐ Once activated, you cannot see your website live
 - ☐ None of these
- 7) Elementor is **1 point**



- ☒ A plugin
- ☐ Slider
- ☐ CMS
- ☐ Website

8) What type of responsive websites are available in elementor?

1 point

- ☐ Desktop
- ☐ Mobile
- ☐ Tablet
- ☒ All of these

9) Which of the following element is not available in basic and free version?

1 point

- ☐ Image
- ☐ Imagebox
- ☐ Heading
- ☒ Fancy text

10) Can you link menu items to various sections of page under Elementor plug-in?

1 point

- ☒ Yes
- ☐ No

You were allowed to submit this assignment only once.

