

---

# CREATING A WEB PRESENCE WITH WORDPRESS

## SOMEONE JUST GOOGLED YOU

Or if they haven't yet, they soon will. What does your web presence say about you?

## GETTING STARTED

- Sign up for a WordPress account at [www.wordpress.com](http://www.wordpress.com)
- Review the WordPress "getting started" tutorial at <http://learn.wordpress.com>
- Think about your site's content (resume data, work examples etc)

## GO TO YOUR DASHBOARD

- The dashboard is your administrative tool
- Menu on the left allows you to
  - create posts
  - upload media like photos and videos
  - create links to other websites
  - create pages on your website
  - control the appearance of your site
    - change the theme
    - change header picture
    - choose widgets (such as links and text) for right-hand column on your site
  - control settings
    - tagline appearing in upper right of your site
    - setting privacy (is this a private site or do you want search engines to find it)
    - how images are displayed
  - Lots of functionality is available; creating a basic website requires just a fraction

## GO TO YOUR SITE

- From the dashboard, click on the name of your blog in the upper left takes you to your default new site (created with the two-columned theme twenty-ten)

## DEFAULT SITE

- Automatically created by WordPress using the theme twenty-ten
- Contains a default header picture, horizontal menu (Home and About), displays a blogging page, typical blogging links in a right-hand column
- On the Dashboard, you can change to a different theme and control much of what displays on the default page
- Choosing a theme
  - Two columned themes may work best for career information
  - You can start with one theme, build your site and change themes later
    - But be aware that not all themes have the same functionality
    - Some themes built with certain uses in mind (blog, photos, newspaper)

## CREATING A SIMPLE CAREER SITE

- Our basic site will include:
  - Biography, Value Offered, Accomplishments, Education/Activities pages
  - Links to:
    - Additional Information (Linked In)
    - Networking (Western New York Executive Candidates)
- Click on Sally Test in the upper left on the Dashboard to go back to the site
- Click on Edit on the Hello World post; we will transform this into your Biography page
  - Change Hello World! to Biography; paste bio into the body of the post
  - In the Likes and Shares section, remove the checks
  - In the Publish section, click on Update
  - Click on Sally Test in the upper left on the Dashboard to go back to the site

## CREATING A STATIC PAGE VS BLOG

- Go to Write →Page
- Name the page (turn off comments, pings etc) and publish it
- Go to Settings→Reading
- Change front page display so it's a static page

## WIDGETS – MANY OPTIONS; LINKS AND TEXT ARE TWO OF THE MOST IMPORTANT

### CREATING LINKS ON YOUR WEBSITE

- First, add the Links Widget (Appearance→ Widgets)
- Create a link category (such as Networking or Web Profiles) by clicking on Links Categories
- Create a link by clicking on Links→ Add New from the Links menu – enter the link name, URL and choose the appropriate category for this link
- Click on add link and the link will display on your website

### CREATING TEXT (CAN ALSO BE USED FOR DISPLAYING IMAGES OR TABLES)

- Add the Text Widget (Appearance→Widgets); name the widget (for example Testimonials) and type or paste in the info you want displayed

## NOTES

- <http://susancarterlawrence.com/>
- <http://www.alishadixon.biz/>
- Once you set the privacy setting so your site is available to search engines, there is info that can't be erased, so be careful what you put up there once the site is live
- If you have a business, you can set up a business website like the one for St Matt's