

# HOW TO CREATE A WOW WEBSITE

SESSION 3



**How to Create a WOW Website**

WWW 

Session 3

With:  
Pat Iyer →  
&  
← Paul Taubman



PAT IYER



908-391-7933

[patiyer@legalnursebusiness.com](mailto:patiyer@legalnursebusiness.com)

## How To Create a WOW Website: Session 3

---

**Paul:** Welcome everybody. This is Paul Taubman with Pat Iyer and in this module we're actually going to be doing a lot of the fun stuff. We're actually going to be installing WordPress onto your website.

At the end of this session you will actually be able to give people your new website name and they will see some content. Now it's not going to have a whole lot of content on there yet. Even after this session we're going to get more into content on the next session, but right now our focus is on the technical aspects of installing it. We talked a little bit about themes before, so we're going to take a look at some themes and figure out what you need to consider when you're choosing a theme, as well as talking about some of the plugins that add additional functionality.

All right, so let's get started. Are you there Pat? Can you hear and is everything looking good?

**Pat:** Everything looks fine Paul, thank you.

**Paul:** Okay great, so I'm just going to close out of this here. You can see our lovely looking site here, [Somervillebakery.com](http://Somervillebakery.com). It doesn't have much. When you go to your domain once you have your hosting connected with your registrar you may see something a little bit different. MomWebs gives us a screen that looks like this, which is fine. We have nothing on here and pretty much that's what we see is nothing.

What I'm going to do is log into the cPanel, the control panel, of the website. The easiest way to do that is to just go to your domain name/cPanel. You will probably get a redirect like this and now you can just simply log in. I have this stored in LastPass and I'm going to click on log in. You can see up in the left hand corner shows that we are in our cPanel.

There's a lot of stuff that's going on here and you don't have to worry about anything yet. We will cover the important necessary parts of what we will be using within your cPanel. I'll just kind of scroll down a little bit and you can see there are a lot of things there.

**Pat:** Paul let me stop you for just a minute. You mentioned just now that you have your passwords stored in LastPass. We may have some people taking this course who have not heard of LastPass or understand what that means.

**Paul:** Okay great, thanks for pointing that out. I'm going to quickly jump over to LastPass.com. This is just a utility that will manage all of your log ins and your passwords. It will handle everything so you don't have to memorize them.

One of the biggest mistakes that people make is that they have a username that they always use, as well as a password that they always use which is one of the worst things for security that you can do. Somebody can hack into your email because they figured out what your password is. Suppose you're using that same password for your bank statements, for your gym membership or all the different things that you log into. If you're using one password for everything chances are they are going to hack into you and be able to get into all those other things since it's the same password. It's not very difficult.

What LastPass will do as you saw is automatically put in my password when I selected it, so it stores it. As a result, all of my passwords are about 15 characters and they are what I call ugly looking passwords.

I actually have a utility here that's built into my browser, to Firefox, and I can say at any point to generate a secure password. You can see this is the password that it gets. If I want to get real tricky, I can say I want 15 characters with special characters and regenerate it. This will be a password that I would use. When I set that up LastPass will remember that so the next time I go to a website and log in it realizes or recognizes the website that I'm on and pulls up the password for me. It makes it very, very safe. It makes it secure.

The only thing that you have to realize though is that all of your passwords are now being saved by one single password. I needed to log into my LastPass account that just uses one password, so that is a really strong, really secure password that's extremely difficult to figure out and to break.

If you go to LastPass.com they have a trial version that you could do for free. I even think that the trial version lasts almost indefinitely. It just limits you to the number of passwords that you can save and I'm not sure what it is. Maybe it's 15 passwords or something. Even the premium is I think about \$12 a year.

**Pat:** Yes it's really inexpensive.

**Paul:** For the peace-of-mind and the security that you get, I highly recommend it so thanks Pat.

**Pat:** Thank you.

**Paul:** One thing I did want to mention as we're logged into our cPanel here is that depending on your host you may actually have a different version of cPanel. It's the same functionality, but it just looks different. I've actually logged into a HostGator account here into the cPanel and you can see there's quite a difference, but basically all the functionality is still there. For example if I said, "We're going to start out up here with the files section" you can see we have file manager, images, disc usage and all this other stuff.

In HostGator and others you can see we also have the file section with file manager, disc space usage and backups. The functionality is pretty much all the same. It's just a different look and feel. With that said what we're going to do is we're actually going to scroll down to where you see "Apps Installer". You will see that we have scripts here. We can actually install WordPress or something. We mentioned Joomla a long time ago. We can install Joomla, Drupal or other ways of having websites.

Just to point it out here in HostGator when I scroll down they have something called "Quick Install," but it's also under "Software and Services". Depending on your hosting company you may see "Quick Install". I'm going to click on that and then we will come back to the tab over here. You may see "Softaculous" and you may actually see something called "Fantastico". These are all methods of providing ways that you can install the software.

Back here on HostGator you can see there's WordPress that you can install this way and it will just be a click of the button. Don't worry about any of these premium options if any of your website hosts

provide that. You don't need that at this point. You will just be going on the simple "Install WordPress" as we're going to click on WordPress over here and we can click on the "Install Now".

Now just a quick word about installing it. Installing WordPress will be a script. Some people may say that you need to install it manually. The reason why they say that is that these scripts that we're using here may or may not be 100% really good and secure. I don't have an issue with installing it this way because as you see one of the first things that we're going to do is to beef up the security of the website, so we don't have to worry about some of those issues.

Continuing on we're going to see a screen that says, "Choose the Protocol". There's http:// and we're going to leave it like that. You can see it has our domain name. "In Directory" we're going to leave blank. If you have something else there, maybe it says WP or if there's anything in there delete it out.

The reason for that is that we want to install WordPress right on what is known as the root of our website, meaning when we go to Somervillebakery.com that's where I want to see the website. If I created a directory called blog, in order to go to the website I would actually type in Somervillebakery.com/blog. We're actually using WordPress to do everything. It will have a blog, but it will also be the entire website, so any pages we need to create they're going right on there. We want to make this blank.

The "Site Settings" are something that we can change and I will change them. If you don't know what you want to put here yet, there's always the opportunity to change it. In this case the "Site Name" for me I'm going to put in Somerville Bakery or maybe my actual business name is The Somerville Bakery or whatever it can be. This is free form and doesn't affect everything per se, although I will show you where it shows up.

"Site Description" can be a literal description. This can be your tagline. Whatever you want to put here will be fine. I'm going to say, "The Best Baked Goods in Town". We're going to ignore this multi-site business.

**Admin Username and Password:** By now you're probably sick of the passwords and accounts that you've created. You created one for the hosting account, for the domain registrar and now we're doing one for your WordPress installation. Again, that's why something like LastPass is good.

In the meantime what I'm going to do is be a little bit lazy. Rather than write this down I'm going to open up a text editor. I just went over to the other screen, which is okay. What I'm going to do is create a username. You definitely do not want to use "Admin". That's the worst username that you can come up with. That's the number one username that hackers try to hack, so you certainly don't want to do that.

Just like we're going to make a strong ugly password, I actually like to make a strong ugly username. To do that, I'm actually coming up here to my LastPass and I'm going to generate a secure password, but in this case I just want to use letters and numbers. I'm going to generate this and this ugly mess believe it or not is going to be my username.

For my password, I'm going to do the same thing. I'm going to generate a password. I'm going to go with special characters to make it more difficult. I'm going to simply copy this, come down here and paste it in, so that's nice and ugly. Just so I have it, I'm keeping track of it here just on a document for the moment. We're going to need that to log in in a moment and you will see how LastPass will actually remember it after that.

Okay and then my "Admin email". This is going to be anytime my website needs to email me for some reason if there's an issue or if there's an update available.

"What email address do I want it to send it to?"

I'm going to put in my email address [Paul@DigitalMaestro.com](mailto:Paul@DigitalMaestro.com). English for language and then we're not picking any plugins at this point or any advanced options. To be on the safe side I'm going to have all of this information emailed to me. Even though I'm keeping track of my username and password over here, and I could have written all of this down, but you can see with that kind of ugliness I just want to make sure that I have it electronically. If something

happened to that document I'm keeping, it's still going to email it to me.

With that I simply click on the install button and it's going through. It says it may take three or four minutes, but it's much faster than that just like when I hooked up the domain name to the registrar it's done.

Let's close this tab and I'm going to close this one. If I come out now and go to [www.somervillebakery.com](http://www.somervillebakery.com) you can see there's content here. Now it's not a lot, but there's content. This is the website. I can now tell people that my new website Somervillebakery.com is up. You can see that here's the name that we gave it, as well as the tagline or the description.

At this point we are good to go. We have a real live, working website. Now it certainly doesn't look like anything that we want at this point, so we're going to start to customize it. The way we do that is we're going to log into what's known as the "Dashboard" of WordPress. This is also known as the backend or behind-the-scenes. Think of your website like a stage and right now we're seeing the performance here. These are all the actors.

"We're seeing the show, but if we want to go behind-the-scenes and backstage what do we do?"

We simply go to our domain name or our website/wp-admin, so that's your domain name/wp-admin and press enter or return. This is going to bring up our log-in screen.

Now what's our username? This is going to be the information that I copied down over here that I entered. I'm going to copy the username and paste that in here. I'm going to come over here and copy the password, coming back here and pasting this end. I then simply put on log-in. Once I do that you can see that we're logged into the "Dashboard" and notice up here this yellow bar says "Should LastPass remember this?" Sure, so you click on the "Save Site".

You can see it has the domain name and I'm just going to put hyphen and dashboard (somervillebakery.com-dashboard) so I know that it's logging into the dashboard. For the folder, you can see I have all various kinds of different things here. I'm going to put this into "My Sites". It's just a way we categorize them.

Okay so this is the way the site looks from behind-the-scenes. You can see that we have all kinds of different menu/navigation types of things down the sides. When we want to create posts we will create a blog post over here, when we want to create a new page or if we want to moderate comments. We are going to be talking about the appearance with themes, as well as plugins and adding new plugins. If we want to have multiple users on the website, we can do that. We also have some tools and some settings.

The very first thing I want to do is go into "Plugins" and "Add New". This is what I do on every website that I create. Soon as I install WordPress like this we come here. This is known as the "WordPress Plugin Repository". These are all the plugins that are free, that have been tested, tried and true. They are going to be malware free. Hackers aren't using them. The bottom line is that they are safe because they have been looked at and reviewed by people at WordPress.

This is the first plugin that we want to install. We are going to come over here to the box on the upper right and I'm going to type in "IThemes Security" and press enter. Now it's going to search for that and the first one that comes up here is "IThemes Security (formerly Better WP Security)."

A couple of things to take note of is first of all I always like to look at plugins to see are they good. Let's take a look at this. The first thing I notice is that it was last updated about seven days ago, which is great. That means that this particular plugin the developers are still working on it. This one over here was two weeks ago. This one underneath was a year ago, so that means they are not working too much on it. This one was two years ago, so I would probably stay away from something like that.

The fact that this was updated seven days ago means it's current. It is compatible with the current version of WordPress that we're running. It has 4.5 stars out of 3,652 people that have reviewed it, so that's a nice healthy dose of reviewers compared to if we look down here under "Hide Dashboard" which has 3 stars from just two people. There's some validity here in numbers, as well as the fact that it has 700,000 people that have installed this on their website. If we look over here, it's only 3,000. If we scroll down there's 30,000 and 200.

Again, two years ago 70 and one person gave it 4 stars, so it's probably not the best plugin that you would want to install.

The next thing if we wanted we could click on "More Details" and find out a little bit more about this. We can get all kinds of good information if we wanted to read this. Now I will let you know that this is a free plugin. All the plugins when you go into "Plugins and Add New" are all free. Some of them offer a premium version that has additional functionality. In this case we are still using the free one. If you wanted to check out the premium version, you're more than welcome to. For most people just having the free one is good enough.

To install it we simply click on the "Install Now" button and it gives us some messages. It tells us everything is good. It has successfully installed it and then we need to activate the plugin. I click on "Activate" and then there we go. It's all activated.

I scroll down a little bit and you can see that these are the plugins that we have, so now on the website even though we just installed one of them, IThemes Security, we actually have two other plugins here that come with WordPress by default. They come deactivated, so you can see we have the opportunity to activate it because it's not activated. We just activated IThemes Security, so we have the option to deactivate it. Because these are deactivated, we don't have to worry about them and in fact I'm going to simply go through and delete these.

**Pat:** Would you use something different for spam?

**Paul:** Yes. We will definitely be covering that. The reason why I deleted Akismet although it is very popular plugin is if you're using it, it's a paid plugin. You need to register it and pay a yearly fee. It could be just \$5 if it's a personal site and if it's a business site it goes all the way up to I believe \$60 a year the last time I checked. There are alternatives, which I will be talking about. The Hello Dolly plugin just gives you a little message up here from the lyrics of "Hello Dolly" every time you come to this screen.

Even though we have installed and activated this security plugin you can see that we're given the message "It's almost ready, let's secure the site now." The thing that I love about this plugin is simply by clicking

on this button here there's going to be four steps that we can do to make our website automagically 80% more secure than all the other websites out there.

The first thing it says is "Let's back up the site." Well because it's brand new we really don't have anything to worry about to back it up. There's nothing there really to back up. If we had to restore it, we may as well just create the website again so I'm going to skip this for a new website.

Now in order for the security plugin to do what it needs to do it needs to update a couple of files, so I'm going to click on that. In order to actually secure it notice it says it is using the default settings. An important thing to consider here or to know is that when we secure the site here these are not going to conflict with other plugins or themes. This in a sense is doing some of the base work to make your site secure without harming anything else that you're doing. There are some options in here that if you change them have the potential to cause a conflict, so we're just going to stick with the one-click secure.

This last button here is completely optional. If you want to let the team over at IThemes who created this plugin what options you're using, you can simply say, "Yes I'll let you know what I'm using" or if you don't want to you can just say, "Dismiss at this point. I'll let them know." I click on "Dismiss" and now we're brought to the dashboard of "IThemes Security".

Without going into too much detail about everything that's here, you can just know that your site now is much more secure than it was. This plugin is taking care of a lot of things that are pretty technical that you don't have to worry about. That's why it's okay to install WordPress using one of those installation scripts.

The next plugin I want to install, show you and talk to you about since we got rid of Akismet that Pat mentioned is another one called "Growmap Anti Spambot Plugin". It's a funny name. The abbreviation for that is GASP. I searched for the installed plugins and I don't want to put that there. I want to come up here to "Add New" and click on that. In the repository we're going to search for the "Growmap Anti Spambot Plugin". We're going to install this and activate it.

What this plugin will do is whenever somebody tries to leave a comment on your website there's going to be a little checkbox now that they will have to check that says "I am human." The way most spam on your website comes from are robots or spiders. These are actually just computer programs that go searching all over the web looking for places where they can leave comments. When they find it, they just dump in information and a lot of times it's just garbage. Some times it doesn't even make sense. It certainly will not be relevant to whatever your information is about.

Let's go to the site and open it up in another tab. We want to leave a comment and because I'm logged in I won't have to do that. I'm going to log-out, so actually we come back here and up in the right hand corner you can see my ugly username. I can click on log out. It tells me that I'm logged out. I'm going to refresh this here. I'm sure you have seen this before. You leave a comment. You have to put your name and email. You can put in your website. This little indicator here, "Confirm you're not a spammer", has been generated from Growmap.

Now those robots and spiders I was just talking about can fill in stuff into these fields, but they can't click on this little button so they will never be able to leave that comment there. That's one way that we can make this a little bit easier to work with.

Let me log back in. Let's go back to "Plugins". I'm going to install one more plugin right now in this session and that plugin is going to be a called "Yoast SEO". SEO stands for "Search Engine Optimization". Yoast is the name of a company that created a plugin. This is going to help with your SEO in the search engines.

Again let's take a look, a million active installs that's a good number, 4 stars and almost 2,000 people three days ago. Now you may hear from somebody who says "Oh, here's a great plugin." You look at it and it hasn't been updated for a year or so. It doesn't mean that you can't install it. It just means to be careful, know the source, who told you it was okay and just test it out. It may or may not break something. If it breaks something, then you want to go in, deactivate it, delete it and find a different plugin. Yoast SEO, I'm going to install now.

**Pat:** I had a plugin that provided testimonial comments on my website and it deactivated Yoast SEO.

**Paul:** On purpose, huh?

**Pat:** I don't know, but I deleted the testimonial plugin because Yoast SEO is far more important.

**Paul:** Yes, so there's a hierarchy of needs when it comes to plugins. For me the top one is always security. SEO is also important and as you go down to some of the little things that you go "I like the way it adds this color or I like the way it does something else" some things are certainly going to be more important than others.

We're going to activate the plugin. You will notice that when we install this one it gives us a little congratulations notice and this one gives a little introduction or a tour of all the things that it can do. When you install yours I recommend just taking a look at it, following along and learning a little bit about it. For now I'm just going to close it.

Finally one thing that you will thank me for when you get to Session 4:

We're going to install one last plugin and that is called "TinyMCE". This is going to provide additional capabilities with your editor so when you're typing up your blog post and making changes to your page this is going to make it so much easier. It will be much like what you use with Microsoft Word or your word processor and you will like it trust me.

I'm going to say "Install Now". You can see again it's another popular one. There are a million installs, 4.5 stars and it was updated a week ago. A matter of fact I'm surprised only 176 people have reviewed it, but a hundred million active installs is a good sign. I'll activate this.

Everything you have done for the most part here is all behind-the-scenes. With the exception of Growmap people aren't going to see any of the functionality that we've added for the SEO. It's not going to really see anything with security. The outside visitors aren't going to see anything with TinyMCE. You will see that. You will have the

peace of mind. These are certainly required in my estimation for having your site.

Let me go back out here. Now the way your website looks there's not a whole lot of content yet. You can see we've got one post that is by default and it even came with its own default comment from Mr. WordPress. Eventually we will be clearing those up and getting rid of it. This looks very plain and ordinary at this point, very black and white.

What we can do as I mentioned earlier is we're going to go through and change the way that the website looks, so we come under "Appearance". It's right above the "Plugins" menu. You notice it says "Themes". You're going to click on "Themes" and you can see that we actually have three themes already installed by default. You can have as many themes as you want, but only one of them is the active theme, only one of them is the one that's being shown.

You can see the current one here is 2016, well last year they came out with 2015 and the year before that they came out with 2014. Just by looking at the preview here, you can see how the same website can possibly have a different view, a look and feel to it.

Now you can go with one of these or you can actually change it. You can add a different theme just like we added different plugins. We can click up here to "Add New" and you can see that we have all kinds of additional themes that we are allowed to use here. Again, these are all free within the WordPress repository. Some look different than others with different layouts and different.

Right now what we're looking at when we clicked on "Add Theme" is the featured themes. There are 15 featured themes. If we click on "Popular", you can see that there are over 2,000 popular themes. It goes all the way back to 2011, 2013 and 2012. All of the ones that start with 20 were actually created by the people at WordPress, so that's what makes those popular. You can see that there are all sorts of other popular themes that you can use.

Scroll down to something that catches your eye. You can kind of pick one and say, "Let's take a look at this one." Just click on it and it gives

us some information over here. It is easy to use, quick to set up multipurpose theme. You can take a look through this.

**Pat:** Paul, can you comment on responsive themes and why that's an important thing to consider now?

**Paul:** Sure. I was about to talk about some of the things to look at when you're looking at themes and one of them as you mentioned Pat is responsive.

A "Responsive Theme" means that your website will respond to the type of device that it is being viewed upon. For example right now, I'm on my desktop. I have a nice big wide screen, so the way that the website looks on my computer is going to be much different than when I pull it up on my iPhone or my smartphone. It's also going to look different from that if I pull it up on my tablet depending on the size of my tablet, if I pull it up on an iPad, if I pull it up on the small mini iPads, if I pull it up on Android Surface, Window Surface or any kind of thing.

A responsive design will automatically change your website to fit and give the user what's known as the best experience as possible. This is a responsive design and it shows us that. Without talking about it for illustrative purposes I'm going to install this one and show you how you can tell if you have a responsive theme or not without going to all those different devices.

I've installed this and I'm going to activate it just like we activated the plugin, so now we're looking at the themes. You can see that the Ultra theme is active. Honestly I've never used this theme. It's just one that came up. We're going to kind of play around with it and have some fun. If we come out here to our website, keep in mind we don't have a lot of content in here so it may not look a whole lot different.

I'm going to refresh this screen so it will actually load in the new theme. You can see that it did change the way that some things looked. Now to test the responsiveness if I grab my window over down here, we can see that it's changing the look and the size. You will notice how it's lining things up. It also changed and gave us a little menu over here. As we make it smaller it still is just kind of stacking things on top of each other. I don't know if you can see the

shading on the comment, but as the window gets bigger it is filling it in. We are not cutting anything off.

Notice the stuff on the right side here. This is known as the "Sidebar". When we get too small for that it looks like it was cut off, but I'm sure if we scroll down we'll see all that information. Here it is. It reorganizes it so that it fits on the screen. This is important because Google now will change the rankings of your website, especially on a mobile device if your website is not responsive. If you're using an older theme that's not responsive and somebody is searching for it on a smartphone or on a tablet, you are not going to rank as high as if somebody was searching on the desktop. It is a huge big, important thing.

It used to be that you really had to make sure. I would say that most of them today or the newer themes are going to be responsive. There are some older themes that they have made updates to, to make it responsive. They weren't responsive initially, but they are now.

Let's go back to "Add Themes" just to talk about some things. We talked about you can search for "Favorite" and "Popular". These are some of the latest. On "Favorites" these are yours if you create an account over at WordPress.org.

This one over here, the "Feature Filter", is actually a way that if there is something specifically that you want to search for you can actually work with that. For example if we have a purple theme that we want to look for, we want to make sure that it's responsive and gives us two columns. Maybe we're a photographer or we want to have a site that's rich with images and want to do some photo blogging.

You can see that there are all kinds of different filters here that we can select from and we've chose four of them. When we apply the filters you can see these are the ones that supposedly match those particular criteria. The reason that I say supposedly, remember I picked purple. I can see the purple here, but in Jax Lite I don't see a whole lot of purple. That could be that there's an option to change the colors, so you always have to just kind of take a look out for that.

This one certainly looks like its more photography oriented. I'm going to click on this one. It has 5 stars by one person, so you just have to be

a little cautious and test it out. This one says it's good for starter bloggers. It is easy to use and customize. It is social network friendly and supports all modern browsers, so that's a good thing.

Notice we just talked about responsiveness when we're looking at a theme. We can come down here, pick what would this look like on a tablet and you can see that it's now much, more narrow and thin.

"What about if we looked at it on a smartphone?"

You have the opportunity. I did say I wanted two columns and sure enough this gives me two columns. Personally I'm not sure I like these long, thin narrow columns if somebody was looking at it on a phone, so in this case I'm going to say that I'm going to pass on this one and say no to the two column business.

There are all different kinds of things. Generally people start off by playing around and looking for themes to see how it feels. One thing you definitely want as you mentioned, Pat, is responsive. You want to take a look at how it would look on each device just like we did. I realized that two columns is not for me, but maybe it's okay with you.

This one looks pretty interesting. Let's take a look at Sauron. We're looking at the iPhone and the reason why we're getting these no images is because we really don't have any images. We have a sample here, but that's it. You will notice how we have almost a chart here that's 3 x 3 with two missing. When we change the size and when we go responsive it's actually making them nice and big, lining them up one on top of each other. With the smaller one, it's just lining one on top of the other so that's a good thing. This actually makes it easier for people to view and consume your content on a mobile device.

So with all of that said what I'm actually going to do to start off with to make this a little bit easier is to click back onto "Themes", go with one of the current default theme of 2016 and activate this.

When it comes to themes you really just want to take a look around, see what's out there and what's good. As I mentioned there are premium themes that you can pay for and there are also many themes that are free. Premium that you pay for does not necessarily mean that they're better. It just means that whoever created it would like to be compensated for their time and their efforts.

A lot of times with premium themes you also get some support with it, so if you run into some issues you can call up Support or email them, create a ticket and they will be able to help you out like that. If you wanted to change something and you couldn't figure it out, either the theme doesn't support it or Support can give you a workaround to fix it to make it do what you would like it to do sometimes, not always.

With plugins the same thing is true. As I mentioned there's free, which we looked at in the repository, as well as a lot of premium plugins that you can pay for. In the case of the plugins typically the premium versions are going to have additional functionality that the free version didn't.

Of course there are some plugins that are only premium. Again usually when you get those, you get the idea of having additional support where there is a dedicated staff member or members there to help you with any issues that you encounter. If you had a problem with one of these free themes, chances are the only way you're going to get help is through a forum. You can put in a support question, but there are really no guarantees that it will get a response. Hopefully they will, but there are no guarantees.

All right at this point we've got our website set up. We've got a theme. We've looked at some different things. We've got some of the core basics and what I call the necessary plugins for the site. The next step that we'll be ready to go with is to actually start adding content and that is going to be in the next session.

Is there anything that you would like to add at this point Pat?

**Pat:** No, I think this has been very helpful. I think it's encouraging to realize that there's such a wide variety of themes and that there's no need to be stuck with the appearance of a site that you don't like. You can play around with it and easily make changes so that it matches the way that you want to lay out content. Certainly going with some of these very popular themes makes it easier because they are designed to be useful for people who don't have extensive skills in setting up websites.

**Paul:** Exactly. Even under the "Appearance" if we look at this area over here, if we click on "Header". We can go to the main site here and

refresh it with a theme. If we wanted to add a new header in this case because we don't have anything there, it tells us that they recommend a header size of 1200 x 280, so that's a long narrow header. We simply say, "Add New Image".

We will get into this a little bit more on the next session, but if I had an image that I wanted to use for example let's say we go with this Florida house here. I'm going to just take a look at it. It's a nice big image. If I was a realtor and maybe wanted to use that, I can just select that image and it will automatically upload it. You will notice over here it tells me the size of this image. This is a really big image. Their suggested image is 1200 x 280, so since the image we uploaded is much bigger than this. Notice the button says let's select this one that I just uploaded and we're going to crop it.

WordPress actually gives you the capability with the right dimensions here and we can just slide this down and crop it. This may not be the best image because I'm going to lose the top of the house and the driveway. I can just select this here and crop the image. This is a really bad image for this, so I see that. Let me try adding a new image. We will go to "Upload" and select a file. This is a better one. I can tell already because this is longer and narrower, so if I wanted to make that the top I could open this. Notice it's a bigger image so I select this.

It's actually important because you want to use a bigger image than a smaller one. If I used an image that was 600 x 400 it will come out distorted and pixilated. I can pick this selection here and crop it. This looks much better, so I'm going to click the button up here "Save & Publish". Once it's saved I can close it, so now if I come back to the outside of the site and refresh this you will see we have our header out there.

We will talk about formatting as I mentioned, adding content, pages, posts and doing all that kind of stuff in the next session.