

# HOW TO CREATE A WOW WEBSITE

SESSION 4



**How to Create a WOW Website**

WWW 

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With:  
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&  
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## How To Create a WOW Website: Session 4

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### [Slide 1-2]

**Paul:** Here are some of the topics for this session:

We're going to talk about how you can add and create a new page, post and add items to the menu. As we do that, use of images is going to be a big portion of that, so we'll talk a little bit about the resources where you can get them for your site and then tweak some things for some performance.

### [Slide 3]

Without further ado, let's head over to [www.SomervilleBakery.com](http://www.SomervilleBakery.com). It's where we have the case study of what we're working on. Actually I'm going to click out of PowerPoint. We want need this and here we go.

As you can see we are at "The Best Baked Goods in Town". It may look slightly different from what we did last time and that's only because I changed the header. It's amazing how much an image can change the look and feel of the website. If you recall last time on the previous session, we just had some aurora borealis lights in the night sky so here it is.

One of the first things I want to talk about as far as tweaking things up and adding a little bit of security is my username. You will notice that I'm already logged in. We can tell that because of the "Admin Bar" up at the top here. You can see that here's my really ugly, long user ID that I logged in as. If you recall, we made that nice and strong.

The idea is that when we have a hard and strong username it makes it much more difficult for hackers to get in. I'm going to come up here and click on "Edit My Profile" on the upper right hand corner. This is the information about me and you will see why we need to come in here.

Even though we created the initial user there's still some blank information, so I'm simply going to put in my name. Now my nickname, and you can see that that's required, by default it's my

username. Once you create a user you can see up here that this is disabled and it says "Usernames cannot be changed."

My nickname is just kind of a nice name that we're going to use, so I'm just going to put in Paul. When I display my name publically I want it to say Paul. I don't want it to show my username, so you will see once we create a new post or a page it will show that I created it. Rather than expose my username so hackers can get that and half of the equation to logging in, I'm simply going to use my name Paul.

Finally I can put in my website. I'm just going to scroll down at this point, pass by all of this information and update my profile. You can tell it worked because it says "Profile Updated."

**Pat:** Paul, if somebody selected a username such as Admin and wants to go back and change it, I saw that it's grayed out and you can't change. But is there another way to make a change in the username?

**Paul:** There is. I guess the easiest way would be actually to create a new user who is not using the username Admin and log in as that new user. Actually, let's do that.

We will suppose that I used the username Admin, which we said was not good at all. We're going to come in here to get logged in. I'm going to create a new user. I'm going to do the same thing. Let me create a secure name, so here's my new username and I fill out all of this information. What I would do then is log in as this new user, go back to "All Users" and delete the Admin. When you delete a user, it's going to say, "Any content that was created, who do you want to assign it to?" I then would assign it to that new user.

**Pat:** Okay.

**Paul:** That's the easiest way to change a username. It's a little bit convoluted, so picking that good username like we said last time you want to think about that.

**Pat:** Good point, thank you.

**Paul:** Okay, simply by changing that publicly displayed name and not showing what our user is going to make the security on your site much stronger. It's a simple thing to do.

Let's go back. I'm going to open up the outside in another tab here. We can see what we have here and you see that it is not much. There's a default post that we have, so let's actually go in and create a new post.

To do that coming down the left side here we have "Posts" and I'm going to click on "All Posts". Here we have our full list of posts, which is just one that is the default one. You can see as we move the mouse over the post we get a little menu under there that says "Edit, Quick Edit, Trash and View." Since this is a sample we don't need this. I'm going to trash it, so I clicked on "Trash". Now we have no posts, so let's add our first post.

We can either come up here to the button where it says "Add New" or in the menu item down the left side we can click on "Add New". They both do the same thing just like in your programs where there are 27 different ways to do the same thing with WordPress. We have that same luxury.

I'm going to click on "Add New" and you can see now based on this theme that we're using this is our view to create a new post. Now to save some time I've actually come up with a couple of posts that I'm going to use. I have them on my other screen here.

The first one I want to use since we're a bakery, I'm going to enter the title here and paste it in: "How to buy wedding cakes". Because we are the best baker in town and all the new brides are going to want to come in and buy wedding cakes. It can be pretty confusing, so we're going to give a short little tutorial, a blog post or article about what we want people to know when they are buying a wedding cake.

I put in the title up there. I then come down here and this is where I'm actually going to type the post. I could actually start typing "Wedding cakes are the main attraction in any wedding."

Now this is going to be long for me to type out, so it's a good thing that I typed it in advance. It's always a good idea when you're creating your post to create them offline, meaning to create them in Microsoft Word or in a text document. This way if I was to lose connection right now any work that I did would possibly be lost. Now WordPress does have an Auto Save feature so every couple of minutes depending on

how it's set it will save a draft of this, but rather than worry about that, it's easier to just kind of type it up.

You can see that here's my text editor. I typed it up here, so I'm simply going to copy all of my text and then come in here. I will delete this and then simply paste it in. There we go.

We have two tabs here, the "Visual Tab" and the "Text Tab". You can see that they kind of look the same, but in a moment that's going to change. At this point I'm going to come up and click on this "Preview Button". The "Preview Button" will open up the screen in a new window and actually show us what it looks like, so here's the way that this post will look. It's very vanilla looking since it's just text.

You can see that we have our title up here. It shows my name there and notice that it doesn't say the crazy looking thing, so that makes it a little bit easier for us to be safe. I think it's time that we make this look a little bit nicer.

Let's come back here to our editor and let me go back to the visual. On the "Visual Tab" we have a list or a selection of toolbars. There are actually two lists here, so if you don't see it you can click on this last one here that says "Toolbar Toggle" and that will show it. If you click it again, it goes to one. It's toggling back-and-forth. It's giving us all of this information.

Now one of the first things that we can do is if you will notice it looks like I have some headers here or heading areas. I'm just going to highlight this "Choose the right bakeshop" and then I can come up here to "Paragraph". In "Paragraph" you will see that we have different headings, so the smaller the number, the bigger the text.

Let's go back out here and you will see that this is nice and big. The title is always the biggest and WordPress will put that in for you by default. This is generally going to be H1, the biggest text. Notice again that I selected "Choose the right bakeshop" and I'm going to pick "Heading 2".

Now if something like this happens and it's possibly because we cut and paste I'm going to go back here to "Paragraph" and make it back to the way it was and just put a line in here. I'm going to highlight

this, go back to Heading 2, so now this is big. I can come here and simply press delete and put that up there.

I'm going to do this again. I know I'm going to have the same thing happen because this is so close. I'm going to press "Return", highlight this, which is my next heading and say "Heading 2". I can put the cursor in front of the paragraph and press the "Delete Button" and it brings it up. The reason this happened is because I actually typed this up originally in Microsoft Word and Word actually puts some extra stuff in there. It's just a little exercise that we have to go through, but you will get the hang of this really quickly.

You can see what we're doing is starting to format this to make it a little more presentable so people can scan this easier. I'm going to preview this, so let's take a look at how it looks now.

Now by putting in the big headers like that there are two types of readers. There are some people who are going to start at the top and actually read every single word to find out the information that it says. Other people are actually scanners. They are just going to kind of scroll down, scan and just read your headlines. "Choose the right bakeshop", the right taste but budget is important to me," so let me see what it says about that and that's what they hone in on. You can use your headings strategically and those will call out to those people who are just there kind of giving a quick look over.

Other things up here in the toolbar you're going to notice that a lot of this is the same as if you were typing up a document in your word processor or in an email. If I wanted to highlight this sentence "Choosing the right cake should be meticulously done", I can highlight that, come up here and click on bold. I can make it bold. If I click on it again, it takes it off. Maybe I want to italicize it, so I can click the "I" and you will notice that it makes it italicized.

On the "Visual Tab" you can see it's almost a WYSIWYG, which stands for "what you see is what you get". You can actually see the way that the text is going to look once it's published. If we click on the "Text Tab" and come in here, you can see different things that are making it look more code. You can see we have this code in here, and then we have these H2 and these are tags. I point these out only to show you that if you ever see something that looks really strange and

weird it's probably because somehow you clicked on the "Text Tab". Simply click on the Visual and things will be happier.

As we're going through here it's always a good idea to click on "Save Draft". Right now we haven't published this. We're still editing this, so if we were to actually go out to the real live website I'll click on refresh you can see that nothing is found. We deleted that original sample post and we have not yet actually published the one that we're working on. So because this is not ready yet I'm simply going to save the draft. This is like saving your work frequently so you don't lose it should the power go out or something happens.

Other things that we can do:

It's always nice to insert an image. I'm going to put my cursor at the beginning of the article or the post. You can see it blinking before the "W" and now I'm going to click on "Add Media". You can see we're showing the media library. You can tell that I actually had some of these images from before. Any images that once upon a time were on the website or are on the website are shown in your media library.

I'm going to upload a file just like we did with the header image. I'm going to select my file and because this is about wedding cakes I know I have a wedding cake. Here's my wedding cake image. I'm going to open this up and by opening it up now it's going to upload it to the website, so here's my wedding cake. Actually down here on "Attachment Settings" I'm going to say that I want this on the left side. I want to align it to the left. I'm going to click on "Link to Media File" as an example to show you what that does and then I'm simply going to say "Insert Into Post".

Now there is another item down here that shows the size and medium is usually a good thing to have. Medium is probably going to be about 300. One of these dimensions will be 300, so that's a good size for your webpage.

We click on "Insert Into Post" and now we actually have an image. Again, click on the "Preview Button" here over on the right and we will switch over to the tab. Now we actually can see that we have an image. We have our text. We have our headings there. This is actually

starting to look like a real blog post. You can see that we have this as italicized. It's looking good and I'm getting hungry.

Let's go back to the editor. Actually, let me come back here. Notice when I move the cursor over the image it changes, so right now we have the arrow and when I move it over I see the little pointer finger. The pointer finger means that I can click on this and it makes it a link. You will notice that it opens up this image in its largest full form. Now this image here by itself doesn't really help us. Notice that we have lost our background. We have lost our menus. We have lost everything. This is the actual, raw image if you will.

You can see up here it says wedding-cake.jpg, so it almost looks like we're off the site. This is not very good because if we close this I have another window open, but it's not going to be very helpful. If we come back here to edit our post I'm going to click on the image here because we're editing it and we will see this little toolbar up on top.

I'm going to click on the "Edit" (the little pencil). The reason why we got the ability to open up that image is because I changed to say "Link to media file". When you have images on your blog typically you don't want it to link to anything. You don't want that image popping up by itself, so we're going to link to none. It shows you that we can change different sizes. We can make this a larger image if we wanted and we can update this.

I'll scroll down and preview it and we'll see that now we have very large image. If you like it that big, you're more than welcome to keep it that way. For me I think it's a little bit too big, so we're going to come back here, click on it, edit and we're just going to make this medium. Again, medium will have one of the dimensions and in this case the height of it to be 300. I'll update this and then I'm actually now going to click on "Publish". By publishing it this says we want to save this and we want to make this live, so anybody who goes to the website should be able to see it.

Let's try that out. We come out here and we're on Somervillebakery.com. It says "Nothing Found" because that was from before. If I refresh the screen now, we can see "How to Buy a Wedding Cake". I don't know if you can hear, but I'm clicking on my mouse like crazy and nothing is happening because this is no longer a



linked image. By doing it this way we're able to display the article and have an image. We've played around with some of the formatting and this is actually how you can create your blog post.

Now once you get the hang of it this actually happens pretty quickly. To show you what I mean we're going to come back in here. Let's add another one. We're going to click on "Add New". Let me go over to my editor and pull up another one. I've got another article here that I think is one of everyone's favorites because after all everybody loves chocolate chip cookies. I'm copying my text from my text editor. I will come over here and paste it, so here we go.

I know that I've got this text here. I'm going to put the cursor over to the start of it, click on "Add Media" and upload my file. I'm going to select it. Here's my chocolate chip image. I'm going to open this up so you can see that it's selected it. Now while we're here sometimes people like to put little images or captions under the image. That actually will go here in the "Caption". I'm going to put in the caption, "Wouldn't you like a chocolate chip cookie?"

I'm going to scroll down, align to the left, link to none, use a medium image, insert it into the post and there it is. You can see that it says "Wouldn't you like a chocolate chip cookie?" We've added this little caption underneath the image.

Let's say we had a link that we wanted to add because it's typically common to have links in your post to other things. Now because we're a bakery we don't want to give away our trade secrets and our recipes, so I can put in, "If you would like to bake your own cookies, search Google for a recipe."

Now it would be nice if we had Google be clickable, so at this moment I'm just going to preview this. Let's take a look at it. Here's our article. We can read it and get all excited about chocolate chip cookies and how grandma made them and then here it says "Search Google for a recipe". I want to make this a link. How do we do that? We will simply come down here where it says "Search Google". I'm going to highlight the word Google or whatever I want. I can say let's make this whole phrase, "Search Google for a recipe," what we want to make the link. We have a little link item up here in the toolbar that says "Insert edit link". If I click on that, we can past the URL in here

or we can type it in. It's an easy address, so I'm going to put in <http://google.com> (and you always need to put http://) and we just want to have them go to Google. I'm going to apply this. You can see now it's showing us that we have a link here and it's going to go to Google.

Let me close some of these windows here and I'll show you something else that we are going to need to do. I'm going to click on "Publish" because I think at this point that maybe we're all done. I know we're not, but for illustrative purposes. I'm going to click on "Publish" and now let's take a look at the site by opening it up in a new tab. "Everybody Loves Chocolate Chips".

Here's our chocolate chip article and when we scroll down here's our wedding cake article. If we click on the link, we can actually bring this up in its own page and we see "If you like to bake your own cookies, search Google". Great! Let's search Google, so come over here and now I'm going to type in "Chocolate chip cookies" and there are all sorts. We can go crazy with this, however once I find my recipe or if I go "I don't have time to cook" or if I close this in a sense I've just left my website. We have this tab open because we're editing this, but I just left the website and nobody is going to come back to it once they leave it.

A good rule of practice is when we come down here you're going to click on the link and then click on the "Edit Button". This is where we highlighted the phrase "Search Google for a recipe" and we put in Google. There's a little gear box here for the options and I'm going to click on that. It opens up in a window and anytime we have a link *off* of our website it's always a good idea to "Open the link in a new tab". When you have a link that's going to another website that's not yours, always click this.

I'm going to click on update. I'm going to update this post. We're going to come back and go to [www.somervillebakery.com](http://www.somervillebakery.com). Here's my chocolate chip post and I click on this. I will scroll down and here's my link. Now watch what happens when I click this.

When I click the link now notice that it opened up another tab. Since that's the case once somebody is finished searching for chocolate chip

cookies, we can get all of this. If we close this tab, notice we still have our website open in another one.

Now if you wanted to be nice (notice here I searched for chocolate chip cookies) I can actually take this link that's up here once I have the actual page. I'm going to copy this. I'm going to come back to the post that I was editing and I'm going to change that link. Remember to change a link or to edit it click on the link and it pops up a little message. Click on "Edit" and now I'm going to paste in that full, long ugly link that we got from Google. Click on "Link Options" to make sure that we're opening it up in a new tab and we can update it. Click on "Update" and now it's saved.

Notice that once we have a saved post we can come under here and it says that it's updated and that we can view the post. I'm going to click on "View Post" and scroll down. Here's our link and when I click on this now it opens up a new window. It brings us directly to the search results for the chocolate chip cookies, so there's a lot of different ways you can do that.

Let me close some of these links. One thing that I want to point out that we need to do because if we look at this address it's pretty long. We've got some numbers in here. We've got all kinds of other things. Let's make this link actually a little bit easier. To do that we're going to go back into the "Dashboard" and this is something that's known as a "Permalink". That's a fancy name for the full URL or full website address for our pages and for our posts.

Under "Settings" you will notice that there's an area here called "Permalinks". Click on "Permalinks" and it shows us some common settings. This is why we had the day and the name. The day gave us the date and then the name of the post. A lot of times it's easier just to make it the post name. Instead of having all those numbers in there we're going to change it so it's just the post name along with the URL. Click on "Post Name", scroll down and "Save Changes".

Now if we come out to our website and we click on the link for the address you will notice now it's just  
[www.somervillebakery.com/everyoneloveschocolatechipcookies](http://www.somervillebakery.com/everyoneloveschocolatechipcookies).

I want to make a point of saying that if you had a different permalink structure. Let's say that your site that you've already created has been in existence for two weeks, a month, a year or whatever it is. You have a lot of information on your website. If you have the month or name something different, you don't want to change it in the middle of what you're doing now.

That means if it's been in existence for a few months, the reason why you don't want to change it is because Google already has indexed it and knows where your pages are using whatever the structure is that you have it in. If you change it then when people find you on Google and they click on it, it's going to go to the old link structure. It's not going to find your content and Google is not going to be happy about that, so it's going to hurt you.

You really don't want to change your permalink structures on an existing website. There are ways to do it that are pretty tricky and complicated that involve things called "Redirects", so when Google has the wrong index you want to update that and make it go to a different place. That's going to be outside the scope of this information right now for this course.

**Pat:** Paul, what if you wanted to change the title of a blog post which would then mean that the permalink wouldn't match the title any longer? Is that something you should do or you should avoid doing?

**Paul:** You always want to check to make sure that your titles are correct to start, but changing one title is not as bad. The sooner you find it, the better you will be off. The likelihood that Google already knows that I created this blog post is probably slim because I just created it in the last half hour.

Let's say I decided "Everyone Loves Chocolate Chip Cookies" like you said is too long. What I'm going to do because I'm logged in you can see in our toolbar up top that I can simply click on "Edit Post". Let's say I just want to make this be called "Chocolate Chip Cookies", so I've changed the title once I save it. However, you will notice just like you indicated that the permalink still has this long "Everyone Loves Chocolate Chip Cookies". I can edit this by clicking on the "Edit Button" here and I can just get rid of the text "Everyone Loves" or if I wanted to I can just get rid of everything and leave it blank.

When I click on "OK" WordPress will actually fill in just like it created the original one with whatever the subject is. Now I can click on "Update".

If it's on a new post, there are no issues. If this was a post that was three years old, well then you would want to be careful with that because Google has it under "Everyone Loves Chocolate Chips" and that page actually no longer would exist.

**Pat:** Okay.

**Paul:** Other kinds of information things that come up with blog posts that are good to put in:

Since we're talking about grandma's cookies I can put in an extra sentence here that says "Whenever I would visit Grandma's house she would always say" and then I'm going to put in kind of a little quote:

"Let's make cookies today. I am sure you have been a good boy and you deserve to be treated to fresh baked cookies."

**Pat:** Boy, you had a nice grandma.

**Paul:** I did and that's why I love my chocolate chip cookies.

Okay, this is actually a quote from Grandma. Now I could have put it up at the top here that she would always say, "Let's make chocolate chip cookies." Instead notice that I put it in its own paragraph. Now I'm going to highlight this, come up here and there's something called a "Blockquote".

I'm going to click on the "Blockquote" and you will notice that it automatically change the format of the paragraph. It put this line here. It changed the color. It automatically italicized it and in this case it changed the size of it. If we update this now, publish it, go out and view the post when we scroll down, you can see it stands out.

Each theme will typically have a different format for its "Blockquote" just like everything else. If we pick a different theme, our text would be different. Actually you know what - I'm being adventurous. Let's go under themes.

I'm going to pick one of the other themes that I had. I'm going to activate 2014. This is going to change a lot of what we did or the formatting that it looked like, but that's the beauty of themes.

Now here's our new theme that I just activated. It does look very different. This one doesn't have a header. It puts our information down the left side instead of the right. It makes our text a little bit narrower. Our "Blockquote" still looks different, but it doesn't give us the line here. This is just one of the different attributes when you're selecting a theme to kind of take a look at and see what you like.

I think I liked the other theme a little bit better. What do you think, Pat?

**Pat:** Yes, it seemed cleaner.

**Paul:** So we can come back here to "Dashboard" under "Appearance" and select "Themes". I'm going to go back to 2016, which was our theme and activate it. We come out to the site and it remembers what we had.

We are starting to shape up with something that actually looks like a website. I think we're good with adding posts at this point. Let's go in and talk about pages. I'm going to add a new page.

When I click on "Pages" we see the list of pages and we have a sample page there. Just like we had a sample post, they give us a sample page. I'm going to throw this one away and put this in the trash. Now we have no pages. I'm going to click on "Add New" and here we can create a brand new page.

Now the difference between pages and posts is going to be the posts are going to show up on the first page with the most recent one first. Remember first I put in the wedding cake post and then I put in the chocolate chip, so the chocolate chip post came on top of that. If I were to create another post, that would go on top of the chocolate chip. The order would be new post, chocolate chip and then wedding cakes.

Pages are typically going to be static, meaning they're not going to change very frequently. You're going to have pages that are going to be for example "About Us". Now while we will have the ability to

change this page whenever we want for the most part the "About Us" page talks about maybe the history of the company, why we're doing what we're doing, why people should come to us and get the best baked goods in Somerville and explain about the company.

I can put in here, "Somerville Bakery was established in 1992 as a family business." I can go on and maybe talk a little bit about the history, how we got started and what our favorite recipes are etc. In the interest of time this is all we're going to talk about.

I can click on "Publish" and now it's published. If I want I can click on "View Page" and notice we have the same editing capabilities that we had in a post. You can set one. You can create one and you create the other.

I'm going to click on "View Page" and notice we have "About Us" and we have Somerville Bakery. I would typically elaborate on this a little bit more and I will do this once we're finished with this session. Notice over here on top though we have our "Home Page" which we can go to, so here's our "Home Page". The home page for this theme shows us the latest posts. We have on our menu here our "Sample Page" which we deleted and I don't see the "About Us", the new page that we just created. What we have to deal with at this point is a little bit of what I call menu navigation issues, so let's take a look at that.

I'm going to come back to our "Dashboard" or I can go straight down here to "Menus". First I'm going to go to the "Dashboard" and show you how to get to it if you were in the "Dashboard".

It's under "Appearance" and down to "Menus", so I'm going to click on that. You can see that here's our current menu. Our current menu has the "Home" and it has a "Sample Page". Simply because we deleted the "Sample Page" it did not automatically delete it from the menu. I'm going to click on this little down button here. We can remove the "Sample Page" from the menu and it's gone.

Now we have a recently created "About Us" page. I'm going to click on that and add it to the menu. This will put it in the menu. You see we have "Home" and we have "About Us". Now all I have to do is simply click on "Save Menu". It saved it. When we come out to our

site notice here's our old menu. When I refresh it we now have the "About Us" show up. Click on "About Us" and we're good to go here.

We come back here into our "Dashboard" and if we want to create a new page we would go under "Pages" and "Add New" or with the "Admin Toolbar" we can go under "New" with the little plus sign. It says, "What do you want to add?"

- "Do you want to add a new post?"
- "Do you want to add a new page?"

It's kind of a quick select menu. Let's go in "Add New Page". Typical pages that you're probably going to have for a website that you're starting off with are going to be pages like your "Home Page", which we have created and "About Us" that we created. Maybe for what you're doing you might have products where you can list the products that you're selling or services. Maybe it's a combination of products and services. It's up to you to decide if you want to make products its own page or services its own page. Maybe you're just starting out and don't have many of each, so you want to combine them on a page. It's completely up to you and you get to decide that.

I'm going to put Products/Services and I'm just going to put some sample text here. I'm going to grab the text from my chocolate chip cookie article just as a place holder. We might say, "Here are some products and services we offer." We'll have all kinds of information. Again, the text I put here is for illustrative purposes and just to kind of fill in the space.

I'm going to publish this. Once this is saved, go in and add a new one. Another good page that you should probably have is a "Contact Us" page.

"Feel free to contact us by calling us 24/7 at . . ." and we can put in a phone number (908) 555-1212. Maybe you want to put in your address.

"You can write to us at:



Somerville Bakery  
123 Main Street  
Somerville, NJ 08876"

Let's talk about some formatting at this moment. When I was finished with this line for Somerville Bakery I pressed the "Enter Key" or the "Return Key" and that put it on this line here, so it split it up like that. We preview this and may decide that it's not very clean looking and is very spaced out. Something else I might want to do is bold the name to make it stand out just a little bit more or I can make it an H2 or an H3. But what I'm going to do to tighten up this space is I'm going to press "Delete" and you will see that it brings up the other line. Now if I press "Return" just like did before we're going to get the same amount of space.

Instead of doing that what I'm going to do, that you can't see, is hold down the "Shift Key" on my computer and I press "Return" at the same time. Notice that makes it a tighter return so instead of a double space. I'm going to do the same thing here. I'm going to move the cursor to the beginning of the next line, press "Delete" so it brings it up on the same line, hold down "Shift" and press "Return". Now when we preview this it makes it a little bit tighter. I can publish this, so now this is published.

Let's go back to our "Menus" and that's going to be under "Appearance". You will notice that we have just our two here, so here's our most recent. We click on "View All" and we will see all the pages we have. We don't have that many so it's the same ones that we just added, but in this case I'm going to add in the "Contact Us" and "Product/Services". I'm going to select those and add it to the menu. We have "Home", "About Us", "Contact Us" and "Products/Services".

Personally I like to make "Contact Us" the last menu item all the way over to the right, so I'm going to move this by clicking on it. You will notice when I move the cursor over it changes to the crosshairs, so here we have the arrow and here we have the crosshairs. If I click it and drag it, you can see that we get a little outline. I'm going to drop it down at the bottom there and now it's repositioned it to the last one. Click on "Save Menu", come up here to our website, look at the top when I refresh and we have our whole menu. We can take a look at

Products/Services and there are some products and services that we offer. Here's some information to contact us.

The next thing I want to talk about is down here in the sidebar. We have "Recent Posts", "Recent Comments" and no comments have been made. We have "Archives", "Categories" and "Meta". This Meta is definitely something that we can get rid of. Actually we can get rid of all of this stuff. Right now it says "Log Out". If I were to be logged out this would say "Log In", so anybody that would go to the website right now would actually have the ability to log in. What I'm going to do is show you how to get rid of all of this information on the right and we're actually going to change it.

As I mentioned, this is in the sidebar and this is what's known as "Widgets". Go to the "Dashboard" and under "Appearance" it says "Widgets". You're going to click on "Widgets" and depending on the theme you're using this may look a little different. You may have different areas here, so this has a sidebar. We can put content down at the bottom. There's one area and then there's another area.

It's in the sidebar here that we want to get rid of stuff, so at the bottom with the log in and all that other stuff that's known as the "Meta Information". I'm going to click on the little down arrow. It pops this open and I'm going to click on "Delete". On "Categories" I'm going to click on "Delete" and "Archives" I'm going to click on "Delete". Recent Comments is probably good, Recent Posts is good and Search Bar was also good, so we're going to leave these here as they are currently.

Let's take a look. Come out to the site here and refresh this and when I refresh it, notice now we're showing just the "Recent Posts" and "Recent Comments". The next person to comment here we will actually see their comment. Let's go back to the home page and we have our Recent Posts and people are able to get to it quickly over on the right side.

Just to show you some other widgets that are automatically available to us here each of these widgets down on the left side we can add into our sidebar. You can see "Recent Comments" that we already have there. If we actually wanted to list all the pages we have on the site we

can drag this over. Notice again that we can position it where we want and in this case we can add a title.

For the pages I will just say "Other Pages" and we can sort it by the title, by the order that they were added or something technical called the "Page ID", which is just a number and that usually doesn't mean much to anybody. We will put it by the title. If there was a page that we didn't want, we can include that here to be excluded. For now I'm just going to click on "Save". We come out here and will refresh and now we have a little mini menu on the right side. This is just for pages. It is not going to include the posts.

Pat, was there anything else at this point that you think we should be covering?

**Pat:** Did you want to talk about the sources of images?

**Paul:** Yep. I'm definitely going to get to that next, but as far as the pages or the post I think we're good to go here. It's kind of a good segue to say that these images that I'm using I have legal rights to use. I'm allowed to use them.

Let's come up here to the top. I'm going to click on "New Post" and let's say I wanted to talk about the new carrot cake, a new line that we're running. I'm going to create a post here and I'm going to use my favorite article that I had with grandma's cookies, but we're going to suppose that this is all about her carrot cake.

Now one of the best ways that you can use images that you certainly will not have any problems with is if you take them yourself. If you're a company that is showcasing products or services, you can actually use your own camera, digital camera or even your smartphone. You can take images of pictures that you have taken and include them on your website.

If I were to go to Google or any of the search engines and type in carrot cake these are nice images or if I come here to "Images" I can click on this image. It's from the Food Network, so they've got good quality images. I will view the image, right click and it says "Save image as". I could save this to my desktop or save it to my computer and then upload it. I would have this image on my website. However,

that would be completely illegal. I would be stealing from the Food Network because this is their image and it's not my image.

They may have taken it themselves. They may have licensed it from a company and had to pay for the rights to use it, so the bottom line is you can't simply search Google for an image and use it. There are a couple of different places that you can go to either to purchase them or legally use free images.

A couple that I like to use:

The first one is going to be a site called [www.Morguefile.com](http://www.Morguefile.com). It sounds a little bit morbid, but it's a great source for images that you can use. Notice that it says it's free. You can use these and you are allowed to. Any images that are here you can download, save to your computer and use them. If there's something that you want to search for and let's say I want to search for a cake, there are all kinds of images for cakes.

They may not have exact search results, but let's see if they do have a carrot cake image. They do. It's more like a carrot loaf. I don't know, is that a stretch?

**Pat:** I never heard of carrot loaf.

**Paul:** It looks like a pound cake but with nuts.

**Pat:** Yes it does. It's not exactly the nice image that you had before.

**Paul:** When you don't want to purchase them, and a lot of people like to start off with low cost i.e. free, you kind of have to take what you can get. Now I'm sure if we go to a company like [www.istockphoto.com](http://www.istockphoto.com) and we search for carrot cake we are probably going to get some nice selections here. Look at these, they are much nicer. However, in order to use these we will have to pay. They have pricing over here and even though it says download it is going to require us to log-in or have an account. Let's see what it says.

We can get 10 images a month for \$40, so that would be about \$4 per image which is one way you can do it or you can get more images a month. iStockphoto is subscription based so you have to keep paying

and paying, but a lot of times when you pay for them the images are going to be kind of more in line with what you're looking for.

There's another site that I like to use. We looked at iStockphoto and now [www.pexels.com](http://www.pexels.com) is another good place that we can look for free images. Let's see what we get for carrot cake here. We get things with carrots. You can see that maybe they do not have exact things, but keep in mind when you're looking for images if I were to put in an image of these carrots on the website for carrot cake that's not a stretch. It's not too far out.

Now if I actually baked a new carrot cake the best thing would be for me to take a picture of it in my own shop, which really personalizes the website. It's going to be a lot more intimate by showing images of my products in my store because that's who we are and that's where we are then looking for other outside images like this. Don't feel that it has to be a 100% correlation to what your blog post is about or what your page is about.

Having carrots is perfectly acceptable. I don't think I would use chocolate chip cookies when I'm talking about a carrot cake. That's a little bit of a stretch, so it's just something to keep in mind especially let's say if you're a coach and you are creating a website for your people and you want to talk about productivity. Well what is an image for productivity? That could be a checklist. That could be a clock. That could be something about time management. There are all kinds of conceptual type of images that will work, so if you're trying to find definite spot-on images take it kind of out of the box and look for something a little bit easier to go for to find something that matches that way.

**Pat:** Could you check Pixabay to see what they have?

**Paul:** Yes, let's talk about Pixabay. [www.Pixabay.com](http://www.Pixabay.com) is another great site. Let's see what they have for carrot cake. Now a lot of these sites you have to sort of be careful. They put their top ones with what they call "Sponsored Images" so there's another site called Shutterstock where these are premium, meaning just like iStockphoto you have to purchase these. Underneath it says 17 free images. Here's a nice free carrot cake image we could use or a little cupcake or this starfish of carrots. Here's a rectangular slice, but you get the idea.

There are options. We talked about a few of them that certainly you can get images for your website that you don't have to worry about.

**Pat:** Even on these free image sites you have to read the Terms of Use very carefully because they may want you to include a statement with the picture in the caption that describes the source of the image. This site says "No attribution required", but other free sites might say, "You must include this wording when you post your picture."

**Paul:** Exactly and just one other point about this if you were to go to Google and search for free images it's going to look like free stock photos, but let's actually go to the first one. iStockphoto we already looked at, but there's Dreamstime.com here. It says free, but typically they are going to say they are free once you pay the royalty. If I go, "I like this image here so let's download it" and here's where it says "Royalty free license". We are going to have to log-in and sign up, but royalty free means you do not have to pay royalties every time you use it so be careful about that. Just read the Terms of Services as Pat mentioned and find out what the licensing is.

Do you have to provide the attribution and credit the photographer or can you simply use it? I know Pat you've heard of folks who have used images improperly. Agencies actually will come after you and fine you heavily thousands of dollars for improperly using images on your website, so you certainly don't want to do that.

**Pat:** If you can go back to Google for a minute Paul, there is the ability if you're clicking on images of these companies to upload their own picture and then Google will display for them every site that's using that particular picture. They can do a reverse image look-up to find out who is violating the law.

**Paul:** Yes, so if you go to [www.Google.com/images](http://www.Google.com/images) you can actually put the URL. Let's go to the home page and let's look at this chocolate chip cookie. If I right click on here, I can view image. This is the URL of my image that I used. We come back to Google Images now and if I paste this in here, here's my image and sure enough because I did get this from a source that I am allowed to use them so have other people.

**Pat:** In other words there is no way to hide. If you're stealing things and not paying for things, you're going to get caught.

**Paul:** Yes, so make sure you're using proper images that you are allowed to use. Okay, anything else about images at this moment?

**Pat:** I don't have anything else.

**Paul:** All right, let's go back and come to the site. At this point the best thing that you can do is to play around with adding new posts and new pages. Get used to it. Find out what issues you might have with formatting and what you don't have.

You will notice, if you remember, when we first typed in the wedding cake post we had that issue with the headings and everything kind of smashing together with the heading. Let me just grab a piece of that over here and put that down here. When I highlighted this and changed my heading everything changed. If that happens don't worry about it. You can always press "Ctrl + Z" to undo it just like on your computer, add the space, put it in and everything kind of turns out okay.

My point is as you're going through your website don't be afraid of what you're doing and just try it out. Know that it's going to take a little bit of time as you're getting used to this new technology to do it and before you know it you're going to have a great looking site.

When it comes to your blog posts the more blog posts you have and one of the reasons why it's so good to have a blog on your site is it gives Google more content for it to index. When Google sees that you have a lot of index material then it is going to start to rank you better. The more content you have, the better your rankings. When people go searching for something like bakeries they are going to find it. When they start searching for information if you have a blog post about it, there's a good chance that can happen.

Now we don't have the time in this course to talk all about SEO (Search Engine Optimization) and the various different things that you can do about it, so that can be something that you might want to take a look at. One of the easiest things for that, as I just said, is to create content and create good quality content.

All right I think that's it for now Pat.

**Pat:** Terrific. We would value your comments now that you have completed these videos. We will ask you to give us some feedback and identify what additional areas you need assistance with. Are there pieces that we've covered that you would like to have more information about in-depth?

Paul, would you like to say something about your assistance should any of our participants want to have greater information from you or more in-depth help with their websites?

**Paul:** Sure. If anybody is interested in taking their website to the next step, want a full design and are looking for additional content as far as a membership area for your website you could always contact me. We talked about what would be required for that. If after going through the course you realize there are additional things that you need for your site or they are outside of your capabilities and want some additional assistance with that, I can always be reached at [Paul@DigitalMaestro.com](mailto:Paul@DigitalMaestro.com) or you could head over to the website [www.DigitalMaestro.com](http://www.DigitalMaestro.com). You can click on the contact and reach me that way.

**Pat:** Terrific. We welcome your comments. Thank you for staying with us and completing this course. We will be in touch.