

WORDPRESS FOR BUSINESS

PRESENTED BY ADAM SILVER

MAY 9, 2017

THANK YOU TO



ABOUT ME

- WORDPRESS DEVELOPER / EDUCATOR
- SOCIAL MEDIA MANAGER
- SOUTH BAY WORDPRESS MEETUP
- SEMI RETIRED PHOTOGRAPHER
- APPLE™ TRAINER
- HUSBAND & FATHER



ABOUT ME

- SCORPIO (NOV 9..JUST SAYIN!)
- LOVE MY MOCHA'S



ABOUT ME

- AND REALLY LOVE MY WIFE.



MY “COMPANY”



MY LATEST NEWS.....



Weekly Podcast - E167...



MY LATEST NEWS.....



ConciergeWP.com

MY LATEST NEWS.....

Launched The Get_Options Podcast - E14



QUICK SURVEYS • ABOUT YOU

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Who has a Website or Blog - or had one in past?

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Who Managed? You or Someone else?

QUICK SURVEYS • ABOUT YOU

Who has a Website or Blog - or had one in past?

Who Managed? You or Someone else?

What technology?

QUICK SURVEYS • ABOUT YOU

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Who Managed? You or Someone else?

What technology?

Anyone heard of WordPress? History? Use?

WHY HAVE A WEBSITE?

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Selling (or buying)

Sharing • Community • Forums

WHY WORDPRESS

Top 10 Reasons for WordPress

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10. Growth - 88+ million 27% of all websites.

ANYONE “BIG” USING WORDPRESS

ANYONE “BIG” USING WORDPRESS

FORTUNE 500



SONY



The
New York
Times

flickr

TechCrunch

WORDPRESS CHOICES

WORDPRESS CHOICES

“Fully” Managed

“Self” Managed

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“Fully” Managed

WordPress.com

“Self” Managed

WordPress.org

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Limitations (good)

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johndoe.WordPress.com*

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johndoe.com

PRO'S | CONS

“Self” Managed

“Fully” Managed

Full Control Less Money	Full Control
Less Control	More Money

WordPress is FREE* (mostly!)

THEMES & PLUGINS

THEMES & PLUGINS

FORM VS. FUNCTION

THEMES & PLUGINS

FORM - HOW THE SITE LOOKS

THEMES & PLUGINS

FORM - HOW THE SITE LOOKS

THEMES

THEMES & PLUGINS

Twenty Ten

Just another WordPress theme



[Home](#) [A Parent Page](#) [HTML Elements](#) [Image Alignment and Styles](#) [Readability Test](#)

A Sticky Post

Posted on [February 1, 2010](#)

This post is sticky. It gets a special style and always resides at the top of the home page. Lorem ipsum dolor sit amet. Suspendisse bibendum nulla vitae eros lobortis ullamcorper. Aenean pretium hendrerit ipsum, vitae aliquet ligula commodo vitae nonummy est aliquet. Ut ultrices, nulla id fringilla condimentum, augue tellus vehicula nisi, volutpat tincidunt mi nisi quis ligula. Vivamus in lectus nisl. Pellentesque viverra mauris eget lectus vestibulum hendrerit fringilla arcu eleifend. Nam ut turpis diam, in varius tellus. Quisque id nisl neque, eget aliquet nibh. Cras eget urna velit, ac egestas quam. Fusce lobortis, risus id cursus vestibulum, risus mi tempor turpis, sit.

Posted in [General](#) | Tagged [example](#), [lorem ipsum](#), [sticky](#) | [8 Comments](#)

October 2012

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

[« May](#)

Recent Posts

- [The Great Wave off Kanagawa](#)
- [WYSIWYG](#)
- [Quebec](#)
- [Valid HTML5](#)
- [Flowers in the yard](#)

THEMES & PLUGINS

STROWNES
WordPress Themes by NewWpThemes.com

HOME OUR MISSION EXPERIENCE CONTACT US ABOUT

HOME BROWSERS COMPUTERS DEFAULT DESIGN DEV GENERAL SEO TUTORIALS WORDPRESS

This is featured post 1 title
To set your featured posts, please go to your theme options page in wp-admin. You can also disable featured posts slideshow if you don't wish to display them.

June 21st, 2009

Sample post with many different paragraphs

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker.

[Read More >](#)

ADS

- NEWWPTHEMES
FREE WORDPRESS THEMES
NEWWPTHEMES.COM
- BLOG WEB HOSTING
UNLIMITED BLOGS
ONLY \$7.95/mo
HOSTGATOR
- HOSTGATOR
TOLL FREE: 1 888 963 GATOR
HOST UNLIMITED WEB SITES!
\$7.95/month
click here for more info!
- THE FOREST
Site Templates & WordPress Themes

RECENT POSTS

- ▶ Sample post with many different paragraphs
- ▶ This is a sample post title
- ▶ Image Preview – Worth A Thousand Words
- ▶ HTML Elements
- ▶ More HTML Elements

THEMES & PLUGINS

Building Your Own Website Has Never Been So Easy

Modest. Home About Partners Blog Location Page Templates Shortcodes We Design With Modest

"Modest theme is just a humble design with big intentions."
Ut a nunc ornare nullam massa. Nam tempur sed eu magna.

STARTING AT ONLY
\$69
FOR FULL ACCESS!

What We Do
Nulla ornare, nulla et egestas hendrerit, ipsum dui vulputate dolor, et ornare orci erat eleifend pede. Fusce eros libero, vestibulum non, elementum eu, suscipit eget, leo. Donec consectetur tristique diam.

- ✓ Donec a urna et enim gravida
- ✓ Elementum pretium et lacus id
- ✓ Nullam tempur leo id lacus

Meet The Team
Nulla ornare, nulla et egestas hendrerit, ipsum dui vulputate dolor, et ornare orci erat eleifend pede. Fusce eros libero, vestibulum non, elementum eu, suscipit eget, leo. Donec consectetur tristique diam. Sed et mauris in ligula feugiat hendrerit. Cras neque purus, viverra non, adipiscing ac, pretium eget, turpis. Cum sociis natoque penatibus et magnis dis parturient montes ridiculus.

We offer the highest quality and most advanced web design services anywhere. [Learn More](#)

Modest. © 2016 Modest Inc.
Etiam quis, varius and eros. Mauris quis turpis eu turpis.

Recent Posts
Nam tempur tempur sed eu magna.

Custom Text Widget
Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet.

Back To School Supplies

Show Info

Fun Yellow Pillow
Summer Hat

Recent Products

- Back To School Supplies
- School Supplies
- Multicolored Towels
- Blue Flower Purse
- Party Hat Bag

Recent Comments

THEMES & PLUGINS

FUNCTION - WHAT IT DOES IT DO?

THEMES & PLUGINS

FUNCTION - WHAT IT DOES IT DO?

[CORE] + PLUGINS


THEMES & PLUGINS



The image shows a screenshot of the Timely event calendar plugin interface. On the left, the logo for Timely is displayed with the tagline "The World's Event Calendar". The main area shows a calendar view with a "Month" dropdown and a "Filter" menu. The filter menu includes categories such as ARTS, COMMUNITY EVENTS, KID'S EVENTS, NIGHTLIFE, and SPORTS. A specific event, "Cottonwood Falls Community Market", is highlighted, showing its date as the 28th and location as "10 Silica St, Nelson, BC V1L 1H4, Canada".

All-in-One Event Calendar

THEMES & PLUGINS



The image shows the Gravity Forms website banner and a screenshot of the plugin's interface. The banner features the Gravity Forms logo, navigation links (home, features, video tour, demo, pricing & purchase), and a 'support login' button. The main text reads 'the WordPress form management plugin you've been waiting for'. A 'NEW VERSION 1.1' badge is also present. The screenshot below shows the 'Form Editor' interface with a 'Contact Form' being edited, including a sidebar with 'Add Fields' and a 'Properties' panel.

THEMES & PLUGINS



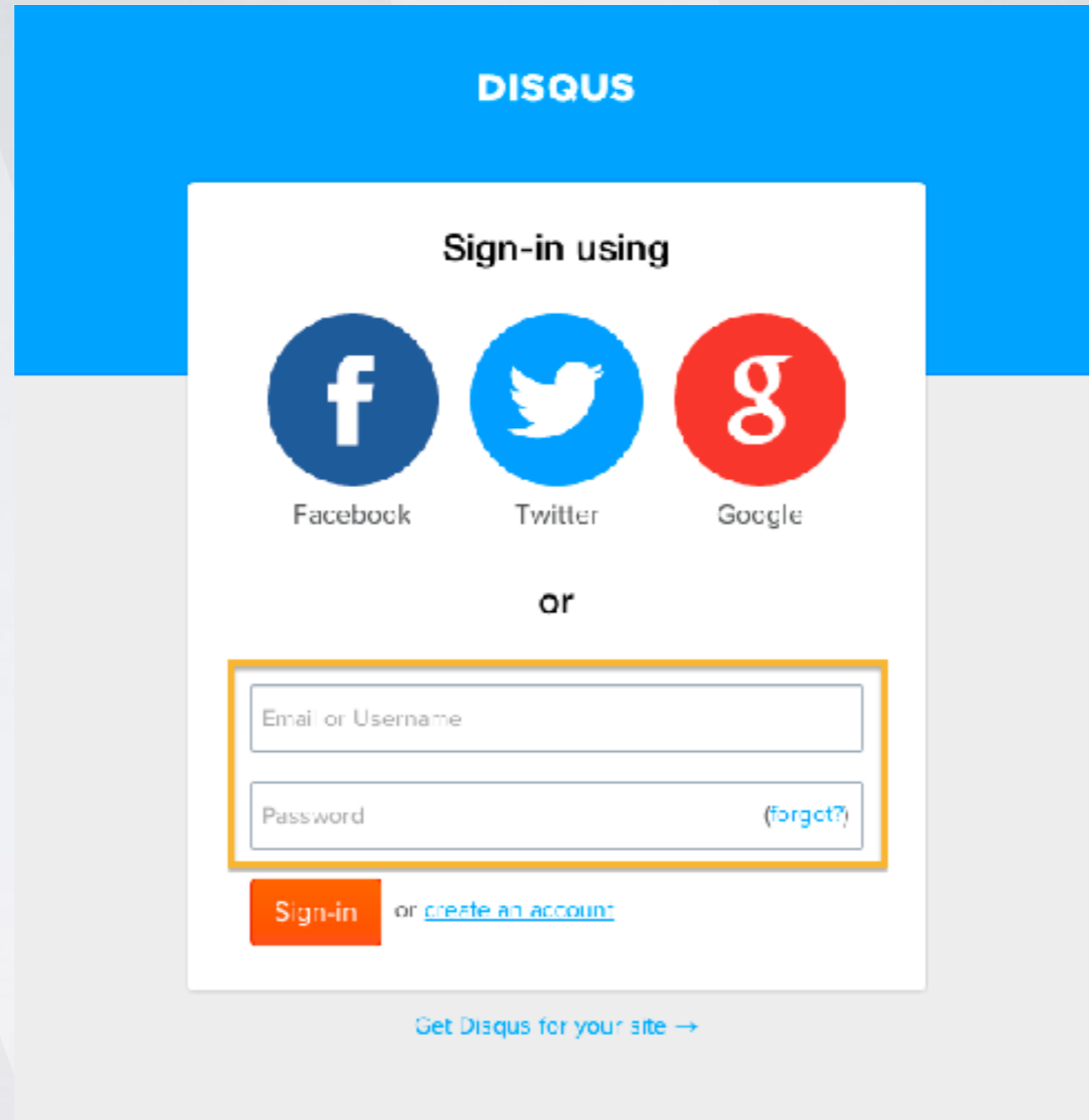
THEMES & PLUGINS



Backup.
Restore.
Migration.

The only complete
backup solution
for WordPress.

THEMES & PLUGINS



THEMES & PLUGINS

SO THEMES & PLUGINS ARE AWESOME

THEMES & PLUGINS

SO THEMES & PLUGINS ARE AWESOME

THEY TAKE “WP CORE” & ALLOW THE SITE
DO WHAT **YOU** NEED/WANT IT TO DO

THEMES & PLUGINS



THEMES & PLUGINS

WHAT ABOUT THE THEME & PLUGIN
COMPANY “X” THAT SAYS IT DOES IT ALL!

THEMES & PLUGINS

PLUGIN "X" SAYS IT DOES IT ALL!



THEMES & PLUGINS

THE “IT DOES EVERYTHING” THEME!



THEMES & PLUGINS

CAUTION

THEMES & PLUGINS



THEMES & PLUGINS

THE “IT DOES EVERYTHING”
THEME & PLUGIN.....

DOES NOT EXIST!

DEMO

DEMO

Won't be showing hosting installation, domain registration, or WP install.

DEMO

Won't be showing hosting installation, domain registration, or WP install.

Will show basics of Front End & DashBoard

Will show installing a plugin

Will show changing a theme

Will show writing post

Will show adding new page (navigation)

DON'T FORGET

DON'T FORGET

Backing Up

DON'T FORGET

Backing Up
Security

DON'T FORGET

Backing Up

Security

Maintenance - Updates

DOWNLOAD THESE NOTES

KITCHENSINKWP.COM/MAY2017SBDC

DOWNLOAD THESE NOTES

KITCHENSINKWP.COM/MAY2017SBDC

CONTACT ME:

ADAM@KITCHENSINKWP.COM

RESOURCES LINKS

Here is the list with links of resources discussed. Some of these are affiliate links where I may receive a small commission, if you purchase the product. Using these links will not make the services cost more whatsoever.

[WordPress.com](#)

[WordPress.org](#)

[Desktop Server](#)

[Beaver Builder](#)

[BackupBuddy](#)

[Disqus](#)

[Hover.com](#)

[A2 Hosting](#)

[SeedProd](#)

[Gravity Forms](#)

[Calendar by Time.ly](#)

[SBAY WordPress Meetup](#)

UPCOMING EVENTS

The SouthBay WordPress Meetup -

Date: May 18, 2017

Time: 6:30pm - 8:30pm

Loc: Mychals Learning Place

Cost: Free (donation)

Register [meetup.Com](http://meetup.com) - search for SouthBay WordPress Meetup!

The WordPress Essentials Course

Date: May 24

Time: 10am-12pm - duration 3 weeks.

Loc: Online

Cost: \$79 / \$99

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SBDC —> EARLY EARLY BIRD DISCOUNT!

KITCHENSINKWP.COM/WPEVIP

CODE: SBDC



THANK YOU