Quick and Easy WordPress

Presented by Ben Pollock
A Little History

1960-1962 – Global computer network proposed – Nearly 60 Years Ago!
1969 – 1st computer links in Pentagon's ARPANET (Advanced Research Projects Agency network)
1974 – Term Internet made official
1983 – TCP/IP protocols replace NCP, starting the modern Internet, expands worldwide in coming years
   -- Pentagon creates MILNET out of ARPANET, which turns to general federal government use
1989 – World Wide Web (used to interact on the Internet, via URL addresses [uniform resource locator!]) set up by Tim Berners-Lee
1995 – Last restrictions on commercial communications traffic end
1999 – "Weblog" coined after decade of digital forums, conversations, bulletin boards, online diaries ... with code developed for auto timestamps, most recent post first ...
May 2003 – WordPress 1st version, by Matt Mullenweg (Automattic) & Mike Little
February 2004 – Facebook launched by Mark Zuckerberg & friends, widened past Harvard in 2006
March 2006 – Twitter launched by Jack Dorsey and others
   -- Gutenberg expected this year, in version 5, a major upgrade
## Think in Twos

<table>
<thead>
<tr>
<th>+ Open Source</th>
<th>+ Proprietary</th>
</tr>
</thead>
<tbody>
<tr>
<td>+ Website</td>
<td>+ Blog</td>
</tr>
<tr>
<td>+ Wordpress.com</td>
<td>+ WordPress.org</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>+ Static</th>
<th>+ Dynamic</th>
</tr>
</thead>
<tbody>
<tr>
<td>+ Pages</td>
<td>+ Posts (blog)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>+ Static Pages - Parent, child</th>
<th>+ Dynamic blog Posts - Category subcategories</th>
</tr>
</thead>
<tbody>
<tr>
<td>+ Images</td>
<td>+ PDFs</td>
</tr>
<tr>
<td>+ Menus - navigation</td>
<td>+ Widgets – added functionality</td>
</tr>
<tr>
<td>+ Visual text editor</td>
<td>+ Text or HTML window</td>
</tr>
<tr>
<td>+ Content Editor (2 in wp.com)</td>
<td>+ Coming soon: Gutenberg</td>
</tr>
<tr>
<td>+ Customizer</td>
<td>+ Manipulate in Dashboard Menu (WP Admin)</td>
</tr>
<tr>
<td>+ Conventional front page</td>
<td>+ Blog front page</td>
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</tbody>
</table>
Why WordPress?

• It's free in most instances. Well, so are Wix, Weebly, Blogger, Tumblr, Squarespace
• Open source
• Runs more than 28 percent of the Web  (Source: W3Techs)
• Has 59.4 percent market share. 2nd place CMS: Joomla 6 percent. (Source: W3Techs)
• With care (and Akismet) it's secure, fairly safe from hacking, viruses etc.
• It's super easy to fill with text and images, as easy as attaching a picture to an email – and typing up the email
• You don't have to sweat over themes (template sets), which you can try out and switch with a couple of clicks. And go back or try another.
• Even for your modest website, WordPress gives you incredible flexibility in design (how your site looks) and to grow (it just may happen!)
• Tinkering with your site is fun: No need for code, but if you want, sky's the limit
• From WordPress.com to WordPress.org (self-hosting)
• The WordPress community, local to global
What We're Going to Do

• Create WordPress.com account – the Get Started button > Four steps
  1) useless survey, 2) site address, 3) pick $ plan, 4) create account
  WARNING: Choose username with care
• Settings – "Improved Editor" General (search engine "off" till ready)
  "WP Admin" Settings > General > Reading
• Themes – Twenty Sixteen (croquetfan.wordpress.com)
  But tips on choosing others.

Now, content
• Media – photos (well any graphic image, PDF ...) 50-200 kB
• Pages – Home page and About page
• Posts – (and rename the Uncategorized Category)
• Customizer – design, menus, widgets ... (Homepage Settings early)
• ... Allow Search Engine access in the launcher dashboard
• Enjoy your website. Make it the hub of info, spokes go out to social media.
  Link link link
<table>
<thead>
<tr>
<th>Pages</th>
<th>About</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Rules of the Game</td>
</tr>
<tr>
<td></td>
<td>Equipment</td>
</tr>
<tr>
<td></td>
<td>Croquet Business</td>
</tr>
<tr>
<td></td>
<td>Croquet News</td>
</tr>
</tbody>
</table>

Ben's Croquet NWA site

basic site map

initial Categories

Upcoming Matches

Game Results

The roughest of rough sketches will be just fine as a sitemap.
Ozark Croquet Store

Shop Hours

Welcome to Ozark Croquet Fan's store. All sorts of croquet equipment and accessories are to be found here.*

*This is a demonstration website and thus fictitious except for the About page. Sorry for any confusion.

1 p.m. – 5 p.m. Saturdays

And by appointment: Please phone (479) 555-CROQ – that's 555-2767.

Cash only. Inquire about trades, exchanges, barter.

I know I know — we're looking into a credit card reader but don't have one yet.

No refunds. All sales final. Enough tough guy talk. On the off chance something's not in stock, maybe it's because we sold it just before you drove up. We are happy to set up special orders.
Dickson Throwdown

July 22, 2017

The wait staff of JJ’s Grill on Dickson will take on the wait staff of Waffle House tomorrow night. That’s 7-9 p.m. and we’ll be on the field in the middle of the UA Walton Business College. That’s Wednesday, July 19, 2017.

The Refreshments Committee will supply a case of ice cold A&W Cream Soda. Anything else will be Dutch-treat. UA buildings should be open if anyone needs to step inside to cool off or get a refreshing blast from an icy water fountain.

Why called “summer”? Because presumably they’re easier to hammer in during the wet (hah hah hah) warm weather. Winter wickets are bent stool; mind you, they’re heavier than Walmart-Target bent steel hoops but in theory they can be pounded in semi-frozen turf.

Big Game on Saturday

July 22, 2017

Hey, everyone, come out to Wilson Park, the north side where it’s nearly flat, at 10 a.m. Saturday, July 15, 2017, for a croquet match between Asaga’s and Onyl.

The normal six-wicket, one-stake greensward will be staked out. Come early if you want to lend a hand, hold a tape measure, pound in wickets into the stony ground without bending the wires.

The espresso shops will be playing doubles, and best two of three games. If it goes past noon, when it’s just too hot, we’ll just total out the game that’s being played. How do you do that? Why check the rules — the stake is the 13th point so below that, tally the wickets made on each side. Noon sharp.

Equipment to drool over today?

The Dawson four-ball set from Australia.
Live Demo
A few minutes for questions?