

WordPress

YOUR OPTIONS FOR STARTING A SITE.

wordpress.com

The commercial side of WordPress

Runs on basically the same code base

Some presentational differences

Limited options

Maintenance-free

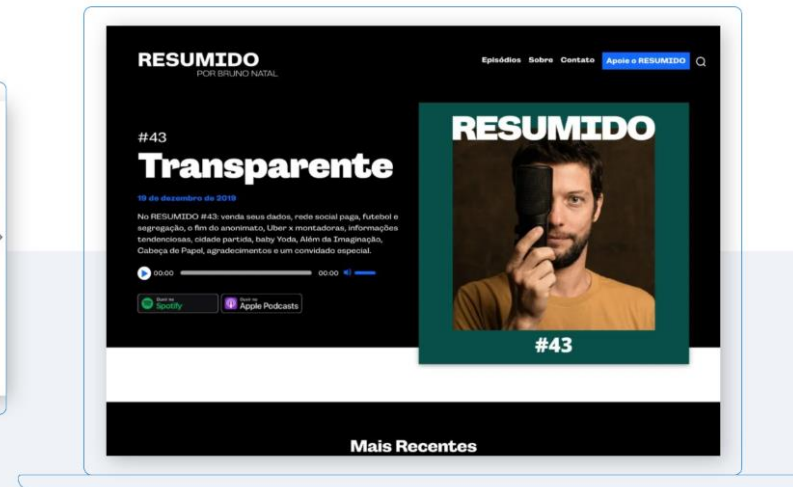
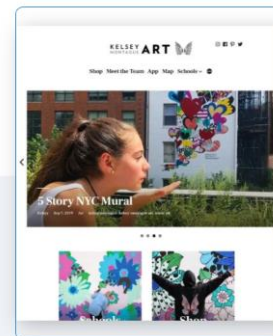
WordPress.com Products Features Resources Plans & Pricing

Log In Get Started

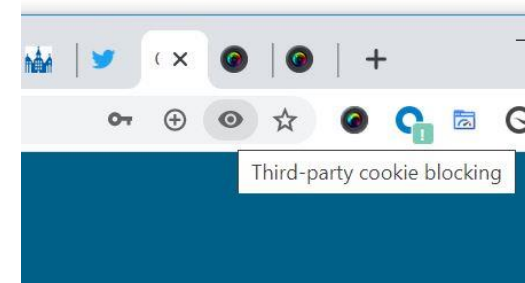
Welcome to the world's most popular website builder.

38% of the web is built on WordPress. More bloggers, small businesses, and Fortune 500 companies use WordPress than all other options combined. Join the millions of people that call WordPress.com home.

Start your website



Start Your Setup: Login, Domain, Billing Plan



CREATE A LOGIN

A screenshot of the WordPress "Let's get started" page. The page has a dark blue background and white text. It prompts the user to "Let's get started" and "First, create your WordPress account." Below this, there are input fields for "Your email address", "Choose a username", and "Choose a password". There are also buttons for "Continue with Google" and "Continue with Apple". At the bottom, there is a link to "Link in to create a site for your existing account."

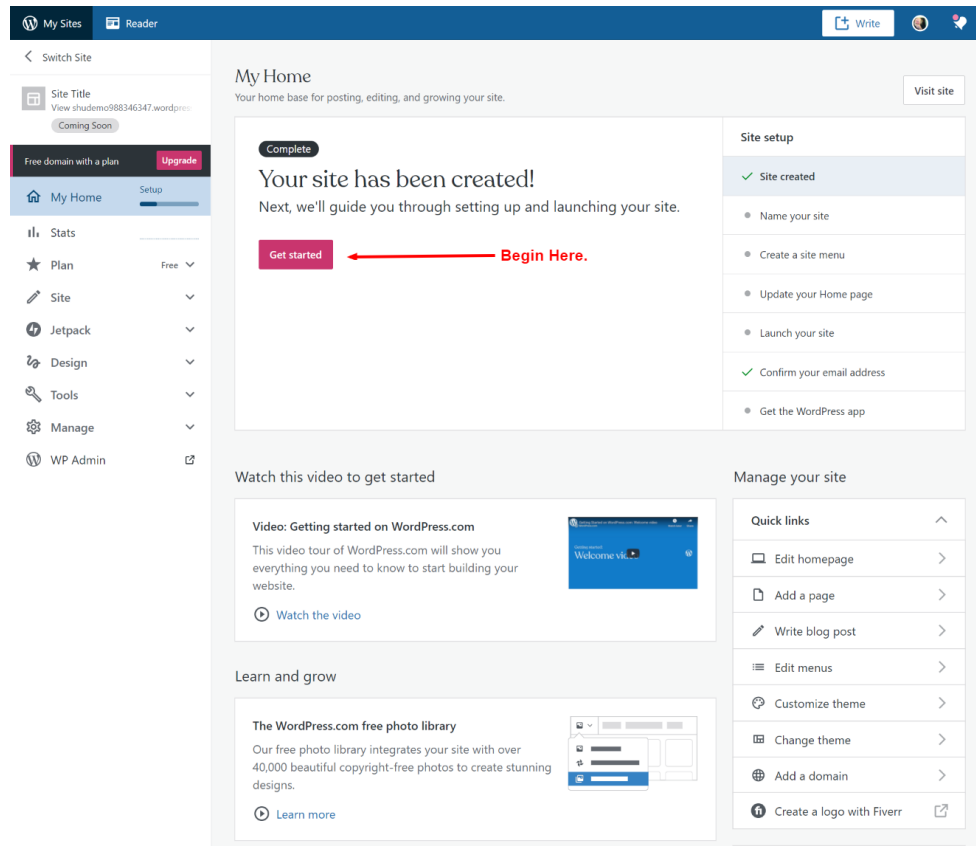
SETUP DOMAIN NAME

A screenshot of the WordPress "Let's get your site a domain!" page. The page has a dark blue background and white text. It prompts the user to "Let's get your site a domain!" and "Enter your site's name or some keywords that describe it to get started." Below this, there is a search bar with the text "shu demo". To the right of the search bar is a "Filters" button. Below the search bar, there is a list of domain suggestions. The first suggestion is "shudemo.com" with a registration fee of "\$48 Free" and a "Select" button. The second suggestion is "shudemo.blog" with a registration fee of "\$29 Free" and a "Select" button. A red arrow points to the "Free" label next to the "shudemo.blog" suggestion. Below these, there is a list of other domain suggestions, each with a registration fee and a "Select" button.

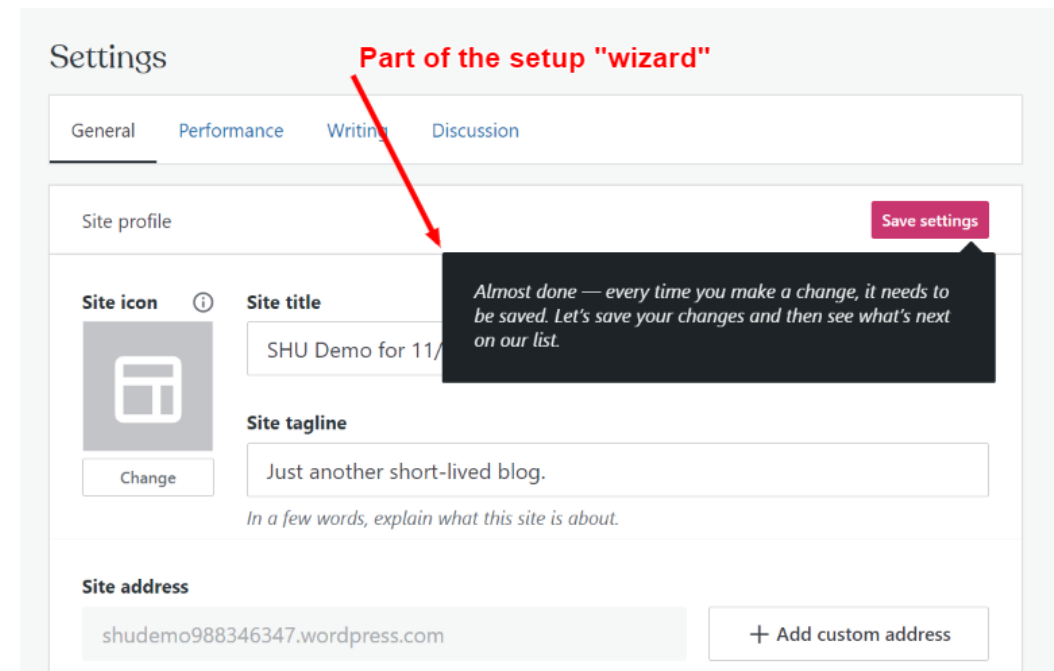
SELECT A PLAN

A screenshot of the WordPress "Pick a plan that's right for you." page. The page has a dark blue background and white text. It prompts the user to "Pick a plan that's right for you." and "Choose a plan. Upgrade as you grow." Below this, there are four plan options: "Personal", "Premium", "Business", and "eCommerce". Each plan has a price per month, billed annually, and a "Start with" button. The "Premium" plan has a red circle around the "Start with a free site" button. Below the plan options, there is a table of features for each plan.

Set Up The Basics



The image shows the WordPress.com 'My Home' dashboard. At the top, there's a navigation bar with 'My Sites', 'Reader', and a 'Write' button. Below this, the 'My Home' section is titled 'Your home base for posting, editing, and growing your site.' It features a 'Complete' status and a message: 'Your site has been created! Next, we'll guide you through setting up and launching your site.' A red arrow points to a 'Get started' button with the text 'Begin Here.' To the right, a 'Site setup' list includes: 'Site created' (checked), 'Name your site', 'Create a site menu', 'Update your Home page', 'Launch your site', 'Confirm your email address' (checked), and 'Get the WordPress app'. The left sidebar contains links for 'Stats', 'Plan', 'Site', 'Jetpack', 'Design', 'Tools', 'Manage', and 'WP Admin'. At the bottom, there are sections for 'Watch this video to get started' (linking to a video) and 'Learn and grow' (linking to a photo library).



The image shows the WordPress.com 'Settings' page. The 'General' tab is selected. The 'Site profile' section includes a 'Site icon' (with a 'Change' button), a 'Site title' (SHU Demo for 11/), and a 'Site tagline' (Just another short-lived blog.). A red arrow points from the text 'Part of the setup "wizard"' to the 'Save settings' button. A tooltip message says: 'Almost done — every time you make a change, it needs to be saved. Let's save your changes and then see what's next on our list.' The 'Site address' section shows 'shudemo988346347.wordpress.com' and a '+ Add custom address' button.

Menus for Navigation

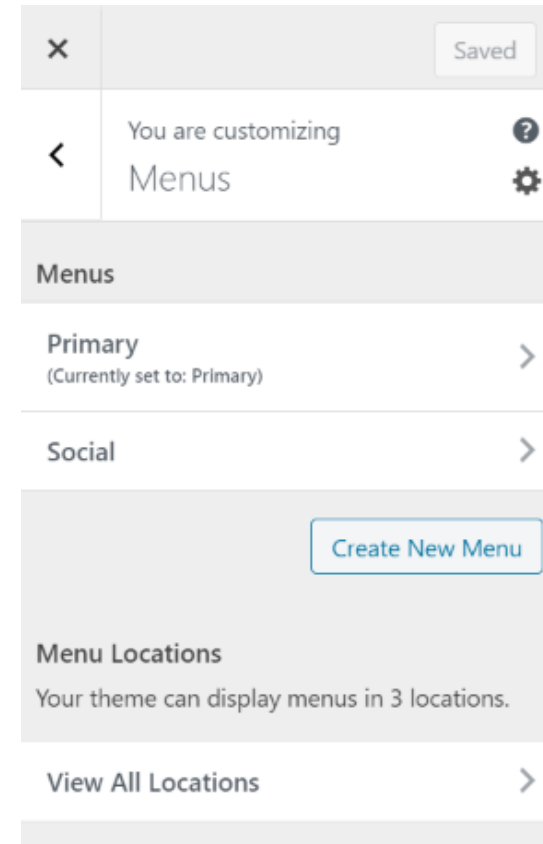
🕒 10 minutes

Create a site menu

Building an effective navigation menu makes it easier for someone to find what they're looking for and improve search engine rankings. [View tutorial.](#)

Add a menu

[Skip for now](#)



Adding Menu Items

The image shows the WordPress Customizer interface for managing the Primary menu. On the left, the 'Menu Name' is 'Primary'. The menu items listed are: Home (Front Page), Blog (Page), About (Page), Contact (Page), and My Own Site (Custom Link). A red arrow points to the 'Add Items' button, with the text 'Creating an item here...'. Below the menu items, the 'Menu Locations' section shows 'Primary (Current: Primary)' is selected. The 'Menu Options' section has 'Automatically add new top-level pages to this menu' unchecked. A 'Delete Menu' link is at the bottom left. On the right, the 'Custom Links' section has a search bar and fields for URL and Link Text, with an 'Add to Menu' button. The right side of the image shows a live site preview for 'SHU Demo for 11/6/2020'. The navigation bar at the top of the preview contains links for Home, Blog, About, Contact, and My Own Site. A red arrow points to the 'My Own Site' link in the preview, with the text 'Adds a link here'.

Save Changes

Customizing > Menus
Primary

Menu Name
Primary

Home Front Page ✕
Blog Page ✕
About Page ✕
Contact Page ✕
My Own Site Custom Link ✕

Reorder ✕ Add Items

Menu Locations
Here's where this menu appears. If you'd like to change that, pick another location.

☒ Primary (Current: Primary)
☐ Footer Menu
☐ Social Links Menu

Menu Options
☐ Automatically add new top-level pages to this menu

Delete Menu

Custom Links

Search menu items...

URL
Link Text
Add to Menu

Pages
Posts
Categories
Tags

SHU Demo for 11/6/2020
Just another short-lived blog.

Home Blog About Contact My Own Site

Adds a link here

Welcome to your new site.

Welcome to your new site! You can edit this page by clicking on the Edit link. For more information about customizing your site check out <http://learn.wordpress.com/>

Learn more

Latest from the Blog

Introduce Yourself (Example Post)
This is an example post, originally published as part of Blogging University. Enroll in one of our ten programs, and start your blog right.

Introduce Yourself (Example Post)
This is an example post, originally published as part of Blogging University. Enroll in one of our ten programs, and start your blog right.

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Modifying Your Home Page

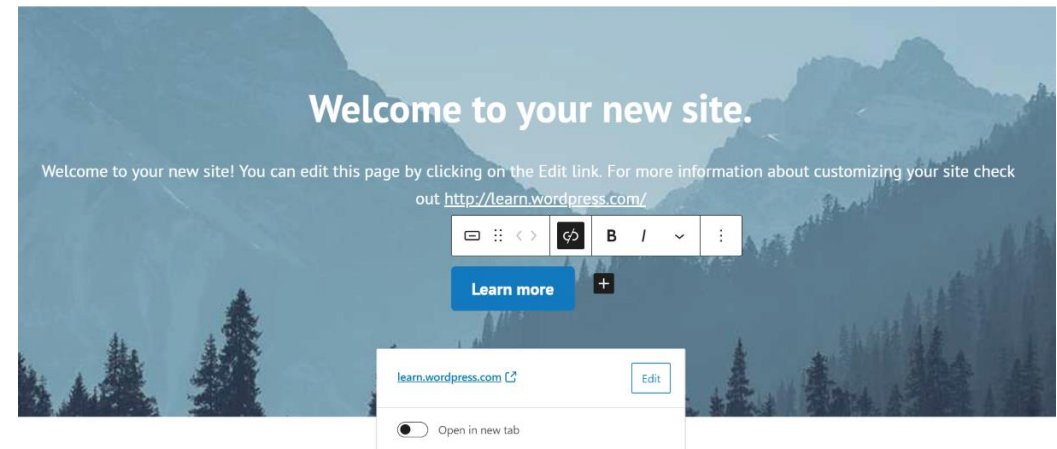
Change text, graphics and more.

🕒 20 minutes

Update your Home page

We've created the basics, now it's time for you to update the images and text. Make a great first impression. Everything you do can be changed anytime.

Edit homepage



Once You've Saved Your Work

My Home

Your home base for posting, editing, and growing your site.

[Visit site](#)

🕒 1 minute

Launch your site

Your site is private and only visible to you. When you're ready, launch your site to make it public.

[Launch site](#)






Site setup

- ✓ Site created
- ✓ Name your site
- ✓ Create a site menu
- ✓ Update your Home page
- **Launch your site**
- ✓ Confirm your email address
- Get the WordPress app

Adding a Post and Media

My First Post


ut records I've been listening to. Like this one:


    


Image

Upload an image file, pick one from your media library, or add one with a URL.

[Upload](#) [Select Image](#) [Insert from URL](#)

Media Library 


Google Photos 

Pexels Free Photos 

WordPress toolbar and post editor interface.

Post title: **My first post**

This could be a post about records I've been listening to. Like this one:



Record details: BENJAMIN BRITTEN, BILLY BUDD, GLOSSOP, FEARS, LANGDON, SHIRLEY-QUIRK, LONDON, SYMPHONY BRITTEN.

Post editor sidebar (right):

- Status & visibility: Public, Publish: Immediately
- Stick to the top of the blog: ☐
- Pending review: ☐
- Move to trash: [Move to trash](#)
- Permalink: [Set featured image](#)
- Categories: [Select image](#)
- Tags: [Set featured image](#)
- Featured image: [Set featured image](#)
- Excerpt: [Set featured image](#)
- Discussion: [Set featured image](#)

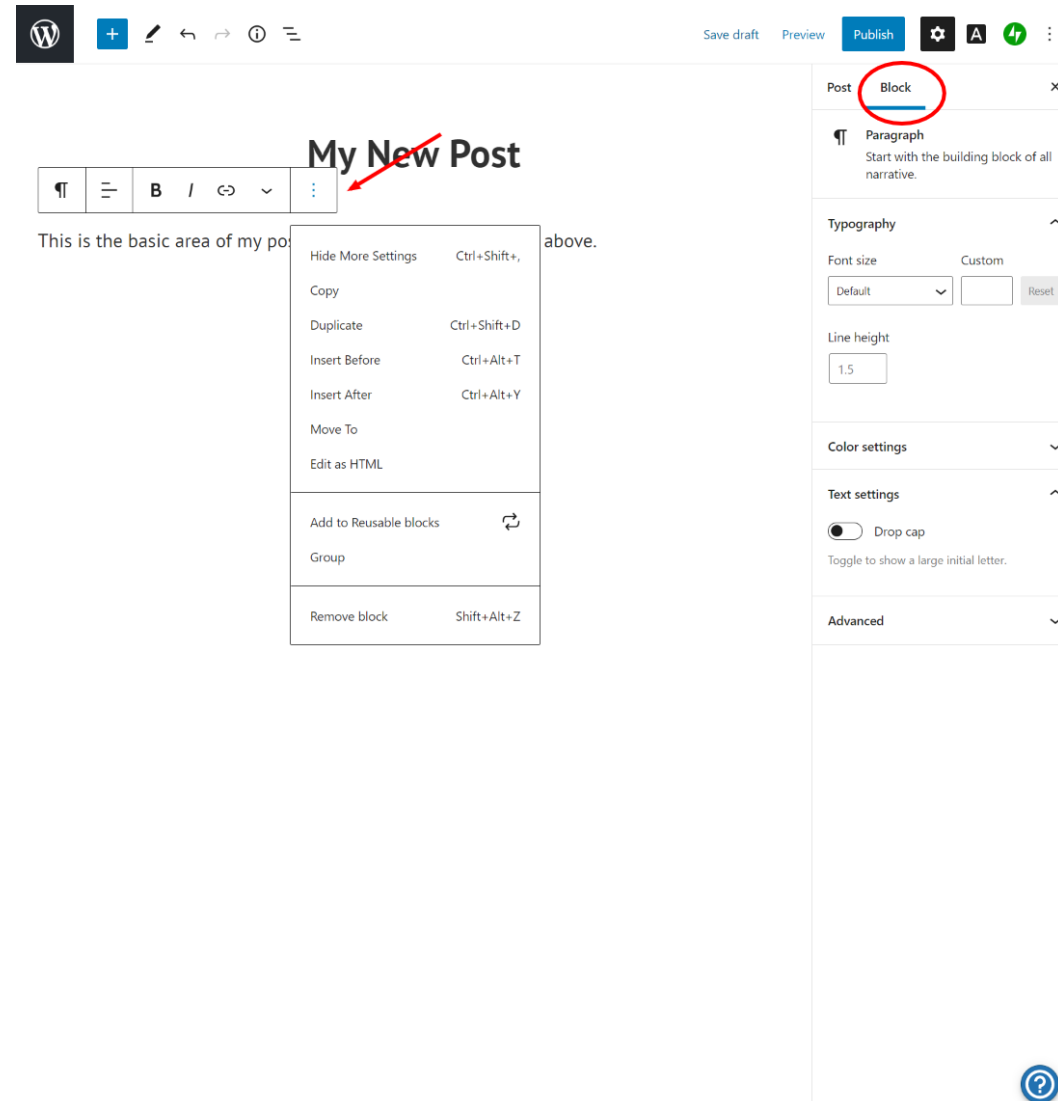
Working With The Block Editor

a.k.a. “Gutenberg”

Ready-made containers for different kinds of content.

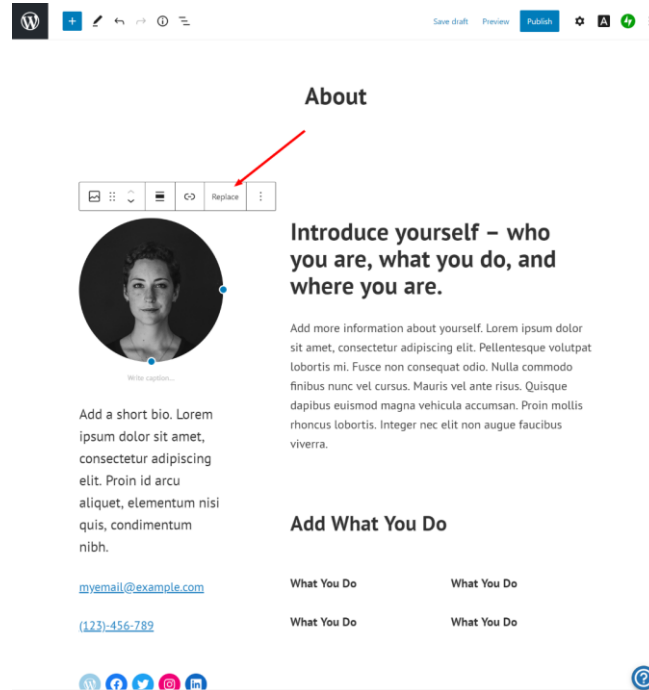
The entire page is made up of blocks, and blocks-within-blocks

Click anywhere to see the options available.

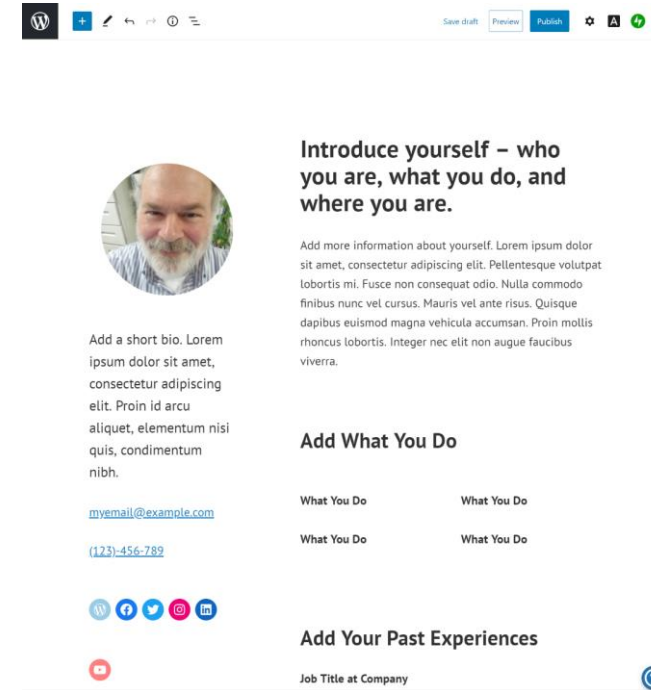


Modifying A Block

IMAGE BEFORE

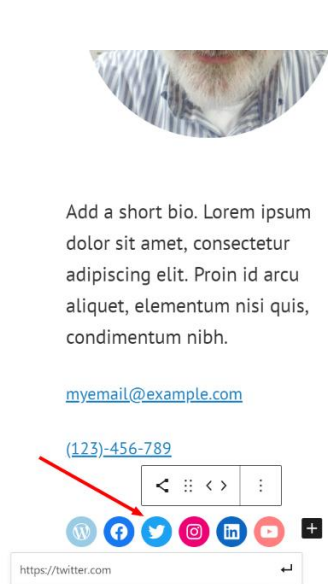


CLICK THE REPLACE BUTTON



Example Blocks

SOCIAL MEDIA: CLICK AND ENTER YOUR LINK



rhoncus lobortis. Integer nec elit non augue faucibus viverra.

Add What You Do

What You Do

What You Do

What You Do

What You Do

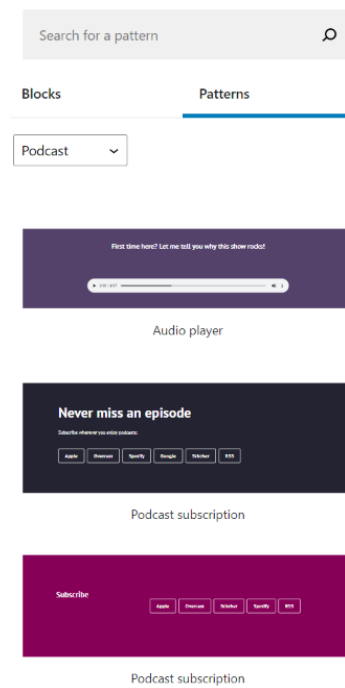
Add Your Past Experiences

Job Title at Company

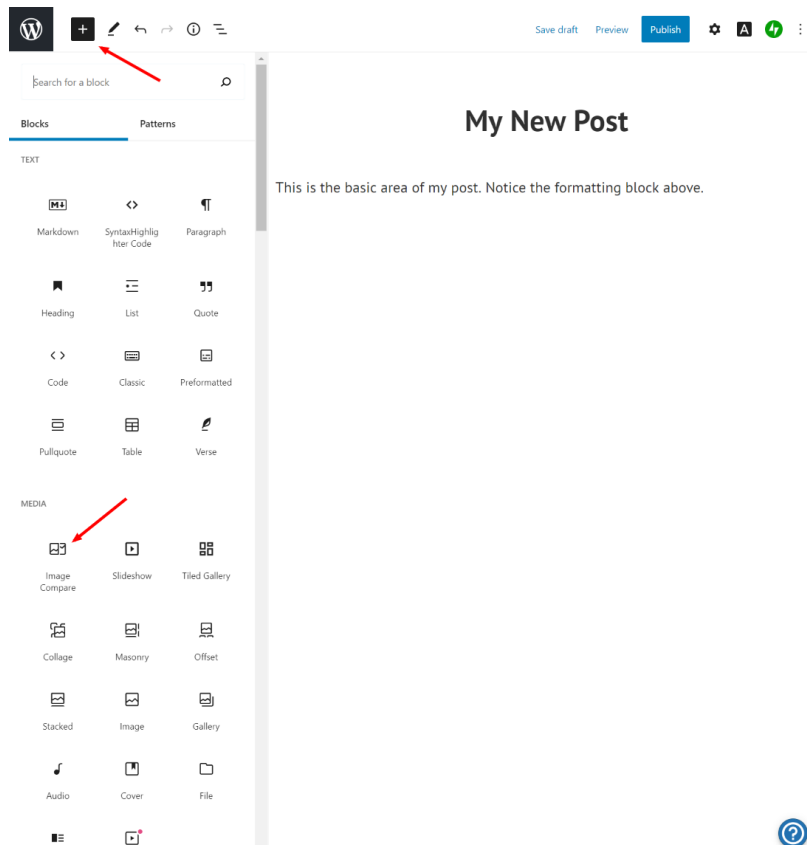
(2015 - 2016)

Add more information about what you did here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin id arcu aliquet, elementum nisi quis, condimentum nibh.

NICE PODCAST FORMATS



Adding a Block



My New Post

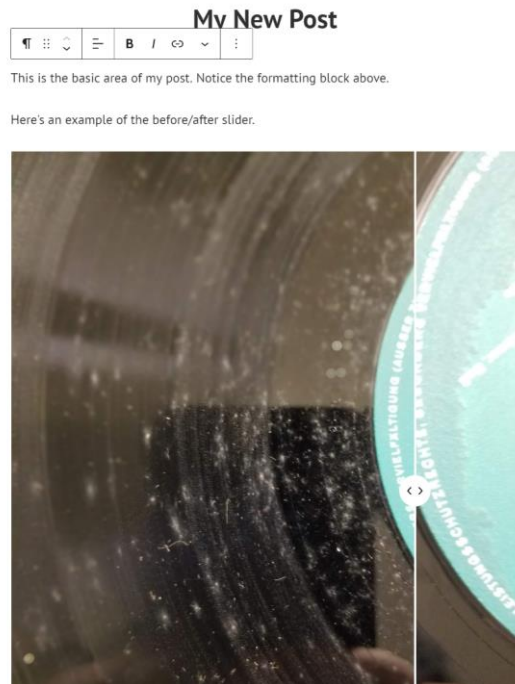
This is the basic area of my post. Notice the formatting block above.

Here's an example of the before/after slider.

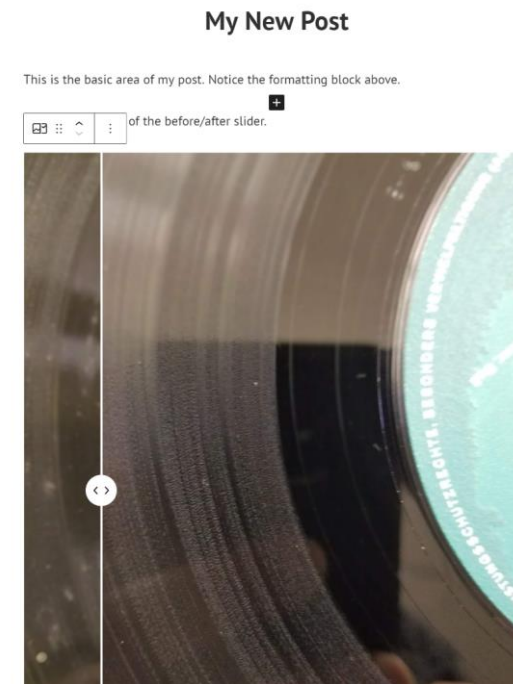


Before/After Slider

BEFORE



AFTER



Available Blocks of All Kinds

Search for a block

Blocks

Patterns

DESIGN



Layout Grid



Dynamic HR



Hero



Buttons



Columns



Group



More



Page Break



Separator



Spacer



Navigation
(horizontal)



Navigation
(vertical)

WIDGETS



Star Rating



Repeat Visitor



Event
Countdown



Timeline



Blog Posts



Post Carousel



Shortcode



Archives



Calendar



Categories



Custom HTML



Latest
Comments

Blocks

Patterns



Latest Posts



RSS



Social Icons



Tag Cloud



Search

EMBEDS



Eventbrite
Checkout



GIF



Google
Calendar



Latest
Instagram
Posts



Map



Pinterest



Podcast Player



Related Posts



Embed



Twitter



YouTube



SoundCloud



Spotify



Flickr



Vimeo



Animoto



Cloudup



Crowdsignal

Blocks

Patterns



Dailymotion



Imgur



Issuu



Kickstarter



Meetup.com



Mixcloud



Reddit



ReverbNation



Screencast



Scribd



Slideshare



SmugMug



Speaker Deck



TikTok



TED



Tumblr



VideoPress



WordPress.tv



Amazon
Kindle



Facebook



Instagram



Loom

CROWDSIGNAL



Poll

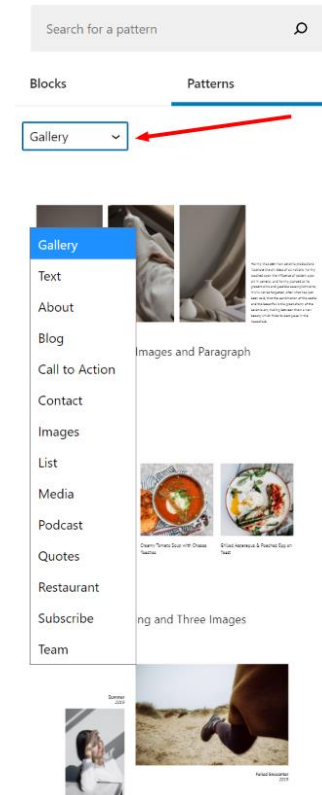
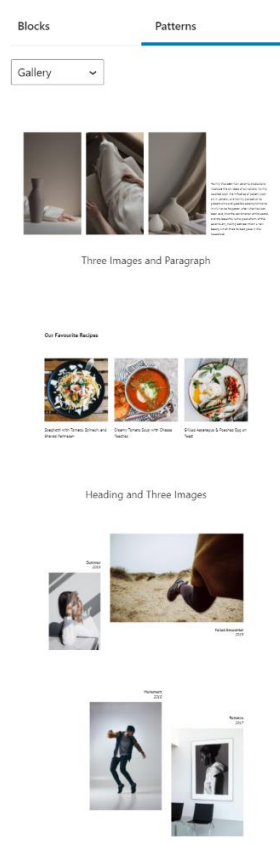


Vote

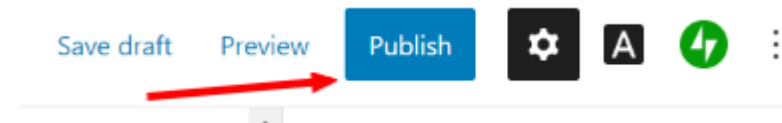
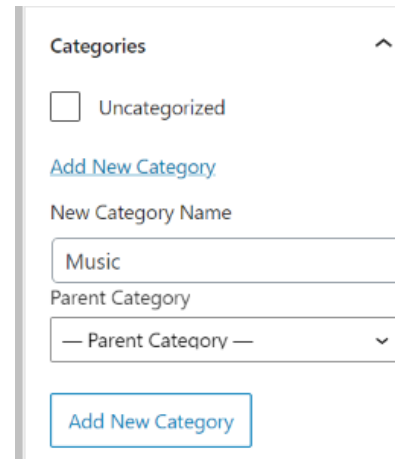
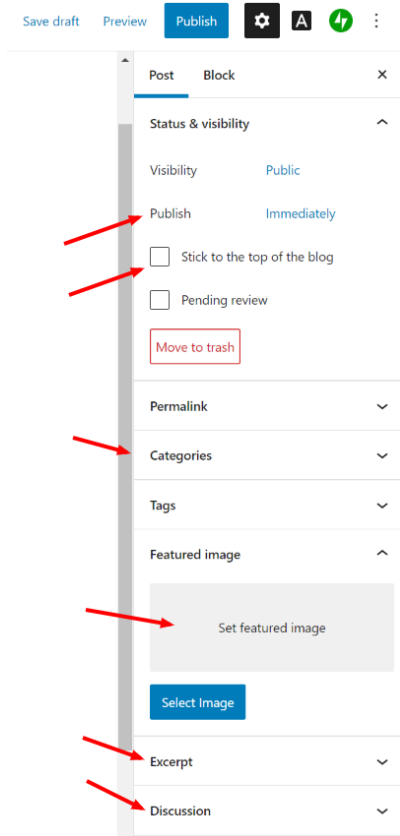


Applause

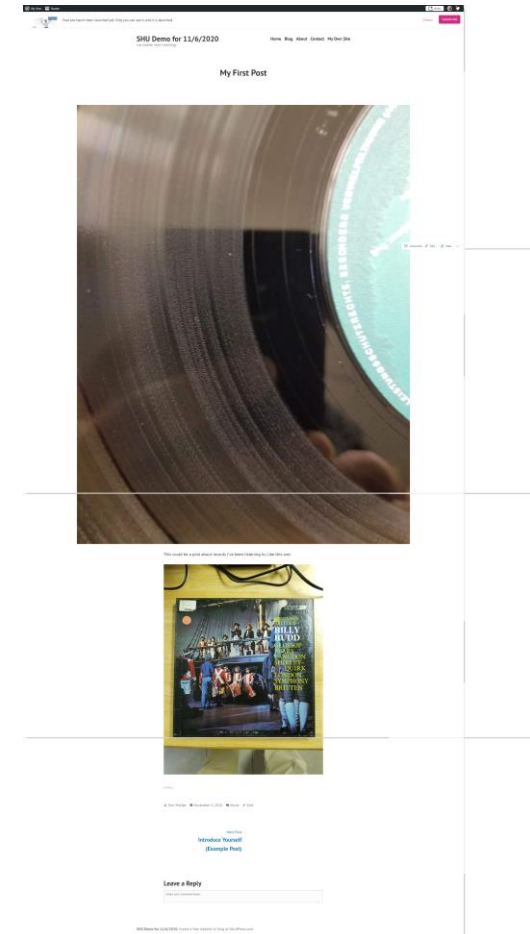
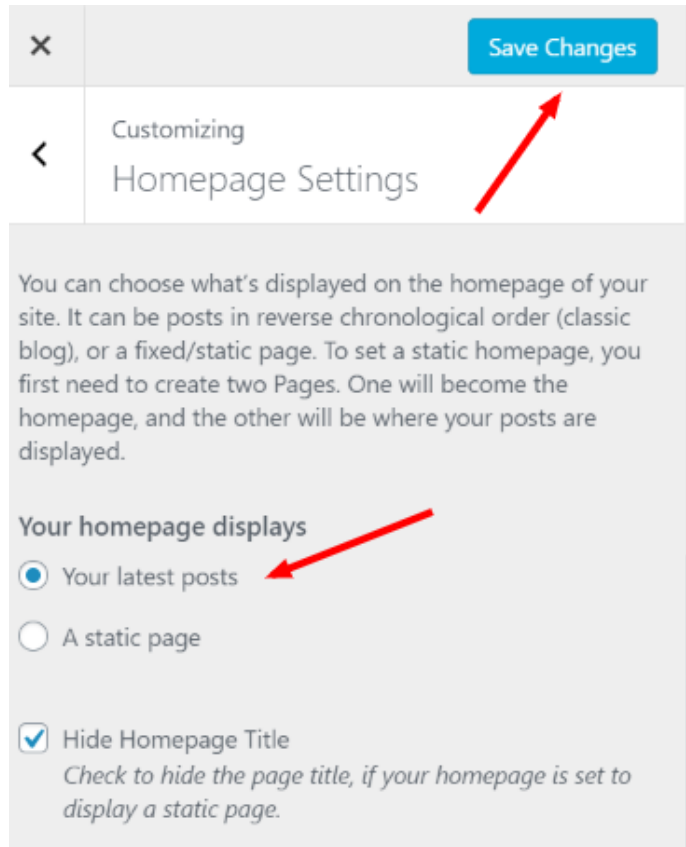
Patterns for Page Layout



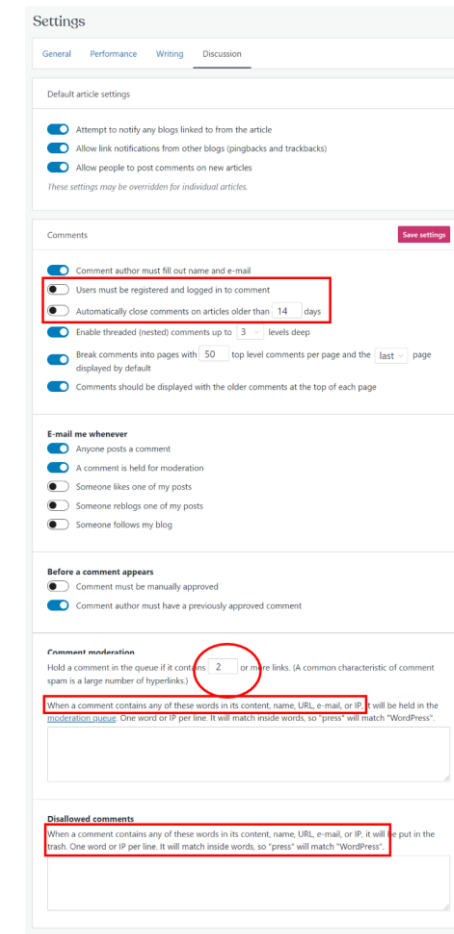
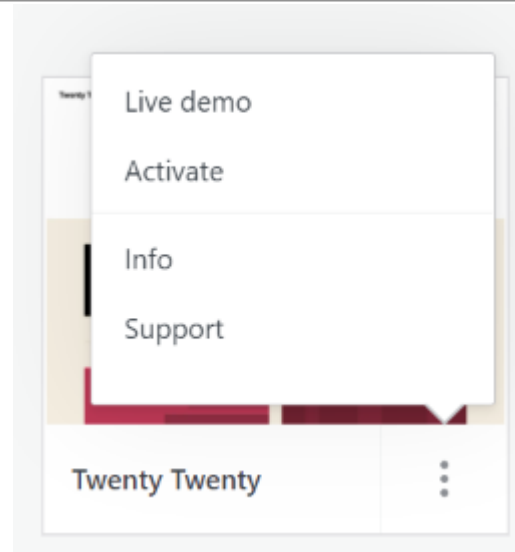
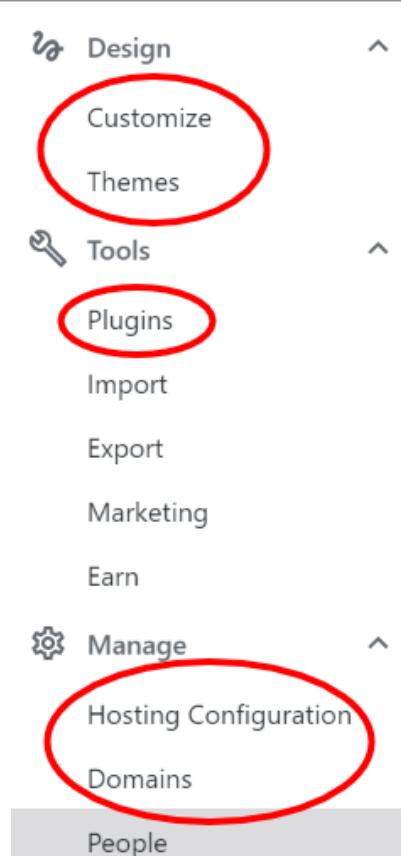
Post Options, Information, Publishing



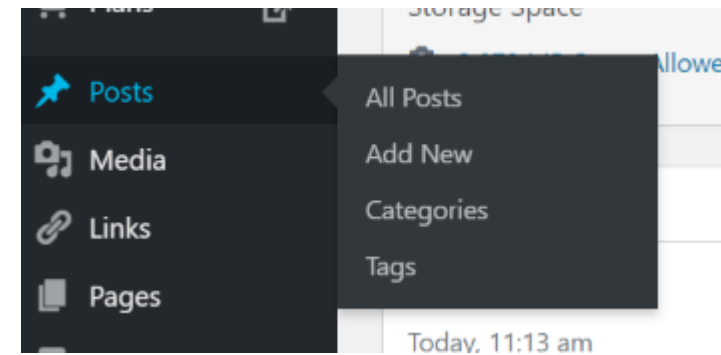
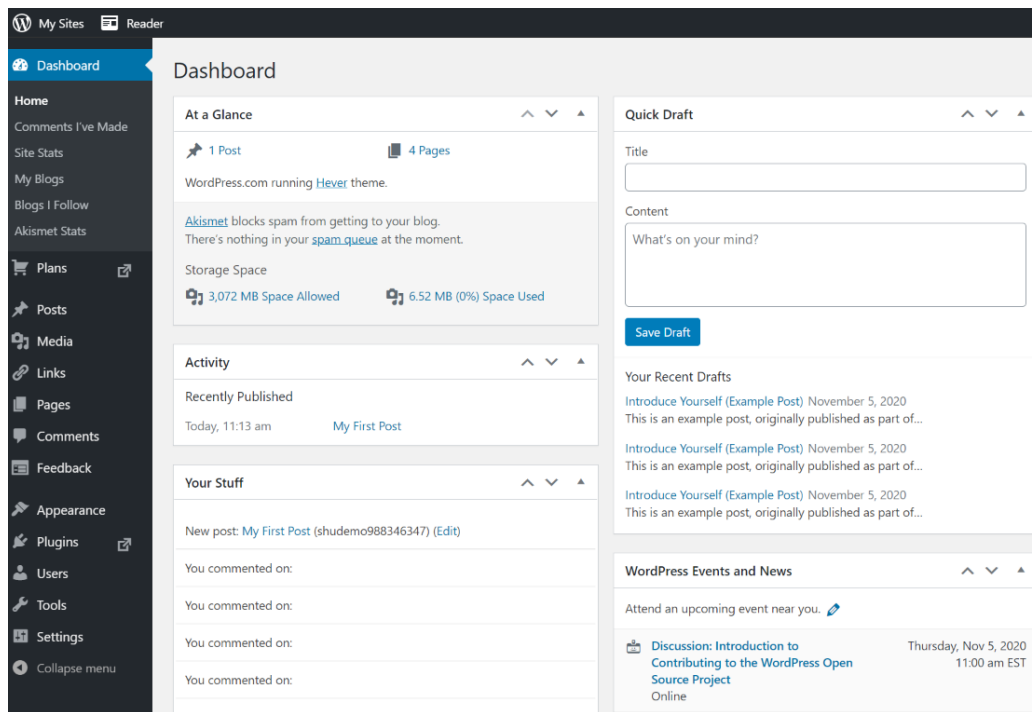
The Customizer



More Site Options: Themes, Plugins, Discussions, Anti-Spam



The Classic Dashboard



Self-Hosted WordPress

Offers all the functionality available to WordPress.

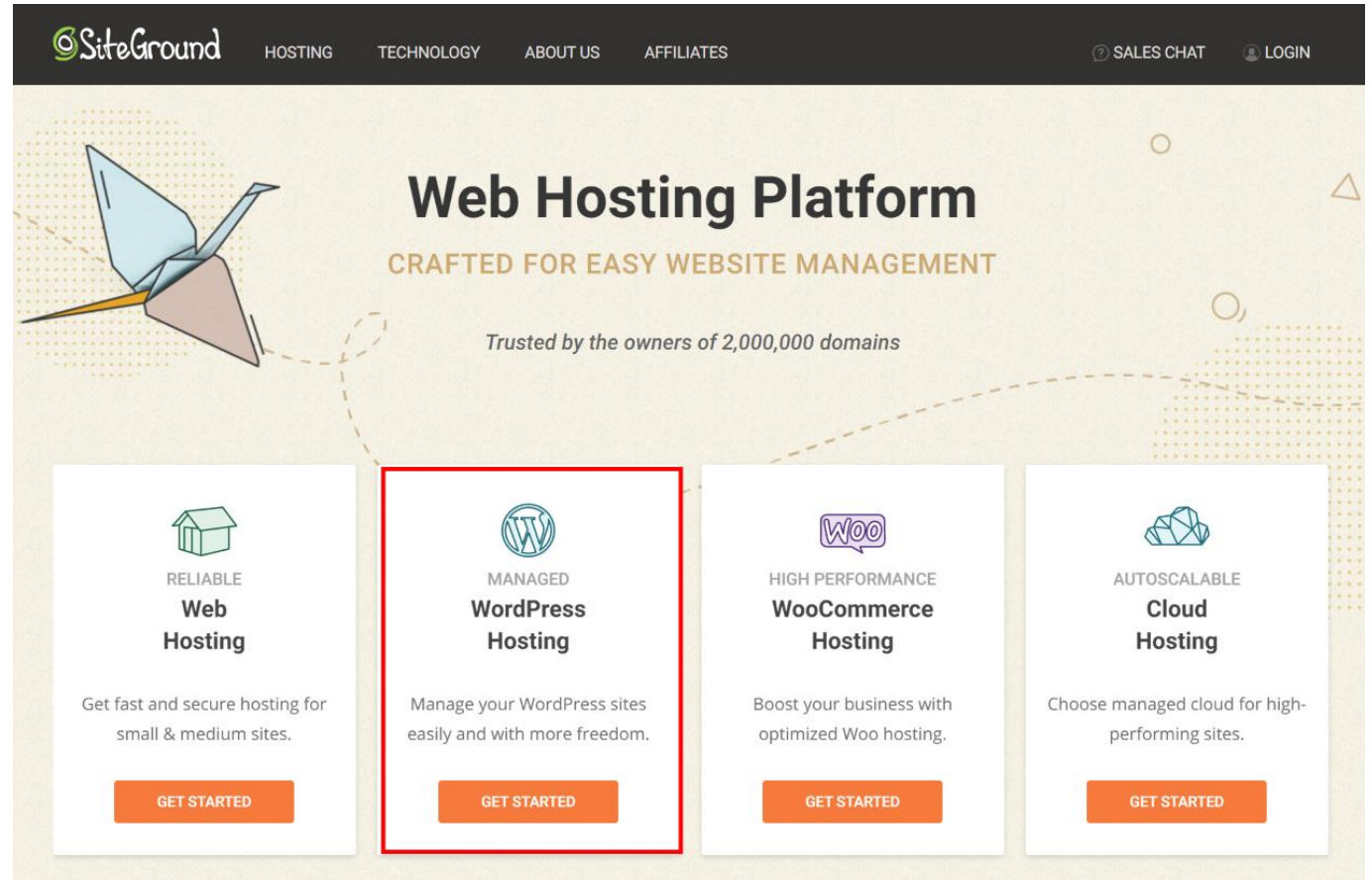
Can be a reasonable monthly cost.

Requires you to maintain the site properly (which isn't hard).

There are *many, many* vendors out there. This is who I use, but your requirements may vary.

Many sites offer recommendations, but be wary.

<https://wpshout.com/best-wordpress-hosting-2019/>



The image shows the SiteGround website's landing page for its Web Hosting Platform. The page has a dark header with the SiteGround logo and navigation links: HOSTING, TECHNOLOGY, ABOUT US, and AFFILIATES. On the right side of the header are links for SALES CHAT and LOGIN. The main content area has a light beige background with a paper airplane illustration on the left. The headline reads "Web Hosting Platform" in a large, bold font, followed by the tagline "CRAFTED FOR EASY WEBSITE MANAGEMENT" in a smaller, orange font. Below this, a line of text states "Trusted by the owners of 2,000,000 domains". At the bottom, there are four white cards, each representing a different hosting option. The first card is for "RELIABLE Web Hosting" with a house icon and a description: "Get fast and secure hosting for small & medium sites." The second card, which is highlighted with a red border, is for "MANAGED WordPress Hosting" with the WordPress logo icon and a description: "Manage your WordPress sites easily and with more freedom." The third card is for "HIGH PERFORMANCE WooCommerce Hosting" with the WooCommerce logo icon and a description: "Boost your business with optimized Woo hosting." The fourth card is for "AUTOSCALABLE Cloud Hosting" with a cloud icon and a description: "Choose managed cloud for high-performing sites." Each card has an orange "GET STARTED" button at the bottom.

SiteGround

HOSTING TECHNOLOGY ABOUT US AFFILIATES

SALES CHAT LOGIN

Web Hosting Platform

CRAFTED FOR EASY WEBSITE MANAGEMENT

Trusted by the owners of 2,000,000 domains

RELIABLE
**Web
Hosting**

Get fast and secure hosting for small & medium sites.

GET STARTED

MANAGED
**WordPress
Hosting**

Manage your WordPress sites easily and with more freedom.

GET STARTED

HIGH PERFORMANCE
**WooCommerce
Hosting**

Boost your business with optimized Woo hosting.

GET STARTED

AUTOSCALABLE
**Cloud
Hosting**

Choose managed cloud for high-performing sites.

GET STARTED

Select A Plan, Launch A Site, Pick A Domain

StartUp
SPECIAL PRICE
\$6.99/mo.
Discounted from \$14.99/mo.
[GET PLAN](#)

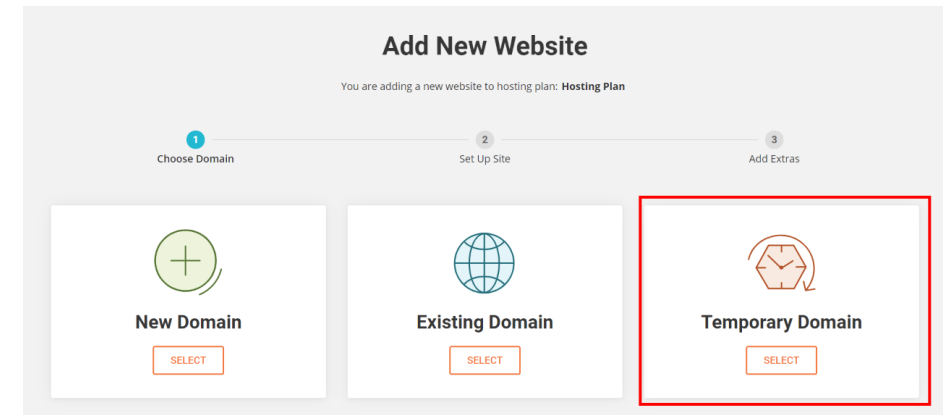
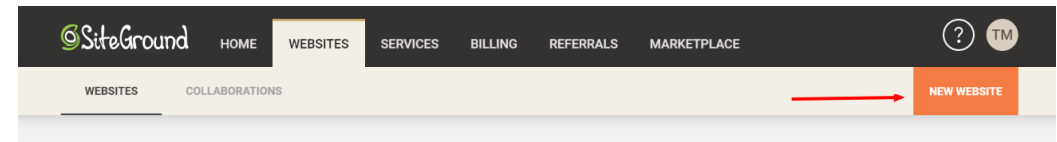
1 Website
10 GB Web Space
~ 10,000 Visits Monthly
Unmetered Traffic
Free WP Installation
Free WP Migrator
WordPress Autoupdates
Free SSL
Daily Backup
Free CDN
Free Email
WP-CLI and SSH
Unlimited Databases
100% renewable energy match
30-Days Money-Back

GrowBig
BEST SELLER
SPECIAL PRICE
\$9.99/mo.
Discounted from \$24.99/mo.
[GET PLAN](#)

Unlimited Websites
20 GB Web Space
~ 25,000 Visits Monthly
Unmetered Traffic
Free WP Installation
Free WP Migrator
WordPress Autoupdates
Free SSL
Daily Backup
Free CDN
Free Email
WP-CLI and SSH
Unlimited Databases
100% renewable energy match
30-Days Money-Back
+
On-demand Backup Copies

GoGeek
SPECIAL PRICE
\$14.99/mo.
Discounted from \$39.99/mo.
[GET PLAN](#)

Unlimited Websites
40 GB Web Space
~ 100,000 Visits Monthly
Unmetered Traffic
Free WP Installation
Free WP Migrator
WordPress Autoupdates
Free SSL
Daily Backup
Free CDN
Free Email
WP-CLI and SSH
Unlimited Databases
100% renewable energy match
30-Days Money-Back
+
On-demand Backup Copies




Make A Few Decisions, Launch A WordPress Site

Add New Website


You are adding a new website with domain **thomasm84.sg-host.com** to hosting plan:
Hosting Plan

1 Choose Domain 2 Set Up Site 3 Add Extras



Start New Website
Install a new application

SELECT




Migrate Website
Transfer an existing project

SELECT

Add New Website


You are adding a new website with domain **thomasm84.sg-host.com** to hosting plan:
Hosting Plan

1 Choose Domain 2 Set Up Site 3 Add Extras



Start New Website
Install a new application


✓ SELECTED



Migrate Website
Transfer an existing project


SELECT

Choose Application




WordPress

SELECT




WooCommerce

SELECT



Weebly Sitebuilder

SELECT



Other

SELECT

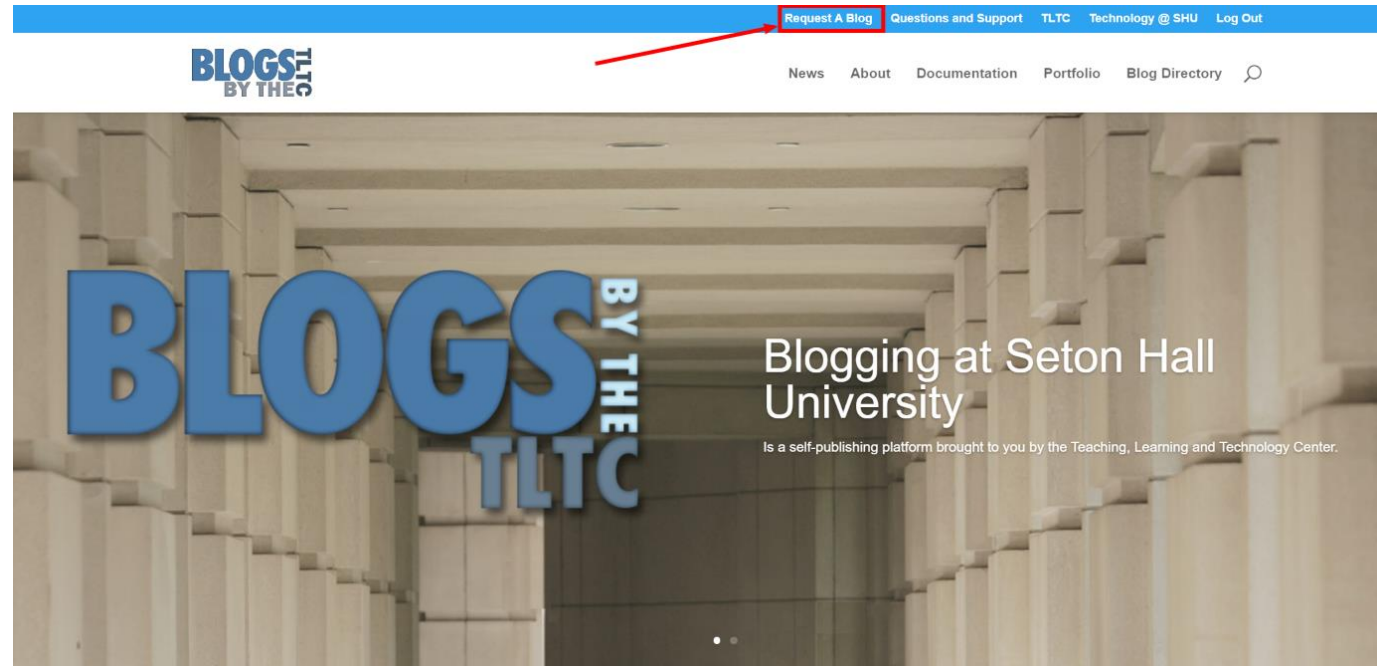
SHU Blogs

Supported in-house

Full array of themes and plug-ins

Linked to your SHU account

Can be exported and imported into another platform



Just Click The “Request A Blog” Link

[Request A Blog](#) [Questions and S](#)

BLOGS
BY THE C

[News](#) [About](#) [Document](#)

Request A Blog

Need a blog? We're here to help. Tell us a little bit about yourself and what you're looking for. Minimally, we'd like to know:

1. A possible name for the blog
2. The shortnames of those who will have full administrative access to the blog
3. The shortnames of those who will only have authoring/editing privileges for blog entries

Feel free to include anything else that might be helpful, such as other blogs you like, functionality you'd want, and so on.

Your Name (required)

Your Email (required)

Subject

Tell us a little about your project...

Do you want your blog to be on the directory listing when complete?

☐ Yes ☐ No

Do you want your blog to be indexed by Google, etc.?

☐ Yes ☐ No

In Conclusion

wordpress.org is simple, but limited at the free version.

Self-hosted options come in a variety of price points

All require your maintenance if you want to stay out of trouble

- Do regular updates to core, themes and plugins
- Run a back-up plugin such as Updraft Plus
- Run a security plugin like WordFence
- Watch for spam, keep an eye out for unusual activity

blogs.shu.edu is available to members of the SHU community



Questions
