



WORDPRESS FOR ABSOLUTE BEGINNERS

By

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1

What is
WordPress?

2

What can you do
with WordPress?

3

How much does
WordPress cost?

4

How do you get
WordPress?

5

How do you use
WordPress?

6

Summary

Appendices

WHAT IS WORDPRESS?

WordPress is a free open source, web based, software application. Open source means that some entity created it and gives you and anyone else permission to use it as long as the source code is shared and remains open for others to use.

Web based, means that you do not install it on your desktop or laptop computer. For example, you would not install WordPress in the same way that you would install Microsoft Excel.

Instead, WordPress is installed on computers known as servers, at remote locations that you cannot see, and runs in the cloud, also known as the Internet. WordPress was originally developed to be a platform for authors to write web logs also known as blogging.

However, in recent years, WordPress has morphed into a very popular CMS also known as a content management system. A content management system is basically a software application with a specialized interface that makes it easy for non-technical people to manage a technical software application. This is accomplished by providing easy to use methods such as clicking and

dragging buttons and objects to achieve goals that would otherwise require writing code or programming.

It has been reported that WordPress is used by more than *15% of the websites on the Internet today. The sites that use WordPress range from the hobbyist, to major publications, Corporations and even the Federal Government. A few websites that are powered by WordPress are www.washingtonpost.com, www.sonymusic.com, www.data.gov.

WHAT CAN YOU DO WITH WORDPRESS?

You can do anything with WordPress. Well maybe not quite anything. A better answer would be that you could do a lot. In fact, anything that you could do on a regular website, can be done using WordPress in some way shape or form. After all, WordPress is made up of the same programming that makes other websites on the Internet work.

Here are three popular uses of WordPress as follows:

1. Blogging - defined by Wikipedia as, a discussion or informational site published on the World Wide Web and consisting of discrete entries ("posts") typically displayed in reverse chronological.
2. Website – A set of pages that are linked together and hosted on the Internet for the purpose of providing and sharing information and media or conducting commerce.
3. Software Application – A series of functions and methods put together using a specific syntax to provide a specific outcome which is generally solving a problem of some type.

HOW MUCH DOES WORDPRESS COST?

WordPress is a free open source, web based, software application. With that said, there are numerous products and services available for WordPress that are **not** free.

One of those products is a theme, which controls the look, feel and layout of your WordPress site and is not required, but can enhance your site's appearance. For example, you may want a theme that makes your WordPress site layout similar to a **magazine**.

Another of those products that may cost you money is plugins, which control specific functionality of your WordPress site. For example, the plugin makes it very simple for you to setup **contact pages** on your WordPress site.

WordPress services are growing these days. There are webhost that specialize in hosting WordPress sites to service providers that will perform the setup, installation and ongoing maintenance of your WordPress site for you.

WHERE CAN YOU GET WORDPRESS?

There are two answers to this question and that is because there are two versions. First, you need to ask yourself which version is right for you.

WordPress comes in two different basic core versions.

1. There is the **self-hosted** version of WordPress that you can download and install at a web host of your choice. To download, visit www.WordPress.org and click the “**download**” button on this page.
2. There is the **hosted** version, which is hosted by “**Automattic**, Inc.,” the company that distributes WordPress, and that is available at

www.WordPress.com. The sign up page can be found here

<https://signup.wordpress.com/signup/>

The **primary differences** are that the self-hosted version requires that you provide your own webhost and you must perform the installation yourself.

Although there are many webhost that offer one-click installations, you are still the person responsible for installing, setting up and configuring WordPress.

One of the benefits to using the self-hosted version is that it is a lot more flexible than the hosted version. Think of the self-hosted version as a car that you own and the hosted version as a rental. They both get you where you want to go but you have far more control over one of them than the other.

HOW DO YOU USE WORDPRESS?

I included this question because everyone wants to know the answer to it when they are getting started with WordPress. There is no single answer to this question. You could read the wealth of information that Google has to offer on the subject by searching the term “How to use WordPress.” You could go the trial and error route if you are a hands-on learner. Or you could buy a book or pay to attend a class or have someone teach you how to use WordPress. All of these options work and depend upon your preferences, learning style, etc.

However, my recommendation is that you **first** identify an objective that you would like to accomplish and then start looking for the answer. This method is going to be far more effective than trying to consume all of the information that is available on the topic.

In addition, it is much more efficient because you are trying to solve a specific problem or rather trying to learn how to use a specific feature. And you will be much better able to focus on learning one, or a set of lessons, versus hundreds of other fixes, of hundreds of other things, that you want to learn about WordPress at some point; but not right away.

SUMMARY

WordPress is free, easy to use, and trusted by fortune 500 companies. You can blog and build websites or software applications with it. You can get WordPress at either the .com or .org website depending on your needs.

Whether you are a consultant, freelancer, business owner or writer, WordPress is a tool that you should aware of and be using today. Its growth is building momentum and the global community around it continues to grow.

APPENDICES

SOURCES

More than 15% of the websites on the Internet today run on WordPress -
<http://venturebeat.com/2013/07/27/19-percent-of-the-web-runs-on-wordpress/>

Resources

WordPress consults practically place specialists next to you, to hold your hand throughout the process and help you with themes, plugins, installation, hosting, maintenance and your questions – Inquire at www.Mayvik.com

Web Hosting for WordPress - <http://wordpress.org/hosting/>

Plugins for WordPress - <http://wordpress.org/plugins/>

Themes for WordPress - <http://wordpress.org/themes/>

Tutorials for WordPress - <http://www.wpbeginner.com/category/wp-tutorials/>