



# WORDCAMP Fayetteville



**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

2018 – Latest WordPress version 4.9.6.

-- Gutenberg expected this year, in version 5, a major upgrade

# Think in Twos

- |                         |                         |
|-------------------------|-------------------------|
| + Open Source           | + Proprietary           |
| + Website               | + Blog                  |
| + Wordpress. <b>com</b> | + WordPress. <b>org</b> |
| + Static                | + Dynamic               |
| + Pages                 | + Posts (blog)          |

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

# 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](http://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

# Ben's Croquet NWA site

Pages

About

Rules of the Game

Equipment

Croquet Busy-ness

Croquet News

initial  
Categories

Upcoming Matches  
Game Results

basic site map

FILE UNDER

TOPIC

PAGE

DATE

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.



*Croquet Scene by Winslow Homer*

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## Dickson Throwdown

July 22, 2017

[Upcoming Matches](#)

[Leave a comment](#)

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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 steel; 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

[Upcoming Matches](#)

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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 Arsaga's and Onyx.

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?**



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