

Teach Yourself
VISUALLY[™]

WordPress[®]

The Fast and Easy Way to Learn

3rd Edition



George Plumley

Visual[™]
A Wiley Brand

Teach Yourself
VISUALLY™

WordPress®
3rd Edition

George Plumley

The logo features a large, stylized red letter 'V' on the left. To its right, the word 'visual' is written in a lowercase, black, sans-serif font. Above the 'i' in 'visual', there are four small, colored dots (blue, green, yellow, and red) arranged in a vertical line. Below the word 'visual', the text 'A Wiley Brand' is written in a smaller, black, sans-serif font.

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About the Author

George Plumley has been building websites for over 20 years, working exclusively with WordPress since 2007. He is the author of several books and video courses on WordPress, as well as running the help site SeeHowSupport.com where he does site makeovers and group coaching for clients. When he isn't in front of a screen, he enjoys hiking Canada's west coast.

Author's Acknowledgments

I want to thank my wife, Kim, and daughters Grace and Ella, for being patient, once more, with a somewhat absentee and absent-minded husband and father; my sister Patricia, and my in-laws, Gord and Carole, for their unwavering support; at Wiley, acquisitions editor Aaron Black, project editor Sarah Hellert, copy editor Scott Tullis, and technical editor Donna Baker were so helpful bringing me up to speed and then so patient when schedules were bent; my agent, Carole Jelen, who finds me wonderful projects like this; my clients and students over the years, who have helped me hone explanations and discover new ones; and finally, to the tens of thousands of active WordPress users who share their knowledge, produce amazing software, and have a lot of fun doing it.

How to Use This Book

Who This Book Is For

This book is for the reader who has never used this particular technology or software application. It is also for readers who want to expand their knowledge.

The Conventions in This Book

1 Steps

This book uses a step-by-step format to guide you easily through each task. Numbered steps are actions you must do; bulleted steps clarify a point, step, or optional feature; and indented steps give you the result.

2 Notes

Notes give additional information — special conditions that may occur during an operation, a situation that you want to avoid, or a cross reference to a related area of the book.

3 Icons and Buttons

Icons and buttons show you exactly what you need to click to perform a step.

4 Tips

Tips offer additional information, including warnings and shortcuts.

5 Bold

Bold type shows command names, options, and text or numbers you must type.

6 Italics

Italic type introduces and defines a new term.

Insert an Image Gallery

CHAPTER 6
Creating Visual and Audio Content

The WordPress Image Gallery gives you a quick and easy way to display a set of photos or other images on your website. The gallery displays thumbnails of the images, and then you can click the individual images to view larger versions.

Insert an Image Gallery

- 1 Position your cursor in the content editor where you want the gallery to appear.
Note: Galleries cannot have text flowing around them, so your cursor needs to be on its own line.
- 2 **Note:** Commonly, galleries are placed at the end of a post or a page, but you can put them anywhere you want.
Click **Add Media**.

The Media Uploader window opens to the Create Gallery section.

If there are images in the media library, they appear by default. But you can upload images too.

- 3 Click each image you want. A check mark appears beside each.
- 4 Small thumbnails of all selected images appear at the bottom of the screen. This is a helpful reminder when you have a lot of images to scroll through.
- 5 When you are ready, click **Create a new gallery**.

The Media Uploader window changes to Edit Gallery.

- 6 Click to remove images, drag them to rearrange the order, or add captions.
- 7 Click **Add to Gallery** to add more images.
- 8 Click **Link To** to see what happens when visitors click an image; see just the full-sized image or see it on its attachment page.
- 9 Click **▼** and choose how many columns wide the gallery will be. This depends on the width of your content area and the image size you choose in step 10.
- 10 Click **Random Order** (☑ changes to ☐) to have the order of images to vary.
- 11 Click **▼** and choose the size of the images displayed: thumbnail, medium, large, or full-size.
- 12 Click **Insert gallery** and return to the content editor.

In Visual mode, you will see the gallery images. In the example, you see what the gallery looks like live on the site.

TIPS

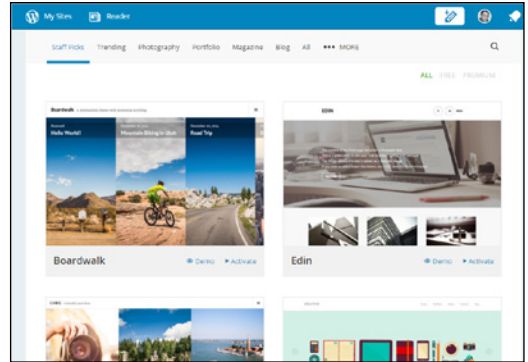
Why is it when I switch to Text mode, the gallery images are not there, just some code with square brackets? This is called a **shortcode**. WordPress stores the information based on your choices. Be careful not to alter the shortcode, unless you know what you are doing, or you will break the gallery.

If I add a caption to an image in a gallery, will that caption appear anywhere else I might use that image? Yes, but you can delete the caption in that other location without affecting the gallery caption.

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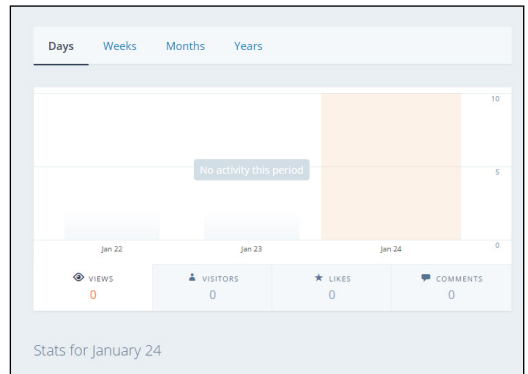
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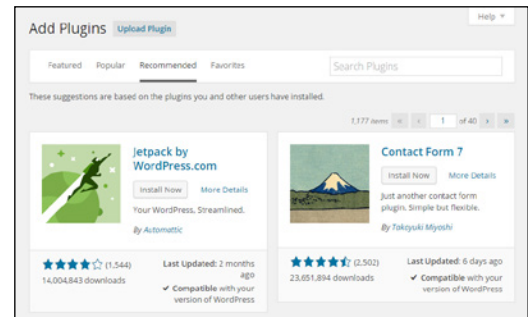
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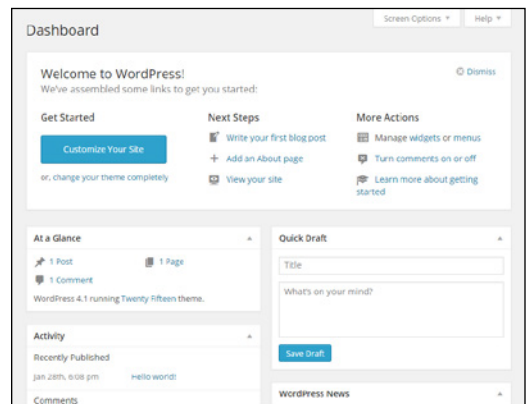
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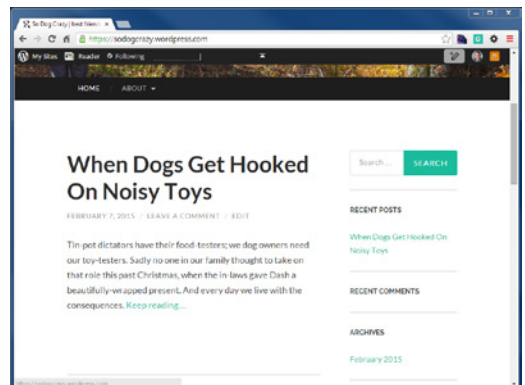
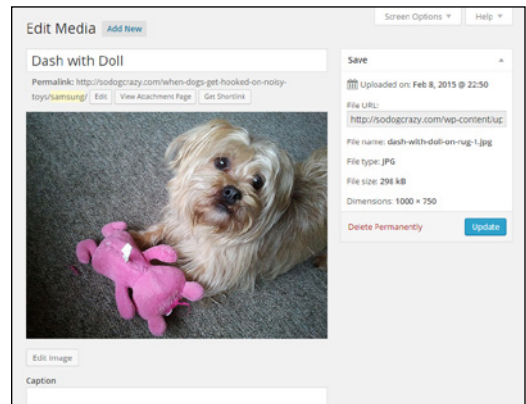


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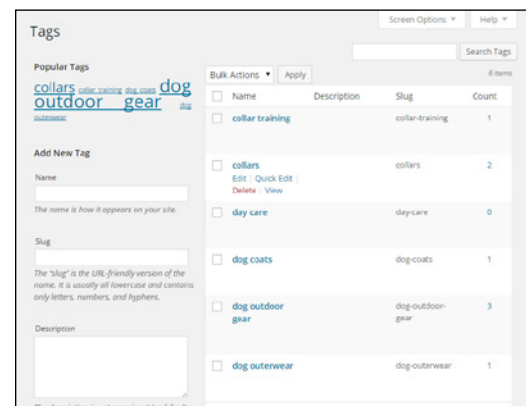
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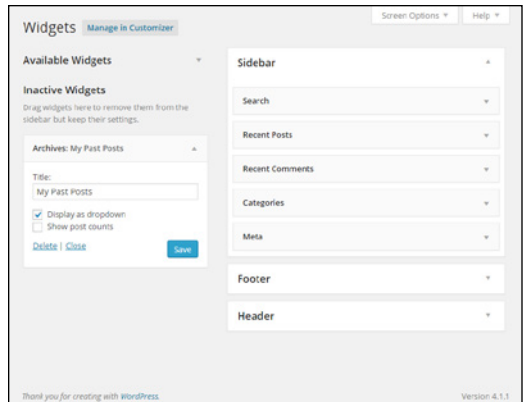
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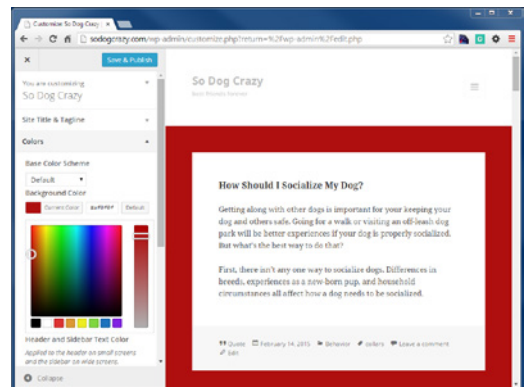
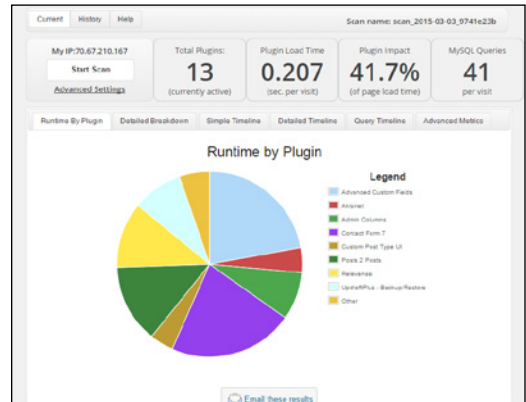


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Instagram Feed

Install Now More Details

Display beautifully clean, customizable, and responsive feeds from multiple Instagram accounts

By Smash Balloon

★★★★★ (50)

137,708 downloads

Last updated: 4 weeks ago

Compatible with your version of WordPress

Feed Them Social (Facebook, Instagram, Twitter, etc)

Install Now More Details

Display custom feeds for Facebook Pages, Groups, Events, Album Photos and Covers -Twitter, Instagram, Pinterest and YouTube on pages, posts or widgets

By Sixlab

★★★★★ (117)

131,942 downloads

Last updated: 4 hours ago

Untested with your version of WordPress

Custom Facebook Feed

Install Now More Details

The Custom Facebook Feed allows you to display a completely customizable Facebook feed of any public Facebook page or group on your website

JP's Get RSS Feed

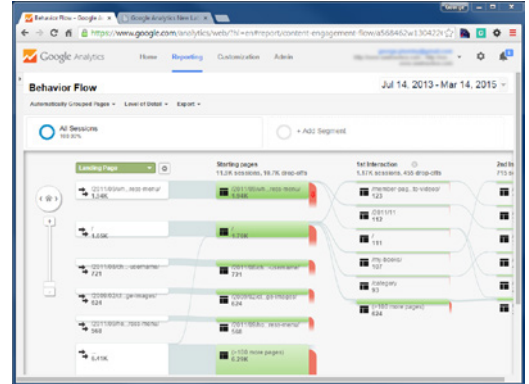
Install Now More Details

Get last X number of posts from a selected RSS feed. Default is last 9 items. Includes shortcode for listing feed items on posts or pages.

By Jimmy Peña

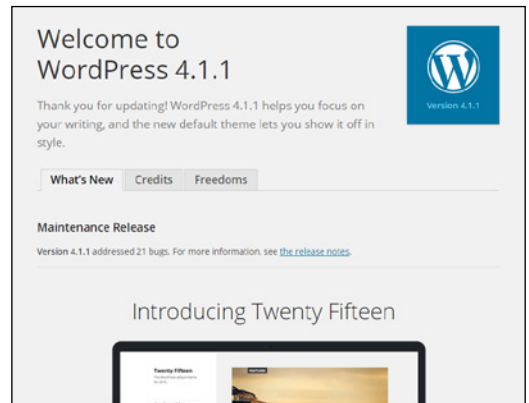
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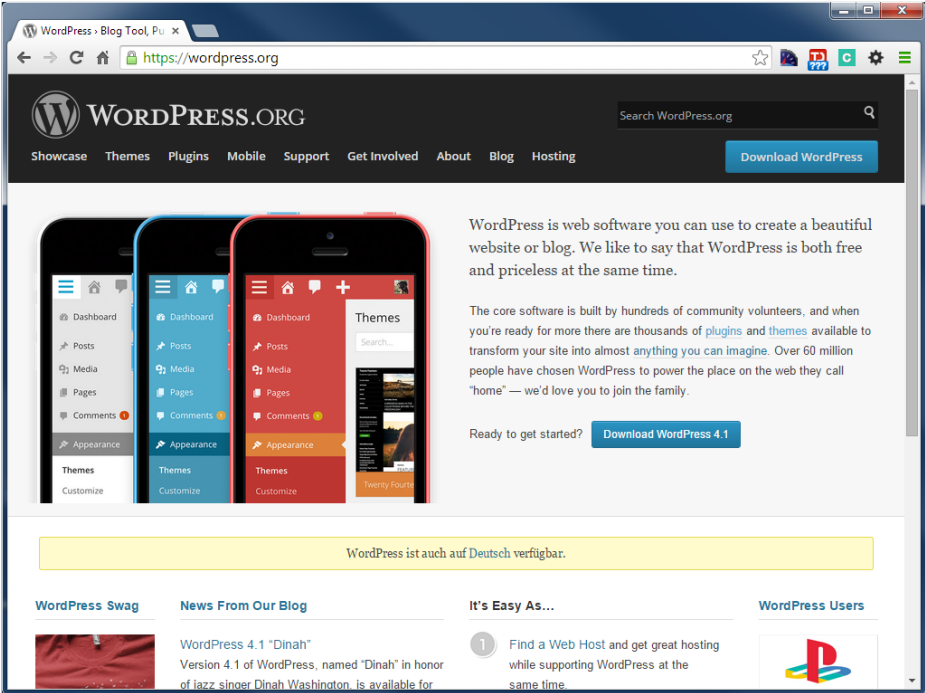
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CHAPTER 1

Introducing WordPress

WordPress is the world's most popular content management system for websites. Not only is it easy to set up and use, but its flexibility and expandability make it a powerful tool for virtually any small business or personal website.



The screenshot shows the WordPress.org homepage in a browser window. The address bar displays "https://wordpress.org". The page features the WordPress logo and "WORDPRESS.ORG" in the top left, and a search bar in the top right. A navigation menu includes links for Showcase, Themes, Plugins, Mobile, Support, Get Involved, About, Blog, and Hosting. A prominent blue button labeled "Download WordPress" is located in the top right. Below the navigation, three mobile devices (a tablet and two smartphones) display the WordPress dashboard interface. To the right of the devices, a text block reads: "WordPress is web software you can use to create a beautiful website or blog. We like to say that WordPress is both free and priceless at the same time." Below this, another text block states: "The core software is built by hundreds of community volunteers, and when you're ready for more there are thousands of plugins and themes available to transform your site into almost anything you can imagine. Over 60 million people have chosen WordPress to power the place on the web they call 'home' — we'd love you to join the family." A blue button labeled "Download WordPress 4.1" is positioned below the text. A yellow banner below the main content area contains the text "WordPress ist auch auf Deutsch verfügbar." At the bottom, there are four sections: "WordPress Swag" with a red t-shirt image, "News From Our Blog" with a headline "WordPress 4.1 'Dinah'" and subtext "Version 4.1 of WordPress, named 'Dinah' in honor of jazz singer Dinah Washington, is available for", "It's Easy As..." with a numbered list item "1 Find a Web Host and get great hosting while supporting WordPress at the same time", and "WordPress Users" with a logo.

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Choose a Version of WordPress

WordPress comes in two versions: a fully managed and hosted version at WordPress.com, and a self-hosted, self-managed version you can download at WordPress.org. Which version is best for you depends on your current and future needs, so it is important to understand the goals and requirements of your website.

It is possible to move your content from one version to the other, so you can change your mind later. But as you will see, it would mean giving up different kinds of functionality.

About WordPress

WordPress is *open-source* software, meaning anyone can download it, use it, and change it, generally for free and with few restrictions. It has been around since 2003 as a program for self-hosted sites, and this book uses version 4.1. The organization that developed around the software, WordPress.org, later started WordPress.com for people who did not want to host their own sites.

Our Bill of Rights

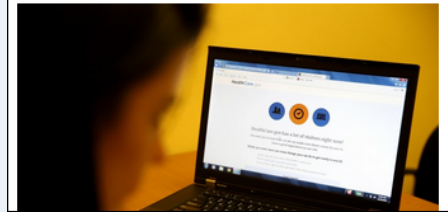
WordPress is licensed under the General Public License (GPLv2 or four core freedoms, consider this as the WordPress "bill of rights":

- The freedom to run the program, for any purpose.
- The freedom to study how the program works, and change it to m wish.
- The freedom to redistribute.
- The freedom to distribute copies of your modified versions to oth

Why WordPress?

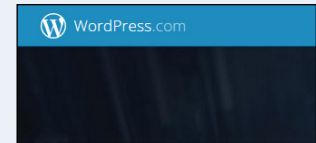
What separates WordPress from other free blogging or content management tools is the size of the community. Yes, it is easy to use, but more importantly, so many people use WordPress that the number of resources available far outstrips any other platform. Whether it is troubleshooting an installation, helping with your design, or needing added functionality, it is easy to find a free or paid solution.

WordPress Platform Powers 23 Percent Of Websites In The World, Statistics Say



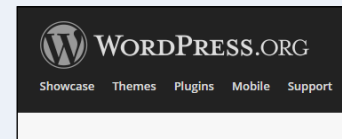
WordPress.com — Managed Hosting

WordPress.com provides hosting for your site and takes care of all updates. It offers a good selection of designs and a useful set of functions, such as forms, social sharing, polls, and more. WordPress.com is constantly adding to its list of designs and functions, but you cannot add your own.



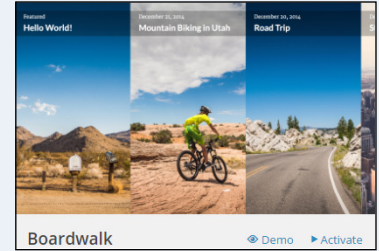
WordPress.org — Self-Hosted

WordPress.org provides you with software that you then need to host, set up, and maintain. None of these tasks is difficult, but they do require time and/or money. The tradeoff for doing everything yourself is that you can customize WordPress in virtually limitless ways: Make it look exactly the way you want, using free, paid, or custom *themes*, or add as many functions as you want using free, paid, or custom *plugins*, which are small programs you literally plug in to the core software.



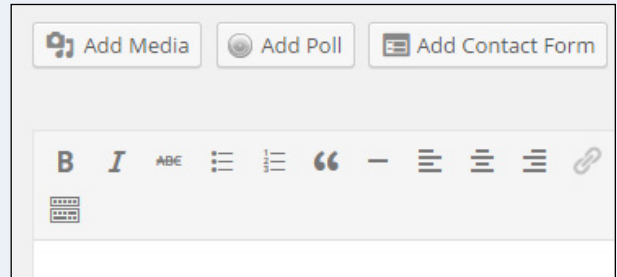
Key Differences: Design

WordPress.com offers a good selection of free or paid themes to make your site look good. There is even a paid option that allows you to tweak your theme to get exact colors and so on. Wordpress.org, on the other hand, allows you to put in any theme you want, and thousands of free and paid themes are available. You can even create your own theme from scratch, or modify an existing theme as much as you want.



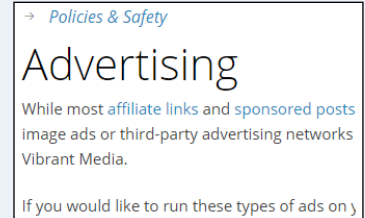
Key Differences: Functionality

WordPress.com has good basic functionality built in, such as the ability to create a contact form, share your site on social media, and more. But your site is limited to whatever is currently offered. Wordpress.org allows you to add as much functionality as you want using plugins. You can choose from more than 50,000 free and paid plugins, or you can create your own.



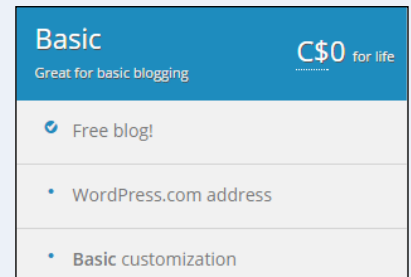
Key Differences: Ads

WordPress.com allows affiliate text links and sponsored posts, but no image ads or ad networks (unless you join its in-house ad network). Also, unless you pay to have them removed, WordPress.com may place its own ads on your site. With a Wordpress.org site, you have complete control over the type and amount of advertising you place on your site.



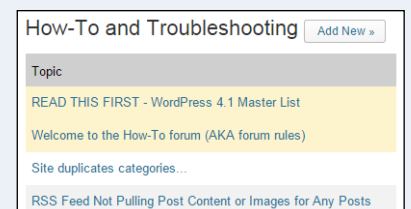
Key Differences: Cost

WordPress itself is free, whether you download it to self-host or sign up for a WordPress.com account. The difference in cost is that WordPress.com offers a small number of paid features, such as using your own domain name, customizing the look of your theme, or enabling e-commerce. For Wordpress.org sites, you need to pay for a hosting account, but beyond that, any costs would involve paid themes or plugins or hiring someone to do custom work.



Key Differences: Support

Both Wordpress.org and Wordpress.com offer free support in documentation and in forums. Wordpress.com offers its own paid support service; Wordpress.org users can get additional support through paid themes or plugins or third-party support services.

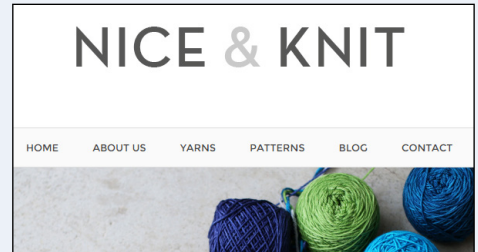


Choose a Site Topic

Being clear in your mind about your site's purpose and audience means you are more likely to communicate that information both to visitors and to search engines. Clarity about your site means you also understand what theme and what plugins you will need for WordPress. Following are some example types of sites to help you focus what your site is about and what it is intended to accomplish.

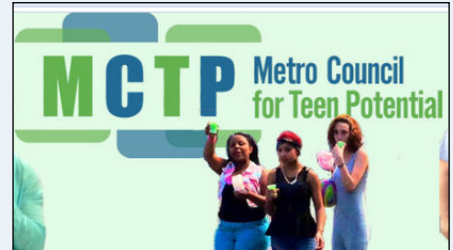
Personal Sites

Whether you want to focus on a hobby or a broad range of personal interests, a blog can be a great way to share your thoughts as well as your images and videos.



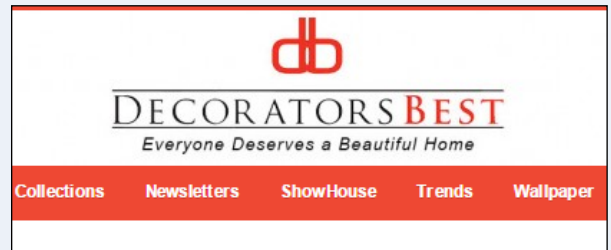
Organization Sites

A website is the perfect way for any organization, large or small, to get the word out to the public and help members stay in touch.



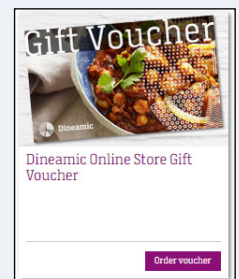
Business Sites — Information

Websites that explain what a company does and invite visitors to make contact in various ways are the most common type of business site. Using WordPress posts, you can keep visitors up to date on company and industry news.



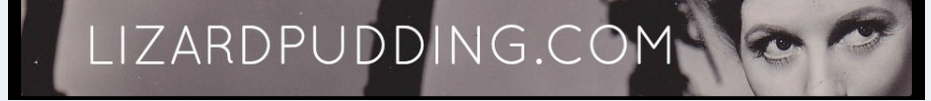
Business Sites — E-Commerce

Whether you offer a couple of services or a large catalog of items, selling directly from a website is a powerful tool for many businesses. There are many ways to make your WordPress site an e-commerce site, including a paid package on WordPress.com.



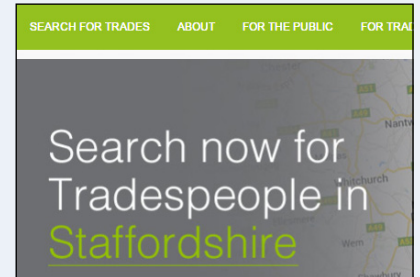
Author and Artist Sites

A website is the perfect way for authors and artists to showcase their work (and even sell them directly). In the case of authors, you may want to have a separate website for individual books or series, and for artists you could even have a separate site for a particular exhibit.



Directory Sites

Helping people find things on the Internet or in the real world is a valuable service. Creating a directory site is a great way to organize and present information.



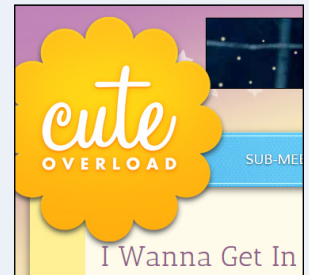
Instructional Sites

Websites that focus on providing courses or other types of instruction have become increasingly popular. They may be free or paid or a combination of the two. Payment is usually taken in the form of a membership for a period of time.



Entertainment Sites

Creating a website that entertains is a great way to draw a lot of visitors and either sell something related to the entertainment, or sell advertising if you have very high numbers for a particular audience. For example, you might produce an online graphic novel series that appeals to young adults, or develop a set of animated games that help kids learn as they play.



Understand WordPress and Website Terms

Learning a few WordPress and website terms before you dive in makes the process easier to follow.

Posts versus Pages

WordPress has two main types of content: posts and pages. *Posts* are pieces of content which get grouped together into *categories*, such as press releases. New posts are constantly being added.

WordPress *pages* typically are used for singular content which changes very little, such as the history of a company or the description of a service. Do not confuse a WordPress page with a website page. Individual WordPress posts, for example, are displayed as web pages.



Plugins

A *plugin* is a piece of software that you literally plug in to WordPress to add new functionality. A form plugin, for example, would allow you to add a contact form to your site. At WordPress.com, a very limited, but useful set of plugins is built in to the system, whereas with WordPress.org you can choose from tens of thousands of possible plugins.

Plugin Directory

Extending WordPress

Plugins

Developer Center

Themes

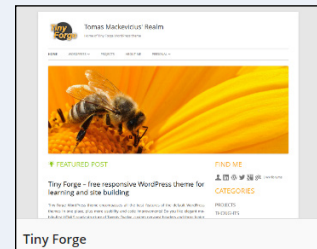
Mobile

Plugins can extend WordPress to do a directory you can find, download, rate WordPress community has to offer.

35,575 PLUGINS 827,540,194 D

Themes

A *theme* is a piece of software that determines not only the look of your WordPress site, but to some extent the functionality. A theme controls the layout, colors, typography, and graphics for the design, but it could also add, say, the ability to put testimonials on your site or display a portfolio of your work.



Widgets

A *widget* is content or functionality you can add to your site, usually somewhere outside the main content area, such as in a sidebar or the footer. For example, widgets can display your most recent posts or connect to your social media accounts and display your latest activity there.

Widgets [Manage in Customizer](#)

Available Widgets

To activate a widget drag it to a sidebar or click on it. To deactivate a widget and delete its settings, drag it back.

Archives

A monthly archive of your site's Posts.

Dashboard

The *dashboard* is the home page of the WordPress administration area. It offers an overview of your site content, and provides notifications of pending comments, draft content, and news from the WordPress community.

Dashboard

At a Glance

1 Post

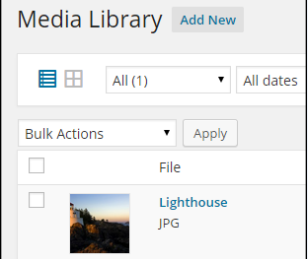
1 Page

1 Comment

WordPress 4.1 running Twenty Fifteen theme.
Search Engines Discouraged

Media Library

Every media file you upload to WordPress (images, documents, video, and so on) is listed in the *media library*. From there you can edit, delete, select, and insert media files.



CSS

This stands for *cascading stylesheet*, which is the primary way of controlling the look of a website. Stylesheet rules can govern the elements of HTML as well as specially named classes and IDs.

```
blockquote {
  border-left: 4px solid #707070;
  border-left: 4px solid rgba(51, 51, 51, 0.7);
  color: #707070;
  color: rgba(51, 51, 51, 0.7);
  font-size: 18px;
  font-size: 1.8rem;
  font-style: italic;
  line-height: 1.6667;
  margin-bottom: 1.6667em;
  padding-left: 0.7778em;
}
```

SEO

This stands for *search engine optimization*. Anything that helps search engines find, index, and rank web pages can be called an SEO technique — for example, making sure your page title and content use the same keywords.

More news for seo

[Search engine optimization - Wikipedia, en.wikipedia.org/wiki/Search_engine_optimization](http://en.wikipedia.org/wiki/Search_engine_optimization)
Search engine optimization (SEO) is the process of aff
or a web page in a search engine's "natural" or un-paid
[Backlink - Google Webmaster Tools - Seo - Vertical se](#)

Plan Your Site's Content

Planning your site's content consists of two stages: the initial site launch and the ongoing addition of material. Some of these suggestions apply to both.

Focus

Every web page needs to have a clear focus. A contact page should not go into your company history, for example. If you offer three distinct services, then have at least one page for each. Several posts may belong to the same category, but they should each have a clear focus distinct from the others.

Benefits of a Raw Food Diet for Dogs

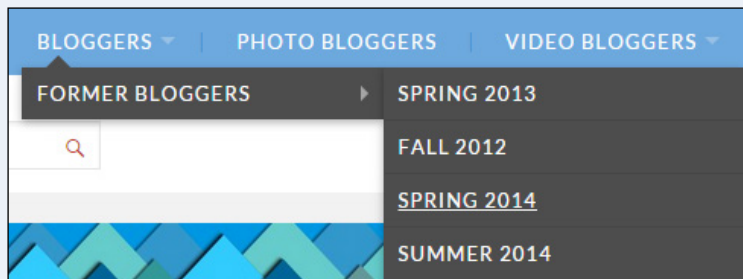
Putting your dog on a raw food diet has many benefits, but you need to make sure it's the proper mix of foods:

- Increased Stimulation
- Improved Skin and Coat
- Stronger Immune System
- Leaner Body Mass

Make It Easy to Find

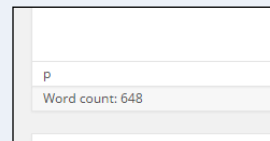
Part of content planning is mapping out how visitors will find the content. A clear navigation structure is crucial. If you have more than a few web pages, you need to organize the menu so that it shows an overview of your site, with submenu items that lead to more details within each area. Linking to your own

material is also very helpful to visitors. If you write about prepping your garden for winter, include a link to a post you wrote the year before about how to protect plants from frost.



Consider Post Length

Posts should be only as long as they need to be. In other words, you need to be succinct whether writing 3 paragraphs or 30. Assuming you have a focused topic, say what you have to say as quickly as possible, while still being clear and accurate. If you have anything more than 7 or 8 paragraphs, be sure to ask yourself whether the post is truly focused and whether it could be broken into 2 or more parts.



Be Visual

Images and video are powerful ways of engaging your visitors. In fact, the content on every web page should contain at least one image. Be on the lookout for photo opportunities, even if you are not sure how you would later use the image. Similarly, you should be thinking of videos, no matter how short, that you could record now and use later for content. Consider subscribing to a stock photography site, such as dollarphotoclub.com, if you plan on doing a lot of posting.



Consider Post Frequency

Visitors and search engines want to know that you are still active, so spread out your posts whenever possible. If you have a lot of ideas when you first start your site, do not post them all at once. A good rule of thumb is to post something new at least once every couple of weeks. WordPress has a scheduling feature, so you could write a lot of material at one sitting, but have it publish over a number of weeks.

Status: **Scheduled** [Edit](#)

Visibility: **Public** [Edit](#)

Scheduled for: Feb 20, 2015 @ 14:39
[Edit](#)

[Move to Trash](#) [Update](#)

Create an Editorial Calendar

To help ease the burden of coming up with new content, as well as to target your audience at appropriate times, develop an editorial calendar. Map out important dates and events, both generally (Christmas, summer vacation, and so on) and within your field (trade shows, seasonal issues, and so on).

Posts Calendar

< January, 2015 - February, 2015 >

Monday	Tuesday	Wednesday
19	20 2pm Benefits of a Raw Food Diet for Dogs	21

Link to Other Sites

Always be on the lookout for valuable content you can link to. The web is a vast store of information, and helping your visitors find useful or entertaining material is a great way of supplementing your own thoughts. In fact, you can create entire posts out of pointing visitors to a valuable site. But do not just link; summarize or give a quote of what you think is of value and even add your own comments.

Insert/edit link ✕

Enter the destination URL

URL

Title

Open link in a new window/tab

Or link to existing content ▼

[Cancel](#) [Add Link](#)

Listen and Keep Notes

What questions are your customers asking? What topics are your friends discussing on social media? What are your competitors writing about, and how can you offer a new perspective? If you listen to those around you, you will never be short on content, and what you write about will be relevant to your audience. Even if you do not have something to say on the topic right now, make a note of what you heard and save it for those days when you need inspiration.

See what's happening

should I feed my dog a raw food diet?

Tip: use [operators](#) for advanced search.

Research Site Titles

Naming your site well is vital, whether to maintain an existing brand or to create a new one. If you have a product, company, or organization, you already have a focus for your site title. You have more options if the site has no existing ties, but there are still some rules to keep in mind.

Site Title versus Domain

Your *site title* appears in the header of your web pages. A *domain name* is the part of a web address that includes *.com*, *.net*, *.info*, or one of the other domain name extensions. You can read about buying a domain name in the next section, "Buy a Domain Name."



Corresponding Names

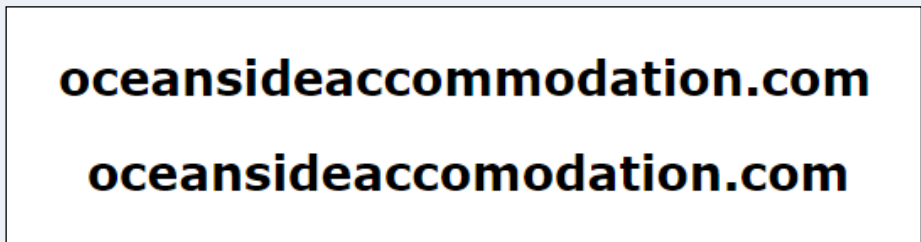
It is important for your site title and domain name to match, or at least to correspond closely, so that people can find you more easily. From hearing the name of your company, organization, or personal blog, people should be able to easily look you up on the web.



Spelling Counts

A domain name that exactly matches your company name is one way to make it easy for people to remember, but what if the name is hard

to spell? You can buy a second domain with the incorrect spelling and point it to your site as well. Or avoid the spelling issue by going with a name that focuses on your product or service instead. Shorter is easier, unless you have a memorable, easy to spell, exact match, such as thegreatlittlebreadcompany.com.



Brainstorm Names

If you have an existing company, product, or organization name, stick as closely to that as you can. Consistency is more important than being clever. If this is a new venture or a personal website, then brainstorming is crucial. Focus on what you do or what you are going to write about. If your subject is dogs, start by narrowing the focus: training dogs versus dog breeds versus my dog's adventures. Start brainstorming from there.

dogcrazy crazyaboutdogs crazyfordogs
sodoggonecrazy sodogcrazy

Try for a Unique Name

Increase your odds of having a unique site title by typing your proposed title into a search engine, and look for sites that use your title in full or in part. If you are signing up at WordPress.com, it automatically checks if your site title is taken within its system (it also lets you know if the domain of that same name is available).

[Is Your Dog Crazy? 15 Nutty Behaviors Explained - CBS News](#)

www.cbsnews.com/.../is-your-dog-crazy-15-nutty-behaviors-explained/ ▼
 Is your dog idiosyncratic? Ridiculous? Eccentric? A lot of odd dog behavior can be traced to fears that took root in the early months of a puppy's life, says ...

[Occupational Dog Bite Prevention | How to Train a Puppy ...](#)

www.doggonecrazy.ca/ ▼
 Contact Doggone Crazy of Campbellville ON for How to Train a Puppy, Dog Bite Prevention, Dog Behavior Problems, How to Stop a Dog From Biting, Clicker ...

All the Good Names Are Taken!

With so many domain names already registered, it can take a lot of creativity these days to find a good one that is available. If your company or product name is fairly unique, you stand a better chance. With more generic names, try adding a location (franksplumbingportland.com) or additional relevant words (franksplumbingservice.com) or get clever (callfrankforplumbing.com).

You can get help at sites such as panabee.com, bustaname.com, or dotomator.com, which also tell you when related domain names are taken or available.

dogcrazy.COM

 Sorry, **dogcrazy.com** is not available.

Here is a list of domains recommended for you:

Filter By

1 - 10 of 92 results [Show All](#)

Avoid Duplication

Aside from possible legal issues, using the same site title as someone else or registering a domain with the same name but different extension just does not make any sense. Why run the risk of visitors confusing your site with someone else's?

dogcrazy.website

dogcrazy.link

dogcrazy.click

dogcrazy.bio

Buy a Domain Name

If you are self-hosting your site, you need a domain name. WordPress.com has a paid option for using your own domain instead of yoursitename.wordpress.com.

Domain names can be registered for one or more years through what are called *registrars*. Although most hosting companies are also registrars, the functions are entirely separate. In other words, you do not have to register your domain through your hosting company.

Buy a Domain Name

- 1 Go to www.name.com in your web browser.

Note: This site is one of many where you can search for and buy domains. Your web host may give you a discounted price.

- 2 Type the name of your proposed domain in the field.
- 3 Click **Search** or press **Enter**.

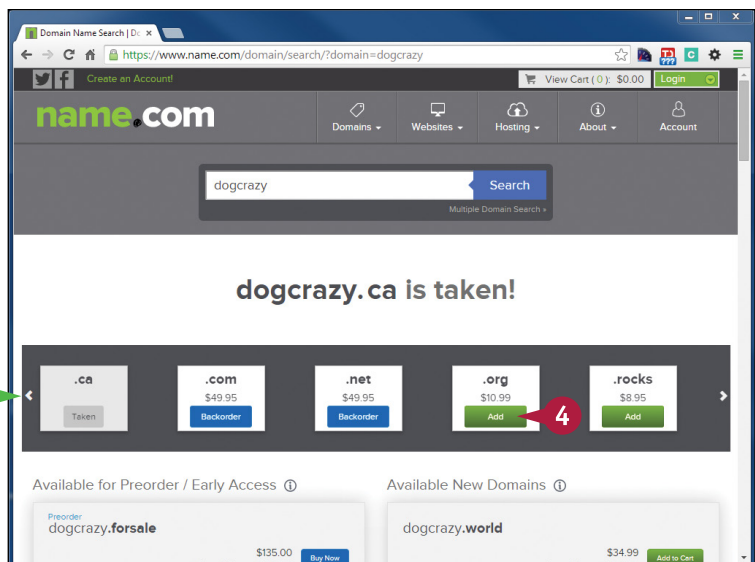
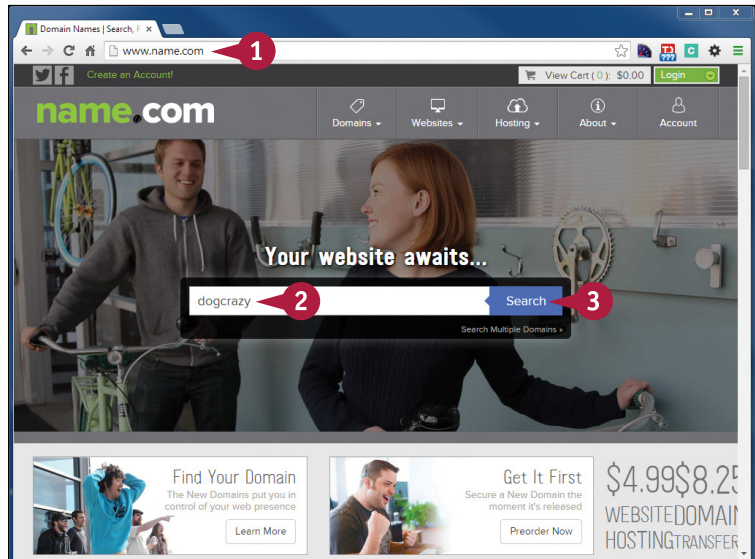
A Domains with the name you searched appear in a scrollable strip near the bottom of the screen. Those already registered are marked *Taken*. Domains registered to someone else who is selling them at premium prices are labeled *Premium*.

Choosing *Backorder* means the registrar will try to snag the domain for you when its registration expires.

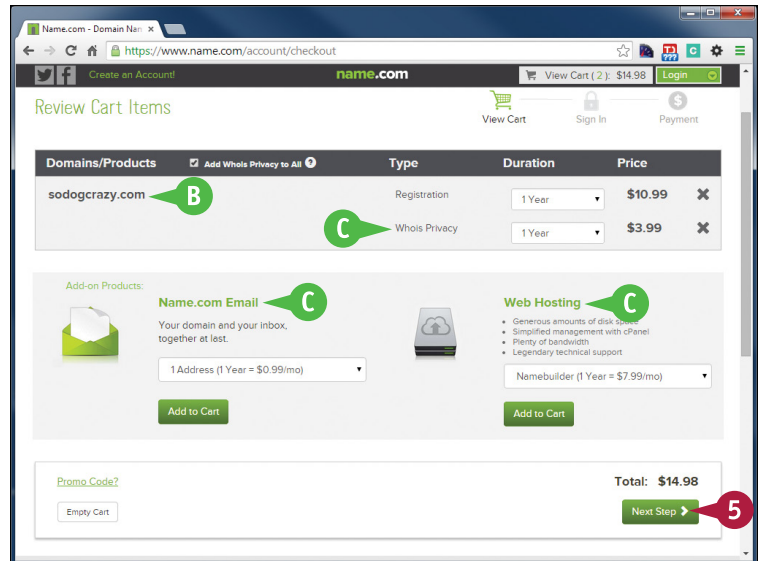
Suggested alternative domain names appear farther down on the page.

If none of the available or suggested domain names satisfies you, repeat steps 2 and 3 until you find one you want.

- 4 When you find a domain you want, click **Add** to add it to the cart.



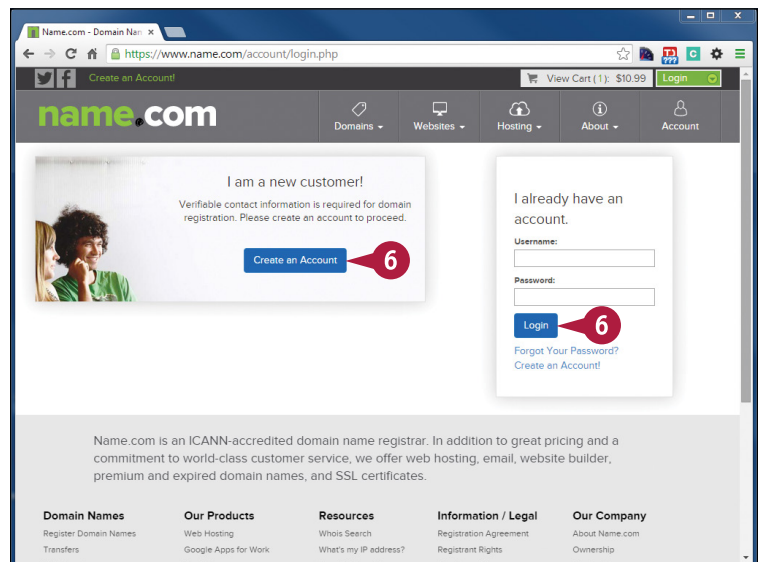
- B** The cart displays the domain you chose, and any additional domains if you chose multiple names.
- C** Most registrars also offer additional features, such as privacy, email, and even hosting. None of these are required for registering a domain.
- 5** After you have added or removed items from your cart, click **Next Step**.



A new web page opens.

- 6** If you are an existing customer, you can log in here, or if this is your first purchase, create an account.
- 7** Proceed through the remaining screens until your registration and purchase are complete.

Note: If you register more than one domain over time, be sure to use the same registrar each time; it will save you a lot of potential headaches.



TIPS

Do I have to buy a domain name?

No. But without a domain name, the URL of your site will include your web host's domain. If you ever switch hosts (which often happens) the URL of your site changes, breaking all existing links and losing all your search engine ranking. A domain name gives you continuity as well as identity.

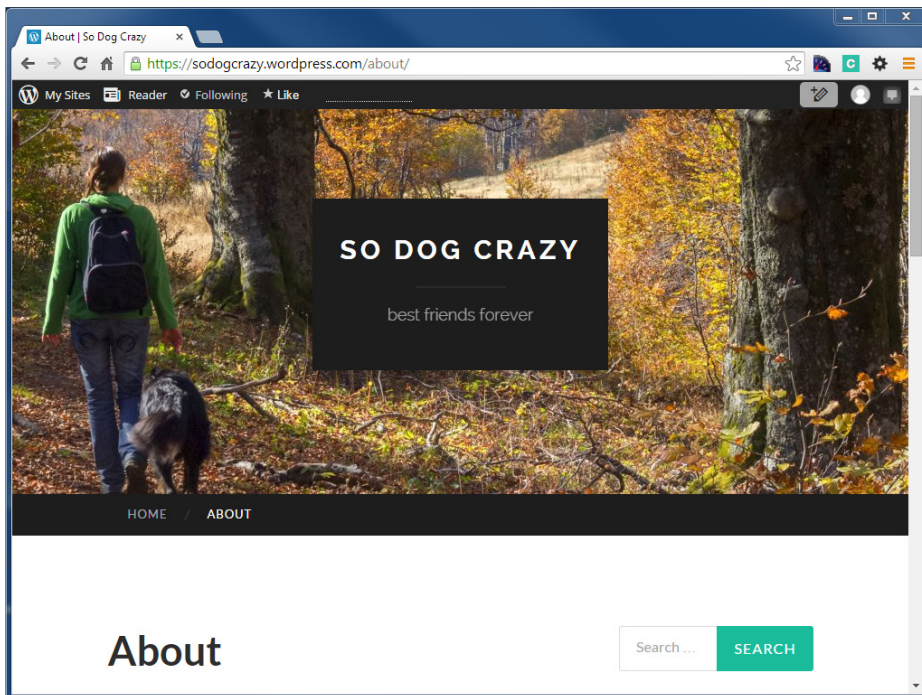
Is the process the same for a WordPress.com site?

It can be, or you can buy your domain name through WordPress.com. Doing so eliminates a few steps in setup.

CHAPTER 2

Setting Up Your WordPress.com Site

In this chapter, you sign up with WordPress.com, get familiar with its workings, choose among settings, and select a theme for your new blog's appearance.



Sign Up with WordPress.com	18
Set Up Your New Site	20
View Your New Site	22
Get to Know Your Site’s Dashboard	24
Understand the WordPress.com Toolbar	26
Select Your General Settings	28
Choose Your Personal Settings	30
Create Your Public Profile	32
Consider Premium Features	34

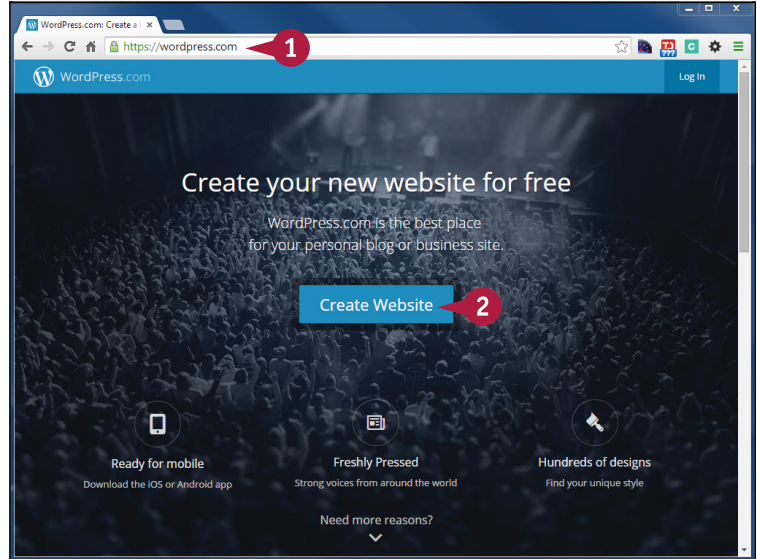
Sign Up with WordPress.com

With just a few simple steps, you can sign up with WordPress.com. A few steps more and you can have a website up and running at no cost.

Sign Up with WordPress.com

1 Navigate to <https://wordpress.com> in your web browser.

2 Click **Create Website**.



3 Type an email address where you can receive the activation link.

Note: A green check mark appears at each stage if your entry is accepted.

4 Type a username of lowercase letters and numbers.

5 Type a strong password.

6 Type the name you want as the address of your site.

A A check mark appears if the name is available.

B A dropdown offers to sell you available, similar domains as an option.

7 Click **No thanks, I'll use the free address**. (*yourname.wordpress.com*) and continue scrolling down.

