

WORDPRESS FOR BUSINESS

PRESENTED BY ADAM SILVER

JULY 29, 2015



ADAMISLIVE.COM

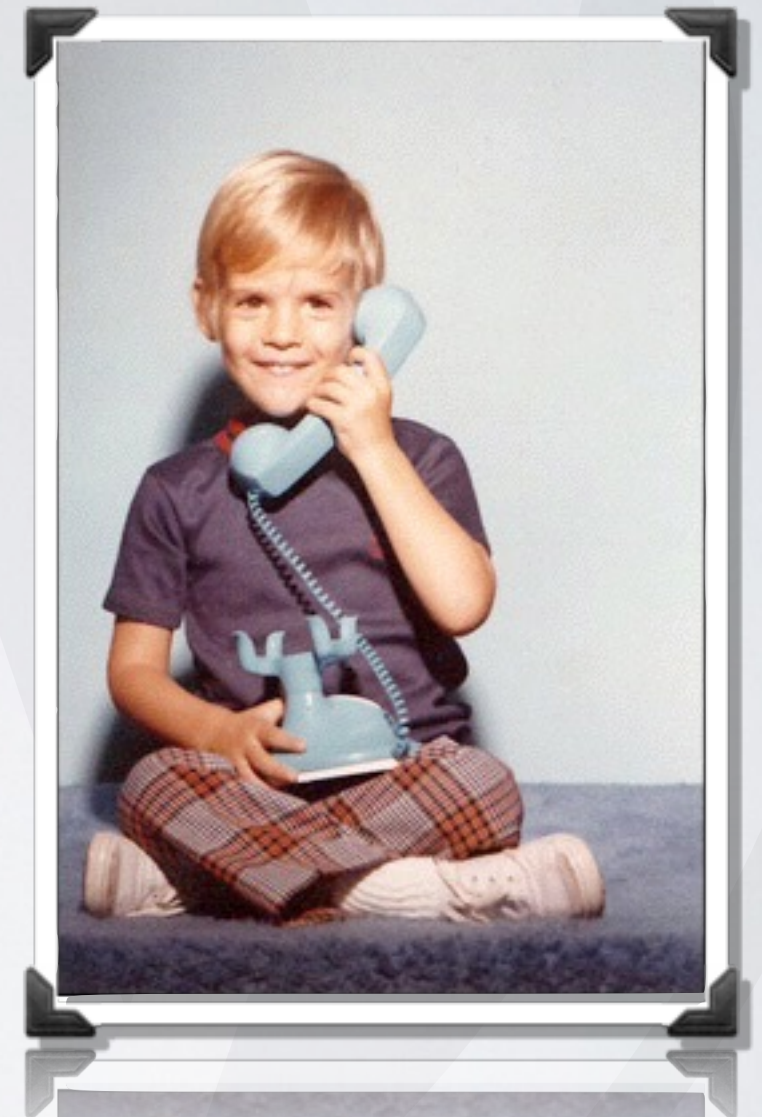
ABOUT ME

- ☐ WORDPRESS DEVELOPER / EDUCATOR
- ☐ SOCIAL MEDIA MANAGER
- ☐ SOUTH BAY WORDPRESS MEETUP
- ☐ APPLE™ TRAINER
- ☐ HUSBAND & FATHER



ABOUT ME

- ❑ SCORPIO (NOV 9..JUST SAYIN!)
- ❑ ~~VANILLA LATTE~~ (TEA LATELY!)



ABOUT ME

□ AND REALLY LOVE MY WIFE.



MY “COMPANY”



MY LATEST NEWS.....

Launched a new website & podcast



QUICK SURVEYS • ABOUT YOU

QUICK SURVEYS • ABOUT YOU

Who has a Website or Blog - or had one in past?

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Who Managed? You or Someone else?

QUICK SURVEYS • ABOUT YOU

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What technology?

QUICK SURVEYS • ABOUT YOU

Who has a Website or Blog - or had one in past?

Who Managed? You or Someone else?

What technology?

Anyone heard of WordPress? History? Use?

WHY HAVE A WEBSITE?

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It's where initial business starts. (“These Days”)

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Selling (or buying)

Sharing • Community • Forums

WHY WORDPRESS

Top 10 Reasons for WordPress

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10. Growth - 80+ million 24% of all websites.

ANYONE “BIG” USING WORDPRESS

ANYONE “BIG” USING WORDPRESS

FORTUNE 500



SONY



The
New York
Times

flickr

TechCrunch

WORDPRESS CHOICES

WORDPRESS CHOICES

“Fully” Managed

“Self” Managed

WORDPRESS CHOICES

“Fully” Managed
WordPress.com

“Self” Managed
WordPress.org

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Limitations (good)

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johndoe.WordPress.com

*

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johndoe.com

PRO'S | CONS

“Self” Managed

“Fully” Managed

Full Control Less Money	Full Control
Less Control	More Money

WordPress is FREE* (mostly!)

THEMES & PLUGINS

THEMES & PLUGINS

FORM VS. FUNCTION

THEMES & PLUGINS

FORM - HOW THE SITE LOOKS

THEMES & PLUGINS

FORM - HOW THE SITE LOOKS

THEMES

THEMES & PLUGINS

Twenty Ten

Just another WordPress theme



[Home](#) [A Parent Page](#) [HTML Elements](#) [Image Alignment and Styles](#) [Readability Test](#)

A Sticky Post

Posted on [February 1, 2010](#)

This post is sticky. It gets a special style and always resides at the top of the home page. Lorem ipsum dolor sit amet. Suspendisse bibendum nulla vitae eros lobortis ullamcorper. Aenean pretium hendrerit ipsum, vitae aliquet ligula commodo vitae nonummy est aliquet. Ut ultrices, nulla id fringilla condimentum, augue tellus vehicula nisi, volutpat tincidunt mi nisi quis ligula. Vivamus in lectus nisl. Pellentesque viverra mauris eget lectus vestibulum hendrerit fringilla arcu eleifend. Nam ut turpis diam, in varius tellus. Quisque id nisl neque, eget aliquet nibh. Cras eget urna velit, ac egestas quam. Fusce lobortis, risus id cursus vestibulum, risus mi tempor turpis, sit.

Posted in [General](#) | Tagged [example](#), [lorem ipsum](#), [sticky](#) | [8 Comments](#)

October 2012

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

[« May](#)

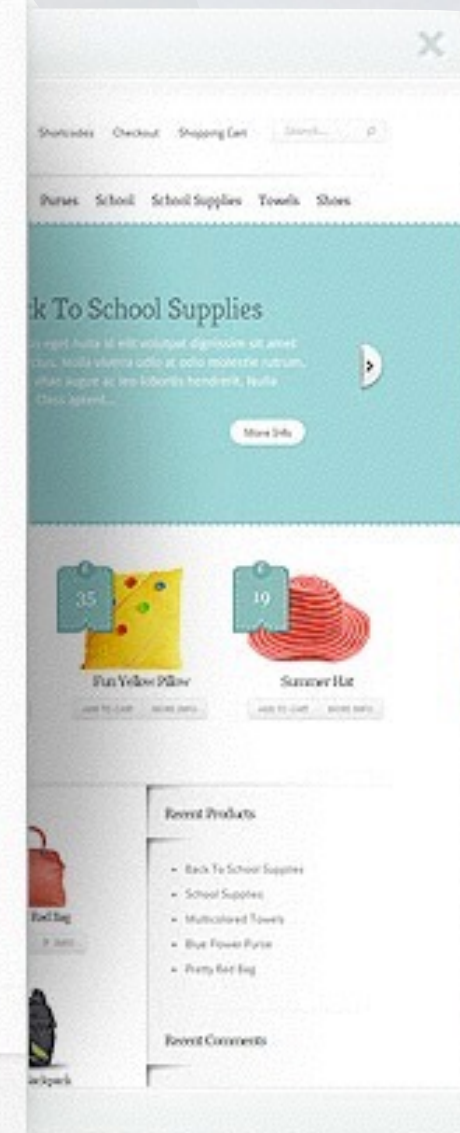
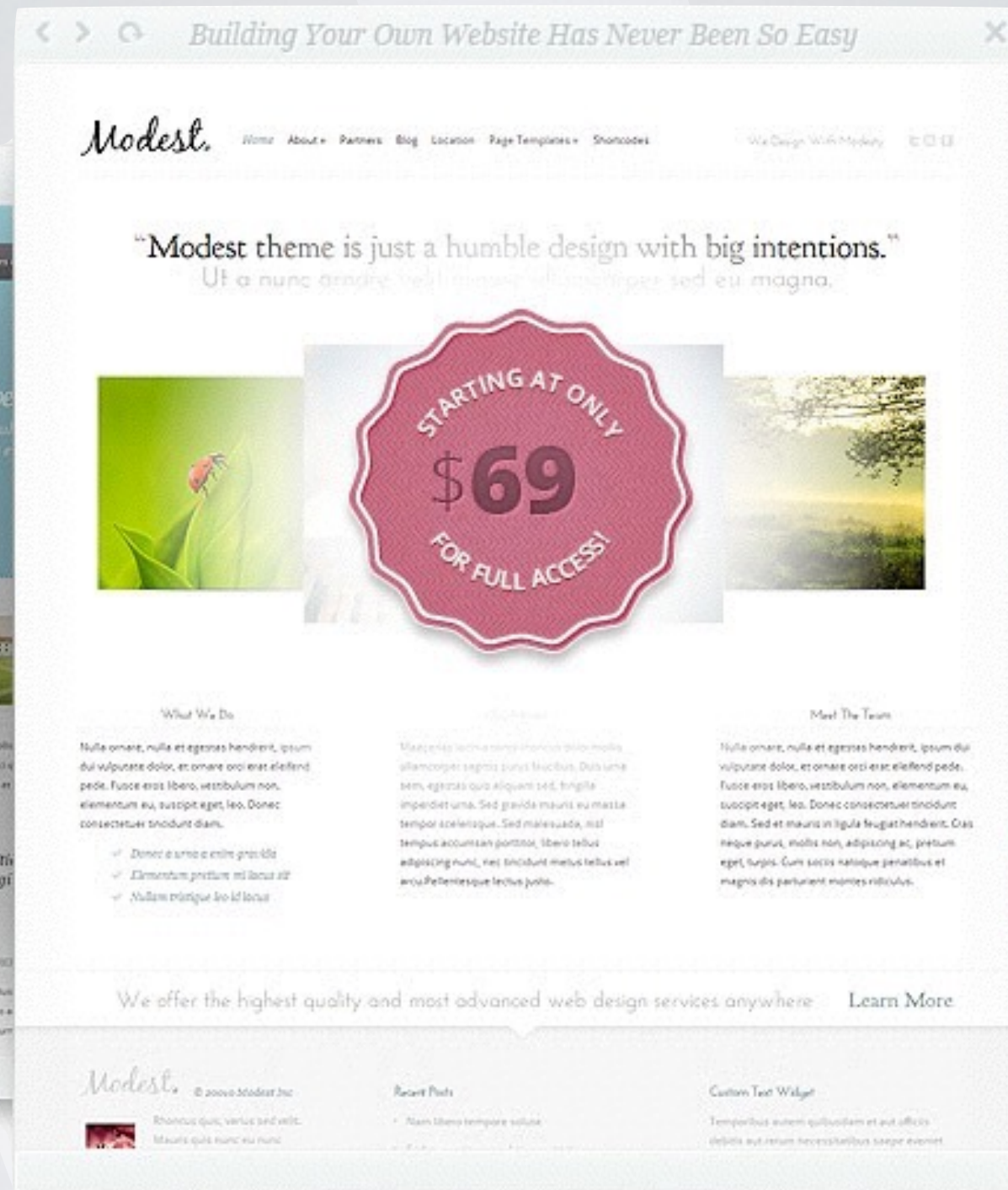
Recent Posts

- [The Great Wave off Kanagawa](#)
- [WYSIWYG](#)
- [Quebec](#)
- [Valid HTML5](#)
- [Flowers in the yard](#)

THEMES & PLUGINS



THEMES & PLUGINS



THEMES & PLUGINS

FUNCTION - WHAT IT DOES IT DO?

THEMES & PLUGINS

FUNCTION - WHAT IT DOES IT DO?

[CORE] + PLUGINS

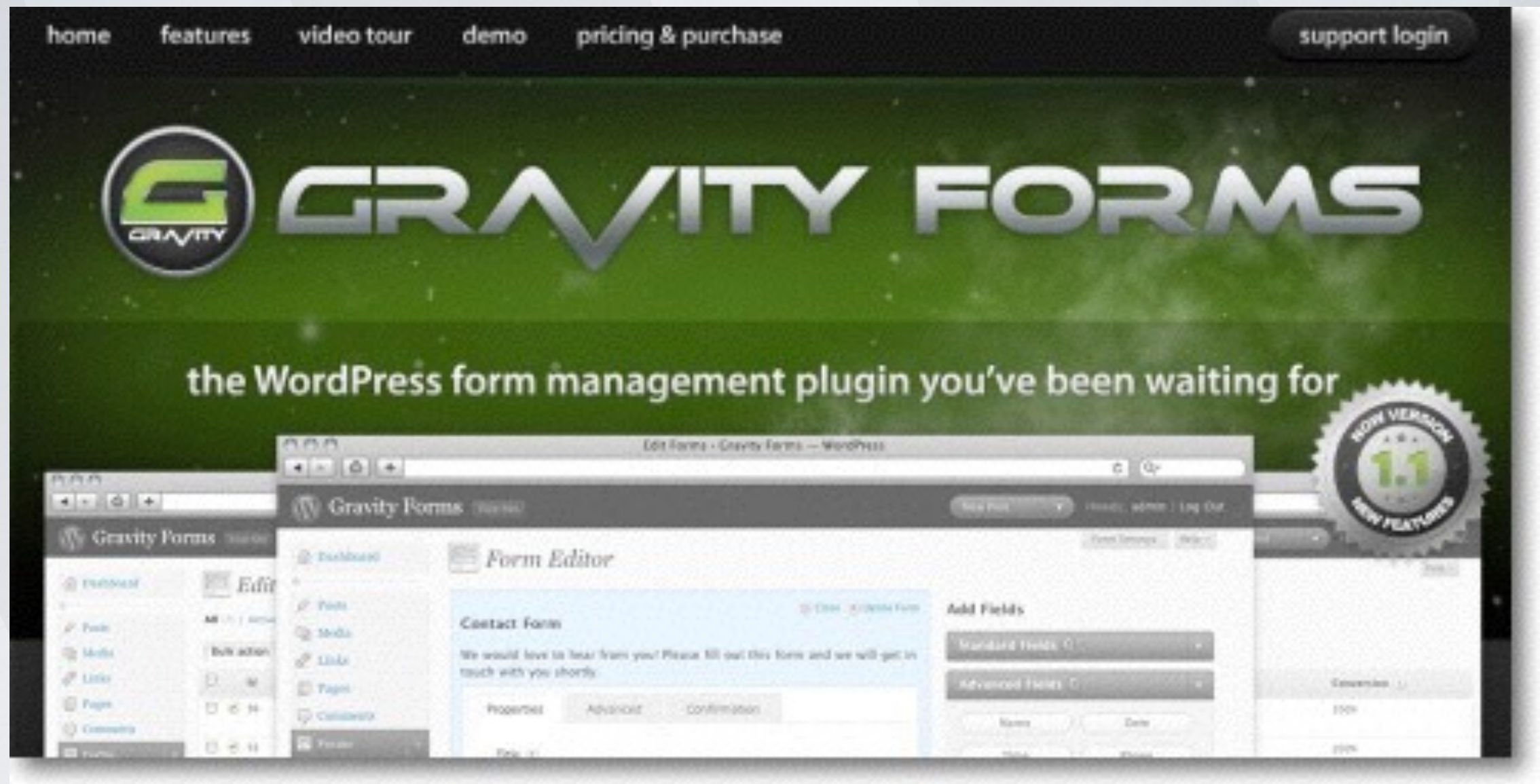
THEMES & PLUGINS



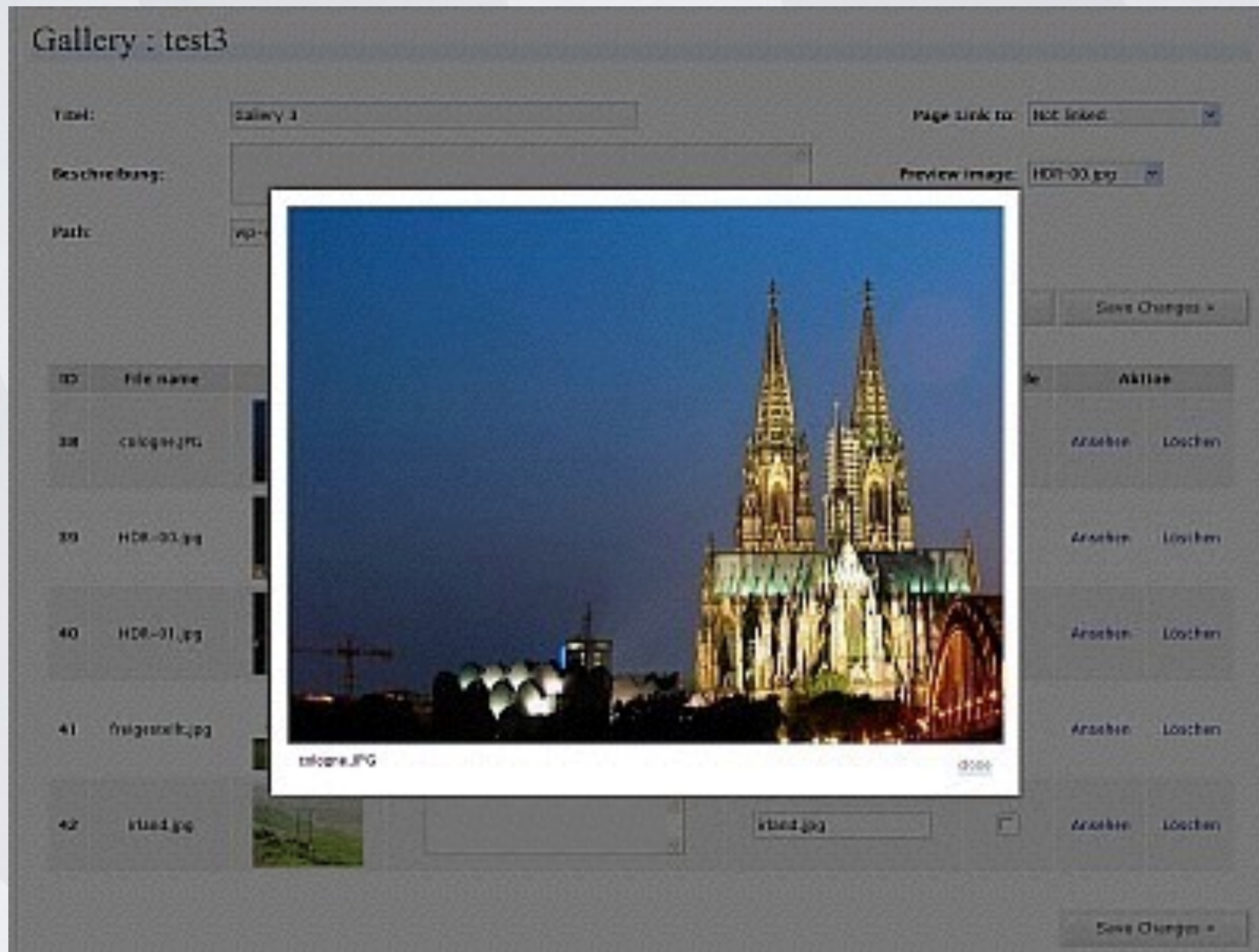
The screenshot displays the Timely event calendar plugin interface. On the left, the logo features a green checkmark inside a circle next to the word "Timely." in a stylized font, with the tagline "The World's Event Calendar" below it. The main area shows a calendar view for the month of May, with events listed for various days. A filter menu is open, showing categories: ARTS, COMMUNITY EVENTS, KID'S EVENTS, NIGHTLIFE, and SPORTS. A settings sidebar on the right lists options: General, Writing, Reading, Discussion, Media, Privacy, Permalinks, and Calendar. A large black banner at the bottom of the screenshot reads "All-in-One Event Calendar".

All-in-One Event Calendar

THEMES & PLUGINS



THEMES & PLUGINS



THEMES & PLUGINS





Backup.
Restore.
Migration.

The only complete
backup solution
for WordPress.

THEMES & PLUGINS

DISQUS

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Facebook Twitter Google

or

[\(forgot?\)](#)

[Sign-in](#) or [create an account](#)

[Get Disqus for your site →](#)

THEMES & PLUGINS

SO THEMES & PLUGINS ARE AWESOME

THEMES & PLUGINS

SO THEMES & PLUGINS ARE AWESOME
THEY TAKE “WP CORE” & ALLOW THE SITE
DO WHAT **YOU** NEED/WANT IT TO DO

THEMES & PLUGINS



THEMES & PLUGINS

WHAT ABOUT THE THEME & PLUGIN
COMPANY “X” THAT SAYS IT DOES IT ALL!

THEMES & PLUGINS

PLUGIN “X” SAYS IT DOES IT ALL!



THEMES & PLUGINS

THE “IT DOES EVERYTHING” THEME!



THEMES & PLUGINS

CAUTION

THEMES & PLUGINS



THEMES & PLUGINS

THE “IT DOES EVERYTHING”
THEME & PLUGIN.....

DOES NOT EXIST!

DEMO

DEMO

Won't be showing hosting installation, domain registration, or WP install.

DEMO

Won't be showing hosting installation, domain registration, or WP install.

Will show basics of Front End & DashBoard

Will show installing a plugin

Will show changing a theme

Will show writing post

Will show adding new page (navigation)

DON'T FORGET

DON'T FORGET

Backing Up

DON'T FORGET

Backing Up
Security

DON'T FORGET

Backing Up

Security

Maintenance - Updates

DON'T FORGET

Backing Up

Security

Maintenance - Updates

— **conciergewp.com**

DOWNLOAD THESE NOTES

[HTTP://KITCHENSINKWP.COM/SBMUG2015](http://kitchensinkWP.COM/SBMUG2015)

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CONTACT ME:

ADAM@KITCHENSINKWP.COM

RESOURCES LINKS

Here is the list with links of resources discussed. Some of these are affiliate links where I may receive a small commission, if you purchase the product. Using these links will not make anything cost more whatsoever.

[WordPress.com](#)

[WordPress.org](#)

[Desktop Server](#)

[Headway Themes](#)

[BackupBuddy](#)

[Disqus](#)

[Calendar by Time.ly](#)

[InMotion Hosting](#)

[SeedProd](#)

[Hover.com](#)

[Gravity Forms](#)

[SBAY WordPress Meetup](#)

THANK YOU