

How to Build a Website using

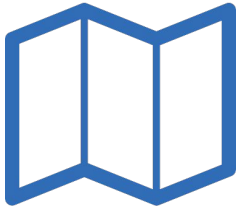


By Jon Ruddat

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Session Description: In this lecture style format session, participants will learn the steps needed to build a simple website using WordPress. We will also cover the pros and cons of having a WordPress website and questions to ask to determine if this solution fits your ministry's need. This session is intended for beginners.

Our Road Map



Part 1: Introduction

Part 2: Questions to Ask before Building

Part 3: Getting the Domain Name

Part 4: Deciding on the Platform

Part 5: Making a WordPress Website

Part 6: Questions and Next Steps

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Welcome!

Here is our agenda for this session.

First, I'll review the goal for this presentation, why I am passionate about it, and what specific tools will be used.

Next, I'll share questions that should be answered BEFORE one starts building a website.

Third, I'll explain the process for getting a name for your website.

Next, I'll dive into the most important part of this presentation, how to decide if WordPress is a good fit for your website.

The 5th part is actually going through the steps to build a WordPress website.

Lastly, we'll have time for your questions and I have a couple to ask as well.

This session will be an overview, giving you a lot for information in a short amount of time. So it is normal to feel like you just got sprayed with a fire hose of info.

We will walk through every step to build a Wordpress website for beginners. Unfortunately, we will not be able cover all the features that WordPress has to offer in

our time together.

Part 1: Introduction





Why I am here

1. My goal is to help individuals and ministries with their use of technology to spread the Gospel.
2. It is based on my experiences of building websites for over 20 years.
3. This is my preferred way to build a WordPress site. It is not the only way.

My passion is to help individuals and ministries with websites to spread the Gospel.

The steps I'll walk you through is my preferred way to build a WordPress site. It is not the only way. I've tried other methods in the past. Also there are a lot of online tutorials that show different ways of installing and building a WordPress site.

My goal is to share one method using real live examples so you can be better informed to decide if WordPress is a good choice for your website.



Tools we are using

- Chrome Web Browser (Free)
- DesktopServer (Paid)
- iThemes Plugins (Paid)
- cPanel (by the Webhost)
- <http://accomplishingsuccessllc.com/resources/>

Tools we are using:

Chrome Web Browser

<https://www.google.com/chrome/>

DesktopServer (local development)

<https://serverpress.com/get-desktopserver/>

iThemes Plugins (security & backup)

<https://ithemes.com/>

cPanel with LiquidWeb (webhost control panel)

<https://www.liquidweb.com/products/vps/>

A complete listing of the tools and checklists that I use are in the handous.

<http://accomplishingsuccessllc.com/resources/>

Part 2: Questions to Ask Before Building





32 Questions (Handout)

- Your Mission
- Website Purpose
- The Details
- The Launch
- The Budget

The most common mistakes happen because of not thinking through the website before the project begins.

Mistakes include:

- Scope creep. This is when you realize that something else is needed or forgotten and so it is added to the work.
- Being over budget
- Launch delay

I've groups the 32 questions into 5 categories.

We don't have time to go through all the questions, so I'll highlight a few: 1, 5, 14, 22, 23, 26, and 30.

Part 3: Getting a Domain Name





What is a Domain Name?

- Name (letters, numbers, hyphens)
 - 63 character limit
 - No symbols (* _ ! ...)
- Extension (.com .org .church ...)

A domain name is your website's name or address. It includes a name of characters (letters, numbers, hyphens) followed by an extension.



Deciding on a Name

- Short
- Simple
- Memorable

Example: embracinggodlycharacter.com

Domain names should be as short as possible, as simple as possible, and easy to remember.

The book “Embracing Godly Character” has it’s domain name as embracinggodlycharacter.com



Check Availability

- <https://domains.google/#/>
- Go for the most popular
(.com .org .edu .net
.co .us .info .church)
- If needed: a unique modifier
(hyphens or state initials)

<https://st-andrew-online.org/>

<https://starkconstructionwi.com/>

One purchases a domain name from a registrar.

I suggest a domain name registrar be separate from your hosting company.

Own your domain name yourself.

If you're first choice not available add a unique modifier like a dash or state initials.



Register

- <https://domains.google/#/>
- Sooner the better
- Can always change later
- Forwarding

<http://crosstrainministry.com> forwards to
<http://crosstrainministries.com>

If you're working on a website project or will be in the future, purchasing the best domain name early is good idea. For about \$12 you can secure your favorite name.

I've had projects go through several different domain names for settling on their current name.

You can forward old domains to the new one.

I have a special gmail account just for domain names.

Part 4: Deciding on the Platform



Two Types of Platforms



- Self-hosted
(WordPress, Joomla, Drupal, etc.)
- Hosted
(FinalWeb, SquareSpace, Weebly, Wix, etc.)

There are two types of common website platforms: Self-hosted and Hosted.

A Self-hosted website resides on servers that you select or run. You are responsible for managing the platform that contains your website content.

A Hosted website resides on servers with a website builder company. That company takes care of managing the server and the platform that contains your website content.

WordPress currently powers over 25% of all websites.

WordPress is a free and open-source content management system with Over 55,000 Plugins and the ability to edit the code.

I've personally used WordPress, Joomla, FinalWeb, Weebly, and LightCMS.

So how does one decide which platform is a good fit for their project?

5 Key Points about Platforms (Handout)



- Features
- Skill Level
- Time
- Funding
- Responsibility

When I was starting out with websites, I wasn't sure what to look for and I didn't consider these 5 points. If I had I would have saved myself a lot of time, effort, money, and frustration.

Responsibility is the most important consideration. I've had one school and one homeschool group where volunteers built the site but didn't take care of updates and security. The result was a website that was hacked (and I was asked to come clean it up).



WordPress Pros & Cons (Handout)

- Features
- Skill Level
- Time
- Funding
- Responsibility

This list of pros and cons is based on my 5 years experience using WordPress.



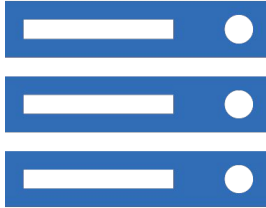
Why I use WordPress (Handout)

- Unlimited Features
- Ownership
- Learn and Build Plugins

The three reasons that I've switched to using WordPress are:

1. Unlimited features.
A website can be built exactly to fit the need.
2. Ownership.
The websites I build for others is owned by them. They decide which service to host it on. Their entire site can be downloaded and saved offsite and/or moved.
3. Learn and Build Plugins.
I can learn and make plugins that fit my needs as a developer and those I serve.

Choosing a Provider (Handout)



- Compare Features
- Consider Reviews
- Price Matters

My suggestions when searching for a website site hosting provider:

- Compare features (how many sites, space, SSL, backups)
- Consider reviews
 - The most talked about and easy to find with a Google search isn't necessarily the best.
(I know from experience)
 - In the WordPress developer community, a higher level of stability and support is needed. These are the providers that I look at.
 - Take a look at my suggested list of providers.
- Price matters. \$10 or less per month providers will probably be good for small, just starting out websites. However, if the plan for the website is outreach and engagement then you'll want to go with a higher quality and higher cost provider.

Part 5: Making a WordPress Website





Making a Website

1. Building it on the local computer
2. Migrate it to the server
3. Launch the site

Making a WordPress website has 3 phases:

1. Building
2. Migrating
3. Launching



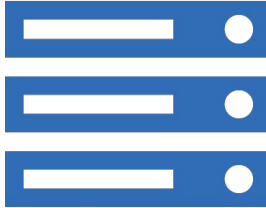
1. Building on the local computer

- DesktopServer
- Settings & plugins (handout)
- Security checklist (handout)
- Backup checklist (handout)
- Add content and theme

We will build our website using DesktopServer.

I'll show you the initial settings and plugins that I use for the sites I build.

2. Migrate to the server



- Save with BackupBuddy
- Run ImportBuddy and setup database
- Activate maintenance mode
- Point the DNS
- Perform the website audit (handout)

After our site is built then we back it up and move it to our server.

The website audit checklist is my professional list. It contains advanced website items that we have not discussed.

3. Launch the site



- Deactivate maintenance mode
- Spread the news!
 - Email
 - Social Media
 - Print
 - In Person

The last step that makes your site live for the world to see is deactivating the maintenance mode.

Now your site is launched and it's time to tell everyone.

Don't forget to perform weekly maintenance (updates and security)!

Part 6: Questions and Next Steps





Questions

1. What questions do you have?
2. What is your biggest frustration when learning about building a website?
3. What video or step-by-step guide do you wish was available?



Next Steps

1. Beginner's Guide for WordPress
<https://wpbeginner.com/>
2. Keep up-to-date with WordPress news
<https://wptavern.com/>
3. Talk more about your website
jon@accomplishingsuccessllc.com
920-851-6122

I hope this presentation gave you helpful information to guide you as you consider if WordPress is a good fit for your website project.

If you are interested in learning more about WordPress, I recommend wpBeginner and wpTavern.

While I do offer services to build websites, I'm happy to answer your questions or talk about your website project.

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