

Hello everyone and welcome to our Lesson 5 in order to discover WordPress.

WordPress is a content management system (CMS) that allows you to host and build websites. WordPress contains plugin architecture and a template system, so you can customize any website to fit your business, blog, portfolio, or online store.

WordPress is by far the most popular CMS today. It is easy of use and its versatility enable the majority of users and business owners to create a website that works for their needs

There are many ways to create your website with WordPress.

Step 1. Select a WordPress plan.

To begin creating your website, select a WordPress plan.

With WordPress.com, you'll have to choose between the **three plans**.

Step 2. Set up your domain name and hosting provider.

Setting up your domain name and choosing your **hosting provider for WordPress** typically happen around the same time in the website creation process.

WordPress.org *requires* you to create your own domain and find a third-party hosting provider for your website.

Requirements on the server side:

- PHP 7.4 or greater
- MySQL 5.6 or MariaDB 10.1 or greater
- HTTPS support

When considering hosting providers for your WordPress site, make sure they meet all of the above criteria.

Step 3. Install WordPress.

Many web hosts now offer tools (e.g., Fantastico) to automatically install WordPress for you.

After installing WordPress, you'll need to answer a few questions about the domain you want to use, the directory where you want to install WordPress, and your admin information.

Step 4. Choose a theme.

You can customize your WordPress website using **WordPress' many themes and templates**, each of which contains a multitude of layouts, formatting styles, colors, fonts, and other visual options.

A custom WordPress theme, whether it's paid or free, will make your website look appealing and professional to your buyer personas.

On top of your theme, you can further customize your pages with a builder tool like **Elementor**. To find a theme that works best for you in WordPress.org, head to your admin dashboard. Click **Appearance**, then **Themes**.

Once you find the good theme install it to begin customizing. Each theme has different steps required during the customization process, so be sure to follow them closely.

Step 5. Add pages and posts to your website.

When you add content to your WordPress website, it's usually displayed in the form of posts and pages.

Posts (or “dynamic pages”) automatically place your newest website content at the top of your featured content. Pages are static, which is why they appeal more to business owners — the added content stays in the same place.

You can add a title for your post, place photos, change the format, and insert page elements via **blocks** and **short-codes**. Click **Save Draft** to save your changes as a draft or click **Publish** to immediately take the post live.

Adding a page to your website is a similar process. In your admin area, click **Pages**, then **Add New**.

First, add a title to your page. Next, you can insert photos, embed videos, and add content. Follow the same steps to create multiple pages for your website. When finished, click **Save Draft** or **Publish**.

Step 6. Customize your website.

First, customize your site title. From your admin dashboard, select **Settings > General**. Here, add your website title and tagline.

Next, customize your reading sections. Under **Settings > Reading**, you can change your home page to a static page.

The **navigation bar** is customizable, too. This enables your visitors to easily find information on your website.

Add a navigation bar by going to your admin dashboard, clicking **Appearance** and then **Menus**.

From here, you can determine how you want your bar to look, how many pages you want to include, what you want to title those pages, and what order you want them to be listed in.

Step 7. Install plugins.

Plugins are pieces of software that add functionality to your WordPress website and enhance the user experience.

To begin installation, head to the **Plugins** section in your admin dashboard. This shows you all the plugins currently installed on your site.

To add a new plugin, click **Add New**. Search for your desired plugin and then click **Install Now**, wait a few seconds, then click **Activate**.

Step 8. Optimize your website to increase page speed.

You can improve your website's performance by enabling browser caching. Browser caching is the process of temporarily storing your **website's data** on your visitors' browsers. That way, your content doesn't need to be sent from the web server for it to appear in the browser, which increases the website speed.

To enable caching for your website, install and activate a **caching plugin**

Having a great website is important! It's how you connect with your visitors and create a positive first impression with new users.

You're just a few clicks away from the website you've always wanted!

