

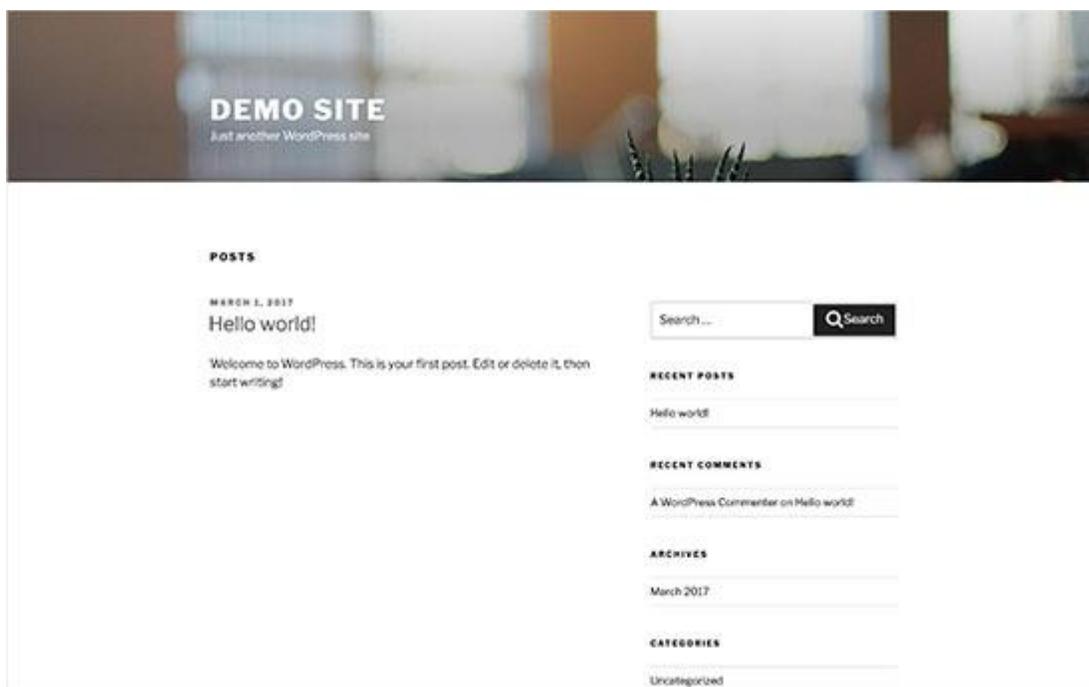
**Lecture 2:**  
**Introduction to Web Design**

# Create your first website

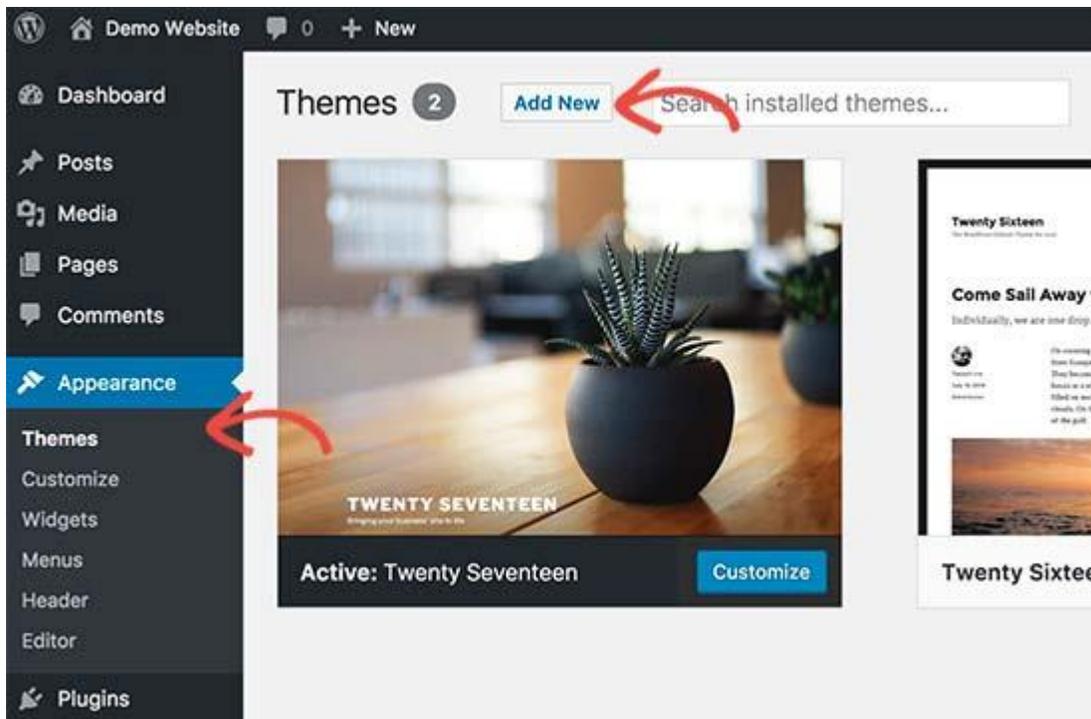
## Select Your Theme

The visual appearance of your WordPress site is controlled by a WordPress theme. WordPress themes are professionally designed templates that you can install on your website to change its appearance.

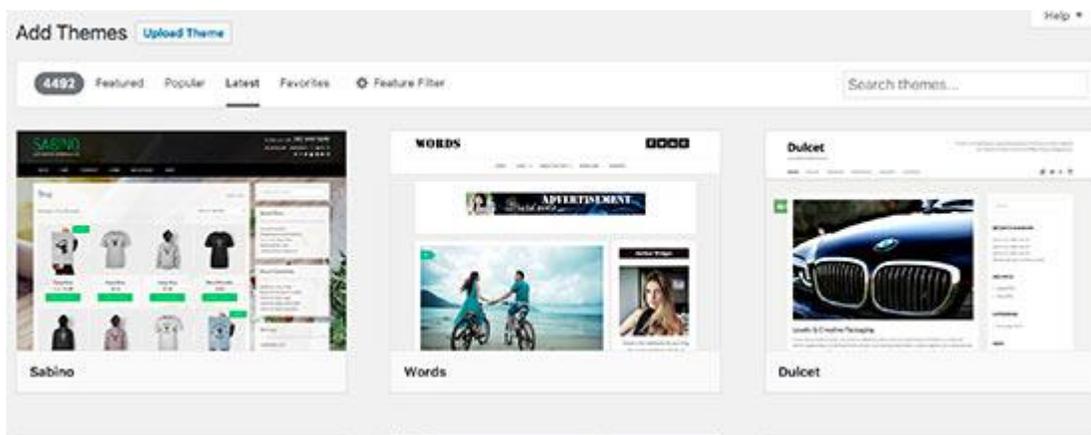
By default, each WordPress site comes with a basic theme. If you visit your website, then it will look something like this:



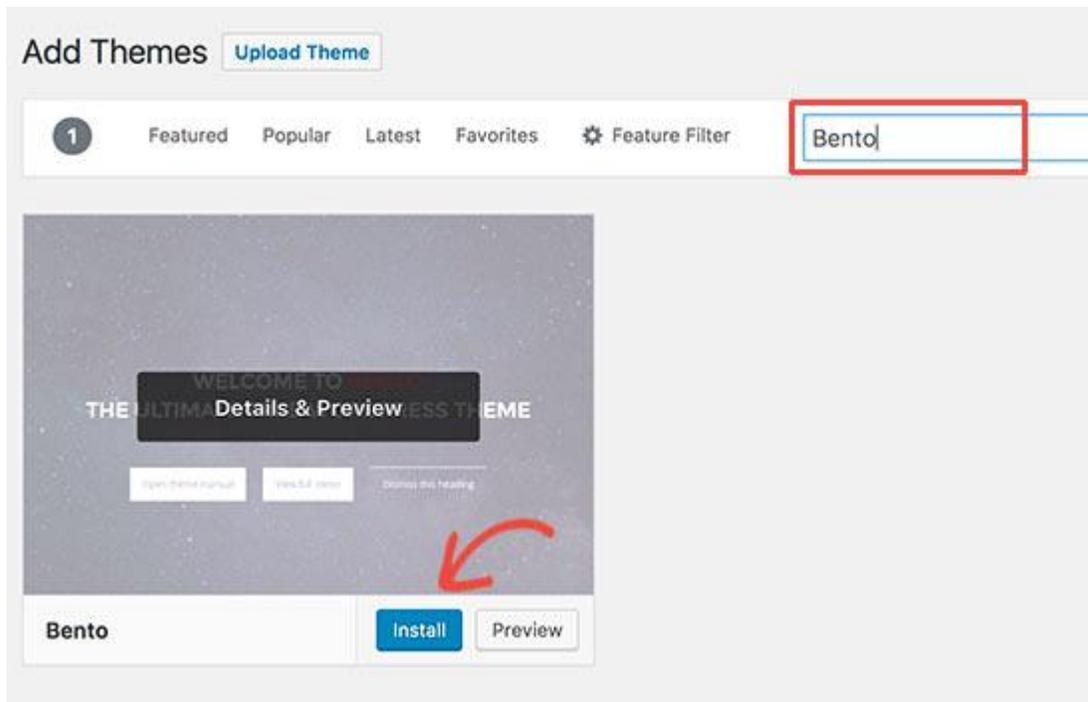
You can change your theme from the WordPress admin dashboard. Visit **Appearance » Themes** page and then click on the 'Add New' button.



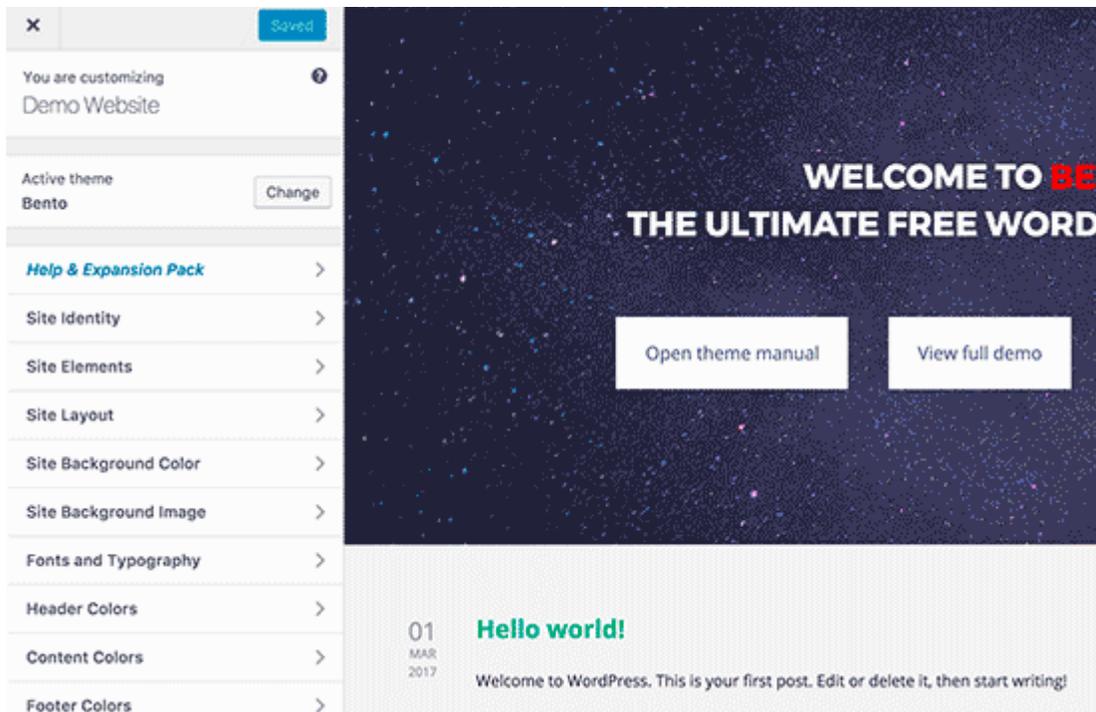
On the next screen, you will be able to search from 4,492 free WordPress themes that are available in the official WordPress.org themes directory. You can sort them by popular, latest, featured, as well as other feature filters (i.e industry, layout, etc).



WordPress will show you the theme in search results. You will need to take your mouse over to the theme and then click on the **Install** button.



Once you have installed your theme, you can customize it by clicking on the **Customize link** under the **Appearance menu**. This will launch the theme customizer where you will be able to change your theme settings with live preview of your website.



**\*\*You don't need to finalize all theme settings right away. You will be able to customize it much better once you have some content on your website.\*\***

## Add Content to Your Site

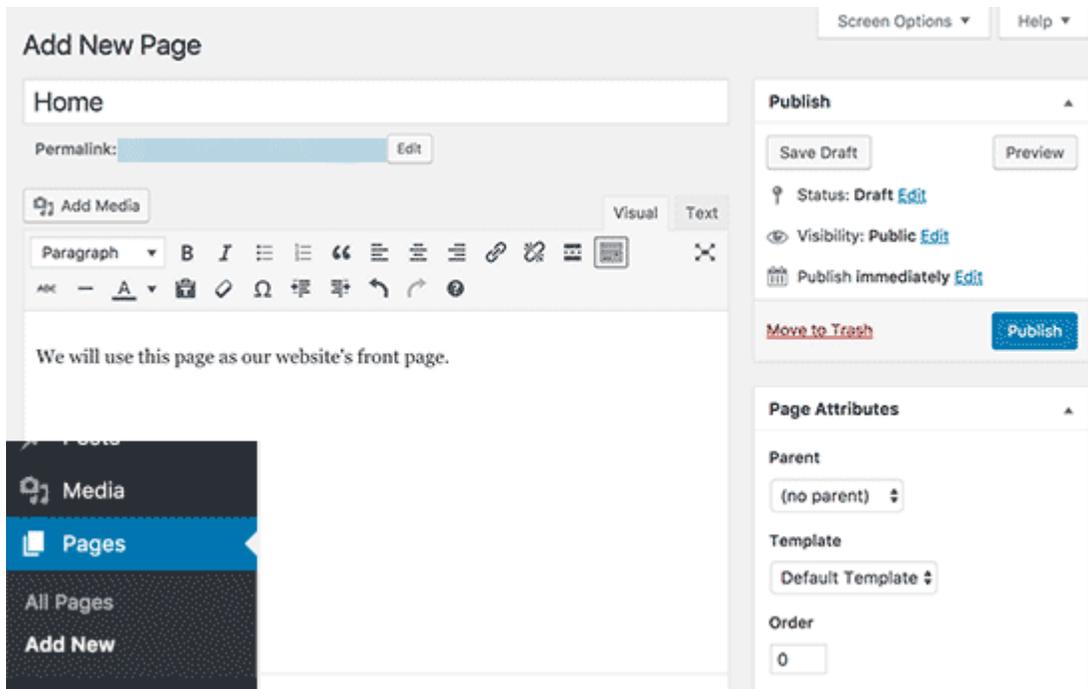
WordPress comes with two default content types called **posts and pages**.

**Posts** are part of a blog and appear in reverse-chronological order (newer items displayed first).

**Pages** are meant to be static “one-off” type content such as your about page, contact page, privacy policy, etc.

### Add a new Page

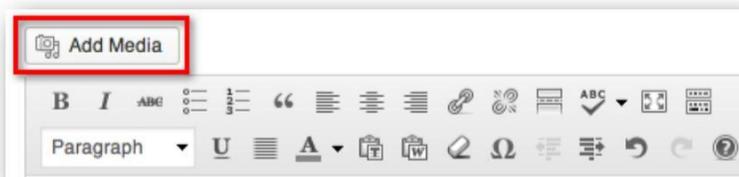
Select **Pages** -> **Add New**, to add a new page. First you need to provide a **title** for your page, like '**Home**' page. After that you can add content in the text editor below. You can add text, links, images, **embed videos**, audio, etc. After creating the page, you can preview it as well. “Publish” your page in the end. The options being shown on the right side, are called **theme options**, which are available in TemplateToaster generated theme.



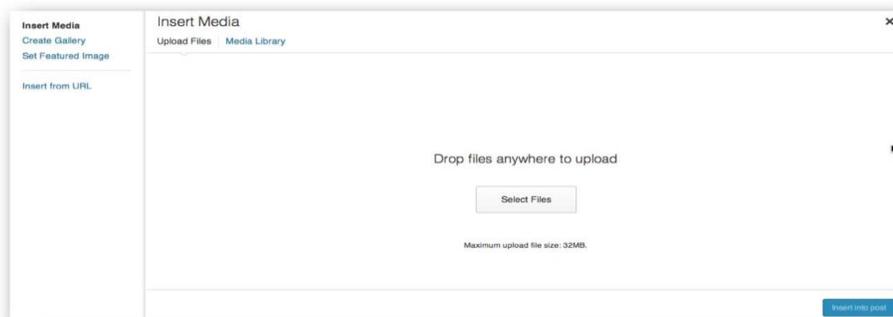
## Handling media

### How to insert an image?

Click on Add media button to insert an image:



Then, the following window appears:



There are 3 ways to insert an image:

- **Upload Files:** upload an image from your computer, this is the default choice
- **Insert from URL:** use an image on the internet
- **Media Library:** insert an image you already uploaded to your media library

It's better not to use the option "**From URL**". With this option, you use an image from elsewhere on the internet. Imagine you select an image from another website, and suddenly that image is removed by the webmaster. Then that image will not be visible anymore on your site too. And second, it's not because it's easy to use an image from another website, that you also have the right to use it on your blog or website!

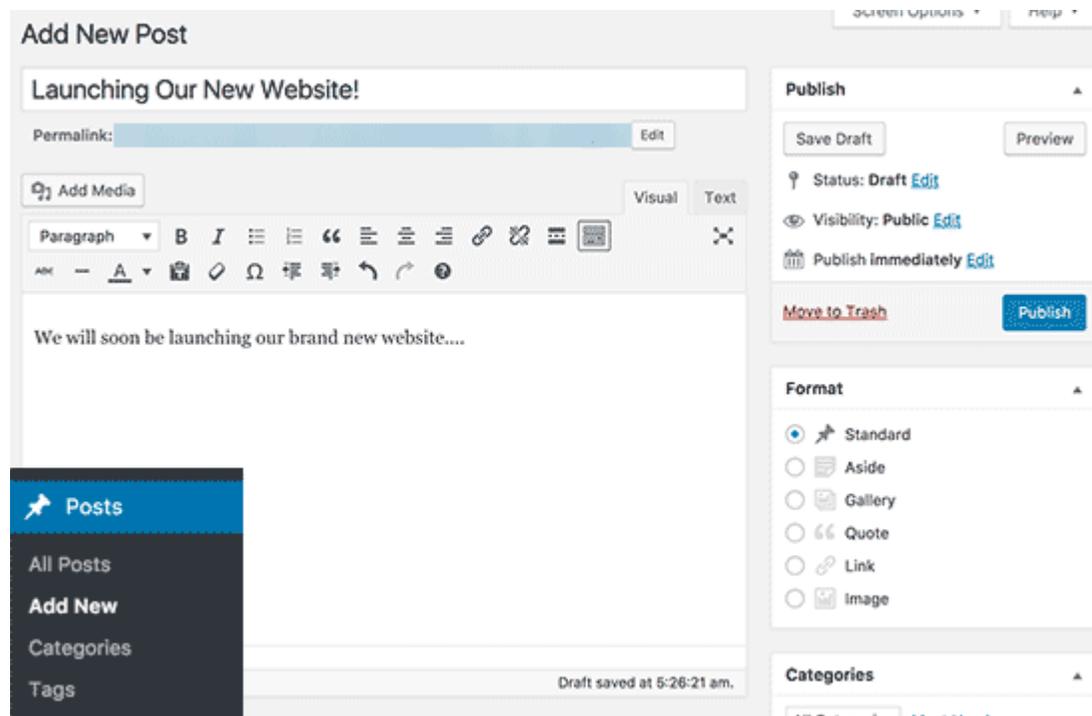
After adding content to your page, you can click on the **publish** button to make it live on your website.

You can repeat the process by adding more pages for different sections of your website.

For example, an **about** page, **contact us**, and a **blog page** to display blog posts.

Now let's add a few blog posts as well.

Head over to **Posts » Add New** in your WordPress admin area.



You will see a screen much like you saw earlier when adding pages.

You can add a post title and then add content in the visual post editor.

You can click on the **save** button to store your post as a draft or click on the **publish** button to make it visible on your site.

## How To Insert a Hyperlink?

- Select the text you want to turn into a hyperlink
  - In the menu, click on the  -button (Insert / edit link)



### If you want to link to an external page:

- Fill in the full url (including “http://”) of that page in the field “URL”.
- Enter a short description in the “Title” field.
- Select “Open link in a new window/tab” so the page will open in a new window / tab.
- Click the “Add link” button.

### If you want to link to an internal page (within your site or blog) that already exists:

- Click on “Or link to existing content”.
- In the “Search” field you can enter a part of the title of the post or page you’re looking for.
- Select a post or page in the list.
- Only select “Open link in a new window/tab” if you really want that the page / post opens in a new window or tab, but it’s better not to do that if you link to an internal page.
- Click the “Add link” button.

## How to edit a hyperlink?

- Select the text of which you already created a hyperlink (you don’t need to select the whole text, it’s ok to just click on it once).
- Click on the  -button in the menu (Insert / edit link).

- Do the changes you need.
- Click on the “Update” button.

## How to remove a hyperlink?

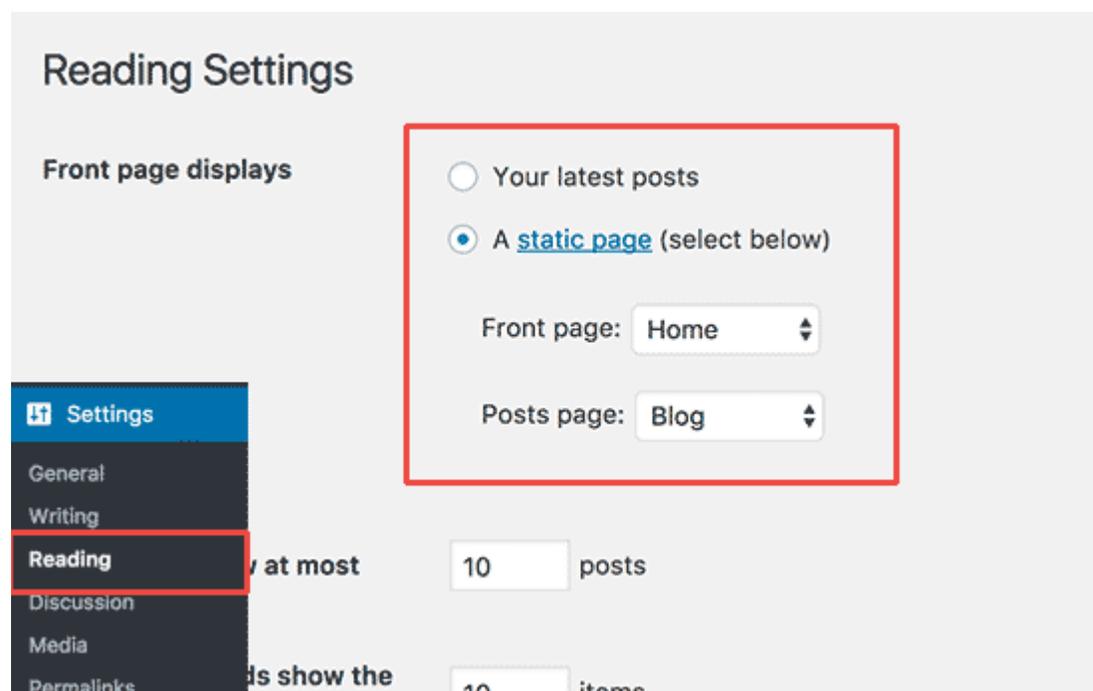
- Select the text of which you already created a hyperlink (you don’t need to select the whole text, it’s ok to just click on it once).
- Click the -button (Unlink).

## Customizing and Tweaking Your Website

Now that you have created some content on your website, you will be able to customize and put it all in a nice presentable shape on your website.

### Setting up a Static Front Page

You need to visit the **Settings » Reading** page in your WordPress admin area. Under the ‘Front page displays’ option click on the static front page and then select ‘Pages’ you created earlier for your home and blog pages.



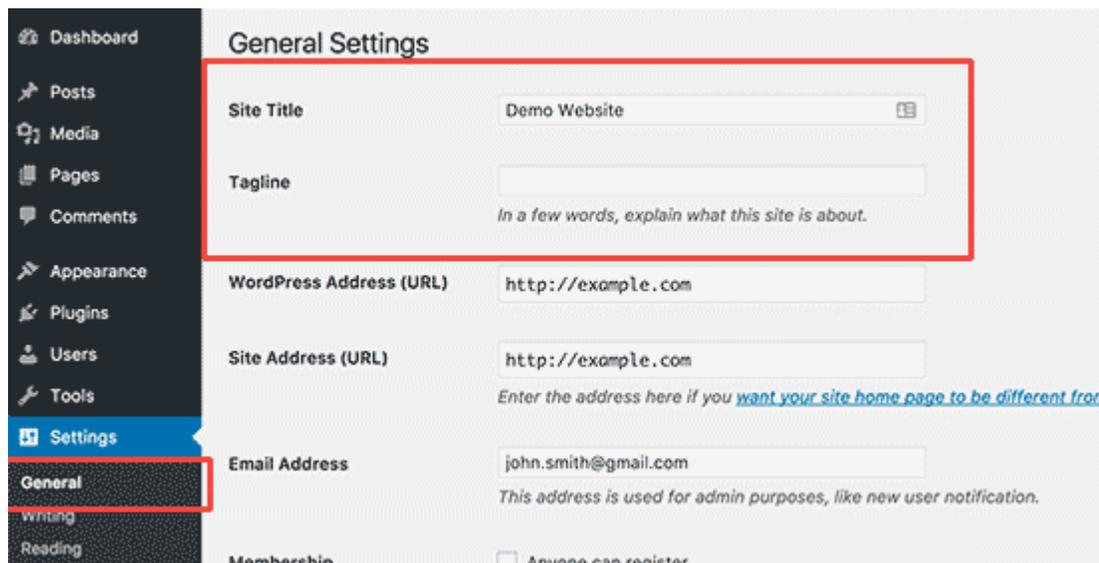
Don't forget to click on the '**Save Changes**' button at the bottom of the page to store your changes.

WordPress will now use the page titled '**Home**' as your site's front page and 'Blog' page to display your blog posts.

## Change Site Title and Tagline

During the installation you get to choose your site's title. WordPress automatically adds a tag line to your site title that says 'Just another WordPress site'.

You can change both your site's title and tagline at any time by visiting **Settings » General** page.



The screenshot shows the WordPress 'General Settings' page. A red box highlights the 'Site Title' and 'Tagline' fields. The 'Site Title' field contains the text 'Demo Website'. The 'Tagline' field is empty, with a placeholder text below it that reads 'In a few words, explain what this site is about.'. Below these fields are the 'WordPress Address (URL)' and 'Site Address (URL)' fields, both containing 'http://example.com'. The 'Email Address' field contains 'john.smith@gmail.com'. At the bottom, there is a 'Membership' section with a checkbox for 'Anyone can register' which is currently unchecked.

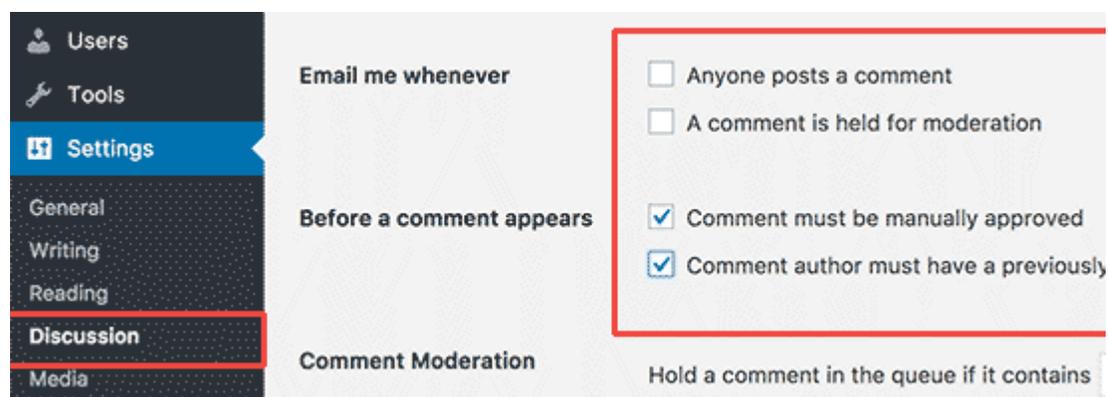
Your site title will be the name of your website like WPBeginner. The tag line is usually a single line that describes your website. You can also leave the tag line field blank if you want. Don't forget to click on the **save** changes button to store your settings.

## Set up Comments Settings

WordPress comes with a built-in comment system allowing your users to leave comments on your posts. This is great for user engagement, but it is targeted by spammers as well.

To deal with this, you'll need to enable comment moderation on your website.

Visit **Settings » Discussions** page and scroll down to 'Before a comment appears' section. Check the box next to 'Comment must be manually approved' option.



Don't forget to click on the **save changes** button to store your settings.

## Installing Plugins

**WordPress Plugins** are like apps for your WordPress site. They allow you to add features to your WordPress site. Think contact form, photo galleries, etc.

There are currently more than **49,000 free plugins** available for WordPress. There are also **paid plugins** sold by third-party websites and developers.

Here is our list of essential plugins that you should install on your site right away. All of them are free.

### Features

- **WPForms Lite** – Allows you to **add a contact form** to your WordPress site.
- **Envira Gallery Lite** – Add **beautiful image galleries** to your WordPress site
- **MonsterInsights** – Connect your website with **Google Analytics** and see how visitors find and use your website, so you can keep them coming back.

### Website Optimization

- **Yoast SEO** – Improve your **WordPress SEO** and get more traffic from Google
- **WP Super Cache** – Improves your website speed by serving cached pages

### Security

- **Updraft Plus** – Create automatic scheduled backups of your website

- **Sucuri** – Website security audit and malware scanner

## How to Search for a Plugin

Either you can search from WordPress, **Plugins-> Add new**

Or Click on the following link in order to find plugins

<https://wordpress.org/plugins/>

For each search result, you will be able to see the Plugin name, rating, description, number of active installs (websites using the plugin), author name, and tested with WordPress version.

Once you have found a couple of plugins, you can open these plugin pages in new tabs to compare them. WordPress plugin page contains information about the plugin, what it does, how to use it, etc. You will need to use this information to decide whether or not this plugin is the best fit for you.

The screenshot shows the WordPress plugin page for 'Contact Form by WPForms - Drag & Drop Form Builder for WordPress'. The page features a navigation menu with tabs for 'Details', 'Reviews', 'Installation', 'Support', and 'Development'. The 'Reviews' tab is highlighted with a red arrow and labeled 'Plugin Page Menu'. The main content area is divided into a 'Description' section on the left and a 'Technical Details' section on the right. The 'Description' section includes a sub-section for 'WORDPRESS CONTACT FORM BUILDER PLUGIN' and a paragraph explaining the plugin's purpose. A red arrow points to the 'Description' section, labeled 'Plugin Page Sidebar'. The 'Technical Details' section lists various specifications such as Version (1.4.7.2), Last updated (2 months ago), Active installations (1+ million), WordPress Version (4.6 or higher), Tested up to (4.9.8), PHP Version (5.2.4 or higher), Languages (See all 3), and Tags (contact form, contact form plugin, custom form, form builder, forms).

**Plugin Page Menu**

**Plugin Page Sidebar**

Version:	1.4.7.2
Last updated:	2 months ago
Active installations:	1+ million
WordPress Version:	4.6 or higher
Tested up to:	4.9.8
PHP Version:	5.2.4 or higher
Languages:	See all 3
Tags:	contact form contact form plugin custom form form builder forms

The sidebar on plugin page contains useful information about the plugin.

The first section in the sidebar shows the plugin version, last updated, active installations, minimum WordPress version required to run the plugin. A plugin's last updated date and active installs are a good indicator of a plugin's popularity.

This section will also show tested up to WordPress version. If it doesn't show the most recent version, then there is no need to freak out. Although plugin authors check their plugin with each new WordPress release, they may only update the plugin if needed.

## **Plugin Ratings**

In the sidebar of plugin page, you will also be able to see plugin ratings. The number of stars indicates rating score, where five is the highest and one being the lowest.

You should always keep in mind that a lot of WordPress users use the plugin without rating it. It is possible that a plugin downloaded by thousands of people may still not have enough people rating it.



## Plugin Reviews

When a user rates a plugin, they are asked to write a review for their rating. You can see these reviews by clicking on the rating bars. For example, if someone has given a plugin one star then you can click on the 1 star link to read their review.

Another thing to notice here is the total number of ratings. For example, if a plugin only has one or two people rating it, then it is really not a significant number. However, if those one or two people left a good reason for their rating in the review, then this would make their rating significant for others.

[Support](#) » [Plugin: Contact Form by WPForms - Drag & Drop Form Builder for WordPress](#) »

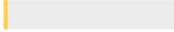
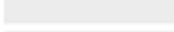
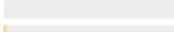
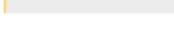
Reviews

### Average Rating

★★★★★ 4.9 out of 5 stars

You must be [logged in](#) to submit a review.

2,510 reviews

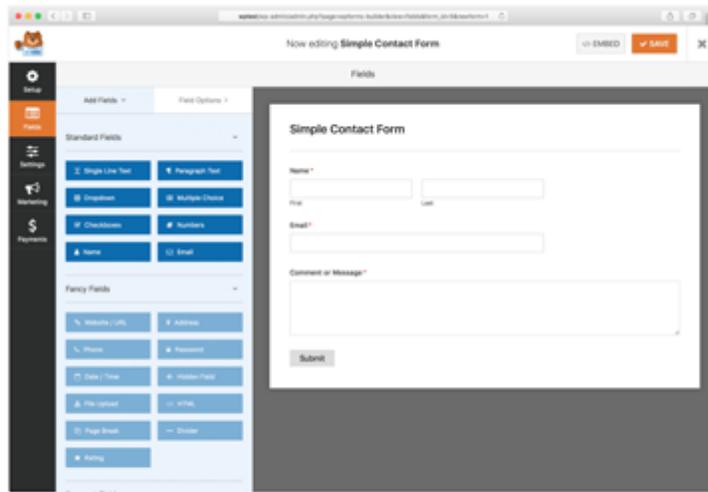
5 stars		2383
4 stars		60
3 stars		11
2 stars		17
1 star		39

## Plugin Screenshots

Plugin screenshots are a quick way to see how the plugin looks on the front-end and on the back-end of your WordPress website.

With screenshots, you can actually see how the plugin will look, what it actually does and then you can quickly find out whether or not you should try it.

## Screenshots



WPForms Drag & Drop Online Form Builder

