
Fashion Blogging with Wordpress Create Your Website

Andrea Ferracani

andreaFerracani@gmail.com

<https://www.micc.unifi.it/people/andrea-ferracani/>

Syllabus

- ▶ **today, January 10:** Website creation intro
- ▶ **January 15:** Website development
- ▶ **January 24:** visit to textile museum in Prato
- ▶ **January 27:** presentation of your work to the class

Assignment and homework: you have to start your own fashion blog using the materials and the content from the other courses: photo-shooting sessions, fashion articles, moodboard et cetera.

Email Group

- ▶ **Please send to me an email now:** I will create a group on gmail to send info and stuff we will be using in the class

email: andreaferacani@gmail.com

subject: winter course - [your name and surname] - section A/B

Website creation: what is needed

- ▶ domain name (13\$/year);
- ▶ hosting service (10\$/year);
- ▶ install Wordpress (free);
- ▶ create website (free).

Professional Service: <https://www.hostgator.com/>

What is Wordpress

- ▶ WordPress is an open source **Content Management System (CMS)**, which allows the users to build dynamic websites and blogs.
- ▶ The **Content Management System (CMS)** is a software which stores all the data such as text, photos, music, documents, etc. that is made available on your website. It helps in editing, publishing and modifying the content of the website.
- ▶ WordPress was initially released on 27th May, 2003 by **Matt Mullenweg** and **Mike Little**. WordPress was announced as open source in October 2009.

Features

- ▶ **User Management:** It allows managing the user information such as changing the role of the users to (subscriber, contributor, author, editor or administrator).
- ▶ **Media Management:** It is the tool for managing the media files and folder, in which you can easily upload, organize and manage the media files on your website.
- ▶ **Theme System:** It allows modifying the site view and functionality. It includes images, stylesheet, template files and custom pages.
- ▶ **Extend with Plugins:** Several plugins are available which provides custom functions and features according to the users need.

Advantages and disadvantages

- ▶ **Open source** platform and available for free.
- ▶ It is very easy to edit the content as it uses **WYSIWYG editor** (What You See Is What You Get is a user interface that allows the user to directly manipulate the layout of document without having a layout command).
- ▶ It offers several **SEO tools** which makes on-site SEO simple.
- ▶ Sometimes software needs to be updated to keep the WordPress up-to-date with the current browsers and mobile devices. **Updating WordPress** version can lead to loss of data, so a backup copy of the website is required.

altervista.org Sign Up - Step 1 - <https://en.altervista.org/>



Use your imagination

Create a free website and start to earn

[START NOW >](#)



altervista.org Sign Up - Step 2



Create A Free Website With Altervista

Start to create your website

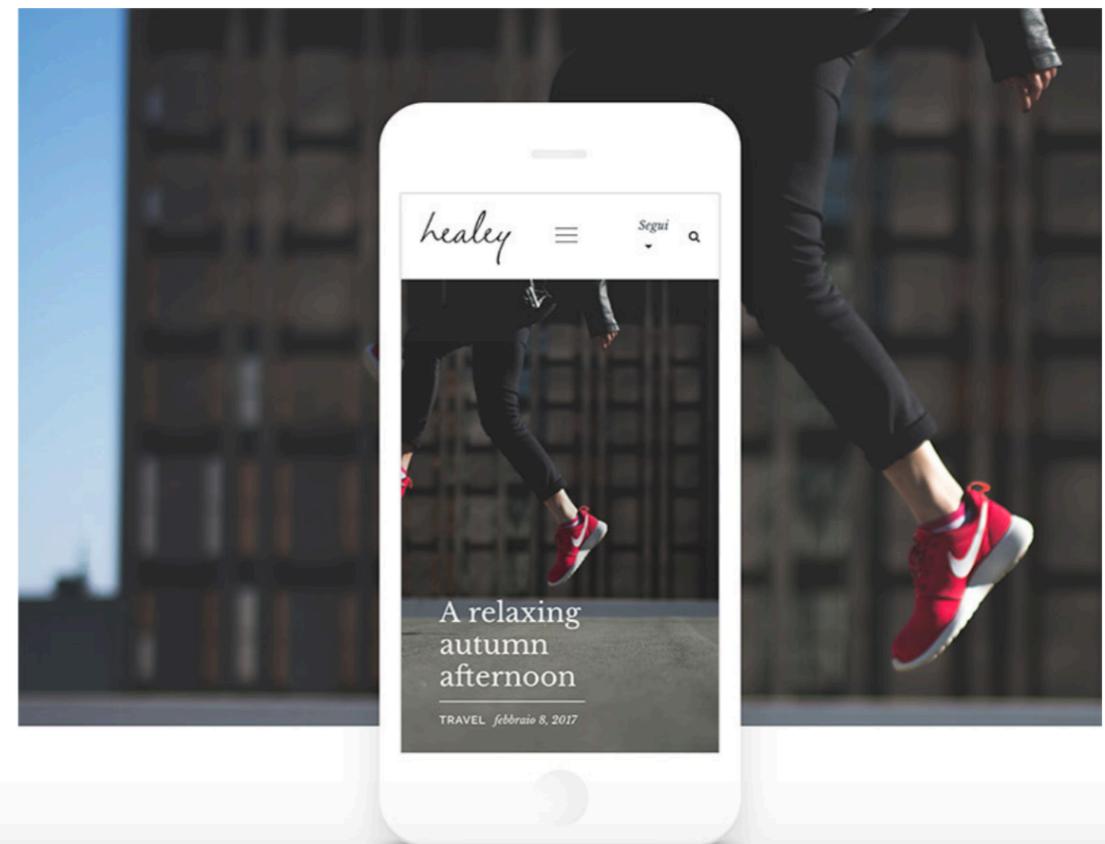
The Best WordPress Hosting Free of Charge

The site will run with WordPress, the best blogging software.

GO ON >

Are you looking for a plain hosting?

① Hosting with PHP support, MySQL and FTP

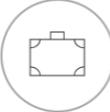


altervista.org Sign Up - Step 3

CHOOSE YOUR NEW ADDRESS ON THE WEB

[http://](#) [.altervista.org](#)

 Great: the name is available!

 **Already have a blog?**
Move it here!
[Move your blog here!](#) ↻

FILL THIS FORM

 Hello **Andrea**,
Sign up with Facebook or [Edit](#)

All fields are required

awardspace.com Sign Up - Step 1

awardspace.com

AWARDSPACE Free Hosting Premium Services Company **Log In** **Free Sign Up**

LIMITED TIME OFFER 98% OFF 11 : 00 : 31 : 54 **Get Offer**
0.90€ / YEAR* Day Hrs Min Sec

Where Ideas Turn Into Websites.

START WITH FREE HOSTING. GROW PREMIUM.

Free web hosting + a free short domain, PHP, MySQL, App Installer, Email Sending & No Ads

Free Hosting **Premium Services**

We use cookies to ensure you can get the best experience on our site. If you keep using this site we assume that you agree to our use of cookies. [Privacy Policy](#)

OK

awardspace.com Sign Up - Step 2

AWARDSPACE

Join the #1 Free Web Hosting Service on the Web!

♥ In Love with 2.5 Million clients and counting.

Join for free with Facebook, Google

 Facebook  Google+

or use email:

First Name Last Name

E-Mail Address

Password



awardspace.com Sign Up - Step 3

The image shows two screenshots from the AwardSpace website. The top screenshot is a 'Welcome to your hosting' popup with three main options: 'GET DOMAIN NAME', 'INSTALL A CMS', and 'UPLOAD WEBSITE FILES'. The 'INSTALL A CMS' option is circled in red. The bottom screenshot is the 'Zacky App Installer' page, also with a red circle around the 'WordPress' application tile. The WordPress tile is highlighted with a green border and shows the version '5.3.2'. Other visible applications include Joomla! (3.9.14), GRAV (1.6.19), concrete5 (8.5.2), and elgg (3.2.3). The URL bar in the bottom screenshot shows 'cp1.awardspace.net/beta/zacky-installer/#_ga=2.186991656.1806588687.1577136826-314196463.1577136826'.

awardspace.com Sign Up - Step 4

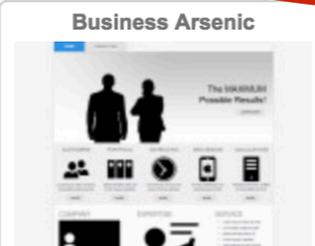
Installatore Zacky Chiudi l'installatore Zacky

1. Select your Site-builder Platform
2. Choose your **Design** and installed **Plugins**
3. Configure your Web Site Settings
4. **READY!** Install your New Website!

Pick a custom theme to use in place of the default

Feel free to choose one of the Templates provided by ZackyInstaller. If you don't choose a template the default Template of your CMS will be installed.

15 Templates Page 1 of 1 Pages: 1 [Reset Filters](#)

Business Arsenic 	Business Azure 	Business Cathalina 	Business Cobalt 
Dataprotection Charcoal 	Eco Beaver 	Eco Chartreuse 	Finance Alloy 

awardspace.com Sign Up - Step 5

1. Select your Site-builder Platform
2. Choose your Design and installed Plugins
3. Configure your Web Site Settings
4. **READY!** Install your New Website! ready

Please type in the required data for your website:

Select a Site Domain / Web Address

Use an existing domain/subdomain in my account:

Choose your Domain

← select a domain name from your account

OR

Register a new domain:

Enter your desired Domain Name

.com

check availability

OR

Use a free domain or free subdomain:

Enter a Domain Name

. onlinewebshop.net

Pick a subdomain

Select the destination where your Website will be installed

Your Installation path: <http://www.mydomain-name.com/>

Option 1: Leave it blank if you would like to have the installation in your domain root folder.

Option 2: Type in a installation path, if you would like to install the website in a subfolder.

Rimuovere questa pubblicità?



Do you speak Italian? Help us translate!

awardspace.com Sign Up - Step6

Enter your Website Title: 0 symbols

Please enter a title

The title of your website is very important for a good search engine ranking. It is the most important element on your site when it comes to **Search Engine Optimization (SEO)**. Make sure to use the most important keywords you would like to be found on in Search Engines like Google. For a good SEO performance it should not contain more than **11 words and/or 70 Symbols**. Example: **Company Name | Scope of activity | Product | Service 1 | Service 2**

Site Address Review
This is how your website will be accessible after the installation. [Choose your administration credentials](#)

http://testtetett.onlinewebshop.net/

Admin Email Address:

Admin Username:

Admin Password:

Your Website Administration Panel requires an admin user name and password as well as an admin email address.

Please fill in the required data in order to be able to login as an administrator

[Back](#) [Next](#)

Do you speak Italian? [Help us translate!](#)

awardspace.com Sign Up - Step 7

WP Super Cache

Website Title: fashion
Domain: fashionate.atwebpages.com
Domain and installation path: http://fashionate.atwebpages.com/

Administration credentials

Admin Username: andrea
Admin Password: f3rracan1
Admin Email Address: andrea.ferracani@unifi.it

[Change Options](#)

Install Now!



x10hosting.com Sign Up

Get started with your free web hosting account now. It's super-easy and always **FREE!**

mycooldomain

.x10host.com

CONTINUE

byet.host Sign Up



Free Hosting and Premium Hosting Services.

With over a decade of experience in web hosting, over 1,000,000 websites hosted, we are proud to introduce you to our free web hosting and premium web hosting services. All of our hosting services are packed with 100's of features including PHP, MySQL, FTP, Email, Softaculous one click script installer, site builder and much more.

[Signup for Free Hosting](#)



Dedicated Servers



Paid Hosting Reseller



Free Hosting

Email Group

If you wasn't able to install the blog do it at home

- ▶ For today, send me an email with your name and I will send you back the address and credentials of a WP installation (up to 20 installations)

altervista.org Site Login



 Accedi con il tuo account Altervista

Nome utente

testingwordpressatied

Password

.....

ACCEDI

Resta connesso

[Password dimenticata?](#)

accedi con

 FACEBOOK

[← Annulla](#)



HOME

Blog di fashionblog2021



UN NUOVO SITO TARGATO WORDPRESS

Ultimi Articoli



Il primo articolo

2 GENNAIO 2020



Il secondo articolo

2 GENNAIO 2020



Il terzo articolo

2 GENNAIO 2020



Il quarto articolo

2 GENNAIO 2020



I MIEI ULTIMI ARTICOLI



6 GIORNI FA

Il primo articolo





HOME

Blog di fashionblog2021



UN NUOVO SITO TARGATO WORDPRESS

Ultimi Articoli



Il primo articolo

2 GENNAIO 2020



Il secondo articolo

2 GENNAIO 2020



Il terzo articolo

2 GENNAIO 2020



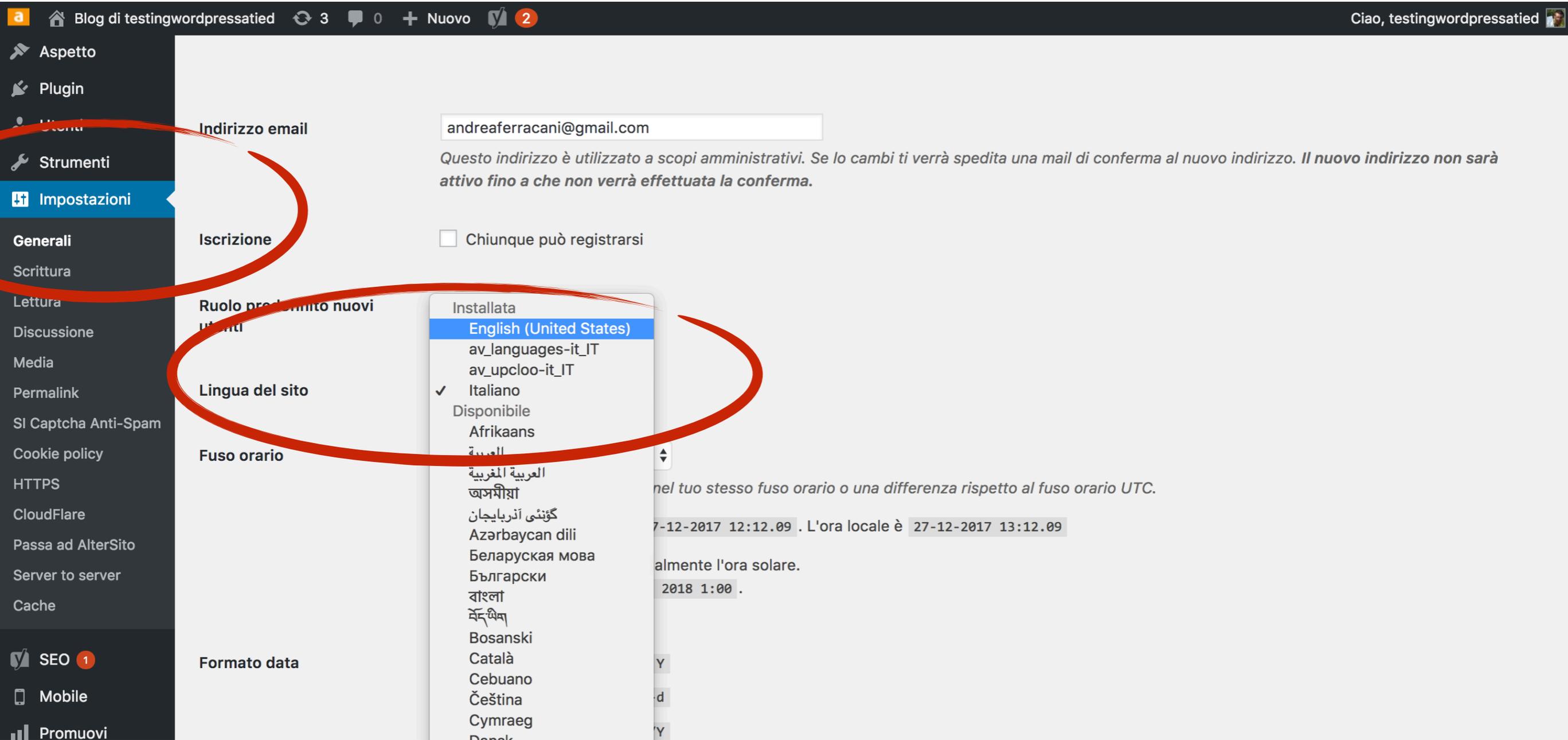
Il quarto articolo

2 GENNAIO 2020

I MIEI ULTIMI ARTICOLI



altervista.org Change language



The screenshot shows the WordPress admin dashboard for the user 'testingwordpressatied'. The 'Impostazioni' (Settings) menu is open, and the 'Lingua del sito' (Site Language) option is selected. A dropdown menu is displayed, showing the current language 'Italiano' with a checkmark, and 'English (United States)' highlighted in blue. Other languages listed include 'av_languages-it_IT', 'av_upcloo-it_IT', 'Afrikaans', 'العربية', 'العربية المغربية', 'অসমীয়া', 'گۆنئی آذربایجان', 'Azərbaycan dili', 'Беларуская мова', 'Български', 'বাংলা', 'བོད་སྐད་', 'Bosanski', 'Català', 'Cebuano', 'Čeština', 'Cymraeg', and 'Danck'. The 'Lingua del sito' label is circled in red. The 'Impostazioni' menu item is also circled in red. The 'Indirizzo email' field contains 'andreaferacani@gmail.com'. The 'Iscrizione' section has an unchecked checkbox for 'Chiunque può registrarsi'. The 'Fuso orario' section shows the current time as '27-12-2017 13:12.09' and the local time as '27-12-2017 13:12.09'. The 'Formato data' section shows 'Y d Y'.

altervista.org Wordpress Dashboard

The screenshot shows the Wordpress dashboard interface. At the top, the browser address bar displays the URL `testingwordpressatied.altervista.org/wp-admin/`. The dashboard header includes a navigation menu on the left with items like Home, Updates (3), Update blog, Statistics, Domains, Messages, Earn, Posts, Media, Pages, Comments, Appearance, Plugins (2), Users, Tools, Settings, and SEO (1). The main content area features a top banner with the text "Increase your revenues: trust our experts and [discover the Advertising Autopilot.](#)". Below this are three widgets: "ADVERTISING LEVEL" with a "Let's Earn" button, "VISITORS STATS" showing "0" visitors, and "ALTERVISTA NEWS" with a "Go to website" button. At the bottom, there are "At a Glance" and "Activity" widgets. The "At a Glance" widget shows "1 Post" and "1 Comment", and the "Activity" widget shows "Recently Published" and "Recent Comments".

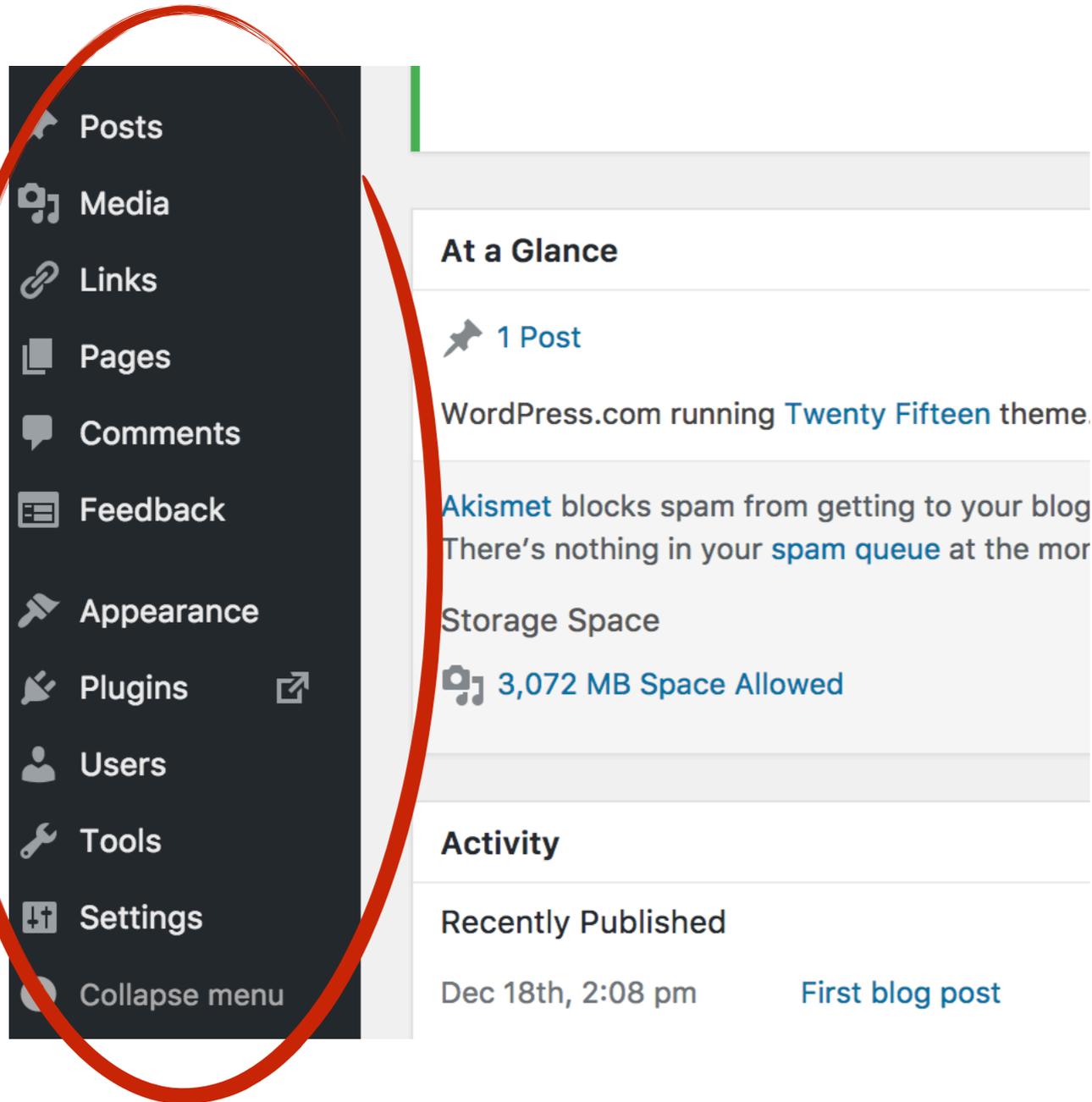
Features

- ▶ The WordPress Dashboard is a first screen which will be seen when you log into the administration area of your blog which will display the **overview of the website**.
- ▶ It is a **collection of gadgets** that provide information and an overview of what's happening with your blog.
- ▶ You can customize at your needs by using some quick links such as writing quick draft, replying to latest comment, etc.

WP Other Dashboard Sections

- ▶ **Quick Draft:** is a mini post editor which allows writing, saving and publishing a post from admin dashboard. It includes the title for the draft, some notes about the draft and save it as a Draft.
- ▶ **Activity:** includes latest comments on your blog, recent posts and recently published posts. It allows you to approve, disapprove, reply, edit, or delete a comment. It also allows you to move a comment to spam.
- ▶ **At a glance:** this section gives an overview of your blog's posts, number of published posts and pages, and number of comments. When you click on these links, you will be taken to the respective screen. It displays the current version of running WordPress along with the currently running theme on the site.

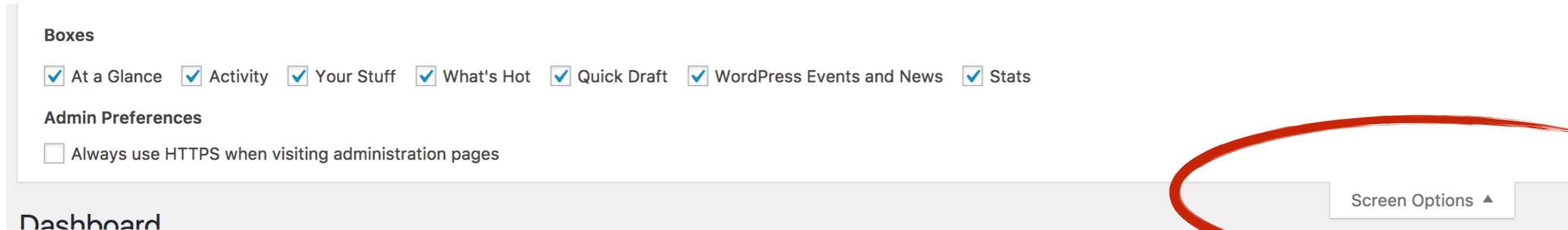
WP Dashboard Menu



The WordPress Dashboard provides a navigation menu that contains the main options such as

- ▶ **posts**
- ▶ **media library**
- ▶ **pages**
- ▶ **comments**
- ▶ **appearance options**
- ▶ **plugins**
- ▶ **users**
- ▶ **tools**
- ▶ **settings**

WP Screen Options



- ▶ The dashboard contains different types of widgets which can be shown or hidden on some screens.
- ▶ It contains check boxes to **show or hide screen options** and also allows us to customize sections on the admin screen.

WP Settings > General

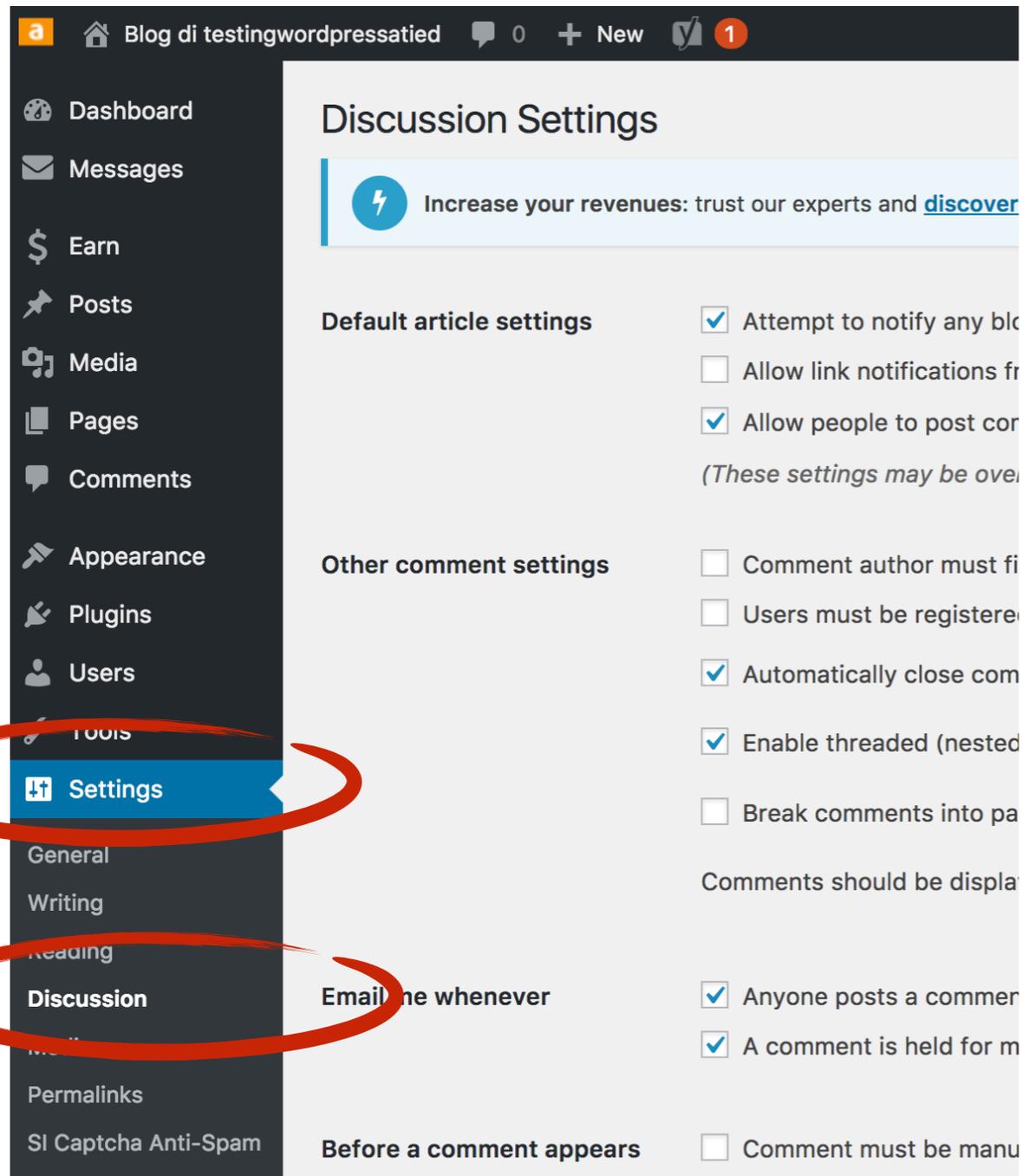
- ▶ **Site Title:** It displays the name of the site in the template header.
- ▶ **Tagline:** Displays a short sentence about your site.
- ▶ **Membership:** Anyone can register an account on your site after you check this checkbox.
- ▶ **New User Default Role:** The default role is set for the newly registered user or members.

WP Settings > Reading

Reading Setting is used to set the content related to the website and the blog page. You can set

- ▶ **how many posts are displayed** on the blog page;
- ▶ set the **search engine visibility of the website**;
- ▶ **show or hide post meta** (such as article author, date)

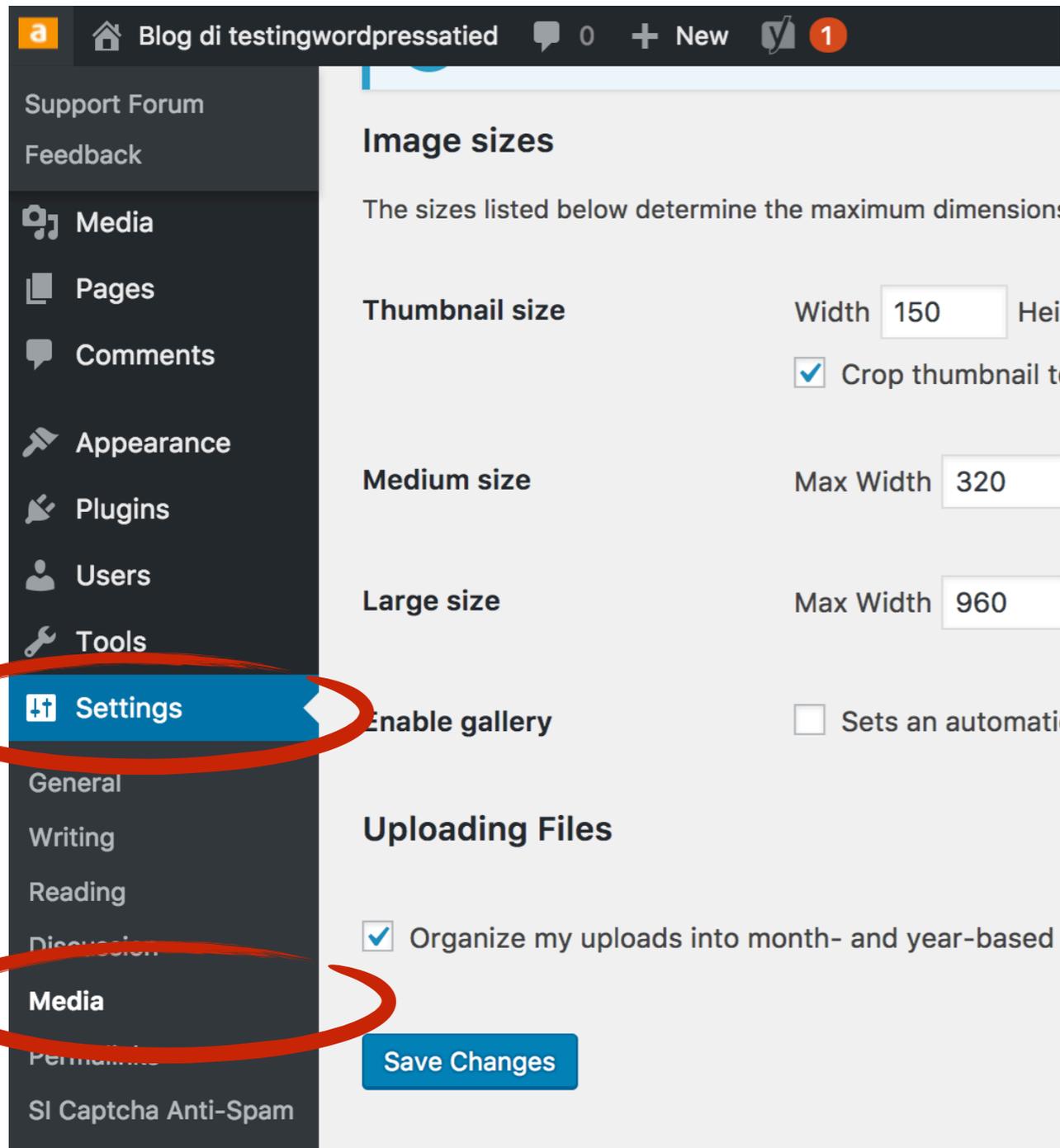
WP Settings > Discussion



WordPress discussion setting can be defined as the **interaction between the blogger and the visitors.**

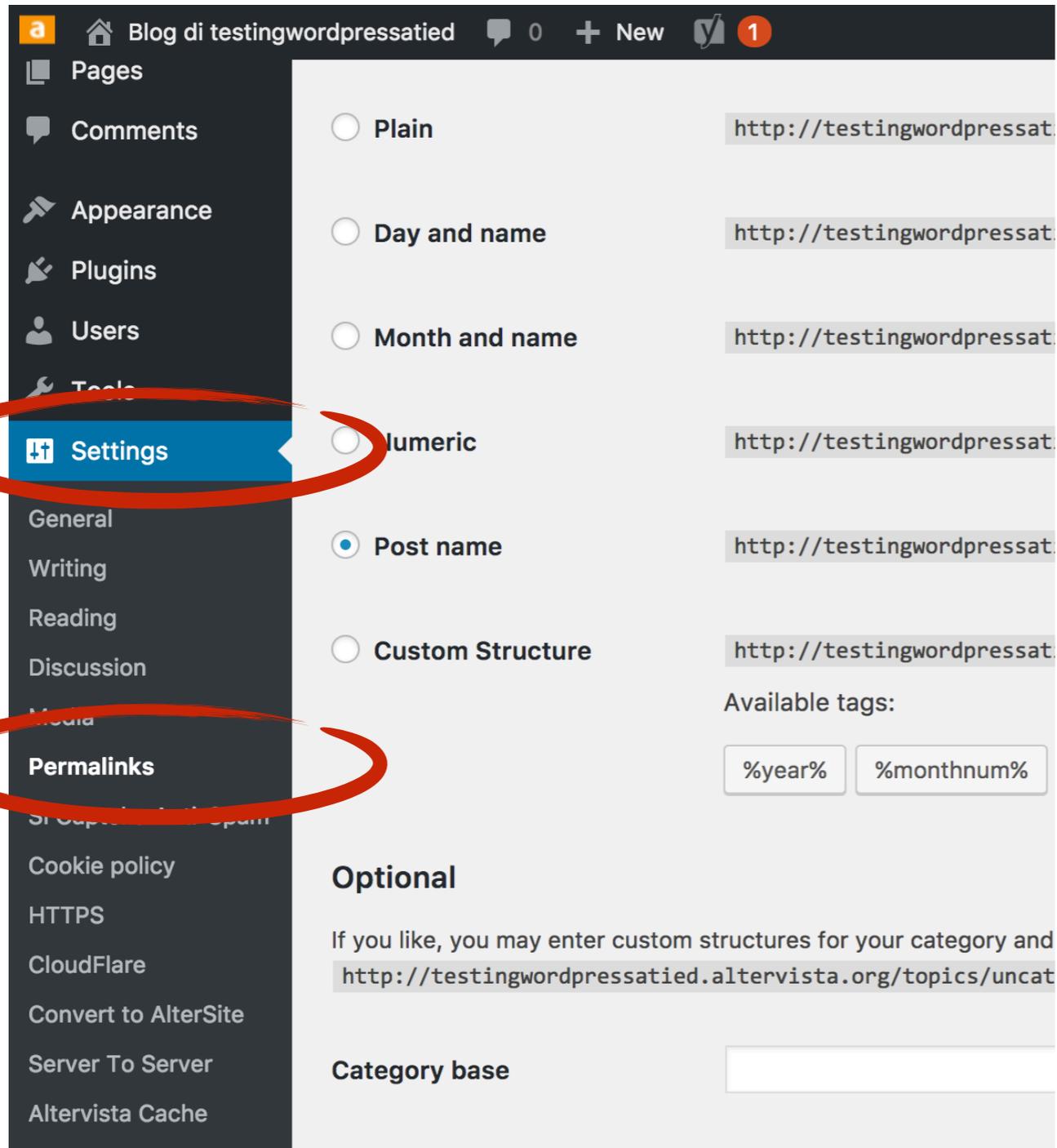
These settings are managed by the admin to have a control mainly on the actions that can be performed by users on the website.

WP Settings > Media



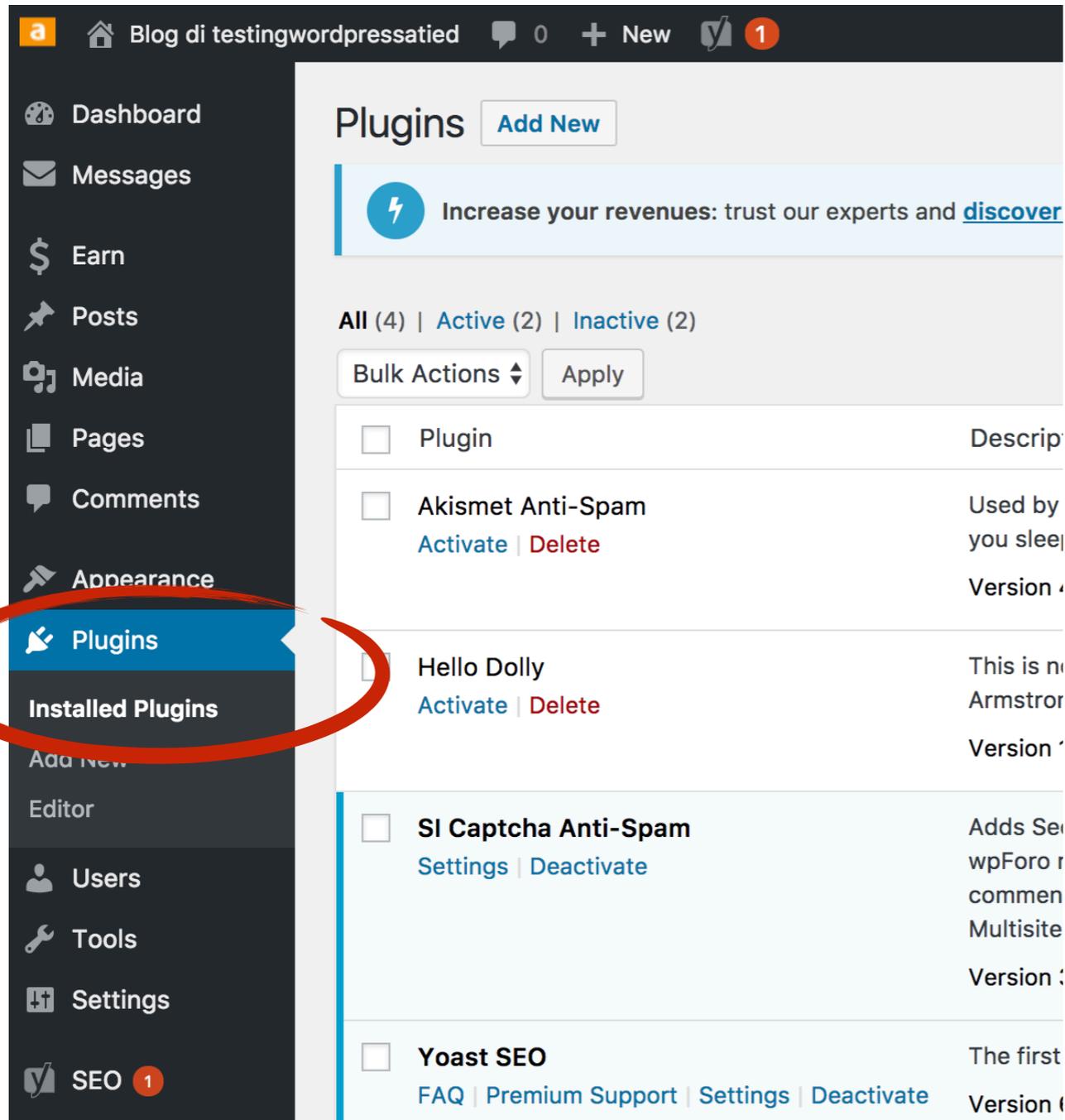
Media Settings in WordPress. It is used to set the height and width of the images which you're going to use on your website.

WP Settings > Permalink



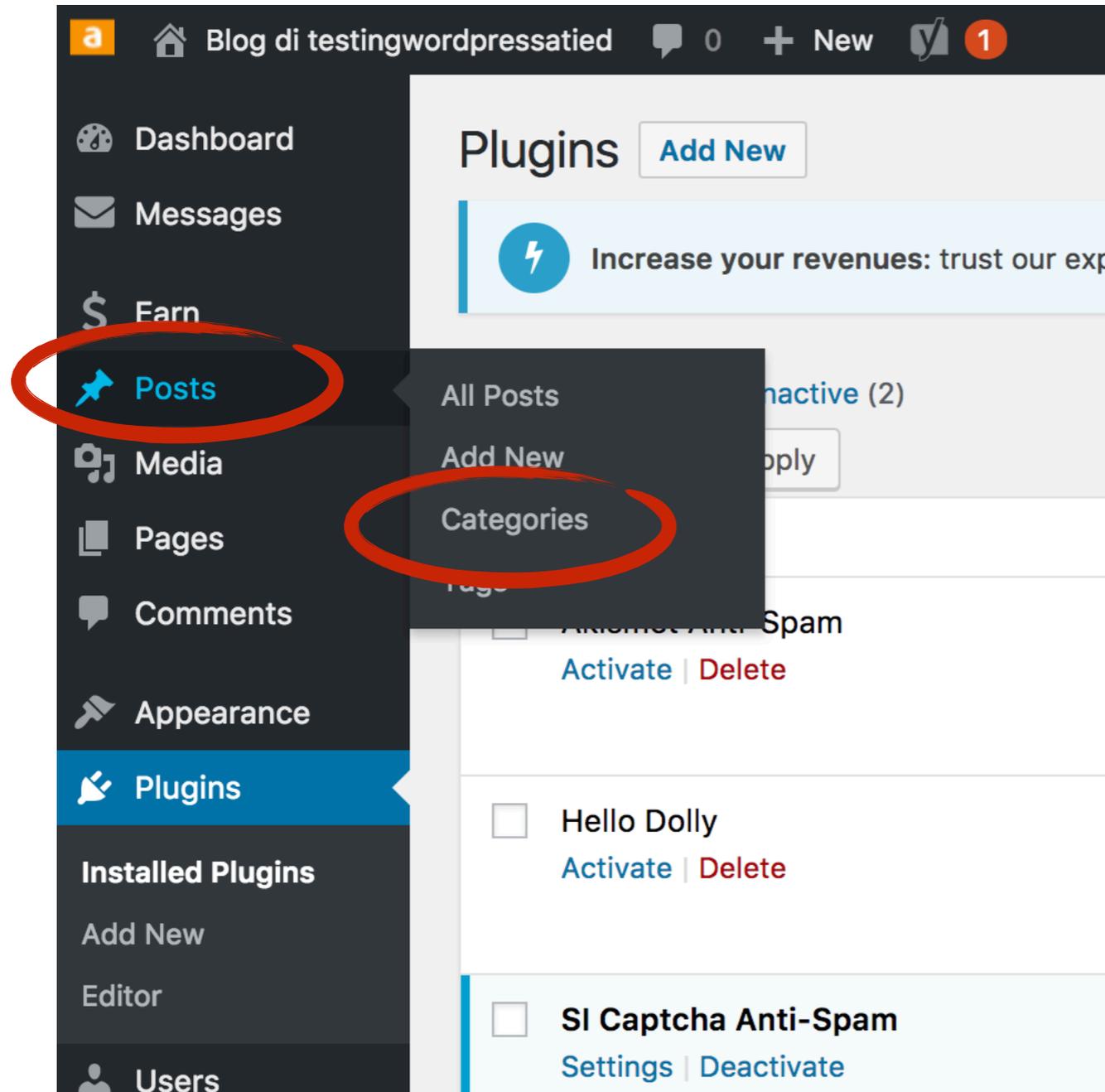
- ▶ Permalink is a **permanent link** to a particular blog post or category.
- ▶ It allows setting the default permalink structure.
- ▶ These settings are used to add permalinks to your posts in WordPress.

WP Plugins > Installed Plugins



- ▶ Plugin allows to easily modify, customize or enhance WordPress blog or post.
- ▶ The WordPress Plugin **is a software** that can be uploaded to expand the functionality of the site.
- ▶ Plugins add services and **features** to WordPress blog. Plugins are used to make your work easier.

WP Posts > Categories

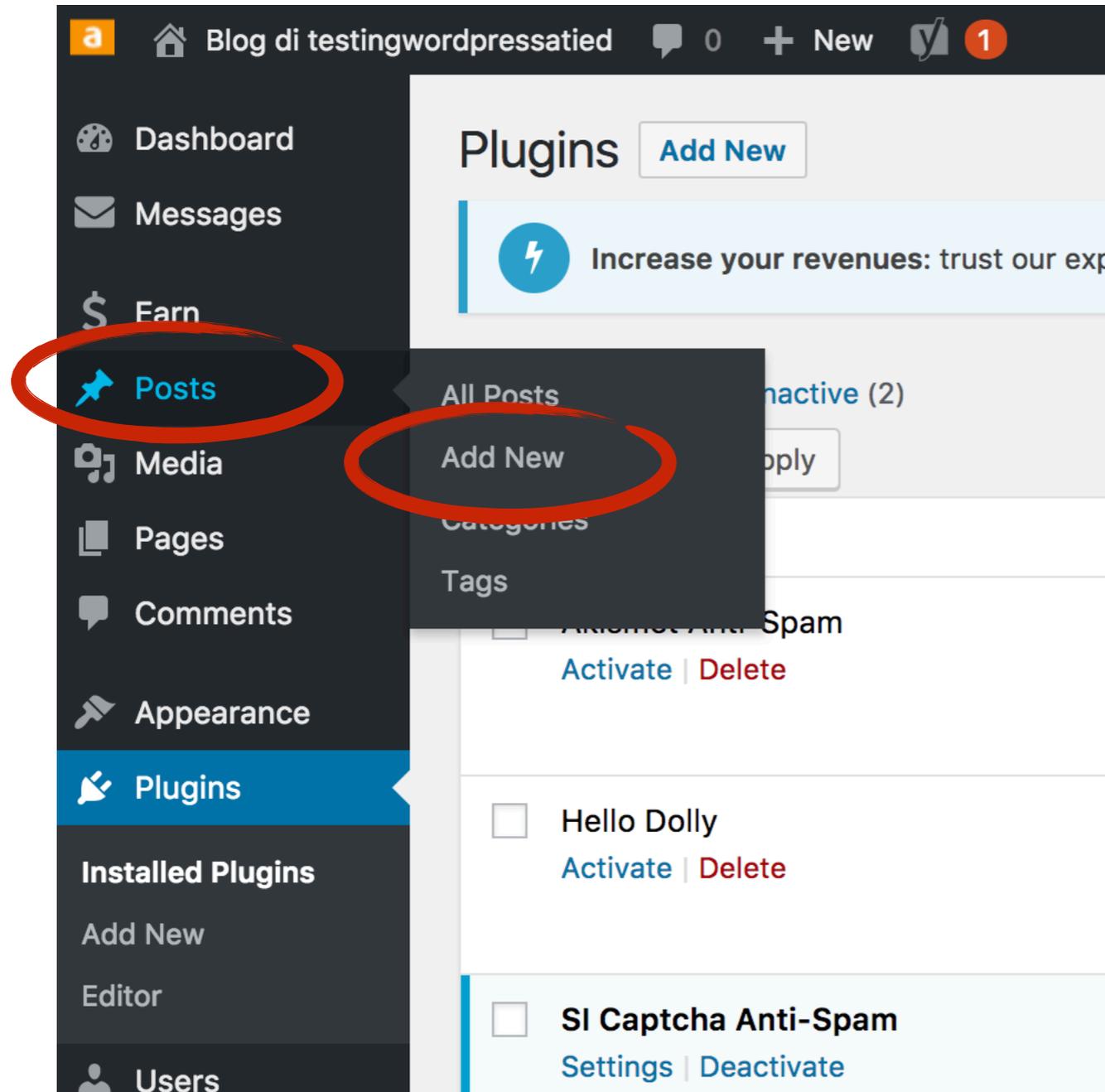


▶ **Add Categories** in WordPress.

▶ Category is used to indicate sections of your site and **group related posts**.

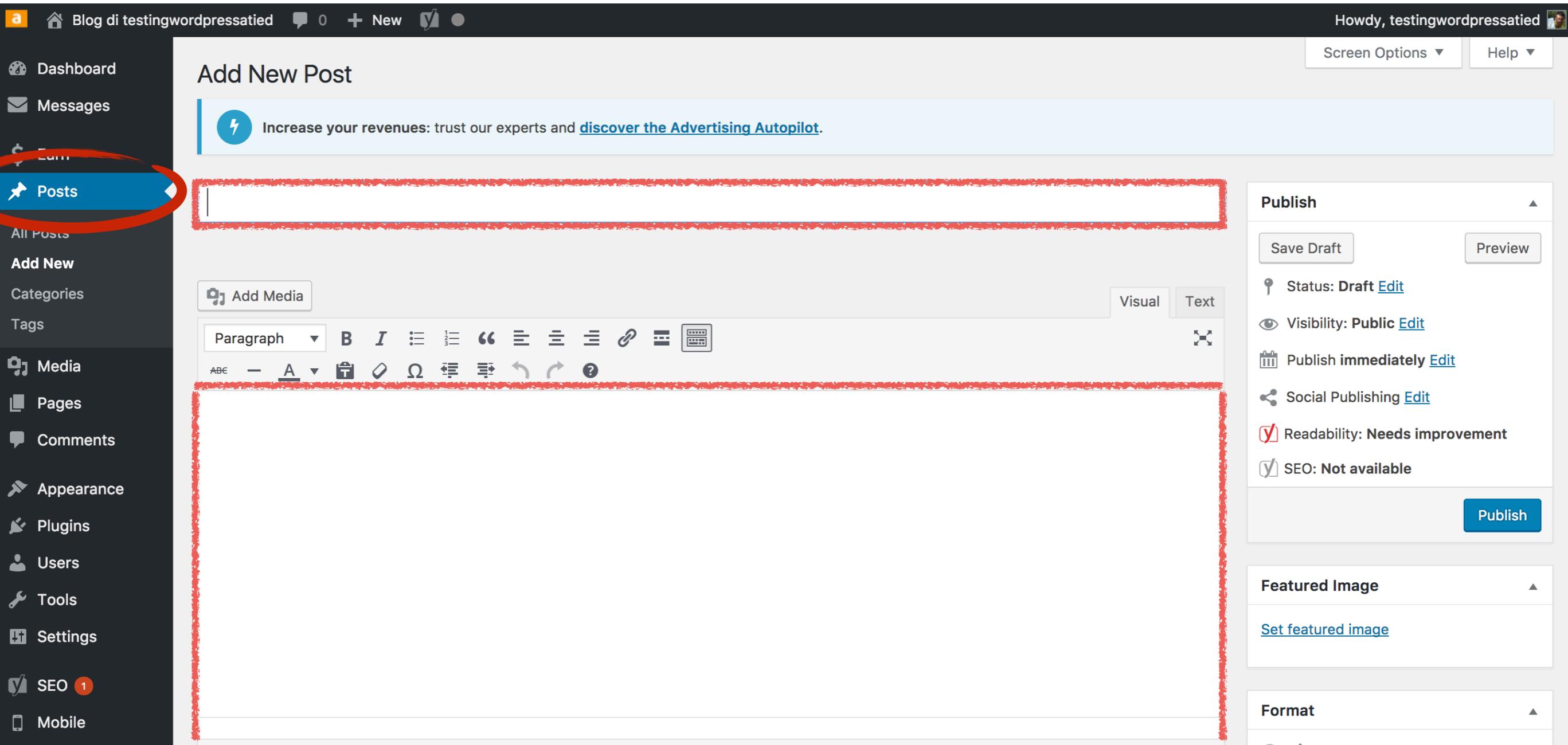
▶ It sorts the group content into different sections. It is a very convenient way to organize the posts.

WP Posts > Add New



- ▶ **Add Posts** in WordPress.
- ▶ Posts are also known as **articles** and sometimes referred as blogs or blog posts.
- ▶ These are used to popularize your blogs.

WP Posts > Add New [classic editor]



Blog di testingwordpressatied 0 + New Howdy, testingwordpressatied

Add New Post

Increase your revenues: trust our experts and [discover the Advertising Autopilot.](#)

Posts

Add Media

Visual Text

Paragraph **B** *I* [List icons] [Link icon] [Table icon]

ABC [Font size] [Link icon] [Undo] [Redo] [Help]

Publish

Save Draft Preview

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

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

Publish immediately [Edit](#)

Social Publishing [Edit](#)

Readability: Needs improvement

SEO: Not available

Publish

Featured Image

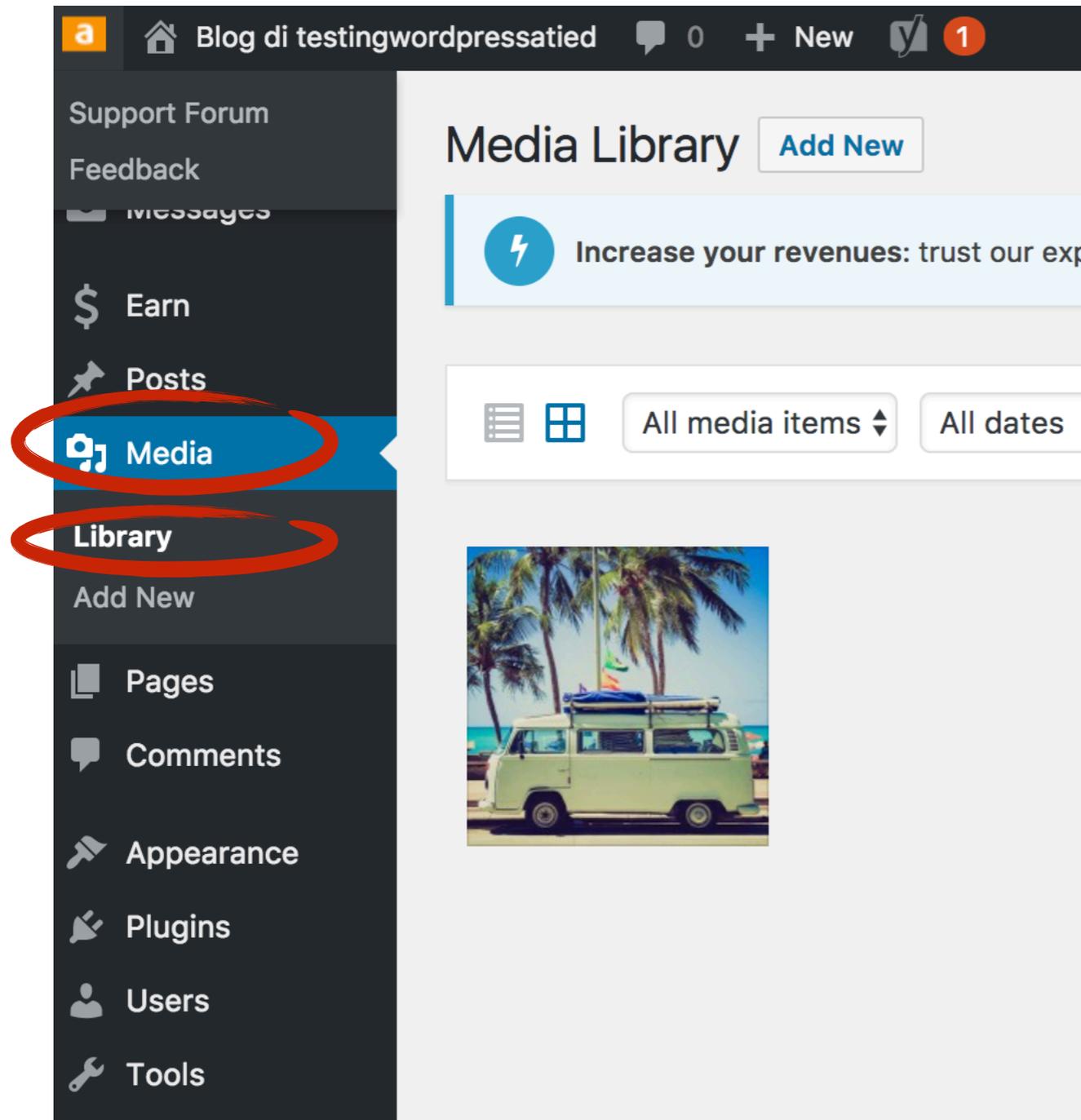
[Set featured image](#)

Format

WP Posts > Add New

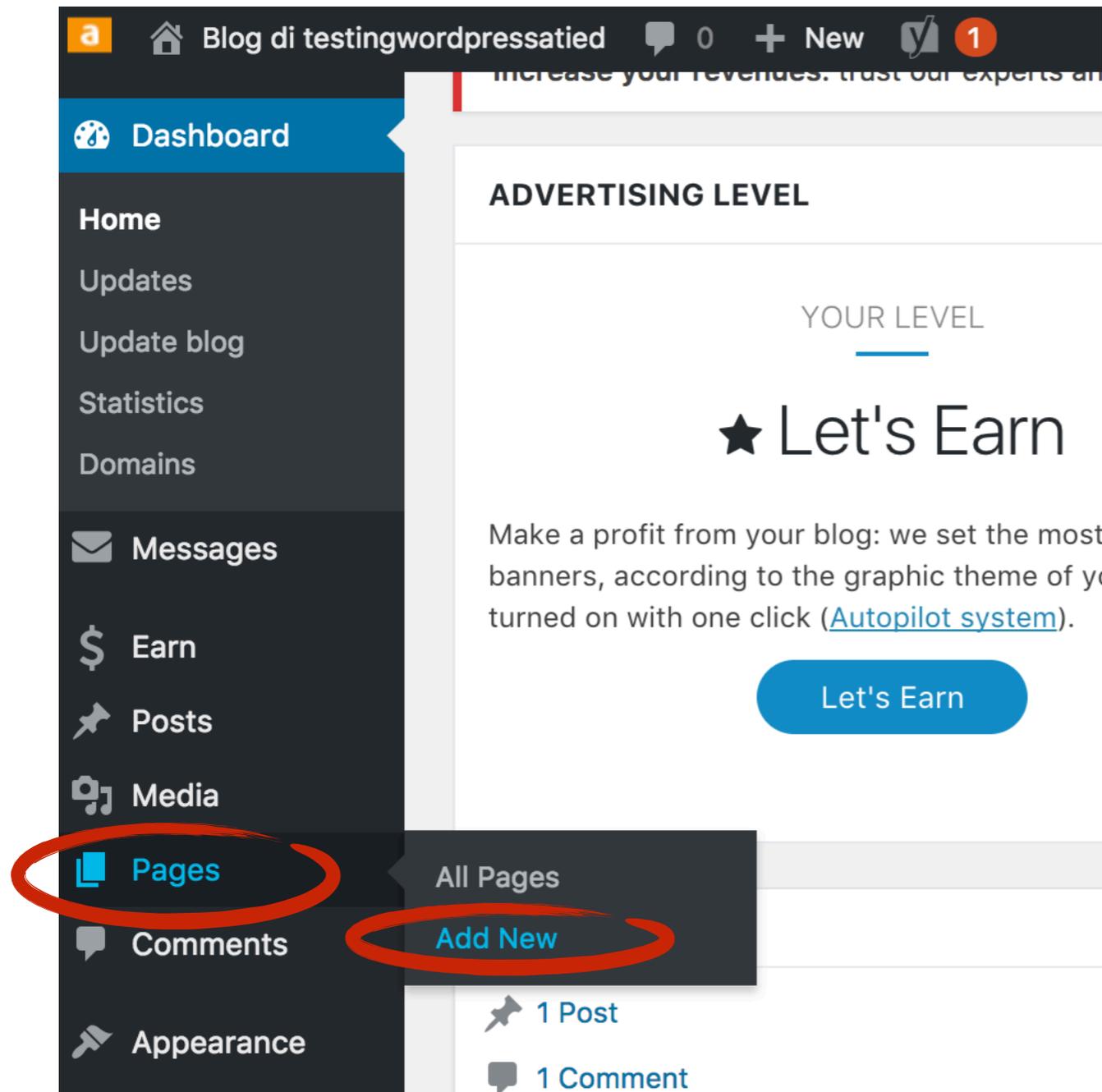
- ▶ **Post Title:** Enter the title of the post, i.e., Post1.
- ▶ **Post Content:** Enter the content of your post.
- ▶ **Save Draft:** It saves the post as a draft.
- ▶ **Preview:** You can preview your post before publishing.
- ▶ **Move to Trash:** Deletes the post.
- ▶ **Status:** Change the status to Published, Pending.
- ▶ **Visibility:** Change the visibility to Public, Private or Password.
- ▶ **Published:** Change the published post date and time.

WP Media > Library



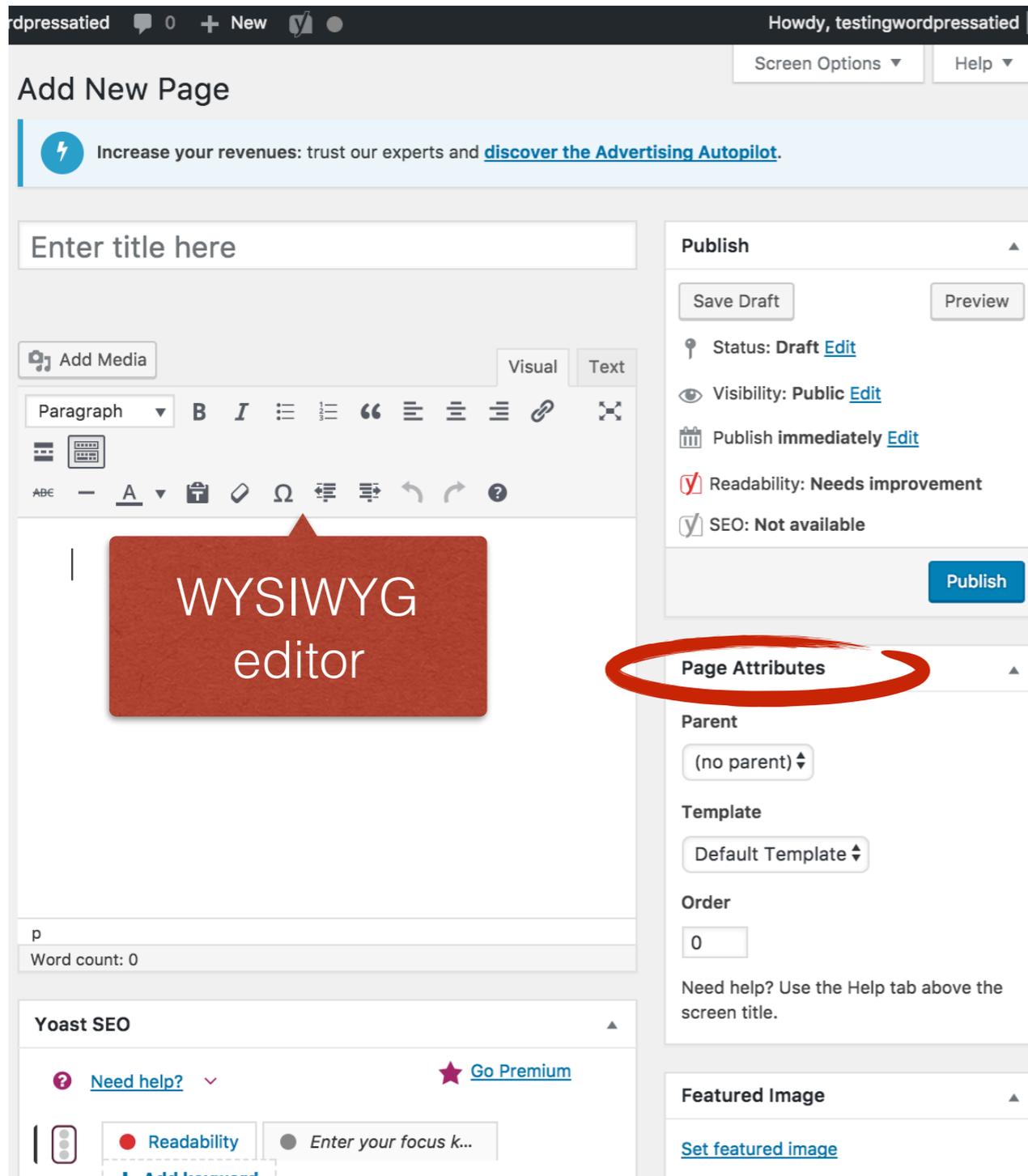
- ▶ **Media Library** in WordPress.
- ▶ Media Library consists of the images, audios, videos and files that you can **upload** and add to the content when writing a Post or Page.
- ▶ Here you can view, add, edit or delete any media related object if not needed.

WP Pages > Add New



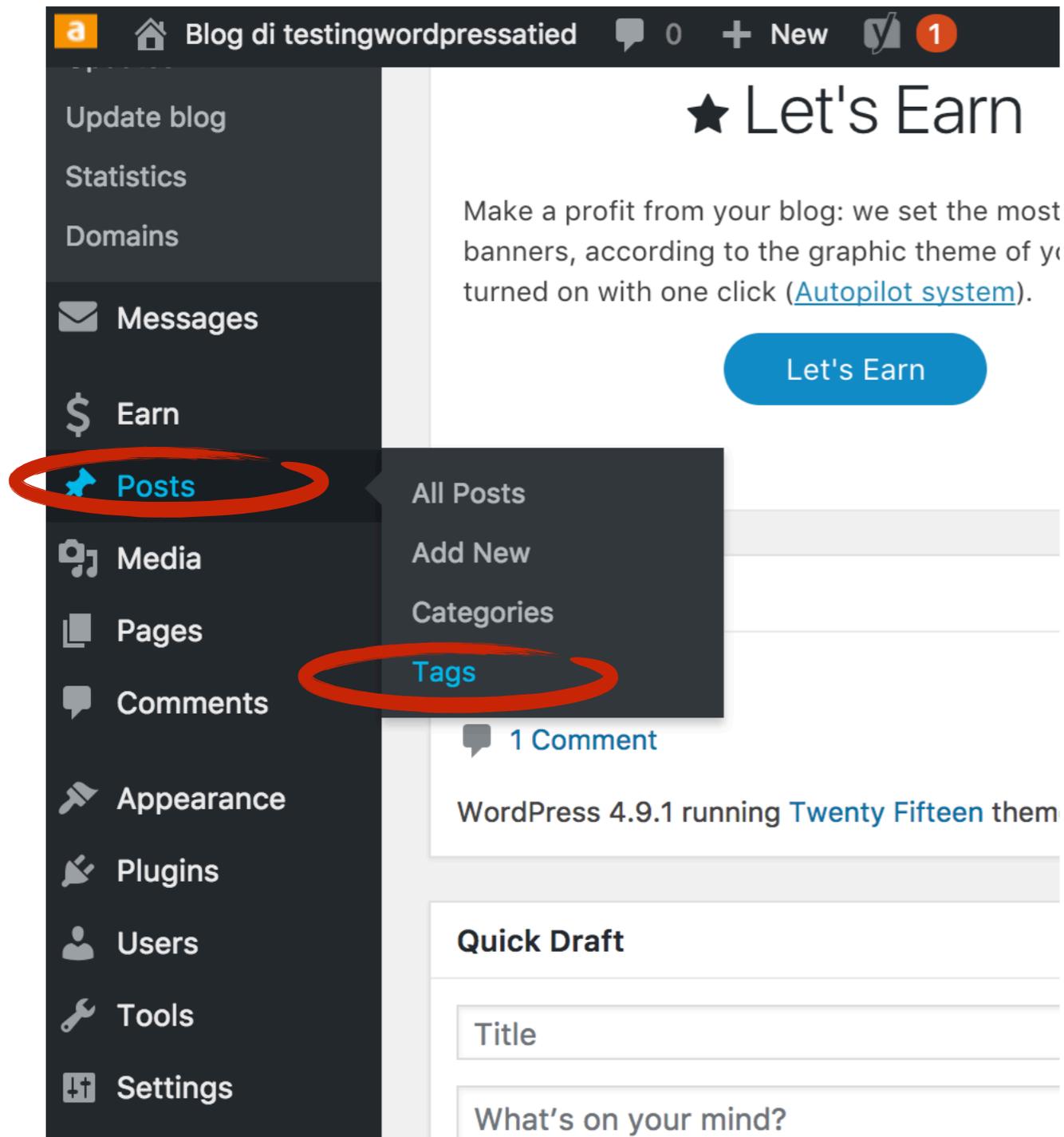
- ▶ **Add Pages** into WordPress. Adding pages is similar to adding posts in WordPress.
- ▶ Pages are **static content** and often do not change their displayed information.

WP New Page



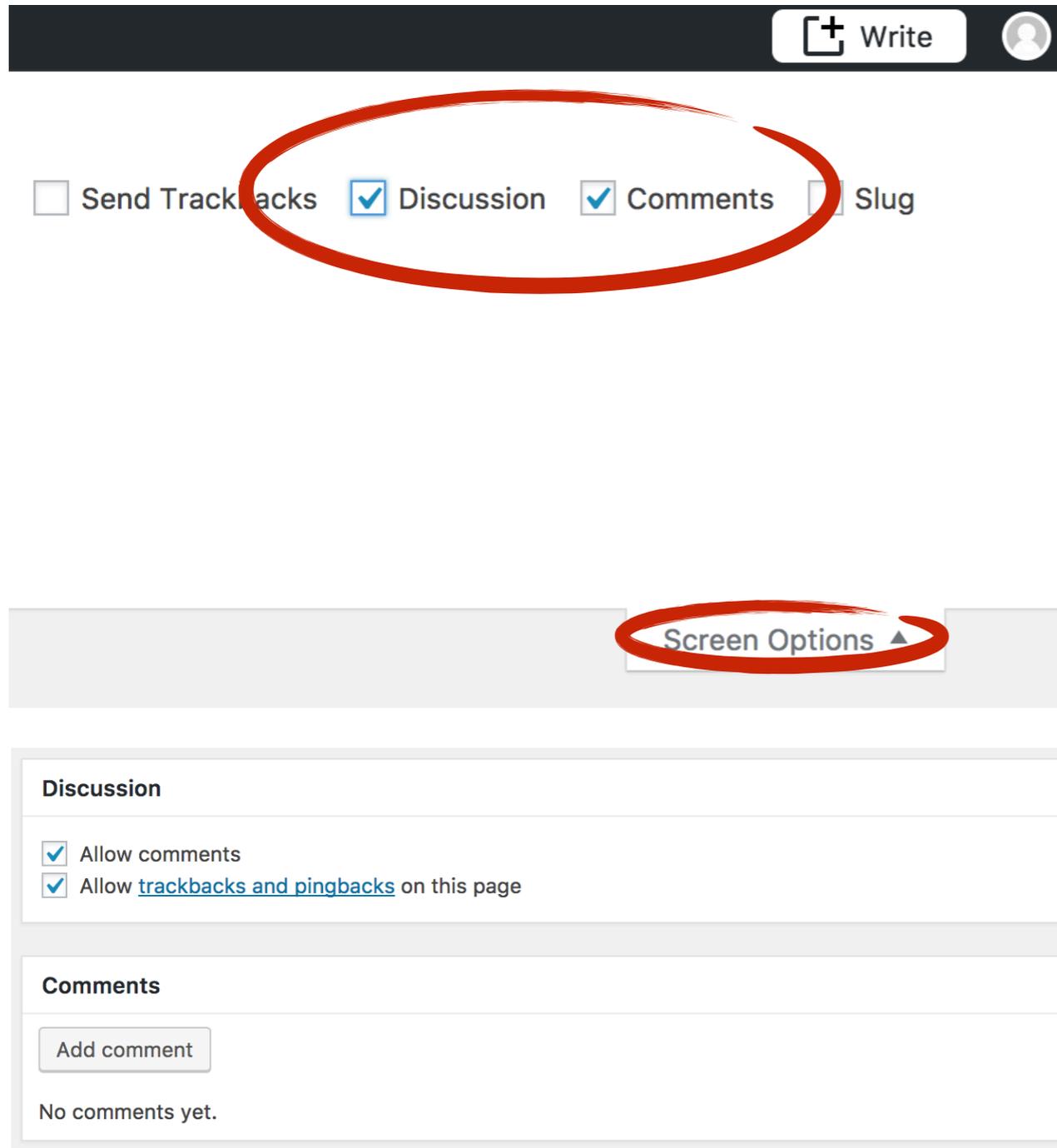
- ▶ **WYSIWYG Editor** is similar to a word processor interface where you can edit the contents of the article.
- ▶ **Page attributes** module allows you to select parents for your particular page. You can also set order of the pages.

WP Posts > Tags



- ▶ **Tag** is a small information attached to the main content or post for the purpose of identification.
- ▶ It tells the visitors what actually the post is about.
- ▶ If the tag is mentioned properly then it helps to find the content very easily.

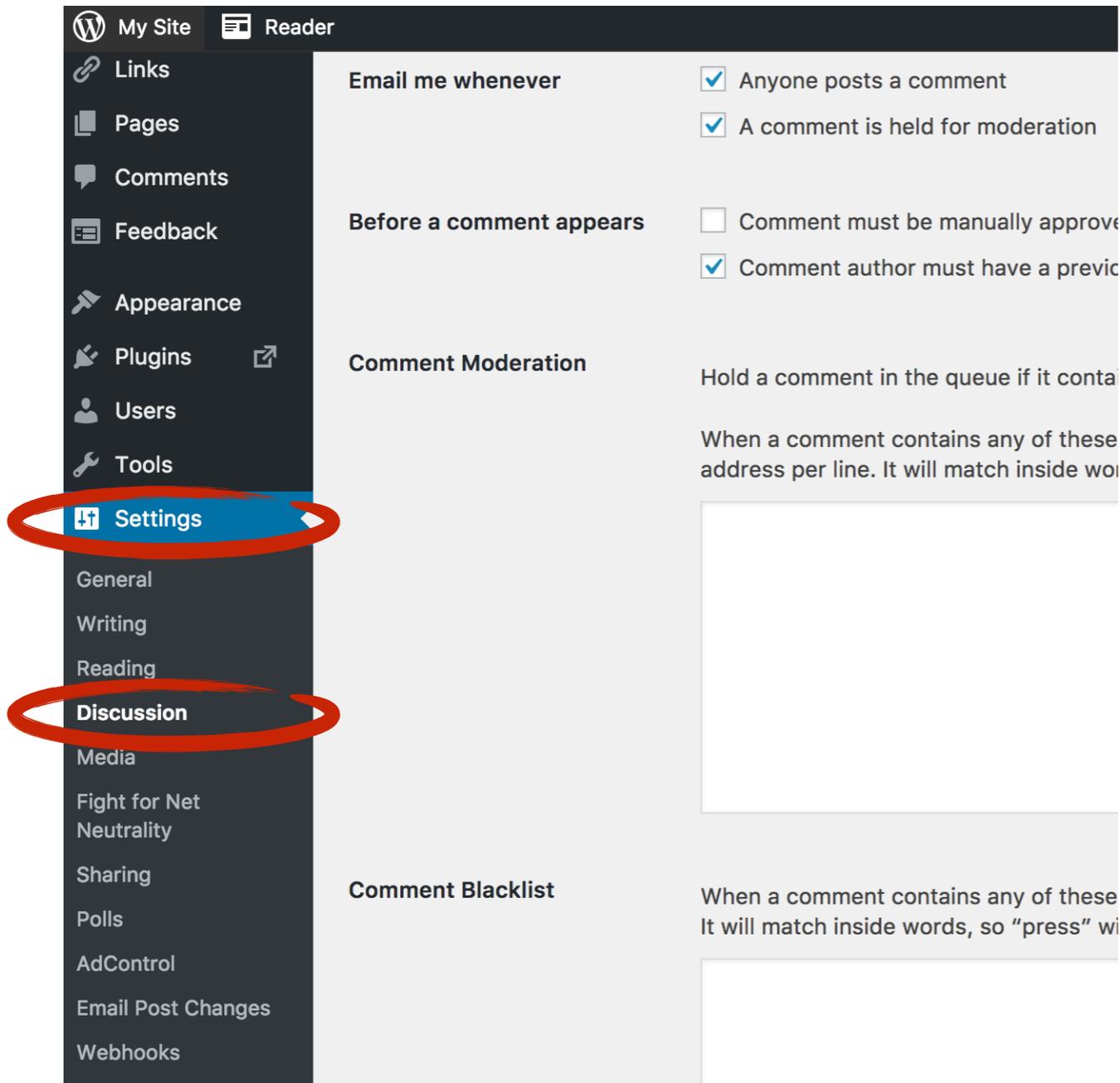
WP Comments



The screenshot shows the WordPress admin interface. At the top, there is a dark bar with a "Write" button and a user profile icon. Below this, there are several checkboxes: "Send Trackbacks" (unchecked), "Discussion" (checked), "Comments" (checked), and "Slug" (unchecked). A red oval highlights the "Discussion" and "Comments" checkboxes. Below this, there is a "Screen Options" dropdown menu, also highlighted with a red oval. The "Screen Options" menu is open, showing two sections: "Discussion" and "Comments". Under "Discussion", there are two checkboxes: "Allow comments" (checked) and "Allow [trackbacks and pingbacks](#) on this page" (checked). Under "Comments", there is a button labeled "Add comment" and the text "No comments yet."

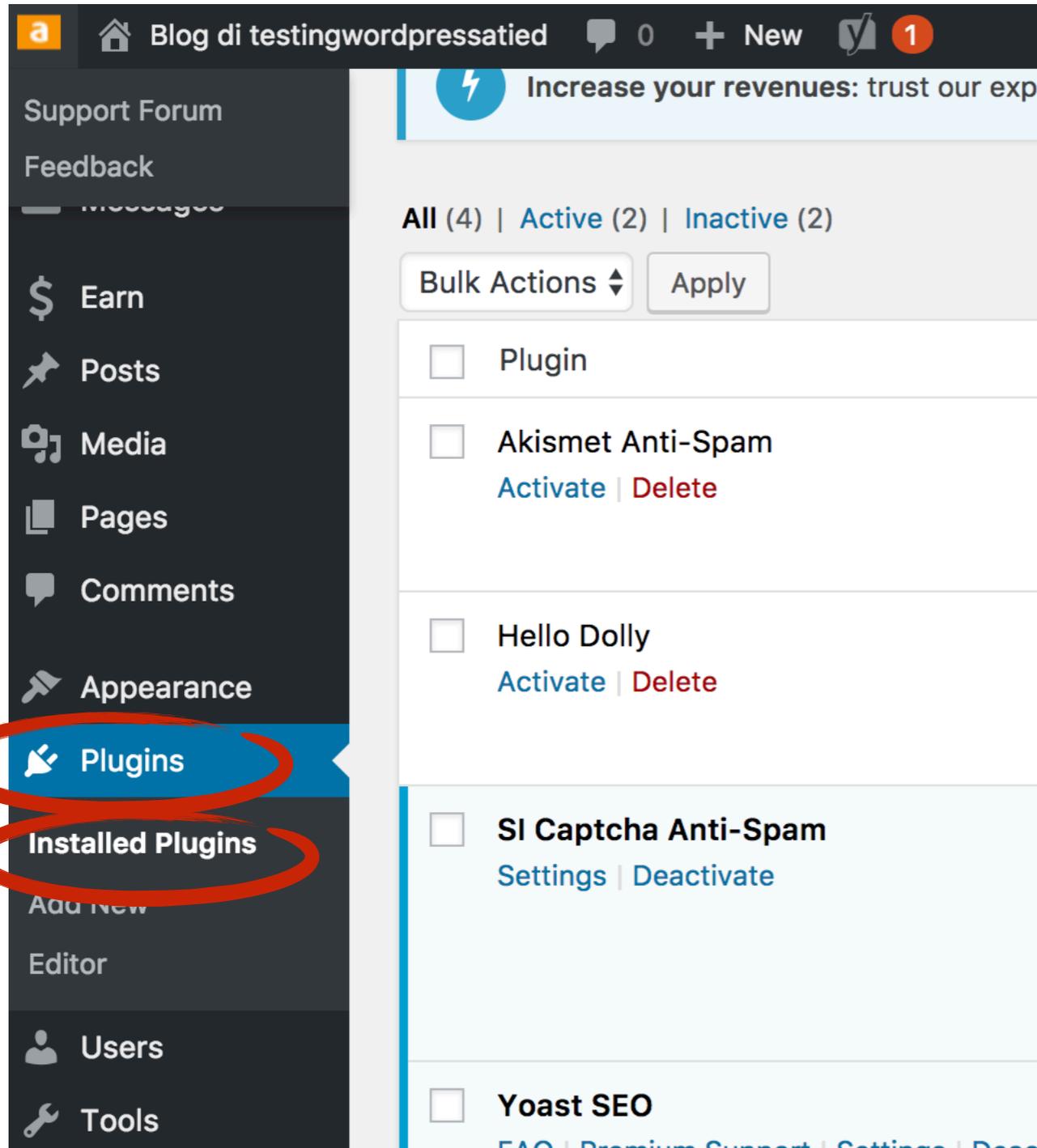
- ▶ **Providing Comments** in WordPress. Adding comments allows your visitors to have a discussion with you.
- ▶ Comments **can be approved** by the admin and then posted to be discussed further.
- ▶ Comments can be enabled on **posts** and **pages**

WP Comments Moderation



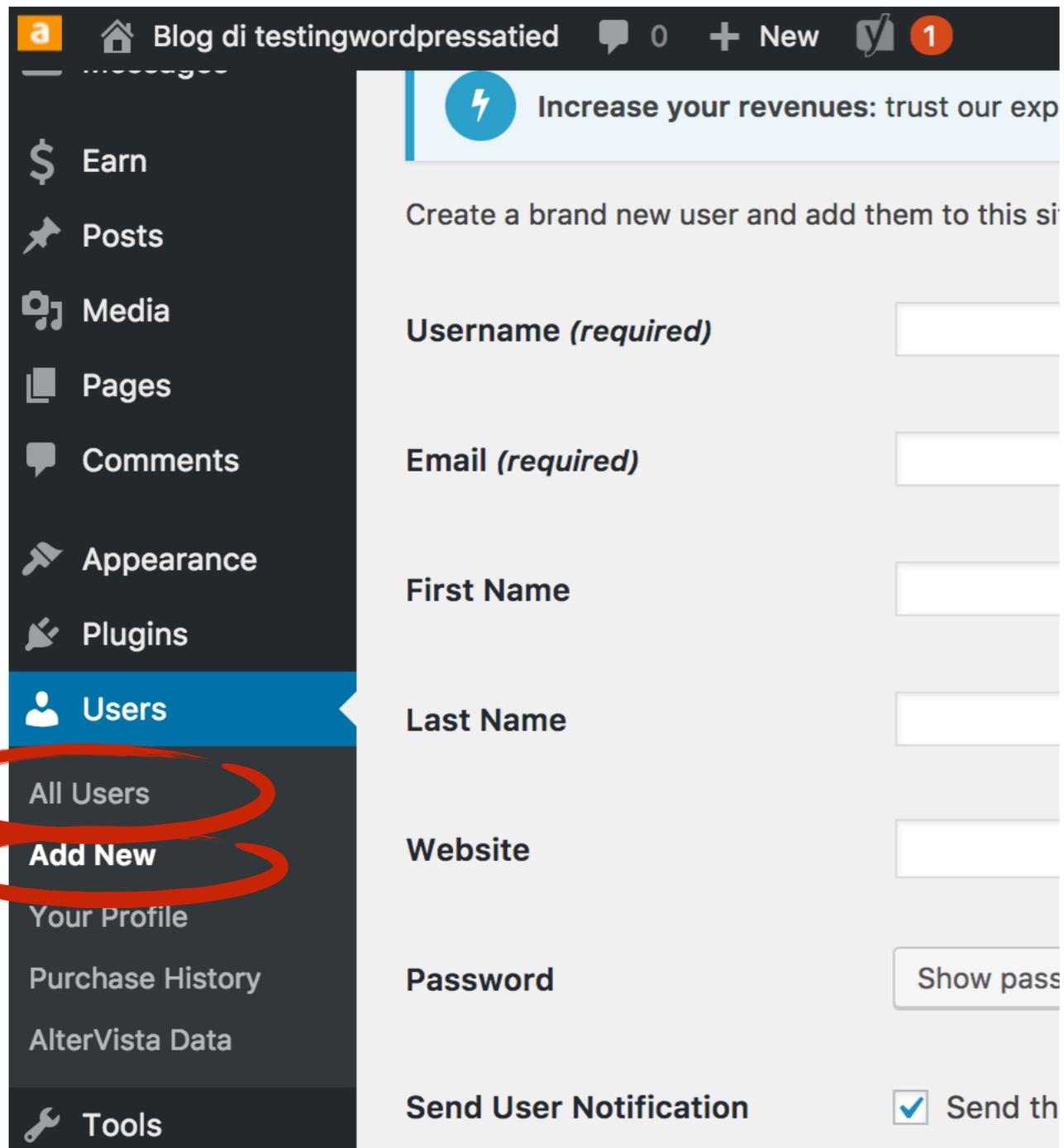
- ▶ **Moderate Comments** in WordPress.
- ▶ Comment moderation is a process where, when visitors comment on posts, the comment **is not published directly** until and unless it is approved by the admin to be posted.
- ▶ It manages your comments so that there is **no comment spamming**.

WP Plugins > Installed Plugins



- ▶ **View Plugins** in WordPress. It helps you to enable and disable WordPress Plugins.
- ▶ This adds unique features to an existing web site.
- ▶ Plugins **extend and enlarge the functionality** of WordPress.

WP Users > Add New

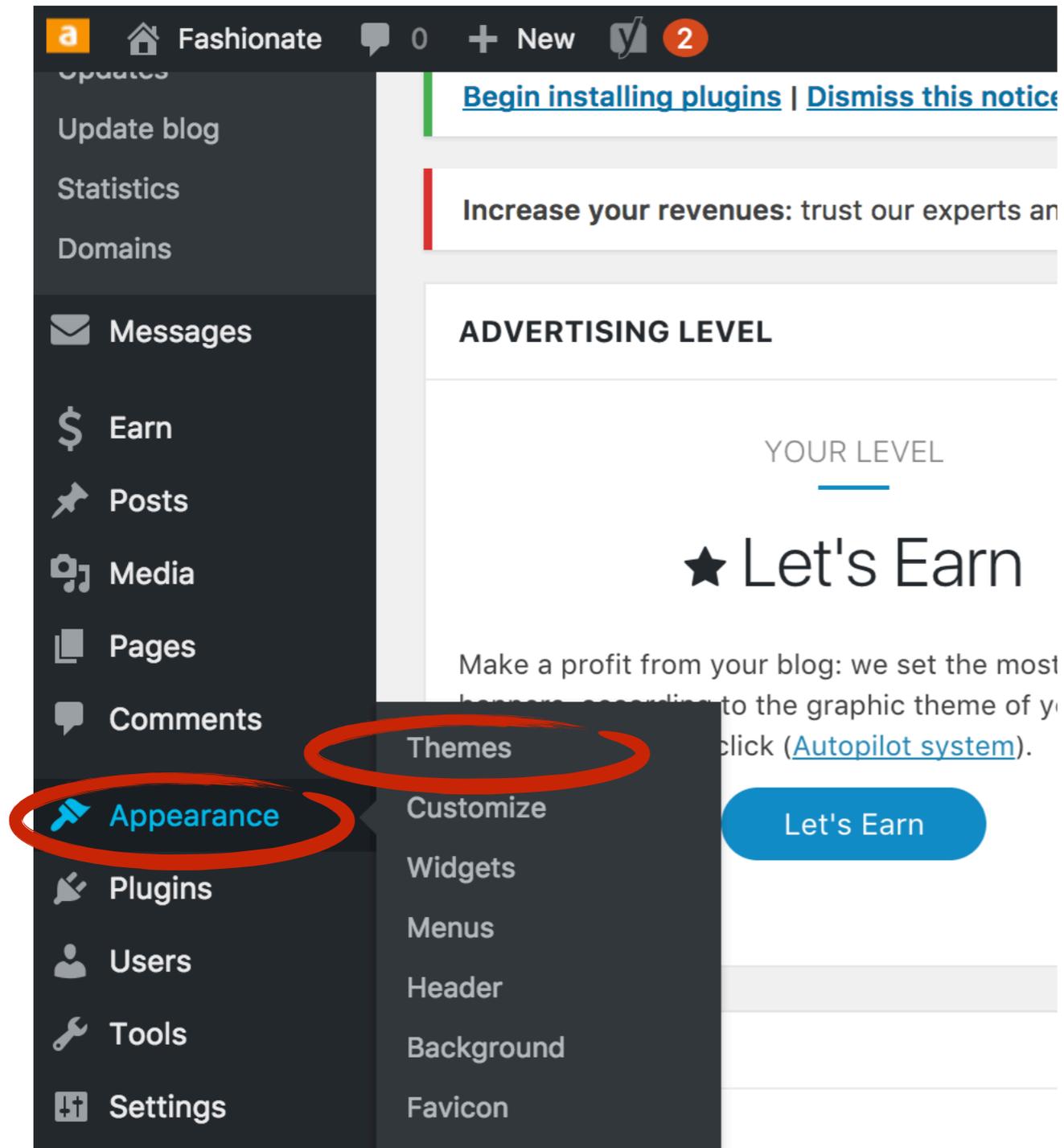


- ▶ **Add users** to your WordPress blog or website.
- ▶ When users register on your WordPress blog or website, you get an e-mail notification, so you always know when new users register, and you can then get into your Dashboard and edit the users' role.

WP Users

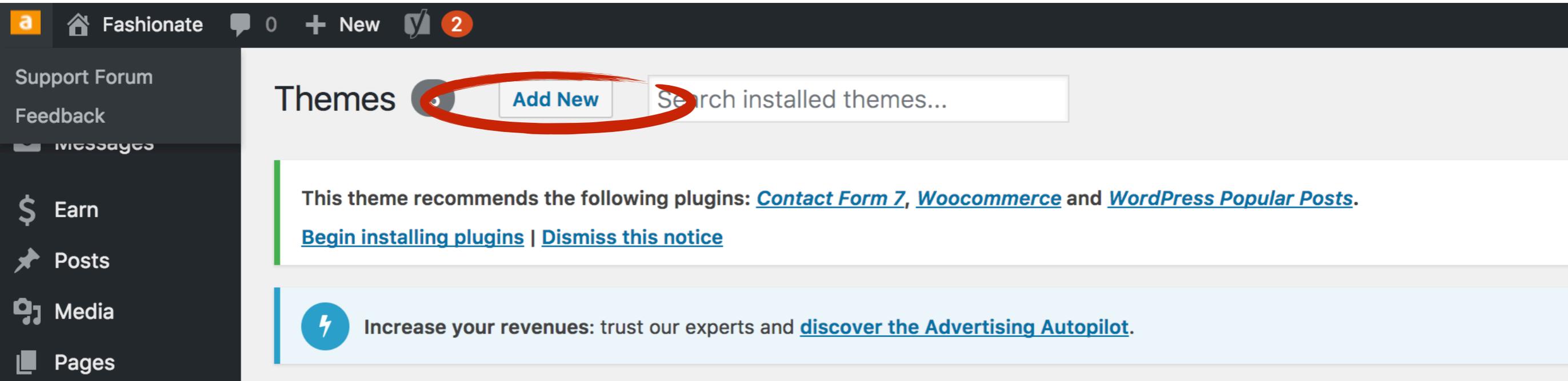
- ▶ **Administrator:** has all the rights. An Admin can do anything and everything on the WordPress site such as creating more admins, inviting more users and also removing them.
- ▶ **Editor:** has access to all the posts, pages, comments, categories, tags, and links. They can create, publish, edit or delete any posts or pages.
- ▶ **Author:** can only write posts, upload pictures, edit, and publish his own posts.
- ▶ **Contributor:** can only write and edit his posts until published.
- ▶ **Subscriber:** can only view your posts; they cannot edit but can only comment on the posts.

WP Appearance > Themes

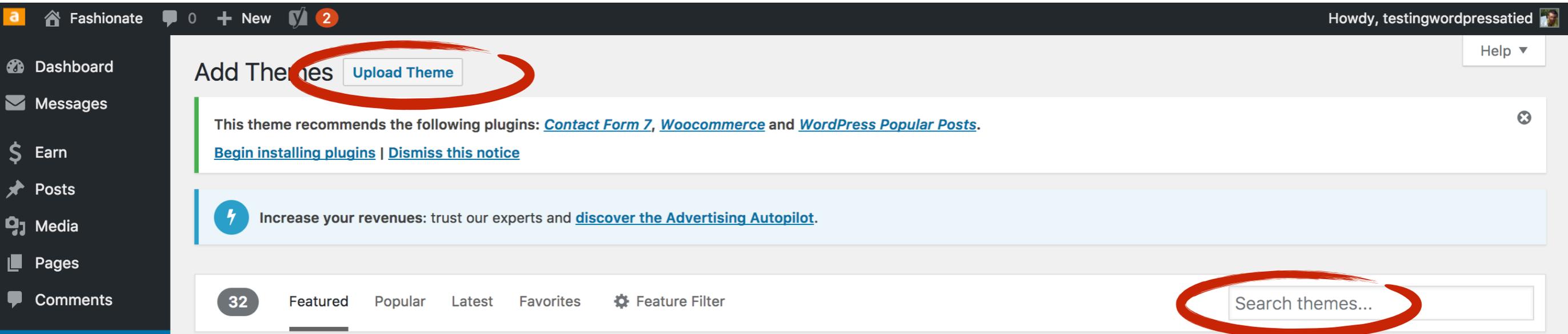


- ▶ **Theme management** includes image files, templates, CSS stylesheets, etc. that can help to make your website look great.
- ▶ It provides tools to install, add new, or customize **themes** in WordPress.

WP Appearance > Themes

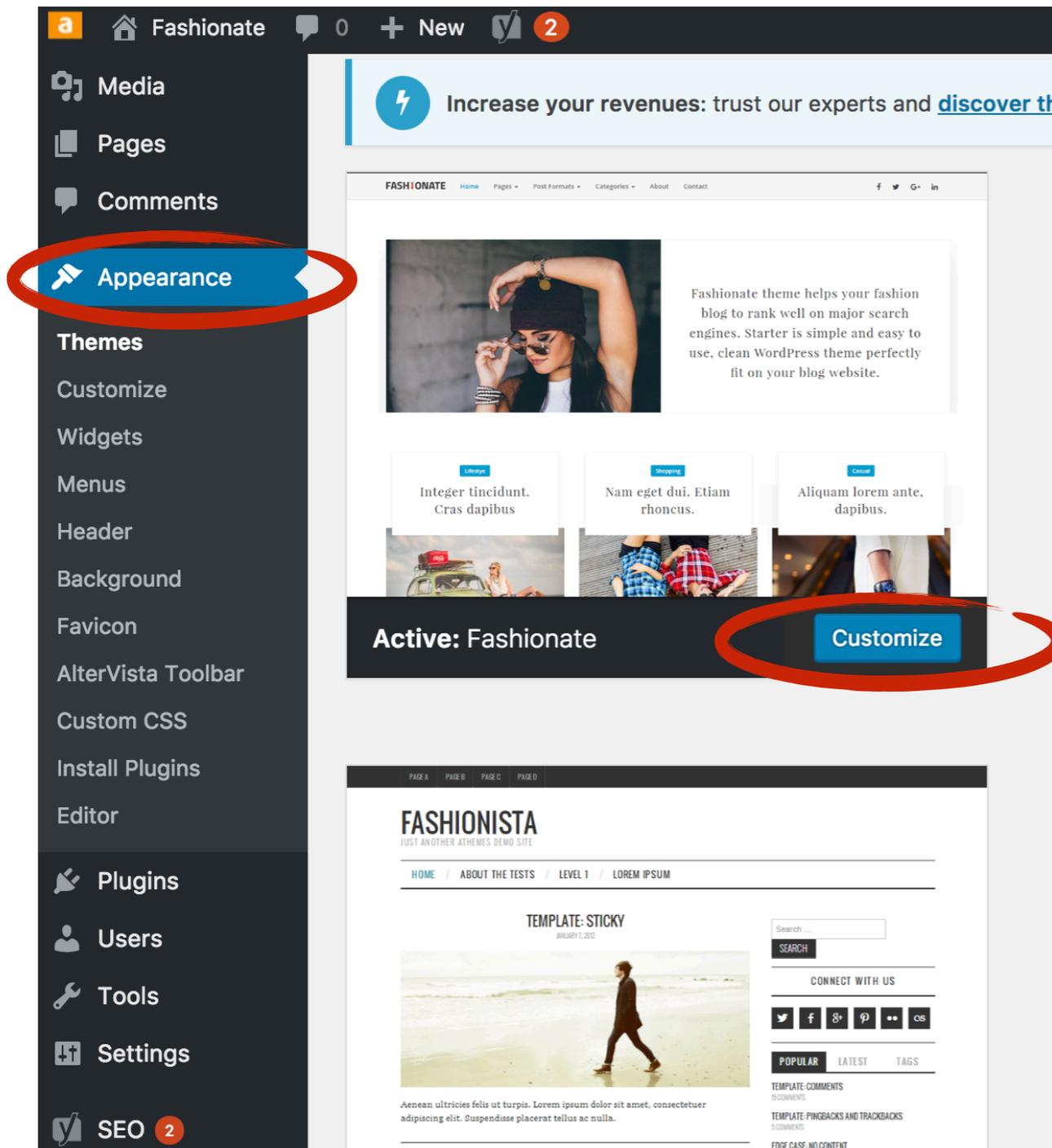


This screenshot shows the WordPress 'Themes' page. The top navigation bar includes a home icon, the site name 'Fashionate', a message icon with '0', a '+ New' button, and a user profile icon with a '2' notification badge. The left sidebar contains links for 'Support Forum', 'Feedback', 'Messages', 'Earn', 'Posts', 'Media', and 'Pages'. The main content area features a 'Themes' heading, a red circle around the 'Add New' button, and a search input field containing 'Search installed themes...'. Below this, a notice recommends plugins: [Contact Form 7](#), [Woocommerce](#), and [WordPress Popular Posts](#). A blue banner at the bottom promotes 'Increase your revenues: trust our experts and [discover the Advertising Autopilot](#)'.



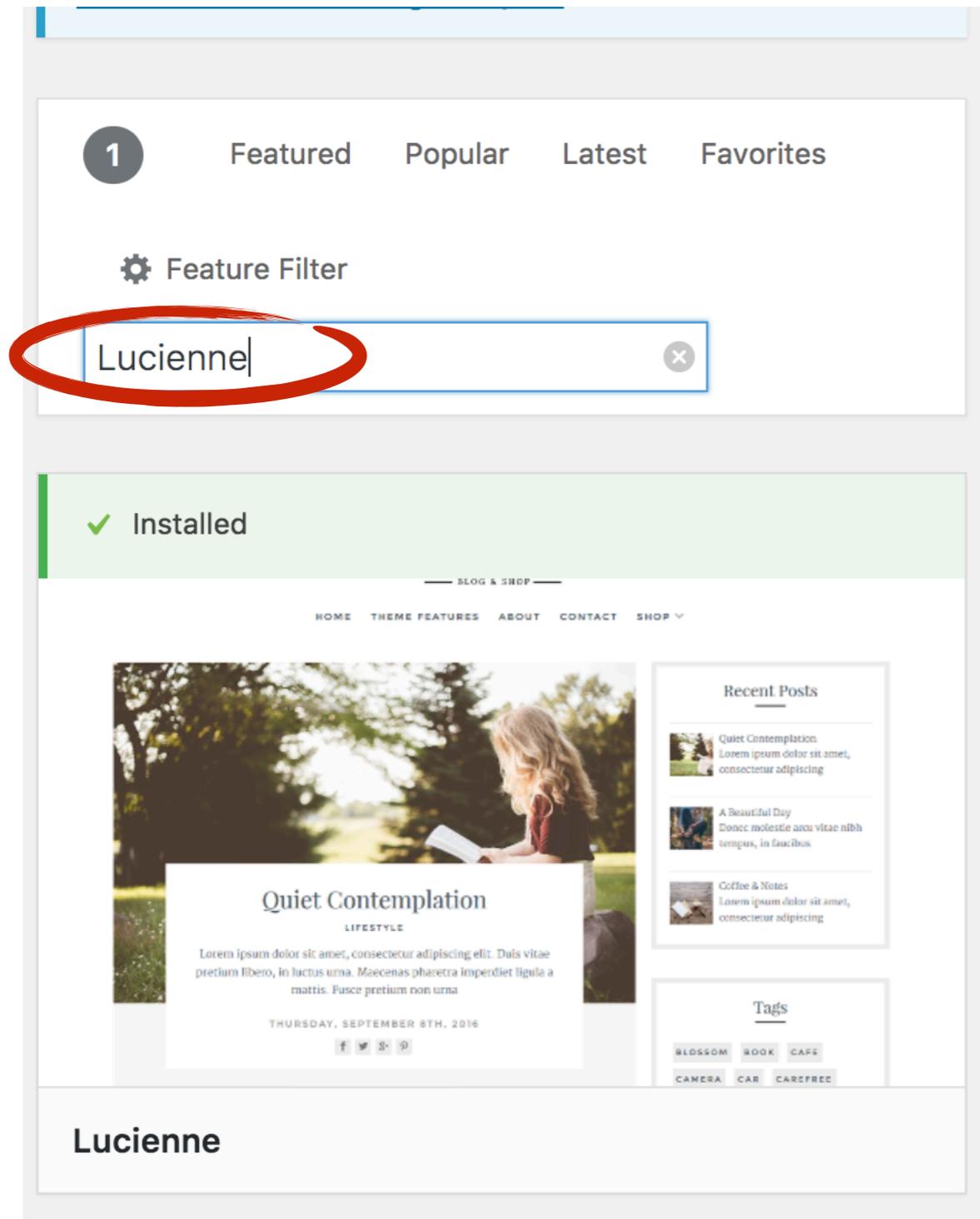
This screenshot shows the 'Add Themes' page in WordPress. The top navigation bar is similar to the previous screenshot, but includes a 'Howdy, testingwordpresssated' greeting and a 'Help' dropdown on the right. The left sidebar lists 'Dashboard', 'Messages', 'Earn', 'Posts', 'Media', 'Pages', and 'Comments'. The main content area has 'Add Themes' as the heading, with a red circle around the 'Upload Theme' button. It includes the same plugin recommendation notice and revenue banner. At the bottom, there are filters for '32' items, 'Featured', 'Popular', 'Latest', and 'Favorites', along with a 'Feature Filter' icon. A red circle highlights the 'Search themes...' input field.

WP Appearance > Themes



- Themes can be **customised** using a **graphical interface** which allows to change some aspects of the content and of the design (logo, header, Background image, menus position)

WP Appearance > Themes



- ▶ Download this zip file <http://bit.ly/2FDhFYp>
- ▶ Search for the **Lucienne theme** zip file and install it.
- ▶ Then you have the possibility to **customise** the theme from wordpress
- ▶ **Gutenberg** and **Elementor** page builder demo

<https://www.youtube.com/watch?v=nybAQ7n2kxA>

The screenshot displays the WordPress Gutenberg block editor interface. On the left is a dark sidebar with navigation options: Dashboard, Posts (selected), All Posts, Add New, Categories, Tags, Media, Pages, Comments, Appearance, Plugins, Users, Tools, Settings, and Collapse menu. The main editor area shows a post titled "Hello world!". Below the title is a paragraph block containing the text "Welcome to WordPress. This is your first post. Edit or delete it, then start writing!". Below that is an image block featuring a concert scene with the text "stevepederson" overlaid. The image block has a "Write caption..." field below it. On the right side, the "Block" settings panel is open, showing options for "Image Settings" (Alt Text, Image Size, Image Dimensions) and "Link Settings" (Link To). The "Image Settings" section includes an "Alt Text (Alternative Text)" field, a description of alt text, and a "Image Size" dropdown set to "Large". The "Image Dimensions" section shows "Width" as 1024 and "Height" as 512, with percentage options (25%, 50%, 75%, 100%) and a "Reset" button. The "Link Settings" section shows "Link To" set to "None".

<https://www.youtube.com/watch?v=-TPpwuB6dnl>



Getting Started with Elementor

OVERVIEW