

Blogging with Wordpress

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Syllabus

- ▶ **today, January 11:** Website creation intro
- ▶ **January 15:** Website development
- ▶ **January 21:** time to implement your blog
- ▶ **January 24:** visit to textile museum in Prato
- ▶ **January 29:** presentation of your work to the class

Assignment and homework: you have to start your own fashion blog using the materials and the results from the other courses: photoshooting 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 use during the class

email: andreaferacani@gmail.com

subject: winter course - [your name and surname]

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.

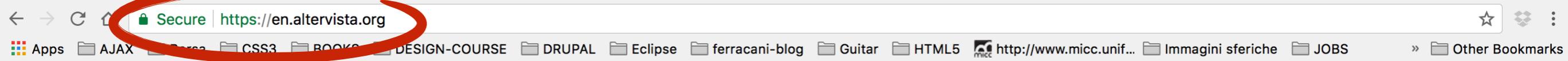
Features

- ▶ **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

- ▶ **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

START TO CREATE YOUR WEBSITE

Bandwidth and web space unlimited

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

- ✓ Clearly visible on tablets and smartphones
- ✓ Insert advertisements and start to earn
- ✓ Templates and designs ready to use
- ✓ Fully customizable



GO ON >

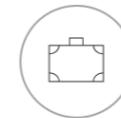
Are you looking for a plain hosting?

ⓘ Manage your site with PHP, MySQL and FTP connection

altervista.org Sign Up - Step 3

CHOOSE YOUR NEW ADDRESS ON THE WEB

✔ 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

FREE WEB HOSTING

It is actually FREE and lasts FOREVER!

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

Free Signup

Premium Plans

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

Create FTP Accounts

Explore the Database Manager

Upload your own Website

OPPURE utilizza uno dei nostri Auto Installer:

Wordpress



Installa Wordpress

Start blogging in just 5 minutes.

- Easy access to Templates and Plugins
- Blogs or Websites, both can benefit of the possibilities of Wordpress

Joomla



Milioni di siti web sono costruiti con Joomla.

- Thousands of available Extensions and designs
- User Friendly Administration
- Installazione in un paio di clic!

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

Benvenuto, Andrea Ferracani

Rimuovere questa pubblicità?

feedback

support

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

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: ← select a domain name from your account

OR

Register a new domain:

OR

Use a free domain or free subdomain:

Select the destination where your Website will be installed

Your Installation path:

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?

feedback

support

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://testtetetett.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

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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 22 installations)

altervista.org Site Login



 Accedi con il tuo account Altervista

Nome utente

testingwordpressatied

Password

.....

ACCEDI

Resta connesso

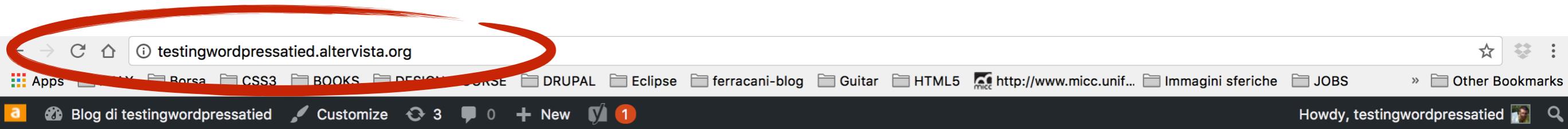
[Password dimenticata?](#)

accedi con



[← Annulla](#)

altervista.org Live Site



Blog di testingwordpressatied

Un nuovo sito targato WordPress

Home



Il Primo Articolo

SENZA CATEGORIA DECEMBER 26, 2017

Puoi scegliere il **tema**, personalizzare la **toolbar**, guadagnare con i **banner pubblicitari** e iniziare a **scrivere**. Modifica questo articolo...

[Read more »](#)

ULTIMI ARTICOLI



1 DAY AGO

[Il Primo Articolo](#)

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altervista.org Site Login

Blog di testingwordpressatied

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Il Primo Articolo

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ULTIMI ARTICOLI



1 DAY AGO

[Il Primo Articolo](#)

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altervista.org Change language

The screenshot shows the WordPress admin dashboard for the user 'testingwordpressatied'. The left sidebar contains navigation menus: 'Aspetto', 'Plugin', 'Utenti', 'Strumenti', 'Impostazioni' (highlighted), 'Generali', 'Scrittura', 'Lettura', 'Discussione', 'Media', 'Permalink', 'SI Captcha Anti-Spam', 'Cookie policy', 'HTTPS', 'CloudFlare', 'Passa ad AlterSite', 'Server to server', 'Cache', 'SEO 1', 'Mobile', and 'Promuovi'. The main content area is the 'Impostazioni' page, with the 'Lingua del sito' section expanded. A dropdown menu is open, showing a list of languages. 'English (United States)' is highlighted in blue. Other visible languages include 'av_languages-it_IT', 'av_upcloo-it_IT', 'Italiano' (checked), 'Disponibile', 'Afrikaans', 'العربية', 'العربية المغربية', 'অসমীয়া', 'گۆنئی آذربایجان', 'Azərbaycan dili', 'Беларуская мова', 'Български', 'বাংলা', 'བོད་སྐད་', 'Bosanski', 'Català', 'Cebuano', 'Čeština', 'Cymraeg', and 'Danck'. The 'Impostazioni' menu item in the sidebar and the 'Lingua del sito' dropdown menu are circled in red.

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 Dashboard, 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 primary widgets: "ADVERTISING LEVEL" with a "Let's Earn" button, "VISITORS STATS" showing "0" visitors for the last week, and "ALTERVISTA NEWS" with a "Go to website" button. At the bottom, there are two smaller widgets: "At a Glance" showing "1 Post" and "1 Comment", and "Activity" showing "Recently Published" on Dec 26th and "Recent Comments" from AlterVista.

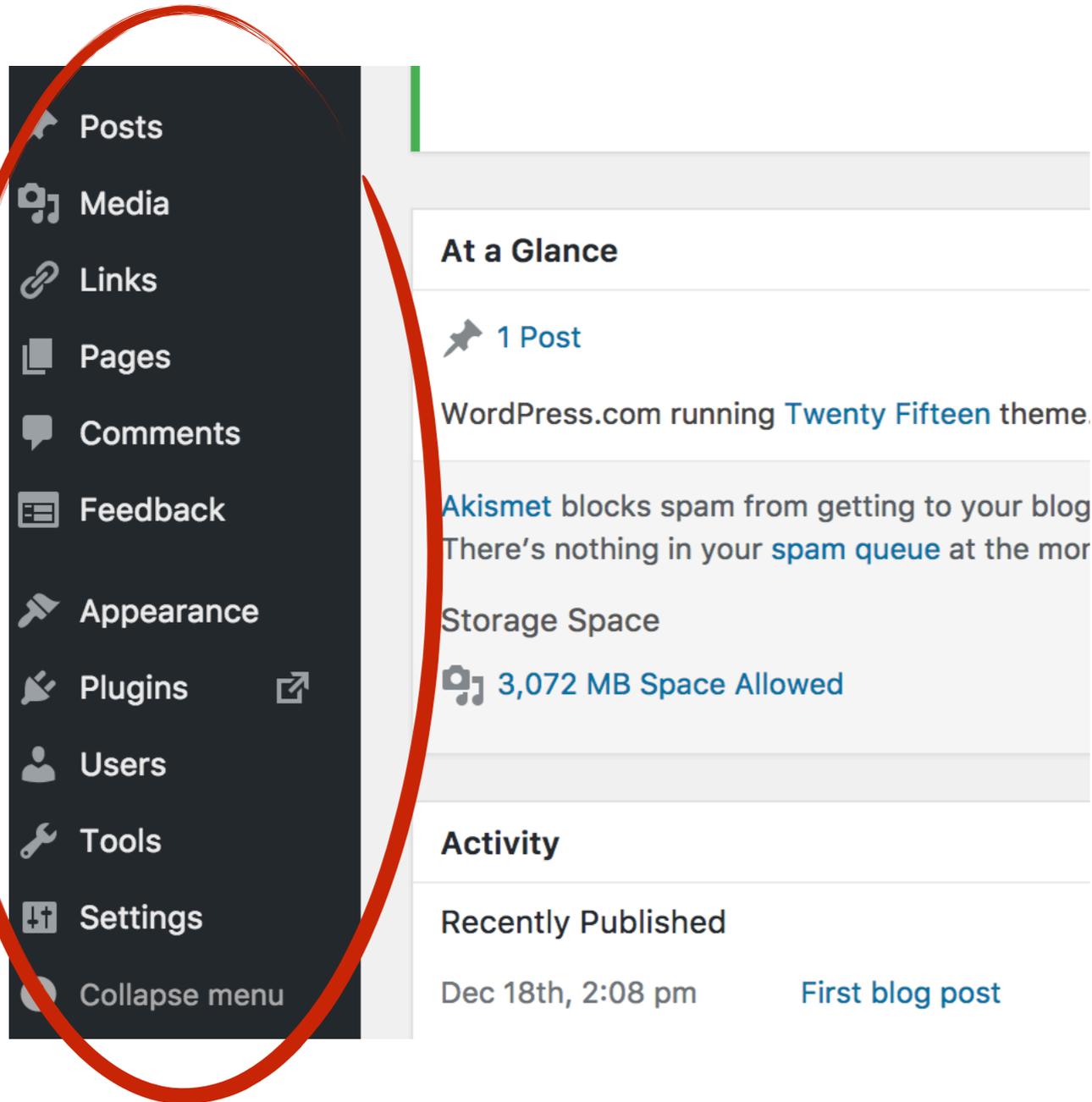
Features

- ▶ 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 provide 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

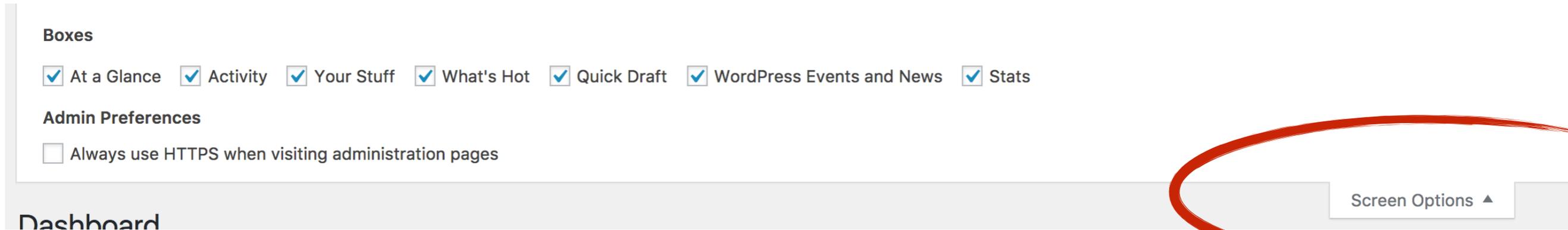


The WordPress Dashboard provides a navigation menu that contains the main options such as

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

tools and settings on the left side.

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

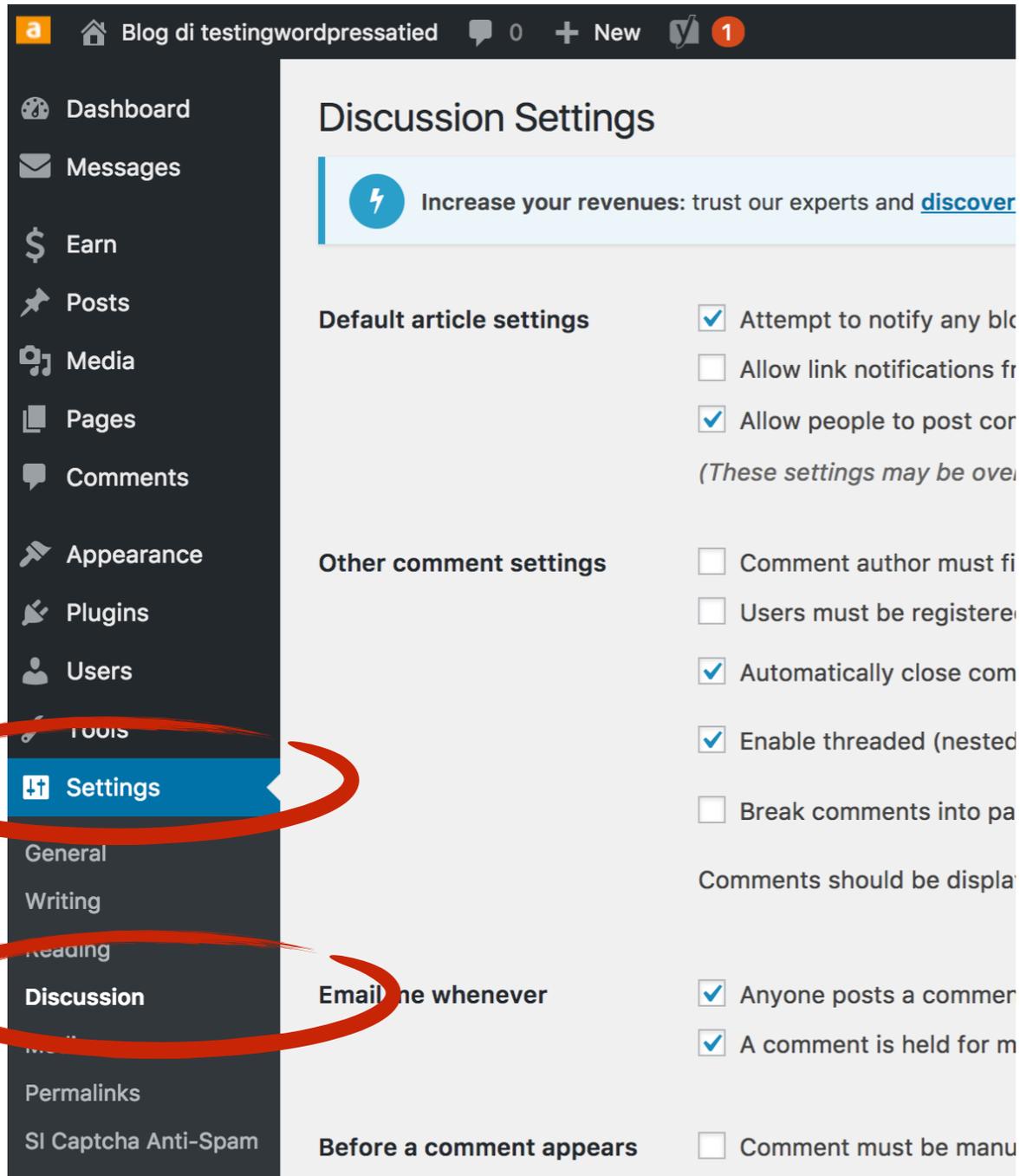
- ▶ **Site Title:** It displays the name of the site in the template header.
- ▶ **Tagline:** Displays a short sentence about your site.
- ▶ **Membership:** Anyone can register an account on your site after you check this checkbox.
- ▶ **New User Default Role:** The default role is set for the newly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

WP Settings > Reading

Reading Setting is used to set the content related to the front page. You can set the **number of post to be displayed** on the main page.

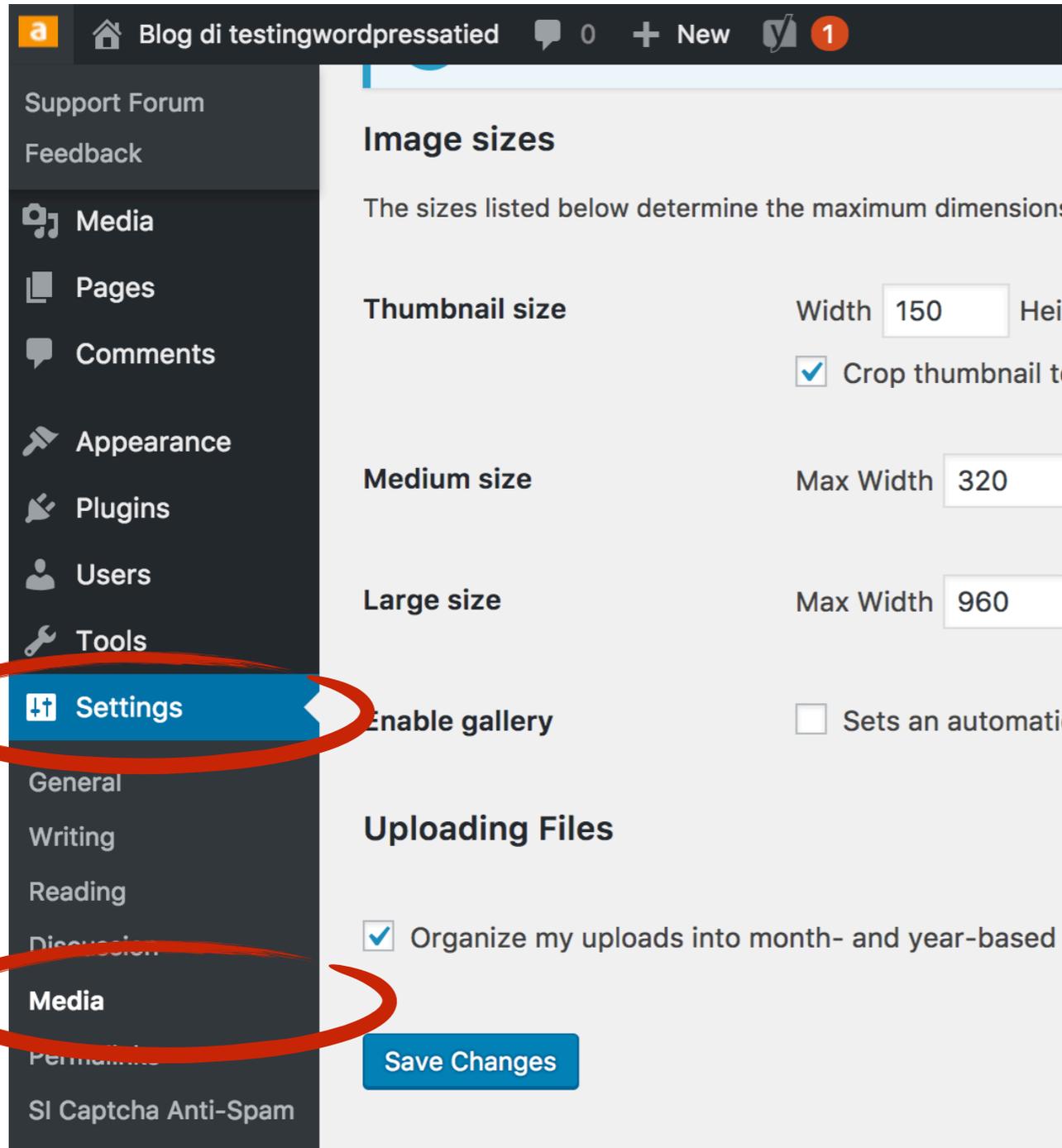
- ▶ **Front page displays:** This section is used to display the front page in any of the following format:
 - **Your latest posts:** It displays latest posts on the front page.
 - **A static page:** It displays the static pages on the front page.
 - **Front Page:** You can select the actual page you want to display on front page from the drop down.
 - **Posts Page:** You can select the page from the drop down which contains posts.

WP Settings > Discussion



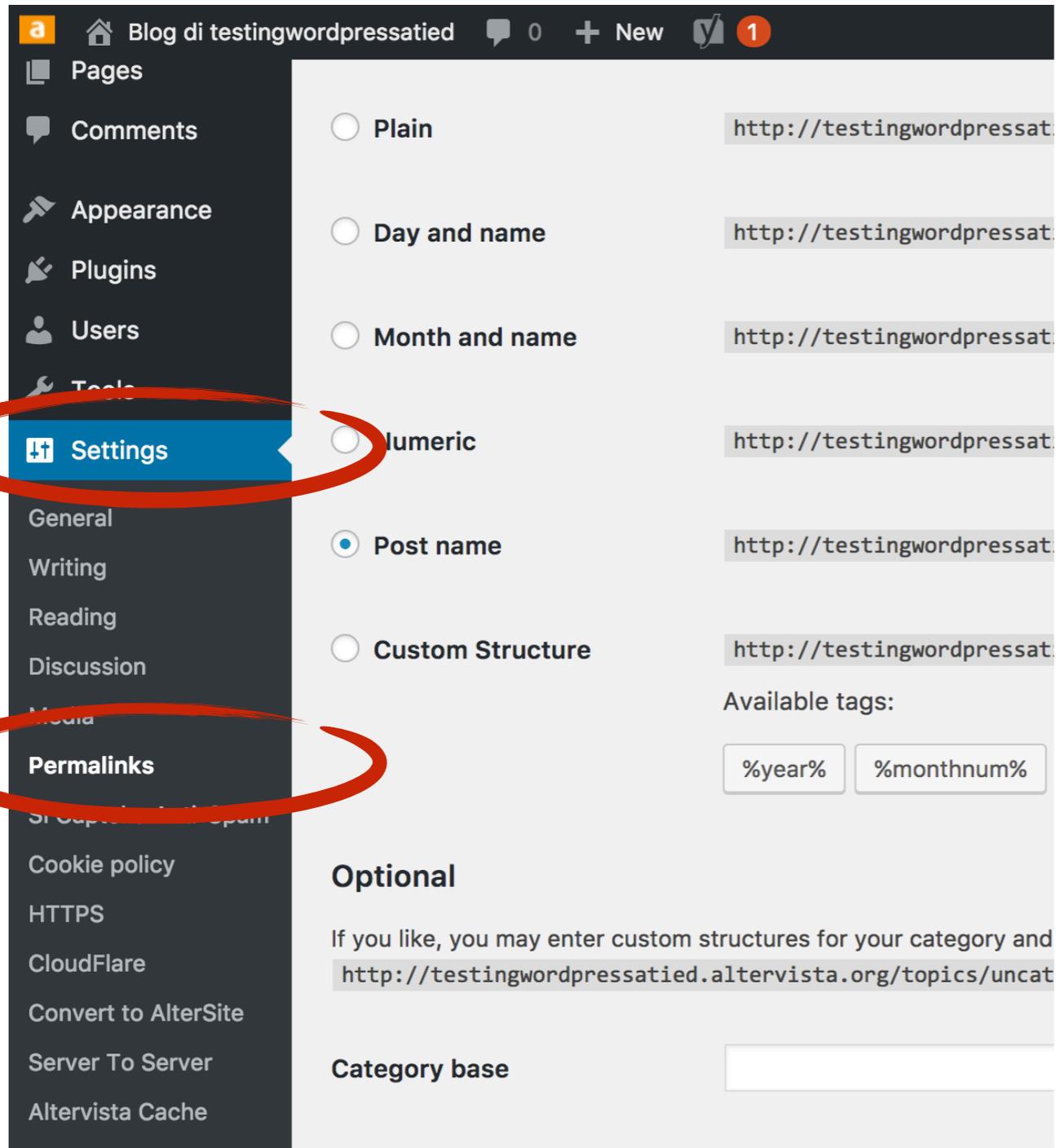
WordPress discussion setting can be defined as the **interaction between the blogger and the visitors.** These settings are done by the admin to have a control over the posts/pages that come in through users

WP Settings > Media



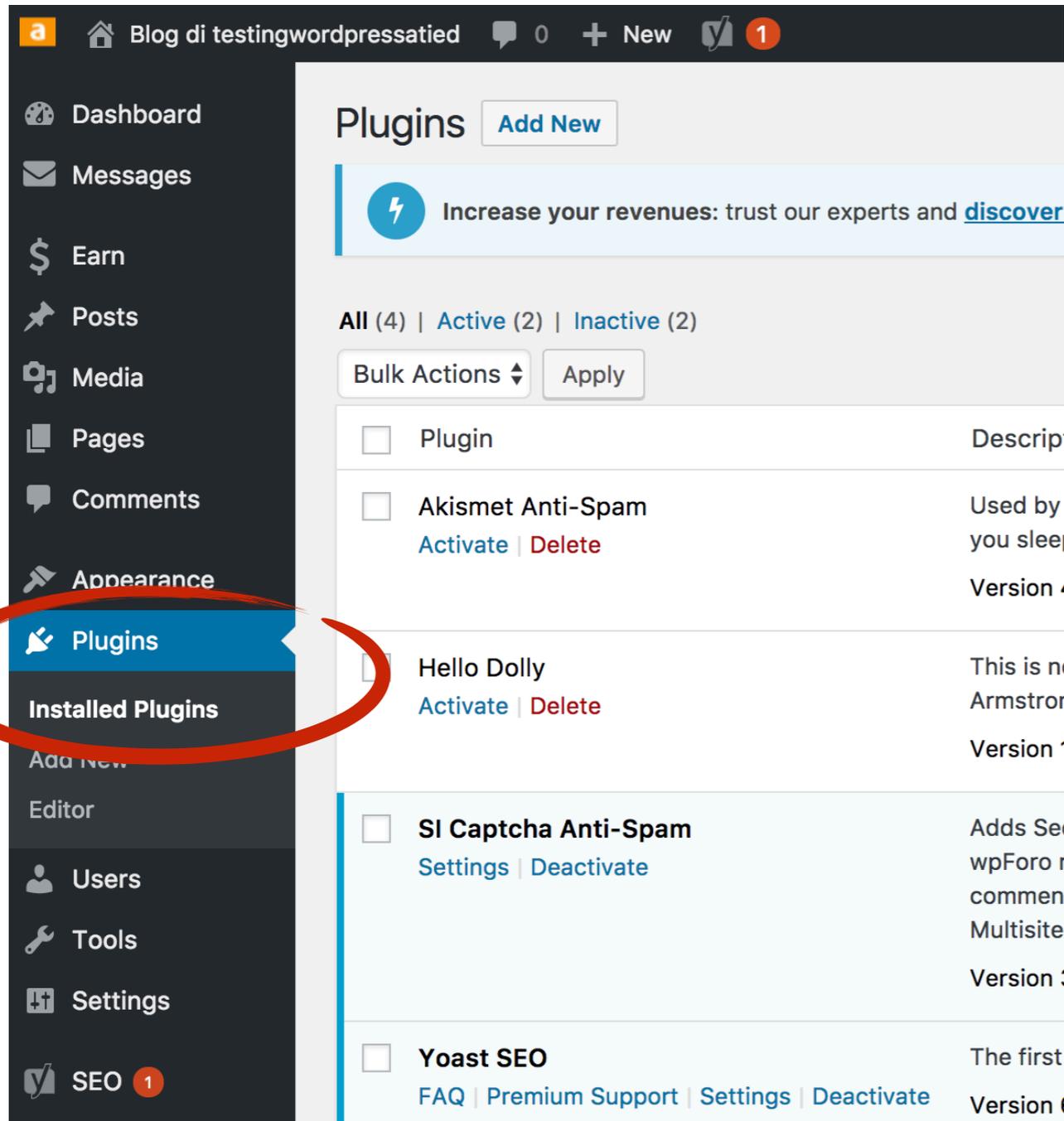
Media Settings in WordPress. It is used to set the height and width of the images which you're going to use on your website.

WP Settings > Permalink



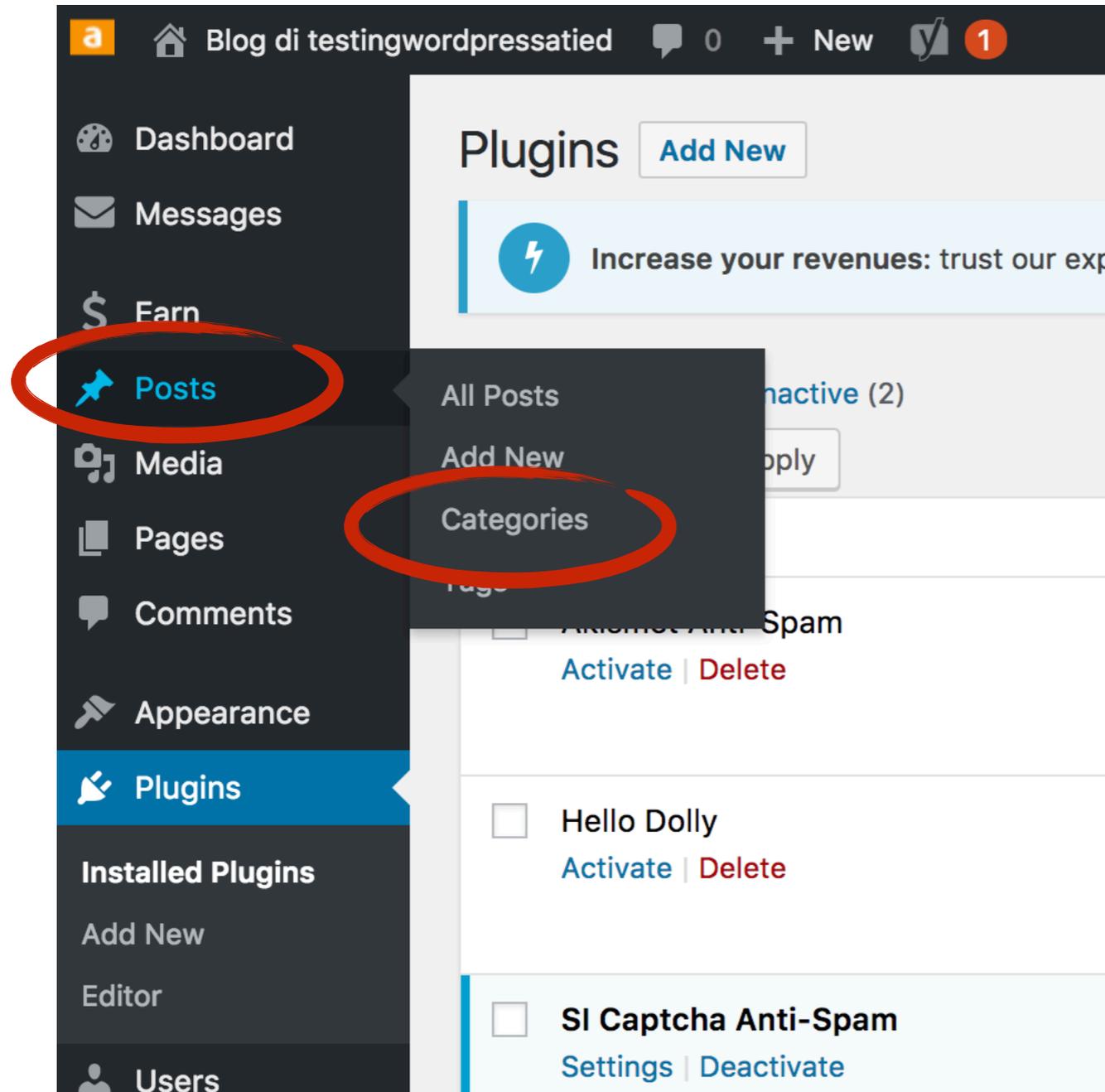
- ▶ Permalink is a **permanent link** to a particular blog post or category.
- ▶ It allows setting the default permalink structure.
- ▶ These settings are used to add permalinks to your posts in WordPress.

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.
- ▶ They add services or **features** to WordPress blog. Plugins are used to make your work easier.

WP Posts > Categories

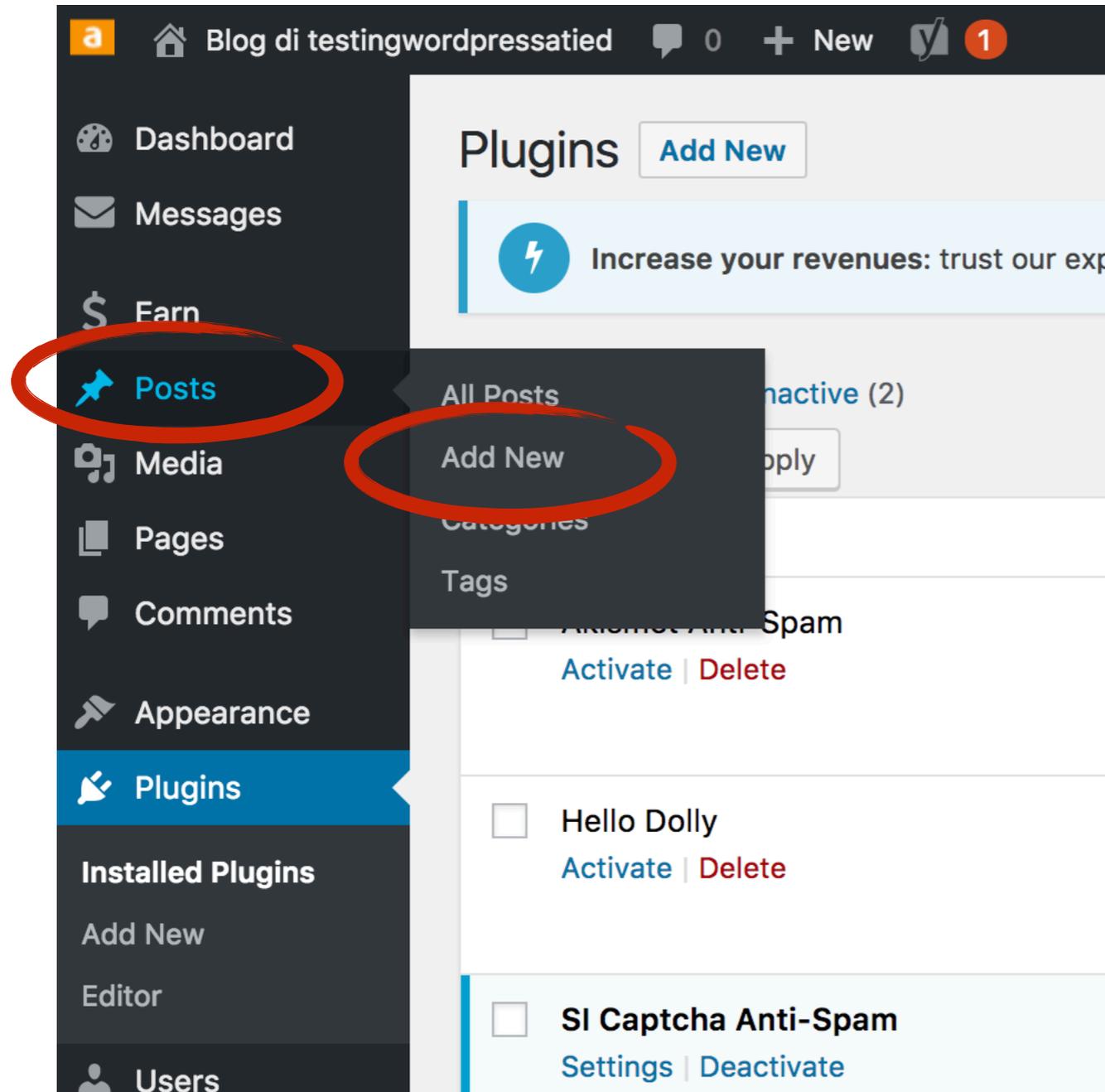


▶ **Add Categories** in WordPress.

▶ 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

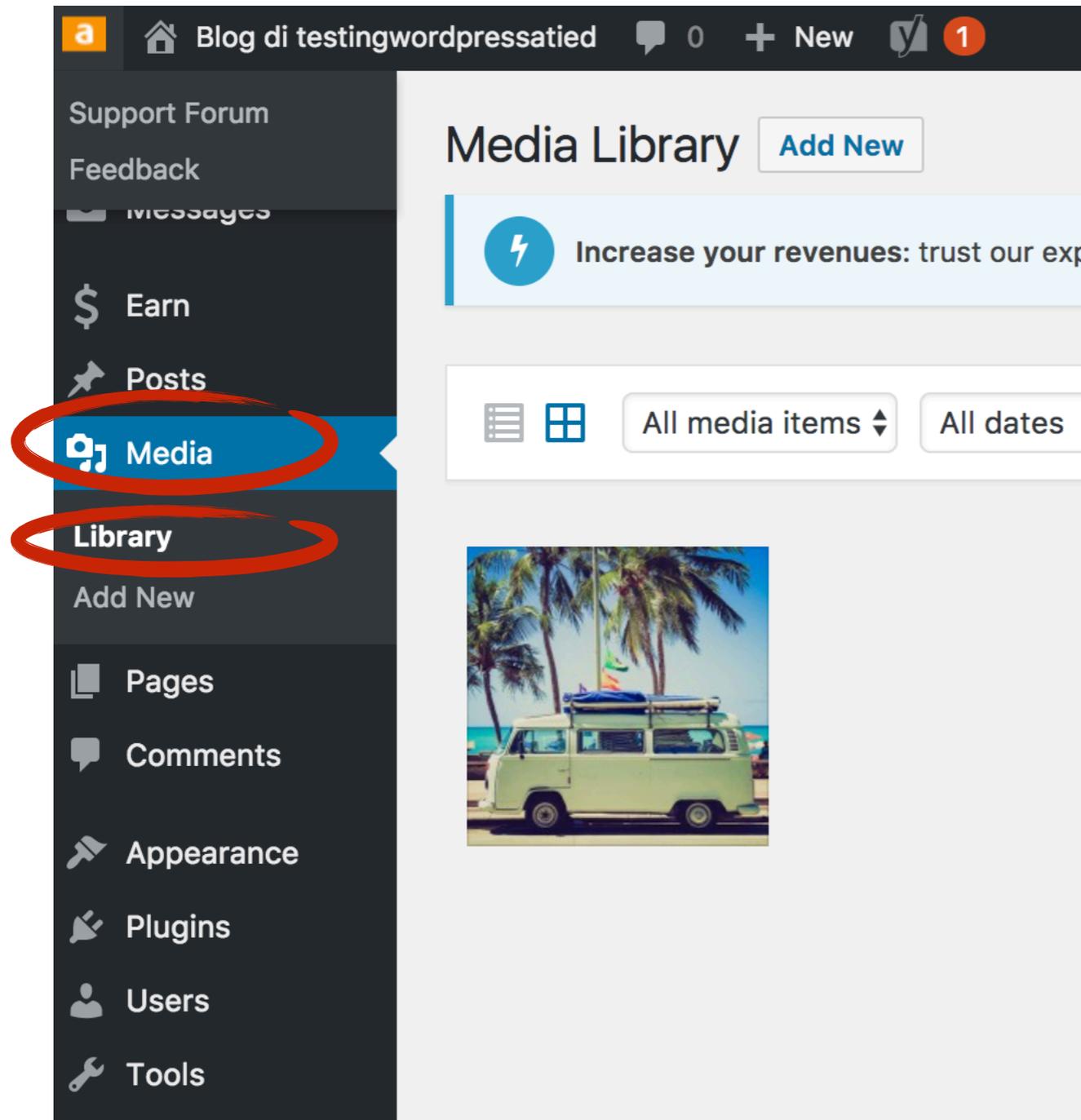


- ▶ **Add Posts** in WordPress.
- ▶ Posts are also known as **articles** and sometimes referred as blogs or blog posts.
- ▶ These are used to popularize your blogs.

WP Posts > Add New

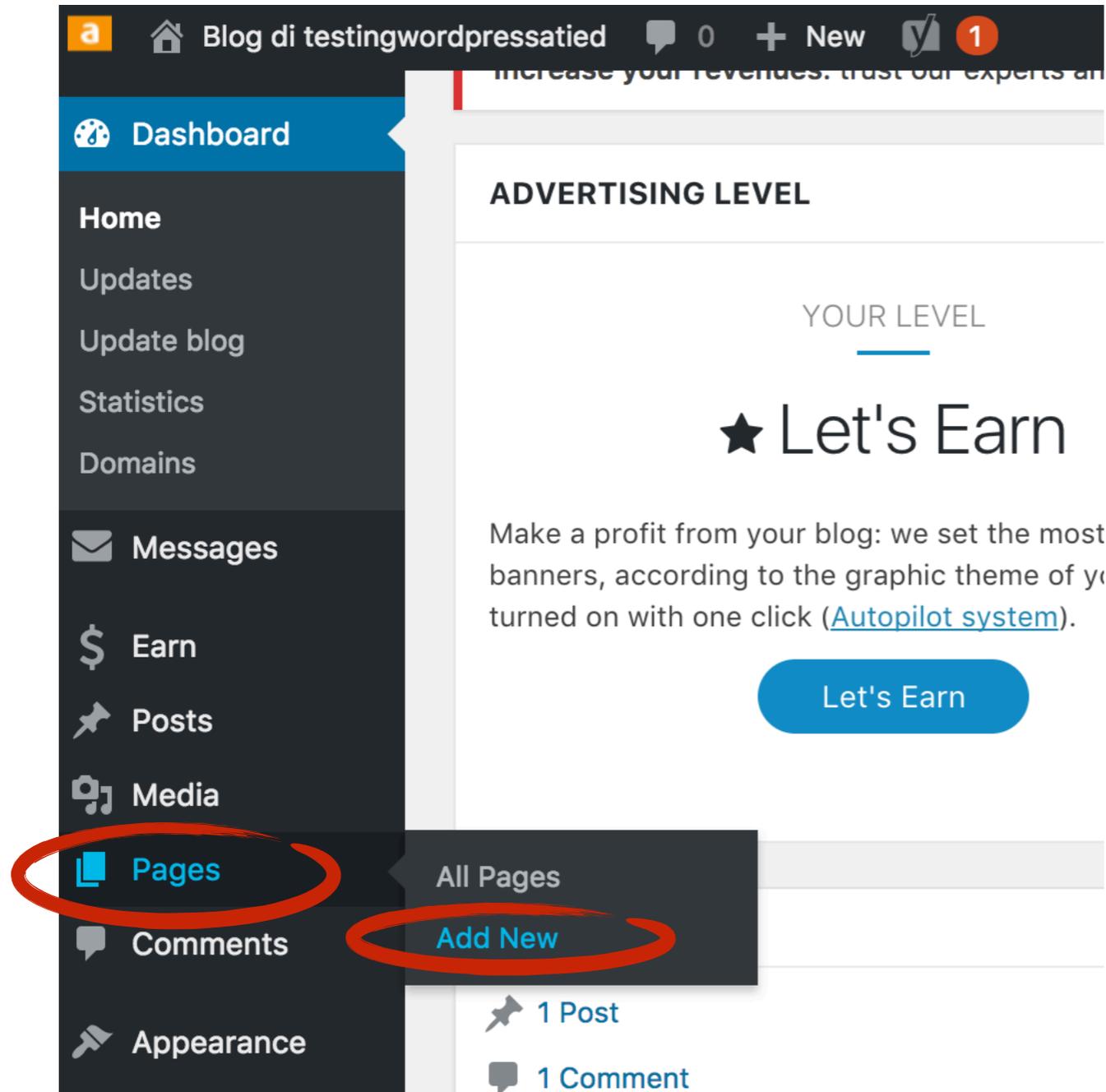
- ▶ **Post Title:** Enter the title of the post, i.e., Post1.
- ▶ **Post Content:** Enter the content of your post.
- ▶ **Save Draft:** It saves the post as a draft.
- ▶ **Preview:** You can preview your post before publishing.
- ▶ **Move to Trash:** Deletes the post.
- ▶ **Status:** Change the status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

WP Media > Library



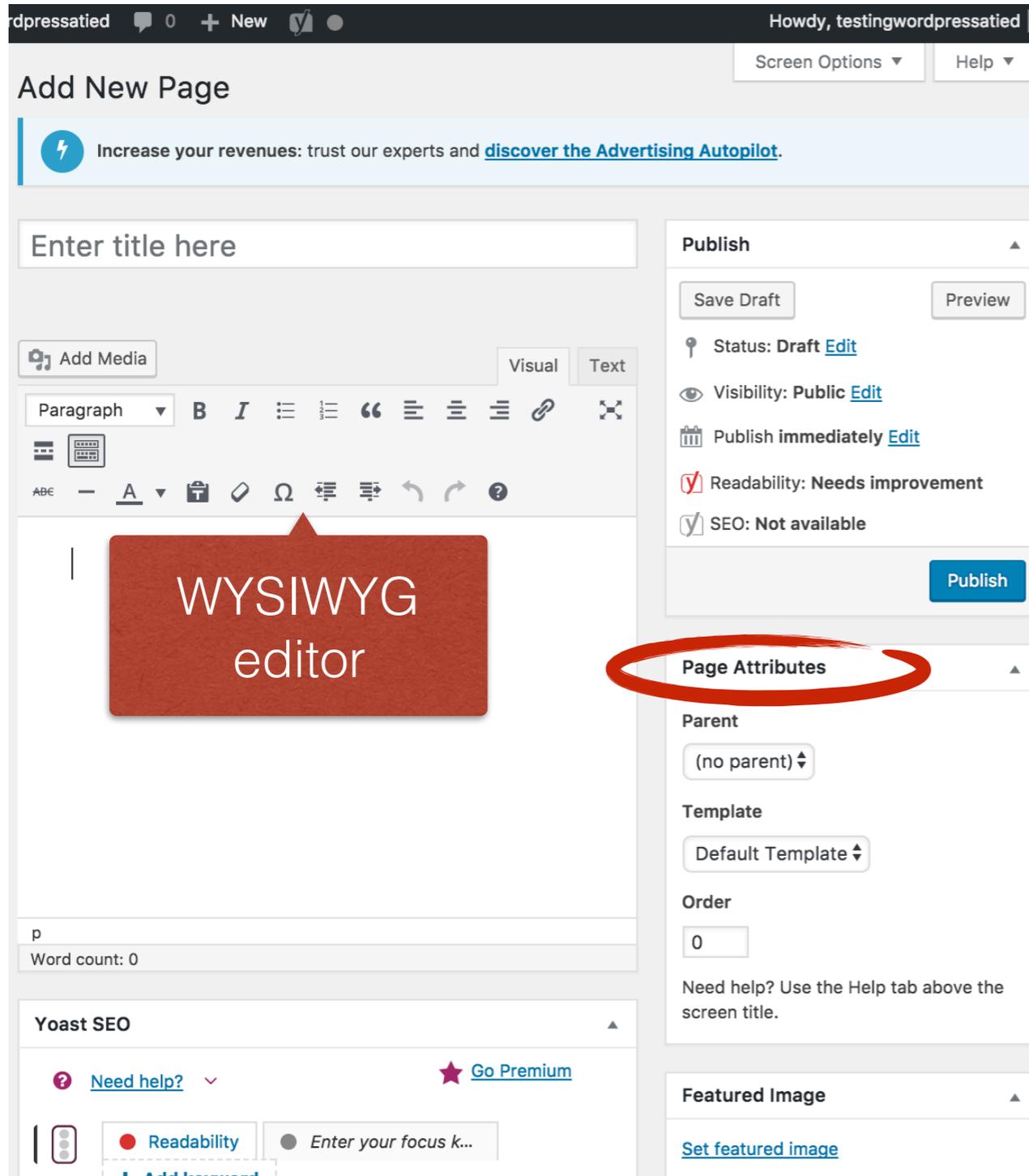
- ▶ **Media Library** in WordPress.
- ▶ Media Library consists of the images, audios, videos and files that you can **upload** and add to the content when writing a Post or Page.
- ▶ Here you can view, add, edit or delete any media related objects if not needed.

WP Pages > Add New



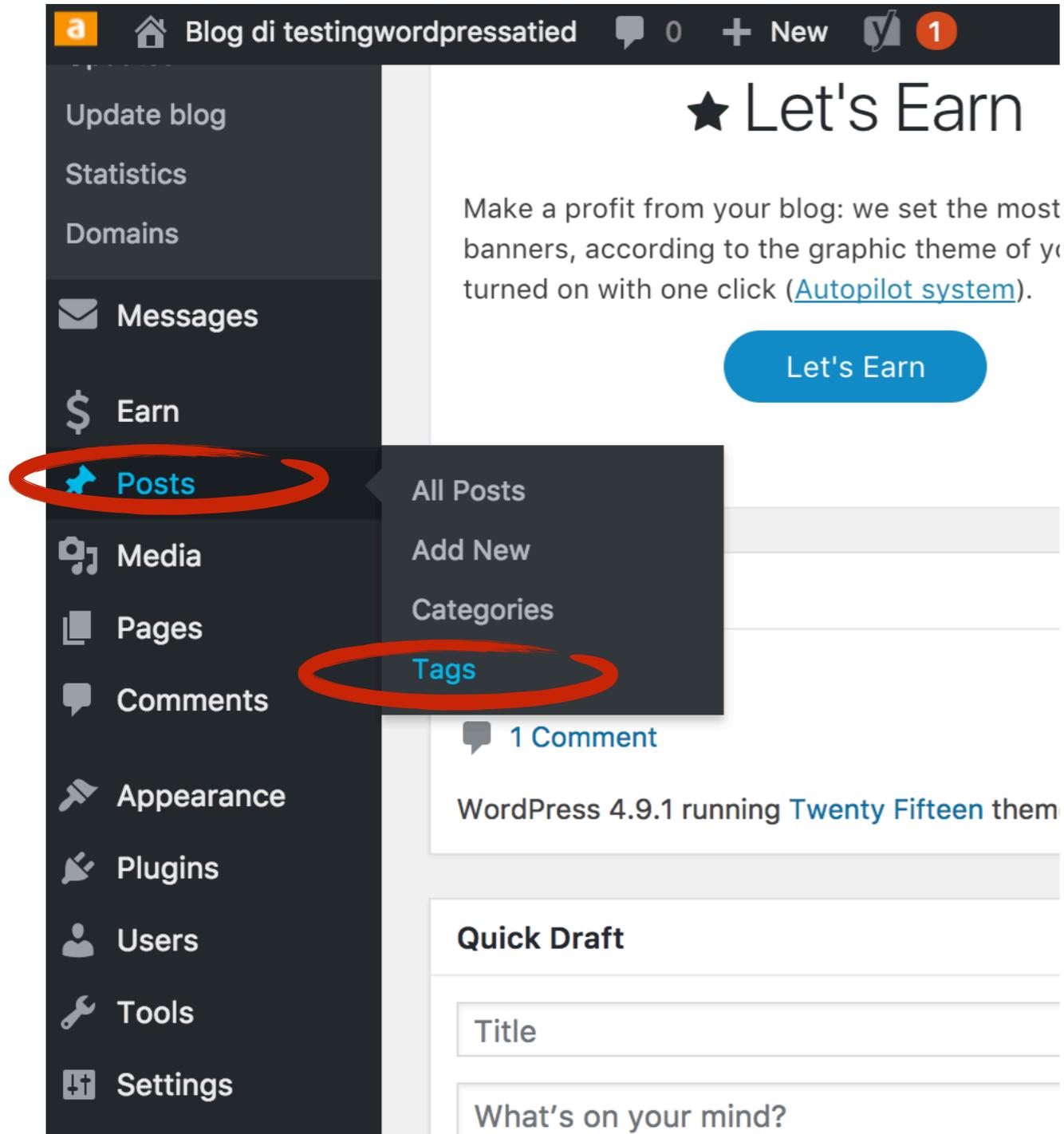
- ▶ **Add Pages** into WordPress. Adding pages is similar to adding posts in WordPress.
- ▶ Pages are **static content** and often do not change their displayed information.

WP New Page



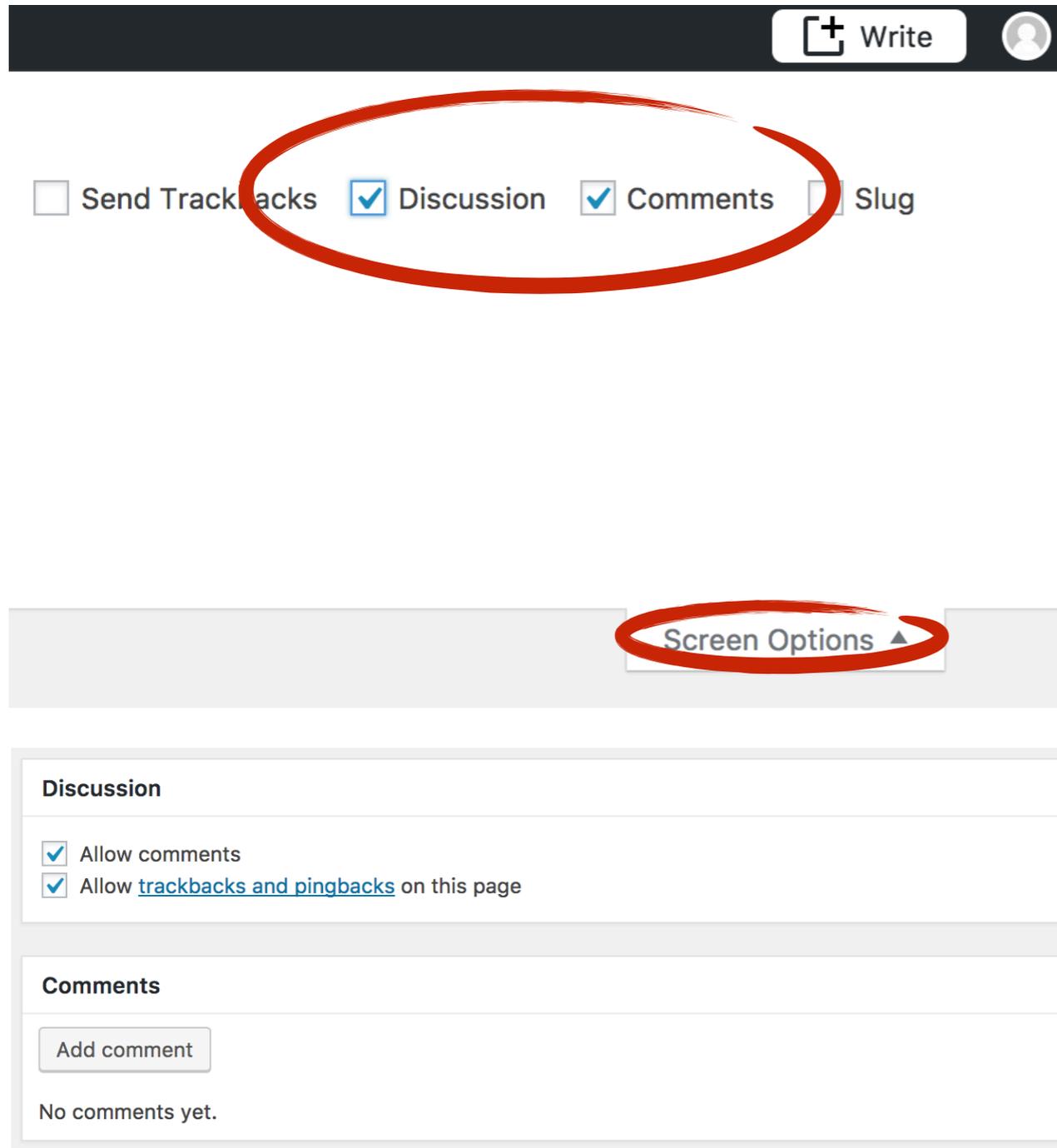
- ▶ **WYSIWYG Editor** is similar to a word processor interface where you can edit the contents of the article.
- ▶ **Page attributes** module allows you to select parents for your particular page. You can also set order of the pages.

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.

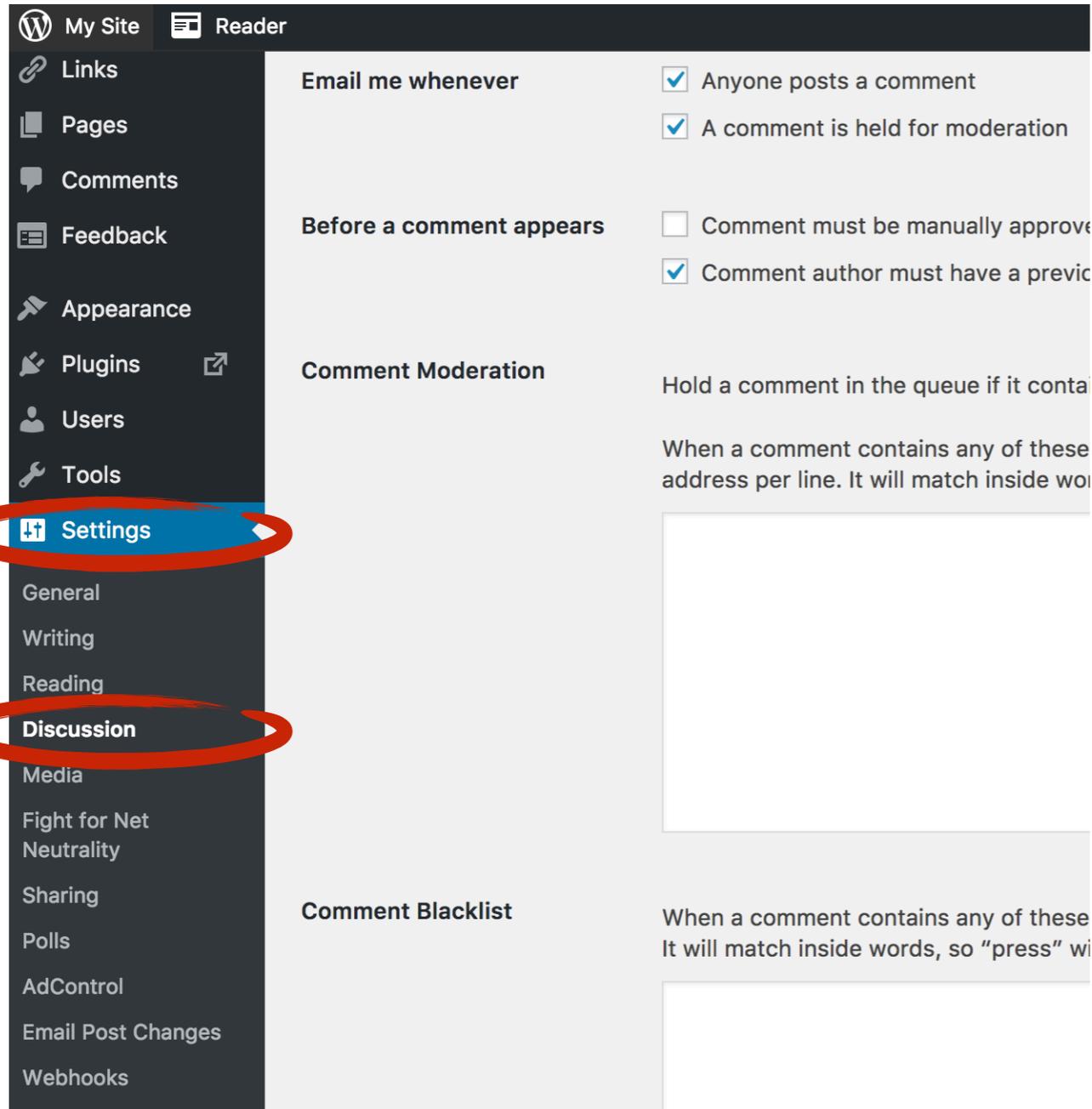
WP Comments



The screenshot shows the WordPress admin interface. At the top, there is a dark navigation bar with a "Write" button and a user profile icon. Below this, a row of settings includes checkboxes for "Send Trackbacks", "Discussion", "Comments", and "Slug". The "Discussion" and "Comments" checkboxes are checked and circled in red. Below this row is a "Screen Options" dropdown menu, also circled in red. The main content area is divided into two sections: "Discussion" and "Comments". The "Discussion" section has two checked checkboxes: "Allow comments" and "Allow [trackbacks and pingbacks](#) on this page". The "Comments" section has an "Add comment" button 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

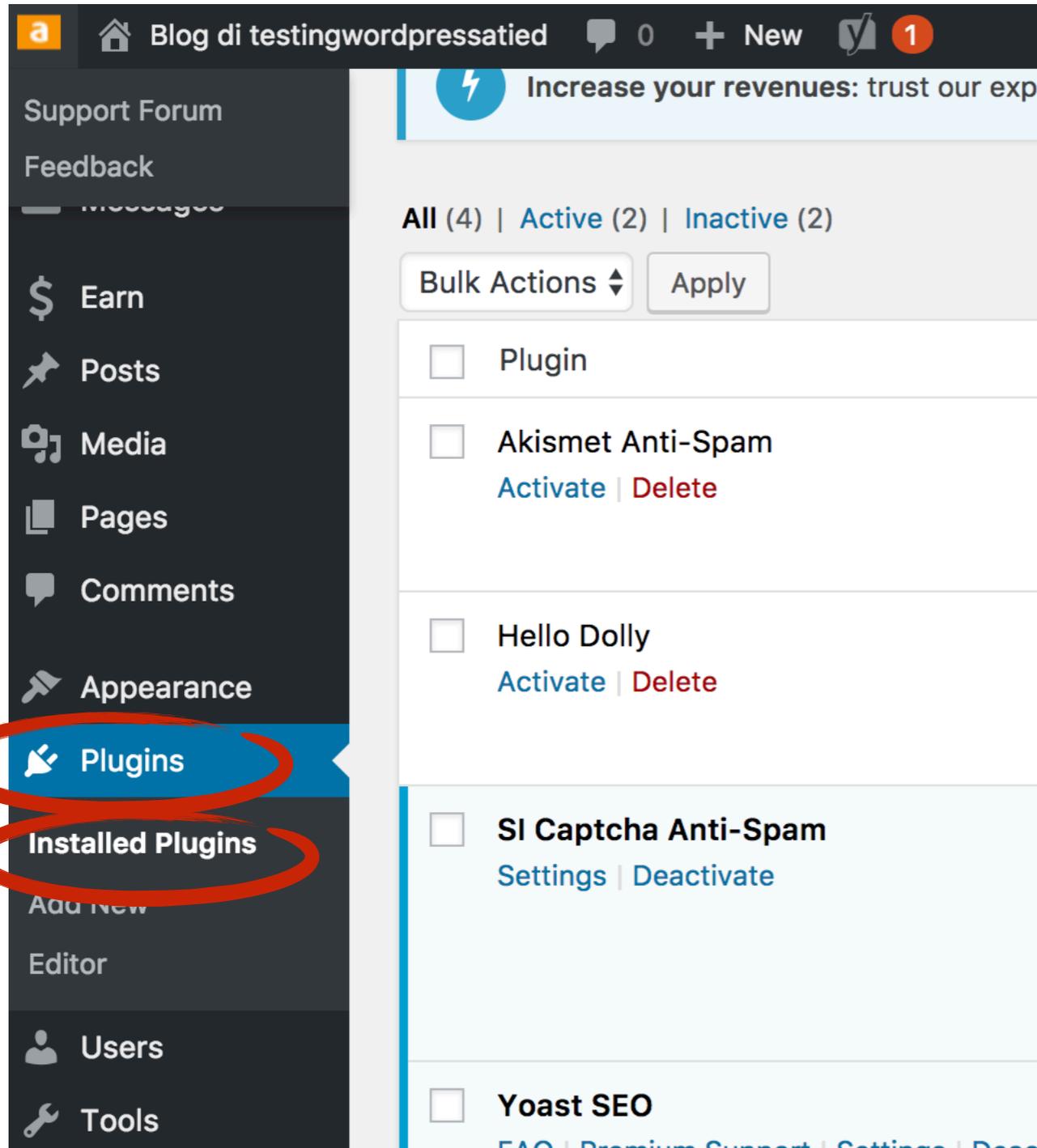


► **Moderate Comments** in WordPress.

► 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.

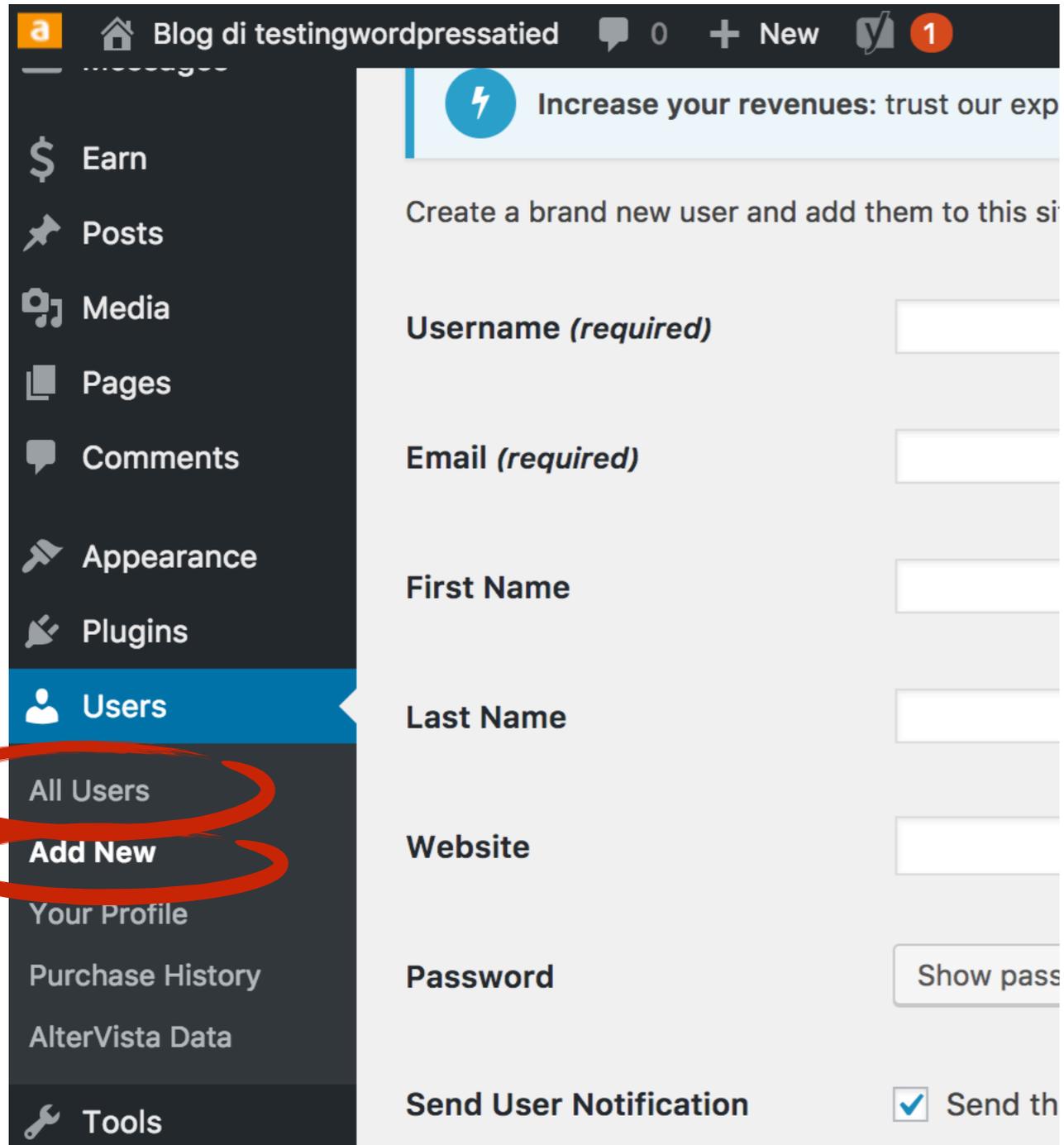
► It manages your comments so that there is **no comment spamming**.

WP Plugins > Installed Plugins



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

WP Users > Add New

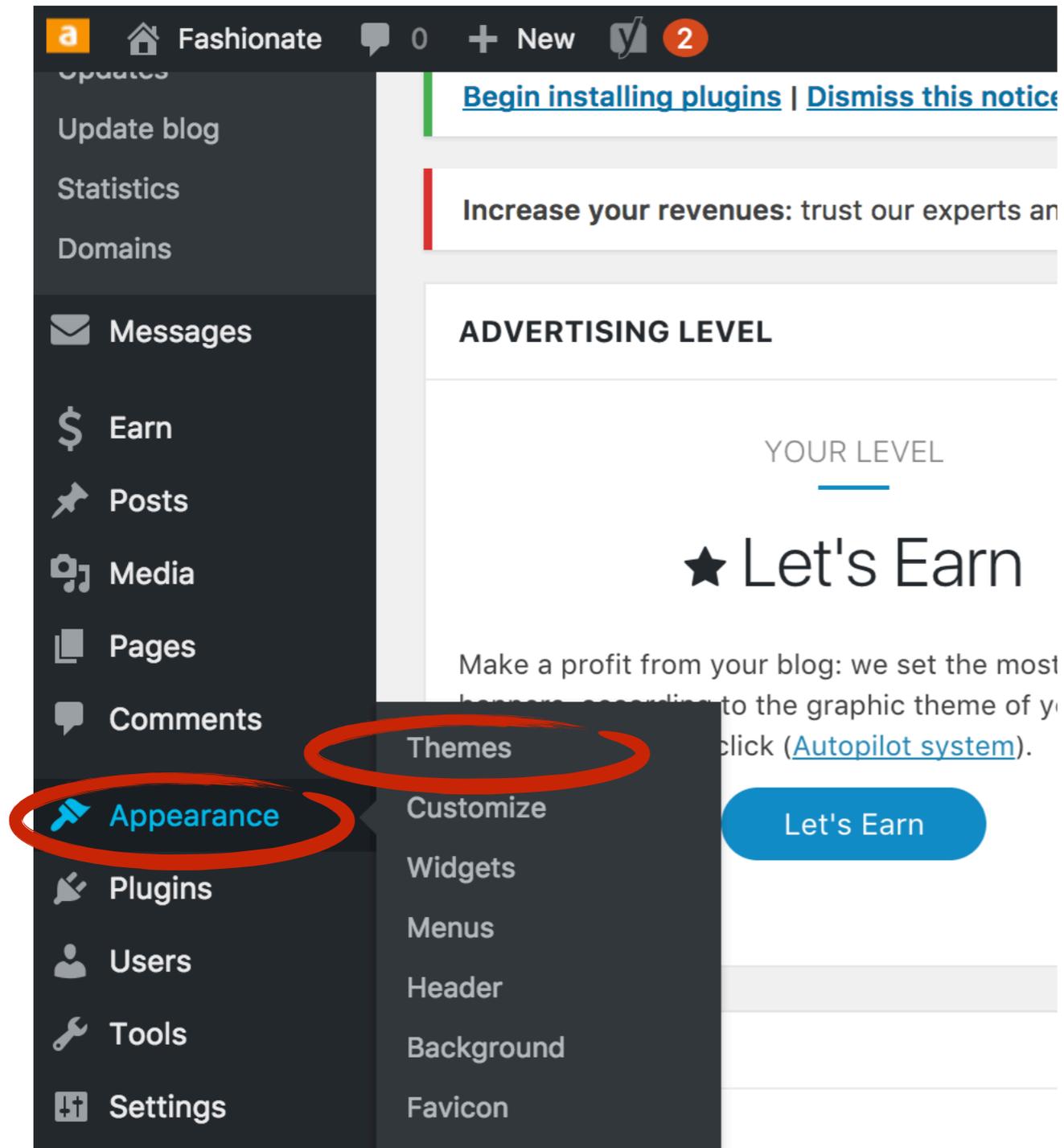


- ▶ **Add users** to your WordPress blog or website.
- ▶ When users register on your WordPress blog or website, you get an e-mail notification, so you always know when new users register, and you can then get into your Dashboard and edit the users' role.

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

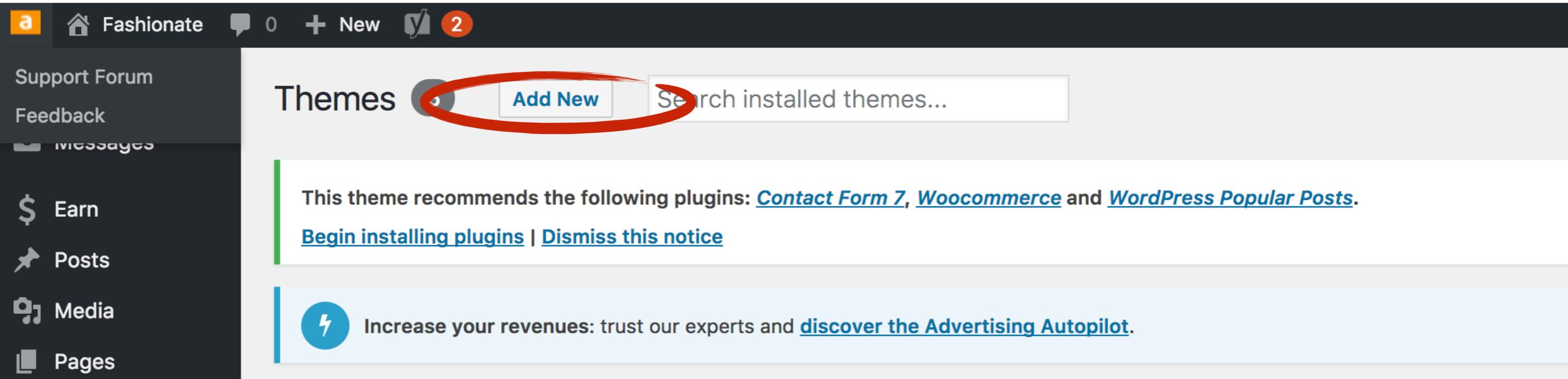


► Theme management

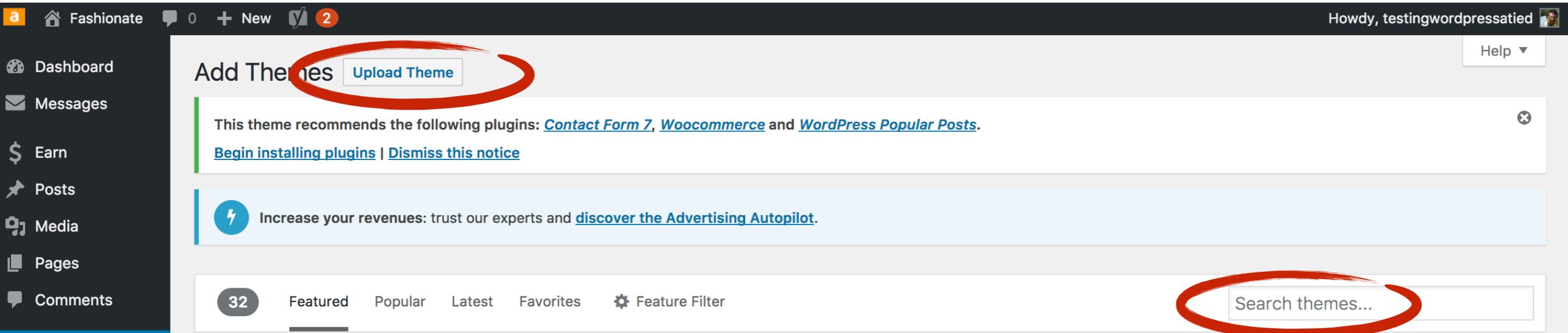
includes image files, templates, CSS stylesheets, etc. that can help to make your website look great.

► It provides tools to install, add new, or customize **themes** in WordPress.

WP Appearance > Themes

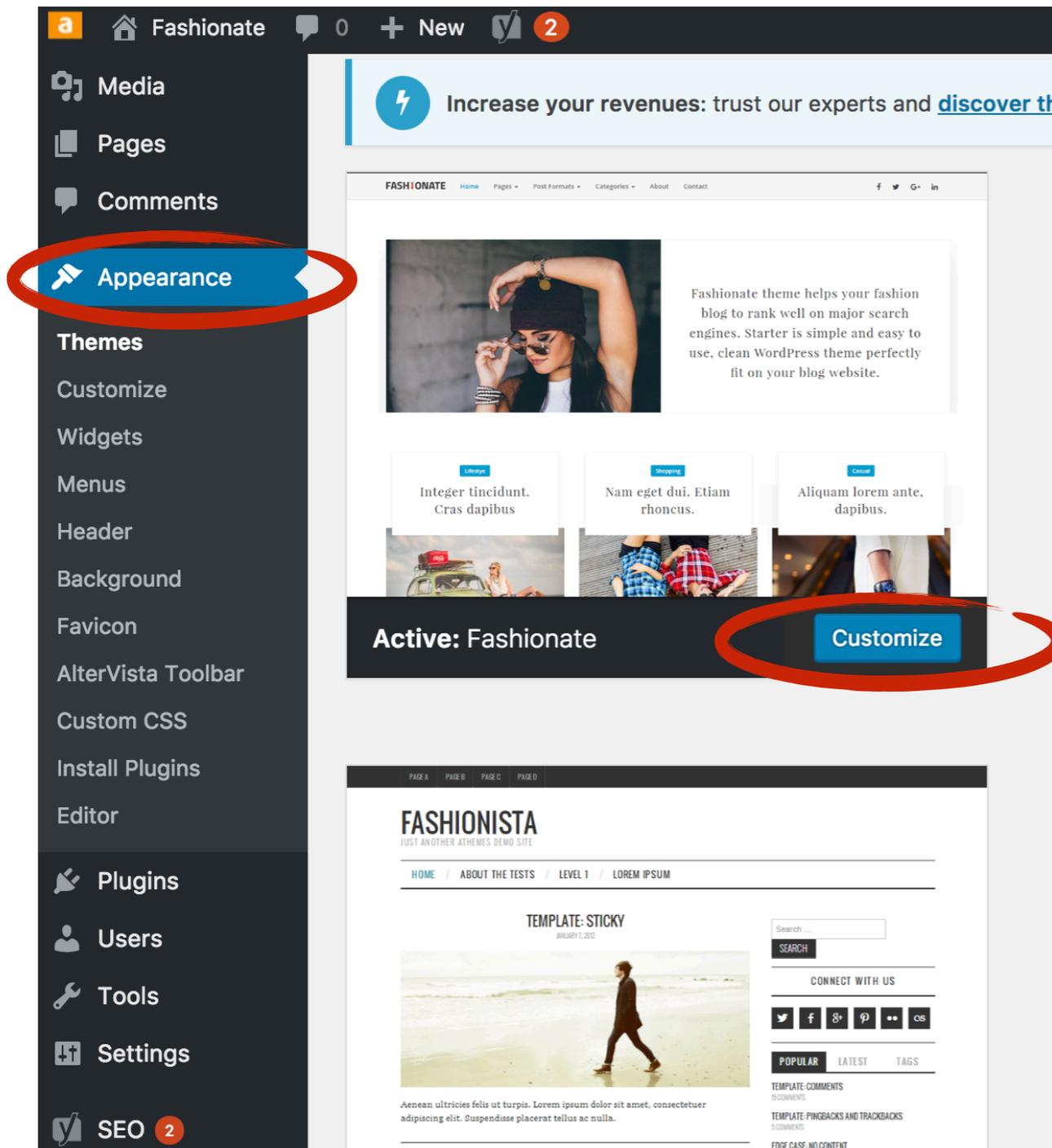


This screenshot shows the WordPress dashboard's 'Themes' section. The top navigation bar includes 'Fashionate', 'New', and a notification badge with '2'. The left sidebar contains 'Support Forum', 'Feedback', 'messages', 'Earn', 'Posts', 'Media', and 'Pages'. The main content area features a 'Themes' heading with a red circle around the 'Add New' button and a search box labeled 'Search installed themes...'. Below this, a notice recommends plugins: [Contact Form 7](#), [Woocommerce](#), and [WordPress Popular Posts](#), with links to [Begin installing plugins](#) and [Dismiss this notice](#). A blue banner at the bottom promotes an advertising autopilot with the text 'Increase your revenues: trust our experts and [discover the Advertising Autopilot](#)'.



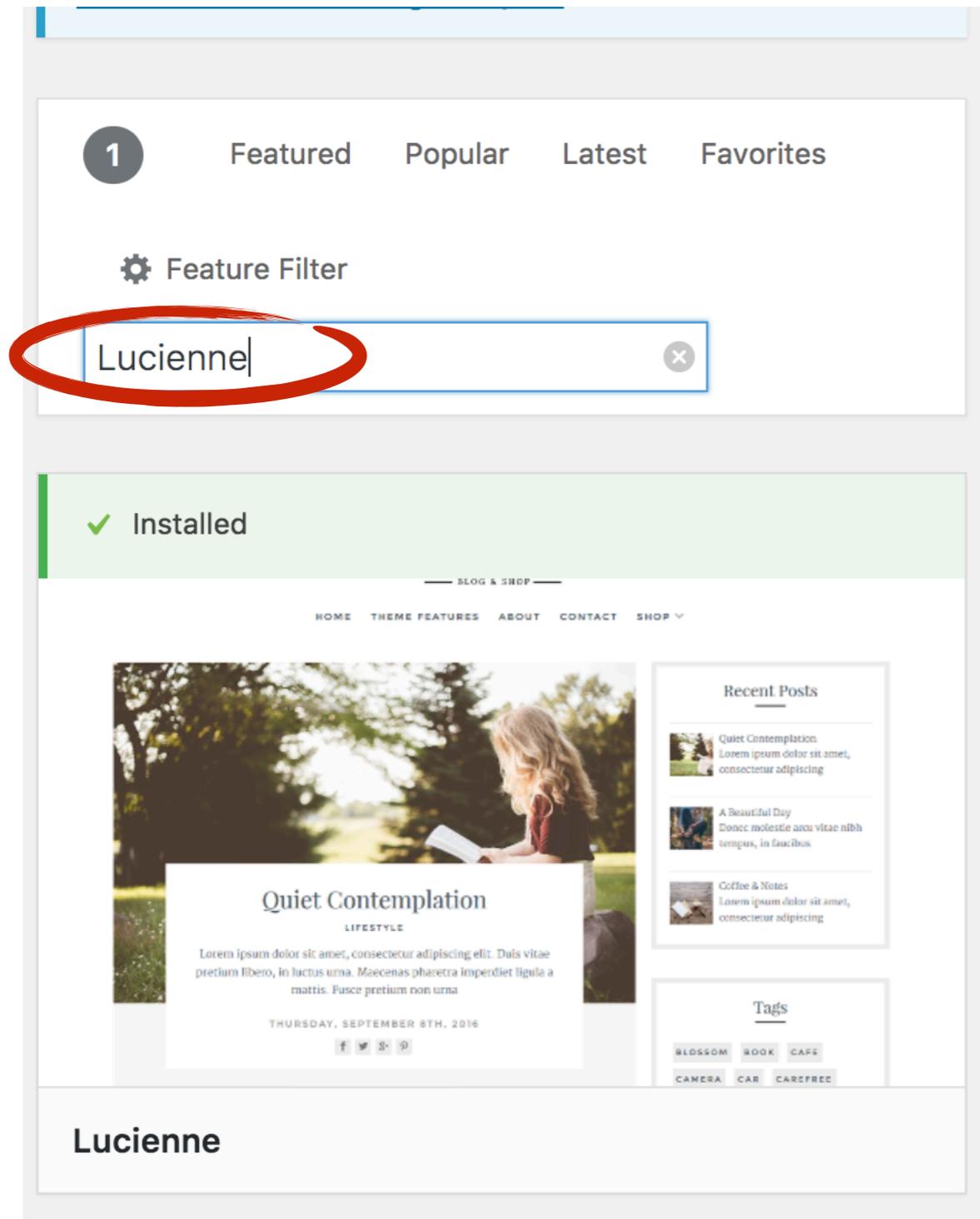
This screenshot shows the 'Add Themes' page in the WordPress dashboard. The top navigation bar includes 'Fashionate', 'New', and a notification badge with '2'. The right side of the top bar shows the user 'Howdy, testingwordpressatied' and a 'Help' dropdown. The left sidebar contains 'Dashboard', 'Messages', 'Earn', 'Posts', 'Media', 'Pages', and 'Comments'. The main content area features an 'Add Themes' heading with a red circle around the 'Upload Theme' button. Below this, a notice recommends plugins: [Contact Form 7](#), [Woocommerce](#), and [WordPress Popular Posts](#), with links to [Begin installing plugins](#) and [Dismiss this notice](#). A blue banner at the bottom promotes an advertising autopilot with the text 'Increase your revenues: trust our experts and [discover the Advertising Autopilot](#)'. At the bottom of the page, there is a filter bar with '32' items, tabs for 'Featured', 'Popular', 'Latest', and 'Favorites', a 'Feature Filter' icon, and a search box labeled 'Search themes...' with a red circle around it.

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



- ▶ Search for **Lucienne** theme and activate it <https://bit.ly/2JSpKKX>
- ▶ Download this zip file <http://bit.ly/2FDhFYp>
- ▶ Then you have the possibility to **customise** the theme from wordpress
- ▶ Let's also try **OceanWP** theme
- ▶ **Gutenberg** and **Elementor**

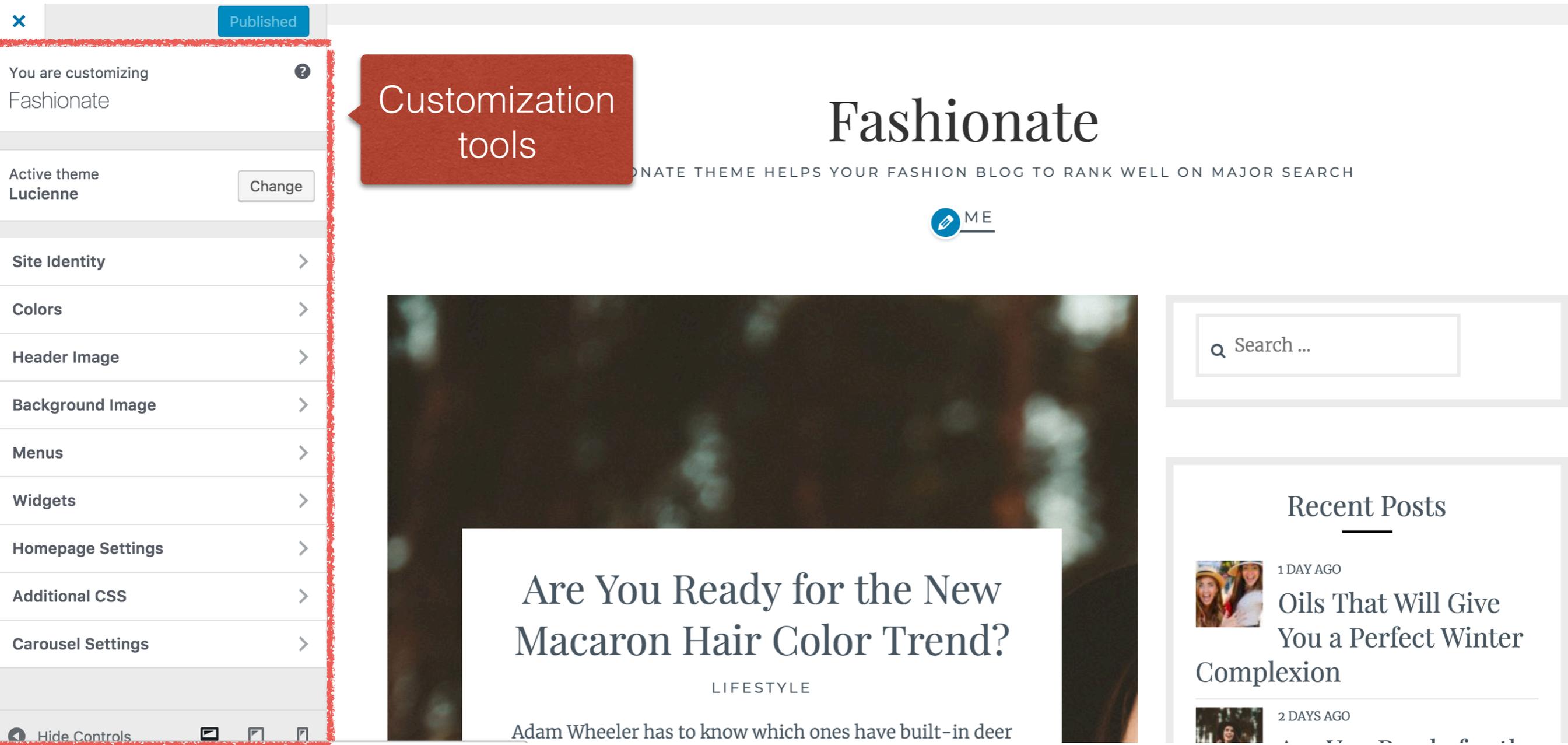
The screenshot displays the WordPress Gutenberg block editor. On the left is a dark sidebar with navigation options: Dashboard, Posts (selected), All Posts, Add New, Categories, Tags, Media, Pages, Comments, Appearance, Plugins, Users, Tools, Settings, and Collapse menu. The main editor area shows a post titled 'Hello world!'. Below the title is a paragraph block with the text 'Welcome to WordPress. This is your first post. Edit or delete it, then start writing!'. Below that is an image block showing a crowd at a concert with the text 'stevepederson' overlaid. The right sidebar is open to the 'Block' settings for the image, showing options for Alt Text, Image Size (set to Large), Image Dimensions (Width: 1024, Height: 512), and Link Settings (Link To: None). The top of the editor has a toolbar with 'Switch to Draft', 'Preview', 'Update', and a settings gear icon.



Getting Started with Elementor

OVERVIEW

WP Appearance > Themes



The screenshot shows the WordPress 'Appearance > Themes' interface. On the left, a sidebar contains a 'Published' filter and a list of customization tools: 'You are customizing Fashionate', 'Active theme Lucienne', 'Site Identity', 'Colors', 'Header Image', 'Background Image', 'Menus', 'Widgets', 'Homepage Settings', 'Additional CSS', and 'Carousel Settings'. A red dashed box highlights this sidebar. A red callout bubble labeled 'Customization tools' points to the sidebar. The main content area displays the 'Fashionate' theme preview, including the title 'Fashionate', a subtitle 'FASHIONATE THEME HELPS YOUR FASHION BLOG TO RANK WELL ON MAJOR SEARCH', a 'ME' logo, a search bar, and a featured article titled 'Are You Ready for the New Macaron Hair Color Trend?' by Adam Wheeler. A 'Recent Posts' section is visible on the right side of the preview.

WP Appearance > Themes

- ▶ **Site Identity:** add an header image 'Add new image' (Logo)
- ▶ **Colors:** customise header text colors
- ▶ **Header Image:** add an header image 'Add new image'
- ▶ **Background Image:** the bg image of your design
- ▶ **Menus:** manage menus location
- ▶ **Widgets:** manage and order widgets
- ▶ **Homepage settings:** what shows your main page
- ▶ **Front Page Categories:** which categories appear in the front page

WP Appearance > Themes

- ▶ **Social:** add links to Social profiles
- ▶ **Sidebar Position:** select your preferred position
- ▶ **Additional CSS:** add your own CSS code here to customize the appearance and layout of your site
- ▶ **Footer Message:** customize Footer Message

WP Demo Site <http://bit.ly/2FDhFYp> - <https://bit.ly/2CKlr2A>



Fashion theme helps your fashion blog to rank well on major search

Casual

Aliqua lorem ante, dapibus

Lifestyle

Integer tincidunt. Cras dapibus

Beauty

Nam eget dui. Etiam rhoncus.

WP Demo Site

Casual

Aliqua lorem ante, dapibus



Lifestyle

Integer tincidunt. Cras dapibus



Beauty

Nam eget dui. Etiam rhoncus.



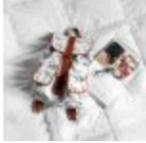
New Gallery: Le Smoking



WP Demo Site

Search

Popular Posts

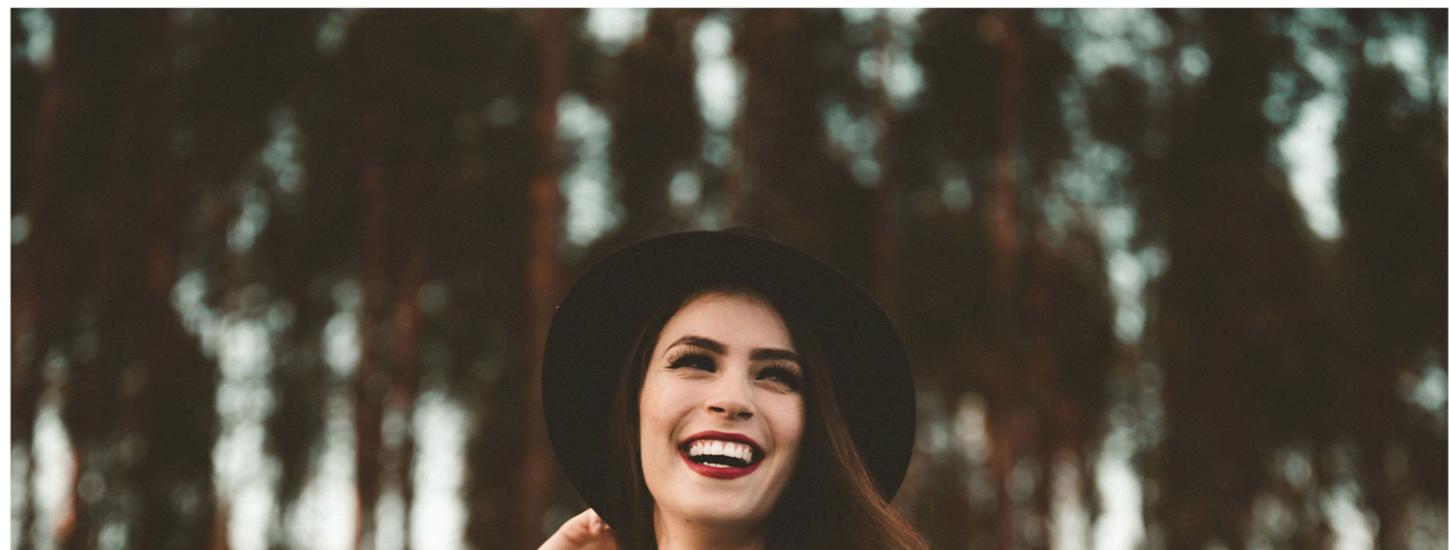
- >  > Winter Coats to Fall in Love with Right Now
- >  > Are You Ready for the New Macaron Hair Color Trend?
- >  > Oils That Will Give You a Perfect Winter Complexion

Recent Posts

Oils That Will Give You a Perfect Winter Complexion

Beauty 1 Comment January 2, 2018

Adam Wheeler has to know which ones have built-in deer resistance, because most customers aren't living behind 8-foot protection (which by the way, doesn't deter woodchucks and rabbits, so I am not off the pest-control hook). Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in.

[Read More](#)

WP Demo Site

Categories

> Beauty (1)

> Casual (1)

> Gallery (1)

> Lifestyle (1)

> Video (1)



Winter Coats to Fall in Love with Right Now

Casual 1 Comment December 26, 2017

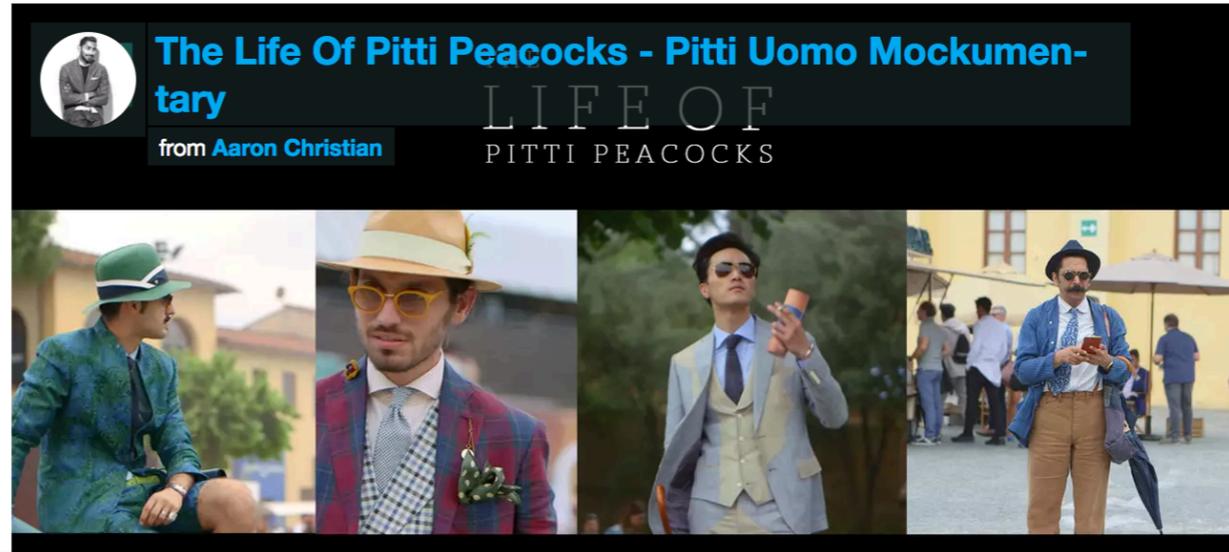
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[Read More](#)



The Life Of Pitti Peacocks - Pitti Uomo Mockumentary

WP Demo Site



Post Format: Video

 Video  Leave a Comment  January 8, 2018

[Read More](#)



WP Demo Site



Post Format: Gallery

 Gallery  Leave a Comment  January 4, 2018

[Read More](#)

WP Appearance > Plugins

- ▶ **Contact Form 7** it allows to create a contact form
- ▶ **Yoast SEO** The first true all-in-one SEO solution for WordPress, including on-page content analysis, XML sitemaps and much more.
- ▶ **iThemes Security** Take the guesswork out of WordPress security.
- ▶ **W3 Total Cache** The highest rated and most complete WordPress performance plugin
- ▶ **Cookie Notice** allows you to elegantly inform users that your site uses cookies and to comply with the EU cookie law regulations.
- ▶ **Responsive Posts Carousel** The best Posts Slider Plugin for WordPress you will ever need.

WP Appearance > Plugins

- ▶ **CategoryTinymce** adds a tinymce enable box to the category descriptions and taxonomy page.
- ▶ **Classic Editor** Enables the WordPress classic editor and the old-style Edit Post screen with TinyMCE, Meta Boxes, etc. Supports the older plugins that extend this screen.
- ▶ **Meks Smart Author Widget** Easily display your author/user profile info inside WordPress widget.
- ▶ **Recent Posts Widget With Thumbnails** Small and fast plugin to display in the sidebar a list of linked titles and thumbnails of the most recent postings.

WP Appearance > Plugins

- ▶ **WordPress Popular Posts** A highly customizable widget that displays the most popular posts on your blog..
- ▶ **WP User Avatar** Use any image from your WordPress Media Library as a custom user avatar. Add your own Default Avatar.

Free Wordpress Web Hosting

- ▶ <https://en.altervista.org> : no requirements [best choice]
- ▶ <https://www.awardspace.com/> : no requirements
(fashionblogtest.mywebcommunity.org)
- ▶ <https://x10hosting.com/> : no requirements (<http://fashionmagazine.x10host.com/>)
- ▶ <http://byet.host>: no requirements (<http://fashionblog76.byethost7.com/wp/>)
- ▶ <https://www.000webhost.com/> : no requirements
- ▶ <https://www.netsons.com/> : you need a certified email
- ▶ <https://www.ilbello.com/> : you need a tax code

Tips for domain and blog name

- ▶ **Keep it short and memorable:** keeping it between one and 5 words is probably best
- ▶ **Don't use buzzwords:** Chic / Style / Fashion
- ▶ **Consider your location:** take inspiration! Think about a favorite street name or a street that is well known in your city or your region, state, town or country. But also neighborhood nicknames, languages, state bird, parks, local fruits and vegetables, mountain ranges, river names...
- ▶ **Represent yourself well :** encapsulate the best traits of yourself and your style (married, lonely, funny, cheerful)

Tips for domain and blog name

- ▶ **Choose a name related to the content of your website**
- ▶ **Make it easy to pronounce and spell**
- ▶ **Avoid hyphens in the name pattern**
- ▶ **Avoid doubled letters** : WordPresssetup.com
- ▶ **Make something up** : Can't find the right words? Make one up. Great examples of made up words for popular blogs include The Glamourai, Denimology, Corporette.

Tips for domain and blog name

- ▶ **Use the blank & blank standby** : pick unique words, they can be adjectives or nouns, but they should both be one or the other [ie: Xylophones & Cats or Handsome & Hungry; not Xylophones & Hungry]
- ▶ **Ask for help** : <https://www.shopify.com/tools/business-name-generator>

Tips for logo design

► Use a visual double



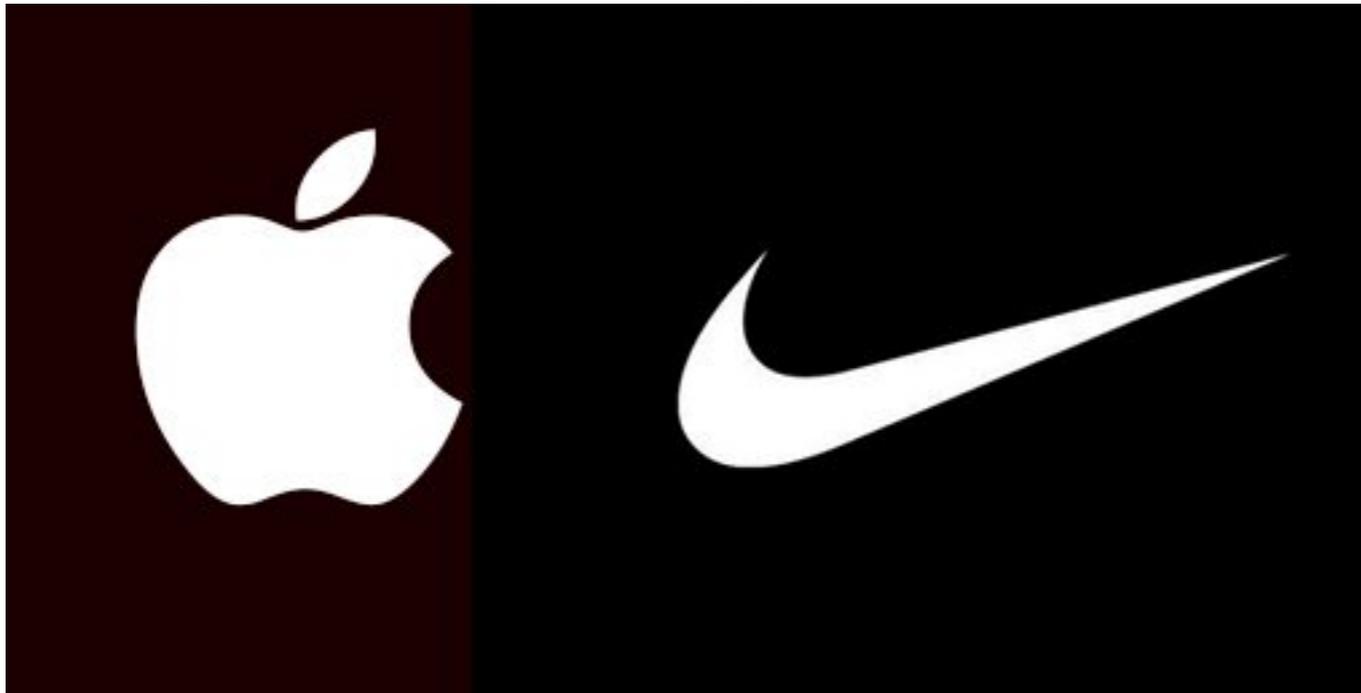
Tips for logo design

► Everybody loves custom types



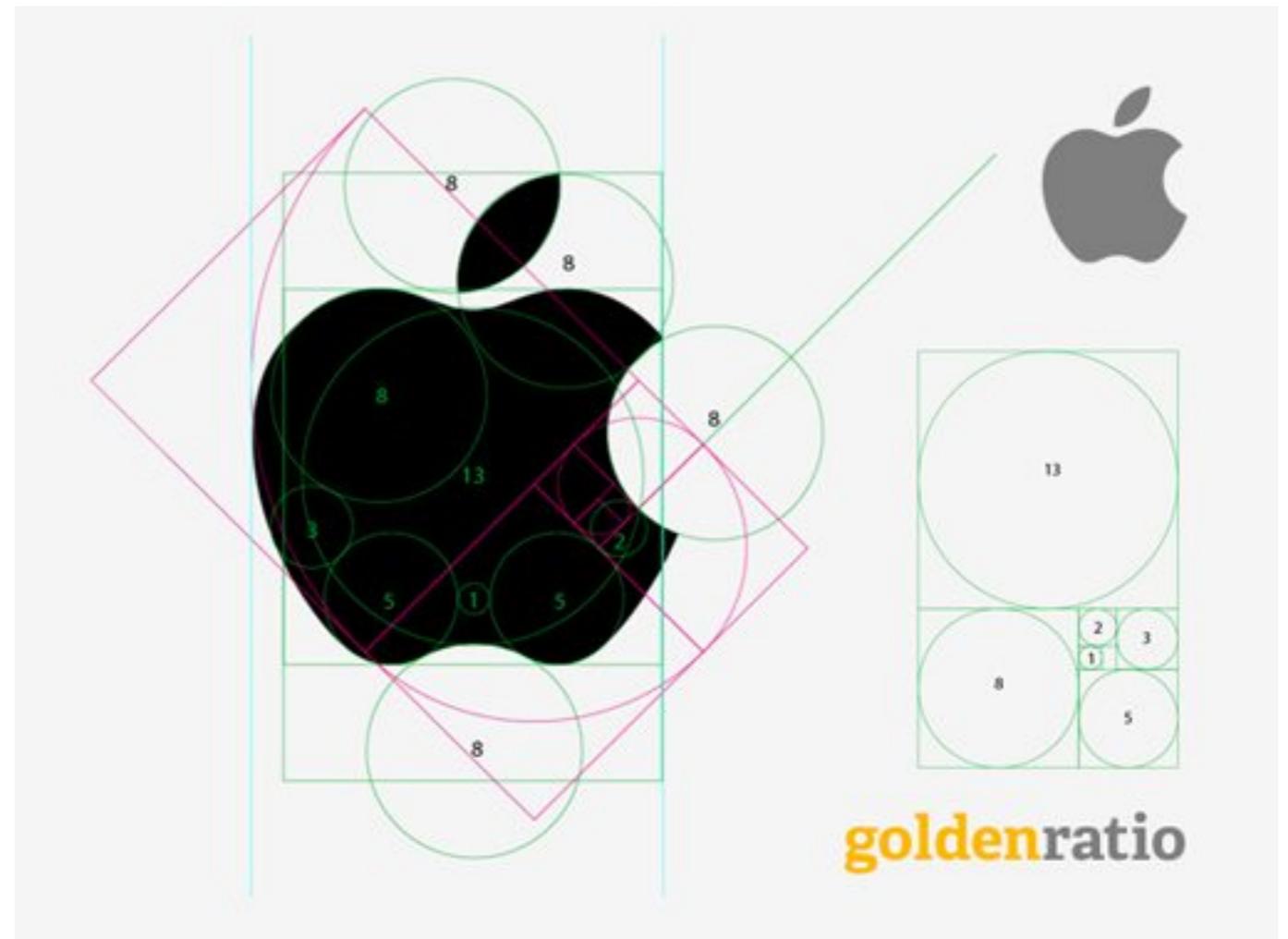
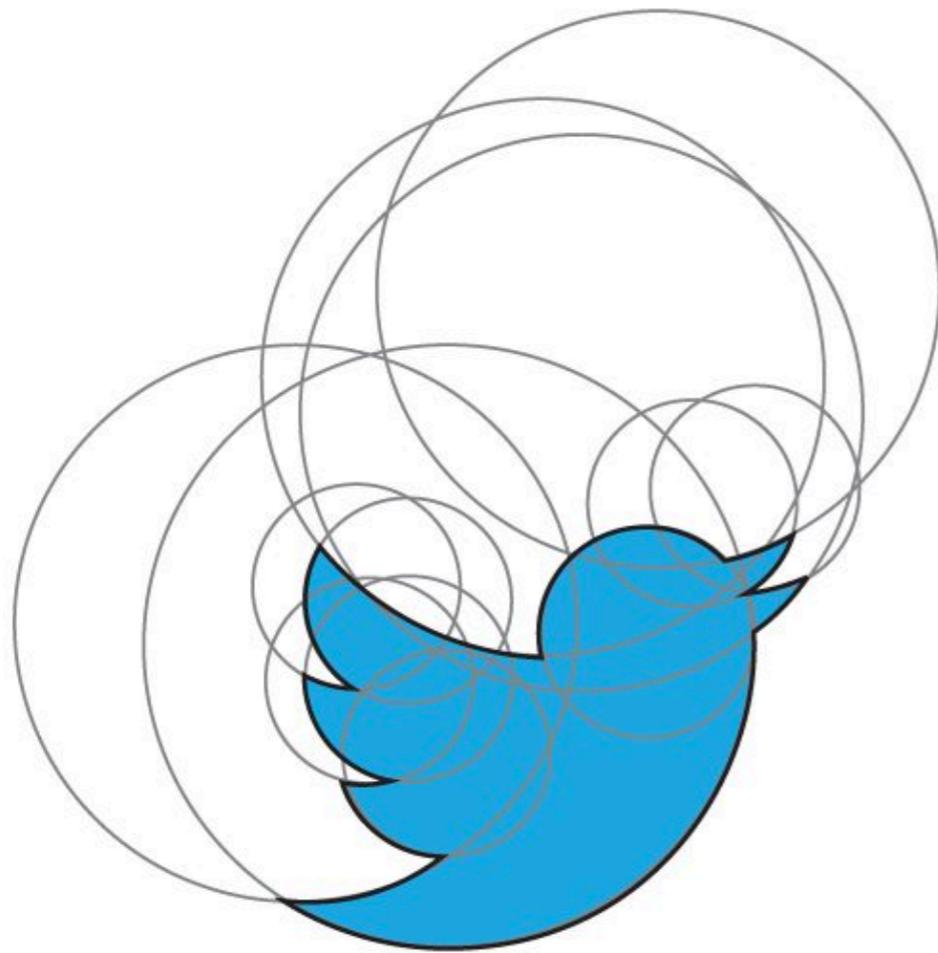
Tips for logo design

► Keep it simple stupid



Tips for logo design

► Consider proportion and symmetry



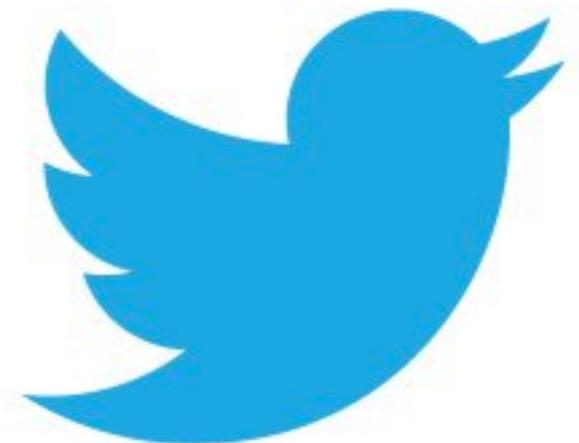
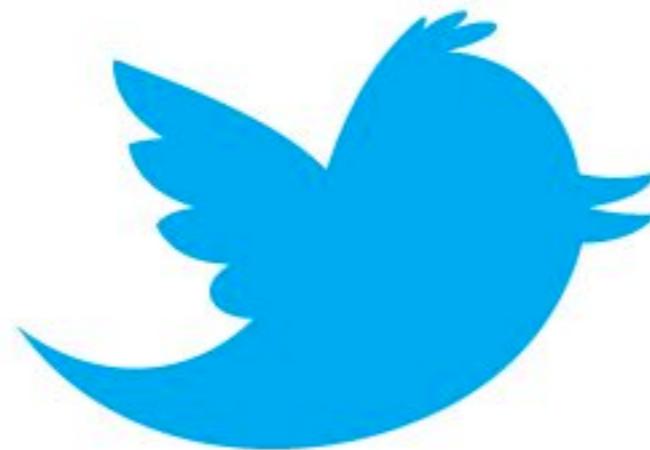
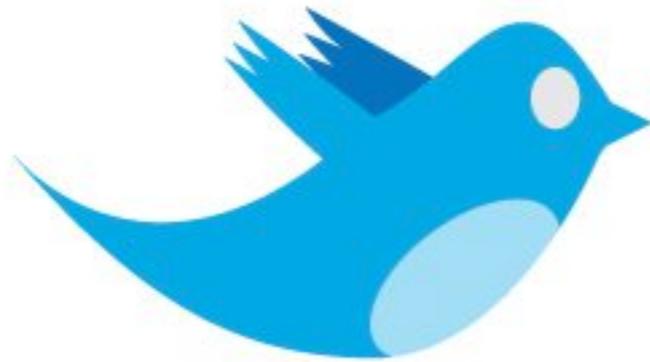
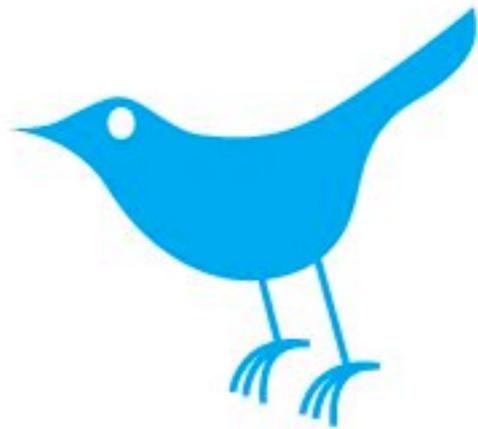
Tips for logo design

- ▶ **Consider negative space**



Tips for logo design

▶ Give a sense of motion



Tips for logo design

▶ Give it a meaning related to your site

