

Getting Started with WordPress for Your Business



Presentation Links At
<https://wordist.com/wordpress/breht-11132017/>



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Getting Started with WordPress for Your Business

Presented by Breht Burri
November 13, 2017



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Why WordPress For Your Business

- **Worldwide Adoption** of the WordPress Ecosystem
 - 25% + percent of all websites on the internet
 - 25% + of all eCommerce
- WP - **Not going away anytime soon - time spent is not time wasted***
- Fast **Development** , **Deployment** & **Modification**
- Popular Plugins/Themes/Integrations will be **Updated & Maintained**



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Background



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What is WordPress?

- **Blogging** Platform +
- Dynamic **Database** Driven/Database Backend +
- Content Management System +
 - file **uploads**
 - **posts & pages** in the **database** system
- Content Publishing System +
 - Themes/Skinable (Theme Modifiable)
 - Modular Configurable via use of **plugins**
 - Modular Customizable via **Automated API Integrations**
 - Modular Customizable via **PHP programming**



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Theme Files

- download of WordPress-4.8.3.zip (2017-11-12)

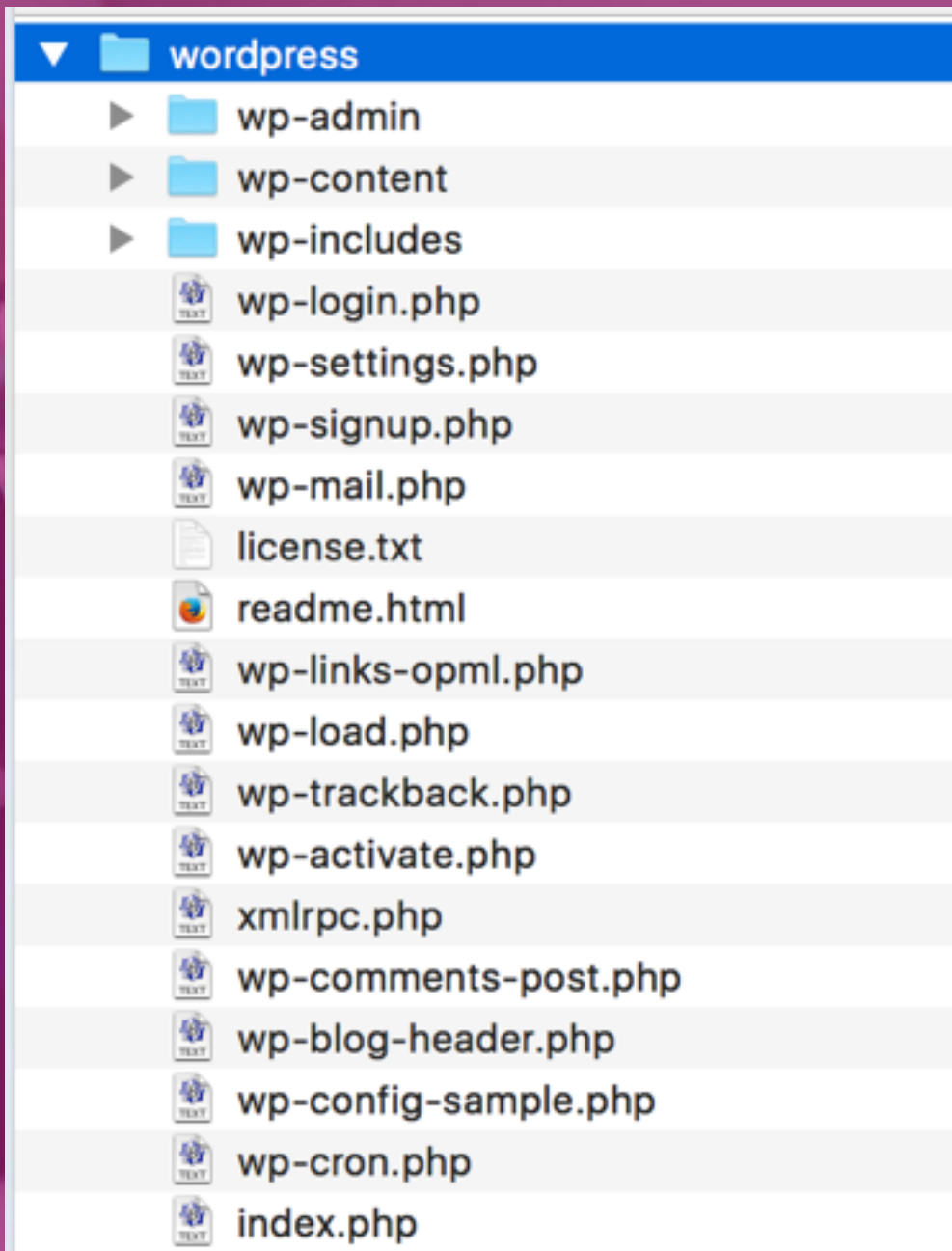


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Database Tables

- 12 Tables are created on an initial WP Installation



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Filters

Containing the word:

Table	Action	Rows	Type	Collation
<input type="checkbox"/> wp_commentmeta	★ Browse Structure Search Insert Empty Drop	-0	InnoDB	utf8mb4_unicode_ci
<input type="checkbox"/> wp_comments	★ Browse Structure Search Insert Empty Drop	-0	InnoDB	utf8mb4_unicode_ci
<input type="checkbox"/> wp_links	★ Browse Structure Search Insert Empty Drop	-0	InnoDB	utf8mb4_unicode_ci
<input type="checkbox"/> wp_options	★ Browse Structure Search Insert Empty Drop	-130	InnoDB	utf8mb4_unicode_ci
<input type="checkbox"/> wp_postmeta	★ Browse Structure Search Insert Empty Drop	-18	InnoDB	utf8mb4_unicode_ci
<input type="checkbox"/> wp_posts	★ Browse Structure Search Insert Empty Drop	-11	InnoDB	utf8mb4_unicode_ci
<input type="checkbox"/> wp_termmeta	★ Browse Structure Search Insert Empty Drop	-0	InnoDB	utf8mb4_unicode_ci
<input type="checkbox"/> wp_terms	★ Browse Structure Search Insert Empty Drop	-0	InnoDB	utf8mb4_unicode_ci
<input type="checkbox"/> wp_term_relationships	★ Browse Structure Search Insert Empty Drop	-0	InnoDB	utf8mb4_unicode_ci
<input type="checkbox"/> wp_term_taxonomy	★ Browse Structure Search Insert Empty Drop	-0	InnoDB	utf8mb4_unicode_ci
<input type="checkbox"/> wp_usermeta	★ Browse Structure Search Insert Empty Drop	-31	InnoDB	utf8mb4_unicode_ci
<input type="checkbox"/> wp_users	★ Browse Structure Search Insert Empty Drop	-2	InnoDB	utf8mb4_unicode_ci
12 tables	Sum	-192	InnoDB	latin1_swedish_ci

☐ Check all

With selected:

Print Data dictionary



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Themes and Plugins

- These are the things you upload to **configure** / enhance your WordPress installation...



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Name	
▼	wordpress
▶	wp-admin
▼	wp-content
▼	themes
▶	twentyseventeen
▶	twentyfifteen
▶	twentysixteen
	index.php
▼	plugins
▶	akismet
	index.php
	hello.php
	index.php

Uploads - Important

- These are the things (images, documents, digital files that have been uploaded to populate the content of your WordPress installation...

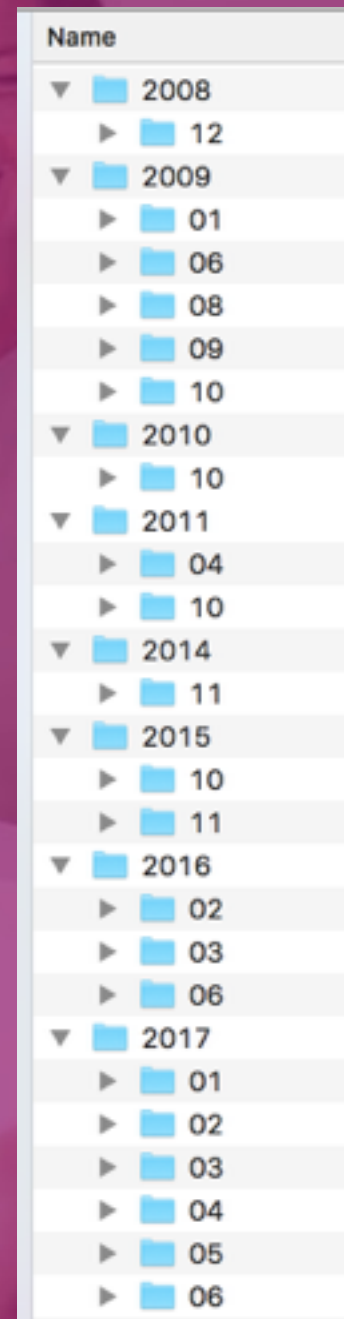
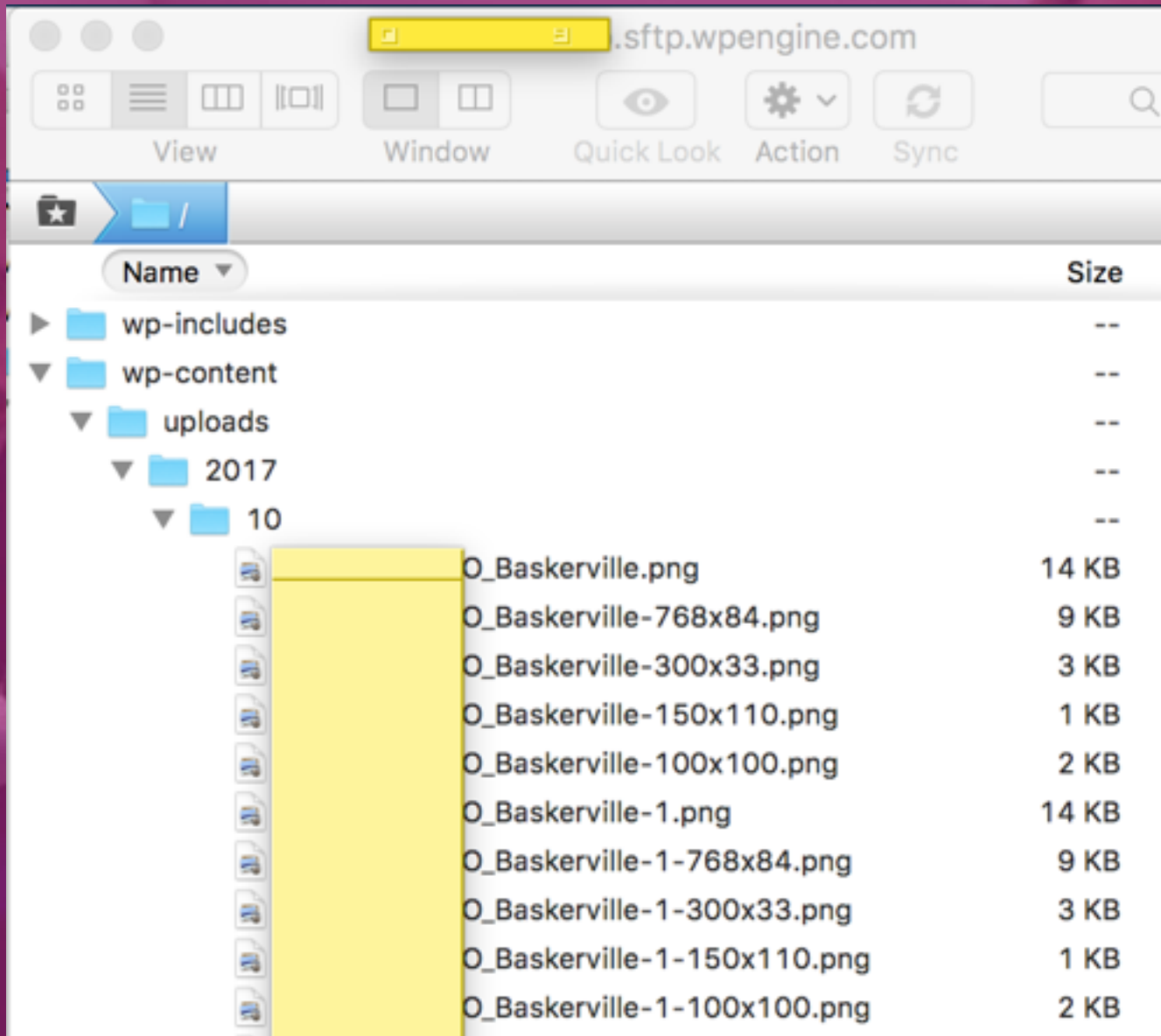


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End of the Background Stuff



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WordPress For Your Business

Get started building a business website with WordPress.org, the most widely used website development platform on the planet.

New Business? OR Existing Business but new to WordPress?

- Local Business vs. National Business
 - Local walk-in business - most important web presence is your Google Local Business
 - Local walk-in or service business with a google local map pack on google page 1 - most important web presence is your Google Local Business
 - National Business - the important web presence is your website not a Google Local Business Page

Prior Website vs. No Website

- If a prior or existing site - run your analytics on current/prior site to find...
 - What is popular?
 - What is a good/valuable inbound link?
 - What content is working?
 - Look at your Log Files
 - AWS Stats (built-in hosting analytics)
 - Log Analyzer Tools
 - Screaming Frog Log Analyzer
 - Existing Google Analytics

Poor Mans Tip if No Analytics Exist...

- Google Search: `site:yourdomain.com`
- Bing Search: `site:yourdomain.com`

Prior Website: Link Checking Tools

- OPEN SITE EXPLORER
 - <https://moz.com/researchtools>



Brand New Website
No history to worry about...



wordpress.org vs. wordpress.com

- Today...We are talking about wordpress.org aka “self-hosted” WordPress

1. Your own **domain name** - your virtual business address
2. You pick the **hosting service** - hosting your own servers/cloud
3. You can **configure** freely - **themes/plugins**
4. You can **customize** freely - **themes/plugins**
5. You can **monetize** - **commerce, payments, appointments**

DOMAIN NAME - How to Get One...

- **Domain Name Notes** - virtual business address. For an internet business it is your address
 1. **Registrar** - “hand registration” “[Name](#)” & [Uniregistry](#) & [Epik](#) & [101domain.com](#) (foreign registrations lots of country codes) Cost \$9.00 to \$12.00 for a .com per year, as low as \$1.99 for some non .coms
 2. Alternatives to hand registration... “On the Drop”, “At Auction”, “Private Sale”, [flippa.com](#) (used car lot for websites).
 3. **Registrant** - Put The Business Owner’s Name As the Registrant
 4. Three Contacts - Admin, Billing, Technical - **3 different people with 3 different contact points.**

DOMAIN NAME - What to Get...

Domain Name What to Get...

1. .com is best - - .org & .net - good for some types of businesses
2. .us (country codes) ok for a US business
3. new tlds (top level domain names are suspect and not fixed in price for the long term)
4. radio test - Can I hear it and spell it? OR can I get all types of spelling variations? This means NO Hyphens
5. 4th grade to 6th grade boy test - Can I say it without making anyone laugh?
6. Google it to make sure it was not something formerly suspect?
7. “way back machine” <https://archive.org/index.php>
8. [USPTO.gov](https://uspto.gov) - Look for a trademark on the domain

DOMAIN NAME - What to Do with it...

Domain Name What to do with it...

1. Registrar - Manage Your Domain Name
 1. delegate nameservers (dyn.com or cloudflare.com) or
 2. use registrars “default” name servers (NS2registrarsdomain.com)
2. Nameservers - Designated
3. DNS Management Tools
4. Create DNS Records
 1. “A” Records - This will be AN IP address provided by your **web host 100.100.100.100**
 2. cName Records - point to your “www” to just domain name
 3. MX Records - set up your email
 4. TXT Records - verification for email, google analytics, “proof” of ownership.

HOSTING SERVICE - Control Panel

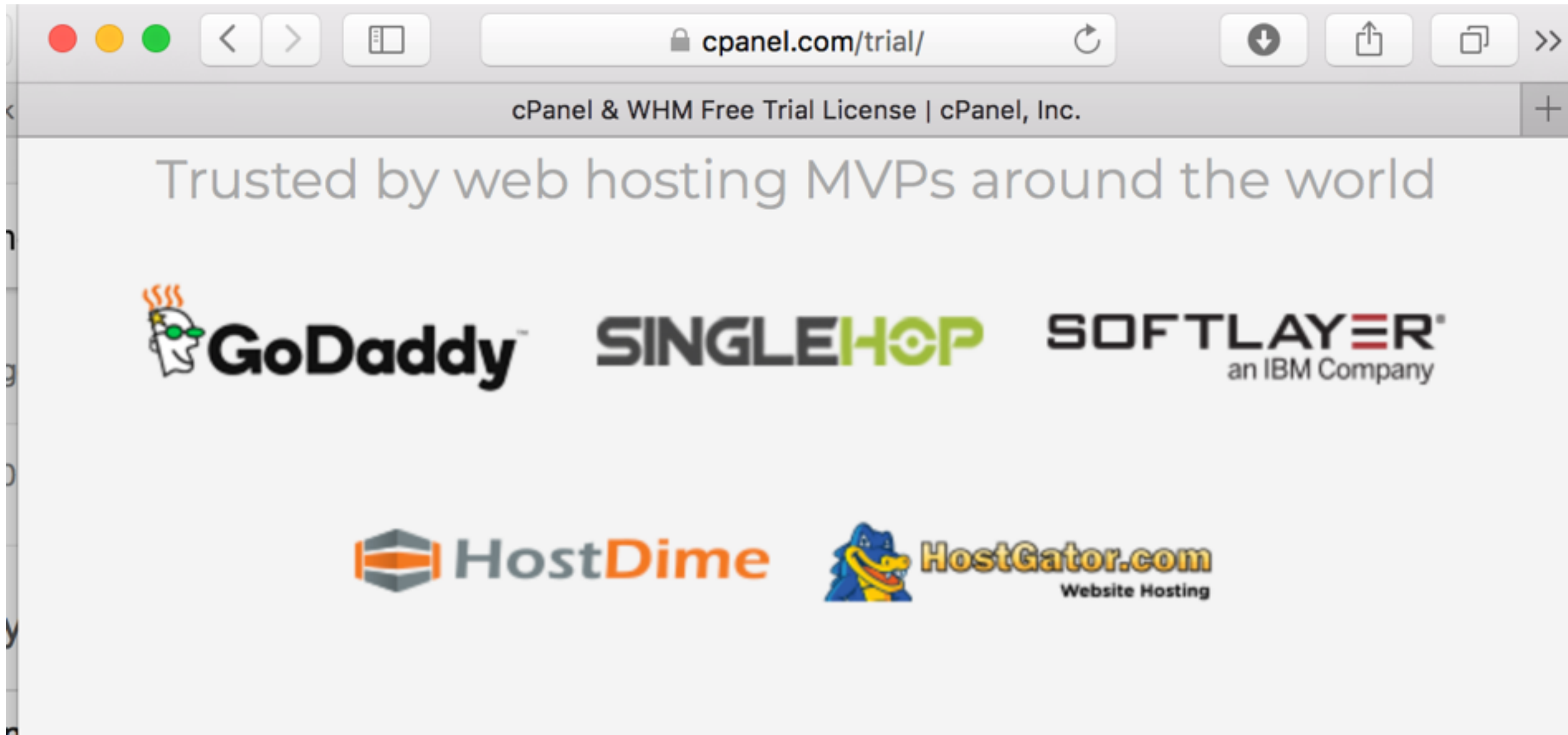
1. Control Panel/Management (**Saves You Time**)

1. cPanel

2. Plesk

3. Custom Panels ([WPengine](#), [Get Flywheel](#))

HOSTING SERVICE - Control Panel



HOSTING SERVICE - wpengine

WPengine

Dashboard

Installs

Page Performance

Users

My Account

Hi Breht

Live chat

Support (24/7)

Copy Install

Deploy Site

Overview

Domains

CDN

Redirect rules

Backup points

Access logs

Error logs

SFTP users

Git push

SSL

Utilities

Site migration

Links to:

phpMyAdmin

WordPress Admin

Overview

Block traffic on production / staging

Install stats

Download Usage CSV

Delete install

Domain:

Technical Contact: Breht Burri

PHP Version: 5.6

Workspace:

CNAME:

IP Address:

Created: Mar 26, 2017 11:39 PM UTC

Region: North America

Environment: None

Visitors

Bandwidth

Storage

298

30 day avg

8,941

30 day total

11.8 MB

30 day avg

354 MB

30 day total

29.2 MB

WordPress Version: 4.8.3

Up to date

Learn about our update process

Defer the next update

HOSTING SERVICE - wpengine

Domain▼	Redirect to↕	Status↕	Info	Edit
g.com		✓	CNAME recommended. Your DNS looks good! If your site is moved to another server, you'll need to update your DNS. Make life easy and update to CNAME record.	Add redirect Delete Set as primary
g.com		✓	CNAME recommended. Your DNS looks good! If your site is moved to another server, you'll need to update your DNS. Make life easy and update to CNAME record.	Add redirect Delete Set as primary
.com		✓	CNAME recommended. Your DNS looks good! If your site is moved to another server, you'll need to update your DNS. Make life easy and update to CNAME record.	Add redirect Delete Set as primary
e.com		✓		Add redirect Delete Set as primary

HOSTING SERVICE - Installers

Control Panel/Management (**Saves You Time**)

1. **Softaculous** - lot of open source installers
2. **Fantastico** - lots of open source installers
3. **Virtualmin**- lots of open source installers
4. **Custom Install** ([WPengine](#), [Get FlyWheel](#))

HOSTING SERVICE - Installer at wpengine

calls ▾ Page Performance Users My Account Hi Breht

⚙ Add new domain

Enter the new domain name.

Domain name *

Cancel **Add domain**

HOSTING SERVICE - Installer at Virtualmin

[<](#) [?](#)

★ Install Scripts

In domain

[Installed Scripts](#) [Available Scripts](#) [Install Un-supported Version](#)

Find scripts matching: [Search](#)

Script	Version	Description	Rating
Blog			
<input type="radio"/> WordPress	4.6.1	A semantic personal publishing platform with a focus on aesthetics, web standards, and usability.	★★★★★
Community			
<input type="radio"/> bbPress	1.2	bbPress is forum software with a twist from the creators of WordPress.	★★★★★

Show Install Options

[Return to virtual server details](#) [Return to virtual servers list](#)

HOSTING SERVICE - Installer at Virtualmin

The screenshot shows the Virtualmin web interface. On the left is a sidebar with navigation links: Webmin, Virtualmin, Create Virtual Server, Edit Virtual Server, Edit Users, Edit Databases, Install Scripts, Edit Web Pages, Administration Options, Server Configuration, Logs and Reports, and Disable and Delete. The main content area is titled 'Install Script' and shows the configuration for installing WordPress on the domain 'example.com'. The 'Script install options' section includes fields for 'Script to install' (WordPress), 'Script description' (A semantic personal publishing platform with a focus on aesthetics, web standards, and usability), 'Version to install' (4.6.1), 'Programming language' (PHP), 'Original website' (http://wordpress.org/), 'Database for WordPress tables' (a dropdown menu showing 'example_wordpress (MySQL, new database)'), and 'Install sub-directory under public_html' (radio buttons for 'At top level' and 'wordpress', with 'At top level' selected). A green 'Install Now' button is at the bottom of the form. Below the form are two blue buttons: 'Return to list of scripts' and 'Return to virtual server details'.

Webmin Virtualmin

Install Script

In domain

Script install options

Script to install	WordPress
Script description	A semantic personal publishing platform with a focus on aesthetics, web standards, and usability.
Version to install	4.6.1
Programming language	PHP
Original website	http://wordpress.org/
Database for WordPress tables	<input type="text" value="example_wordpress (MySQL, new database)"/>
Install sub-directory under <i>public_html</i>	<input checked="" type="radio"/> At top level <input type="radio"/> wordpress

[Install Now](#)

[Return to list of scripts](#) [Return to virtual server details](#)

HOSTING SERVICE - Other Installers

Webmin

Virtualmin

Create Virtual Server

Edit Virtual Server

Edit Users

Edit Databases

Install Scripts

Edit Web Pages

Administration Options

Server Configuration

Logs and Reports

Disable and Delete

Services

Search

System Settings

Email Messages

System Customization

Addresses and Networking

Install Scripts

In domain

Installed ScriptsAvailable ScriptsInstall Un-supported Version

Find scripts matching:

Script	Version	Description	Rating
Blog			
<input type="radio"/> b2evolution	4.1.6-stable	A multilingual multiuser multi-blog engine.	★★★★★
<input type="radio"/> Ghost	0.7.1	Ghost is an open source publishing platform which is beautifully designed, easy to use, and free for everyone.	
<input type="radio"/> Mephisto	0.7.3	Mephisto is a blog engine with some simple CMS-ish concepts (sections, pages) and a very flexible templating system.	
<input type="radio"/> Movable Type	5.2.7	The Movable Type platform makes it easy for you to both author content and interact with your community of readers.	★★★★★
<input type="radio"/> Nucleus	3.65	Maintains multiple weblogs.	★★★★★
<input type="radio"/> Textpattern	4.5.7	A free, flexible, elegant, easy-to-use content management system for all kinds of websites, even weblogs.	★★★★★
<input type="radio"/> Typo	5.5	Typo is a lean engine that makes blogging easy.	
<input type="radio"/> WordPress	4.6.1	A semantic personal publishing platform with a focus on aesthetics, web standards, and usability.	★★★★★
Calendar			
<input type="radio"/> eGroupWare	16.1.20161006	EGroupware is a enterprise ready groupware software for your network.	★★★★★
<input type="radio"/> PHP-Calendar	2.0.9	A web-based calendar and event scheduled written in PHP.	
<input type="radio"/> phpScheduleIt	2.4.2	A web-based resource scheduling system that allows administered management of reservations on any number of resources, such as conference rooms.	★★★★★

HOSTING SERVICE - Other Installers

Webmin

Virtualmin

Create Virtual Server

Edit Virtual Server

Edit Users

Edit Databases

Install Scripts

Edit Web Pages

Administration Options

Server Configuration

Logs and Reports

Disable and Delete

Services

Search

System Settings

Email Messages

System Customization

Addresses and Networking

for a variety of purposes.

Commerce

☐

Autoload

4.7.8

Autoload is osCommerce with everything you need added for running an online storefront.

☐

Dolibarr

3.9.3

Dolibarr ERP/CRM is a powerful Open Source software to manage a professional or foundation activity (small and medium enterprises, freelancers).

★★★★★

☐

Magento

2.1.2

Magento is a new professional open-source eCommerce solution offering unprecedented flexibility and control.

★★★★★

☐

OpenCart

2.1.0.2

A powerful open-source shopping cart system that is designed to be feature rich and user friendly.

★★★★★

☐

osCommerce

2.3.4

osCommerce is the leading Open Source online shop e-commerce solution.

★★★★★

☐

PHPCoin

v1.6.5

The phpCOIN (Clients, Order, Invoices, and Notes) package was designed for small to medium sized webhosting resellers.

★★★★★

☐

Revive Adserver

4.0.0

Revive Adserver is an open-source ad server, with an integrated banner management interface and tracking system for gathering statistics.

★★★★★

☐

Simple Invoices

2011.1

Simple Invoices is a simple, community developed, free/open source, web-based invoicing system.

★★★★★

☐

SugarCRM

6.5.24

A powerful open-source package for managing customer relationships.

★★★★★

☐

Vtiger CRM

6.2.0

A free, full-featured, 100% Open Source CRM software ideal for small and medium businesses

★★★★★

☐

WHMCS

6.3.1

WHMCS is an all-in-one client management, billing & support solution for online businesses.

★★★★★

☐

X2Engine

5.0.7

X2Engine is a fast and compact Marketing Automation, Sales Force and Customer Service application powered by an easy to use website-optimized visual workflow engine.

★★★★★

☐

ZenCart

1.5.1

Zen Cart is a free, user-friendly, open source shopping cart system.

★★★★★

Community

☐

AROUNDMe

0.6.9

AROUNDMe is the perfect solution for community builders wishing to bring together multiple mutual interest groups within a shared knowledge network.

☐

bbPress

1.2

bbPress is forum software with a twist from the creators of WordPress.

★★★★★

WordPress - Themes for a Business

1. Where to find them
2. What to look for
3. What is a theme framework

Name	
▼	wordpress
▶	wp-admin
▼	wp-content
▼	themes
▶	twentyseventeen
▶	twentyfifteen
▶	twentysixteen
	index.php
▼	plugins
▶	akismet
	index.php
	hello.php
	index.php

WordPress - Themes for a Business

1. Where to find them...

[Theme Forest](#)

[Studio Press](#)

[WordPress Org](#)

WordPress - Themes for a Business

Where to find them in the wild...if you see something online that you like...

<https://www.themestats.com/>

WordPress - Themes for a Business

WordPress Theme Detector and Plugin ...

offered by <https://www.themestats.com>

★★★★★ (2) | [Developer Tools](#) | 128 users

OVERVIEW | REVIEWS | SUPPORT | RELATED

Related

uDev - Web Developer Toolbar ★★★★★ (8)	Scratch Device Plugin Helper ★★★★★ (37)	XPath Helper ★★★★★ (461)	Form Filler ★★★★★ (508)
Web Developer ★★★★★ (3167)	JSONView ★★★★★ (2604)	EditThisCookie ★★★★★ (8401)	Window Resizer ★★★★★ (2432)

ADDED TO CHROME

View all

WordPress - Themes for a Business

Wordist™ - Wordpress Consul x

https://wordist.com

Apps Virtualmin Virtual S... Virtualmin Virtual S...

WO
wordpress cons

WordPress Con
Dev

WordPress
Wordpre
WordPress Database Consulting & Automation


Detected WordPress Themes (1) Powered by ThemeStats.com

Theme Name:
Theme Folder:
Theme Homepage:
Version:
Author:
Author Homepage:

no image

Description:

Detected WordPress Plugins (1)

 **Coming Soon Page & Maintenance Mode by SeedProd**
by SeedProd
The #1 Coming Soon Page, Under Construction & Maintenance Mode plugin for WordPress.

Powered by ThemeStats.com

WordPress - Themes for a Business

2. What to look for in a **BUSINESS** Theme Developer

1. **future support by a motivated developer/seller**
2. top developer “Power Elite Author” from [Envato](#)
3. good reviews
4. steady releases
5. reliable support

WordPress - Themes for a Business

2. What to look for in a BUSINESS theme

1. mobile responsive
2. proper layouts for your needs - long posts, photos, directory
3. step-by-step tutorials and/or video tutorials
4. woo commerce layouts if you are selling products
5. review the theme demo on your devices & online tools
6. look at “demo sites” are they still working?...

WordPress - Themes for a Business

Some Tools for testing Potential WordPress Themes

- Google - <https://search.google.com/test/mobile-friendly>
- Bing - <https://www.bing.com/webmaster/tools/mobile-friendliness>
- Responsive Design Checker <http://responsivedesignchecker.com/checker.php>
- Studiopress Guide - <https://www.studiopress.com/beginners-guide-responsive-design//>

WordPress - Themes for a Business

What is a theme framework

- [StudioPress by Genesis](#)
- DIVI by [Elegant Themes](#)
- [Woo Themes](#)
- [Themify](#)

Adding A Theme to WordPress

WP Engine

Dashboard

Sites

Users

Themes

Installed Themes

Add New

Editor

Plugins 1

Settings

SEO

Insights

Collapse menu

Add Themes [Upload Theme](#)

15

Featured

Popular

Latest

Favorites

Feature Filter

Search themes...

✓ Installed



Twenty Seventeen



WP media Twentyfive



Blogarama



WP Engine

Dashboard

Sites

Users

Themes

Installed Themes

Add New

Editor

Plugins 1

Settings

SEO

Insights

Collapse menu

Add Themes

Upload Theme

If you have a theme in a .zip format, you may install it by uploading it here.

Browse...

No file selected.

Install Now

15

Featured

Popular

Latest

Favorites

Feature Filter

Search themes...

✓ Installed





My Sites



Network Admin: Your SUPER-powered WP Eng...



1



4



WP Engine



Dashboard



Sites



Users



Themes

Installed Themes

Add New

Editor



Plugins 1



Settings



SEO



Insights



Collapse menu

Themes

[Add New](#)

All (11) | [Enabled \(9\)](#) | [Disabled \(2\)](#)

Bulk Actions

Apply



Theme

Description



Base Child Theme

[Network Disable](#) | [Edit](#)

Sample child theme for Base Theme on Somo Framework.

Version 1.0.1 | By [SomoThemes](#) | [Visit Theme Site](#)



Base Theme

[Network Disable](#) | [Edit](#)

Professionally-designed WordPress Theme Framework built to grow social media a website. Please do not modify this stylesheet, as it might get overridden in updates

Version 1.1.5 | By [SomoThemes](#) | [Visit Theme Site](#)



Genesis

[Network Disable](#) | [Edit](#)

The industry standard for Premium WordPress Themes.

Version 2.5.3 | By [StudioPress](#) | [Visit Theme Site](#)



Minimum Pro

[Network Disable](#) | [Edit](#)

A stunning execution of "less is more," the Minimum child theme expresses everything effort.

Version 3.2.1 | By [StudioPress](#) | [Visit Theme Site](#)



Monochrome Pro

[Network Disable](#) | [Edit](#)

Monochrome showcases the sleek difference that white space and typography make

WordPress - Plugins for a Business

Where to find them

1. <https://wordpress.org/plugins/>
2. Inside the WordPress control panel

What to look for...

Downloads, Updates, Activity, Reviews

Name	
▼	wordpress
▶	wp-admin
▼	wp-content
▼	themes
▶	twentyseventeen
▶	twentyfifteen
▶	twentysixteen
	index.php
▼	plugins
▶	akismet
	index.php
	hello.php
	index.php

Adding A Plugin to WordPress





WORDPRESS.ORG

Have you taken the WordPress 2017 Survey yet?

Search WordPress.org



Showcase

Themes

Plugins

Mobile

Support

Get Involved

About

Blog

Hosting

Download WordPress

Plugins

Extend your WordPress experience with 52,977 plugins.

Search plugins



Featured Plugins

See all

[My Sites](#)[Network Admin: Your SUPER-powered WP Eng...](#)

1



4

Coming Soon Mode Active

Howdy, v

[WP Engine](#)[Dashboard](#)[Sites](#)[Users](#)[Themes](#)[Plugins](#) 1[Installed Plugins](#)[Add New](#)[Editor](#)[Settings](#)[SEO](#)[Insights](#)[Collapse menu](#)

Add Plugins

[Upload Plugin](#)[Featured](#)[Popular](#)[Recommended](#)[Favorites](#)

Keyword

Plugins extend and expand the functionality of WordPress. You may automatically install plugins from the [WordPress Plugin Directory](#) or upload a plugin in format by clicking the button at the top of this page.



BuddyPress

[Install Now](#)[More Details](#)

BuddyPress adds community features to WordPress. Member Profiles, Activity Streams, Direct Messaging, Notifications, and more!

By [The BuddyPress Community](#)

★★★★★ (363)

200,000+ Active Installs

Last Updated: 2 weeks ago

✓ Compatible with your version of WordPress



Theme Check

[Install Now](#)[More Details](#)

A simple and easy way to test your theme for all the latest WordPress standards and practices. A great theme development tool!

By [Otto42, press](#)

★★★★★ (232)

100,000+ Active Installs

Last Updated: 11 months ago

Untested with your version of WordPress



bbPress

[Install Now](#)[More Details](#)

bbPress is forum software, made the WordPress way.

By [The bbPress Community](#)













WP Super Cache

[Install Now](#)[More Details](#)

A very fast caching engine for WordPress that produces static html files.

By [Automattic](#)

-  WP Engine
-  Dashboard
-  Sites
-  Users
-  Themes
-  **Plugins 1**
- Installed Plugins
- Add New**
- Editor
-  Settings
-  SEO
-  Insights
-  Collapse menu

Add Plugins

Upload Plugin

If you have a plugin in a .zip format, you may install it by uploading it here.

Browse...

No file selected.

Install Now

Featured

Popular

Recommended

Favorites

Keyword

Search plugins...

Plugins extend and expand the functionality of WordPress. You may automatically install plugins from the [WordPress Plugin Directory](#) or upload a plugin in format by clicking the button at the top of this page.



BuddyPress

BuddyPress adds community features to WordPress. Member Profiles, Activity Streams, Direct Messaging, Notifications, and more!

By [The BuddyPress](#)

Install Now

[More Details](#)



Theme Check

A simple and easy way to test your theme for all the latest WordPress standards and practices. A great theme development tool!

By [Otto42](#)

Install Now

[More Details](#)

wordist.com Favorite Plugins List

1. [Monster Insights](#)
2. [Yoast SEO](#)
3. [Google XML Sitemaps](#)
4. [Redirection](#) (Important for Grabbing Old Links & directing them to the new places on your site)
5. [NSP Sort Order](#) (sorts, pages, posts, categories, tags)
6. [Advanced Image Styles](#) (Adds Dialog box that was removed in a wp upgrade)
7. [Tiny MCE - WYSIWYG](#)
8. [Jet Pack](#) - (Woo Commerce Integrations, Security, Analytics)
9. [Google Maps - Various Plugins from WP Google Maps and add ons](#)
10. [SeedProd - An amazing coming soon plugin](#) for quick kiosk type launches, email gathering and

wordpress.org vs. wordpress.com

- Today...We are talking about wordpress.org — self-hosted WordPress
 - Your own **domain name** - your virtual business address
 - You pick the **hosting service** - hosting your own place
 - You can configure freely - **themes/plugins**
 - You can customize freely - themes/**plugins**
 - You can monetize - **commerce, payments, appointments**

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WordPress for Entrepreneurs Some Ideas and Implementations



#GEWKC

WordPress & Lean Methods

Build, Measure, Learn

- Test Landing Pages
- Surveys - Online Forms
- Book Appointments
- Capture Mailing Lists
- Accept Payments
- Test Blog Content
- Search Box

WordPress & Lean Marketing & Lean Methods

Build, Measure, Learn

- Test Landing Pages - **Conversion, Watch users interact**
- Surveys - Online Forms - **Will they complete the form**
- Book Appointments - **Do they want my service**
- Capture Mailing Lists - **Interested in the content/idea**
- Accept Payments - **Will they pay?**
- Test Blog Content - **Will they read, stay, engage, share?**
- Search Box - **What were they seeking at this site**

WordPress & Lean Marketing & Lean Methods

Build, Measure, Learn

- Test Landing Pages - Conversion, Watch users interact - **Lucky Orange**
- Surveys - Online Forms - Will they complete the form - **Gravity Forms**
- Book Appointments - Do they want my service - **Gravity Forms & Google Cal**
- Capture Mailing Lists - Interested in the content/idea - **Mail Chimp, Mail Poet**
- Accept Payments - Will they pay? - **Paypal Plugin**
- Test Content - Will they read/engage/share? - **Lucky Orange & Google Analytics**
- Search Box - **What were they seeking at this site - SearchWP**

WordPress & Lean Marketing & Lean Methods

SUPER FAST Build, Measure, Learn



WordPress, Lean Methods & MVP

Minimum Viable Products

Build the **brochureware** portion of your **digital product** in WordPress. Wrap the **custom programming** inside of a **single page** or **multiple pages** and *leave the heavy programming lifting to the custom developers* but keep the configuration type customizations in WordPress.



WordPress, Lean Methods & MVP

Minimum Viable Products

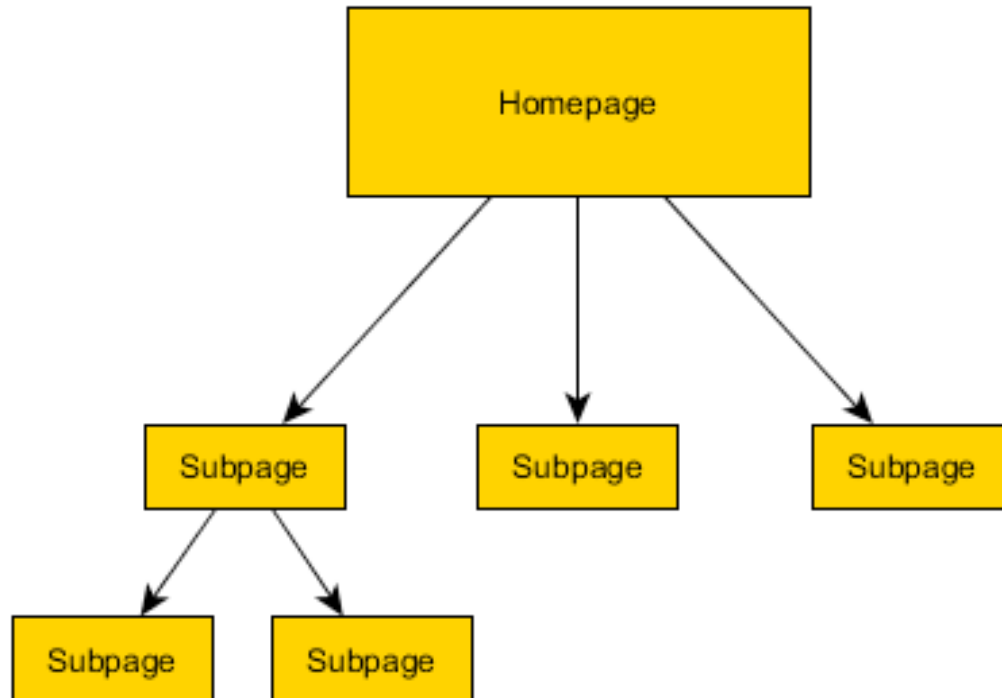
Build the brochureware portion of your digital product in WordPress. Wrap the custom programming inside of a single page or multiple pages -

Multiple iFrame and Embed Plugins -

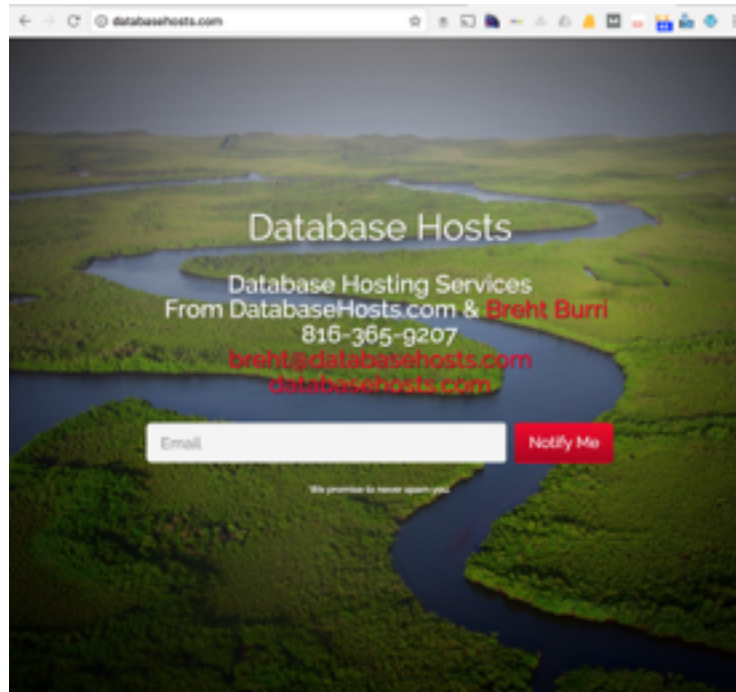


WordPress, Lean Methods & MVP

Minimum Viable Products



Coming Soon Landing Pages & Placeholders, Kiosks, iPad Signup Sheets





Food Trucker

FoodTrucker.com

A Food Truck Directory and App for Street Foodies & Food Truck Operators.

Coming in December 2017.

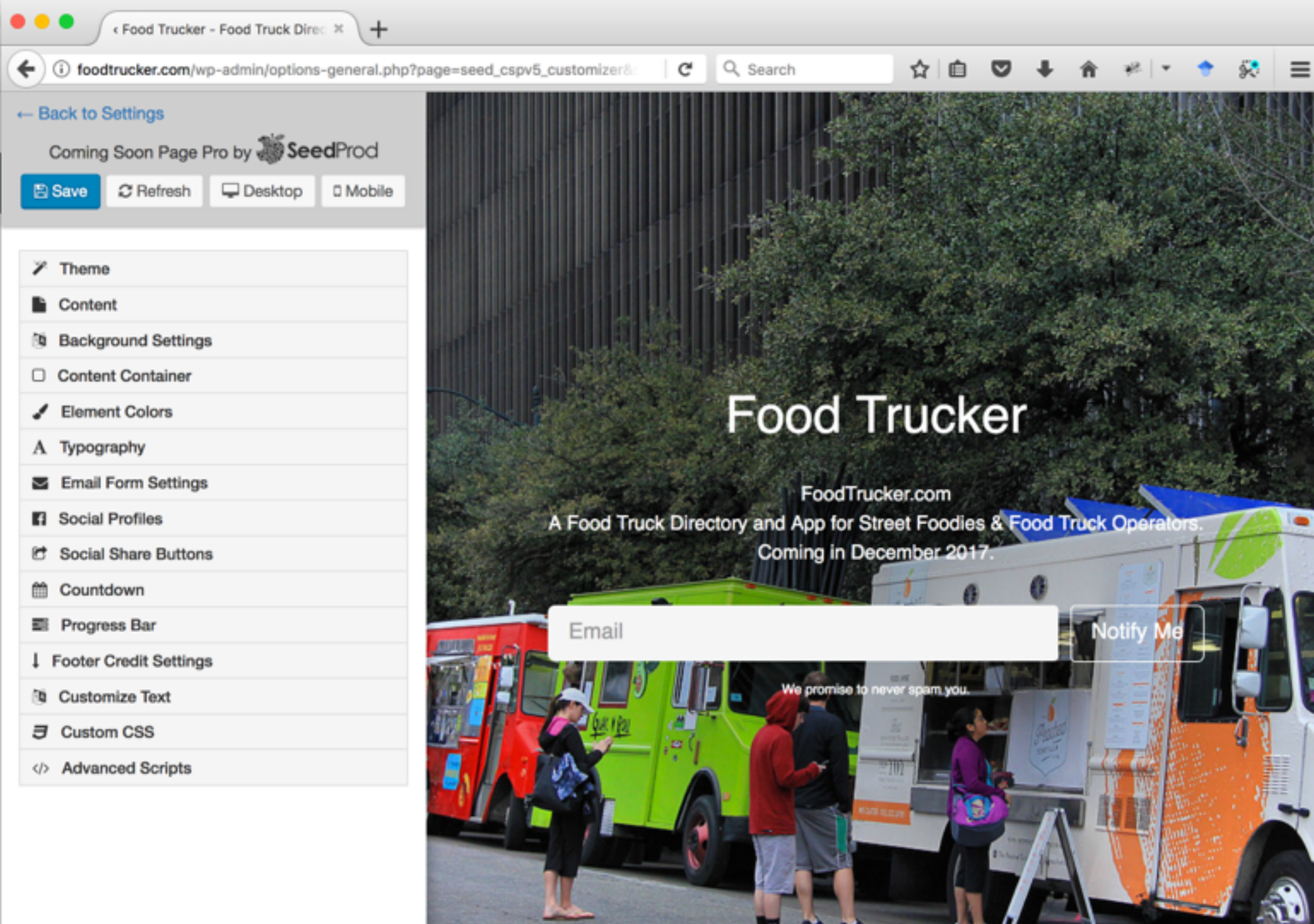
Email

Notify Me

We promise to never spam you.



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Coming Soon Pro < Food Trucker - ✕

foodtrucker.com/wp-admin/options-general.php?page=seed_cspv5&tab=seed_cs | Search

Food Trucker - Food Truck Directory 0 + New Coming Soon Mode Active Howdy, foodtrucker-wordist

SeedProd Coming Soon Page Pro Version 5.3.1

Coming Soon & Maintenance Page Subscribers # License

Page All Pages

Bulk Actions Apply 163 items 3 of 17 Search Emails

	Subscribers	Clicks	# People Signed Up	Conversion Rate	Created ▲	Referrer	Meta
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HOME SCHEDULE CALENDARS CONTACT ABOUT BIO TESTIMONIALS FAQ



E M S EISCHENS MEDIATION SERVICES

ABOUT US CALENDAR SCHEDULE





Schedule A Mediation

Tell us about the matter, the parties, and select an available date from our calendar. (The starred information is required.)

Case Name *

(and Case Number, if known)

Requested Date of Mediation *

Check the calendars below for an open date. Dates in black with a "•" are unavailable. Starting times will be 9:30 am unless otherwise requested.

November 2017							December 2017							January 2018						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3	4					1	2		1	2	3	4	5	6
				•	•	•						•			•					
5	6	7	8	9	10	11	3	4	5	6	7	8	9	7	8	9	10	11	12	13





November 2017							December 2017							January 2018						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4						1	2		1	2	3	4	5	6
			•	•	•							•			•					
5	6	7	8	9	10	11	3	4	5	6	7	8	9	7	8	9	10	11	12	13
	•	•	•	•	•			•	•	•	•	•					•		•	
12	13	14	15	16	17	18	10	11	12	13	14	15	16	14	15	16	17	18	19	20
	•	•	•	•	•			•	•	•	•	•					•		•	
19	20	21	22	23	24	25	17	18	19	20	21	22	23	21	22	23	24	25	26	27
	•	•	•	•	•			•	•	•	•	•					•			
26	27	28	29	30			24	25	26	27	28	29	30	28	29	30	31			
	•	•	•	•				•	•	•	•	•			•					
							31													

Click To See Additional
Calendar Months.

Location of Mediation *

- ☐ Plaintiff's Attorney's Office
- ☐ Defendant's Attorney's Office





CLICK HERE TO SCHEDULE YOUR MEDIATION

Eischens Mediation Services Scheduling Calendar

Today January 2018 Print Week Month Agenda

Sun	Mon	Tue	Wed	Thu	Fri	Sat
31	Jan 1 Unavailable	2	3	4	5	6
7	8	9	10 Unavailable	11	12 Unavailable	13
14	15	16	17 Unavailable	18	19 Unavailable	20
21	22	23 Unavailable	24	25	26	27
28	29	30 Unavailable	31	Feb 1	2	3

Events shown in time zone: Central Time + GoogleCalendar

CLICK HERE TO SCHEDULE YOUR MEDIATION



6 Month Calendar

Days in black with a "•" are unavailable. All starting times are at 9:30 am unless otherwise requested.

November 2017	December 2017	January 2018
S M T W T F S	S M T W T F S	S M T W T F S
1 2 3 4	1 2	1 2 3 4 5 6
5 6 7 8 9 10 11	3 4 5 6 7 8 9	7 8 9 10 11 12 13
12 13 14 15 16 17 18	10 11 12 13 14 15 16	14 15 16 17 18 19 20
19 20 21 22 23 24 25	17 18 19 20 21 22 23	21 22 23 24 25 26 27
26 27 28 29 30	24 25 26 27 28 29 30	28 29 30 31
	31	

Getting Started with WordPress for Your Business

Presented by Breht Burri

Phone: 816-365-9207

toobaroo.com | wordist.com

Presentation Links At:

<https://wordist.com/wordpress/breht-11132017/>

breht@toobaroo.com or breht@infodeli.com



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