Wordpress Workshop

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The Round Mountain Group, LLC
TCF 2018
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RMG

roundmountaingroup.com

Objective

- How to get started in Wordpress

- Blog

- Photoblog

- Business or Organization site

- Tips & Tricks

- Live Demo

About Me

- 30+ years RCA, GE, DEC, HP - engineering, marketing, consulting, etc.

- Founder of RMG: Consulting, Design, Hosting

- Developed 100's of Wordpress sites

- 40+ sites under management: Corporate, Government, Small / Medium Business

How I Got Started With Wordpress

What Is Wordpress?

- Wordpress is a Content Management System

- A **content management system** (**CMS**) is a computer application that supports the creation and modification of digital content. It typically supports multiple users in a collaborative environment. Examples: Wordpress, Joomla, Drupal, SiteCore

- Wordpress is Freely Distributed, Open Source

- Wordpress is based on PHP and MySQL

- Search Engine Friendly

Wordpress

- Most popular web publishing platform

- Over 60 million sites

- Over 30% of the top 10 million sites

- Getting a site up and running (and maintaining it) is relatively easy.

- Editing content is very easy (shared responsibility with web agency.

- Advanced features require extensive expertise

One Big Problem

- So popular, its a hacker magnet

- Brute Force attacks

- MySQL, PHP attack vectors

- But with care (which we will cover) it is very secure

- *If you don't plan to maintain your site and keep it up to date, get someone to do it for you.*

How to Get Started

- You'll need a host…

- Lots out there but for getting started, I recommend wordpress.com which offers free plans and paid plans.

- Free plans put your site in a subdomain like example.wordpress.com

- For $4.00/mo you can get your own domain

- PHP7 is a must!

- Some hosts try to upsell you on on tons of useless features (GoDaddy)

- Unless you know what you are doing, I would stick to a host specializing in Wordpress

Remember

- Don't use copyrighted material

- Google Image Search > Tools > Usage Rights

- pexels.com and other free stock image libraries

- When in doubt, ask permission

Basics

- Dashboard

- Pages

- Posts

- Media Library

- Plugins

- Themes

You are now logged out.

Username or Email Address

admin

Password

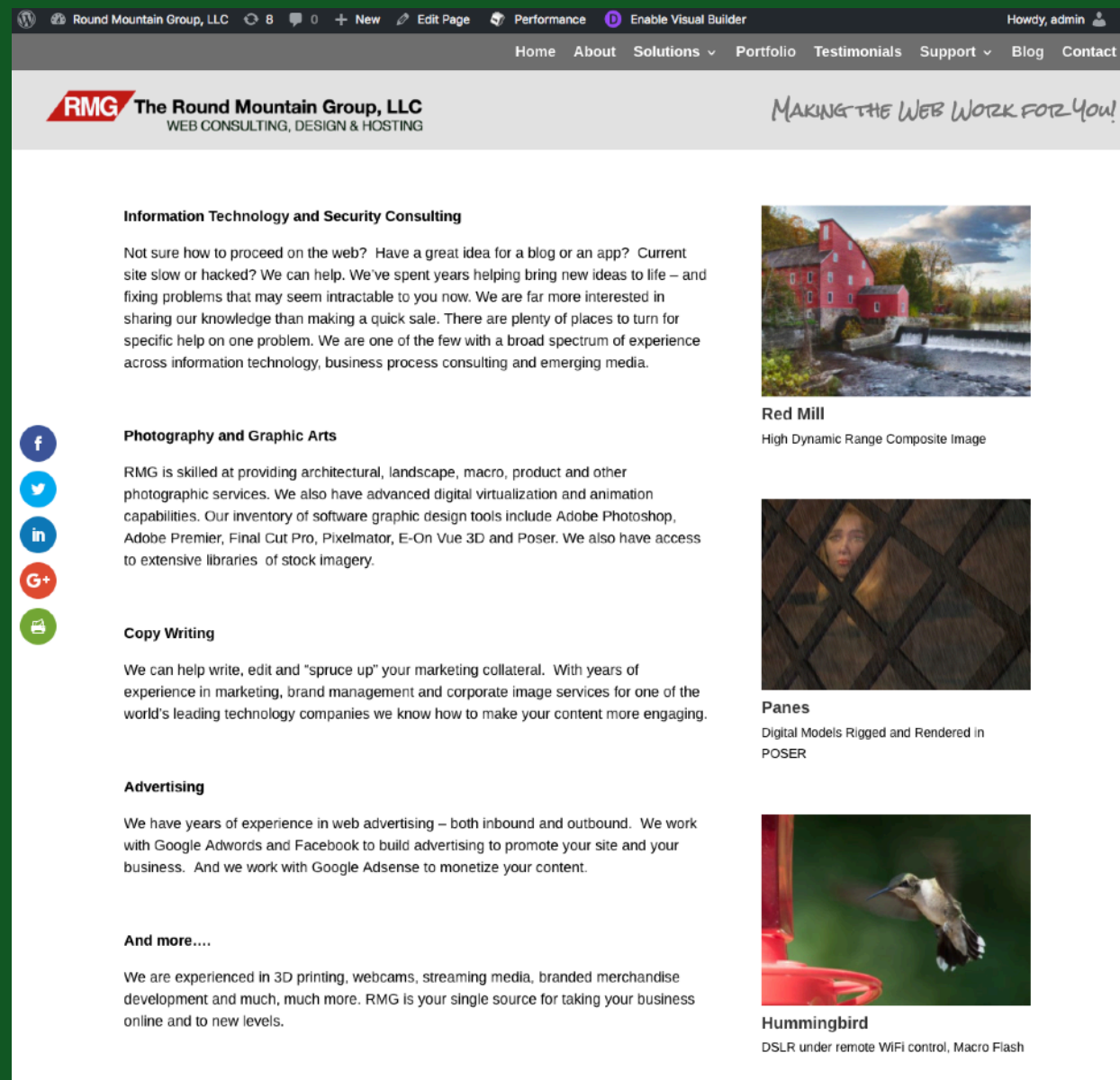●●●●●●●●●●●●●●●●●●●●

Remember Me

Log In

Lost your password?
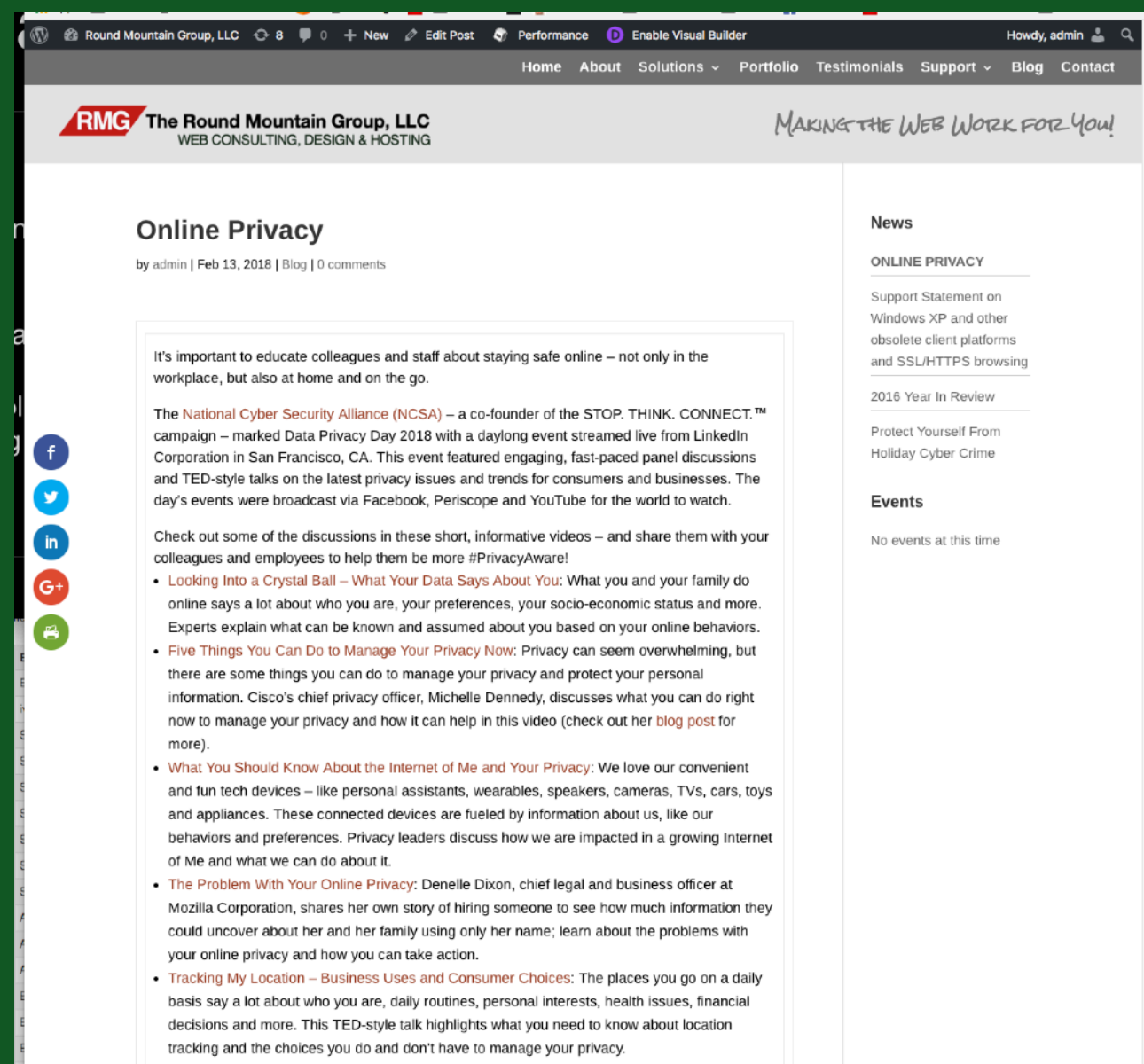
← Back to Round Mountain Group, LLC

Dashboard

- Control Center of Wordpress

- Install and Remove Components

- Create content

- Upload things

Dashboard

Screen Options ▼   Help ▼

Thank you for installing UpdraftPlus!

Dismiss (for 12 months)

Super-charge and secure your WordPress site with our other top plugins:

UpdraftPlus Premium: For personal support, the ability to copy sites, more storage destinations, encrypted backups for security, multiple backup destinations, better reporting, no adverts and plenty more, take a look at the premium version of UpdraftPlus - the world's most popular backup plugin. Compare with the free version / Go to the shop.

UpdraftCentral is a highly efficient way to manage, update and backup multiple websites from one place.

MetaSlider: Add style and flare easily with beautifully-designed sliders on the #1 WP slider plugin

WP-Optimize: Auto-clean your WordPress database so that it runs at maximum efficiency. 800,000 users!

Keyy: Simple and secure login with a wave of your phone.

Free Newsletter: UpdraftPlus news, high-quality training materials for WordPress developers and site-owners, and general WordPress news. You can de-subscribe at any time.

More quality plugins : Premium WooCommerce plugins | Free two-factor security plugin

Dismiss (for 12 months)

Thank you for installing WP-Optimize!

Dismiss (for 12 months)

Super-charge and secure your WordPress site with our other top plugins:

WP-Optimize Premium: offers powerful extra features and flexibility, and WordPress multisite support.

UpdraftPlus simplifies backups and restoration. It is the world's highest ranking and most popular scheduled backup plugin, with over a million currently-active installs.

UpdraftCentral is a highly efficient way to manage, optimize, update and backup multiple websites from one place.

Keyy: Simple & secure login with a wave of your phone

MetaSlider: Add style and flare easily with beautifully-designed sliders with the #1 WP slider plugin

Premium WooCommerce extensions

Welcome to WordPress!

✕ Dismiss

We've assembled some links to get you started:

Get Started

Customize Your Site

or, change your theme completely

Next Steps

🖊 Edit your front page

✚ Add additional pages

👁 View your site

More Actions

▦ Manage widgets or menus

☒ Turn comments on or off

🎓 Learn more about getting started

At a Glance   ▲

📌 30 Posts   📄 22 Pages

WordPress 4.9.4 running Divi theme.

Quick Draft   ▲

Title

What's on your mind?

Sidebar menu

- **Dashboard**
  - Home
  - Updates 8
- 📌 Posts
- 🎵 Media
- 📄 Pages
- 💬 Comments
- 📌 Projects
- 🖌 Appearance
- 🔌 Plugins 2
- 👤 Users
- 🔧 Tools
- ⚙ Settings
- Performance
- WP-Optimize
- Ⓓ Divi
- ◀ Collapse menu

Posts and Pages

- The two most common forms of content are:

- Pages - the individual, permanent parts of a website usually referenced by a menu

- Posts - usually chronologically ordered content of text and/or images forming a blog.

- Some sites are all pages. Some all posts. Or a mixture.

Page

Home About Solutions Portfolio Testimonials Support Blog Contact

RMG The Round Mountain Group, LLC
WEB CONSULTING, DESIGN & HOSTING

MAKING THE WEB WORK FOR YOU!

Information Technology and Security Consulting

Not sure how to proceed on the web? Have a great idea for a blog or an app? Current site slow or hacked? We can help. We've spent years helping bring new ideas to life – and fixing problems that may seem intractable to you now. We are far more interested in sharing our knowledge than making a quick sale. There are plenty of places to turn for specific help on one problem. We are one of the few with a broad spectrum of experience across information technology, business process consulting and emerging media.

Photography and Graphic Arts

RMG is skilled at providing architectural, landscape, macro, product and other photographic services. We also have advanced digital virtualization and animation capabilities. Our inventory of software graphic design tools include Adobe Photoshop, Adobe Premier, Final Cut Pro, Pixelmator, E-On Vue 3D and Poser. We also have access to extensive libraries of stock imagery.

Copy Writing

We can help write, edit and "spruce up" your marketing collateral. With years of experience in marketing, brand management and corporate image services for one of the world's leading technology companies we know how to make your content more engaging.

Advertising

We have years of experience in web advertising – both inbound and outbound. We work with Google Adwords and Facebook to build advertising to promote your site and your business. And we work with Google Adsense to monetize your content.

And more….

We are experienced in 3D printing, webcams, streaming media, branded merchandise development and much, much more. RMG is your single source for taking your business online and to new levels.

Red Mill
High Dynamic Range Composite Image

Panes
Digital Models Rigged and Rendered in POSER

Hummingbird
DSLR under remote WiFi control, Macro Flash

Post

Home About Solutions Portfolio Testimonials Support Blog Contact

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WEB CONSULTING, DESIGN & HOSTING

MAKING THE WEB WORK FOR YOU!

Online Privacy

by admin | Feb 13, 2018 | Blog | 0 comments

It's important to educate colleagues and staff about staying safe online – not only in the workplace, but also at home and on the go.

The National Cyber Security Alliance (NCSA) – a co-founder of the STOP. THINK. CONNECT.™ campaign – marked Data Privacy Day 2018 with a daylong event streamed live from LinkedIn Corporation in San Francisco, CA. This event featured engaging, fast-paced panel discussions and TED-style talks on the latest privacy issues and trends for consumers and businesses. The day's events were broadcast via Facebook, Periscope and YouTube for the world to watch.

Check out some of the discussions in these short, informative videos – and share them with your colleagues and employees to help them be more #PrivacyAware!

- Looking Into a Crystal Ball – What Your Data Says About You: What you and your family do online says a lot about who you are, your preferences, your socio-economic status and more. Experts explain what can be known and assumed about you based on your online behaviors.
- Five Things You Can Do to Manage Your Privacy Now: Privacy can seem overwhelming, but there are some things you can do to manage your privacy and protect your personal information. Cisco's chief privacy officer, Michelle Dennedy, discusses what you can do right now to manage your privacy and how it can help in this video (check out her blog post for more).
- What You Should Know About the Internet of Me and Your Privacy: We love our convenient and fun tech devices – like personal assistants, wearables, speakers, cameras, TVs, cars, toys and appliances. These connected devices are fueled by information about us, like our behaviors and preferences. Privacy leaders discuss how we are impacted in a growing Internet of Me and what we can do about it.
- The Problem With Your Online Privacy: Denelle Dixon, chief legal and business officer at Mozilla Corporation, shares her own story of hiring someone to see how much information they could uncover about her and her family using only her name; learn about the problems with your online privacy and how you can take action.
- Tracking My Location – Business Uses and Consumer Choices: The places you go on a daily basis say a lot about who you are, daily routines, personal interests, health issues, financial decisions and more. This TED-style talk highlights what you need to know about location tracking and the choices you do and don't have to manage your privacy.

News

ONLINE PRIVACY

Support Statement on Windows XP and other obsolete client platforms and SSL/HTTPS browsing

2016 Year In Review

Protect Yourself From Holiday Cyber Crime

Events

No events at this time

Dashboard

Posts Add New

Screen Options ▾ Help ▾

- Posts
  - All Posts
  - Add New
  - Categories
  - Tags

All (30) | Published (30)

Search Posts

| Bulk Actions ▾ | Apply | All dates ▾ | All Categories ▾ | Filter | | | | 30 items | « | ‹ | 1 | of 2 | › | » |

- Media
- Pages
- Comments
- Projects

- Appearance
- Plugins ②
- Users
- Tools
- Settings

- Performance
- WP-Optimize
- Divi
- Collapse menu

	Title	Author	Categories	Tags	💬	Date
☐	Online Privacy	admin	Blog	—	—	Published 2018/02/13
☐	Support Statement on Windows XP and other obsolete client platforms and SSL/HTTPS browsing	admin	Blog	—	—	Published 2017/10/15
☐	2016 Year In Review	admin	Blog	—	—	Published 2016/12/28
☐	Protect Yourself From Holiday Cyber Crime	admin	Blog, News	—	—	Published 2016/11/28
☐	RMG Joins New Jersey Cybersecurity and Communications Integration Cell	admin	Blog, News	—	—	Published 2016/06/17
☐	Presentation: Keep Your WordPress Site Fast and Secure	admin	Blog	—	—	Published 2016/03/24
☐	10 tips for working with web designers	admin	Blog	—	—	Published 2016/02/13
☐	Don't Fall for SEO Scams	admin	Blog	—	—	Published 2016/01/15
☐	No events at this time	admin	Events	—	—	Published 2015/11/02
☐	RMG to Support Google Analytics	admin	Blog	—	—	Published 2015/10/25
☐	NJ.COM: "Round Mountain Group Speeds, Secures Websites…"	admin	Blog	—	—	Published 2015/10/06
☐	Country Restrictions	admin	Blog	—	—	Published 2015/10/01
☐	RMG Offers MailChimp Integration In-Site	admin	Blog	—	—	Published 2015/10/01
☐	Cloudfront CDN Now Deployed	admin	Blog	—	—	Published 2015/10/01

Dashboard

📌 Posts

📷 Media

📄 **Pages**

All Pages
Add New

💬 Comments

📌 Projects

📌 Appearance

🔌 Plugins ②

👤 Users

🔧 Tools

🎛 Settings

🌀 Performance

👁 WP-Optimize

Ⓓ Divi

◀ Collapse menu

Screen Options ▼   Help ▼

Pages Add New

All (24) | Published (22) | Drafts (2)

Search Pages

Bulk Actions ⇕ Apply   All dates ⇕ Filter

24 items « ‹ 1 of 2 › »

☐	Title	Author	💬	Date
☐	(no title) — Draft	admin	—	Last Modified 2015/09/23
☐	Blog	admin	—	Published 2013/07/22
☐	Consulting and Other Services	admin	—	Published 2014/01/02
☐	Contact	admin	—	Published 2013/07/21
☐	Domain Names and SSL Certificates	admin	—	Published 2014/09/11
☐	Downloads	admin	—	Published 2013/07/22
☐	FAQ	admin	—	Published 2013/07/23
☐	Home — Front Page	admin	—	Published 2015/09/21
☐	Hosting & Support	admin	—	Published 2013/07/21
☐	Investment	admin	—	Published 2015/11/02
☐	Mobile	admin	—	Published 2013/07/21
☐	Network Status	admin	—	Published 2014/08/01

Themes

- Themes provide the look and feel of your site

- Some provide advanced capabilites

- Meta themes, builder themes, etc.

- Many are free or a nominal cost

- Pick themes which have a support history (ie. not ones last updated 5 years ago)

Themes ⑥ **Add New** Search installed themes...

🔄 New version available. Update now

Active: Divi   **Customize**

🔄 New version available. Update now

THE TWENTY ELEVEN THEME

Featured Posts in Twenty Eleven

Twenty Eleven

🔄 New version available. Update now

The Myth of the Pier

Twenty Fifteen

🔄 New version available. Update now

FEATURED IMAGES REALLY

Twenty Fourteen
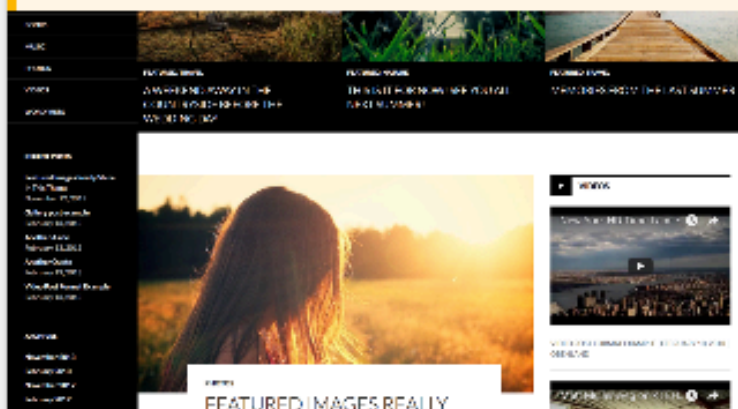
🔄 New version available. Update now

Popular Science

Twenty Thirteen

🔄 New version available. Update now

Welcome to our website
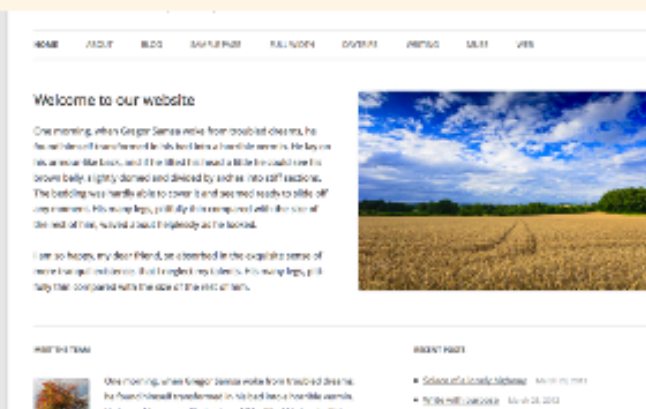
Twenty Twelve

Plugins

- Plugins add capabilities

- 50,000+ available

- Be wary of support level, usage, version compatibility

- Plugins are a common attack vector

- Security, e-commerce, font extensions, slideshows, banners, email functions, performance etc.

Add Plugins | Upload Plugin

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 .zip format by clicking the button at the top of this page.

Akismet Anti-Spam

Install Now

More Details

Akismet checks your comments and contact form submissions against our global database of spam to protect you and your site from malicious content.

By Automattic

★★★★★ (870)
1+ Million Active Installations   ✓ Compatible with your version of WordPress

Last Updated: 4 weeks ago

Jetpack by WordPress.com

Install Now

More Details

The one plugin you need for stats, related posts, search engine optimization, Elasticsearch-powered search, social sharing, protection, backups, speed ...

By Automattic

★★★★☆ (1,483)
1+ Million Active Installations   ✓ Compatible with your version of WordPress

Last Updated: 1 week ago

WP Super Cache

Install Now

More Details

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

By Automattic

★★★★½ (1,356)
1+ Million Active Installations   ✓ Compatible with your version of WordPress

Last Updated: 3 months ago

bbPress

Install Now

More Details

bbPress is forum software, made the WordPress way.

By The bbPress Community

★★★★☆ (338)
300,000+ Active Installations

Last Updated: 5 months ago
Untested with your version of WordPress

Dashboard

Posts

Media

Library

Add New

Pages

Comments

Projects

Appearance

Plugins 2

Users

Tools

Settings

Performance

WP-Optimize

Divi

Collapse menu

Media Library Add New

| 📋 ▦ | All media items ⇕ | All dates ⇕ | Filter | | Search media items... |

| Bulk Actions ⇕ | Apply | | 181 items | « ‹ 1 of 10 › » |

☐ File	Author	Uploaded to	💬	Date
IMG_0663 IMG_0663.jpg	admin	**Hosting & Support** Detach	—	2018/02/24
Screen-Shot-2017-11-15-at-3.58.57-PM Screen-Shot-2017-11-15-at-3.58.57-PM.jpg	admin	**Portfolio** Detach	—	2017/11/15
Screen-Shot-2017-11-14-at-9.42.39-PM Screen-Shot-2017-11-14-at-9.42.39-PM.jpg	admin	**Mobile** Detach	—	2017/11/14
pexels-photo-27254-1-1-1 pexels-photo-27254-1-1-1.jpg	admin	**Home** Detach	—	2017/11/13
CS-49_Cloudfront-Map_v3_Palermo-Removed.327ba13fd067b02d2ae7bd4e9c3370e1c14b6c26 CS-49_Cloudfront-Map_v3_Palermo-Removed.327ba13fd067b02d2ae7bd4e9c3370e1c14b6c26.png	admin	**Hosting & Support** Detach	—	2017/11/07
HCCC_Member_Logo2 — Image Widget HCCC_Member_Logo2.gif	admin	**(Unattached)** Attach	—	2017/11/07
pexels-photo-237779 pexels-photo-237779.jpg	admin	**Home** Detach	—	2017/10/27
IMG_0014 IMG_0014-1.jpg	admin	**Hosting & Support** Detach	—	2017/10/25
IMG_0014 IMG_0014.jpg	admin	**Hosting & Support** Detach	—	2017/10/25

Support Resources

- wordpress.org

- Many Wordpress focused blogs

- Google any issue, you should find an answer

- roundmountaingroup.com > cybersecurity

- This presentation + security primer

Live Demo