

Sample Lesson From MODULE **2**

"Your Website Design, Layout, and Sidebars"

A woman with long dark hair, wearing a black top and a patterned skirt, is smiling and holding a large sign. The sign has a purple border and contains the following text:

**WEBSITE
CREATION
WORKSHOP** 

Helping You
Create Your
Website with
 WordPress

WITH
**CHRISTINA
HILLS**



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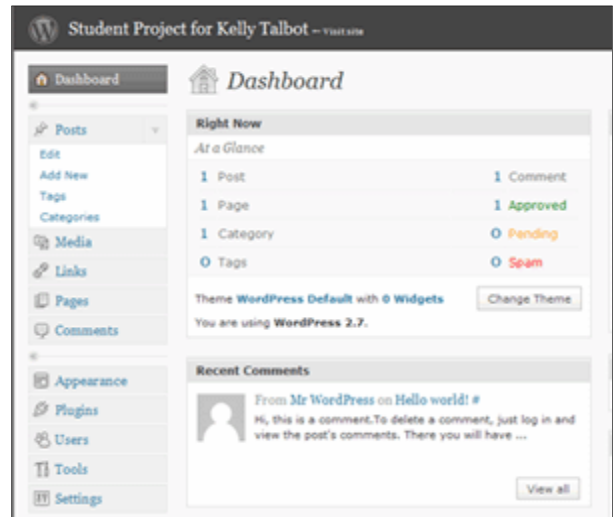
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PART 1: Using "Pages" vs. "Posts" in WordPress

First Let's Look at the Outside and Inside of WordPress



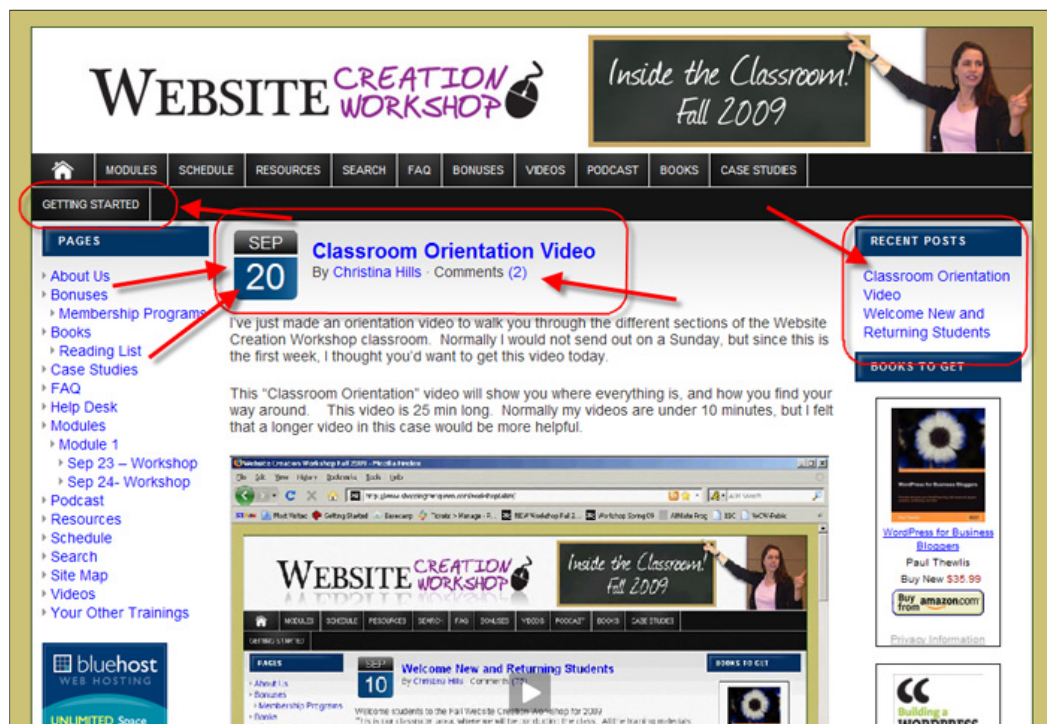
Outside
What the **World** Sees



Inside
What **YOU** see
"Admin Dashboard"



A WordPress "Page"



A WordPress "Post"



What is the "Blog" Part of WordPress?

The "Blog" is a Collection of "Posts"

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The screenshot shows the Website Creation Workshop website. At the top, there is a navigation menu with links for Home, What is WordPress?, FAQ, About Christina, Search, Site Map, and Case Studies. Below the navigation is a secondary menu with links for Articles, Get Registered Now, Information, Social Media, Success Stories, Videos, and WordPress Tips. The main content area features a blog post titled "Answers to the Top 53 Questions on WordPress" by Christina Hills, dated September 07. The post includes several Q&A entries. A red circle highlights the "Read More" link at the end of the post, with a red arrow pointing to it. To the right of the main content is a sidebar with a "BLOG & VIDEO UPDATES DELIVERED" section, a "Get Workshop Updates by Email" form, a "subscribe" button, and a "RECENT POSTS" section. At the bottom of the page, there are categories, a second blog post titled "Julia Child is Cooking Up Websites?", and various advertisements including "WishList MEMBER" and "bluehost".

The Blog Posts Can Have a "Read More" Link

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Helping You Create Your Website with WordPress!
- Christina Hills



SEP 07

Answers to the Top 53 Questions on WordPress

By Christina Hills

7 tweets

refresh

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BLOG & VIDEO UPDATES DELIVERED

Get Blog Updates by Email

Enter Your Info Here

Name:

Email:

Q: Are the WordPress Pages easy to edit?
A: WordPress pages (and blog posts) are very easy to edit. WordPress was designed so that non-technical people could write and create web pages and blog posts quickly and easily. No HTML knowledge is required.

Q: Where do you find the different types of WordPress sites?
A: You can build virtually any type of website with WordPress. It all depends upon your goal. There are many case studies here on this site for you to look at for inspiration.

Q: Before one chooses to build a site, are there some questions to ask to determine what type of site we should build for ourselves?
A: The most important question is "What is the purpose of my website?" What do you want people to do once they get to your site. This is one of the things I coach you on during the 8 module course.

Q: Your pages are so web 2 and professional...how can someone like me get to your level?
A: One of the keys to getting my pages to look Web 2.0 and professional is that I don't try to design the website graphics myself. I use pre-made WordPress Themes which are easily installed from within your WordPress Dashboard with a few clicks of the mouse. Thousands of these WordPress Themes are available for free on the internet, and there are many excellent paid themes available for a modest fee (\$20-\$100 typically) that you may wish to consider as well. You can create websites of this in starting this fall by taking my Website Creation Workshop. This will speed you through the learning curve and focus you on the right things so that you will come out of the Workshop with your first website built and ready for business. Look at some of the student examples here...
<http://www.websitecreationworkshop.com/blog/case-studies/>

Q: Can you do a WordPress site like a store?
A: Yes, you can use WordPress as an ecommerce site. A great example is here:
<http://operadepot.com/>

Q: Will you be including how to link our WordPress websites with a shopping cart?
A: Yes. We will spend a whole module (module 4) on making money with your website

Q: When you add a new page how do you specify where it goes? Will it add a new page to your blog, articles, etc.?
A: You can simply put your pages at the root/base level of your site, or you can define page hierarchies, and nest pages as deep as you like. You specify where the page goes by selecting a parent page from a drop-down list on the page editor screen. If you do nothing, then the page will reside at the root/base level (e.g. <http://www.mydomain.com/about-us/>). I will teach this during Module 1 of the course

Q: Should I build a blog ... connected to a main site... with many squeeze pages capturing contact info and then pointing to a sales page ... which all creates a membership community?
A: You certainly could have all these capabilities within one website if you desired. As to whether you should separate out the squeeze and sales pages from the blog, there is no one best answer. It depends on your branding strategy, where you are getting your traffic from, and whether you are selling your own products or affiliate products, are some considerations in such decisions. This is a great question to ask during my Workshop and something that I typically help my students with.

Q: Do the email sign-up boxes come with WordPress?
A: We will spend a whole module on email marketing with WordPress (Module 7). WordPress is for building websites and blogs. To build and manage your optin email list you will need an email hosting service. The opt-in box on my webpages was easily created in WordPress and it adds your email to my AWeber email list. Some other good email list services are iContact.com, ConstantContact.com, 1ShoppingCart.com and InfusionSoft.com. Plus the Feedburner.com service as well.

Q: Does WordPress work on Mac OS without Microsoft?
A: Yes. Whether you have a Mac or a Windows system is not relevant. Wordpress runs on a webhosting service (such as [Bluehost](#)) that then serves up the pages you created across the internet a browser (e.g. Internet Explorer, Firefox, etc.) on your Mac or PC.

Q: Is there a limit to the maximum # of pages you can have?

SOCIAL MEDIA

1Shoppingcart Training Program

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POLLS

Do You Prefer Twitter or Facebook?

I prefer Twitter

I prefer Facebook

I think both Twitter and Facebook is a waste of time

[View Results](#)

SYNDICATE

That then goes to the Full Post

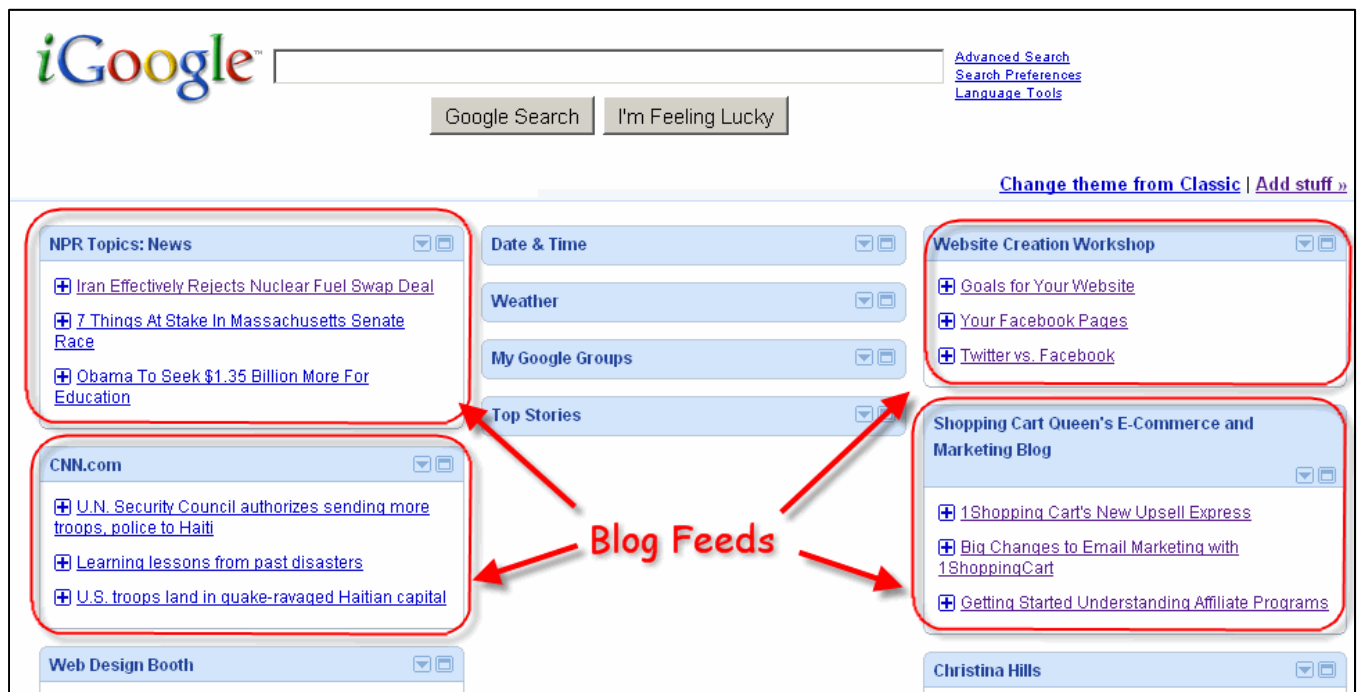


"Posts" go out on the RSS Feed

RSS Stands for 'Really Simple Syndication'



RSS Feed Icon



Google Feed Reader



Posts are the blog part of your WordPress website. You can choose not to use it if you don't want a blog/newsletter/recent news/diary/etc. Only the Posts go out on the Feed, Pages do not



PART 2: Your WordPress "Theme" Design

What is a "Theme" ?



No Design



With Design



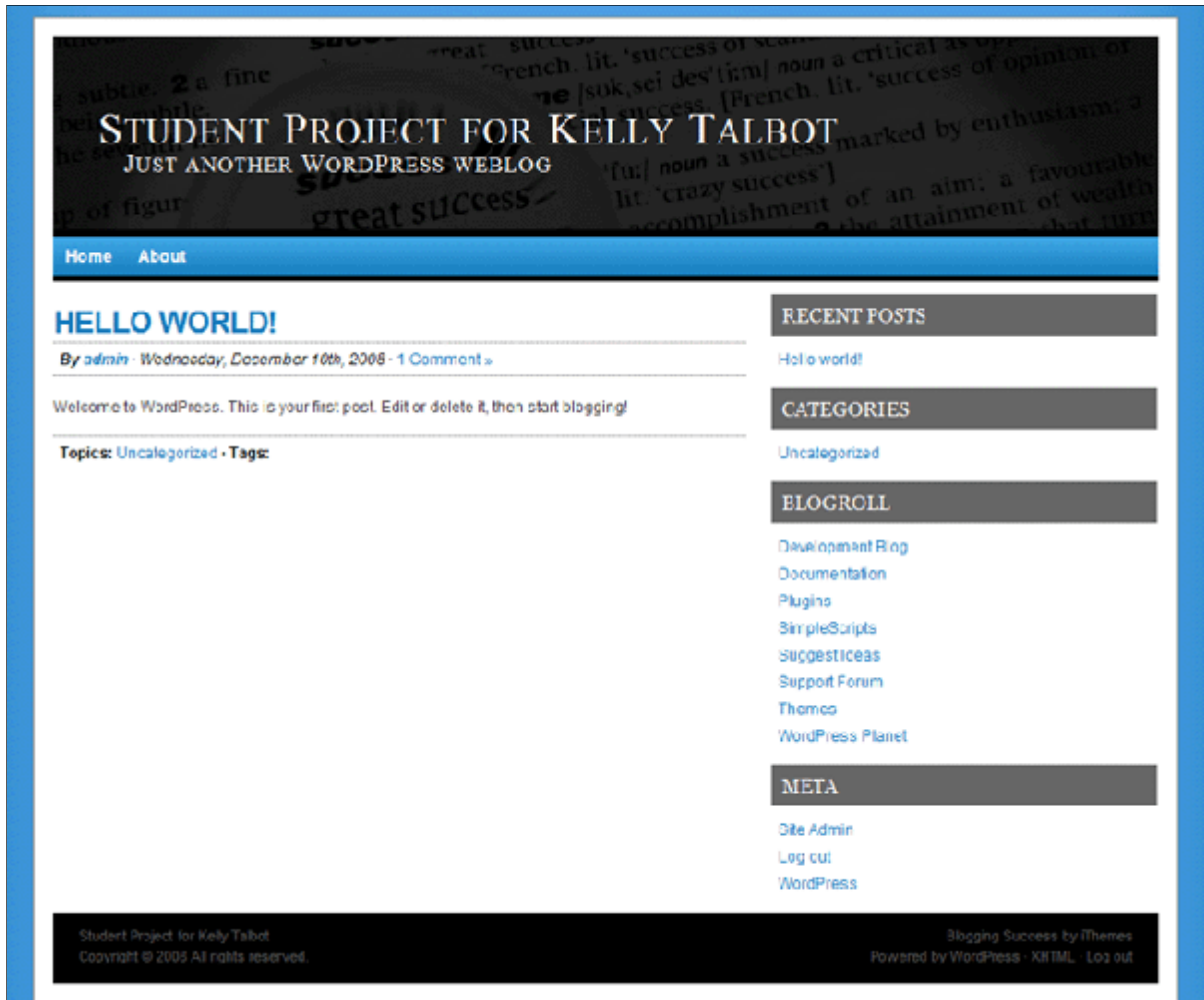
No Design



With Design



See How a Theme Can Look Very Different with Customization



A Business Style Theme

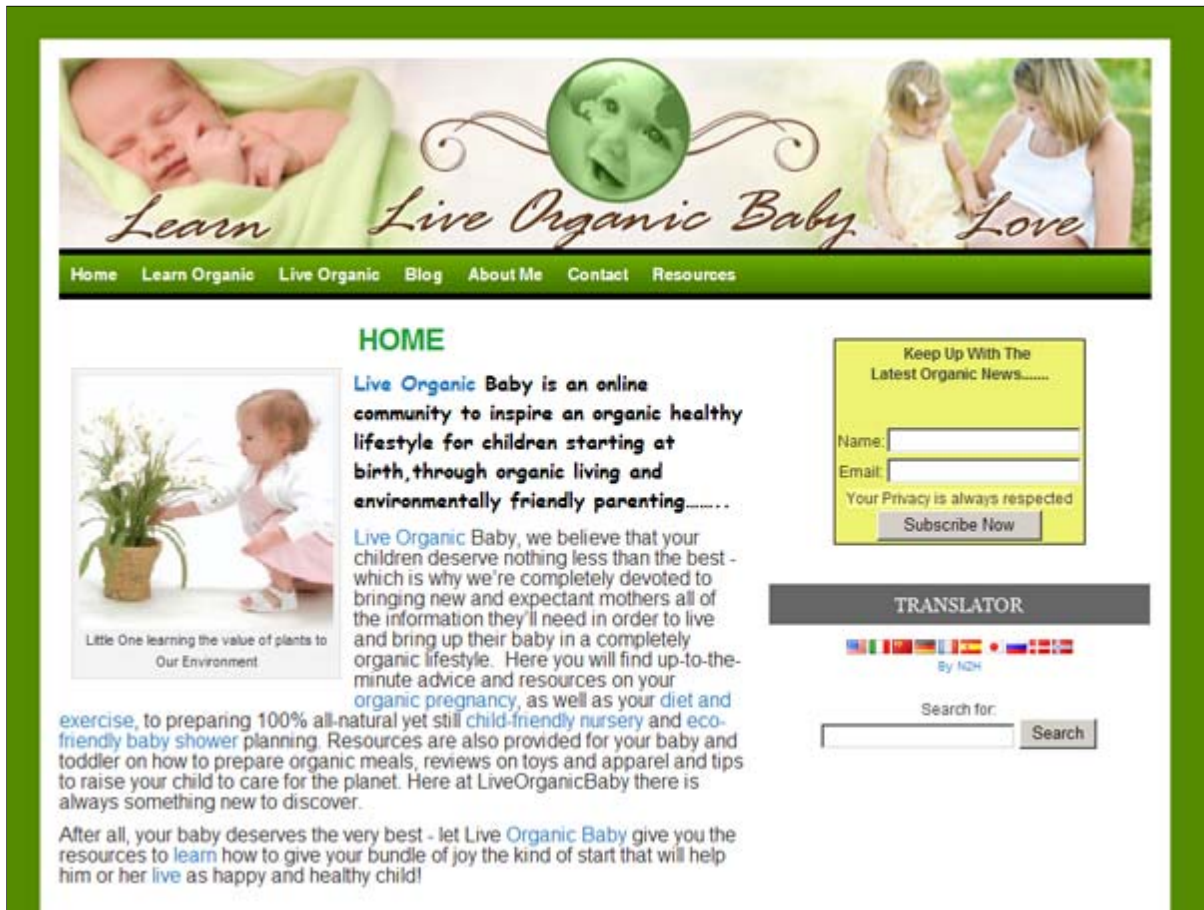
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The screenshot shows a website for Brenda Rivas with a red-themed header. The header features a large red flower on the left, the name "Brenda Rivas" in a gold script font, and a small portrait of her on the right. Below the header is a navigation menu with "Home", "About", "Blog", and "Contact". The main content area is titled "Hiring an Online Business Manager (OBM) is truly one of the best things that you can do for your business!". It includes a video player, a "GET YOUR FREE REPORT!" section with a report cover titled "7 Reasons Why Hiring an Online Business Manager is the key to Exponential Business Growth", and a contact form with fields for Name and Email, a Submit button, and a privacy notice. A "CATEGORIES" section is at the bottom.

Example Website with a Red Version of the Theme

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Same Theme, Different Color Scheme

You don't need to hire a theme designer to customize your theme!



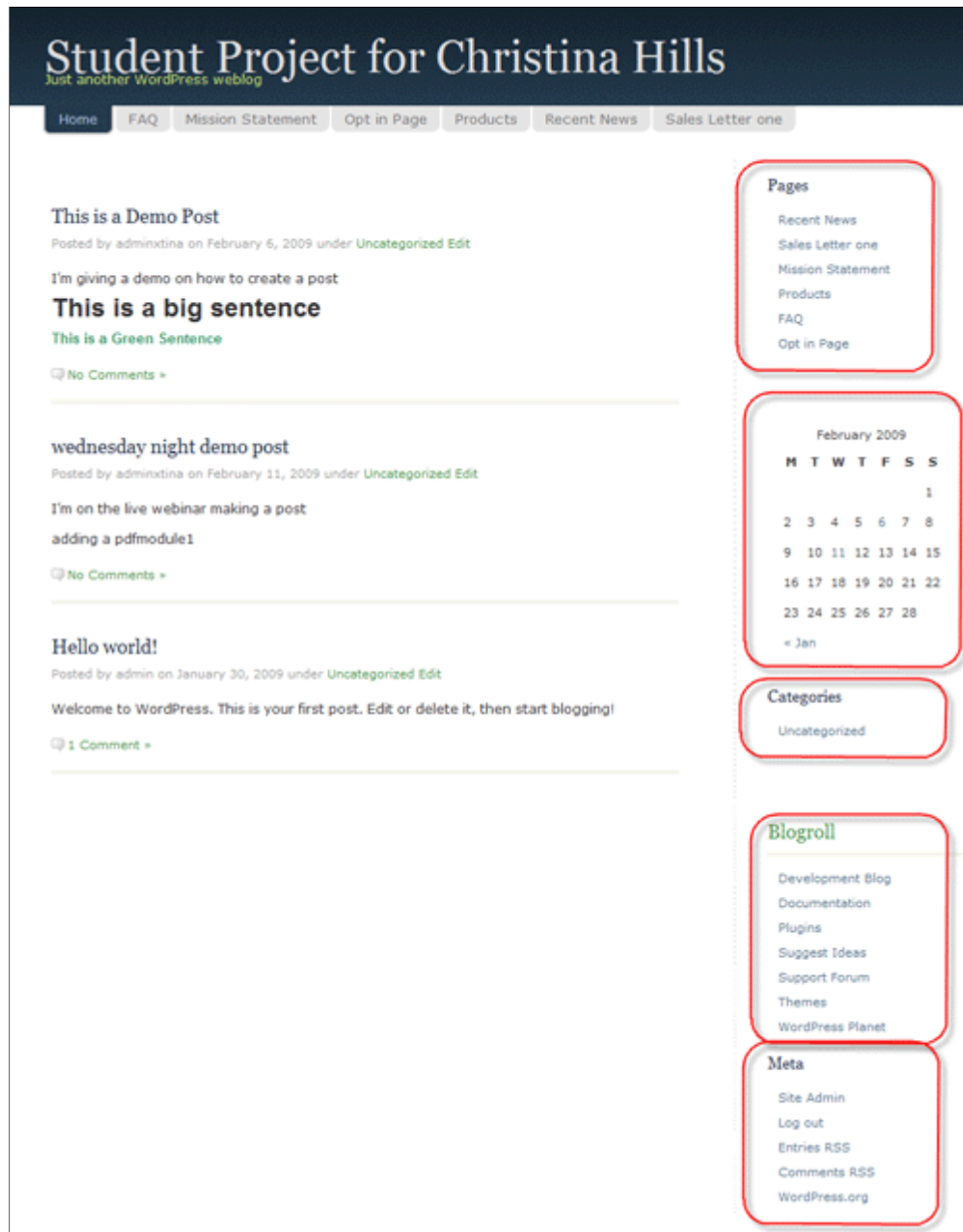
PART 3: Your Website Design, Layout, and Sidebars



A Typical WordPress Layout Example



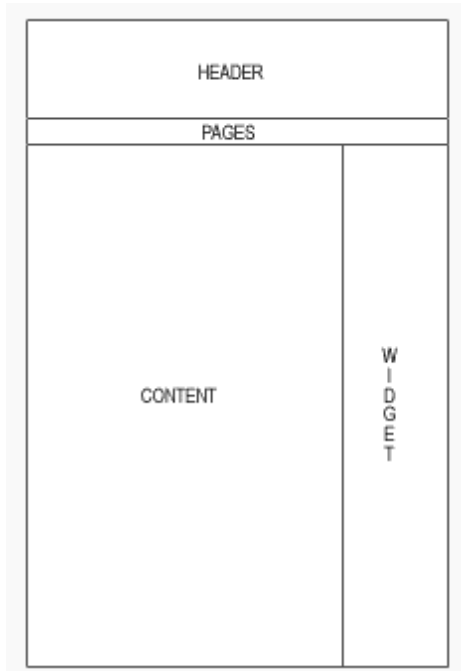
The "Sidebars" are Also Known as "Widgets"



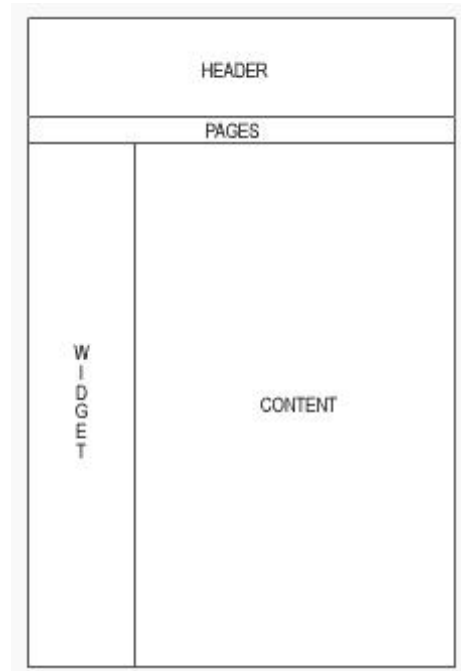
WordPress Sidebar Widgets on the Right



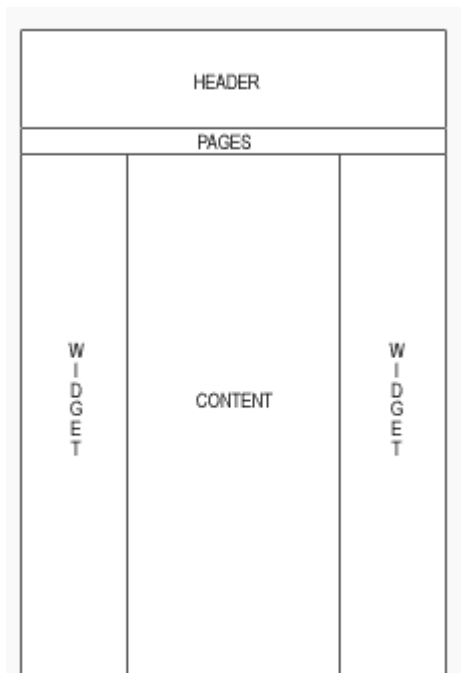
Different WordPress Layouts



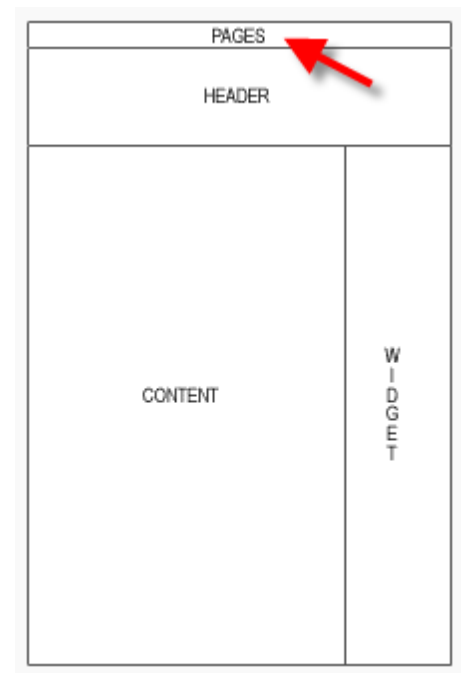
Right Sidebar Layout



Left Sidebar Layout

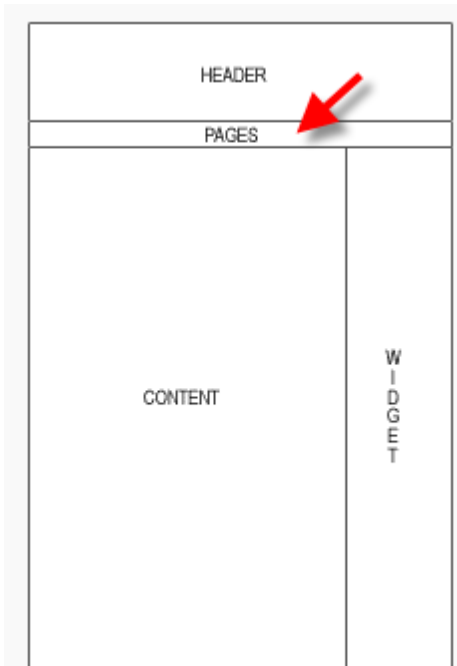


Center Column Layout

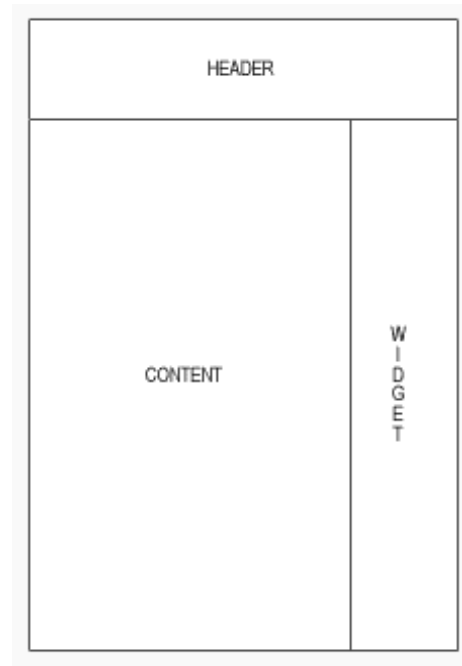


"Page Menu Above the Header" Layout

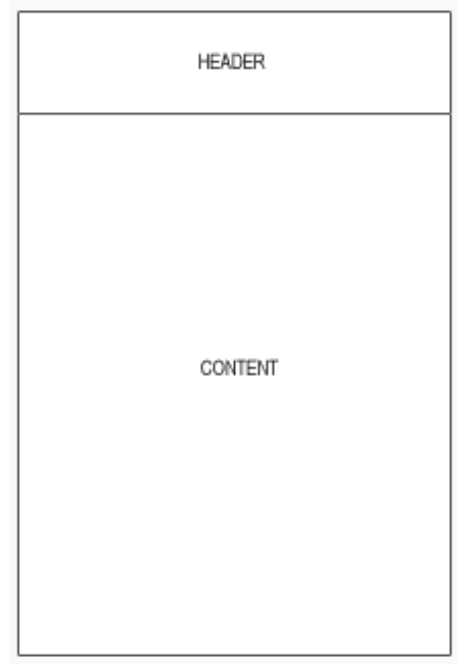
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"Page Menu Below the Header" Layout



No Top Pages Layout

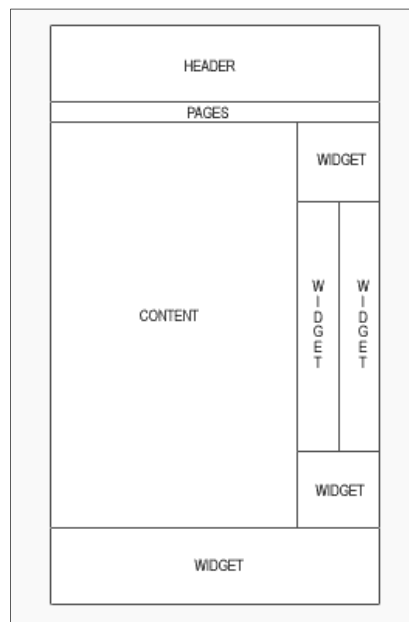


"Sales Letter" Layout

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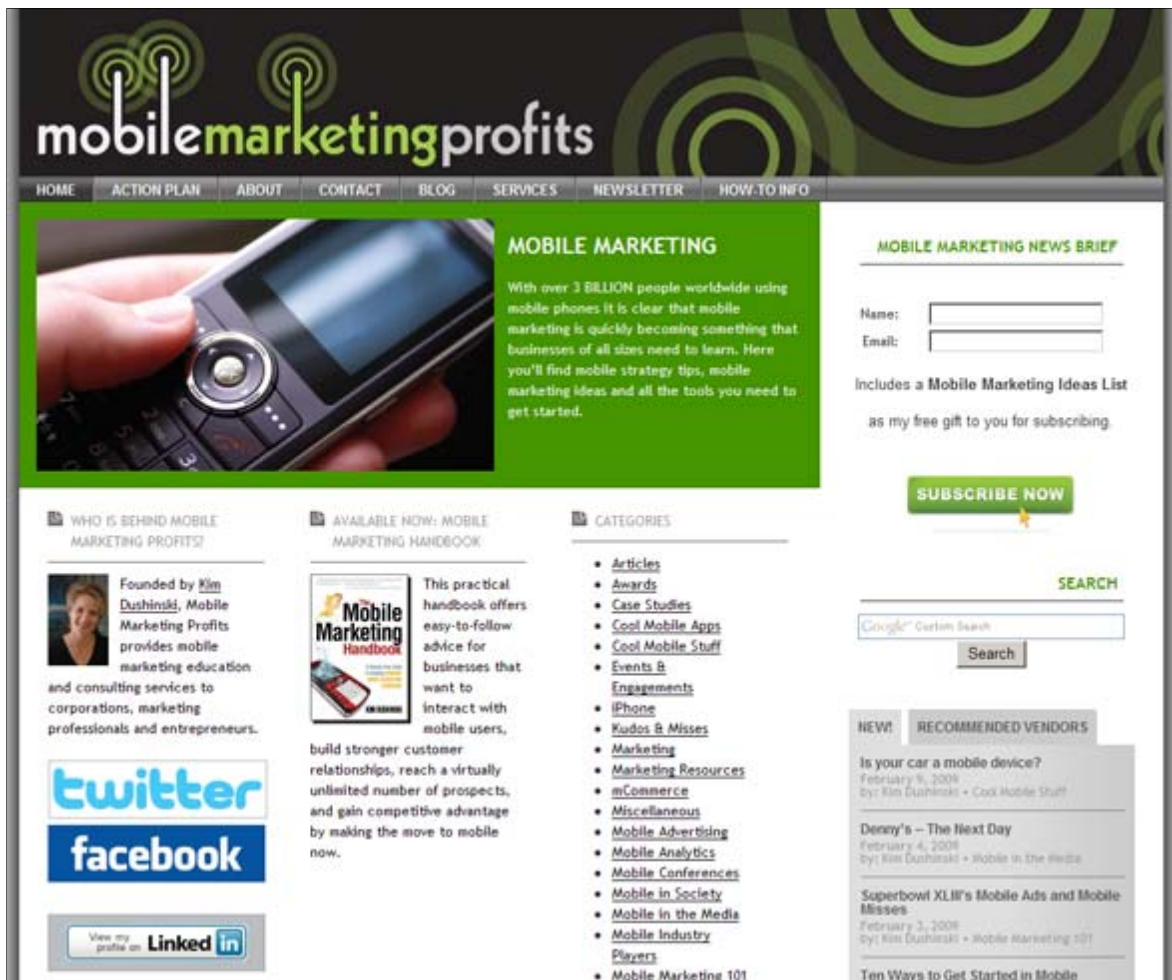
By Default Most Themes Display the Blog on the Homepage



Layout for Above Website

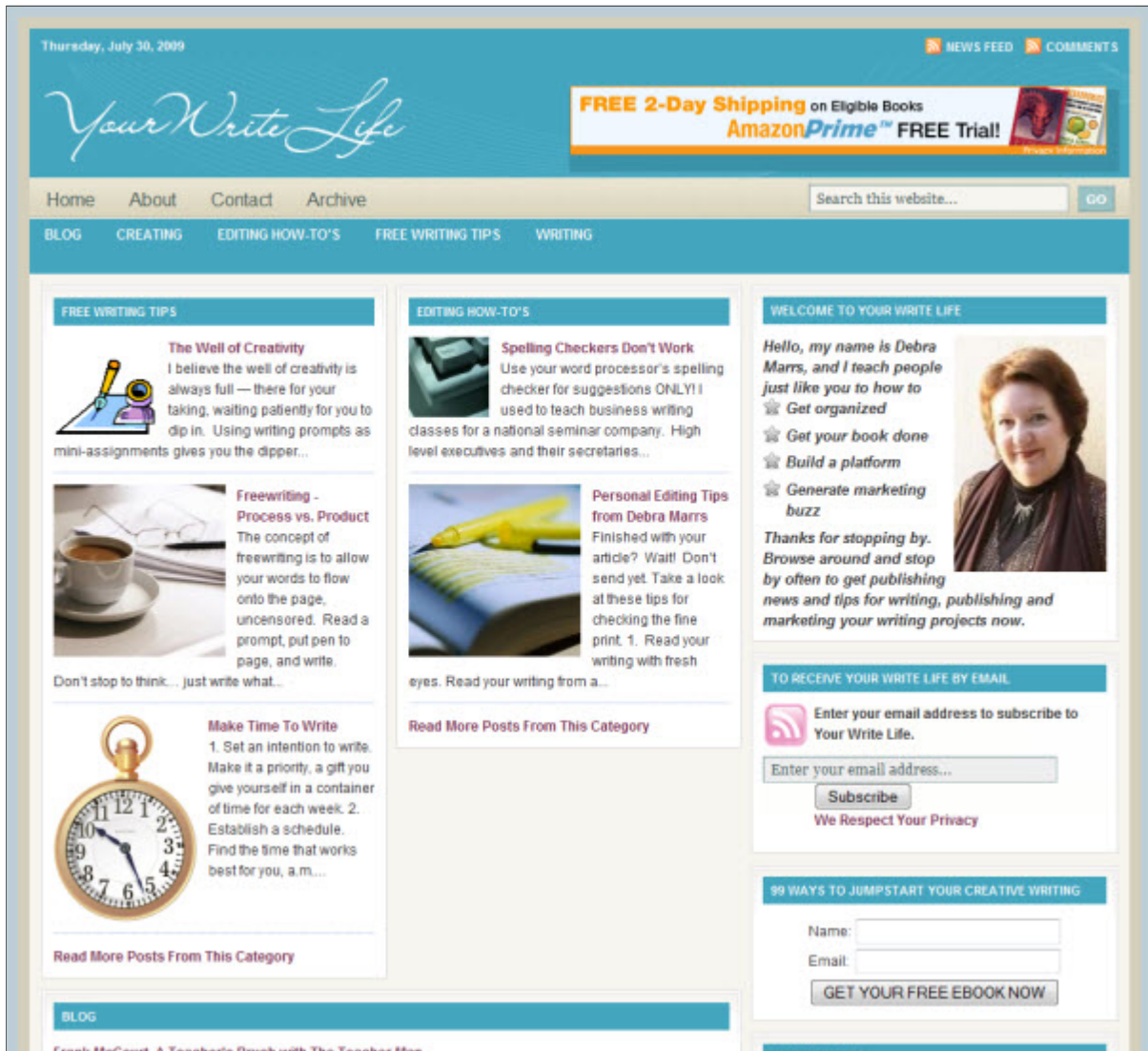


Some Themes Have a Fixed Home Page that is Part of the Theme Design This is a Design Feature of that Theme



Fixed Home page in the Theme

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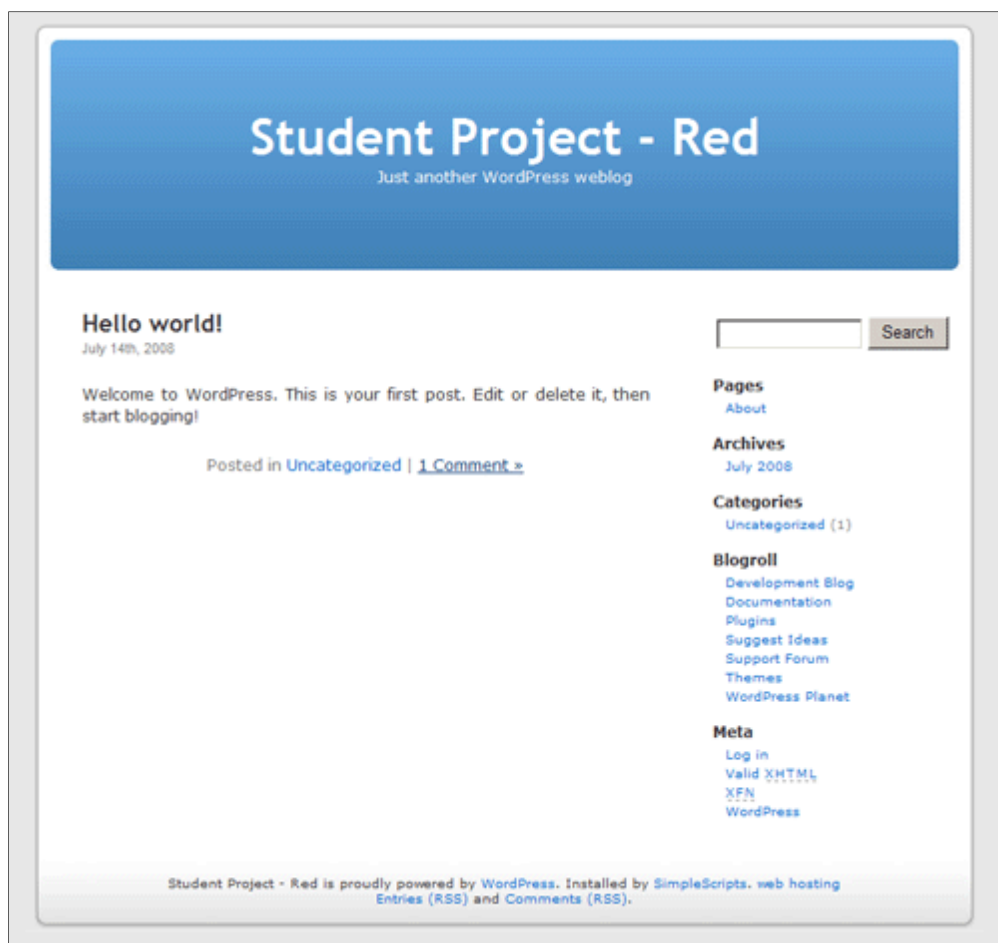
Another "Fixed Homepage" Theme Design
This Theme is the TheLifestyleTheme.com Theme by [Studio Press](#)



PART 4 : The Difference Between a "Theme" and a "Template"

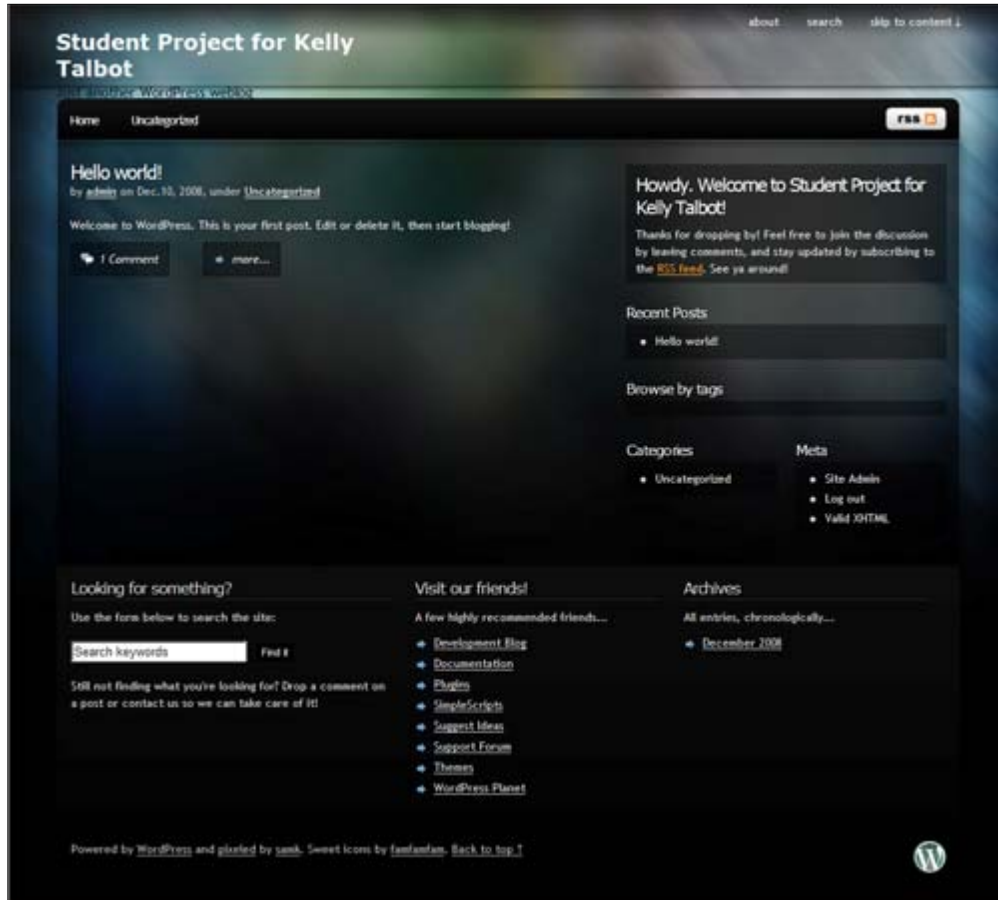
A **Theme** is the overall design, look and feel of your WordPress Website. It dictates the colors, fonts, and other design elements of your site.

A **Template** is a subset of the Theme. Templates apply to Pages and usually have to do with the layout, but can have other functions such as a 'contact us' or a 'sitemap' template.



The Default "Kubrick" Theme

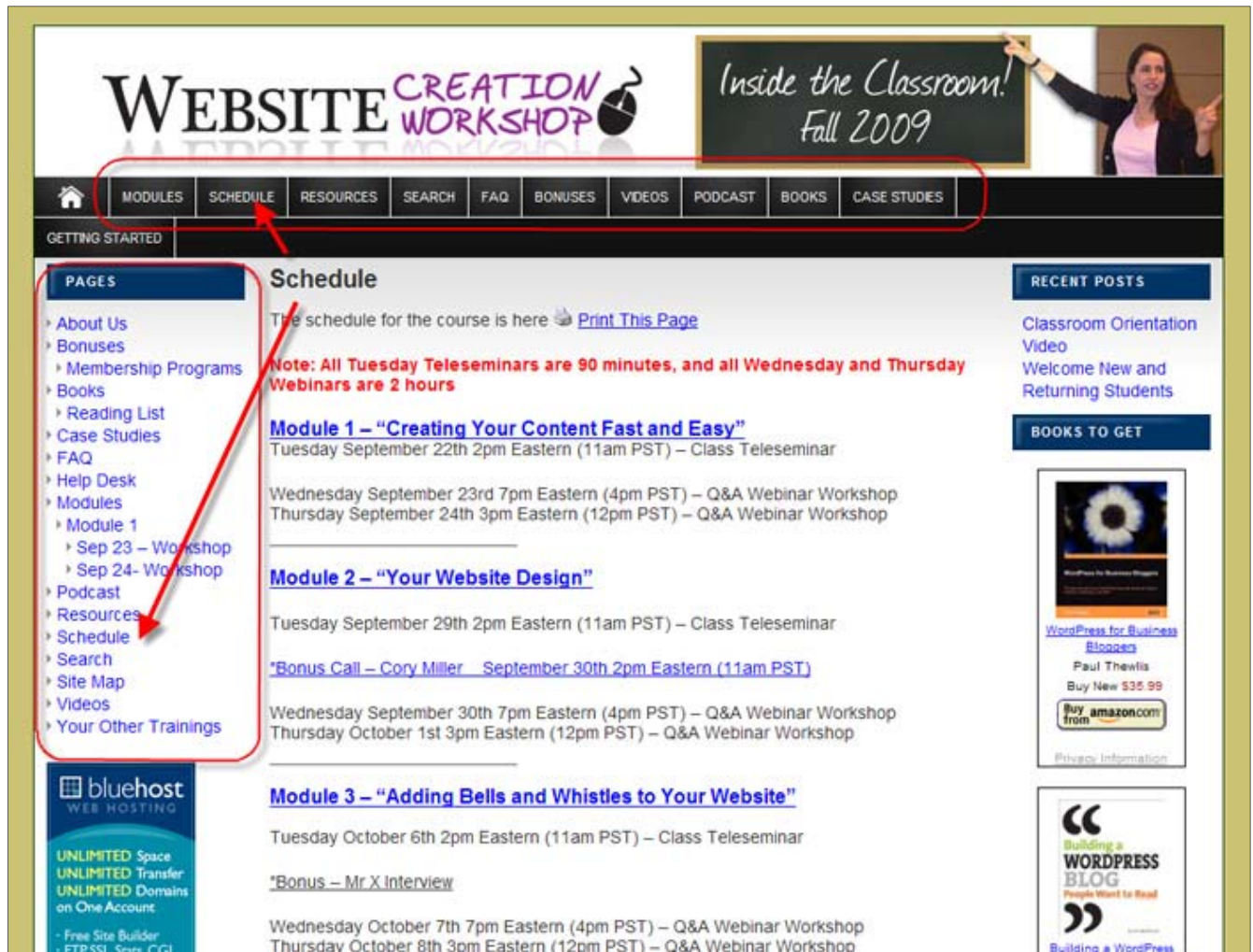
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An Example of a Free Theme: "Pixeled"



Page Template Examples



The Default Page Template for the "Flexx" Theme
This "Premium" Theme comes from FlexxQueen.com

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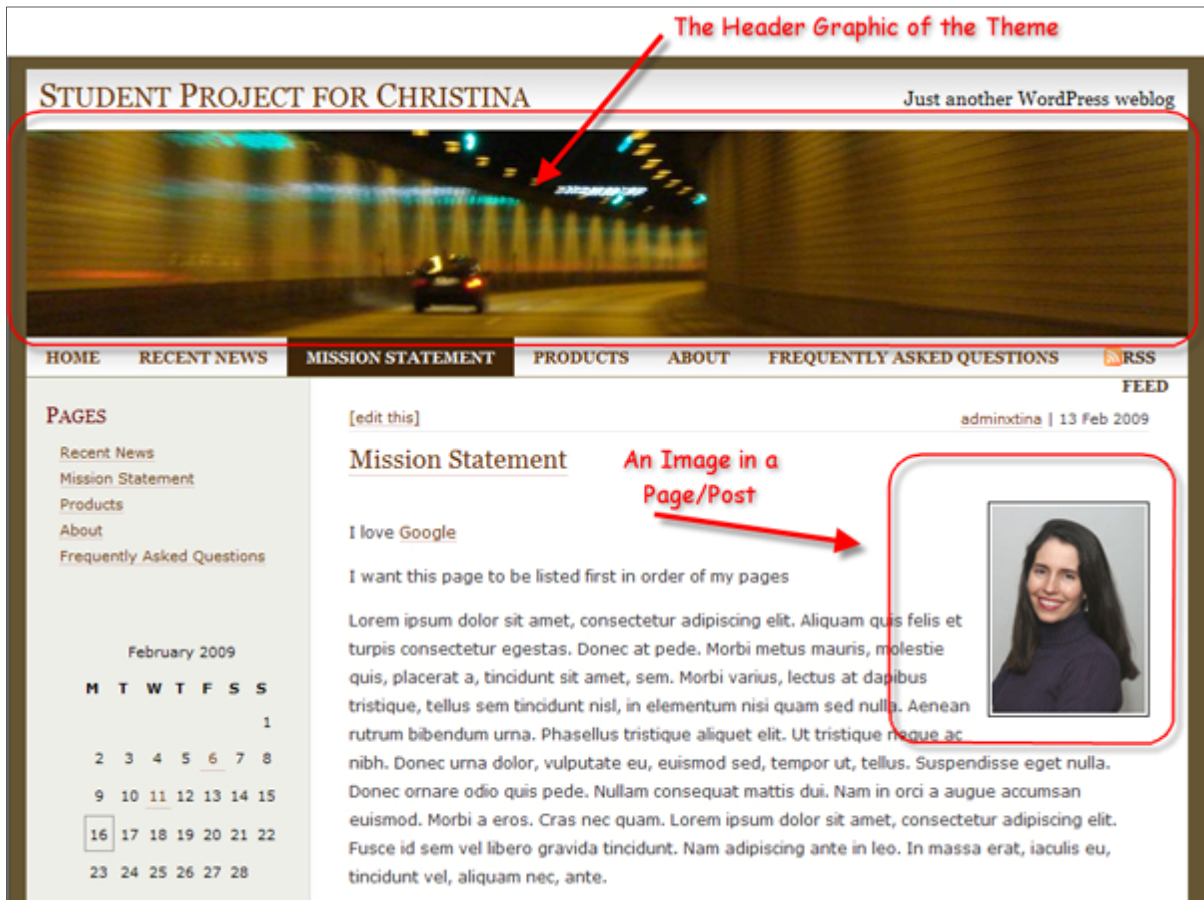
The screenshot shows the Website Creation Workshop website. At the top, there is a navigation menu with links for Home, Modules, Schedule, Resources, Search, FAQ, Bonuses, Videos, Podcast, Books, and Case Studies. Below the menu is a 'GETTING STARTED' section. The main content area is titled 'Case Studies' and includes the text 'Here are some Case Studies From Past Students:'. A red arrow points to a central text label 'Page with No Sidebars Template!' which is positioned above a grid of nine website thumbnails. The thumbnails are arranged in a 3x3 grid and each has a URL below it. The URLs are: www.FinancialMentor.com, www.AWFconnect.com/blog/, www.YourWriteLife.com, www.BrendaRivas.com, www.AnxietyControlCenter.com, www.AdminiSmith.com, www.CareerAnswersForEngineers.com, www.CarolCodyGis.com, and www.CathyMoody.com. A second red arrow points from the 'Page with No Sidebars Template!' label to the top-right thumbnail (www.YourWriteLife.com).

A Page "Template" with No Sidebars



PART 5: Your "Header Graphic" vs. "An Image in the Page/Post" vs. An "Image in the Sidebar"

Important distinction between a header graphic that is part of the theme, and an image in your page and post, vs and image in the sidebar



Header Image vs. Image in a Post



A screenshot of a website layout for "Website Creation Workshop". The header area is highlighted with a red border and contains the logo and the text "Header Graphic Image" with a red arrow pointing to the logo. Below the header is a navigation menu with items like "HOME", "MODULES", "SCHEDULE", "RESOURCES", "SEARCH", "SITE MAP", "FAQ", "STUDENT THEMES", "CHRISTINA'S HELP DESK", "YOUR OTHER TRAININGS", and "BONUSES". The main content area features a sidebar on the left with a "PAGES" menu. The main content area displays a post titled "The 'Fire Your Webmaster' Preview Call" by Christina Hills, dated January 30. The post text includes: "If you did not get a chance to listen to my 'Fire Your Webmaster Now' Introductory training, then you will want to listen and see the handout that goes along with it.", "It was designed to teach people the basics of what Wordpress is and how you can use it to free yourself from your webmaster.", "It covers how webhosting works, how domain names work, and the basics of wordpress.", and "It also covers blog broadcasting and building a list." Below the text is a blue link: "So Click Here now to download the audio and print out the handout". To the right of the post is a "Sidebar Image" of Christina Hills, with a red arrow pointing to it. Below the image is a "RECENT POSTS" section with three items: "Using Gravatar for Your Comment Photo", "Blogs in Plain English", and "Do NOT Update Your".

Header Image vs. Sidebar Image



PART 6: Finding a "Theme" for Your Website

There are various ways to find a theme.

You can search for free themes at WordPress.org (or inside your dashboard admin)

You can go to a reputable Theme Company

Or you can do a Google Search

Ways to Find a Theme Design for Your Website



Go to the [WordPress.org](https://wordpress.org/themes/) Theme Directory

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Go to a Theme Website like iThemesQueen.com



Go to a Theme Website like StudioPressQueen.com



Web [Images](#) [Videos](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more](#) ▼

Google [Advanced Search](#)

Web [+ Show options...](#) Results 1 - 10 of about 2,250,000

[6 Free Halloween WordPress Themes](#)
Oct 16, 2008 ... Interested in doing some blogging about **Halloween**? Well, here are 6 free themes for **WordPress** that you use to get you started. ...
[www.designbliss.com/.../6-free-halloween-wordpress-themes/](#) - [Cached](#) - [Similar](#) -

[Spooktacular Halloween WordPress Themes - 5 Star Affiliate Blogs](#)
Sep 5, 2007 ... If you've been thinking about whipping up a last minute **Halloween** affiliate site or blog, here are a couple nice **WordPress** themes. ...
[affiliate-blogs.5staraffiliateprograms.com/.../spooktacular-halloween-wordpress-themes.html](#) - [Cached](#) - [Similar](#) -

[Halloween Theme](#)
Halloween Theme Now Available on the **WordPress.org** Theme Directory ... The **Halloween WordPress Theme** has been updated to version 1.4 and is now available ...
[halloweentHEME.idano.net/](#) - [Cached](#) - [Similar](#) -

[Halloween Wordpress theme on Flickr - Photo Sharing!](#)
Halloween Wordpress theme Available from: [themes.rock-kitty.net/theme.php?id=34](#).
[www.flickr.com/photos/76818439@N00/1331919524/](#) - [Cached](#) - [Similar](#) -

[Halloween Wordpress Theme on Flickr - Photo Sharing!](#)
Celebrate **Halloween** with this cute **wordpress theme**! To see more of my templates please check out my website: [www.designbyvine.com](#).
[www.flickr.com/photos/sunlady1963/3950497470/](#) - [Cached](#) - [Similar](#) -

[Halloween Wordpress Themes - Ryan Clark - Open Salon](#) - 3:05pm
I usually change over my work's **Wordpress** blog to sport a **Halloween theme**. It's fun and

Search Google for a Theme



Use caution when downloading files from the internet. Make sure you trust the site you are downloading from. Look around at the sites and check that they are active sites, and not old stale ones



PART 7: Action Steps

Start planning your site. Decide the layout you are interested. Look around the internet and see what other websites appeal to you. Get out pen and paper and scribble out how you want YOUR site to look. For more information about Christina's next Workshop follow the link below

<http://www.WebsiteCreationWorkshop.com/register>