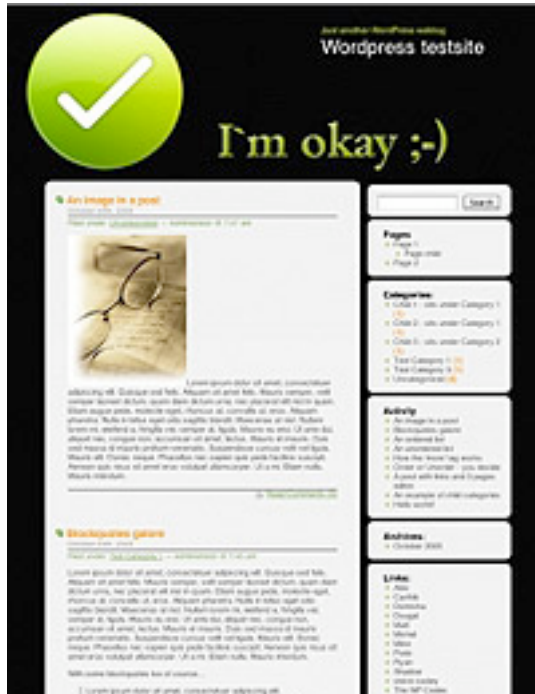


# Spotlight On Wordpress

What we think we know about the internet is changing and it is not enough to simply have a web site these days. You need to be engaged with the web and be an active participant.

This is why blogging and why [WordPress](#) is getting so popular.



For the first time “we” as users have a way to easily deploy a web site that performs well with search engines and gives us a back office to manipulate the content of the site at our own whim.

That is a tall order for a regular web site but with WordPress it is both affordable and easy.

The modern day web site has to use a special model to achieve all this.

1. Design is separate from Content.
2. Content can be Syndicated.
3. Plug-ins extend the Functions of the Site.

There are many online applications and off-the-shelf scripts that are approaching this type of model. In my opinion it is all for the better.

## WordPress check list:

- Domain Name
- Linux PHP Hosting Account
- Word Press Template
- Someone to Install WordPress

## WordPress As Web Site

I see many web sites coming up online that use WordPress as a web site. The reason is that WordPress supports not only daily entries (like a diary) but also can produce static pages.

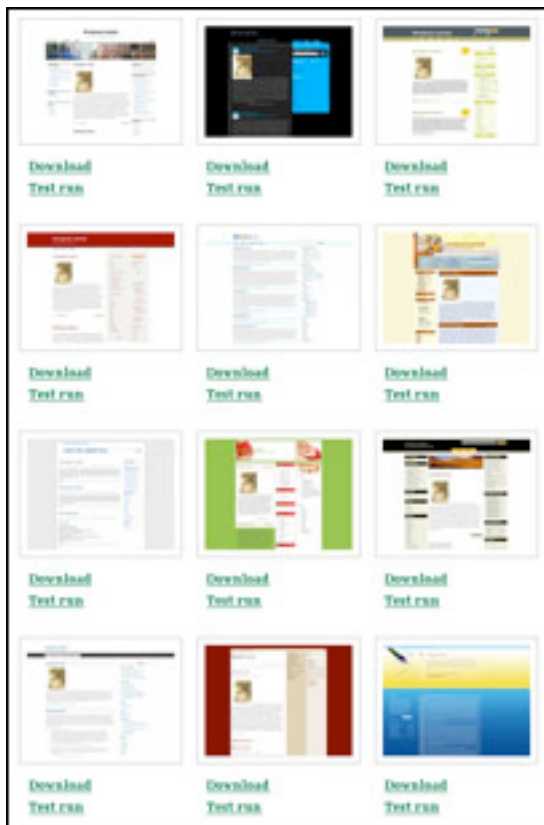
With WordPress if you want to create a new page to your web site, all you have to do is login to your WordPress back office and type the title of the page then proceed to enter content for that page.

The title of the page becomes the menu link as well so you can easily make an “About Us” page and other common pages like “Our Services” or “Our Products”.

If you don't want to do any blogging all you have to do is post one entry that describes what your company is about and just leave it.

WordPress is a Content Management System so when you go to edit a page, you are presented with editing box similar to Microsoft's Word where you can type and format text and you a can upload pictures.

## WordPress Templates



It is easy to change the “look” of WordPress. All you do is upload a template folder and then login to the back office of WordPress and click on the template you want to display. The change is instantaneous!

You can purchase templates from [TemplateMonster](#) that are made specifically for WordPress. Or you can pick up a free one at [WordPress Themes](#).

There are web designers out there who specialize in WordPress templates as well as other templates like for Joomla and other CMS sites.

## WordPress Installation

You will need a special environment for WordPress to be installed and you may need to have a specialist to install WordPress for you.

Installation does not take very long but it requires knowledge of setting up a MySQL database.

WordPress is a script written in PHP and needs to be hosted on a Linux or Unix server not Windows.



Some hosting services have a control panel with one-click installs for a variety of approved off-the-shelf scripts. You may find WordPress there among a whole bunch of other nifty scripts that would allow you to post all kinds of things like a directory, dating site or photo gallery, etc.

The problem with one-click installs is that I find that they don't necessarily have the latest version. While this isn't critical to getting WordPress working, the latest version may have new features that you want.

**Note:**

Site Mechanix can install the latest WordPress version for you and make modifications to suit your needs.

## WordPress Plug ins

This is where WordPress shines. Plug ins make WordPress extensible. There are all kinds of gadgets that you can add to your blog to make it do things.

Here's just a few of the things you can add to your WordPress Blog/Web Site:

- Photo Gallery
- Side Bar Sub-Page Navigation
- Tag Cloud
- Video Display Widget
- Hit Counter
- Spam Free Commenting
- Shopping Cart Widgets
- Event Calendar

Like with templates, plug ins need to be uploaded to the hosting site and then activated by the back office administration pages.

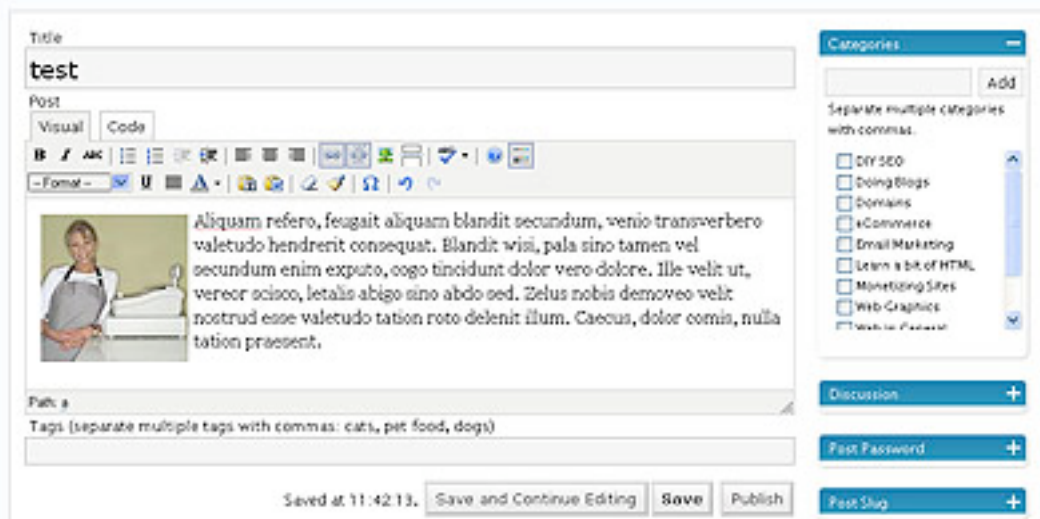
For the "Do-It-Yourselfer" you will need an FTP (File Transfer Protocol) software program installed on your computer. To learn more about FTP [click here](#).

## Why Consider WordPress?

There are 3 very good reasons to consider WordPress as the foundation for your web site.

- Quick Deployment
- Free Templates (Any many of them are very nice.)
- You can update the content yourself

Lets take a look at the Back Office that I keep mentioning.



Whether it is a blog entry or a page, all you do is enter your text in an editor like you see above. Put in a title, upload an image, add a category or check off an existing category, then add some keywords (now called tags) and click the "Publish" button and your done.

Painfully easy and quick. You don't need to know any HTML.

While you may have to pay someone a few shillings to install this for you it is a free program. So all you need to do is pay your hosting fee to keep it live. That is why WordPress is a good choice if you need a web site up quickly and inexpensively.

## Other Reasons to Use WordPress

WordPress already has SEO built in. All you have to do is write.

It is easy to trade links with other bloggers because every blog platform gives the owner the ability to make links. By the way, they call these "Blog Rolls" but essentially they are just links to favorites. So get out there and make yourself someone else's favorite and get a link back.

You may even want to post multiple WordPress blogs each with a specific focus with a different domain. This way you can optimize for different niches while pointing back to your main existing site or shopping cart. I call this peripheral web marketing.

Because of the extensible nature of WordPress you can add features like video blogging, audio blogging, photo galleries and all kinds of other stuff to engage your audience.

## **Last Paragraph**

WordPress as an application is first in it's class and represents where the internet is going to in the future. It also gives me a glance at how my job will change as more of a facilitator and less as a web developer. That is OK because I would like my job to get easier and I want to empower my customers.

There are other similar applications coming out like this that are even more powerful that I will be talking about in detail.

## **Coming Up**

Stay tuned for these topics:

- Web mail Pros and Cons
- More on Link Campaigning
- Other ways to Promote Your Web Site

Thank you for reading and please tell others!

Posted on March 1st, 2008 by Karl Knelson