

Wordpress & Theme Installation

At this point you have already completed all of the planning for your new website so it is time to start installing the software you need to run it. Today we will be installing Wordpress and your theme – Divi, so you can start creating your new website.

1. What is Wordpress?

Wordpress is a content management system that allows you to login to your new website so you can make changes easily without needing to know any code. The editor looks just like a word document – so there is nothing to fear.



Wordpress also allows you to publish blogs which are known as posts so you can keep your website up to date.

One of the most powerful aspects of Wordpress are the plugins which allow you to extend the functionality of your Wordpress website without having to start from scratch again. For example, you could upgrade your website to a directory site, add ecommerce or add paid events. These are all more advanced functionality that is not covered in this course but we will be adding more advanced courses in time.

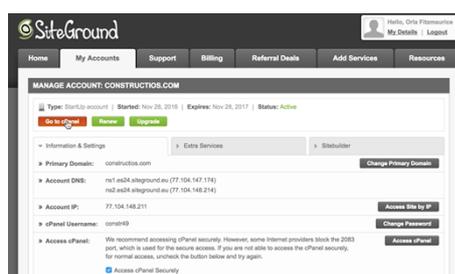
Wordpress now powers over 26% of all websites online and is the engine behind 60% of all websites that have a Content Management System (CMS). The biggest upside of it being such a popular CMS is that there is a fantastic community behind it that provide lots of support and advice online.

2. Installing Wordpress

Note: If you did not have your domain before you purchased your hosting and just used a holder domain, I recommend getting your proper domain name installed now or you will face difficulties with changing it after the Wordpress installation. When you have your new domain name, set the DNS to the Siteground servers as shown in the Module on Naming your Company. Then contact Siteground support via chat and ask them to change your primary domain to be your new domain.

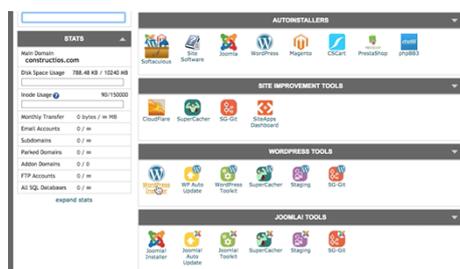
To install Wordpress follow these steps:

1. Login to your Siteground hosting account & click on the **'My Account'** tab



2. Next click the red button just underneath it – **go to cpanel** – the cpanel is your control panel and it is where all the magic happens in your hosting.

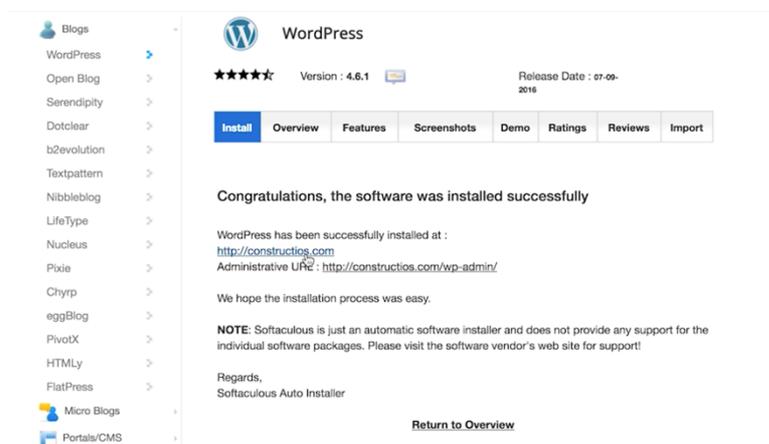
3. Once in your cpanel scroll down to **Wordpress Tools** and then click on **Wordpress Installer**.



4. This brings you to a tool that does a very quick and easy one click install. Scroll down to the **'Install Now'** link. And fill in the following fields:
 - a. Leave the Choose protocol at http://
 - b. Your domain should be selected already if you only have one domain assigned to your account. If you have more than one domain, choose it from the drop down menu.
 - c. Next scroll down to Site Settings. Type in your **site name** which is your company name. Next set your **site description** – remove the 'My Wordpress Blog' – that is just holder text.
 - d. Under Admin Account you will need to set your **username** and choose this carefully as you will not be able to

change this. Do not use obvious usernames as they make it very easy for hackers to hack your website. Do not use the following words as usernames: admin, user, username. Also don't use any derivative of them eg: companynameAdmin.

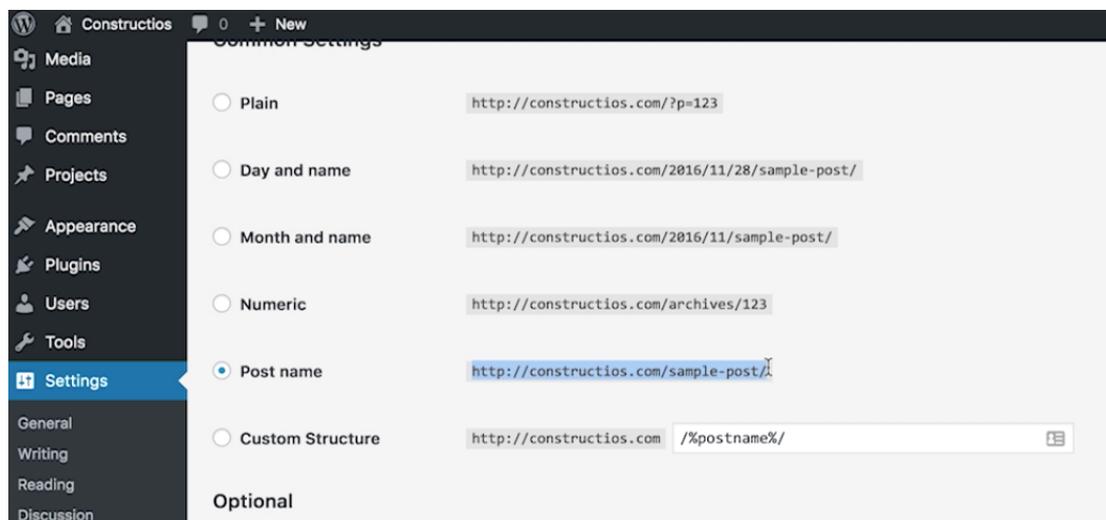
- e. Copy the **password** that you are given to your password and information file so you always have access along with your new username and the **Admin email** address that you signup with.
 - f. And that is is – all you need to do now is press Install!
5. You will need to wait about 2-3 minutes for the installation to complete but when it is finished you will be shown two URL's. The first is the link to view the front end of your new website.
 6. The second link ending with /wp-admin/ is the link you will always need to login to the back end of your website to make changes:



2.1 Setting Permalinks

The first thing you always need to do when you install a new Wordpress Website is to set the **Permalinks**. The permalinks are how the post URL's are displayed on your website. By default Wordpress uses 'ugly'

permalinks like <https://constructios.com/2016/11/28/sample-post/> - imagine how difficult that URL would be to remember? Another reason to change them is that these URL's are not very Keyword Friendly for Google.



To change them, click on the dashboard menu and then Settings and choose Permalinks from the flyout menu. You will see that the permalinks are set to Day and name. You want to change them to Post name so tick the radio button beside that format. Then scroll down to the end of the page and click **Save Changes**. Now that same link above will look like this: <http://constructios.com/post-name/> - much easier to remember & find!

You will only ever need to do this the first time you install a website but this is a very important step as it is difficult to save them later if you have already started creating content and those posts are being indexed.

3. Understanding Themes

So – what exactly are themes? Well, Wordpress is the functionality of your website and Themes are the look and feel. You can change your theme to suit different designs that you want without having to create a new website. The theme that we will be using is Divi from ElegantThemes.com.

I use Divi for most of my websites because it is a very modern, flexible and well supported theme. The Divi community is growing every day with both the Elegant Themes team offering 24 hour support but also numerous blogs and Facebook pages dedicated to it. Any time you are stuck and unable to figure out an issue – there is always someone to help you.

3.1 Parent & Child Themes:

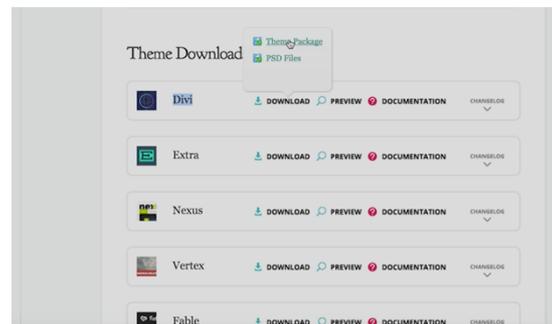
The main theme that you will be downloading from Elegant Themes is what we call the **Parent Theme**. The parent theme contains all of the original files and folders that control the design and functionality of the theme. Good themes are constantly updated to keep them secure, modern and maintained. In order to avoid losing the custom changes for your website we install what is known as a **Child Theme**.

Essentially the child theme consists of just two files – the functions file and the style.css file. The functions file tells your Child theme that it is related to the Parent Theme and that it should import all of those files. The style.css file allows you to create your own custom files in your theme.

Because all of your changes will have been made to the child theme – when the parent theme is updated you should not lose any styling. It is good practice and highly advised to always use a child theme. I have supplied a base child theme for you to install along with today's course notes – divi-child.zip

4. Installing your Themes:

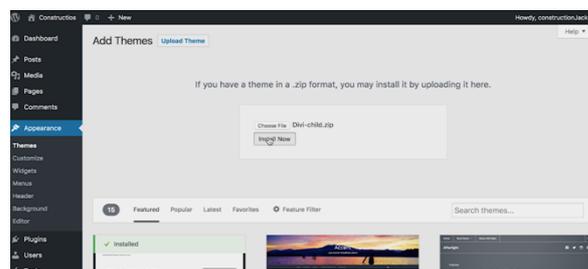
The first thing you need to do is to download the Divi theme from Elegant Themes. Login to elegantthemes.com, scroll down to the Theme Downloads area and click the download button beside Divi.



From here choose the Theme Package menu option.

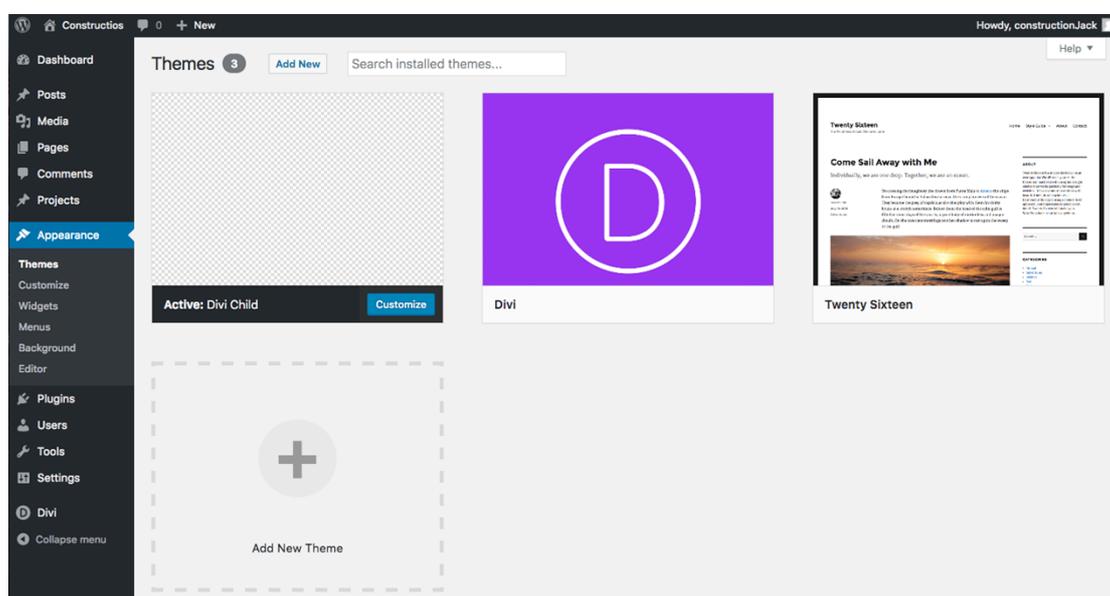
This will download a file: divi.zip to your downloads folder. I recommend that you move that file to the folder where you are keeping all of your company information, so it is all in one place.

Next, go back to your website's dashboard menu (yoursitename.com/wp-admin/). From the dashboard menu go to Appearance and then Themes. At the top left hand corner click the button **Add New**. Then on the next page click the button in the same position – **Upload Theme**. Now use the Choose File button to find your theme from either your downloads folder or the folder that you moved it to and click Install Now.



When the theme has successfully finished installing click **Add New** again. This time we are going to install the Child Theme that I supplied with the course notes – Divi-Child.zip

Once the child theme has finished installing successfully, click the link “Activate”. This will make your new child theme the currently active theme for your website.



Well done – you have now installed both a new installation of Wordpress and a premium theme so you can start building your website.

If you want to do some extra reading into Divi at this point – a purple bar will have appeared in the Themes page above your themes that will take you to the Divi Documentation page but you can also [get to it from this link](#). This will give you an overview of what you can achieve with Divi.

5. Take Action

You have two assignments to complete for today's module:

1. Install Wordpress
2. Download the Divi Theme and install both the Parent Divi theme as well as the Divi-Child.zip theme that I have included in the course notes.

Now that the heavy lifting of creating the bones of the website is done – tomorrow it is time to move on to creating the most important page on the website – the Homepage.

We will be using your website sketch from Module 1.5 – Website Design so make sure you have it ready to go for tomorrow.