

In This Course You Will Learn:

## How to create a website

- ✓ suitable for **Service Professionals**
- ✓ using **WordPress** and,
- ✓ the **Genesis** theme framework

In This Course You Will Learn:

# All of the **BASICS** of using WordPress

- ✓ **Setting up** WordPress
- ✓ Installing **Themes, Plugins and Widgets**
- ✓ Adding **Content**

In This Course You Will Learn:

## All of the **BASICS** of using **Genesis**

- ✓ **Installing** the Agency Child Theme
- ✓ **Configuring** the Agency Child Theme

In This Course You Will Learn:

## Use Google to Promote Your Site

- ✓ Make your site **Google Friendly**
- ✓ Feed your **Content** to Google
- ✓ Use **Google Tools**

In This Course You Will Learn:

## How to Maintain Your Site

- ✓ **Backup and Restore** your Site
- ✓ Keep your site **up to date**
- ✓ **Upgrade** your site

## Course Introduction

- Creating a site suitable for a service professional
- Architects, engineers, coaches, etc
- The site we are building  
<http://www.sbywh-final-agency.byobgenesis.com>

## Course Introduction

- 9 week course
- 1 Session per week, Monday evenings
- Webinar Format – 90 minutes of instruction, 30 minutes of Q&A

## How to Participate

- We'll answer questions in 4 venues
  - Q&A session each week
  - Scheduled Live Q&A sessions
  - Forum
  - Facebook Wall
- Use **screenr** to ask questions
- How to obtain practice files – send me an email



## Course Introduction

- This class is primarily a class **for beginners**
- We will discuss **all of the basics** of creating this type of site in WordPress and Genesis
- Intermediate WordPress users will find they know most of this information.

## What Can You Do For Me?

- Make this course interactive
- Ask questions in the Q&A session each week
- Ask questions in the Forum or on Facebook
- Tell your friends

## The Type of Site We are Creating

- A website suitable for Service Professionals that looks good on mobile devices
  - Architects, engineers, design professionals
  - Coaches, consultants
  - Contractors, sub contractors

## The Business Purpose for this Site

- Help prospective customers find you when searching for your services online
- Present your services
- Establish your credibility
- Reflect your uniqueness by having a unique style site.

This is a WEBSITE – not a blog

- Phase 1 – Static Site
  - Completely static site
  - No blog component
- Phase 2 – Simple CMS
  - Add blog functionality

## The tools we'll use to create this site

- WordPress
- Genesis Theme
- Agency Child Theme
- BYOB Genesis Plugins
- NextGen Gallery Plugin
- Genesis Slider Plugin
- Contact Form 7 Plugin
- Various Google products

## Why Use Genesis for a Small Business Website?



### Why Use Genesis?

- Huge choice of child themes
- Massive support
- Theme specific plugins
- Modern theme features

## What is a Child Theme?

- A theme that **requires** another theme to operate
- Builds on or modifies **another theme's appearance**
- Builds on or modifies **another theme's functionality**



## Characteristics of a Business Appropriate Child Theme

- Has a Design for a **Static Front Page**
- Can be used **without using blog** functions
- Looks professional

## Characteristics of a Blog Centric Child Theme

- Focused on **Displaying Blog Posts**
- **No static front page** or front page displays blog posts **by default**
- Looks personal

## Responsive Child Themes Suitable for Business

- From **StudioPress**
  - ❖ Agency Theme
- From the **Community**
  - ❖ Driskill
  - ❖ Optimal
- From **themedy.com**
  - ❖ Reactive

## Why Use the Agency Child Theme for a Small Business Website?



Why Use Agency?

- Small business orientation
- Responsive Design
- Customization Options