

# Building Websites Using WordPress

Version 1.0

This is a free guide, please DO NOT Pay.

Disclaimer: We are NOT associated with WordPress, WooCommerce or any vendor in anyway. All product and company names are trademarks™ or registered® trademarks of their respective holders.

# Preface

## ABOUT

If you wish to build a website but have no programming skills, you may use a CMS such as WordPress to build your website. This guide covers basic aspects required to build a website using WordPress.

This guide is designed to get you started with basic aspects of building a website using WordPress. We have prepared this guide based on our experience and we don't guarantee this guide/document is error free. You are using this guide at your own risk.

## DISCLAIMER

The information provided within this guide is for general informational purposes only. While we try to keep the information up-to-date and correct, there are no representations or warranties, express or implied, about the completeness, accuracy, reliability, suitability or availability with respect to the information, products, services, or related graphics contained in this guide for any purpose. Any use of this information is at your own risk.

The author has made every effort to ensure the accuracy of the information within this guide was correct at time of publication. The author does not assume and hereby disclaims any liability to any party for any loss, damage, or disruption caused by errors or omissions, whether such errors or omissions result from accident, negligence, or any other cause.

## Introduction to WordPress

Building websites can be achieved through various methods; writing code can be exhaustive depending on the programming language and learning curve. Using WordPress, anyone with minimal knowledge can learn to build websites without writing almost no code.

WordPress is an open source and free CMS (Content Management System), which is widely used for building websites. There are millions of websites built using WordPress, due to its flexibility and it is very easy to learn. WordPress can be used for building simple and attractive websites, although it was originally designed for building blogs.

WordPress can be used for even building forums, recruitment websites, education websites, real estate websites, online stores (sell digital & physical products), etc., making it highly suitable for various industries. Building websites with specific requirements can be accomplished in less time by using “Themes”, which are designed for specific purpose. For example, a recruitment theme may be installed to build a job portal.

## Themes

Themes help in building websites quickly without writing any code (in most cases). There are several hundred free and paid themes, built by developers for specific industries. Most themes include placeholders and options, to quickly replace text & images making it convenient for beginners and to launch a website in less time.

## Plugins & Extensions

Plugin (a.k.a Extension) is a software that extends functionality; for example, a Job Portal plugin can be installed on top of WordPress to make it function like a job portal.

Note: Some themes usually address both design & functional requirements (may include additional plugins for specific functionality) at a very generic level, customizing a theme to suit exact process requirement will require development skills.

## Page Builders

Most themes provide option for customization (very limited options can be customized); but there are few free & paid page builders which can be used for customizing without writing a single line of code. Learning curve for each editor varies, depending on various factors. It is recommended to check free versions of such editors and decide accordingly.

- ❑ <https://elementor.com>
- ❑ <https://www.wpbeaverbuilder.com>
- ❑ <https://visualcomposer.com>
- ❑ <https://siteorigin.com/>
- ❑ <https://www.elegantthemes.com/gallery/divi/>
- ❑ <https://thrivethemes.com/themebuilder/>

## Selecting Themes

Themes are distributed through:

- ❑ WordPress Repository
- ❑ Vendor Websites
- ❑ 3rd Party Websites
- ❑ Marketplaces

Most themes include a free demo, which helps in visualizing before download (or purchase). It is highly recommended to check multiple themes and arrive at a conclusion. Most themes install or prompt users to install required plugins (free and/or paid) during theme installations. There are thousands of free and paid themes available (handful links below):

- ❑ <https://wordpress.org/themes/>
- ❑ <https://wpastra.com/>
- ❑ <https://athemes.com/>
- ❑ <https://themegrill.com/blog/>
- ❑ <https://themeisle.com/>

## Installing WordPress

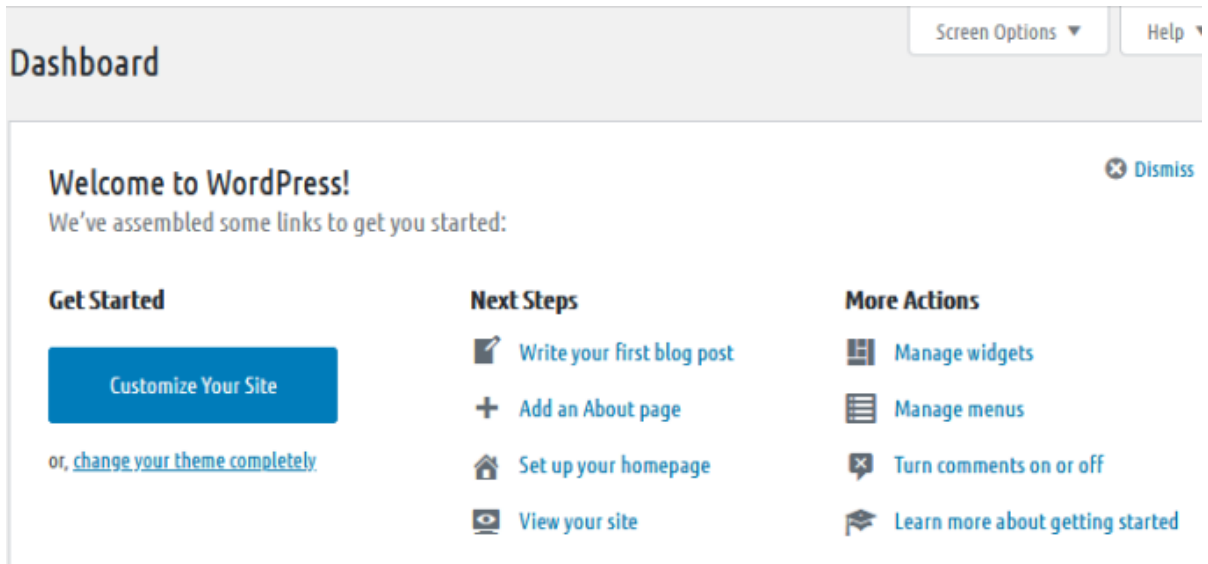
Since WordPress installations vary provider to provider, it is NOT included in this guide.



# WordPress Settings

It is recommended to check and confirm settings, even if it is installed automatically by a web hosting provider.

Logon to WordPress



Once you logon, dashboard is displayed. By default, “Twenty Twenty” theme (wordpress-5.5.1) is installed.

To view & modify settings, go to Dashboard > Settings > General



## WordPress Settings (Cont'd)

Under General Settings

a)Site Title: Use the domain/brand/company name. (for example: ABC Tutoring)

b)Tagline: Explain the purpose of this website. (for example: Learn to develop websites using WordPress)

c)WordPress Address (URL): Make sure the URL is complete, including secure URL (for example: <https://www.example.com> instead of <http://www.example.com>).

Note: It is recommended to install a TLS/SSL Certificate to make sure visitors trust your site; adding TLS/SSL certificate adds a layer of security to make sure the communication between your website and visitors browser is secure.

Important: First check if the website is accessible via secure connection. (for example: try to access the website through <https://www.example.com> and then modify WordPress & Site Address URLs to https only if it is secure).

d)Site Address (URL): Same as above.

e)Administration Email Address: Specify the administrator's email address; all notifications are sent to this particular email address.

f)Membership: Check "Anyone can register" only if you prefer to allow anyone to register an account in your website.

g)New User Default Role: WordPress allows creating multiple user accounts for managing this website. This setting is useful when you are creating many user accounts. User accounts can be created through Dashboard > Users. User accounts can be created later, if required.

h)Site Language: Select / Change Language if required.

## WordPress Settings (Cont'd)

i)Timezone: Select appropriate Timezone.

j)Select “Save Changes”.

D.Setup URL Structure, Go to Dashboard > Settings > Permalinks

a)Permalinks (Permanent Links) are links or URLs to posts in WordPress. (for example: If you prefer to keep a simple structure based on post names, then select “post name” option under Common Setting and select “Save Changes”),

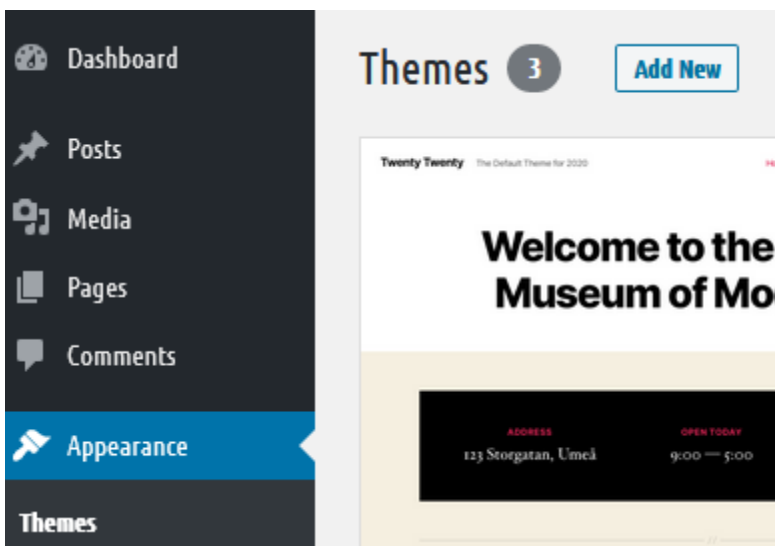
Note: Other settings may be explored as required later.

## Options

It is recommended to try installing different themes on the local computer (using WAMP or equivalent) before installing a theme on a live server.

Options to install a theme:

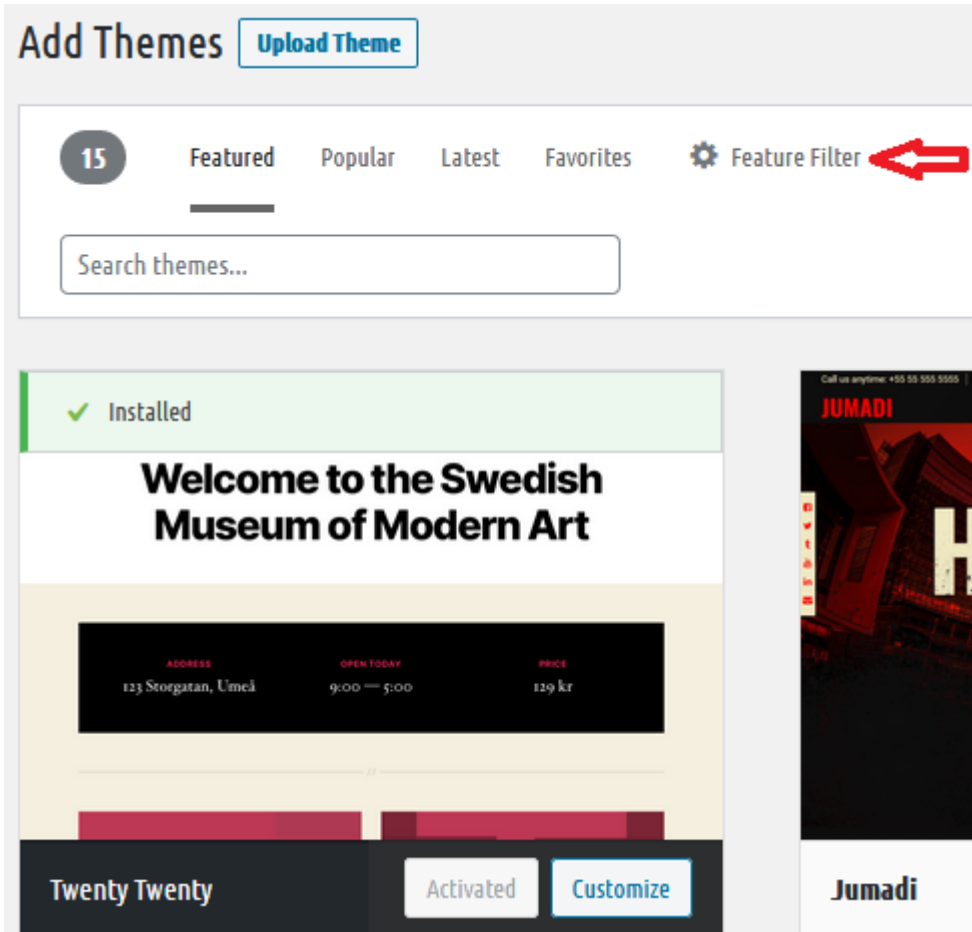
A. Method #1: Search the theme through WordPress theme search and install from there. For example: Go to Dashboard > Appearance > Themes



Search for a theme by its name or browse through the catalog for themes. Select “Add New” to begin the process.

Note: You can keep only one theme active, though you can install any number of themes. It is recommended to choose a theme that matches the requirement. It is possible to customize a theme to match your requirement, summarized later in this document.

# Options



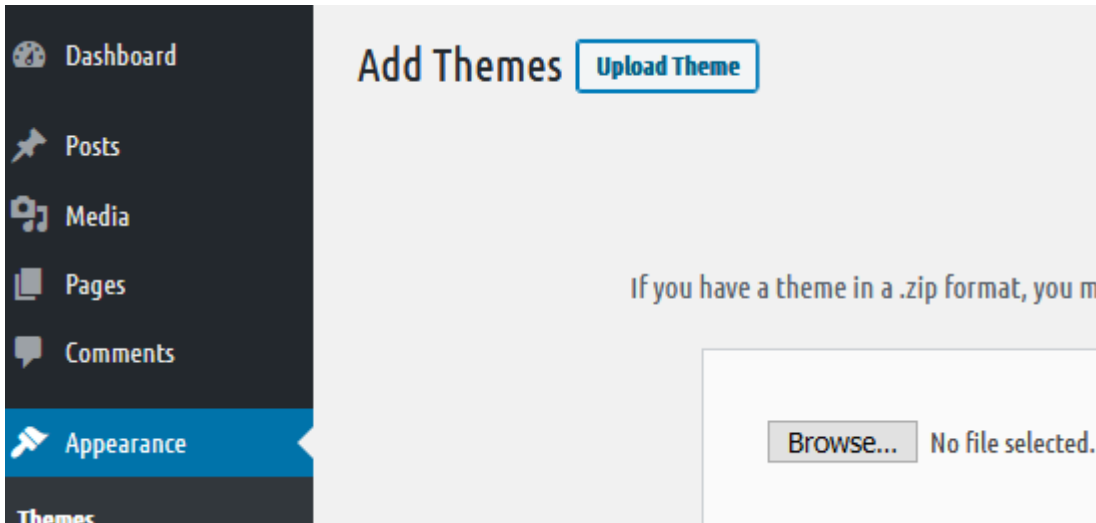
Select Feature Filter, to view themes based on Industry (topic), features and layout. (for example: check “Education) and Select “Apply Filters”).

While it is possible to view list of themes, you may not be able to visualize the theme with full design and functionality using the search feature. However you can make a note of the theme provider’s name (or theme name) to visit respective website for a complete demo (and more themes from them).

## Options

B. Method #2: Download a theme and install through WordPress dashboard.

Most paid themes require you to download through respective vendor website or through a marketplace. In such cases, themes (both free & paid) can be downloaded and installed through:



- Go to Dashboard > Appearance > Themes
- Select “Add New”
- Select “Upload Theme”
- Select “Browse...” and point to the downloaded theme file (.zip).

Note: Some theme vendors compress both theme (.zip) and documentation as a single .zip file. You may have to extract the original downloaded file to isolate the theme and documentation. Some vendors provide a plugin, for displaying themes developed by them.

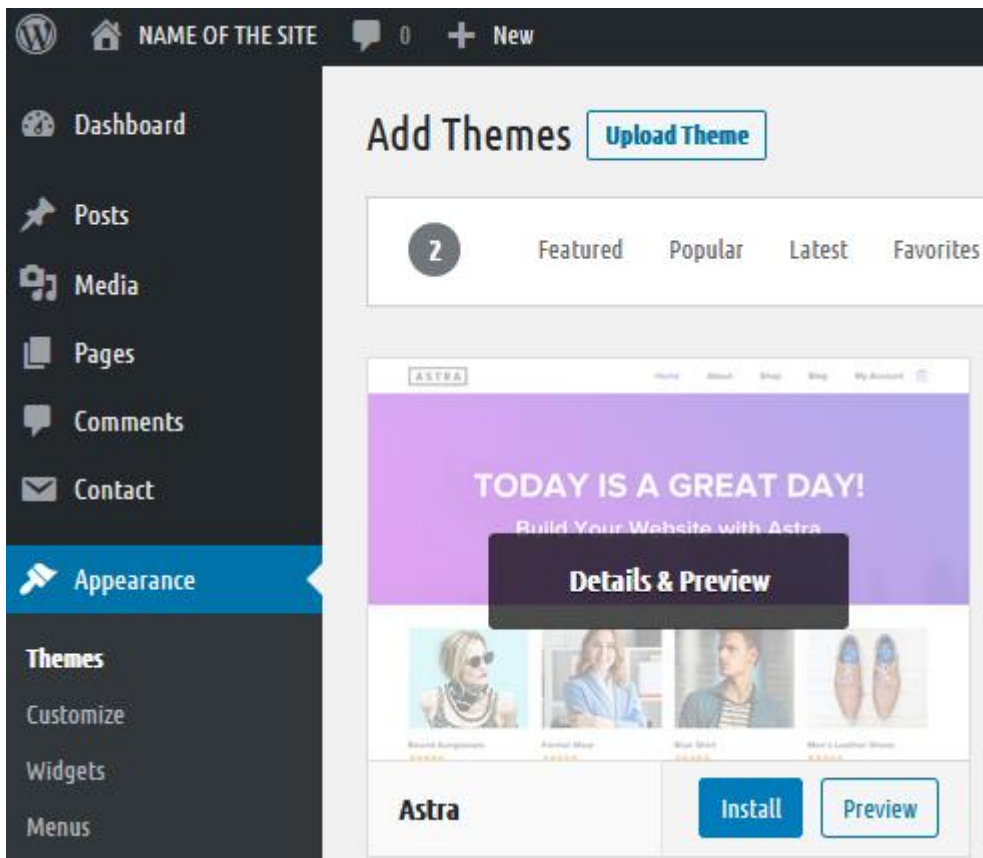
C. Method #3: Create your own theme by engaging a developer; while this may turn out expensive, you will have a theme that is unique as it is created only for you.

## Installing a Theme (example)

B.Method #2: Download a theme and install through WordPress dashboard.

Most paid themes require you to download through respective vendor website or through a marketplace. In such cases, themes (both free & paid) can be downloaded and installed through:

- ❑ Go to Dashboard > Appearance > Themes
- ❑ Select “Add New”
- ❑ Specify “Astra” in Search field...

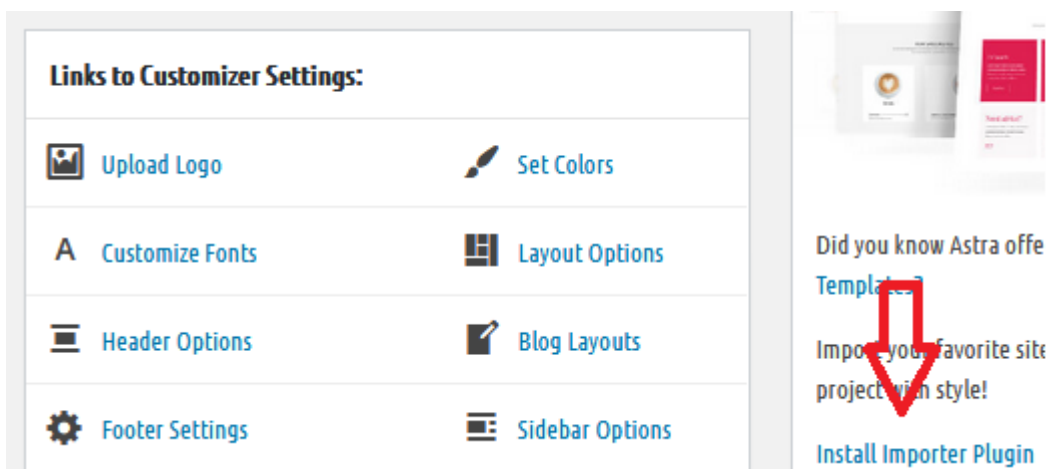


- ❑ Select “Install” button (Install & Preview buttons are automatically displayed on mouse over).
- ❑ Select “Activate”

## Installing a Theme (example) (Cont'd)

Go to Dashboard > Appearance > Astra Options (Some vendors provide facility to include dummy images and text content and a complete theme, so that you can have a complete look & feel of a website and will look exactly the same as the demo).

Note: Installing a theme and importing demo content may take a while, as it may install required images, text content, blog posts, required plugins and so on.



**Links to Customizer Settings:**

- Upload Logo
- Set Colors
- Customize Fonts
- Layout Options
- Header Options
- Blog Layouts
- Footer Settings
- Sidebar Options

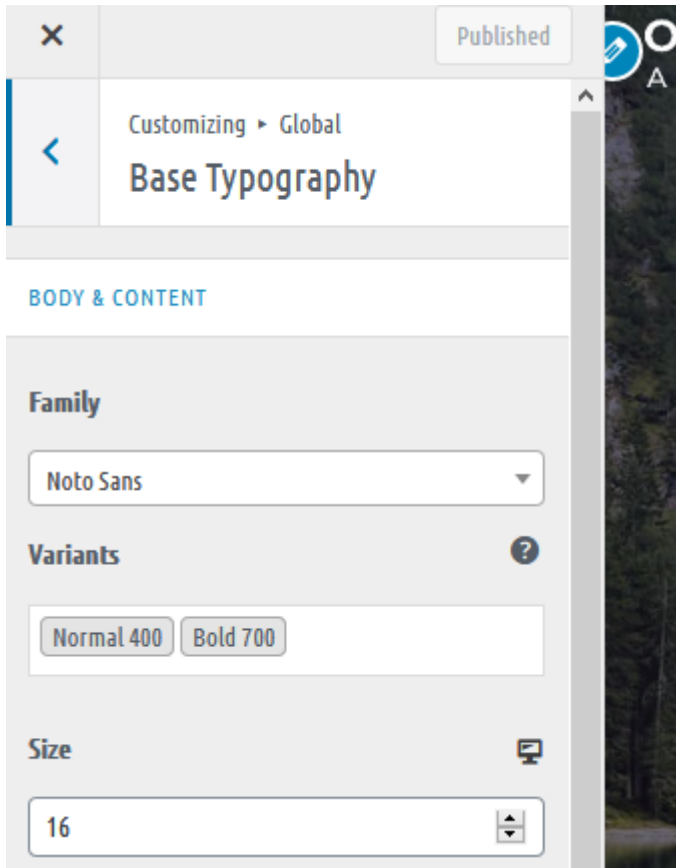
Did you know Astra offers  
Templates?  
Import your favorite site  
project with style!  
[Install Importer Plugin](#)

- Select “Install Importer Plugin”
- Select a Page Builder of your choice (for example: Elementor)
- A list of themes are shown. Select a theme from this list. (for example: Outdoor Adventure).
- Select “Import Complete Site” (If you prefer to use this theme)
- Select “Import”
- Select “View Site”.



## Customizing a theme (based on example) (Cont'd)

To customize a theme: Go to Dashboard > Appearance > Customize



Using the options on the sidebar, many things can be customized in no time.

- To change fonts, select “Global”
  - Select “Typography”
  - Select “Base Typography”
  - Under BODY & CONTENT, select a font from Family dropdown.
  - Modify Font Size as required.
  - Select “Publish”.
- To change fonts for headings, Select “Global”
  - Select “Typography”
  - Select “Headings”
  - Under Headings (H1 - H6), select a font from Family dropdown
  - Modify Font Size as required.
  - Select “Publish”.

## Customizing a theme (based on example) (Cont'd)

### Using an Visual Editor

Several pages and posts are created automatically when a theme is installed along with dummy content. Editing a theme using a visual editor may take time, as you have to get comfortable using the visual editor.

- ❑ To view list of pages created by a theme:
- ❑ Go to Dashboard > Pages > All Pages
- ❑ List of pages:
  - ❑ Page named as “Home” is set as the home page for this site.
  - ❑ Page named as “About” is the about page for this site and so on.

### Editing a page using a Visual builder (Elementor)

This theme includes the free version of Elementor, a popular tool for creating and editing pages in WordPress. Paid version of Elementor has more features and may be considered depending on requirements.

Note: There are several tutorials available in [www.elementor.com](http://www.elementor.com), YouTube, etc.

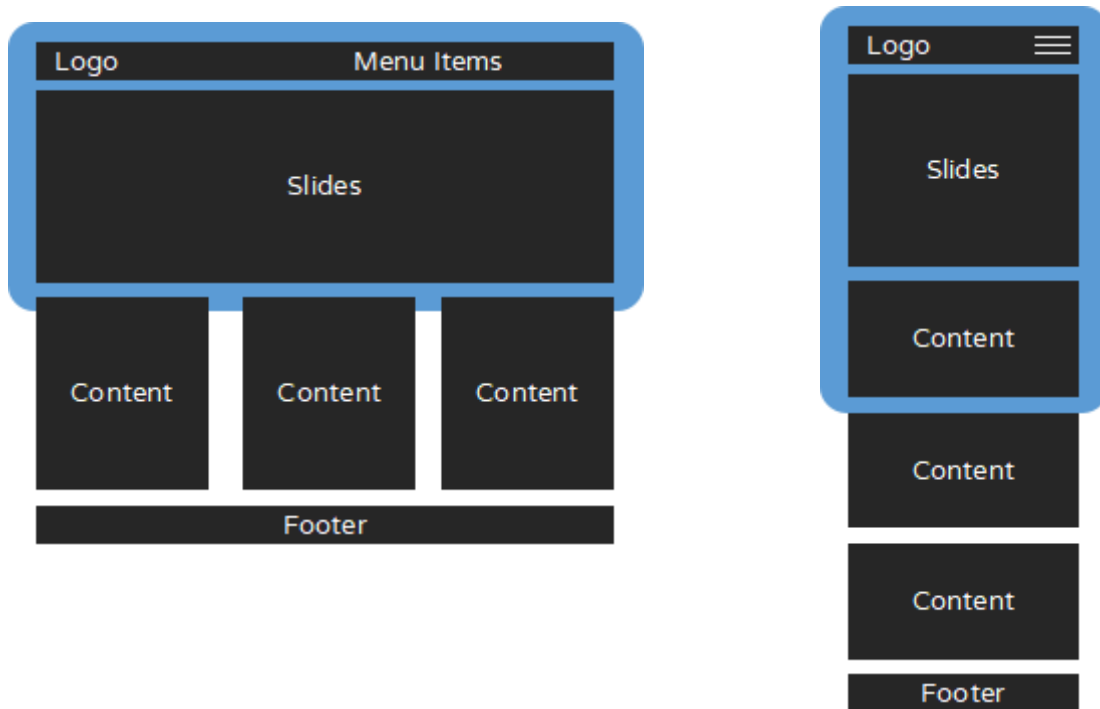
Before editing a web page, it is recommended to understand different page types:

A. Standard Web Page: Uses simple HTML code, used in olden days. Separate sites were created for large and smaller screens.

B. Responsive Web Page: Uses simple to Complex HTML code, adapts and resize automatically to “fit” multiple screen size. This helps in saving time and effort as a developer has to write code only once for multiple devices / screen resolutions.

## Customizing a theme (based on example) (Cont'd)

Responsive web pages have elements that automatically shifts position as programmed and is based on a grid style. For example:



If you observe, blocks are rearranged automatically depending on screen size; menu items are hidden and accessible via the “hamburger” menu.

Learning to design responsive pages require specific skills in HTML; but using visual editors, it takes less time as you don’t have to write any code rather focus on presenting content (it does take sometime to play around). Typical web page contains:

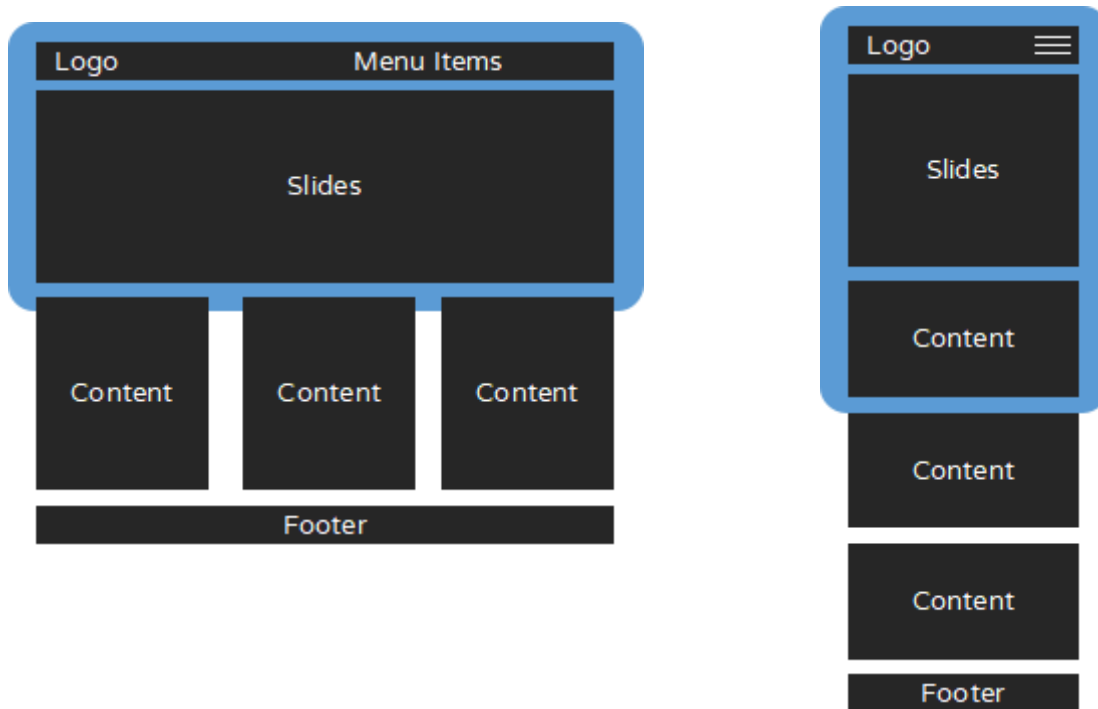
- ❑ A.Header Area: Logo, links to other pages (if any) or links to sections in a single page, etc. are common items in the header area.
- ❑ .Footer Area: Company address, links to social media pages, contact details, etc. are common items in the footer area.
- ❑ Middle Area (between Header & Footer): This is the actual content area and may contain sliders, details of services, etc.

Note: Header and Footer blocks are common across all web pages.

Though above items are a part of very standard design, a website design can be totally creative moving away from standard designs but that would require adequate practice and specific skills.

## Customizing a theme (based on example) (Cont'd)

Responsive web pages have elements that automatically shifts position as programmed and is based on a grid style. For example:



If you observe, blocks are rearranged automatically depending on screen size; menu items are hidden and accessible via the “hamburger” menu.

Learning to design responsive pages require specific skills in HTML; but using visual editors, it takes less time as you don't have to write any code rather focus on presenting content (it does take sometime to play around). Typical web page contains:

- ❑ Header Area: Logo, links to other pages (if any) or links to sections in a single page, etc. are common items in the header area.
- ❑ Footer Area: Company address, links to social media pages, contact details, etc. are common items in the footer area.
- ❑ Middle Area (between Header & Footer): This is the actual content area and may contain sliders, details of services, etc.

Note: Header and Footer blocks are common across all web pages.

Though above items are a part of very standard design, a website design can be totally creative moving away from standard designs but that would require adequate practice and specific skills.

## Modifying a theme

In this tutorial, we will create the following sections (a simple one page website):

- Introduction Slider
- Services Block
- Header & Footer Blocks

Note: This tutorial covers modifying an existing page (existing theme), as creating a new page from scratch requires lot more effort and time. Creating a theme itself requires adequate knowledge on other topics.

### Step 01: Introduction Slider

There are many free & paid slider plugins available:

- <https://www.metaslides.com>
- <https://smartslider3.com>
- <https://www.wonderplugin.com/wordpress-slider>
- <https://soliloquywp.com>
- <https://wordpress.org/plugins/master-slider/>

For example, To use Metaslider:

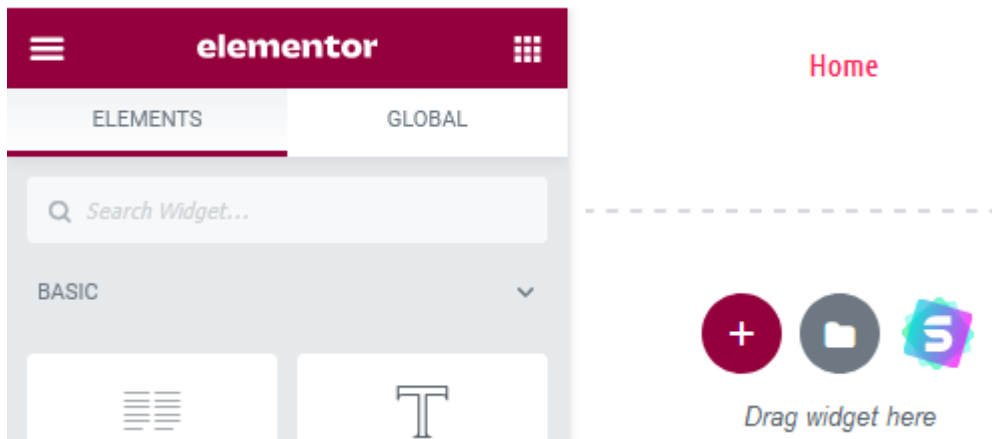
- Go to Dashboard > Appearance > Plugins > Add New
- Search for Metaslider
- Select “Install Now” (Metaslider)
- Select “Activate”
- Go to Dashboard > Metaslider > Metaslider
- Select “Create a blank Slideshow”
- Setup a slide name and resolution as 1920 x 1080
- Select “Add Slide” (located at the top right area)
- Select 3 images and select “Add to slideshow”
- Setup captions for each image (if required)

Metaslider generates shortcode for each slideshow. Copy the shortcode and keep it ready. (for example, it may displayed like [metaslides id=”501”]).

# Modifying a theme

## Step 02: Services Block

- Go to Dashboard > Pages > All Pages
- From the list, move the mouse over page marked as “Home”:
- Select “Edit with Elementor”, to open this page in Elementor.
- Delete all sections on this page (use “X”)



- Select “+”

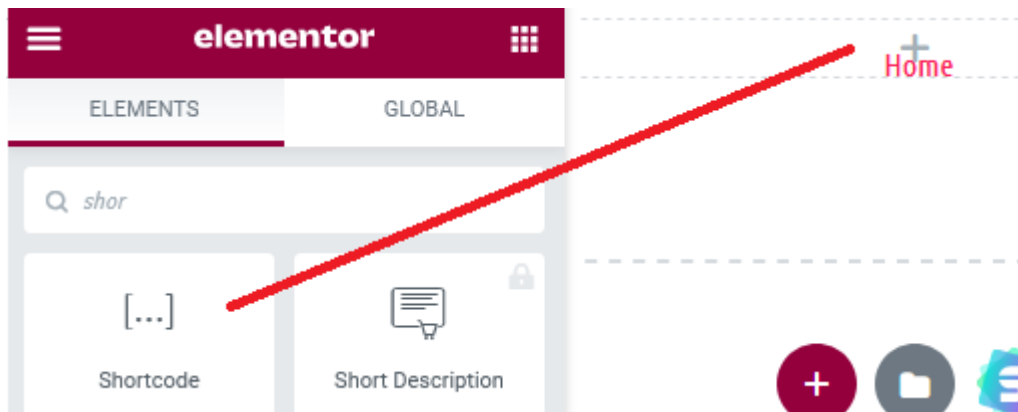
### SELECT YOUR STRUCTURE



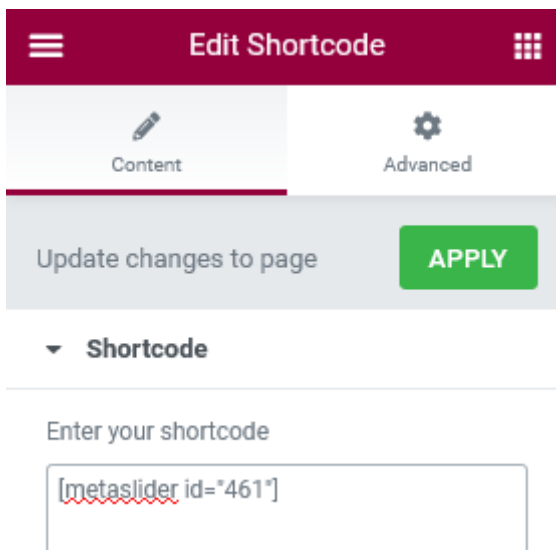
- Select A

## Modifying a theme

- ❑ In the Edit Section
- ❑ Select “Full Width” under Content Width drop-down
- ❑ Select “No Gap” under Columns Gap drop-down
- ❑ Search for “Shortcode” element



- ❑ Drag and Drop “Shortcode” element into the container



- ❑ Copy and paste the Metaslider shortcode generated earlier (for example: [metaslider id="461"]).
- ❑ Select “Update”

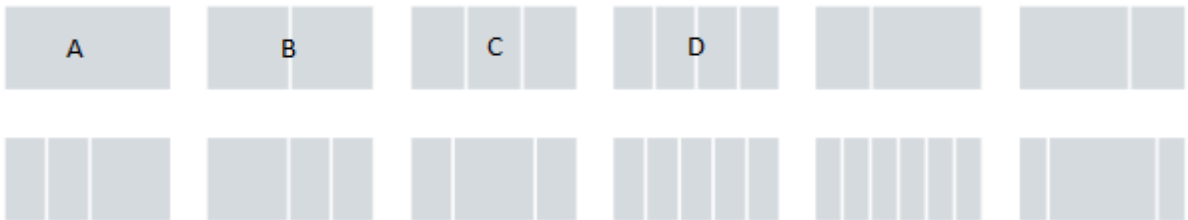
Note: Once you paste the shortcode, slides will show up automatically. You can view the website in another tab or window.

## Modifying a theme

To add a Section

Select “+”

SELECT YOUR STRUCTURE



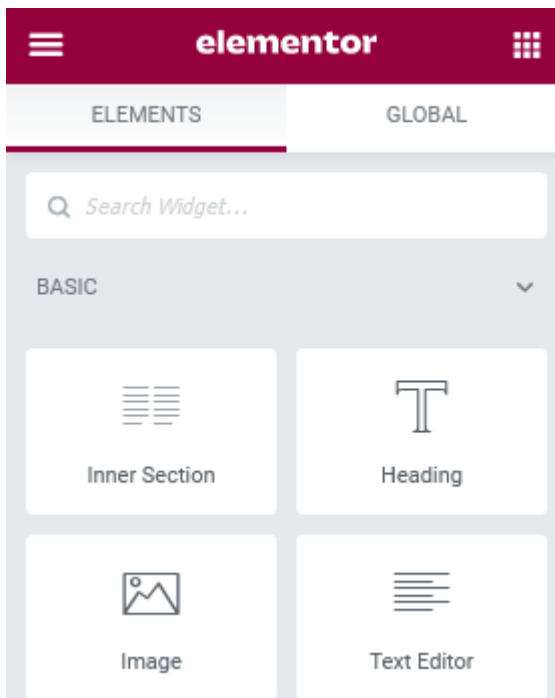
Select “D”

In the Edit Section

Select “Full Width” under Content Width drop-down

Select “No Gap” under Columns Gap drop-down

Add content to four sections



Drag and drop “Heading” and “Text Editor” elements to all four section.



# Modifying a theme

❑ Example:

<b>SERVICE 01</b>	<b>SERVICE 02</b>	<b>SERVICE 03</b>	<b>SERVICE 04</b>
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut elit tellus, luctus nec ullamcorper mattis, pulvinar dapibus leo.	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut elit tellus, luctus nec ullamcorper mattis, pulvinar dapibus leo.	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut elit tellus, luctus nec ullamcorper mattis, pulvinar dapibus leo.	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut elit tellus, luctus nec ullamcorper mattis, pulvinar dapibus leo.

Note: Images and other elements can be tried later.

❑ Modify Heading and content as required. Select “Update”.

## Step 03: Header & Footer Blocks

Header & Footer blocks are common across entire website and is included in all pages. To modify header & footer, go to Dashboard > Appearance > Customize.

Active theme  
**Astra** [Change](#)

---

**More Options Available in Astra Pro!** >

---

**Global** >

---

**Header** >

---

**Breadcrumb** >

---

**Blog** >

---

**Sidebar** >

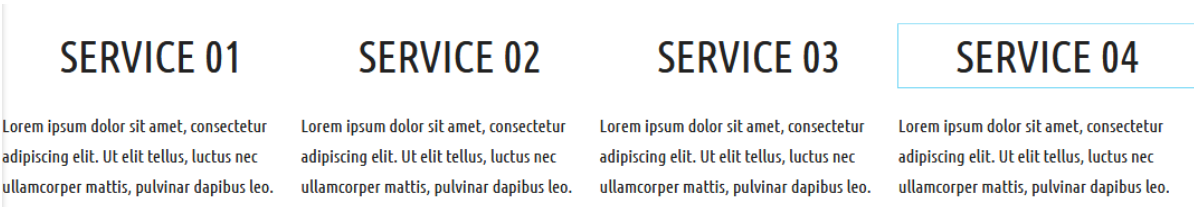
---

**Footer** >

---

## Modifying a theme

### ❑ Example:



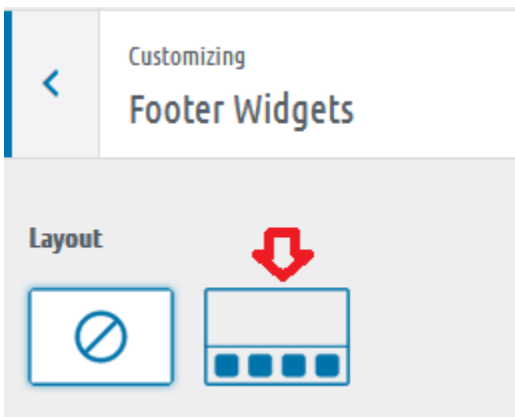
Note: Images and other elements can be tried later.

### ❑ Modify Heading and content as required. Select “Update”.

### Step 03: Header & Footer Blocks

Header & Footer blocks are common across entire website and is included in all pages. To modify header & footer, go to Dashboard > Appearance > Customize.

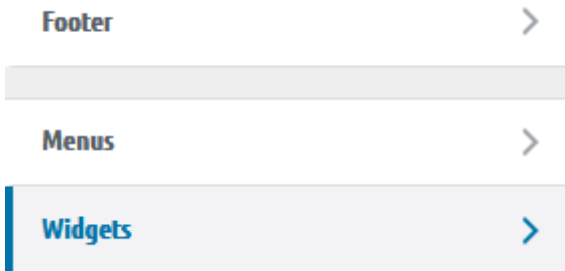
- ❑ To change logo, Select “Header”
- ❑ Select “Site Identity”
- ❑ Upload a logo to replace the current logo.
- ❑ Select “Publish”.
- ❑ To change content in Footer, Select “Footer”
- ❑ Select “Footer Widgets”



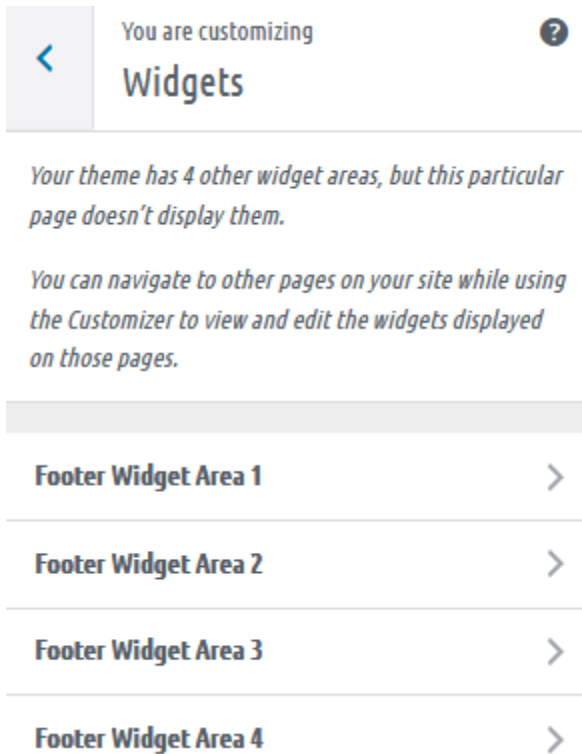
- ❑ Select “Layout 4” (refer image above)
- ❑ Select “Publish”

## Modifying a theme

- ❑ To include content in Layout 4, go to Widgets



- ❑ Go to each Footer Widget for replacing content.

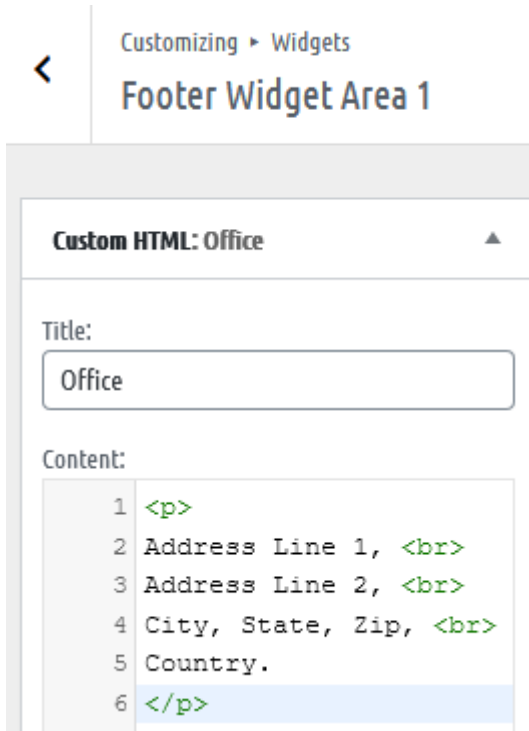


Note: Images and other elements can be tried later.

- ❑ For example:
  - ❑ Select Footer Widget Area 1
  - ❑ Select “Add a widget”
  - ❑ Select “Custom HTML”

## Modifying a theme

For example:



- Provide a Title and some content (refer image above).
- Select “Publish”.

Note: Widgets are content blocks which can be used across multiple locations in WordPress. For example, company address, links to social media, etc. can be created as widgets and used in the footer area, about us page, etc.

Now you may preview the website in another tab or window.

## Elementor Addons

There are many elements, which can be tried depending on design requirements. Further, there are several addons available for Elementor for more elements:

- ❑ <https://wordpress.org/plugins/essential-addons-for-elementor-lite/>
- ❑ <https://wordpress.org/plugins/premium-addons-for-elementor/>
- ❑ <https://wordpress.org/plugins/elementskit-lite/>
- ❑ <https://wordpress.org/plugins/header-footer-elementor/>
- ❑ <https://wordpress.org/plugins/happy-elementor-addons/>
- ❑ <https://wordpress.org/plugins/image-hover-effects-addon-for-elementor/>

Each of these addons have multiple elements; it is recommended to check respective websites for various demos before deployment.

Though we have covered the Elementor tool and it's addons, you can explore other Visual editors as well.

## Summary

We hope you found this guide simple and useful. Please send your comments to [feedback@nisady.com](mailto:feedback@nisady.com). Due to high email volumes, we will try to respond as soon as possible but cannot guarantee responses.

Please visit [www.nisady.com](http://www.nisady.com) for more articles & guides.

Thank you!

### UPDATES

We update this guide time-to-time at our discretion, you can download recent guide from [www.nisady.com](http://www.nisady.com).

### CREDITS

Images were downloaded from:

- <https://pixabay.com>
- <https://www.pexels.com>
- <https://unsplash.com>
- <https://openclipart.org>