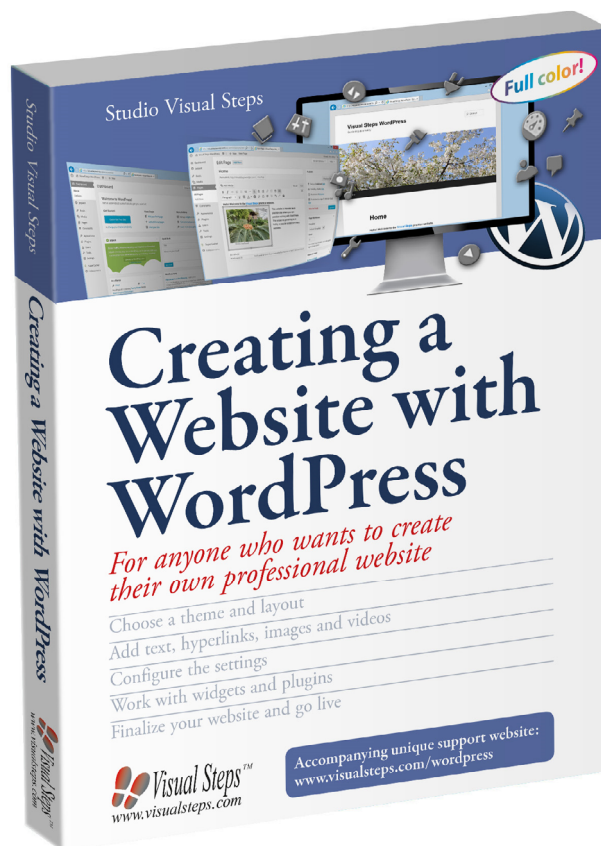


# Teachers' Manual

## for

### Creating a Website with WordPress



ISBN 978 90 5905 422 6

 **Visual Steps**<sup>TM</sup>  
[www.visualsteps.com](http://www.visualsteps.com)

## 1. Introduction

This course manual assumes a lesson structure consisting of nine points. These points have been divided into three groups. Each class period will generally have the following structure:

- |                       |  |
|-----------------------|--|
| <b>A Introduction</b> | <ol style="list-style-type: none"><li>1. Make sure the students are ready for class to begin.</li><li>2. Explain this lesson's objectives.</li><li>3. Review any necessary background knowledge.</li></ol>   |
| <b>B Instruction</b>  | <ol style="list-style-type: none"><li>1. Present the subject matter.</li><li>2. Help the students learn the material.</li><li>3. Have the students demonstrate the requested techniques.</li><li>4. Give feedback on the demonstrations.</li></ol> |
| <b>C Conclusion</b>   | <ol style="list-style-type: none"><li>1. Assess the final results of the learning process (testing).</li><li>2. Recap and demonstrate uses for what's been learned.</li></ol>  |

This lesson structure should be followed step-by-step from start to finish. Steps B1 through B4 will be frequently repeated, as the subject matter will be offered in small chunks (B1).

This means there will be many points at which the student might need some help (B2).

This also means that during a class, students will learn multiple techniques they can demonstrate (B3), to which the instructor should respond with approval or corrective comments as needed (B4).

On the next page you will see the **lesson structure** again, this time expanded with extra information to clarify the content of and "why" behind each step. This structure will also be followed in explaining the details for the seven class meetings later in this manual. You can split the lessons which cover a longer chapter if needed. You may wish to handle the material in these chapters in separate sessions. Or you can combine some lessons if you want to.

Plan to use the available class time as follows:

- Introduction 10-15%
- Instruction 60-70%
- Conclusion 20-25%

## Lesson Structure

### A Introduction **1. Make sure the students are ready for class to begin.**

The instructor can ask for silence, close the door, write an announcement on the board, or in some other way draw attention to the coming lesson.

### **2. Explain this lesson's objectives.**

It is important for both student and instructor to know exactly what a lesson's desired results are. The student's work attitude, for example, depends upon whether he needs to recognize, commit to memory, or apply the material being presented.

Simply listing the subjects that will be covered is not enough. The instructor must explain them in recognizable terms.

### **3. Review any necessary background knowledge.**

At the start of each lesson, the instructor should make sure the new information will connect to and build upon previously acquired concepts and skills. In order to do so, the instructor must first help the students recall (activate) the relevant knowledge.

### B Instruction **1. Present the subject matter.**

The heart of the learning process is the offering of information by the instructor or by the textbook.

### **2. Help the students learn the material.**

The instructor doesn't stand at the front of the class during the learning process, but rather moves around, observing the students' activities and offering support where necessary. The didactic approach being applied can be characterized as guided experiential learning.

### **3. Have the students demonstrate the requested techniques.**

The point here is not to check whether students have done their homework, but rather to provide an opportunity for practicing the desired (final) techniques. Specific questions will give the students the opportunity to demonstrate to themselves and to the instructor that they understand or can apply the information.

### **4. Give feedback on the demonstrations.**

It's instructive and reinforcing to provide students with feedback on their demonstrations of what they've learned.

Feedback on a student's execution of techniques often occurs naturally: it either works or it doesn't. In any case, feedback should provide information about correct execution of the techniques that are visible during the learning process.

**C Conclusion 1. Assess the final results of the learning process.**

The point of this step is to determine whether the student has accomplished the educational objectives, and whether he can execute the desired techniques with confidence. There are various forms of testing available for this: completing an exercise, for example, or answering questions. They don't all have to be given at the same time. Naturally, the tests should be tailored to the stated educational objectives.

**2. Recap and demonstrate uses for what's been learned.**

This last step is focused on helping the material sink in for the long term. As a result, this information should bridge multiple lessons and focus on making connections among different topics.

## 2. Previous Knowledge

If you want to use this book, your students will need some basic computer skills. If they do not have these skills, it is a good idea to read one of the following books first:

**Windows 10 for the Beginning Computer User** - ISBN 978 90 5905 461 5

[www.visualsteps.com/windows10senior](http://www.visualsteps.com/windows10senior)

**Windows 10 for SENIORS** - ISBN 978 90 5905 451 6

[www.visualsteps.com/windows10](http://www.visualsteps.com/windows10)

**Windows 8.1 for SENIORS** - ISBN 978 90 5905 118 8

[www.visualsteps.com/windows8](http://www.visualsteps.com/windows8)

**Windows 7 for SENIORS** - ISBN 978 90 5905 126 3

[www.visualsteps.com/windows7](http://www.visualsteps.com/windows7)

**Mac OS X Yosemite for SENIORS** - ISBN 978 90 5905 360 1

[www.visualsteps.com/macyosemite](http://www.visualsteps.com/macyosemite)

A complete catalog of all of our books can be found at our website:

**[www.visualsteps.com](http://www.visualsteps.com)**

## 3. General

**Technical matters** such as proper installation of *Windows 10*, *8.1*, *7* or *Vista* and an active Internet connection are essential for this course.

This book can also be used on a Mac computer. You will see slightly different windows than the ones shown in the book. Always look for a comparable button, option or function that is being discussed or explained in the text. When using *WordPress* on a Mac it is recommended that your website is hosted by a hosting provider that supports *WordPress*. Configuring a *WordPress* website on a Mac that is hosted by a provider that does not support *WordPress* as a standard (see *section 1.5 Setting Up Your Web Space with a Regular Provider* up to and including *section 1.11*

*Teachers' Manual for Creating a website with WordPress*, ISBN 978 90 5905 422 6 -

©2015 Studio Visual Steps /  Visual Steps <sup>TM</sup>

*Installing WordPress*) is very different from the examples shown in this book. The hosting provider may offer additional information regarding *WordPress* support. You can also find more information on the *WordPress* website.

In order to work with this book and *WordPress* you will need an active Internet connection. You will also need the FTP program *FileZilla* and web space by a hosting provider. You can read more about this in *Chapter 1 Starting with WordPress*.

## 4. Lesson Plan

There are six lessons, covering Chapters 1 through 6.

**Lesson 1** Chapter 1 Starting with WordPress

**Lesson 2** Chapter 2 Setting Up WordPress

**Lesson 3** Chapter 3 Working with Themes

**Lesson 4** Chapter 4 Adding Content to Your Website

**Lesson 5** Chapter 5 Adding Extra Components

**Lesson 6** Chapter 6 More Useful Plugins

If desired, you can split or combine lessons and/or prolong lessons.

## First Meeting

### A Introduction 1. Make sure the students are ready for class to begin.

See the general lesson structure.

### 2. Explain this lesson's objectives.

**Present the following information first, writing the words in bold somewhere in large letters so that everyone can see them well (on a blackboard, for example).**

The **WordPress** program was originally intended for creating and maintaining *blogs*. A blog is a kind of diary, where users can share their experiences, thoughts, and feelings with others. In the meantime, the need to create a website has become increasingly urgent. *WordPress* has been adapted over the years, in order to turn it into a program with which you can easily build and maintain a website with little technical knowhow.

*WordPress* is actually a **Content Management System (CMS)**. A Content Management System is a system that lets you manage the content of a website. If you wanted to create or maintain a website starting from scratch, you would need to be adept at several programming languages such as *HTML*, *JavaScript* or *PHP*. You would enter the program code one line at a time by hand. This code tells your Internet browser, for example, *Internet Explorer*, just how the website needs to look. With *WordPress* you build and edit the website by using links and editing boxes, without having to change anything in the code. It is a lot like filling in a form. This way, it is easier for you to focus on the appearance and content of the website, without needing to worry about the code.

Before you can start working with *WordPress*, you will need to **set up** the program. You will need to acquire some **web space** from a *hosting provider*, for example. A **hosting provider** rents web space. You can upload your website to this space. Other people will then be able to visit your website on the Internet.

The web space is also used for working with the *WordPress* program itself. Contrary to most other programs, you do not work with *WordPress* on your computer, but directly online. This means that *WordPress* must be installed on the web space provided by your hosting provider, instead of on your computer.

**In this lesson, you'll learn:**

**(also write this somewhere that's easy for the students to read)**

- how *WordPress* works;
- what you need to use for *WordPress* and your website;
- how to set up your web space;

- how to download and unzip *WordPress*;
- how to adjust the configuration file for *WordPress*;
- how to set up *FileZilla*;
- how to upload *WordPress* to your web space;
- how to install *WordPress*;
- how to view the *WordPress* home website.

**3. Review any necessary background knowledge.**

Since this is the first class, you can't refer back to previous classes.

**B Instruction 1. Present the subject matter.**

Pages 17-63.

**2. Help the students learn the material.**

See the general lesson structure.

**3. Have the students demonstrate the requested techniques.**

See the general lesson structure.

**4. Give feedback on the demonstrations.**

See the general lesson structure.

**C Conclusion 1. Assess the final results of the learning process.**

Briefly discuss any frequently occurring problems you observed during B Instruction.

**2. Recap and demonstrate uses for what's been learned.**

Go back to the objectives and read them out loud again. Encourage the students to practice the information and skills they've learned at home.

**Extra material** Background information and Tips on pages 64-70.

## Second Meeting

### A Introduction 1. Make sure the students are ready for class to begin.

See the general lesson structure.

### 2. Explain this lesson's objectives.

**Present the following information first, writing the words in bold somewhere in large letters so that everyone can see them well (on a blackboard, for example).**

Once *WordPress* is installed, you can start building a website right away, if you want. But it is wiser to view the **WordPress settings** beforehand and adjust them, if necessary. All of the settings can be accessed through the **Dashboard**.

It is a good idea to become thoroughly acquainted with the Dashboard. You can view information about the kinds of settings that are possible. One of the main settings allows you to enter the title of your website, for example. You can also set the time zone for the time that is displayed on the website.

The **write settings** are especially important if you want to publish your website as a *blog*. Here you can determine how you would want to post your own messages on your blog, for instance.

The **read settings** determine how the messages on the website are displayed, and whether your website can be found by search engines such as *Google*. If you want your visitors to be able to post comments on your website, you can enable the necessary settings.

The **media settings** allow you to control how different types of media files, such as photos and videos, are displayed.

There are also settings for the so-called **permalinks**. These are the web addresses for the pages of your website. You can decide how these addresses are to be displayed. You will also find helpful advice about what the best options are.

Along with yourself, you can also add other users that will be authorized to edit your website. All of these things will be explained in this lesson.

**In this lesson, you'll learn how to do the following:  
(also write this somewhere that's easy for the students to read)**

- log on to *WordPress*;
- work with the Dashboard;
- enter the general settings;
- enter the write and read settings;



- enter discussion settings;
- enter media settings;
- enter permalink settings;
- enter user settings;
- manage users.

### **3. Review any necessary background knowledge.**

Briefly review the material from the previous class, for instance:

- how *WordPress* works;
- what you need to use for *WordPress* and your website;
- how to set up your web space;
- how to download and unzip *WordPress*;
- how to adjust the configuration file for *WordPress*;
- how to set up *FileZilla*;
- how to upload *WordPress* to your web space;
- how to install *WordPress*;
- how to view the *WordPress* home website.

#### **B Instruction 1. Present the subject matter.**

Pages 71-99.

#### **2. Help the students learn the material.**

See the general lesson structure.

#### **3. Have the students demonstrate the requested techniques.**

See the general lesson structure.

#### **4. Give feedback on the demonstrations.**

See the general lesson structure.

#### **C Conclusion 1. Assess the final results of the learning process.**

Briefly discuss any frequently occurring problems you observed during B Instruction.

#### **2. Recap and demonstrate uses for what's been learned.**

Go back to the objectives and read them out loud again. Encourage the students to practice the information and skills they've learned at home.

**Extra material** Background information and Tips on pages 100-102.

## Third Meeting

### A Introduction 1. Make sure the students are ready for class to begin.

See the general lesson structure.

### 2. Explain this lesson's objectives.

**Present the following information first, writing the words in bold somewhere in large letters so that everyone can see them well (on a blackboard, for example).**

Once you have *WordPress* correctly installed and set up, you can begin to **build** your **website**. The default method of building a website in *WordPress* is to use a *theme*. A **theme** is a **ready-made template** for a website. It contains all the information about the layout and formatting. If you use a theme, you will not need to build the website from scratch.

Usually a theme will already contain some sample text and images. You can easily **replace** these items with your own **text** and **images**. There are many elements in a theme that can be changed according to your own preferences. For example, you can **choose** different **colors** and **adjust** the **layout** of the pages. The options may vary according to the theme selected. By using a theme as a basis, you can build your own website very quickly.

*WordPress* makes it easy for you to find themes that match the category or type of website you want to build. By using the search function you can quickly **find** the appropriate **themes**. Then you can easily install a theme and use it for your website. You can also try out a new theme without too much trouble. In this way, you can quickly restyle your website and give it a whole new look without having to convert or transfer the content.

**In this lesson, you'll learn how to do the following:  
(also write this somewhere that's easy for the students to read)**

- find a theme;
- install a theme;
- change a theme;
- delete a theme;
- set up a theme;
- edit the header.

### 3. Review any necessary background knowledge.

Briefly review the material from the previous class, for instance:

- log on to *WordPress*;

- work with the Dashboard;
- enter the general settings;
- enter the write and read settings;
- enter discussion settings;
- enter media settings;
- enter permalink settings;
- enter user settings;
- manage users.

**B Instruction 1. Present the subject matter.**

Pages 103-137.

**2. Help the students learn the material.**

See the general lesson structure.

**3. Have the students demonstrate the requested techniques.**

See the general lesson structure.

**4. Give feedback on the demonstrations.**

See the general lesson structure.

**C Conclusion 1. Assess the final results of the learning process.**

Briefly discuss any frequently occurring problems you observed during B Instruction.

**2. Recap and demonstrate uses for what's been learned.**

Go back to the objectives and read them out loud again. Encourage the students to practice the information and skills they've learned at home.

**Extra material** Background information and Tips on pages 138-140.

## Fourth Meeting

### A Introduction 1. Make sure the students are ready for class to begin.

See the general lesson structure.

### 2. Explain this lesson's objectives.

**Present the following information first, writing the words in bold somewhere in large letters so that everyone can see them well (on a blackboard, for example).**

If you have installed a theme, some of the elements have already been filled in with sample text or images. Along with the header, the website that uses this theme may also display sample text, images, hyperlinks, and sometimes even other elements. Some themes only use a single sample page, but other themes may have multiple pages.

The good thing about these sample pages is, that you can immediately see what the web page will look like, with regard to the layout and formatting. On the other hand, when you are building a regular website, it is a disadvantage that *WordPress* is primarily directed at building blogs. This is demonstrated for instance, by the fact that a few of the default themes have a sample page with a message on which visitors can add comments. You will usually just want to place your own text on a regular web page.

To do this you can **convert** the sample page to a **static page**. This will create a **welcome page** or starting page for your website. Then you can **add text, images, and hyperlinks** to this page. Once you have done this, you can add additional **new pages** and extend your website further. You can add and edit text and images, and insert **hyperlinks**. By filling in the boxes (or fields) within the *WordPress* editor you can determine how the various elements on a web page are displayed.

In order to connect all the web pages together in a logical way, you can use a **menu**. This menu contains all the pages of your website, and enables a visitor to quickly reach the page he or she wants to visit.

**In this lesson, you'll learn how to do the following:  
(also write this somewhere that's easy for the students to read)**

- create and publish a new page;
- add and edit text;
- add a hyperlink to a text;
- set the home page;
- edit and delete a page;

- add and edit an image;
- work with menus.

### **3. Review any necessary background knowledge.**

Briefly review the material from the previous class, for instance:

- find a theme;
- install a theme;
- change a theme;
- delete a theme;
- set up a theme;
- edit the header.

#### **B Instruction 1. Present the subject matter.**

Pages 141-190.

#### **2. Help the students learn the material.**

See the general lesson structure.

#### **3. Have the students demonstrate the requested techniques.**

See the general lesson structure.

#### **4. Give feedback on the demonstrations.**

See the general lesson structure.

#### **C Conclusion 1. Assess the final results of the learning process.**

Briefly discuss any frequently occurring problems you observed during B Instruction.

#### **2. Recap and demonstrate uses for what's been learned.**

Go back to the objectives and read them out loud again. Encourage the students to practice the information and skills they've learned at home.

**Extra material** Background information and Tips on pages 191-200.

## Fifth Meeting

### A Introduction 1. Make sure the students are ready for class to begin.

See the general lesson structure.

### 2. Explain this lesson's objectives.

**Present the following information first, writing the words in bold somewhere in large letters so that everyone can see them well (on a blackboard, for example).**

You can create a good basic website with the themes you find in *WordPress*. But if you add some additional components, called **widgets** and **plugins**, you can extend the *WordPress* interface and your website to give them extra functionality.

A widget is a special component that can be added to the so-called **sidebar** of your website. The sidebar is a column that is displayed at the top, bottom, left or right of a web page. The exact placement of the sidebar depends on the theme you use. There are widgets available for all sorts of functions. For instance, there are **widgets** to display a **calendar** or an additional menu in the sidebar. A theme will often include a number of widgets that you can use right away. There are also some widgets provided by *WordPress* itself. You can search the *WordPress* website for other widgets.

Plugins also add extra functionality to your website and they are usually much more extensive than widgets. They can sometimes be used in other locations of your website, not just in the sidebar. There are special plugins that can secure your website and other plugins that let you add a complete webshop to your website. Some of the themes already contain plugins, and *WordPress* itself has some plugins too. You can **search** the large number of **plugins** on the *WordPress* website and find one or more that are suitable for your own website.

There are some plugins that will let you add a *photo gallery* to your website. A **photo gallery** can display multiple thumbnail images on a single page. If you click the thumbnail, you will see a larger version of the image.

**In this lesson, you'll learn how to do the following:  
(also write this somewhere that's easy for the students to read)**

- install a widget;
- find a plugin;
- install a plugin;
- create a photo gallery.

**3. Review any necessary background knowledge.**

Briefly review the material from the previous class, for instance:

- create and publish a new page;
- add and edit text;
- add a hyperlink to a text;
- set the home page;
- edit and delete a page;
- add and edit an image;
- work with menus.

**B Instruction 1. Present the subject matter.**

Pages 201-216.

**2. Help the students learn the material.**

See the general lesson structure.

**3. Have the students demonstrate the requested techniques.**

See the general lesson structure.

**4. Give feedback on the demonstrations.**

See the general lesson structure.

**C Conclusion 1. Assess the final results of the learning process.**

Briefly discuss any frequently occurring problems you observed during B Instruction.

**2. Recap and demonstrate uses for what's been learned.**

Go back to the objectives and read them out loud again. Encourage the students to practice the information and skills they've learned at home.

**Extra material** Background information and Tips on pages 217-218.

## Sixth Meeting

### A Introduction 1. Make sure the students are ready for class to begin.

See the general lesson structure.

### 2. Explain this lesson's objectives.

**Present the following information first, writing the words in bold somewhere in large letters so that everyone can see them well (on a blackboard, for example).**

In the previous lesson you were introduced to a couple of handy plugins that are available in *WordPress*. There are many more plugins that can be downloaded and used for various other functions. In this lesson you will get acquainted with some additional plugins that are very popular and frequently used by other websites.

You can **add** other types of media to your website such as **video** and **audio files**. You do this by adding a hyperlink to the web page or by using the so-called **embedded function**. Embedded means that the video is added directly to the page. It can then be played right from the same page. The user will not need to navigate to a page on another website (such as *YouTube*) by following a hyperlink. *WordPress* has a function with which you can embed videos.

**Forms** consist of boxes (called fields) that can be filled in, and other elements that will let a visitor send information to you. It may just be a name and address, but can also include more extensive information.

Many menus have options that can be viewed right away. But there are also menus where the options are hidden until a menu item is clicked. Then the menu expands and the options become visible. This type of menu is called a **dropdown menu**.

**Metatags** are keywords that are added to a web page to make it easier for search engines to find the web page. The metatags indicate what the subject of a website or a web page is. Some search engines use this information to determine whether the website is included in the search results.

A theme often uses a default font. By using a plugin you can use **various** other **fonts** for different elements on your web pages.

**In this lesson, you'll learn how to do the following:  
(also write this somewhere that's easy for the students to read)**

- add a video;
- add a form;



- add a dropdown menu;
- add metatags;
- change fonts.

### **3. Review any necessary background knowledge.**

Briefly review the material from the previous class, for instance:

- install a widget;
- find a plugin;
- install a plugin;
- create a photo gallery.

**B Instruction** **1. Present the subject matter.**  
Pages 219-248.

**2. Help the students learn the material.**  
See the general lesson structure.

**3. Have the students demonstrate the requested techniques.**  
See the general lesson structure.

**4. Give feedback on the demonstrations.**  
See the general lesson structure.

**C Conclusion** **1. Assess the final results of the learning process.**  
Briefly discuss any frequently occurring problems you observed during B Instruction.

**2. Recap and demonstrate uses for what's been learned.**  
Go back to the objectives and read them out loud again. Encourage the students to practice the information and skills they've learned at home.

**Extra material** Background information and Tips on pages 249-252.

## 5. Other Course Material

Each Visual Steps book is also optimized for classroom use.

If you would like to be informed about the Visual Steps books, please sign up for the Visual Steps newsletter. Our newsletter will inform you about forthcoming books, additional chapter supplements, tips and tricks, special offers and more. Your details will not be used for any purpose other than to send you our newsletter and each newsletter contains a one-click link, allowing you to unsubscribe at any time.

Teachers' manuals will also become available for these books. For more information, please visit **[www.visualsteps.com/instructor](http://www.visualsteps.com/instructor)**