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Lesson 9: WordPress Advanced Formatting and Functions

INTRODUCTION

This lesson is an overview of several processes for upgrading your new **WordPress** site using:

- Themes
- Static Pages
- Child Pages
- Graphics
- Audio
- HTML Editing
- Fonts
- YouTube®
- Polls and Surveys
- Ecommerce
- Google® AdWords®

This lesson assumes the competencies gained in the previous lessons.

LESSON OBJECTIVES

By the end of this lesson, you will be able to:

- Locate and update Themes.
- Create Static Pages.
- Create Child Pages.
- Organize and display graphics.
- Install audio on pages and blog posts.
- Describe HTML Editing.
- Use specialized fonts.
- Link to YouTube® resources.
- Create basic polls and surveys.
- Describe Ecommerce and install an Ecommerce Plugin.
- Describe the purpose of Google® AdWords®.

LEARNING SEQUENCE



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Required Reading	<p>Read the following:</p> <p>Lesson 9: WordPress Advanced Formatting and Functions</p> <ul style="list-style-type: none"> • Creating a Static Front Page • Pages • WordPress Image Editor • WordPress Audio • SoundCloud Audio Player • SoundCloud • Dreamworld - Reflection - Symphony 40.ogg • HTML • Polls and surveys • Difference between a poll and a survey • E-commerce • WooCommerce video • Google® Ads AdWords®
Video Resources	<p>Watch the following:</p> <p>Static Pages Tutorial</p> <ul style="list-style-type: none"> • How to Use WordPress (4 of 7) - Creating a Static Page (4:57) • How to Use WordPress (5 of 7) - Create a Page for Blog Posts (7:39) <p>Graphics Tutorial</p> <ul style="list-style-type: none"> • How to Use WordPress (6 of 7) - Create & Upload a Photo Gallery (6:47) <p>Polls and Surveys Tutorial</p> <ul style="list-style-type: none"> • PollDaddy Video Tutorials <p>Google AdWords Informational Guide</p> <ul style="list-style-type: none"> • Google Ads Success Stories <p>E-commerce Tutorial</p> <ul style="list-style-type: none"> • WooCommerce



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Assignments	<p>Complete the following:</p> <ul style="list-style-type: none"> • Assignment 9a: Themes • Assignment 9b: Static Pages • Assignment 9c: Child Pages • Assignment 9d: Graphics • Assignment 9e: Audio • Assignment 9f: HTML Editing • Assignment 9g: Fonts • Assignment 9h: YouTube® • Assignment 9i: Polls and Surveys • Assignment 9j: Ecommerce • Assignment 9k: Google® AdWords® • Assignment 9l: Daily Post
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INSTRUCTION

In this lesson we will take a brief look at several options that are available to you for enhancing both the look and function of your website.

Many of the advanced features you might be interested in pursuing are beyond the scope of this class to implement. Some of the issues with these features include:

- Require prerequisites such as specific programming or Linux administration knowledge
- Require fees for service

This lesson will not be tutorial in the same way as previous lessons. The purpose of this lesson is to:

- introduce you to a concept
- lead you to a possible solution
- apply what you have learned to installing the solution in your website
- as appropriate: configure the solution *OR* be able to discuss the solution's application

You may feel like this Lesson is similar to a whirlwind vacation package:

"See Europe! Explore 10 countries in 10 days!"

Maybe not that bad, but we will only scratch the surface on these topics. But hopefully you will encounter something that will serve you in the future.



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Assignment 9a: Themes

You are well familiar with Themes. Previously you selected an initial Theme and then updated that Theme with a new Theme. A resource guide has been created to step you the process of using the Themes Directory in WordPress. Review the following tutorial to work through the steps needed to complete Assignment 9a: Themes.



Themes Tutorial



Turn in: A screen print of your **Themes** menu and a screen print of your Home page after activating your new **Theme**.

Assignment 9b: Static Pages

Blogs are characterized by a single page that changes with your posts – usually by your information scrolling down. A website is characterized by a home page that pretty much stays constant. A resource guide has been created to step you the process creating static pages in WordPress. Review the following tutorial to work through the steps needed to complete Assignment 9b: Static Pages.



Static Pages Tutorial



Turn in: A screen print of **About** page, **Blog** page, and your **Home** page.

Assignment 9c: Child Pages

You have probably heard someone say “drill down” when referring to getting to information in a website. Static pages are a very “horizontal” method of displaying your information. They are intended for their own stand-alone content. A resource guide has been created to step you the process creating child pages in WordPress. Review the following tutorial to work through the steps needed to complete Assignment 9c: Child Pages.



Child Pages Tutorial



Turn in: A screen print of **All Pages** screen, the **Me** page, and the **Purpose** page.

Assignment 9d: Graphics

Images are a huge part of any blog or website. You need to have a Plugin that will help you manage and display your images (graphics, clip art, etc.). A resource guide has been



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created to step you the process of incorporating graphics in WordPress. Review the following tutorial to work through the steps needed to complete Assignment 9d: Graphics.



Graphics Tutorial



Turn in: A screen print of your **Pictures gallery**.

Assignment 9e: Audio

There are a number of ways to install audio in your website. A resource guide has been created to step you the process of installing audio. Review the following tutorial to work through the steps needed to complete Assignment 9e: Audio.



Installing Audio Tutorial



Turn in: A screen print of your Plugin screen and a screen print of your **Blog page**.

Assignment 9f: HTML Editing

HTML stands for **H**ypertext **M**arkup **L**anguage. It is a programming language specifically designed for the web. Review the following tutorial to work through the steps needed to complete Assignment 9e: Audio.



HTML Editing



Turn in: A screen print of your **Plugin screen**. Write a 1-2 page paper based on your reading of the *Austin Community College HTML Basics* describing what HTML is used for and your impressions of HTML programming.

Assignment 9g: Fonts

You have probably noticed that there are no choices for changing the look of your text beyond basic formatting (e.g. bolding). You need a Plugin that will give you this capability. A resource guide has been created to step you the process of formatting and changing fonts. Review the following tutorial to work through the steps needed to complete Assignment 9g: Fonts.



Fonts Tutorial



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Turn in: A print screen of your **Home page**.

Assignment 9h: YouTube®

As you know, **YouTube.com**® has become the primary community warehouse for video resources. A resource guide has been created to step you the process of installing videos on YouTube® in order to make them available through your website. Review the following tutorial to work through the steps needed to complete Assignment 9h: YouTube®.



Installing Videos on YouTube® Tutorial



Turn in: A screen print of your **Blog page** showing your posted videos.

Assignment 9i: Polls and Surveys

[Polls and surveys](#) can provide a business with great feedback. You are targeting individuals who have chosen to visit your website - so there is something that has already attracted them to your website. But what is it that attracted them? A resource guide has been created to step you the process of incorporating polls and surveys to your website. Review the following tutorial to work through the steps needed to complete Assignment 9i: Polls and Surveys.



Polls and Surveys Tutorial



Turn in: A screen print of your **Poll** and a screen print of your **Survey**.

Assignment 9j: E-commerce

Think about how many businesses you know of and perhaps do business with on the internet. E-commerce is the name given to this type of business activity. Take a few minutes and read this Wikipedia article: [E-commerce](#). A resource guide has been created to step you the process installing an e-commerce product on your website. Review the following tutorial to work through the steps needed to complete Assignment 9j: E-commerce.



E-commerce Tutorial



Turn in: The screen print of **WooCommerce Settings**.



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Assignment 9k: Google® AdWords®

This assignment is informational only. Google® AdWords® is not a free service and if complete the process to activate it in your website you are likely to incur costs. For this assignment, review the following resource guide to complete Assignment 9k: Google® AdWords®.



Google® AdWords®



Turn in: Your 1-2 page report.

Assignment 9l: Daily Post

For now you will continue your Daily Posts on your NEW website.

- Sign into your WordPress website
- Post to your blog 5 days per week for the next two weeks. You are welcome to post every day.



Turn in: Email your instructor the name of this assignment and the complete blog address for this blog: Assignment 9l - website address.

PRACTICE

1. Create a new Survey that can be used on all of your websites.
2. Create a new Poll that can be used on all of your websites.
3. Add a new audio post to your blog.
4. Add a new static page to your website.

SUMMARY

So what should you take away from this lesson?

- You should be able to locate new Themes.
- You should be able to update your Theme.
- You should be able to create a Static Page.
- You should be able to create Child Pages.
- You should be able to organize and display graphics.



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- You should be able to install audio on pages and blog posts.
- You should be able to describe HTML Editing and what it is used for.
- You should be able to use a specialized font to change the appearance of text.
- You should be able to link to a YouTube® video.
- You should be able to create basic polls and surveys.
- You should be able to describe Ecommerce.
- You should be able to install an Ecommerce Plugin.
- You should be able to describe the purpose of Google® AdWords®.

ASSIGNMENTS

Note: Assignment details are located within the lesson.

1. Assignment 9a: Themes
2. Assignment 9b: Static Pages
3. Assignment 9c: Child Pages
4. Assignment 9d: Graphics
5. Assignment 9e: Audio
6. Assignment 9f: HTML Editing
7. Assignment 9g: Fonts
8. Assignment 9h: YouTube®
9. Assignment 9i: Polls and Surveys
10. Assignment 9j: Ecommerce
11. Assignment 9k: Google® AdWords®
12. Assignment 9l: Daily Post

