



# What is WordPress?

WordPress is a web application.  
Specifically, it's a blog engine.

There are other blog engines which include  
Blogger, Tumblr, Medium, Ghost, Squarespace.

WordPress is the most popular.

# What are applications?

What are some examples of desktop applications? What do you use?



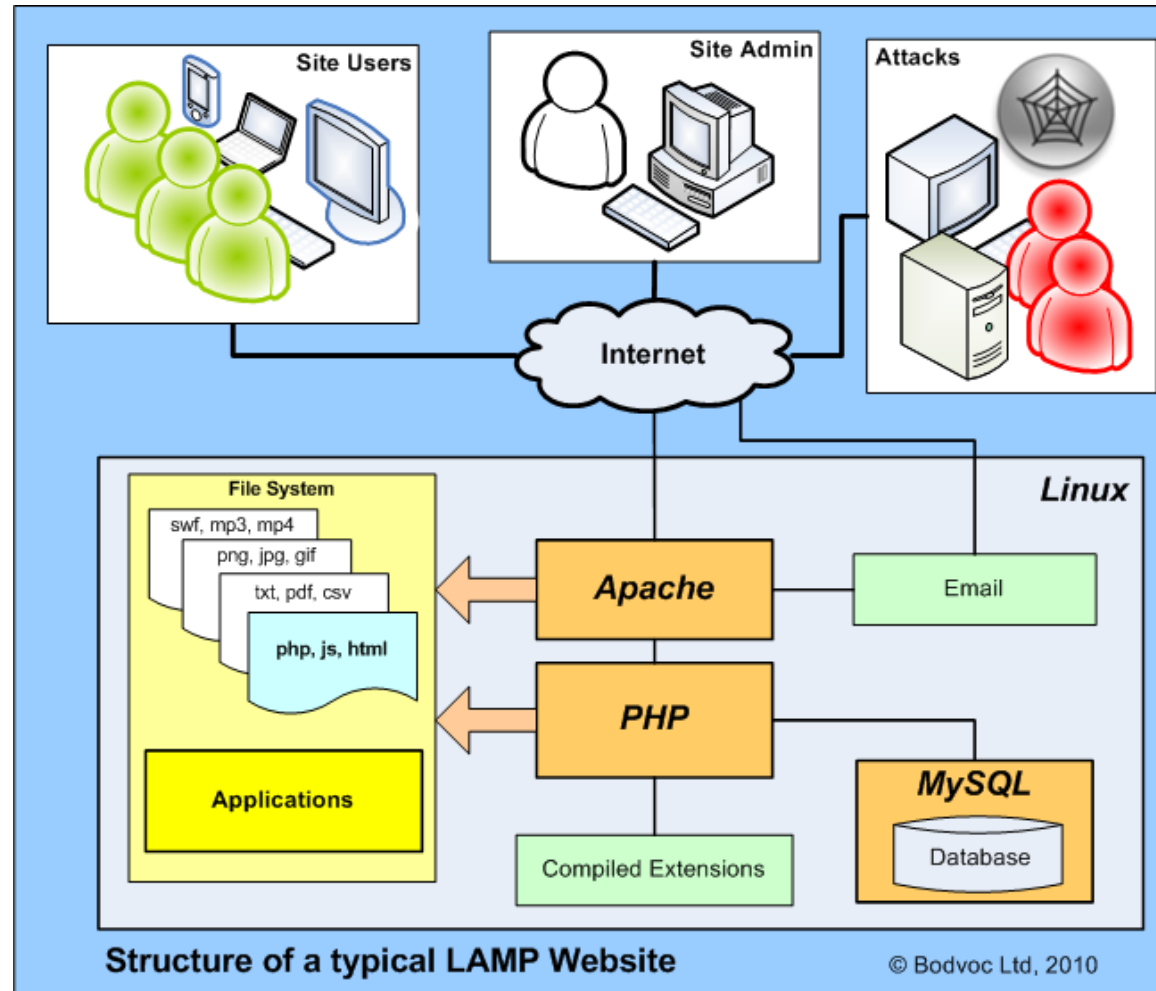
# What is a web application?

It's an application that runs on a server instead of a desktop or laptop.


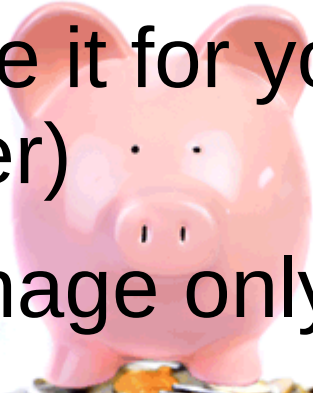

Web servers use their own set of software. Instead of a graphical interface, they present web pages and services. Here are some examples of software that runs on web servers.



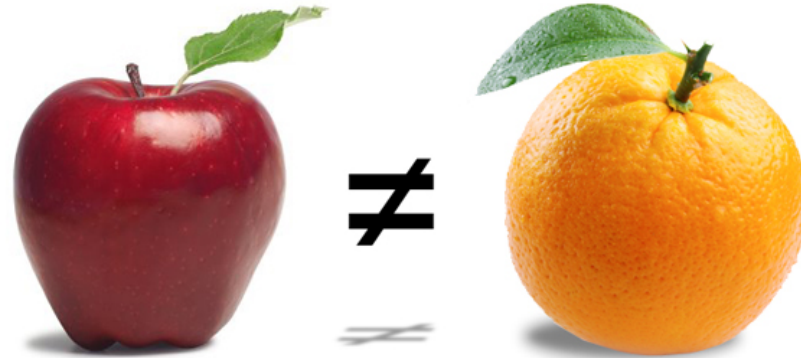
# Web application overview



# Who manages this?

- **You** can go to [wordpress.org](https://wordpress.org), download the software and manage it all **yourself** (full-on geek) 
- You can pay someone to manage it for you (hire a contractor / web developer) 
- You can pay for hosting and manage only the non-geek stuff 

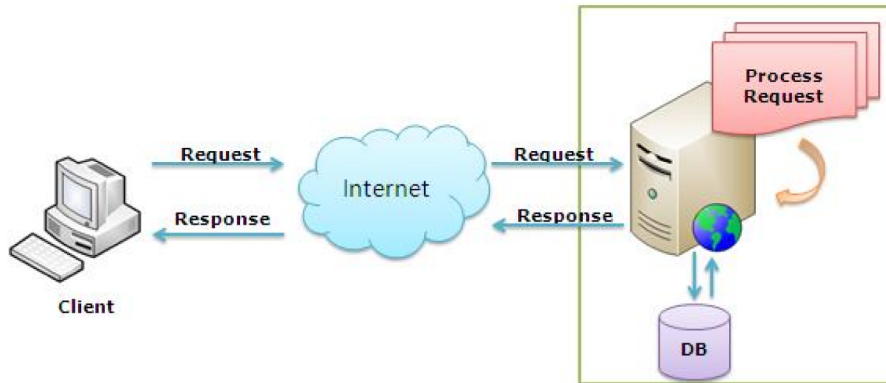
# Apples and Oranges



- [wordpress.org](https://wordpress.org) is where they develop and maintain the WordPress software. You can download it and do what you want with it.
- [wordpress.com](https://wordpress.com) is a hosting service. They manage the LAMP server *and* the WordPress application.

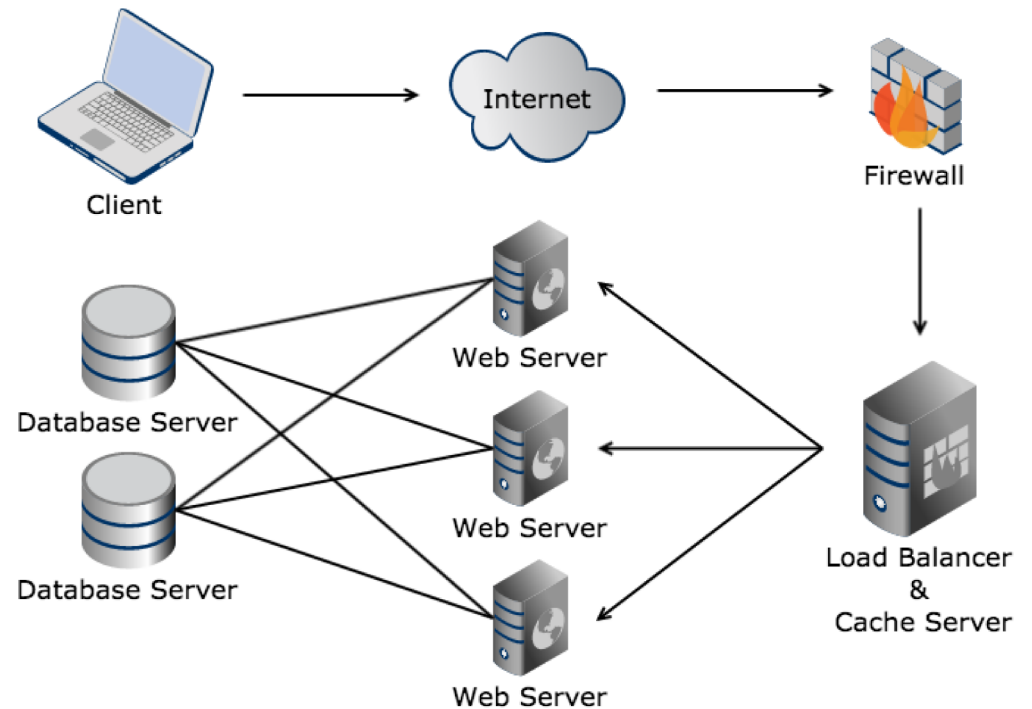
The real question about WordPress does not concern .com or .org. It's about where you will host it.

# What is hosting?



Traditionally, web hosting was just a server connected to the Internet.

But over the years, many things caused it to become more complicated. Security threats, higher use and web applications brought about a more complicated picture.



# What to look for

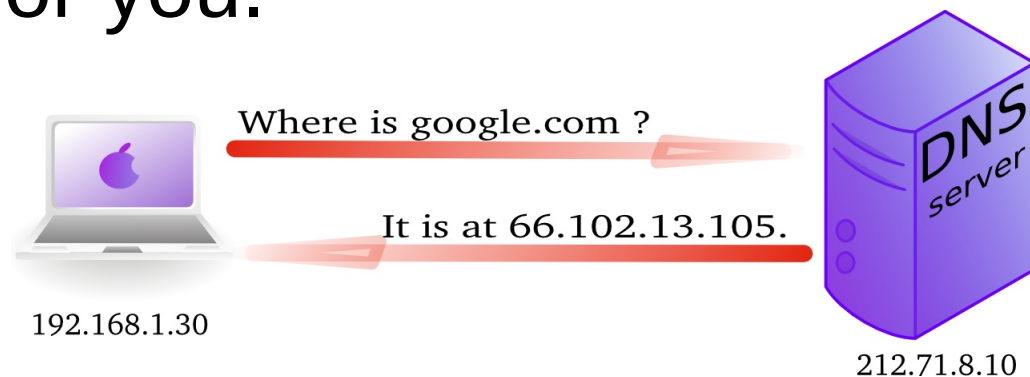
- CDN
- Backups
- Data transfer
- Uptime
- User reviews
- Easy install
- Auto updates
- Jetpack





# Custom Domain

- DNS – domain name system
- Free plan at [wordpress.com](https://wordpress.com) will give you [yourname.wordpress.com](https://yourname.wordpress.com)
- Better marketing is [www.yourname.com](https://www.yourname.com)
- Most hosting companies can also register your domain for you.





Free

\$0

*for life*

Get a free site and be on your way to publishing content in less than five minutes.

[Start with Free](#)



Personal

\$2.99

*per month, billed yearly*

**Best for Personal Use:**  
Boost your website with a custom domain name, and remove all WordPress.com advertising. Get access to high quality email and live chat support.

[Start with Personal](#)



Premium

\$8.25

*per month, billed yearly*

**Best for Entrepreneurs & Freelancers:**  
Build a unique website with advanced design tools, CSS editing, lots of space for audio and video and the ability to monetize your site with ads.

[Start with Premium](#)



Business

\$24.92

*per month, billed yearly*

**Best for Small Business:**  
Power your business website with unlimited premium and business theme templates, Google Analytics support, unlimited storage, and the ability to remove WordPress.com branding.

[Start with Business](#)



Free

\$0

*for life*



Personal

\$2.99

*per month, billed yearly*



Premium

\$8.25

*per month, billed yearly*



Business

\$24.92

*per month, billed yearly*

- ✓ wordpress.com subdomain
- ✓ Jetpack essential features
- ✓ Hundreds of free themes
- ✓ Basic design customization
- ✓ 3GB storage space

- ✓ All free features
- ✓ Custom domain
- ✓ 6GB storage space
- ✓ Remove ads

- ✓ All free features
- ✓ Custom domain
- ✓ 13GB storage space
- ✓ Remove ads
- ✓ Monetize your site
- ✓ VideoPress support

- ✓ All free features
- ✓ Custom domain
- ✓ Unlimited storage space
- ✓ Remove ads
- ✓ Monetize your site
- ✓ VideoPress support
- ✓ Google Analytics integration
- ✓ Remove wordpress.com branding



## StartUp

Crafted for a Great Start with WordPress

60% OFF THE REGULAR \$9.95/MO.

**\$3.95/mo.**

- ✓ One Website
- ✓ 10GB Web Space
- ✓ Suitable for ~ 10,000 Visits Monthly
- ✓ [Essential WordPress Features](#)

### Essential WordPress Features

- |                       |                      |
|-----------------------|----------------------|
| ✓ Free WP Install     | ✓ Free WP Transfer   |
| ✓ WP Auto-Updater     | ✓ WP-CLI available   |
| ✓ 4 Server Locations  | ✓ 99.9% Uptime       |
| ✓ Free Cloudflare CDN | ✓ Free SSLs & HTTP/2 |
| ✓ cPanel & SSH        | ✓ Free Daily Backup  |
| ✓ 24/7 WP Support     | ✓ Full SSD Storage   |
| ✓ Free Email Accounts | ✓ Unmetered Traffic  |
| ✓ Unlimited MySQL DB  |                      |



## GrowBig

Crafted for Easy WordPress Growth

60% OFF THE REGULAR \$14.95/MO.

**\$5.95/mo.**

- ✓ Multiple Websites
- ✓ 20GB Web Space
- ✓ Suitable for ~ 25,000 Visits Monthly
- ✓ [Essential WordPress Features](#)
- ✓ [Premium WordPress Features](#)

**GET STARTED**

[See Plan Details](#) →



## GoGeek

Crafted for Real WordPress Geeks

60% OFF THE REGULAR \$29.95/MO.

**\$11.95/mo.**

- ✓ Multiple Websites
- ✓ 30GB Web Space
- ✓ Suitable for ~ 100,000 Visits Monthly
- ✓ [Essential WordPress Features](#)
- ✓ [Premium WordPress Features](#)
- ✓ [Geeky WordPress Features](#)

**GET STARTED**

[See Plan Details](#) →

# **inmotion**<sup>®</sup> hosting

## LAUNCH

Great for Small Blogs

**\$5<sup>99</sup>**  
/mo.

~~\$7.99/month~~ **25% OFF!**

**FREE** Domain

**2** Websites

**Unlimited** Disk Space

**Unlimited** Bandwidth

**Unlimited** Email

[ORDER NOW](#)

## POWER

1<sup>st</sup> Choice for Small Business & Blogging

**\$7<sup>99</sup>**  
/mo.

~~\$9.99/month~~ **20% OFF!**

**FREE** Domain

**6** Websites

**Unlimited** Disk Space

**Unlimited** Bandwidth

**Unlimited** Email

**2x** Performance! [?](#)

[ORDER NOW](#)

## PRO

For Developers & Growing Businesses

**\$13<sup>99</sup>**  
/mo.

~~\$15.99/month~~ **12% OFF!**

**FREE** Domain

**Unlimited** Websites

**Unlimited** Disk Space

**Unlimited** Bandwidth

**Unlimited** Email

**4x** Performance! [?](#)

**Pro Level Support** [?](#)

[ORDER NOW](#)



# HostGator

- Owned and operated by the same parent company
- Bluehost has traditionally been the go-to host for WordPress
- One click WordPress install
- Easy updates
- In the last year, both have received consistently lower reviews
- Slow page loads
- Poor support (which only matters if you need it)
- Still a viable option?
  - Low traffic sites
  - Lowest price / best deal
  - Happy with essentials

	basic	plus most popular	prime
	normally <del>\$7.99</del> <b>\$2.95*</b> per month	normally <del>\$10.99</del> <b>\$5.45*</b> per month	normally <del>\$14.99</del> <b>\$5.45*</b> per month
	select	select	select
websites	1	unlimited	unlimited
website space	50 GB	unmetered	unmetered
bandwidth	unmetered	unmetered	unmetered
performance	Standard	Standard	Standard
included domains	1	1	1
parked domains	5	unlimited	unlimited
sub domains	25	unlimited	unlimited
email accounts	5	unlimited	unlimited
email storage	100 MB per account	unlimited	unlimited
marketing offers	—	\$200 included	\$200 included
	select	over \$24/yr in extras 1 SpamExperts	over \$80/yr in extras 1 SpamExperts 1 Domain Privacy SiteBackup Pro
	select	select	select

Also a fully managed WP plan for \$19.99/month

# Which way to go



- Are you a geek? Perhaps a VPS or shared hosting is the way to go.



- Non-geeky writer? A fully managed plan is best. Either pay someone to manage your shared hosting or use one of the plans at [wordpress.com](https://wordpress.com) or DreamPress.



# Backups

- You can download all of your pages and posts from within wordpress.
- You can download all of your media.
- Most hosting companies offer some form of automatic backup.



# Key questions to ask yourself

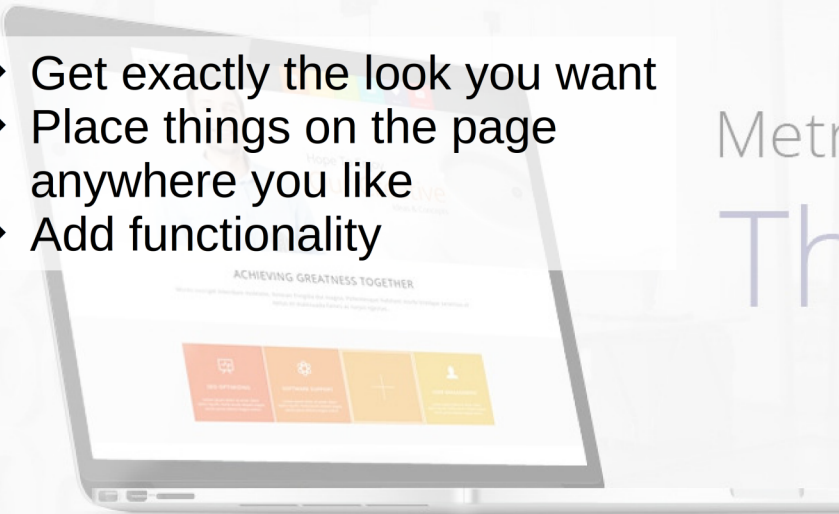
- Do you want a custom domain? e.g. [www.yourname.com](http://www.yourname.com) or are you happy with [yourname.wordpress.com](http://yourname.wordpress.com)?
- Do you care about ads? They don't hurt anything until they do.
- How much traffic do you expect?

Bottom line is there is no such thing as free. You will pay for it one way or another. Whether through ads, unprofessional domain names or other little things to damage your brand, you will pay for your hosting.

# Custom Themes/Plugins

## PROS

- Get exactly the look you want
- Place things on the page anywhere you like
- Add functionality



## CONS

- Maintenance is your responsibility
- Security is your responsibility
- You will have to check the theme/plugin for compatibility each time there is a wordpress update.
- Occasionally, things break. You need a plan for handling this on custom themes/plugins.

Pre-built themes and plugins are maintained by someone else and used by many people. They are customizable so they won't look exactly the same on every site. If you choose a good one, it upgrades along with WordPress.

### SOFTWARE SUPPORT

Cras auctor vel dui sed rhoncus. Sed urna ut purus vulputate ultricies. Quisque congue volutpat lorem

Cras auctor vel dui sed rhoncus. Sed urna ut purus vulputate ultricies. Quisque congue volutpat lorem

### CONCEPT DESIGN

Cras auctor vel dui sed rhoncus. Sed urna ut purus vulputate ultricies. Quisque congue volutpat lorem

### USER MANAGEMENT

Cras auctor vel dui sed rhoncus. Sed urna ut purus vulputate ultricies. Quisque congue volutpat lorem



<https://jetpack.com/>

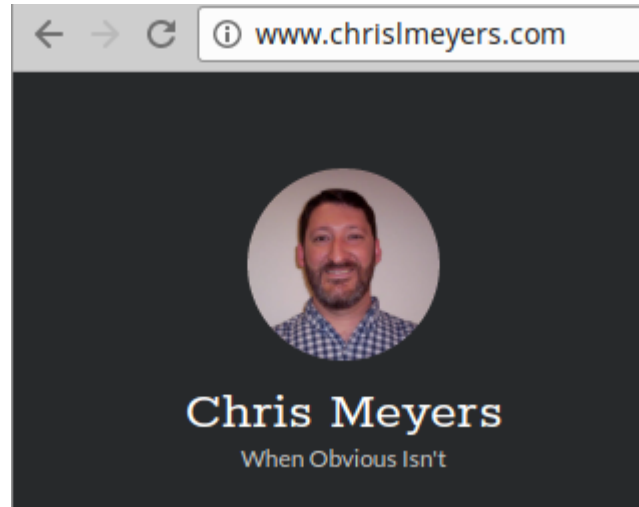
- ✓ Site stats
- ✓ Social sharing
- ✓ Search Engine Optimization (SEO)
- ✓ Security features
- ✓ Spam prevention
- ✓ Better content creation tools

# Choosing a Theme

- ✓ Responsive design – pages that change automatically from phone to tablet to computer screen
- ✓ Longevity – Has it been around for multiple versions of WordPress?
- ✓ Use – Are a lot of people using the theme?
- ✓ Free vs. Premium vs. Paid



I ♥ Free Stuff



All of the notes from this presentation will be available on my blog by the weekend. <http://www.chrislmeyers.com>