How do I create a website?

*Webdesign with Wordpress, Themes, Plugins*

What is WordPress?

WordPress is a CMS ("content management system"). It is software or a service for designing, editing and organising websites, apps and other digital content.

WP is open source and free of charge. Costs are incurred for the web server and a domain:

- The web server is the storage space for my website. It is offered by various companies and is referred to as "hosting".

- A domain is the address of my website, e.g. https://ileu.net
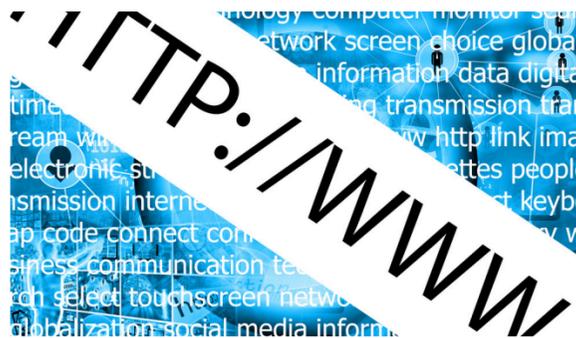
Which web server?

The basic version of WordPress is free. However, if I want to do more with my site or need it for work, there are many different pricing plans available. For this, I need a web server with hosting.

WordPress offers its own hosting service. Other secure and reliable web servers can be found online. Examples for german hosting services are:

> Wordpress by Strato

> Ionos

> SiteGround

You should find out online what a web server host offers and how much it costs.

Quelle: https://www.wphosting-testsieger.de/

How much does WordPress cost?

The costs for WordPress can vary greatly. Private users often only need a simple plan with few "tools".

These plans are billed monthly and can be paid for one or two years in advance. Taxes are added to this.

Companies and businesses have many possible applications and therefore often pay high rates.

We recommend the free plan to start with.

A domain is included in the paid plans.

What kind of website do I need?

- Corporate website: For companies, firms, self-employed persons, company presentations

- Portfolio: Artists, creative professionals, presentations

- Blog: Bloggers, companies, journalists, influencers

- Online shop: Companies, sales

- Web app: IT companies, provision, applications

What name should I choose for my website? The 5 Golden Rules

- Short & memorable: Max. 2–3 syllables, easy to pronounce ("meinverein.de" > "internationalfundingtrustcharityclub.de").

- Descriptive: Immediately conveys benefit/target ("backnang-fitness.de", "reiseblog-gabi.de").

- Search-engine friendly: Include key keywords ("ulm-yoga", "fitness-studio-munich").

- Technically clean: No umlauts like , special characters, max. 1 hyphen.

- .de for Germany: .de signals "local & trustworthy", .com feels more international.

How does the name get into the domain?

Check availability

Add to basket (WordPress, Strato, Ionos)
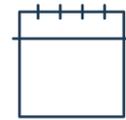
Observe domain protection

Attention: Name rights!!! Not every name may be used; many are subject to company or private law (Nike, Adidas, Danube Networkers).

Check whether and when the domain expires

Pay, connect to WordPress

website design

Every website has its own distinctive look and style – like a personal calling card. It should say something about the content, about you, your background and your target audience.

Why design matters

- First impression: 94% of users leave poorly designed websites within 10 seconds.
- Brand impact: Colours and fonts reflect your personality (e.g. blue/white for trust at ILEU, green for intergenerational issues).
- Senior citizens need large fonts/clear navigation, young people love animations and colourful accents.

Source: drweb.de

Let's start at the beginning...The "Dashboard"

At the top, you will find the domain of the page and a "+ New" button. This is an important field. You can use it to create new posts and pages.

You will be taken to the "Dashboard". It works like the dashboard in a car. It displays various functions and helps you to work with WordPress correctly.
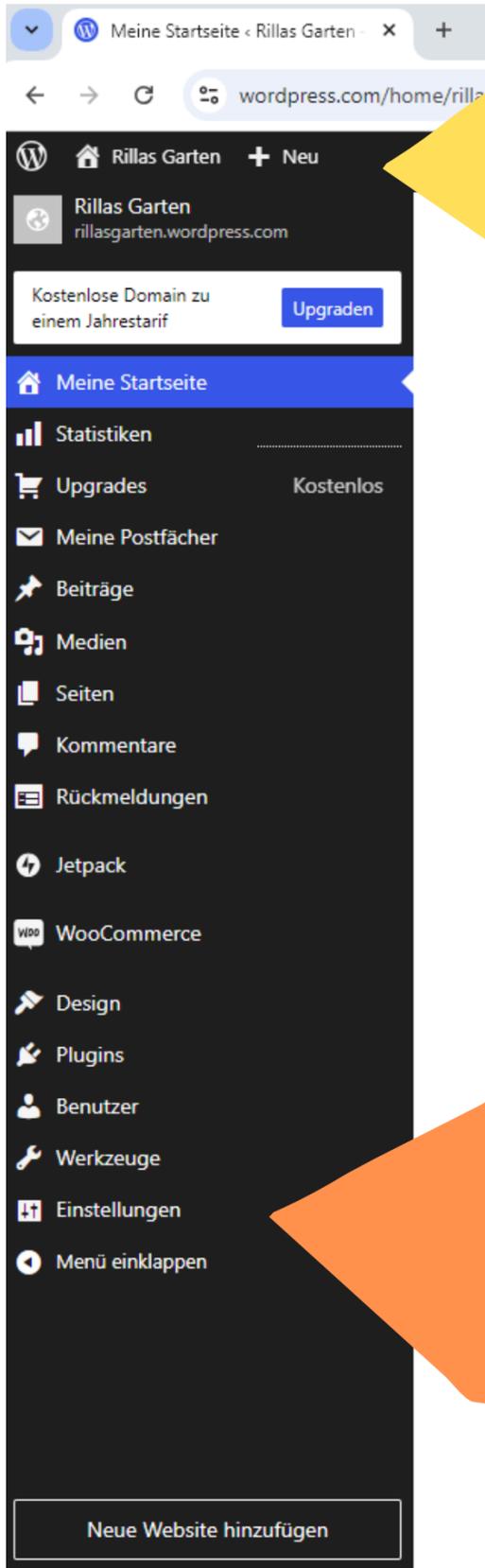
On the left are various functions

Screenshot content:

Meine Startseite ‹ Rillas Garten

wordpress.com/home/rilla

Rillas Garten + Neu

Rillas Garten
rillasgarten.wordpress.com

Kostenlose Domain zu einem Jahrestarif — Upgraden

- Meine Startseite
- Statistiken
- Upgrades — Kostenlos
- Meine Postfächer
- Beiträge
- Medien
- Seiten
- Kommentare
- Rückmeldungen
- Jetpack
- WooCommerce
- Design
- Plugins
- Benutzer
- Werkzeuge
- Einstellungen
- Menü einklappen

Neue Website hinzufügen

Wir haben den Reader v
Klicke auf das Brillensymbol, u

Nächste Schritte für deine Website — 0/4

E-Mail-Adresse bestätigen
Personalisiere deine Domain
Generiere Traffic für deine Website
3 Beiträge verfassen — 0/3

Tägliche Schreibanregung

Welchen Details deines Lebens könntest du mehr Aufmerksamkeit schenken?

Beiträge anzeigen

Antwort veröffentlichen

Ansehen

Rillas Garten
rillasgarten.wordpress.com

Quick Links
- Website bearbeiten
- Blogbeitrag schreiben
- Mit Blaze bewerben
- Kommentare verwalten
- Seite hinzufügen
- Domain hinzufügen
- Alle Domains verwalten
- WP-Admin-Dashboard
- Plugins entdecken
- Logo erstellen mit Fiverr

What are Plug-ins?

Plug-ins are software extensions that add specific features or functions to an existing program without changing the core application. They are like tools in a toolbox.
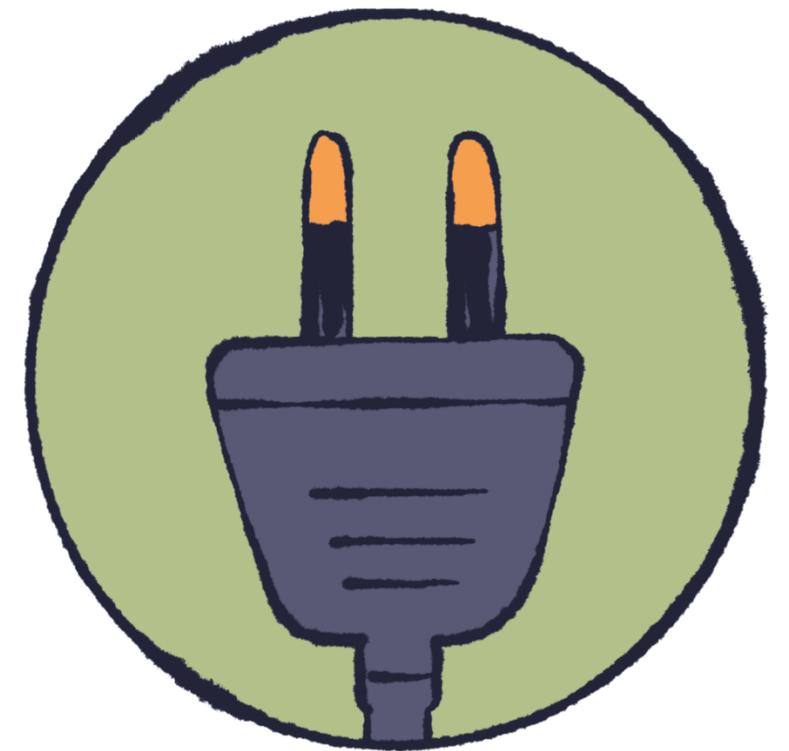
Key characteristics:
Installed into a host application
Extend or modify functionality
Often developed by third parties
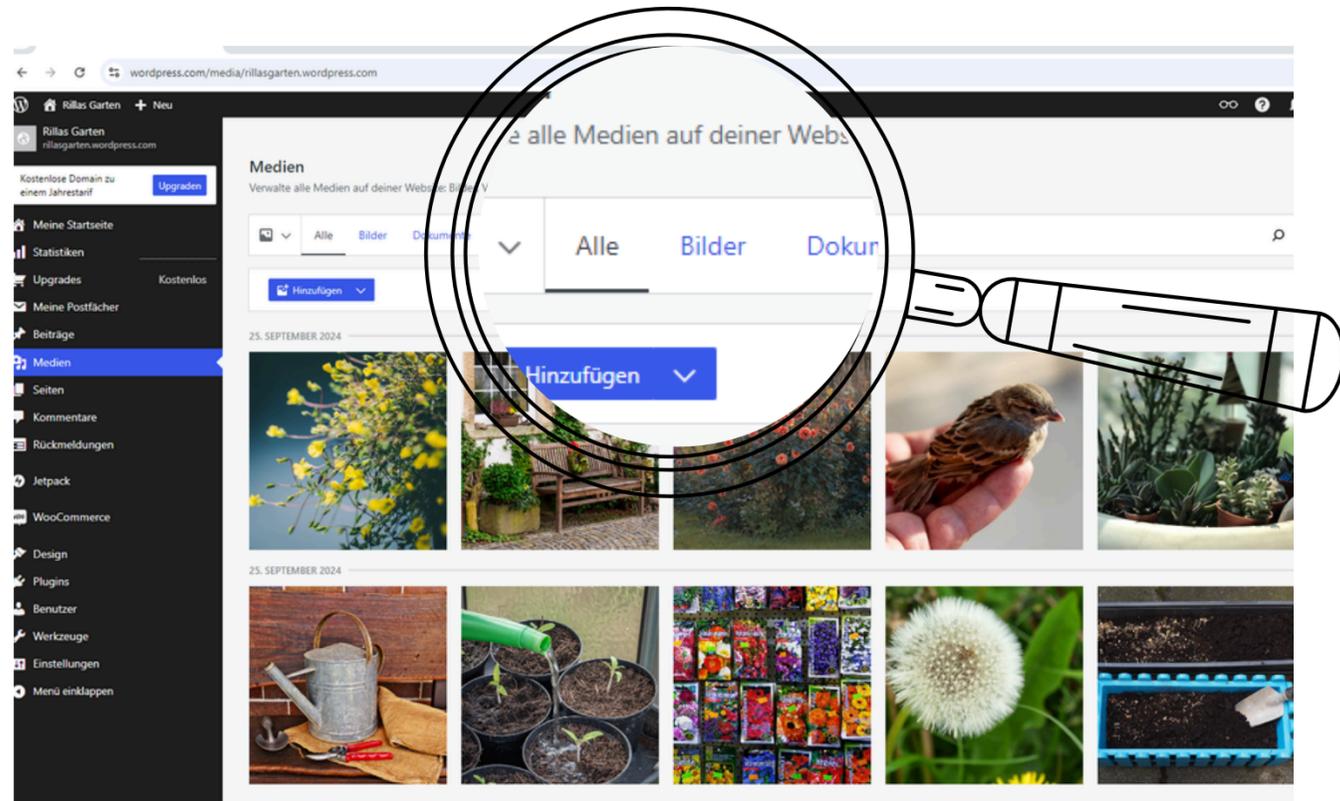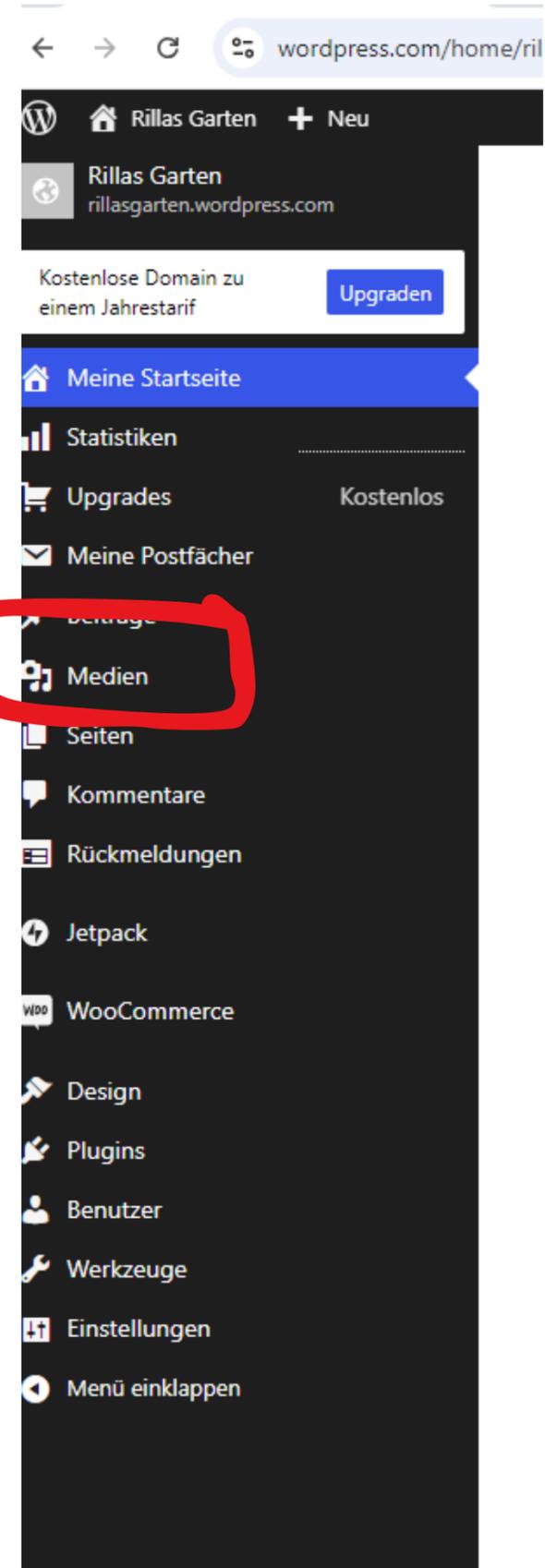Can usually be enabled or disabled as needed

Examples:
Browser extensions (e.g., ad blockers, password managers), guest-books, safety, design

A good website needs two things above all else: good text and good images.
They are stored in the media library. Click on 'Media'.
Here you can upload images that you can later 'incorporate' into your page.

It is best to have a folder with images prepared on your computer. You can have created these yourself or search the internet for suitable images. Save them in a folder on your computer or on a USB stick. Click on "Add"..

A window will open. Select the images you want to upload and click "Open". The images will then be copied to the media folder. You will then see your images in the folder. You can also upload videos and PDFs.
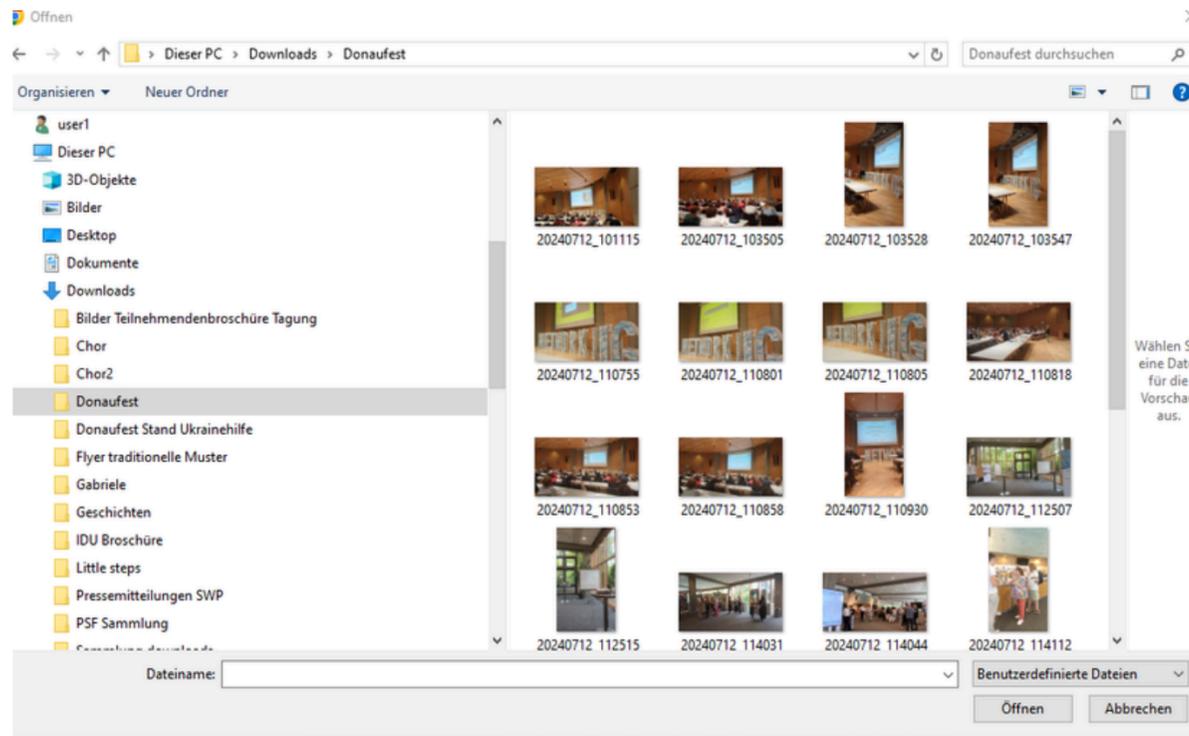

Please note: Videos take up a lot of storage space! It is better to store them on YouTube or Vimeo and then link to them.
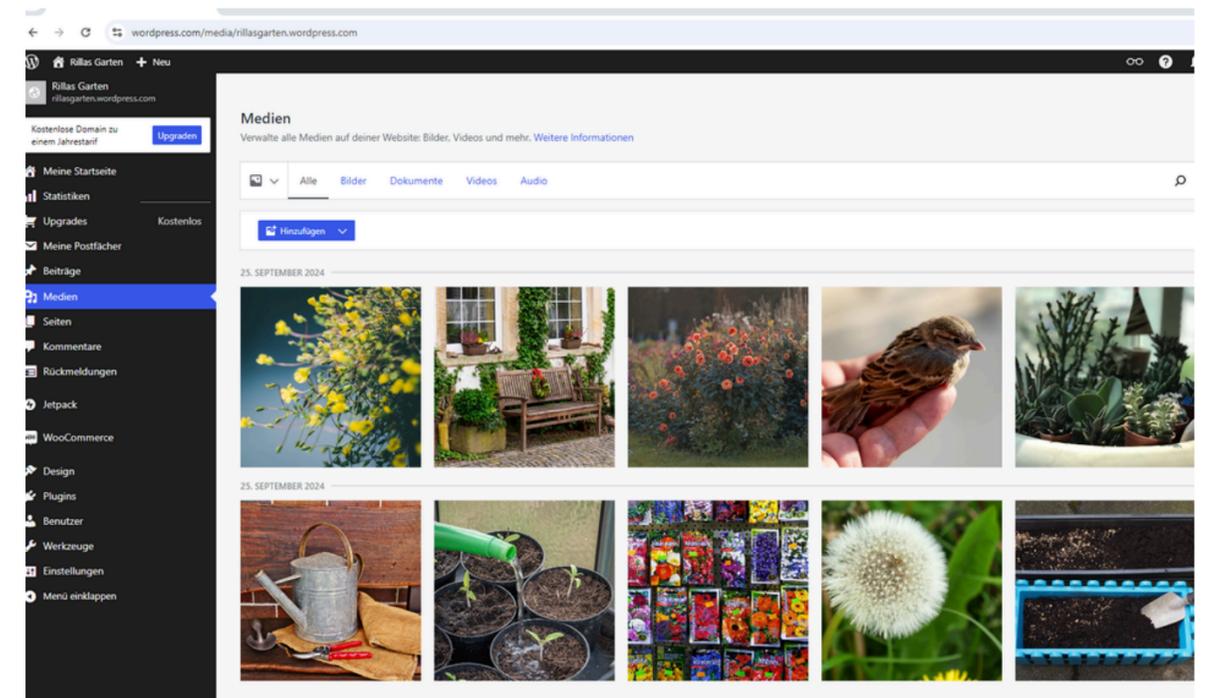
Images for my website – what do you need to bear in mind?

Germany and the EU have strict data protection and copyright laws. This means that you may only publish images that you have taken yourself or that come from websites that offer such images. Violating copyright law can be VERY expensive! There are heavy fines. It is therefore better to use private images or image databases.

Good image databases include Pexels, Upsplash and Pixaby. You can search for images there and download them. But even with these images, you should
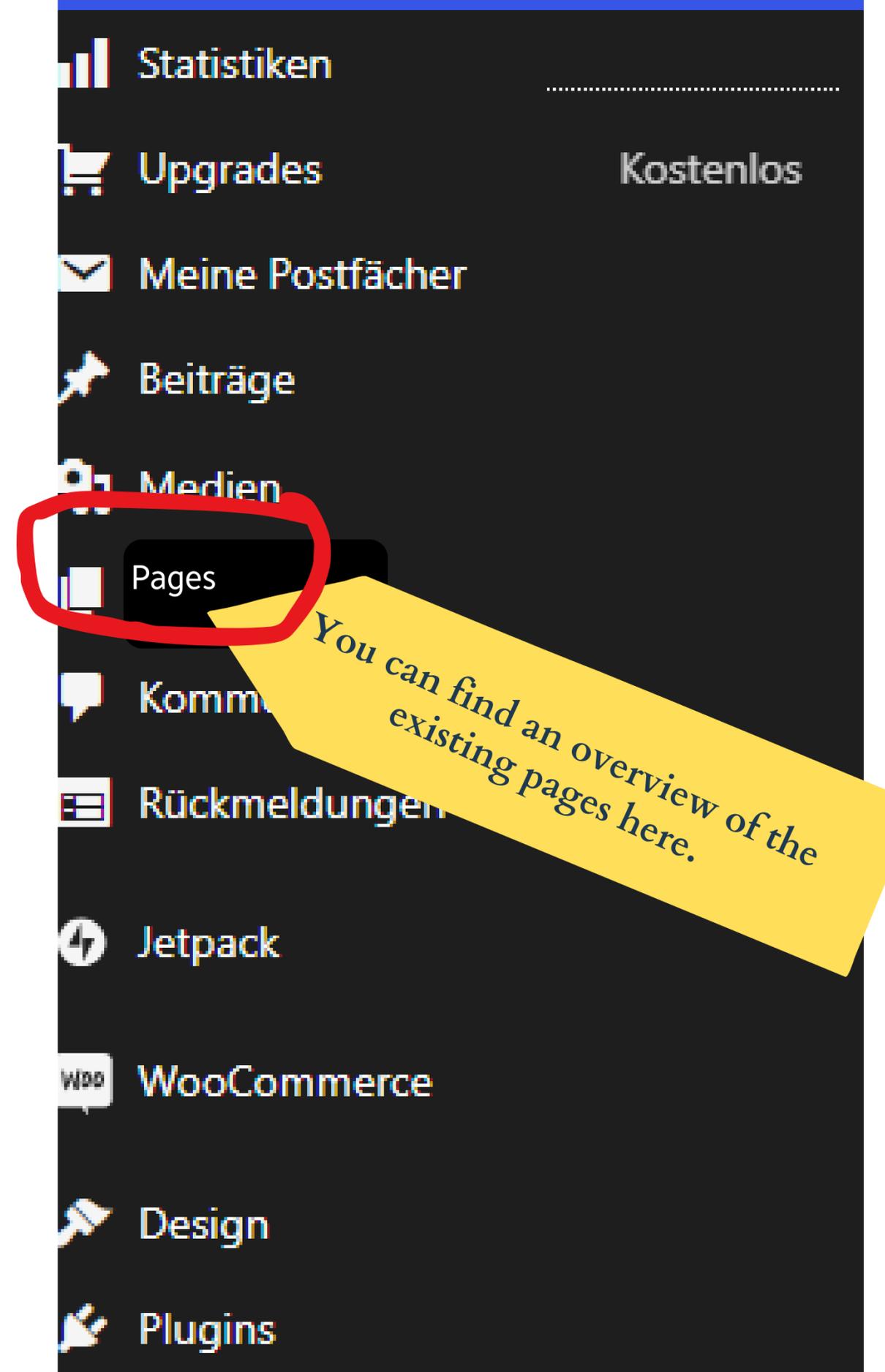
cite the source!
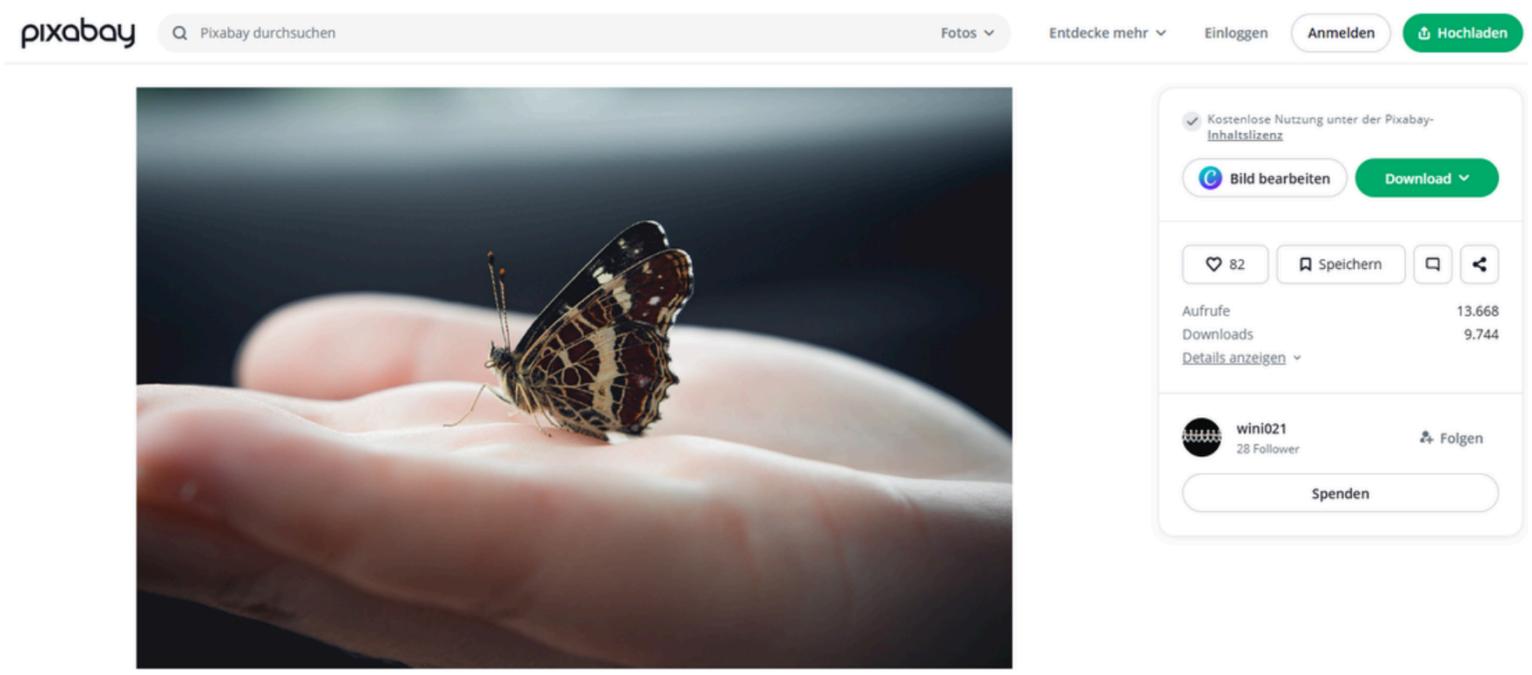
Your website needs pages and posts

What is the difference?

A "page" is like turning to a new chapter in a book. You don't need a date and they are static.
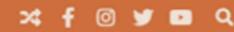
A "post" is best compared to a social media post on Facebook or Instagram. These are mainly used in blogs. They have a date and are displayed, for example, on the home page in a reverse chronological list.

Statistiken

Upgrades   Kostenlos

Meine Postfächer

Beiträge

Medien

Pages

Komm...

Rückmeldungen

Jetpack

WooCommerce

Design

Plugins

You can find an overview of the existing pages here.

Here you can see posts on a blog home page.

They are displayed with the date and name.

This is a typical "page".

They are static, but can be edited and changed.

Typical pages are:

• About
• Contact
• Home
• Image galleries
• Everything "official"
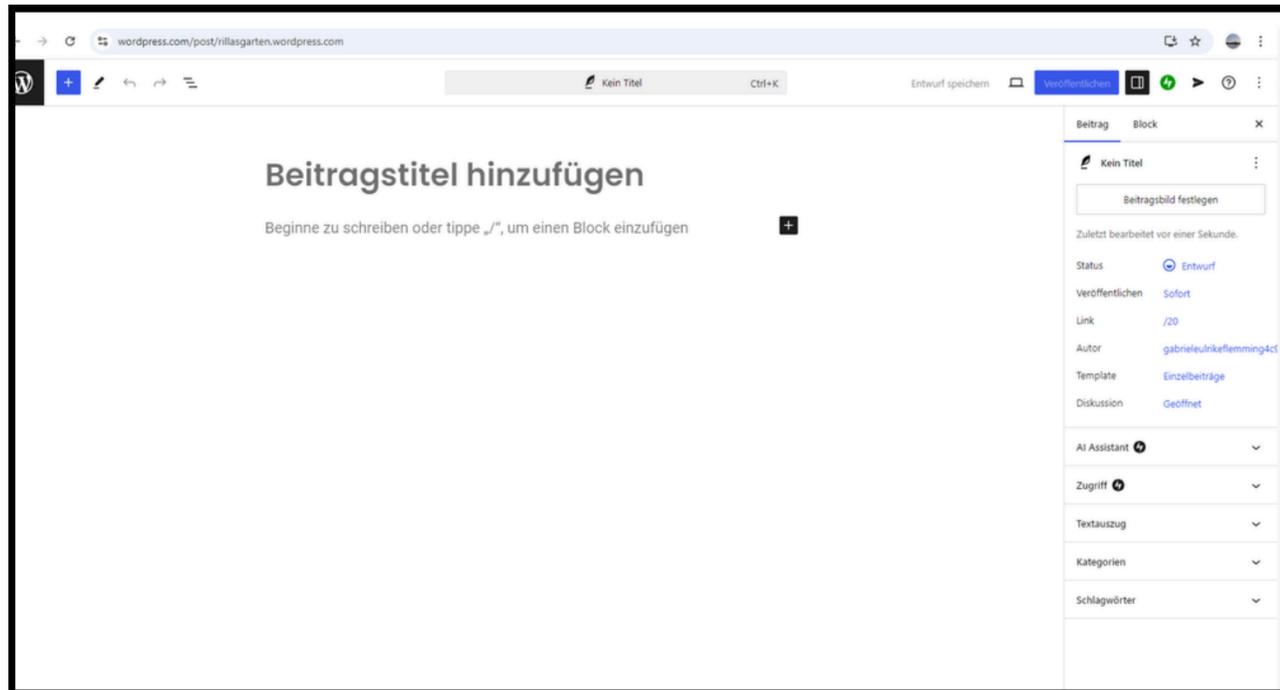
The post title is the headline. It should be short and interesting so that visitors to your page want to continue reading.

You can write your text below this. At the top left, you will find a blue plus sign, where you can find templates that you can use.

Click on "Publish" to make your text visible to others.
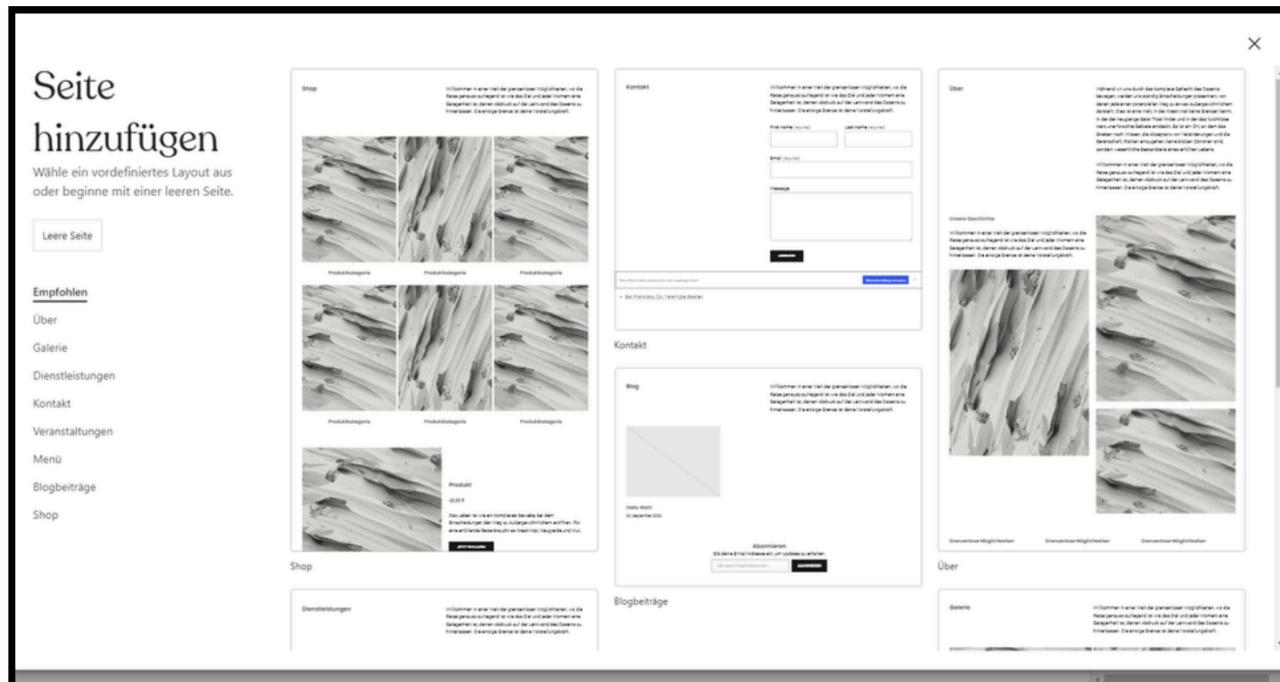
Click on "Page" and "Add Page" will appear. WordPress will suggest a number of templates on various topics.

Select one and try your luck!

ℰNJOY!

Set links

You must "link" every new post, every new page and every new image. You know how it works on your mobile phone: you click on something and are then redirected. On a website, these "links" can be found in the menu, in the texts or in galleries. You must also link all external sources and images.

When you have created a new page, WordPress displays the link after you save it. You can copy this link into the menu.
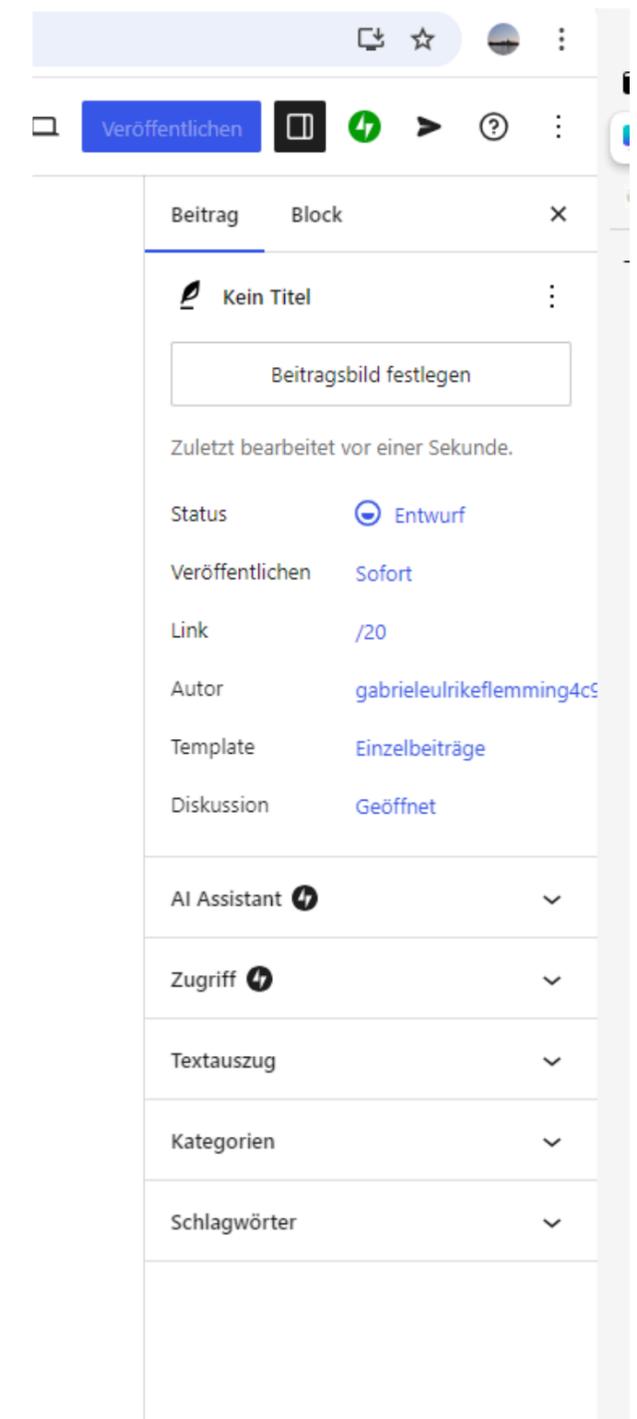
The menu is the table of contents for a website. It contains the most important pages and should not contain more than 10 (preferably fewer) words.

To create the menu, proceed as follows:

• Go to the dashboard.
• Click on Design and then on Editor.

You will see various items. Click on Navigation, then Navigation Header. A window will open where you can write the menu items. Each item must be linked to the page you have prepared. You can (and must!) change the menu if something changes on the page.

EXERCISE

Create a home page. First, choose a suitable theme.

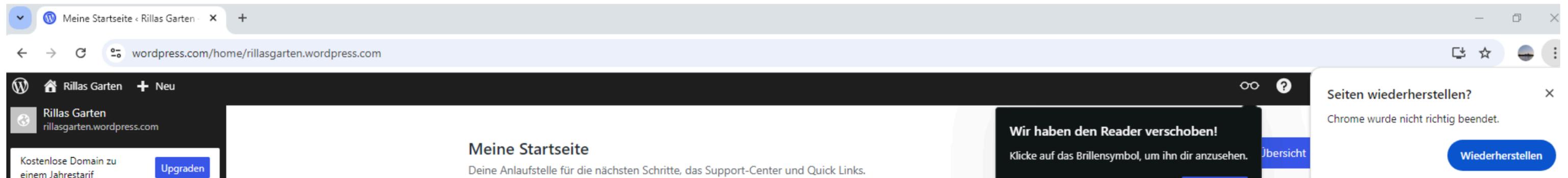Create an "About me" page.

Create a post called "My day today".

Don't forget to add pictures to your page!

Find out about the legal requirements for websites in your country regarding data protection, legal notices and more.

EXERCISE

Go to the dashboard

Click on '+ New' at the top.
First select 'Page' and then 'Post'
What's the difference?

Exercise

Go to Pixaby or Pexels.

Search for images that interest you and that might be suitable for your website.

Create a folder on your computer or on a USB stick. Don't forget to note the image owners data.

Upload the images to the media collection.

Exercise till next time

Get to know the dashboard: Take a look at what
the terms on the left-hand side mean.
Find out online how to write good blog posts.
Write at least three blog posts or pages (e.g.
About me, Contact, Gallery).