

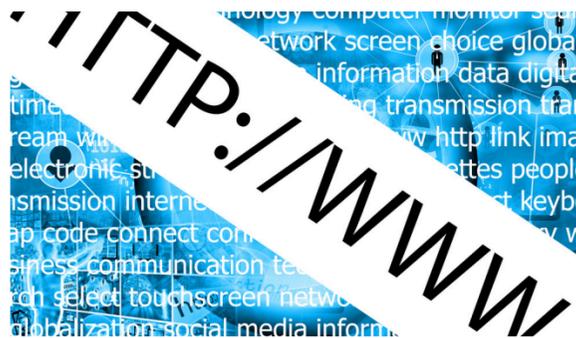


# What is WordPress?

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.

| Bester WP Hosting Anbieter 2024   |  |  |                                      |
|---|--|--|--------------------------------------|
| <br>4.630 Bewertungen    | <ul style="list-style-type: none"><li>✓ Schnelle Ladezeiten und Updates</li><li>✓ Unterstützt 60.000+ Plugins</li><li>✓ Strato WordPress Assistent enthalten</li></ul>         | TESTURTEIL<br>1,2<br>09/2024<br>sehr gut | Zum Anbieter »<br>Mehr Informationen |
| <br>21.043 Bewertungen   | <ul style="list-style-type: none"><li>✓ Schnell, einfach und sicher</li><li>✓ Als Managed WordPress nutzbar</li><li>✓ Bis zu 3 Domains dauerhaft kostenlos</li></ul>           | TESTURTEIL<br>1,4<br>09/2024<br>sehr gut | Zum Anbieter »<br>Mehr Informationen |
| <br>28.423 Bewertungen   | <ul style="list-style-type: none"><li>✓ Vorinstalliertes WordPress</li><li>✓ Kostenloses SSL-Zertifikat inklusive</li><li>✓ 10% Rabatt mit QUICKHOSTING10</li></ul>            | TESTURTEIL<br>1,5<br>09/2024<br>sehr gut | Zum Anbieter »<br>Mehr Informationen |
| <br>1.563 Bewertungen    | <ul style="list-style-type: none"><li>✓ Individuell abgestimmte Tarife</li><li>✓ WordPress bereits eingerichtet</li><li>✓ Echte, persönliche Beratung</li></ul>                | TESTURTEIL<br>1,6<br>09/2024<br>sehr gut | Zum Anbieter »<br>Mehr Informationen |
| <br>24.343 Bewertungen | <ul style="list-style-type: none"><li>✓ Einfache Installation von WordPress</li><li>✓ Bis zu 4 kostenlose Domains inkl.</li><li>✓ Ausgezeichneter Support</li></ul>            | TESTURTEIL<br>1,8<br>09/2024<br>sehr gut | Zum Anbieter »<br>Mehr Informationen |
| <br>48.721 Bewertungen | <ul style="list-style-type: none"><li>✓ Sicheres und schnelles Webhosting</li><li>✓ 1-Klick-Testumgebung für WordPress</li><li>✓ Automatische Backups &amp; Updates</li></ul>  | TESTURTEIL<br>2,0<br>09/2024<br>gut      | Zum Anbieter »<br>Mehr Informationen |
| <br>9.812 Bewertungen  | <ul style="list-style-type: none"><li>✓ Leistungsstarkes WordPress Hosting</li><li>✓ Ansprechende Benutzeroberfläche</li><li>✓ Kompetenter und hilfsbereiter Support</li></ul> | TESTURTEIL<br>2,1<br>09/2024<br>gut      | Zum Anbieter »<br>Mehr Informationen |

# 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.

The screenshot displays the WordPress.com pricing page with the following details:

- Dein Tarif (Current Plan):** Kostenlos (Free), Speicherplatz 1 GB, Add-ons verwalten button.
- Persönlich (Personal):** 4€ pro Monat, jährliche Rechnung über 48 € (exkl. Steuern). Upgrade durchführen button.
- Premium:** 8€ pro Monat, jährliche Rechnung über 96 € (exkl. Steuern). Upgrade durchführen button.
- Business:** 25€ pro Monat, jährliche Rechnung über 300 € (exkl. Steuern). Upgrade durchführen button.
- Commerce:** 45€ pro Monat, jährliche Rechnung über 540 € (exkl. Steuern). Upgrade durchführen button.
- Unternehmen (Enterprise):** Ab 25.000,00 US\$ pro Jahr. Weitere Informationen button.

Additional features and benefits for each plan:

- Persönlich:** Alles in Kostenlos, sowie: Kostenlose Domain für 1 Jahr, Zugriff auf dutzende Premium-Themes, Werbefreies Erlebnis, Extrem schnelles DNS mit SSL, 8 % Transaktionsgebühr für Zahlungen (+ Standardbearbeitungsgebühr).
- Premium:** Alles in Persönlich, sowie: Kostenlose Domain für 1 Jahr, Schneller Support von unserem Expertenteam, Zugriff auf alle Premium-Themes, Geld verdienen mit WordAds, Schriften und Farben anpassen, 4 % Transaktionsgebühr für Zahlungen (+ Standardbearbeitungsgebühr).
- Business:** Alles in Premium, sowie: Kostenlose Domain für 1 Jahr, Rund und die Uhr Priority-Support von unserem Expertenteam, Installieren von Plugins & Themes, Uneingeschränkte Bandbreite, Keine Einschränkungen für Website-Besucher, Globales Edge-Caching, Hohe Burst-Kapazität.
- Commerce:** Alles in Business, sowie: Kostenlose Domain für 1 Jahr, Optimiertes WooCommerce-Hosting, Premium-Themes für Shops, Leistungsstarke Design-Tools für Shops, Unbegrenzte Produkte, Produkte nach Marke anzeigen, Zusatzangebote für Produkte, Zusammenestellte Produkte und...
- Unternehmen:** Liefere unübertroffene Performance mit den höchsten Sicherheitsstandards auf unserer Inhaltsplattform für Unternehmen. Plattform für eine hohe Performance mit: slack, SAMSUNG, USA TODAY, Meta, SiriusXM, News Corp, Capgemini, VOXMEDIA, TIME, INTUIT, ALJAZEERA, Abercrombie & Fitch, CONDÉ NAST.

# 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.

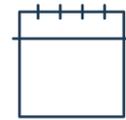


# How does the name get into the domain?



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

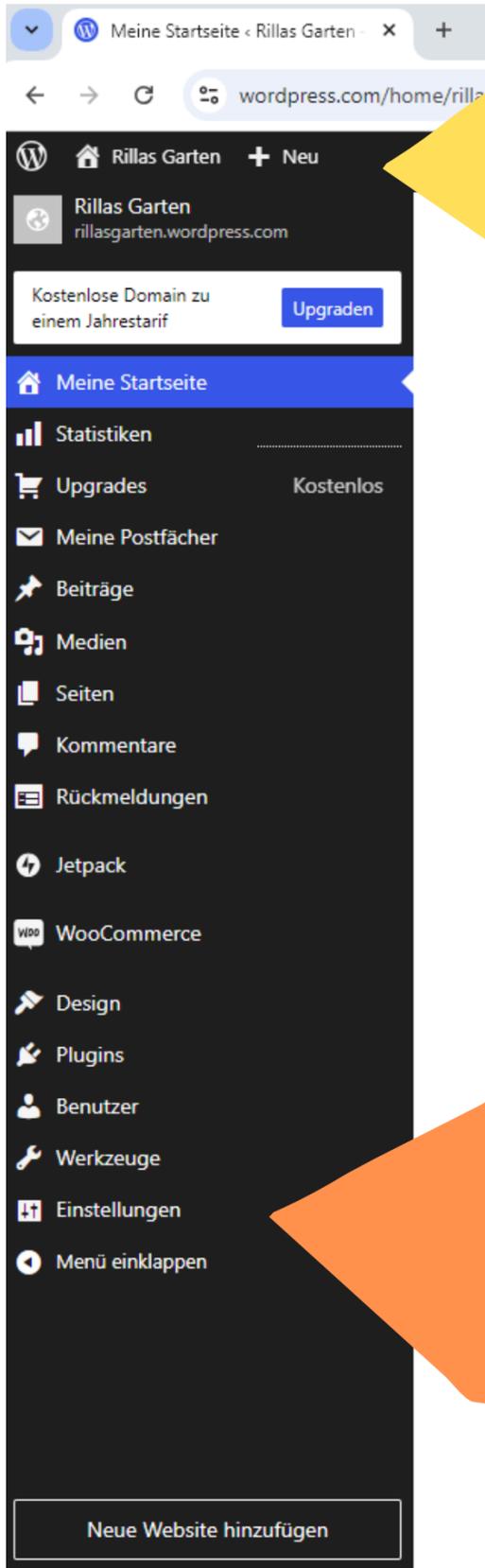
- First impression: 94% of users leave poorly designed websites within 10 seconds.
- Brand impact: Colours and fonts reflect your personality (e.g. blue/white for trust at ILEU, green for intergenerational issues).
- Senior citizens need large fonts/clear navigation, young people love animations and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

A screenshot of the main content area of the WordPress dashboard. At the top, there is a dark banner with the text 'Wir haben den Reader v...' and 'Klicke auf das Brillensymbol, u...'. Below this is a section titled 'Nächste Schritte für deine Website' (0/4) with four items: 'E-Mail-Adresse bestätigen', 'Personalisiere deine Domain', 'Generiere Traffic für deine Website', and '3 Beiträge verfassen' (0/3). Below that is a 'Tägliche Schreibanregung' section with a question: 'Welchen Details deines Lebens könntest du mehr Aufmerksamkeit schenken?' and a button 'Antwort veröffentlichen'. At the bottom right of this section is a blue button 'Ansehen'. On the right side of the dashboard, there is a profile card for 'Rillas Garten' (rillasgarten.wordpress.com) and a 'Quick Links' section with items like 'Website bearbeiten', 'Blogbeitrag schreiben', 'Mit Blaze bewerben', 'Kommentare verwalten', 'Seite hinzufügen', 'Domain hinzufügen', 'Alle Domains verwalten', 'WP-Admin-Dashboard', 'Plugins entdecken', and '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

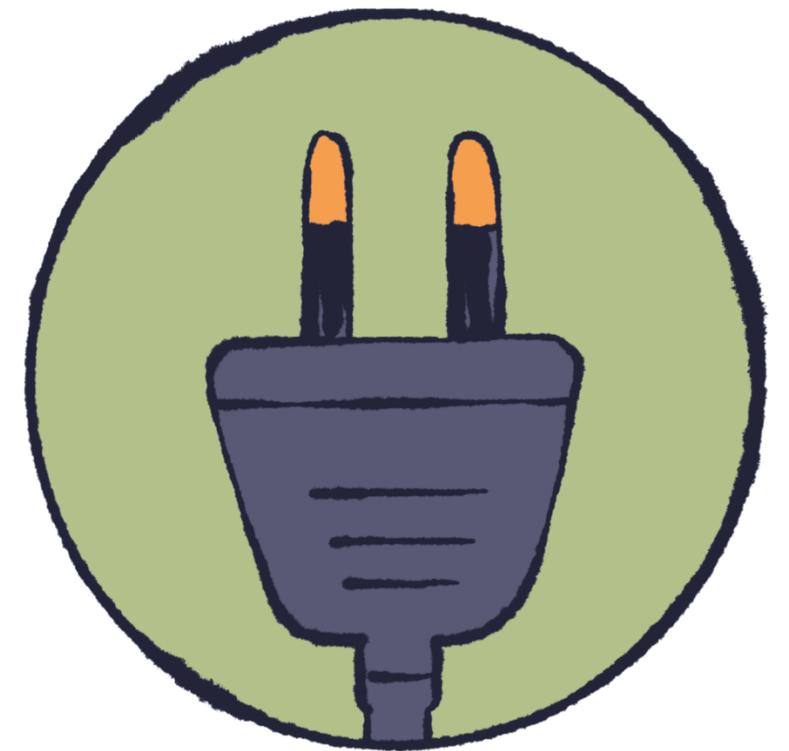
Extend or modify functionality

Often developed by third parties

Can usually be enabled or disabled as needed

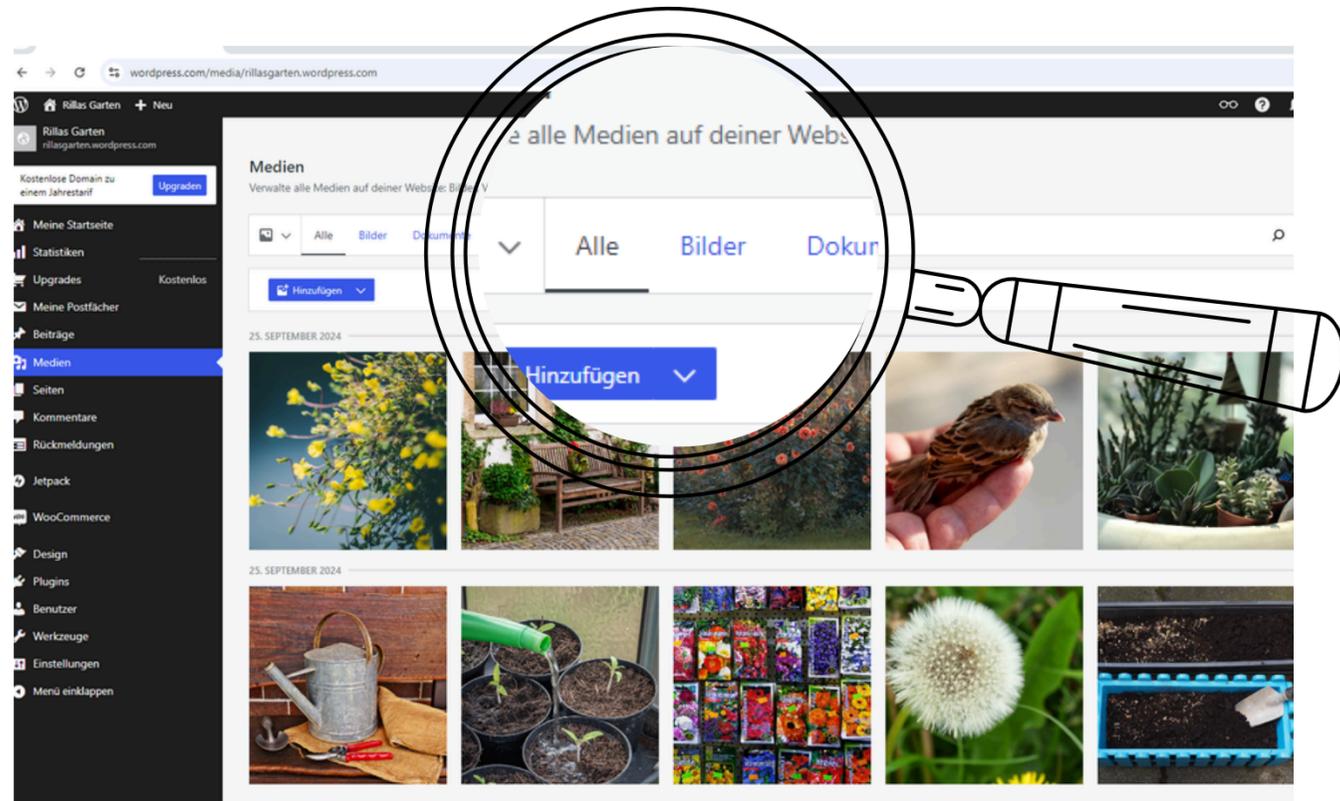
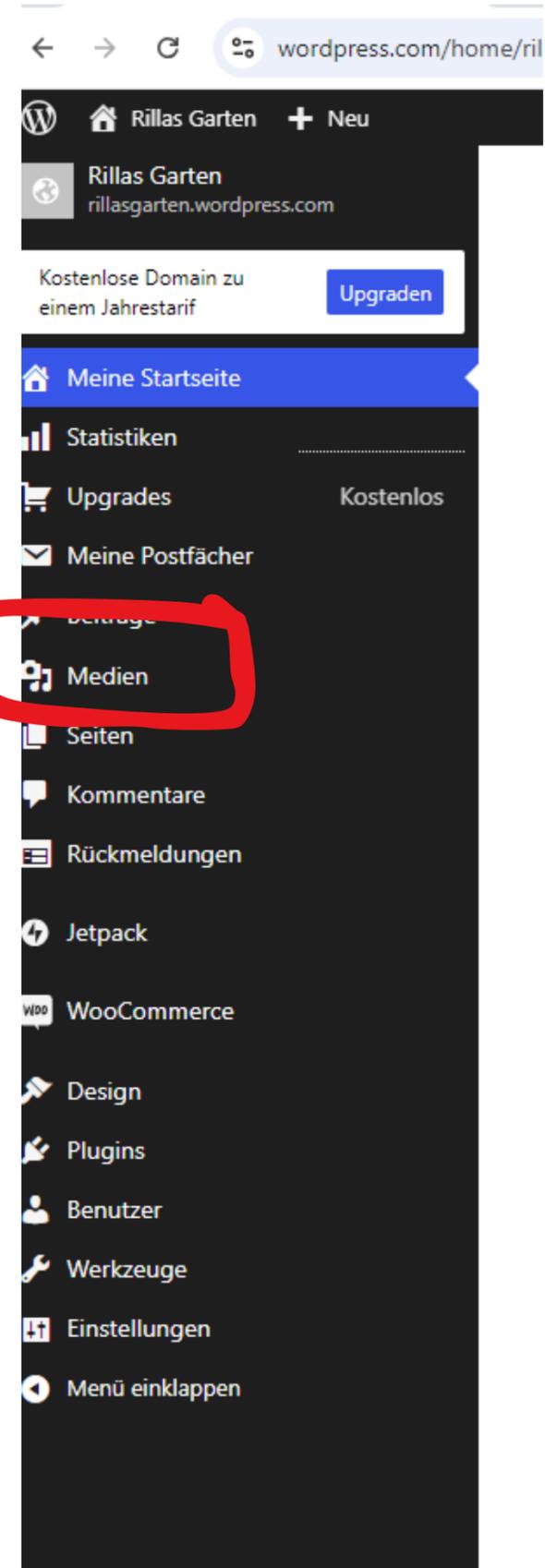
### Examples:

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





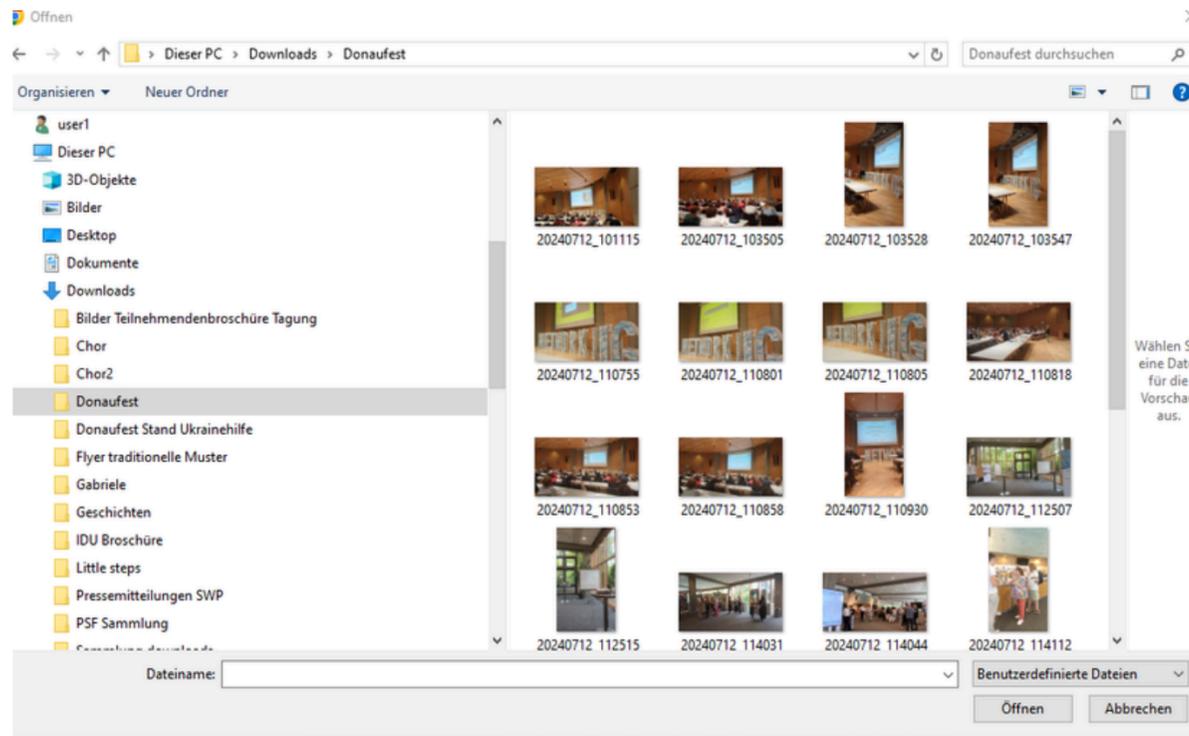
A good website needs two things above all else: good text and good images. They are stored in the media library. Click on 'Media'. Here you can upload images that you can later 'incorporate' into your page.



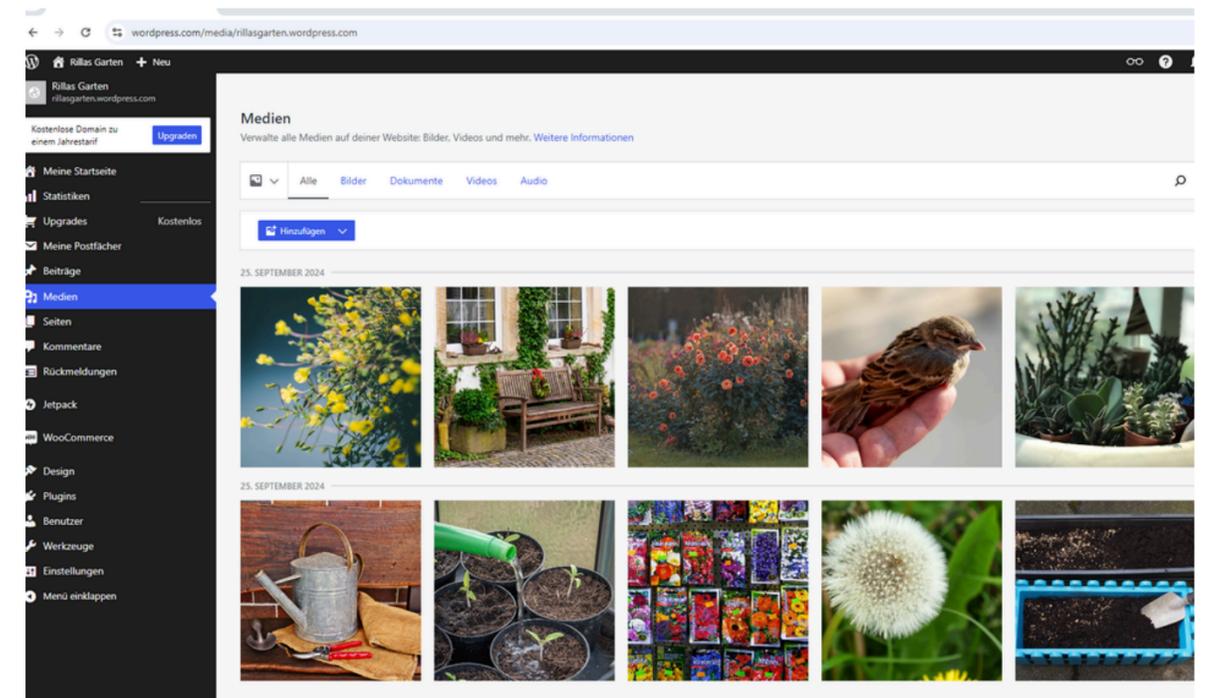
It is best to have a folder with images prepared on your computer. You can have created these yourself or search the internet for suitable images. Save them in a folder on your computer or on a USB stick. Click on "Add"..



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.



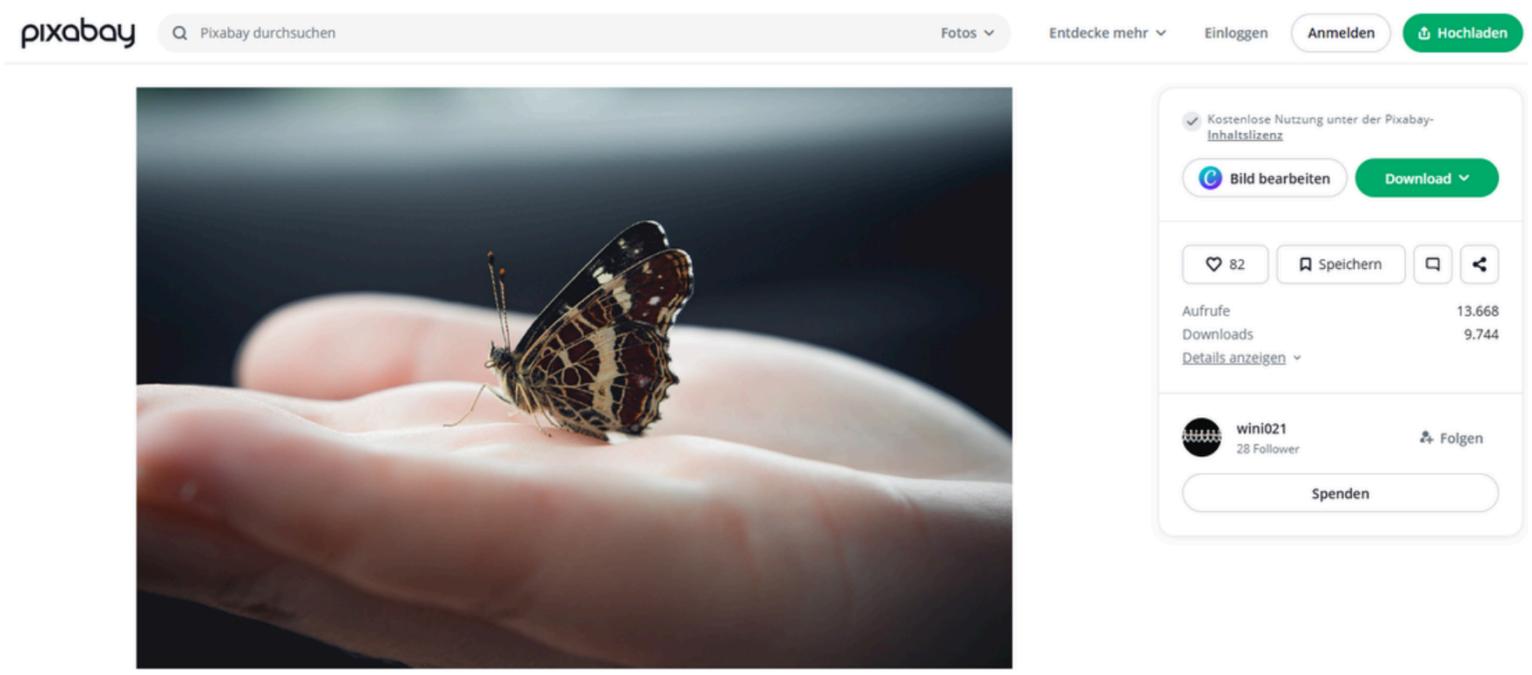
**Please note: Videos take up a lot of storage space! It is better to store them on YouTube or Vimeo and then link to them.**



# 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 Pixabay. You can search for images there and download them. But even with these images, you should cite the source!

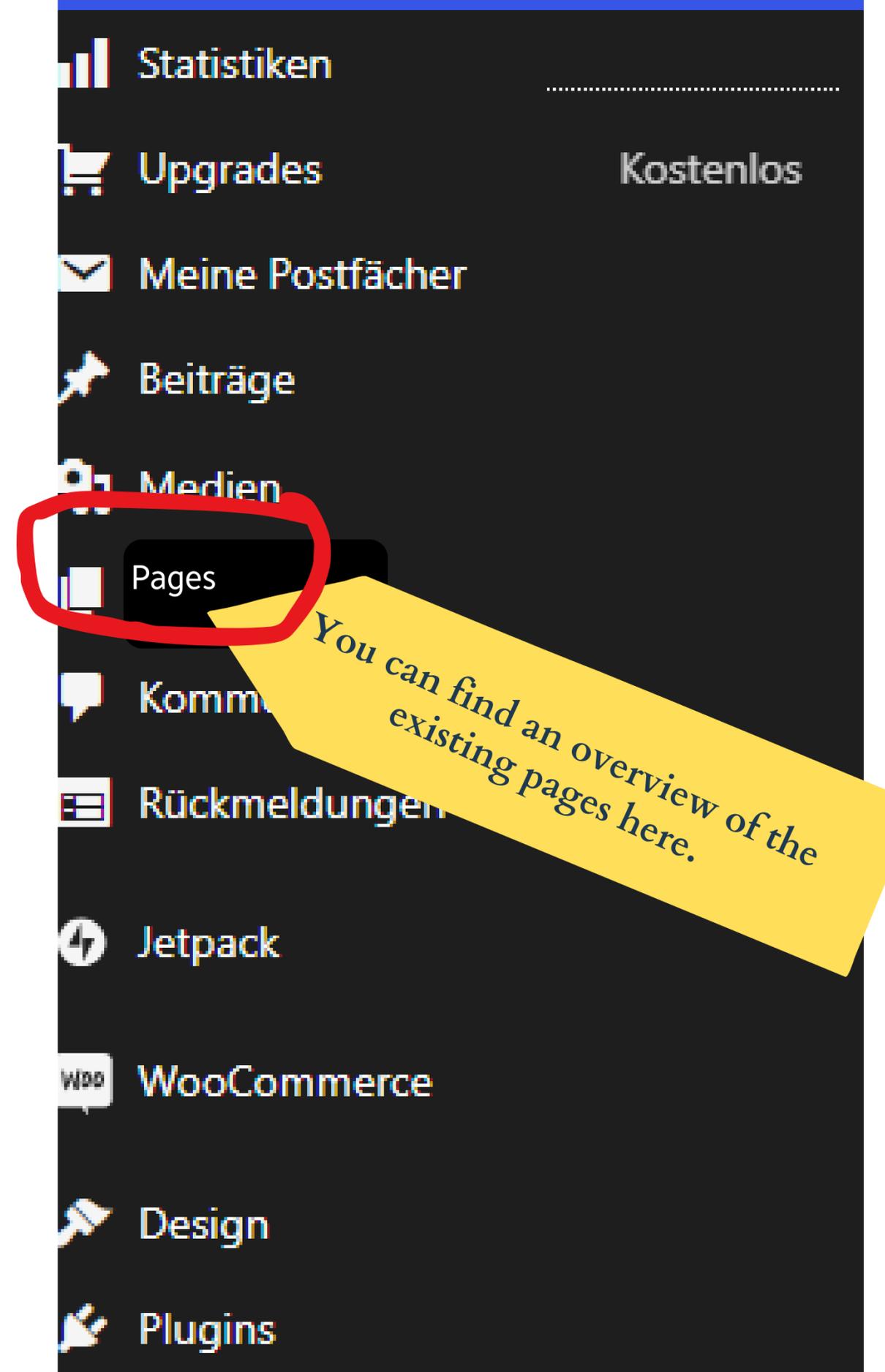


# Your website needs pages and posts

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.

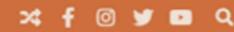
A "post" is best compared to a social media post on Facebook or Instagram. These are mainly used in blogs. They have a date and are displayed, for example, on the home page in a reverse chronological list.



# Web Blog

WordPress Blog Theme

HOME ABOUT GALLERY LIFESTYLE PROJECTS TRAVEL CONTACT



## Blog Categories

View All >



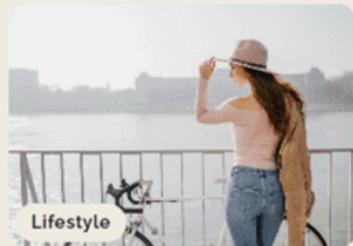
Business



Featured Posts



Gallery

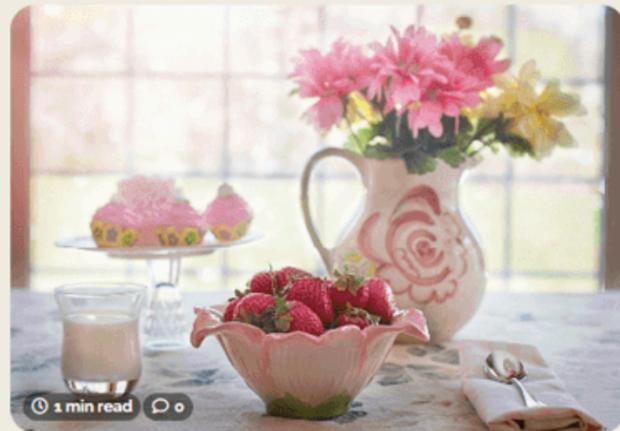


Lifestyle



Projects

## Latest Posts



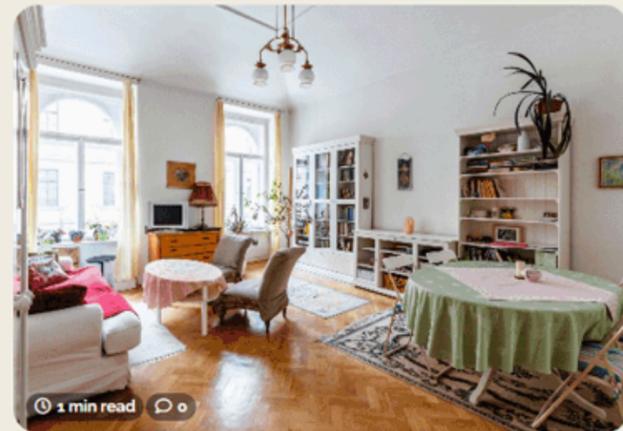
1 min read

LIFESTYLE

**Creativity is allowing yourself to make mistakes.**

Ademo May 8, 2022

Facere irure perferendis! Magni placerat occaecat nostra similique sint temporibus. Deleniti eius sequi nascetur excepteur! [...]



1 min read

GALLERY

**Design is so simple. That's why it's so complicated.**

Ademo May 7, 2022

Minima hic aspernatur mollit egestas ultricies, nisl, posuere corporis fames dolor justo! Aptent, eos eligendi [...]

## About Me



Richard Chiswell

This is the place to discover how to have a more meaningful life. A life full of confidence and peace and rest for your mind.



## Featured Posts



Creativity is allowing yourself to make mistakes.

Here you can see posts on a blog home page.

They are displayed with the date and name.



Willkommen bei der Ukrainehilfe  
"Разом в Ульмі – Zusammen in Ulm"!



Was ist "Zusammen in Ulm"?  
Що таке "Разом в Ульмі"?

Wie wir helfen  
як ми допомагаємо

Unsere Stärke  
Наша сила

Projekte und Veranstaltungen  
Дії та події

News  
Новини

Partner und Unterstützer  
Партнери та прихильники

Machen Sie bei uns mit!  
Приєднуйтесь до нас!

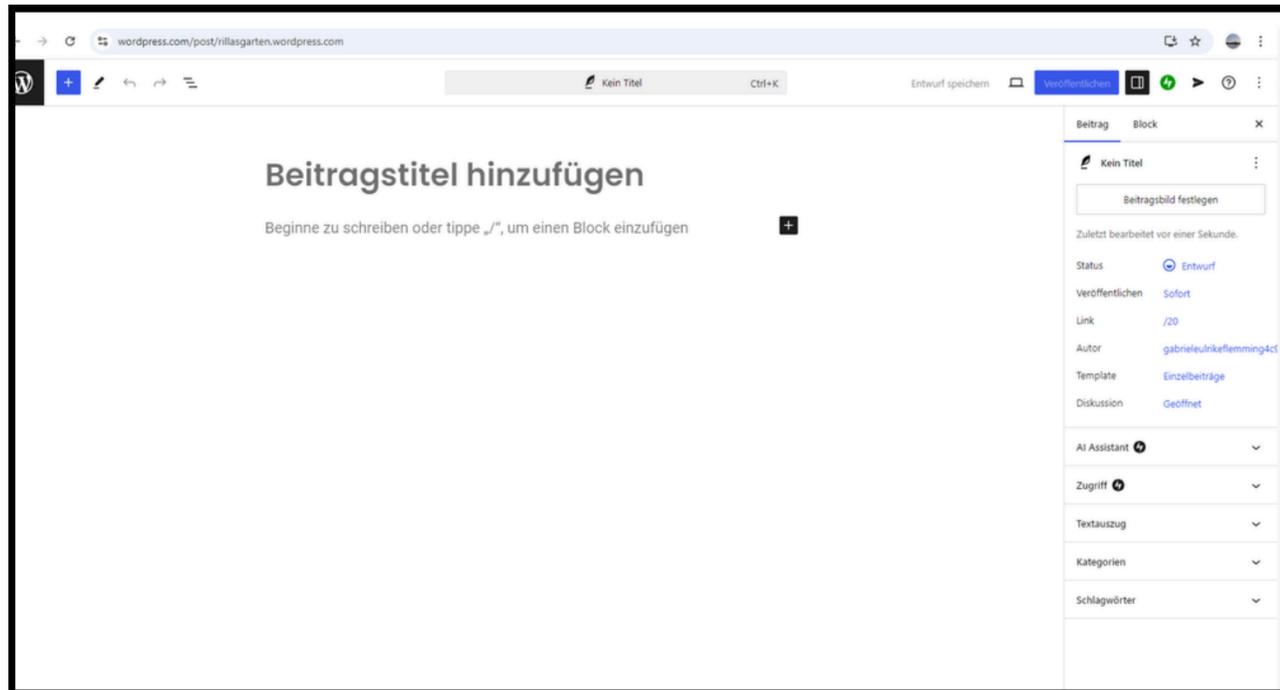
ILEU e.V.  
Асоціація ILEU

This is a typical "page".

They are static, but can be edited and changed.

Typical pages are:

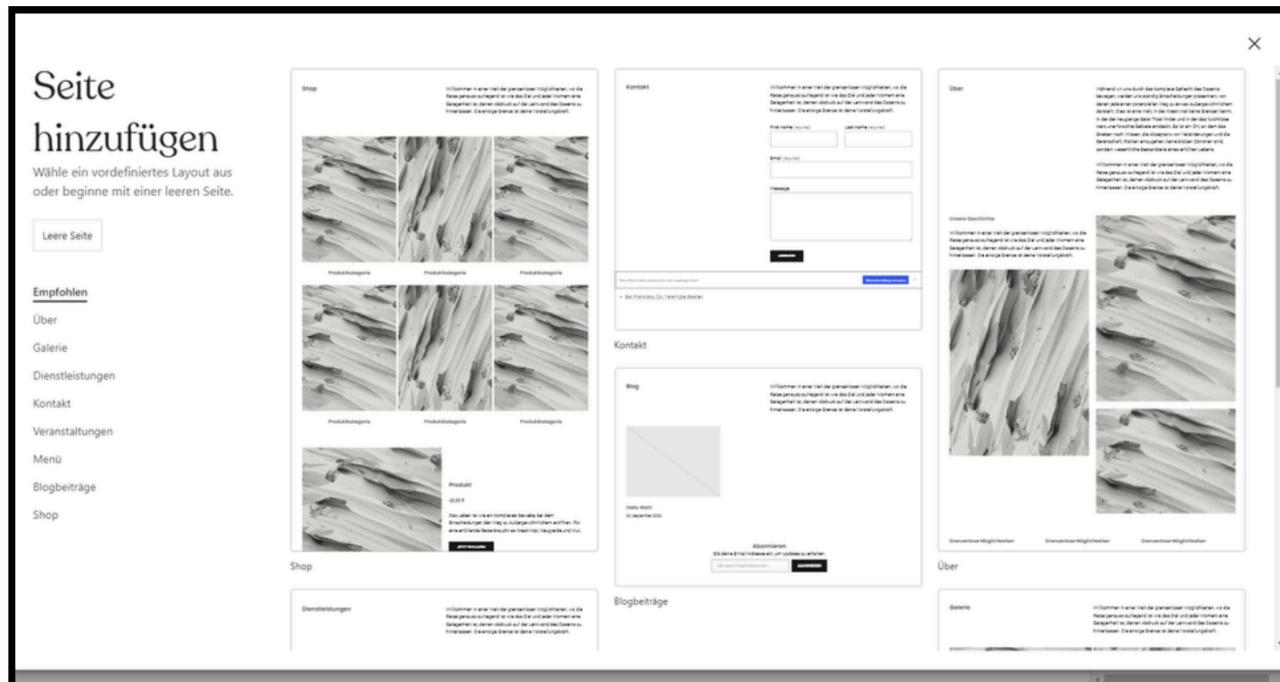
- About
- Contact
- Home
- Image galleries
- Everything "official"



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.

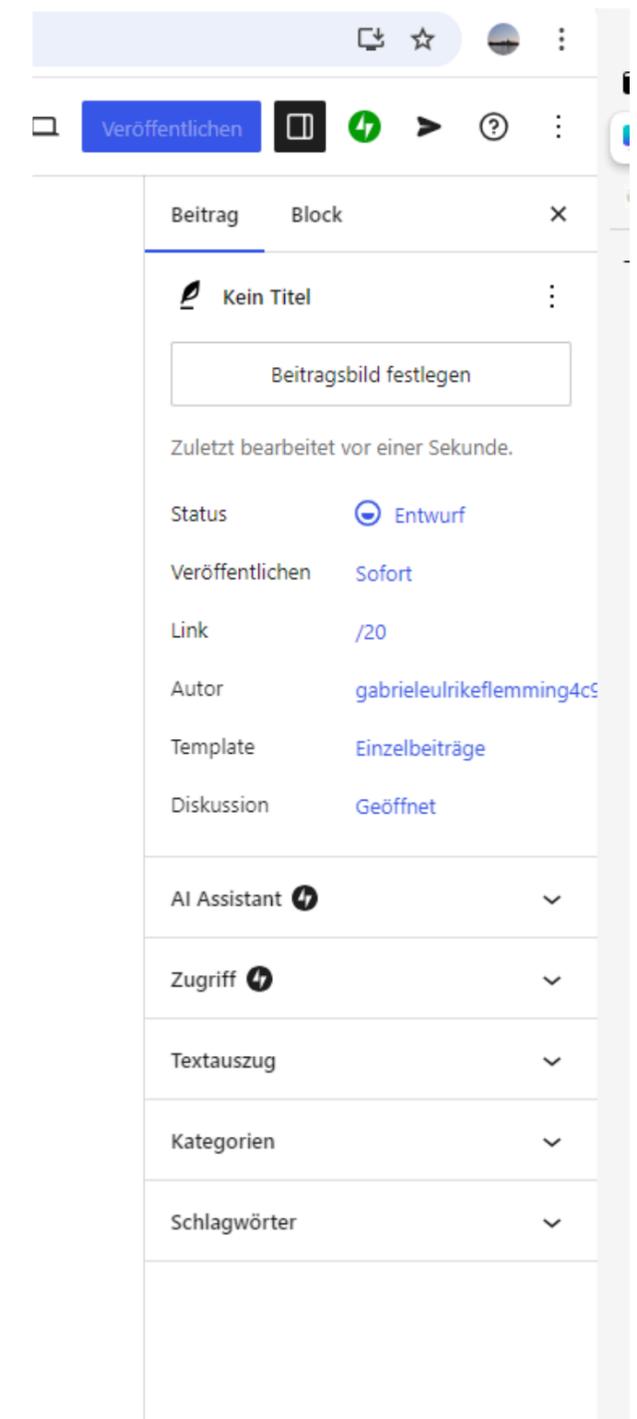
Select one and try your luck!

**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".

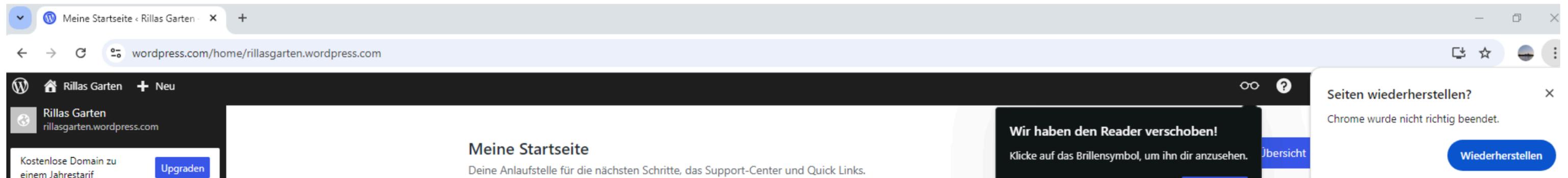
Don't forget to add pictures to your page!

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).

