CREATING A WEBSITE
intro to the basics of content management
By 2020, approximately 80% of all job roles will require digital competencies – yet, only a fraction of the current workforce is digitally native.

Demand for Digital Competencies

Employers are frequently interested in applicants with cross-functional skill sets

In a lean economy, it's very valuable to be able to position yourself as someone who can meet an employer's needs outside of (or tangential to) the role you're applying to.
What are web skills?

- **Content Management Systems**
  
  A CMS (content management system) helps you create, manage, and modify the contents of your website without the need for any HTML or CSS coding skills. You don’t need to be a web developer, a designer, or have any previous experience with website building to use these tools.

- **Web Development Basics: HTML and CSS**
  
  HTML and CSS are the foundations of the web. HTML —“HyperText Markup Language”—is the language used to tell your web browser what each part of a website is.

  CSS—“Cascading Style Sheets”—is the language that gives those web pages their look and formatting.
A few key terms...

- **Domain Name**
  
  A domain name (or just a domain) is the name of a website. It’s what comes after “@” in an email address, or after “www.” in a web address.

- **URL**
  
  A URL (aka “Universal Resource Locator”) is a complete web address used to find a particular web page. While the domain is the name of the website, a URL will lead to any one of the pages within the website.

- **Website**
  
  Though one leads to the other, buying a domain name doesn’t mean you have a website. A domain is the name of a website, a URL is how to find a website, and a website is what people see and interact with when they get there.
Tell me more about content management systems....

Unlike web development, the use of a CMS does not require deep knowledge of HTML or other programming languages.

Rather, most CMSs offer "drag and drop" functions. Despite their relative simplicity, it's worth gaining skills in working with a CMS.

What are my options?

- Drupal
- Joomla
- Magento
- ModX
- Squarespace
- Wix
- Weebly
- Wordpress
Sneak preview #1: Wix

**Let Wix ADI Create a Website for You**

Answer a few questions and get a website designed for you in minutes, with custom text and images.

Start Now

**Or**

Create your own stunning website in the Wix Editor.

Choose a Template
# Sneak preview #1: Wix

<table>
<thead>
<tr>
<th></th>
<th>VIP</th>
<th>Pro</th>
<th>Unlimited</th>
<th>Combo</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>First Priority Support</td>
<td>Complete Online Branding</td>
<td>Entrepreneurs &amp; Freelancers</td>
<td>For Personal Use</td>
</tr>
<tr>
<td>Price</td>
<td>$19 /month</td>
<td>$11 /month</td>
<td>$8 /month</td>
<td>$13 /month</td>
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<tr>
<td>Original Price</td>
<td>$39.00</td>
<td>$22.00</td>
<td>$17.00</td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Feature</th>
<th>VIP</th>
<th>Pro</th>
<th>Unlimited</th>
<th>Combo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Custom Domain</td>
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<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Free Domain for 1 Year</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Remove Wix Ads</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Free SSL certificate</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Contributors</td>
<td>Up to 10</td>
<td>Up to 5</td>
<td>Up to 3</td>
<td>Up to 2</td>
</tr>
<tr>
<td>Storage Space</td>
<td>35GB</td>
<td>20GB</td>
<td>10GB</td>
<td>3GB</td>
</tr>
<tr>
<td>Video Hours</td>
<td>5 Hours</td>
<td>2 Hours</td>
<td>1 Hour</td>
<td>30 Minutes</td>
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</table>
Sneak preview #2: WordPress

<table>
<thead>
<tr>
<th>Plan</th>
<th>Description</th>
<th>Price</th>
<th>Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal</td>
<td>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.</td>
<td>$4 per month, billed annually</td>
<td>Email and live chat support, Free domain for one year, Dozens of free themes</td>
</tr>
<tr>
<td>Premium</td>
<td>Best for freelancers. Build a unique website with advanced design tools, CSS editing, lots of space for audio and video, Google Analytics support, and the ability to monetize your site with ads.</td>
<td>$8 per month, billed annually</td>
<td>Advanced customization, Unlimited premium themes, All Personal features</td>
</tr>
<tr>
<td>Business</td>
<td>Best for small businesses. Power your business website with custom plugins and themes, unlimited premium and business theme templates, 200 GB storage, and the ability to remove WordPress.com branding.</td>
<td>$25 per month, billed annually</td>
<td>Upload themes and plugins, Advanced SEO tools, All Premium features</td>
</tr>
<tr>
<td>eCommerce</td>
<td>Best for online stores. Sell products or services with this powerful, all-in-one online store experience. This plan includes premium integrations and is extendable, so it'll grow with you as your business grows.</td>
<td>$45 per month, billed annually</td>
<td>Accept payments in 60+ countries, Integrations with top shipping carriers, All Business features</td>
</tr>
</tbody>
</table>
Sneak preview #2: WordPress

My Home
Your home base for posting, editing, and growing your site.

Your site has been created!
Next, we'll guide you through setting up and launching your site.

Get started

Stats at a glance
Launch your site to see a snapshot of traffic and insights. Learn about stats.

Learn and grow
Master the Block Editor
Learn how to create stunning post and page layouts with our short video guides.
- Adding and moving blocks
- Adjust settings of blocks

Manage your site
Quick links
- Edit homepage
- Add a page
- Write blog post
- Edit menus
- Customize theme
- Change theme
- Add a domain
- Create a logo with Looka
Welcome to your new site.

Welcome to your new site! You can edit this page by clicking on the Edit link. For more information about customizing your site check out [https://learn.wordpress.com/](https://learn.wordpress.com/)

Latest from the Blog

Introduce Yourself (Example Post)

This is an example post, originally published as part of Blogging University. Enroll in one of our ten programs, and start your blog right. You're going to publish a post today. Don't worry about how your blog looks. Don't worry if you haven't given it a name yet, or you're feeling overwhelmed. Just click the

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Learning HTML and CSS will help you customize and troubleshoot within content management systems. Simple things like adding custom font color and resizing images will make the difference between a good user experience - and a great user experience.
What is HTML, again?

- HTML stands for Hyper Text Markup Language
- HTML is the standard markup language for creating Web pages
- HTML describes the structure of a Web page
- HTML consists of a series of elements
- HTML elements tell the browser how to display the content
- HTML elements label pieces of content such as "this is a heading", "this is a paragraph", "this is a link", etc.

Let me show you!
Tips for upskilling!

- Coursera
- Udemy
- LinkedIn Learning
- Wix
- Online HTML editing tools (or HTML generators)
  - Example: https://html5-editor.net/
Thank You!