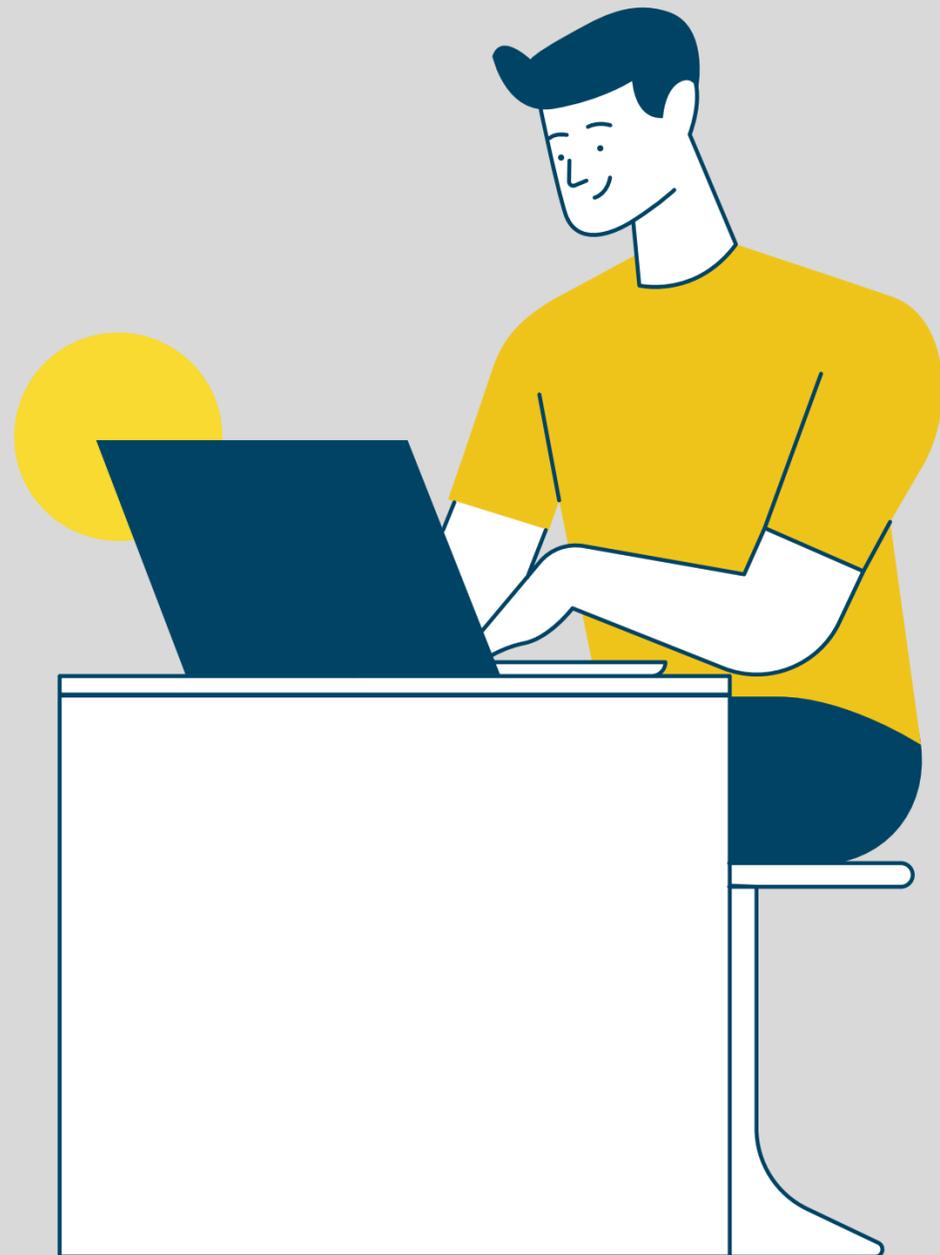


CREATING A WEBSITE

intro to the basics of content management



Why gain web skills?



- **Demand for Digital Competencies**

By 2020, approximately 80% of all job roles will require digital competencies – yet, only a fraction of the current workforce is digitally native.
- **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**

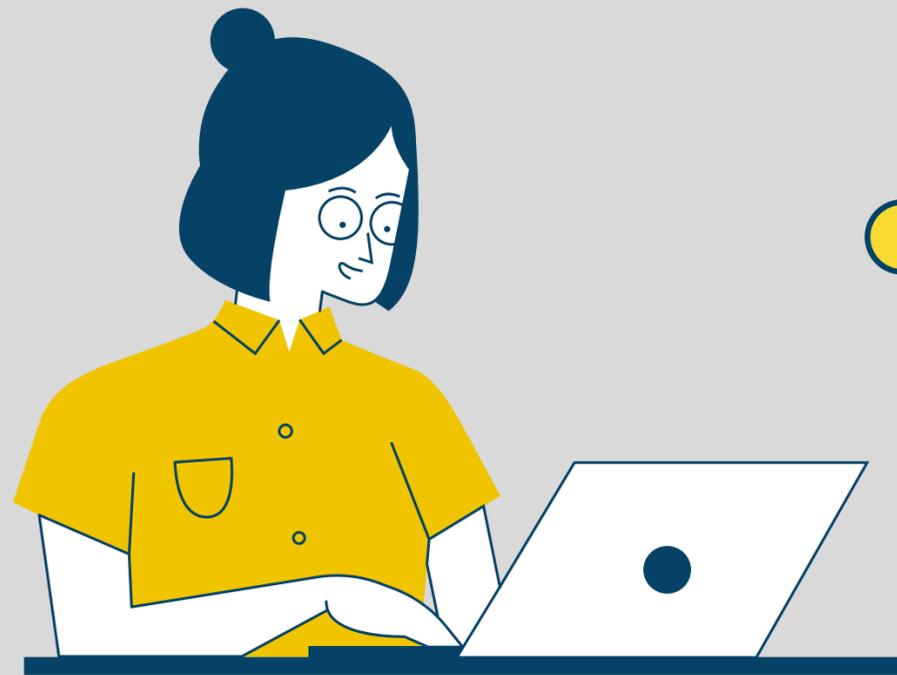
A CMS (content management system) helps you create, manage, and modify the contents of your website without the need for any HTML or CSS coding skills. You don't need to be a web developer, a designer, or have any previous experience with website building to use these tools.

● **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.

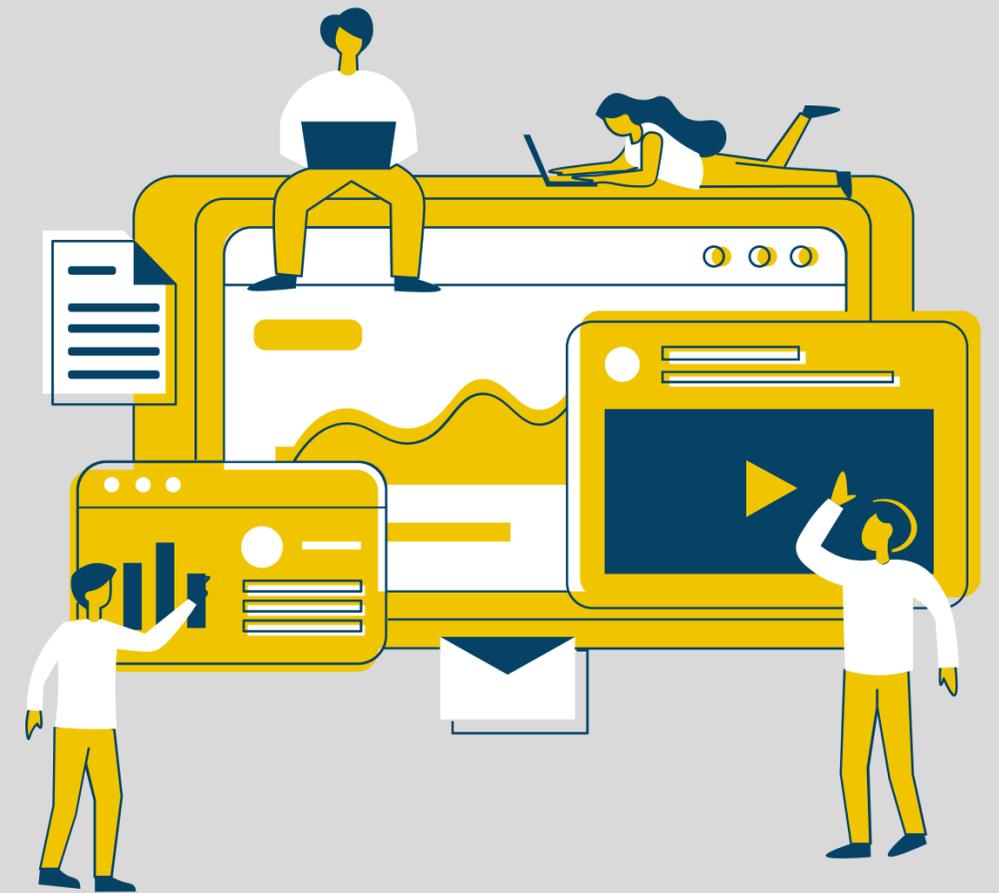
Tell me more about content management systems...

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

Wix

— GET STARTED

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

		50% OFF	50% OFF	50% OFF	
		VIP	Pro	Unlimited	Combo
		First Priority Support	Complete Online Branding	Entrepreneurs & Freelancers	For Personal Use
		\$ 19 ⁵⁰ /month \$39.00	\$ 11 /month \$22.00	\$ 8 ⁵⁰ /month \$17.00	\$ 13 /month
		Select	Select	Select	Select
Custom Domain	i	✓	✓	✓	✓
Free Domain for 1 Year	i	✓	✓	✓	✓
Remove Wix Ads	i	✓	✓	✓	✓
Free SSL certificate	i	✓	✓	✓	✓
Contributors	i	Up to 10	Up to 5	Up to 3	Up to 2
Storage Space	i	35GB	20GB	10GB	3GB
Video Hours	i	5 Hours	2 Hours	1 Hour	30 Minutes

Sneak preview #2: WordPress

← Back Step 3 of 3


Pick a plan that's right for you.
Choose a plan. Upgrade as you grow.

Not sure yet? [Start with a free site](#)

Personal	Premium	Business	eCommerce
Best for personal use	Best for freelancers POPULAR	Best for small businesses	Best for online stores
\$4 per month, billed annually	\$8 per month, billed annually	\$25 per month, billed annually	\$45 per month, billed annually
Start with Personal	Start with Premium	Start with Business	Start with eCommerce
Boost your website with a custom domain name, and remove all WordPress.com advertising. Get access to high-quality email and live chat support.	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.	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.	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.
Email and live chat support ⓘ	Advanced customization ⓘ	Upload themes and plugins ⓘ	Accept payments in 60+ countries ⓘ
Free domain for one year ⓘ	Unlimited premium themes ⓘ	Advanced SEO tools ⓘ	Integrations with top shipping carriers ⓘ
Dozens of free themes ⓘ	All Personal features ⓘ	All Premium features ⓘ	All Business features ⓘ

Sneak preview #2: WordPress

My Home

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

[View site](#)

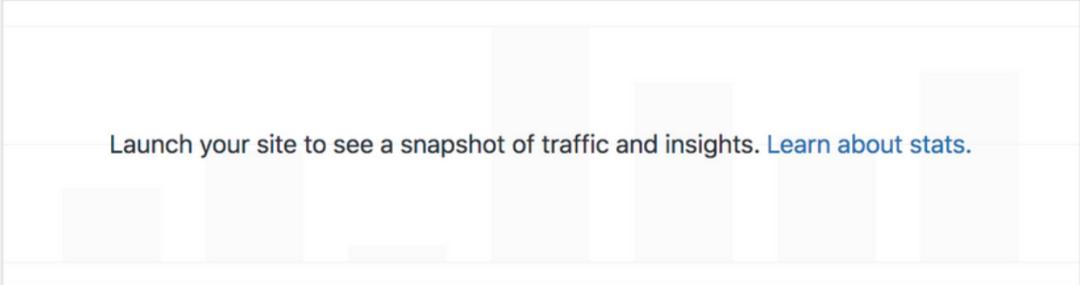
Your site has been created!

Next, we'll guide you through setting up and launching your site.

[Get started](#)



Stats at a glance



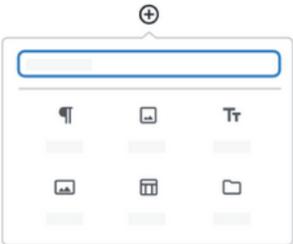
Launch your site to see a snapshot of traffic and insights. [Learn about stats.](#)

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](#)

Sneak preview #2: WordPress

The image shows the WordPress Customizer interface. On the left is a sidebar with settings for 'Site Identity'. The main area shows a live preview of a new website with a mountain background. A tooltip is visible over the preview area.

Customizing Site Identity

Logo
Add a logo to display on your site. No logo? Buy a pro one from Looka — Click "Create logo" to start.
Select logo
Create logo

Site Title
Creating a Website

Tagline
Introduction to WordPress

Display Site Title and Tagline

Site Icon
Site Icons are what you see in browser tabs, bookmark bars, and within the WordPress mobile apps. Upload one here!
Site Icons should be square and at least 512 x 512 pixels.
Select site icon

Footer Credit
Default

Hide Controls

Creating a Website
Introduction to WordPress

Home Blog About Contact

Here you can control the design of your site. Change your site title, update the colors and fonts, and even add a header image. Explore widgets to find new features and content to add to your website.
Thanks, got it!

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 <http://learn.wordpress.com/>

Learn more

Click to go back, hold to see history

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

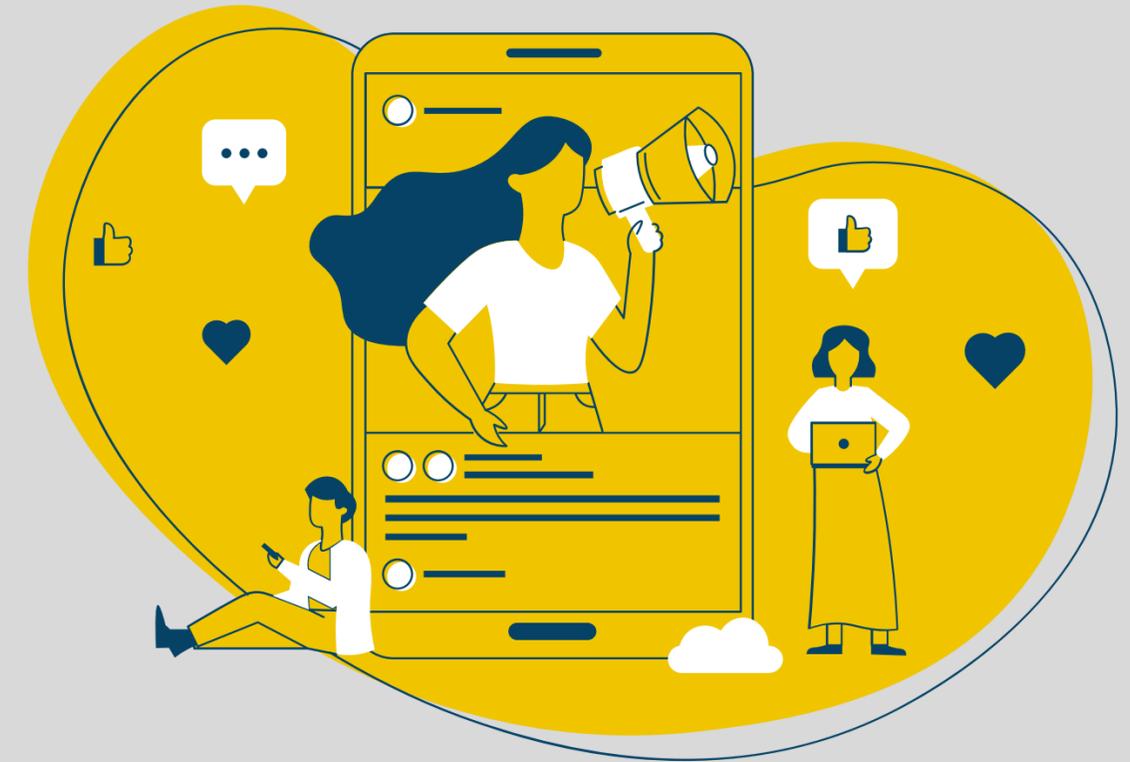
Introduce Yourself (Example Post)

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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So why bother learning HTML or CSS?



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
- WordPress: <https://wordpress.com/go/start/learn-wordpress>
- Online HTML editing tools (or HTML generators)
 - Example: <https://html5-editor.net/>
 - HTML CheatSheet: <https://digital.com/tools/html-cheatsheet/>





Thank You!