

Business Support Guides

Your Business supported in a few Simple Steps

Guide 7: Setting up a business website Part 2



Hull
City Council

Managed Workspace Centres

Setting up a business website PART TWO

In this second part, we'll look at the many ways you can customize the design & styling of your website.

Step One

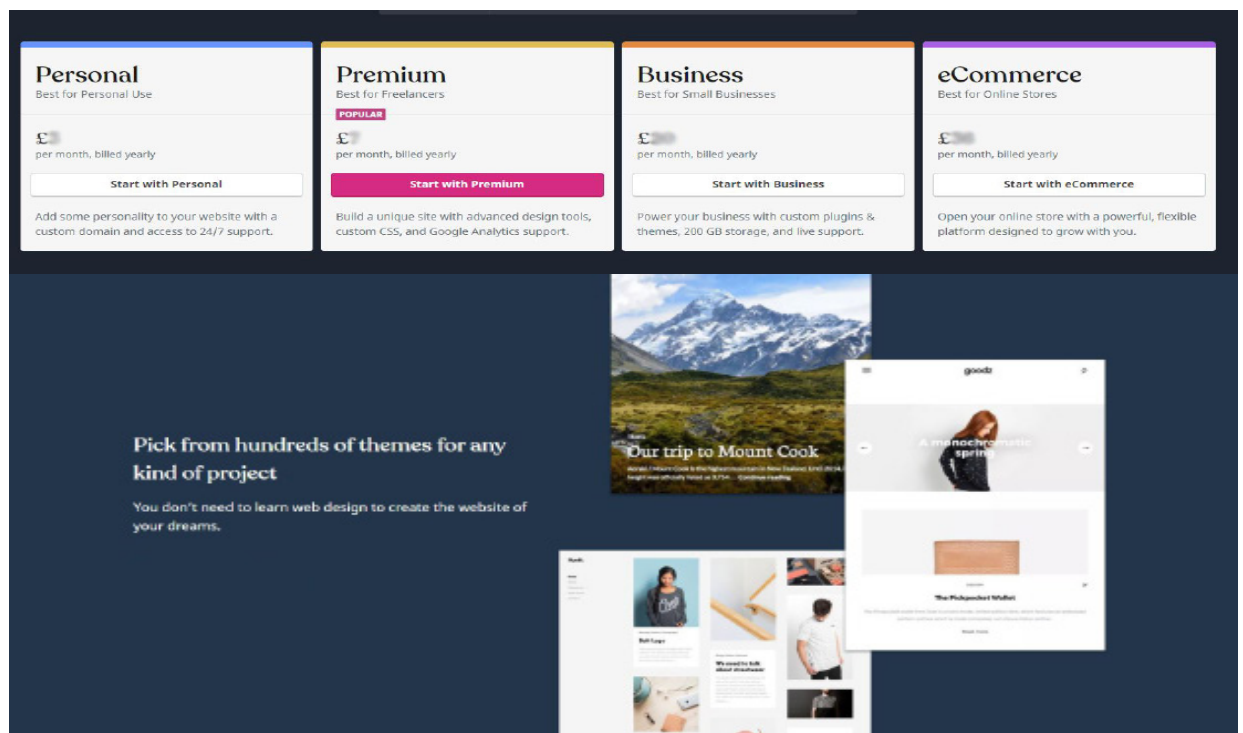
In Site Identity, you can set the title of your website, along with the tagline, which will appear next to the title. You'll need a high quality version of your logo and also a slightly smaller version for the site icon – the icon appears in your browser tab to the left of the title. The footer credit is something that will show up on every free WordPress website as a way to promote their services. You can change the credit to something smaller – I've used the 'WordPress.com Logo', which is the smallest credit available.

Step Two

Colours & Backgrounds gives you control over the colour palettes that help to stylize your website. You can either choose a palette below or make your own by clicking 'Manual'. There's also an option to use an image as your background.

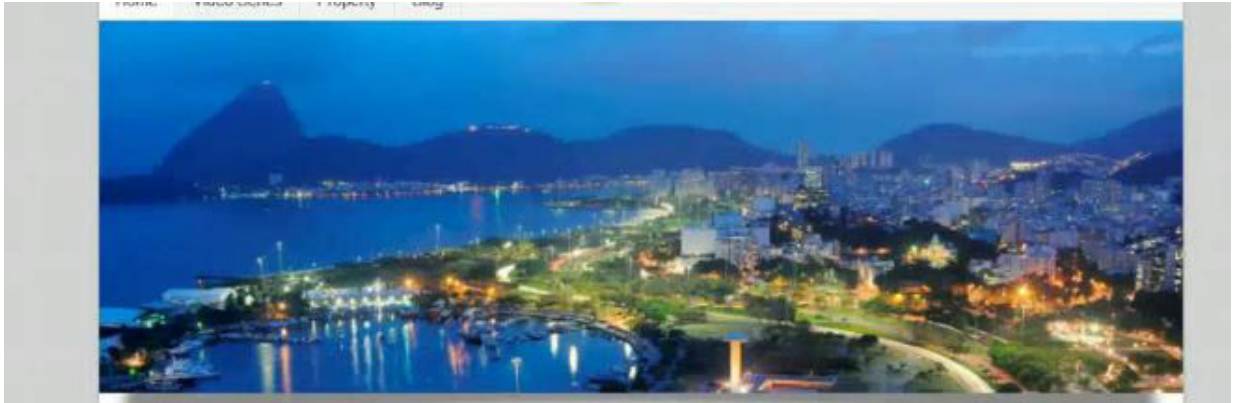
Step Three

In the Fonts section, you can change the headings (text that appears above pages and posts) and base font (anything that isn't a header). These will be applied to the entire website, so choose these carefully.



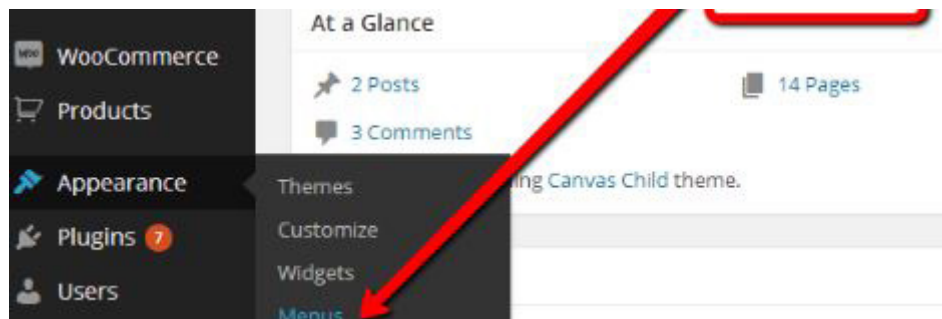
Step four

The Header Images on this theme appear at the top of the page – you can either upload a static one, or click ‘Randomise uploaded headers’ to put a group of headers on a rotation. As with the logo, make sure that the file is large enough to fit the WordPress recommended size. There’s also some suggested headers that are free to use.



Step five

The next section is Menus where you can change how the menu links at the top of the website function. Pages can be added by clicking ‘Add Items’, and there’s also posts, categories and tags which can be added to the menu. If you have more than one menu, you can swap it under ‘Display Location’. There’s also an option to automatically add new pages onto the menu when they’re created, which can be a handy timesaver.



Step six

By clicking the arrow on the right side of each menu item, you’ll expand some options for each item. There’s only two you need to consider – Navigation Label lets you add a different title instead of your page title, and Title Attribute is where you can add a brief description of each page, which will appear as a pop-up label if you hover over a menu item.

Step seven

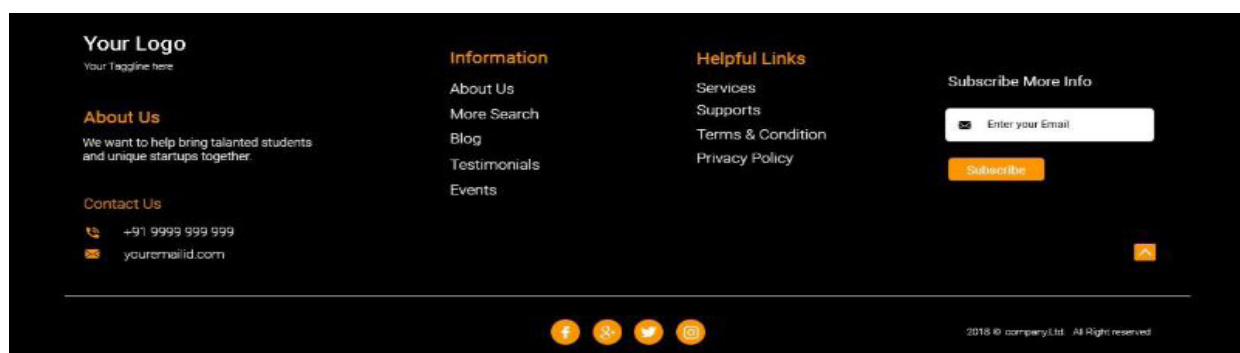
In Content Options, you can change how certain elements of your posts are displayed. Under ‘Blog Display’ there is either ‘Full post’ or ‘Post excerpt’ to choose from – these will change how your main blog layout is displayed. ‘Post Details’ and ‘Featured Images’ have been left as their default selections.

Step seven

In Content Options, you can change how certain elements of your posts are displayed. Under 'Blog Display' there is either 'Full post' or 'Post excerpt' to choose from – these will change how your main blog layout is displayed. 'Post Details' and 'Featured Images' have been left as their default selections.

Step eight

Footers are areas at the bottom of a website that hold brief bits of information; like contact details, social media icons, links, or just a blurb about your company. This theme has three different footer sections. As with the menus, just click the arrow on any item to change it. You can add in basic text and links as well.



Step nine

Static Front Page gives you the option to either use your latest posts as the front page, or to keep the normal home page. You can also choose which pages you'd like as a home page or a blog page.

Step ten

The last Customise option is Featured Content

– if you'd like to give some of your posts extra attention, setting them as 'featured' using a tag will put them in a special area and make them stand out from the other posts.

Louis Pearlman Centre Telephone 01482 612 478
Bespoke Resource Centre Telephone 07702 922771
Craven Park Training and Enterprise Centre Telephone 01482 379 514
Website: www.hccmwc.co.uk
Twitter: @hccmwc

www.hullcc.gov.uk Telephone 01482 300 300

