

Business Support Guides

Your Business supported in a few Simple Steps

Guide 7: Setting up a business website Part 4



Hull
City Council

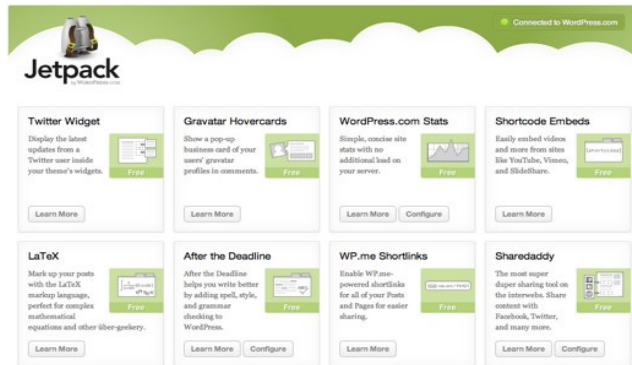
Managed Workspace Centres

Setting up a business website PART FOUR

In this fourth & final part, we'll take you through the important settings and options.

Step One

Free WordPress websites lack the ability to install plugins, which is something you can only do with a Business account, or if you're not using wordpress.com for hosting. Plugins are a way to extend the functionality of a WordPress website, but as you can't install them, WordPress have provided a range of optional extras through their Jetpack system. Click on **Plugins** in the left menu to take a look. All of the sections on this page have been enabled automatically. To find out more about each one, click them and it'll open up a help page with plenty of information.

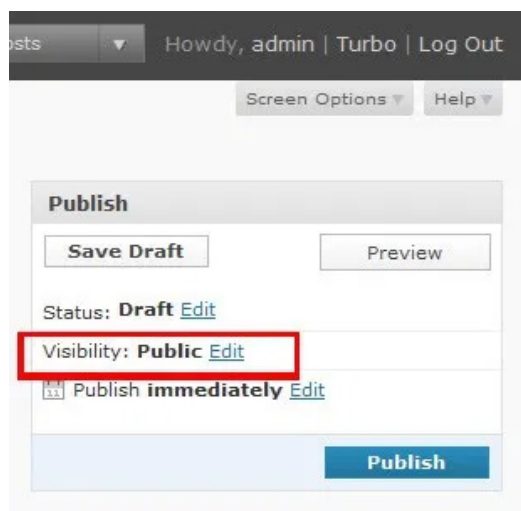


Step Two

Click **Settings** on the menu, and this will open up a large list of advanced options. Site Icon and Site Title have already been covered in the Customize section, but there are also options for changing the language and time zone.

Step Three

The **Privacy** section controls the visibility of your website, and if it's available to the public. This can be quite useful if you're wanting to redesign the website and give it a new look – the Private option would allow you to redesign without visitors being able to see your unfinished website.



Step Four

Under **Writing**, there's **Content types** where you can set the number of blog posts on a page, and two different types of posts – Portfolio Projects and Testimonials – which can be enabled. Portfolio posts are used to showcase any project you've been working on, and Testimonial posts can be used to show positive comments from happy customers.

Step Five

The **Default Article Settings** are all about how people interact with your blog posts, link to it, and leave comments. You can either set these up to apply to the whole website, or just change them when needed on individual blog posts.

The **Comments** section has plenty of options for customizing the way your website's comments function. There's also a way to set up email notifications and the choice of whether or not to give users the ability to approve comments before they go live on the website. WordPress will also monitor your website for spam comments using Akismet (which is part of Jetpack), and block them from appearing on your posts.

The screenshot shows the WordPress 'Discussion Settings' page. On the left is a navigation menu with 'Settings' selected. The main content area is titled 'Discussion Settings' and includes a 'Help' link. Under 'Default article settings', there are three checkboxes: 'Attempt to notify any blogs linked to from the article' (unchecked), 'Allow link notifications from other blogs (pingbacks and trackbacks) on new articles' (checked), and 'Allow people to post comments on new articles' (checked). A red box highlights these three options. Below this is the text '(These settings may be overridden for individual articles.)'. Under 'Other comment settings', there are several options: 'Comment author must fill out name and email' (checked), 'Users must be registered and logged in to comment' (unchecked), 'Automatically close comments on articles older than 14 days' (unchecked), 'Enable threaded (nested) comments 5 levels deep' (checked), 'Break comments into pages with 50 top level comments per page and the last page displayed by default' (unchecked), and 'Comments should be displayed with the older comments at the top of each page' (selected). At the bottom, under 'Email me whenever', there are two checkboxes: 'Anyone posts a comment' (checked) and 'A comment is held for moderation' (checked).

Step Six

In **Related Posts** you can choose to show a section of similar posts at the end of a post, and if you've done so, there's a couple of different ways to display them.

There's also **Accelerated Mobile Pages (AMP)**, which is an initiative from Google where your posts will be displayed in a stripped down form when viewed on mobile devices. This helps loading times and also makes the contents easier to read & navigate. If you'd like mobile users to experience the website in the same way as desktop users, then this can be turned off.

Step Seven

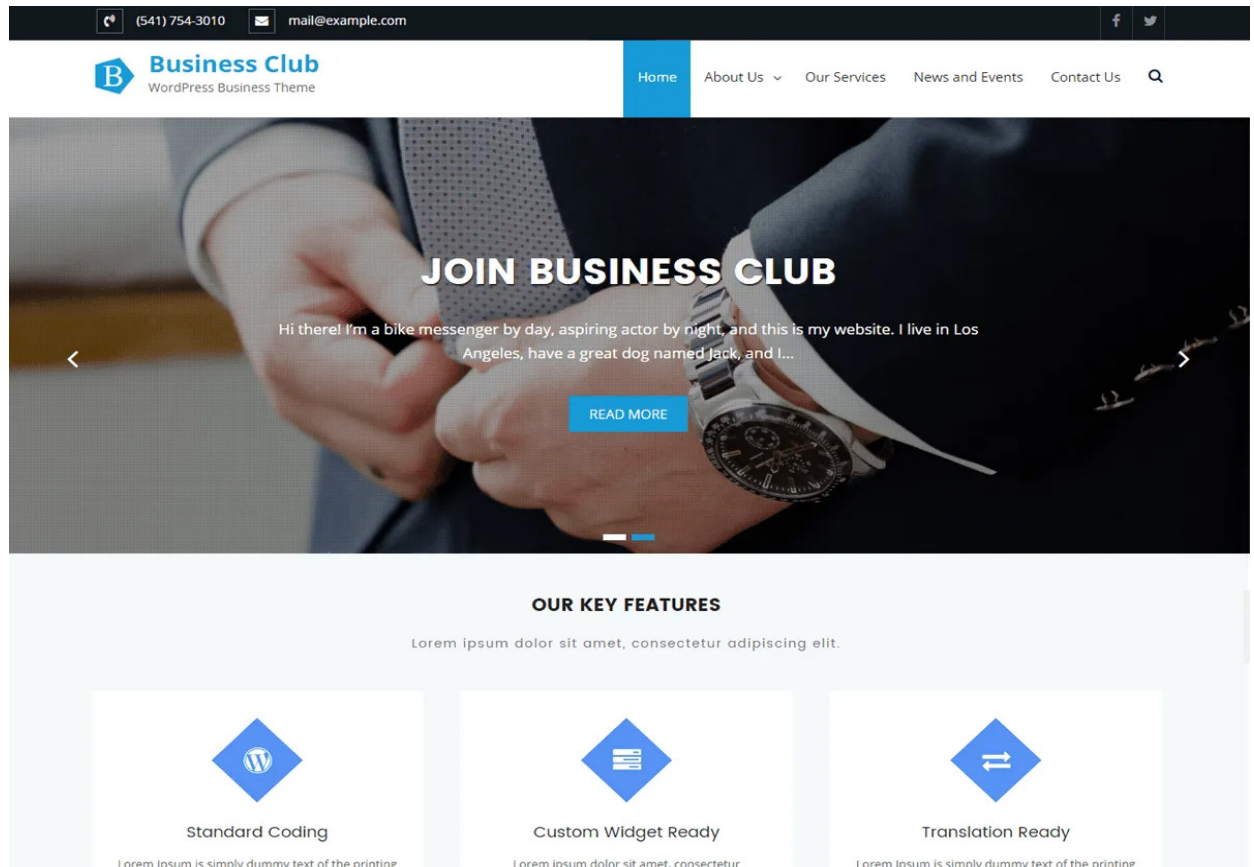
Here's a couple of technical settings – **Sitemaps** and **Site Verification Services**.

These are related to search engines, and how they access your website to index it as part of their search results. Sitemaps are basic lists of posts and pages, and Google will automatically look through the sitemap to locate new or edited content. If you'd like some more advanced stats beyond what WordPress can provide, you can sign up for services on different search engines. Google Search Console is the best of these – it monitors the search terms users have used to get to your website, and how far up in the search results your website has come.

Step Eight

The final section is **Stats**, which can be found at the top of the left menu. WordPress collects data on different types of interactions visitors are having with your website. There's basic stats like page views, number of followers and a summary of the latest posts, but also stats on what the most popular day and time is. This can be helpful if you're planning to schedule a post to get as many views as possible.

Congratulations, your WordPress website is finished!



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

