

# **WordPress.com**

**for**

# **Business**

**(and everything else)**

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# Two Flavors of WordPress

- ◆ WordPress.com
- ◆ “Self-hosted” WordPress  
(WordPress.org)



# WordPress.com Features

- ◆ Unlimited free sites
- ◆ Custom domains
- ◆ Free support
- ◆ Over 200 free & premium themes
- ◆ Customize site without needing code
- ◆ Popular plugin functionality built in



# Free support?

- ◆ Staff and volunteer assistance in public support forums
- ◆ Private support for users with upgrades
- ◆ Live chat for new users (beta) and users with the Business upgrade
- ◆ Documentation covers all features and upgrades



# Types of Sites on WordPress.com

- ◆ Non-profit organizations
- ◆ Artists, crafters, and musicians
- ◆ Restaurants & other small businesses
- ◆ Academic sites
- ◆ Author and book sites
- ◆ Personal blogs



# A New Site in Minutes

- ◆ Sign up for a new account by going to <http://wordpress.com>

(note: if you have a Jetpack, Akismet or Gravatar account, you can use that login!)

- ◆ Decide between free, premium and business upgrade levels
- ◆ Register a custom domain



# Set Up Your Site

- ◆ Choose a theme and customize your site
- ◆ Decide whether your home page should display news/blog or a standard static home page
- ◆ Create a custom menu:
  - Home
  - About me/us page
  - Contact page
  - News (blog)
- ◆ Set up social media connections with Publicize



# Business Upgrades

## ◆ *Premium*

- Custom domain
- No ads
- Custom Design (CSS, fonts, customizer)
- VideoPress
- Space Upgrade
- \$8.25/month

## ◆ *Business*

- Premium plus...
- Live chat during business hours
- Unlimited premium themes
- Unlimited storage
- \$25/month





# SEO... Without a Plugin

- ◆ Regular indexing from Google and other search engines
- ◆ WordPress.com Reader displays content based on tags and categories
- ◆ Automatic meta tag creation
- ◆ Post excerpts in editor
- ◆ Reblogging
- ◆ Readers can follow sites on WordPress.com or via email



# Advantages of WordPress.com

- ◆ Free hosting
- ◆ Free support
- ◆ No upgrades or maintenance
- ◆ No need to research and install plugins
- ◆ Participate in WordAds
- ◆ No bandwidth caps
- ◆ Excellent SEO



# Self-hosted WordPress sites

## Pros:

- No limitations on advertising or content
- Can modify theme files
- Can upload own themes and plugins
- No limitations on ecommerce

## Cons:

- Cost for domain + hosting
- Bandwidth/space limitations
- Need to research & install plugins
- Need to handle own security, backups
- No support



# **A Few Sites on WordPress.com**

http://toddenenglishfigs.com/

The screenshot displays the homepage of Todd English's Figs. At the top, there is a green header with social media icons, the text "Welcome to Figs! Local Delivery Available", and an "Order Online" button. Below the header is the Figs logo and contact information for Beacon Hill (617-742-3447) and Charlestown (617-242-2229). A navigation menu includes Home, Menus, Order Online, Catering, Private Dining, Contact, and Blog. The main content area features a large image of a dish with fried items and a salad. To the right of the image is a vertical menu with categories: Flatbreads, Salads, Appetizers, Pastas, and Inside Figs. Below the image is a blog post titled "Never Trust a Round Pizza." with a short description and an "Edit" link. To the right of the blog post is a "Recent Posts" section with five entries. The footer contains information for Todd English's Figs, Beacon Hill, and Charlestown, along with a link to order with the Figs Mobile App and a map of the location.

Welcome to Figs! Local Delivery Available [Order Online](#)

**Figs**  
BY TODD ENGLISH

Beacon Hill: 617-742-3447  
Charlestown: 617-242-2229

[Home](#) [Menus](#) [Order Online](#) [Catering](#) [Private Dining](#) [Contact](#) [Blog](#)

Flatbreads  
Salads  
Appetizers  
Pastas  
Inside Figs

### "Never Trust a Round Pizza."

Todd English's Figs is a casual bistro setting serving everyday food. One of the specialties at Figs is the traditional and eclectic thin-crust, free-form pizzas, topped with a variety of ingredients and baked in wood-fired ovens to bubbling perfection. Handmade pastas using the finest ingredients are also featured on the menu, as well as salads and homemade desserts.

[Edit](#)

#### Recent Posts

- ▶ 20% off Online Orders Today and Tomorrow
- ▶ This week's dinner specials!
- ▶ Warm up with Figs and a glass of red!
- ▶ Figs Charlestown Still Open for Business!
- ▶ Happy New Years from Figs! 15% off all online orders

Todd English's Figs Beacon Hill Charlestown

Order with the Figs Mobile App

Click here to download and place your order today!

• Menus  
• Order Online  
• Contact  
• Private Dining

Map Sat Ter Earth  
Directions Search nearby  
Pinckney St

http://cultnoise.com/



### Opinion



**Making Friends With Faith**  
February 12, 2014

### Editor's Picks



**Subversive Design Exhibition**  
February 15, 2014

### Culture



**Social Media: Private Vs. Public**  
February 14, 2014

### Fun



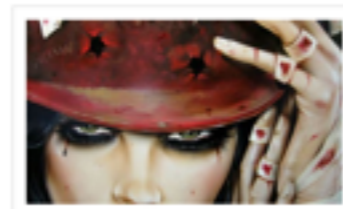
**Single on Valentine's Day?**  
February 9, 2014



**Living with your parents? Oh the shame**  
February 11, 2014



**Photography feature: The way I see.**  
February 13, 2014



**Brian Viveros: Feminine Warriors**



**Things that happen when you have a...**



**Are dogs really 'man's best friend'?**  
February 9, 2014



**A love letter to my body**  
February 12, 2014

http://brackendalephotography.com/shop/

Brackendale  
Photography.com

SERVICES WHERE YOU'LL FIND ME NEXT PRINT GALLERY SHOP WHO IS BRACKENDALE?  
OUT AND ABOUT CHARITIES AREA TESTIMONIALS CONTACT US



You'll find a range of products in our shop from photographic prints, cards to pet products. You can make a donation directly or support our chosen charities by buying their products where the cause is listed. Thank you!

[EDIT](#)



#### CARDS

View our individual and selection pack cards of our wonderful countryside. Available in a variety of sizes. Click on the card you would like to purchase and you will be taken to PayPal to complete your order. Individual Owl card £2.50 Individual Hay Bale card £2.50 Individual Puppy card £2.50 Individual Lamb card £2.50 Individual

[Read More](#)



#### PRINT GALLERY

All Brackendale artwork is available to purchase in a range of mediums. We print on professional Fuji Cristal archive paper (gloss or lustre) in sizes 6"x4" right up to 30"x20". Our extensive range of frames offer a wide selection of colours, textures, styles and properties and we mount every image on a range of acid free ... [Read More](#)

[Read More](#)



#### GIFT VOUCHERS

Gift Vouchers are available from £15 towards Brackendale Photography products and services

[EDIT](#)



#### FEATURED PRODUCTS

Here are selection of products that will be great for presents and gifts!

[EDIT](#)

<http://lesfacons.com/>

LES FAÇONS

SHOP

LE LOOK

MISE EN SCÈNE

COMMUNIQUÉ

DESIGNERS

À PROPOS

CONTACT

## MISE EN SCÈNE: MICHAEL KORS FALL 2014 RTW

## COMMUNIQUÉ: FABERGÉ EASTER EXHIBIT AT HARRODS

**H**arrods, the world's most famous department store, and the iconic artist jeweller Fabergé, will come together for a creative collaboration this Easter. "Fabergé Easter" will see an exquisite Fabergé salon and exhibition space set up in Harrods, with the famed Brompton Road windows and facade dressed in Fabergé. A Fabergé Easter at will run from ...



<http://englishteandcoffee.com/>



## OBSESSED OVER OUR HOUSE BLEND

Delicacy and elegance are what make this cognac-blend so unique.

### Welcome to English Tea & Coffee Co.

Located on Charles St. in the heart of Boston's Beacon Hill, we specialize in truly distinctive and rewarding coffee blends. Established 2014, our small batch Artisan roasting is of the highest quality, with an emphasis on sustainability. Our quaint shop overlooking beautiful Charles St. serves as a relaxing environment to sip on signature roasts while enjoying a multitude of our freshly baked pastries and muffins.



### FOLLOW ME



### Hours & Info



### No Posts Found

We're sorry, but no posts have been found. Create a post to be added to this section, and configure your theme options.

# Thanks!

**Jackie Dana**  
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