

# WordPress for Serious Business

@JanineWarner

[www.JanineWarner.com](http://www.JanineWarner.com)

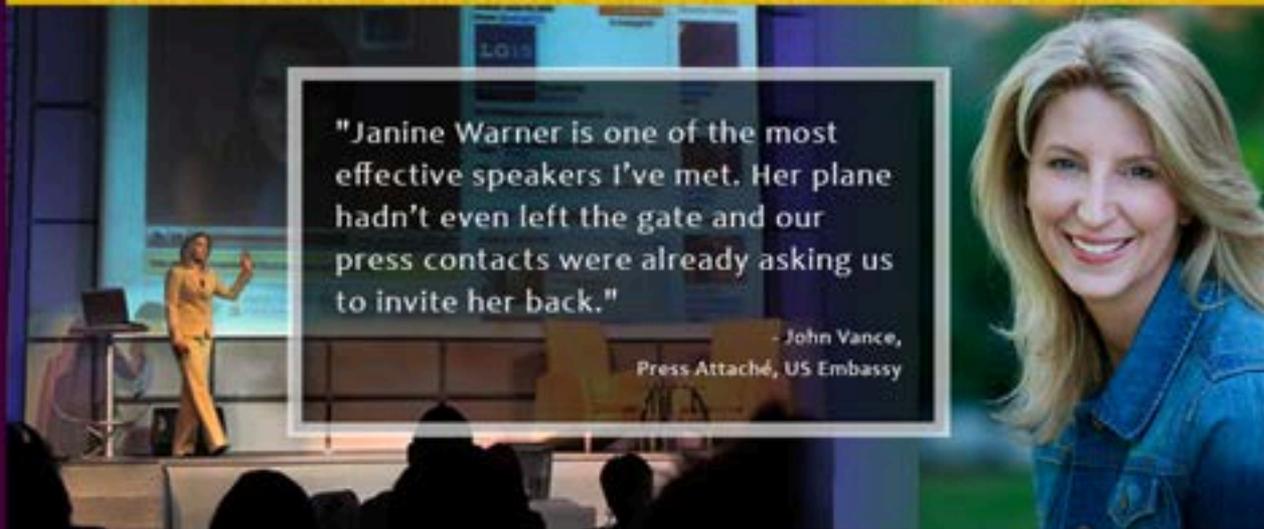
# Quick poll:

- How many are completely **new** to WP?
- How many have **some** experience?
- How many would say they are **advanced** Wordpress users?
- Any **developers**?

***Beginner class with an overview of WordPress and a few advanced tips***



author speaker consultant entrepreneur & digital alchemist



"Janine Warner is one of the most effective speakers I've met. Her plane hadn't even left the gate and our press contacts were already asking us to invite her back."

- John Vance,  
Press Attaché, US Embassy



#### Published Books

Janine has written, revised, or coauthored 25 books, including:

#### Connect with Janine on



#### International Consulting

Janine has worked as a consultant and speaker in more than 20 countries.

She is a pioneer in digital and

#### Popular Speaking Topics





We can teach you to  
create a website:

- [Web Design 101](#)
- [What's the best program?](#)
- [Get started with WordPress](#)
- [Learn Adobe Dreamweaver](#)

[Learn web design](#)



## Recent Posts

[Browser Testing Tools](#)

Use my updated Facebook Template to create a profile design for small and large screens

Take "Super-Selfies" with my simple smartphone kit

[Best-selling books & videos](#)

# *Never Forget*

People explore  
websites & blogs for  
many main reasons...

# To save time



Los Angeles



New York



London



Tokyo

To learn something new



To connect  
with others



To kill time



*Photos by istockphoto.com*

## Showcase



### Vogue

vogue.com

CMS Magazine

Vogue is a globally recognized fashion and lifestyle magazine, published monthly by Condé Nast.

Learn More →



Submit a Site →

### Featured Business Sites

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Browse Popular Tags

CMS 224



Quartz



The New York Times Company



Bi-Rite Market

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Browse Popular Tags

[CMS](#) (224)

[Business](#) (98)

[People](#) (85)

[Celebrities](#) (34)

[Education](#) (23)

[College](#) (42)

[Music](#) (43)

[Entertainment](#) (58)

[Technology](#) (58)

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Browse by Flavor

[BuddyPress](#)

[WordPress MS](#)

[WordPress.com](#)

[WordPress.com VIP](#)

[WordPress.org](#)

## Featured Business Sites



**Tribune Media Group**

The Tribune Media Group specializes in helping businesses large and small connect with their...

[Business](#) [CMS](#) [Media](#)



**TechCrunch**

TechCrunch, founded on June 11, 2005, is a weblog dedicated to obsessively profiling and reviewing...

[Business](#) [News](#) [Technology](#)



**Coca-Cola France**

The French site of the popular soft drink runs on WordPress.

[Business](#) [Food](#) [Fortune 500](#)  
[France](#) [International](#) [Products](#)

## Recently Added Sites



**Dassault Aviation**

[Aviation](#) [Business](#) [CMS](#)  
[France](#) [Transportation](#)

★★★★☆ 77 votes



**GDF SUEZ**

[Business](#) [CMS](#) [France](#)  
[Utilities](#)

★★★★☆ 38 votes



**Groupe Renault**

[Auto](#) [Business](#) [CMS](#)  
[Corporation](#) [France](#)

★★★★★ 466 votes

[Submit a site](#) →[Showcase](#) » [Tag](#) » [Celebrities](#)

Search

Browse Popular Tags

<a href="#">CMS</a>	(224)
<a href="#">Business</a>	(58)
<a href="#">People</a>	(85)
<a href="#">Celebrities</a>	
<a href="#">Education</a>	(29)
<a href="#">College</a>	(42)
<a href="#">Music</a>	(81)
<a href="#">Entertainment</a>	(54)
<a href="#">Technology</a>	(58)
<a href="#">Culture</a>	(40)

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Browse by Flavor

- [BuddyPress](#)
- [WordPress MS](#)
- [WordPress.com](#)
- [WordPress.com VIP](#)
- [WordPress.org](#)



### Usain Bolt

The World's Fastest Man has a site running on WordPress.

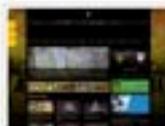
Tags: [Celebrities](#), [Sports](#) (21)



### US Air Force General Chuck Yeager

The official website of US Air Force General Chuck Yeager, the world's first pilot to fly faster than the speed of sound. Why it's in the Showcase: The subject matter, rare historic documents and...

Tags: [Celebrities](#), [CMS](#) (231)



### Padre y Decano

Padre y Decano hace de un grupo de socios y amigos que forman parte del foro Esto es Peñarol y que sienten que pueden contribuir con el club a través de una web carbonera más allá del foro. La idea...

Tags: [Celebrities](#), [CMS](#) (231), [International](#) (215), [Sports](#) (25)



### stupidDOPE.com

Updated multiple times a day, stupidDOPE.com offers a wide selection of content on music, culture, fashion, arts and more. We do celebrity interviews and have contributing writers from around the world. Why...

Tags: [Celebrities](#), [Lifestyle](#) (3)



### Snoop Dogg

Calvin Cordozar Broadus, Jr. is an American rapper, singer-songwriter, record producer, and actor, well known by his stage names Snoop Doggy Dogg, Snoop Dogg, and Snoop Lion. He has sold over 30 million...

Tags: [Celebrities](#), [Music](#) (50), [People](#) (88)



### Gabriel Iglesias

The Official Site of Gabriel Iglesias, powered by WordPress! Why it's in the Showcase: Another excellent example of a comedian using WordPress as their digital hub.

Tags: [Celebrities](#), [Comedians](#) (3), [People](#) (88)

Top Rated

- ★★★★ San Pellegrino Terme
- ★★★★ Public Storage Canada
- ★★★★ Brian Smith
- ★★★★ Usain Bolt
- ★★★★ US Air Force General Chuck Yeager
- ★★★★ Sweden's Official Site
- ★★★★ Bata
- ★★★★ Dusty Cartridge
- ★★★★ Mikolaj Czyz
- ★★★★ Quartz

Most Votes

3,499	<a href="#">I Love Typography</a>
1,502	<a href="#">Clouds 365 Project</a>
1,404	<a href="#">PlayStation.Blog</a>
1,378	<a href="#">Smashing Apps</a>
1,134	<a href="#">Obey Giant</a>
1,000	<a href="#">Mikolaj Czyz</a>
986	<a href="#">Grain Edit</a>
871	<a href="#">Bloginity</a>
817	<a href="#">bettercodes.org</a>
715	<a href="#">Smithsonian Institution's National Museum of African Art</a>

# Create your new website for free

WordPress.com is the best place  
for your personal blog or business site.

Create Website



### Ready for mobile

Download the iOS or Android app



### Freshly Pressed

Strong voices from around the  
world



### Hundreds of designs

Find your unique style

Need more reasons?





#### Easy to use

WordPress.com lets you create beautiful and powerful websites or blogs.



#### Your own domain name

We'll set up and configure your custom domain so that you can start using it in seconds.



#### Search engine and SEO friendly

WordPress.com is optimized for SEO and getting your site in front of searchers on Google, Bing, Yahoo, and others.



#### The best support

Our Happiness Engineers work night and day through live chat, email, support pages, and forums to answer any questions you have.



#### Premium plans

Our premium plans give you more control with additional customization options. They all come with free trials.



#### Millions of users

We welcome 50,000 new sites every day. From small business sites, artist portfolios, and blogs, to giant media organizations like TIME and CNN.

WordPress powers 23% of the internet

Create Website

## Who publishes on WordPress.com?

From [TechCrunch](#) to [TED](#), [CNN](#), [Major League Baseball](#) and the [National Football League](#), WordPress.com users span a broad range.

We have a [publisher blog](#) focusing on some leading WordPress sites. You can also see more [notable users](#) or view our editors' picks at [Freshly Pressed](#).



## Where in the world is WordPress.com used?

We host WordPress blogs written in over 120 languages. Below is a breakdown of the top 10 languages:

1. English: 71%
2. Spanish: 5.1%
3. Indonesian: 2.5%
4. Portuguese (Brazil): 2.5%
5. French: 1.5%
6. German: 1.3%
7. Italian: 1%
8. Turkish: 0.7%
9. Dutch: 0.6%
10. Russian: 0.5%

# What's the difference between WordPress.com and WordPress.org?

WordPress.com is a service that hosts WordPress blogs. WordPress.org is a community where people work on the open source WordPress software. It's also where that software can be downloaded to be run on your own web server. Still confused? You might want to read this support document.



**Toni Schneider** is CEO of **Automattic**, the company behind WordPress.com.

Spoke during the creativeLIVE course

### **Secrets from Silicon Valley**

- WordPress.com is a for-profit company with a freemium model
- WordPress.org is an open source community of developers
- The two organizations are work in a way that is mutually beneficial

# WordPress.com and WordPress.org

WordPress is a publishing platform that makes it easy for anyone to publish online, and proudly powers [millions of websites](#). It comes in two flavors: the fully hosted [WordPress.com](#), and the self-hosted version available at [WordPress.org](#).

WordPress.com <i>Focus on your beautiful content, and let us handle the rest.</i>	WordPress.org <i>Get your hands dirty, and host your website yourself.</i>
Premium hosting, security, and backups are included. You can even upgrade to a <a href="#">custom domain</a> , like <a href="#">YourGroovyDomain.com</a> .	You'll need to <a href="#">find a host</a> , and perform backups and maintenance yourself. We offer <a href="#">VaultPress</a> for security and backups.
Choose from <a href="#">hundreds of beautiful themes</a> . Make it your own with <a href="#">Custom Design</a> .	Install custom themes. Build your own with PHP and CSS.
<a href="#">Integrate your site</a> with Facebook, Twitter, Tumblr, and other social networks.	Install a plugin, like <a href="#">jetpack</a> , to enable sharing functionality on your site.
<a href="#">Popular features</a> like sharing, stats, comments, and polls are included. <a href="#">There's no need to install plugins</a> .	Install plugins to extend your site's functionality.
<a href="#">Personal support</a> and the <a href="#">WordPress.com forums</a> are always available.	Visit the <a href="#">WordPress.org support forums</a> for assistance.
You must register for an account on WordPress.com and abide by our <a href="#">Terms of Service</a> .	No registration with WordPress.org is required.

## WordPress Web Hosting

There are hundreds of thousands of web hosts out there, the vast majority of which meet the WordPress [minimum requirements](#), and choosing one from the crowd can be a chore. Just like flowers need the right environment to grow, WordPress works best when it's in a rich hosting environment.

We've dealt with more hosts than you can imagine; in our opinion, the hosts below represent some of the best and brightest of the hosting world. If you do decide to go with one of the hosts below and click through from this page, some will donate a portion of your fee back—so you can have a great host and support WordPress.org at the same time. If you don't need the flexibility of a full web host, you may consider [getting a free blog on WordPress.com](#).

### Bluehost

WordPress Auto-Install — new WordPress updates are made available within 24 hours. Unlimited disk storage, unlimited monthly data transfer, host unlimited domains on 1 account, 1 free domain name with your account, 2,500 POP / WebMail addresses, 50 MySQL databases, free control panel, free SimpleScripts, 24/7 network monitoring, free CDN services, mirrored storage backups, no hidden fees.\*

[Forum threads about Bluehost](#) -



### DreamHost

WordPress 1-click install, auto-updates, unlimited hosted domains, and great support! DreamHost powers over 600,000 WordPress blogs and websites globally, and offers a 2 week free trial, a free domain name, plus unlimited disk space, bandwidth, MySQL databases, and email addresses. Easily install your favorite WordPress plug-ins, and rest easy with our 100% uptime guarantee.\*

[Forum threads about DreamHost](#) -



### Laughing Squid

Laughing Squid Web Hosting is an independently owned and operated web host started in San Francisco that provides friendly, dependable, and secure web hosting services to artists, individuals, bloggers, non-profits, and small businesses. We are open source geeks who are here to help you get your content online and rescue you from the endless void of impersonal and unreliable web hosting.\*

[Forum threads about Laughing Squid](#) -



### Host Feedback

We're committed to helping create a wholesome and hassle-free WordPress hosting environment. If you feel there are issues with one of the hosts listed here, please send a note to [hosting dash feedback](#) at this domain. If the situation warrants we'll work with you and your host on a solution. We also realize that we can't highlight every good host, but if you have a favorite host you think we should feature here, email [hosting dash application](#) at this domain.

Note before contacting us: Please don't send us legal takedown orders or threats, we don't actually host every WordPress blog in the world. If you don't understand that, you probably shouldn't be sending legal notices anyway.

### Be Listed on This Page

We're not currently soliciting new listings for this page, which we want to keep small and focused, however if you like us to know about you can send an email to [hosting dash application](#) at this domain. Listing is completely arbitrary, but includes criteria like: contributions to WordPress.org, size of customer base, ease of WP auto-install and auto-upgrades, bundling same

*Web hosts come in  
good enough,  
bad, really bad,  
and expensive.*

# A few things to consider when choosing a web host:

- **Security:** SSL certification, security options
- **Third-party programs:** WordPress 1-click, ecommerce & shopping carts, and many other “extra programs”
- **Interface:** C panel, custom interface
- **Support:** Phone number, email, anything?
- **Multi-site hosting:** How many domains per account?
- **Administrative features:** How hard is it to add new sites?
- **Special features / partnerships:** Discounts on AdSense, bulk email services, and more



## Web Hosting That's *200% Faster!*

Slow websites suck. Now with solid state drives (SSDs), our standard web hosting loads pages 200% faster, so you won't keep your visitors waiting.

**Starts at \$8.95/mo & includes 1 free domain name.**

[Learn More about Our Website Hosting](#)



### Managed VPS Hosting

Now with ultra-fast SSDs! You're welcome.



### Managed WordPress Hosting

Optimized for WordPress sites and blogs.

### Public Cloud Computing

On-demand virtual servers from the Cloud



### Domain Names

Find your awesome domain name today!

Proudly hosting over 1,000,000 dreams since 1997.

#### Get Started

[Sign up](#)

[Login](#)

#### Services

- Domains
- Web Hosting
- VPS
- WordPress
- Storage
- Computing

#### Company

- About
- Blog
- Careers
- Affiliates
- Partners
- Green Hosting

#### Support

- Contact
- Wiki
- Forums

[All Products](#)[Domains](#)[Websites](#)[Hosting & SSL](#)[Get Found](#)[Email & Tools](#)[Support](#)[Hot Deals](#)

Find your perfect domain name

SEARCH DOMAIN

.com \$4.99\*

\$4.99

.org \$4.99\*

.club \$4.99\*



DOMAIN



WEBSITE



EMAIL

ALL STARTING AT JUST **\$1.00/MO**

GET STARTED

Price per year. Other restrictions apply.30%  
OFF.guru  
.club  
.company  
.email

.co

PERFECT FOR YOUR COMPANY,  
CORPORATION OR COMMUNITY.  
STARTING AT **\$9.99/YR**GET YOUR BUSINESS LISTED  
EVERYWHERE.

LEARN MORE

WORK ANYWHERE WITH  
MICROSOFT OFFICE.

Save up to 40%

HOSTING THAT WON'T KEEP  
YOU... WAITING.

Save up to 40%

EVERYTHING YOU NEED TO  
START SELLING ONLINE.

Start your FREE TRIAL

IT ALL STARTS WITH A DOMAIN NAME.

FIND YOUR  
PERFECT NAME

From classic domain names like .com and .org to new domain names like .club, .guru, even .rocks, we can help you find the right name for your



## Hassle-Free WordPress Hosting

WP Engine Offers the Best Fully-Managed  
WordPress Hosting Platform

[See Our Plans](#)

Security

Scalability

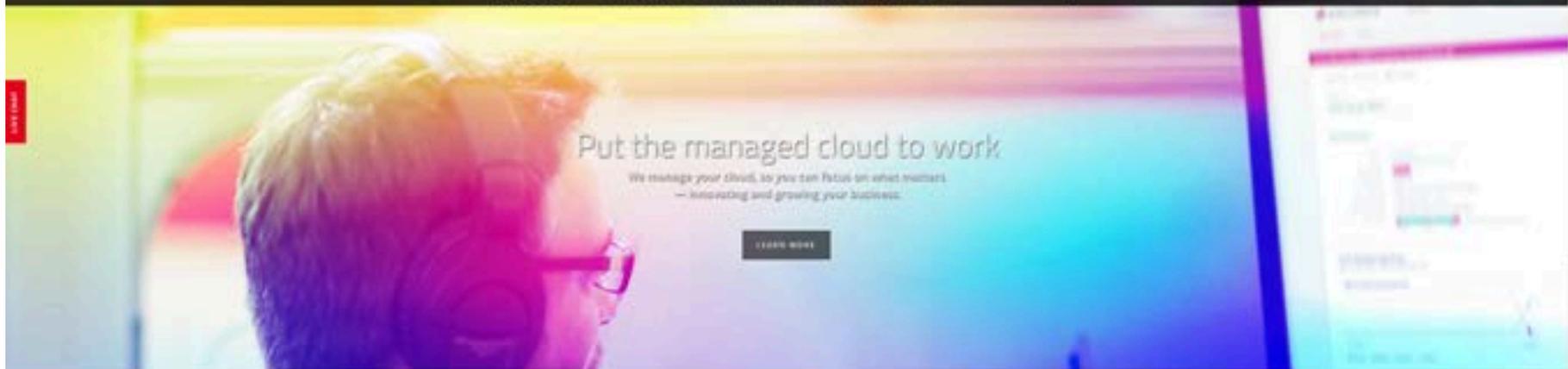
Support

Community

Speed

Our Customers Love Us  
But You Don't Have To Take Our Word For It...

10/1/2014



## Put the managed cloud to work

We manage your cloud, so you can focus on what matters — innovating and growing your business.

LEARN MORE

### OUR SOLUTIONS

Other providers will rent you raw infrastructure, but Rackspace gives you the specialized expertise you need to run it. Pick a business solution that best fits your needs.



MANAGED



WEB CONTENT  
MANAGEMENT

EMAIL &  
COLLABORATION

Specialized expertise and award-winning support for leading productivity and collaboration tools like Microsoft Exchange, SharePoint and Lync



WEBSITE HOSTING



WEB APPS



DATA SERVICES



PRIVATE CLOUD

# Domain Names & Web Hosting

Apartment & Phone Number

Web hosting is like  
renting an apartment



Buying a domain name is like getting a phone number  
you can forward and use in any apartment



Even if you use WordPress.org,  
you may want to use these  
WordPress.com services

Gravatars

JetPack

VaultPress



Janine Warner

@janinewarner134364288 · Sign Out

PERSONA

Account Settings

Trophy Case

Billing

TOOLS

Help & Support

Find Friends

My Profile Account Password Security Notifications

### My Profile

This information will be displayed publicly on [your profile](#) and in [Gravatar Hovers and](#)

First Name

Last Name

Public Display Name

About Me   
 Janine Warner's best-selling books and videos about the Internet have won her an international following and earned her speaking and consulting engagements around the world. She's the creator of DigitalFamily.com, an interactive design and training

Save Profile Details

### My Profile Photo and Links

Update your [avatar](#) and list of links which appear on [your profile](#).

Profile Photo



Your photo is managed using the Gravatar service.

[Edit Photo](#)

## My Profile Photo and Links

Update your avatar and list of links which appear on [your profile](#).

### Profile Photo



Your photo is managed using the [Gravatar service](#).

[Edit Photo](#)

### Profile Links

Choose which sites you would like to add to your profile.



[Interactive design and training agency](#)

× Remove

[www.digitalfamily.com](http://www.digitalfamily.com)



[Profile of Janine Warner, author, speaker](#)

× Remove

[jcwarner.com](http://jcwarner.com)

Add WordPress Site

[Add other site](#)

## Your WordPress, Connected.

Connect your site to WordPress.com for traffic and customization tools, enhanced security, speed boosts, and more.

Download Jetpack

⇒ [Install from wp-admin](#)

### New from Jetpack

#### Site Management

From one central dashboard manage your plugins and post to your WordPress sites wherever they're hosted.

Make sure you're always running the latest and safest versions of your plugins with automatic or bulk updates.



#### Activating

Update to the latest version of Jetpack and opt-in to Site Management if asked.

Then visit [WordPress.com/Plugins](#) and login with your WordPress.com account.



# Backups & security for your WordPress site.

View Plans & Pricing

Plans starting at \$5/mo



@LaughingSquid

@vaultpress has just saved the day for us, it's worth every penny — all @wordpress blogs should use it



Automated backups with easy restores!



Daily security scans with one-click repairs.



Help from the WordPress experts.



# Your awesome website



# WordPress Combines

HTML

CSS

PHP

Javascript

# Themes

**The Key to  
WordPress Design**

# Four Types of Themes

- Custom
- Free vs Premium
- Basic vs Full-featured
- Frameworks
- Child Themes

# Where to Get Themes

- You can make your own themes
- Safest option: WordPress.com
- Premium themes cost money
- Hire a programmer or service to turn any layered Photoshop file into a theme

# Some Popular Theme Developers

- Woo Themes
- iThemes
- WPMU
- Elegant Themes
- *Theme Forest (envato market) is not a theme developer, it's a theme marketplace where anyone sell their themes*

# How to choose a theme

- Choose based on design – not the photos in the demo version!
- Functionality is often more important
- Consider additional features: galleries, ecommerce
- Read the reviews!
- Study the help files, watch their videos
- Some offer money-back guarantees
- Don't be afraid to experiment and test a few

# WordPress Plugins

*Extend the functionality of  
WordPress and your theme...*

# Popular SEO Plugins



# yoast

[Home](#) > [WordPress Plugins](#) > [WordPress SEO Plugin](#)

## WordPress SEO Plugin

Developed by [Joost de Valk](#)

**Version:** 1.4.7  
**Requires:** 3.3  
**Tested up to:** 3.5.1  
**# Downloads:** 4,557,200  
**# Ratings:** 2,723  
**Rating:** ★★★★★  
**Price:** Free

[Download](#)[Forums](#)[Donate](#)

### Get more visitors to your WordPress site!

WordPress SEO is the most complete WordPress SEO plugin that exists today for WordPress.org users. It incorporates everything from a snippet preview and page analysis functionality that helps you optimize your pages content, images titles, meta descriptions and more to XML sitemaps, and loads of optimization options in between.

### Search



Subscribe to our free weekly newsletter and never miss a post!

[Subscribe](#)

Find us Elsewhere



### More Information

[FAQ](#)

## WordPress SEO by Yoast

General **Page Analysis** Advanced Social

Snippet Preview:

[Our New Taste Testers are the Best! - Delicious!](#)

[hand-crafted-chocolate.com/taste-testers/](#)

We've recruited some chocoholics to taste our latest concoctions. As you can see in this photo, our newest recipes are a hit! If you would like to particip ...

Focus Keyword:



SEO Title:



Our New Taste Testers are the Best! - Delicious!

Title display in search engines is limited to 70 chars, **22** chars left.

Meta Description:



The **meta** description will be limited to 156 chars, **156** chars left.



## Plugin Directory

Username Password [\(forgot?\) or Register](#)[Extend Home](#)[Plugins](#)[Developer Center](#)[Themes](#)[Mobile](#)[Ideas](#)[Kivitch!](#)[Search Plugins](#)[Popular](#)[Tags](#)[More »](#)[widget \(3,729\)](#)[Post \(2,368\)](#)[plugin \(2,243\)](#)[admin \(1,857\)](#)[posts \(1,783\)](#)[sidebar \(1,547\)](#)[twitter \(1,274\)](#)[google \(1,269\)](#)[comments \(1,209\)](#)[images \(1,213\)](#)[page \(1,176\)](#)[image \(1,078\)](#)[links \(955\)](#)

**All in One SEO Pack**

WordPress SEO plugin to automatically optimize your WordPress blog for Search Engines.

[Description](#) [Installation](#) [FAQ](#) [Stats](#) [Support](#) [Reviews](#) [Developers](#)

[Download Version 2.0](#)

**Optimizes your WordPress blog for Search Engines (Search Engine Optimization).**[Upgrade to Pro Version](#)[Support](#) | [Change Log](#) | [FAQ](#) | [Translations](#)

Some features:

- Google Analytics support
- Support for Custom Post Types
- Advanced Canonical URLs
- Fine tune Page Navigational Links
- Built-in API so other plugins/themes can access and extend functionality
- ONLY plugin to provide SEO integration for WP e-Commerce sites
- Nonce Security
- Support for CMS-style WordPress installations

Requires: 3.0 or higher

Compatible up to: 3.5.1

Last Updated: 2013-4-22

Downloads: 14,043,947

**Ratings**

3.8 out of 5 stars

5 stars 748

4 stars 249

3 stars 66

2 stars 29

1 stars 316

**Author**

## All in One SEO Pack

[Upgrade to All in One SEO Pack Pro Version](#)

**Title:**

The words at the very top of your page have great SEO value

59 characters. Most search engines use a maximum of 60 chars for the title.

**Description:**

These words will be used to describe your page in the search engine results. Choose your words carefully and give people a reason to click on your link.

152 characters. Most search engines use a maximum of 160 chars for the description.

**Keywords (comma separated):**

keywords, probably, won't, help much, but many enter them anyway

**Title Attribute:**

These words will appear when you hover over a link to this page

**Menu Label:**

Short Link

**Disable on this page/post:**

# WordPress Widgets

Are used to create sidebars  
and to customize themes

# WordPress Pages vs Posts

# WordPress Pages

- Best for evergreen content and standalone pages
- Pages are commonly use for: home, about, contact
- Pages do not have categories or tags like posts
- Can have child or sub-pages
  - Example: About page can have subpages for each employee
- If the information should have a button in the main menu, it should probably be a page (although sometimes categories warrant menu buttons, too)
- And pages can be made up of a collection of posts

# WordPress Posts

- Best for blog posts, short pieces of information, or other ephemeral material
- Can be organized with categories and tags
- Ideal for grouping information, such as collections of posts on different travel destinations
- Posts typically include publication date & author
- Often include break points (so that they can be shortened when they are grouped in pages)
- Posts can include inserted images as well as a *Featured* image

# Posts: categories & tags

- Categories are for organizing posts  
Example:  
Sports Photos, Fashion Photos, Portraits
- Tags add a relational element  
baseball, football, softball, soccer  
NY Fashion, Paris Fashion,  
kids, professionals, families, seniors

You can create pages made up of posts, and use categories to organize them

Each of the following pages is used to display a category of posts

## Recursos para emprendedores y periodistas

Siempre estamos buscando más recursos para poder ayudarles a aprender más. Por favor, envíeme sus recomendaciones al [janine@digitalfamily.com](mailto:janine@digitalfamily.com).



### Modelos de Negocios

Formulario para organizar tu Modelo de Negocios para la web. Se puede bajar este Formulario en formato PDF y usarlo para organizar y considerar tu modelo de negocios. Si prefieres, hay una versión muy simple hecha en formato Word, que se puede bajar de este enlace. ... [read more](#)



### Sitios web

Sitios web sobre tecnología, negocios y tendencias en español. ... [read more](#)



### Fondos para periodismo

Fondos para periodismo de fundaciones e inversionistas. ... [read more](#)

## Recursos

- [Libros esenciales de negocios y marketing \(en español\)](#)
- [Cómo usar los servicios de Google](#)
- [Redes Sociales](#)
- [Optimización de motores de búsqueda](#)
- [Ejemplos de planes de negocios](#)
- [Fondos para periodistas](#)
- [Sitios web sobre tecnología, negocios y tendencias en español](#)
- [Sitios sobre periodismo y multimedia](#)
- [Anuncios y Marketing](#)
- [Herramientas para periodistas digitales](#)
- [Blogueros de periodismo e innovaciones](#)

## Entrevista con experta en mercadeo

**Adriana Peña Ruiz**  
EVP Marketing & Sales Development  
Entravision Communications



## Entrevista con especialista en moda

**Luisa Pe Ruiz**  
Especialista en moda de México  
Host y productor de "Real Fashion" para Terra Networks



## Entrevista con emprendedor corporativo

**Francisco Rivera**  
VP of Emerging Business  
NBC Universal / Telemundo



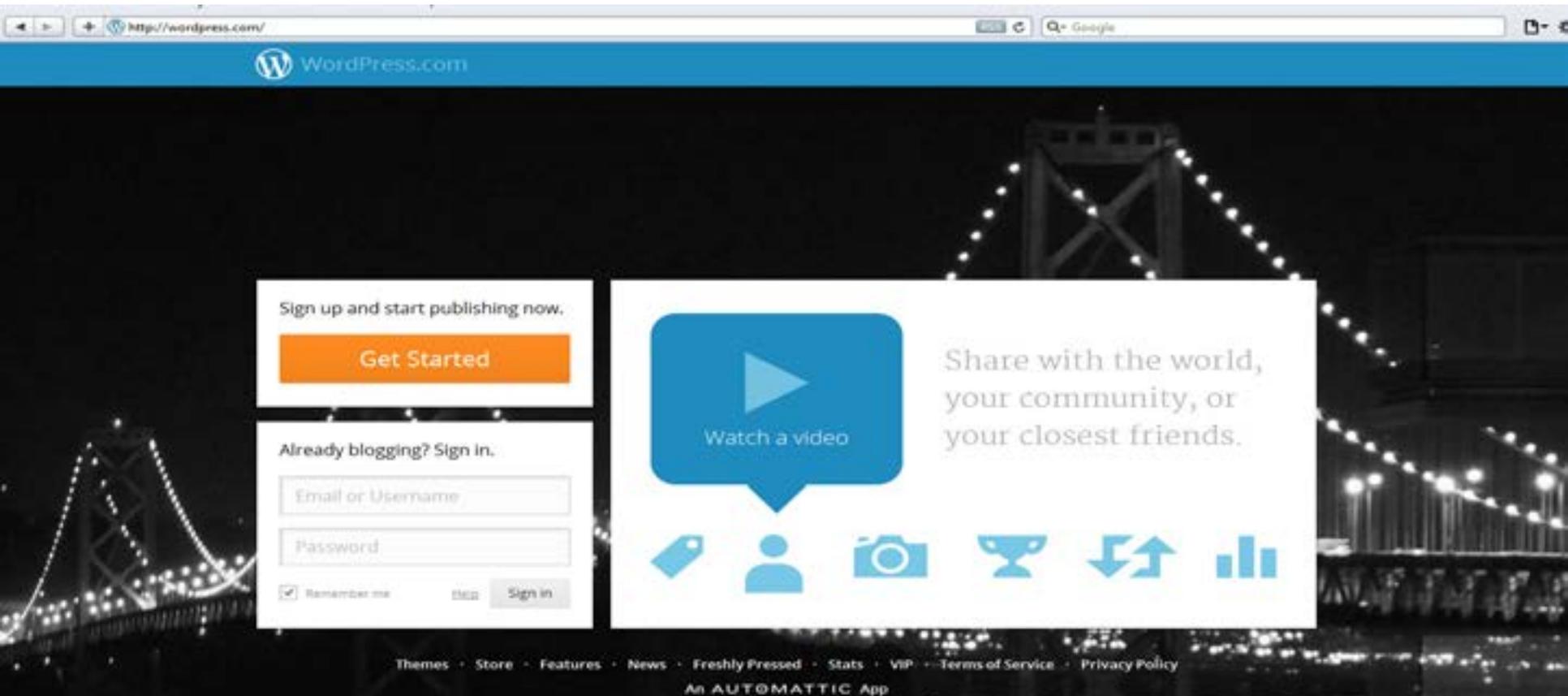
## Entrevista con ejecutivo de periodismo digital

**Ismael Nafria**  
Director de Innovación  
Digital del Grupo Godó



# 7 Steps to Creating a WordPress Site

# Choose WordPress.com or a Web Host



The image shows a screenshot of the WordPress.com homepage. The background is a night view of a suspension bridge with lights. The browser address bar shows 'http://wordpress.com/'. The page features a blue header with the WordPress logo and 'WordPress.com'. The main content area is divided into two columns. The left column has a sign-up section with a 'Get Started' button and a sign-in section with input fields for 'Email or Username' and 'Password', a 'Remember me' checkbox, and a 'Sign in' button. The right column has a 'Watch a video' button with a play icon, the text 'Share with the world, your community, or your closest friends.', and a row of six icons: a tag, a person, a camera, a trophy, a double arrow, and a bar chart. At the bottom, there is a navigation menu with links for 'Themes', 'Store', 'Features', 'News', 'Freshly Pressed', 'Stats', 'VIP', 'Terms of Service', and 'Privacy Policy', followed by the text 'An AUTOMATIC App'.

Sign up and start publishing now.

[Get Started](#)

Already blogging? Sign in.

Remember me

[Watch a video](#)

Share with the world,  
your community, or  
your closest friends.

[Tag](#) [User](#) [Camera](#) [Trophy](#) [Share](#) [Stats](#)

[Themes](#) · [Store](#) · [Features](#) · [News](#) · [Freshly Pressed](#) · [Stats](#) · [VIP](#) · [Terms of Service](#) · [Privacy Policy](#)

An AUTOMATIC App

# Choose a Theme

www.jumpstarttalentagency.com/wp-admin/themes.php?deleted=true

Jump Start Talent Agency 10 + New Howdy, janine Help

Dashboard  
Posts  
Media  
Pages  
Comments  
Portfolio  
Appearance  
Themes  
Widgets  
Menus  
Editor  
Plugins 2  
Users  
Tools  
Settings  
Photolux  
Collapse menu

Manage Themes Install Themes

Theme deleted

**PHOTOLUX**  
photography theme  
by pecele

Current Theme  
**Photolux**  
By [Ezzata](#) | Version 1.4.1  
Premium Photography WordPress Theme  
[Customize](#) [Options](#) [Widgets](#) [Menus](#)

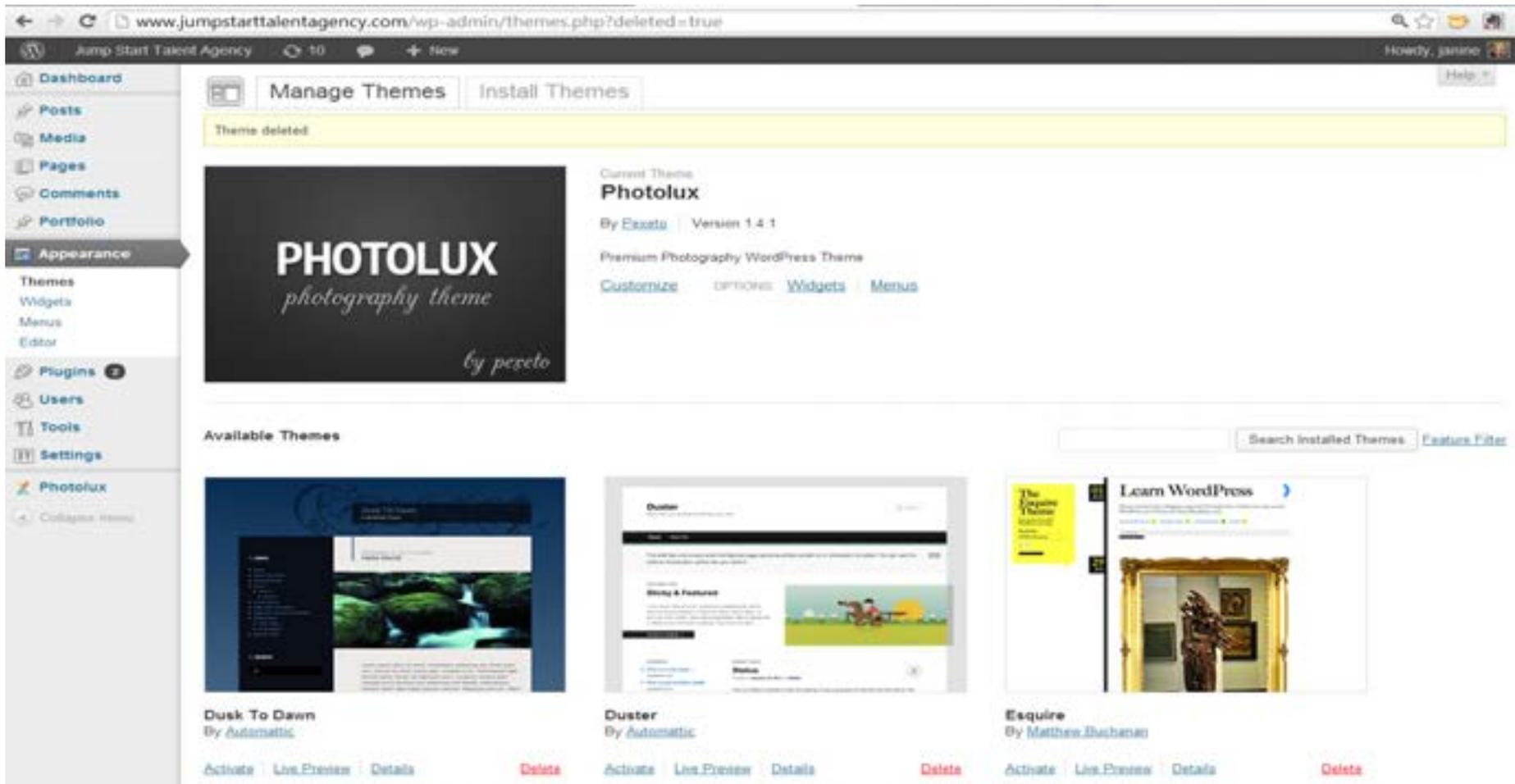
Available Themes

Search Installed Themes [Feature Filter](#)

**Dusk To Dawn**  
By [Automattic](#)  
[Activate](#) [Live Preview](#) [Details](#) [Delete](#)

**Duster**  
By [Automattic](#)  
[Activate](#) [Live Preview](#) [Details](#) [Delete](#)

**Esquire**  
By [Matthew Buchanan](#)  
[Activate](#) [Live Preview](#) [Details](#) [Delete](#)



# Add Plugins to Add Features

[About](#) [Support](#) [News](#)



Jetpack supercharges your self-hosted WordPress site with the awesome cloud power of WordPress.com.

To get started with Jetpack, download and install the plugin. Once you've installed Jetpack you'll get access to all the delightful features below.

[Download Jetpack](#)

## Notifications

Monitor and manage your site's activity with Notifications in your Toolbar and on WordPress.com.



[Learn More](#)

## Publicize

Connect your site to popular social networks and automatically share new posts with your friends.



[Learn More](#)

## WordPress.com Stats

Simple, concise site stats with no additional load on your server.



[Learn More](#)

## Jetpack Comments

A new comment system that has integrated social media login options.



[Learn More](#)

## Subscriptions

Allow users to subscribe to your posts and comments to receive a notification via email.



[Learn More](#)

## Likes

Likes are a way for people to show their appreciation for content you have written. It's also a way for you to show the world how popular your content has become.



[Learn More](#)

## Carousel

Transform your standard image galleries into an immersive full-screen experience.



[Learn More](#)

## Post By Email

Publish posts to your blog directly from your personal email account.



[Learn More](#)

# Customize Your Theme & Add Content

The image shows a browser window displaying the WordPress theme customizer for 'JumpStart'. The browser's address bar shows the URL `www.jumpstarttalentagency.com/wp-admin/customize.php`. The customizer interface is split into two main sections: a left sidebar for theme settings and a main preview area.

**Left Sidebar (Settings):**

- Close** (button)
- Preview** (button)
- You are previewing **Photolux**
- Site Title & Tagline
- Navigation** (expanded)
- Photolux Theme Main Menu
  - main (dropdown menu)
- Photolux Theme Footer Menu
  - Select — (dropdown menu)
- Static Front Page

**Main Preview Area:**

- JumpStart** logo with a small image of a person jumping.
- Tagline: **The most hoppin' talent agency in LA** with a small image of a person jumping.
- Navigation: **HOME**, **JUMPERS**, **BLOG**
- FILTER** button
- Three featured images of people jumping:
  - Nabu** (caption: photo by Ingo Isold)
  - Low Jumpers** (caption: photo by Ingo Isold)
  - Mid Gallery** (caption: photo by Ingo Isold)
- Bottom image: A person jumping (caption: photo by Ingo Isold)

# Add More Content and Organize

The Creative Traveler 13 + New Gallery Howdy, janinewarner

Dashboard Posts **Media** Library Add New Pages Comments Appearance Plugins 1 Users Tools Settings BackupBuddy Gallery Collapse menu

Media Library **Add New**

All (12) | Images (12) | Unattached (2) Search Media

Bulk Actions Apply Show all dates Filter 12 items

<input type="checkbox"/>	File	Author	Uploaded to	<input type="checkbox"/>	Date
<input type="checkbox"/>	 <b>Petra</b> JPG	janinewarner	Travel Photos by John Greengo, 2013/08/03	<input type="checkbox"/>	22 hours ago
<input type="checkbox"/>	 <b>Jordan</b> JPG	janinewarner	Travel Photos by John Greengo, 2013/08/03	<input type="checkbox"/>	22 hours ago
<input type="checkbox"/>	 <b>Egypt</b> JPG	janinewarner	Travel Photos by John Greengo, 2013/08/03	<input type="checkbox"/>	22 hours ago
<input type="checkbox"/>	 <b>Abu-Dhabi-2Print</b> JPG	janinewarner	Home, 2013/08/02	<input type="checkbox"/>	2013/08/02
<input type="checkbox"/>	 <b>Egret-over-Lagoon</b> JPG	janinewarner	NextGen Gallery 3, 2013/08/02	<input type="checkbox"/>	2013/08/02

www.creative-traveler.us/wp-admin/media-new.php

# Test, Test, Test

*And then expect your  
visitors find the rest of  
your mistakes...*

# Advertise, share, and promote your site!



**Web sites can break (your heart)**



# Set up a sandbox



To run WordPress on your own computer you have to turn your computer into a Web server

# Setting up a local server

- Requires server software (Apache)
- MySQL database software
- PHP
- WordPress...
  
- **You can get all of that in one software package:**
  - For windows: <http://www.wampserver.com>
  - For Mac: <http://www.mamp.info>

# MAMP & MAMP PRO

manage your websites locally

Version  
**2.0**  
out now!



Home

MAMP

MAMP PRO

Downloads

Documentation

Support

Blog

Forum

Bugtracker



**MAMP: One-click-solution for setting up your personal webserver**

[Download now](#)



**MAMP PRO: Configure an unlimited number of Virtual Hosts, DynDNS, E-Mail, ...**

[Buy now](#)

**Customers of MAMP PRO 1.x can upgrade to MAMP PRO 2 at a very reasonable rate.**



# WampServer

Apache, PHP, MySQL on Windows

[START](#)[DOWNLOAD](#)[FORMATION](#)[FORUM](#)[CLOUD HOSTING](#)

François Pycourt

# WAMPSEVER,

a Windows web development environment.

WampServer is a Windows web development environment. It allows you to create web applications with Apache2, PHP and a MySQL database. Alongside, PhpMyAdmin allows you to manage easily your databases.

[START USING WAMPSEVER](#)

[Facebook](#) 5.9k [Twitter](#) 773 [Google+](#) 1.6k [StumbleUpon](#) 4.1k

CONTRIBUTION  
ALTER WAY



## START WITH WAMPSEVER

WampServer installs automatically all you need to start developing web applications and is very intuitive to use. You will be able to tune your server without even touching the setting files.

### INSTALLING

- 1 Double click on the downloaded file and just follow the instructions. Everything is automatic. The WampServer package is delivered with the latest releases of Apache, MySQL and PHP.
- 2 Once WampServer is installed, you can add other releases by downloading them on this website. They will then appear in the WampServer menu and you will be able to switch releases with a simple click.
- 3 Each release of Apache, MySQL and PHP has its own settings and its own files (related to MySQL).

### FUNCTIONALITIES

WampServer's functionalities are very complete and easy to use so we won't explain here how to use them.

With a **left click** on WampServer's icon, you will be able to:

- 1 manage your Apache and MySQL services
- 2 switch online/offline (give access to everyone or only localhost)
- 3 install and switch Apache, MySQL and PHP releases
- 4 manage your servers settings
- 5 access your logs

Or you can get one program that takes care of everything for you, turns your computer into a server and installs WordPress in one click.

Believe me, it's easier with  
**ServerPress**

619.800.8478



## Explore Solutions & Possibilities

Use DesktopServer to safely explore, test, and manage multiple projects.

[learn more »](#)

Design Faster



Explore Solutions



How To Guides



Support Options

[Find out who is using ServerPress.com's DesktopServer](#)

**Hi! I'm Stephen, creator of ServerPress.com. Welcome to my site.**

I created ServerPress.com as a place to share professional solutions using WordPress, BuddyPress, and bbPress for design and development. I believe that WordPress has a bright future as the de facto standard for delivering the newest Web 3.0 paradigms and that business professionals using WordPress will be in the highest demand.

I'm obsessed with open source technologies and very

*WordPress as a website solution platform is proven by possessing over 60% of CMS*

# How to Manually Move a WP site

1. Backup the database on your server
2. Copy the rest of your files via FTP
3. Go to the new server, create a new database and set up WordPress
4. Import database backup using PHP Admin (potential problems, like the database file is too big....)
5. Then have to update your WP config.php to point at the new database
6. Finally upload all your other files with FTP

# Moving a site with Backup Buddy

1. Backup your site on your current server
2. Set up a new WordPress site on the new server (with 1-click Install)
3. Set up Backup Buddy on the new server
4. Restore the backup using BackupBuddy
5. Backup Buddy saves everything: your theme, plugins, widgets etc.

**WP Migrate DB** also does all that, but it's more technically complicated because you have to do the database import yourself

 WordPress.com Store

### Guided Transfer (\$129.00)

We love having you here with us at WordPress.com, but we understand that there are situations where a self-hosted WordPress.org site may be a better fit.

Have your site transferred by one of our Happiness Engineers in a [Guided Transfer](#).

BackupBuddy can't help you move from wordpress.com to another server

# Responsive Design

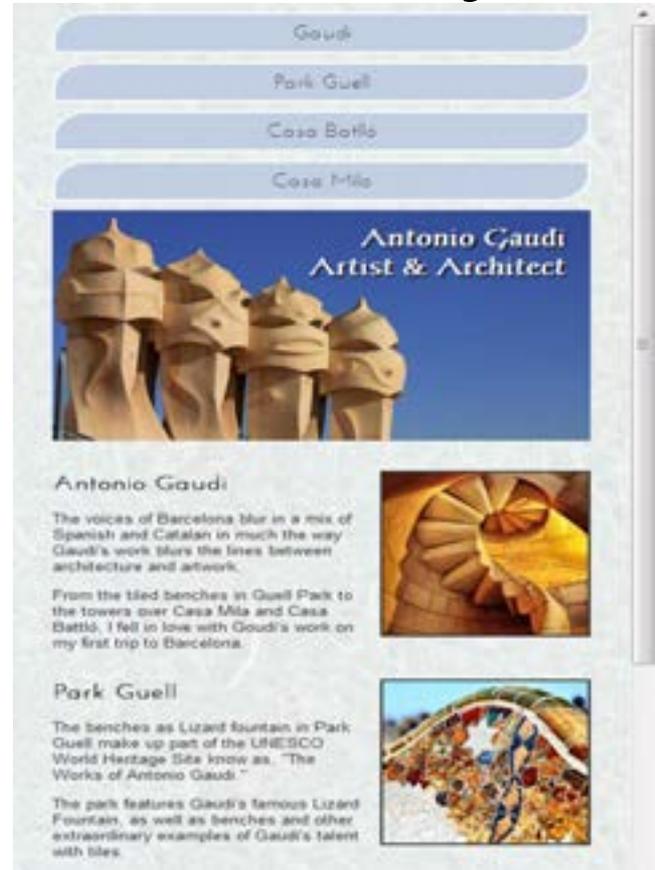


Design for all screen sizes

# HTML = structure

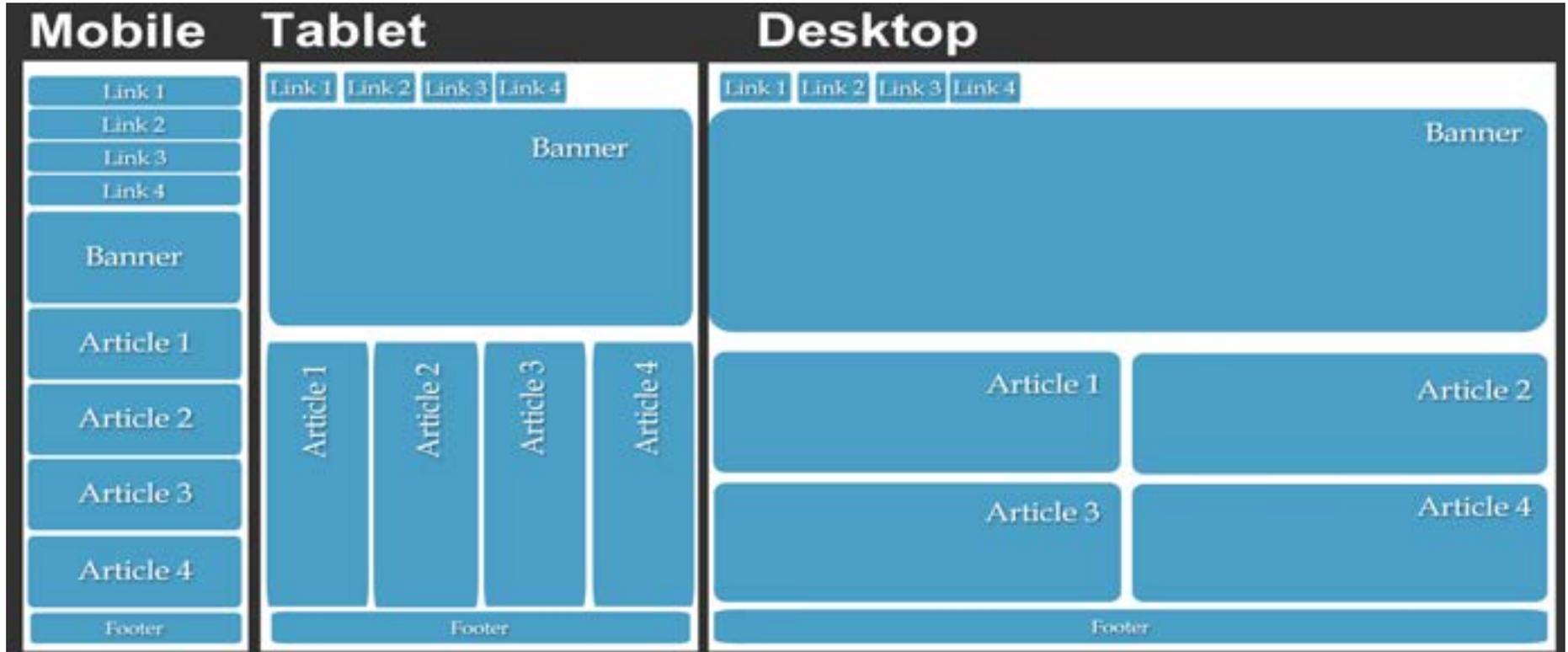


# CSS = style



# Responsive Design

1 HTML file + 3 sets of style sheets



# Responsive Design

## Style sheets adjust size & position

**Mobile**

Home  
Park Guell  
Casa Batllo  
Casa Mila

Antonio Gaudi  
Artist & Architect

**Antonio Gaudi**

The genius of Barcelona's architect Antonio Gaudi is a blend of nature and art, creating a unique style that has inspired generations. From the whimsical, organic forms of Park Guell to the intricate, organic forms of Casa Batllo and Casa Mila, Gaudi's work is a testament to his vision and creativity.

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The genius of Barcelona's architect Antonio Gaudi is a blend of nature and art, creating a unique style that has inspired generations. From the whimsical, organic forms of Park Guell to the intricate, organic forms of Casa Batllo and Casa Mila, Gaudi's work is a testament to his vision and creativity.

**Tablet**

Home Park Guell Casa Batllo Casa Mila

Antonio Gaudi  
Artist & Architect

**Antonio Gaudi**

**Park Guell**

**Casa Batllo**

**Casa Mila**

**Desktop**

Home Park Guell Casa Batllo Casa Mila

Antonio Gaudi  
Artist & Architect

**Antonio Gaudi**

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To test a website or theme to  
see if it's responsive

Click and drag on the right side of the  
browser and watch how it adjusts to  
different screen sizes



Home Order Chocolates Taste Testers Fresh Ingredients Fresh Daily Chocolate Game Rules Blog Contact

## Artisanal Chocolates

Melt-in-your-mouth fresh

Made daily with the most delicious ingredients!

Get Yours!



Note: This website is not real. It was created by Janine Warner of [DigitalFamily.com](#), for use in her training classes & books.

### Made Fresh Daily

Our delicious treats are made fresh every day with the finest ingredients - and a lot of love!



### Finest Ingredients

From the richest chocolate to the freshest cream to [organic fruits](#), we use only the finest ingredients.



### Chocolate Game Rules

We take chocolate very seriously, but we challenge you to keep a straight face playing the chocolate game.



Chrome File Edit View History Bookmarks Window People Help  
A Firefox website design  
hand-crafted-chocolate.com  
Delicious  
Home Order Chocolates Taste Testers Fresh Ingredients Fresh Daily Chocolate Game Rules Blog  
Contact

# Delicious Hand-Crafted Chocolate

Home Order Chocolates Taste Testers Fresh Ingredients Fresh Daily Chocolate Game Rules Blog  
Contact

## Artisanal Chocolates

Melt-in-your-mouth fresh

Made daily with the most delicious ingredients!

[Get Yours!](#)



Note: This website is not real. It was created by Jarine Warner of DigitalParty.com, for use in her training videos & books.

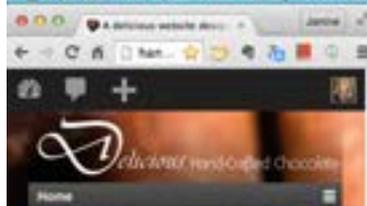
Search in Presentation

75

Slide 75 of 144

A Firefox website view

Home



## Artisanal Chocolates

Melt-in-your-mouth fresh

Made daily with the most  
delicious ingredients!

Get Yours!



Note: This website is not real. It was created by  
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### Made Fresh Daily

Our delicious treats are made fresh every day  
with the finest ingredients - and a lot of love!

WordPress For Small Business apps

Search in Presentation

Accessibility Slide Show Review Developer

Format

Text Bullets Shape Media Arrange Quick Tags File



75

# WordPress vs Other Web Design Options

WordPress is so easy...  
even actors & politicians can use it



[Home](#) [About »](#) [Galleries](#) [Videos](#) [Blog](#) [Press »](#) [Contact](#)



Add Media

Visual

**B** *I* ~~ABC~~ U
☰ ☰ ☰ ☰ ☰ ☰ ☰ ☰
🔗 🔗 🌳 🔗 📄 📄 ABC 📄 🎬
  
 Font size Paragraph
 📄 📄 📄 Ω 📄 A ab 😊 x² x₂ 🎬 ↶ ↷ 📄 ?

We've recruited some chocoholics to taste our latest concoctions. As you can see in this photo, our newest recipes are a hit!



I

Path: p

Word count: 55

Last edited by janinewarner on April 23, 2013 at 5:17 am



# Edit Themes

Edit The



WordPress logo

## Responsive: front-page.php

Select theme to edit

Dashboard

Posts

Media

Pages

Comments

Appearance

Themes

Widgets

Menus

Theme Options

Header

Background

Editor

Plugins

Users

Tools

Settings

SEO

Gallery

Collapse

```

/*
 * If front page is set to display the
 * blog posts index, include home.php;
 * otherwise, display static front page
 * content
 */
if ( 'posts' == get_option( 'show_on_front' ) && $responsive_options['front_page'] != 1 ) {
    get_template_part( 'home' );
} elseif ( 'page' == get_option( 'show_on_front' ) && $responsive_options['front_page'] != 1
) {
    $template = get_post_meta( get_option( 'page_on_front' ), '_wp_page_template', true
);
    $template = ( $template == 'default' ) ? 'index.php' : $template;
    locate_template( $template, true );
} else {

    get_header();
    ?>

    <div id="featured" class="grid col-940">

        <div class="grid col-460">

            <h1 class="featured-title"><?php echo
$responsive_options['home_headline']; ?></h1>

            <h2 class="featured-subtitle"><?php echo
$responsive_options['home_subheadline']; ?></h2>

            <p><?php echo do_shortcode( $responsive_options['home_content_area']
); ?></p>

```

WordPress user interface sidebar showing theme selection options. Includes a search bar, a list of theme names (partially visible: 'ner', 'elp', 'ge', 'late', 'page', ':.php)', and a 'Select' button.

# What about Dreamweaver?

The image shows a screenshot of the Adobe website's product page for Adobe Dreamweaver CS6. At the top, there is a navigation bar with the Adobe logo on the left and links for Products, Business solutions, Support & Learning, Download, Company, and Buy. A search bar is located on the right side of the navigation bar. Below the navigation bar, the page title reads "Adobe Creative Suite family / Adobe Dreamweaver CS6". A secondary navigation bar contains links for Overview, Features, Tech specs, Reviews, FAQ, Showcase, and a Buying guide icon. The main content area features a large image of a woman in a green dress, with a red "Exclusive to members" badge in the top left corner. Below the image, there is a text box that says "Dreamweaver CS6 update. Richer HTML5 support and more — exclusively for Adobe Creative Cloud members." and two links: "Watch the video >" and "See the exclusive features >". To the right of the main image, there is a sidebar with sections for "Apps & Services", "Desktop Apps", "Services", and "Available Touch Apps".

Products Business solutions Support & Learning Download Company Buy

Adobe

Adobe Creative Suite family /  
Adobe Dreamweaver CS6

Overview Features Tech specs Reviews FAQ Showcase Buying guide

Exclusive to members

CompFinal.pdf

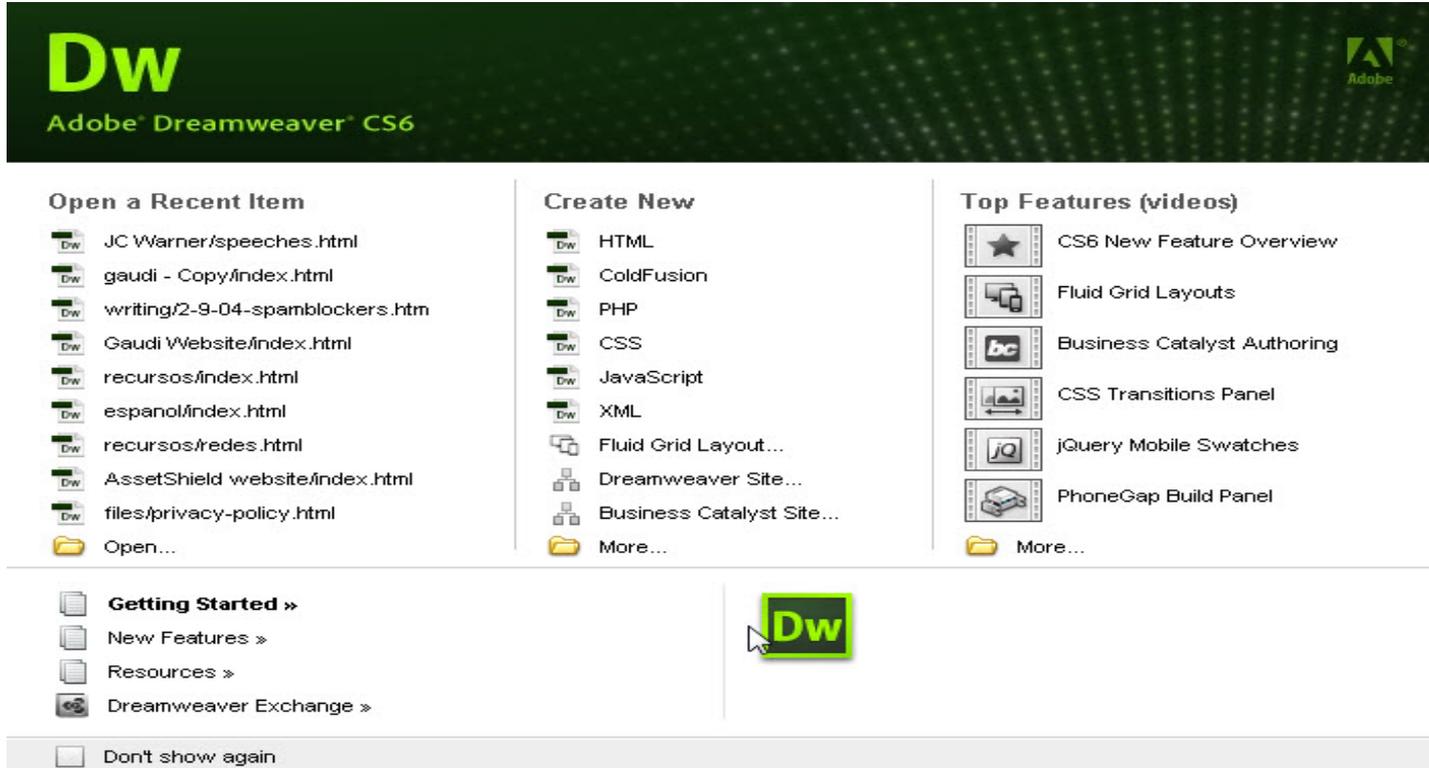
grendress.pdf

Dreamweaver CS6 update.  
Richer HTML5 support and more — exclusively for  
Adobe Creative Cloud members.

Watch the video > See the exclusive features >

Apps & Services  
Desktop Apps  
Services  
Available Touch Apps

# Why would anyone use Dreamweaver when WordPress is so popular?



# Adobe Dreamweaver has a great design features



# WordPress

- Really easy to update posts & pages
- But... custom design requires advanced programming
- Efficient for large sites (50+ pages)
- Multiple ways to display information
- Great for managing contributors

# Dreamweaver

- Easier to create custom designs
- Ideal for fans of Adobe Creative Suite
- Easier to learn HTML and CSS
- You can use templates to manage relatively large sites
- Dreamweaver templates add efficiency to designing and updating pages
- Not free, but included in creative suite

Can't we all  
get along?

Can you use Dreamweaver  
to edit WordPress?

```

index.html x index.html x
SOURCE CODE main.css loc.js
Code Split Design Live Code Live View Inspect M/Screen Title: JumpStart Talent Agency
Address: file:///C:/Users/Janine Warner/Documents/1-2011 web sites/Kelby Sites/JumpStart/

25 <div id="photo1">
26 <p><img src=
27 "images/Front-1-Kay.jpg
" width="200" height=
"316" alt="Kay" /></p>
28 <h2>High Jumpers
</h2>
29 </div>
30 <div id="photo2">
31 <p><img src=
"images/Front-r-Kathryn
.jpg" width="200"
height="316" alt=
"Kathryn" /></p>
32 <h2>Fun Jumpers</
h2>
33 </div>
34 <div id="photo3">
35 <p><img src=
"images/Front-m-Genna.j
pg" width="200" height=
"316" alt="Genna" /></p>
36 <h2>Low Jumpers</
h2>
37 </div>
38 <br class="clear" /
39 >
40 </div>
<!--
InstanceEndEditable -->
</div>

```



ADOBE BROWSERLAB

INSERT

Common

- Insert Div Tag
- Images : Image
- Media
- Widget

CSS STYLES [AP ELEMENTS, TAG INSPECTOR]

All Current

All Rules

```

main.css
body
#container
#header
#mainContent
#mainContent img
#photo1
#photo2
#photo3
h1
h2
h3
.navbar
.navbar ul
.navbar li
.navbar a
.navbar a: hover

```

Properties for "body"

FILES ASSETS

JumpStart Local view

Local Files	Size	Type
Site - JumpStart (C:/...)		Folder
images		Folder
includes		Folder
Spry-US-L7		Folder
Templates		Folder
crazy.html	303	Chron
fun.html	303	Chron
high.html	303	Chron
index.html	303	Chron
jump_languages...	303	Chron
low.html	303	Chron
main.css	403	Casc

1 local items selected totalling 2 Log...

*Dynamic Websites*  
(like WordPress)

vs.

*Static Websites*  
(made with a program like  
Dreamweaver)

[»](#) [Tutorials](#) [»](#) [CMS](#) [»](#) [The advantages of a dynamic website, such as WordPress](#)

## The advantages of a dynamic website, such as WordPress

Posted by Justin Warner - March 11, 2012 - [CMS](#), [Dreamweaver](#), [Tutorials](#), [WordPress](#)

When you create a dynamic website site with a program like WordPress, all of your content is stored in a database and pages are generated as they are requested by the server.

If you've built your website with a program like Dreamweaver, GoLive, or FrontPage, you've probably built a 'static site,' meaning every page in the site is a separate HTML document.

Here's an example to help you appreciate some of the differences...

**Imagine you have a Web site where you sell 50 different kinds of candy – 10 different kinds of candy bars, 10 flavors of jellybeans, etc.**

**How many web pages would you need to create?**

On a static website created with a program like Dreamweaver, you'd have to create 50 pages, one for each candy product. Plus, you might want a different front page, that would be page 51, plus you might want a page that just listed the 50 types of candy bars, that would be 52 pages, and so on...

When you store all of your goodies (the photos, headlines, product descriptions, posts, etc.) that you display on your web pages in a database using a program like WordPress, you gain the ability to create web pages dynamically -- as they are served to the visitor of your site.



Share with your friends



Recent Posts

[The advantages of a dynamic website, such as WordPress](#)

[How do you preserve Google rankings when you redesign a WordPress site?](#)

[Browser Testing Tools](#)

[Dreamweaver Tutorials](#)

[What's the best web hosting service?](#)

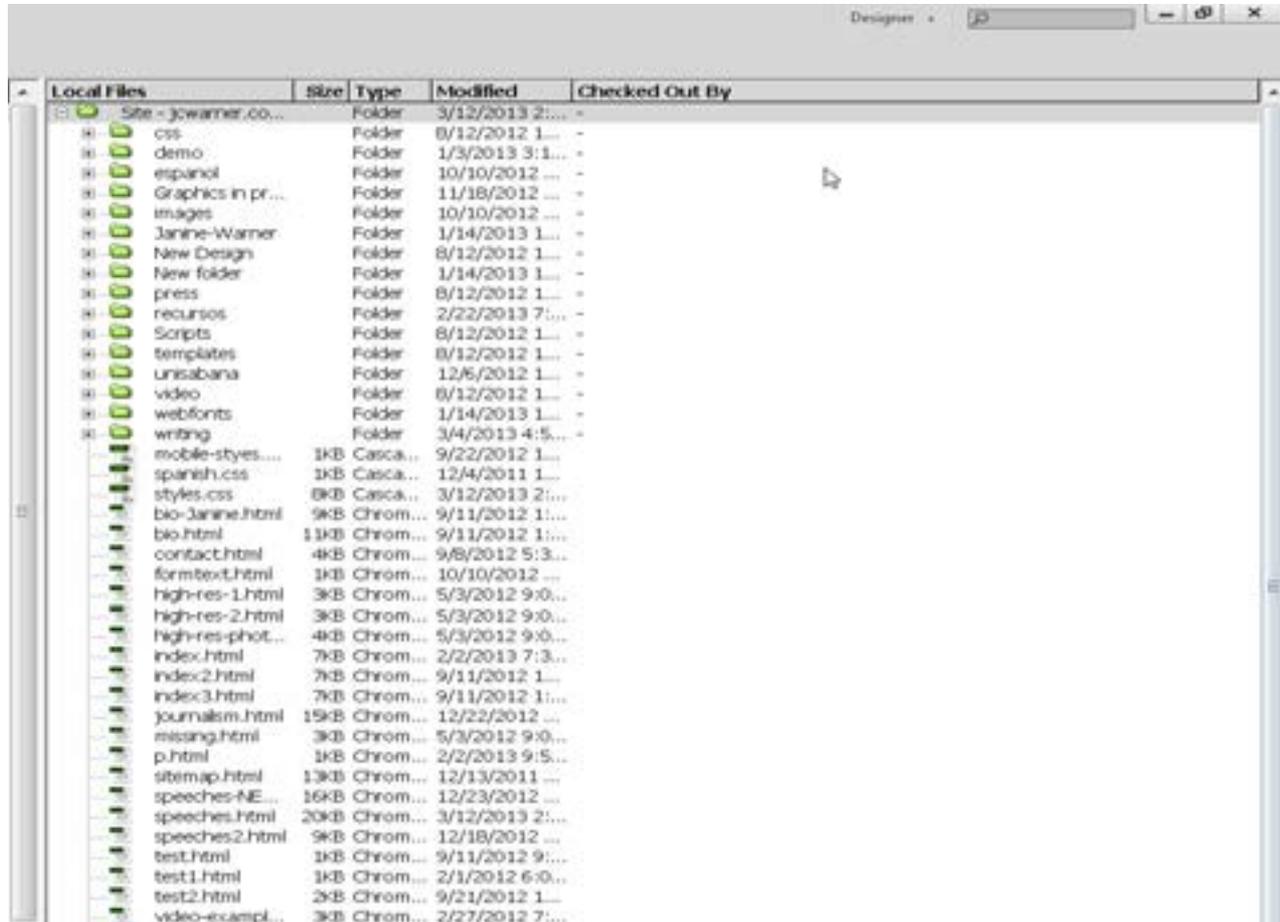
[What's the difference between a website & blog?](#)

[Tracking web traffic: Google Analytics vs other traffic counters](#)

[Creating Responsive Designs with Dreamweaver CS6 Fluid Grid Layout](#)

[Review: What's the Best Way to Add eCommerce Or a Shopping Cart to a Website?](#)

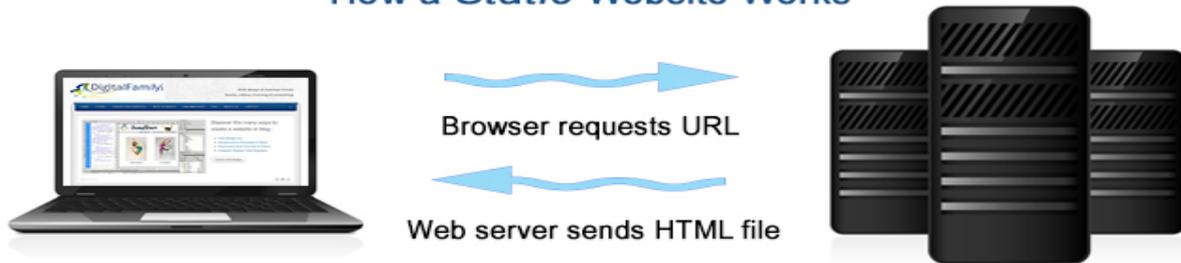
# In a static website, each page is a separate file



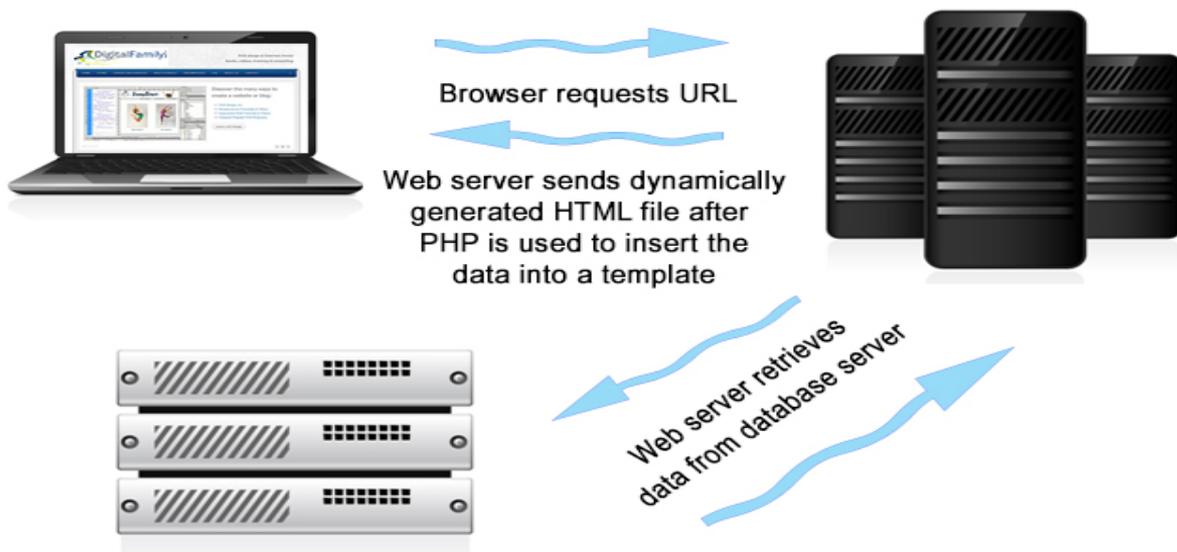
# In a Dynamic Website

- Content is stored in a database
- Pages are created “dynamically”
- Templates are used for page layouts
- Pages can be customized to visitors
- Programming is more complex

## How a *Static* Website Works



## How a *Dynamic* Website Works



# The fundamentals are the same

## *Format content with HTML tags*

```
<html>  
<h1>This is a really important headline</h1>  
<h2>This is a less important headline</h2>  
</html>
```

## *Create and apply styles with CSS*

```
h1 {  
  font-family: Arial, Helvetica, sans-serif;  
  font-size: 1.5em;  
  color: #03C;  
}
```

# A CMS, like WordPress, also needs

**WordPress** is written in **PHP**

PHP originally stood for *Personal Home Page*; it now stands for *PHP: Hypertext Preprocessor*

**ASP.NET** is a **Microsoft** sever-side web application framework

**ColdFusion** is a rapid web application development platform owned by **Adobe**

**JSP** = JavaServer Pages

# WordPress Combines

HTML

CSS

PHP

Javascript

# JavaScript is used for dynamic features like drop-down menus, or sliders, or slide shows



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# Thank you

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