Hope IT - WordPress - Week 4:
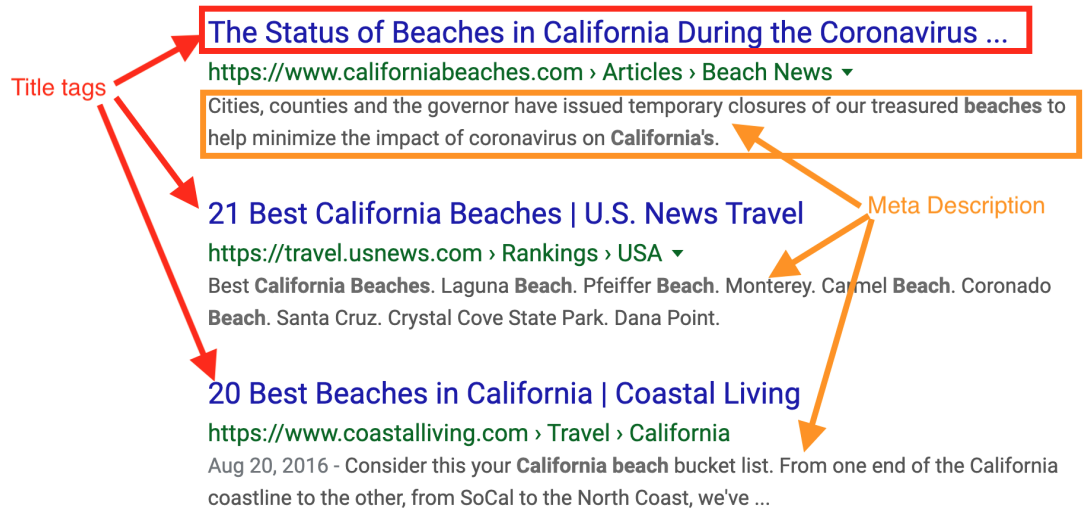
Objectives:
1) Change any existing web page
   a) Review Menu settings
   b) Media Library - your own pictures, videos, documents
2) Review our Statistics
3) **New Plugins**: SEO - Search Engine Optimization
4) Minor topics:
   a) Web page title, description and icon
   b) HTML
   c) Backups/Migration
5) Review WordPress: Themes and Plugins and Sidebar
6) Survey
   7) Scripture: God's creative spoken word: Genesis 1:1-5

Details:
1) Welcome Back - Any questions. (10am)

2) Prayer

3) Let's start: (10:05am)
   ☜①   Open your browser (Chrome or Internet Explorer), and type this URL: https://hopeit1.azurewebsites.net/

   ♌①   Let's open another tab, and paste the same URL, but with "/wp-admin" at the end: https://hopeit1.azurewebsites.net/wp-admin/

4) Change an existing page on your site (10:10)
   a) Links
   b) Media Library
      b.i)   Use your pictures & videos.
      b.ii)   Link to your files

5) Review your Statistics, from the "WP Power Stats" plugin (10:25)

6) Big Idea: Plugins - SEO - Search Engine Optimizations (how to get people to your site) - (10:30)
   a) Indexes your web site, and tells others what your web site is about.
   b) Improve your ranking
   c) How does Google know about your web site pages?

   d) "All in one SEO"

#	All in one SEO	Search term
1	Home Title	Title tag
2	Home Description	Description Meta tag

Title tags →

The Status of Beaches in California During the Coronavirus ...
https://www.californiabeaches.com › Articles › Beach News ▾
Cities, counties and the governor have issued temporary closures of our treasured **beaches** to help minimize the impact of coronavirus on **California's**.

Meta Description

21 Best California Beaches | U.S. News Travel
https://travel.usnews.com › Rankings › USA ▾
Best **California Beaches**. Laguna **Beach**. Pfeiffer **Beach**. Monterey. Carmel **Beach**. Coronado **Beach**. Santa Cruz. Crystal Cove State Park. Dana Point.

20 Best Beaches in California | Coastal Living
https://www.coastalliving.com › Travel › California
Aug 20, 2016 - Consider this your **California beach** bucket list. From one end of the California coastline to the other, from SoCal to the North Coast, we've ...

e) Other plugins:
  e.i) Yoast SEO: #1 SEO plugin - One place to learn more:
       https://www.youtube.com/watch?v=PK30-hguZ_Y
  e.ii) WP Socializer - Connect to social apps, Facebook, etc.
  e.iii) SEO Friendly Images - your pictures have names, & they will send people back to your site

7) Permalinks: *Settings > Permalinks*, and select option: PostName

8) Web page Icon: Atra Options - Site Icon (10:45)

9) What we didn't cover:
  a) Security - make your web page safe, for you and your visitors
  b) eCommece - Sale items from your web site with PayPay or CreditCards.
  c) Answer → plugins!!!

10) Backups/Migrations (10:50)
  a) Export from your web site: (*Tools > Export*)
  b) Import into a new web site: (*Tools > Import*)
  c) Backups:
    c.i) If anything goes wrong, you can restore your web site.
    c.ii) There is a plugin for that! One example: **Updraft**
    c.iii) Can have scheduled, automatic backups.

11) HTML (11:00)

`<p style="color:DodgerBlue;">`Mike's beach tour guide`</p>`

Mike's beach tour guide

12) Questions (11:10)

13) Review (11:15)

14) Review WordPress: Themes and Plugins and Sidebar

15) Survey (11:20)

<u>Scripture Reflection:</u> (11:25)

- Genesis 1:1-5

1 In the beginning God created[a] the heavens and the earth. **2** The earth was without form and void, and darkness was upon the face of the deep; and the Spirit[b] of God was moving over the face of the waters.

3 And God said, "Let there be light"; and there was light. **4** And God saw that the light was good; and God separated the light from the darkness. **5** God called the light Day, and the darkness he called Night. And there was evening and there was morning, one day.

Some thoughts:

- There is amazing, creative power behind the spoken word of God.
- The Word of God is is life-giving, creative.
- When someone speaks, we get to know them. What are we learning about God?
- God is powerful enough to create, call us into his purposes, stand behind his promises, and even urge us to focus on what he cares about, like steadfast love, righteousness, and justice.