DIGI TOL

HOMEPAGE

memo

WordPress

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"There are 3 possible answers when you create a website: yes, no and wow! It’s the wow you have to go looking for..."

Milton Glazer, graphic designer

Successful homepage is successful website...

2 reasons to take care of your homepage

- Search engines pay particular attention to the home page of a site to judge whether it is good to reference it or not. We will come back later on referencing (SEO - Search Eng ine Optimization), but it is good to remember that the home page is a big part of the job when you want to place your site in top ranking on search engines.

- The visitor, too, is very sensitive to the homepage. An average site has a bounce rate of about 50%. This means that one visitor in two does not go beyond the home page (bounce rate = proportion of visitors who leave the site before clicking elsewhere than on the home page).

STEP 1

wp-admin

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STEP 1 : wp-admin

Wordpress - like all CMS - has the particularity of offering an "administrator" space. This space will allow you to modify the entire content of the website, starting with the homepage.

To access this space, type your site address (www.teamX.digitol.online) and add/wp-admin.

This results in: www.teamX.digitol.online/wp-admin

Then enter the username and password that you chose yourself when installing WordPress.

STEP 2
Template

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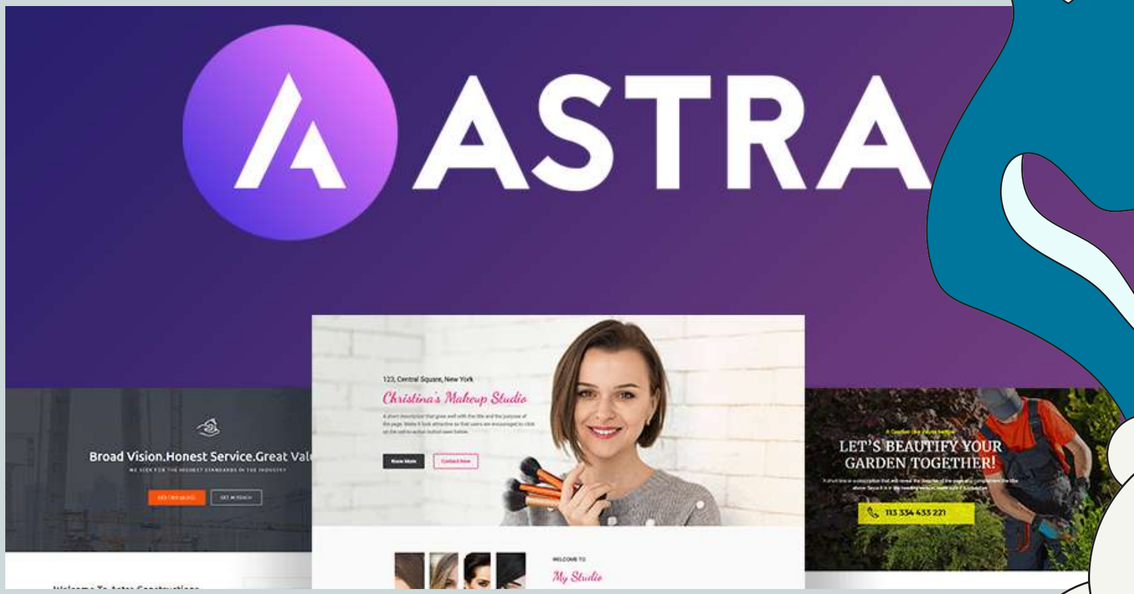
STEP 2 : template

When you install WordPress, your site is ugly. A little bird on a black background, nothing attractive. To make it more attractive and seduce your visitors, you will install what is called a template.

A template is a graphic base designed by pros. You will find thousands on the net, some paying but many of them are free.

The idea is to use these bases, which will make your website much more attractive. Then you can customize it with your own text and images...



Which template to choose?

In ten years of experience in the creation of WordPress websites, we have tested hundreds of different providers and advise you with your eyes closed the Indian developer ASTRA.

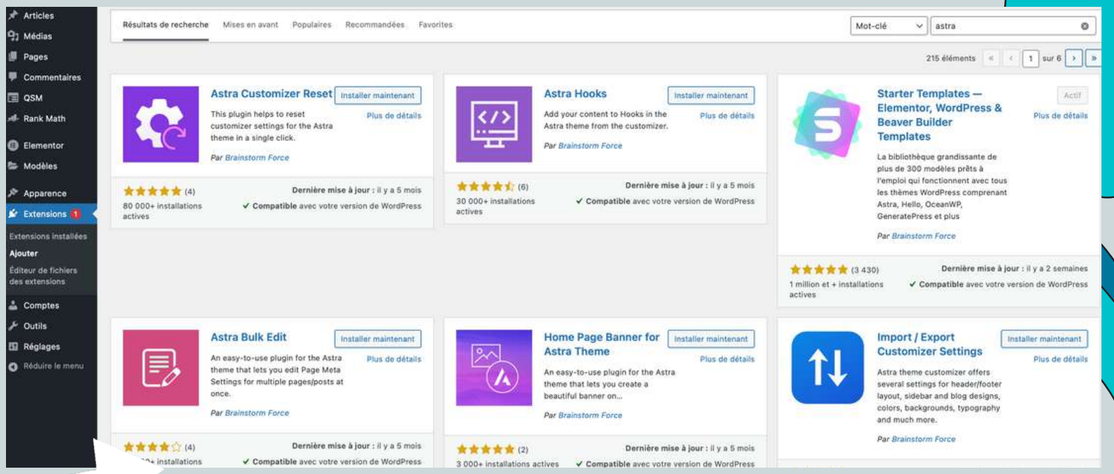
STEP 2 : template

Their advantage: offer you dozens of free templates that are easy to install, easy to customize and particularly attractive. In addition, the New Delhi-based company pays part of its profits to local schools, delivering 100 meals a day.

Their products seem to us simply the most suitable for the needs of this course (simple/ free), with a CSR commitment close to the values of your school and our company Digitol.

How to install the template?

1. Once in your wp-admin space, go to the "extensions" menu on the left of your screen, then "add".
2. Type "ASTRA" in this search bar and find "Starter Templates - Elementor, Wordpress & Beaver Builder Templates".

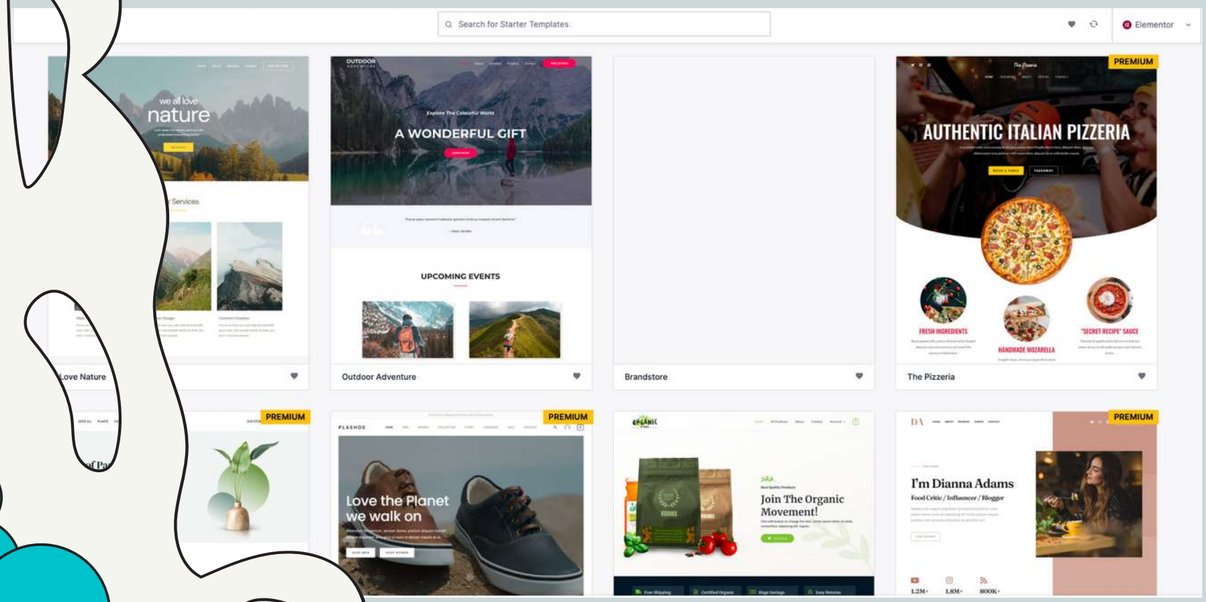


3. Click on the "Install now" button, then appears a new blue button called "activate". Click it. You should be redirected to a page confirming the installation of the ASTRA extension on your site.

4. Then click on "See Library" to view the various templates available.

5. Depending on the browsers, you can first be asked to choose an editor. Then select Elementor, which is the most common content editor.

STEP 2 : template



You arrive at a page with hundreds of different models.

Some are "premium" (=paying). Do not spend your money, many templates are free and will do well!

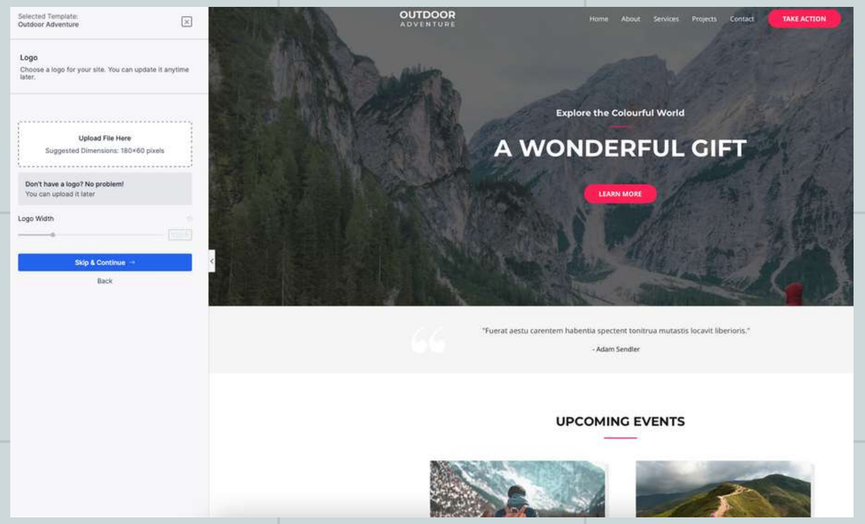
STEP 2 : template

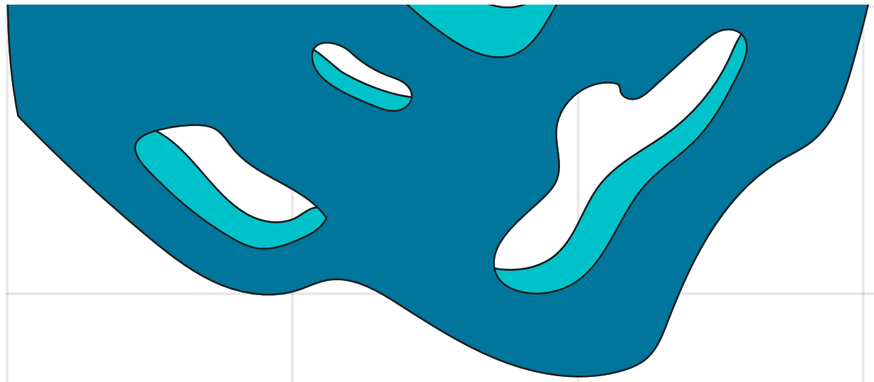
Walk through the templates available, and choose the one that seems most suitable and attractive for your business.

You can load a logo if you wish by clicking on the white rectangle "upload file here". Drag and drop the logo you created for your client. You can then choose a color panel for your theme. Don’t panic if you change your mind, then you can change it later.

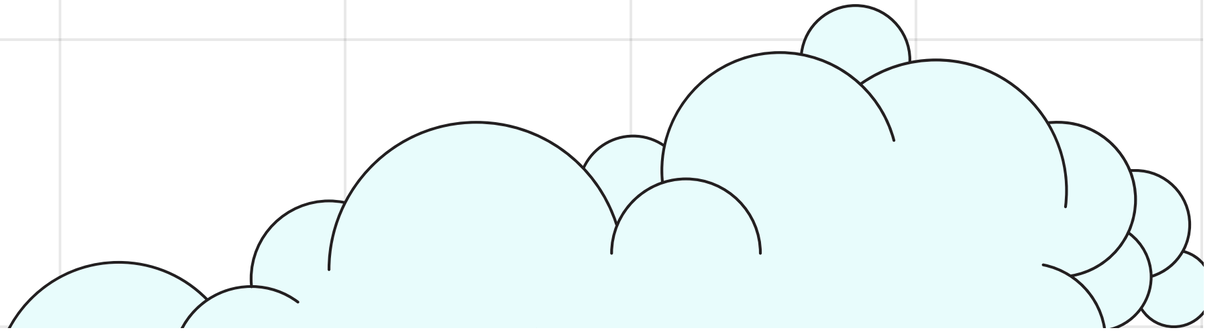
Last step before validating the installation of your template, ASTRA asks you for some personal information. No need to fill out this form, it has no interest or obligation.

Just click on the blue rectangle "Submit and build my website" to finalize. Wait a few seconds... There you go, it’s done! Want to see what your site looks like? Open a new Internet window, and type the address of your website www.teamX.digitol.online (X being your team number). Not bad, right?





STEP 3
Frame



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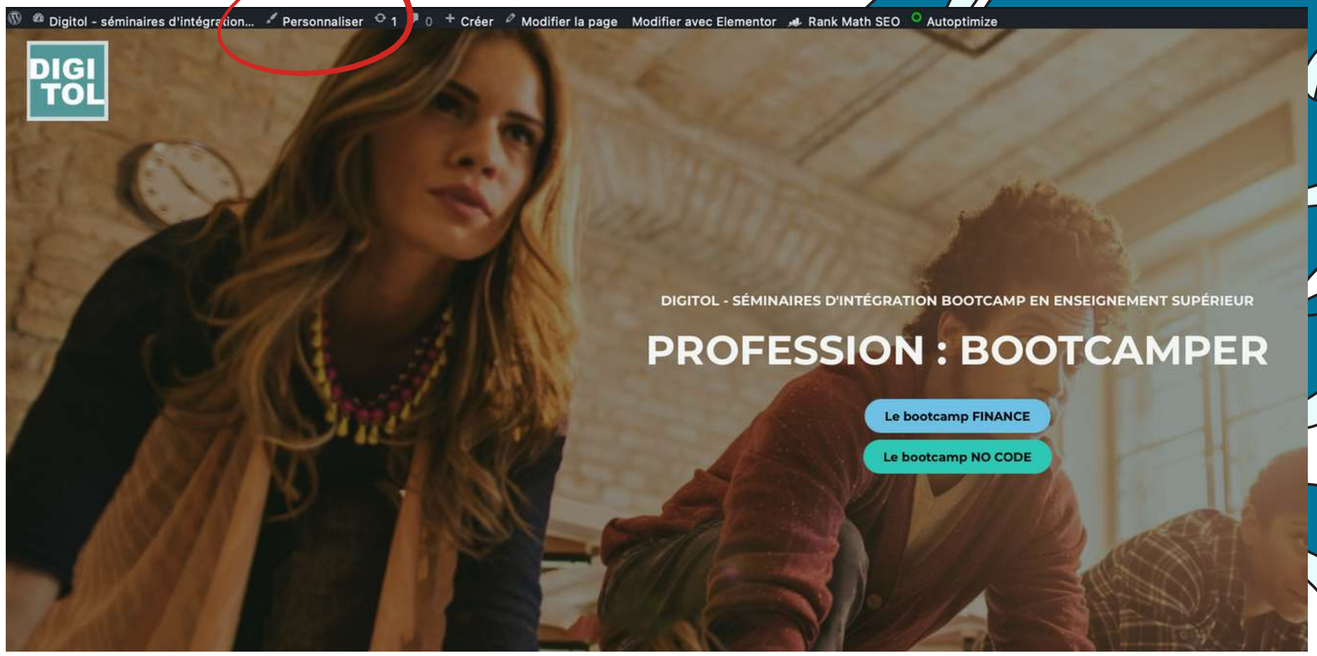
STEP 3 : frame



Roll up your sleeves! You'll start editing your homepage...

Start by clicking on the "customize" button at the top left, symbolized by a brush.

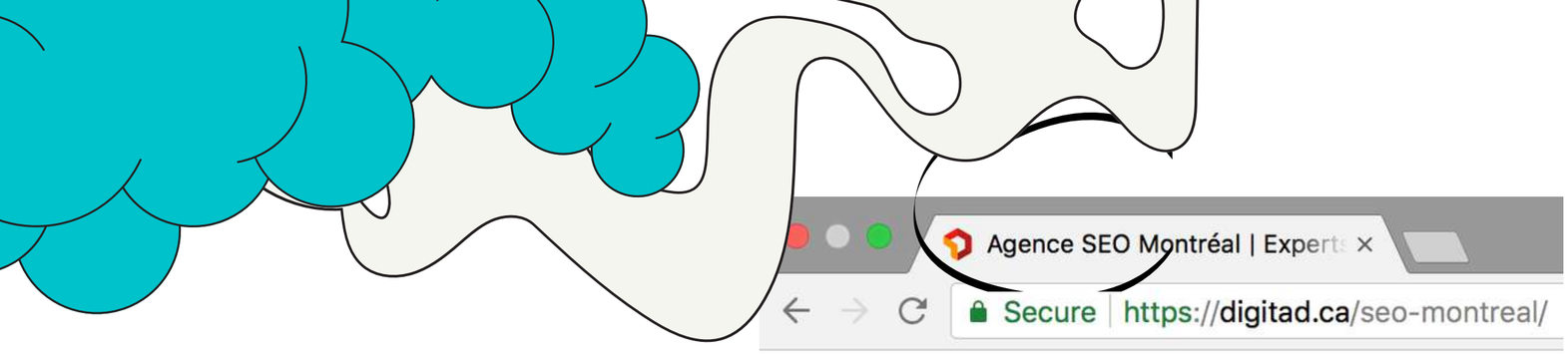
Several menus then appear on the left. This menu contains a multitude of options. Among them, one called "site identity". Click on it, and change the 4 informations that are proposed to you: logo, title of the site, slogan and icon.

Logo

Click on "change logo" and drag and drop your logo.

Why ? The heavier the logo, the longer the page will take to load. And the more reason the visitor will have to flee your site. Google obviously knows this, and makes the loading speed of your site one of the primary criteria for SEO.

To optimize the size of your logo, go to www.compressjpeg.com (or compresspng.com if the logo is a PNG).

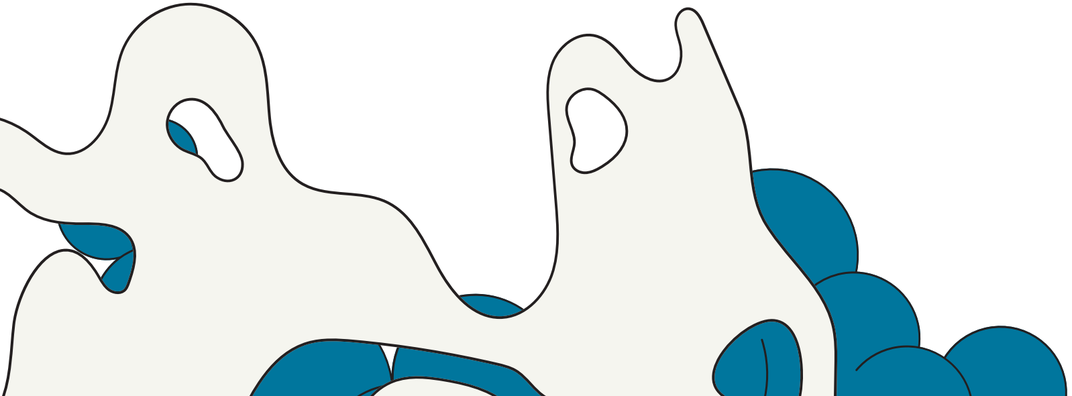


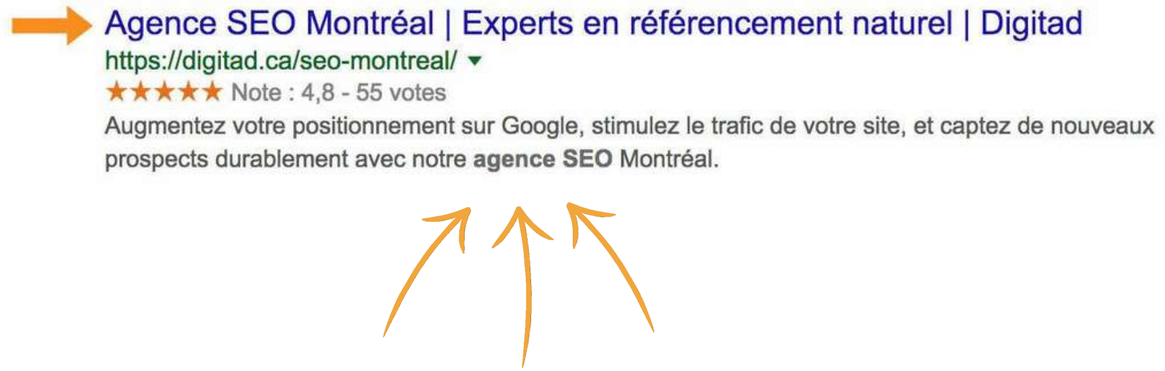
Agence SEO Montréal | Experts en référencement naturel | Digitad
https://digitad.ca/seo-montreal/
★★★★★ Note : 4,8 - 55 votes
Augmentez votre positionnement sur Google, stimulez le trafic de votre site, et captez de nouveaux prospects durablement avec notre **agence SEO** Montréal.

Title

The title of your site is much more important than you think. It is even essential, since it will appear first on Google in the results, and in the browser (images above).

The rule is simple: get as close as possible to 60 characters. SEO experts have agreed that below is too short, and above that it goes over on Google (image above).





Slogan

Attention, the slogan is a bad translation of Wordpress. It should be called "description". This is the text that appears below the title on Google search engines.

Ideally, this description should include 160 characters.

Try to fit in these 160 characters as many keywords as possible (SEO optimization question - SEO).

Icon

The icon (or favicon) is the small logo that appears in the browser, to the left of the title of your site. Example above with Facebook and Canva.com. To change the icon, simply click on "change the image" and drag and drop your image.

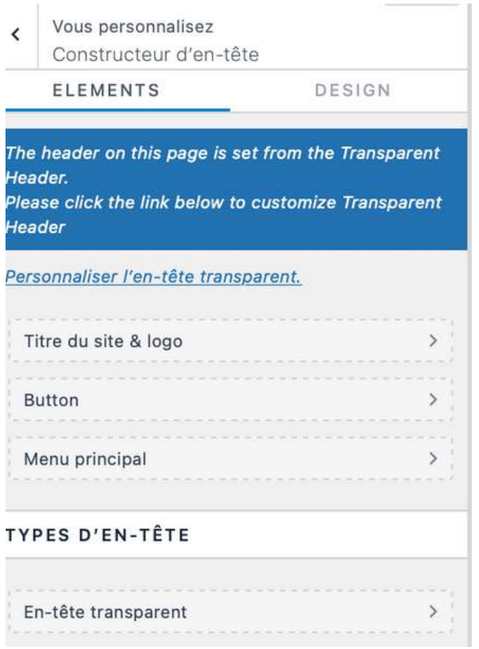
Ideally, your image should fit in a square if you want to avoid disappointment.

Header

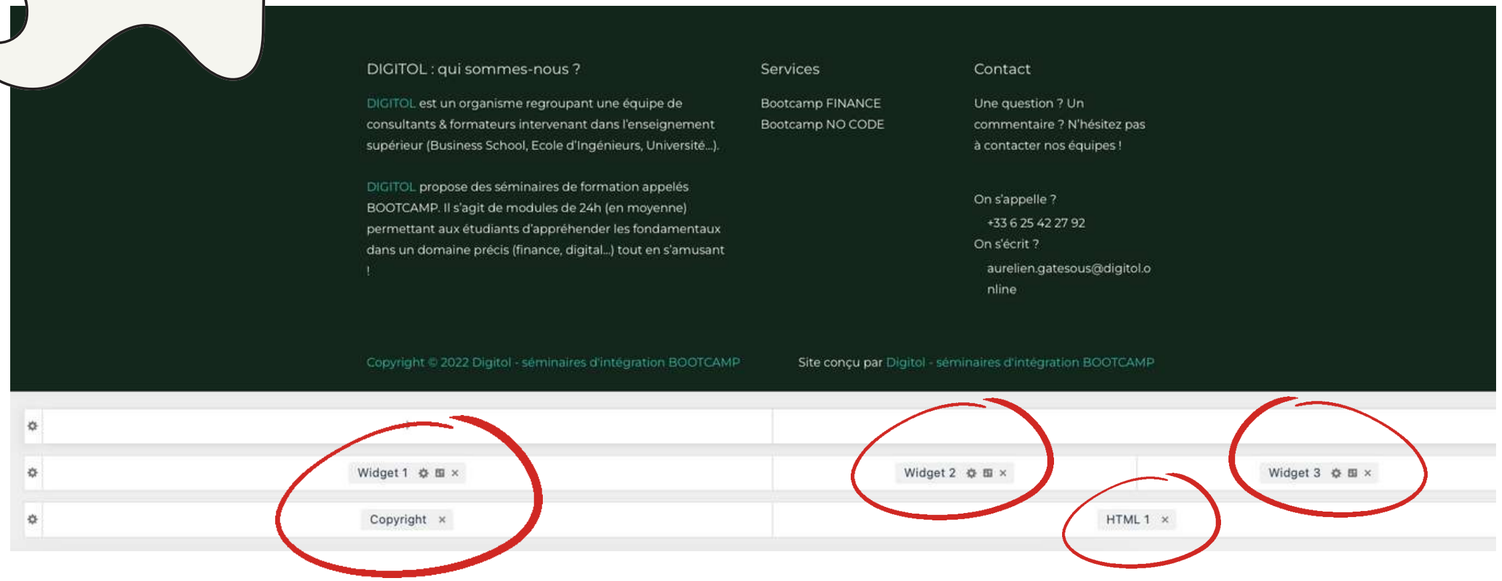
Click on "header". In the example above, the header consists of a logo (Digitol), a menu and a button (student space).

Normally, you should already have the logo (inserted when installing the template).

At this stage of the challenge, do not touch the button or the menu, you will do it when you have created the other pages! You will be able to link all your pages together.



Footer



Click on each item "Widget", "Copyright", "HTML" etc. to modify them.

Note: it is possible that these elements offer you to insert links, that is to say a reference to another page or another website. For now, leave blank. You will set these links when you have created the other pages (so in the next challenge!).

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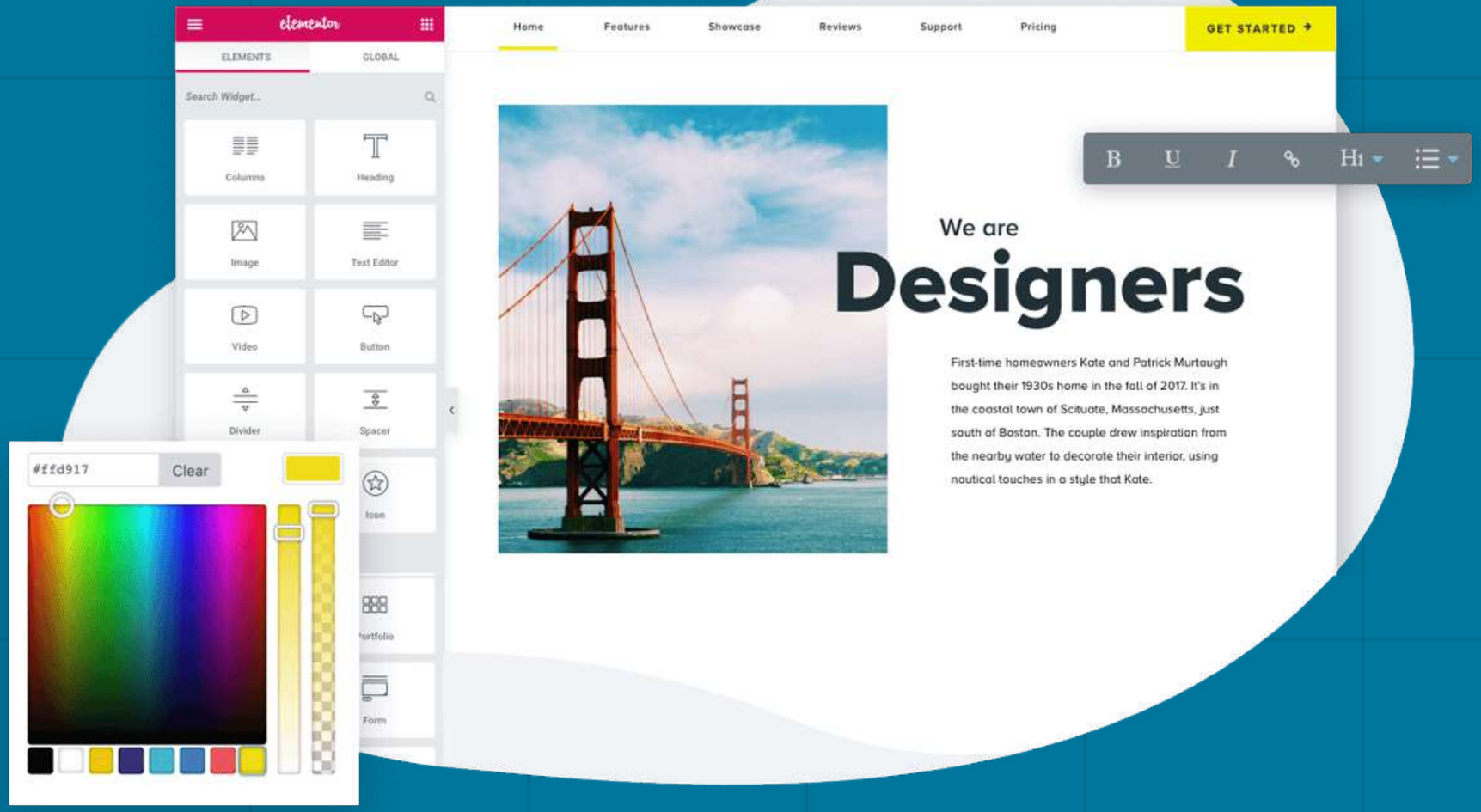
STEP 4
Content

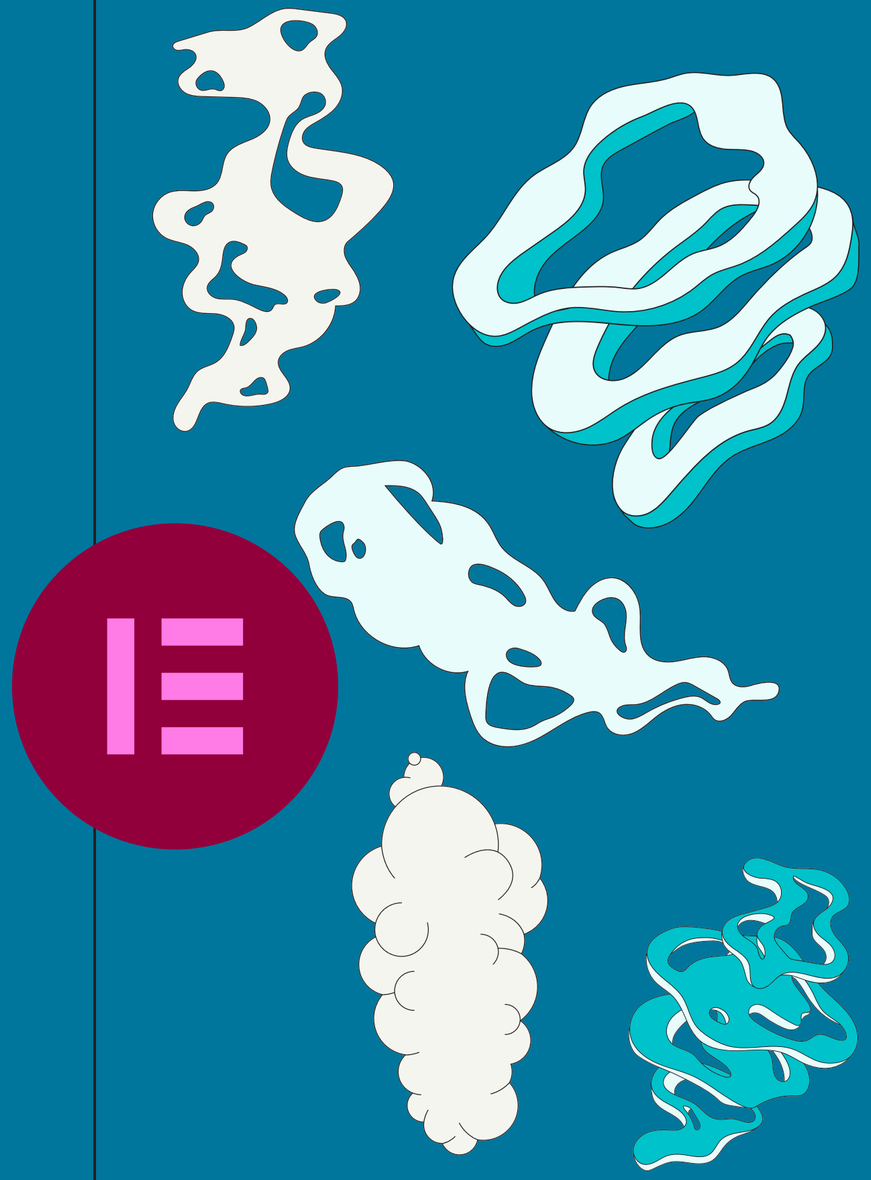


Modify with Elementor

Return to your website by typing www.teamX.digitol.online (x replaced by your team #) in your address bar. At the top of the page, as an administrator, you should see a black banner (average visitors don’t see it). Then click on "edit with Elementor".

Elementor is an extremely common content editor on WordPress, and pre-installed when you enabled your template with Astra.

Depending on the templates chosen (if one day you had to make a site under WordPress and choose a provider other than Astra), it is possible to install Elementor separately. In both cases, we strongly recommend that you use this content editor that will greatly facilitate your life!



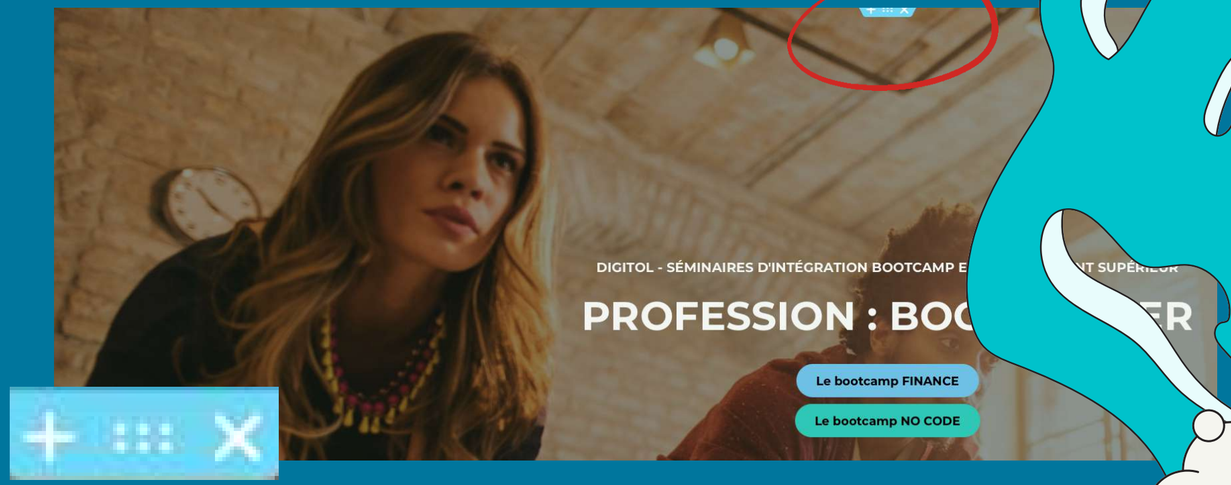
STEP 4 : content

Your page is divided into several sections called "blocks". To add, edit, or delete a block, use the 3 small blue symbols at the top of each block as you move the mouse.

Add a block

When you click on the "+", the above banner appears. We advise you to click on the logo of your Astra template editor (the blue and pink S).

Then click on the "BLOCKS" tab. Astra offers a multitude of pre-designed blocks! Choose the block you like, then click on the blue "import block" button.



Modify a block

To change the block properties (width, height), click the 6 dot button between the + and the X.
To change the background image (people in the starting blocks on our Digitol site for example). Same procedure, click on the 6 points then "styles".

WARNING: the image must be as light as possible to optimize Google SEO! If you can't remember how to compress an image, return to page 13).

STEP 4 : content

Modify a block (continued)

To change the text of a block, the technique is very similar to Canva. Simply hover your mouse near the text you want to change. A small blue pen appears at the top right, click on it. On the left of the screen, you will be able to modify as you wish (!

Note: the text is sometimes uppercase, and you can’t move it to lowercase (or vice versa)? Change the "HTML tag" to "paragraph" instead of H1 or H2.

Note 2: Always leave the "link" section blank. This is to link content to other pages on your website. As these pages do not exist yet, do not put anything for now. You can link all pages together later in the next challenge!

Delete a block

Super easy! Simply move your mouse closer to the block in question, then click the button when it appears.

Modify only a part of a block

Want to edit, duplicate or delete content like a text, title or just a button but not the whole block at once? Click on the content in question and right-click. Options appear. Just find the right one!

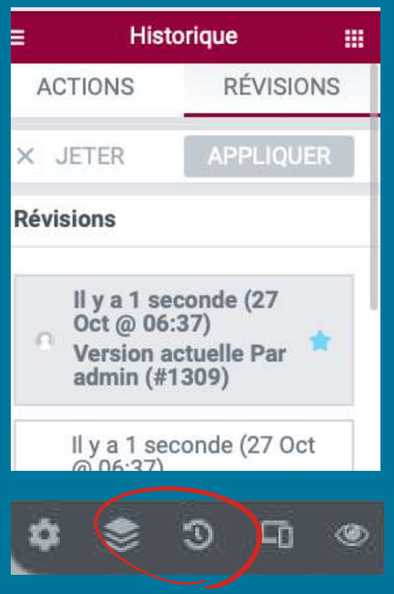
STEP 4 : content

IMPORTANT : save your work !

As always when working on a computer, you think about recording your work regularly! The mentor does this for you from time to time, but automatic recordings are sometimes too far apart. To avoid any unpleasant surprises, click on the green "update" button at the bottom left of your screen as soon as you change any content.

I made a mistake, can I go back in time ?

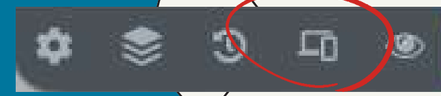
Fortunately yes! Thanks to the "history" button at the bottom of your screen. Then go to the tab "revisions" and select the version you wish to restore.



See how it works in responsive

What is "responsive"? It's about being able to adapt your website to a computer as well as a tablet or smartphone.

To see what your website looks like on your tablet or smartphone, click on the "responsive" button.



If a text/ image is displayed incorrectly on one of the 3 media (computer/ tablet/ smartphone), it is time to change it to optimize the 3 versions. This "responsive" step is particularly important in preparation for optimizing your site's referencing (SEO).

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let's get started !

WordPress