

# NCIS Workshop: Building your website, establishing your research identity.

## Introduction

In this workshop, you will design your own website using WordPress. We'll cover basic design, pages, content, links with your social media, site maintenance and blogging strategy. It won't cost you anything and you don't need any complicated computer skills (there is no coding). Just have a computer with internet access.

To complete the website content you will also need:

- Images of you and your work
- CV.
- A one sentence introduction to you
- A short academic mission statement
- Academic bio
- Links to your social media (e.g. Twitter, Facebook etc) and academic media (e.g. Google Scholar, Academia.edu) homepages

If you don't have these at the start of the session, don't worry, you can add the actual content later and can use placeholder text like 'Bio to go here' or equivalent when we get to these sections. You can edit the text later once the mechanics of the website are sorted. By the end of the session, you will have a functioning website that you can develop to create a digital home for your research identity.

## 1. Decisions

1.1.1. Before you begin you have a couple of decisions to make about the size and content of your website.

### 1.2. Content

1.2.1. Your website is the home for your academic brand and needs to speak to a variety of potential audiences. At minimum it should include your name, photograph, academic bio, a link to your CV, publications, links to social media you use and a means to contact you. If you teach or make public media appearances it can also include information on your teaching, appearances and voluntary work. Some academics also include their side hustle or freelance work.

### 1.3. Size

1.3.1. The simplest website you can produce is a single page, much like a University profile. In this workshop we are going to create a multi-page website in order to introduce you to the range of wordpress functionality, but we are still going to aim for simplicity so it will only be 3 pages. You can add more using the same skills later.

## 2. Initial setup

2.1.1. Go to <https://wordpress.com/website-builder/> and click on the large red 'Start your website' button to begin creating your website.

## 2.2. Domain name

2.2.1. Firstly you need to choose your domain name. The domain name is a key part of how search engines will locate your website so if you want people to find you you need to name your website something they will associate with you or your research. If this is your academic website then it is best to use your name. If you don't want to or can't use your own name for whatever reason, then please think carefully about something memorable that pertains to your research.

# Choose a domain

Enter some descriptive keywords to get started

The screenshot shows a search interface with a search bar containing 'Hannah Pethen'. Below the search bar, several domain suggestions are listed. The first suggestion is 'hannahpethen.uk' with a 'Recommended' tag and a price of £16 /year. The second is 'hannahpethen.co.uk' with a 'Best Alternative' tag and a price of £16 /year. The third is 'hannahpethen225341670.wordpress.com' with a 'Free' tag and a 'Select' button, highlighted with a red border. The fourth is 'hannahpethen.blog' with a 'Sale' tag, a price of £6.68 for the first year, and a 'Select' button. The fifth is 'hannah-pet-hen.com' with a price of £15 /year and a 'Select' button, highlighted with a green border. The sixth is 'hannahpethen.org' with a price of £15 /year and a 'Select' button.

Domain Name	Tag	Price	Action
hannahpethen.uk	Recommended	£16 /year	Select
hannahpethen.co.uk	Best Alternative	£16 /year	Select
hannahpethen225341670.wordpress.com	Free	Free	Select
hannahpethen.blog	Sale	£6.68 for the first year	Select
hannah-pet-hen.com		£15 /year	Select
hannahpethen.org		£15 /year	Select

2.2.2. If your name is relatively common then you may need to add a middle initial, hypens or additional words to your name to create a unique domain name. Note how when I type 'Hannah Pethen' one of the suggestions is 'hannah-pet-hen.com' (highlighted in green in the previous image) because 'hannahpethen.com' is already in use (in fact I own it).

2.2.3. The domain names suggested for you include the price per year in your currency. If you want to keep your website free then you will need to choose the suggestion in the format 'Yourname.wordpress.com' (highlighted in red in the previous image).

## 2.3. Choose your plan

2.4.1. Once you select your domain name you can choose a plan. Again you can choose one of the paid plans, but if you wish to stay free please click on 'start with a free site', outlined in red in the next image.

## Choose a plan

Pick one that's right for you and unlock features that help you grow. Or [start with a free site](#).

Pay monthly Pay annually

Personal	Popular Premium	Business	eCommerce
<p><b>£3</b> per month</p> <p><small>billed as £36 annually</small></p> <p>You're saving 50% by paying annually</p> <p>Select</p>	<p><b>£7</b> per month</p> <p><small>billed as £84 annually</small></p> <p>You're saving 46% by paying annually</p> <p>Select</p>	<p><b>£20</b> per month</p> <p><small>billed as £240 annually</small></p> <p>You're saving 26% by paying annually</p> <p>Select</p>	<p><b>£36</b> per month</p> <p><small>billed as £432 annually</small></p> <p>You're saving 23% by paying annually</p> <p>Select</p>
<ul style="list-style-type: none"> <li>✓ Free domain for one year</li> <li>✓ Best-in-class hosting</li> <li>✓ Remove WordPress.com ads</li> <li>✓ Collect payments</li> <li>✓ Unlimited customer support via email</li> </ul>	<ul style="list-style-type: none"> <li>✓ Free domain for one year</li> <li>✓ Best-in-class hosting</li> <li>✓ Remove WordPress.com ads</li> <li>✓ Collect payments</li> <li>✓ Unlimited customer support via email</li> <li>✓ Live chat support</li> <li>✓ Earn ad revenue</li> <li>✓ Unlimited premium themes</li> </ul>	<ul style="list-style-type: none"> <li>✓ Free domain for one year</li> <li>✓ Best-in-class hosting</li> <li>✓ Remove WordPress.com ads</li> <li>✓ Collect payments</li> <li>✓ Unlimited customer support via email</li> <li>✓ Live chat support</li> <li>✓ Earn ad revenue</li> <li>✓ Unlimited premium themes</li> </ul>	<ul style="list-style-type: none"> <li>✓ Free domain for one year</li> <li>✓ Best-in-class hosting</li> <li>✓ Remove WordPress.com ads</li> <li>✓ Collect payments</li> <li>✓ Unlimited customer support via email</li> <li>✓ Live chat support</li> <li>✓ Earn ad revenue</li> <li>✓ Unlimited premium themes</li> </ul>

2.4.2. Over the next couple of screens Wordpress nosily asks you a few questions about what you are intending to do with your website, and what its about. These aren't particularly important so just pick what seems most logical and move on.

## 2.5. Pick a design

3.1.1. Wordpress now suggests a variety of designs for your website. These can be changed later, but have a look at the variety. Most of them will be suitable for the plan you chose. So if you are on the free plan most of them will be free, although there might be a couple that are only accesible to premium plans. Chose the design you think looks interesting, you can always change it later if you prefer a different setup.

## 3. Anatomy of the Wordpress dashboard

3.1.2. Once you have chosen your design Wordpress will open your Wordpress Admin homepage (image on the next page). This is where you create, adjust, alter and add to your site. The 'Write' shortcut at the top right gives you a quick shortcut to existing blog posts, drafts and a blank post. To the right of it is a shortcut to 'Your profile' and a notifications 'bell'. As with most programmes, if you hover your mouse over a button or menu item it either tells you about the button or lists a sub-menu. The menu on the left of the screen gives access to all the components of your site, from posts and pages to stats on usage. I suggest you hover your mouse over a couple of the menu items to famliarise yourself with the tools we are going to use.

3.1.3. The homepage is self-explanatory – it's the base for your website, and will now guide your through the basic setup of name, tagline and icon.

Switch Site

Site Title  
forumforindependentresearchendeavour  
Coming Soon

Free domain with an annual plan [Upgrade](#)

My Home

Stats

Upgrades Free

Inbox

Posts

Media

Pages

Comments

Feedback

Jetpack

WooCommerce

Appearance

Plugins

Users

# My Home

Your hub for posting, editing, and growing your site.

Visit site

1 minute

## Give your site a name

Give your new site a title to let people know what your site is about.

[Name your site](#)

### Site setup

- Give your site a name
- Update your homepage
- Confirm your email address  
hpethen@googlemail.com
- Try the WordPress app
- Enable post sharing
- Launch your site to the world

• •

### Blog like an expert from day one

Learn the fundamentals from our bite-sized video course — you'll be up and running in just nine minutes.



### Quick links

- [Edit site](#)
- [Write blog post](#)

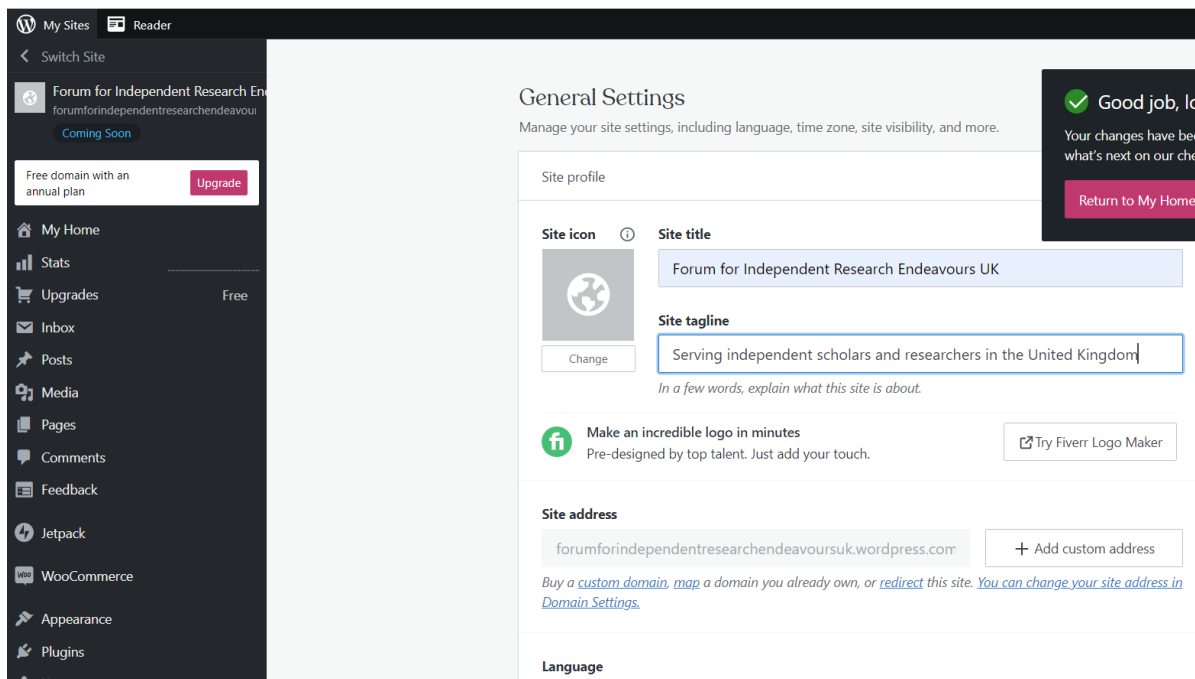
## 4. Wordpress basics

### 4.1. Name your site

4.1.1. Naming your site ought to be relatively straightforward. You may wish to simply use your name, or you might have a snappy title related to your research or blog. Click on the red 'Name your site' button and input the site's name.

### 4.2. Add a tagline

4.2.1. Wordpress also asks you for a tagline. Again, you can add this later, but its worth thinking about something snappy that sums up your academic mission. I'm creating a draft website for the Forum for Independent Researcher Endeavours, UK (or FIRE-UK for short) so I used that as a title and a line from our constitution for our tagline.

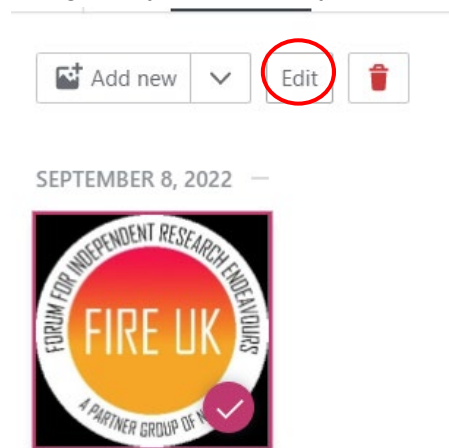


### 4.3. Site icon

4.3.1. Now you need to add a 'site icon'. For a personal website this should be your headshot. If you don't want to show yourself in a photograph you can always create a digital avatar, a drawing, painting or other non-photographic image, but it should be easily identifiable with you. Remember this is part of your digital identity. Because I'm creating a draft website for FIRE-UK I used our logo.

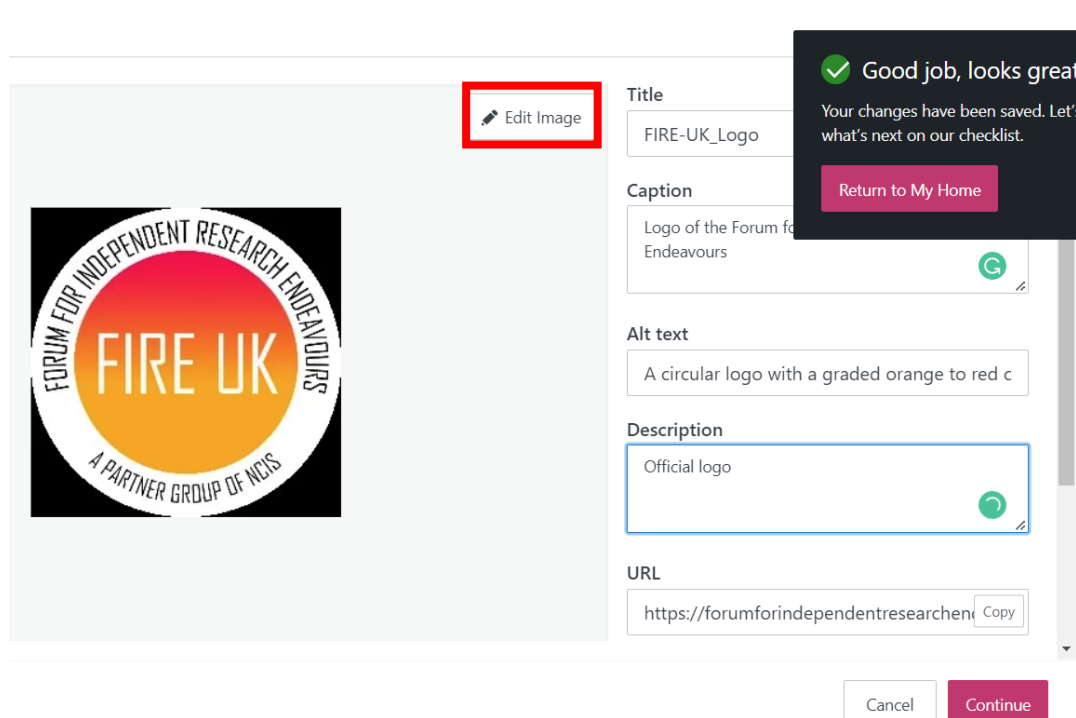
4.3.2. To add your site icon click on the 'change' button below the greyed-out icon. As you won't have any images in your Wordpress yet you'll need to upload a suitable image from your computer. Click on 'Upload media' and it will open a browse window for you to find your image.

4.3.3. Once the image has uploaded it will appear in your media library. You can just add it now by



clicking 'Continue', but its good practice to add a title, caption, description and alt-text to the image. To do this click the edit button (outlined red in the next image).

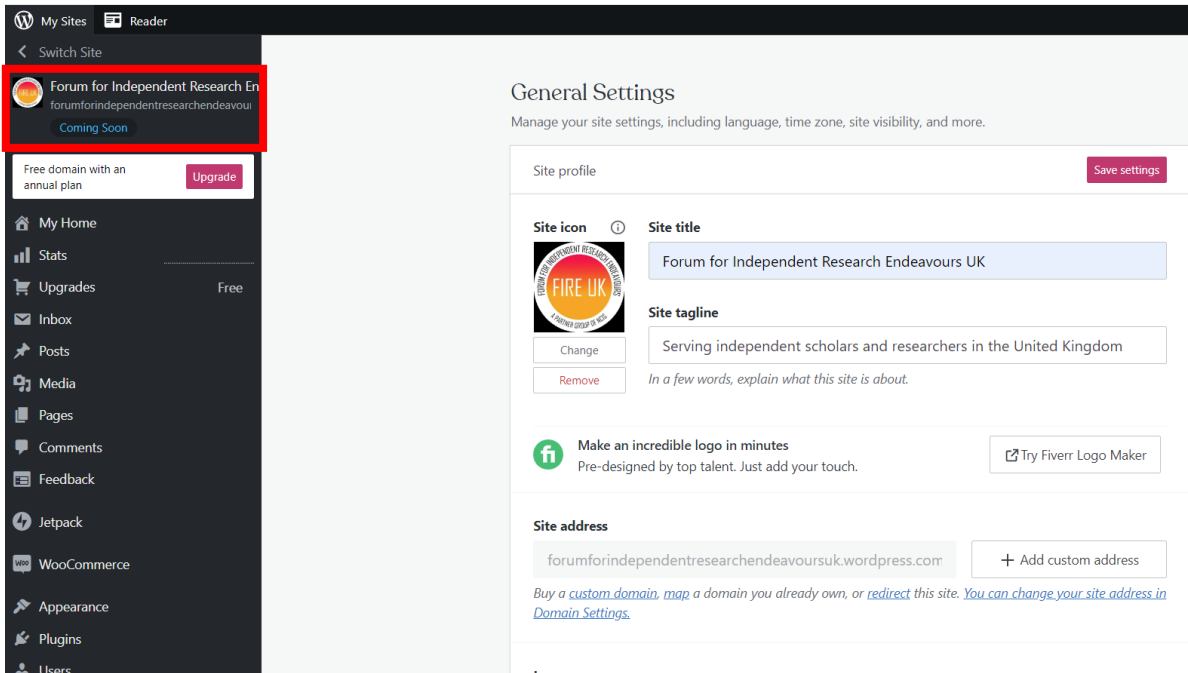
- 4.3.4. The 'Title' box will be automatically populated with the filename of the image, so you may or may not need to edit it. The caption is what you would want to know if the image illustrated something in a text. The alt text should describe the image for someone who can't see it, so those using screenreaders are able to understand the nature and purpose of the image. The description can contain additional information including image credits, sources etc.



- 4.3.5. Once you have finished adding a title, tagline and icon to your site you don't need to change any more of the settings, but it might be worth having a look at the rest of the settings in case you want to buy a domain name or make changes in future. Then click the red 'Save settings' and your site is prepared. You site icon will appear in the top left of the dsahboard above the menu, with the title and tagline beside it (outlined in red in the image on the next page).

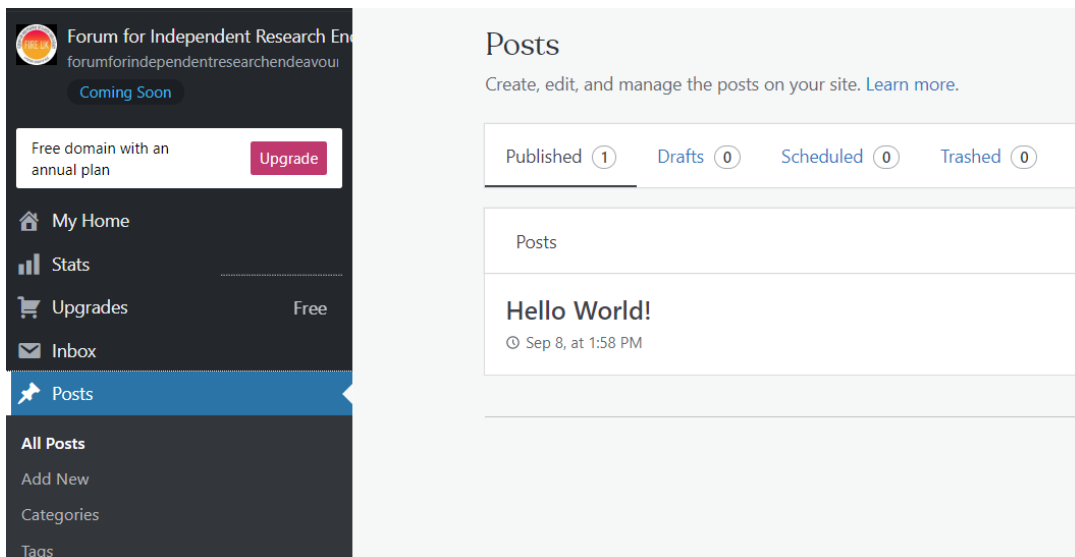
## 5. Menu essentials

- 5.1.1. You should now examine the menu items on the left of the admin screen in more detail.
- 5.1.2. You have already discovered your homepage. The 'Stats' menu will show you visitor numbers, likes and other SEO data once your website is live. The 'Upgrades' section offers easy upgrades to other plans if you decide to move off the free tier. 'Inbox' is self-explanatory. Further down the menu 'Comments' allows you to interact with people commenting on your webpage. You don't need to worry about 'Feedback' 'Jetpack' or 'Woo Commerce' as these are all paid features.



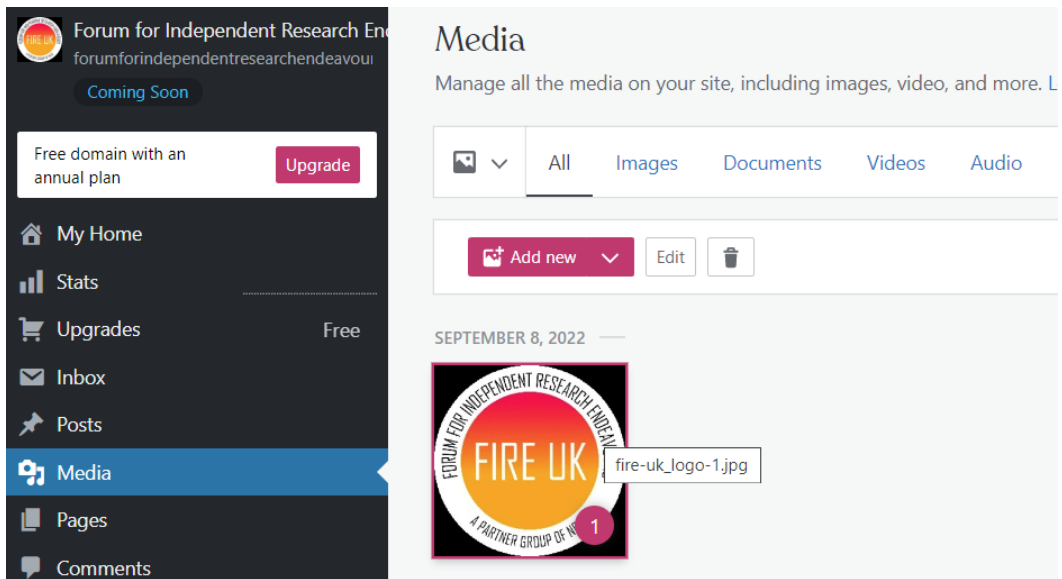
## 5.2. Posts

5.2.1. If you're intending to start a blog, the 'Posts' submenu (below) gives you access to all your blog posts. Blogging is a regular commitment and I suggest you avoid it unless you are convinced its necessary, but if you do want to blog, then Wordpress has all the tools you need to make blogging part of your website. It even automatically creates your first draft post for you.

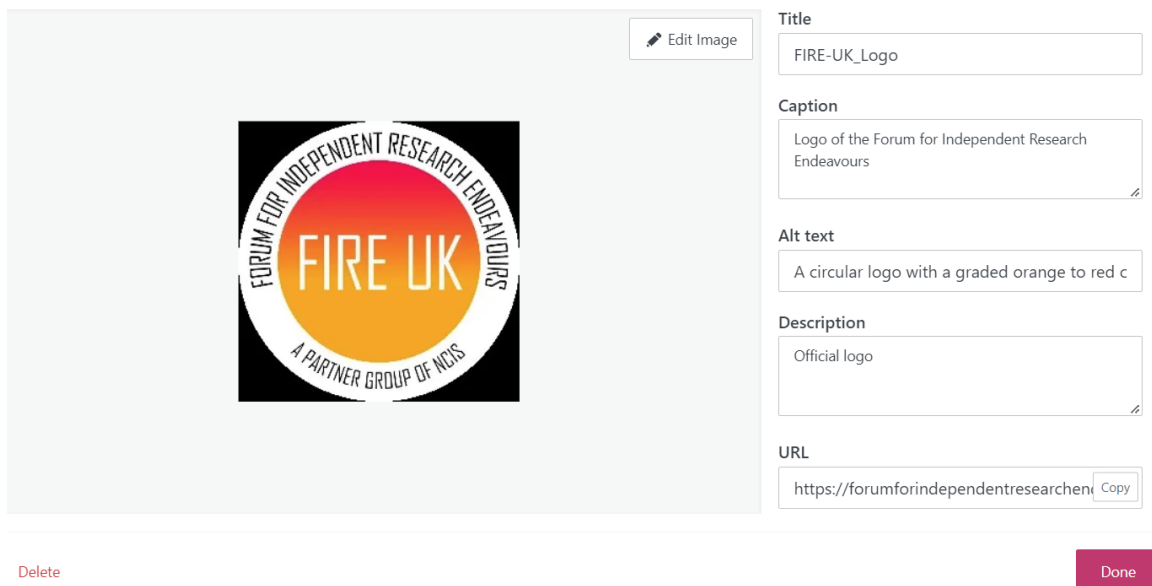


## 5.3. Media

5.3.1. The media section includes any images, documents, videos, or audio files you've uploaded. You can see in the next image that the media page automatically includes your uploaded icon. You can also add new media in this section and edit the metadata of the media in this section, for example by including Alt text for screen readers or source information. To examine the metadata of the media click on the thumbnail and then click edit:



5.3.2. This will open the meta-data dialogue box for the image (image below). You can now edit the image by cropping or rotating it, or alter the meta-data in the boxes on the right. You can even to delete the image using the red 'Delete' option in the bottom left. Don't forget to click 'Done' when you've finished.

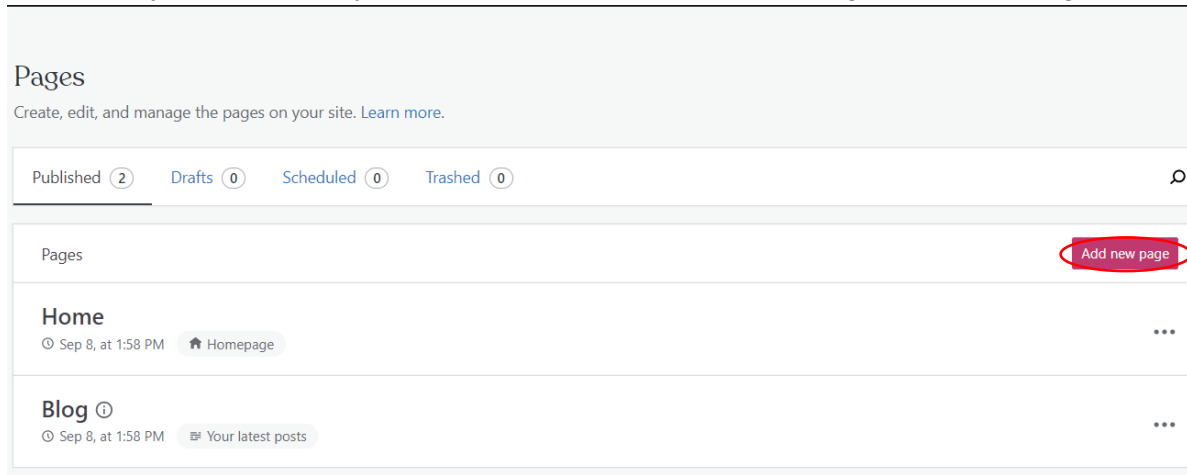


5.3.3. The text meta-data is quite important. If you add an image to your gallery and use it again and again the Caption and Alt text in the meta-data will be used every time. The description makes it possible to add additional information, which isn't available to visitors to your website



## 5.4. Pages

5.4.1. The pages menu (below) is a crucial menu for website construction. When you click on it you should see that wordpress has already created one or two pages for you depending on your theme. You will certainly have a page called 'Blog' and you might also have one called 'Home' too. The Home Page is your 'landing pad' its where anyone clicking on your website is going to end up so it will need good content that really encapsulates your academic brand. We'll be creating a new homepage later.



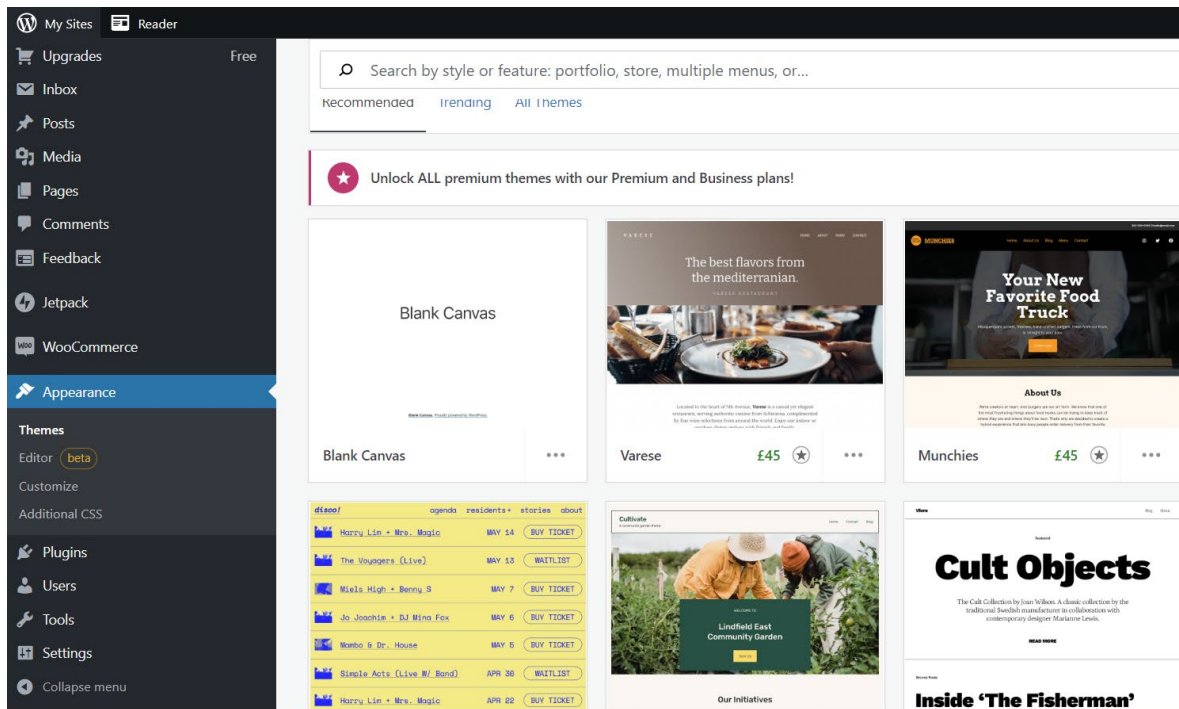
5.4.2. Because wordpress began as a blogging site, it's still geared to blogging activities so it automatically creates you a 'Blog' page. You can ignore it for now, but if you want to commit to regular blogging this page is the 'landing pad' for your posts. If you'd like to see what an 'Blog' page looks like when in use, you can see mine at <https://hannahpethen.com/blog-posts/>.

## 5.5. Comments

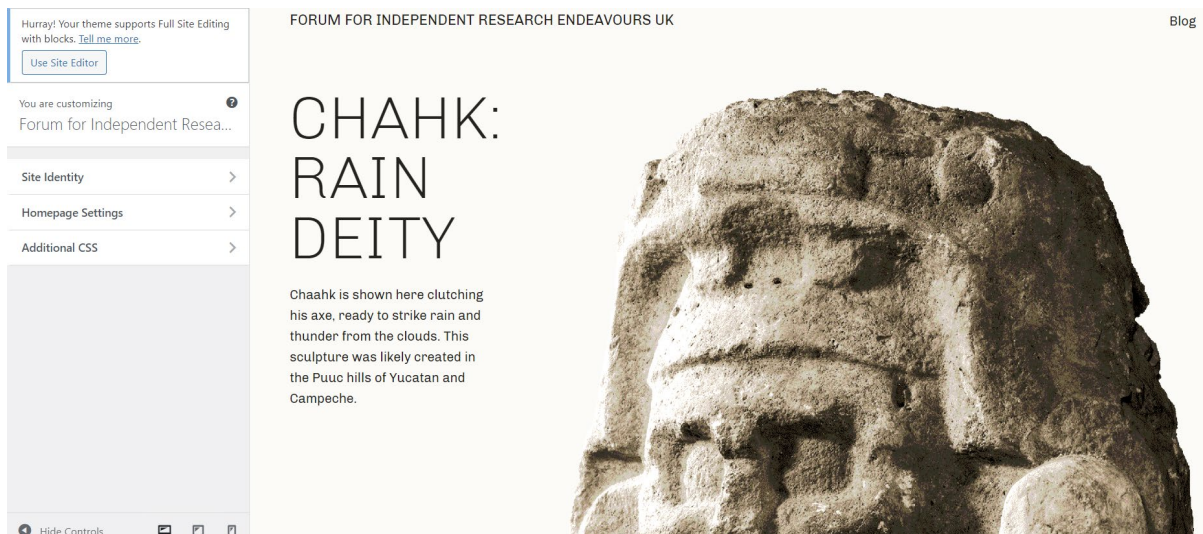
5.5.1. The comments section contains all the comments made by you and others on your pages. You can approve, delete or mark comments as spam in the comments section.

## 5.6. Appearance

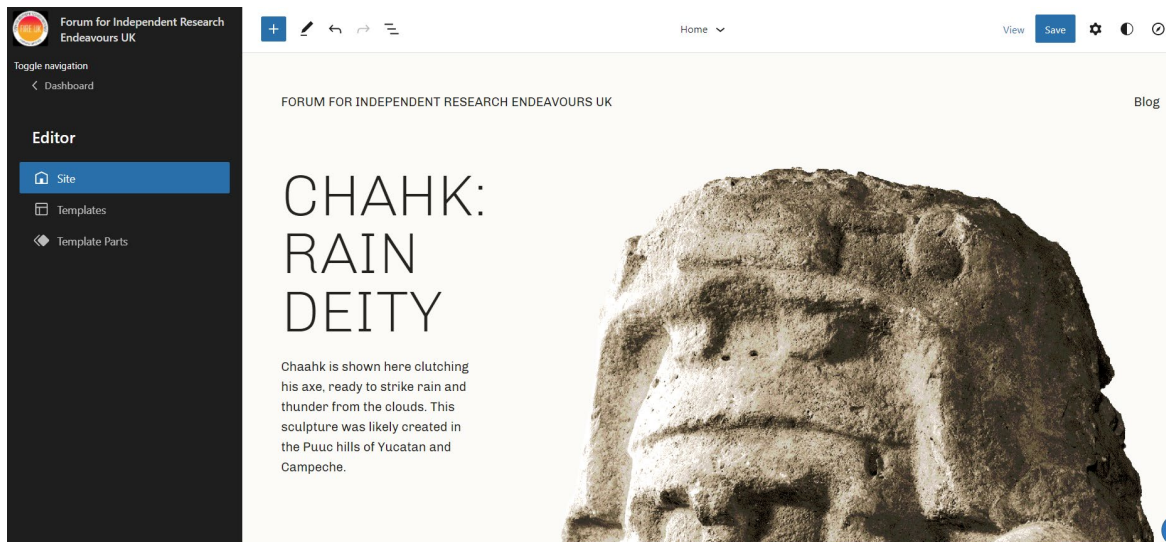
5.6.1. The appearance menu is extremely important. By clicking on appearance you can change the theme of your site. You should take a look at the options here and decide on something you like, but don't worry if you decide to change your mind later, you can always come back here and revamp your site. It's also important to realise that the other parts of the appearance menu allow you to tinker with the appearance of your site.



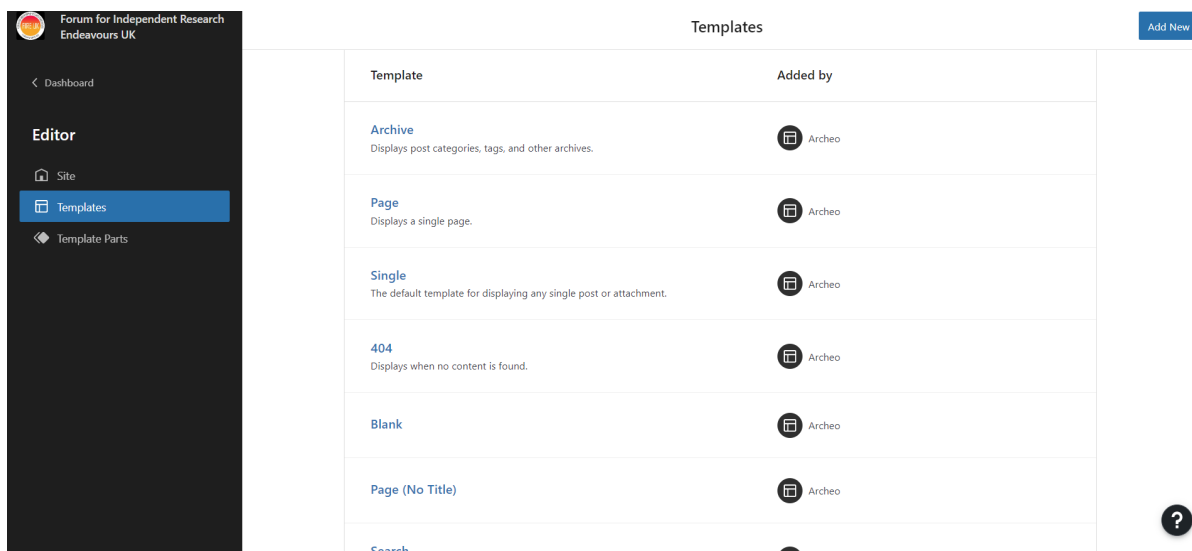
5.6.2. If you click on 'Customise' you will see your homepage and a menu on the left provides options to change your site identity or homepage. Until you have started creating your pages the content will all be from the original theme, but don't worry we will change that shortly.



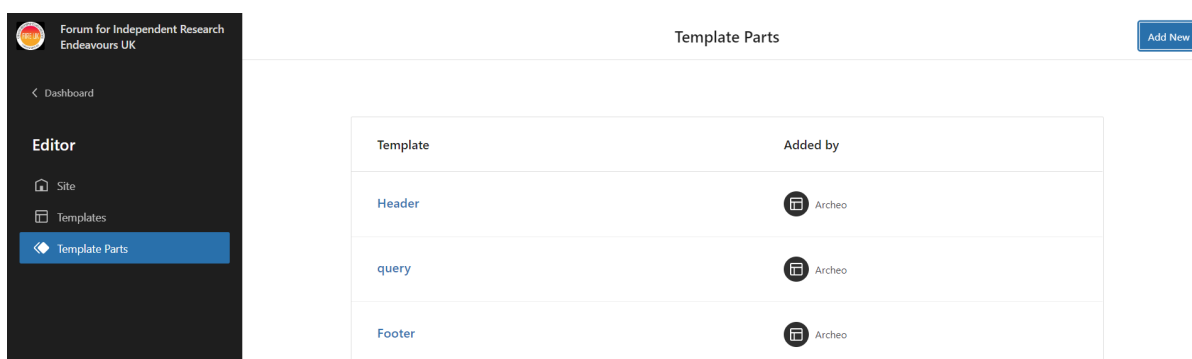
5.6.3. The 'Editor' allows you to change the layout within the theme. If you click on Editor it will open up your theme – click on your site's logo at the top left and a menu opens up (image on the next page).



5.6.4. 'Templates' include template pages compatible with the theme you have chosen and allows you to add new templates.



5.6.5. 'Template parts' allows you to edit the appearance of the header, footer etc or add new templates if in future you consistently use a certain set of features repeatedly.



## 5.7. Plugins

5.7.1. Plugins allow you to do certain things, but are only available with paid plans.

## 5.8. Users

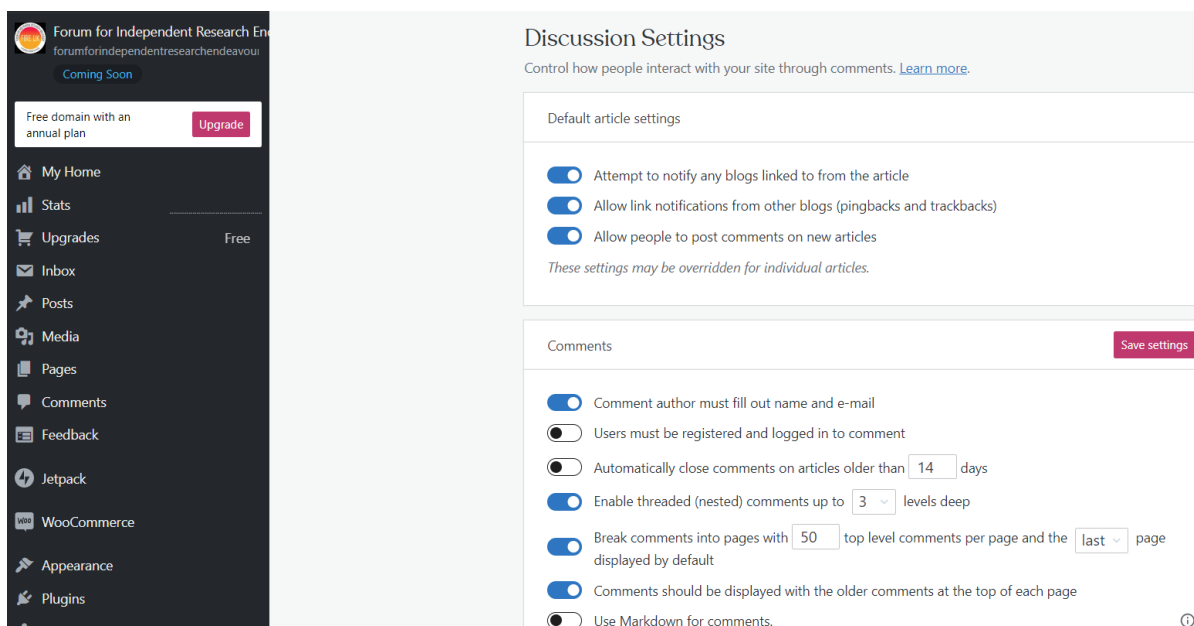
5.8.1. Users should be self-explanatory – if you are running a team website this is going to be an important page, but for a personal website you will barely look at it.

## 5.9. Tools

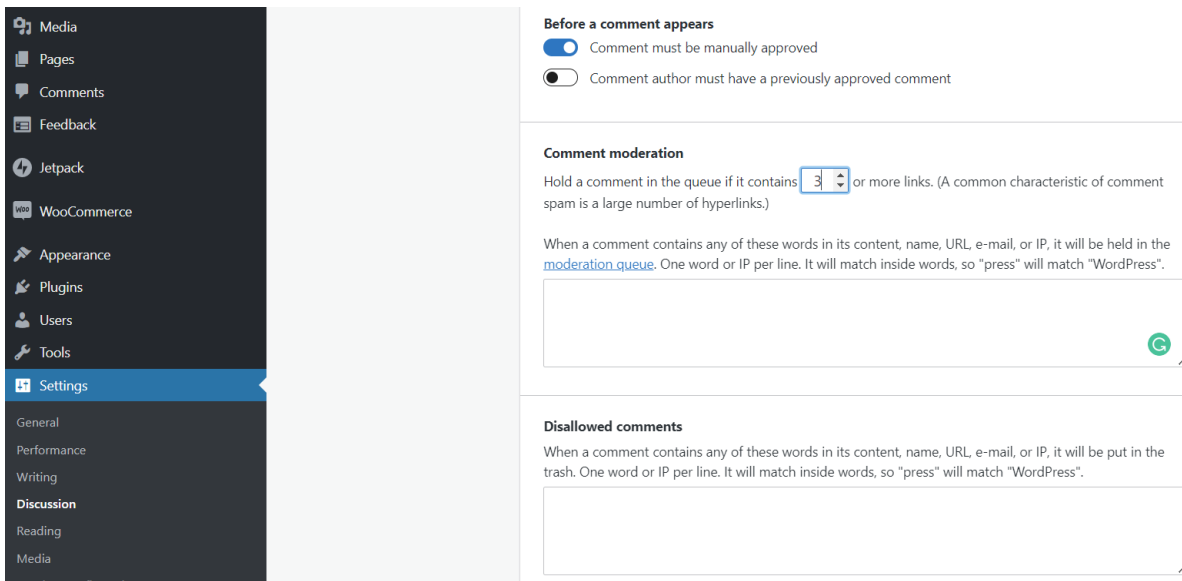
5.9.1. 'Tools' include everything from SEO optimisation to how to get paid through your website. The availability of some tools depends on how much you are paying for your plan and many are only available with paid-for or business plans. The 'Export' tools will be useful if you wish to download and backup your website data, while the 'Import' tools would be useful if you already had a website somewhere else you wished to transfer to wordpress.

## 5.10. Settings

5.10.1. Settings is a vital menu. 'General' settings include everything from the site's name to whether it has been launched yet. The 'Writing' section is pretty self explanatory. The 'Discussion' section is very important as it allows you to control the comments you get (image below). I recommend under 'Before a comment appears' you turn on 'Comment must be manually approved' (Image on the next page). Initially you're unlikely to get a lot of comments so this is easily manageable, but it ensures no spam, racist, sexist or other terrible comments get on to your website. It also protects you from trolls and edgelords.



5.10.2. If you've turned on manual approval you probably don't need to choose trigger words or phrases which automatically prompt moderation. If in future you decide to turn off manual approval of comments you can select some key words and phrases that will get a comment moderated or sent to the trash. Note that this filter is pretty crude so if for example you include 'sex' as a word requiring moderation, every mention of my county, 'Essex', will trip the filter.

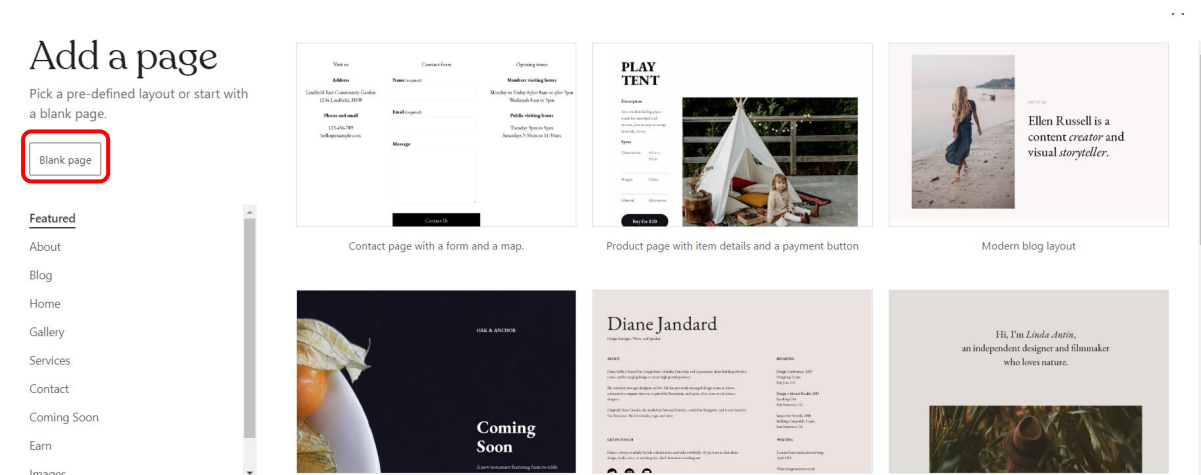


5.10.3. The 'Reading' section allows you to choose which page is your homepage, which page displays blog posts, whether the site is indexed by search engines, and whether reader's see 'related' posts after the one they were looking at. You can also change the emails followers receive.

5.10.4. The 'Media' section tells you the specifications for images that you might be uploading and allows you to set the parameters for an image carousel.

## 6. Add a new page

6.1.1. We are now going to create a new page. Return to the 'Pages' part of the menu and click 'Add new page'. Although your homepage will need writing, we're going to start with an easier lower stakes page, by adding a new page for your publications. Click on the pink 'Add new page' button and Wordpress will take you to the 'Add A Page' template (image on the next page). Here you can choose a template for you page or opt for a 'Blank Page' and set up the components yourself. Have a look around the different categories of templates and consider how you might use them. Most of Wordpress' page templates are geared towards artists and service providers, but many of them can still be used for various academic pages. I have found the 'Portfolio', 'Home' and 'Contact' templates particularly useful. Click on 'Blank page'.





Save draft

View

Publish



Add title



Type / to choose a block



Page Block X

Summary ^

Visibility Public

Publish Immediately

URL [forumforindependentresearchendeavoursuk.wordpress.com/?page\\_id=25](https://forumforindependentresearchendeavours.uk.wordpress.com/?page_id=25)

Template Page

Pending review

AUTHOR

Featured image v

Excerpt v

Discussion v

Page Attributes v

6.1.2. Wordpress will take you to its blank page/post screen (it looks the same whether you're writing a page or a post), like the example on the previous page.

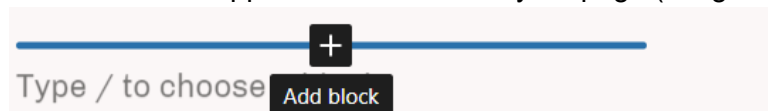
## 6.2. Blocks

6.2.1. Before you begin drafting it's important to understand that Wordpress uses 'blocks' to construct content. On the right of your screen you can see two tabs labelled 'Page' and 'Block'. The tab labelled 'Page' provides information about the entire Page, while the 'Block' tab provides information about the particular block you're in. Blocks can be any 'thing' on the page. Some blocks are intuitive, such as **paragraph's** of text, a **heading** or an **image**. Other's are less obvious. Other blocks include a **gallery** of images, layout with **columns**, a **group** containing images and text laid out together, a **widget** (code that automates a function such as a post carousel or a link to social media), **embedded** content from another site, a **poll**, **survey** or **feedback** form, and various types of **payment** options. A whole range of functional blocks are available by clicking the large white on blue + in the top left of the screen (in the red ring in the image on the previous page).

6.2.2. There are several ways to add a block. If you want to add a text block (say a heading or paragraph) you can start typing in your template wherever there is grey text (outlined in red in the image below). If you can see a black square with a white cross you can hover over that and click on it to add block (image below, bottom right).

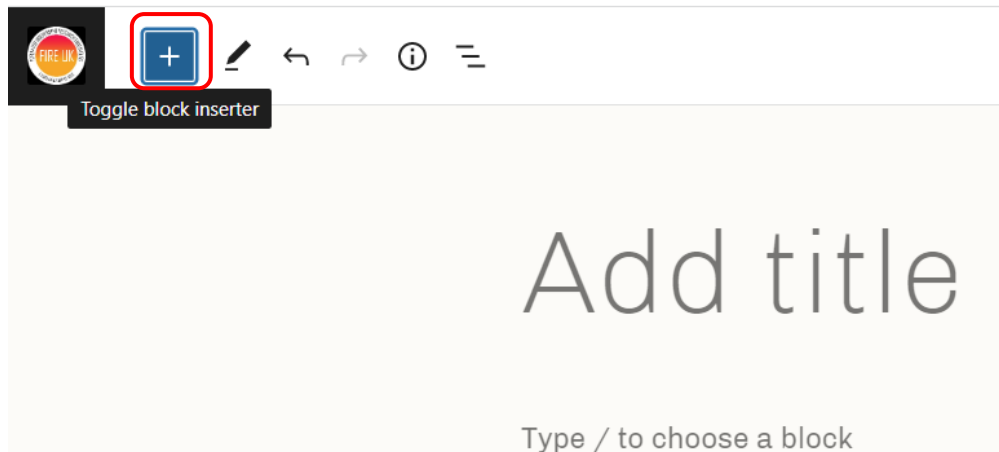


6.2.3. If you cannot see a white cross on blue background, hover your cursor below the last block and it will appear in the centre of your page (image below).



6.2.4. Or you can drop your cursor where you want the block and click on the white cross on a blue background to open the block inserter menu and insert a block of your choice (inside the red ring in the image on the next page).





6.2.5. Once open the block inserter menu (right) allows you to choose a wide range of blocks and insert them into your document.

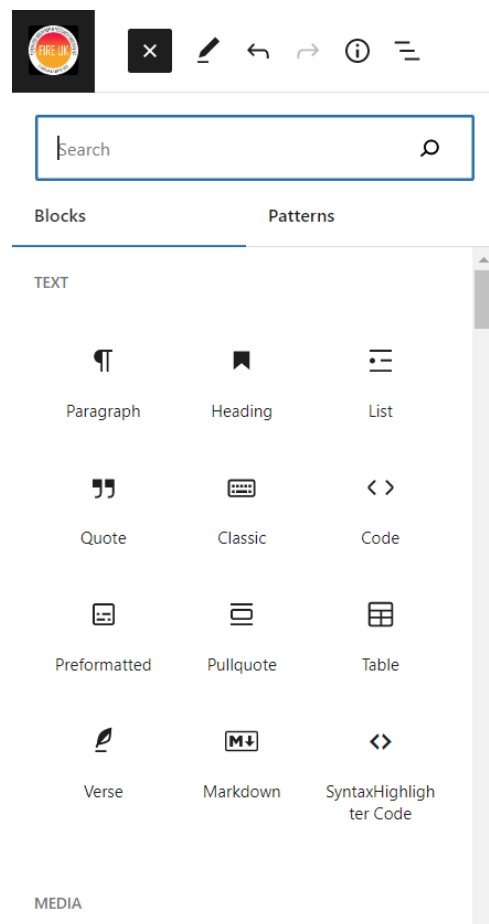
### 6.3. Add content

6.3.1. To return to your publications page. Your first task is to give the page a title – probably ‘Publications’ since this is going to be our publications page. Click where it says ‘Title’ in grey and start typing.

### 6.4. Page layout and style

6.4.1. I divided up my publications page using sub-headings so its clear to the reader what each type of publication is and whether it is peer-reviewed or not (image on the next page). I chose this format because I have a curious range of publications and wanted to be completely clear about the status of each one. You might only have books and articles, but I still recommend dividing the references up so that the reader can clearly see what you have produced without having to figure it out from the reference.

6.4.2. You should also consider if its appropriate to add any additional information about your publications to assist the reader in following you online. Remember the goal of the website is to tie your fragmented digital identity together so you want to refer readers to other aspects of that digital identity. You may wish to include a link to an online repository or repositories that provides more information about your citations. I put my ORCID ID at the top of my publications page and followed it up with a suggestion that readers follow me on Google Scholar, Academia and Researchgate (image on the next page). ‘Publications’ is the title. The ORCID ID is written as a heading and centred. The following block is a paragraph, but ‘Peer reviewed articles, book chapters and conference proceedings’ is a heading.



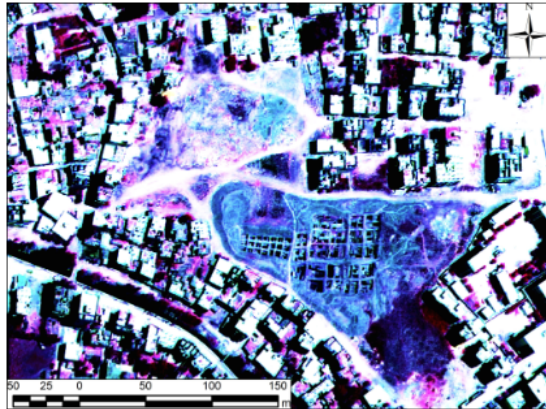


## Publications

ORCID ID: <https://orcid.org/0000-0003-1583-0704>

You can find further information about my publications and citations on [Google Scholar](#), [academia](#) and [researchgate](#).

Peer-reviewed articles, book chapters, and conference proceedings

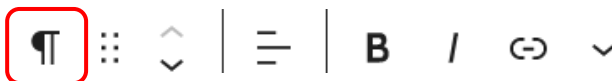


**Pethen, H.** In press. Applying Remote Sensing Technology to Areas of Archaeological Interest at Tell Nabasha. In: N. Nielsen, *Excavating the City of the Snake Goddess: Flinders Petrie at Tell Nabasha*. British Publications on Egypt and Sudan. Peeters: London.



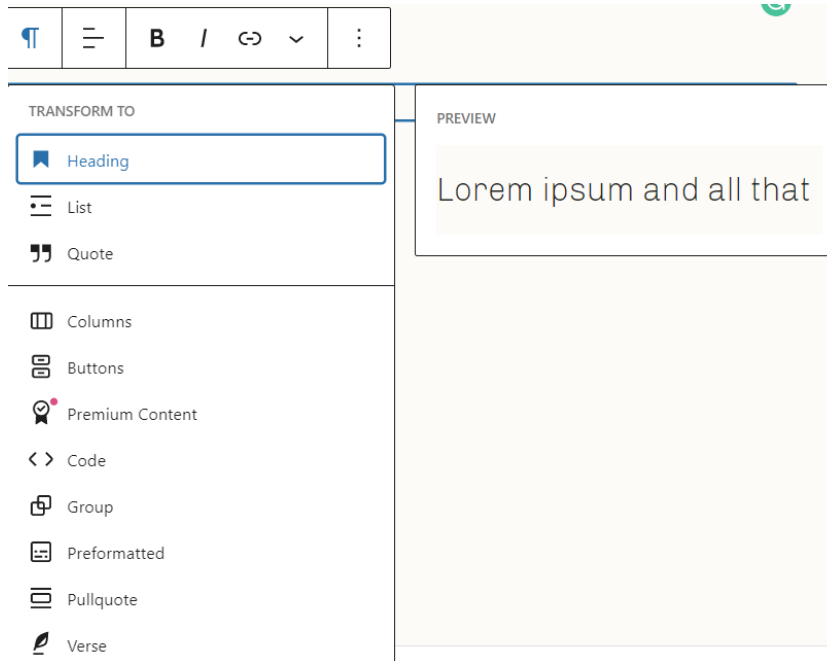
**Pethen, H.** In press. Space and Topography in Ancient Egypt. *Journal of Ancient Civilisations* 37/2.

- 6.4.3. Decide what if anything you need to put in that first paragraph under the title. Then click on the 'Type / to choose a block' and begin typing. If you click on the block you should see the cursor appear together with a pop-up menu allowing you to bold, italic etc (image below). Hover over the buttons to see what they do. Clicking on the buttons allows you to make changes to the block.

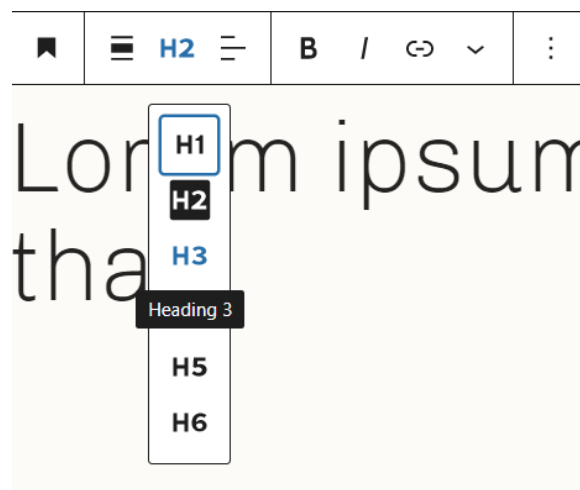


### 6.5. Changing the type of block

If you just want to start with the heading below the title, you can change the paragraph to a heading. Click on the paragraph symbol at the left end of the buttons (in red in the image above), to open a menu allowing you choose a different type of block (image on the next page). The list of blocks is on the left and the 'Preview box shows how your current block will appear.



6.5.1. Click on heading and your paragraph changes to a heading. You will see that the heading block also has a button menu but that it is different from the paragraph block (image right). All blocks have their own buttons depending on their functionality. You can change the level of the heading and therefore the size of the font by clicking the 'Heading level' button and picking a different level. Heading 3 is what I used for my headings in previous images.



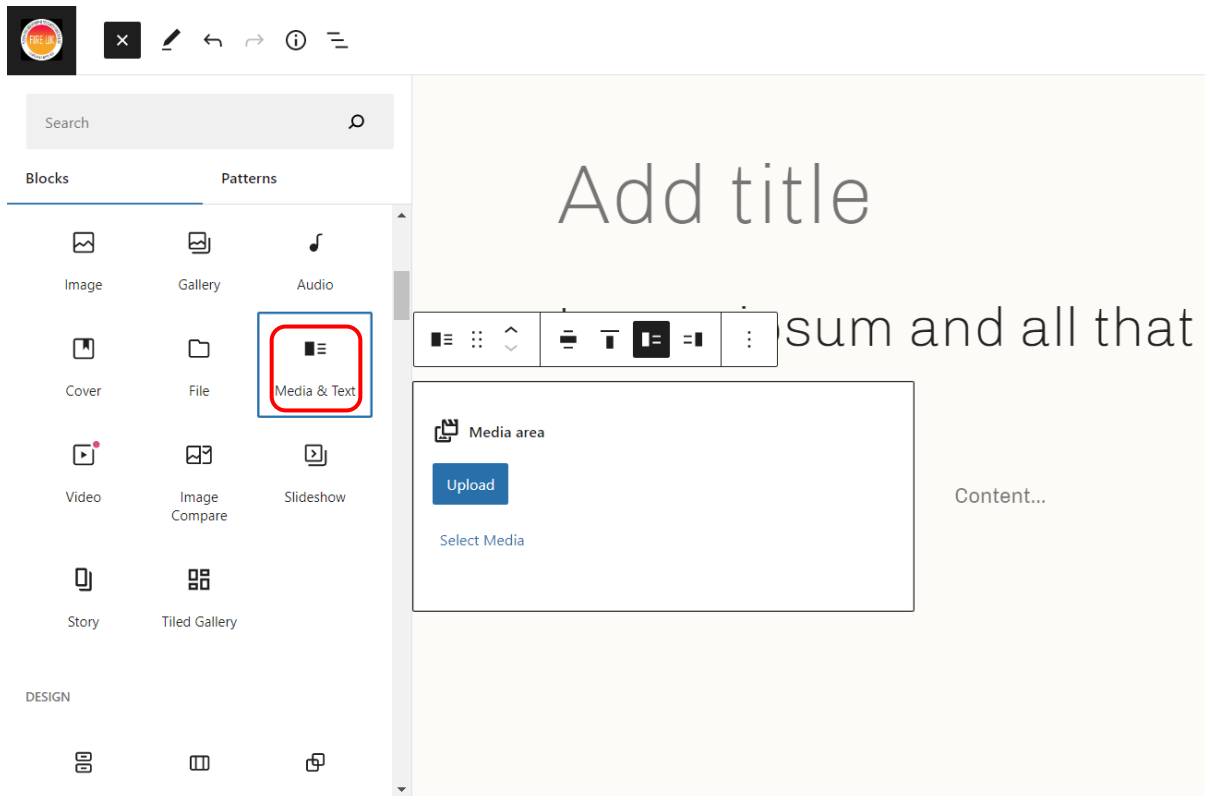
6.5.2. Once you've corrected your heading to a level you like its time to move on to the content of your page

## 6.6. Non-text blocks

6.6.1. Now you've added a title, essential information for the reader and a heading it's time to decide how you want your publication list to appear on the page. This is very personal and is going to depend on what types of publications you produce. I work with very visual material so I have chosen to present my publications as references next to a image. If you work with purely visual material there are blocks that allow you to just insert images, videos or other media. If you are in a very heavily text-based field, it may be a list of written references is more appropriate, perhaps broken up by a few images. You can certainly begin with written references in paragraph form and change them up later when you are more familiar with the program.

6.6.2. If you want to create an image next to your references you can use the 'Media and Text' section of the Blocks menu. Access the Blocks menu by clicking on that large white on blue + at the top left of your screen. Simply click where you want to add the

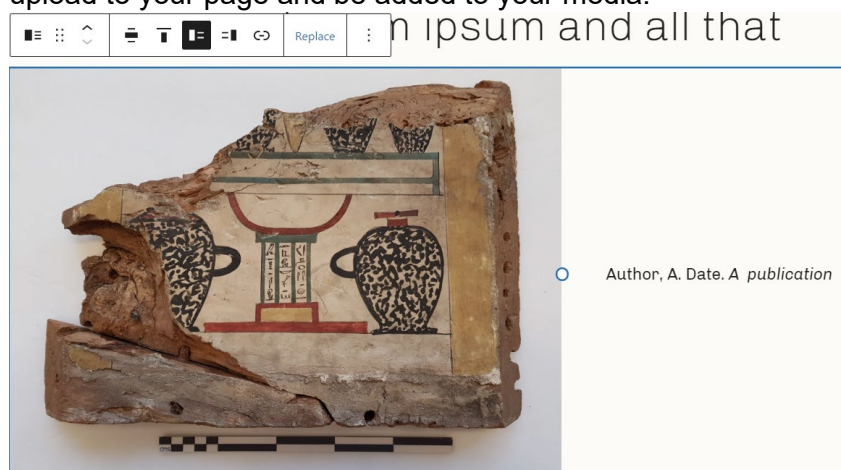
publication block, click the white on blue plus and scroll down to 'Media>media & text' (in the red rectangle in the next image) and click on it. A pop-up will open up informing you of what the layout does and the layout group will appear on your page (image below).



6.6.3. The media goes on the left and the text on the right (image below). Since you have only just begun your website you will probably need to upload media using the blue upload button. If (like me) you were adapting or altering your website you can just use the 'Select media' option to choose from something you previously uploaded.

## 6.7. Uploading media

Uploading is very straightforward. Click on the blue upload button to access your files and navigate to the image you want to include, then click on it and the image will upload to your page and be added to your media.



## 6.8. Adding an image from your library

- 6.8.1. If you want to add an image that is already within your wordpress program, click on the 'Select media' button and choose 'Media Library' (you can also add images from Google, Pexels and Open verse through this menu if you have those repositories). This opens up the media library you saw in section 4.3.3-4.3.4. Choose one of those images and click 'Insert'.



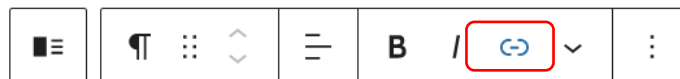
- 6.8.2. However you add an image, its worth checking the block menu on the right of your page. Image block menus usually contain an option to add alt text, change the size of the image, crop it to fit the column, change the colours, background etc. (Image right). You may not need to add a caption if you are just including an image from your reference, but you should include alt text for screen readers, even if the content of the image adds nothing to the information and you just say 'Image is decorative' in the alt text.
- 6.8.3. Add the text for your reference to the right of the image and repeat the process for the rest of your publications, adding headings between the reference blocks as you find necessary.

## 6.9. Link

- 6.9.1. Whatever you're writing its really important to ensure your reader has easily clickable links to sources and other information. For your publications, that means DOI and links to online repositories, open access publications and any other (legal) site where your published works can be accessed digitally. The DOI for a digital publication can usually

be found on the relevant webpage of the publication (for example in the red ring in the image on the next page). It is best practice to include DOI in all your publications lists and some publishers insist on them as part of your references. If your publication does not have a DOI, the next best thing is a link to the webpage where it can be downloaded. Ideally this should be the publishers webpage, but you can also link to institutional repositories for preprints.

6.9.2. Once you have the DOI or other similar link, copy and paste it into the reference. It should automatically identify itself as a webpage, and create a blue hyperlink. If it doesn't turn blue, highlight the link text and you should see the toolbar. Click on the link icon (in red in the image below):



**Pethen, H.** 2018. Alabaster: The Golden I... In: Sinead Madden (ed.) *Alabaster*. Catalogue of the Exhibition at Ordovas Art Gallery, 20 September – 15 December 2018. Ordovas, London. Available from [https://www.academia.edu/36776449/The Stelae Ridge cairns A reassessment of the archaeological evidence](https://www.academia.edu/36776449/The_Stelae_Ridge_cairns_A_reassessment_of_the_archaeological_evidence)

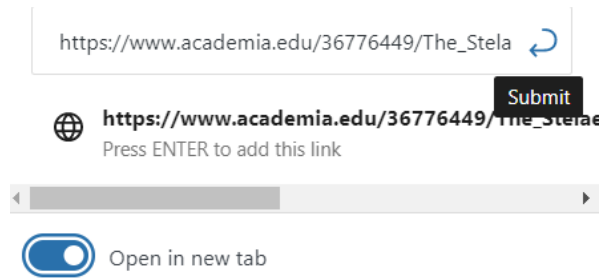
6.9.3. Sometimes this is enough to remind wordpress this is a link and you'll see the link information (image right).

6.9.4. If it still doesn't recognise the link, you'll get an empty link dialogue box. Paste the URL in the box, toggle on 'open in new tab', and click the arrow to the right (image on the next page). Your hyperlink should now be blue.



This paper presents the archaeological evidence for a new model of the development of eight cairns across two ridges a...

6.9.5. You can add hyperlinks to any text using the 'link' button. So if you want to refer to say a project you were involved in, you can link the name of the project to its website and your reader can just click on the blue link to be transferred to the project website.



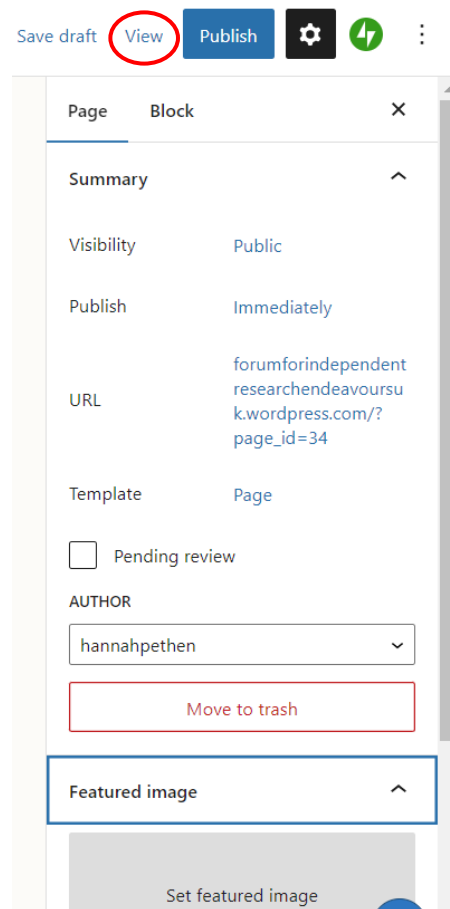
6.9.6. You don't need to add all your publications at this point if you have a lot, just a couple so you get used to the process. The aim today is to set up the website so you can complete any additional text later.

## 6.10. Check the page

6.10.1. Once you have finished adding your publications you should check the 'page' menu on the right (image right) to see if you need to add anything.

6.10.2. Many wordpress themes offer you the opportunity to have a 'featured image' at the top of the page. This image should encapsulate the purpose of the page and helps to make it more visually appealing.

6.10.3. To set your featured image click 'Set featured image' to open your media library. Then either use an existing image in your library or add a new image from your computer.



## 6.11. Review

6.11.1. Once you have added your publications in whatever format you prefer you should check how your page will look on various devices, using the 'view' button (in the red ring in the image right). Clicking on 'View' gives you a dropdown menu where you can choose to review how you page will look in desktop, tablet and mobile formats. It's very important to get into the habit of checking that your page makes sense in all formats so that anyone looking you up on any device has a good experience.

## 7. Create your homepage

7.1.1. Now you've developed some familiarity with creating a page, its time to create your homepage. Return to your Pages menu by clicking the icon at the top left of your screen and going to 'View pages'. You may already have a 'Home' page on your page menu, but we are going to add one anyway by clicking 'Add New Page' as you did for the publications. There are lots of templates under the 'Home' section of the 'Add New Page' templates, and its definitely worth having a good look in case they give you any good ideas or you decide one is exactly the format you need for a future page. Now we are going to use the 'Modern Blog Layout' of the 'Home' section (outlined in red in the image on the next page).



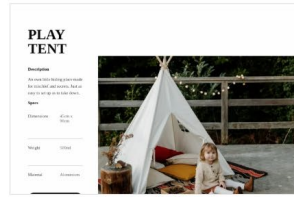
## Add a page

Pick a pre-defined layout or start with a blank page.

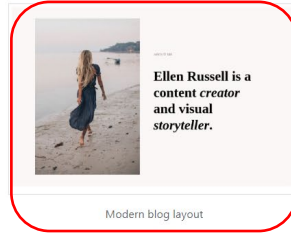
Blank page

### Featured

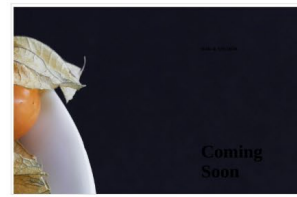
About  
Blog  
Home  
Gallery  
Services  
Contact  
Coming Soon  
Earn  
Images



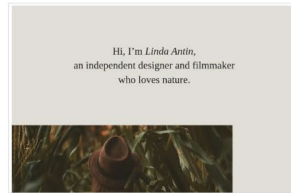
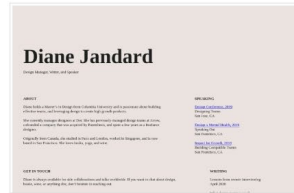
Product page with item details and a payment button



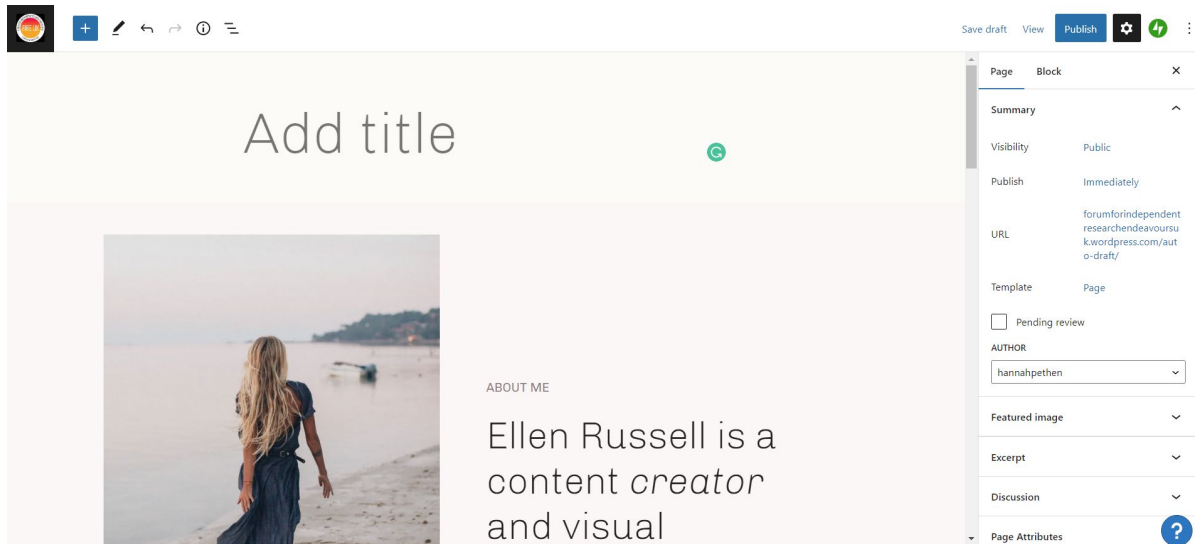
Modern blog layout



Coming soon page



7.1.2. Once you have clicked on the layout you like you will see a draft page open. The content will be the same as in the layout and you now need to add your own content.



## 7.2. Edit your homepage title and text

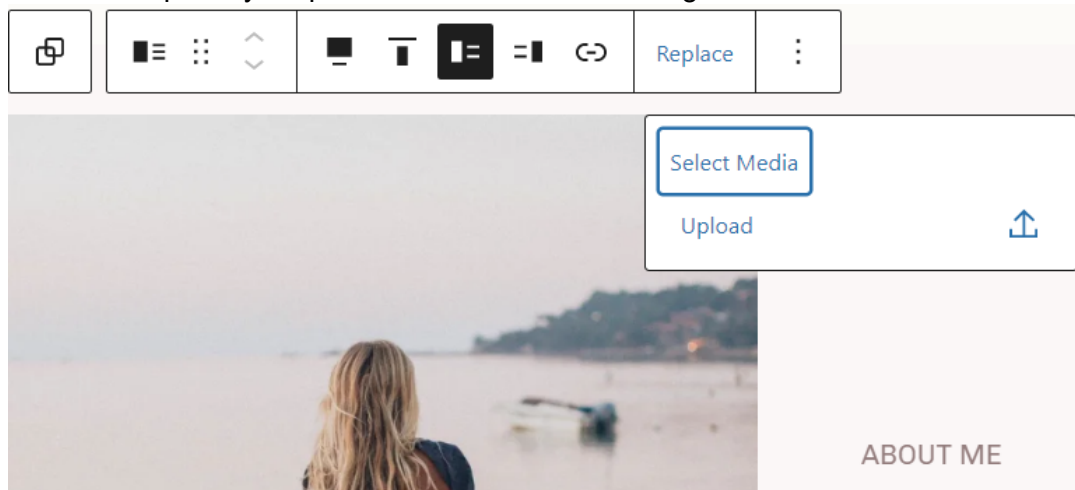
7.2.1. First add a title – I suggest 'Home' so readers know this is your 'homepage'. You'll need a decent portrait image of you, either a headshot or full body image. For the text to the right of the image you probably want a single sentence introduction to who you are and what you do. Mine reads 'I am an archaeologist and Egyptologist with over 20 years' experience of research in the U.K., and Egypt.' If you don't want to write this now, you put 'add intro' and move on. You can always add text later when the structure of the website is set up.

## 7.3. Group blocks

7.3.1. Then you'll need to replace the photo and text with a photo of you and text about you. Click on your photo and take a look at the menu toolbar when it appears. This toolbar shows we are dealing with a different type of block. The block symbol at the end of the toolbar shows two overlapping rectangles, the symbol for a group block (outlined in red in the next image).

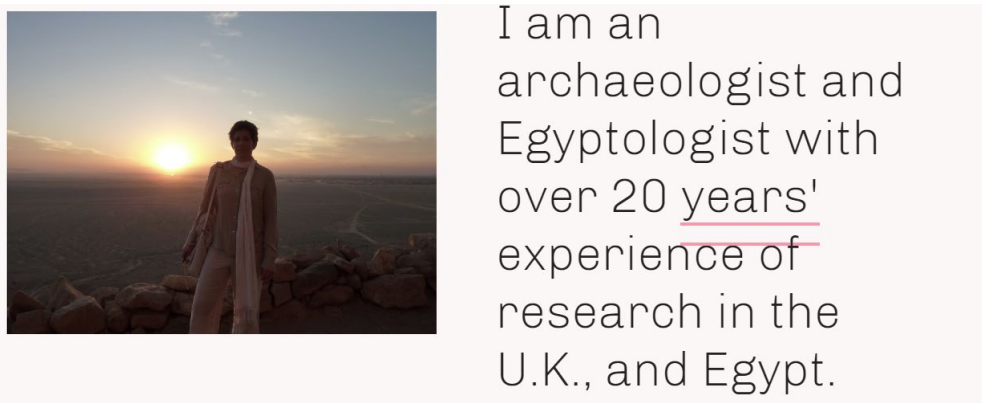


- 7.3.2. A group block is a block made up of other blocks that are all inserted together in a specific format. This particular group comprises the image, the heading and a paragraph. Each part of the group can be selected and edited individually and the group as a whole can also be edited.
- 7.3.3. To replace the photo click on it and when the menu toolbar appears click 'Replace' and either upload your photo or select it from existing media.



#### 7.4. Editing text in a group

- 7.4.1. To the right of the photo click on the text 'Ellen Russell is a content creator. . . ' and change it to your one sentence intro (or just 'Intro' if you haven't come up with a snappy one liner yet). Once you've added it you may think the size or spacing of your intro is a little off as in the image below.



- 7.4.2. To fix this you can change the size of the text in the block menu to the right. Select the text and look at the block menu. 'Block' should have a blue line underneath it and it should say 'Heading'. If it doesn't say heading try clicking on the text and check again to make sure you select the right part of the block.
- 7.4.3. Scroll down to the Typography section and the size box (outlined in red in the image on the next page) and manually type in a smaller font size. I changed mine from 48 to 35 and it looks much better. (Image on the next page)



I am an archaeologist and Egyptologist with over 20 years' experience of research in the U.K., and Egypt.

7.4.4. Below the group block is another section for heading text which provides more detail about you. This is where you should include more detail about what you do. Something like your academic mission statement. If you don't have one handy just type 'Academic mission statement to go here' and move on. Again this section is formatted as a group although it is really a paragraph in heading format.

7.4.5. As with the previous text section you may find this group is a little large once you have added your text. Again click on the text to select the text block and go to the 'block menu' on the right. Strangely this block is formatted with S, M, L and XL text rather than pixel sizes, but you can still use these to reduce the text size. I went with large for my mission statement:

I use digital humanities, GIS and satellite remote sensing to investigate, present and explain ancient society and culture, providing a new perspective on our shared past that informs our understanding of the present.

7.4.6. Below this section is a heading 'Latest Stories' and a group block which would link to your three most recent blog posts. We are going to include our Bios here so we need to change the 'Latest stories' heading to 'Bio by clicking on it and typing. You can increase the size the same way as you did

**BIO**

I am an independent researcher and freelance archaeologist with a non-traditional academic path. Since my first training dig at 17, I have worked in field archaeology in the UK for Cambridge Country Council Archaeological Field Unit in 2004-2005 and Museum of London Archaeology 2007-2010. I brought a field archaeologist's interest in archaeological context to my 2010-2015 PhD research, combining it with new technological advances in archaeological surveying, satellite remote-sensing and geographic information systems (GIS) in my investigations of ancient Egyptian sites. As Asyut Project Curator at the British Museum 2017-2019, I continued to work on archaeological context in museums and archives, using digital technology and satellite imagery to relocate historic excavations and working practices.

for the previous paragraph if you prefer.

- 7.4.7. Then press enter to get a new paragraph block for your Bio text. Your Bio tells the story of how you became the researcher you are today – its the type of thing they use to introduce you when you give presentations. Remember if you don't have this already written, just type 'My bio here' in the box and move on. You can edit the text later. Again if you haven't written this yet, just put 'my bio here' and move on with the layout.

## 7.5. Deleting unwanted blocks

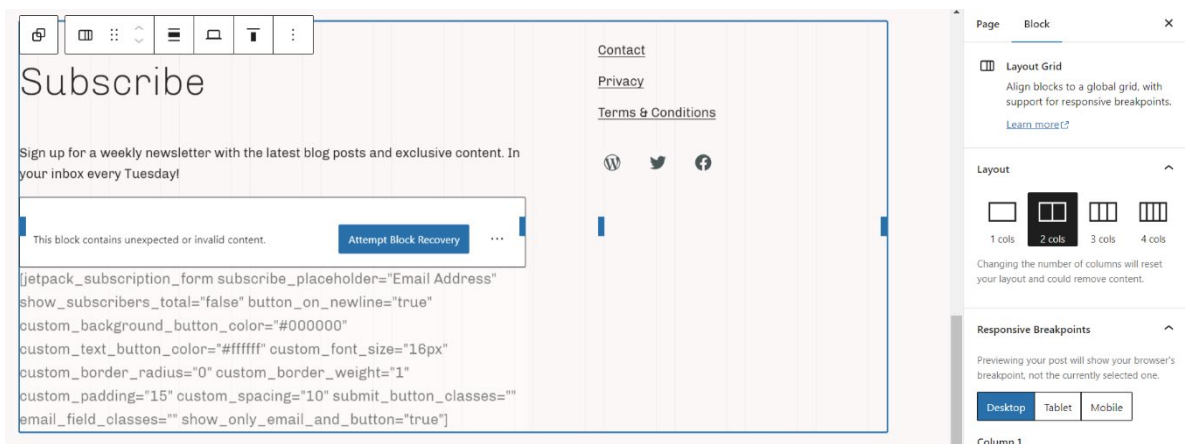
- 7.5.1. Template layouts sometimes come with unwanted blocks. This template includes a whizzy widget for publicising you latest three blog posts on your home page. This is useful if you have a blog, but unless you do it's a waste of time, so we're going to delete it.



- 7.5.2. Click on the blank screen to the right of the 'Hello World' and you will see a blue ring around this section of the page (image above). This is the 'group' and you can delete it by pressing delete. Because it is a group you may need to also delete an internal block called 'Query Loop', which may appear after the first delete. This is the block which originally created the group of blog posts using a 'query loop' within the template. We won't be using query loops today, but they can be useful.

## 7.6. Block recovery

- 7.6.1. Below is a group with two columns. The column on the left contains a subscriber button, but something is broken. Click 'attempt block recovery' and it should resolve itself.

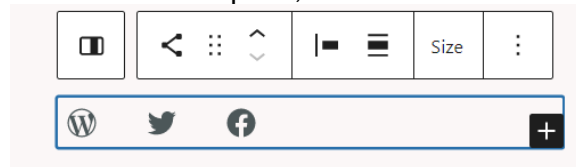


## 7.7. Adding a widget

7.7.1. To the right of the Subscribe is a second column with links to other pages and some social media buttons. Simply click and highlight the links to the contact form, privacy and terms and conditions and delete them. Then type 'Follow me' in their place.

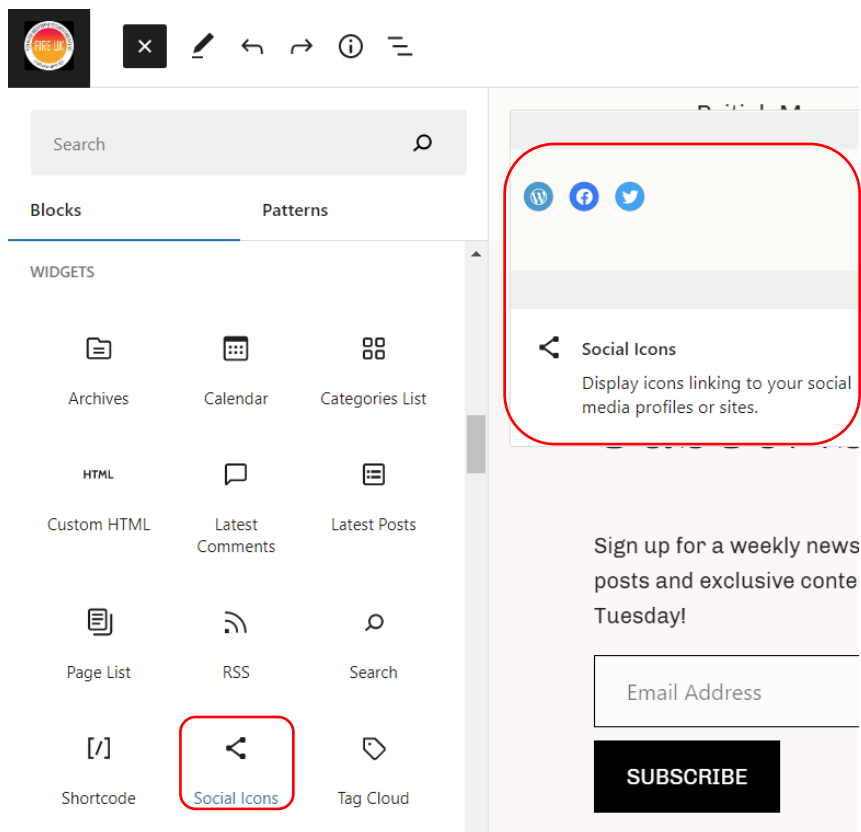
7.7.2. Below, we're going to add some social media buttons using the social icons widget. Which social media buttons you need depends on which social media you use. Twitter and Facebook are probably the most popular so we will add those. The procedure for adding any other social media is exactly the same.

7.7.3. First we're going to delete the social icons from the template, as we need to start again with a fresh widget. Click to the right of the facebook icon in the template to get a blue rectangle around all the icons (image right). Then press delete and they should disappear.



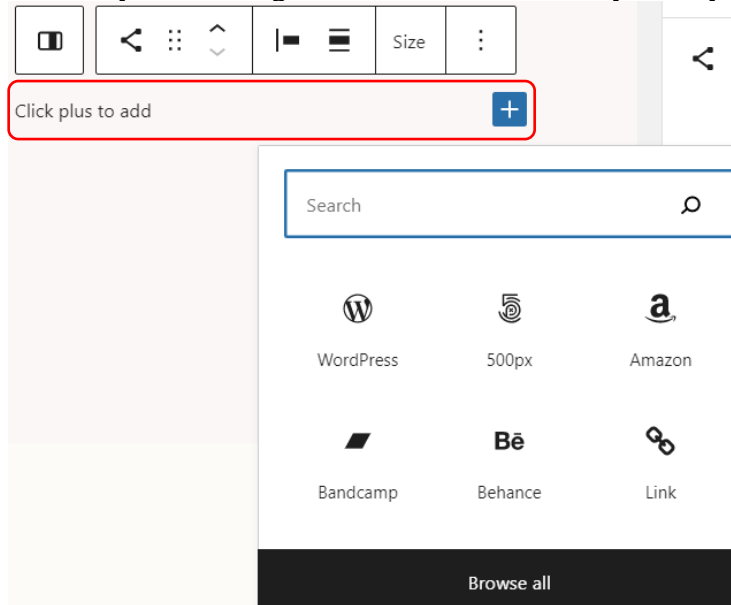
7.7.4. Your cursor should now appear on the row below 'Follow me', if it doesn't put it at the end of 'me' and press delete to remove the extra row.

7.7.5. Now go back up to the 'Block inserter' white cross on blue button at the top left of your screen and click it to open the block inserter menu. You can text search, but to familiarise yourself with how the block inserter menu works please scroll down to the section marked 'Widgets' in grey and find the 'Social icons' widget (in the small red box in the image below). As always a little pop-up to the right of the block inserter menu tells you what the widget does (outlined in the large red box in the image).



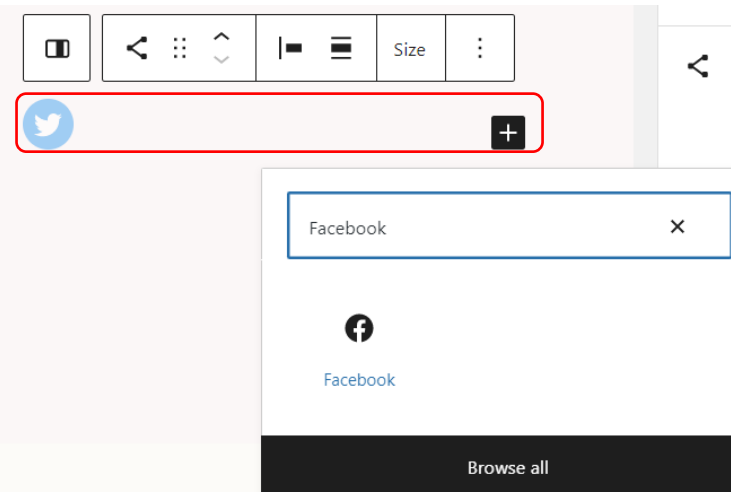
7.7.6. There are a number of other incredibly useful widgets in this section, which you may wish to explore.

7.7.7. Once you click on 'Social icons' a box opens up where you below the 'Follow me' (in the red rectangle image right). Click on the white cross on blue at the right hand side to get a search and browse box (image below). You can type the social media name into the search box or browse for it in the block inserter menu by pressing the 'Browse all' option at the bottom.



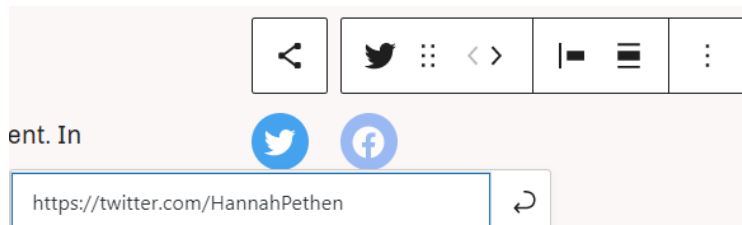
7.7.8. Once you have found your social media icon click on it to add it to the box. Then click to the right of the new icon to get the white on blue cross back and repeat the process for the next. (Image right).

7.7.9. Once you've added all your social media icons you need to connect them to your accounts.



7.7.10. Copy the link from your twitter or facebook homepage.

7.7.11. When you return to your wordpress tab click on the relevant icon to open up a link dialogue box and paste in the link to your twitter or facebook homepage.



7.7.12. When you press 'enter' or click the return arrow the link will connect and the icon turns a darker colour.

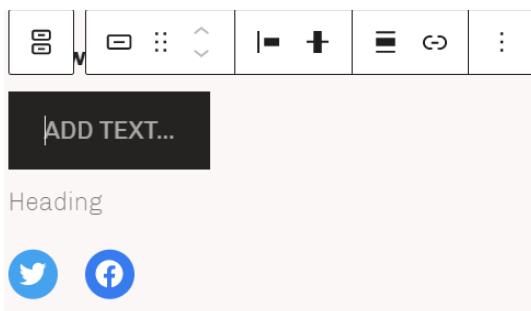
## 7.8. Link to other social accounts with button widget

7.8.1. Academia.edu, Google Scholar, Researchgate and Humanities Commons don't have handy social media icons (although plenty of others do), so you will need to create

links to them manually. It's best to add these above the other social media, so click at the end of 'Follow me' and wait for the 'Add block' button to appear below (top right).

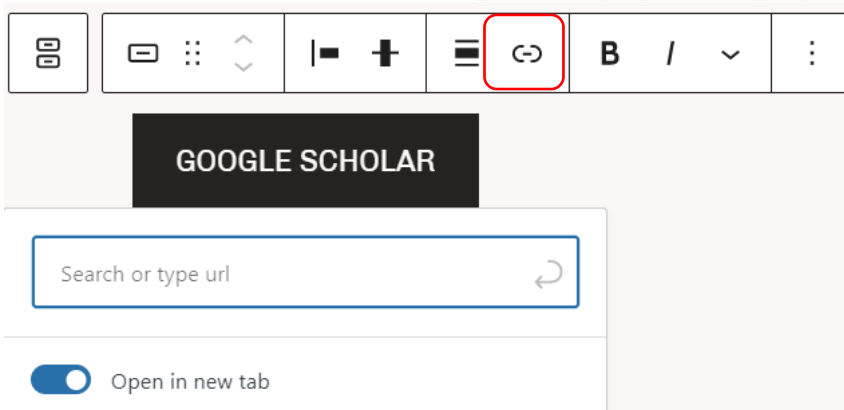
7.8.2. Click on it to open the block inserter menu and type 'Buttons' in the search box to bring up the 'Buttons' widget (in the red ring in the image below right).

7.8.3. Click on Buttons and an exciting black square with 'Add text' greyed out inside it appears in your page. (Image below)

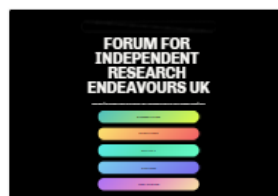
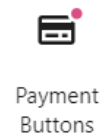
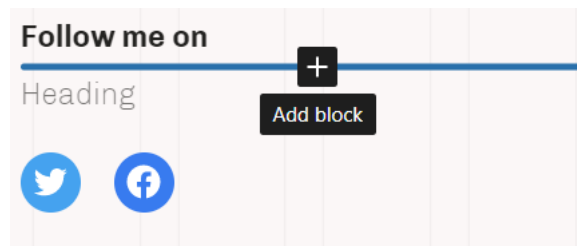


7.8.4. Type the first of your other social accounts into the button. In my case its Google Scholar so I type 'Google Scholar' onto the button.

7.8.5. Then copy the url for that homepage, return to wordpress and click on the link in the toolbar above the button (in the red ring in the next image). A blue box should open requesting a url.



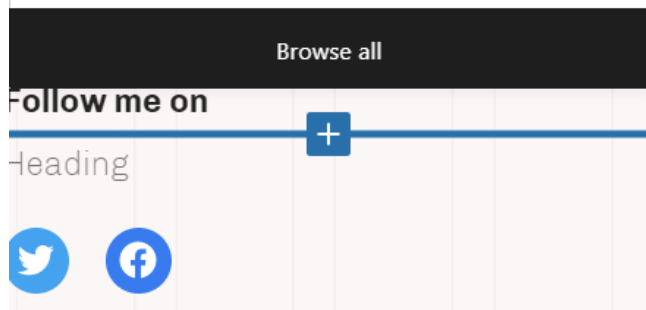
7.8.6. Paste your homepage into the url box and press return or click the return arrow to activate the link. Repeat the process for any other academic social accounts you may have.



Link in Bio with gradient buttons

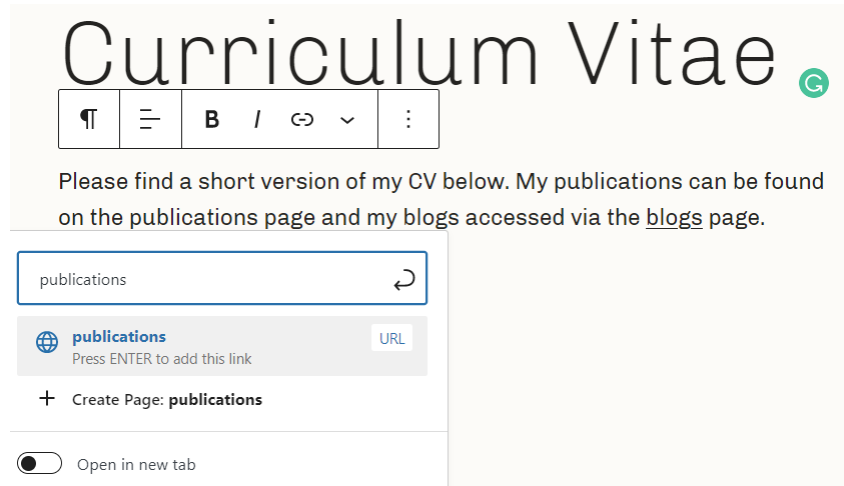


Payment Buttons, Image, and Text



## 8. Add your CV

8.1.1. It is possible to add your CV as a link in your homepage, but it also makes a great stand-alone page. Return to your Pages menu by clicking the icon at the top left of your screen and going to

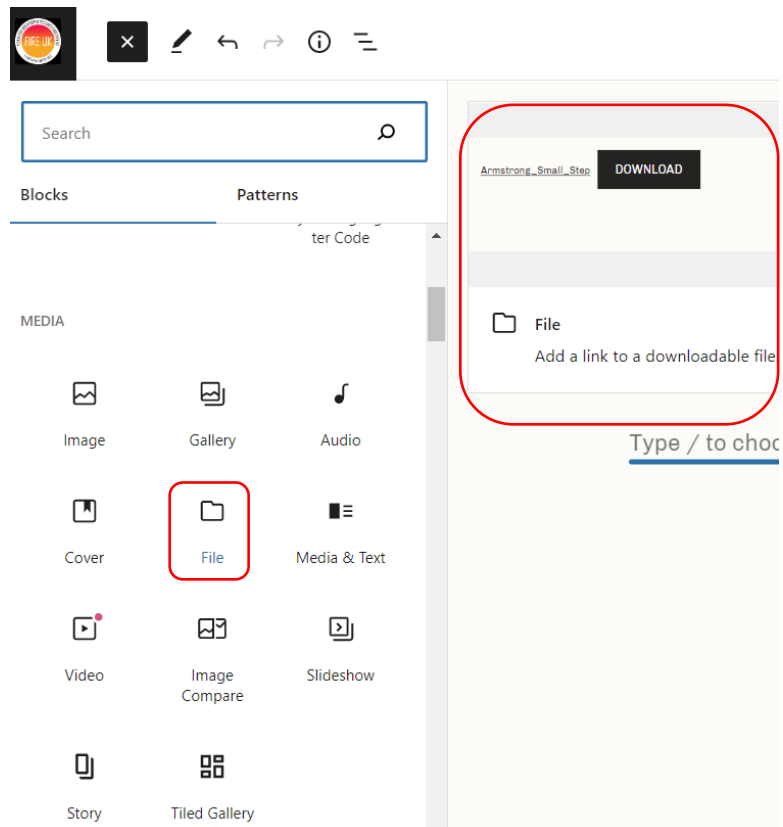


'View pages'. Click 'Add new page' and choose a blank page.

8.1.2. Click on 'Title' and type 'Curriculum Vitae'. As with the publications page its worth considering if you need to make any statements before adding the document. Since its going on your webpage and you already have a 'Publications' section you can omit them from your CV and just link to the Publications page. Because of this before my CV I say, 'Please find a short version of my CV below. My publications can be found on the publications page and my blogs accessed via the blogs page'. In the paragraph 'publications page' and 'blogs page' are both hyperlinked just as we did the websites for your publications (section 6.9), so you can click on them and go straight to those pages.

8.1.3. If you want to say something similar you are welcome to use my text. To hyperlink to your publications page simply highlight 'publications page' and click the link icon (↪) then type 'publications' into the search box and wordpress will suggest your publications page, click enter to confirm and the link will be made (image top right).

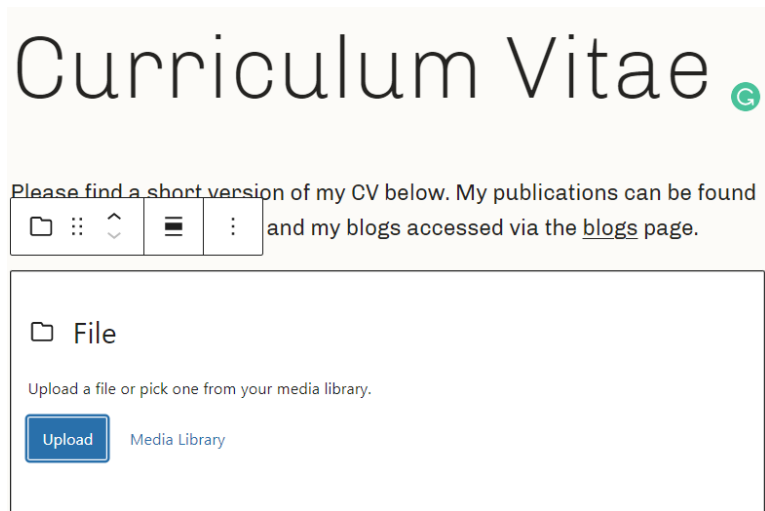
8.1.4. Move to the next block by pressing enter at the end of the paragraph and open the block inserter menu with the white on blue cross at the top left of the screen. Scroll down and under Media click 'Document' (in the red ring on the image right). The pop-up indicates that this is a downloadable file (large red ring image right).



The file button produces a dialogue

box that asks if you want to upload or select a file. Again you probably need to upload a pdf from your computer, but if you already had uploaded your CV for some reason you could select it here.

8.1.5. Once you have chosen your file the computer automatically adds it in readable form to the CV page and provides a link to download it at the end.



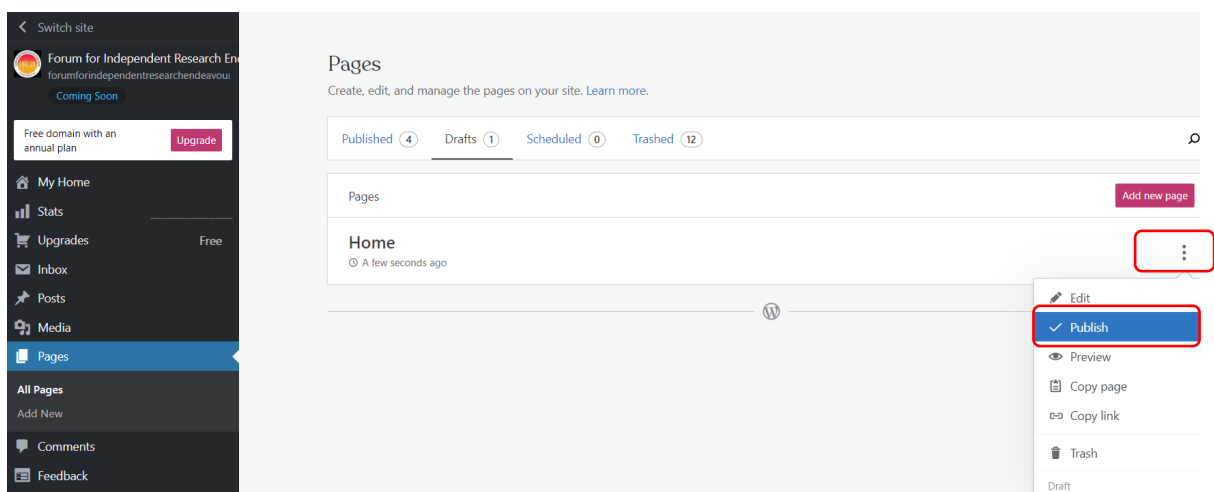
## 9. Final preparations

9.1.1. You should now have the essentials of a personal website, there is a lot more to learn and many more things you can do with wordpress, but this workshop should have given you some familiarity with the program. You may still have text to add to your pages, but we need to set everything up as if we were ready to publish your website.

### 9.2. 'Publish' your finished pages

9.2.1. First you need to 'publish' your finished pages. **Don't worry if they aren't quite finished, no one will see them because you haven't launched your website yet.**

9.2.2. Go to the Pages menu by clicking the icon at the top left of your screen and going to 'View pages'. Then go to 'drafts' and you should find your homepage, CV and publications page all there. Right click on the three little dots on the right hand side of 'Homepage' (in the red ring in the image below) and click 'Publish' (highlighted in blue in the image below).



9.2.3. You can also trash a page here. Unless you are intending to blog and already have some posts lined up I suggest you trash your 'Blogs' page so it doesn't appear on your site's menu.

9.2.4. Your page will disappear from the 'Drafts' section and appear in the 'Published' section. Repeat this process for your CV and publication pages.

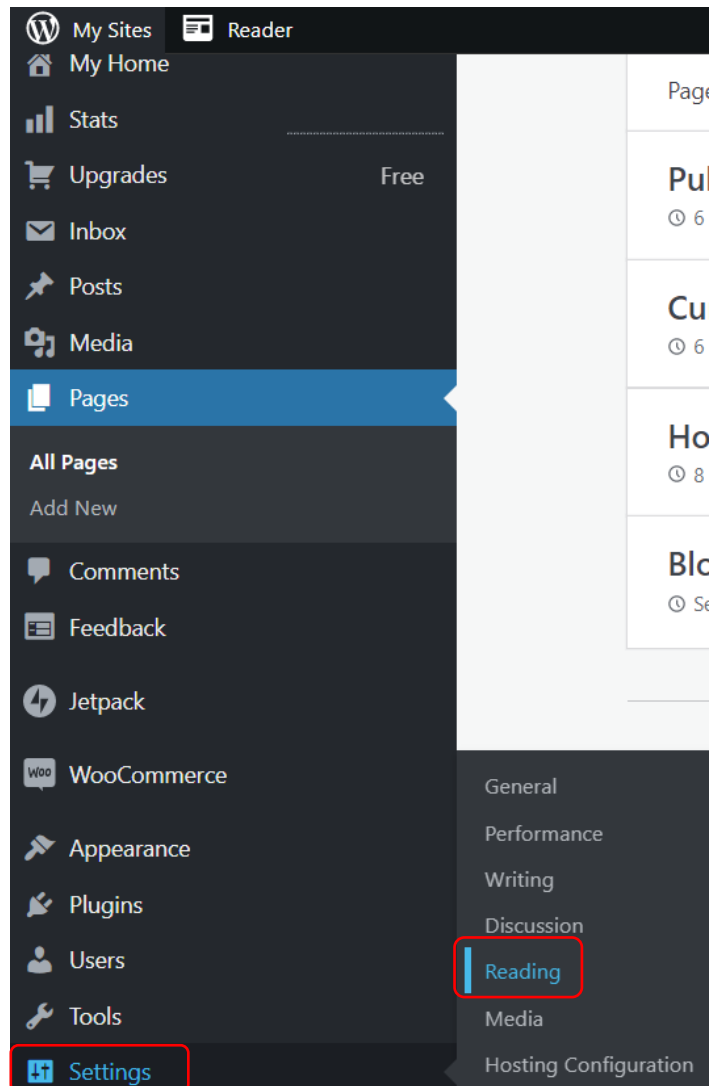
### 9.3. Set your homepage

9.3.1. You need to tell wordpress that 'Home' is your homepage. Go to the settings menu at the bottom of the screen on the left and click 'Reading' (in the red ring image right).

9.3.2. At the very top of the 'Reading' menu make sure that there is a blue toggle in 'A static page'. This confirms to wordpress that your homepage is not a blog roll, but a specific page.

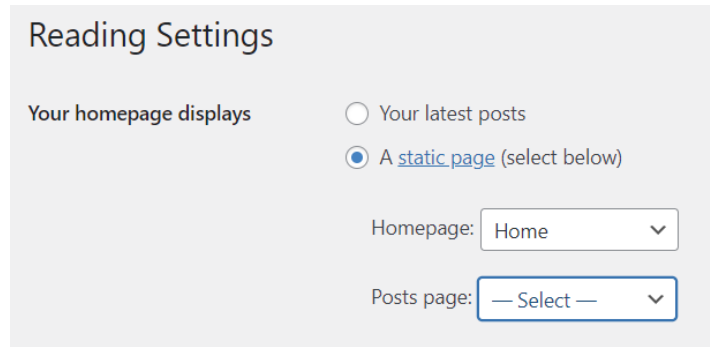
9.3.3. Then under 'Homepage' change the dropdown menu to read 'Home' and under 'Posts' change the dropdown menu to read 'Select' as you don't have any posts yet. (One you have posts you can set it to blog). Image below right.

9.3.4. Once you've made the changes scroll down to the bottom of the menu and click 'Save changes'.



### 9.4. Review your site

9.4.1. Now return to your Pages menu and click on 'Home', then go to 'View' and click on 'Preview in new tab' to see how your site will look once launched. Note the menu at the top right which links to your pages.



### 9.5. Launch

9.5.1. Once you have finished adding all the text to your site you can officially launch it. To do this return to the Pages menu by clicking the icon at the top left of your screen and going to 'View pages'. Go down to Settings (image top right) and then the 'General' tab. Scroll down to 'Launch site' and click on the large 'Launch site' button. You may need to re-select the domain name you want to use, but follow the wizard through and it will help you finish the launch.



## 10. Bibliography and references

For a good general introduction to social media for academics see Carrigan, M., 2019. *Social media for academics*. Sage.

Wordpress has an excellent variety of supportive posts and videos available from <https://wordpress.com/support/start/> or just Google 'wordpress' and the subject.

See on privacy statements <https://wordpress.com/go/website-building/how-to-write-and-add-a-privacy-policy-to-your-wordpress-site/>

On transferring a site to wordpress <https://wordpress.com/go/website-building/how-to-transfer-a-site-to-wordpress-com-in-6-steps/>

See on copyright <https://wordpress.com/go/tutorials/who-owns-what-exploring-copyright-options-for-blogs/>

There are also many blogs and videos from external providers with advice and technical suggestions for building, maintaining and developing you website:

<https://theacademicdesigner.com/category/guides-and-advice-articles/personal-website-how-tos/>

<https://theacademicdesigner.com/2020/1-page-academic-personal-website/>

<https://www.wpbeginner.com/beginners-guide/how-to-add-a-privacy-policy-in-wordpress/>