



# WordPress Basics

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## WordPress.com

- URL is <http://xx.wordpress.com>
- Files are hosted at WordPress.com
- Traffic surge won't overwhelm site
- No technical knowledge required
- Upgrades occur automatically
- Access to limited theme options
- No access to plugins
- You cannot modify the code

## WordPress.org

- URL is <http://www.xx.com>
- Files are installed on your host
- Traffic surge could overwhelm site
- Requires more technical knowledge
- You have to upgrade manually
- Access to more custom themes
- Access to countless plugins
- You can modify the code directly

## WordPress.org Theme Directory

- Choose from hundreds of different themes, giving your blog a unique look.
- WordPress.org Theme Directory: <http://themes.wordpress.net>

Notes

## WordPress.org Plugin Directory

- Install virtually limitless functionality enhancements with free plugins.
- WordPress.org Plugin Directory: <http://www.wordpress.org/extend/plugins>

Notes

## Recommended Plugins

- Tactical Execution uses the following plugins on its own website.
- Akismet (comment spam)
- All-in-one SEO pack
- SEO Title Tags
- Google XML Sitemaps
- cformsII (custom forms)
- Navigation Lists NAVT
- Share This (social bookmarking)
- Related Posts (based on tags)

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