

Demystifying .org & .com Account Differences as well as Free versus Paid Wordpress Hosted Accounts

.ORG

Wordpress started out as a collective effort open source product. It was for do it yourself web nerds who needed to set up content-rich sites or blogs. People grabbed (downloaded) the code and created their own sites on servers. Wordpress was just collective repository and the people involved in it. This grew into what is now the organization that still organizes the open source software and is behind the .org site where you can still download the code/program directly or you can use an automatic installation function that most Hosting Companies have as an option on their Control Panels or (c-panel) and select the Wordpress blogging software. Then you are in charge of selecting and implementing all the aspects of software from theme to sidebars and icons as constrained by the theme options (or your CSS and HTML skills).

Why go to all this bother? The software is free. Sure, you still have to pay a host for some server space, for a rock bottom, no frills and no help account for as little as \$3.00 a month. You have control over everything else and will learn about how your site really works if you choose this lower cost option. There are no ads on these sites unless you choose to run them yourself.

.COM

Wordpress.com – Free Option

If you do not mind having wordpress.com after the name of your site or blog then there is a free option. But for the price (zero) there can be advertisements put on your site by Wordpress. If you have low traffic to your site, the Wordpress company may not exercise this option. But there are no guarantees. And you will have a rather limited number of options for customizing your site.

So, if you do not mind the .com *whateveryournameis.wordpress.com* format for your URL or web address. You can check out what I did with the basics of a free site at: <https://conferenceexamples.wordpress.com/> Some of the major features you will not be able to put on your free site are video and audio uploads, as well as premium themes.

.COM

Wordpress.com – Paid/Premium Options

If you want to have a URL or website address without “wordpress” in the character string, in other words, if you want *whateveryourwebsitenameis.com* this may be the option for you. There are actually three levels of accounts within the paid model.

The screenshot displays three pricing tiers for WordPress.com hosting:

- Personal:** \$2.99 per month, billed yearly. Best for Personal Use. Features include: Custom Domain Name, Jetpack Essential Features, Email & Live Chat Support, Hundreds of Free Themes, Basic Design Customization, 6GB Storage Space, Remove WordPress.com Ads, and Targeted Social Media.
- Premium:** \$8.25 per month, billed yearly. Best for Entrepreneurs & Freelancers. Features include: Custom Domain Name, Jetpack Essential Features, Email & Live Chat Support, Unlimited Premium Themes, Advanced Design Customization, 13GB Storage Space, Remove WordPress.com Ads, Monetize Your Site, VideoPress Support, and Targeted Social Media.
- Business:** \$24.92 per month, billed yearly. Best for Small Business. Features include: Custom Domain Name, Jetpack Essential Features, Email & Live Chat Support, Unlimited Premium Themes, Advanced Design Customization, Unlimited Storage Space, Remove WordPress.com Ads, Monetize Your Site, VideoPress Support, Targeted Social Media, Get Personalized Help, SEO Tools, Install Plugins, Upload themes, Google Analytics Integration, and Remove WordPress.com Branding.

Paid options for Wordpress Hosting.

Most people who want a professional site start with the \$8.25 a month option. You will still have to choose between the premium themes they offer as they vet all the software you use on their servers.

IF YOU NEED HELP

Online Resources for Do-It-Yourselfers

I recommend you start here: <https://learn.wordpress.com/> and read about the basics.

Then I suggest you go to <https://dailypost.wordpress.com/blogging-university/> and sign up for their free course.

Personal Assistance

If you need a bit of tutoring or coaching as you put your site together, you might be interested in the personalized tech coaching I offer. For \$75 an hour I help you set up your paid site. I believe all business persons who need a basic site should create their own site, with their own fingers, through the keyboard of their own laptop. If we meet and discuss your project we can set up a schedule of a (usually) once a week coaching session for 6 or 10 weeks for a lesser project fee.

My fees for setting up a basic Wordpress website for you vary with the scope of the project. Such sites begin at \$2500.

I occasionally give small group classes during which time you create your own Wordpress hosted website or blog. 5 is the ideal size for these groups.

Tucson Women Bloggers

If you are in Tucson, I coordinate a group of women bloggers that meet once or twice a month during which we try to help out each other. Check it out at <https://meetup.com/tucson-women-bloggers>.