




Introduction to WordPress

Creation and management software for
blogs & websites

Who is WordPress?

- Originally written by Matt Mullenweg in 2003, based on B2
- Trademark is owned by Automattic
 - Automattic also runs WordPress.com, Akismet, Gravatar
- Community-driven project 
 - Contributors to code, documentation, support forum, themes, plugins

What is WordPress?

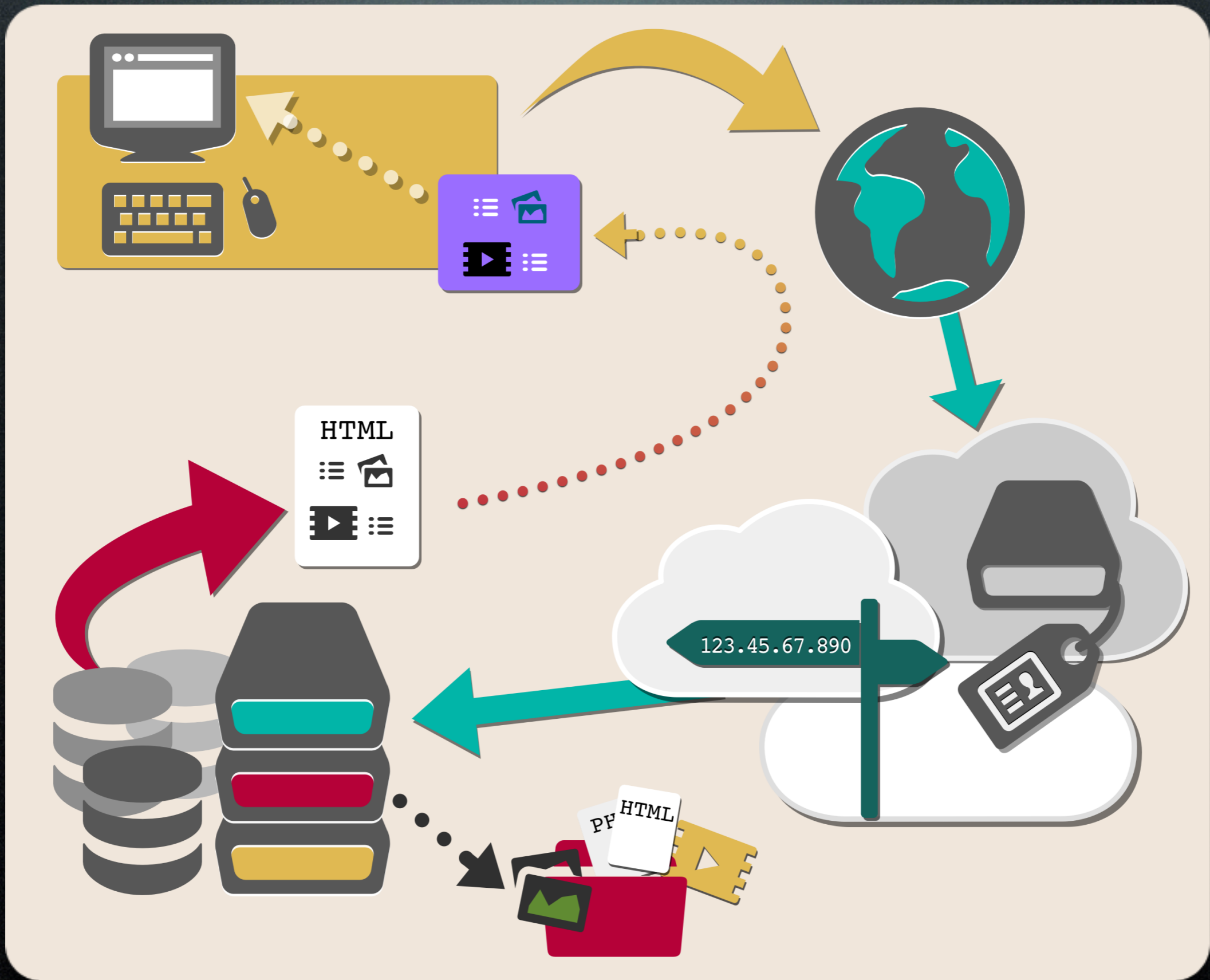
🌐 Web-based software

👍 Popular

✍ Content Management System (CMS),
Blogging System, Website creation tool

Ⓜ Free

📖 Open Source (GPL)



How Websites Work

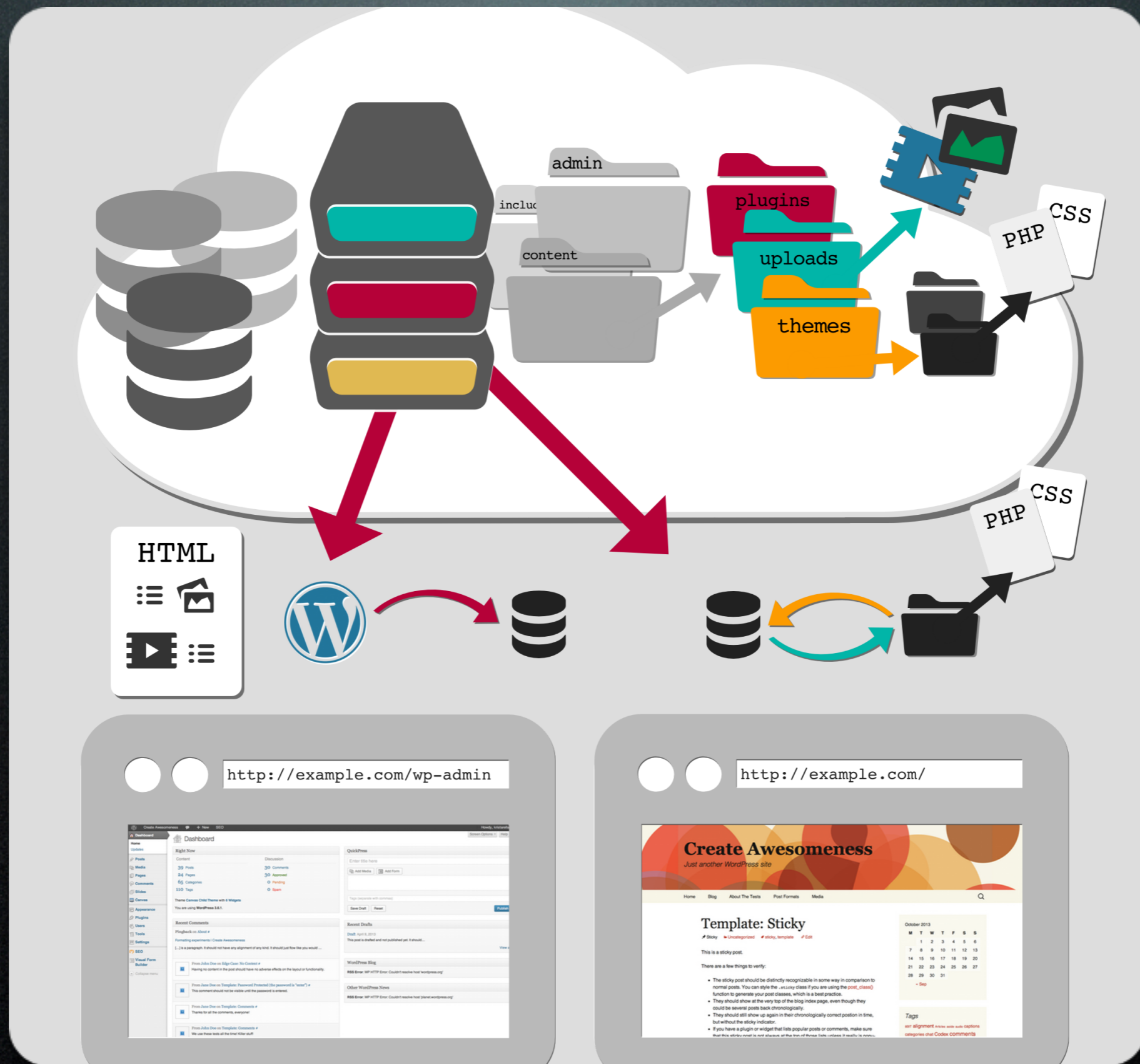
What is WordPress[^]? made from

Files

- PHP
 - Hypertext PreProcessor
 - Dynamic programming language
- Creates HTML
 - HyperText Markup Language

Database

- mySQL
 - settings & website content all stored in tables of rows and columns
 - can be managed via phpMyAdmin
 - (software provided by host)



How WordPress Works

WordPress.org vs. WordPress.com

- Self-managed
- Freedom
 - Themes
 - Plugins
 - Any of your own customisations or content
- Managed
- Free (as in \$)
 - Limited themes
 - NO plugins
 - Purchase extras
 - Remove ads
 - Domain name
 - Custom design
 - Extra storage
 - VideoPress

WordPress Requirements

- Host server
 - PHP v5.2.4+
 - mySQL v5.0+
- Domain name
- Helpful applications
 - Text/code editor, FTP Client

Installing WordPress

Manual Install

- Latest version of WordPress
- Gain familiarity with WP
 - How to use phpMyAdmin
 - How to access files

Automatic Install

- Softaculous
- Fantastico deLuxe
- Installatron
- Not guaranteed to supply unique security keys
- No need to use FTP

Manual Install

1. Download WP files (<http://wordpress.org/download>)
 - i. Unzip files
2. Upload files to server via FTP or host's file manager
3. Create database via phpMyAdmin or host's database wizard
4. Visit domain name & follow prompts

First Steps with WP

1. Settings > General

i. Tagline (brief site description)

ii. Timezone

2. Settings > Permalinks

i. Change from default

3. Content, themes, plugins etc



Timely

Date-sensitive & possibly of interest for a limited time. Content such as blog entries, news articles, or reports.

Timeless

Not date-sensitive; of long-term interest and use. e.g., About Us, Services, Contact Us.



Dynamic

Content can be displayed in multiple contexts: dynamically sorted according to date, category & tag archives.

Static

Content is usually displayed in one context (i.e., on one URL)



Topical

May be classified topically using Categories and/or Tags

Heirarchical

May be sorted heirarchically using child and parent pages. (may affect menus and URL structure)



Formats

May take different formats according to their primary content. e.g., video, audio, image, gallery, article.

Templates

May be displayed in different formats according to the templates offered by the active theme. e.g. full width, multiple sidebars etc



Posts vs Pages



Built in

Posts & pages are WordPress' default content types



Menus

Both types can be added to custom menus



Privacy

Visibility can be public, password protected, or private



Scheduling

Date can be manually set to future for scheduled content



Editors

Visual, Text (HTML) & Quick/Bulk editors are available



Media

One media library (for images, docs, etc) & featured images for both

Posts & Pages



WordPress Themes

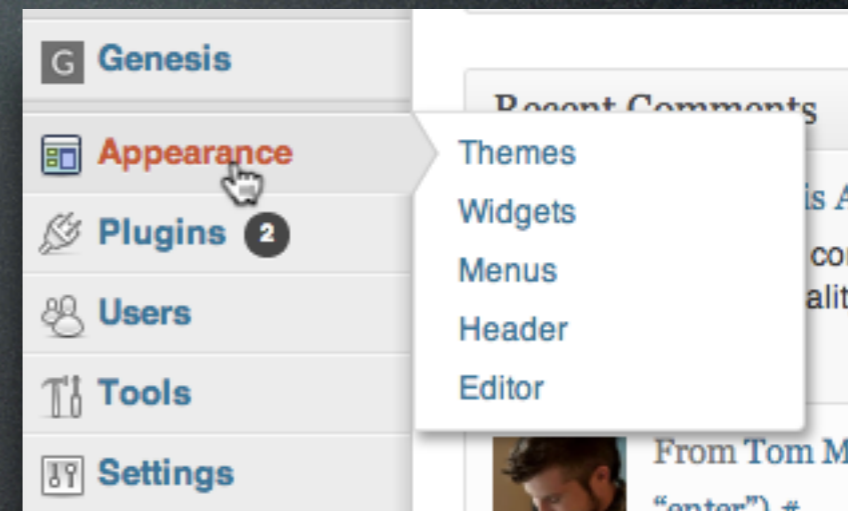
The Front-end

- The theme determines almost everything the visitor sees
 - Layout
 - Fonts
 - Colours
 - Border & frames
 - etc



The Back-end

- Theme Features need to be enabled by the theme for you to be able to see & use those options
 - Widgets
 - Menus
 - Header
 - Background
 - Featured images
 - Post formats



Types of Themes

1. Plug & play

- few options

2. Option themes

- many options

3. Theme frameworks

- may have options, or a large API

- Child Themes

- build on/edit template theme

- Free

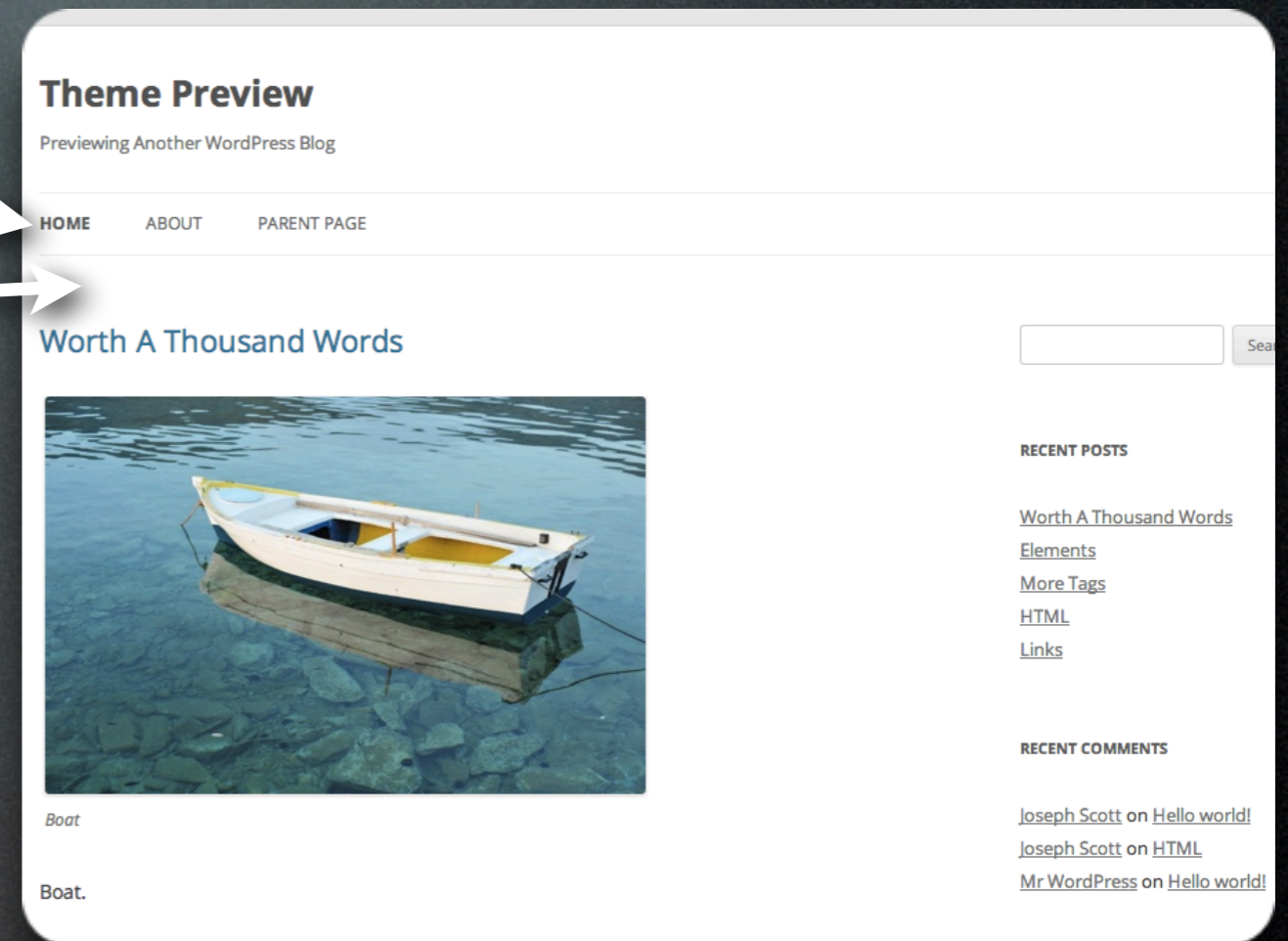
- all themes on WordPress.org

- Premium

- can be purchased from the author/seller
- e.g., StudioPress, WooThemes, etc

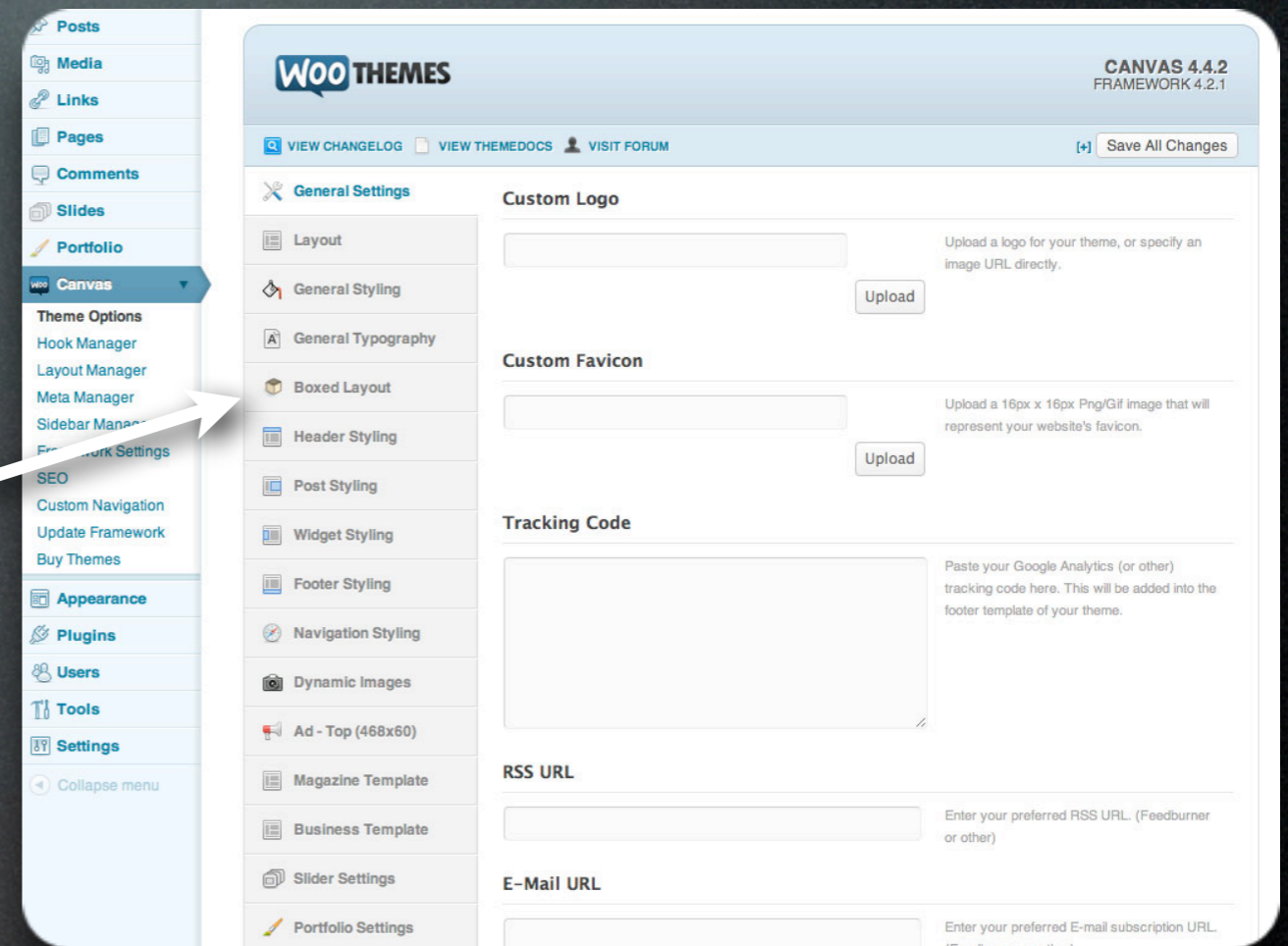
Plug & Play

- e.g., Twenty Twelve
 - Menu
 - Header image
 - Widgets
 - Background
 - Featured Images
 - 2 page templates



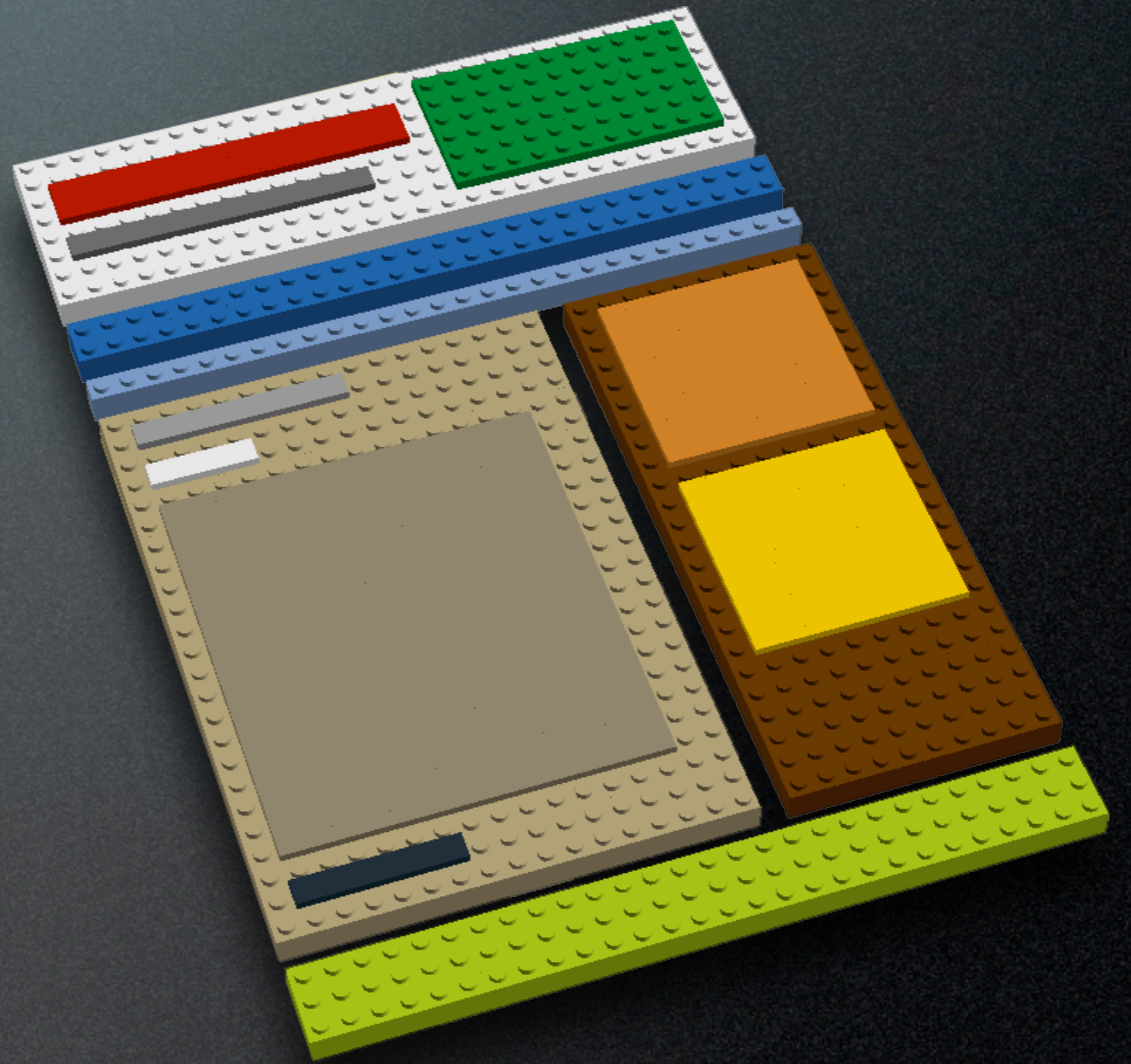
Option Themes

- e.g., Pinboard, SuevaFree, Vigilance, Poloray, Montezuma, Spine, Preference Lite,
- WooThemes
 - built on their WooFramework (Canvas)



Theme Frameworks

- Meant for building on
- e.g., Genesis by StudioPress
 - some options
 - huge API
 - lots of child themes & plugins available



Child Themes

- Build on & customise existing themes
- Compartmentalise edits to their own directory
- Keep edits update-proof

```
/*
  Theme Name:      Twenty Thirteen Child
  Theme URI:      http://example.com/
                  twenty-thirteen-child/
  Description:    Twenty Thirteen Child
                  Theme
  Author:         John Doe
  Author URI:     http://example.com
  Template:      twentythirteen
  Version:       1.0.0
*/

/* Imports styles from the parent theme */
@import url('../twentythirteen/
style.css');

/* Theme customization starts here */
```

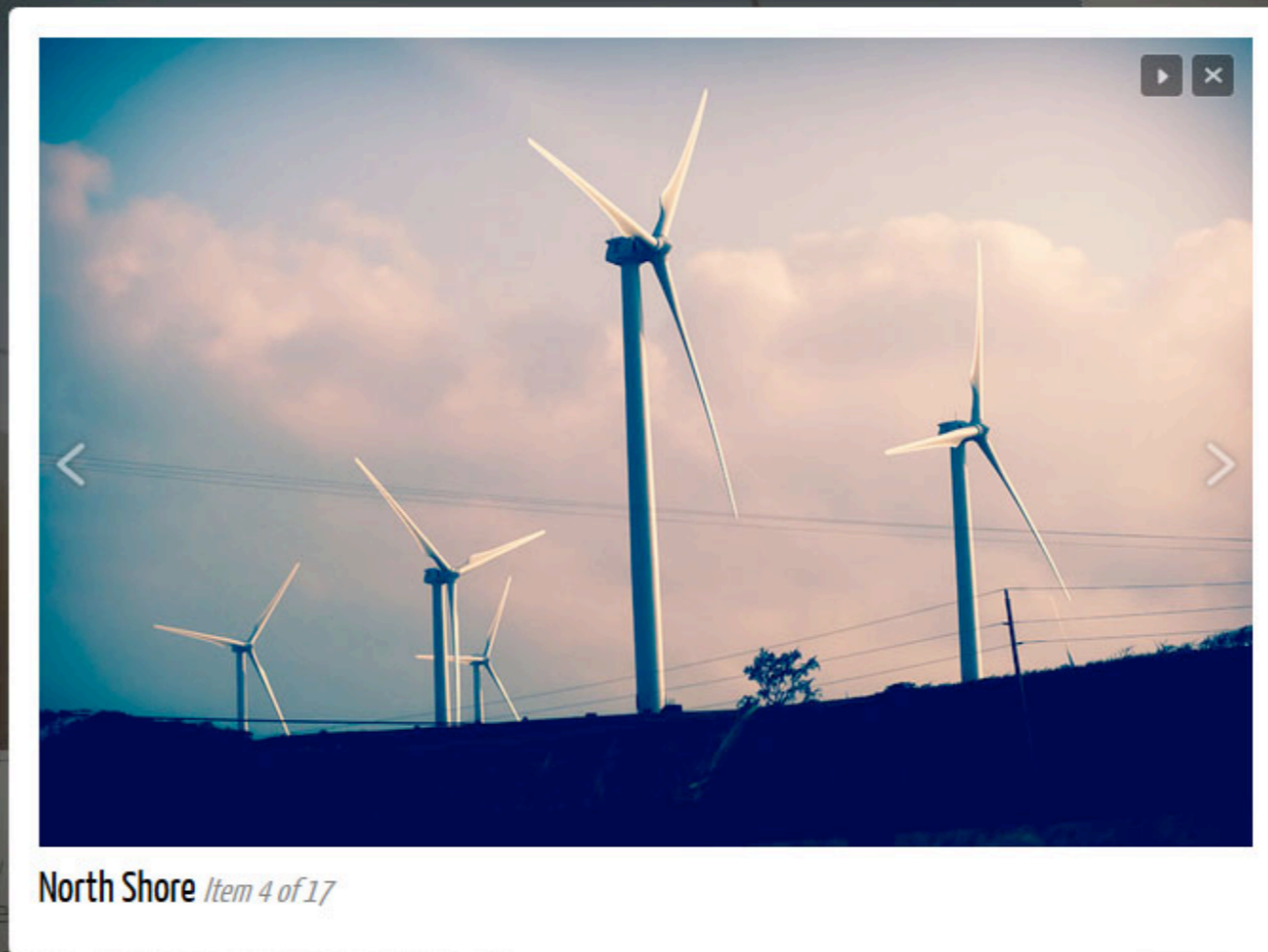


WordPress Plugins

WordPress Plugins

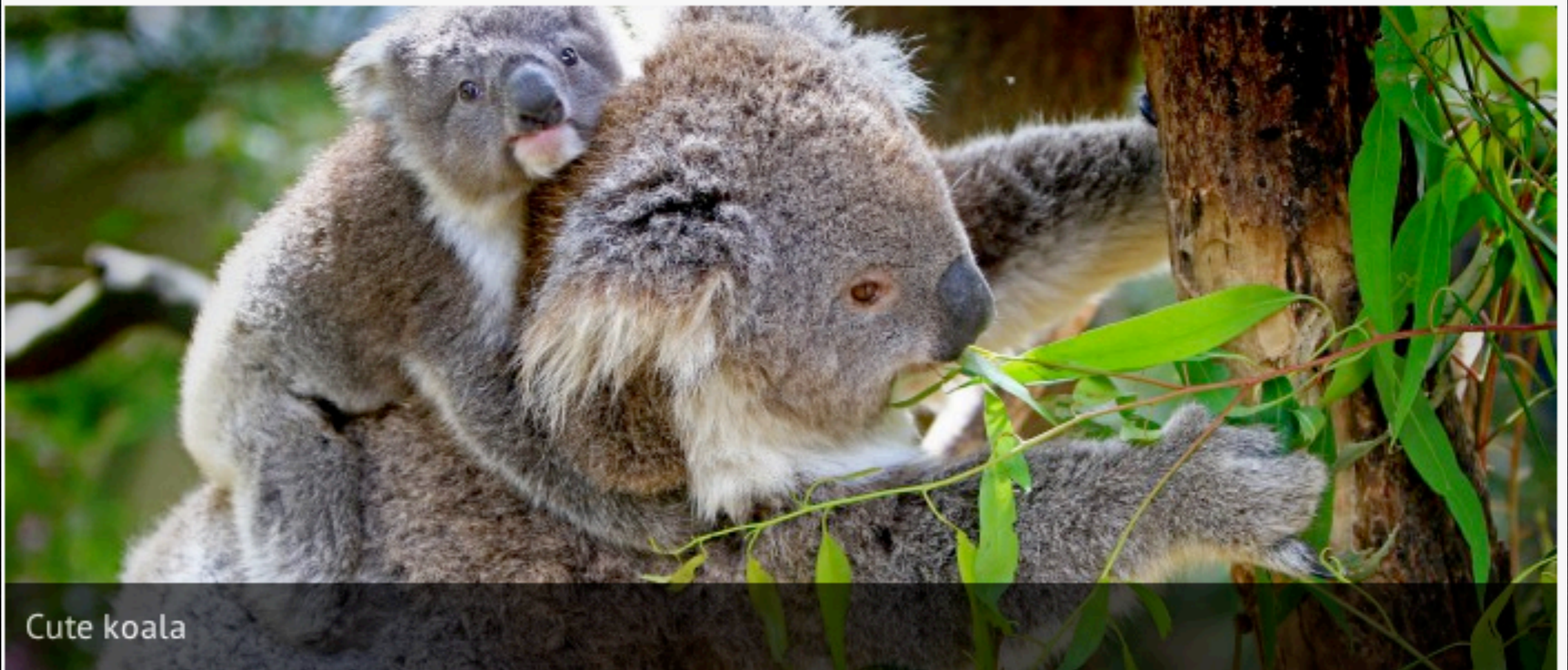
- Add features & capabilities to WP
- E.g.,
 - Contact Forms (Visual Form Builder)

The screenshot displays the Contact Form 7 plugin interface. On the left, the 'Form Items' panel shows a grid of field types: Fieldset, Section, Text, Textarea, Checkbox, Radio, Select, Address, Date, Email, URL, Currency, Number, Time, Phone, HTML, File Upload, and Instructions. A green arrow points from the 'Contact Forms (Visual Form Builder)' text in the list to this panel. The main area shows the 'Form Name' set to 'Test' and a 'Settings' gear icon. Below are tabs for 'GENERAL', 'EMAIL', 'CONFIRMATION', and 'NOTIFICATION'. The 'GENERAL' tab is active, showing 'Label Alignment' set to 'Top Aligned'. At the bottom, a 'Fieldset' is shown with a dropdown menu containing 'Text', 'Textarea', 'Select', and 'Checkbox'.



Lightbox

Recommended: Simple Lightbox/WP jQuery Lightbox



Cute koala



Slider

Recommended: SlideDeck 2 or Meta Slider

General Schedule DB Backup Files XML export Plugins DB Optimize

Name of this job

Name

What the job does

Tasks

- Database backup
- File backup
- WordPress XML export
- Installed plugins list
- Optimize database tables
- Check database tables

Backup file creation settings

Archive name ?

Preview: `backwpup_ee448d_2013-02-27_18-22-05.tar.gz`

Archive Format

- Zip ?
- Tar ?
- Tar GZip ?
- Tar BZip2 ?

Where to store the files

Backup

Recommended: BackWPup or Backup Buddy

Caching

- Stores HTML pages for a time
- Saves on server memory (RAM)
 - Doesn't have to process lots of PHP each time
- Pages load faster
- Recommended: WP Super Cache

WordPress SEO by Yoast

General Page Analysis Advanced Social

Snippet Preview:

[WordPress SEO Plugin • Search Engine Optimization Plugin • Yoast](#)
[yoast.com/wordpress/seo/](#)

The most complete **WordPress SEO Plugin**, Yoast's **WordPress SEO plugin** is an All in One **SEO** solution for your **WordPress** blog, used by experts worldwide.

Focus Keyword:



wordpress seo plugin

Your focus keyword was found in:

Article Heading: **Yes (1)**

Page title: **Yes (1)**

Page URL: **No**

Content: **Yes (11)**

Meta description: **Yes (2)**

SEO Title:



WordPress SEO Plugin • Search Engine Optimization Plugin • Yoast

Title display in search engines is limited to 70 chars, **6** chars left.

Meta Description:



The most complete WordPress SEO Plugin, Yoast's WordPress SEO plugin is an All in One SEO solution for used by experts worldwide.

The meta description will be limited to 156 chars, **6** chars left.

SEO

Recommended: WordPress SEO by Yoast



WordPress Advanced Usage

HTML

- HyperText Markup Language
- ‘Marks up’ content via tags into sensible (or semantic) chunks.

```
<h1>The main page heading</h1>
```

```
<p>A paragraph description or  
introduction to the page.</p>
```

```
<h2>A subheading</h2>
```

```
<a href="http://reference.sitepoint.com/  
html">A good HTML resource</a>
```

CSS

- Cascading Style Sheets
- Instructs the browser how to display HTML content.
- Each HTML tag can be targeted by a CSS selector and styled by the CSS declaration.



IDs & Classes

- IDs and classes are attributes that can be added to HTML tags.
 - IDs allow direct linking to specific parts of your webpage.
 - Both allow specific targeting with CSS or JavaScript.

IDs & Classes cont.

HTML

```
<h1 id="page-title">The main page  
heading</h1>  
<p class="center">A paragraph description  
or introduction to the page.</p>
```

CSS

```
#page-title { font-weight: bold; color:  
blue; }  
.center { text-align: center; }
```

PHP

- **HyperText Pre Processor** (yes, the abbreviated letters are in a different order!)
- A dynamic language
 - One code can output different content in different contexts
 - Outputs HTML & can be combined with HTML

`<h1 id="entry-title"><?php the_title(); ?></h1>`

open PHP function name close PHP

semi-colon at end of command