



WORDPRESS

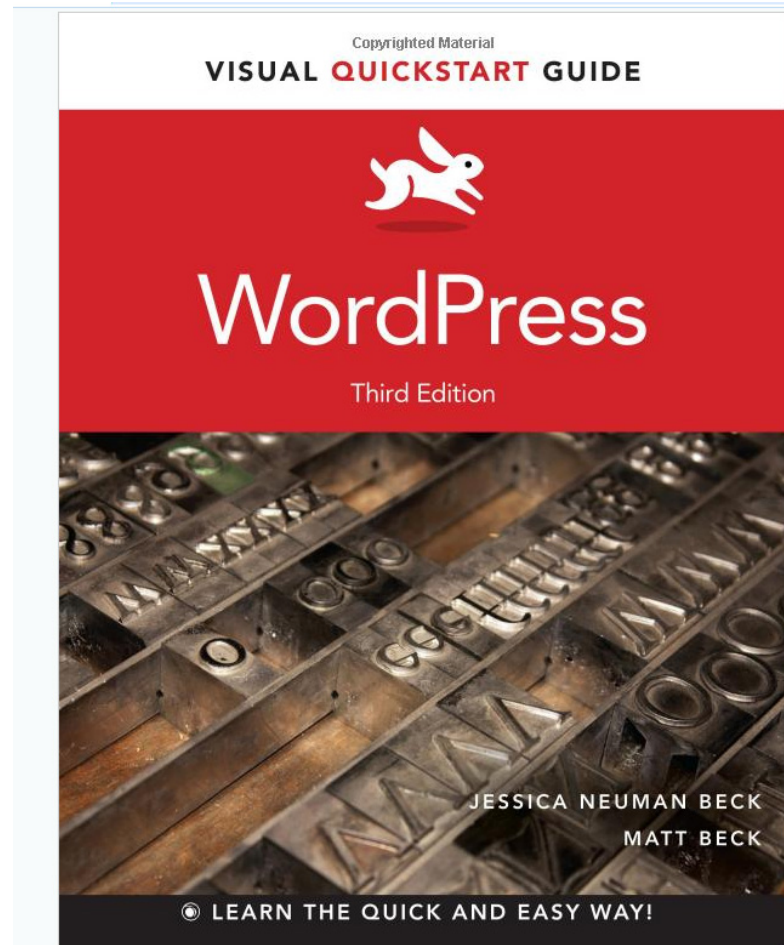
Mary White

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JOHNSON COUNTY
COMMUNITY COLLEGE

Book





WORDPRESS

What is WordPress?

This WordPress Class

- ▶ Learn how to use WordPress Application
- ▶ You can create your WordPress.com Website
- ▶ You will create your Local hosted WordPress Website at JCCC

What is WordPress?

WordPress is a free and open source blogging tool and a content management system based on PHP and MySQL, which runs on a web hosting service. Features include a plug-in architecture and a template system.

WordPress is Files written in PHP code, connected to a mySQL database running on an Apache Server, all to display a website and content on the internet.

WordPress is used by more than 18.9% of the top 10 million websites as of August 2013.

It was first released on May 27, 2003 by founders Matt Mullenweg and Mike Little as a fork of b2/cafeblog


Why is WordPress?

- ▶ **Adaptable**– website tool for Blog,enterprise websites, government , online communities, forums, small business, e-commerce.....
- ▶ **CMS content management system**– the ability for end–users to maintain the website content from any web browser.
- ▶ **SEO search engine optimized**– W3C complaint, framework that works well with Google, many many SEO plug–ins.
- ▶ **Social** – built in comments ... also many thousand of Plug–Ins for social media, easy integration with any social media sites
- ▶ **The Community and Support** – WordPress MeetUps, Community sites (Facebook, Twitter,LinkedIn), tutorials, YouTube, WordPress Codex..... WordCampKC July 11–13
<http://2014.kansascity.wordcamp.org/>

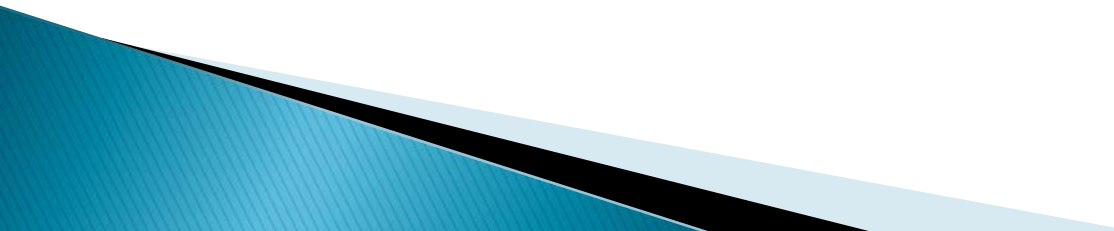
WordPress Stats

- ▶ ~74,996,037 websites are wordpress
- ▶ 21% of all websites in the internet are WordPress
- ▶ WordPress.com host over 32 million WordPress site (multi user)
- ▶ WordPress knowledge is 3rd in web development skills people are looking
- ▶ 70 languages run on WordPress
- ▶ Companies on WordPress
 - IBM
 - CNN
 - KCPT
 - And many more.....

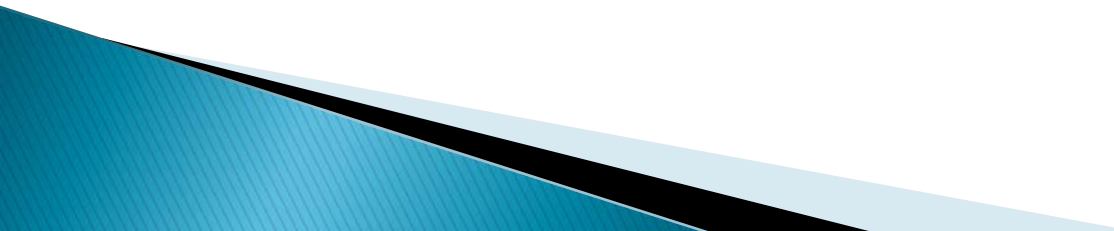
Vocabulary

- ▶ **Open Source** – coded by volunteers and free to the public to use and manipulate
 - ▶ **Content Management System (CMS)** the ability to have a site that can be update from a dashboard
 - ▶ **PHP**– Programing Language used to create WP pages
 - ▶ **MySQL database**– storage of information based on keys and fields
 - ▶ **Web Hosting**– website visible on the internet thru a hosting service or wordpress.com
 - ▶ **Domain Name** (www.yourname.com)
- 

Life cycle of a website

- ▶ Idea
 - ▶ Research
 - ▶ Review Designs for Audience
 - ▶ Wireframe
 - ▶ User Interface/Design your site
 - ▶ Find a theme or Create your own theme and Build
 - ▶ Test, Test, and Test.....
 - ▶ Buy Domain name
 - ▶ Buy Hosting Service
 - ▶ Place on Hosting Service
- 

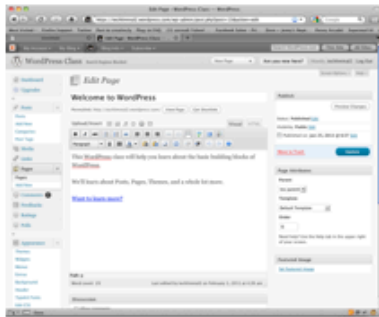
WordPress

- ▶ WordPress.com
 - ▶ WordPress.Org
 - ▶ WordPress the application
- 

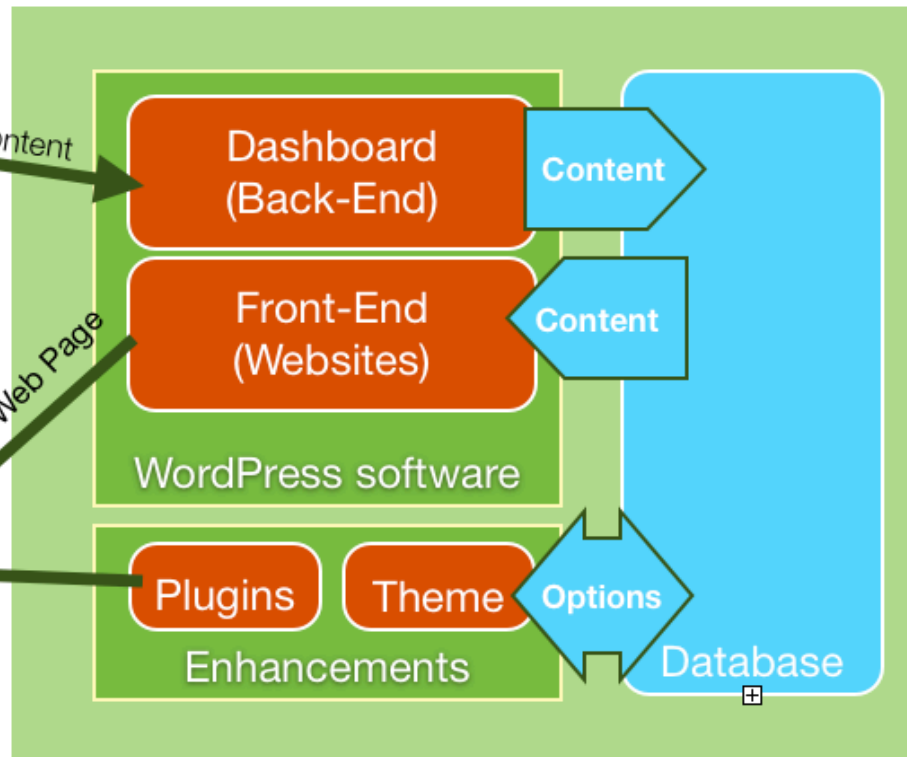
30000 view of WordPress

You

In the Dashboard



Create Content



Your Reader



In Their Browser

PHP, HTML, CSS
and JavaScript code

MySQL

.com vs .org

WordPress.com

- ▶ Premium hosting, Security, Upgrades and Backups are included
- ▶ No Plug-Ins, limited to functions WordPress.com (Company Automattic makes available)
- ▶ Abide to Term and they can show their ads on your site
- ▶ Limited # of themes available ~280
- ▶ Cannot remove WordPress.com copyright and they have royalty free access to all your data and content
- ▶ No e-commerce - shopping carts


WordPress.Org

- ▶ Obtain your own hosting, plug-ins for security, do your Upgrades, and Backups
- ▶ You load WordPress to your hosting Service (Many have a quick WordPress Install via C-panel)
- ▶ Over 19,000 Plug-Ins to add virtually any function you can imagine without coding
- ▶ You are in control
- ▶ Unlimited theme options
- ▶ You own it content and all
- ▶ Many choices for e-commerce

Types of Hosting Services

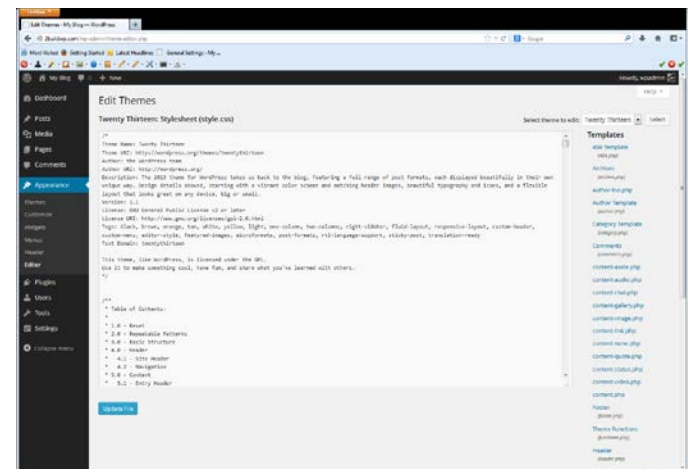
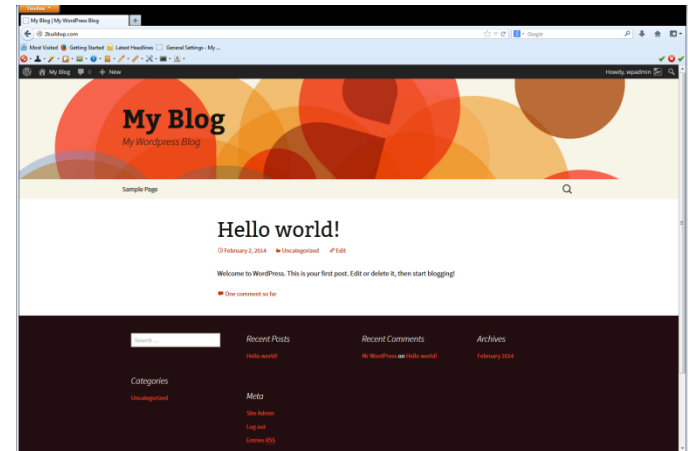
- ▶ Small Site/Business **Shared Hosting** there are 1000's of small hosting companies that will cost from 3–10 a month to host your website.
 - Name a few GoDaddy, HostGator, BlueHost, 1&1,
- ▶ Medium Solution these also are numerous and will cost from 25–100 or more a month
 - MediaTemple , Synthesis, FlyWheel, Pressable,
- ▶ iCloud Solution these are servers with large monthly fees depending on what your need is 100s –1000s a month
 - Rackspace, Amazon. ...

Hosting Service Vocab

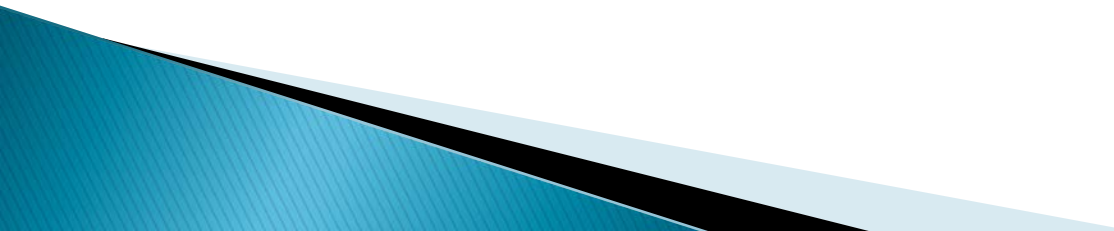
- ▶ Shared hosting—a solution for a small company or Business with less than 1000 hits to the website per day. Your Website is on a server with possibly thousands of other websites
 - ▶ VPS – this gives you a part of a server that is specifically for your websites and the server is still shared but you are guaranteed your space
 - ▶ Dedicated— this is a server that you alone are on and is normally for large companies that will have lots of traffic 100–1000s of requests an hour
 - ▶ iCloud— this is possible a shared group of servers or a dedicated server for your website
- 

More Vocab...

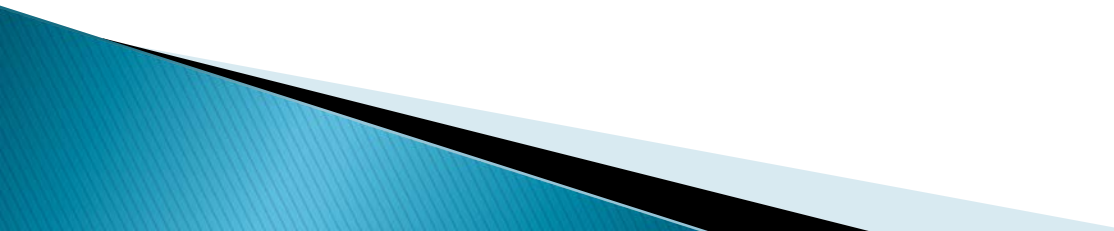
- ▶ Frontend (what everyone on the internet sees, what is being called the user experience) the URL takes you to the website
- ▶ Backend
 - Files (HTML, CSS, JavaScript, PHP...)
 - Database (mySQL with WordPress)
 - Dashboard on WordPress



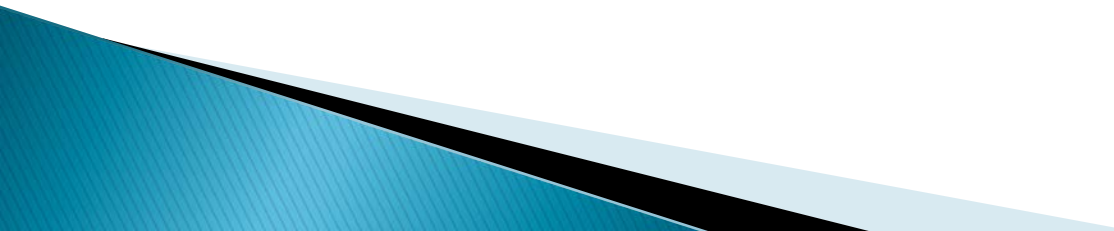
Action Items

- ▶ Have an E-mail account we can access in class or create an e-mail on gmail
 - ▶ Create a WordPress.com account
 - ▶ Create your own gravatar
- 

Design a Look for your site

- ▶ User experience/ User interface– Who is your target audience
 - ▶ How do you want your site seen on mobile devices?
 - ▶ Color Scheme
 - ▶ Now Layout the different part of your website
 - Header – Logo , tagLine, maybe ads...or contact info
 - Navigation – horizontal or vertical
 - Content – slider, video, #column
 - Footer– More information my be images of products or new items
- 

WordPress Development

- ▶ Use WordPress.com and build directly on the internet
 - ▶ Local-Hosting (files, database only on your PC/Mac)
 - Using WAMP on window PC/laptop
 - Use MAMP on Mac PC/laptop
 - Desktop Server XAMMP on both
 - ▶ Internet builds directly on the internet
- 

How WordPress is Setup

- ▶ PHP files for different parts

- Header.php
- Page.php
- Sidebar.php
- Footer.php

Templates combine php files to make the look of the pages

Themes combine php files and template to make the look of the total website

Frameworks– a shell Theme with more dashboard abilities to change the look and feel of a Website.

WordPress

▶ Core Files

- Used for the Application files that are downloaded from the WordPress.org site page 10

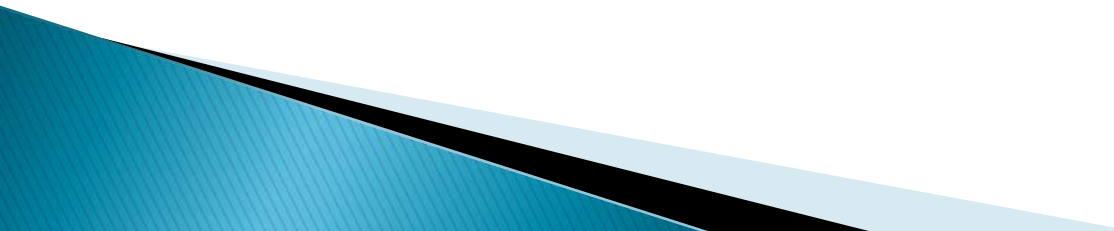
▶ Database

- page 7

▶ Files

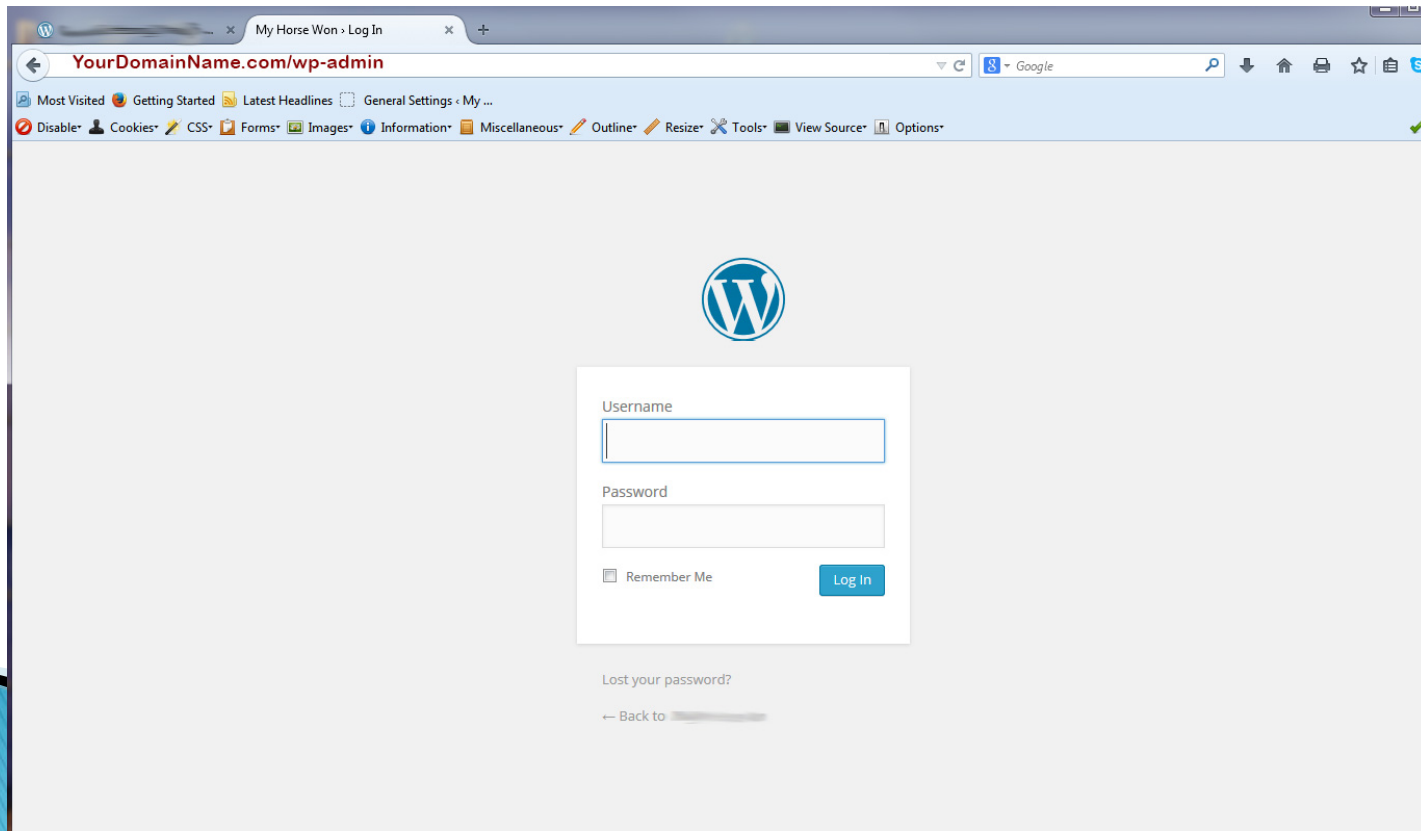
- Used to display the basic information
- Templates use on individual pages to give the format of a page
- Themes a group of templates file and other file to give the format and functionality of the WordPress website.

Action Items (Create Websites)

- ▶ **With WordPress.com account** lets start a website this will be on the internet of all to see and you to play and modify via the WordPress.com terms.
 - ▶ **With WAMP** let create a Local website that is just here at JCCC and only you on your computer will see.
- 

Login to WordPress site

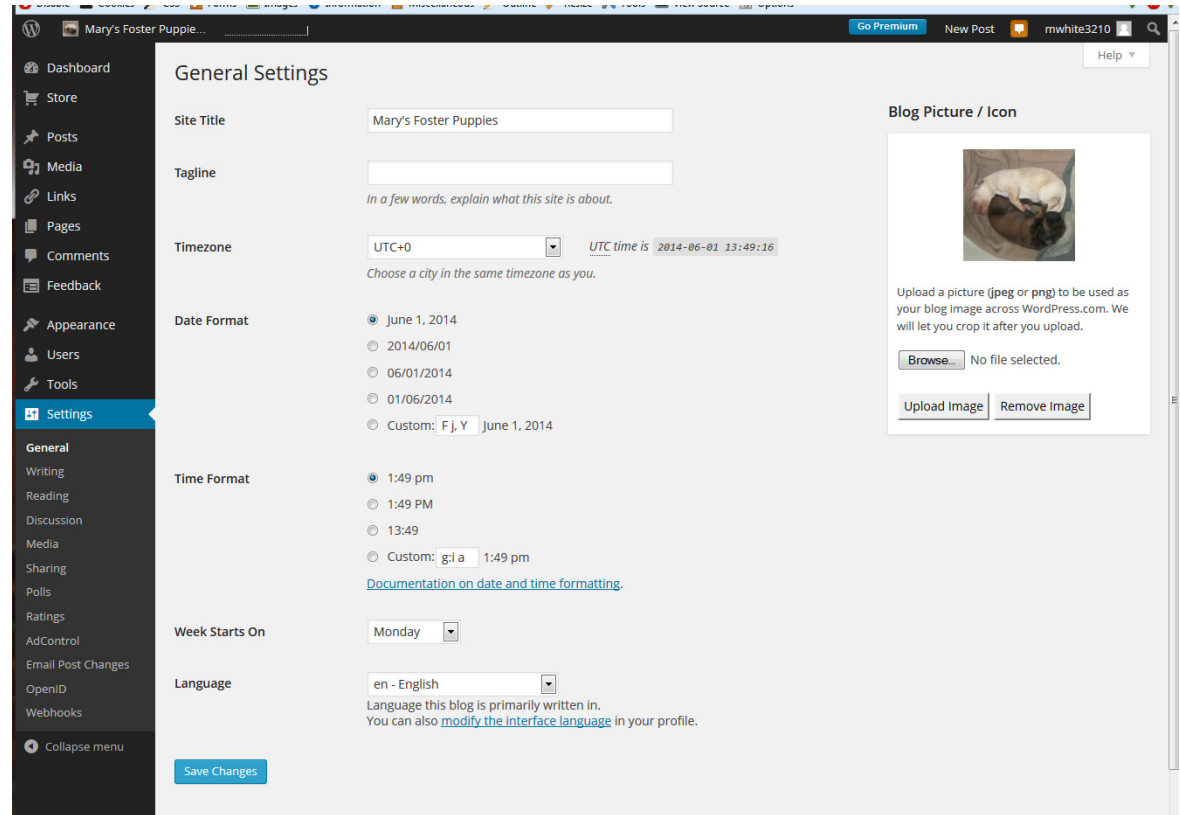
- ▶ On the sites login page 32
- ▶ wp-admin
- ▶ WP-login.php



Dashboard

page 21

- ▶ Top Navigation
- ▶ Left side Menus >
Sub menus
- ▶ Middle content
and site information



The screenshot displays the WordPress dashboard for a site named "Mary's Foster Puppies". The left sidebar menu is visible, with "Settings" selected and expanded to show "General" as the active sub-menu. The main content area shows the "General Settings" page with the following fields:

- Site Title:** Mary's Foster Puppies
- Tagline:** (empty)
- Timezone:** UTC+0 (UTC time is 2014-06-01 13:49:16)
- Date Format:** June 1, 2014
- Time Format:** 1:49 pm
- Week Starts On:** Monday
- Language:** en - English

On the right side, there is a "Blog Picture / Icon" section with a preview image of a puppy and a "Browse..." button. Below the preview, it says "No file selected." and includes "Upload Image" and "Remove Image" buttons. A "Save Changes" button is located at the bottom of the settings page.

Settings

- ▶ **General** Page 36
- ▶ **Writing** page 39
- ▶ **Reading** page 42
- ▶ **Discussion** page 44
- ▶ **Media** page 47
- ▶ **Permalinks** page 49

The screenshot shows the WordPress administration interface in a Firefox browser. The address bar displays the URL `2buildwp.com/wp-admin/options-general.php`. The page title is "General Settings - My Blog - WordPress". The left sidebar menu is visible, with "Settings" highlighted. The main content area is titled "General Settings" and contains the following fields and options:

- Site Title:** My Blog
- Tagline:** My Wordpress Blog
In a few words, explain what this site is about.
- WordPress Address (URL):** `http://2buildwp.com`
- Site Address (URL):** `http://2buildwp.com`
Enter the address here if you want your site homepage [to be different from the](#)
- E-mail Address:** `marywhite@aol.com`
This address is used for admin purposes, like new user notification.
- Membership:** Anyone can register
- New User Default Role:** Subscriber
- Timezone:** UTC+0
UTC time is 2014-02-03 0:05:56
Choose a city in the same timezone as you.
- Date Format:** February 3, 2014
 2014/02/03
 02/03/2014
 03/02/2014
 Custom: F j, Y February 3, 2014
[Documentation on date and time formatting.](#)

Posts

- ▶ All Post
- ▶ Add New
 - Add
 - Edit
 - Delete
- ▶ Categories
- ▶ Tags
- ▶ Publishing
 - Draft
 - Date
 - Published

The screenshot shows the WordPress dashboard interface. The left sidebar contains navigation menus for Dashboard, Posts, Media, Forms, Pages, Comments, Builder, Sliders, Appearance, Plugins, Users, and Tools. The 'Posts' menu is highlighted, showing sub-options: All Posts, Add New, Categories, and Tags. The main content area displays a notification for WordPress 3.9.1, a notice about Layout Builder API functions, and a table of posts. The table has columns for Title, Author, Categories, Tags, a comment icon, and Date. A single post is listed with the title 'Updates from iPhone apps to iPad apps - Draft', author 'gwhite', and date '2014/06/01'. The post status is 'Draft'.

WordPress 3.9.1 is available! [Please update now.](#)

Posts [Add New](#)

If you're using any Layout Builder API functions to [modify elements](#) or [modify sample layouts](#), you need to update your current framework v2.3+, in order for these API functions to continue working properly.

[Dismiss this notice](#)

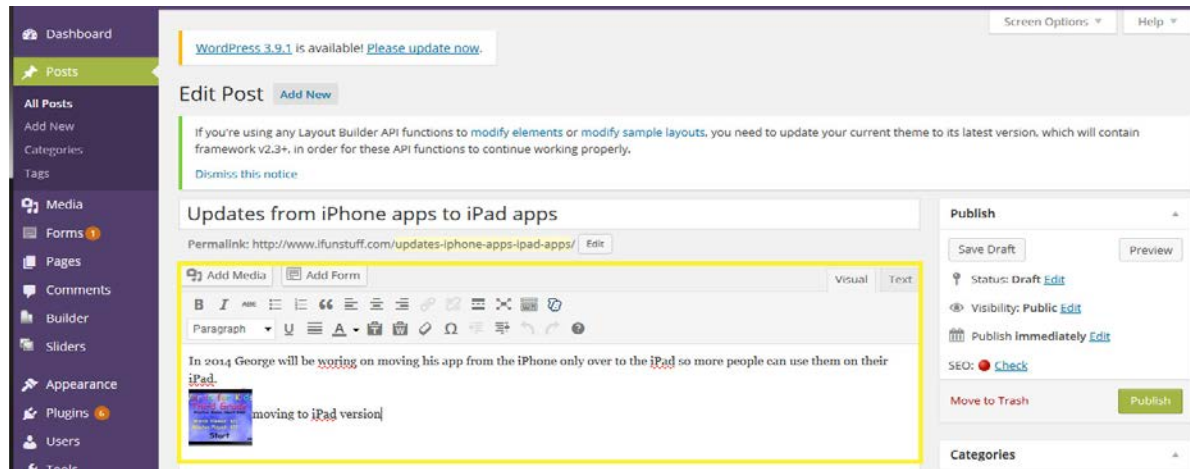
All (2) | [Published \(1\)](#) | [Draft \(1\)](#)

Bulk Actions Show all dates All SEO Scores

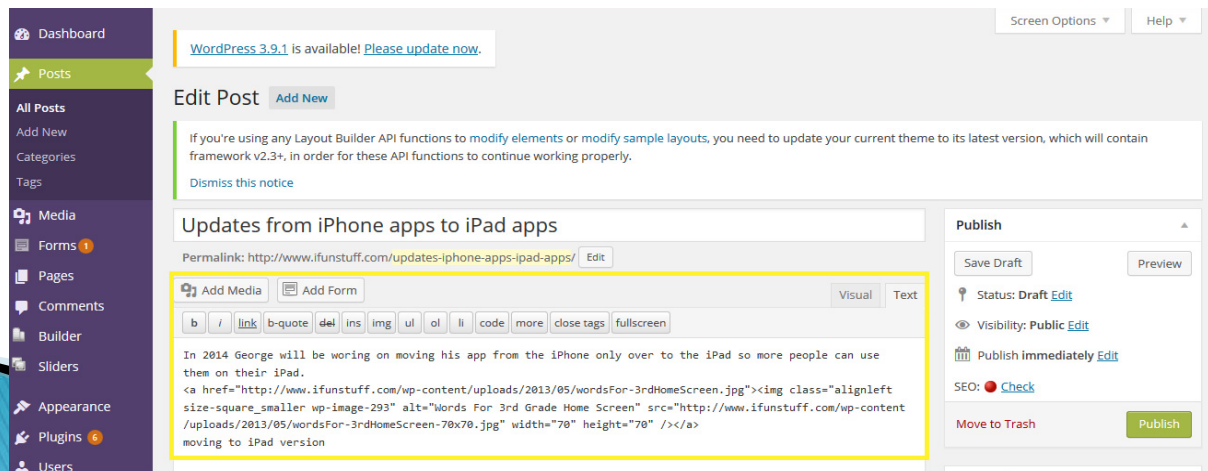
<input type="checkbox"/>	Title	Author	Categories	Tags	<input type="button" value="Comment"/>	Date
<input type="checkbox"/>	Updates from iPhone apps to iPad apps - Draft	gwhite	Uncategorized	—	<input type="button" value="0"/>	2014/06/01 Last Modified

Posts Editors

Visual – Works like WYSIWYG editor



Text – allows you to change HTML and CSS



Posts

- ▶ Add Three post
 - Save one as a Draft
 - Save one with a future time and Date
 - Publish one

Managing Account

▶ Users

- All User – existing user account on your site page 59
- Add New – create a new user account you need a username and e-mail address page 56
- Your Profile – how you view the backend of this WordPress Site page 53

E-mail account to create users

mwhite32@jccc.edu

maryw@mwfordesigns.com

mwfordesigns@gmail.com

jcccone@gmail.com

Any of your e-mail accounts

Type of Users

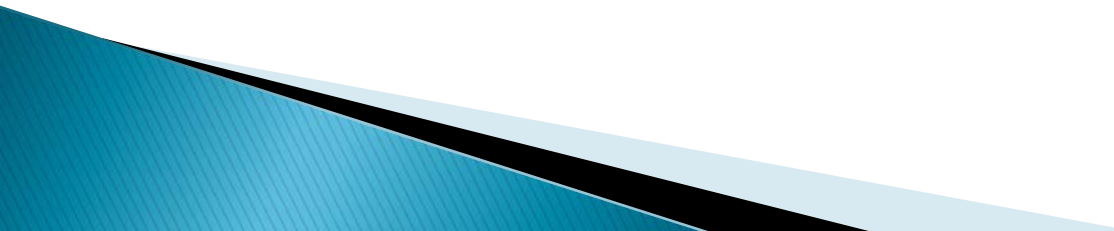
- ▶ **Super Admin** – somebody with access to the site network administration features and all other features. See the Create a Network article.
- ▶ **Administrator** – somebody who has access to all the administration features within a single site.
- ▶ **Editor** – somebody who can publish and manage posts including the posts of other users.
- ▶ **Author** – somebody who can publish and manage their own posts.
- ▶ **Contributor** – somebody who can write and manage their own posts but cannot publish them.
- ▶ **Subscriber** – somebody who can only manage their profile.

Themes

Hundreds of thousands of theme
to choose from: Free and Premium page 62

- ▶ Woo themes
- ▶ Theme Forest
- ▶ Mojo Theme
- ▶ More.....

Blank Theme

- ▶ [Blank Theme](#) by Chris Coyier
 - ▶ [Basic Theme](#) by Bluelime Media
 - ▶ [Underscores](#) by Automattic
 - ▶ [Bones](#) by Themble
- 

Custom Template

```
<?php
/*
Template Name: Portfolio ← Custom page details
*/
?>

<?php get_header(); ?>

<div id="content">
    <?php if (have_posts()) : ?>
    <?php while (have_posts()) : the_post(); ?>
        <?php the_content(""); ?>
    <?php endwhile; ?>
    <?php query_posts('cat=11'); ?>
    <?php if ( have_posts() ) : while ( have_posts() ) : the_post();?>
        <div class="portfolio-item">
            <?php //get article_image (custom field) ?>
            <?php $image = get_post_meta($post->ID, 'portfolio_image', true); ?>
            <a href="<?php the_permalink(); ?>"></a>
            <p class="btn"><a href="<?php the_permalink(); ?>">See more</a></p>
        </div>
    <?php endwhile; ?>
    <?php endif;?>
    <?php wp_reset_query();?>
    <?php endif; ?> ← End of query
</div>

<?php get_footer(); ?>
```

← Custom page details

← Usual WordPress loop and content tag

← Query posts fetches content from the portfolio category

← Each post styled with custom field thumbnail

← Permalink takes you to the single.php page

Frame works

- ▶ <http://athemes.com/collections/best-wordpress-theme-frameworks>
- ▶ 21 frameworks to choose.

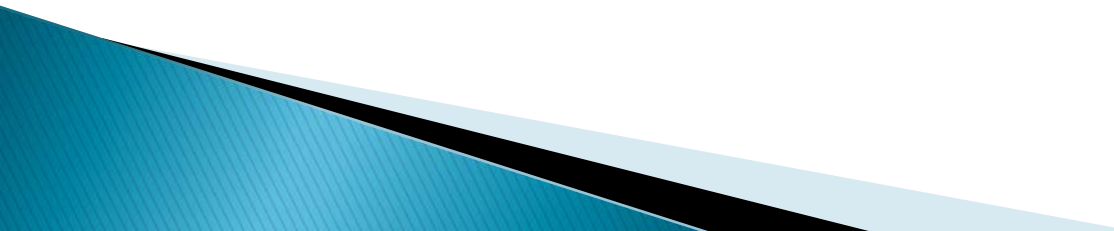
Media

- ▶ Images (gif, jpeg, png)
- ▶ Animations
- ▶ Videos

RSS feed

- ▶ <https://www.youtube.com/watch?v=0klgLSxGsU&feature=kp>
- ▶ Google reader not available anymore I like Feebly but a lot of reader out there

Pages

- ▶ Static– basic information that never changes
 - ▶ Dynamic– Contact, poll, or form information where you are collecting information from the user
 - ▶ Blog– NEWS or information that is current or new on the site daily, weekly or even monthly
- 

Permalinks

Permalinks are the URLs for the post, page and other content on your WordPress Website

Permalink Settings

Thanks for updating Acurax Social Media Widget plugin... You need to visit [Plugin's Settings Page](#) to Complete the Updating Process - [Click Here Visit Social Icon Plugin Settings](#)

Acurax Social Media Widget Plugin is not configured. You need to configure your social media profile URL's to start showing the Acurax Social Media Widgets - [Click here to configure](#)

It looks like you have been enjoying using Acurax Social Media Widget plugin from [Acurax](#) for atleast 30 days.Would you consider upgrading to [premium version](#) to enjoy more features and help support continued development of the plugin? - Spreading the world about this plugin. Thank you for using the plugin

[Rate it 5★'s on wordpress](#) [Need More Features?](#) [Dont Show This Again](#)

By default WordPress uses web URLs which have question marks and lots of numbers in them; however, WordPress offers you the ability to create a custom URL structure for your permalinks and archives. This can improve the aesthetics, usability, and forward-compatibility of your links. [A number of fans are available](#), and here are some examples to get you started.

Common Settings

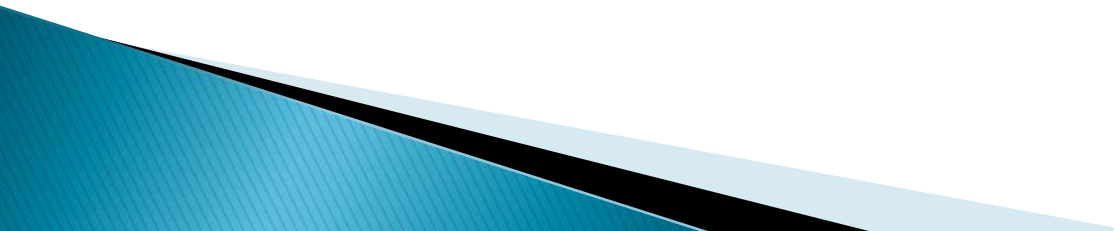
<input type="radio"/> Default	<code>http://acmebits.mw4designs.com/?p=123</code>
<input type="radio"/> Day and name	<code>http://acmebits.mw4designs.com/2014/02/05/sample-post/</code>
<input type="radio"/> Month and name	<code>http://acmebits.mw4designs.com/2014/02/sample-post/</code>
<input type="radio"/> Numeric	<code>http://acmebits.mw4designs.com/archives/123</code>
<input checked="" type="radio"/> Post name	<code>http://acmebits.mw4designs.com/sample-post/</code>
<input type="radio"/> Custom Structure	<code>http://acmebits.mw4designs.com /%postname%/</code>

Optional

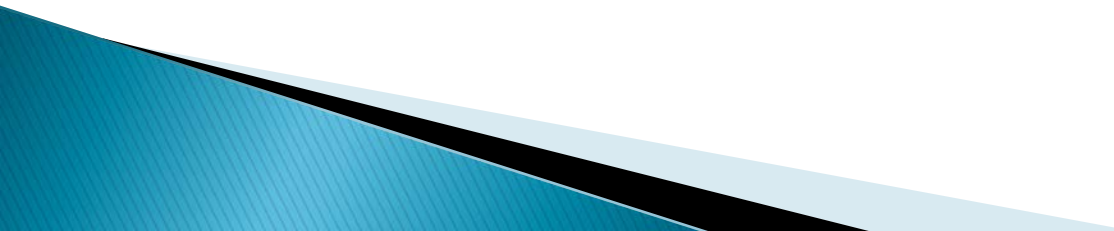
Menus / Navigation

- ▶ Header
- ▶ Footer
- ▶ Sidebar

Can include

- ▶ PermaLink
 - ▶ Post
 - ▶ Categories
 - ▶ URLs
- 

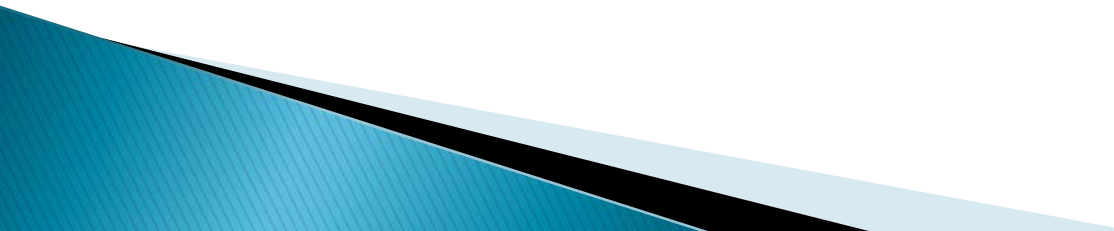
Plug-Ins

- ▶ Acurax Social Media Widget
 - ▶ Akismet
 - ▶ Better WP Security
 - ▶ Duplicator
 - ▶ Gravity Forms
 - ▶ WordPress SEO
- 

Theme modification

- ▶ HTML and CSS
- ▶ <https://yoast.com/wordpress-theme-anatomy/>

Security

- ▶ Backups
 - WordPress Files
 - WordPress Database
 - ▶ Updates Plug_in
 - ▶ Upgrades
- 

BackUp

- ▶ Duplicator manually in WordPress
 - ▶ Go to hosting and make a copy of files and database and save in another location (e.g. cloud dropbox or an external hard drive)
 - ▶ Bk2db backup to drop box
 - ▶ WP security will backup to an e-mail address
- 