

ELINDA LARA

WORDPRESS

WEBSITE DESIGN



STEP BY STEP GUIDE ON WP HOW TO BUILD A
BEAUTIFUL WEBSITE WITH WORDPRESS

ELINDA LARA

Wordpress website design

Introduction

I always used HTML to create websites. Then i came across wordpress. It's was now possible to create professional looking websites without being a graphics designer.

The chapters in this book are laid out, so you start from the beginning and end with the knowledge on how to maintain your own site. To help you through the process of creating a website, there is an additional [Checklist to Creating Your own Website](#) available to [download](#).

The first few chapters start off with the basics on domains, web hosting and how to install wordpress. By taking action at the end of these chapters, your one step closer to owning your own website.

After the first time you log on to your wordpress Site, chapter 3 explains the wordpress Dashboard and many of settings that go along with it.

Now it's time to turn our attention to arguably the most important part of any wordpress website, the look. Chapter 4 explores what a theme is, why it's so important and how you can use it to brand your website and make it your own.

At the heart of any website, is the content. Chapter 5 explorers the way to add content to your website. one of the easiest ways to increase the presentation of your website is to publish with images intersperse into your content. Chapter 6 shows you how to do this.

We're going to focus on designing for wordpress to look like a website rather than a blog and optimizing your site for search engines in chapter 7. Fine tuning your website with navigation menus and using widgets to create a professional looking website is shown in chapter 8.

Plugins are used to add functionality to your wordpress website and we are adding some basic plugins to your site in chapter 9. In chapter 10, we're going to learn skills to do with serious wordpress maintenance and administration tasks. The two most important things on your site are backing up and keeping wordpress Secure.

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Introducing wordpress

What is wordpress?

Wordpress is a Content Management System that makes building websites in a snap. It's easy to use and will allow you to get a blog or website up and running in no time at all.

If you don't know anything about coding or creating websites. You don't need too. Wordpress let's people of all skill levels run a professional grade website with no technical skill or web experience.

Wordpress takes care of the technical side for you. Allowing you to focus on the most important part of any website, the content.

A Content Management System (CMS) is a platform that gives anybody the ability to run a fully featured, fully fledged, professional website, on your own domain.

You can create new pages and publish instantly, without any technical knowledge whatsoever and without having to consult a technical person.

A CMS gives you the power to create content, organise content and publish it online in a way that ensures your website maintains a professional look and feel, no matter what your skill level.

once you know your way around wordpress, you'll have the same ability as the internet's largest websites to publish professional quality content online instantly.

Wordpress is one of the most popular content management systems in the world today.

Not only is wordpress an extremely powerful and fully featured CMS, but it is also a free and open source – meaning you can start using wordpress today and not pay a single cent for it.

Choose a Version of wordpress

There are so many options to choose from today when it comes to choosing software platforms for your website.

You want to be sure that the platform you choose is the right fit.

That is, it has all the features and capabilities that you will uniquely require

as a web publisher.

Wordpress is unique compared to a lot of other platforms today because wordpress comes in two distinct offerings.

The first is an open source do it yourself style option, that allows you to manually setup a wordpress CMS on your own web host.

The second, is a fully hosted wordpress CMS site, available at wordpress.com, that removes the hassle of needing your own web host.

There are benefits and downfalls to each. But which is the right option for you? That's what we're going to look at in this section.

Wordpress.com Hosted wordpress

Wordpress.com is a great option for beginners. There's absolutely zero technical knowledge required.

There's no upfront costs, in fact if you don't opt for any of the premium wordpress.com features, then there's no costs at all, ever.

But there are drawbacks to the wordpress.com platform compared to self hosted wordpress.

Let's take a look at some of the benefits to using the wordpress.com platform...

- Free – with the exception of some premium options, like using your own domain name, there are no fees for using wordpress.com.
- No maintenance. You never need to run backups, check your web server logs, anything – wordpress.com take care of everything.
- No technical knowledge required. Just start publishing.

of course, there are some negatives, as you might expect from a free service...

- Limited theme support – you can only use a small handful of free themes made available by wordpress.com – no custom themes.
- No customisations – within the small handful of free themes available on wordpress.com, you cannot make any customisations to the theme.
- No plugins – you can't upload any plugins. However, there are a lot of plugin like features built-in to the platform.

Self Hosted wordpress

If you want to overcome any of the limitations of the wordpress.com platform, then the self hosted wordpress option is for you.

Self hosted wordpress refers to downloading the wordpress source from wordpress.org and installing the application on your web host.

Although this option generally requires more technical knowledge than the Wordpress.com option, setting up your own self hosted wordpress website is easier than you may think.

This is especially true in the case of web hosting providers who offer automatic software installation services, which often reduce the task of installing wordpress to just a single click.

This is the quick and easy way to complete the installation.

There are many benefits to self hosted wordpress:

- Full control – you are in complete control of your wordpress website – you are only limited by your technical ability and imagination.
- Plugins – you can use any plugin you like on your self hosted wordpress website. This includes the 40,000+ plugins available on the wordpress.org Plugin Directory, as well as any custom plugins you may create for yourself or have created for you.
- Themes – use any theme you want, use a free theme from wordpress.org, buy a commercial theme from one of the many vendors online, or use a theme built from scratch for your business or brand. It's up to you.

of course, with great power, comes great responsibility. If you choose the self hosted

Wordpress option, expect...

- Maintenance – unlike the wordpress.com option, your self hosted wordpress website will not be automatically backed up and you may need to respond to hacking attempts and the likes on your own.

Check with your web hosting service to see what assistance they can provide you in this area. Chapter 10 will explain more about maintaining your wordpress website.

- Regular expense – web hosting services charge monthly or annual fees for their service and this fee can increase as your demand for bandwidth and disk space increase.

There will also be an annual fee for your domain name. We'll learn more about this in Chapter 1.

The Choice is Yours

Now that you know the benefits and limitations of each of the wordpress.com and self hosted wordpress options, it's up to you to decide which option best suits you at this stage of your web publishing journey.

Whichever option you decide to choose this book will help you along the way.

The book however is necessarily focused on the self hosted wordpress option, as there is a lot more content to cover.

But the general features and functionality of wordpress is very similar across both platforms.

So even if you choose the wordpress.com option, you will still benefit greatly from this guide, all the while learning about the entire wordpress ecosystem; so when the day comes to upgrade to self hosted wordpress, you'll be ready.

Chapter 1- Registering Your Domain Name and Choosing the Best Web Hosting Service

What You Need to Know Before You Begin

Before you get started with wordpress, you'll need a domain name and a web hosting service.

A domain name is your name on the internet, it's the address you type in to your browser to get to your favourite websites.

For example, if you want to go to Google, you type in google.com in your browser's address bar. Google.com is Google's domain name.

Just as google.com takes you to Google's website, when you register your own domain name, typing it into the browser will take visitors to your website.

Put simply, it's your website's address on the internet.

A web host is a dedicated computer, with a constant connection to the internet, that listens for requests for your website and responds accordingly.

Your web host is where your domain name will take your visitors and it is also where wordpress will run in order to deliver them the content you have created.

When a visitor types your domain name into their web browser, the browser goes to your webhost, your web host then runs wordpress to retrieve a web page and delivers it back to the browser.

In this chapter we'll show you how to setup your own domain name and pick a web hosting service. We'll also cover some important points when choosing each.

Understanding Domain Name Extensions

The domain name extension is the part of the domain that comes after the dot, i.e. .com or .net.

When you register your domain name, you'll first need to decide what kind of domain name extension best suits you and then search for its availability.

If you're flexible with what domain name extension you use, then choosing an alternative extension might be a great way to obtain your first choice of domain name if your name is already taken in one extension.

When you think of domain names, the first thing that probably comes to mind is ".com". But .com is just one of the many different kind of domain name extensions that are available to be registered.

You're probably familiar with .net, .org and .edu, but in recent years even more possibilities have been created with highly specific domain name extensions introduced such as .accountant, .beer, .cafe and .xyz.

other Things to Consider When Registering a Domain

There are other considerations when registering a domain name...

- Domain name privacy – when you register a domain name, you have to hand over a lot of personal information such as your name, address and contact details.
- This is a requirement for registering a domain, however, most registrars offer a domain name privacy service, where for a small fee the registrar will provide their own contact details in place of yours and pass on any important correspondence relating to the domain without exposing your personal details.
- Is your domain name seo (Search Engine optimization) friendly? Does it contain a key word or phrase that may help people find your website? Does this suit your brand?
- Is your domain name easy to remember? Unless it's your business name, I recommend having maximum 3-5 words in it.
- How long will you want this domain name? Most registrars will allow you to register the domain name for up to 10 years.

Although most will not offer a discount for paying upfront, there are certain benefits such as avoiding the risk of deregistration if you forget to pay your renewal.

- It is also rumoured to be an seo tactic to have a domain name registered well into the future, as it shows the site is likely more genuine.

Registering Your Domain Name

To register your domain name, you'll need to deal with a registrar. The registrar is the company who manages the registration of your domain name.

There are plenty of great companies out there to take care of your domain name registration, but we'll focus on a few well known giants in this space.

Here a list of a few well known giants in this space:

- [godaddy](#)
- [bluehost](#)

- [hostgator](#)
- [namecheap](#)

The process may vary slightly from registrar to registrar, but generally the process of registering your domain name with any registrar will follow this process...

1. Go to the website of your registrar, e.g. [Godaddy](#)
2. Search for your preferred domain name, e.g. Yourchosenname.com
3. Click on ‘Search Domain’.
4. Search results will show, if your preferred domain is available, you will be able to continue your registration. If not, you will be offered suggested alternatives or be given the ability to search again.



5. Select the ‘continue To CART’ button.
6. Godaddy will ask you this question – ‘What will you do with your domain name?’
7. ‘Step 1|Privacy’. This is explained in more detail under other Things to Consider When Registering a Domain.
8. ‘Step 2|options’. If you want godaddy to host your site, click the Hosting option. Since I want to host my site on a different hosting

company, I will move on to the next step.

9. 'Step3|Email'. Unless you are using godaddy to host your site, you can skip this step.
10. Select the 'Continue to Cart' button.
11. Before clicking on 'Proceed to Checkout' button, take a note of the term you are registering the domain name for. Godaddy automatically chooses 2 years.
12. Last thing now is to buy the domain – this will require credit card payment and providing contact information to the registrar.

How to Choose a Web Hosting Company

Although most web hosting companies offer very similar service offerings, there are some important features you should look for.

Features like automated backups, 24/7 tech support, 99.99% uptime guarantees, easy to use control panels and automated software installers are all important features for a web hosting service to provide.

other features like bandwidth, disk space, number of domains and performance capabilities are more specific, depending on what kind of site you intend to host.

Things to consider when choosing a web hosting service:

1. What are the pricing & payment options?

An important question that will always will come up, is the cost. The cheapest plan on the web hosting company, isn't always the best thing to achieve your end goals.

The same thing is also said about the most expensive plan.

If you don't have a credit card, are there other payment methods the company provides?

Does the hosting plan automatically renew at the end of the service?

There may be extra steps required to set up your account to automatically renew at the end of the plan.

2. How much bandwidth do I need?

Is your website going to receive high volumes of traffic? If yes, you'll

need a plan that has a high bandwidth limit.

If not, then you might be able to save some money by choosing a plan with lower bandwidth.

3. How much disk space do I need?

A typical wordpress website won't need a high amount of disk space.

You'll likely only need a large amount of disk space if you intend to put a high volume of photographs or other media on your site.

If not, you should be safe choosing the lowest possible disk space option your host offers.

4. How many email addresses will I need?

Although many hosting companies today offer unlimited email addresses, not all do. If you require multiple email addresses, make sure your web hosting service provider offers multiple or unlimited email addresses.

5. How many domains will I need?

Some web hosting service providers will allow you to have multiple domains pointed at the same website at no additional cost.

Better still, some providers will also let you host entirely different websites using completely different domain names all under the one account and at no additional cost.

Knowing up front if you will need multiple domains or add-on domains can save you time and money down the track.

6. Do I really need Managed wordpress Hosting?

The answer is, it depends. Managed wordpress Hosting is essentially the same as ordinary web hosting, except the host comes pre-setup with wordpress and is usually optimised to offer extremely high performance, as the system administrators tweak their systems exclusively for use with wordpress.

Also, Managed wordpress Hosts will usually offer some kind of wordpress specific automated backups; that is, they will specifically backup important wordpress items such as posts, themes and plugins – whereas a standard host will likely just take a snapshot of your entire web host directory at some point in time.

So if you like the idea of not having to perform a manual setup, you want the best performance from your site and you think it important to have backups managed for you at the highest level, then Managed wordpress Hosting is for you, just so long as you're willing to pay the premium.

7. What type of website are you creating?

Having a plan on the type of website you are going to create can have a major outcome on choosing the right web hosting company.

The requirements for an E-commerce site are very different to creating a simple website or a blog.

E-commerce sites generally require SSL Certificates for secure transaction when customers purchase items from your website.

This can be included in the monthly cost or pay extra for the SSL Certificate.

8. Are there disadvantages to domain name bundles that are free for the first year?

You can't leave your hosting company until 60 days has past.

9. Is Backing up your site automatically included in your monthly cost?

Having the hosting company provide a backup is another layer of protection.

You will find that Managed wordpress Hosting has this automatically included in your monthly cost.

I personally prefer to back up my site manually and download the backup to my computer. Some backup plugins can automatically backup to your cloud storage.

Chapter 10 will explain more about how to back up your site manually.

Choose The Right Host

Choosing the right host depends on what your needs are. The best host is not always the right host.

Running a wordpress site that has thousands of visits per month, a Managed wordpress Hosting is more likely to be the right host.

Starting out a simple website or a blog, a cheaper web hosting could be a better solution.

It comes down to price, speed and support if needed. Maybe also features that you need to run your website.

Switching hosts is a large undertaking. In addition to the regular setup you need to undertake when engaging a new web hosting service, you will also have to take steps to backup all your existing data from your current host.

That data will then need to be moved to your new host and host specific configuration details will need updating.

It is also impossible to transfer your domain name to a new registrar within the first 60 days of having registered it.

So if you decide to switch hosting company and you bought your domain from your current hosting company, you will be unable to transfer it away until 60 days have elapsed since registration.

Start off with a basic web hosting and upgrade to a better hosting package later on, if the decision is too hard to make now.

Web Hosting Companies Available Today

Now that we know what to look for, let's find the different web hosting service that have plans in Managed wordpress Hosting space.

Here is a list of a few web hosting services that offer Managed wordpress Hosting:

- [godaddy](#)
- [bluehost](#)
- [Wpengine](#)
- [getflywheel](#)
- [inmotion](#)

The other option is find cheaper web hosting. Here a list of a few well known giants in this space:

- [godaddy](#)

- [bluehost](#)
- [hostgator](#)
- [namecheap](#)

The process may vary slightly from hosting company to hosting company, but generally the process of purchasing is the same and will follow this process...

Following the previous chapter, you have already purchase the domain name from godaddy.

1. Go to the website of the hosting company, e.g. [Hostgator](#)
2. Click on the 'Choose A Plan' Button.
3. Under Baby Plan, click on 'Sign Up Now!' Button.
4. Choose the 'I Already own This Domain' tab.
5. Enter in your domain name e.g. Yourchosendomainname.com
6. Select the Billing Cycle. While it shows you per month, you will have to pay the whole term upfront.
7. Fill out a username and password in the boxes provided.
8. Enter in your billing information and payment method.
9. Step 4 on the website, asks you if you want to purchase additional services from hostgator.
10. These are optional and if you are on budget you may want to unselect them.
11. I would highly recommend that you read each of conditions before you click in the box.
12. Scroll down and there is box to tick that you agree to the 'Terms of Service', 'Cancellation Policy' and 'Privacy Policy'.
13. Select the 'Checkout Now!' Button

Web Hosting Plans To Meet Every Need

Hatchling Plan	Baby Plan	Business Plan
Now 30% OFF!	Now 30% OFF!	Now 30% OFF!
<ul style="list-style-type: none"> Single Domain One Click Installs Unmetered Bandwidth Shared SSL Certificate 	<ul style="list-style-type: none"> Unlimited Domains One Click Installs Unmetered Bandwidth Shared SSL Certificate 	<ul style="list-style-type: none"> Unlimited Domains One Click Installs Unmetered Bandwidth FREE Private SSL & IP FREE Toll Free Number
Starting At \$4.86/mo*	Starting At \$6.96/mo*	Starting At \$10.46/mo*
Sign Up Now!	Sign Up Now!	Sign Up Now!

[Compare all plans](#)

Connecting Your Domain Name to Your Web Host

If you bought your domain name and web hosting from the same company, then don't worry, this section doesn't apply to you.

Most companies will automatically configure the two products to work together out of the box, so there's no further configuration required by you.

However, if you did choose to buy your domain name and web hosting service from two different companies, then you'll need to take a few extra steps...

About Name Servers

Connecting your domain name to your web host is done by updating the name servers of your domain to point to your web host's name servers.

So the first step is to find the name server information for your web host. Name server information for some popular web hosts is given below.

Web Host	Name Servers
Godaddy	Log in to your Account Manager Next to Domains, click Manage. Select the DNS Zone File tab.


Bluehost	Ns1.bluehost.com ns2.bluehost.com
Hostgator	Contact hostgator support to find the name servers specific to your account, but generally the name servers are: Ns695.websiteswelcome.com ns696.websiteswelcome.com
Namecheap	Dns1.registrar-servers.com dns2.registrar-servers.com

Updating the Name Servers (godaddy Example)

We'll cover updating the name servers using godaddy as an example.

However, the process is very similar across all registrars.

If you cannot adapt this process to your host, contact their support and they will be able to either point you in the direction of their documentation for their process or complete the change for you.

1. Select the domain name you want to use, click  (Settings) and select Manage DNS.
2. Click the Settings tab.
3. Under 'Nameservers', click 'Manage'.
4. Under Setup type, select 'Custom'.
5. Click Enter custom nameservers.
6. Enter the two custom nameservers your hosting provider gave you and click ok.

x

NAMESEVER SETTINGS

.....COM

Nameservers point your domain to where it is located.

SETUP TYPE:

Standard
Go Daddy hosting, forwarding, and parked domains.

Custom
Customizable nameserver settings.

NAMESEVER:

#	Nameserver	Status
1	NS37.DOMAINCONTROL.COM	Active
2	NS38.DOMAINCONTROL.COM	Active

[ADD NAMESEVER](#) Not available when using standard setup type.

[SAVE](#) [Cancel](#)

Chapter Recap

You now know how to register your domain name and sign up for a web host.

If you're choosing the self hosted wordpress option, then consider all the factors described in this chapter for choosing both your domain name and web host; when you're ready, take the plunge and register your domain name and sign up for your web hosting service.

If you're continuing with the wordpress.com option, then all that is needed is to visit wordpress.com and sign up for your account.

Chapter 2 – Installing wordpress

Installing wordpress

Note: By now you should have already purchased your domain name and web hosting account. If you have not yet completed this task, go back to Chapter 1 where we explain buying a domain and choosing a webhost.

If you've opted for the self hosted wordpress option, then you will need to install wordpress on your webhost before continuing further.

There are two options available for setting up your wordpress website on your webhost.

Automatic or 'one Click' installation - automates nearly the entire process of installing wordpress.

Manual installation - requires you to get your hands dirty and learn about some technical topics.

We'll cover both approaches in this chapter. Whichever approach you choose, by the end of this chapter, you will have wordpress set up and working on your webhost.

Quick and Easy Method for Installing wordpress

There are two methods available for installing wordpress on your webhost automatic installation and manual installation.

Automatic installation is a feature offered by most webhosts, that reduces the task of installing wordpress to a few simple questions.

You may also hear this referred to as "1 Click Installation", because generally after entering a few details about your wordpress website, such as the site name and description, it takes only one click to complete the installation.

Manual installation requires many more steps and will also require you to become familiar with a few technical concepts, such as File Transfer Protocol (FTP), mysql database setup as well as file and user permissions.

There are generally no benefits to manual installation compared to automatic, however becoming familiar with the manual installation process will enhance

your skills as a web publisher and give you a greater understanding of the inner workings of wordpress.

About Automatic Installation

Automatic installation is facilitated by Auto-Installer software offered by your webhost.

The type of Auto-Installer available to you will depend on what is offered by your specific webhost.

We will explore some of the most popular Auto-Installers available today:

Softaculous (used by Namecheap and others)

Softaculous is an Auto-Installer found on many webhosts, one of which is Namecheap.



To install wordpress with Softaculous...

1. Log into cpanel using the URL supplied to you by your web hosting company and your username and password.
2. Under the 'Software/Services' heading, click the 'Softaculous' button.
3. on the homepage click on 'wordpress' icon.
 - a. or on the sidebar to the left, type 'wordpress' in the search field and click the search button.
 - b. Click 'wordpress'.
4. Click the 'Install' tab.
5. Configure install settings
 - a. Leave 'In Directory' blank to install your site to the root directory. This means going to yourdomain.com will bring up your

wordpress website.

If, however you would prefer to install to a subdirectory, e.g. Yourdomain.com/somethingelse, then you may like to set the 'In Directory' option accordingly.

- b. Leave the 'Database Name' as the default.
- c. Leave 'Table Prefix' as the default.
- d. Type in your 'Site Settings' as desired, this is your 'Site Title' and 'Site Description'.
- e. Leave 'Enable Multisite(MPMU)' as not ticked.
- f. Type in your 'Admin Account' as desired, this is your 'Admin Username' and 'Admin Password'.

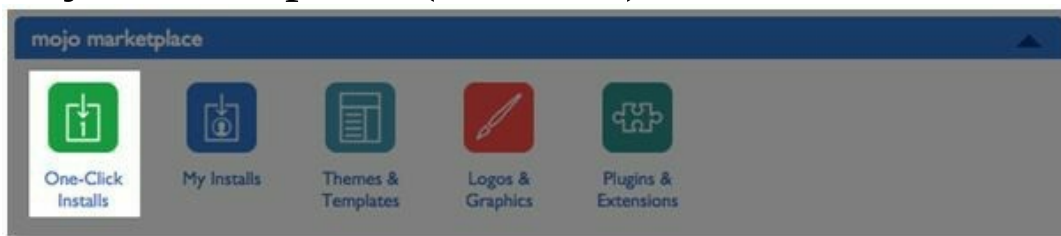
It's recommended that you use a different username than 'admin' or 'administrator'. Hackers can easily guess your username, if you use these.

6. Click 'Install'.

Wordpress will now be installed for you by Softaculous.

Click on the 'Administrative URL' to continue to your wordpress dashboard.

Mojo Marketplace (bluehost)



Mojo Marketplace is an Auto-Installer found on many webhosts including bluehost and Hostgator.com. To install wordpress with Mojo Marketplace...

1. Log into cpanel using the URL supplied to you by your web hosting company and your username and password.
2. Under the 'Software/Services' heading, click the 'Mojo Marketplace' button.
3. Click the 'one-Click Installs' button.
4. Select 'wordpress' from the available 'one-Click Install' software. You

may need to navigate to the 'Blog & Website Builders' category.

5. Click the 'Install' button.
6. Choose the domain to install to, e.g. Yourdomain.com
7. optionally, click 'Advanced options' to customise your wordpress username, email address, etc.
8. Check the license agreement.
9. Click the 'Install Now' button.

Wordpress will now be installed for you by Mojo Marketplace. Click on the 'Administrative URL' to continue to your wordpress dashboard.

Quickinstall (Hostgator)

To install wordpress using quickinstall on Hostgator:

1. Log into cpanel using the URL supplied to you by Hostgator and your username and password.
2. Under the 'Software/Services' heading, click the 'Quick Install' icon.
3. In the left menu, under 'Popular Installs', click 'wordpress' then click 'Install wordpress'.
4. Choose the domain to install to from the drop-down box, e.g. Yourdomain.com
5. optionally you can install wordpress under a directory of your site. I would recommend you leave this field blank.
6. 'Admin Email' - Type in your email address. It is important to pick an email address you have access to, as if you forget your password, your password reset link will be emailed to this address.
7. 'Blog Title' – this is the title of your website, if your website is for your company and your company's name is "Bob's Mowers", then "Bob's Mowers" is a great site title for your wordpress website.
8. 'Admin User' – This is the username you will use to login to your wordpress dashboard and make changes.

It's recommended that you use a different username then 'admin' or 'administrator'. Hackers can easy guess your username, if you use these.

9. 'First Name' – This your first name or it can be an alias.
10. 'Last Name' – This your last name or it can be an alias.
11. Check this box - 'Terms of Service Agreement'.

If you change your mind about any of the above information, it can be changed at a later stage by logging into your wordpress dashboard post installation.

12. Click the 'Install Now' button.

Wordpress will now be installed for you by Quick Install. To find your credentials by clicking 'View Credentials' in the bar at the top of the page.

You will also find the credentials in an email sent to you during the installation process.

Manual wordpress Installation

If you've opted for manual wordpress installation, the remainder of this chapter will cover the process.

Download and Install an FTP Client

In order to transfer files to and from your webhost, you will need a File Transfer Protocol Client, or FTP Client for short.

[A great free FTP Client is filezilla, available to download from https://filezillaproject.org/download.php?Type=client](https://filezillaproject.org/download.php?Type=client)

FTP Concepts

FTP Clients connected to an FTP Server, which is a software application running on your webhost that allows you to connect to it using an FTP Client in order to transfer files to and from your webhost and your own computer.

With FTP, you can accomplish many useful tasks on your webhost:

- Transfer files from your computer to your webhost
- Transfer files from your webhost to your computer
- Edit files on your webhost
- Delete files on your webhost

- Modify the permissions of files on your webhost

Connecting to your webhost via FTP

To connect to your webhost via FTP you will need 4 pieces of information...

Required FTP Details

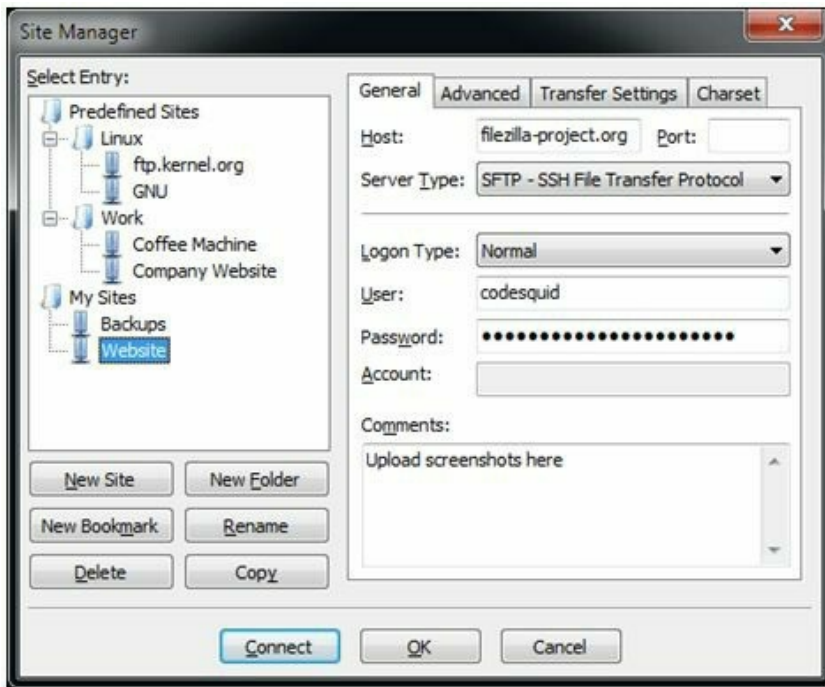
1. The FTP address to connect to your webhost. This will usually be ftp.yourdomain.com, however this may differ from host to host.
2. The port number on which your webhost is listening for FTP connections. This will usually be 21, or it may be 22 if your host uses secure FTP connections.
3. Your username. This will usually be sent to you by your host, you may have picked it when you first setup your webhosting account, or it may also be your email address.
4. Your webhost will likely have emailed you this shortly after you became their customer. If not, it will be easily obtainable in your hosts' customer portal or by contacting support.
5. Your webhost account's password. You will have entered this while signing up for your webhost account.

Adding a new site to your FTP Client

To enter a new site into filezilla:

1. Click 'File' and then 'Site Manager'
2. In Site Manager, click 'New Site'
3. Enter a name for your new site
4. In the host field, enter the address of your ftp server, e.g. Ftp.yourdomain.com or the address specified by your webhost.
5. In the 'Port' field, enter 21, unless your webhost has specified otherwise.
6. Leave 'Protocol' as FTP – File Transfer Protocol
7. Change 'Logon Type' from 'Anonymous' to 'Normal'
8. Enter your webhost username in the 'User' field
9. Enter your webhost password in the 'Password' field

10. Click 'ok'



Connecting to your webhost

Now you've entered your site into filezilla, it's time to connect.

1. Click 'File' and then 'Site Manager'
2. Select your site from the menu on the left
3. Click 'Connect'

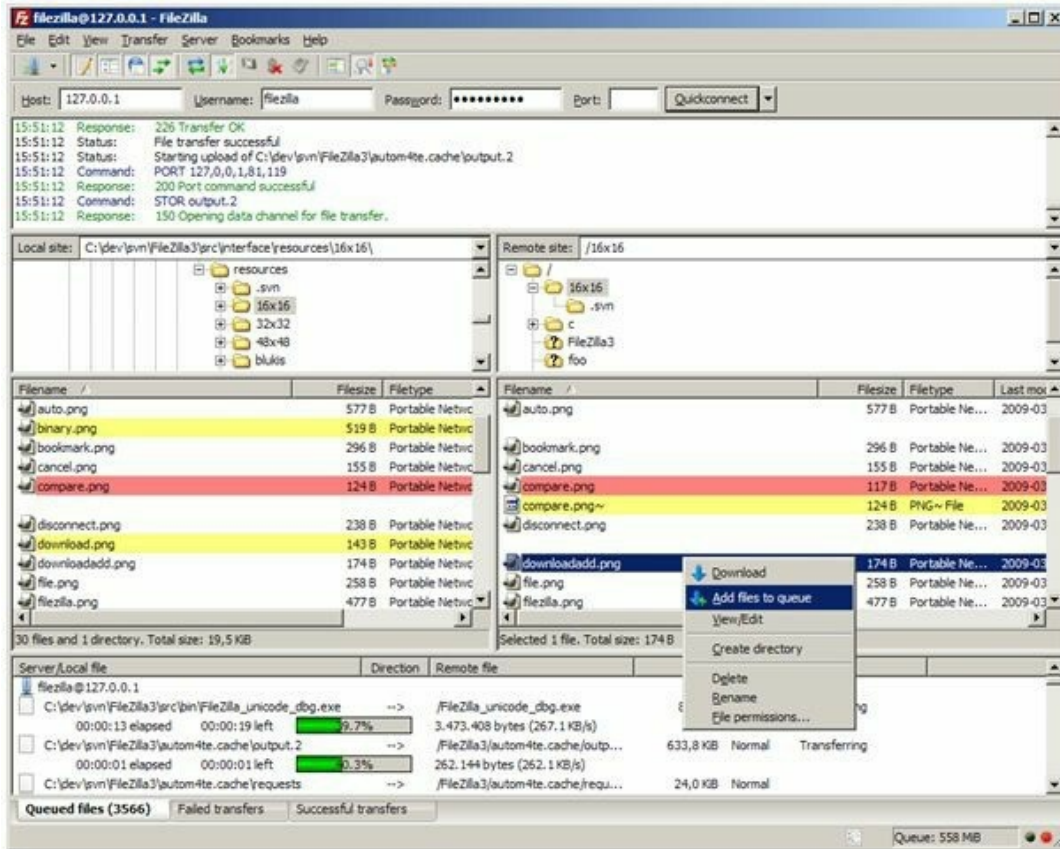
If all the details you've entered are correct, you will see a directory listing of files on your web host.

Transferring files to your webhost via FTP

Now that you've successfully connected to your webhost via FTP, let's practice uploading files to it.

You will need to know how to transfer files by FTP to transfer the wordpress sourcecode to your webhost.

Furthermore, knowing how to transfer files by FTP can be a handy skill for any web publisher to accomplish filesystem related tasks quickly and easily.



1. Connect to your webhost using the saved FTP details in 'Site Manager'.
2. In the remote directory listing displayed by filezilla, found on the right hand side, look for a directory 'public_html', double click the directory to open it.
3. on the left hand side directory listing, which is your local PC's file system, browse to the file location.
4. You should now be able to see the file you want to transfer to webhost on the left hand side directory listing.
5. Click and drag the file from the left hand side to the right hand side.
6. Your file will transfer from your computer to your webhost.

Editing files by FTP

one way is to edit files using the built-in edit feature included in most FTP client software.

Now we will show how to edit files using FTP:

1. Connect to your webhost using the saved FTP details in Site Manager.
2. In the remote directory listing displayed by filezilla, found on the right hand side, look for a directory 'public_html', double click the directory to open it.
3. on the right hand side directory listing, which is your remote webhost's file system, locate the file you want to edit.
4. Right-click the file and choose 'View/Edit'. This will open up your text editor on your local computer.
5. Edit the file and make the changes as needed.
6. Save the changes you made to the file.

Click the 'Save' icon or click on 'File' in the Menu and then click on 'Save'.

7. Upload the file to your webhost.

After you save the file, filezilla alerts you that the file has changed and asks whether you want to upload the file to the server. Click 'Yes'; the newly edited file replaces the old.

Note: Remember that you are replacing the original file on your website. The changes take effect immediately.

I would recommend that you create a backup copy first and download the file to your local computer. If you happen to make a type error on the saved file, you can restore it to its original state.

File Permissions

File permissions can easily be changed within your FTP Client. Simply right click on any file on the remote host (right hand side file browser in filezilla) and click 'File Permissions'.

You will see permissions of 'Read', 'Write' and 'Execute' for 3 groups, 'owner', 'Group' and 'Public'.

You will notice the 'Public' group will by default only have the 'Read' permission set.

This is because we do not want to allow the public to edit or execute files on our host. We only want them to be able to read the file – which is what happens when a browser requests a file from your web host.

To change file permissions:

1. Right click a file on the remote host (right hand side file browser in filezilla).
2. Select 'File Permissions' from the context menu.
3. In the dialog that shows, check or uncheck permissions as required.
4. Click 'ok'.

Downloading wordpress



By now you know enough about FTP to upload the wordpress source to your web host. But before we can do that, we need to download the source to our local computer first.

To download the wordpress source code:

1. Go to '<https://wordpress.org/download/>'
2. Click 'Download wordpress (Version Number)', the blue button on the right hand side of the screen.
3. Save the zip file to any location on your computer.
4. Extract the zip file – we will need to upload the source to our web host, not the zipped archive of the source.

Setting up the mysql database

Setting up a mysql database is a complex task, made easy by modern day webhosting software such as cpanel. With cpanel, we can create a new mysql database and perform all other mysql administrative functions, right from within the browser. This saves us from having to type out complex commands at the command line.

To create a mysql database in cpanel:

1. Log into cpanel using the URL supplied to you by your web hosting company and your username and password.
2. Under the 'Databases' heading, click 'mysql Databases'.
3. In the 'New Database' field, give your new mysql database a new name – 'wordpress' would be a good choice in this instance.
4. Click 'Create Database'.

You have now created a mysql database on your webhost. However, a mysql database requires a user account, to be used when querying the database.

To create a mysql user:

1. While still logged into cpanel, click 'mysql databases' under the 'Databases' heading.
2. Click 'Jump to mysql Users'.
3. Under the 'Add New User' heading, enter a username and password in the respective fields.

Make sure to note these down as we will soon require them for installing wordpress.

Note: it is always a good idea to make sure the password is something complex and not easily guessed.

As you will not use the mysql password often after configuring wordpress, a complex password should not prove an inconvenience.

4. Click 'Create User'.

We have now created a mysql database and a mysql user.

However, there is one step left to complete the process. We have to now add the user we created to the mysql database.

Add a user to the mysql database:

1. While still logged into cpanel, click 'mysql databases' under the 'Databases' heading.
2. Under the 'Add User to Database' heading, select the user we just created from the 'User' dropdown menu.
3. Select the database we just created from the 'Database' dropdown menu.
4. Click 'Add'.
5. You will be shown a list of privileges to assign to this user for the database, check the checkbox next to 'ALL PRIVILEGES'.
6. Click 'Make Changes'.

Your mysql database is now setup and ready to hold all your wordpress data. Make sure you've noted down your database name, username and password. These will be required for completing your wordpress installation.

Uploading wordpress

So far, we've shown how to connect to our webhost by FTP and transfer files to the webhost's file system.

We've also created a new mysql database as well as created a new mysql user and added it to the database.

We're now ready to upload wordpress to our webhost.

To upload the wordpress source code to your webhost:

1. open filezilla and use the Site Manager to connect to your webhost.
2. Browse to the directory 'public_html' on the right hand side file browser of filezilla. If the directory contains any files, delete them.
3. In the left hand side file browser, browse your local file system for the wordpress directory where you un-archived the wordpress source.
4. open this directory, you should see a list of files including index.php and a series of files and directories prefixed with "wp-".
5. Click on any file in the left hand side file browser.
6. If you are on a Windows computer, press Ctrl + A to select all files and folders.
Mac users, press Cmd + A to select all files and folders.
7. Drag the selection from the left hand side file browser and drop on the

right hand side file browser.

8. Wait for the transfer to complete.

You have now transferred the wordpress source code to your webhost.

Now all that's left to do is to run through the installation in order to configure wordpress for the first time.

Complete the Configuration and Installation

Now it's time to start the wordpress installation process. But don't worry, the hard work is over and it's all downhill from here on in.

Starting The Installation

To begin the wordpress installation process, open your web browser and go to your domain, e.g. Yourdomain.com

You will be shown a 'Welcome to wordpress' screen. This is only shown before your wordpress installation has been successfully completed.



The image shows a browser window with the URL 'localhost'. The page features the WordPress logo at the top center. Below the logo, there is a heading: "Below you should enter your database connection details. If you're not sure about these, contact your host." The form contains five input fields, each with a label and a description:

Field Label	Value	Description
Database Name	wordpress	The name of the database you want to run WP in.
User Name	username	Your MySQL username
Password	password	...and your MySQL password.
Database Host	localhost	You should be able to get this info from your web host, if localhost doesn't work.
Table Prefix	wp_	If you want to run multiple WordPress installations in a single database, change this.

At the bottom left of the form is a "Submit" button.

Following a successful installation, your wordpress website will be shown

with whatever content you have published to it.

You will notice the welcome screen lists some information you will need to know before continuing...

1. Database name – this is the name you gave to your database when setting it up through cpanel.
2. Database username – this is the username you chose for your mysql user, when setting it up through cpanel.
3. Database password – this is the password you gave for the username above.
4. Database host – this is just your domain name, e.g. Yourdomain.com
5. Table prefix – wordpress will create a series of ‘tables’ in your database during the installation process.

If you are given just a single database by your host, it may help to prefix these tables with ‘wp_’ in order to easily tell them apart from other tables in your database.

When you have this information handy and you’re ready to proceed, click the ‘Submit’ button.

If you’ve successfully entered the correct information, you’ll be presented a brief screen confirming that wordpress was able to connect to your database.

Configuring Site Information

Information needed to complete wordpress installation:

1. Site Title – this is the title of your website, if your website is for your company and your company’s name is “Bob’s Mowers”, then “Bob’s Mowers” is a great site title for your wordpress website.
2. Username – this is your wordpress username and is different to the mysql username you entered previously.


This is the username you will use to login to your wordpress dashboard and make changes.

Your wordpress username will be used frequently, whereas you will likely never again need to know your mysql username.

It’s recommended that you use a different username than ‘admin’ or ‘administrator’. Hackers can easily guess your username, if you use

these.

localhost



Welcome

Welcome to the famous five-minute WordPress installation process! Just fill in the information below and you'll be on your way to using the most extendable and powerful personal publishing platform in the world.

Information needed

Please provide the following information. Don't worry, you can always change these settings later.

Site Title

Username
Usernames can have only alphanumeric characters, spaces, underscores, hyphens, periods, and the @ symbol.

Password
Strong
Important: You will need this password to log in. Please store it in a secure location.

Your Email
Double-check your email address before continuing.

Search Engine Visibility Discourage search engines from indexing this site
It is up to search engines to honor this request.

3. Password – like the password you set for your mysql user, this is a password for your wordpress user. Pick something strong, but easy to remember.
4. Email – your email address. It is important to pick an email address you have access to, as if you forget your password, your password reset link will be emailed to this address.
5. Search Engine Visibility – this sets your preference for Search Engines being able to see your website. Leave this option unchecked if you would like your site’s content to be indexed by Search Engines immediately.

However, if you would prefer to have your site setup and ready before being crawled by the Search Engines, check this option – it can be unchecked again at any time.

If you change your mind about any of the above information, it can be changed at a later stage by logging into your wordpress dashboard post installation.

Click the ‘Install wordpress’ button to complete the installation.

You’re done!

Login to wordpress Dashboard

Now that you’ve successfully installed wordpress, it’s time to login to the wordpress dashboard and start publishing.

Click the ‘Login’ button on the ‘Success!’ page wordpress shows following the installation, or, simply go to [yourdomain.com/wp-admin](#) – this is the admin URL you will use for accessing the wordpress dashboard at later stages.

Enter the wordpress username you setup during the installation process in the ‘Username’ field along with the password you chose at the same time in the ‘Password’ field.

Click the ‘Log In’ button. If you have entered your username and password correctly, you will be taken to the wordpress dashboard.

Chapter Recap

We've covered a lot in this chapter, Automatic-Installers for wordpress, File Transfer Protocol (FTP), transferring files by FTP, permissions, mysql databases and user accounts. As well as the wordpress installation process itself.

Whichever installation approach you chose, you should now be up and running with wordpress.

Now that we've covered the installation of wordpress, the next chapter will show you the ins and outs of wordpress and how to get started publishing great content.

Chapter 3 – Understanding the Wordpress Dashboard

Introduction to wordpress Dashboard

In this chapter we'll be exploring the wordpress dashboard. The wordpress dashboard is your control centre for everything to do with your wordpress website.

It's where you publish your content. It's where you write blog articles. It's where you change your theme, update your logo or change fonts.

It's where you'll go to accomplish anything to do with your wordpress website. You can even change code on your site, right from within the dashboard.

The wordpress dashboard is the mission control of your website.

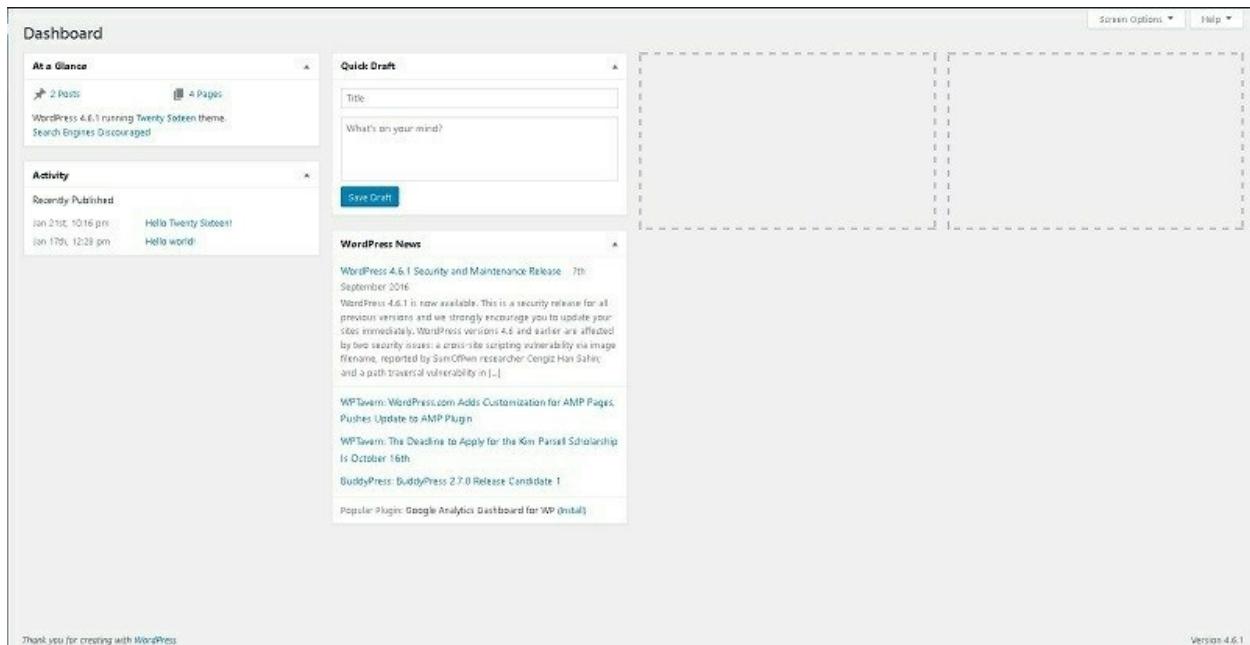
Navigating the Dashboard

Now that we've successfully logged in to the dashboard, it's time to see how we use it to take control of our wordpress website.

Welcome to wordpress

To guide you through some basic steps, wordpress has assembled some links to get you started. These basic steps are to customize your theme or change it out completely.

Create some content on your website and use wordpress features like Menus or Widgets. These features are explained in more detail in the later chapters.



At a Glance

The 'At a Glance' box gives you a brief overview of the state of your wordpress website. You can see how many posts you've made, how many pages you've written and how many comments have been made by others.

other information includes the version of wordpress you are currently running and what theme you have installed.

Activity

The activity box is like a 'news feed' for your wordpress website. It displays notifications of recent events for your website, including recently published posts and comments.

Quick Draft

Quick draft is useful for jotting down ideas for posts the moment you have them. Write from the dashboard, you can create a post with a title and plain text body, then save the draft to expand on and publish at a later date.

It's a very handy feature for web publishers.

Wordpress News

The wordpress News box displays recent news from the wordpress community. It's a great way to keep up to date with what's happening in the

wordpress world.

Customizing the look of the Dashboard

Hover your mouse over the title area of any box on the wordpress dashboard. You'll notice your mouse cursor turns into a four directional arrow; this means you can click and drag that tile to wherever you please within the dashboard.

If you decide you don't want a certain box displayed on the dashboard, you can click the 'Screen options' drop down at the top of the screen. From there, you can uncheck boxes you want to delete. Check the box again to re-add the box to the dashboard.

A feature that can be overlooked, is you can minimize the boxes, instead of deleting them. This can clean up the look of the dashboard, without deleting the boxes.

Finding Inline Documentation and Help

At the top of the screen, next to the 'Screen options' drop down is a 'Help' drop down. The inline 'Help' drop down shows relevant help topics for the screen you are currently on in the wordpress admin area.

A source of help is the wordpress.org support forms, listed under 'Support Forms'.

The 'Help' under the toolbar changes for every screen within the wordpress admin area.

Setting options in the Dashboard

In every screen in the dashboard, you'll notice a 'Screen options' dropdown in the top right hand corner of the screen.

These screen options allow you to set options in your dashboard, to help customise your dashboard to suit your publishing style and to see the content that's important to you.

The screen options change for every screen on the dashboard, click the dropdown on each screen you visit in the dashboard to explore what options are available for that screen.

Getting to Know the Toolbar

The Toolbar is the bar along the top of the screen of the wordpress admin area. The Toolbar lets you quickly jump to areas of the wordpress admin area you'll likely want to visit frequently to perform publishing and other tasks.

The leftmost item in the Toolbar, the wordpress logo, displays a dropdown menu with links to the wordpress website, wordpress documentation and the wordpress Support Forums.

The next item in the Toolbar provides a link to the live version of your wordpress website. This link lets you quickly jump out of the wordpress admin area and visit your website.

When you do so, the Toolbar will stay in place, in your browser, above your live site.

When you visit your live site having authenticated to your wordpress admin area, the Toolbar will follow you as you browse your website.

The Toolbar will let you quickly perform operations related to the page you are currently viewing.

overview of Configuring the Settings

The Settings Administration Screen located on the sidebar in your wordpress Dashboard provides access to a range of configurable settings within wordpress.

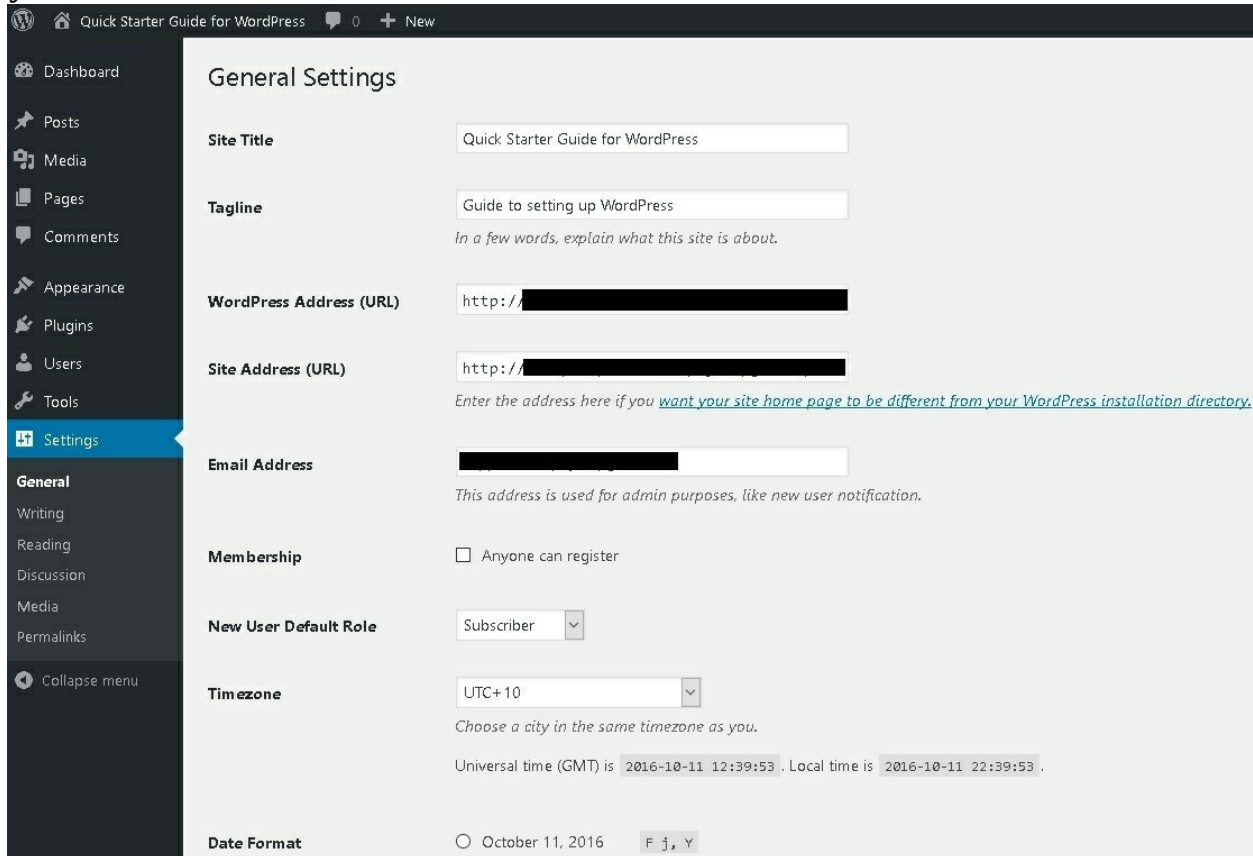
The Settings Administration Screen is divided into a series of Administration Screens:

- General
- Writing
- Reading
- Discussion
- Media
- Privacy
- Permalinks

We'll explore the settings available on each of these screens.

General

The Settings General Screen provides access to settings such as the title of your website, time zone, administration email and other basics.



The screenshot shows the WordPress dashboard's 'General Settings' page. The left sidebar contains navigation links: Dashboard, Posts, Media, Pages, Comments, Appearance, Plugins, Users, Tools, Settings (highlighted), General (highlighted), Writing, Reading, Discussion, Media, Permalinks, and Collapse menu. The main content area is titled 'General Settings' and includes the following fields:

- Site Title:** A text input field containing 'Quick Starter Guide for WordPress'.
- Tagline:** A text input field containing 'Guide to setting up WordPress'. Below it is the instruction: 'In a few words, explain what this site is about.'
- WordPress Address (URL):** A text input field containing 'http://' followed by a redacted domain.
- Site Address (URL):** A text input field containing 'http://' followed by a redacted domain. Below it is the instruction: 'Enter the address here if you [want your site home page to be different from your WordPress installation directory.](#)
- Email Address:** A text input field containing a redacted email address. Below it is the instruction: 'This address is used for admin purposes, like new user notification.'
- Membership:** A checkbox labeled 'Anyone can register' which is currently unchecked.
- New User Default Role:** A dropdown menu set to 'Subscriber'.
- Timezone:** A dropdown menu set to 'UTC+10'. Below it is the instruction: 'Choose a city in the same timezone as you.' At the bottom of this section, it shows 'Universal time (GMT) is 2016-10-11 12:39:53 . Local time is 2016-10-11 22:39:53 .'
- Date Format:** Radio buttons for 'October 11, 2016' (selected) and 'F j, Y'.

‘Site Title’: this is the title of your website. It shows in the header and in the title bar of the browser. Choose a site title name that explains what your website is about.

It can be your business name, or maybe your product name.

The site title is displayed in search engine results, as the title of the website.

Having keywords in the site title, will help with the page rank of your website in search engines (like Google).

‘Tagline’: the site tagline usually appears under the Site Title set above. Depending on what theme you’re using.

‘Site Address URL’: this is the address people type into their browser’s address bar to reach your wordpress website.

‘wordpress Address URL’: this is usually the same as your Site Address URL and is the location of your core wordpress files.

If you aren’t performing a complex wordpress configuration, you should leave the Site Address and the wordpress address the same.

‘Email Address’: the email address all notification emails regarding your wordpress website will be sent to.

‘Membership’: unless you are running a membership site, leave ‘Anyone can register’ un-ticked. Wordpress uses the term membership for sites that want the users to register an account on the website.

These would include membership sites or ecommerce sites, where you want users to have an account on your website.

For the public to read your website, you don’t need an account on wordpress.

‘New User Default Role’: from the drop-down menu, choose the role that you want to new users to have when they register on your website. See Chapter 7 on Users and Capabilities to understand the differences in these user roles.

‘Timezone’: changing this setting to the correct time zone where you live, your posts and comments left on your blog will be time-stamped to your time zone.

Click on the drop down menu, wordpress gives you the name of some of the major cities around the world. Click on the city near you and wordpress already knows the time difference.

If you know what the difference is between your local time and GMT (Greenwich

Mean Time, is the same thing as UTC), you can choose the number in the same list.

Scroll down past the major cities and it starts under the heading of ‘Manual offsets’.

You can find out what your time zone is by visiting this website – greenwichmeantime.com

‘Date Format’: Click on the circle to the left of the option of the most common date displays in the world. The style of the date display on your website is determined by this setting. The last option is to custom the display (d = day, m = month, y = four digital year, F = the month name; j = two-

digital day).

‘Time Format’: Click on the circle to the left of the option of the different time displays. The style of the time display on your website is determined by this setting. The last option is to custom the display (g = the two-digital hour, i = the two-digital minute; a = lowercase as a.m or p.m.).

‘Week starts on’: wordpress has an optional widget called ‘calendar’. If you choose to use this widget in the sidebar, you can select which day is your first day in the week.

If your first day of the week isn’t Monday, choose the day by selecting the day on the drop down menu.

‘Site Language’: You can select your site language by choosing one of the 45 different languages available to wordpress users.

You may find that some themes or plugins, the text is only displayed in English. This because while wordpress supports different languages, some plugins or themes don’t.

Click on ‘Save Changes’ at the bottom of the screen to save any changes you have made to this screen.

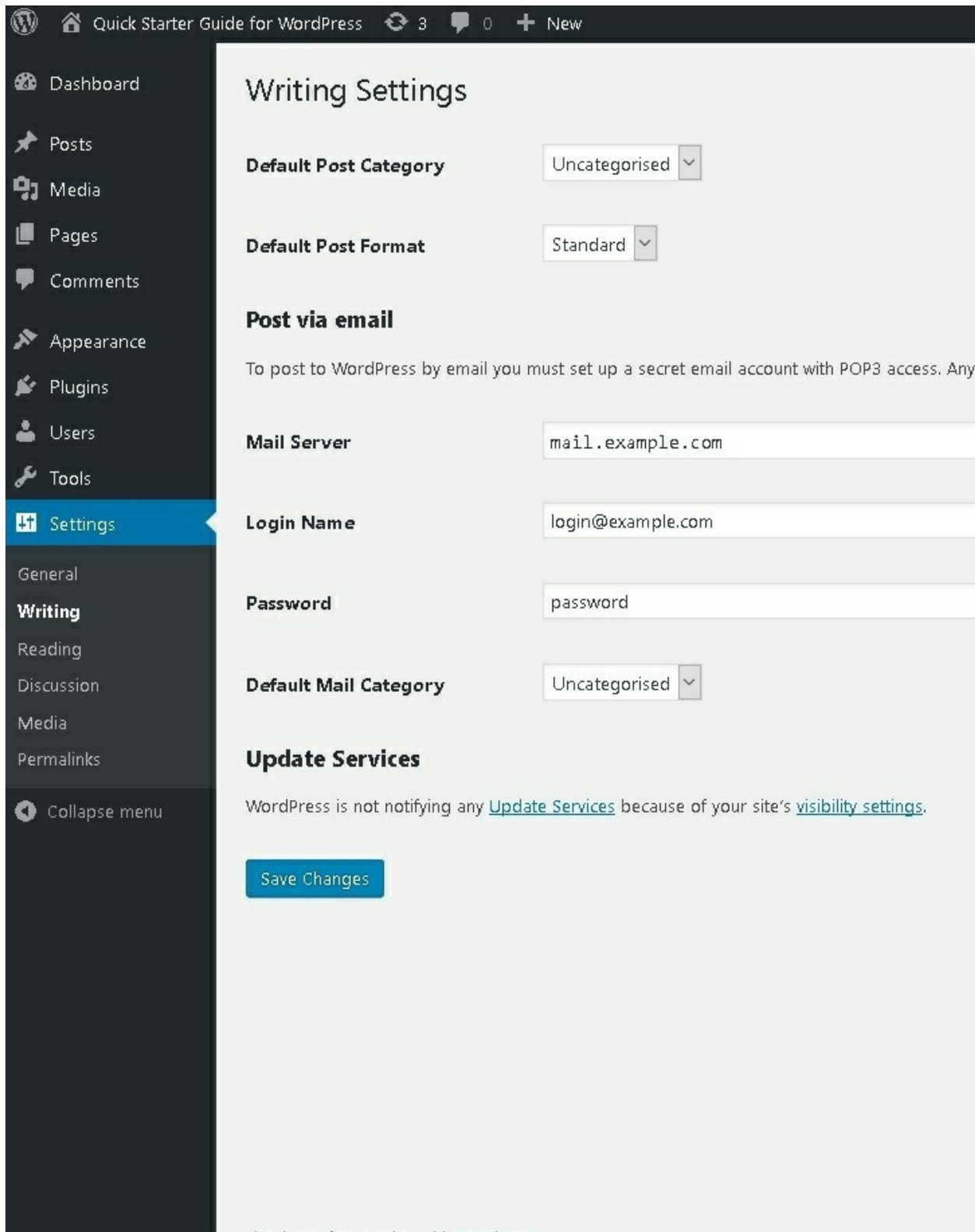
Wordpress will refresh the page with your new settings after you complete this task.

Writing

The Settings Writing Screen provides access to settings that affect the interface you use when creating content in wordpress.

‘Default Post Category’: this is the category that your posts will be added to by default when you write a new post.

‘Default Post Format’: post formats are used to change the format of posts depending on the post types available in your theme.



‘Post via email’: You can publish post on your website by sending it to this

email address. This is more advanced for the beginner. Any mail received at this address will be posted automatically to your website.

Enter in your server information for this account in the boxes provided.

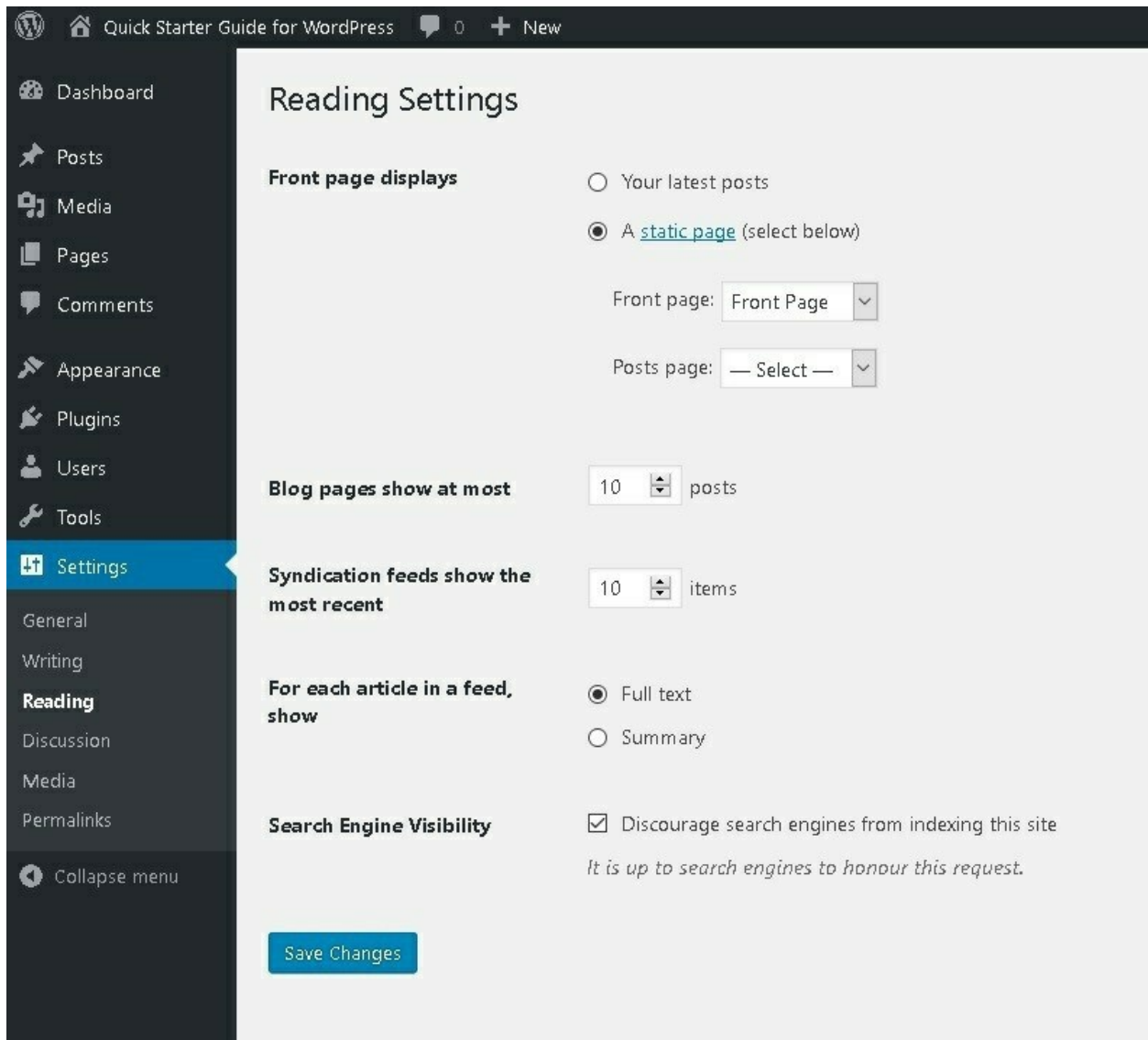
‘Update Services’: It lets other people know you've updated your blog. Wordpress automatically notifies these popular services each time you create or update a post.

The default `rpc.pingomatic.com`, updates all the popular services simultaneously. To add additional XML-RPC Ping Services, click on the box. Under the default service, add in each new service per line.

Click on ‘Save Changes’ at the bottom of the screen to save any changes you have made to this screen. Wordpress will refresh the page with your new settings after you complete this task.

Reading

The Settings Reading Screen has the power to change the function of your entire wordpress website by setting whether the front screen will display your posts or a static website.



‘Front page displays’: By changing these options, the look of your website can be set as a blog or a website. This is explained in more details under Chapter 7 for ‘Creating the Front Page of Your Website’.

‘Blog pages show at most’: Number of posts to show per page. Depending on your theme, having a lower number can reduce the need to scroll down pages on your website.

‘Syndication feeds show the most recent’: Number of posts to show in your RSS feed at any time.

‘For Each Article in a Feed, Show’: In your RSS feed, you set to publish the full text or a summary of the post. With the full text option, wordpress will publish the entire post in your RSS feed.

The other option ‘summary’, wordpress will publish only an excerpt.

‘Search Engine Visibility’: whether or not to ask Search Engines to index your site. If you have disabled this during installation, you can un-tick the option. Leave this option unchecked if you would like your site’s content to be indexed by Search Engines.

However, if you would prefer to have your site setup and ready before being crawled by the Search Engines, check this option.

Click on ‘Save Changes’ at the bottom of the screen to save any changes you have made to this screen. Wordpress will refresh the page with your new settings after you complete this task.

Discussion

The Settings Discussion Screen is all about comments and communication.

Default Article Settings

You can tell wordpress how to communicate with other blogs and whether the public can leave comments.

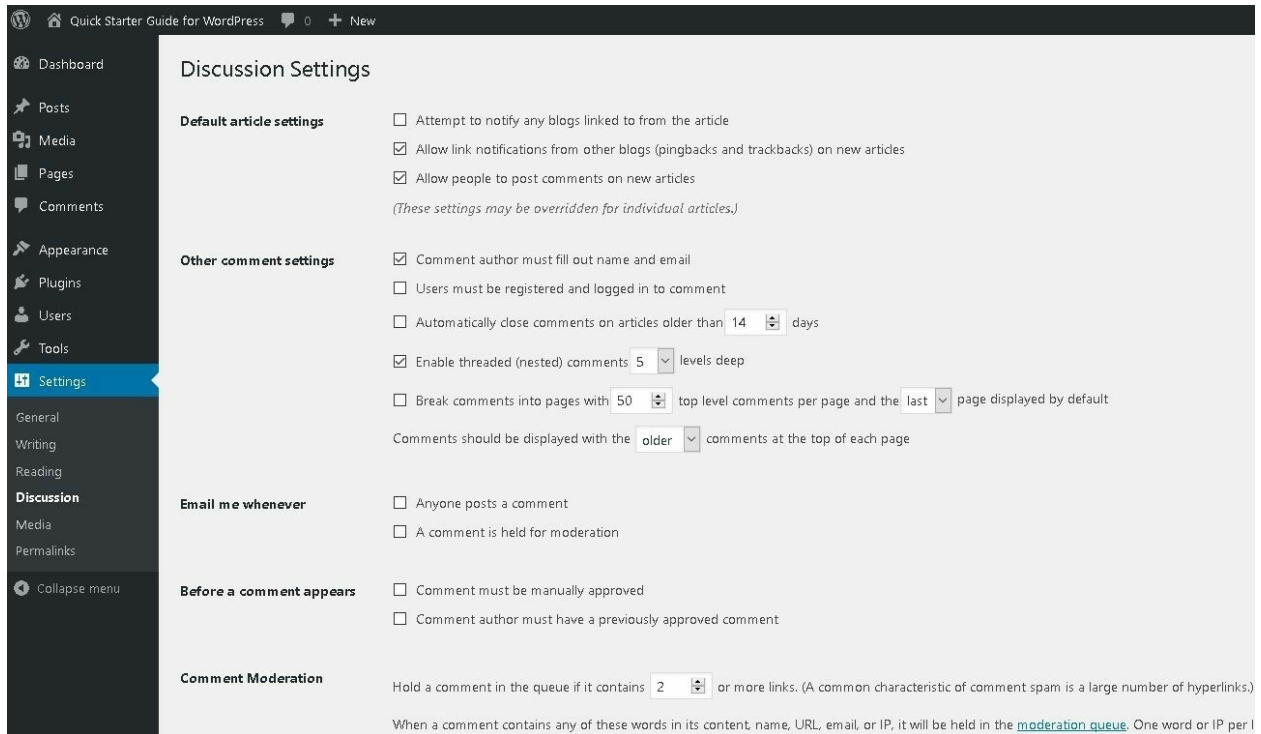
‘Attempt to notify any blogs linked to from the article’: Notify authors of other blogs if you link to their blog. This notification is also commonly referred to as **trackback**.

Unfortunately, in these days of increasing SPAM, by selecting this option the other blog is more likely to see your notification as SPAM.

‘Allow link notifications from other blogs (pingbacks and trackbacks) on new articles’:

Receive notifications from other blogs when they link to you.

‘Allow people to post comments on new articles’: Allow comments to be made on posts.



other Comment Settings

These settings tell wordpress how to handle comments on your website.

‘Comment author must fill out name and email’: Any comments left on your blog, users are required to leave their name and email address.

This help you combating spam and prevents anonymous people from posting comments.

‘Users must be registered and logged in to comment’: Similar to the previous option, but users must be a registered user of your site before they can post a comment.

This option can be used to say post a comment on an item that the user has purchased.

‘Automatically Close Comments on Articles older Than X Days’: wordpress automatically allows readers to comment on articles today or in the past. This option when ticked will limited the time in which articles can be commented on.

Fill in the text box with the number of days you want to wait before wordpress closes comments automatically on older articles.

‘Enable threaded (nested) comments X levels deep’: wordpress automatically displays the comments in chronological order. By selecting this option, the comments are displayed in the nested look (Allows you and your readers to reply to comments within the comment itself) and up to so many levels deep.

You can choose up to 10 levels deep by using the drop-down menu.

‘Break comments into pages with X top level comments per page and the X page displayed by default’: Fill in the text box with the number of comments you want to display on one page.

For sites that get large amounts of comments on their site, there is a problem of page load speed. By selecting and filling out the numbers of comments per page, you can solve this issue.

The second part to this option is to select from the drop - down menu whether you want the first or last page displayed by default.

‘Comments should be displayed with the X comments at the top of each page’: Use the drop-down menu to sort the display of comments on your site.

The ‘older’ option displays the comments from oldest to newest. Changing this to ‘newer’, changes the display to newest to oldest comments.

Email me whenever

‘Anyone posts a comment:’: Get notified when somebody posts a comment on your blog. The e-mail address that is sent to, is listed in your profile. Deselect this check box if you don’t want this notification.

‘A comment is held for moderation’: Before the comment goes live on the site, you can read it and approved the comment. Wordpress will send an email you, to let you know that a comment is held for moderation.

Deselect this check box if you don’t want this notification.

Before a comment appears

What to do when a comment is made on your blog. Post it immediately or manually moderate it before publishing.

‘Comment must be manually approved’: Comments are left in the moderation queue until you, the administrator, log in and approve it. Select this check box to enable this option. Having this option un-selected, comments are posted immediately live to your site.

‘Comment author must have a previously approved comment’: The first time

the reader comments on your site, it is sent to the moderation queue.

After your approval, this reader and further comments from them are automatically approved. Wordpress stores their email address in a database and uses this to know if the author has already been approved.

Comment Moderation

‘Hold a comment in the queue if it contains X or more links. (A common characteristic of comment spam is a large number of hyperlinks.)’: To prevent spammers from posting comments that have too many links in them.

You tell wordpress that if the comment has more than the number listed here (Change the number between the words ‘contains’ and ‘or more links’), hold this comment in moderation.

‘When a comment contains any of these words in its content, name, URL, email, or IP, it will be held in the moderation queue. one word or IP per line.

It will match inside words, so “press” will match “wordpress”’: In the large white box you can type in words, urls, email address, and IP addresses in comments that you want to be held in the moderation queue for your approval.

Comment Blacklist

‘When a comment contains any of these words in its content, name, URL, email, or IP, it will be marked as spam. one word or IP per line. It will match inside words, so “press” will match “wordpress”’: In the large white box you can type in words, urls, email addresses, and/or IP addresses that you want to ban from your site.

These comments are filtered out by wordpress system filters as spam. Like junk filters in your e-mail mailbox, this works the same way in that comments are filter out.

Avatars

An avatar is an image that follows you from weblog to weblog appearing beside your name when you comment on avatar enabled sites. Here you can enable the display of avatars for people who comment on your site by having the checkbox ticked.

Avatars and Gravatars

A Gravatar is a globally recognized avatar. You create your profile just once using an account from <http://gravatar.com>. Then when you participate in any Gravatar-enabled site (wordpress has this service integrated into it by Automattic, the core group behind the wordpress platform), your Gravatar image will automatically follow you here.

You need to sign up for an account with Gravatar before you can use this service and assign an avatar to yourself. Signing up to gravator.com isn't required and wordpress will show an avatar from the 'default avatar' settings, if you or your readers don't have an account.

Maximum Rating

Similar to movie rating system, you can choose images of readers Gravatar that have a G, PG, R and X rating to be displayed on your site. Wordpress automatically chooses G for your site.

Default Avatar

For users without a custom avatar of their own, you can either display a generic logo or a generated one based on their email address.

Click on 'Save Changes' at the bottom of the screen to save any changes you have made to this screen. Wordpress will refresh the page with your new settings after you complete this task.

Media

The Settings Media Screen provides settings for working with images in your posts and pages. Wordpress will automatically resize your images into three different categories. When you insert images into your content, you can ask wordpress to resize those images down to one the following image sizes:

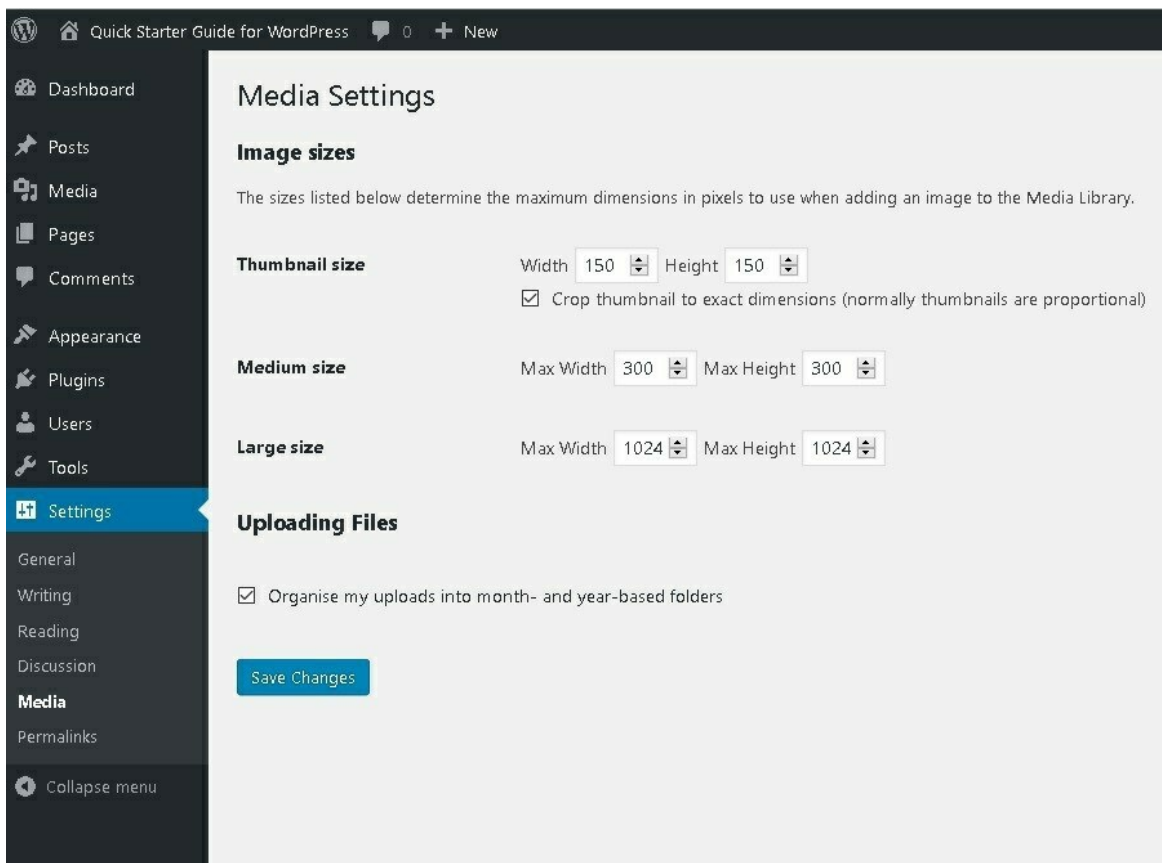
- 'Thumbnail size': Create a small size image that is using 150 pixels x 150 pixels. To change either the height or width numbers of the image. Type in the new size or using the up/down arrows to change it.

Select the 'Crop Thumbnail to Exact Dimensions (normal thumbnails are proportion)' checkbox to use exactly the above dimensions. By deselecting this checkbox, wordpress will keep the image automatically in proportion for you.

- 'Medium size': Images will have an increased maximum size of 300 pixels x 300 pixels. To change either the height or width numbers of

the image. Type in the new size or using the up/down arrows to change it.

- ‘Large size’: Images will have a maximum size of 1024 pixels x 1024 pixels. To change either the height or width numbers of the image. Type in the new size or using the up/down arrows to change it.



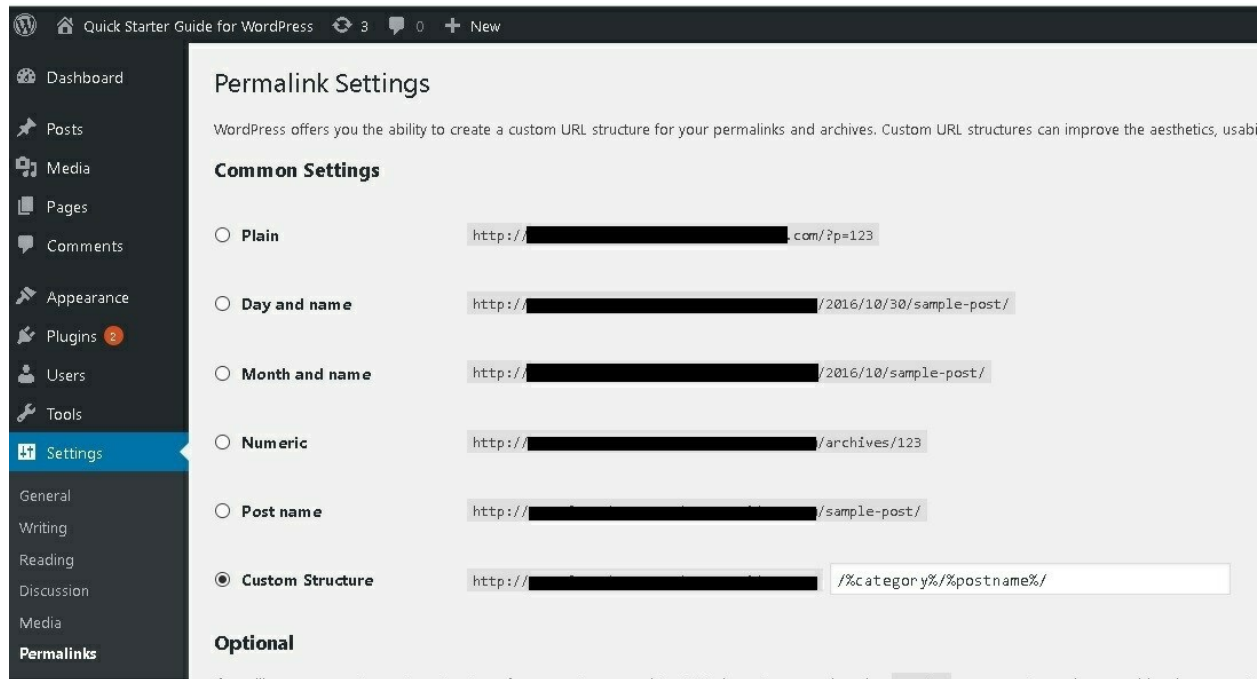
Uploading Files:

‘organise my uploads into month- and year-based folders’: When this checkbox is selected, wordpress will sort your uploads into the folder by month and by year. Wordpress stores your media files in ‘/wp-content/uploads/2016/02’.

In this example, files are uploaded in the February 2016 month. Deselecting this checkbox, your media files are stored in ‘/wp-content/uploads’.

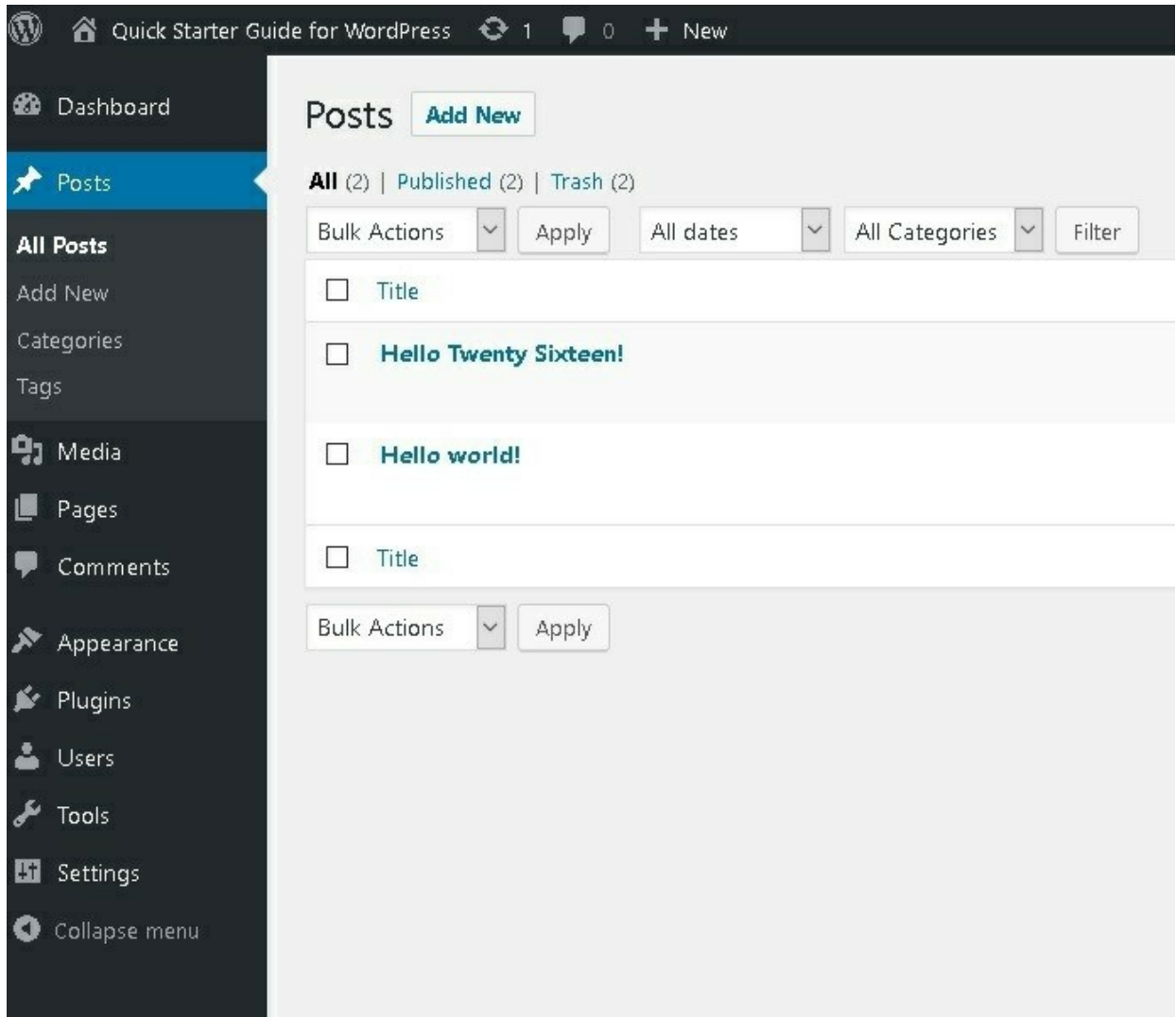
Click on ‘Save Changes’ at the bottom of the screen to save any changes you have made to this screen. Wordpress will refresh the page with your new settings after you complete this task.

Permalinks



The Settings Permalinks Screen provides settings for permalinks. Permalinks are the way your urls on your wordpress pages and blog posts are displayed. The Settings Permalink Screen allows you to set the format of these urls. See Chapter 5 for ‘Examining a Post’s Address’ for more detail on how you can use permalinks to format the style of the urls on your wordpress site.

Setting Your Site’s Format Posts



The posts that you write will form a significant part of the content of your website. So it's important that you properly sort this content so that it is easily discoverable by your audience.

See Chapter 5 on 'Writing Your First Entry' on your wordpress site to add content to it. Under the 'Posts' heading on the sidebar you will find the following menu options:

All Posts

The 'All Posts' screen allows you to view all your current content and perform management tasks.

on the first row, wordpress shows you the number of posts on your website. Breaking this down into posts that have been published and ones that are still

in the drafting stage.

Anytime there are posts in the Trash, you will see 'Trash' included in this row.

To the right of the 'Bulk Action' drop-down box, by selecting 'All Dates' or category name in the drop-down box, you can filter out the posts to find and perform management tasks.

Another way to find posts is to use the 'Search Posts' box, located on the top right hand side of the page.

The management tasks performed on this screen are editing posts, restoring posts from the trash and deleting posts permanently.

Editing Posts in Bulk

By editing posts in bulk, you can perform these functions (Some of these functions are explained in more detail in Chapter 5 on 'Publishing Your Post'):

- Change the 'Category' assigned to them.
- Change the 'Tags' associated with them.
- Assign a different 'Author' to the selected posts.
- Clicking on the checkbox to Allow or un-selecting the checkbox to not allow 'Comments' on the posts.
- Change the Publish 'Status' of the posts.
- Clicking on the checkbox to Allow or un-selecting the checkbox to not allow 'Pings' on the posts.
- Clicking on the checkbox to Allow or un-selecting the checkbox to not allow 'Sticky' on the posts.

To edit posts in bulk and perform the different functions:

1. In the sidebar, click 'Posts' then 'All Posts'.
2. Tick the checkbox next to the post you want to edit.
3. Repeat Step 1 until you have selected all of the posts to edit.
4. Choose 'Edit' from the 'Bulk Actions' drop down box.
5. Perform the function or multiple functions.

6. Click on 'Update' to save your changes or 'Cancel' to quit and not save any changes.

Deleting Posts in Bulk

To delete posts in bulk and move them to the trash:

1. In the sidebar, click 'Posts' then 'All Posts'.
2. Tick the checkbox next to the post you want to delete.
3. Repeat Step 1 until you have selected all of the posts to delete.
4. Choose 'Move to Trash' from the 'Bulk Actions' drop down box.

Edit a single Post

To edit a single post:

1. In the sidebar, click 'Posts' then 'All Posts'.
2. Hover over the post, you want to edit.
3. Click on 'Edit'.

Quick Edit Posts in Bulk

By quick editing a post, the following functions can be performed:

- Change the 'Title'.
- Change the 'Slug'.
- Change the Post 'Date'.
- Add in a 'Password' or make it Private by clicking on the checkbox.
- Change the 'Category' associated with this post.
- Add or Change the 'Tags'.
- Clicking on the checkbox to Allow or un-selecting the checkbox to not allow the 'Comments'.
- Clicking on the checkbox to Allow or un-selecting the checkbox to not allow the 'Pings' on the post.
- Clicking on the checkbox to Allow or un-selecting the checkbox to not allow 'Sticky' on the post.

To quick edit posts in bulk and perform the different functions:

1. In the sidebar, click 'Posts' then 'All Posts'.
2. Tick the checkbox next to the post you want to edit.
3. Repeat Step 1 until you have selected all of the posts to edit.
4. Choose 'Edit' from the 'Bulk Actions' drop down box.
5. Perform the function or multiple functions.
6. Click on 'Update' to save your changes or 'Cancel' to quit and not save any changes.

Delete a single Post

To delete a single post and move it to the trash:

1. In the sidebar, click 'Posts' then 'All Posts'.
2. Hover over the post, you want to delete.
3. Click on 'Delete'.

Preview a single Post

To preview the post and see how it looks to the reader:

1. In the sidebar, click 'Posts' then 'All Posts'.
2. Hover over the post, you want to view.
3. Click on 'Preview'

Deleting any posts, they go into wordpress Trash Bin or Trash for short. To access the trash, click on word 'Trash' in the top line of the Posts Page. Hover over the post, you want to perform a function it.

There are two options, the first is to 'Restore' the post and other is to 'Delete Permanently'.

'Restore' the post will restore back to the same Publish Status as when it was deleted.

once you click on 'Delete Permanently', there is no going back.

Wordpress deletes the contents from the database.

Add New

When it's time to publish new posts, you will use the 'Add New' screen.

Categories

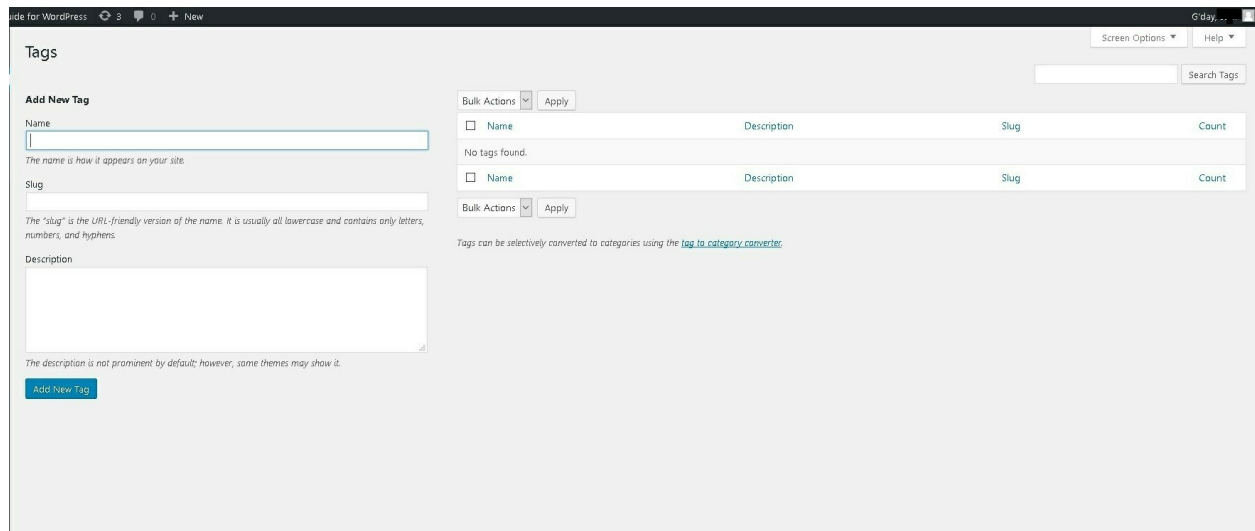
The convenience of categories in wordpress, that will help you organise your website’s content into a way that will make browsing your site easier for your visitors and for you managing it.

See Chapter 5 on ‘Staying on Topic with Categories’ to explore how to create and edit your category names.

Tags

Tags are similar to categories, but are more lightweight. Whereas you would publish a post under a single category, your post might have several tags.

For example, if you create a post about a new model of car, you might want to tag the post with the make of the car, the model, the word ‘cars’ and the words ‘new cars’.



To create a new tag:

1. Click ‘Tags’ under the ‘Posts’ heading in the sidebar. In the word ‘Name’, write in tag name. Using the above example, type in ‘cars’.
2. ‘Slug’: a Slug (human friendly URL). It is usually all lowercase and contains only letters, numbers, and hyphens. Note: you are not allowed to use spaces in the SLUG as a space is not a URL friendly character.
3. ‘Description’: optionally you can write in a description. Depending on your theme, it may show the on your website.
4. Click ‘Add Tag’ to save a new tag.

Your tag is now created and you will see it again on the right hand side of the

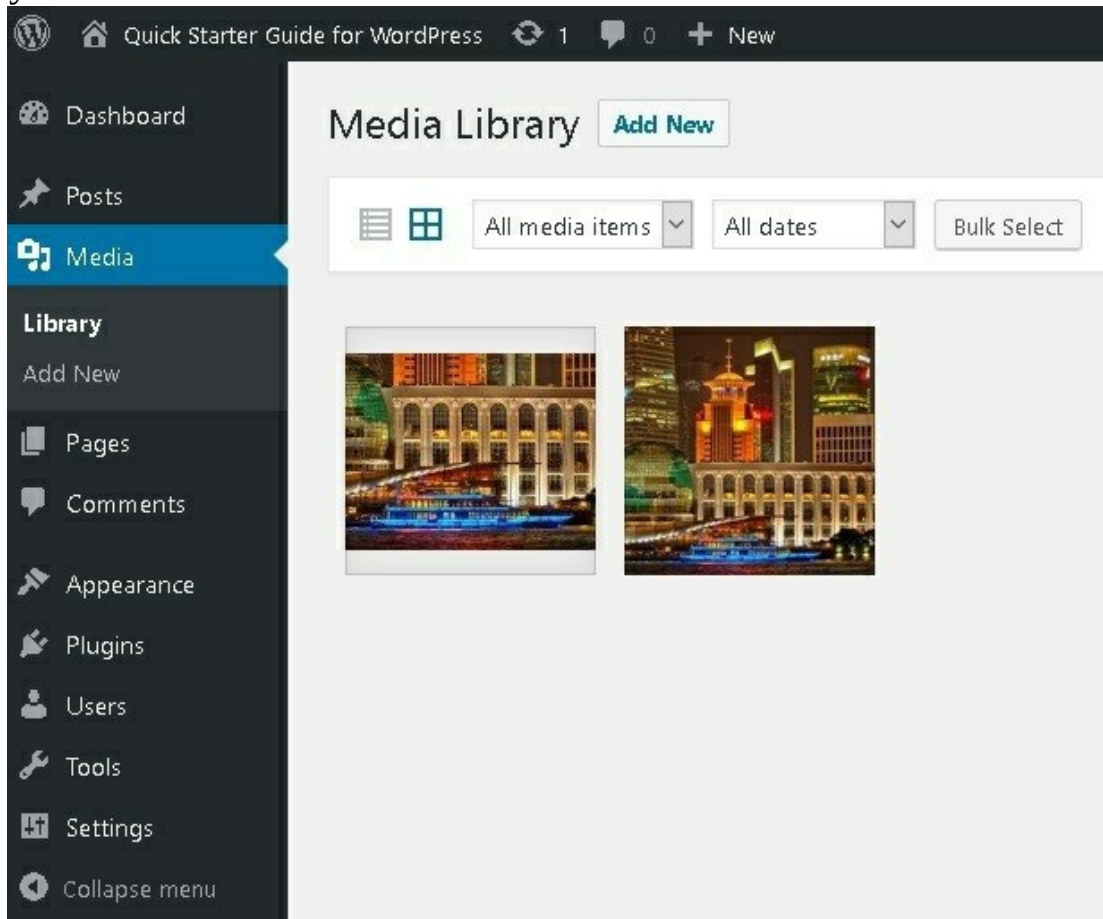
same screen, where you can then edit or delete the tag.

Tags can also be created on the fly when creating wordpress content. So don't worry if you can't think of all your tags upfront – they will come to you naturally as you write content and can be added at the same time.

Media

Media such as photos and videos are a very important tool for any web publisher. Wordpress offers highly capable features to enable the use and management of media throughout your wordpress website.

See Chapter 6 on how to upload and insert images, videos or audio files into your content.



Under the 'Media' heading on the sidebar you will find the following menu options:

Media Library

The library is a central location where all media files you have uploaded to

wordpress are accessible for editing, captioning and using inside and outside of wordpress.

The library can be accessed under the 'Media' heading in the sidebar.

Add New

To add new media to your library, click 'Add New' under the 'Media' heading in the sidebar or similarly click the 'Add New' button on the library screen.

You can drag and drop files onto the 'Add New' screen or click the 'Select Files' button.

Pages

Unlike posts, pages are not grouped into categories. Wordpress pages (website pages) are used to display content on your site that is generally not changed over time.

The types of pages that are used for example are terms and conditions, contact us, about us or the front page of the site.

See Chapter 5 on how to write your first entry on your wordpress site. Under the 'Pages' heading on the sidebar you will find the following menu options:

All Pages

Under the 'Pages' heading on the sidebar, click 'All Pages' and you will be presented with a list of all pages currently residing in your wordpress system.

Both published and unpublished pages are available for viewing on this screen.

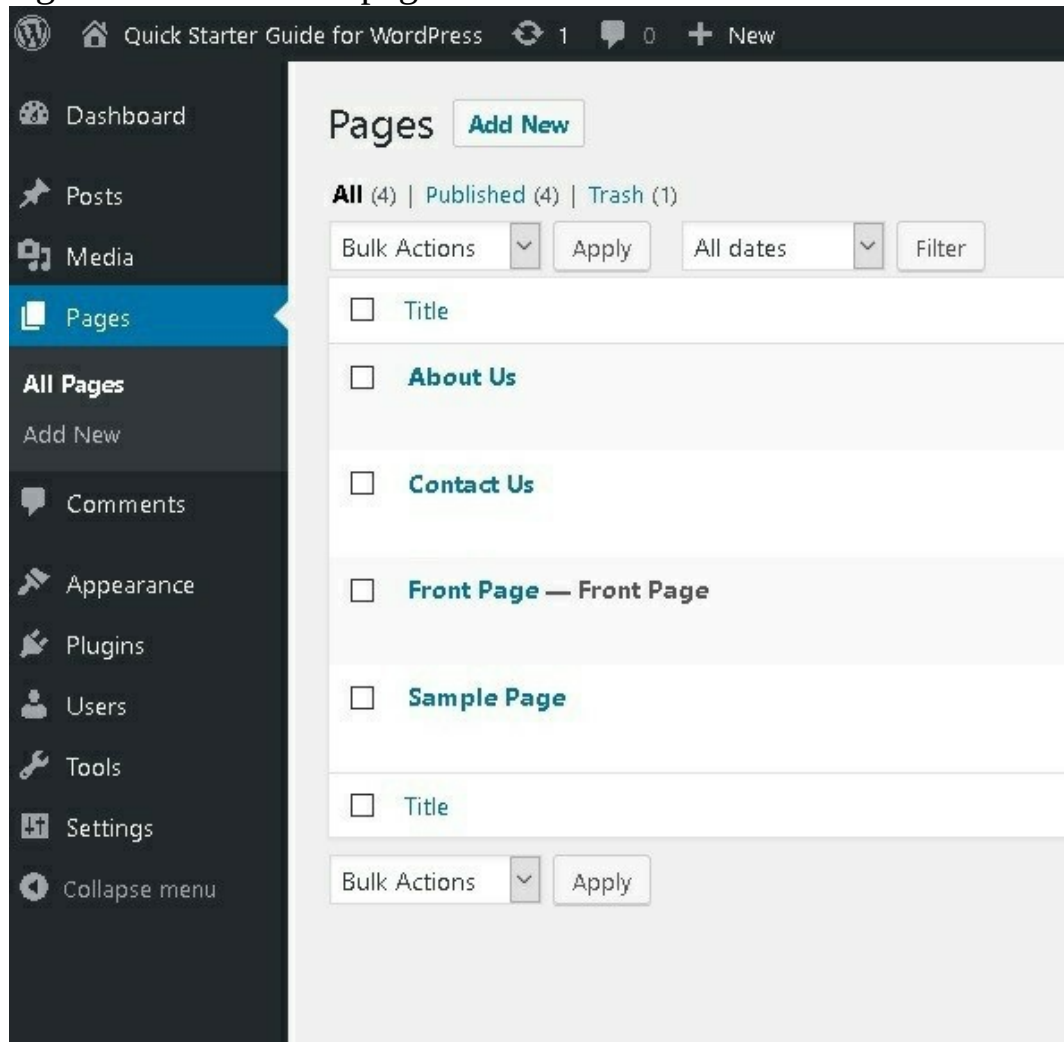
You can also view pages you've placed in the trash.

on the first row, wordpress shows you the number of pages on your website. Breaking this down into page that have been published and ones that are still in the drafting stage.

Anytime there are pages in the trash, you will see 'Trash' included in this row.

To the right of the 'Bulk Action' drop-down box, by selecting 'All Dates' or the month and year when the page was published in the drop-down box. You can filter out the pages to find and perform management tasks.

Another way to find pages is to use the ‘Search Page’ box, located on the top right hand side of the page.



Editing Pages in Bulk

The management tasks performed on this screen are editing pages, restoring pages from the trash and deleting pages permanently.

By editing pages in bulk, you can perform these functions (Some of these functions are explained in more detail in Chapter 5 on ‘Publishing Your Post’):

- Assign a different ‘Author’ to the selected page.
- Assign a ‘Parent’ Page to the selected page. Wordpress supports subpages called Child Pages. Child pages are linked to the main

(parent) page.

- Assign a different 'Template' to this page. The 'Default Template' in wordpress is a simple blank white page. Different themes allow you use their templates to change the look of the page.
- Clicking on the checkbox to Allow or un-selecting the checkbox to not allow 'Comments' on the pages.
- Change the Publish 'Status' of the pages.

To edit pages in bulk and perform the different functions:

1. In the sidebar, click 'Pages' then 'All Pages'.
2. Tick the checkbox next to the page you want to edit.
3. Repeat Step 1 until you have selected all of the pages to edit.
4. Choose 'Edit' from the 'Bulk Actions' drop down box.
5. Perform the function or multiple functions.
6. Click on 'Update' to save your changes or 'Cancel' to quit and not save any changes.

Deleting Pages in Bulk

To delete pages in bulk and move them to the trash:

1. In the sidebar, click 'Pages' then 'All Pages'.
2. Tick the checkbox next to the page you want to delete.
3. Repeat Step 1 until you have selected all of the pages to delete.
4. Choose 'Move to Trash' from the 'Bulk Actions' drop down box.

Edit a single Page

To edit a single page:

1. In the sidebar, click 'Pages' then 'All Pages'.
2. Hover over the page, you want to edit.
3. Click on 'Edit'.

Quick Edit Pages in Bulk

By quick editing a page, the following functions can be performed:

- Change the 'Title'.

- Change the 'Slug'.
- Change the Post 'Date'.
- Add in a 'Password' or make it Private by clicking on the checkbox.
- Assign a 'Parent' Page to the selected page.
- Change the 'order' of the pages. You can change the order that your pages are displayed. Wordpress will display them in that order using your theme options or the 'Pages Widget'.
- Assign a different 'Template' to this page
- Clicking on the checkbox to Allow or un-selecting the checkbox to not allow the 'Comments'.
- Change the Publish 'Status' of the pages.

To quick edit pages in bulk and perform the different functions:

1. In the sidebar, click 'Pages' then 'All Pages'.
2. Tick the checkbox next to the page you want to edit.
3. Repeat Step 1 until you have selected all of the pages to edit.
4. Choose 'Edit' from the 'Bulk Actions' drop down box.
5. Perform the function or multiple functions.
6. Click on 'Update' to save your changes or 'Cancel' to quit and not save any changes.

Delete a single Page

To delete a single page and move it to the trash:

1. In the sidebar, click 'Pages' then 'All Pages'.
2. Hover over the page, you want to delete.
3. Click on 'Delete'.

Preview a single Page

To preview the page and see how it looks to the reader:

1. In the sidebar, click 'Pages' then 'All Pages'.
2. Hover over the page, you want to view.

3. Click on 'Preview'

Deleting any pages, they go into wordpress Trash Bin or Trash for short. To access the trash, click on word 'Trash' in the top line of the Pages Page.

Hover over the page, on which you want to perform a function.

There are two options, the first is to 'Restore' the page and other is to 'Delete Permanently'.

'Restore' the page will restore back to the same Publish Status as when it was deleted.

once you click on 'Delete Permanently', there is no going back. Wordpress deletes the contents from the database.

Add New

To add a new page, click the 'Add New' button under the 'Pages' section of your sidebar. You should now see the 'Add New Page' screen with an editor and other features for page publishing.

We will explore publishing your first page in Chapter 5 – Writing Your First Entry.

Comments

Under the 'Comments' section on your sidebar. The screen lists any comments that were posted on your site. You can use this screen to quickly approve comments, reply, edit or mark as spam.

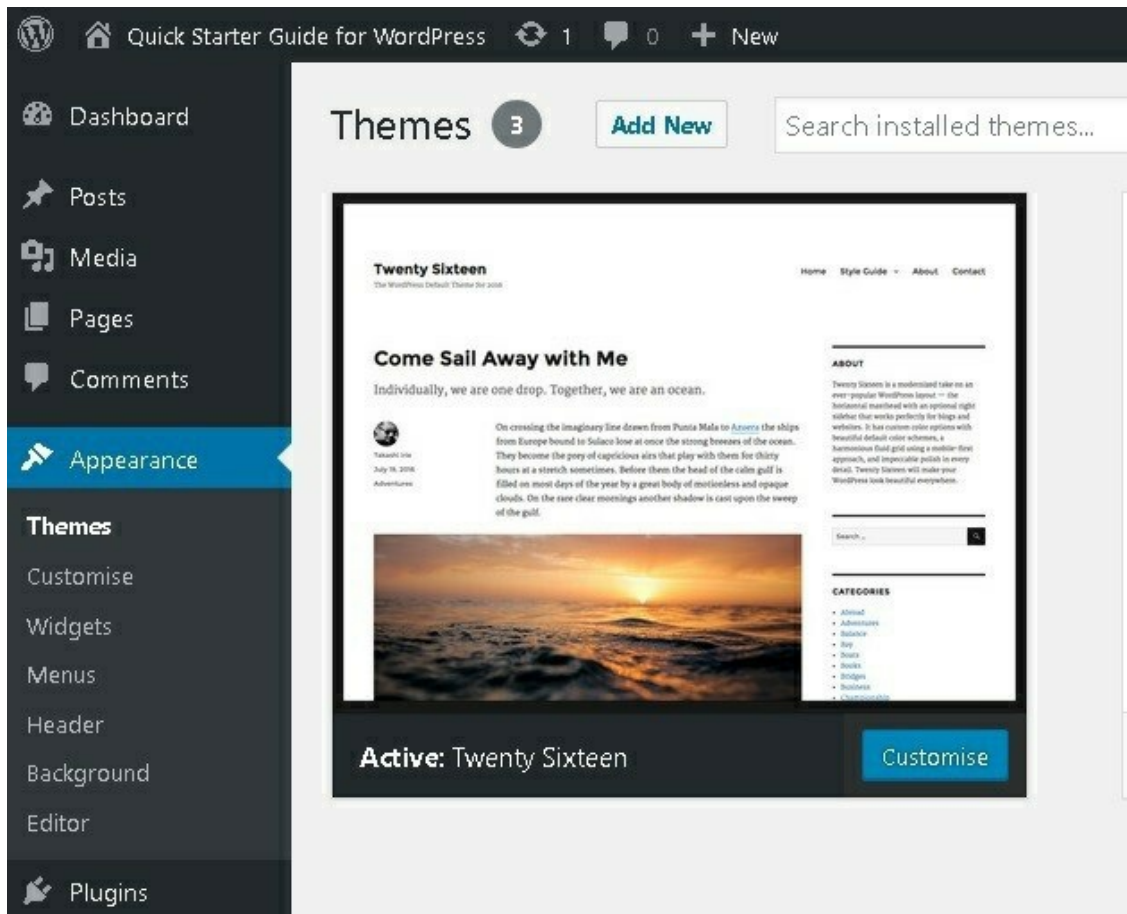
See Chapter 5 for Understanding wordpress Comments.

Appearance

There are many options available for customising the appearance of your wordpress website.

Themes

Wordpress themes are how you change the entire look and feel of your website. We will explore wordpress themes further in Chapter 4.



For now, it is enough to know that the Themes section of the WordPress Dashboard is where you can customise the look and feel of your website.

Customise

The Customise Screen allows you to modify your WordPress theme. The customisation options available depend on the theme that you have installed.

Generally, you can customise site title, colours, header image, background image, menus and widgets.

Widgets

Widgets allow you to add customisable content to various parts of your WordPress website depending on the features available in your theme. We will explore the features provided by widgets further in Chapter 8.

Menus

Wordpress Menus lets you dramatically customise the way users navigate your website. See Chapter 8 for Creating Custom Navigation Menus.

Header

Customising the header lets you change the entire look of your website by customising logos, the background of your header image and the appearance of navigation menus.

Background

Changing the background of your website provides the most bang for buck available.

Adjusting this one attribute of your website changes the entire look of the website.

Editor

The editor allows you to edit the code of your wordpress themes, right from within wordpress. This is an advanced feature that requires coding knowledge.

Plugins

The plugins section of the Dashboard lets you see what wordpress plugins are currently installed, install new plugins or deactivate, edit and delete existing products.

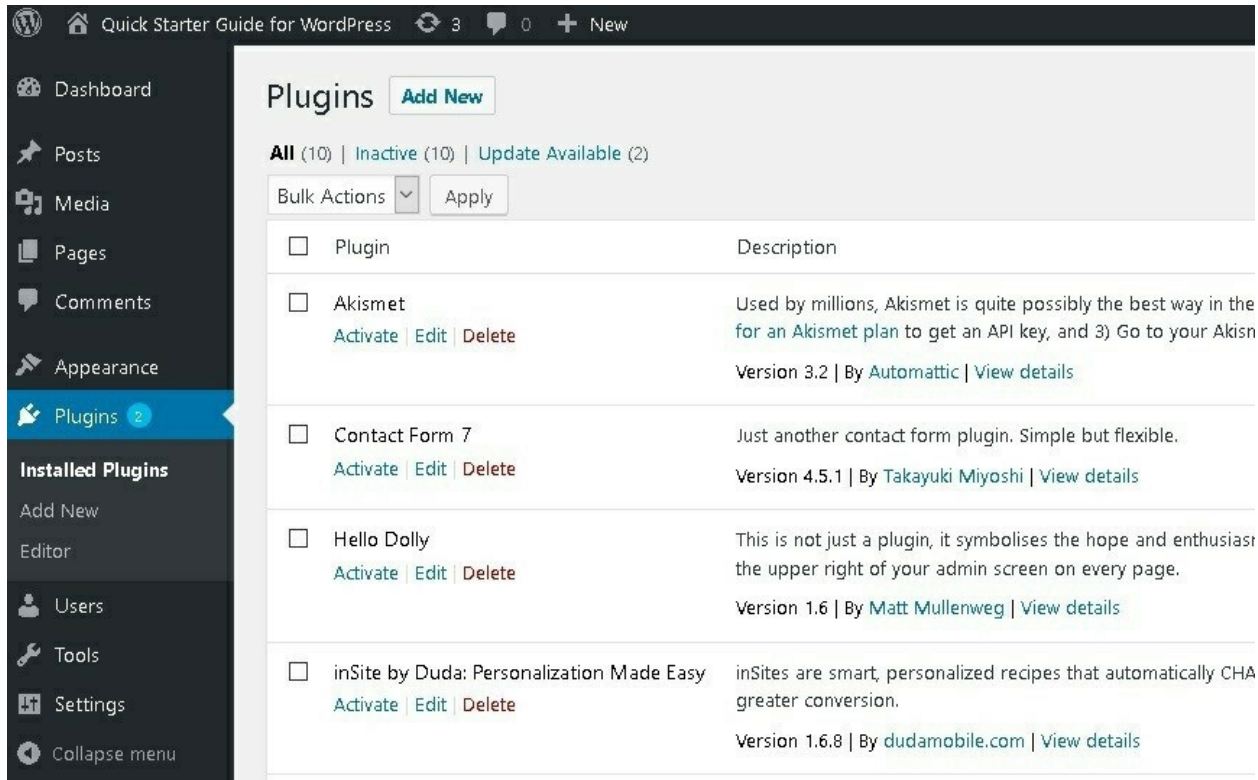
We will explore Plugins further in Chapter 9.

Installed Plugins

The plugins listed under installed plugins are all plugins that are currently installed to your wordpress site. They can be active or inactive. After installing a wordpress plugin, it must be activated before it can be used.

Add New

The 'Add New' section of the Dashboard allows you to discover and install new plugins for wordpress.



The plugins displayed on this screen are pulled from the wordpress Plugin Directory, which makes available tens of thousands of free wordpress plugins.

Plugin Editor

The Plugin Editor allows you to make changes to the code of your plugins right from within wordpress. This is an advanced feature that requires coding knowledge.

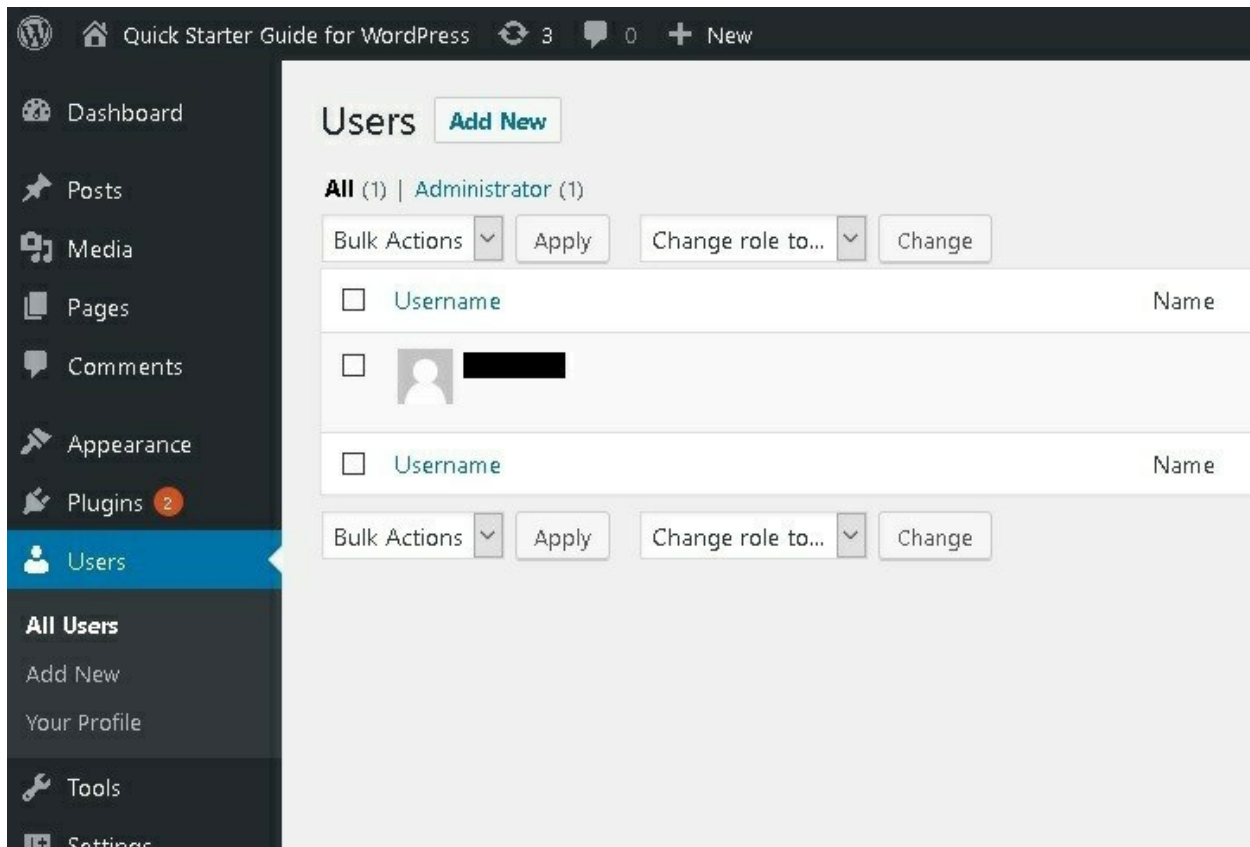
Users

The 'Users' section of the Dashboard provides administration features for management of wordpress users. We will explorer Users and Their Capabilities in Chapter 7.

All Users

The All Users screen displays all users currently within the wordpress system.

Add New



The Add New screen is where you create new users for accessing your wordpress system.

Your Profile

Creating your own profile lets you customise the colours of the dashboard, set keyboard shortcuts and other preferences to do with the admin area of wordpress.

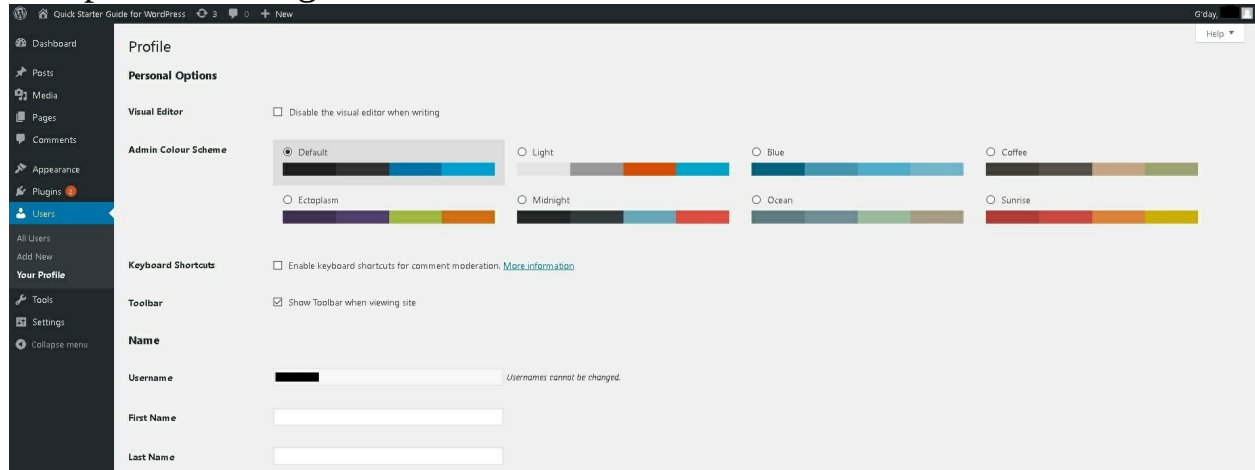
In addition to preferences, you also use the profile to provide information about yourself, such as name, a short biography and website address, that depending on your theme and settings, can be published live on your wordpress website, usually as a sign off on your blog posts.

You also use this screen to update your password, clear sessions (to log out of every machine you have ever logged into wordpress on) and update your profile picture.

‘Visual Editor’: The visual editor is a toolbar when you are writing your content and has formatting options on it. To turn it off, select the ‘Disable the Visual Editor When Writing’ check box.

‘Admin Colour Scheme’: The default colour on your Dashboard is a black and grey colour scheme with blue as a highlight colour.

You can make the Dashboard have a different feel to it by changing the colour scheme to one of the other schemes like Light, Blue, Coffee, Ectoplasm, Midnight, ocean and Sunrise.



‘Keyboard Shortcuts’: Sites that have a lot of comments, wordpress has a feature that enables you to use keyboard shortcuts for comment moderation. Select the checkbox to enable this feature.

To learn more about keyboard shortcuts, click the More Information link.

‘Toolbar’: The Toolbar is the bar along the top of the screen of the wordpress admin area.

The Toolbar lets you quickly jump to areas of the wordpress admin area you’ll likely want to visit frequently to perform publishing and other tasks.

Un-select the checkbox to not display the toolbar on your site.

Quick Starter Guide for WordPress 3 0 + New

- Dashboard
- Posts
- Media
- Pages
- Comments
- Appearance
- Plugins 2
- Users**
 - All Users
 - Add New
 - Your Profile
- Tools
- Settings
- Collapse menu

Nickname (required)

Display name publicly as

Contact Info


Email (required)

Website

About Yourself

Biographical Info

Share a little biographical information to fill out your profile. This may be shown publicly.

Profile picture 

You can change your profile picture on [Gravatar](#).

Account Management

New Password

‘Name’: Fill out the text boxes with your first name, last name and nickname. You can choose how your name is publicly displayed from the drop-down list.

Adding your first and last name is optional.

‘Contact Info’: The e-mail address entered here is used by wordpress to notify you when you have new comments or new user registrations on your website. optionally you can enter in your URL of your website in your profile.

‘About Yourself’: optionally you can enter in Bio information about yourself and when your profile is published, the public can view this information. As this information is public, always be careful on what you enter in here.

‘New Password’: To change the password, you log onto your wordpress site, type in your new password in the first text box. To confirm your new password, type it in again in the second text box.

Wordpress helps you create a secure password by alerting you below the two boxes, if the password is Very Weak, Weak, Medium or Strong.

Use a combination of letters, numbers and symbols, so it’s harder for anyone to guess it.

For the administrator account, I recommend using a 16 character long password (for example, yjext59up98qdoh&).

Having a strong password on your site will lower the risk of hackers guessing it. See Chapter 10 on Maintaining Your wordpress Site about how you can reduce the risk of hackers hacking into your site.

Click on ‘Update Profile’ at the bottom of the screen to save any changes you have made to this screen.

Wordpress will refresh the page with your new settings after you complete this task.

Tools

The tools section of the Dashboard provides some useful utilities for working with wordpress.

Available Tools

The ‘Available Tools’ screen shows tools available within your wordpress system. Tools such as Press This and Categories and Tags Converter will be available by default.

Import

The import feature allows you to import content you’ve created on other platforms. This is very handy if you started blogging on a platform such as Blogger and decided to upgrade to wordpress.

Export

If you want the content you’ve created within wordpress to be made available outside of wordpress, use the export feature to get your data.

Chapter Recap

In this chapter you've been introduced to your wordpress dashboard, your control centre for your entire website.

We've explored the wordpress dashboard, how to oversee your content and the status of your website including comments and link backs from other blogs.

Knowing the wordpress dashboard inside out is a requirement for any good wordpress publisher.

Take your time to feel comfortable with the dashboard as a whole before continuing on to explore the deeper functionality of each screen.

Throughout the rest of the book, we will take deep dives into the features we've explored in this chapter to show you how to become a proficient wordpress publisher and run a successful wordpress website.

Chapter 4 – Themes

Introduction to Themes

Now it's time to turn our attention to arguably the most important part of any wordpress website, the theme.

We'll explore what a theme is, why it's so important and how you can use it to brand your website and make it your own.

Themes are a powerful tool for customising your wordpress website.

With free and premium options available in abundance, we will cover what you need to know to keep your site safe and to pick the best theme for your site.

What is a wordpress Theme?

When you're looking at a wordpress site, what you're actually seeing is the Wordpress theme. Wordpress themes are how you customise the look and feel of your website.

The wordpress theme is the design of your website, so to speak. It's the colours, fonts, logos and layout that make up the aesthetics of your website.

When you want to customise your wordpress site to suit your brand, what you're actually wanting to do is customise your theme.

Because the wordpress theme is how your users will experience your published content, you will want to spend some time getting it right.

A good theme should reflect your brand, present your content appropriately, and in this day and age, adapt to mobile and tablet screen sizes as well as desktop.

Getting Started with Free Themes

Wordpress themes can be purchased or downloaded for free, from various online distributors. We'll start by exploring the world of free themes.

Finding free themes

one of the best things about wordpress themes is that there are plenty available for free on the internet. You'll find many sources offering free wordpress themes that you can download to your wordpress site and use completely free of charge.

Avoiding unsafe themes

Before you download your first free wordpress theme, you need to know that unfortunately, there is such a thing as an "unsafe" theme.

By this we are referring to themes that have been created by developers with a malicious intent of either taking control of your web host or using it to distribute spam.

It is extremely important that you avoid unsafe themes.

The wordpress.org theme directory is a safe place to obtain your free wordpress theme.

This is the official theme repository offered by wordpress and can be accessed from right inside your wordpress system for ultimate ease of use.

Previewing the themes in the Theme Directory

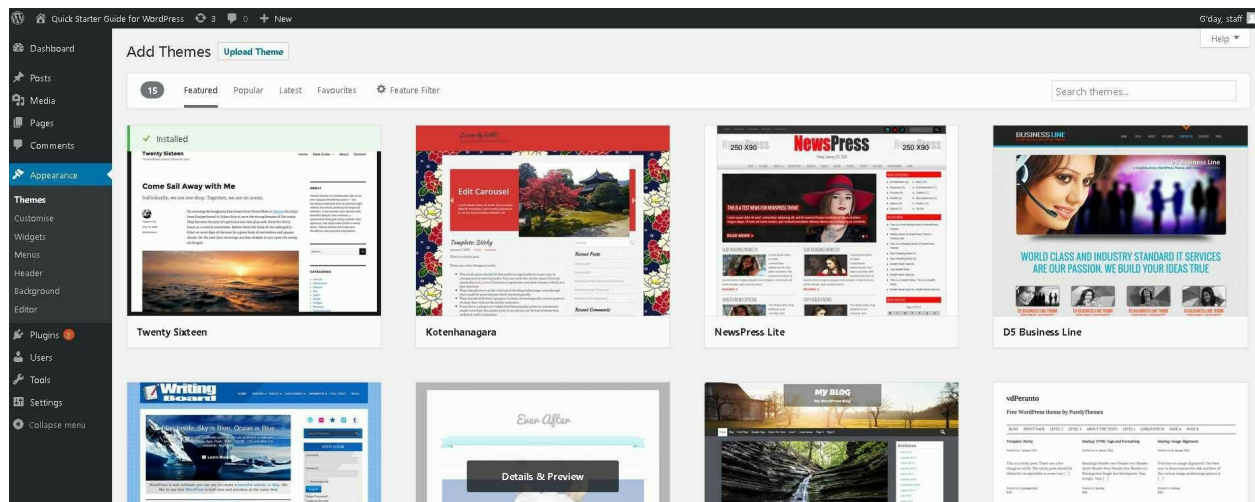
When you browse for new themes in the wordpress Theme Directory you can see a preview of the new site instantaneously, right inside wordpress, using

your current content and settings.

This is a great feature and saves a lot of time when previewing new themes as you don't need to go through the effort of installing the entire theme, just to find it's not what you were looking for after all.

Downloading the themes from Theme Directory

You can download free themes from the wordpress Theme Directory from directly inside wordpress.



To get started, log into your wordpress administration area in the usual way, then:

1. In the sidebar, click 'Appearance' and then 'Themes'.
2. You will see a list of all your currently installed wordpress themes with screenshot previews of each. At the end of the list you will see an 'Add New Theme' option.
3. Click it 'Add New Theme'.

You are now browsing the wordpress Theme Directory directly from within your wordpress installation.

By default, you will be presented with featured themes, but you can browse by popular, latest (the most recent uploaded to the directory) and favourites (as chosen by other wordpress users).

Additionally, you can also search the Theme Directory by theme features and keywords.

Browse the directory for a theme you like. once you've found it, click the

‘Preview’ button to see a live preview of the theme on your wordpress website.

You can click the ‘Install’ button to install the theme, which we will explore further under the heading ‘Activating a New Theme’ later in this chapter.

Deciding to use Premium Themes

In addition to free themes, there are premium themes. Premium themes are usually professionally designed by agencies or teams of professionals who offer what would be the result of hiring your own web design agency to build a wordpress theme at a fraction of the cost.

once you’ve added your logo, changed fonts, colours and images to match your brand, the theme will look like it was designed just for you and you’ll likely have obtained a highly professional design for next to nothing.

There are plenty of places to buy premium wordpress themes online.

But we’ll introduce you to a few of the most popular ones, stocking some of the highest quality premium wordpress themes available.

Elegantthemes.com

Elegant Themes is a premium wordpress theme site that specialises in beautifully designed simple wordpress themes.



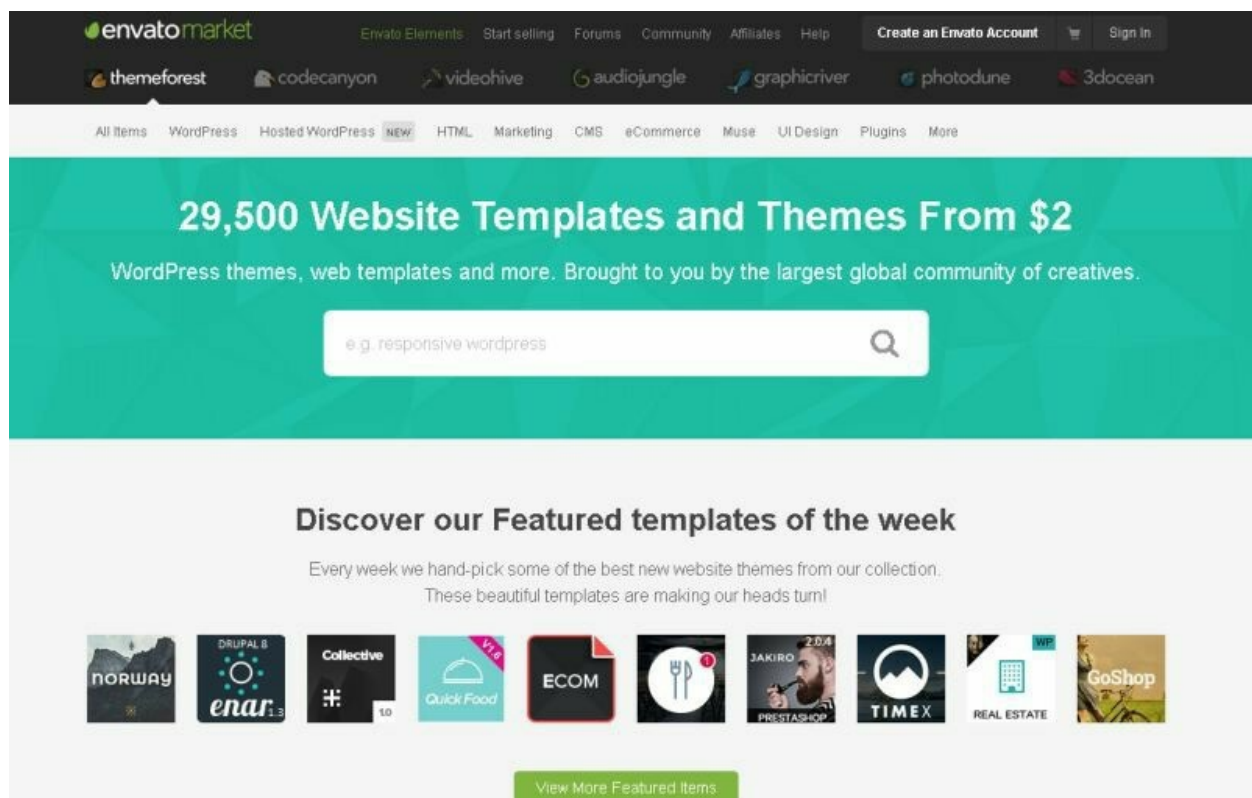
If you're looking for something elegant with an artistic flair and high quality design, then you might just find what you're looking for at elegantthemes.com

You can visit Elegant themes by clicking here -

<https://www.elegantthemes.com/> themeforest.net

Theme Forest is part of the Envato network, a network of websites selling online assets for web design and other creative digital endeavours.

Theme Forest is very popular and there are a large number of themes available at various price points.



The screenshot shows the Envato Market website interface. At the top, there is a navigation bar with the Envato Market logo and links for Envato Elements, Start selling, Forums, Community, Affiliates, and Help. There are also buttons for 'Create an Envato Account' and 'Sign In'. Below the navigation bar, there are logos for various marketplaces: themeforest, codecanyon, videohive, audiojungle, graphicriver, photodune, and 3docean. A secondary navigation bar lists categories: All Items, WordPress, Hosted WordPress (marked as NEW), HTML, Marketing, CMS, eCommerce, Muse, UI Design, Plugins, and More. The main content area features a large green banner with the text '29,500 Website Templates and Themes From \$2' and 'WordPress themes, web templates and more. Brought to you by the largest global community of creatives.' Below this is a search bar with the placeholder text 'e.g. responsive wordpress' and a magnifying glass icon. Underneath the search bar, there is a section titled 'Discover our Featured templates of the week' with the subtext 'Every week we hand-pick some of the best new website themes from our collection. These beautiful templates are making our heads turn!'. A row of ten featured template thumbnails is displayed, including 'NORWAY', 'enar 1.3' (with a DRUPAL 8 badge), 'Collective 1.0', 'Quick Food' (with a V1.0 badge), 'ECOM', 'JAKIRO 2.0.4' (with a PRESTASHOP badge), 'TIME X', 'REAL ESTATE', and 'GoShop'. A green button labeled 'View More Featured Items' is positioned below the thumbnails.

The best part about Theme Forest, is quite often when you buy a premium theme, it is bundled with premium plugins like Visual Composer, that offers an alternative method of working with themes visually.

You can visit Theme Forest by clicking here - <https://themeforest.net/>

Woothemes.com

Woo Themes is a fantastic resource for wordpress themes as they offer both free and premium wordpress themes, including for ecommerce sites, to their users.



In addition to purchasing premium themes from Woo Themes, you can sign up for their 'All Themes Package', which allows you to download all their available themes for a yearly fee.

You can visit Woo Themes by clicking here - <https://woocommerce.com/woothemes/>

Mojo Marketplace

WordPress Themes and Templates
Browse from the top WordPress themes on MOJO Marketplace below:

Themes & Templates > WordPress Themes

creATIVO
THE BEST DRAG AND DROP MULTIPURPOSE THEME

Featured | Creativo
One of MOJO's best selling themes of all time, Creativo is a top of the line, well built multipurpose theme featuring an easy to build drag and drop interface and endless configuration options. [Learn More.](#)

WP LIVE
LIVE Members get WP Experts at your service
[GO LIVE](#)

LIVEPERSON
Convert visitors to customers & increase customer satisfaction with LiveEngage
#1 Live Chat for Growing Businesses
[SIGN UP FREE](#)

Mojo Marketplace offers premium themes for wordpress with free lifetime support and upgrades. Mojo Themes offer expert reviews on their themes and offer a variety of themes you won't find anywhere else.

You can visit Mojo Marketplace by clicking here - <https://www.mojomarketplace.com>

Socratestheme.com

Socrates is a great theme for marketers, with built in ad space and other marketing features.

Socrates 4.0

- ▶ mobile responsive
- ▶ custom header generator
- ▶ boxed or wide layout
- ▶ lifetime upgrades
- ▶ and much more!

FREE TRIAL

Main Page Demos Templates Shortcodes Blog Styles More Info Order Today! Search

Socrates 4.0

Home Pages Shortcodes Blog Contact Us More Info

BANNER 728 X 90

Incredible Support Forum Trainings & Tutorials

7 Day Free Trial

Socrates 4.0 is Here!

One Week Free Trial - No Credit Card Required!

It's been over four years since the Socrates Theme launched, and this WordPress theme "created for marketers, by marketers" has now been used on over 150,000 websites!

Ready to get started? Enter info below...

You can visit Socrates website by clicking here - <http://www.socratestheme.com>

Activating a New Theme

From within the 'Appearance' -> 'Themes' -> 'Add New Theme' screen in your wordpress administration area, browse for and choose a theme for your website.

once you've found a theme, click 'Preview' to see an example of the site. This will show you a demonstration wordpress website with dummy data setup to show off the features of this particular theme.

If you're happy with how it looks, click 'Install'.

The theme will instantly start downloading from wordpress.org.

Wordpress will then automatically unpack and install the theme. If all went well, you'll see the text "Successfully installed the theme <name of your chosen theme>".

You then have 3 options...

- **Live Preview:** this will let you see a preview of how the theme looks with your current wordpress installation. Meaning you will see the theme over the top of your own content, plugins and logo.
- **Activate:** this will make the theme live on your wordpress website instantly. It will be your new wordpress theme!
- **Return to Theme Installer:** returns you to the ‘Add Themes’ screen.

Click the ‘Activate’ option. Your new theme is activated! Click ‘Visit site’ to see your site with the new theme installed.

Uploading Themes Manually (Premium Themes)

When you buy a theme from a premium theme seller you will need to download the files to your computer in order to install the theme on wordpress.

Because the files aren’t distributed through wordpress.org, there is no automatic installation, although some sellers may provide plugins to make the process easier.

To upload a theme from your local computer:

1. In the sidebar, click ‘Appearance’ then ‘Themes’
2. Click the ‘Add New’ button
3. From the ‘Add New’ screen, click the ‘Upload Theme’ button
4. Click ‘Choose File’ and select the zip file you downloaded from your free or premium theme website
5. Click the ‘Install Now’ button

You can now preview and activate the theme.

Chapter Recap

In this chapter we've discovered wordpress themes and how to find, preview, install and activate them.

We've taken steps to avoid unsafe themes and ensure the security of our web host. Discovered where to find free themes and introduced many vendors of premium themes and plugins.

How to install premium and other themes distributed as zip files has been covered and we know how to preview, live preview and activate themes.

Chapter 5 – Creating Written Content

Introduction to Creating Written Content

In this chapter we will focus on arguably the most important part of any wordpress website. In fact, it is arguably the most important part of any site on the web. This is of course, the content of our website.

We're going to learn about creating and managing categories and how the choices we make about our category structure and naming affects everything from our sites urls to Search Engine optimisation (seo).

Permalinks will be introduced and we'll discover how to use them to create beautiful urls for your website.

We'll also look at RSS feeds and how to use them to share the content of your website more freely.

Then we'll delve right into writing our first posts and pages and managing comments that may be made on our wordpress site as a result.

Staying on Topic with Categories

Introducing you to the convenience of categories in wordpress, that will help you organise your website's content in a way that will make browsing your site easier for your visitors and managing it a pleasure for you.

Planning the list of categories, you want to use in your content now before you start.

If you can't think of all your categories upfront, don't panic, you can create your categories on the fly as you write your content.

Categories are displayed on your site in a few different places, including the following:

- URL Address: Depending on what setting you have set for your permalink. The category name is displayed in URL address and is used by the search engines to more easily understand the structure of your site.

- **Breadcrumbs:** Breadcrumbs are navigation menus, that shows the user where they are in a website. Starting from the home page and showing each layer of the site until you reach the current page or post.

Commonly located under the top menu, a breadcrumb would look like this:

Home Page >> Category >> Subcategory

Some themes have this feature already built in to them or you can use plugins to provide this feature.

- **Widgets:** Using the widget ‘Categories’, you can add categories to the different widget locations. Most commonly used in the sidebar, your readers can navigate between the categories and the optional sub-categories.
- **Menus:** The primary navigation method is to add the different categories to the menu.

You can assign a single post to more than one category.

Wordpress supports subcategories called child categories. Child categories are linked to the main (parent) category.

In your wordpress Dashboard, on the manage categories page, subcategories are listed below the main category. Subcategories are also indented with a ‘-’ before the name of the subcategory.

To access the manage categories page, click ‘Categories’ under the ‘Posts’ heading in the sidebar.

The screen is split into two sections; the first section is for adding in a new category.

The second section is used for listing the existing categories on your site. other functions that can be performed are renaming the category name or deleting the category name from the website.

Another feature of wordpress is you can visually see the number of posts in each category, by looking at the number in the ‘Count’ column.

Creating a new category

There are no limits on the number of categories and subcategories you can create.

To create a new category:

1. Click 'Categories' under the 'Posts' heading in the sidebar. In the textbox under the 'Name', give the category a name.
2. 'Slug': a Slug (human friendly URL). It is usually all lowercase and contains only letters, numbers, and hyphens. Note: you are not allowed to use spaces in the Slug as a space is not a URL friendly character.
3. 'Parent': optionally you can choose another category from the Parent drop-down menu to be the parent of this subcategory.
4. 'Description': optionally you can write in a description. Depending on your theme, it may show on your website.
5. Click on 'Add New Category' to save a new category.

Your category is now created and you will see it again on the right hand side of the same screen, where you can then edit or delete the category.

Now when you create posts, you will be given the option to publish it under this category/subcategory and your audience will thank you for it.

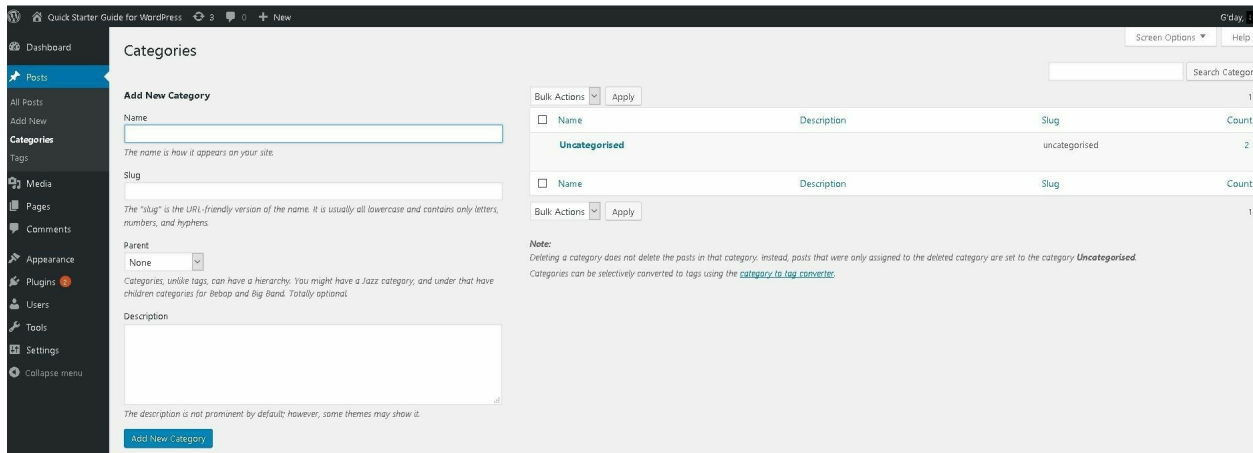
Managing Categories

It's important to keep on top of your categories, by making sure that your posts are correctly housed in appropriate categories and that categories that are no longer relevant are deleted or updated.

Changing the name of a Category

Giving your categories an appropriate name that correctly describes the content they house. This will make life easier for your visitors and for search engine crawlers alike.

The first category listed is called 'Uncategorized'. This is a special category, that wordpress uses as a generic category.



When publishing a post, you must assign a category to the post. If you don't assign a category to the post, wordpress will automatically assign the default generic category.

optionally you can rename the category 'Uncategorized' to some more specific to you.

To change the name of a category:

1. In the sidebar, click 'Posts' then 'Categories'
2. on the right hand side of the 'Categories' screen that appears, hover over one of the category names and click 'Edit'.
3. Edit the name in the 'Name' field
4. You can also change the 'Slug' from this screen to match the new name if necessary
5. optionally add a description (the description may not or may be visible depending on the theme you use)
6. Click the 'Update' button

To quickly edit the category name and/or the category slug:

1. In the sidebar, click 'Posts' then 'Categories'
2. on the right hand side of the 'Categories' screen that appears, hover over one of the category names and click 'Quick Edit'.
3. Edit the name in the 'Name' field
4. You can also change the 'Slug' from this screen to match the new name if necessary

5. Click the 'Update Category' button

Deleting Categories

Categories that are no longer relevant, can be removed in either of two ways. Deleting one single category at a time or many of them in bulk.

To delete a single category:

1. In the sidebar, click 'Posts' then 'Categories'.
2. on the right hand side of the 'Categories' screen that appears, hover over the category name.
3. Choose 'Delete' from the menu options under the category name.

To delete categories in bulk:

1. In the sidebar, click 'Posts' then 'Categories'.
2. on the right hand side of the 'Categories' screen that appears, tick the checkbox next to the category you want to delete.
3. Repeat Step 2 until you have selected all of the categories to delete.
4. Choose 'Delete' from the 'Bulk Actions' drop down box.

Note: Deleting a category does not delete the posts in that category.

Instead, posts that were only assigned to the deleted category are set to the category 'Uncategorised'.

Quick View of Posts in Category

1. In the sidebar, click 'Posts' then 'Categories'
2. on the right hand side of the 'Categories' screen that appears, hover over one of the category names and click 'View'.
3. This link lets you quickly jump out of the wordpress admin area and visits your website category page.

optionally you can convert some or all of your categories to tags. To access this tool, the link is located on the right side on the Categories page.

Click on 'category to tag converter'.

Examining a Post's Address: Permalinks

When you write a post and publish it to your wordpress website, there needs

to be a way of accessing that post directly, so that your users can bookmark the link or share it with their network on social media.

In wordpress, those addresses are referred to as permalinks. Permalinks are urls that give your posts a home on the web.

They can be a great tool for sharing your website and when used correctly, for allowing search engines to correctly crawl your content, which leads to more visitors.

Wordpress creates the permanent link (permalink) automatically when you publish a new post.

Making your post links pretty (i.e. Pretty Permalinks)

The default setting in wordpress sets the permalinks to the 'plain' looking urls, like this:

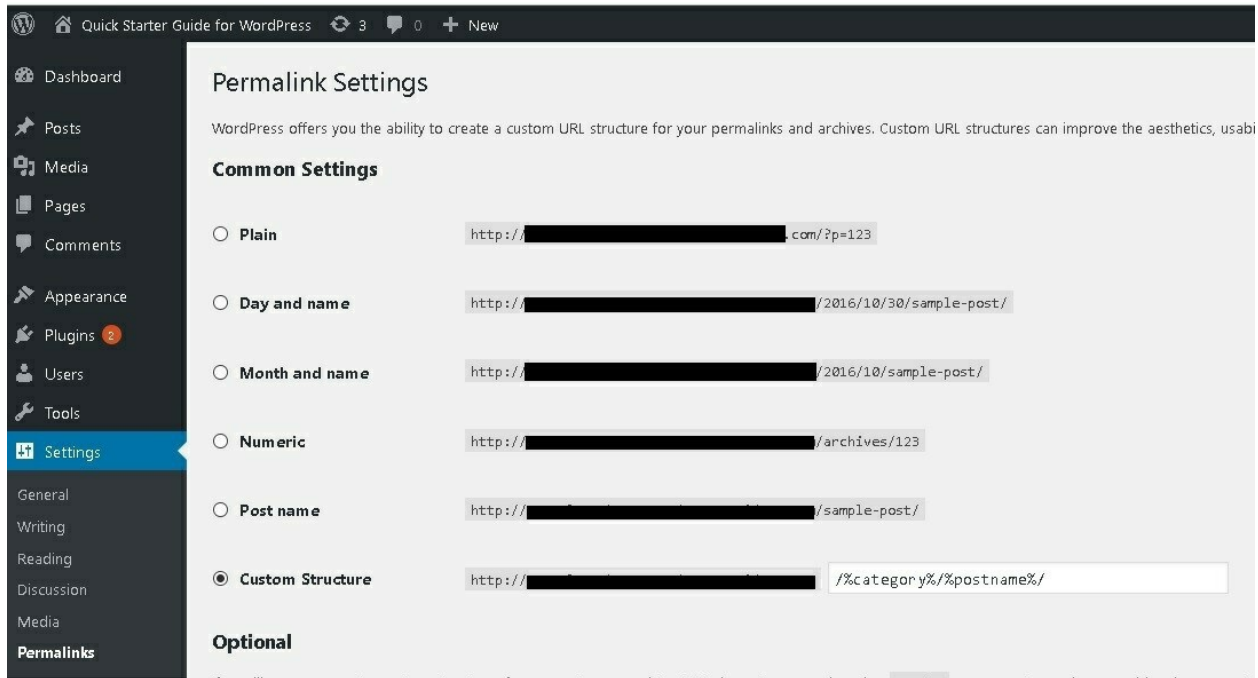
`Http://yourdomain.com/?P=1/`

The p refers to the post and number is its ID number. Changing the permalinks setting to 'post name', the URL will look like this:

`http://yourdomain.com/sample-post.`

The former not only doesn't look as nice, it doesn't do a good job of describing what content the user can expect to find by visiting the URL. In turn, that means search engines don't know what to expect either.

Customizing your Permalinks in wordpress settings.



To start utilising permalinks as best as possible to get your wordpress website out to the world and to make the browsing experience more pleasurable for your visitors.

Update your Permalinks:

1. In the sidebar, click 'Settings' then 'Permalinks'.
2. Under 'Common Settings', use the radio boxes to select which permalinks

option you want. The different options are:

- 'Plain': wordpress assigns the post ID number to each post and creates the URL in this format. E.g. `Http://yourdomain.com/?P=100`
- 'Day and name': For each post, wordpress generates a permalink URL that includes the year, month, day, and post title. E.g. `Http://yourdomain.com/2016/05/02/sample - post/`
- 'Month and name': For each post, wordpress generates a permalink URL that includes the year, month, and post title. E.g. `Http://yourdomain.com/2016/05/sample - post/`
- 'Numeric': wordpress assigns the post number to the permalink. The URL is created in this format/ e.g. `Http://yourdomain.com/archives/123.`

- ‘Post Name’ (The Pretty Permalinks): wordpress takes the title of your post or page and generates the permalink URL from those words. E.g. [Http://yourdomain.com/sample-post/](http://yourdomain.com/sample-post/)
 - ‘Custom Structure’: wordpress creates permalinks in the format you choose.
3. Using the fields available under the ‘optional’ heading, ‘Category base’ and ‘Tag’ base, you can customise the structure of your category and tag urls.
 4. If you like, you may enter custom structures for your category and tag urls here. For example, using “topics” as your category base would make your category links like <http://yourdomain.com/topics/uncategorised/>.
If you leave these fields blank, they are not used.
 5. Click the ‘Save Changes’ button

Using the Custom Structure to create your Permalinks

A custom permalink structure, allows you set the format that you choose. Here are different permalink tags you can use:

%year%	4-digit year (e.g. 2016)
%monthnum%	2-digit month (e.g. 05 for May)
%day%	2-digit day (e.g. 14)
%hour%	2-digit hour of the day that the post was created (e.g. 15 For 3:00 p.m)
%minute%	2-digit minute (e.g. 45)
%second%	2-digit second (e.g. 23)
%postname%	The post name of the post.
%post_id%	The number wordpress assigns to the post.
%category%	The category name that you filed the post in.
%author%	The posts authors name.

The correct format is to include slashes (/) before tags, between tags, and at the very end of string of tags. The `/%category%/postname%` will give you a URL similar to `yourdomain.com/widgets/all-about-widgets` where the title of the post is 'All About Widgets' and the category is 'widgets'.

Discovering the Many wordpress RSS options

offering an RSS feed to your users is a way of allowing people to read your blog using their own feed readers as well as allowing aggregators and other websites to share your content for you.

To access one of the different flavours of RSS feed of your wordpress website, go to one of the following urls:

- <http://yourdomainname.com/?Feed=rss>
- <http://yourdomainname.com/?Feed=rss2>
- <http://yourdomainname.com/?Feed=rdf>
- <http://yourdomainname.com/?Feed=atom>

If you have a custom permalink structure using the 'post name' option:

- <http://yourdomainname.com/feed/>
- <http://yourdomainname.com/rss/>

Writing Your First Entry

The most important part of any wordpress website. In fact, it is arguably the most important part of any site on the web. This is of course, the content of our website.

Difference between Page and a Post

This is possibly the most important distinction to make in wordpress and is a common cause of confusion for new users.

In wordpress, when you create new content, you create it either as a page or a post.

A page is usually static content that is linked to from the navigation menus of your wordpress website. Whereas a post is an entry in your blog.

Commonly you would use a page for your home page, About Us, Contact,

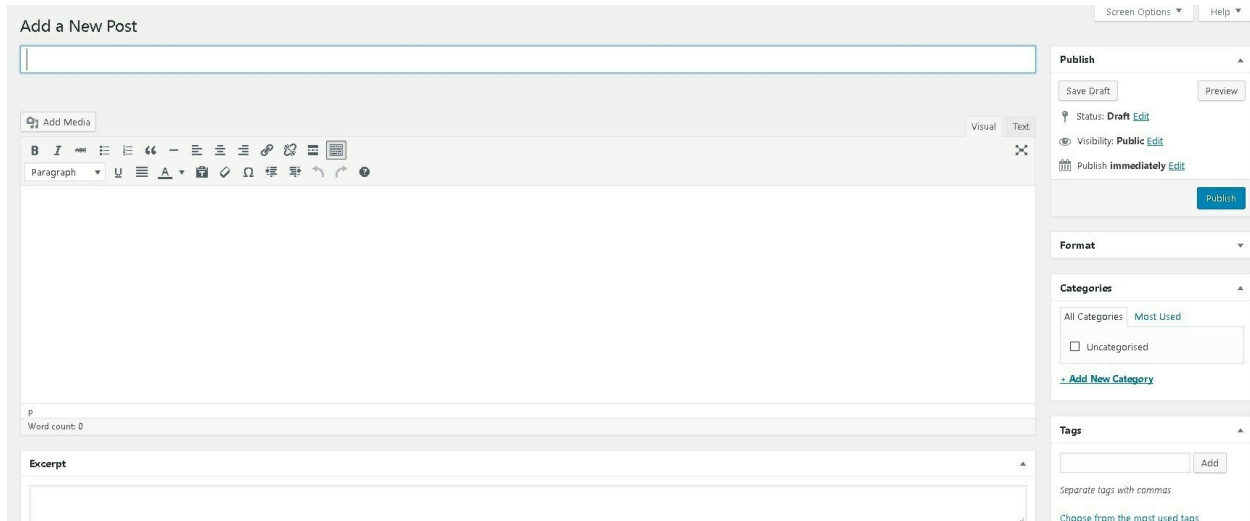
Terms and Conditions and Privacy Page.

These pages appear in navigation menus at the top and/or at the bottom of the page.

A post is time based content and appears on a blog page.

Composing a Blog Post

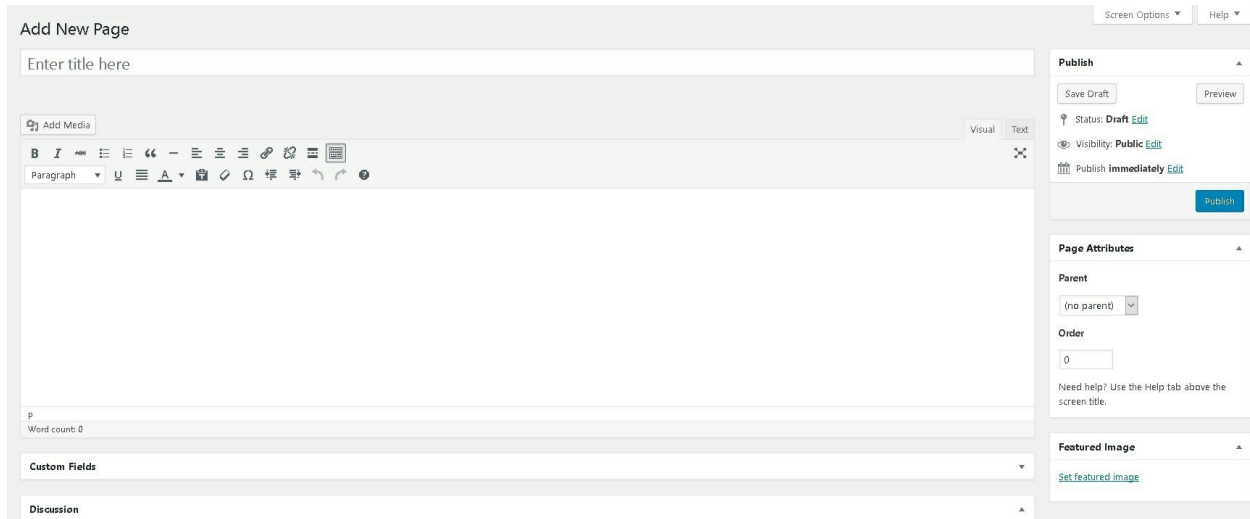
1. In the sidebar, click 'Posts' then 'Add New'.



2. Click on the box, 'Enter in Title Here' at the top of the Add New Blog Post.
Enter in the title of the article.
3. Click on the large box under it. Wordpress will automatically create a permalink using the category 'uncategorised' and save the post as a draft.
4. Type in your content in the large box called the Visual Editor.
5. Dress up your content with optional images and formatting. Learn more about this later on in this chapter.
6. Choose an existing category in the Category module or create a new one category by clicking on '+ Add New Category'.
7. Click on 'Save Draft' button in the Publish module, located at the top right side of this page. The page refreshes with your post title and content saved but not yet published to your site.
8. Check how your new post will look on your website by clicking on 'Preview' in the Publish module. Wordpress will open a new window or tab in your browser and show you how the post will look to readers.
9. Close the tab or window to return back to the wordpress Post Dashboard.
10. Click on 'Publish' under Publish module to publish it to your site and update the status to published.

Composing a page

1. In the sidebar, click 'Pages' then 'Add New'.
2. Click on the box, 'Enter in Title Here' at the top of the Add New Page. Enter in the title of the page.
3. Click on the large box under it. Wordpress will automatically create a permalink using the title of the page and save the post as a draft.



4. Type in your content in the large box called the Visual Editor.
5. Dress up your content with optional images and formatting. Learn more about this later on in this chapter.
6. Click on 'Save Draft' button in the Publish module, located at the top right side of this page. The page refreshes with your page title and content saved but not yet published to your site.
7. Check how your new page will look on your website by clicking on 'Preview' in the Publish module. Wordpress will open a new window or tab in your browser and show you how the page will look to readers.
8. Close the tab or window to return back to the wordpress Post Dashboard.
9. Click on 'Publish' under Publish module to publish it to your site and update the status to published.

Learning about the Visual Mode Button Bar

The Visual Editor is where you write your content using the visual editing mode. The visual editing mode is indicated by the 'Visual' tab that appears above the text.

Toolbar Functions

Now if you click on the Toolbar Toggle function, the second line has left to right these functions:

From the drop-down box, there are different formatting options:

- Paragraph (Create a paragraph break around the text), Address (Indicates the contact information for author or owner of a document).
- Headings 1,2,3,4,5,6 (Creates H1 defines the largest, H6 defines the smallest.

The heading formats are usually defined by the theme you are using).

- Pre-formatted (Indicates preformatted text and preserves both space and line breaks).

Underline (Display the text with an underline), Justify (Lines up the selected text evenly between the left and right margins).

Text Colour (Displays the text in the colour chosen), Paste as Plain Text (Removes all formatting from text and adds it your post as unformatted text)

Clear formatting (Removes all formatting inside the post), Special character (Clicking on this option, a pop-up window appears. offering different characters such as \$, % and ©. In the pop-up window, click on the symbol and the symbol will be added to your post)

Decrease indent (Moves text one pre-set level to the left with each click. The text should already be indented for this to work), Increase indent (Move text one pre-set level to the right with each click).

Undo (Click to undo your last formatting action). Redo (Click to redo your last formatting action).

Help (Pops a new window with helpful information about using the text editor, including time-saving keyboard shortcuts).

Dress up Your Content with Images, Video and Audio

An easy way to make your posts and pages more interesting is to add images, video and audio content to them. Wordpress makes this simple, allowing you to upload new media content or use content you've previously uploaded.

See Chapter 6 on how to upload and insert images, videos or audio files into your content.

Refining Your Content

Writing your content is just the first step. once you've got your content down, it's time to get it ready for the web by formatting it to look good and increase its readability.

Using the Visual Editor, wordpress has most common formatting functions you need to format your content to look good.

one function that is important to learn, is to link your content with other people's content or to other pages within your site.

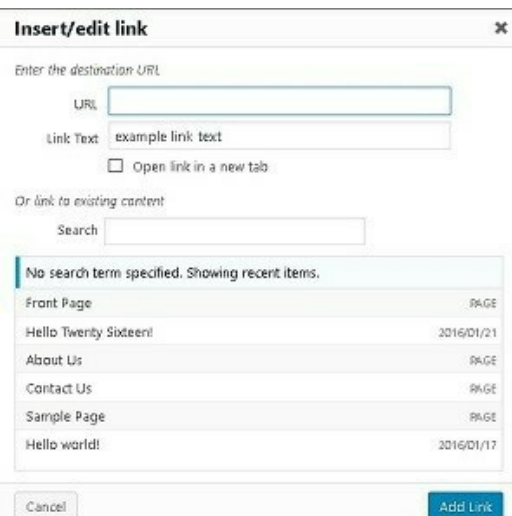
Add Links to Your Content

To add a link (hyperlink) to your existing post or page:

1. In the sidebar, click 'Pages' or 'Posts' then 'All Pages'.
2. Hover over the page or post, you want to edit.
3. Click on 'Edit'.
4. Type some text in the editor or find text in the editor.
5. Highlight the text and click the paperclip icon from the button bar.



6. In the box which appears, enter a URL and press enter.
7. optionally, click on the cogwheel wheel (Link options) icon.



8. A pop-up window appears. Inside the pop-up window, there are different ways to enter in the URL.
9. option 1 - If you know the URL or the URL is an external address, enter the address in the 'URL' box. In the 'Link Text' box, your reader will see this text with generally a blue link underneath it.

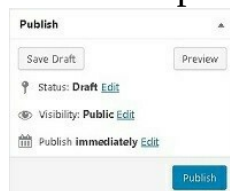
When the reader clicks on the link, the new page is opened on the same tab or window. Your reader now leaves your site to this new URL.

I would recommend to click on the checkbox, 'open link in a new tab' for external urls only. This make it easier for visitors to come back to your site, once they have finished with the other website.

10. option 2 - Under 'or link to existing content', you can search for other pages or posts on your site. Type in the search words in the box to right of the word 'Search' to find your page.
11. Click on the page to add. You notice wordpress will automatically add the page URL and link text to the boxes above.
12. Click on 'Add Link' button to add the hyperlink to your content and close the pop-up window. or press 'Cancel' to not create the link and close the pop-up window.
13. Click on 'Update' under Publish module to save changes.

Modules

Modules are the options located on the right side and underneath the content textbox when adding/editing pages or posts. When you have finished setting up any of the options, remember wordpress does not save these changes.



Later on in this chapter, look for this section on 'Publishing your Content'. It covers all of the options you need to save your post settings.

The first module common on both pages when editing a page or editing a post is the 'Publish' module.

I explain later on in the 'Publishing Your Content' section, about the 'Publish' module.

The other common optional module when editing a page or editing a post is:



‘Feature Image’: Feature images are used to be the leading image of a post or page. Depending on the theme you’ve chosen, the feature image is used at the top of your published content and may additionally be used as an icon in various wordpress menus.

See ‘Adding in a Feature Image’ in Chapter 6 on how to insert a feature image.

The other modules for either a page or a post are optional and is where you can set different functions for them.

Post Modules

These modules are only displayed when editing posts:

- ‘Format’: This module appears only when your theme supports a wordpress feature called Post Formats. Post Formats are used to select type of format of the post.



- ‘Categories’: This module is used to organize your content into different categories. By already creating the categories from the beginning section of this chapter under ‘Staying on Topic with Categories’, there is a list of categories.

Select the checkbox to the left of the Category you want to use.

You can toggle between the two tabs, ‘All Categories’ and ‘Most Used’ for a list of different categories.

If you don’t see the category you want to use, click on ‘+Add New Category’ and you can add a new category on this page.



- ‘Tag’: Tags are comma-separated keywords that describe the topic of the

posts. Using the ‘Tag Cloud’ Widget, readers can search for topics based on the different tags assigned to the posts.

Another reason to use tags: Search-engines use these tags as keywords when people are searching for specific words.

Tags won’t increase your page search engine ranking as people in the past have destroyed the original idea of them.

It’s still important to use them, depending on the search engine.

In the text box, separate each tag with a comma between the words. If my content was about training dogs, I could use these words in the text box excluding the apostrophe at the both ends, ‘dog training, jumping, dogs’.

Wordpress has another option to click on ‘Choose from the most used tags’, these are tags you have used in other posts.

Unless you have other posts, only an empty box is displayed.

Page Modules

The ‘Page attributes’ module is displayed when editing pages. There are the options for this module:

- ‘Parent’: Leave this option set to ‘(No Parent)’ because this is the option you only change when you are creating a child page. Creating child pages creates a hierarchy of pages for your site navigation.



Creating a membership site for example will use a parent page and child pages for the different modules in the course.

The parent page is the module title page (Things that might be on the page are the description about what’s in this module).

For each module under the main module topic, a child page is required. By using the drop-down menu to select the parent page (module title page).

A site navigation is created for this training module using wordpress parent page and child pages.

- ‘order’: This is the order in which you want this page to appear in the navigation menu. This feature is most useful when your theme supports navigation menus outside of the default wordpress menu locations.
- ‘Template’: Depending on the theme, this option is displayed. Some themes have different templates you can use to create pages. The ‘Default Template’ is by default a blank page. It’s possible to change the default template format by editing the ‘page.php’ file, but this a little more advanced.

option Modules

If you don’t see these options on the Post Add/Edit Page in your Dashboard, you have to enable them in the Screen options (discussed in Chapter 3).

You can reposition the different post option modules by clicking on the module and dragging it up or down to the new location.

Excerpt

Excerpts are optional hand-crafted summaries of your content that can be used in your theme. [Learn more about manual excerpts.](#)

Here are the options found underneath the content textbox:

- ‘Excerpt’: Excerpts are optional hand-crafted summaries of your content that can be used in your theme. By using a short snippet of teasing content to encourage readers to click the Read More link to read the post in full. Type your short summary in the large textbox.
- ‘Send Trackbacks’: Trackbacks are a way to notify legacy blog systems that you’ve linked to them. I discuss more about Trackbacks further on in this chapter under ‘Managing comments and trackbacks’. Enter in the URL in the ‘Send Trackbacks to’ box.

Discussion

- Allow comments.
 - Allow [trackbacks and pingbacks](#) on this page.
-

- Custom Fields’: More advanced feature, the custom fields add extra features to your posts.
- ‘Discussion’: You have the optional to turn off the ability of readers to submit comments on this post by unselecting the ‘Allow Comments’ check box. Additionally, you have an option to turn off to allow trackbacks and pingbacks by unselecting the ‘Allow Trackbacks and Pingbacks’ check box.
- ‘Slug’: You can edit the permalink slug, by changing the text in the ‘Slug’ text box. When you create a new post, wordpress automatically takes the title and creates a permalink slug (See the ‘Examining a Post’s Address: Permalinks’ section early in this chapter about how to use permalinks).
- ‘Author’: The person who created the post is generally the author of the post. You can re-assign the author to a different author if you have multiple authors by selecting that person in the drop-down menu in the Author module.

Publishing Your Content

After writing your content, you have added a title to the page and have dressed up the content with images. The question that always comes up, is where is the save button?

Wordpress gives you options for saving or publishing your content live on your site.

The ‘Publish’ module is located on top right side of the page.

Whether you have finished the content or are in the process of finishing the page, always choose the ‘Save Draft’ button.

Unlike writing this book on a computer, you are accessing a website on another computer. The link between you and this other computer can stop working.

The ‘Safe Draft’ button does one thing really important. It saves your work.

The ‘Publish’ module has several options:

- ‘Save Draft’: Click on the ‘Safe Draft’ button. Choose this option to save your work as draft copy. You can continue on working today or

any time in the future.



- ‘Preview’: Click on the ‘Preview’ button and a new window opens with your content as if it was published. It’s important to know that wordpress actually hasn’t published it and you looking at a preview of it.

It’s a good idea to click on the preview button to see how the formatting of your content looks with your theme.

- ‘Status’: Click on ‘Edit’ to change the status on the page. There are two options to choose from the drop-down menu.
 - o Select ‘Draft’ to save the page and not publish it. A quicker way to save the page as a draft is to use the ‘Save Draft’ button.
 - o Select ‘Pending Review’ to save the page as a draft and list the draft under Pending Review header. Where you have multiple authors on the site, the draft goes into waiting for administrator review and approval.

Click on ‘ok’ to save this change.

- ‘Visibility’: By default, wordpress sets the visibility to ‘Public’. You change this by clicking on ‘Edit’. once you have clicked on ‘Edit’, additional options appear below:
 - o ‘Public’: Select this checkbox, the page is open to the public to read.
 - o ‘Stick This Post to the Front Page’: only visible on adding/editing posts. Select this checkbox to have this post as a sticky post located at the top of the front page.

As you publish more posts to your site, this post always stays at the top. Un-select the checkbox and post returns back into

chronological order on your blog.

- o 'Password Protected': Select this checkbox and 'Password' box appears below. You can assign a password to the post, so only people who knows the password can read this post.

Enter in a password (not the same password as your login password for wordpress. There are no rules on how complex it has to be).

- o 'Private': Select this checkbox and only you can see this post. This feature

Can come in handy to retire a page from public view without having to delete it.

Click on 'ok' to save this change.

- 'Publish': By default, wordpress publishes this page immediately live on your site. Click on 'Edit' to set a date in the future to publish the page. Using the time stamp to set the date.

Click on 'ok' to save this change. Instead of showing the word Publish, it now has changed to 'Schedule for' the date you have set in the future.

- 'Move to Trash' button: Clicking on this button, the post/page is sent to the trash. To retrieve the page from the trash bin:
 1. In the sidebar, click on 'Pages' or 'Posts' then 'All Pages'.
 2. on the first row, click on 'Trash'.
- 'Publish' button: Click on this button to publish your content immediately live on your site.
- 'Schedule' button: Setting the publish date in the future, the 'Publish' button is replaced with this button. Click on the button to set the page to be published on the date and time, you have set.

Restore an Earlier Version of Posts or Pages

Wordpress automatically provides some backup functionality. If you can't find the 'Revisions' on the right hand side under Publish module, this means that there are no revisions to restore back to. To restore back to an earlier revision:

1. In the sidebar, click 'Pages' or 'Posts' then 'All Pages'.

2. Hover over the page or post, you want to edit.
3. Click on 'Edit'.



4. on the right side under the Publish module, then is 'Revisions:'.
5. Click on 'Browse'.

Wordpress opens up a page that compares the text of pages between the current revision and a previous revision. The mode that is displayed is using the Visual Text Display.

Any additional HTML code you have added is also displayed in this window. Clicking on the 'Return to editor' link on the left hand side, will not save any changes and return you back to editor.

In the middle of the screen there is a ruler with horizontal lines on it. Each horizontal line is a revision that wordpress has saved.

Hover over a line and a popup notification comes up with 'Revision by' Author Name and the time elapsed since the page has been published. on the same line in brackets is the time of publication.

To select the revision, follow one of these methods:

- Click on the horizontal line in the ruler.
- Drag the symbol '<>' left or right to find the revision to compare.
- Under the ruler, on each side of the screen there is a button 'Previous' and 'Next'. Click on either button to choose a revision point.

once you have selected a revision point, under the button 'Previous', wordpress will show you which revision you have selected by displaying 'Revision by' Author Name and time elapsed since the page has been published.

on the same line in brackets is the time of publication.

The screen is split into two, the left side is the selected revision point and right side is the current page. If the checkbox 'Compare any two revisions' is selected, an additional symbol '<>' is displayed.

The left side is the selected revision point of the first symbol '<>' and the right side is the selected revision point of second symbol '<>'.

Wordpress automatically compares the difference between the left and right side by using the colours, red and green. The light red on the left side is where the paragraph of text is different to the right side. The opposite side is displayed in light green.

The text that is different between the left side is displayed in dark red and right side is displayed in dark green.

The last step is to click on 'Restore this Revision'. Wordpress will automatically create another backup copy and then restore the revision.

Understanding wordpress Comments

Wordpress comments are how you communicate directly with your readers by allowing them to leave comments on your blog posts.

They're a great way to not only connect to your audience, but to let others build content for your website.

Managing comments and trackbacks

Trackbacks are a communication mechanism that allows two websites to notify each other about an update.

A trackback is how you track who has linked to your website. When a user links to your website from another wordpress website, you'll receive a notification of the link from your wordpress website.

Furthermore, you can display the trackback on your website. Showing that your post has been linked to by others. See 'Discussion' under 'overview of Configuring the Settings' on the different settings for comments and trackbacks.

As great as comments and trackbacks are, they do require a certain amount of moderation to ensure that what is displayed publicly on your website is appropriate.

To moderate the comments on your site, click on 'Comments' in the sidebar.



Any comments that are waiting in the moderation queue, wordpress shows the number next to the ‘Comments’ menu option on the sidebar.

on the first row, wordpress shows you the number of published comments on your website in the ‘All’ column. Breaking down this into comments that are ‘Pending’, comments that have been ‘Approved’, comments that are ‘Spam’ and comments that in the ‘Trash’.

To the right of the ‘Bulk Action’ drop-down box, by selecting ‘All comment types’ or ‘Comments’ or ‘Pings’ in the drop-down box.

You can filter out the comments to find and perform management tasks.

Another way to find comments is to use the ‘Search Comments’ box, located on the top right hand side of the page.

The management tasks you can perform on this screen are - unapprove comments, approve comments, mark comments as spam and delete comments permanently.

Managing comments is done in either the ‘All’ column (wordpress shows every comment approved or pending) or each column individually.

Comments that have been approved, are automatically posted to your site.

Unapproving comments in Bulk

1. In the sidebar, click ‘Comments’.
2. Click on ‘Approved’.
3. Tick the checkbox next to the comment you want unapproved.
4. Repeat Step 1 until you have selected all of the comments to be unapproved.
5. Choose ‘Unapproved’ from the ‘Bulk Actions’ drop down box.
6. Click on ‘Apply’ button.

Approve comments in Bulk

1. In the sidebar, click 'Comments'.
2. Click on 'Pending'.
3. Tick the checkbox next to the comment you want approved.
4. Repeat Step 1 until you have selected all of the comments to be approved.
5. Choose 'Approved' from the 'Bulk Actions' drop down box.
6. Click on 'Apply' button.

Mark comments as Spam in Bulk

1. In the sidebar, click 'Comments'.
2. Click on 'Pending'.
3. Tick the checkbox next to the comment you want to mark as spam.
4. Repeat Step 1 until you have selected all of the comments to be marked as spam.
5. Choose 'Mark as Spam' from the 'Bulk Actions' drop down box.
6. Click on 'Apply' button.

Moving comments to the Trash in Bulk

1. In the sidebar, click 'Comments'.
2. Click on 'Pending' or 'Approved'.
3. Tick the checkbox next to the comment you want to delete.
4. Repeat Step 1 until you have selected all of the comments to be deleted.
5. Choose 'Move to Trash' from the 'Bulk Actions' drop down box.
6. Click on 'Apply' button.

Sometimes you may want to perform an action on an individual comment. Wordpress provides this function on each comment under the 'Approved' or the 'Pending' column.

You can manage individual comments, by hovering over a comment. Several functions appear below the comment.

- 'Unapprove': This option on appears under the 'Approved' column. Clicking on this link, the comment is placed in the moderation queue

under 'Pending' column. The moderation queue is a list waiting for approval to be published on to your site.

- 'Approve': This option on appears under the 'Pending' column. Clicking on this link, the comment is posted on your site under the post that was originally commented on.
- 'Reply': Click on this link and a text box appears below it, into which you type in a reply to the person who posted the comment. Click on 'Reply' to save it or 'Cancel' to not save the reply.
- 'Quick Edit': Click on this link and you can sensor readers comment in the text box below. Change the readers name, URL or email address. Click on 'Save Comment' to save it or 'Cancel' to not save it.
- 'Edit': Click on this link and you can sensor readers comment on the page. Change the URL or email address in the text boxes on the page. on the right side of the screen, there is a 'Status' module.

The 'Status' module has a few option to change the status of the comment:

- o 'Approved': Click on the checkbox and the comment is posted on your site under the post that was originally commented on.
- o 'Pending': Click on the checkbox and the comment is placed in the moderation queue.
- o 'Spam': Click on the checkbox and the comment is moved to the 'Spam' column. When the Akismet plugin is enabled, the information is sent to Akismet and added to the community-created database.
- o 'Submitted on': Changing the time stamp to the date when this comment was posted on your site.
- o 'Move to Trash': Delete this comment and send it to the trash bin.

Click on 'Update' to save changes.

- 'Spam': Click on the link and the comment is moved to the 'Spam' column When the Akismet plugin is enabled, the information is sent to Akismet and added to the community-created database.
- 'Trash': Click on the link and the comment is send to the trash bin.
- 'Not Spam': This option appears under the 'Spam' column. Click on

the link, and the comment is moved to the moderation queue. When the Akismet plugin is enabled, the information is sent to Akismet and removed from the communitycreated database.

- ‘History’: This option appears under the ‘Spam’ column. Click on the link and the comment edit comes up, with an additional ‘Comment History’ displayed under the comments text.
- ‘Delete Permanently’: This option appears under the ‘Spam’ column. Clicking on the link, the comment is deleted from wordpress database and is lost for good.

Tackling spam with Akismet

Comment spam is the most common form of spam experienced by wordpress publishers.

It’s when a spam bot uses the comment form on your wordpress blog post to send you unsolicited messages and worse yet, to use your wordpress blog to advertise their product or push their own agenda.

Akismet is a plugin that helps you mitigate this risk by filtering out known spammers and automatically blocking their comments from appearing on your website and in your mailbox. Saving you time and protecting your website from spam.

Setting up the Akismet Plugin

The Akismet plugin is distributed with wordpress by default, all you need to do is activate it.

A·kis·met

Akismet eliminates spam from your site. To set up Akismet, select one of the options below.

Activate Akismet

Log in or sign up now.

Get your API key

Manually enter an API key

If you already know your API key.

Use this key

To activate the Akismet plugin:

1. In the sidebar, click 'Plugins' then 'Installed Plugins'.
2. Click 'Activate' from the menu under the Akismet plugin listing.
3. From the banner that appears, click 'Activate Akismet'.
4. Click 'Get an AKISMET API Key' and be redirected to akismet.com
5. Sign up for Akismet with wordpress.com Account.
6. If you already have account, click on 'I already have a wordpress.com account!'. otherwise enter in your e-mail address in the box, 'E-mail Address'.
7. Enter in a username in the 'Username' box. This should have minimum of 4 letters or 4 numbers. It should be different then your current wordpress username.
8. Enter in a password in the 'Password' box.
9. Click on 'Sign Up' button.
10. Copy the API key that you receive and go back to the wordpress dashboard and enter the API key in the 'Manually enter an API key' field then click 'Use this key'.

Chapter Recap

You should now be a better publisher as we have covered steps to increase the quality of your written content.

We've covered creating and managing categories, enhancing the discoverability of our site by using good quality permalinks and using RSS to extend the reach of your published posts.

Finally, we discovered comments and how to fight comment spam so we can focus on the task of publishing great content.

Chapter 6 – Creating Visual and Audio Content

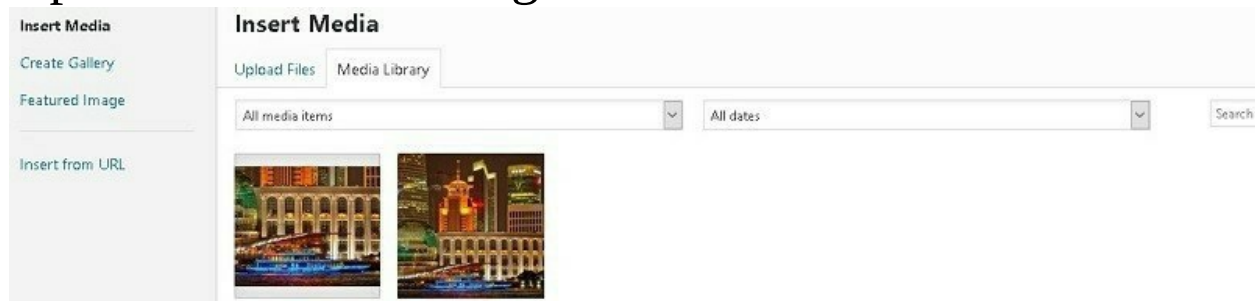
Introduction to Visual and Audio Content

one of the easiest ways to increase the presentation of your published content to better engage with your audience is to intersperse images into your content.

This chapter will show you how to quickly and easily upload and insert images and other media into your content.

It will also be one of the most satisfying, as the wordpress Media Library and video and image editing options will allow you to create highly effective published content with little effort and no additional software.

Upload and Insert Images into Your Content



The most common media type you will use in your content is images, due to their accessibility and availability on the web.

To insert images into your existing content:

1. In the sidebar, click 'Posts' or 'Pages'.
2. Click on 'All Posts' or 'All pages'.
3. Find the post where you want to add in an image.
4. Hover over the title name and click on 'Edit'.

5. Move the cursor to a location approximately where you want the image to appear.
6. Then click the 'Add Media' button above the button bar.

Wordpress 'Add Media' window appears and you can insert images into your post using one these options:

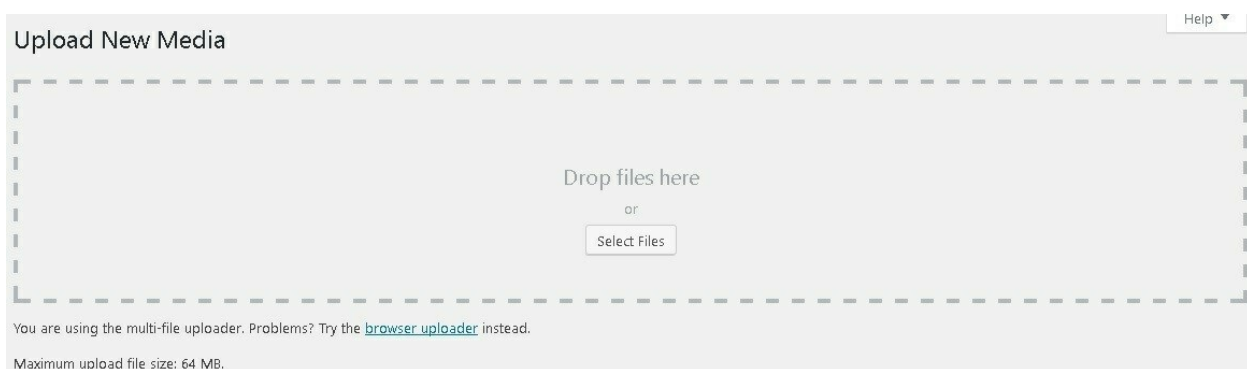
- The 'Insert Media' option uses a single image from an image that is uploaded from the local computer to your site or an existing image stored in the wordpress Image Library.
- The 'Create Gallery' option uses a series of images in the post. See 'Inserting a Photo Gallery', later on in this chapter.
- The 'Feature Image' option uses a single image to be used as a featured image on the post. See 'Adding in a Feature Image', later on in this chapter.
- The 'Insert from URL' option uses an image from an external URL. Wordpress loads this image from an external website each time a reader looks at the post. Remember external images can disappear and slow down the load time of your post. See 'Inserting an image from URL', later on in this chapter.

Inserting Images into Your Page/Post

The recommended method to insert images into your post, is the Insert Media option.

From the wordpress 'Add Media' window, use these steps:

1. on the sidebar, the 'Insert Media' is already selected in black.



2. To upload images from your computer, use the first tab 'Upload Files'. To use an existing image stored in the wordpress Media Library, click

on the second tab 'Media Library'. See 'wordpress Media Library' section on using this feature.

Uploading New Files

To upload files, use these steps:

1. Either drag images from your computer onto the window or click the 'Select Files' button. Find the file on your local computer and click on 'open' button.
2. After the image is uploaded to your site, the screen changes to the second tab 'Media Library'.

once the files have been uploaded to your site, you can use the wordpress Media Library to use existing images in pages or posts.

To access the 'Media Library', click on the second tab.

Wordpress Media Library

The 'Media Library' tab and 'Media Library' page share the same format except there are two differences. These are:

1. The 'Media Library' tab is only displayed when you click on 'Add Media' in the Visual Editor screen. The 'Media Library' page is accessible from the Wordpress Dashboards' sidebar and clicking on 'Library'.
2. The 'Media Library' page has a 'Add new' button at the top of the screen. See 'Add New Files' under 'Keeping Media Files organized' for the steps to add files to your media library.

The first row in the 'Media Library' is used to find and sort existing images. Using the first drop-down box, you can sort by 'All Media', 'Uploaded to this page', 'Images', 'Videos' and 'Unattached'.

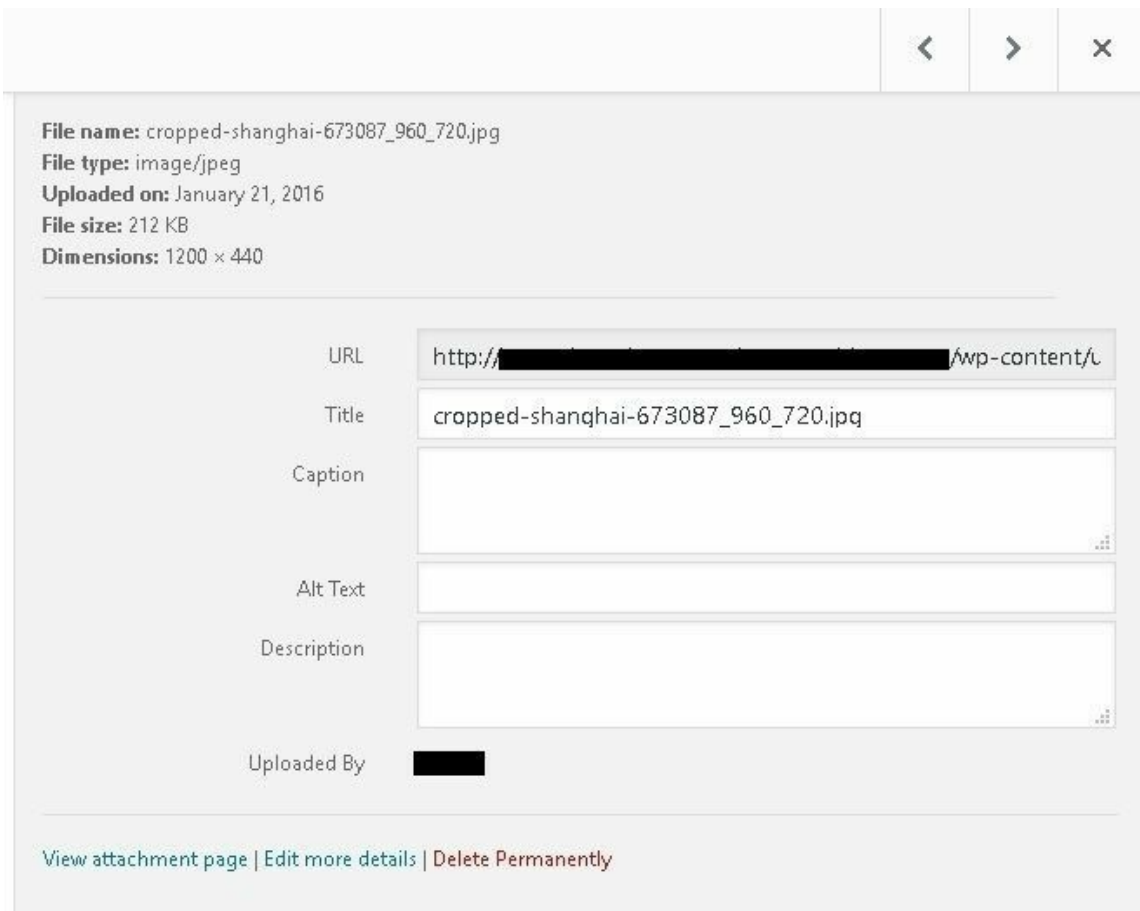
Using the second drop-down box, you can search by the month in which the files were uploaded to your site. To find files by the keyword or filename, use the last box - the 'Search' box.

To use the wordpress Media Library, use these steps:

1. Ensure that the image you uploaded is selected (there is a tick next to the image). If not, click the image to select it.

2. optionally there are text boxes on right side on the screen and some of the image options are:

- ‘Title’: You can change the title.
- ‘Caption’: Add in a caption (text is displayed below the image).
- ‘Alt Text’: Add in alternative text (text is only displayed when your image can’t be displayed in the browser. Since Search Engine Robots see this text as well, you can add in keywords in a sentence for seo purposes.)



The screenshot shows a media library attachment page for a file named 'cropped-shanghai-673087_960_720.jpg'. The file is a JPEG image, uploaded on January 21, 2016, with a size of 212 KB and dimensions of 1200 x 440. The page includes a form with the following fields:

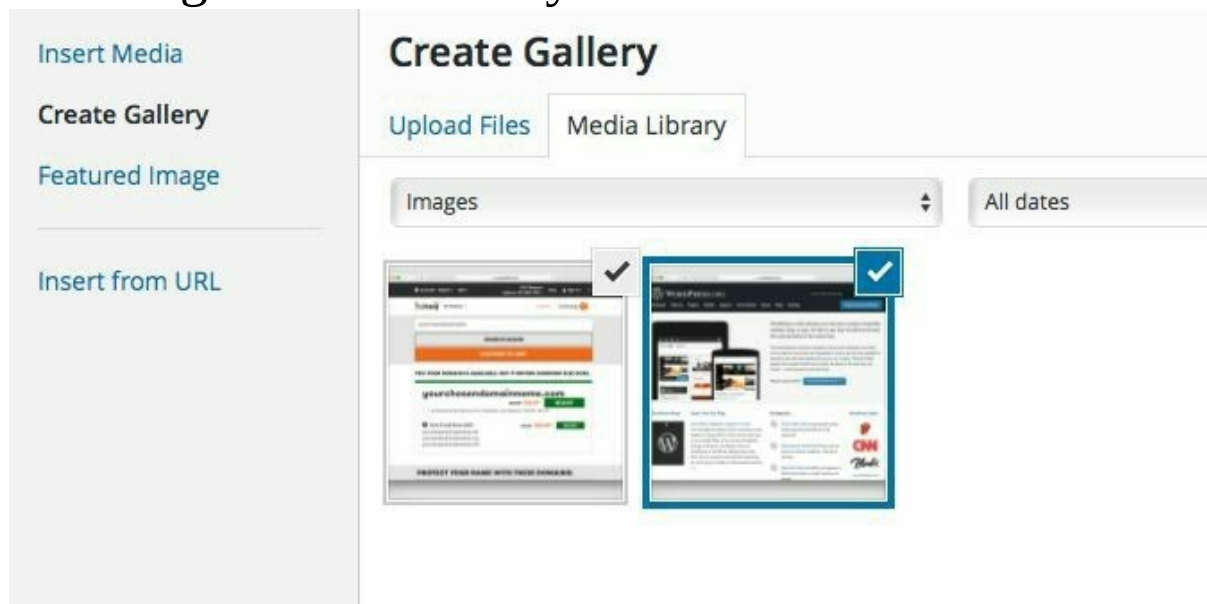
- URL: [http://\[redacted\]/wp-content/](http://[redacted]/wp-content/)
- Title: cropped-shanghai-673087_960_720.jpg
- Caption: (empty text box)
- Alt Text: (empty text box)
- Description: (empty text box)
- Uploaded By: [redacted]

At the bottom of the page, there are three links: [View attachment page](#), [Edit more details](#), and [Delete Permanently](#).

- ‘Description’: Add a description (only displayed on the images attachment page, if you link to it).
3. Under ‘Attachment Display Settings’, choose these options:
- ‘Alignment’: Choose the alignment of the image in the post. From the drop-down menu, choose either ‘Left’, ‘Center’, ‘Right’ or ‘None’.

- ‘Link To’: Choose whether the image has a hyperlink added to it. From the drop-down box, click on one of these options:
 - ‘None’: wordpress doesn’t create a hyperlink from the image. Readers won’t be able to click on the image. This is automatically chosen for you, if you don’t select any others.
 - ‘Media File’: A box appears below, with the URL of the image. Readers click on the image and the image is displayed on a new page.
 - ‘Attachment Page’: A box appears below, with the URL of post image. Readers click on the image and both the image and image details are Displayed.
 - ‘Custom URL’: A box appears below and you can add in any URL you want readers to go to.
 - ‘Size’: Choose the image size from the drop-down box, ‘Thumbnail’, ‘Medium’ or ‘Full-Size’.
4. Click ‘Insert into post’ or ‘Insert into page’ button.
 5. The last step is to save your post by either clicking on ‘Save Draft’ button for new posts or ‘Update’ button for existing posts.

Inserting a Photo Gallery



If you have multiple images you want to display in your post, a photo gallery may be better suited to the task than just inserting a series of images into the post.

From the wordpress 'Add Media' window, use these steps:

1. on the sidebar, click on 'Create Gallery'.
2. Check a series of images from your wordpress Media Library to include in the photo gallery.
3. Click on 'Create a new gallery' button.
4. The next step is to configure the gallery settings, in the 'Edit Gallery' window.

See the next section on 'Edit an Image Gallery' to guide you through the different options.

optionally, if you require more photos, click 'Add to Gallery' on the sidebar to insert more images.

Edit an Image Gallery

Whether you are creating a new gallery or editing an existing gallery, the same window is displayed.

To edit an image gallery:

- Edit your Post or Page.
- Click on the gallery of images in the Visual Editor and click the pencil symbol (Edit) button.

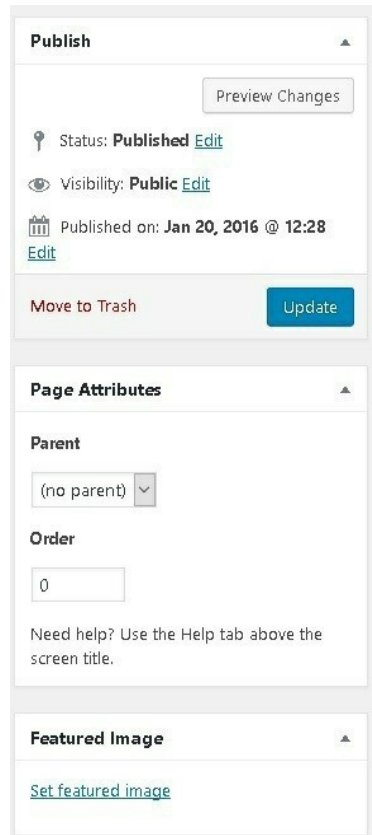
on the 'Edit Gallery' window, you can configure these options:

- Re-organise the images: Drag and drop to reorder image files.
- Reverse order: Click on 'Reverse order' button to reverse the series of images around.
- New images: Click on 'Add to Gallery' on the sidebar to add in new images.
- Delete images: Click on 'X' symbol in the image and image is deleted from the gallery.

3. 'Link To': on the right sidebar, choose whether the gallery of images has a hyperlink added to it. From the drop-down box, click on one of these options:
 - 'None': wordpress doesn't create a hyperlink from the series of images. Readers won't be able to click on the images.
 - 'Media File': Readers click on the images and images are displayed on a new page.
 - 'Attachment Page': Readers click on images and image details, including the series of images is displayed. This is automatically chosen for you, if you don't select any others.
 - 'Columns': on the right sidebar, update the number of columns in the gallery.
4. 'Random order': on the right sidebar, check on the box 'Random order' to ignore the order of the images and let wordpress randomly display the series of images.
5. 'Size': Choose size from the drop-down box, 'Thumbnail', 'Medium', 'Large' or 'Full Size'.
 - When creating a new gallery, click on 'Insert Gallery' button or editing a gallery, choose 'Update Gallery' button.

As you can see, there are many options available to you with photo galleries. You can use the power of photo galleries to achieve a wide range of outcomes with photos.

Adding in a Feature Image



Feature images are used to be the leading image of a post or page. Depending on the theme you've chosen, the feature image is used at the top of your published content and may additionally be used as an icon in various wordpress menus.

From the wordpress 'Add Media' window, use these steps:

1. Choose an image from the wordpress Media Library.
2. Click the 'Set featured image' button.
3. Last step is to save your post by either clicking on 'Save Draft' button for new posts or 'Update' button for existing posts.

From the Visual Editor window, use these steps:

1. Under the 'Featured Image' module on the right side, click on 'Set feature image'.
2. Choose an image from the Media Library.
3. Click the 'Set featured image' button.
4. Last step is to save your post by either clicking on 'Save Draft' button for new posts or 'Update' button for existing posts.

The image you chose will now be the featured image for the page or post you have set it for.

Inserting an Image from a URL



Using this method, wordpress displays images from this URL. The URL is generally an external URL.

From the wordpress 'Add Media' window, use these steps:

1. on the sidebar, click on 'Insert from URL'.
2. Type in the URL of the image, including the http portion of the address.
3. Wordpress will go to this address and display the image from the URL.
4. optionally you can use the different image options.
5. Last step is to save your post by either clicking on 'Save Draft' button for new posts or 'Update' button for existing posts.

Aligning your images

once you've completed the steps in 'Upload and Insert Images into Your Content' and you have an image embedded in your content, follow these additional steps to change the alignment of your image, that is, where your image appears in relation to the rest of your content.

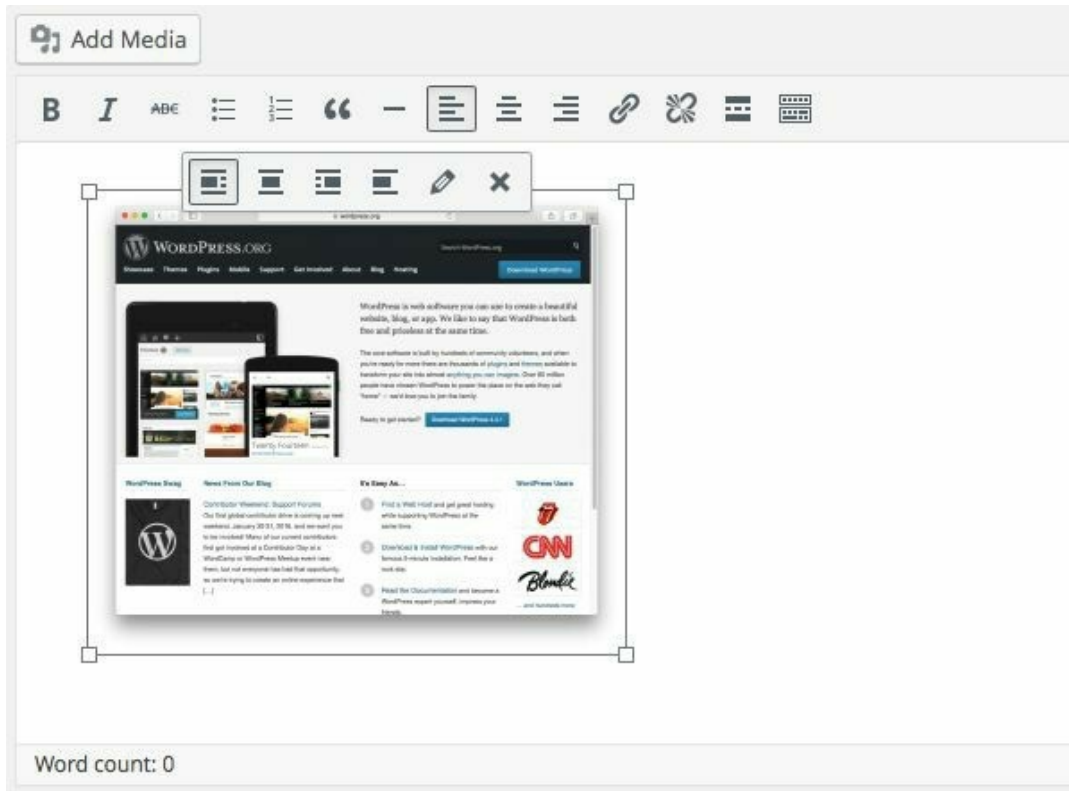
To align your image:

1. Click the image within the Visual Editor.
2. From the menu that appears above the image, pick the icon that best fits the alignment you require (the icons do a good job of visually describing their effect).

There are four options, 'Align left', 'Align center', 'Align right' and

‘No alignment’.

3. Ensure the image is aligned as expected by using the ‘Preview’ button in the top right of the screen.



Work with the Images in the Visual Editor

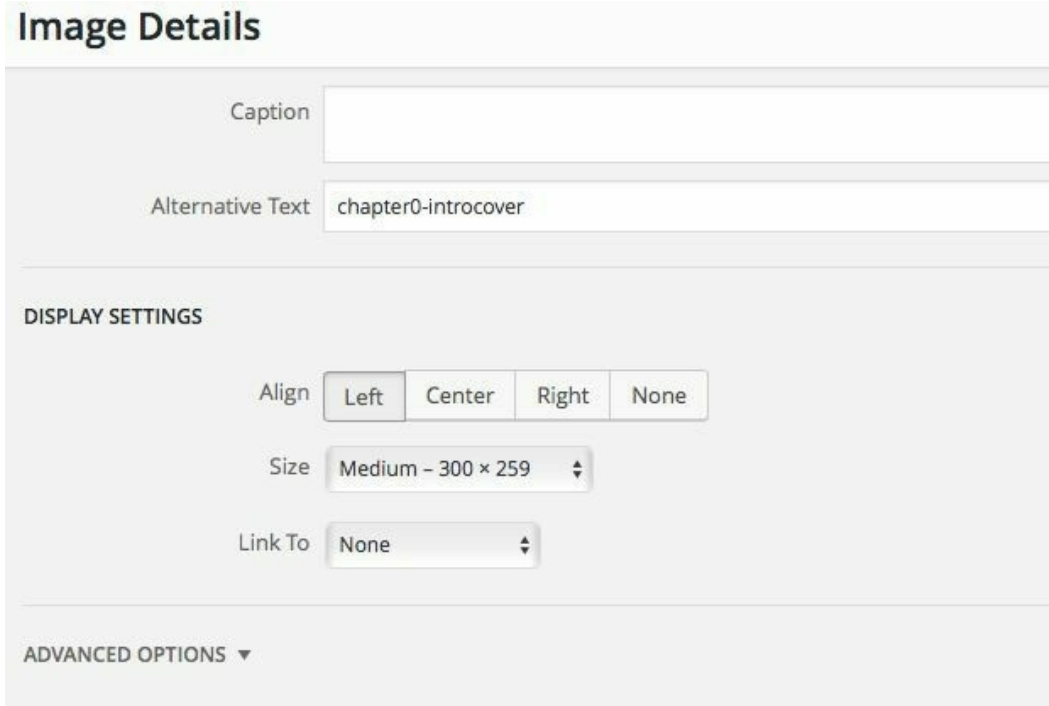
We’ve covered changing the alignment of images in respect to your content. However, you may need to do additional work to get the exact visual effect you are after for your content.

You can click and drag the image across different areas of your content within the Visual Editor.

Additional options available for working with images in the Visual Editor:

1. Click the image within the Visual Editor.
2. From the context menu that appears above the image, click ‘Edit’ to bring up the ‘Image Details’ screen. You can change any of these image options:
 - a. ‘Caption’: Click on the box and add in a caption under the image.

- b. 'Alternative Text': Change the alternative text in the text box (explained under 'wordpress Media Library')
- c. 'Align': Choose 'Left', 'Center', 'Right' or 'None' from the alignment options.
- d. 'Size': Change the size of the image using the drop-down menu.



The screenshot shows the 'Image Details' panel in WordPress. It includes a 'Caption' text box, an 'Alternative Text' text box containing 'chapter0-introcover', and a 'DISPLAY SETTINGS' section. The 'Align' section has four buttons: 'Left', 'Center', 'Right', and 'None'. The 'Size' section has a dropdown menu set to 'Medium - 300 x 259'. The 'Link To' section has a dropdown menu set to 'None'. At the bottom, there is an 'ADVANCED OPTIONS' section with a downward arrow.

- e. 'Link To': Choose whether the image has a hyperlink added to it. From the drop-down box, click on one of these options:
 - 'None': wordpress doesn't create a hyperlink from the image. Users won't be able to click on the image.
 - 'Media File': Users click on the image and the image is displayed on a new page.
 - 'Attachment Page': Users click on the image and the image details, including the image is displayed. This is automatically chosen for you, if you don't select any others.
- f. Click on 'Advanced options', to get other formatting options.
 - i. 'Image Title Attribute': Add CSS code to change the look of your title.
This is an advanced feature and outside the scope of this

book.

- ii. 'Image CSS Class': Add a custom CSS class. This is an advanced feature and outside the scope of this book.
 - iii. If the image has a link, force it to open in a new tab by selecting the "open link in a new tab" checkbox.
 - iv. 'Link Rel': Used in seo, setting this to "no-follow" (without the quotation marks) to prevent search engine crawlers from following the link. There are many reasons why you would want to do this and it's outside the scope of this book.
3. Click on 'Update' button to save changes or press the 'X' in top right corner to exit this screen without saving changes.

Edit Images in wordpress

You don't need complicated image editing software to make simple changes to your images before publishing them.

Wordpress provides a wide range of image editing capabilities.

To edit an image in wordpress:

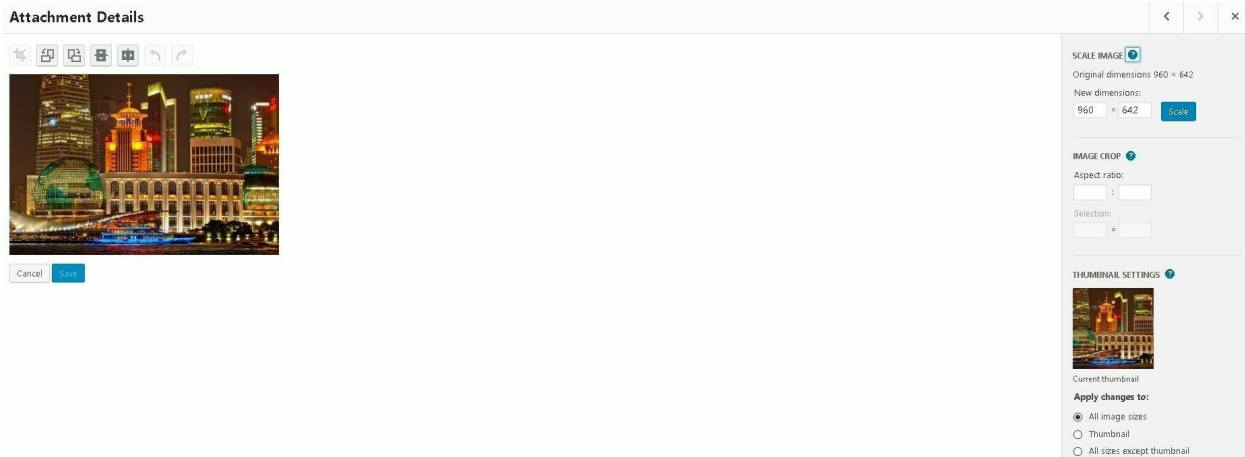
1. From the sidebar, click 'Media' and then 'Library' to access the wordpress Media Library.
2. Click an image from your Media Library.
3. In the bottom left hand side of the Attachment Details screen that appears, click the 'Edit Image' button.
4. You can make changes to the image from this screen. See below on how to use the 'wordpress Image Editor'.
5. Then click the 'Save' button or 'Cancel' button to not save any changes.

Learning about wordpress Image Editor

The top row of buttons from left to right has these imaging tools:

- Crop: Cut the image down to size by drawing a box in the image. Everything outside this box is removed from the image.

- Rotate counter clockwise: Rotates the image to the left.
- Rotate clockwise: Rotates the image to the right.
- Flip vertically: Flip the image upside down.
- Flip horizontally: Flip the image from right to left.
- Undo: Undo any changes you have made.



- Redo: Redo image edits that you have undone.

Located on the right sidebar, these modules are:

‘SCALE IMAGE’: In the ‘New dimensions’ boxes, the first box is the X axis and second is the Y axis. To keep the image in proportion, wordpress will change the opposite axis. You can proportionally scale the original image. For best results, scaling should be done before you crop, flip, or rotate. Images can only be scaled down, not up.

‘IMAGE crop’: This feature is activated when you draw a box. Before you click on the crop button, additional information and options are provided to you.

Crop Aspect Ratio

The aspect ratio is the relationship between the width and height. You can preserve the aspect ratio by holding down the shift key while resizing your selection.

Use the input box to specify the aspect ratio, e.g. 1:1 (square), 4:3, 16:9, etc.

Crop Selection

once you have made your selection, you can adjust it by entering the size in pixels.

The minimum selection size is the thumbnail size as set in the Media settings.

‘THUMBNAIL SETTINGS’: You can edit the image while preserving the thumbnail.

Since wordpress will automatically resize your images into three different categories (Thumbnail, Medium and Large).

You can select only one of these options:

- ‘All image sizes’: After you change your image, wordpress updates the other sizes using your new image. This option is automatically selected for you by wordpress.
- ‘Thumbnail’: After you change your image, wordpress updates only the thumbnail using your new image. The original image is not changed.
- ‘All sizes except thumbnail’: After you change your image, wordpress updates the other sizes except the thumbnail image. The thumbnail image is not changed.

Inserting Video Files into Your Posts

Sometimes an image or photograph doesn’t quite cut it and you need a video to fully convey your meaning. Wordpress can help you with publishing video content just as easily as text and image content.

While wordpress supports uploading video files to your site, I would not recommend doing it. Why? Web hosting companies charge you for the bandwidth. The bandwidth gets multiplied each time the video is played on your site and this adds extra cost to you.

Uploading the same video file to youtube (Free with possible ads) or Wistia (Can be free, subject to wistia.com conditions) is cheaper than your hosting company prices and proves a better reader experience.

Uploading from youtube and other online video streaming services is extremely easy with wordpress. After you have uploaded the video to youtube or Wistia, follows these steps to add your video to your site.

1. If you’re not already in the post you want the video to be displayed in, from the sidebar, click ‘Posts’ then ‘All Posts’.

2. Find your post and hover over it. Click on 'Edit'.
3. Move the cursor to a location approximately where you want the video to appear. Click the 'Add Media' button above the button bar.
4. Click 'Insert from URL' to the left.
5. Enter the URL of the youtube (or other video streaming service) video.
6. Click 'Insert into post' or 'Insert into page' button.
7. Last step is to save your post by either clicking on 'Save Draft' button for new posts or 'Update' button for existing posts.

No need to copy the embed code from youtube or other services, wordpress takes care of that for you.

All you need is the URL, exactly as it appears in the browser window as you are watching the video and wordpress will do the rest.

Inserting Audio Files into Your Posts

You may have guessed how audio files are included in your posts, again, the process is very similar to adding an image.

1. If you're not already in the post you want the audio to be displayed in, from the sidebar, click 'Posts' then 'All Posts'.
2. Find your post and hover over it. Click on 'Edit'.
3. Move the cursor to a location approximately where you want the audio player to appear. It's important to note an audio player will show in place of an image, so even though it's just audio, you will still need to think of the visual impact to your content.
4. Then click the 'Add Media' button above the button bar.
5. Either drag media files from your computer onto the window or click the 'Select Files' button. Find the file on your local computer and click on 'open' button.
6. optionally there are text boxes on the right side on the screen and some of the audio options are:
 - 'Title': You can change the title.
 - 'Caption': Add in a caption (text is displayed below the audio).
 - 'Description': Add a description (only displayed on the audio

The wordpress Media Library builds into an extremely and frequently used tool as your wordpress site grows.

The wordpress Media Library keeps track of every bit of media you ever upload to your website and keeps it ready for reuse in other parts of your site as required.

If you keep your Media Library organised, it will become one of your most powerful wordpress tools as you continue on your publishing journey.

To keep your Media Library organised. From the sidebar, click 'Media' and then 'Library' to access the wordpress Media Library.

Add New Files

To add any new media file to your wordpress Media Library:

1. Click on the 'Add New' button.
2. Either drag media files from your computer onto the window or click the 'Select Files' button. Find the file on your local computer and click on 'open' button.

Find Existing Files

From the top left to right icons on the wordpress Media Library Page, the first icon displays the files in a details format (The details format has the 'thumbnail', 'filename', 'title', 'author name', 'uploaded to', 'comments' and 'date of upload').

The second icon displays the files in grid format (Shows thumbnails of images or name of media file when it's not an image).

'All Media items': You sort the files by clicking on the drop-down box and choosing one of the file types. The type of files you can sort by are 'Images', 'Audio', 'Video' or 'Unattached'.

'All Dates': To list the files by the month in which you uploaded them by clicking on the drop-down box and choosing the month.

Delete Multiple Files

'Bulk Actions': Click on this button to delete multiple files as necessary. Delete the files using these steps:

1. Click on 'Bulk Actions' button.

2. Click on one of the thumbnail images to select it. An image with a tick in the corner has been selected.
3. Continue on selecting the images until complete.
4. Click on 'Delete Selected' to permanently delete them or 'Cancel Selection' to exit this window and not do anything.
5. Wordpress pops up with an alert - "You are about to permanently delete these items. 'Cancel' to stop. 'ok' to delete". Click on 'ok' button.

Edit Files

To edit files in your wordpress Media Library, follow these steps:

1. Click on the thumbnail of the image.
2. The 'Attachment Details' window pops up, showing the full size image of the image.

You can do the following tasks on the 'Attachment Details' page:

- You change the 'Title', 'Caption', 'Alt Text' and 'Description' from this page.
- 'View attachment page': To view the attachment page, click on 'View attachment page' below the image properties.
- 'Edit more details': Click on this to open the 'Edit Media' page. The 'Description' text box has an additional formatting toolbar, to change format of the description of the image.
- 'Delete Permanently': Click on this to delete the image from your website and an alert pops up - "You are about to permanently delete this item. 'Cancel' to stop. 'ok' to delete". Click on 'ok' to permanently delete the file.
- '<' or '>': In the upper right corner, you can click on these symbols to move to the next or previous image.
- 'X': Close this window.

Follow these simple steps to keep your Media Library clean and easy to use.

Chapter Recap

In this chapter we've covered how to upload images to your wordpress Media Library and into your pages and posts. We've seen how we can align those images using the edit options on the image itself as well as how to use the Visual Editor to move the image around.

We also discovered how to edit images right from inside wordpress itself, without the need for additional graphics editing software.

Additionally, we've seen how to use videos, audio files, external streaming video service links to further enhance the quality of your content.

Chapter 7 – Designing for wordpress as a CMS

Introduction to Content Management System

In this chapter we're going to focus on designing for wordpress as a Content Management System (CMS). A CMS gives you the capability to run a professional website, where you can create content on the fly and publish it in a variety of ways.

Which is essentially what wordpress does. We're going to learn how to do it for more than just blogging.

However, we won't be completely abandoning wordpress's blogging capabilities, we'll just redirect them to a single page, so we can have a CMS and a blogging platform in one and choose the balance ourselves.

We'll look at how to change your front page to a static page, demoting the blog posts to another page, which will play a major role in changing the look and feel of your website from blog to traditional website.

Search Engine optimisation is an important strategy for any website, so we'll cover some basic seo techniques in wordpress.

We'll see how to use users and roles in wordpress to create workflows for publishing teams so you can expand your web administration team and allow multiple people to publish to your website on your behalf.

Finishing up we'll explore using the Contact Form 7 plugin to create a custom contact form to place anywhere on your wordpress site.

Creating the Front Page of Your Website

The front page of your site is the most important of all. It has to convince visitors that your site is worth reading.

You have just a few moments to win over new visitors and convince them to read more, stay longer and browse further.

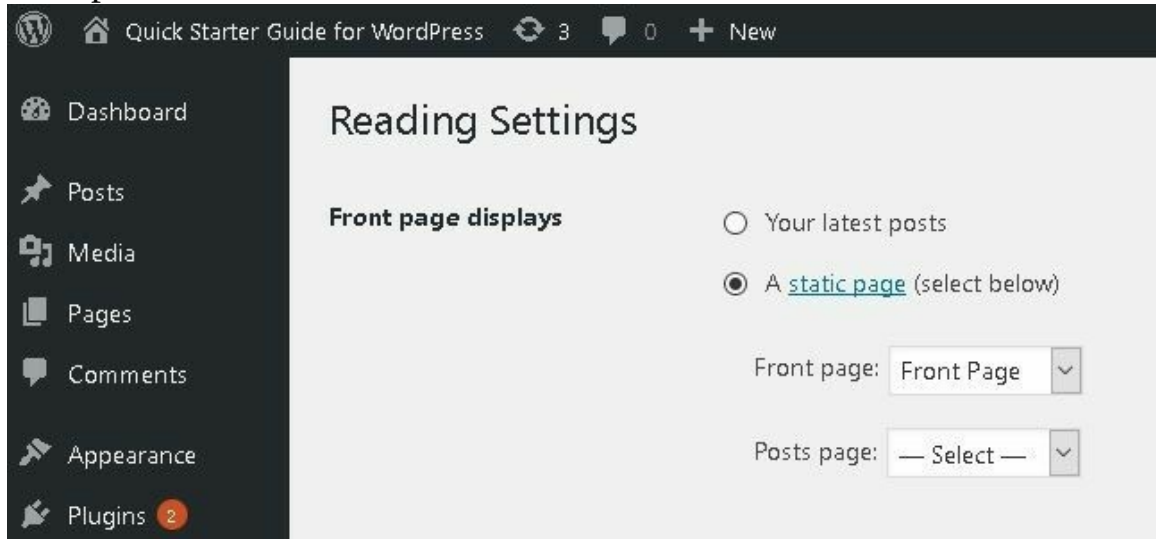
Giving proper attention to your front page will help you in that mission.

Creating the front page of your website is much the same as creating any other page of your site.

The idea behind creating the front page of your website is to create a normal static page, just like any other, but then to set it as the front page in the wordpress settings.

See ‘Composing a Page’ under ‘Writing Your First Entry’ in Chapter 5 for steps on creating a page.

Now it’s time to assign the page we just created as the front page of your wordpress site.



Assigning a static page as the front page

To assign your front page:

1. From the sidebar, click ‘Settings’ then ‘Reading’.
2. From the ‘Reading Settings’ screen, under the ‘Front page displays’ heading, switch the radiobox from ‘Your latest posts’ to ‘A static page’.
3. Change the ‘Front page’ dropdown to the page you created in the previous section ‘Creating a static page’.
4. optionally, select a page for your blog posts to appear on now that they won’t be displayed on the front page.
 - a. Create a new page with the title Blog.
 - b. Leave the page blank.
 - c. Click on ‘Publish’. Wordpress will publish the page as yourdomain.com

/blog

d. Select the page called 'Blog' from the 'Posts page' dropdown menu.

5. Click the 'Save Changes' button.

Now visit your website and see your new front page.

Setting the front page to a static is the most important step in tweaking your website to look like a standard website rather than a blog.

optimizing Your wordpress Site for Search Engines

Wordpress offers a wide range of options for optimising your website for search engines. Some are explicitly designed for the purpose; others are just clever uses of everyday features.

A key tactic in any seo strategy is keyword padding. That is, increasing the use of your targeted keywords across your website, to increase the likelihood of being ranked for those keywords.

Let's look at some strategies for sprinkling your targeted keywords around your website as much as possible to increase your search engine ranking.

Because your post and page titles are often placed between h1, h2 and other descending levels of header tags (depending on your theme), the words you place within them are extremely important to your seo strategy.

Your post and page titles should include your most desired targeted keywords and should be included as close to the beginning of the title text as possible.

As important as search engine optimisation is, you must still write your content primarily for your readers.

Not only because you want to keep your readers after finding them, but because search engines are very good at determining when content has been created for the specific purpose of the search engine.

For that reason and because you want to contribute quality content to the web, you should only create content with your readers in mind. If you can pad that content with some seo serving keywords, that's a bonus.

Using Categories

Depending on the structure of your Permalinks, the names you choose for categories will be displayed in the URL for a large majority of pages on your

website. Which makes the names you choose for categories an extremely important part of your seo strategy.

You should therefore include your research keywords in your category names.

Using the Alternative Text Tag

Because search engine crawlers can't look at images to tell what they're an image of, they look at the alt tag instead.

The alt tag is short for the alternative text tag, which is displayed in place of your image if the image does not load, or it is being read by a screen reader such as that used by a blind user, or a non-graphical web browser.

To update the <ALT> tag for your images:

1. From the sidebar, click 'Media' then 'Library'
2. Hover over an image in your Media Library, then click 'Edit'
3. Update the 'Alternative Text' field to include your alternative text
4. Click the 'Update' button

Done. You've just made your site more accessible by search engines as well as more accessible by people with disabilities.

Adding a seo plugin can help you optimise your wordpress site for the best search engine results. See 'Use a seo Plugin' in Chapter 9, for details on how to install one.

Users and Their Capabilities

Wordpress allows the creation of multiple users who can separately login to the website and make various updates and changes.

To make multiple users manageable, wordpress uses the concepts of roles, which allows certain powers to be given to certain users.

In this way you can give permissions to users to perform only certain actions on your site, for example, if you want somebody to only be able to create content, but not to be able to publish, or change any other part of the website, you can give them the 'Contributor' role.

If you wanted that same person to also be able to publish their content without it needing review, you can give them the 'Author' role.

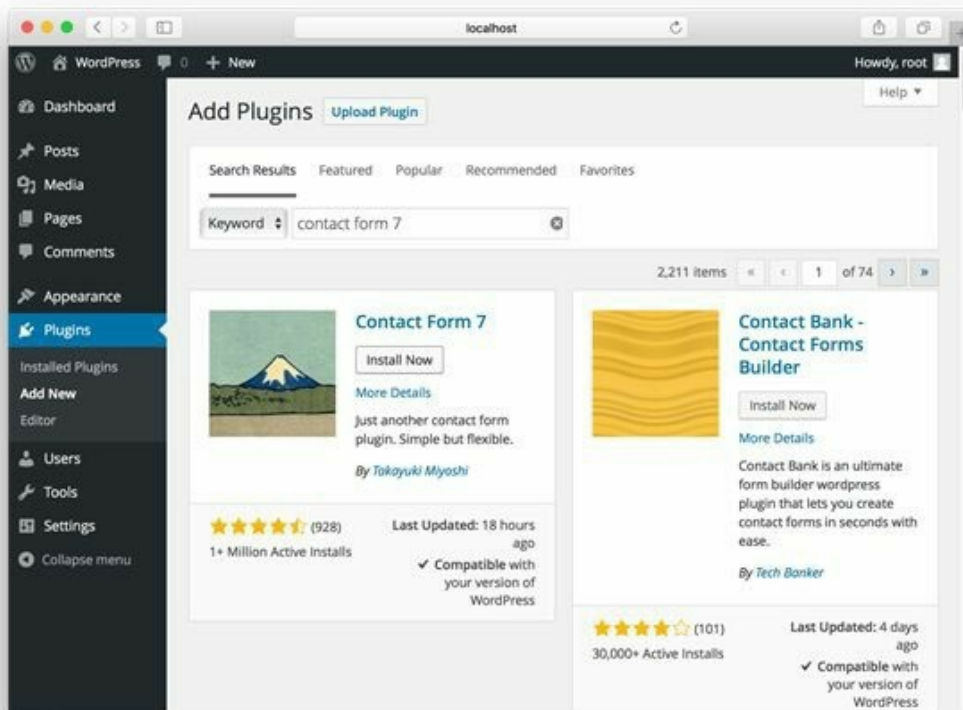
Wordpress user roles explained.

Let's explore the roles available to you in wordpress.

- 'Subscriber': The subscriber role is given to users who are only able to manage their own profile on the 'Your Profile' page from the wordpress Dashboard.
- 'Contributor': In addition to the 'Subscriber' role, the contributor role is given to users who can create their own posts, upload files and manage their own posts but cannot publish them. only higher roles like the administrator and editors can approve the post and publish the content.
- 'Author': In addition to the 'Contributor' role, the author role is given to users who can create their own posts and also publish them onto the site without requiring any review for the post to go live.
- 'Editor': In addition to the 'Author' role, users given the editor post can also moderate comments, manage categories, manage links, edit pages and manage the posts of other users.
- 'Administrator': The administrator role is completely unrestricted, if it can be done in wordpress, the administrator role can do it.

Creating Contact Form with Plugins

Installing Contact Form 7 Plugin



Contact Form 7 is one of the most popular contact form plugins for wordpress. It's free, easy to setup and is highly customisable.

1. From the sidebar, click 'Plugins' then 'Add New'.
2. In the 'Search Plugins' field type 'Contact Form 7' and search.
3. Install the 'Contact Form 7' plugin by Takayuki Miyoshi by clicking the 'Install Now' button.
4. once the installation is complete, click 'Activate Plugin'.

Getting an API key from Google Recaptcha

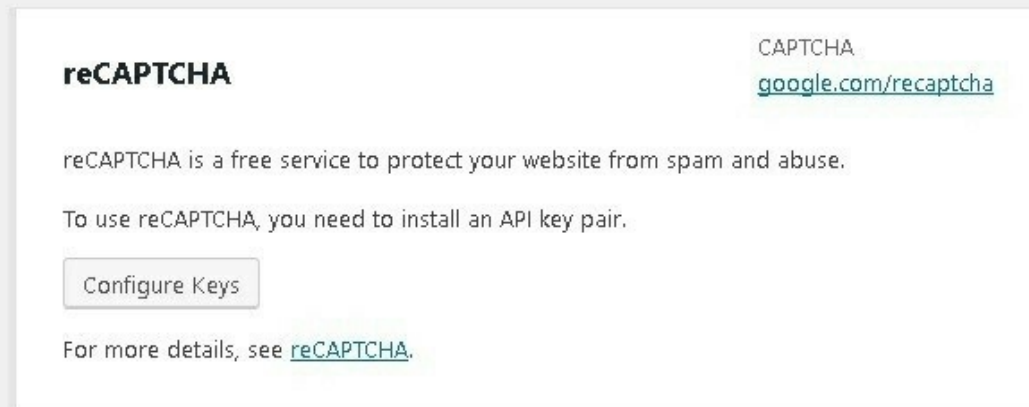
Captcha is a technology used to fight spam. Captcha challenges the user to read text from an image and enter it into a text field, as this is a task that is hard for a spam bot to do, but easy for a human.

Recaptcha is a Captcha service offered by Google that you can use on your own website.

If you want to use the Recaptcha service to fight spam on your wordpress website, you'll need a Recaptcha API key.

You can obtain a key from <https://www.google.com/recaptcha/admin#list>

Integration with Other Services



reCAPTCHA CAPTCHA
[google.com/recaptcha](https://www.google.com/recaptcha)

reCAPTCHA is a free service to protect your website from spam and abuse.

To use reCAPTCHA, you need to install an API key pair.

[Configure Keys](#)

For more details, see [reCAPTCHA](#).

once you've completed the steps, make a note of the API key (the site key and secret key), as it will be needed for configuring Recaptcha on the Contact Form 7 Plugin.

To install the Recaptcha API key in the Contact Form 7 Plugin:

1. From the sidebar, click on 'Contact' then 'Integration'.
2. Click on 'Configure Keys'.
3. Enter in the 'Site Key' and 'Secret Key' from the google Recaptcha website.
4. Click on 'Save'.

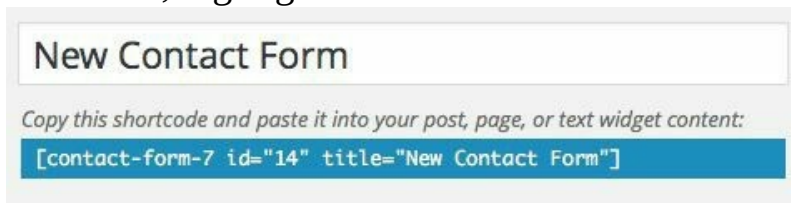
Creating a "Contact Us" Form

Now you've installed the Contact Form 7 plugin, it's now time to customize the contact form for your wordpress website.

1. You'll notice a new item in your sidebar menu, 'Contact'.
2. Click 'Contact' then 'Contact Forms' from the sidebar menu.
3. on first accessing the 'Contact Forms' page, a new contact form has already been created for you when you installed it.
4. Hover under the word 'Contact Form 1' in the list of contact forms, click on 'Edit' link.
5. Click on the 'Mail' tab and ensure all details are correct. If you entered

your correct name and email address into wordpress when you did the initial installation, there should be no changes to be made here.

6. optionally you can change the subject and message body text by clicking on the text boxes.
7. Ignore the 'Messages' and the 'Additional Settings' tab and click on the 'Save' button on the right sidebar.
8. You will see a status message saying 'Contact form saved.', however there is one additional piece of information that will now be displayed on the screen that is very important for completing the setup. A shortcode, highlighted in blue.



This shortcode is a special code that when entered on any page in wordpress, it will be replaced with the contact form.

9. Copy the shortcode, in the example the short code is all of the text that reads `[contact-form-7 id="14" title="New Contact Form 1"]` including the square brackets.

Now you've edited the contact form and taken note of the shortcode, it's time to put the shortcode on a page:

1. In the sidebar, click 'Pages' then 'Add New'.
 2. Click on the box, 'Enter in Title Here' at the top of the Add New Page. Enter in "Contact Us" (without the quotation marks) as the title of the page.
 3. Write the shortcode into the Visual Editor, at the top of the page.
 4. Click the 'Publish' button.
 5. Visit the page and you will see your contact form.
 6. Ensure the contact form works by filling in the fields and sending a test.
- You should now have a functioning contact form on your wordpress website.

Chapter Recap

In this chapter we've discovered how to unleash the power of wordpress as a content management system. Turning the wordpress system from pure blogging site to traditional website, with an optional blog page.

We've discovered user roles and how we can create a chain of command to give users the ability to create content for our wordpress site. A powerful capability that allows you to expand your web publishing team and let others publish content on your behalf.

Furthermore, we've covered how to perform basic seo for your site using wordpress features and popular seo techniques.

Finally, we've discovered how to let users contact us through our website using the Contact Form 7 plugin to create a contact form.

Chapter 8 – Fine-tuning wordpress Themes

Introduction to Customising Your Site

In this chapter we're going to learn about mobile responsive websites and how you can very quickly and easily make your own wordpress website mobile responsive, even if your theme doesn't offer the feature.

We'll also cover some of the most powerful features of wordpress for customising your site: using your own header image, adding custom navigation menus and using widgets.

The skills you learn in this chapter offer a huge amount of value for your wordpress website, from offering a mobile version of your website, to the nearly complete customisation of wordpress changing the header image and adding your own custom navigation menus provides.

Mobile Responsive Website

Mobile traffic is increasingly the dominant form of web traffic handled by websites today. More and more users are choosing to access the web from their mobile device be it a phone or tablet.

To properly serve these visitors and ensure they can not only find your website but use it on whichever device they have, it's important to include mobile support for your website.

Making Your Site Mobile Friendly

Making your website mobile friendly means providing a mobile version of your website, or providing features that allow your website to scale down to the size of a mobile device screen and optimise the browsing experience for a mobile device in various ways.

The latter is often referred to as mobile responsive web design and it is the most common form of providing a mobile version of a website, because it avoids the creation and management of a whole separate website for mobile users and promotes providing the same content to mobile users as is given to

desktop users.

Checking for Mobile Responsive Site

Chances are, depending on what theme you are using for your wordpress site, that you already have a mobile friendly website. This is because it is now common practise to include mobile responsive features with themes.

If you're using the default wordpress theme, then you're in luck. The wordpress default themes have included mobile responsive capabilities for many versions now.

There is no further work for you to do to provide mobile support for your users.

If you're using a custom designed theme or a theme that you bought from a theme provider, then you need to run a simple check to ensure your website is mobile responsive.

There are 2 simple ways to check for mobile responsive design. After installing and activating your wordpress theme:

1. Visit the site on your mobile device's browser, if your website looks different to the desktop version and is clearly optimised for mobile browsing, you have a mobile responsive design.
2. Visit the site in the browser on your desktop, then click and drag the sides of the browser inwards to make the browser window as small as possible. If you see the site scale down to a mobile optimised design, you have a mobile responsive design.

Updating Non Responsive Themes

Jetpack is a free plugin offered by wordpress.com that offers many features for managing wordpress sites. Another handy feature it offers is the Jetpack Mobile Theme, which will allow you to easily offer a mobile friendly version of your website.

Follow the steps in Chapter 9, 'Using the Jetpack Plugin' to install the Jetpack plugin.

To activate the Jetpack Mobile Theme:

From the sidebar, click ‘Jetpack’ then ‘Settings’

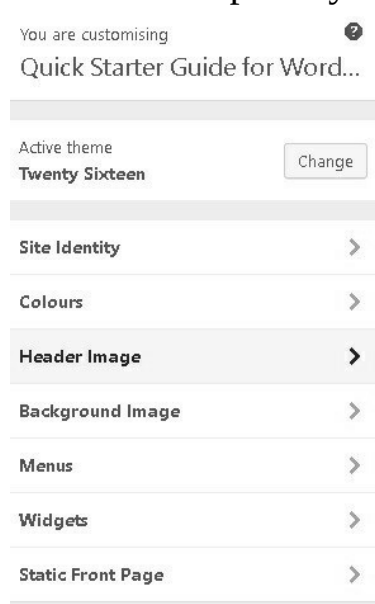
2. Click ‘Mobile Theme’
3. Click ‘Activate’

You’re done! Visit your site on a mobile browser to see your new mobile responsive design.

Note: the mobile theme provided by Jetpack requires an actual mobile device, so viewing in your browser and minimising to simulate a mobile device will not work.

Uploading Your own Header Image

When customising the look and feel of any theme, one of the best value customizations you can make is to upload your own header image.



Uploading your own header image instantly changes the look and feel of the entire site, in fact, it’s the only change many wordpress webmasters make to the default theme before going live.

To upload your own header image:

From the sidebar, click on ‘Appearance’ then ‘Customize’. The theme customisation screen for the active theme will show.

2. Click ‘Header Image’ in the side menu of the theme customisation screen.

3. Click the 'Add new image' button.
4. A 'Choose Image' window will show; you can choose an image you've uploaded previously or upload a new image.
5. Click the 'Select Files' button and upload a new image.
6. But you will use any image available on your computer. *Note: that you are free to simply drag images from your computer onto this window without the need to click the 'Select Files' button and browse for an image.*
7. once your image has uploaded, click on 'Select and Crop' button. You will be given the opportunity to crop the image to better suit its new use as your wordpress website's header.

Drag the crop rectangle out to a size that you are happy with, or simply accept the default cropping, then click 'Crop Image' or click the 'Skip Cropping' button if you don't want to crop the image.

8. Click on the 'Save and Publish' button.
9. Click on the 'X' to the left of the 'Saved' button to return back to the dashboard.

Including Custom Navigation Menus

Including custom navigation menus in wordpress is easy and many themes provide multiple locations for you to add your custom menus too.

Custom menus allow you to provide your users with easy ways to navigate the content you create for your wordpress website.

You can create menus for a group of related pages, or a particular series of posts or even just to include a list of custom links you want to share.

To get started including a custom navigation menu using the Menus Dashboard:

From the sidebar, click on 'Appearance' then click 'Menus'.

2. To create a new menu, enter a name for your menu in the 'Menu Name' field and then click the 'Create Menu' button.

optionally you can manage the menu in the Themes 'Customizer' (These

steps are not covered in this book):

1. From the sidebar, click on 'Appearance' then click 'Customizer'.
2. Click on 'Menus'.

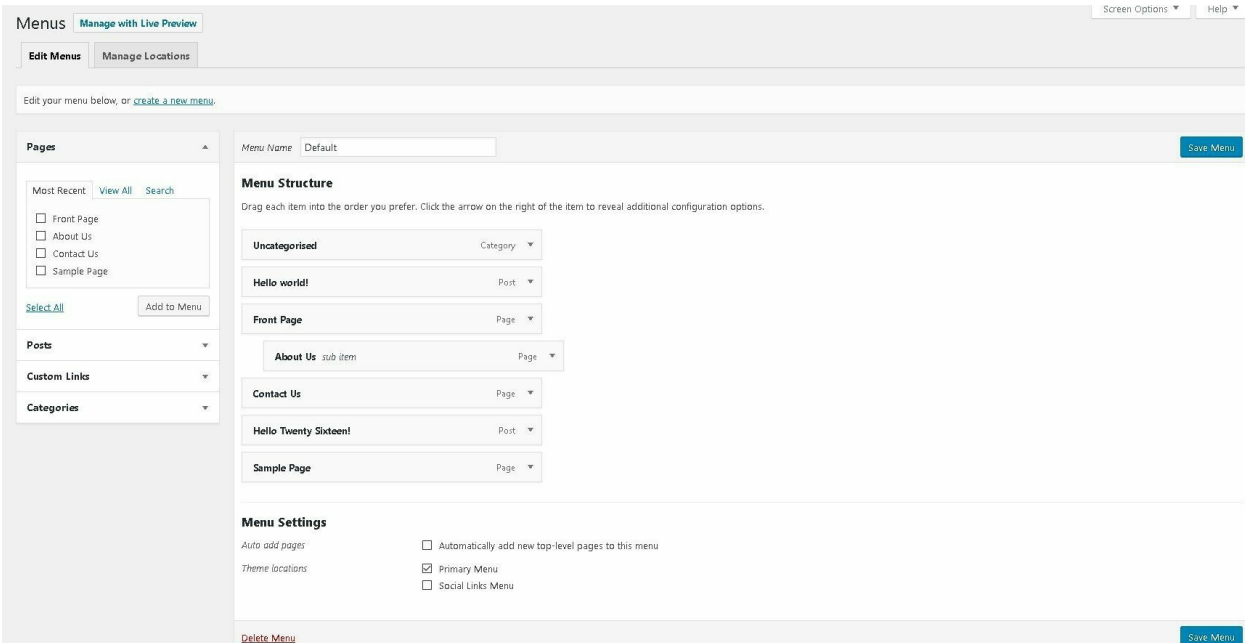
Upon clicking 'Create Menu' your menu is created, but there is still some configuration required to start using the menu.

Before you start creating your custom menu, under 'Menu Settings' choose these options:

- You can check the 'Automatically add new top-level pages to this menu' checkbox. This will make sure whenever a new top-level page is added to your wordpress website, it is automatically added to this menu.

If you do not choose this option, you will have to manually add all new pages to this menu.

- Many themes have multiple locations and their names are displayed under 'Theme locations'. The primary navigation (located under the header image) and the footer (located above the footer on the page) are the most common ones.



You may add the menu to either location, both, or create another menu and add each to their respective locations.

3. Click on ‘Save’ Menu button.

Building Navigation Menus

To the left you will see the different items that have already published on your wordpress site. Wordpress gives you four ways to add links to your menu.

- ‘Pages’: wordpress simplifies the process of adding pages by showing any recent pages published on your website in the first tab, ‘Most Recent’. Click on ‘View All’ to display all of the pages on your site and the last tab, ‘Search’, you can search by keywords to find pages to add.

Select the box next to the page name you want to add to your menu or click on ‘Select All’ to add all of the pages. And then click on ‘Add to Menu’ button.

‘Posts’: Selecting a post is no different to adding in a page or pages. Select the box next to the post name you want to add to your menu or click on ‘Select All’ to add all of the posts. And then click on ‘Add to Menu’ button.

- ‘Custom Links’: In the ‘URL’ box, type in the URL of the website. Include the `http://` or `https://` in the box and in the ‘Link Text’ box, add in

the name of the link you want to be displayed in the menu. In more complex menu structures, you may need to add in a menu place holder.

Type in '#' in the 'URL' box to perform this function. Click on 'Add to Menu' button to add it to the menu.

- 'Categories': Like the previous steps, adding in a category to your menu is the same. Select the box next to the category name you want to add to your menu or click on 'Select All' to add all of your categories. And then click on 'Add to menu' button.

Wordpress displays the menu structure under 'Menu Structure' a vertical line of items in your menu.

Reordering the Menu Items

Click on the item that you want to move and drag it up or down to re-sort the menu structure.

Creating a Sub-Menu structure

Click on the item that you want to move and drag it to right to create an additional menu layer. Dragging it to the left moves it up in the menu layer.

Editing and Deleting Menu Items

Click on the down arrow in the menu item box, to display additional options. To edit the menu name, click on 'Navigation label' to change the name displayed on the menu.

To remove the item from the menu, click on 'Remove' or 'Cancel' to close the additional options. It's important to remember, clicking on 'Remove' doesn't remove item from wordpress. It only removes it from the menu.

Finally, click the 'Save Menu' button.

Multiple Menus

After you have created another menu in a different location, a new box under 'Edit Menu' appears called 'Select a menu to edit'. Select the menu to edit by clicking on the drop-down box next to it and selecting the menu name.

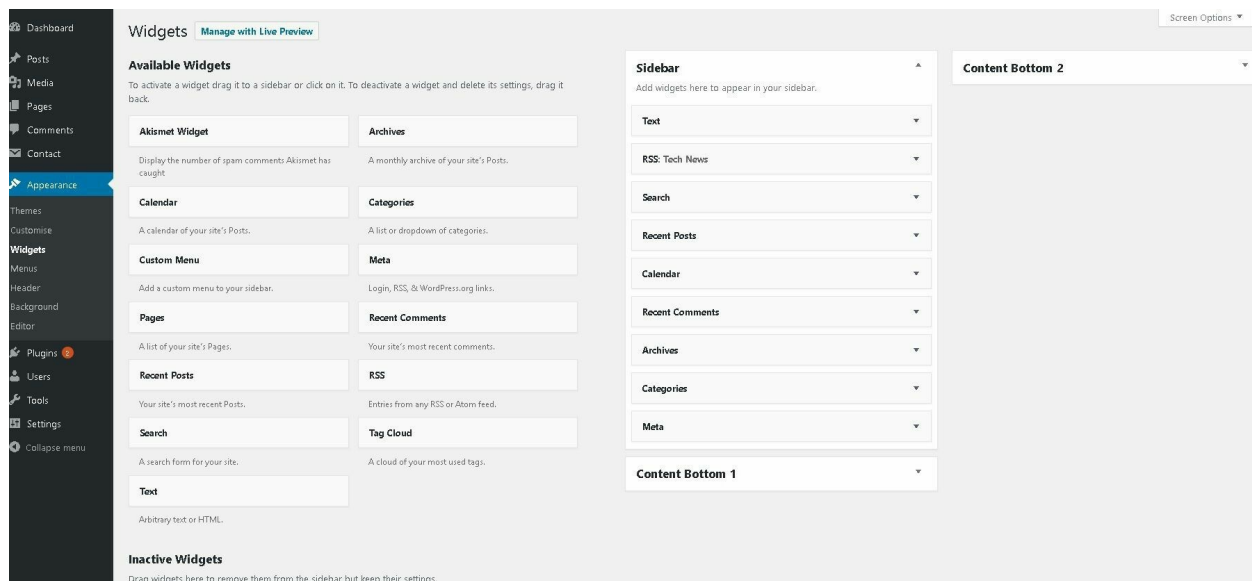
Enhancing Your Website with Widgets

Widgets are where the power of wordpress really shines. Widgets are a powerful tool in wordpress and Widgets in wordpress bridge the gap between

plugin and theme.

Widgets are often how you achieve customisations you would normally assume would require complex coding to realise.

With widgets, you can add text or images outside of the normal post or page areas and often include powerful features such as displaying a news feed or a web form.



Where you can put widgets in wordpress depends entirely on the theme you're using.

To access the widget locations from the Widgets Dashboard:

1. From the sidebar, click on 'Appearance' then click 'Widgets'.
2. on the right side of the screen, your themes widget location is displayed. To expand the widget location, click on the location name. Each location's description tells you where on wordpress site this widget is located.

optionally you can manage the widgets in the themes 'Customizer' (These steps are not covered in this book):

1. From the sidebar, click on 'Appearance' then click 'Customizer'.
2. Click on 'Widgets'.

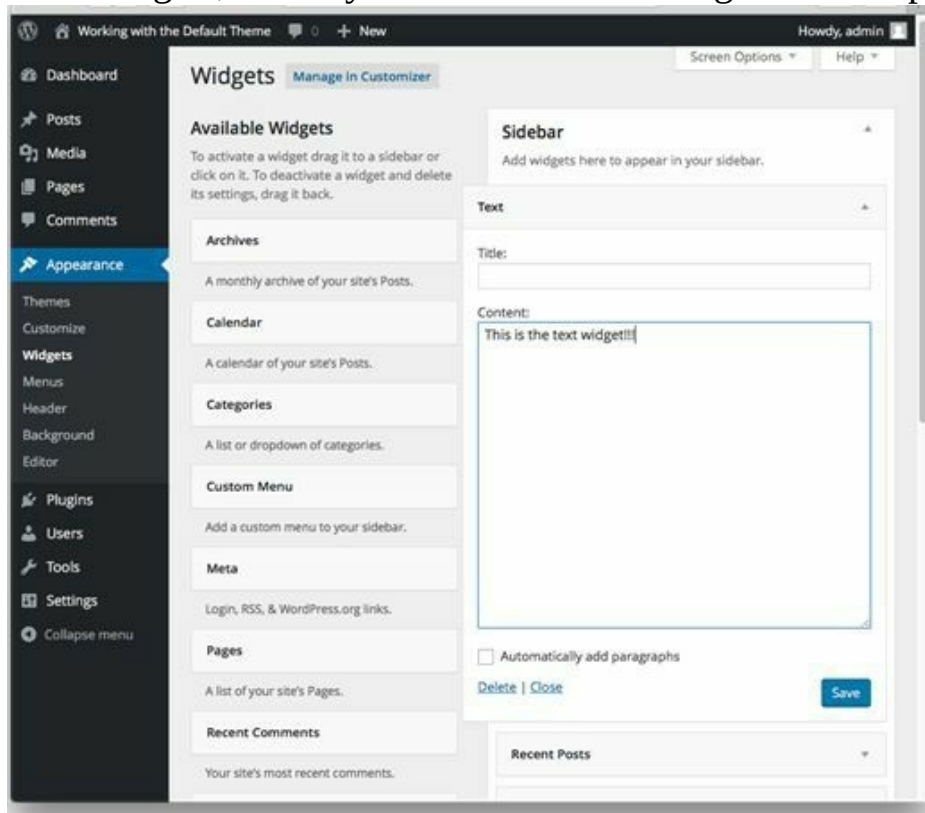
Adding Widgets

The screen is divided into left and right sides, the left contains 'Available

Widgets’ and the right the available widget locations.

To add a new widget to any widget location:

1. Click and hold the widget you wish to add. For example, ‘Text’
2. Drag and drop the widget to the widget location, above or below other widgets, where you would like the widget to be displayed.



As the number of widgets grow, dragging and dropping the widget to the widget location can be difficult. Wordpress has another way to add the widget to the widget location by:

1. Click on the widget name.
2. A drop down screen appears with the different widget locations.
3. Click on the widget location and click on ‘Add Widget’ button. or click on ‘Cancel’ to return back to the widget dashboard.

Note that the change is made instantly, the moment you drop the widget in location, it will be displayed on your live wordpress site with no need to click ‘Save’ or otherwise.

Not only have we added content outside of the normal content areas in

wordpress, we've added dynamic content that is updated for us by wordpress.

Managing Widgets

Each box in the widget location, is a separate widget that can be moved up or down. Click on the widget name and drag it up or down until you reach the location between other widgets.

The change is made instantly; the moment widget is dropped to the new location.

It's important to note that any change of the widget settings is not automatically saved.

You need to click on the 'Save' button at the bottom to save it.

Each widget has their own settings and you access them by clicking on the widget name. Below the widget settings are the links, 'Delete' and 'Close'. And the 'Save' button.

To remove the widget from the widget location either click on the widget name and drag it to the left side of the screen. or click on the 'Delete' link at the bottom of the widget.

The change is made instantly; the moment you choose either option to delete it.

The Power of Widgets

A particularly powerful widget is the 'Text' widget. Its power comes from its ability to be virtually anything you want it to be.

You can use the 'Text' widget to add content to sidebars and other widget locations, or to add phone numbers, important notices or even custom content written with HTML.

Using the 'Text' widget is similar to using any other widget, by following these steps:

1. Simply drag the widget from the available widgets section on the left and drop it in the desired location on the right.
2. once you've dropped the widget in place, you will be prompted to enter the settings for the 'Text' widget.
3. optionally you can add in a title in the 'Title' box.
4. Type in your text in the 'Content' box.

5. Click the 'Save' button. Your custom text widget is now live on your wordpress website.

Note the 'Automatically add paragraphs' checkbox. This should only be checked if you are adding large amounts of text and you would like wordpress to automatically add HTML formatting to this text on your behalf.

Chapter Recap

We've covered a lot of high value wordpress capabilities in this chapter. We've explored mobile responsive website design, how to test if your website has it and how to implement it if it doesn't.

We've customised the design of your wordpress site using your own custom header image and harnessing the power of custom navigations menus. These two features alone go a long way in customising your site and truly making it your own.

You also know about widgets and how they can help you fill in the blanks without writing a line of code to accomplish tasks that would usually require custom code.

With these skills, you have the capability to customise your wordpress site entirely and present a truly professional and mobile friendly website to your visitors.

Chapter 9 – Enhancing your website With plugins

Introduction to Plugins

We've covered a lot of the wordpress system at this stage of the book. By now, you should be feeling confident in your abilities to manage your own wordpress website and becoming a fully fledged web publisher.

Now it's time to turn our attention to extending the standard functionality of Wordpress. Plugins are used to add functionality to your wordpress website. Functionality that you need to accomplish the tasks that will make your website stand out from the crowd.

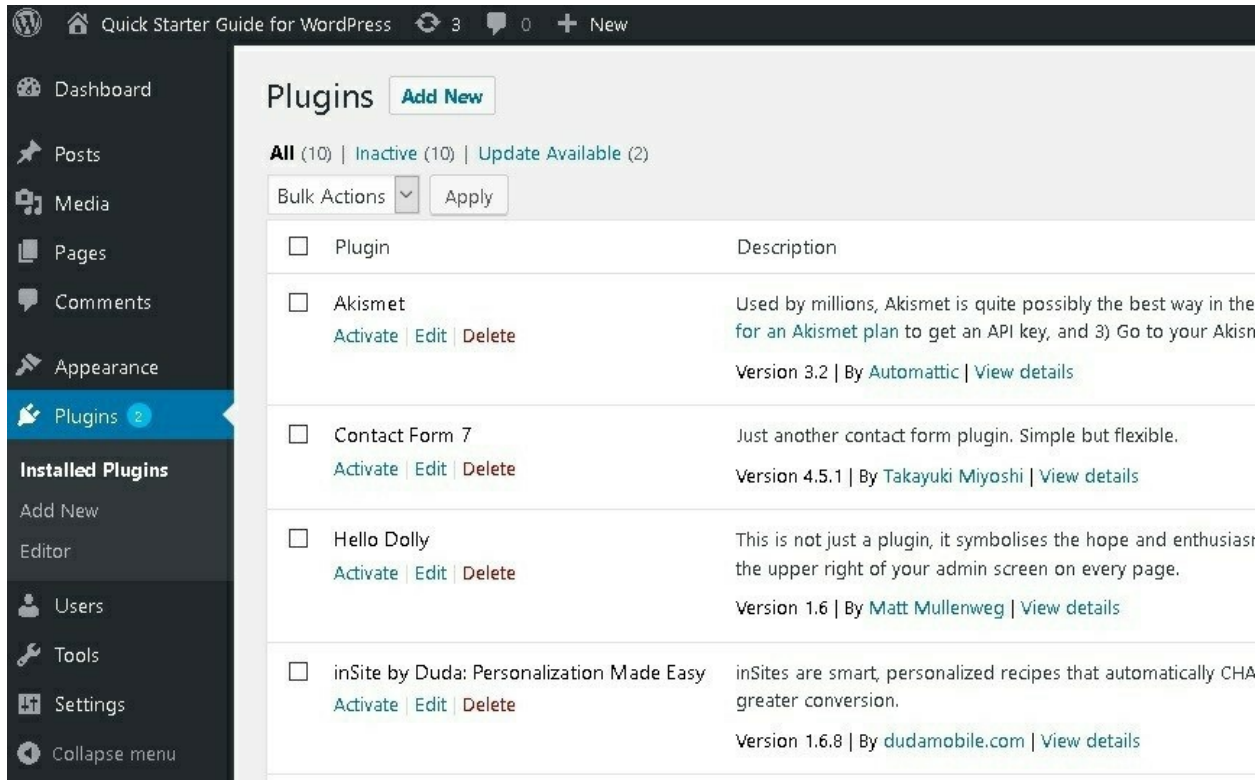
In this chapter we're going to learn about how to install and manage wordpress Plugins. We'll take a look at social plugins that help you manage your social media as you publish. We'll also look at how plugins can help your Search Engine optimisation.

Wordpress Plugins via the Dashboard

Wordpress plugins are easy to install. They don't require any coding skills to use or configure and can be added to your wordpress site directly from the dashboard.

Although paid plugins do exist, the majority of wordpress plugins are available for free.

The official wordpress Plugin Directory provides thousands of high quality free plugins that are ready to install directly through the wordpress dashboard.



The official wordpress Plugin Directory is accessed through your wordpress Dashboard by:

1. From the sidebar of the wordpress Dashboard, click 'Plugins' then 'Add New'.
2. The 'Add Plugins' screen will show.

Search Plugin by name

To search for plugins by name:

1. From the 'Add Plugins' screen, in the top right hand corner of the screen, click the 'Search Plugins' field.
2. Type the name of the plugin you are looking for, alternatively, type the name of the functionality you are looking for, e.g. "Tweet Posts".
3. Press enter on the keyboard.

Popular Plugins

Popular plugins are plugins with a high number of installs. Searching by popularity is a good way to see what other webmaster are using.

To discover plugins by their popularity:

1. From the 'Add Plugins' page, select 'Popular' from the toolbar.
2. The results will show the most popular wordpress plugins.

Recommended Plugins

Recommended plugins come with high amount of recommendation from the broader wordpress community.

To discover recommended plugins:

1. From the 'Add Plugins' page, select 'Recommend' from the toolbar.
2. The results will show recommended plugins.

Installing and Activating a Plugin

Now that you know how to search for plugins, it's time to install it. But before we do that, we need to cover the differing concepts of 'installing' and 'activating' plugins.

In wordpress, in order to use a plugin, you must first install it. Installing the plugin essentially downloads it to your web host and gets it to a state where it is ready to go.

But at this stage it's not quite ready, that's because you need to activate it first.

once you've installed a wordpress plugin, it must be activated before it will work.

This additional step allows you to keep a virtually unlimited amount of plugins installed to your wordpress website, but to only actually use a small subset.

By deactivating a plugin, you can keep it 'ready to go' without uninstalling it. This means reactivating the plugin is as simple as clicking the 'Activate' button again and that all settings and additional configuration you may have done to the plugin will be saved for when it is reactivated.

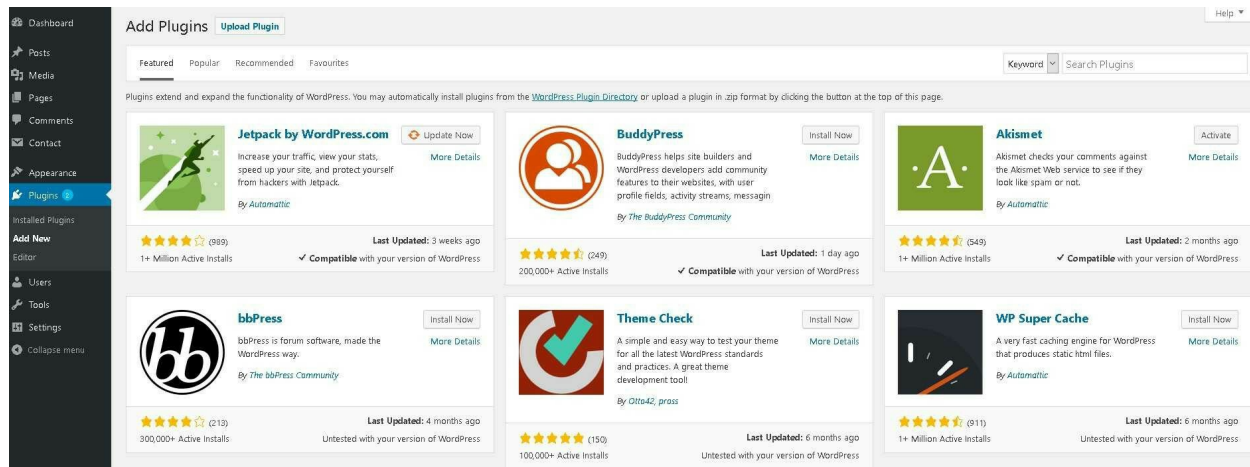
To install a wordpress plugin:

1. After having discovered a plugin to install as described in the previous section, click the 'Install Now' button.
2. The 'Installing Plugin' page will show. Wait while the plugin downloads, unpacks and installs.

3. The screen should say “Successfully installed the plugin” and display links to ‘Activate Plugin’ or ‘Return to Plugin Installer’.
4. If you are ready to activate the plugin immediately, click the ‘Activate Plugin’ link.

Activating a plugin at a later stage:

1. From the sidebar of the wordpress Dashboard, click ‘Plugins’ then ‘Installed Plugins’.
2. Locate the plugin you wish to activate.
3. Click ‘Activate’.



You have now successfully installed and activated a wordpress plugin.

Uploading Plugins in the Dashboard

There are some instances where a plugin may not be available in the official wordpress Plugin Directory.

This may be the case if you have purchased a paid plugin or you have had a custom plugin developed for you.

To install a wordpress plugin using the 'Upload Plugin' feature:

1. From the sidebar of the wordpress Dashboard, click 'Plugins' then 'Add New'.
2. The 'Add Plugins' page will show.
3. Click the 'Upload Plugin' button, it is immediately next to the 'Add Plugins' heading.
4. Click the 'Choose File' button and then browse to the location on your PC where you saved the plugin file. The plugin file should be in .zip format.
5. once your plugin has uploaded, the 'Install Now' button will show, click the 'Install Now' button.
6. Wait while the plugin uploads, unpacks and installs.
7. The page should say "Successfully installed the plugin" and display links to 'Activate Plugin' or 'Return to Plugin Installer'.
8. If you are ready to activate the plugin immediately, click the 'Active Plugin' link.

Uninstalling and Deactivating Plugins

If you no longer wish to use a plugin and you have no interest in using it again in the future, you can uninstall it.

Remember, if you don't want to completely remove the plugin from your wordpress website, but just don't want it active on the site right now, you can simply deactivate it.

To uninstall a plugin, you must deactivate it first.

To deactivate a wordpress plugin:

1. From the sidebar of the wordpress Dashboard, click 'Plugins' then 'Installed Plugins'.
2. Locate the plugin you wish to deactivate.
3. Click 'Deactivate'.

The plugin is now deactivated, meaning it will no longer appear on your wordpress website and will no longer perform whatever functionality it provided.

To uninstall the plugin entirely:

1. Perform all steps above
2. After clicking 'Deactivate' a 'Delete' link will be displayed.
3. Click 'Delete'
4. The 'Delete Plugin' screen will display
5. Click the button 'Yes, delete these files and data'

You have successfully deactivated and/or deleted the plugin from your wordpress website.

Remember: Deleting the plugin will delete all settings associated with the plugin. If you're not sure if you want to delete the plugin forever, deactivating is a safer option.

The Jetpack Plugin

Throughout this guide we've referenced the Jetpack plugin at different times to accomplish various tasks. But the Jetpack plugin goes much deeper than what we've explored so far.


The Jetpack Plugin is developed by Wordpress.com and exists specifically to


allow webmasters of self hosted wordpress sites to get the same benefits as Wordpress.com users, such as exposure to the Wordpress.com community, and features that only exist on Wordpress.com



Jetpack Plugin contains some of these features



- Traffic Growth & Insights
- Security
- Image Performance
- Centralized Management
- Post to Social Sites like Facebook, Google+ and Twitter.
- Mobile Site Friendly
- And it's Free.


Installing the Jetpack Plugin

General Engagement Security Appearance Writing 

Connection Settings
Manage your Jetpack connection. 

Notifications
Receive notification of site activity via the admin toolbar and your Mobile devices.  

JSON API
Allow applications to securely access your content through the cloud.  

 **Need help? The Jetpack team is here for you.**
We offer free, full support to all of our Jetpack users. Our support team is always around to help you.
[View our support page](#), [check the forums for answers](#), or [contact us directly](#).

Enjoying Jetpack or have feedback? *[Leave us a review](#), [follow us on Twitter](#), and [like us on Facebook](#).*

To use all the features available from the Jetpack plugin, you'll need to sign up for an account with Wordpress.com. Some web hosting companies already install 'Jetpack by Wordpress.com' plugin.

Install the Jetpack plugin and either sign up to wordpress.com or use the same username and password when activated the Akismet plugin by following these steps:

1. From the sidebar of the wordpress Dashboard, click 'Plugins' then 'Installed Plugins'.
2. Locate the 'Jetpack by Wordpress.com' plugin. Skip the next step if there is no plugin in the list of installed plugins.
3. Click 'Activate' and skip to step 8.
4. Click on 'Add Plugins' button at the top of the screen. on the top right

hand corner of the screen, click the ‘Search Plugins’ box.

5. Type in “jetpack by wordpress.com” (without the quotation marks).
6. Press enter on the keyboard.
7. Click the ‘Install Now’ button and then click on ‘Activate’.
8. A new green banner appears at the top of the page, click on ‘Connect to wordpress.com’ button.
9. Existing wordpress.com account holders, click on ‘Already have an account?’ on the bottom of the screen. This is the same username and password when you signed up using the Akismet plugin.

Then type in your wordpress.com username and wordpress.com password. Click on ‘Log in’ button.

If you don’t have one, then follow these instructions:

- a. Type in your email address in the box under ‘Your email address’.
- b. Choose a username in the box under ‘Choose a username’.
- c. Choose a password in the box under ‘Choose a password’.
- d. Click on ‘Sign Up and Connect to Jetpack’ button.

Follow the screens on the wordpress.com site to create a new account and wordpress.com blog.

10. You can now enjoy the features of the Jetpack plugin.

Using the wordpress.com for another site or not?

once you’ve signed up to Wordpress.com, it’s up to you whether you to continue to host a blog there as well as on your self hosted wordpress site.

Social Network Integration

one of the most popular uses of wordpress plugins is social network integration. Features like automatically tweeting when you’ve made a new post, or giving your visitors the ability to easily share your content on Facebook are features wanted by many wordpress publishers.

Luckily these features and much more are available in many freely available wordpress plugins.

Let Visitors Share Your Content

When your site's visitors share your content, they do a lot of the work of advertising your website for you.

By sharing your link with their friends, they make a recommendation that their friends take seriously and are likely to follow up with a visit to your site.

So you want to make it as easy as possible for visitors to share your content for you. Wordpress makes it

Share Buttons by addthis Plugin



To install the 'Share Buttons by addthis' plugin:

1. From the sidebar of the wordpress Dashboard, click 'Plugins' then 'Add New'.
2. Click in the 'Search Plugins' box.
3. Type in 'Share Buttons by addthis'.
4. Click the 'Install Now' button and then click on 'Activate'.

The addthis plugin should now be installed and ready to use, but you will need to configure the plugin before using it:

1. From the sidebar, click 'Settings' then 'Share Buttons by addthis' which will appear immediately after activating the plugin
2. Use the switches to choose where you want the share buttons to appear:
 - a. Sharing Buttons Above Content: The share buttons will be at the top of the screen, above your content.

- b. Sharing Buttons Below Content: The share buttons will be at the below your content.
- c. Sharing Sidebar: The share buttons will in a vertical bar on the side of the page.
- d. Mobile Sharing Toolbar: This sharing toolbar is design for mobile responsiveness and floats above your site, resizing as needed.

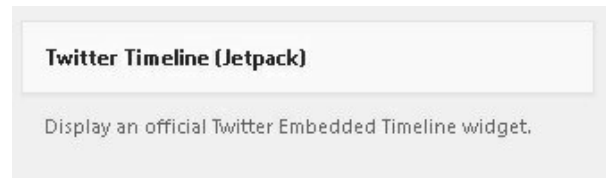
For each area you activated the share buttons for, choose the style of share buttons you would like for each section

3. Click on ‘Save Changes’ on the bottom of the page.

You have successfully added social network sharing buttons to your wordpress site using Share Buttons by addthis.

Displaying Social Feeds

Have you ever wanted to display a list of your most recent tweets or Facebook posts on your website? This is what we’ll look at doing in this section.

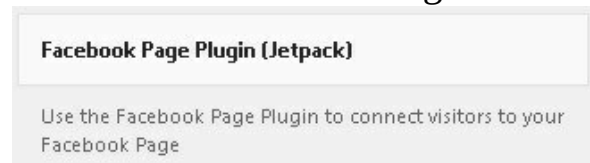


Jetpack has two widgets called ‘Twitter Timeline (Jetpack)’ for Twitter and ‘Facebook Page Plugin (Jetpack)’ for Facebook.

To use the Twitter Widget:

1. From the sidebar of the wordpress Dashboard, click ‘Appearance’, then ‘Widgets’.
2. Drag and drop the widget (‘Twitter Timeline (Jetpack)’) to the widget location on the right side of the page, above or below other widgets.
3. optionally you change the title by clicking on ‘Title’ box and other layout options by clicking on relevant boxes.
4. You need to create a widget at twitter.com, and then enter your widget id (the long number found in the URL of your widget's config page) in the field called ‘Widget ID’.

To use the Facebook Widget:



1. From the sidebar of the wordpress Dashboard, click ‘Appearance’, then ‘Widgets’.
2. Drag and drop the widget (‘Facebook Page Plugin (Jetpack)’) to the widget location on the right side of the page, above or below other widgets.
3. Click on the ‘Title’ box and change the title to for example, “Find Us on facebook”.
4. optionally you change other layout options by clicking on relevant boxes.
5. Type in your URL of your facebook Page in the ‘Facebook Page URL’ box.

Publishing Posts on Social Media


Publicize, part of Jetpack, lets you easily share your wordpress posts to a number of social media sites every time you make a post.

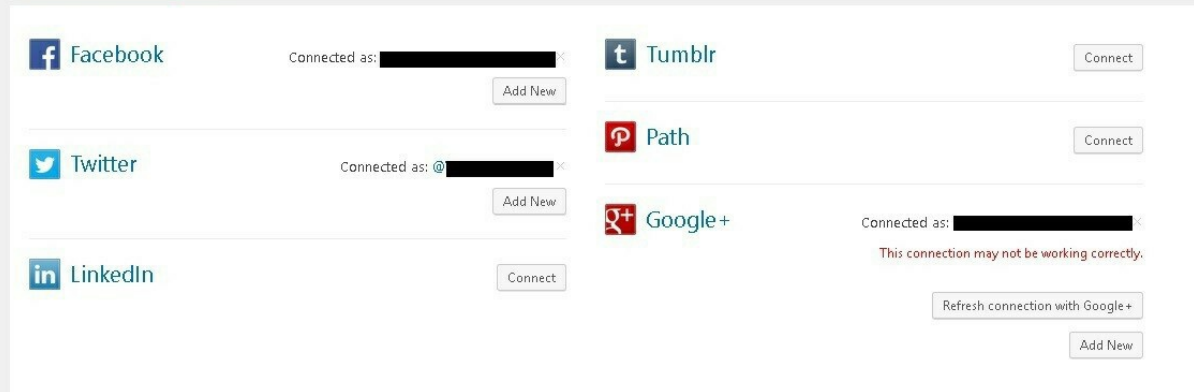
You can publish your posts to Twitter, Facebook, Tumblr, linkedin, Path and Google+.










1. From the dashboard, click ‘Settings’ then ‘Sharing’.
2. Click the ‘Connect’ button next to each social network you would like to publicize to.
3. For each social network, login and authorise Jetpack to use your account on the site.

Sharing Settings

Publicize

Connect your blog to popular social networking sites and automatically share new posts with your friends. You can make a connection for just yourself or for all users on your blog. Shared connections are marked with the . [More information on using Publicize.](#)



 Facebook	Connected as: 	 Tumblr	<input type="button" value="Connect"/>
 Twitter	Connected as: @ 	 Path	<input type="button" value="Connect"/>
 LinkedIn		 Google+	Connected as:  <small>This connection may not be working correctly.</small> <input type="button" value="Refresh connection with Google+"/> <input type="button" value="Add New"/>

Sharing Buttons

Add sharing buttons to your blog and allow your visitors to share posts with their friends.

After creating a new post, additional options are displayed in the ‘Publish’ module on right side of the screen.

Under ‘Publicize’, all of the different social sites are listed. When you publish your post, wordpress will post to these sites automatically for you.

To un-select the social sites that are going to be posted to or create a custom message:

1. Click on ‘Edit Details’, under the list of publicize sites.
2. Un-select the box next to the site that you don’t want this post to published to.
3. optionally create a custom message to be posted on the social site by entering in the large box under ‘Custom Message’.

Wordpress will create a post using any image if exist in the article and some of article text (unless you created a custom message) when posting to the social sites.

optimising Your Website for Search Engines

Search Engine optimisation is an important part of any website development. There are a number of high quality, free wordpress plugins available that help you optimise your website for search engines.

‘Yoast seo’ is arguably the most popular wordpress seo plugin in existence

today.

The screenshot shows the 'General - Yoast SEO' settings page. At the top, there are navigation tabs: 'Dashboard' (selected), 'General', 'Features', 'Company Info', 'Webmaster Tools', and 'Security'. Below the tabs is a 'Help center' link. The main content area is titled 'Yoast SEO Dashboard' and contains two sections: 'Problems (0)' and 'Notifications (3)'. The 'Problems' section shows a green checkmark and the text 'Good job! We could detect no serious SEO problems.' The 'Notifications' section contains three notifications: 1) 'Yoast SEO has been updated to version 3.4.2. [Find out what's new!](#)' with a close button. 2) 'We've noticed you've been using Yoast SEO for some time now, we hope you love it!' with a close button. 3) A longer notification asking for a 5-star rating on WordPress.org, offering to file a bug report, and promoting the Premium plugin. It includes a 'Please don't show me this notification anymore' button.

The plugin enhances your seo efforts by making code changes to the website, coaching you, the publisher, how to write content that helps your search engine placement and automatically creating high quality meta information (Used by search engines and social sites) for your site.

To install the 'Yoast seo' Plugin:

1. From the sidebar of the wordpress Dashboard, click 'Plugins' then 'Add New'.
2. From the 'Add Plugins' screen, in the top right hand corner of the screen, click the 'Search Plugins' field.
3. Type 'Yoast seo' and press enter on the keyboard.

The Yoast seo plugin will appear in the results.

1. Click the 'Install Now' button.
2. Wait for the download and installation to finish.
3. Activate the plugin.
4. on the left side of the screen in the sidebar dashboard, click on 'seo'.
5. Click on 'Dashboard'.
6. Click on 'General' tab,
7. Click on 'open the configuration wizard' button.

Follow through the guide to configure your site for the best seo settings.

Now that the Yoast seo plugin is installed, go to your pages and posts and click edit.

You will notice the Yoast seo plugin at work immediately, below your post a list of recommendations to increase the search engine friendliness of that page.

Work through the list of recommendations to instantly start work on improving your search engine optimisation.

Chapter Recap

In this chapter we discovered how to install and manage wordpress plugins. We explored how to search the wordpress Plugins Directory to find new plugins and got to know some plugins for social networking and search engine optimisation.

There's far too many wordpress plugins in existence to be covered in this book.

With thousands upon thousands of free and high quality plugins available in the official wordpress Plugin Directory, there's bound to be a plugin available for whatever functionality it is you have in mind.

If not, then the wordpress Plugin API means a developer can easily develop one for you to your specifications.

Now that you know how to discover and install wordpress Plugins, go and explore the wordpress Plugin Directory and find new plugins to unleash new functionality on your wordpress site to help you become a more productive publisher.

Chapter 10 – Maintaining Your wordpress Site

Introduction to wordpress Maintenance

In other chapters we've covered how to become a professional web publisher, promote your website and perform other tasks that enhance your website and its reach.

In this chapter, we're going to learn skills to do with serious wordpress maintenance and administration tasks. Learning these skills will help you become a true webmaster with the ability to recover from serious technical glitches and even hacking attempts. Better yet, we'll show you how to avoid these kinds of issues altogether.

We're going to introduce you to two very useful wordpress plugins, 'updraftplus', a plugin for scheduling automatic backups of your wordpress site, and 'bulletproof Security', a plugin for locking down your wordpress site to guard against hacking attempts.

Let's get started learning these essential wordpress skills that will ensure all the hard work you put in to building your site is protected.

Backing up Your wordpress Site

There are many reasons why it's important to backup your wordpress website. Let's look at a few of the top reasons why you'll want to backup your wordpress site.

Then we'll walk through how to take one time backups of your site to your desktop computer as well as how to automatically backup your wordpress site to one of the cloud storage providers.

Why you should backup your wordpress site?

1. If like the majority of wordpress users, you intend to host your wordpress website on shared hosting, then you will want to backup your site regularly to protect against changes to the host configuration made without your knowledge that may affect your wordpress site.
2. Hackers. Wordpress is one of the most hacked platforms in the world today, with many hackers scanning the web for wordpress sites and running freely available scripts to illegally gain access to your site. We'll cover how to protect your site from these hackers later in this chapter in the 'Keep wordpress Secure' section.
3. It's just good practice. We could continue to list reasons why you will want to backup your site, but at the end of the day it just makes good

sense to protect yourself with regular backups.

Now we know why we need to backup our wordpress website, let's take a look at how we can easily accomplish this, automatically and using freely available tools and resources.

Using a Backup Plugin

one of the easiest ways to enact an effective backup plan for your wordpress website is to use a backup plugin.

In the previous chapter we learned all about wordpress plugins, now we will use our knowledge of discovering and installing wordpress plugins to install a backup plugin that will help protect you against catastrophic data loss.

The updraftplus Plugin

Updraftplus is the most popular backup plugin available for wordpress. With over 750,000 active installations and trusted to backup some of the busiest wordpress sites on the internet, Updraft Plus is a great choice of plugin to trust with your all important wordpress backups.

Updraftplus Backup Storage options

Updraftplus provides many options for storing your backups in online locations where they will be safe and available to easy restore if the need arises.

Some of the more popular backup storage options that are included in the free version of the plugin are:

- dropbox
- Google Drive
- Amazon Web Services S3
- Rackspace
- Email

UpdraftPlus Backup/Restore

[Follow this link to sign up for the UpdraftPlus newsletter.](#)

[UpdraftPlus.Com](#) | [Premium](#) | [News](#) | [Twitter](#) | [Support](#) | [Newsletter sign-up](#) | [Lead developer's homepage](#) | [FAQs](#) | [More plugins](#) - Version: 1.12.23

Current Status

Existing Backups (1)

Settings

Advanced Tools

Premium / Extensions

Files backup schedule:

Manual and retain this many scheduled backups: 2

Database backup schedule:

Manual and retain this many scheduled backups: 2

To fix the time at which a backup should take place, (e.g. if your server is busy at day and you want to run overnight), or to configure more complex schedules, [use UpdraftPlus Premium](#)

Choose your remote storage
(tap on an icon to select or
unselect):

 UpdraftPlus Vault	 Microsoft OneDrive	 WebDAV
 Dropbox	 FTP	 S3-Compatible (Generic)
 Amazon S3	 Microsoft Azure	 OpenStack (Swift)
 Rackspace Cloud Files	 SFTP / SCP	 DreamObjects
 Google Drive	 Google Cloud	 Email

[You can send a backup to more than one destination with an add-on.](#)

other online locations are available; you have to upgrade to paid version to use those locations.

Installing the updraftplus Plugin

Firstly, we need to install the updraftplus plugin:

1. From the sidebar of the wordpress Dashboard, click 'Plugins' then 'Add New'.
2. From the 'Add Plugins' page, in the top right hand corner of the page, click the 'Search Plugins' box.
3. Type 'updraftplus' into the Search Plugins box and press enter on keyboard.
4. Click the 'Install Now' button for the updraftplus plugin.
5. once the installation is complete, activate the plugin by clicking 'Activate Plugin' button.
6. From the sidebar, click 'Settings' then 'updraftplus Backups'.

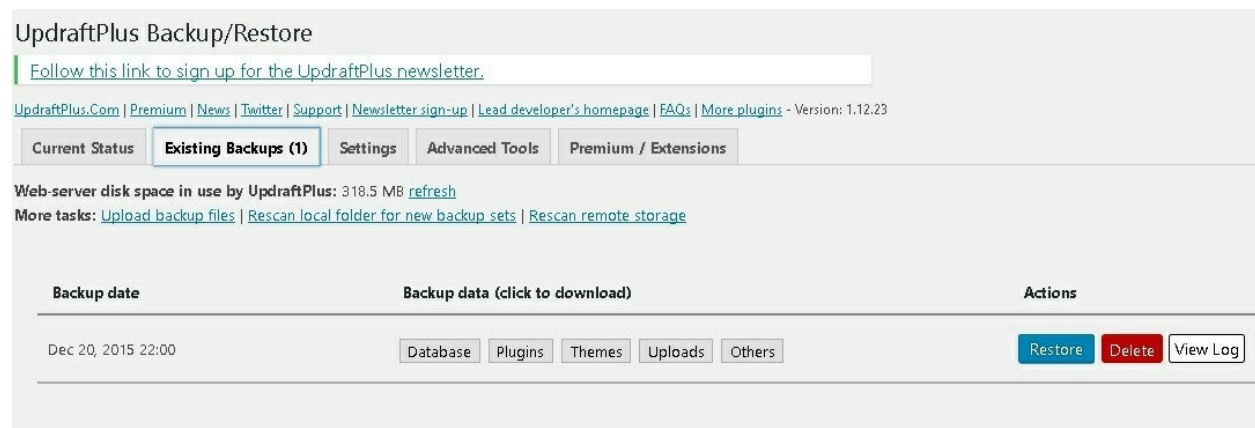
Perform a one-Time Backup

We can use updraftplus without any further configuration to perform a one-time backup. A one-time backup is done once and will give you a complete backup of your wordpress site in its current form.

To perform a one-time backup:

1. From the sidebar, click ‘Settings’ then ‘updraftplus Backups’.
2. Click the ‘Backup Now’ button
3. Tick the ‘Include the database in the backup’ checkbox.
4. Tick the ‘Include any files in the backup’ checkbox.
5. Click the ‘Backup Now’ button.

Downloading the one-Time Backup to Your PC



The screenshot shows the UpdraftPlus Backup/Restore interface. At the top, there is a navigation bar with tabs: 'Current Status', 'Existing Backups (1)', 'Settings', 'Advanced Tools', and 'Premium / Extensions'. Below the navigation bar, there is a section for 'Web-server disk space in use by UpdraftPlus: 318.5 MB' with a 'refresh' link. Below that, there are links for 'More tasks: Upload backup files | Rescan local folder for new backup sets | Rescan remote storage'. The main content area is a table with three columns: 'Backup date', 'Backup data (click to download)', and 'Actions'. The table has one row with the following data:

Backup date	Backup data (click to download)	Actions
Dec 20, 2015 22:00	Database Plugins Themes Uploads Others	Restore Delete View Log

Now that you’ve created the backup, you need to download it to your PC for safe keeping.

Additionally, backups can be configured to run automatically, meaning you no longer need to spend time on manual backups as in this example.

That being said, knowing how to take a manual backup is essential to keep absolute control over your data.

To download a one-time backup to your PC:

1. Click on ‘Existing Backups’ tab on the ‘updraftplus Backup/Restore’ page.
2. Each line listed under ‘Backup Date’ is a one-time backup. From the list of backups, find the one you want to copy to your computer.

3. Click on buttons ‘Database’, ‘Plugins’, ‘Themes’, ‘Uploads’ and ‘others’ in order.
4. When you click the button named after the data you want to download, the download progress bar will show. When the backup is ready to download, the ‘Download to your computer’ button will show.
Click the button to download to your PC.
Depending on which browser you are using, click on ‘Save File’ and save it under a new folder called “wordpress backups” under documents.
5. optionally, click the ‘Delete from your webserver’ to free up from space from your web host.

You have successfully downloaded a one-time backup to your PC.

Schedule Automatic Backups

To setup automatic backups of your website:

1. Click on ‘Settings’ tab in the ‘updraftplus Backup/Restore’ page.
2. From the ‘File backup schedule’ choose a schedule such as ‘Every 4 hours’, ‘Daily’, ‘Weekly’, etc. For backing up your files.
3. Choose how many schedule backups to keep in the field to the right. Updraftplus will only keep that number of backups on your server, overwriting the oldest backup with the latest scheduled backup. This will save space on your web host.
4. From the ‘Database backup schedule’, choose a schedule to backup your database.
5. Choose how many schedule backups to keep in the field to the right.
6. Click the ‘Save Changes’ button.

You should set a backup schedule that matches your publishing habits. For example, if you publish a new post to your site daily, consider the daily backup schedule.

If you only publish once a month, choose the monthly schedule.

Backup to a Remote Storage

Updraftplus can be configured to automatically send the backup files to

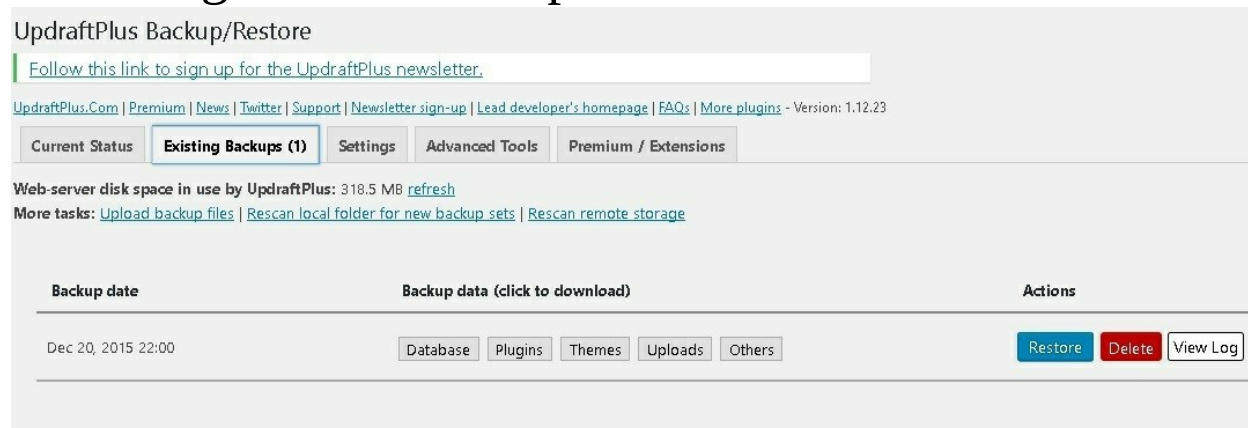
dropbox, Google Drive or Email on the free version and a number of other storage options on paid version. This is one of the greatest features of updraftplus, especially when combined with scheduled automatic backups.

To setup remote storage of your backups:

1. Click on ‘Settings’ tab in the ‘updraftplus Backup/Restore’ page.
2. The Remote Storage options are listed on the page.
3. Click each remote option you want to store your backups on.
4. Follow the instructions on the screen to enter in your login details.
5. Click the ‘Save Changes’ button.

You have successfully setup remote storage of your backups.

Restoring from a Backup



The screenshot shows the UpdraftPlus Backup/Restore interface. At the top, there is a navigation bar with tabs: 'Current Status', 'Existing Backups (1)', 'Settings', 'Advanced Tools', and 'Premium / Extensions'. Below the navigation bar, there is a section for 'Web-server disk space in use by UpdraftPlus: 318.5 MB' with a 'refresh' link. Below that, there are links for 'More tasks: Upload backup files', 'Rescan local folder for new backup sets', and 'Rescan remote storage'. The main content area displays a table with columns: 'Backup date', 'Backup data (click to download)', and 'Actions'. The table has one row with the following data: 'Backup date: Dec 20, 2015 22:00', 'Backup data (click to download): Database, Plugins, Themes, Uploads, Others', and 'Actions: Restore, Delete, View Log'.

To restore your website including files and the database from a backup, follow these steps:

1. From the sidebar, click ‘Settings’ then ‘updraftplus Backups’.
2. Click on ‘Existing Backups’ tab on the ‘updraftplus Backup/Restore’ page.
3. To restore from a backup on your PC, click on ‘Upload backup files’, next to ‘More tasks’. Click on ‘Select Files’ and find the file for “database backup” on your computer. Click on ‘open’ button. Repeat for other files, “plugin backup”, “themes backup”, “uploads backup” and “others backup”.

After the files have been uploaded, click on ‘Rescan local folder for new backup sets’ and skip the next step.

4. To restore from a remote storage, click on 'Rescan remote storage'.
5. Each line listed under 'Backup Date' is a one-time backup. From the list of backups, find the one you want to restore.
6. Click on red 'restore' button.
7. Tick all of the checkboxes.
8. Click on 'Restore' button.
9. Wait for this message to come on the screen, "The backup archive files have been successfully processed. Now press Restore again to proceed." Click on 'Restore' button.
10. You have now restored your website back to that date.

Understand Updates

Keeping your wordpress site and its plugins up to date is important to keep your site secure and take advantage of new features.

Wordpress is able to update itself automatically which is a great feature to help you keep your wordpress system secure and up to date.

occasionally themes will offer updates. These will usually be bug fixes or updates to keep up with the changes in the underlying wordpress system.

The developers of your wordpress plugins may release updates for their plugins that help the plugin remain compatible with new versions of wordpress, patch security vulnerabilities or implement new features for you to take advantage of.

Updating Plugins

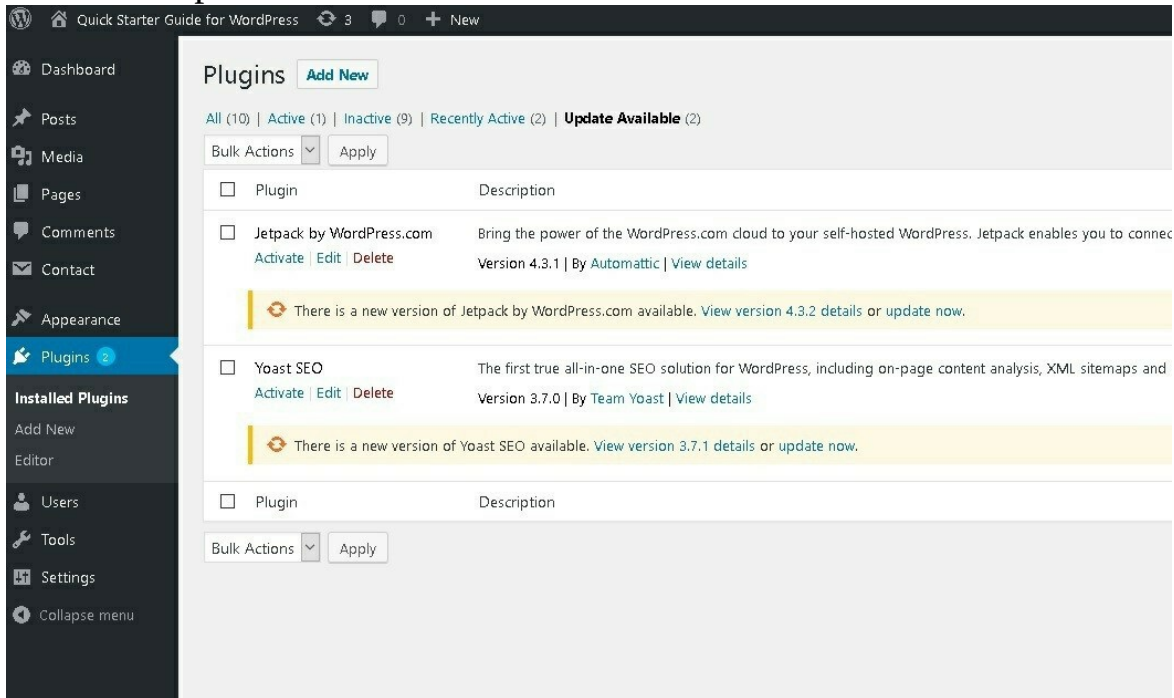
Wordpress automatically checks the wordpress Plugin Directory for any new updates. Next to the 'Plugins' on the sidebar, the number of updates available are displayed in an orange circle.

To update a wordpress plugin:

1. From the sidebar, click 'Plugins' then 'Installed Plugins'.
2. Click on 'Update Available' on the top row. This will display only the plugins that need updating.
3. To update one plugin at a time, at the end of the line 'There is a new version...', click on 'Update Now' or tick the checkboxes next to each

plugin you would

Like to update.



You can also tick the checkbox at the very top of the list to tick all checkboxes.

4. From the 'Bulk Actions' dropdown, select 'Update'.
5. Click the 'Apply' button.
6. The plugins will begin to download and apply their updates.
7. Wait until the text 'All updates have been completed.' appears at the bottom of the screen.

Your wordpress plugin(s) have been updated.

Updating Themes

Like wordpress plugins, themes developers release updates to their theme to fix bugs or updates to keep up with the changes in the underlying wordpress system.

Next to the 'Themes' on the sidebar, the number of updates available are displayed in an orange circle.

To update your wordpress theme:

1. From the sidebar, click 'Appearance' then 'Themes'.
2. Any theme that has updates available will display an alert banner with the text 'Update Available'.
3. Click the 'update now' link.

Your wordpress themes have been updated.

Keeping wordpress Secure

Wordpress is one of the most popular open source software packages in the world, which is great for wordpress users. But it comes with the drawback of making it a tempting target for hackers.

once a hacker finds a vulnerability in a version of wordpress, they can then attempt to use that vulnerability on every single website they can find running that version of wordpress.

Because wordpress is such a desirable target for hackers, you need to implement measures to keep your site secure.

Using bulletproof Security

Bulletproof Security is a popular wordpress security plugin for securing your wordpress website. It is easy to setup and includes a wide range of security features.

Features of the free version of the Plugin are:

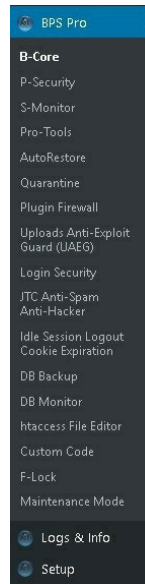
- Auto create (.htaccess) security configuration file for your hosting server.
- Real time site monitoring
- Intrusion detection
- IP firewall
- And much more

To install the free bulletproof Security Plugin:

1. From the sidebar of the wordpress Dashboard, click 'Plugins' then 'Add New'.
2. From the 'Add Plugins' screen, in the top right hand corner of the

screen, click the 'Search Plugins' field.

3. Type 'bulletproof Security' into the Search Plugins field and press enter on the keyboard.
4. Click the 'Install Now' button for the bulletproof Security plugin.
5. once the installation is complete, activate the plugin by clicking 'Activate Plugin' button.
6. Click 'Click Here' under the BPS Setup Wizard Notification to start the Setup Wizard from the top of the screen.
7. Follow instructions on the screen.



Bulletproof Security Pro

The paid version is called bulletproof Security Pro and has additional features like:

- Protect your plugins from remote access by hackers.
- Allow only safe files to be uploaded to wordpress Media Library and block other files that could allow hackers to run software.
- Lock additional wordpress Mission Critical files from being modified.
- Logging security events related to your site.
- autorestore your site, if the site has been compromised.
- And much more.

Bulletproof Security Pro is available [here](#) to buy. I now use personally bulletproof Security Pro on all my sites.

After having been hacked twice on one site when I had the latest versions of plugins and wordpress.

To install the bulletproof Security Pro Plugin:

1. Purchase the plugin [here](#).
2. Follow the instructions on the page.
3. Download the plugin zip file.

4. From the sidebar of the wordpress Dashboard, click 'Plugins' then 'Add New'.
5. The 'Add Plugins' page will show.
6. Click the 'Upload Plugin' button, it is immediately next to the 'Add Plugins' heading.
7. Click the 'Choose File' button and then browse to the location on your PC where you saved the plugin file. The plugin file should be in .zip format.
8. once your plugin has uploaded, the 'Install Now' button will show, click the 'Install Now' button.
9. Wait while the plugin uploads, unpacks and installs.
10. The page should say "Successfully installed the plugin" and display links to 'Activate Plugin' or 'Return to Plugin Installer'.
11. If you are ready to activate the plugin immediately, click the 'Activate Plugin' link.
12. Click 'Click Here' under the BPS Setup Wizard Notification to start the Setup Wizard from the top of the screen.
13. Follow instructions on the screen.

Password Strength

Having strong passwords is an easy way to gain a lot of extra security for your wordpress site with little effort.

A strong password consists of at least eight characters (I would recommend having the password for the administrator account, at least 16 characters long). With a combination of letters, numbers and symbols (@, #, \$, %, etc.).

Passwords are typically case-sensitive, so a strong password contains letters in both uppercase and lowercase.

The harder your password is to guess; the less likely somebody is going to be able to gain unauthorised access to your wordpress site.

Furthermore, the harder a password is to guess, the harder it is for a hacker to use a password database to brute force their way into your website.

A brute force attack is when an attacker configures a software program to

repeatedly attempt to login to your site using a database of passwords to try on each sequential attempt.

Limiting Login Attempts

By limiting login attempts, you reduce an attackers' ability to gain access to your wordpress dashboard by decreasing the number of attempts they can make at guessing your password.

Troubleshooting wordpress Problems

When something goes wrong with your wordpress site, there are a handful of tips and tricks you can use to troubleshoot your wordpress site yourself before seeking the help of others, or the assistance of professional support.

Disable Plugins

Problems with compatibility between the different plugins and themes can occur. Depending on the plugin or theme, the developer hasn't updated their product to support the latest version of wordpress.

Having updated your plugins and themes and still experiencing issues with your site, it's time to start ruling out possible issues.

By disabling all your wordpress plugins, you can quickly tell if a plugin is the culprit.

once you have narrowed the problem down to a plugin, you can re-enable each plugin one at a time to find the offender.

To disable all wordpress plugins:

1. From the sidebar, click 'Plugins' then 'Installed Plugins'.
2. Tick the checkbox at the very top of the list of plugins to tick all checkboxes and select all plugins.
3. From the 'Bulk Actions' dropdown, select 'Deactivate'. Remember, deactivating the plugin won't remove it from wordpress entirely, it will simply stop it from running.
4. You will see a banner with the text 'Selected plugins deactivated'.

That's it. You've deactivated all your wordpress plugins. Now go back to your site and check if the error persists.

If the problem has gone away, then you can safely assume the cause was one

of your wordpress plugins. Now it's time to find out which one.

To find out which plugins is causing the error:

1. From the sidebar, click 'Plugins' then 'Installed Plugins'
2. one plugin at a time, click the 'Activate' link under the plugin name
3. A banner will appear with the text 'Plugin activated'
4. Check your site for the error. If the error comes back, you've found the plugin causing your issues.
5. If there is no error, repeat from step 1 until you find the plugin responsible.

once you've found the plugin responsible for the error, you can choose to deactivate or delete the plugin.

If you simply deactivate the plugin, your plugin settings will remain safe for when the developer releases an update.

Alternatively, you can delete the plugin, which will remove the plugin from your wordpress site permanently, meaning you will have to reinstall the plugin from scratch when an update is released.

Check Disk Space

occasionally wordpress errors can be caused by running out of disk space on your host. This is a likely situation if you have recently uploaded a lot of media files to your wordpress site.

Check with your host about how to check your disk space usage, or simply log a support request with them to check for you.

Re-install wordpress Update

If your wordpress woes started soon after applying a wordpress update, you can try re-installing the update. This will re-apply all the updates files, in case there was an error with the update process.

To Re-install your last wordpress Update:

1. From the sidebar, click 'Dashboard' then 'Updates'.
2. Under the heading 'You have the latest version of wordpress.' Click the 'Reinstall Now' button.

3. Wait for the wordpress update to download and install.
4. You should be taken to a page page that says “Thank you for updating!”
And contains information about the latest update that was just applied.

You have re-installed your wordpress update. Check your site to see if the problem persists.

Submit a Support Ticket to Your Host

If all else fails, submit a support ticket to your web host. Your host can quickly check if the cause of the issue is something outside of your control and correct the issue if it is.

Find Support at wordpress.org

In addition to being a nearly endless source of plugins, themes and information for your wordpress site, wordpress.org is also a great place to find support by other wordpress community members.

Plugin Support

Go to the wordpress Plugin Directory at wordpress.org/plugins, search for the plugin you’re looking for support with. Then click the ‘Support’ tab on the plugin directory listing page. You can also click the ‘Installation’ and ‘FAQ’ tabs for further information about your plugin.

Theme Support

Go to the wordpress Theme Directory at wordpress.org/themes, find the theme you require support for. From the right hand sidebar on the theme directory listing page for the theme, click the ‘View support forum’ button.

Search the support forum for topic related to your problem or start a new thread and ask your support question.

Remember, give as many details as possible when asking for help, error messages, detailed descriptions and screenshots all go a long way when asking for help.

For paid themes, go to your developer’s website and click on support.

Find Support at wordpress.com

Wordpress.com offers a public support forum where you can find help with issues you have with your wordpress.com hosted site.

To post to the public forums:

1. Login to your wordpress.com website.
2. From the sidebar of the dashboard, in the bottom most left hand corner of the site, click the 'Help' link.
3. Fill in the contact form, give as much detail as possible. Click 'Ask in the Forums'.
4. Your question will be posted to the wordpress.com forums and you will be taken to a page where you can see replies to your question and respond in turn.

The support articles available at <https://support.wordpress.com> are also a great resource for all things wordpress.com

Dedicated wordpress Hosting

If you pay for dedicated wordpress hosting, then your hosting plan most likely comes with some amount of wordpress support. Visit their website and see what kind of support your plan includes.

Alternatively, just lodge a ticket straight away and see what response you get. If your host has good customer service, they'll likely assist you with your problem regardless of your support agreement.

Wordpress.org Support Forum

Visit the wordpress Support Forums at wordpress.org/support to find support forums covering a wide range of topics, including installation, troubleshooting, themes and templates, plugins and plenty of getting started resources.

Chapter Recap

In this chapter we've setup crucial plugins for managing your wordpress website. Updraftplus offers complete peace of mind, diligently backing up your wordpress site at scheduled intervals and storing the backups remotely. Bulletproof Security will help you close security holes and be protected from hackers and other security vulnerabilities.

We've explored other administration tasks such as updates to wordpress as well as plugin and theme updating.

Further we've learned how to troubleshoot our wordpress site so we can keep our site up and running ourselves without requiring the help of professionals. In case outside help is needed, we've found many sources for obtaining free help.

With these skills we've taken steps to keep safe our wordpress site and the effort that's gone into customising and publishing content on it.