

WordPress Workshop

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Intermediate

If you have any questions,

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The website for this workshop is located at:

www.classes.jamiecavanaugh.com/wordpress/intermediate

What other digital education tools do I use?

Check out my profile on [edshelf](#)

The logo for edshelf, featuring the word "edshelf" in a lowercase, sans-serif font. The "ed" is in a light green color, and "shelf" is in a light blue color.

Workshop Topics

- [WordPress.com versus WordPress.org](#)
- [WordPress.com Store](#)
- [Self-hosted WordPress \(WordPress.org\)](#)
- [How to install Self-hosted WordPress](#)
- [Appearance](#)
- [Widgets](#)

- Inserting an image
- Inserting a video
- Tools > Export
- Plugins
- Resources

WordPress.com versus WordPress.org



The graphic compares the two platforms. On the left, under the WordPress.com logo, are five bullet points: Easy setup, Free web hosting, Automatic upgrades, Pre-selected plugins, and No cost to get started. On the right, under the WordPress.org logo, are five bullet points: Complete freedom, Custom themes, Custom plugins, Editable code, and Requires web hosting.

WordPress.com	WordPress.org
✓ Easy setup.	✓ Complete freedom.
✓ Free web hosting.	✓ Custom themes.
✓ Automatic upgrades.	✓ Custom plugins.
✓ Pre-selected plugins.	✓ Editable code.
✓ No cost to get started.	✓ Requires web hosting.



[WP.org vs WP.com](#) from [WooThemes](#) on [Vimeo](#).

WordPress.com Store

<http://store.wordpress.com/>

Available Upgrades

Bundles

A bundle is a combination of upgrades that offer convenience and good value. With a bundle, you get the must-have upgrades at a discounted price.

Custom Design

With the Custom Design upgrade, you **can make your blog look exactly the way you want**. The Font Editor lets you customize the fonts in your theme in a just few clicks — no coding knowledge required! The CSS Editor lets you customize the stylesheets of any available theme. Some themes, like the plain but versatile Sandbox and Toolbox, are blank canvases waiting for your custom CSS, fonts and images. Please note, however, that the Custom Design Upgrade does not permit the editing of the core PHP or template files of any theme. [This upgrade costs \\$30.00 per blog, per year.](#)

Domain Mapping and Domain Registration

Take the 'wordpress' out of your blog's URL by registering a custom domain for your blog, or adding one you already own. Add a domain from Store -> Domains to purchase. [This upgrade starts at \\$13.00 per domain, per blog, per year.](#)

Guided Transfer

Have one of our Happiness Engineers transfer your WordPress.com site to a self-hosted WordPress.org site. [This upgrade is a one time fee of \\$129.00 per blog transferred.](#)

No-ads

We sometimes run discreet advertisements on your blog to users who aren't logged in and aren't regular visitors. Purchasing the No-Ads upgrade will eliminate any ads on your blog so no one sees them at all. This is especially useful for business blogs. [This upgrade costs \\$30.00 per blog, per year.](#)

Premium Themes

Add more options for site customization, exclusive designs, and support direct from theme authors with a Premium Theme upgrade. Pricing for each theme can be found under the Premium tab in the Appearance → Themes page of your dashboard. [Premium themes are priced per blog, for the lifetime of that blog.](#)

Site Redirect

Easily redirect your blogname.wordpress.com blog, and all of its permalinks, to your new domain, if you decide to leave WordPress.com. [This upgrade costs \\$13.00 per blog, per year.](#)

Space Upgrade

Increase the space available for all of your uploads by 10GB, 25GB, 50GB, 100GB, or 200GB, and add the ability to upload audio/music files. [See the Space Upgrade page for pricing information.](#)

VideoPress

Upload and embed your own videos directly within your blog posts and pages. [This upgrade costs \\$60.00 per blog, per year.](#)

Self-hosted WordPress (WordPress.org)

Resources

[WordPress.com vs. Self-Hosted WordPress – What You Need To Know](#)

[How to Choose the Best WordPress Hosting](#)

You'll Need to Purchase a Domain Name

The first step to creating a website is to choose a domain name ([www.domainname.com](#)) for your site.

Before you start working on a website, be sure to check if a particular domain name is available. Use a “Find a Domain” feature on a website like [Network Solutions](#). Here you can check too see if a potential domain name is available.

If you're interested in working with clients and designing websites professionally, you should have your own website and server space. In order to access a server you'll need to register your own domain name and purchase a web hosting plan.

Here's my advice:

- I recommend you secure domain registration with an [ICANN](#)-Accredited Registrar. If you don't want to sift through the hundreds of companies, you may want to consider [Network Solutions](#), [Go Daddy](#), [Bluehost](#) or [Dreamhost](#).
- The big difference between companies such as Network Solutions and Go Daddy is price and service.
- Registering a domain name with Network Solutions costs more than registering a domain name with Go Daddy. Network Solutions has excellent customer service and has been

around forever.

- But GoDaddy is more economical and GoDaddy's customer service has been impressive recently. (I've been told they send both a follow-up email and call new customers to answer questions, wow!)
- Feel free to register your domain name at a different company than the three given above. These are my recommendations based on the fact that I've hosted websites with these three companies. Whichever company you choose, make sure the registrar you've chosen is ICANN-Accredited and you know someone who's had a good experience with the company.

What is 1-Click Self Installation?

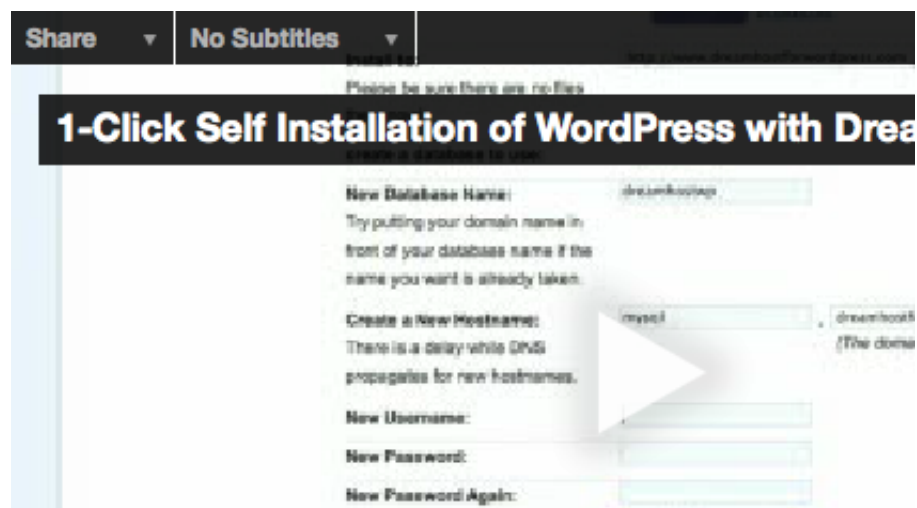
1-Click installation is an easy way to install WordPress using your own domain name and web hosting.

1-Click Self Installation Bluehost



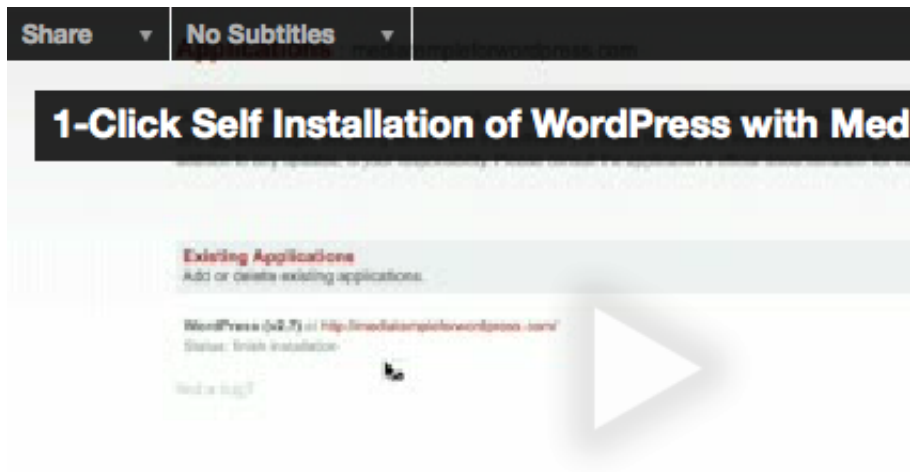
The screenshot shows the Bluehost 1-Click Self Installation interface for WordPress. At the top, there are navigation links for "Share" and "No Subtitles". Below this, a header reads "1-Click Self Installation of WordPress with Bluehost". The main content area includes a text input field with the URL "http://www.bluehostforwordpress.com/" and a "Go" button. Below the input field, there are several informational lines: "Access URL: http://www.bluehostforwordpress.com/", "This is the URL your visitors will type in to view your site.", "Server Path: /home2/bluehostw4/public_html/", "This is the location of your website's files on your server.", and "This directory is not empty, but there no apparent conflicts with the new installation". A section titled "Additional Options" follows, with the instruction "Please give your new site a name." and a text input field containing "Blue Host for WordPress Blog". Below the input field, there is a note: "ie. My Site, etc."

1-Click Self Installation DreamHost



The screenshot shows the DreamHost 1-Click Self Installation interface for WordPress. At the top, there are navigation links for "Share" and "No Subtitles". Below this, a header reads "1-Click Self Installation of WordPress with DreamHost". The main content area includes a "New Database Name:" field with the value "dreamhostwp". Below this, there is a note: "Try putting your domain name in front of your database name if the name you want is already taken." A "Create a New Hostname:" field has the value "myid" and a dropdown menu showing "dreamhost5". Below this, there is a note: "There is a delay while DNS propagates for new hostnames." The interface also includes fields for "New Username:", "New Password:", and "New Password Again:".

1-Click Self Installation Media Temple



Appearance

WordPress uses a database to manage/store our content, one of the nice things about it is that we can change the appearance of this information relatively quickly by using a theme, or creating our own. We can browse through the library of themes to choose a new look for our website. To switch themes:

Changing Themes

- Browse for the theme using the search or navigation.
- Notice you can either activate or preview the theme.
- After you activate the theme, view your site and its new appearance.

In general when choosing themes we want to find a theme that has the general structure of how we want the layout for our website

Go to Appearance > Themes > Chateau (Preview) then Activate.

In Appearance (using Chateau theme) notice the following:

Appearance

Themes

Widgets

Menus

Theme Options

Header

Background

Custom Design

Mobile

iPad

Premium Themes

WordPress.com

Add more options for site customization, exclusive designs, and support direct from theme authors with a **Premium Theme upgrade**. Pricing for each theme can be found under the Premium tab in the Appearance → Themes page of your dashboard. Premium themes are priced per blog, for the lifetime of that blog.

Self-hosted WordPress.org

[Free WordPress themes](#)

Premium themes (to install on self-hosted site)*

The sites below offer premium themes from \$30 – \$60 for a theme or bundle of themes

Theme Forest: <http://themeforest.net/category/wordpress>

Themify: <http://themify.me/themes>

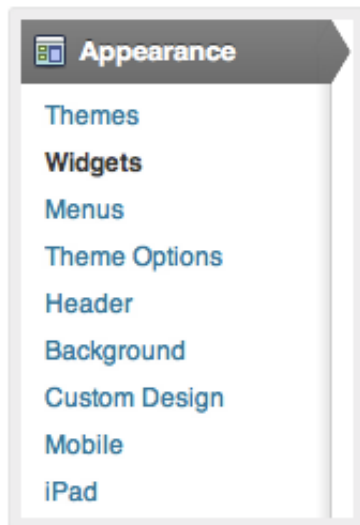
Elegant Themes: <http://www.elegantthemes.com/>

* There are links to other themes in the resources section at the bottom of the page.

Widgets

Widget is a fancy word for tools or content that you can add, arrange, and remove from the sidebar(s) of your blog. Widgets make it easy to customize the content of your sidebar(s). You can access your widgets from the Appearance -> Widgets screen in

your Dashboard.



Adding Widgets

To add a widget, drag the widget from the Available Widgets or Inactive Widgets area on the left into the Sidebar area on the right. When you see a dashed line appear, you can drop the widget into place.

Configuring Widgets

Each widget has configuration options. To make changes to a widget in the sidebar, click on the triangle on the right side.

<http://en.support.wordpress.com/widgets/>

Demonstration

1. Add [Facebook Like Box Widget](https://www.facebook.com/pages/SMC-graphic-design-club/109334002480952) (For Pages only)
<https://www.facebook.com/pages/SMC-graphic-design-club/109334002480952>
2. [Add Twitter Widget](#)
3. [Add Milestone Widget](#)

Navigation Menus

Custom Menus

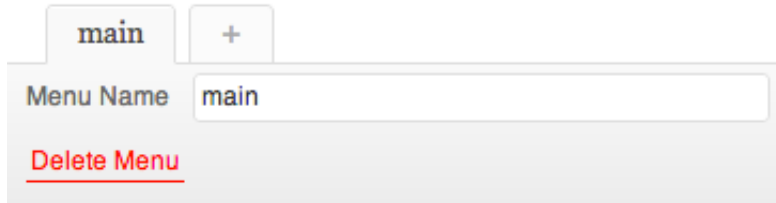
Sometimes we want a custom menu structure. A lot can be done out of the box or via plug-ins, but there are ways to create custom menus via the dashboard. If you plan on doing custom menus, it's

best to have a theme that supports them from the get-go, but you can also make the theme support it, by modifying your functions.php file.

WP Custom

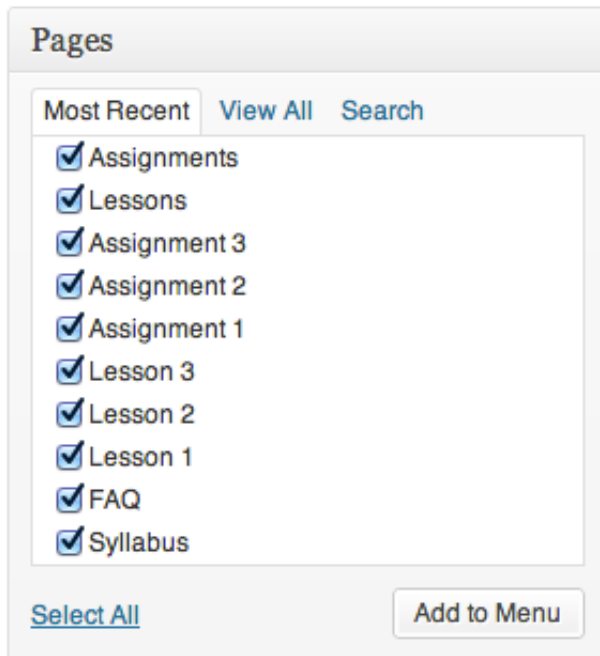
Menus: http://codex.wordpress.org/Appearance_Menus_Screen

1. Go to Appearance > Menus. Click on plus sign and add name of menu to text field.



The screenshot shows the WordPress Menus screen. At the top, there are two buttons: "main" and "+". Below them is a text input field labeled "Menu Name" with the text "main" entered. At the bottom left, there is a red link labeled "Delete Menu".

2. Select the pages to include in the navigation menu.



The screenshot shows the "Pages" selection screen in WordPress. It has a title bar "Pages" and three tabs: "Most Recent", "View All", and "Search". Below the tabs is a list of pages with checkboxes next to them, all of which are checked. The pages listed are: Assignments, Lessons, Assignment 3, Assignment 2, Assignment 1, Lesson 3, Lesson 2, Lesson 1, FAQ, and Syllabus. At the bottom left, there is a blue link "Select All". At the bottom right, there is a button labeled "Add to Menu".

3. Order the pages. You can create drop down menus (if supported in theme) by nesting the pages.

About Page ▾

Syllabus Page ▾

FAQ Page ▾

Lessons Page ▾

Lesson 1 Page ▾

Lesson 2 Page ▾

Lesson 3 Page ▾

Assignments Page ▾

Assignment 1 Page ▾

Assignment 2 Page ▾

Assignment 3 Page ▾

4. Select which menu you'd like to use as the primary menu.

Theme Locations

Your theme supports 1 menu. Select which menu you would like to use.

Primary Menu

main ▾

Save

Media Library

Inserting an image

You can insert images relatively easy using the WordPress content editor. The icon for inserting an image is right above the text editor in the post/page editor. It looks like this:



You can upload the following image types to a post or page on your WordPress.com blog:

- .jpg/.jpeg
- .gif
- .png

Upload Images from Your Computer



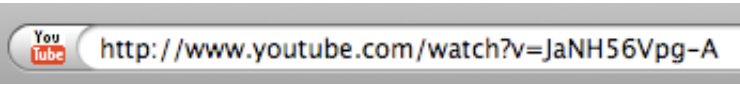
1. Go to **Posts -> Add New** or **Pages -> Add New**, or open an existing post in editing mode.
2. Place your cursor where you would like the image to appear, then click on the **Add Media** icon above your post/page editor
3. Simply drag and drop your files into the box that appears, or click Select Files to choose a photo from your computer to upload
4. Click **Insert into Post** when you're done adjusting the image's settings.

[Download this image](#) to try it out!

Inserting a video

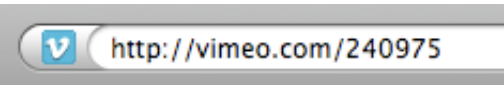
Embedding with a URL

To quickly embed a [YouTube](#) video, simply copy the video's URL from your web browser's address bar while viewing the video:

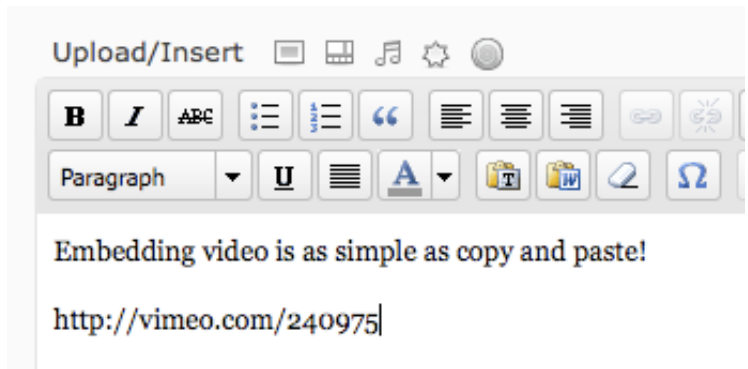


Paste it on a line by itself in your post/page editor

To quickly embed a [Vimeo](#) video, simply copy the video's URL from your web browser's address bar while viewing the video:



And paste it on a line by itself in your post/page editor:



For help inserting other media using shortcodes <http://en.support.wordpress.com/shortcodes/>

Tools > Export

Export Your Content to Another Blog or Platform

It's your content; you can do whatever you like with it. Go to Tools - > Export in your WordPress.com dashboard to download an XML file of your blog's content.

Plugins

Key to the WordPress universe are plug-ins, which are custom bits of code made for reuse that expand the functionality of our blog. These run the gamut from galleries to shopping carts and all points in between. Likewise the implementation varies, but the process is generally the same.

- Find the plug-in. Search via Google or the WordPress Plugin directory.
- Download plugin file as a zip file.
- Upload to your site via the plugin uploader, which is accessed via the Plugin tab on the dashboard menu.
- Activate the plugin.
- Read the documentation, see if you can make it work.

Suggested Plugins

- Maintenance Mode
- Google Analytics for WordPress
- Akismet
- All in One SEO Pack
- YouTuber
- iframe
- Galleria WP
- Easy Contact
- Sociable
- Database backup (choose from several)

Comments

Settings > Discussion

Discussion Settings

Default article settings

- Attempt to notify any blogs linked to from the article
- Allow link notifications from other blogs (pingbacks and trackbacks)
- Allow people to post comments on new articles

(These settings may be overridden for individual articles.)

Other comment settings

- Comment author must fill out name and e-mail
- Users must be registered and logged in to comment
- Automatically close comments on articles older than days
- Enable threaded (nested) comments levels deep
- Break comments into pages with top level comments per page and the page displayed by default

Comments should be displayed with the comments at the top of each page

E-mail me whenever

- Anyone posts a comment
- A comment is held for moderation
- Someone likes one of my posts
- Someone reblogs one of my posts
- Someone follows my blog

Before a comment appears

- An administrator must always approve the comment
- Comment author must have a previously approved comment

Comment Moderation

- Don't discard spam on old posts

Hold a comment in the queue if it contains or more links. (A common characteristic of comment spam is a large number of hyperlinks.)

When a comment contains any of these words in its content, name, URL, e-mail, or IP, it will be held in the [moderation queue](#). One word or IP per line, so "press" will match "WordPress".

Permalinks

Set permalinks

Settings > Permalinks > Custom structure

/%postname%/

This will give the page names the name of your post.

Resources

WordPress Support

<http://en.support.wordpress.com/>

<http://wordpress.stackexchange.com/>

<http://wpquestions.com/>

WordPress Beginner

<http://www.wpbeginner.com/>

Themes

- [Free Minimal, Swiss Design WordPress Themes \(4 Themes\)](#)
- [WordPress: Most Popular Free WordPress Themes](#)
- [Free HTML5/CSS3 WordPress 3.1+ Theme With Responsive Layout: Yoko](#)
- [Academica: Free WordPress 3.0+ Theme For Educational Websites](#)
- [Sight: Free WordPress 3.0.1-Ready Theme For Magazines and Blogs](#)
- [Free WordPress 3.1 Theme: Splendio](#)
- [Graph Paper Press](#)
- [Theme Forest](#)
- [WordPress Themes site](#)
- [20 Beautiful Minimalist WordPress Themes](#)
- [40 Stylish, Minimal and Clean Free WordPress Themes](#)

Footnotes

Many of the above materials are from the following site:

<http://en.support.wordpress.com/>

