

Intermediate WordPress



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- Graphic Design background - switched to Web Design (1998)
- Started blogging in 2001
- Became Interested in Javascript, PHP, etc.
- 2004 - Moved to WordPress
- 2005 - Stuart Web Development:
<http://stuartweb.net>
- Currently: WordPress sites make up roughly 90% of work

Mariah Humphries

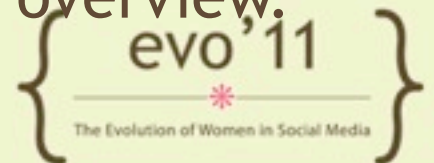
Business | [Jula Studio](#)

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Workshop Summary

- How to Backup & Upgrade WordPress
- HTML/CSS Overview
- Exploring a few WordPress Features:
- PHP Overview
- Understanding Theme Files
- Understanding the loop & query
- Adding Customizations
- Disclaimer: Workshop will provide a general overview. Wide range will be covered from basics to more in-depth. *based on survey



Backup & Upgrade!

Backing up and Upgrading

- **IMPORTANT:** Always upgrade WordPress
 - Security releases, new functionality
- Also important: backup files and database before upgrading just in case.
- Plugins important to keep up to date too.
(Usually)
 - *caution here too (backup before upgrading good idea here too)

How to Backup your Site

a few options - there are many more

- FTP & WP-DB-Backup Plugin
- Snapshot Backup Plugin
- WordPress Backup to Dropbox Plugin
- BackupBuddy plugin*
*requires a yearly subscription
- Online Backup for WordPress
- VaultPress
*requires a monthly subscription (by Automattic - same people who make WordPress)

Restore WordPress

- Instances of needing to restore a WordPress site are not very common thankfully! Backing up is for a worst case scenario. But do it anyway.
- Restoring WordPress site from your backup will depend on method chosen to back up site.
- *VaultPress and BuddyPress have easy restore features!

HTML/CSS Overview

How a Webpage is Displayed

- Browser sends request to server
- If “dynamic” PHP page:
 - Server follows instructions in PHP
 - constructs page and “writes” HTML
 - Sends to your browser (you don’t see PHP)
- View source on any webpage - HTML

HTML Tags

- Begin like this: `<p>`
- and End like this: `</p>`
- Or Self-enclosed: ``
- *not closing your tags *sometimes* causes unexpected results.

Minimum HTML Page

```
<html>  
  <head>  
    <title></title>  
  </head>  
  <body>  
  </body>  
</html>
```

Minimum HTML Page

```
<html>
  <head>
    <title>This is my page title!</title>
  </head>
  <body>
    <h1>This is a headline</h1>
    <p>This is a paragraph.</p>
  </body>
</html>
```

Minimum HTML Page

```
<html>
  <head>
    <title>This is my page title!</title>

  </head>
  <body>
    <h1>This is
    <p>This is a
  </body>
</html>
```



“head” or “meta” tags might go here.
Sometimes Javascript block.

Might look like:

```
<meta name="blah" content="something" />
```

Commonly Used Tags

- **Paragraph:**

```
<p>text goes here</p>
```

- **Image:**

```

```

- Can also add width, height attributes

- **Links**

```
<a href="http://web.com">click here</a>
```

- **Headline:**

```
<h1>Headline Here</h1>
```

Commonly Used Tags

- **Div:**
`<div>something</div>`
- **Span:**
`usually text here`
- **Ordered Lists (ol) Unordered List (ul)**
``
 `list Item here`
 `list Item here`
``

Commonly Used Tags

- **Linebreak:**
`
`
- **Italic: (emphasis)**
`italicized text`
- **Bold:**
`Bold text`
- Don't use `` tags! (deprecated)

HTML Exercise

- Create a text file - make a basic HTML page
- Save to desktop
- Open in browser



Customizing HTML Display

- CSS should be used to style HTML elements
- CSS added via:
 - Separate stylesheet files (.css)
 - Style element (usually in HTML head section)
 - Inline style
- When added via stylesheet or style element:
 - Use selectors, and then declarations



Adding Styles

- **Linking to external stylesheet:**

```
<link rel="stylesheet" type="text/css"
      href="path/style.css" />
```

- Might also include: `media="screen"`

- **Including in head section**

```
<style type="text/css">
  ... styles go here ...
</style>
```

- **Inline:**

```
<p style="color:red;">red text</p>
```

CSS Example

```
h1 {  
  font-size: 14px;  
  color: #225EBD;  
  background-color: red;  
}  
  
p {  
  margin: 20px 0; /* same as: 20px 0 20px 0 */  
  font-family: verdana;  
}
```

A word about the “DOM”

- Document Object Model
- HTML tags specific hierarchy (specified by “Doctype” declaration)
- Certain tags can/should nest within other tags.

```
<div>
```

```
  <p>Text. </p>
```

```
</div>
```

IDs and Classes

- Use IDs and Classes to “narrow in” where style should be applied.
- In stylesheet:
 - ID selector preceded with “#”
 - Class selector preceded with “.”
- In use:
 - `<div id="idnamehere">... etc.`
 - `<div class="classnamehere">... etc.`

IDs are Unique

- An element can only have ONE ID assigned to it.
- A page can only have one element with a particular ID
- NOTE: Using the same ID several times on the page can cause other problems (can cause some javascripts to break!)

Classes are not Unique

- You can use the same class several times on the same page
- You can assign multiple classes to one element
- Note: You can assign an ID and a class (or multiple classes) to the same element

Using IDs and Classes for CSS

```
<div id="sidebar">
  <p>This is text above widgets</p>
  <div class="widget"><p>Text in sidebar</p></div>
  <div class="widget"><p>Text in sidebar</p></div>
</div>
<div id="content">
  <p>Text in content</p>
</div>
```

Then in stylesheet...

```
#sidebar p { font-size: 10px; }
#sidebar .widget p { color: blue; }

#content p { font-size: 12px; }
```

Tools of the Trade: Firebug & Web Developer Tools

- See how webpage is being “written” to browser (<http://www.csszengarden.com>)
- Understand what style is being applied to an element.
- Test out changes within browser before applying to stylesheet.
- Get information about a specific element on a page (see how it fits in DOM)

CSS Cheatsheets

- List of CSS declarations

- <http://wpleet.com/guide-to-css-coding-cheat-sheet-css2-css3/>
- <http://www.w3schools.com/cssref/default.asp>

- HTML5 Reference

- http://www.w3schools.com/html5/html5_new_elements.asp

Test out change via Firebug

- Open Firefox, turn on firebug, see elements on page
- Test changing font size, color, margin, padding



Exploring a few WordPress Features

Tweaking WordPress

- Media Settings
- Discussion settings
- Edit images from uploader:
 - Scale, crop, flip
- Changing “slug”

PHP Overview

Introduction to PHP

- What is PHP?
Server side scripting language
- (In contrast Javascript is a “client” (browser) scripting language)
- Code is translated on server
- PHP file - PHP code is intermixed with HTML

Introduction to PHP

- Begin PHP Code block with:
`<?php`
- End PHP Code block with:
`?>`
- Most lines of code end with ;

PHP Example

```
<html>
  <head>
    <title>This is my page title!</title>
  </head>
  <body>
    <h1>This is a headline</h1>
    <p>
      <?php
        echo "hello world";
      ?>
    </p>
  </body>
</html>
```

PHP Example

```
<html>
  <head><title>This is my page title!</title></head>
  <body>
    <h1>This is a headline</h1>
    <p>Today's Date is
    <?php
      echo date('F j, Y');
      // the above will output something like
      // July 7, 2011
    ?>
    </p>
  </body>
</html>
```

PHP Variables

- Variables store values
- Variables defined with “\$” before variable name
- Variable naming convention: must start with a letter or underscore _ and can not contain spaces

PHP Example

```
<?php
$myVariable = "Hi";
// this is a simple for loop
for ($i=0;$i<4;$i++) {
    echo '<p>'.$myVariable.' '.$i.'</p>';
}
?>
```

Output would be:

```
<p>Hi 0</p>
```

```
<p>Hi 1</p>
```

```
<p>Hi 2</p>
```

```
<p>Hi 3</p>
```

Arrays

- Arrays are like beads of data.
- Each “bead” has a ID/key and a value

```
$fruitArray[0] = “grapes”;
```

```
$fruitArray[1] = “ strawberries”;
```

```
$fruitArray[2] = “ mangos”;
```

Loop Through an Array

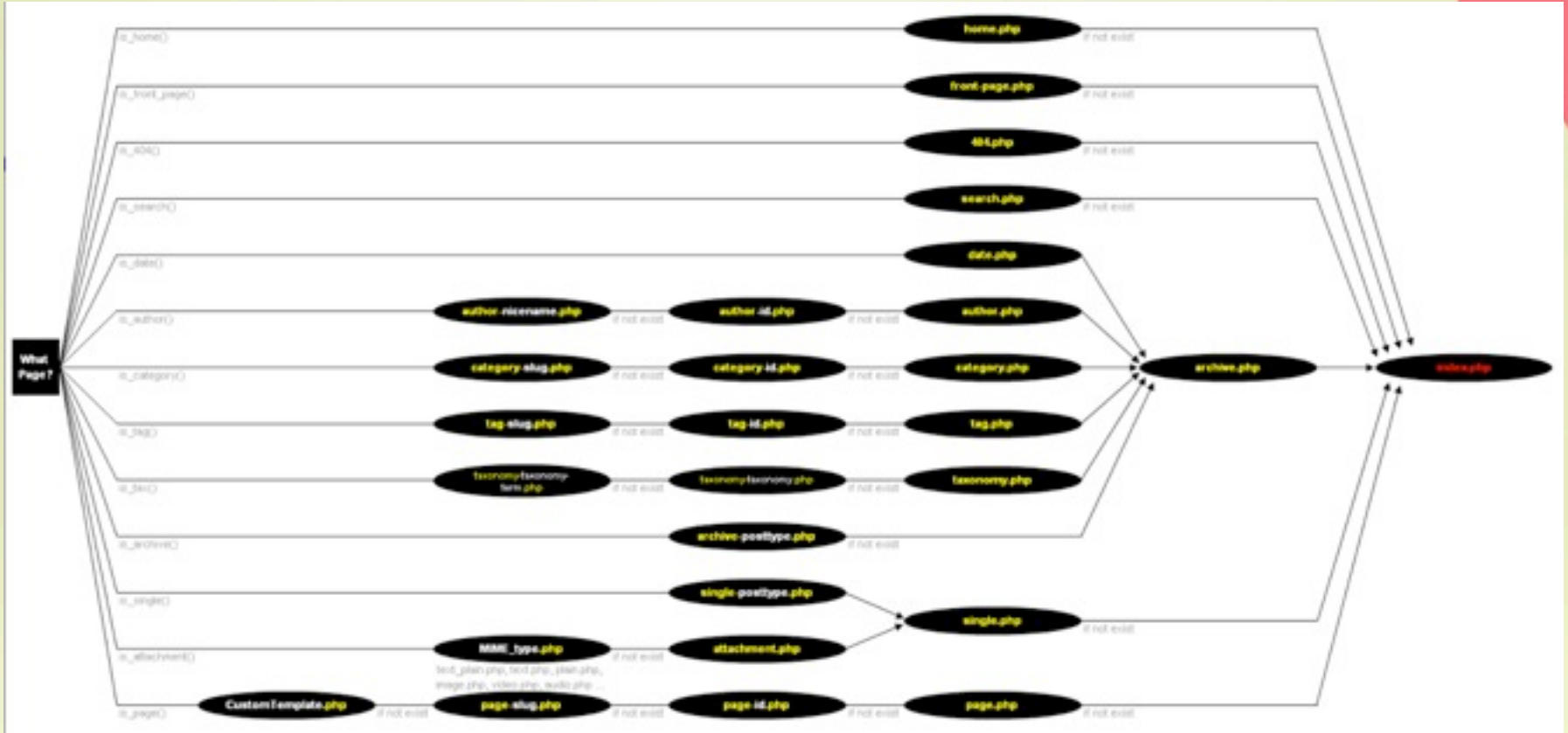
```
foreach($fruitArray as $theValue) {  
    echo '<p>My favorite fruit is '.$theValue.'</p>';  
}
```

will output:

```
<p>My favorite fruit is grapes</p>  
<p>My favorite fruit is strawberries</p>  
<p>My favorite fruit is mangos</p>
```


Understanding Theme Files

Theme Hierarchy



http://codex.wordpress.org/Template_Hierarchy

One Page - Many Pieces

- Theme files usually made from 3 or more php files. For example: **index.php**
- Index.php is the main template being called. However, Index.php calls:
 - header.php
 - footer.php
 - sidebar.php
 - other template files: loop.php, or others

Special theme files

- You can create theme files to be used in certain conditions. For example:
 - A special theme file for one page:
 - page-my-favorite-post.php
 - A special theme file for an author:
 - author-jennifer.php

Theme Files

- Theme files found in:
wp-content/themes/THEME-DIRECTORY
- Some themes may include additional files to add functionality.
- Look at Whiteboard Theme (simple/basic framework)
<http://whiteboardframework.com/>

Child Themes

- When editing an (existing) theme: ALWAYS make changes to a child theme and use that!
- Create new directory in wp-content/themes/
- add style.css and any additional files you want to have override original theme

Child Theme Stylesheet

```
/*
Theme Name:      Twenty Ten Child
Theme URI:         http://example.com/
Description:       Child theme for the Twenty Ten theme
Author:           Your name here
Author URI:       http://example.com/about/
Template:       twentyten
Version:          0.1.0
*/

@import url("../twentyten/style.css");
```

Child Themes

- All files in child theme override matching file in original theme directory EXCEPT for functions.php (which loads in addition to functions.php in parent theme directory)
 - http://codex.wordpress.org/Child_Themes

Understanding the “loop” and the WordPress query

The WordPress Loop

- WordPress page has an array of post content
- the “loop” will iterate through each array item and display it’s content
- Loop beginning usually looks something like:

```
<?php
if ( have_posts() ) :
while ( have_posts() ) :
the_post();
?>
```

The WordPress Loop

- Will usually end with “endwhile;” and “endif;”
- Content inside loop will display once for every post in iteration.
- Content between “endwhile;” and “endif;” will display:
 - if there were posts to loop through
 - after all posts are finished being written to page

The WordPress Loop

- Some WordPress “tags” only available from within loop
- Sometimes the loop will only iterate once (ie. single.php)

WordPress Codex

- Google Search - reveal codex results
- http://codex.wordpress.org/Template_Tags
- http://codex.wordpress.org/Function_Reference/

Customizations

Add Facebook “like” button

- Go to Facebook Like Button Page:
<http://developers.facebook.com/docs/reference/plugins/like/>
- Specify options as necessary and click get code to get a block like this:
 - ```
<script src="http://connect.facebook.net/en_US/all.js#xfbml=1"></script><fb:like href="http://example.com" send="true" width="450" show_faces="true" font=""></fb:like>
```

# Add Facebook “like” button

- Break up code - put first part at bottom of page (footer.php)

- `<script src="http://connect.facebook.net/en_US/all.js#xfbml=1"></script>`

- Second piece add within loop

- `<fb:like href="http://example.com" send="true" width="450" show_faces="true" font=""></fb:like>`

- Swap out “href” value for the `_permalink`

- `<fb:like href="<?php the_permalink(); ?>" send="true" width="450" show_faces="true" font=""></fb:like>`



# Add Facebook Comments

- Benefits: Comments will be seen on Facebook streams - add more publicity and discussion
- Drawbacks: At this time, you can't extract comments, comments do not exist on your site (not indexable by search engines)

# Add Facebook Comments

- Create a “Facebook Application for your site.”
  - go to: <http://developers.facebook.com/setup>
  - Verify account if need be
  - Enter site name and URL click “create app”

# Add Facebook Comments

- Go to Facebook Social Comments:
  - <http://developers.facebook.com/docs/reference/plugins/comments/>
- Get block of code like this:
  - ```
<div id="fb-root"></div><script src="http://connect.facebook.net/en_US/all.js#xfbml=1"></script><fb:comments href="http://example.com" num_posts="10" width="500"></fb:comments>
```
 - *Don't add javascript line if already in footer!
- Replace href value with:

```
<?php the_permalink(); ?>
```
- Place on your “single.php” theme

Add Facebook Comments

- Display number of facebook comments:
 - `<fb:comments-count href=http://example.com/></fb:comments-count>`
 - Replace href with with permalink tag `<?php the_permalink(); ?>`
- Moderate Comments:
 - <http://developers.facebook.com/tools/comments>

Facebook Comments in use

- After installed box will load in with comments - look like this:



Add Author Bio to Posts

- Make sure authors have information filled in their profile for “Biographical Info” field and whatever other fields you want to reveal about the author.
- Edit template file where you want the bio to appear (most likely single.php)

Add Author Bio to Posts

- Add the following block where you want the bio to appear. (Perhaps after the_content() WordPress tag)

```
<div id="author-info">
    <div id="author-image">
        <a href="<?php the_author_meta('user_url'); ?>"><?php echo
get_avatar( get_the_author_meta('user_email'), '80', '' ); ?></a>
    </div>
    <div id="author-bio">
        <h4>Written by <?php the_author_link(); ?></h4>
        <p><?php the_author_meta('description'); ?></p>
    </div>
</div>
```

Twenty-Ten Sample Author Bio

```
<?php if ( get_the_author_meta( 'description' ) ) : // If a user has
filled out their description, show a bio on their entries ?>
<div id="entry-author-info">
<div id="author-avatar"><?php echo get_avatar( get_the_author_meta
( 'user_email' ), apply_filters( 'twentyten_author_bio_avatar_size',
60 ) ); ?></div><!-- #author-avatar -->
<div id="author-description">
<h2><?php printf( esc_attr__( 'About %s', 'twentyten' ), get_the_author
() ); ?></h2><?php the_author_meta( 'description' ); ?>
<div id="author-link"><a href="<?php echo get_author_posts_url
( get_the_author_meta( 'ID' ) ); ?>"><?php printf( __( 'View all posts by
%s <span class="meta-nav">&rarr;</span>', 'twentyten' ), get_the_author
() ); ?></a></div><!-- #author-link -->
</div><!-- #author-description -->
</div><!-- #entry-author-info -->
<?php endif; ?>
```


Bonus Info

- Look up WordPress tag on the codex to see other options with tag (possibly other related tags)
 - the_author_meta
 - http://codex.wordpress.org/Function_Reference/the_author_meta

Make WordPress Go Faster

<http://line25.com/articles/wordpress-fat-loss-diet-to-speed-up-ease-load>

- Install a cache plugin:
 - Bypasses PHP call and pulls in static HTML
 - W3 Total Cache or WP Super Cache
- Watch # of plugins installed and used.
- Hard code when possible
- Image Size: use smush.it (and/or plugin)
 - <http://wordpress.org/extend/plugins/wp-smushit/>
- Turn off post revisions
 - `define('WP_POST_REVISIONS', false);`
- *see article for further suggestions...



More Customizations



Adding Twitter Feed

- After you have logged into Twitter, scroll on down to the bottom of the page and hit “Resources”
- Click on the “Widgets” option and then the desired template {most choose Profile Widget}. *Note: Some of you may have a page in between Widget and the templates that gives the option of choosing between website and Facebook. Just choose website.*

Adding Twitter Feed

- After you have chosen your template, customize.
- When you are satisfied with your look, you can give it a “Test” run or click “Finish & Grab Code” and then copy/paste into your Text Widget in WordPress.

Adding Facebook Badge

- Log into Facebook and go to “Add a Badge to Your Site” at the bottom of your profile page (mine displays left under my friend list)
- Go to Badges Home and there is a list for you to choose a template. The most common is the Like, Activity Feed, and the Live Stream, but you can choose whichever template.

Adding Facebook Badge

- After choosing a template, you can make several edits to the badge {colors, fonts, size etc}. *Note: the default is set at 300 for the width, so be sure to change the width for your site.*
- When you have the desired template set, click on “Get Code” and copy/paste the code into your Text Widget in WordPress.

“Grab My Button”

In WordPress, go to the Widgets and add a Text Widget.

Insert the entire code. *You can even do this in Word or Pages so you can get it all before you place it in your site.*

“Grab My Button”

```

```

```
<textarea><a href="http://www.your  
address.com" target="_blank"></a></textarea>
```

“Grab My Button”

- Copy the entire Link Code from your uploaded image {Photobucket is great because it gives you all your link codes right there} and place it in the link area
- Fill in your blog title and your site address in the orange section
- Save and View

Favorite Plugins/Widgets

Forum

- Simple Press
 - <http://simple-press.com/>
- BB Press
 - <http://bbpress.org/>
- Forum Press
 - <http://forumpress.org/>

Widgets & Post Extras

- WYSIWYG Widgets
 - <http://wordpress.org/extend/plugins/wysiwyg-widgets/>
- Link Within or Related Post Thumbnails or Yet Another Related Posts plugin
 - <http://www.linkwithin.com>
 - <http://wordpress.org/extend/plugins/related-posts-thumbnails/>
 - <http://wordpress.org/extend/plugins/yet-another-related-posts-plugin/>
- Relevanssi Search Plugin
 - <http://wordpress.org/extend/plugins/relevanssi/>

Media

- Additional Image Sizes
 - <http://wordpress.org/extend/plugins/additional-image-sizes-zui/>
- Media Custom Fields
 - <http://wordpress.org/extend/plugins/media-custom-fields/>
- NextGen Gallery
 - <http://wordpress.org/extend/plugins/nextgen-gallery/>

Misc

- Events Calendar Pro
 - <http://codecanyon.net/item/events-calendar-pro-wordpress-premium-plugin/109301>
- WP Touch Pro
 - <http://www.bravenewcode.com/store/plugins/wptouch-pro/>
- CForms or Gravity Forms
 - <http://www.deliciousdays.com/cforms-plugin/>
 - <http://www.gravityforms.com/>
- OIO Publisher
 - <http://www.oiopublisher.com/>

Plugins

- **Featured Content:** Creates an automated rotating image gallery of your posts or pages for use anywhere within your theme
- **Tweet Old Post:** This plugin is the perfect way to place your posts into your tweets. It has options to add hashtags, leading text and more.

Plugins

- **Widget Context:** Customize your sidebar widgets for every page.
- **Add Link to Facebook:** Automatically add links to posts or pages that are being published to your Facebook wall, pages or groups.

Thanks!

Q/A

Links/Code Snippets:

<http://goo.gl/7qzwb>

