WordPress and HTML Basics

Intro: Jennifer Stuart

- 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
- Currently: WordPress sites make up roughly 90% of work

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Workshop Summary

- Setup/Install WordPress
- Admin Pages overview
- Adding Content
- Basic Customizations
- HTML/CSS overview
- How to Backup and Upgrade WordPress!
- Disclaimer: Workshop will provide a general overview. Practical use may require more in-depth study.

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Getting Started

- WordPress.com (hosted) vs. “WordPress.org” (self-hosted)

- Requirements (for self-hosted)
  - **Hosting:** (linux/apache preferred) PHP, MySQL
  - **Domain Name:** (buy through host or separately and point DNS to host provider)

Installing WordPress

- Host auto install script
  (ie. Fantastico or SimpleScripts)

- Manually install

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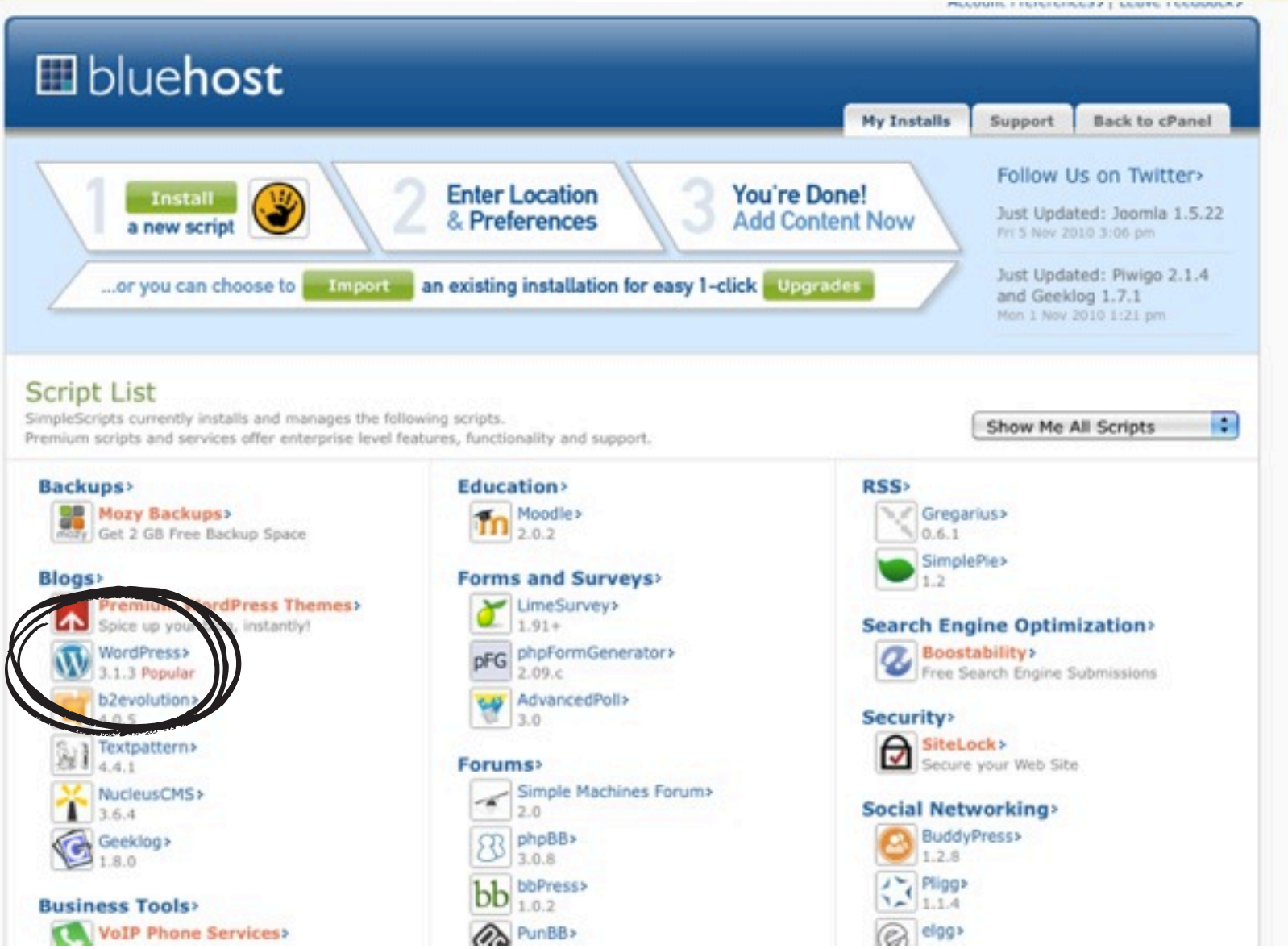

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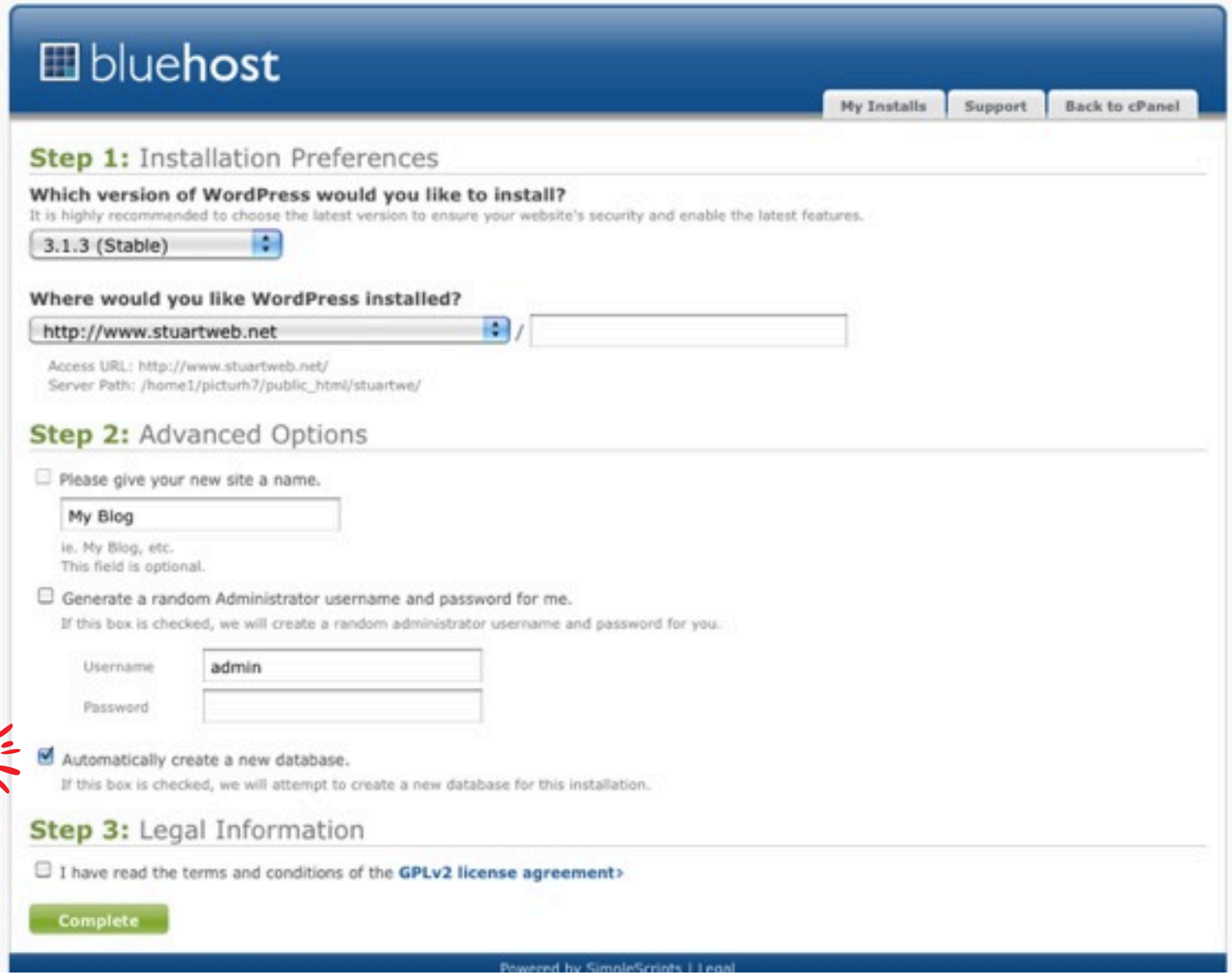
bluehost
My Installs
Support
Back to cPanel
Step 1: Installation Preferences
Which version of WordPress would you like to install?
It is highly recommended to choose the latest version to ensure your website's security and enable the latest features.
3.1.3 (Stable)
Where would you like WordPress installed?
http://www.stuartweb.net
/
Access URL: http://www.stuartweb.net/
Server Path: /home1/picturh7/public_html/stuartwe/
Step 2: Advanced Options
Please give your new site a name.
My Blog
ie. My Blog, etc.
This field is optional.
Generate a random Administrator username and password for me.
If this box is checked, we will create a random administrator username and password for you.
Username
admin
Password
Automatically create a new database.
If this box is checked, we will attempt to create a new database for this installation.
Step 3: Legal Information
I have read the terms and conditions of the GPLv2 license agreement›
Complete
Powered by SimpleScripts | Legal

Installing WordPress

- Manually Install:
  - Download WordPress
  - Open and edit wp-config.php*
    - Will need: Database Host, Database Name, Database Username/Password
  - FTP/upload to your site

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Install WordPress

- Navigate to: http://evo.stuartweb.net/evo###/
- Run Installer

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Initial Settings Walkthrough

- General
- Writing
- Reading
- Discussion
- Media
- Privacy
- Permalinks
  - (decide and set - don't change)

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Adjust Settings

- Add tagline for your blog
- set permalink settings

Admin Pages Walkthrough

- Posts vs. Pages
- Media
- Links
- Comments

Appearance, Plugins, Users

- Appearance
- Plugins
- Users
- Tools (import)

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Making Posts

- Add new post
- Show additional fields (screen options)
- add new category, add new tag
- Upload an image (set as featured image)
- Publish!

Posting Extras

- Embedding videos
  - *Check setting on media settings page
  - Public videos from a specific list (Youtube, vimeo)
    - List here: http://codex.wordpress.org/Embeds
- Galleries (shortcode)

Publish a Post

- Create a new post
- Title & some content
- add a category and/or tag
- upload an image (sxc.hu)

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Themes

- Theme Repository
- Upload external (watch out for spam links on free themes!)
- Free: Whiteboard, Hybrid (frameworks)
- Premium Themes:
  - WooThemes (some are free)
  - StudioPress (genesis and “child” themes)
  - Elegant Themes
  - ThemeForest.net, Templatic.com
- Child Theme? Theme Framework?

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Install a new Theme

- Download a free theme or use a new theme from the theme repository and install it on your test site.

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: ** **
- and End like this: ** **

- Or Self-enclosed: ****

- *not closing your tags *sometimes* causes unexpected results.

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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" />
```

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Commonly Used Tags

- Paragraph:

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

- Image:

```
<img src="file.ext" />
```

  - Can also add width, height attributes

- Links

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

- Headline:

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

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Commonly Used Tags

- Div:

```
<div>something</div>
```

- Span:

```
<span>usually text here</span>
```

- Ordered Lists (ol) Unordered List (ul)

```
<ol>
  <li>list Item here</li>
  <li>list Item here</li>
</ol>
```

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Commonly Used Tags

- Linebreak:
  `<br />`
- Italic: (emphasis)
  `<em>italicized text</em>`
- Bold:
  `<strong>Bold text</strong>`

- Don't use <font> 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 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

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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;
}
```

http://www.w3schools.com/css/css_reference.asp

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. <img src=”smile.gif” /></p>
</div>
```

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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:
  - ... etc.
  - ... etc.

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IDs are Unique

- An element can only have ONE ID assigned to it.
- A page can only 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; }
```

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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

Back to WordPress...

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Widgets

- Widgets go into “Sidebars” (widget containers)
- **Theme needs to be “widget ready”*

Menus

- Control navigation
- add Pages, Category Archive links, or custom links
- **Theme needs to have menus activated*

Plugins

- Plugins extend WordPress functionality
- Search plugin repository for plugins
  *watch out for issues with plugins! (outdated or older)
- Plugins from WordPress.org are FREE!
- BUT - support from plugin authors is voluntary

Add a Text Widget

- Use some custom HTML to a text widget.
- ex.

```
<p>This is some text I've added. I wrote the HTML <strong>by hand!</strong></p>

<p><a href="mailto:me@me.com">Email me!</a></p>
```

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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
- BackupBuddy plugin*
  *requires a yearly subscription
- Online Backup for WordPress
- VaultPress
  *requires a monthly subscription (by Automattic - same people who make WordPress)

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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!

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Favorite Plugins/Widgets

Must Haves

- Akismet & Jetpack *both require signup
  (Akismet free for personal use - subscriptions for businesses)
- Platinum SEO Pack or Headspace*
  (watch for updates)
- Google XML Sitemap
- AddThis or ShareThis*
  (watch for updates)

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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/
- 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/

Thanks!

Q/A

Links/Code Snippets:

http://goo.gl/7qzwb