



Learn 2 WordPress

Anca Mosoiu, Tech Liminal
Lesson 2 - The Components of WordPress

Introduction

Anca



- Web Developer
- Information Architect
- 15 years of experience in technology & marketing orgs
- Freelancer, Entrepreneur

Tech Liminal



- Technology Hotspot & Salon
- Co-Working
- Workshops, Conferences
- Expert, friendly help with web & social media

anca@techliminal.com

Agenda

- 5-session workshop
 - Why WordPress / Setting it up - April 19
 - **Posts, Pages, Attachments, oh my! - April 26**
 - Working with Themes - May 3
 - Working with Plugins - May 10
 - Customizations - May 17

Today

- The WordPress Dashboard
- Posts
- Categories
- Pages
- Media
- Tags
- Links
- Putting it Together into a Site

Anatomy of a Site

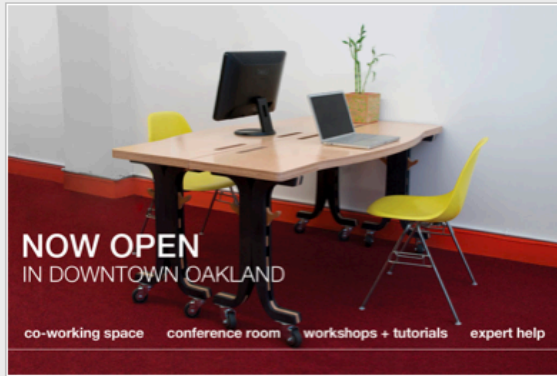
Header

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268 14th Street
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(510) 832-3401

Navbar

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Welcome to Tech Liminal

Come down to our friendly storefront and get ahead with your technology projects. Whether you are looking for help with blogs, office software, and social media, or looking to upgrade your web site, we can help you. Let our salon be your source for IT coaching, developer services, and community networking. You can become even more productive when you use our high-tech facilities as your office or meeting site.

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Sidebars

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11 am - 7 pm Mon - Fri
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THIS WEEK

Business Growth Design Studio –
starting April 22nd

Digital Photography Meetup –
April 20

Learn 2 WordPress – Class starts
April 19

East Bay WordPress Meetup –
April 18th

LocalPreneur Meetup April 13th

Perfect Word – April 12

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Widget

Posts vs. Pages

Posts	Pages
<ul style="list-style-type: none">• Multiple instances (e.g. Articles)• Are always categorized (e.g. Food, Music, Uncategorized, etc)• Custom Post Types (with different fields)• Appear in some sort of order (time-based, alphabetical, etc)	<ul style="list-style-type: none">• Unique Content (e.g. About Us)• Can be organized hierarchically• Can have custom, individual templates• No categories

Results Called Ambiguous as Test of BP Well Continues

By HENRY FOUNTAIN 49 minutes ago

The government said that while there were signs that BP's well in the Gulf of Mexico was in good shape with the flow of oil stopped, it was not yet possible to rule out damage.

-  Live Video Feeds
-  Multimedia Features

THE CAUCUS

New West Virginia Senator Is Named

By JEFF ZELENY and BERNIE BECKER

Gov. Joe Manchin of West Virginia named his former general counsel, Carte Goodwin, to fill the seat of the late Senator Robert Byrd.

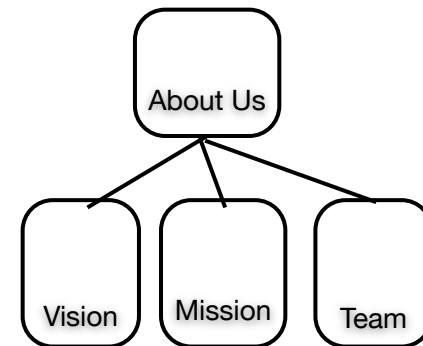
NEWS ANALYSIS

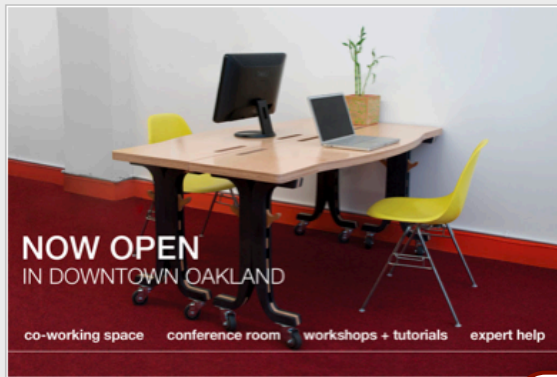
Obama Pushes Agenda, Despite Political Risks

By SHERYL GAY STOLBERG

The president's successes pose a paradox. He is winning on Capitol Hill, but losing with voters.

- [Financial Oversight Bill Signals Shift on Deregulation](#)





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Only "Events" posts are displayed here

for a pop, meeting, or off-site in our conference room.

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Posts and Categories

The screenshot shows the WordPress 'Edit Posts' dashboard. On the left is a sidebar with navigation menus for Posts, Media, Links, Pages, Comments, and Appearance. The main content area features a 'Edit Posts' header with an 'Add New' button and a search bar. Below the header, there are filters for 'Bulk Actions', 'Apply', 'Show all dates', 'View all categories', and 'Filter'. A pagination bar indicates 'Displaying 1-15 of 67' posts. The main area contains a table of posts with the following data:

<input type="checkbox"/> Post	Author	Categories	Tags		Date
<input type="checkbox"/> WordPress Meetup Redux - April 2010	Anca	Blog, Web Development	Beedragon, Meetup, wordpress	1	2010/04/19 Published
<input type="checkbox"/> Business Growth Design Studio - starting April 22nd	admin	Events, Workshops	No Tags	0	2010/04/15 Published
<input type="checkbox"/> Digital Photography Meetup - April 20	kelly	Events, Workshops	photography	0	2010/04/15 Published
<input type="checkbox"/> Learn 2 WordPress - Class starts April 19	Anca	Blog, Events, Tools, Workshops	wordpress	0	2010/04/01 Published
<input type="checkbox"/> East Bay WordPress Meetup - April 18th	kelly	Events, Workshops	No Tags	0	2010/03/29 Published
<input type="checkbox"/> LocalPreneur Meetup April 13th	kelly	Events, Workshops	No Tags	0	2010/03/29 Published
<input type="checkbox"/> The Perfect Word - April 12	kelly	Blog, Events, Workshops	No Tags	0	2010/03/29 Published

More Terminology Using the Word “Page”

- **Homepage** : The default, or index page for the site. WordPress supports a “static” homepage, or “latest posts”. Your theme, may of course, do something different
- **Landing Page**: (a) The main page for a section of a site. (b) The page linked from an ad or other transaction, where traffic is measured
- **Posts Page**: The landing page for your blog, if you use a static homepage
- **Category Page**: The page that lists all posts in a particular category
- **Tag Page**: The page that lists all posts that have a particular tag

Pages

We call these “static” pages, but they are not just HTML

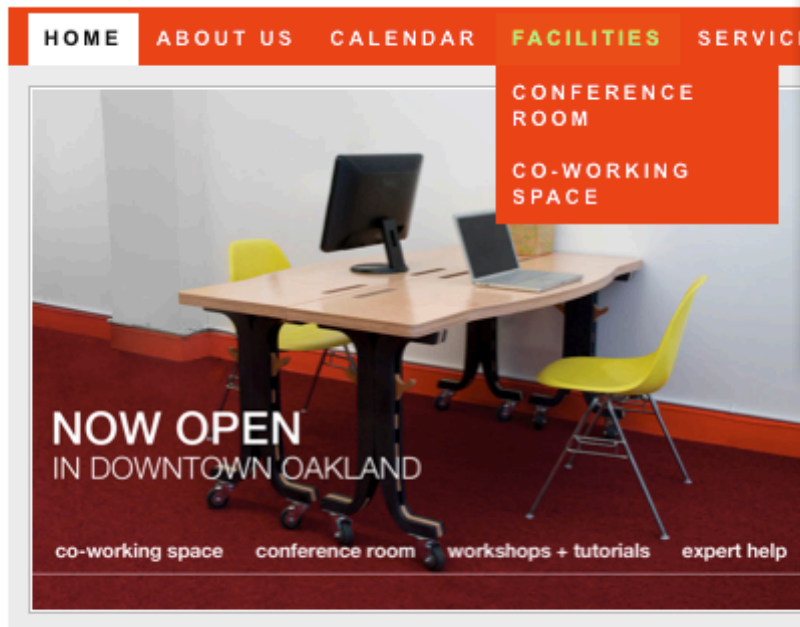
<input type="checkbox"/> Title	Author		Date
<input type="checkbox"/> About Us	admin	0	2008/03/06 Published
<input type="checkbox"/> Calendar	Anca	0	2009/06/30 Published
<input type="checkbox"/> Contact Us	karla	0	2009/03/10 Published
<input type="checkbox"/> Facilities	karla	0	2009/03/10 Published
<input type="checkbox"/> — Co-Working Space	Anca	0	2009/06/30 Published
<input type="checkbox"/> — Conference Room	Anca	0	2009/06/30 Published
<input type="checkbox"/> — Software	karla	0	2009/05/08 Published
<input type="checkbox"/> Find Us	Morgan	0	2009/07/10 Published
<input type="checkbox"/> Learn 2 WordPress	Anca	0	2010/03/09 Published

Navigation Based on Pages

- The Page Hierarchy (in some themes) will be displayed as drop-downs in your menu

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Fully Customized Navigation

- With WordPress 3.0, you can control your navbar.
- Your theme needs to support this.

The image shows a screenshot of the WordPress administration interface, specifically the 'Appearance' > 'Menus' section. On the left, a sidebar menu lists 'Appearance', 'Themes', 'Widgets', 'Menus', 'Background', 'Header', and 'Editor'. The 'Menus' section is active, displaying a 'Theme Locations' dialog box. This dialog box contains the text: 'Your theme supports 1 menu. Select which menu you would like to use.' Below this, under the heading 'Primary Navigation', there is a dropdown menu with 'TopNav' selected. Below the dialog box, the 'TopNav' menu configuration screen is visible. It shows the menu name 'TopNav' and a checkbox for 'Automatically add new top-level pages'. There is a 'Delete Menu' link and a 'Save Menu' button. The menu items are listed as follows:

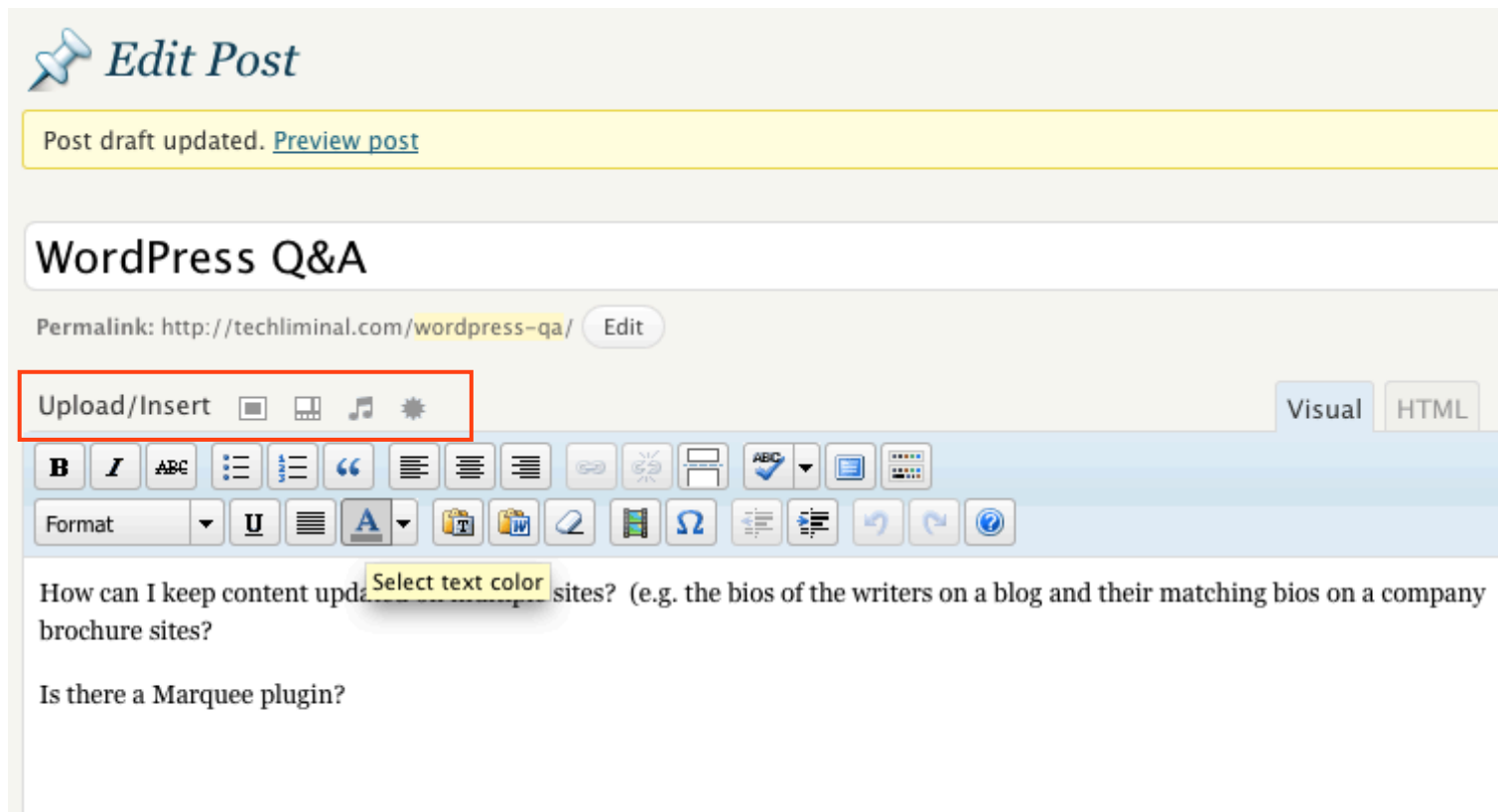
Item Name	Type
About	PAGE
Risk & Reward TV	CUSTOM

Updating your Menu Bar

- WordPress.com exercise
- Thesis Exercise

Adding Media - Images, Video, etc

- When you are editing a post, you can upload or insert media



The screenshot shows the WordPress 'Edit Post' interface. At the top, there is a 'Pin' icon and the text 'Edit Post'. Below this is a yellow notification bar that says 'Post draft updated. [Preview post](#)'. The main title of the post is 'WordPress Q&A'. Below the title is the permalink: 'http://techliminal.com/wordpress-qa/' with an 'Edit' button. The 'Visual' and 'HTML' tabs are visible. The 'Upload/Insert' menu is highlighted with a red box, showing icons for image, video, audio, and a gear icon. Below the menu is a rich text editor toolbar with various formatting options like bold, italic, text color, background color, link, unlink, list, and indent. The text area contains the following content:

How can I keep content updated on my sites? (e.g. the bios of the writers on a blog and their matching bios on a company brochure sites?)

Is there a Marquee plugin?

Add an Image ✕

From Computer From URL Media Library

Add media files from your computer

Choose files to upload



Maximum upload file size: 2MB

You are using the Flash uploader. Problems? Try the [Browser uploader](#) instead.

After a file has been uploaded, you can add titles and descriptions.


You are using the Flash uploader. Problems? Try the [Browser uploader](#) instead.

After a file has been uploaded, you can add titles and descriptions.

	artwork_starcraft-large	Show
	buddy	Show

Choose Size, Insert Into Post

Add an Image ✕



File name: buddy.jpg
File type: image/jpeg
Upload date: July 18, 2010
Dimensions: 442 × 425

[Edit Image](#)

Title *

Alternate Text
Alt text for the image, e.g. "The Mona Lisa"

Caption

Description

[None](#) [File URL](#) [Post URL](#)
Enter a link URL or click above for presets.

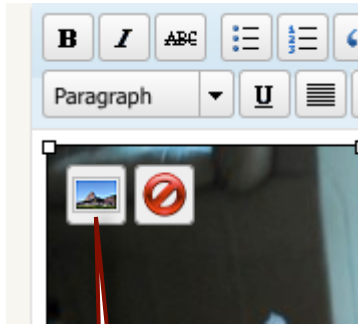
Alignment None Left Center Right

Size Thumbnail (150 × 150) Medium (312 × 300) Large Full Size (442 × 425)

[Insert into Post](#) [Delete](#)

**Sizes are set in
"Settings->Media"
Choose the size,
then insert.**

To Edit an Image once yo've loaded it



Click on the image, then click on this button to view the editor

A screenshot of the WordPress 'Advanced Image Settings' dialog box. The dialog has two tabs: 'Edit Image' and 'Advanced Settings'. The 'Advanced Settings' tab is active. On the left, there is a 'Size' dropdown menu with options from 60% to 130%, with 100% selected. In the center, there is a preview image of three people looking at a document. To the right of the preview is a text area containing placeholder text. Below the preview, the 'Advanced Image Settings' section includes: 'Source' (a text field with a file path), 'Size' (input fields for 'Width' (500) and 'Height' (375), and a button for 'Original Size'), 'CSS Class' (a text field with 'alignleft size-medium wp-image-195'), 'Styles' (an empty text field), and 'Image properties' (checkboxes for 'Border', 'Vertical space', and 'Horizontal space'). A red callout box points to the 'Original Size' button.

Original size of the inserted image, not the uploaded image

Media Library

- The Media Library allows you to keep track of graphics, videos, sound and other documents that you uploaded to WordPress.

Media Library Add New

All (32) | Images (23) | Unattached

Bulk Actions Apply Show all dates Filter Search Media

Displaying 1–20 of 32 1 2 »


	File	Author	Attached to		Date
<input type="checkbox"/>	2010-April-Calendar PDF	kelly	Calendar, 2010/04/12		2010/04/12
<input type="checkbox"/>	headshot-1 JPG	kelly	Sick Computer Day April 6th, 2010/03/01		2010/03/01
<input type="checkbox"/>	2010-02Feb-Calendar PDF	Anca	Calendar, 2010/02/01		2010/02/01
<input type="checkbox"/>	sasha_small JPG	Anca	(Unattached) Attach		2010/01/31
<input type="checkbox"/>	2010-Jan-Calendar PDF	Morgan	Calendar, 2010/01/07		2010/01/07

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Putting it Together

Now that you understand the building blocks, let's put them together...

Goals: What are you trying to accomplish?

A light gray speech bubble with a white outline and a drop shadow, pointing towards the bottom-left.

Get
Customers?

A light gray speech bubble with a white outline and a drop shadow, pointing towards the bottom-left.

Update site?

1. Set Goals For Site (details)

This first step ensures that you spend your time and effort to your best advantage. Goal-setting will take place during our initial site design meeting.

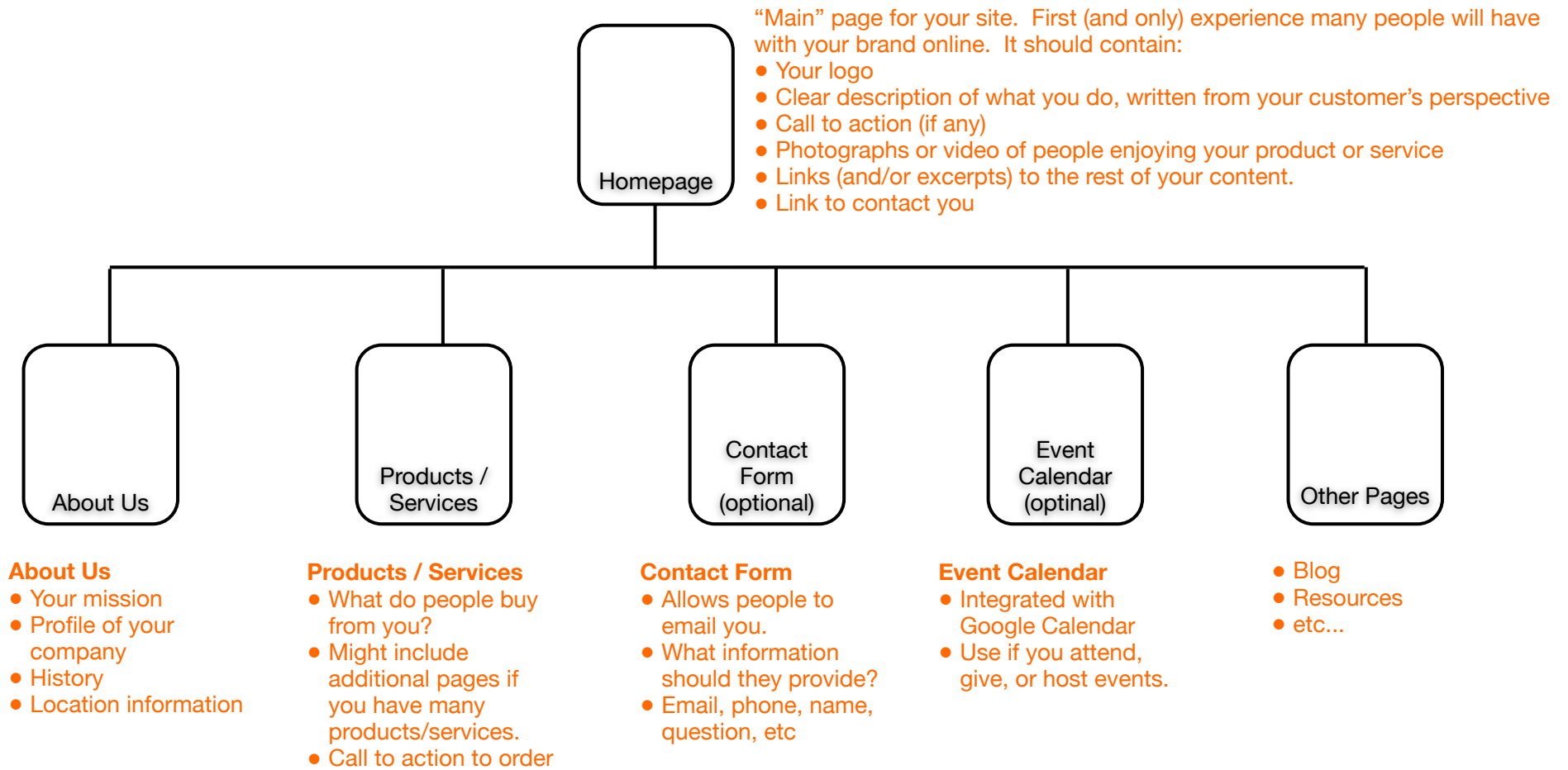
Customer-facing Goals	Administration Goals
<p>These are all about what you hope to be able to give (and get) from your readers and customers. Here are some examples and questions</p>	<p>These are related to how you plan to administer the site.</p>
<p>Sample Goals:</p> <p>Provide a way for customers to find and contact us quickly. Appear on the front page of search engine results for searches in my location. Entice customers to repair their jewelry through visiting the site.</p> <p>Questions</p> <p>Do you currently have a web site that isn't performing as you would hope? Do you want to interact with your customers through the site (for example, through comments or a contact form)? What type of online behavior do you see in your customers? Are they internet-savvy? Are they online all the time? Do you currently send out an email newsletter? If not, do you want to start? Do you want to connect with customers (and potential customers) through Twitter and Facebook? Do you plan to sell a product or service directly on the site? What type of feedback have you had from your customers about your existing site, or their online experience in general?</p>	<p>Sample Goals</p> <p>Allow us to update the site without the need for any special software (e.g. Dreamweaver, FrontPage, etc)</p> <p>Questions</p> <p>How frequently do you expect to add content to the site? Will you be blogging? Will you be using photography from other sources on the web (e.g. Flickr, Picasa) How familiar are you with HTML? How many people do you expect to have adding (or editing) content on the site? How will you answer questions posted by customers on the site? How frequently do you check and answer email today?</p>

2. What kind of content for your site?

	Content	Effort
	Basic brochure info: address, about us, products	Static content with low frequency of change
	Blog posts	One per week recommended to keep site fresh
	Events	Depends on event frequency.
	Photo gallery	Production of photos

2. Identify Content - Sitemap

A sitemap provides a guide to the content that will be on your site. This starter sitemap will be adjusted based on conversations in our initial design session. The final sitemap will depend on the content that is created



3. Choose a theme + Plugins

Some WordPress themes may work perfectly with your needs right out of the box (but we'll talk more about that next week)

4. Produce Content

Create a Checklist:

For each page, identify the images and text (and other media) that you plan to use. A checklist will help you keep it sorted out.

For Text:

- Number of characters available in headings
- Number of words or lines for each text area
- Tone or “voice” you plan to use

Images/Media:

- Dimensions of the areas that will contain media
- Format: JPG, PNG
- Caption, if needed

Write for the Web:

- Be direct with your audience. People will be arriving at your site from many different places and experiences.
- Write for search engines, or rather, for how you think people will search for you. Is your town important? Make sure you mention your city and state on your site, and in your keywords.
- Be succinct without being obtuse

Resources

- codex.wordpress.org
- [lynda.com](https://www.lynda.com) - WordPress lessons
- [youtube.com](https://www.youtube.com) - WordPress lessons (just do a search)