



Learn 2 WordPress

Anca Mosoiu, Tech Liminal

268 14th Street, Oakland, CA 94612 | Open 11-7 Monday - Friday | Drop-in co-working space, workshops and technology services | More info: <http://www.techliminal.com>

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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
 - Posts, Pages, Attachments, oh my!
 - **Working with Themes - Today**
 - Working with Plugins
 - Customizations

Today

- What is a Theme?
 - Sidebars and Widgets
- Free Themes
- Premium Themes
- Installing a Theme

What is a Theme?

- A WordPress theme provides the visual structure (layout) for your site's content
 - Colors, fonts, positioning
 - Navigation elements
- Can also provide additional functionality
 - Slideshow
 - Editor enhancements / "Theme Options"

Your Theme Defines Your Site

- Blog Site?
- Magazine Site?
- Brochure?
- Social Network?
- Intranet?
- Storefront?
- Portfolio?

Anatomy of a Site / Theme

Header

Navbar / Menu

Content Area

Sidebars

Widget

Footer

TECH LIMINAL
technology hotspot & salon

268 14th Street
Oakland, CA 94612
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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

The Perfect Word – April 12

MORE EVENTS
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Change the Theme, Change the Layout

Header

Navbar

Content Area

Widget

Sidebar

Footer

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A Technology Salon

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What is in a Theme?

- A Theme is comprised of:
 - Style information (style.css) - Look and Feel of your site
 - Functionality extensions to WordPress (functions.php)
 - Menus
 - New Widgets
 - Custom Homepage
 - Can customize the Dashboard (admin Interface)

How to search wordpress.org

Search below or [check out our new filter and tag interface.](#)

1,193 THEMES, 15,094,822 DOWNLOADS, AND COUNTING

Search Themes

Tag Filter

Find Themes

Colors	Columns	Width	Features	Subject
<input type="checkbox"/> black	<input type="checkbox"/> one-column	<input type="checkbox"/> fixed-width	<input type="checkbox"/> custom-colors	<input type="checkbox"/> holiday
<input type="checkbox"/> blue	<input type="checkbox"/> two-columns	<input type="checkbox"/> flexible-width	<input type="checkbox"/> custom-header	<input type="checkbox"/> photoblogging
<input type="checkbox"/> brown	<input type="checkbox"/> three-columns		<input type="checkbox"/> editor-style	<input type="checkbox"/> seasonal
<input type="checkbox"/> green	<input type="checkbox"/> four-columns		<input type="checkbox"/> theme-options	
<input type="checkbox"/> orange	<input type="checkbox"/> left-sidebar		<input type="checkbox"/> threaded-comments	
<input type="checkbox"/> pink	<input type="checkbox"/> right-sidebar		<input type="checkbox"/> sticky-post	
<input type="checkbox"/> purple			<input type="checkbox"/> microformats	
<input type="checkbox"/> red			<input type="checkbox"/> rtl-language-support	
<input type="checkbox"/> silver			<input type="checkbox"/> translation-ready	
<input type="checkbox"/> tan			<input type="checkbox"/> front-page-post-form	
<input type="checkbox"/> white			<input type="checkbox"/> buddypress	
<input type="checkbox"/> yellow				
<input type="checkbox"/> dark				
<input type="checkbox"/> light				

Themes on WordPress.com

- 99 themes, vetted by Automattic, the operator of WordPress.com
- Limited options but large variety
- Mostly blog-focused

Commercially-supported (Premium) themes

- Developer may charge for support or enhancements
- Support generally means a higher standard of development, ability to get questions answered
- Start here: <http://wordpress.org/extend/themes/commercial/>

How to Shop for a Premium Theme

- Questions to ask:
 - What do I get for my \$\$? Support, software, etc.
 - What options does the theme provide?
 - Custom header, colors
 - What Functionality does it come with?
 - Custom menus (Woo Themes)
 - SEO optimization
 - Accessibility (for visually-impaired people)
 - Blog or CMS?
 - What browsers will it work on?
 - IE 6, 7, 8, Firefox, Safari, iPhone, Chrome

How to Pay For a Premium Theme

- Some you pay by the theme download
- Some places will let you download for free, but you can only get support if you pay
- Some are subscription based - you can get themes and upgrades from them for however many months you subscribe (elegantthemes.com)

Shopping for a Theme

Theme Provider	Description	Pricing & Support
WordPress.org http://wordpress.org/extend/themes	Variety of free themes of varying quality and usefulness	Free - limited support
WooThemes http://woothemes.com	Large variety of themes for any type of site. Very popular w/ EBWP group	2 themes for \$70, or subscription package. Includes support forums
StudioPress http://studiopress.com	Customizable, stylish theme for a variety of specific site types. Somewhat corporate	Per theme price (around \$80/theme) or get access to all for \$249. Support Forum
Elegant Themes http://elegantthemes.com	Textured, layered themes	\$40/year subscription provides access to all themes. Support forum.
ThemeForest http://themeforest.net	Highly varied themes submitted by individual developers	Individually priced: \$30 - \$150.

Shopping for a Theme - Yet More, Specialty Themes

Theme Provider	Description	Pricing & Support
Graph Paper Press http://graphpaperpress.com/	Premium themes for artists, photographers, etc. Miniartist	Free themes, pay for support

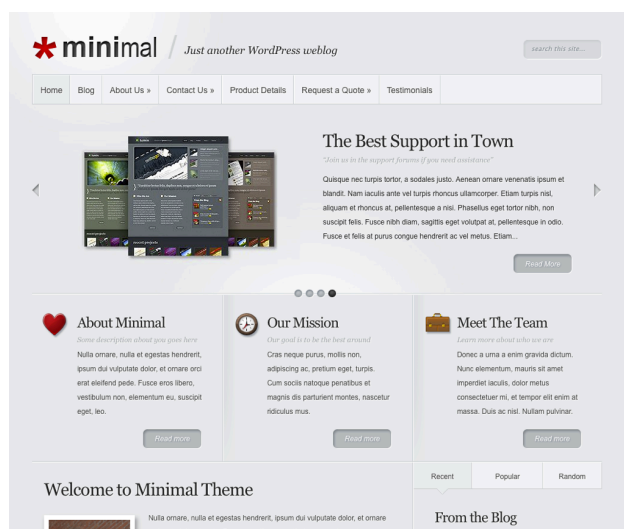
Studiopress - Freelance



<http://www.studiopress.com/demo/freelance.html>

- Based on Genesis Theme Framework
 - Price: \$80
- Designed for the Freelancer in mind
- Built-in contact page, twitter links
- Several Page Layouts available
- Built-in newsletter subscription (not sure what it hooks up to?)
- Full set of Genesis Widgets
- Many different sidebars / widget areas
- Can be customized through CSS or Child Theme
- No need to create lots of images for this

ElegantThemes - Minimal



<http://www.elegantthemes.com/preview/Minimal/>

- Based on Elegant Themes Framework
 - Price: \$40/year
- Suitable for a freelancer or small business
- Built-in homepage slider for graphics and text
- Homepage includes three-column area for additional info
- Elegant Themes Control Panel for menu, homepage slider, etc.
 - Includes ability to change styles through web interface
- Single Sidebar on internal pages/blog
- Custom Menu Support (??)
- How many widget areas (??)
- Upsides
 - Relatively simple to get nice-looking results
- Downsides
 - Icons - need to pick them

Theme Frameworks

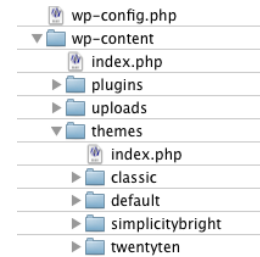
- These are bare-bones containers for your own style and plugin customizations
 - Thematic
 - Genesis
 - Carrington
 - Thesis

Resources

- Get themes: <http://wordpress.org/extend/themes>
- [http://codex.wordpress.org/Blog Design and Layout](http://codex.wordpress.org/Blog_Design_and_Layout) - About Design and Layout on Your Blog
- lynda.com - WordPress lessons
- youtube.com - WordPress lessons (just do a search)

Installing a Theme - Manual Install

- Copy the theme folder onto your web server, inside wp-content



more info: http://codex.wordpress.org/Using_Themes