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INTRODUCTORY WORDPRESS

TEACHUCOMP, INC.®

...it's all about you

INTRODUCTORY WORDPRESS

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INTRODUCTION AND OVERVIEW

Welcome to TeachUcomp, Inc.'s Introductory WordPress course.

WordPress is a free, open-source blogging software and content management system (CMS) that powers millions of blogs and websites from around the world. This WordPress course introduces the student to the self-hosted version of WordPress and how to maximize the powerful features of the program to create an amazing blog or website.

We will begin the course by learning more about WordPress, the different versions and hosting options. We will then learn how to setup WordPress for the first time while exploring the user interface.

From there, we'll learn how to create, edit and format posts and pages, manage media such as images and video, install and use plugins, and install and manage themes. After learning how to add and manage content, we'll discuss WordPress settings, how to attract and keep an audience for your site, as well as important maintenance and security concerns.

This WordPress course is designed to provide a solid foundation in using WordPress. This course references the use of WordPress as of version 4.0 "Benny."

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CHAPTER 1-

INTRODUCTION TO WORDPRESS

1.1- INTRODUCTION TO WORDPRESS

1.2- WORDPRESS.COM VS. WORDPRESS.ORG

1.3- INSTALLING AND RUNNING WORDPRESS

1.4- LOGGING INTO THE ADMIN AREA

1.5- THE WORDPRESS INTERFACE AND DASHBOARD

1.6- THE WORDPRESS TOOLBAR

Sample- for evaluation purposes only!

INTRODUCTION TO WORDPRESS

1.1- Introduction to WordPress:

Simply put, WordPress is a tool used to publish content to the web. It can be used to create anything from a basic blog to a complex website. What began as a simple blogging application in 2003, has grown into a robust content management system, or CMS, that powers over 60 million websites all over the world- including traditional blogs, magazines, newspapers, social media sites, national, and commercial sites. Today, nearly 1 in 5 websites in the world uses WordPress.

WordPress is open-source software, meaning it is a collaborative effort that is written, updated and maintained by a group of programmers working together. One of the main principles of open-source software is that the final product, including the source code to create it and all documentation, is made available at no cost to the public.

WordPress allows users to install and use themes, which allow you to change the look and feel of your site without altering the structure of the site or its content. There are thousands of themes available. Some are free and some others you must purchase. Themes allow you to create a consistent appearance across your site without having to code all of the various tools and features of the site. The plugin architecture of WordPress is one of its most popular features. Plugins are essentially extensions of the code of WordPress that create additional functionality and help you customize your site. There are plugins for search engine optimization (SEO), plugins to create contact forms, plugins to protect your content and much more. As we will discuss in upcoming lessons, it's important to have fully vetted your themes and plugins. Because they can be made by just about anyone (and aren't all coming from a single company with accountability), the themes and plugins that are available can be a "mixed bag" of content. Some are good. Some are bad. Check the reputation of the theme, plugin and/or author before installing them.

For a glimpse into what's possible with WordPress, you can visit wordpress.org/showcase. There, you'll see a sampling of sites that use WordPress, including some of the biggest in the world. Viewing the showcase gives you an idea what's available and perhaps will spur some ideas for your own site. What you'll quickly discover as you begin to create your site in WordPress, is that you are only limited by your imagination.

This course begins by reviewing the basics of the WordPress software, including the terminology, tools and software interface. It then shows you how to create content for a site, add and manage media such as images and video, and install plugins. You will then discover how to change the appearance of your WordPress site, attract and keep an audience, perform maintenance, and ensure security.

1.2- WordPress.com vs. WordPress.org:

Before we begin to discuss how to use WordPress, it's important to understand the different ways in which WordPress can be used. WordPress is a software application. As mentioned in the previous lesson, WordPress is open-source software and is free to download, install and use on any web server. WordPress.org is the site from which you can download the WordPress software, as well as themes and plugins that we'll discuss later in this course. This is called a self-hosted solution, which means that the WordPress software, along with the pages, media and other components of your site are stored on your own web server. In order to self-host a WordPress site, you'll need a domain name and either own or rent space on a web server that can run the WordPress application.

WordPress.com is a free, cloud-hosted service that runs WordPress. So, instead of installing WordPress on your own server, you host it on the WordPress.com servers. WordPress.com can be a great way to get started with WordPress by setting up your own free blog or website without the hassle of software installation, server maintenance and security.

INTRODUCTION TO WORDPRESS

1.2- WordPress.com vs. WordPress.org- (cont'd.):

Deciding between running your site on WordPress.com or self-hosting your site depends on your goals and particular needs. One of the great things about WordPress is that it's incredibly flexible. For example, you can build a site on WordPress.com and later move it to a self-hosted solution. And, the reverse is true. We will be designing a self-hosted WordPress site in this course. However, if you are running your site on WordPress.com, you'll find that many of the topics and techniques we will learn throughout the course apply to you as well.

Updates to the WordPress software occur 2 to 3 times per year, on average. Updates can range from minor cosmetic changes to added features and support of the application. Depending on the version of WordPress you are using, your interface may appear slightly different than the one used in this course. We will be taking a closer look at keeping WordPress up-to-date as well as security features later in this course.

1.3- Installing and Running WordPress:

It's important to remember that you can install and use WordPress in different ways. This course examines installing and using WordPress in a self-hosted environment, as discussed in the previous lesson. But, you can also install and run WordPress on a local computer or server for development or training purposes so that you can use the software without actually having to post any live pages on the web. You can install WordPress on your Windows or Mac machine using BitNami, an open-source project that provides installers and software applications.

The most common way to host a WordPress site on the web is via self-hosting, either through a dedicated or shared server. This means that your WordPress software and site will be installed and run from a web server that a company provides, or even one you run and host yourself if you are so inclined. Depending on your needs, you can host on a dedicated server (where your site is the only one accessing the server and its resources) or on a shared server (where you share space on the machine with other individuals or companies). There are countless companies that offer web hosting solutions, so be sure to do your homework and find the one that is right for you.

In order to host your site, you'll need a domain name (ie: *www.yoursitename.com*). If you don't have one already, you can secure your domain at sites like www.godaddy.com and www.dotster.com. The procedure for setting up your domain on a server varies as greatly as the companies that offer the service. If you need assistance, contact your domain name provider and web hosting provider for assistance.

You will need a few other things when setting up WordPress for the first time. You'll need the WordPress software itself to upload and install to your new server space. You'll also need an FTP client application (such as FileZilla) in order to transfer WordPress from your computer to your host. FTP stands for File Transfer Protocol and is used to transfer files from one source to another. You'll also need a Text Editor (such as Notepad) in order to edit some of the files in WordPress.

The procedure to upload and install WordPress on your server will vary from one hosting provider to another. For this reason, we will cover only general procedures and policies for installation. For assistance in installing WordPress on your particular server, please consult your web hosting provider. A WordPress site consists of two major elements- the database that serves the content and the files that make up WordPress. You'll need to be familiar with your web host's administration panel to create the needed MySQL database. SQL stands for Structured Query Language and is a programming language used to manage databases. Many providers offer a database wizard and MySQL management to assist you.

Once you have setup your MySQL database, you'll need to upload the WordPress software to your web host. Before starting this process, it's a good idea to check with your web host provider. Many offer

SETTING UP WORDPRESS

1.3- Installing and Running WordPress- (cont'd.):

WordPress already uploaded to your server space, allowing you to skip the step of uploading it yourself. You can download WordPress from www.wordpress.org. Open the zipped folder you downloaded and you will see a single folder called WordPress which contains all the files you will need. This is the file you upload to your web host using FTP. When you connect to your site, you'll see different folders and files. In general, you will upload the WordPress folder and its contents to the "public_html" folder, although you can certainly install it into a different folder, if you choose.

Once you have successfully uploaded WordPress to your hosting account, you need to setup the configuration file WordPress needs in order to communicate with the database you created. You can click on "Create a Configuration File" to complete the wizard and connect the database. When you successfully complete this step, you'll see a page that tells you that you made it through that part of the installation and that you can now run the install.

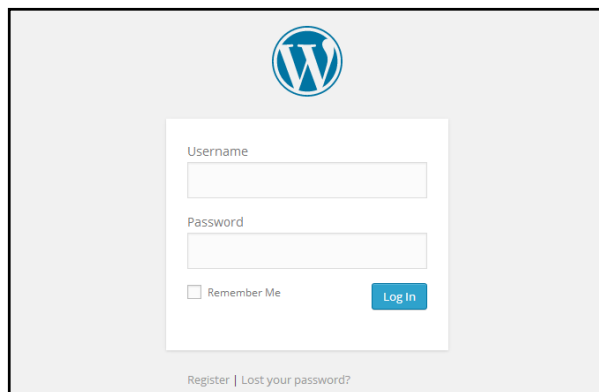
When you click the "Run the install" button, you will begin what is known as the WordPress Famous Five Minute Install. This is where you setup all the information about your WordPress installation. In this install wizard, you'll give your site a title, set up a username and password for yourself, and provide your email address. When choosing a username, you should choose something other than "admin" as this is the default and the first login a hacker will try to break into your site. Use something unique and secure.

Once you have completed the Five Minute Install wizard, click "Install WordPress" to begin the installation routine. When completed, you will be presented with the login screen where you can enter your username and password to launch the WordPress software and begin creating your site.

1.4- Logging into the Admin Area:

Once you have successfully installed WordPress on your hosting server and have logged in, you will see the "Admin Panel" of the WordPress software. The Admin Panel is where you will create the components of your site. To view what your site looks like to the public, locate the name of your site in the upper-left corner of the WordPress application and click on it, or hover over the site name and click the "Visit Site" link that appears. You will now be able to view your site and see it as everyone else does. You can easily switch back to the Admin Panel of WordPress by clicking the link of the site name again, or by hovering over it with your mouse and clicking the "Dashboard" link.

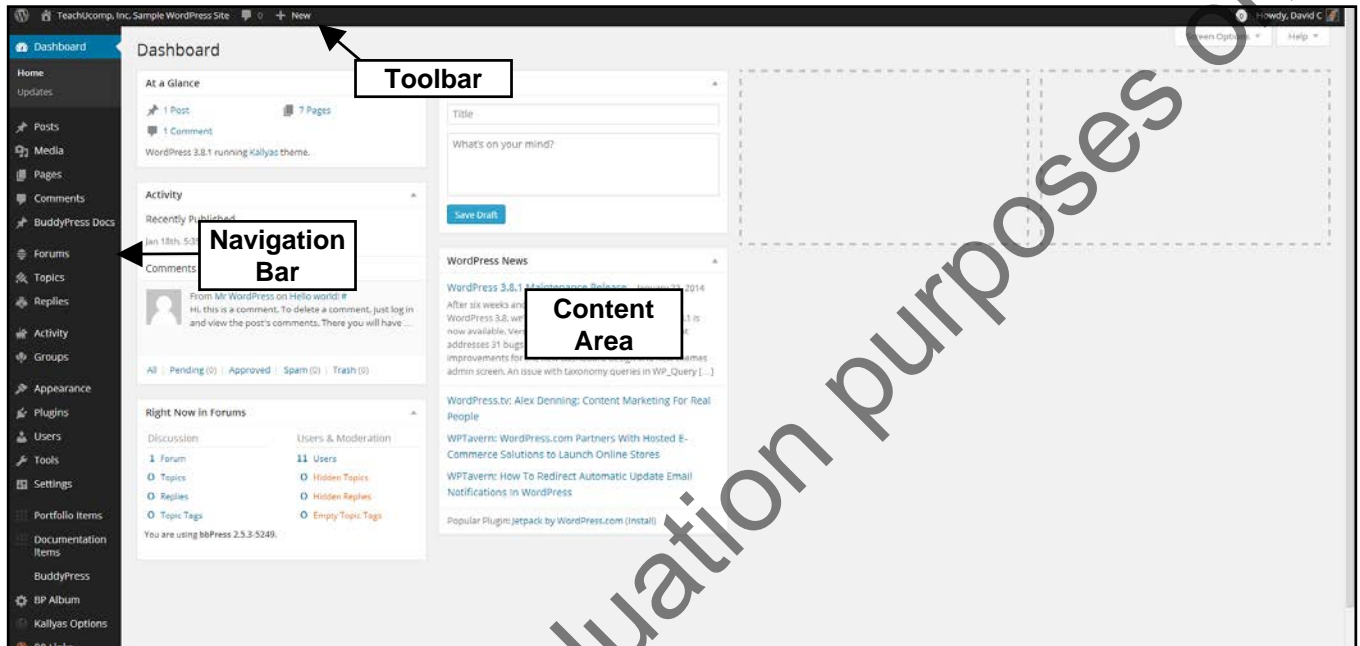
If you log yourself out of your WordPress site and need to get back to the Admin Panel, you can type the name of your domain into your web browser, followed by "/wp-admin" (ex: "www.yoursite.com/wp-admin"). The WordPress login panel will be displayed, where you can type your username and password and click the "Log In" button to get back to the Admin Panel, where you can begin building your site.



SETTING UP WORDPRESS

1.5- The WordPress Interface and Dashboard:

In this lesson, you will examine the WordPress Admin Panel. Remember that depending on the version of WordPress you are running and the themes and plugins you are using, your Admin Panel may look slightly different. However, the majority of the functionality as well as the basic layout of the interface will be the same.



Along the left side of the Admin Panel, you will find the Navigation Bar, which contains links for the various parts of the application, including “Posts,” “Media” and “Pages.” Clicking any of these links will display that administrative area within WordPress in the area to the right. The Navigation Bar is grouped into three main sections. The Dashboard section contains a link to the main Dashboard as well as a link to the Updates section, where you can find information about updates to plugins, themes and the WordPress application. The Content section contains links to the various sections where you control the site’s content, such as “Pages,” “Posts” and “Media.” The “Configuration” section is where you will find links to sections where you can manage things like the appearance of the site, plugins, users and much more.

Some sections, such as “Pages” have other options within them. If you hover over one of these sections in the Navigation Bar, the other choices will fly out in a menu to the right where you can click to select them, if you choose. You can also just click on the main section in the Navigation Bar to display the other choices under that section *within* the Navigation Bar. For example, if you click on “Posts” in the Navigation Bar, the following navigations links appear: “All Posts,” “Add New,” “Categories” and “Tags.”

To the right of the Navigation Bar is the main content area, which will display the page, section or feature that are currently working on. This area changes as you navigate through sections of WordPress.

If you click on the “Dashboard” link, you will see information about the current state of your site. Within the Content area are a series of boxes. Each of these boxes can be expanded or collapsed by clicking the small arrow in the upper-right corner of each box. The At a Glance box tells you how many posts, pages and comments are currently on the site. It also tells you which version of WordPress you are running and which theme you are using. The Activity box displays recently published content, comments and other information. The Quick Draft box provides an area where you can quickly create drafts of posts to release at a future date. The WordPress News box provides you with current news about WordPress. As

SETTING UP WORDPRESS

1.5- The WordPress Interface and Dashboard- (cont'd.):

you customize WordPress by installing themes and plugins, this area will change and new boxes will be added for your use. You can customize the position of the boxes for better organization. To do so, hover over the top of one of the boxes until your mouse pointer turns into a four-sided arrow. Then click, drag and release the box in your new preferred position.

Located in the upper-right corner of the Content area are two more features: "Screen Options" and "Help." "Screen Options" allows you to further customize the sections of your WordPress installation by controlling which elements of the page are currently displayed. You can click the "Screen Options" button to display the "Show on screen" options for that page. You can check to show, or un-check to hide, any of the available areas. For pages and posts, you can also change how many posts, pages, or comments will display in the Content area. Simply enter a value in the textbox shown. When you have completed your customization, click the "Apply" button. Next to Screen Options, you will find the Help link. This also changes based on the section of the application you are working in. When you select Help, you will be provided with links to contextual help for that particular section. You can then click the links to open the Help pages.

At the very top of the application is the WordPress toolbar, which shows the name of your site. The Toolbar contains other functionality, which we cover in the next lesson.

1.6- The WordPress Toolbar:

Any time you are logged into your WordPress site, the WordPress Toolbar will appear at the top of your screen. This toolbar is displayed in both the Front End and Back End of your site and provides links to common WordPress tasks. The functionality and appearance of the toolbar will change depending on where you are at on the site. Also, just like other parts of WordPress, the toolbar will change as you customize WordPress. For example, many plugins that are installed will also add functionality to the WordPress Toolbar. However, the core functionality stays the same.

Let's first take a look at the WordPress toolbar in the Admin (or Back End) area of your site. At the far-left end of the toolbar is the WordPress logo. If you click the logo, you will be taken to the WordPress Welcome screen that appears when you first install and log into WordPress, and which provides you information on your WordPress installation. However, if you hover over the logo, you'll see links which you can click to go to that particular area. There's a link to Wordpress.org, where you downloaded the WordPress application and where you can find themes, plugins, support, and more. The "Documentation" link takes you directly to the documentation area of Wordpress.org, where you'll find extensive instructions and documentation on everything WordPress. There's also a link to "Support Forums" where you can interact with other WordPress users, ask questions and get help. The "Feedback" link takes you to the area on Wordpress.org where you can give feedback to the team of developers who create and manage WordPress.

To the right of the WordPress logo is the "Site" button, which has a small house icon and the name of your WordPress site. From the Back End, you can click this button once to be taken to the Front End of your site, where you can view what your site will look like to visitors. From the Front End, if you hover over the "Site" button, you will see links that will take you directly to those sections in the Admin area such as the Dashboard, Themes and the Customizer. This menu will change, depending on which theme you are using.

To the right of the "Site" button is the "Updates" button. You can click this button to view the "Updates" section in the Admin Panel. This button will only appear in the Toolbar if updates for WordPress, its themes, or plugins, are available.

SETTING UP WORDPRESS

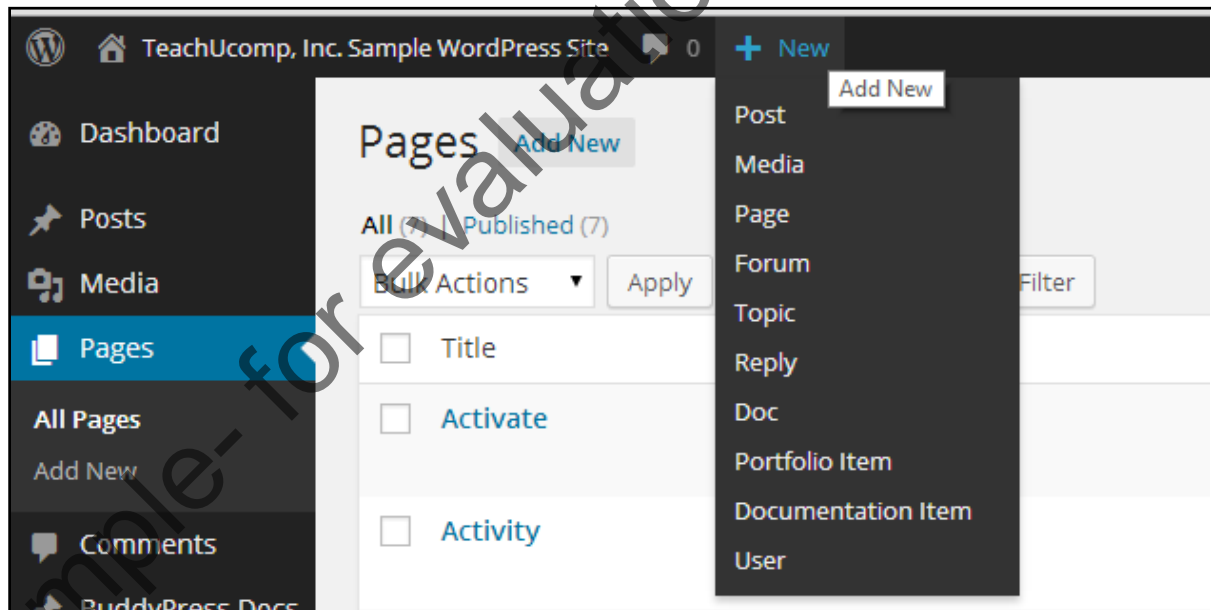
1.6- The WordPress Toolbar- (cont'd.):

To the right of the “Updates” button is the “Comments” button. This button will also display the current number of comments awaiting Administration moderation (which we discuss later). If you click the button, it takes you directly to the Comments section of the Admin area.

After the “Comments” button is the “New” button. When you hover over it, the button provides links to quickly add things like a new “Post,” “Page,” and “User,” by jumping directly to that section in the Admin area. This is a quick way to navigate to these areas without having to go through the Navigation Bar in the Admin area.

When you are in the Front End of your site, you will see another button appear in the WordPress toolbar, called “Edit Post” or “Edit Page,” depending on which type of content you are viewing. If you click that button, you will be taken to the Post or Page Editor in the Back End Admin area, where you can freely edit its content. This can be incredibly handy, as you can edit a page or post that you find on your site in the Front End without having to navigate through the Back End to locate the exact page or post.

At the far-right of the WordPress toolbar, you will see the “My Account” link, which contains your name “Howdy, Your Name.” You can hover over this link to select “Logout” to log out of the WordPress application. You can also select the “Edit My Profile” link to go to the “Profile” section of the Admin area. Here, you can change the color scheme of the Admin area, enable or disable things like the Toolbar and keyboard shortcuts, as well as modify your personal information and even change your password. After you make any desired changes, just click the “Update Profile” button to save them.



ACTIONS- SETTING UP WORDPRESS

INSTALLING AND RUNNING WORDPRESS:

1. The procedure to upload and install WordPress on your server will vary from one hosting provider to another.
2. For assistance in installing WordPress on your particular server, please consult your web hosting provider.
3. You'll need to be familiar with your web host's administration panel to create the needed MySQL database. SQL stands for Structured Query Language and is a programming language used to manage databases. Many providers offer a database wizard and MySQL management to assist you.
4. Once you have setup your MySQL database, you'll need to upload the WordPress software to your web host.
5. You can download WordPress from www.wordpress.org. Open the zipped folder you downloaded and you will see a single folder called WordPress which contains all the files you will need.
6. Once you have successfully uploaded WordPress to your hosting account, you need to setup the configuration file WordPress needs in order to communicate with the database you created.
7. Click on "Create a Configuration File" to complete the wizard and connect the database. When you successfully complete this step, you'll see a page that tells you that you made it through that part of the installation and that you can now run the install.
8. Click the "Run the install" button, to begin the WordPress Famous Five Minute Install.
9. Once you have completed the Five Minute Install wizard, click "Install WordPress" to begin the installation routine.
10. When completed, you will be presented with the login screen where you can enter your username and password to launch the WordPress software and begin creating your site.

LOGGING INTO THE ADMIN AREA:

1. Once you have successfully installed WordPress on your hosting server and have logged in, you will see the "Admin Panel" of the WordPress software. The Admin Panel is where you will create the components of your site.
2. **To view what your site looks like to the public**, locate the name of your site in the upper-left corner of the WordPress application and click it, or hover over the site name and click the "Visit Site" link that appears.
3. **To switch back to the Admin Panel**, click the link of the name of your site again, or hover over it with your mouse and click the "Dashboard" link.
4. **If you log yourself out of your WordPress site and need to get back to the Admin Panel**, type the name of your domain into your web browser, followed by "/wp-admin" (ex: "www.yoursite.com/wp-admin").
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ACTIONS- SETTING UP WORDPRESS

THE WORDPRESS INTERFACE AND DASHBOARD:

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13. As you customize WordPress by installing themes and plugins, this area will change and new boxes will be added for your use.
- 14. To customize the position of the boxes for better organization**, hover over the top of one of the boxes until your mouse pointer turns into a four-sided arrow.
15. Then click, drag and release the box in your new preferred position.
16. Located in the upper-right corner of the Content area are two more features: “Screen Options” and “Help.”
17. You can click the “Screen Options” button to display the “Show on screen” options for that page.
18. You can check to show, or un-check to hide, any of the available areas.
- 19. For pages and posts**, you can also change how many posts, pages, or comments will display in the Content area.
20. When you have completed your customization, click the “Apply” button.
21. Next to Screen Options, you will find the Help link. This also changes based on the section of the application you are working in.
22. When you select Help, you will be provided with links to contextual help for that particular section. You can then click the links to open the Help pages.
23. At the very top of the application is the WordPress toolbar, which shows the name of your site.

ACTIONS- SETTING UP WORDPRESS

THE WORDPRESS TOOLBAR:

1. Any time you are logged into your WordPress site, the WordPress Toolbar will appear at the top of your screen. This toolbar is displayed in both the Front End and Back End of your site and provides links to common WordPress tasks.
2. The functionality and appearance of the toolbar will change depending on where you are at on the site. Also, just like other parts of WordPress, the toolbar will change as you customize WordPress. For example, many plugins that are installed will also add functionality to the WordPress Toolbar. However, the core functionality stays the same.
3. Let's first take a look at the WordPress toolbar in the Admin (or Back End) area of your site.
4. At the far-left end of the toolbar is the WordPress logo. If you click on the logo, you will be taken to the WordPress Welcome screen that appears when you first install and log into WordPress, and which provides you information on your WordPress installation.
5. However, if you hover over the logo, you'll see links you can click to go to that particular area. There's a link to Wordpress.org, where you downloaded the WordPress application and where you can find themes, plugins, support and more. The "Documentation" link takes you directly to the documentation area of WordPress.org, where you'll find extensive instructions and documentation on everything WordPress. There's also a link to "Support Forums" where you can interact with other WordPress users, ask questions and get help. The "Feedback" link takes you to the area on Wordpress.org where you can give feedback to the team of developers who create and manage WordPress.
6. To the right of the WordPress logo is the "Site" button, which has a small house icon and the name of your WordPress site. From the Back End, you can click this button once to be taken to the Front End of your site, where you can view what your site will look like to visitors.
7. From the Front End, if you hover over the "Site" button, you will see links that will take you directly to those sections in the Admin area such as the Dashboard, Themes and the Customizer. This menu will change, depending on which theme you are using.
8. To the right of the "Site" button is the "Updates" button. You can click this button to view the "Updates" section in the Admin Panel. This button will only appear in the Toolbar if updates for WordPress, its themes, or plugins, are available.
9. To the right of the "Updates" button is the Comments button. This button will also display the current number of comments awaiting Administration moderation. If you click the button, it takes you directly to the Comments section of the Admin area.
10. After the "Comments" button is the "New" button. When you hover over it, the button provides links to quickly add things like a new "Post," "Page," and "User," by jumping directly to that section in the Admin area. This is a quick way to navigate to these areas without having to go through the Navigation Bar in the Admin area.
11. When in the Front End of your site, you will see another button appear in the WordPress toolbar, called "Edit Post" or "Edit Page," depending on which type of content you are viewing. If you click that button, you will be taken to the Post or Page Editor in the Back End Admin area, where you can freely edit its content. This can be incredibly handy, as you can edit a page or post that you find on your site in the Front End without having to navigate through the Back End to locate the exact page or post.
12. At the far-right of the WordPress toolbar, you will see the "My Account" link, which contains your name "Howdy, Your Name." You can hover over this link to select "Logout" to log out of the WordPress application. You can also select the "Edit My Profile" link to go to the "Profile" section of the Admin area. Here, you can change the color scheme of the Admin area, enable or disable things like the Toolbar and keyboard shortcuts, as well as modify your personal information and even change your password.
13. After you make any desired changes, just click the "Update Profile" button to save them.

EXERCISES- SETTING UP WORDPRESS

Purpose:

1. To be able to find the basic tools and navigation in WordPress.
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Exercises:

1. Open your WordPress site while in Admin mode.
2. Find the Dashboard.
3. Find the Navigation Bar.
4. Find the links for "Posts," "Media," "Pages."
5. Locate the main content area in the middle of the screen.
6. Locate the WordPress toolbar at the top of the screen.
7. Exit the WordPress application.

Sample- for evaluation purposes only!