

Welcome To

Creating Websites with WordPress

January 2016



Presented by:
Jonathan W. May

President and Founder, YourPresenceOnTheWeb.com

Class 2

Please have a seat, fire up your laptop,
connect to the wifi and download the class slides

Wifi Connection:

Network name: tomil Password: agent007

Slides are posted here:

<http://YourPresenceOnTheWeb.com/jan16bootcamp>

Password: "winter"



Agenda for Class 2

- Quick Review of Week 1
- Maintaining Current Software
- Wrap Up Creating Custom Menus
- Setting the Home Page
- More on Editing Pages and Posts
- Using Themes – to alter the overall appearance of your site
- Using Widgets – to display content in sidebars
- Using Plugins – to extend the functionality of the core WP software
- Several “Heads Ups!”



Quick Review of Week 1

- Last week we:
 - Became familiar with our sandbox sites, covered some basics terminology about the front & back end views, and performed some basic setup tasks
 - Covered some basic background information about WordPress, the benefits of using it, the differences between WordPress.com and WordPress.org
 - Created some sample posts and pages, and a custom menu
- Any questions about any of that, or about the homework?
 - Have you uploaded some images to your Media Library?
 - If not, do you have some images on your hard drive you might want to insert into a page or post?



Maintaining Current Software

- The site administrator (*you* or someone you hire) needs to regularly apply updates to the core WP software, themes and plugins when updates are available
- Why update?
 - Obtain improved/new features
 - Fix bugs
 - **Most important:** patch security vulnerabilities
- Software updates available at wordpress.org are highlighted in the **Dashboard => Updates** menu
- Updates for software not obtained from wordpress.org must be obtained directly from the vendor
- **Warning:** potential unintended side effects may – rarely – arise from updates!
 - To minimize risk, take a full backup of the site before updating

For more information:
https://codex.wordpress.org/Updating_WordPress



Exercise #5: Create a Custom Menu, cont'd

8. Navigate to **Appearance => Menus** and select the **Main Menu** that you created in the first part of this exercise. Click on the down-arrow icon in the **Services** tab on the right side of the screen to expose:
 - **Up one, Down one, Under XXX** and **To the top** links: change the position of the menu item (alternative to drag-and-drop)
 - **Navigation Label** field: change to **Our Services**
 - **Title Attribute** field: adds a pop-up “tool tip” when hovering over the tab
 - **Remove** link: to delete the item from the current menu
 - **Cancel** link: to back out changes made to the menu item
9. To add a link to, for example, a page on another website, open the **Custom Links** section in the panel on the left side of the screen, enter the URL of the page (e.g., <http://yahoo.com>) in **URL** field, enter the navigation label (e.g., “Go to Yahoo!”) in the **Link Text** field, and click the **Add to Menu** button. Suggestion: If the link points to an off-site location, open the menu item and check the **Open link in a new window/tab** box. (*Note: You can create a “placeholder” menu item by entering “#” in the URL field. A user cannot click on a placeholder menu item, but if they hover their mouse over the item, the child menu items positioned under the placeholder item will be displayed.*)
10. Be sure to click **Save Menu** to apply any changes made.
11. Click on the **Screen Options** tab to expose additional **advanced menu options** you can select to display on the Edit Menus screen. (See next slide for field descriptions.)



Exercise #5: Create a Custom Menu, cont'd

Advanced Menu Properties

Screen Options:
exposes the check boxes to show/hide screen elements

Link Target: a check box to force a new window to open when the visitor clicks on the link

CSS Classes: apply custom CSS code to alter the appearance of the menu item

Link Relationship (XFN): identifies an XHTML Friends Network relationship*

Description: certain themes will display this; most do not.

Navigation label:
the name displayed in the menu

Title Attribution:
displayed in a pop-up when user hovers mouse over the menu item

For more info about Custom Menus & XFN Relationships:
https://codex.wordpress.org/Appearance_Menus_Screen
https://codex.wordpress.org/Defining_Relationships_with_XFN



Setting the Home Page

- The Home page (aka, the “front page”) is the page displayed when the visitor navigates to your site's domain name, e.g., enters the URL *http://wp16may.wpengine.com*
- By default, when you first create a WordPress site the Home page is set to the blog page
- You have the option to either a) keep the Home page as the blog page, or b) change the Home page to be one of the static pages
- Also, if you don't want to have a blog page at all, you have the option of removing the blog page entirely from the site



Exercise #6: Setting The Home Page

Objective: Assign one of the static pages as the Home page

1. Navigate to **Settings => Reading**. Notice the first field, **Front Page Displays**. By default, WordPress sets this value to **Your Latest Posts** (i.e., your blog page). Click on the radio button to change the setting to **A static page**.
2. Pull down the menu of pages next to the field labeled **Front page**: Select the name of the page that you want to be your Home page (e.g., **Our Services**), then click the **Save Changes** button.
3. Switch to the front-end view of your site and click on the site title to display the home page. This will now display the page selected in step #2. Also: there is no longer any way to display the blog page.
4. *If you do not want your site to include a blog page, you're done! If you do want to include a blog page, you need to **keep going**...*



Setting The Home Page: Exercise #6, cont'd

To add back a blog page to your site...

5. Navigate to **Pages => Add New** and create a new page that will serve as the blog page. For the Title of the page, call it “**Our Blog**”, or something else appropriate. After you enter the page title, do not add any text to the editing window – just click on the **Publish** button.
6. Navigate back to **Appearance => Menus**, and verify that the blog page that you created in the previous step has been added to the page menu bar. If not, add it to the menu, and position it in the bar wherever you prefer, then click **Save Menu**.
7. Navigate to **Settings => Reading**. Next to the field labeled **Posts page**: pull down the menu of pages, select the name of the new blog page you created above, and click **Save Changes**.
8. Switch to the front-end view of your site. Verify that a tab now appears in the page menu bar for the blog page. Click on that tab to view the blog.



More on Editing Pages and Posts

- The same basic tools and techniques are used to edit the content of both page and post articles.
- Editing is performed in one of two modes:
 - **“Visual Mode”** – a WYSIWYG (“what you see is what you get”) editor, which is usually the most efficient and effective editing mode for non-programmers
 - **“Text Mode”** – allows you to see and directly modify the HTML code for the page/post content. Allows one to fine-tune the appearance and location of content, and apply HTML/CSS code that the Visual mode does not support.
 - When you select one mode or the other, the editor remains in that state until you change it again.

For more information on the Visual Editor:
<https://make.wordpress.org/support/user-manual/content/editors/visual-editor/>



The Visual Editor

(aka, the "Tiny MCE" –
the Tiny Moxiecode Content Editor)

Tip: Always SHOW the "Kitchen Sink" menu

Upload/
Insert
Media File

Bold

Italics

Strikeout

Unordered
List

Ordered
List

Blockquote

Horizontal
Line

Align
Left

Align
Center

Insert/Edit
Link

Align
Right

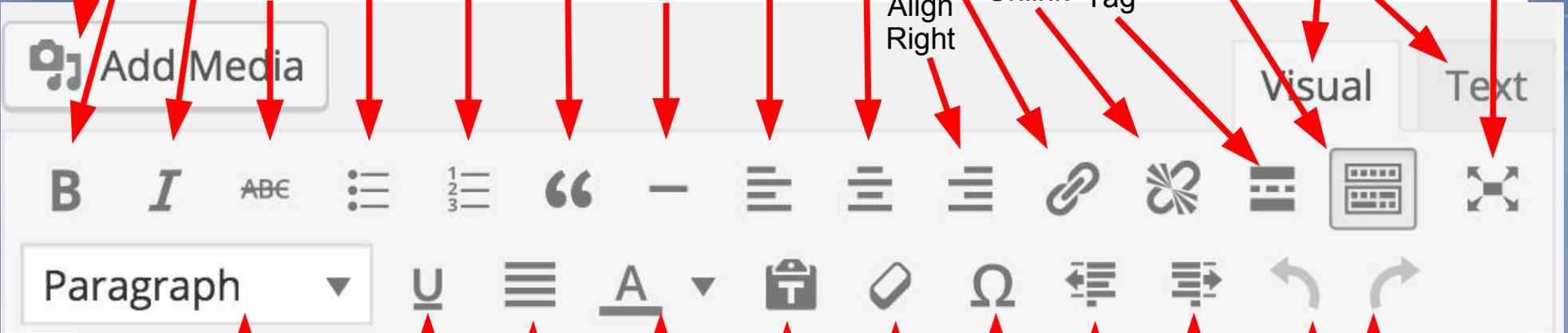
Unlink

Insert
More
Tag

Toggle
"Kitchen
Sink"

Toggle bet. Visual
& Text Editing Modes

Toggle
Distraction-
free Writing
Mode



Select
Paragraph
Type

Underline

Align
Full

Text
Color

Toggle
Paste
as Text

Remove
Formatting

Insert
Custom
Character

Outdent

Indent

Undo

Redo



More on Editing Posts and Pages: *Keyboard Shortcuts Available in the Tiny MCE*

| <u>Letter</u> | <u>Action</u> | <u>Letter</u> | <u>Action</u> |
|---------------|---------------|---------------|------------------|
| c | Copy | v | Paste |
| a | Select all | x | Cut |
| z | Undo | y | Redo |
| b | Bold | i | Italic |
| u | Underline | 1 | Heading 1 |
| 2 | Heading 2 | 3 | Heading 3 |
| 4 | Heading 4 | 5 | Heading 5 |
| 6 | Heading 6 | k | Insert/edit link |

The following shortcuts use different access keys: Alt + Shift + letter.

| <u>Letter</u> | <u>Action</u> | <u>Letter</u> | <u>Action</u> |
|---------------|----------------|---------------|---------------|
| n | Check Spelling | l | Align Left |
| j | Justify Text | c | Align Center |
| d | Strikethrough | r | Align Right |



More on Editing Pages and Posts

- Keep in mind:
 - Any formatting or styling that you apply to text will not be accurately represented in the visual editor – you need to look it in the front end view of the site.
 - The way any formatting/styling renders on the front end **will vary by theme.**

Key References

More details about the editing process:
http://codex.wordpress.org/Writing_Posts

More on preformatted text, inserting line breaks,
tables and columns:
<https://en.support.wordpress.com/advanced-html/>



More on Editing Pages and Posts

Inserting Images

- Either graphic or photographic image files can be embedded into any place in a page or a post
- You can either upload image files from your hard drive into your website, *OR* insert an image located on another site directly into your page or post
 - In either case, be careful to avoid copyright infringement – if you don't own the image yourself, get permission from the author to display it on your site, and give *attribution to that author* on your site
- *Note:* Once you have uploaded an image file into a page/post, it will be available in the Media Library for use in any article where you want it to appear



Exercise #7: Insert an Image into a Post

Objective: Upload a media file containing an image and insert it in a post

- 1) Open a new post, enter a Title for the post, and enter some text in the post editing box. For the purpose of this exercise, click on the **Visual** tab, to ensure you are in the visual editor.
- 2) Place your cursor in the editing box where you would like the image to be inserted, then click on the **Add Media** button to display the **Insert Media** screen, which displays thumbnails of the image files you have already uploaded to the WP Media Library.
- 3) If the image you want to insert in the article is *not* already uploaded to the Media Library, you will need to do that first:
 - a) click on the **Upload Files** tab, then click on the **Select Files** button in the middle of the screen. This will display a file browser displaying the folders/files on your hard drive.
 - b) Navigate to the location on the hard drive where the image file you want to upload is located, click on the name of the file to select it, and click on the button labeled **Open** to start the upload process. (The button label will vary, depending on your browser.)
 - c) The system will then upload the image file and display a panel showing a thumbnail of the uploaded image on the left, and various image attributes in the **Attachment Details** on the right.
 - d) Go to Step #5.



Exercise #7: Insert an Image into a Post, cont'd

- 4) If the image you want to insert in the article *is* already uploaded to the Media Library, you simply need to locate the thumbnail image in the Media Library panel and click on it to select it. The system will then display a panel showing the various image attributes in the **Attachment Details** on the right.
- 5) Select how you want the image to be displayed (left/center/right alignment, the size of the image, etc.), then click on the **Insert into Post** button. This will close the Insert Image screen and return you to the screen where you are editing the page/post. The image you selected will display in the editing window.
- 6) Click the **Preview** button to see exactly how the image will be sized and positioned in the front end view of the page/post.
- 7) If you want to change the size/positioning of the image, switch back to the tab where you are editing the post. Click on the image you want to modify. Then you have several options:
 - To resize the image, click on one of the “handles” at the corner of the image and drag it to the size you want.
 - Click on one of the alignment tabs displayed at the top of the image to change the horizontal positioning of the image.
 - Click on the “pencil” icon to re-display the Image Details screen, modify the settings there as desired, and click the **Update** button.



Exercise #7: Insert an Image into a Post, cont'd

- 8) Adjusting the vertical positioning of an image within the other content contained in an article can be tricky. You can either:
- Switch to **Text** mode editing, **cut** the tag containing the image, and **paste** the tag into the new location.
- OR**
- Simply 1) delete the original image (when in Visual editing mode, click on the image, then click on the “X” tab appearing at the top of the image) , then 2) reinsert the image to the new desired location.
- 9) Once you are satisfied with the how the image appears within the article, be sure to save the changes to the post by clicking on the **Publish** (or **Update**) button.

For more information:

https://codex.wordpress.org/Inserting_Images_into_Posts_and_Pages



More on Editing Posts and Pages

Setting Image Attributes

- Selectable/set-able image attributes include:
 - **Title*** - Text displayed when the user hovers their mouse over the image
 - **Caption*** - Image caption displayed directly underneath the image (often used to provide attribution)
 - **Alt Text*** - Text displayed when the image is not available
 - **Description*** - Text displayed with the image in your dashboard and attachment pages on your blog.
 - **Alignment** - Position of the image within the article: left, center, right, or none (default). (*Note: If an image is left- or right-aligned, text will flow around the image, to the right or left, respectively.*)
 - **Link to** – Target that is displayed when the user clicks on the image.
 - **Media File**: displays the image full-sized in a browser window
 - **Attachment Page**: displays the image full-sized in the context of the current theme
 - **Custom URL**: displays whatever target is specified
 - **None**: the image is not click-able
 - **Size** - The size of the image as displayed on the page.
- **NOTE**: Attributes with asterisks (*) are *optional*. However, it is recommended that you provide values for the Title, Alt Text and Description for both user- and search engine-friendliness.



More on Editing Pages and Posts

Inserting Links into Text

- You can insert a link in a post or page to any target that has a Web address (a URL), either within or outside your site
 - 1) Select the text you want to use as the link
 - 2) Click on the **Insert/Edit Link** icon in the editing
 - 3) **Either** a) enter the destination address for the target in the **URL** field, **or** b) use the **If linking to existing content** control to select the page/post within your site you want to target
 - 4) **Optional:** in the **Title** field, enter an appropriate short description or prompt to display when the user's mouse hovers over the link
 - 5) If linking to a target outside your site, click on the **Open link in a new window/tab** check box
 - 6) Click on the **Add Link** button
- To remove a link, click on the link in the text, then click on the **Unlink** icon in the visual editor toolbar



More on Editing Pages and Posts

Adding Structure to the Content

- Use 1) indentation, 2) left/right/center alignment and 3) textstyles to help readers recognize the structure of an article
 - **Paragraph** style: The default format if none other is specified
 - **H1 through H6 Heading** styles: Used to identify major/minor sections of an article. Generally largest font (h1) to smallest (h6). Other graphic emphasis may also be added.
 - **Blockquote** style: Indents a segment of text and may display special formatting, e.g., callout box, exaggerated double quote
 - **Preformatted** style: Displays text in a mono-spaced font and preserves line breaks, leading spaces, etc.



Using Themes to Alter the Appearance of Your Site

- Think of a theme as the “packaging” for the content of your site. The theme determines the overall look and presentation of the site's content to the user. Different themes modify the way a site is displayed without modifying the underlying (core) WP software.
- Examples of elements controlled by the theme:
 - Display of header text (the site title or tag line)
 - A header images, which may be the same for each page, or change from page to page)
 - Default font types and sizes
 - Number & location of widget areas (e.g., the footer and/or sidebars)
 - Number and location of menu bars
 - Number and type of **page templates**
 - Number and treatment of various **post types**
 - Background colors & images
 - Miscellaneous graphic accents

For more information:
https://codex.wordpress.org/Using_Themes



Modifying Theme Settings

- Modifying the appearance of a theme involves manipulating various *theme settings*. Certain themes provide an extensive array of such controls; others provide only a few.
- In *most* cases, the theme settings are exposed under the **Appearance => Customize** menu
 - The left side of the Customize panel contains the settings, while the right side displays a “live preview” of the site that reflects changes made to the theme settings in real time.
 - **NOTE:** The **Appearance => Header** and **Background** sub-menus direct you to locations within the Customize panel
- For certain themes, an additional **Theme Options** sub-menu may appear under the Appearance menu, **or** another main menu item may appear in the dashboard to expose certain theme options.
 - WordPress is in the process of forcing all themes in the wordpress.org repository to standardize on locating all theme settings under the Customize menu.



Exercise #8: Modifying Theme Settings

Objective: Make some changes to the theme settings via the Customize screen

1. Navigate to **Appearance => Customize** menu to display the theme settings menus and the live preview panel
2. Notice that the Spacious theme has 11 different settings menus
 - Some of these are pretty standard across most themes, e.g., Site Identity, Menus, Widgets, Header Image, Background image
 - Others are most definitely *not* standard, e.g., Slider
3. Click on several of these menus to view the available settings. Make changes to some of the settings. For example, click on **Site Identity** and modify the **Site Title**
 - Notice that as you make changes the “live preview” of the page displayed in the live preview panel is updated to reflect the change.
4. Also note: some of the menus on the Customize panel provide an alternate means to adjust settings exposed elsewhere in the dashboard, e.g., Site Identity, Menus, Widgets. Yes, it's a bit confusing – but it is what it is.
5. When you are finished making changes, click on the **Save & Publish** button to save the changes to the settings. Go to the front-end view of your site and refresh the screen to verify the changes you have made.



Changing Themes

- It's easy to change from one theme to another, but there are some **major caveats**:
 - After you change themes, it is likely that you will need to re-configure certain standard settings, e.g., assignment of custom menus to theme locations, assignment of widgets to sidebars
 - *In addition*: if Theme A supports certain features not available in Theme B, those features will be lost when you switch from Theme A to Theme B. *Examples*: number and location of sidebars, proprietary plugins installed by the theme on installation, advanced theme settings
 - If you want to add those features to Theme B, you may (or may not) be able to do that via a plugin of some kind.
 - **Example**: the Slider supported by the Spacious theme will disappear if you switch to, say, the Twenty Sixteen theme. You then would need to install and configure a slider plugin if you wanted to display a slider in Twenty Sixteen.



Exercise #9: Themes Screen Overview

Objective: Understand the basic functions available in the Themes screen

1. Hover your mouse over the **Appearance** menu in the dashboard, to view the list of sub-menus that flies out to the right:
 - Themes – Install and preview themes; designate the active theme
 - Customize – Adjust an array of settings to modify the appearance
 - Widgets – Install and manage widgets
 - Menus – discussed in Custom Menus section in first class
 - Editor – modify the code of a themes (**proceed with extreme caution**)
 - Header, Background and Theme Options – other typical options
2. Click on the **Themes** menu to display the **Manage Themes** screen. A thumbnail image for **active theme** (i.e., the theme currently in use) is displayed at the top, left. The other **Available Themes** that have been installed on the site appear next to/below the current theme. (*Note:* By default, several other standard themes are installed by default).
3. Hover your mouse over one of the thumbnails and notice the links/buttons that display on the thumbnail. Click on the **Theme Details** button for one of the themes to display useful information about the theme.



Exercise #9: Themes Screen Overview, *cont'd*

5. Browse through the details for the other themes by clicking on the Forward/Back arrows in the top-left areas of the screen.
6. For the inactive themes, two buttons appear below the theme details:
 - **Activate**: Changes the **Current Theme** to the one you are viewing.
 - **Live Preview**: Displays a page from the site in the context of the theme you are viewing. The column on the left contains Theme Settings that you can manipulate to alter the appearance of the site. (More on this shortly.)

Also notice the **Delete** link in the lower-right corner of the screen. Clicking this link uninstalls the selected theme from your site.

Note: It's a good idea to remove unused themes from the site, but...keep at least one of the default WordPress themes (e.g., Twenty Fourteen, Twenty Fifteen, Twenty Sixteen) installed as an inactive theme. It can be handy to have, in case you encounter a serious problem with your current theme and you want to switch to a theme which you know has no integrity issues.



Exercise #10: Changing Themes

Objective: Understand how to switch to another theme,

1. From the **Manage Themes** screen, hover your mouse over one of the inactive themes (e.g., **Twenty Sixteen**) and click on the **Live Preview** button to see what the site would look like if you were to switch themes. This panel also shows the theme settings available with that theme.
2. Click on the **Save & Activate** button to switch the current theme to that theme.
3. Switch to the front-end view of your site and refresh the browser window to view the effect of switching to the new theme.
4. Note that the custom menu created in the previous exercise *no longer displays in the menu bar*. **Why not?** Because: each theme has its own settings that control how or whether certain elements are displayed by the site. So, when you switch themes, the new theme does not automatically “inherit” the custom menu assigned to be the navigation menu for the original theme.
5. To restore the custom menu to the menu bar, you need to switch to the back-end view of your site, navigate to **Appearance => Menus** screen, check the appropriate box (**Theme Locations: Primary Menu**) in the **Menu Settings** section on the right side of the screen, and click **Save Menu**. Then switch to the front-end view of your site and refresh the page to verify that the custom menu has been restored. (As previously noted, you'll need to reconfigure the Widgets, too. More on this later.)



Exercise #10: Changing Themes, cont'd

6. Good news: if you change your mind and decide you want to *switch back* to the Spacious theme, all the theme settings that you had applied before you switched from Spacious to Twenty Sixteen **will be restored to their original values**. So, you won't have to reconfigure the custom menus or widgets.



Installing New Themes

- You can install new themes on your site in one of two ways:
 - **Option #1:** Install the theme directly from the wordpress.org
 - Best method to install free themes that have been “vetted” by wordpress.org
 - **Option #2:** Download a theme file to your hard drive, then upload it to your site
 - Method required to install premium themes from third-party developers
 - Can also use this method to install themes at wordpress.org



Exercise #11.1: Installing Free Themes from WordPress.org

Objective: Install a free theme on your site directly from wordpress.org

1. Navigate to **Appearance => Themes** to view the **Themes** screen, then click on the **Add New** button at the top of the screen to display the **Install Themes** screen.
2. Notice the links **Featured**, **Popular**, **Latest** and **Feature Filter** that allow you to view a filtered lists of the themes available at wordpress.org: If you know the name of a theme you want to install, you can **Search** by name.
3. From the Search screen, enter “**Responsive**” and click **Search**. Notice that the search results include several themes with the word “responsive”, as well as many more.
4. Hover your mouse over one the first theme (called “Responsive”) and click on the **Preview and Details** link to display a brief description of the theme and a full-size view of the thumbnail.
5. Click on the **Install** button. After the installation is complete, you will see a confirmation message with these links:
 - **Live Preview:** displays the preview window previously described
 - **Activate:** activates the newly installed theme
 - **Return to Theme Installer:** returns to the **Add Themes** screen
6. For now, just click on the **Activate** link to make this the current theme and return to the **Manage Themes** screen. (Notice that a new **Theme Options** sub-menu appears below the **Appearance** menu.) Switch to the front-end view of your site to see the results.



Exercise #11.2: Installing Premium Themes Downloaded from a Vendor Site

Objective: Install a new theme on your site by uploading a theme .zip file.

1. Download the theme's .zip file from whatever vendor site that is offering it.
2. Navigate to **Appearance => Themes** to view the **Manage Themes** screen
3. Click on the **Upload Theme** link that allows you to upload a theme file which has been previously downloaded either from wordpress.org or from a premium theme vendor's site.
4. Click on the **Upload** link, then click on **Choose File** to open a file browser window, locate the .zip file with the file browser, select the file, click **Open** to return to the **Add Themes** screen.
5. Click **Install Now** to start the upload process.
6. After the installation is complete, you will see a confirmation message. You will then have the choice, as noted in the previous example, to view the **Live Preview**, **Activate** the theme, or return to the **Manage Themes** screen.



A Note on Selecting Themes

- **Q:** What is the best theme to use on my site?
A: Sorry, there is no one-size-fits-all solution
- One of the most challenging aspects of WordPress can be finding the best theme to meet the specific content requirements and visual preferences you have for the look-and-feel of your site
- We don't have time to go into great detail about theme selection, but the following slides provide some guidance about what to look for. Also see:
 - <https://www.cmscritic.com/choosing-a-wordpress-theme-12-things-to-look-for/>
 - <http://www.wpbeginner.com/wp-themes/selecting-the-perfect-theme-for-wordpress/>
 - <https://www.smashingmagazine.com/2014/12/what-to-consider-when-choosing-a-wordpress-theme/>
- **OR**, just Google “best wordpress themes for <fill in the blanks>”



Selecting a Good Theme

What to Look For

- Aesthetically well matched with your site's purpose and your target audience's tastes
- Mobile device friendly (more on this later...)
- Useful (ideally **many**) features such as:
 - Range of different page/post layout options, e.g., multiple widget areas, multiple page templates and post formats, support for sticky posts
 - Other visual customizations, e.g., custom/rotating/featured header images, background images/colors, multiple page menus
 - Ability to easily change font styles, font sizes, link colors, etc. without touching the CSS editor
 - Built-in support for presenting various types of media, e.g., featured images, photo sliders, video galleries



Selecting a Good Theme

Other Considerations

- Look for themes that:
 - Have positive reviews on legitimate “recommended” lists
 - Show the “right stuff” on wordpress.org or on the vendor's e-Commerce site
 - Consistent release history (Rule of thumb: avoid themes that have not been updated in more than 6 months)
 - High user ratings and recent strong reviews
 - Strong download stats
 - **Very important:** a robust support website that includes an active user support forum with helpful responses from the developer
- General rule of thumb: avoid free themes not available on wordpress.org



Selecting a Good Theme

Other Considerations

- A good option if you are developing lots of sites: **theme frameworks** which can support multiple “child themes” or “skins” or extensive theme options
- Examples:
 - **Genesis** from studiopress.com
 - **Builder** from iThemes.com
 - **Thesis** from diythemes.com
 - **Wooframework** (esp. Canvas theme) from woothemes.com
 - **Pagelines DMS** from pagelines.com (free version on wordpress.org)
- Interesting articles about themes
 - <http://athemes.com/collections/best-wordpress-theme-frameworks/>
 - <http://wpmu.org/wordpress-framework-comparison/>
 - <http://chrislema.com/comparing-drag-drop-wordpress-themes/>



Selecting a Good Theme

About Premium Themes

- Premium themes are not necessarily better than free ones, but a solid premium theme that is a good fit for your site **can** save you lots of time and effort, and could be worth the \$\$\$
- Some well-known, reputable providers of premium themes:
 - Purchase individual themes or plugins, or purchase access to an entire catalog of themes
 - elegantthemes.com
 - thethemefoundry.com
 - studiopress.com:
 - themeforest.com: a software “marketplace” with some very good, eye-catching themes, plugins and other software, but...you need to *research closely*



Selecting a Good Theme

A Few of My Favorite Premium Themes

- **Canvas** from Woothemes

- Almost literally, a blank canvas, with a ton of settings to control very detailed styling and layout elements
- \$99 unlimited use license with one year of support/updates
- <http://www.woothemes.com/>



- **Divi** from Elegant Themes

- One of the new breed of themes with drag-and-drop “pagebuilder” layout editor, incl. pre-defined layouts
- \$69 unlimited use license with one year of support/updates
- <http://www.elegantthemes.com/>

- **Boldial** from Themeforest

- Tons of cool features, lots of settings, drag-and-drop page layouts, with a strong built-in style
- \$58 single site license with *ad infinitum* support/updates
- <http://themeforest.net/item/boldial-wp-flat-creative-theme-with-3d-portfolio/7771632>



Using Widgets

What is a Widget?

- In WordPress, a **widget** enables display of certain content or features in one of the **widget areas** (or “**sidebars**”) supported by the installed theme. Think of a widget area as a container for widgets.
- Typically widget areas appear in the sidebar or the footer, but may also appear in other designated locations. *It all depends on the theme. For example:* Twenty Fifteen has only one widget area; Twenty Fourteen has three; Customizr has five; others allow you to configure many widget areas.
- A few widgets come pre-loaded when you install the core WordPress software.
 - You can add more widgets by installing **plugins**.
 - Certain themes add their own widgets.
- Some themes display certain widgets by default in one or more of the widget areas until you load your own widget choices into those widget areas. (show example: vanillawp.wpengine.com)



Exercise #12: Managing Widgets

- 1) Navigate to **Appearance => Widgets**. Notice the widget areas supported by the currently active theme appear on the right side of the screen. The **Available Widgets** and any **Inactive** (unused) **Widgets** appear on the left.
- 2) To add a widget:
 - Drag one of the **Available** or **Inactive** widgets on the left side of the screen to one of the widget areas and position it as desired
 - Configure the widget by completing the appropriate fields, then click **Save** and **Close**. The widget will then appear in the front-end view of the site in the appropriate widget area.
- 3) To modify/remove a widget
 - Click on the down-arrow icon next to the name of the widget in the widget area to expose the set-able options.
 - To modify it, change the desired values and click **Save** and **Close**,
 - To remove the widget click on the **Delete** link.
- 4) To change the position of a widget, **click and drag** it to a different position in the same widget area or to a different widget area



Exercise #12: Managing Widgets, cont'd

- 5) To use the optional navigation on this screen, click on **Screen Options** at the top of the screen and then click on the **Enter Accessibility Mode** link.
 - This turns off the drag-and-drop capability and enables an **Add** link on each of the Available and Inactive widgets. Also, an **Edit** link appears on the widgets displayed in the widget areas.
 - Clicking on the Add or Edit link allows you to configure the widget, position it in the desired widget area, or remove it.
- 6) Note that you must configure widgets and position them in the widget areas *by theme*
 - The number and names of the widget areas vary by theme
 - When you switch themes, the widgets you have configured and added to a widget area typically (but not always) will be moved to the Inactive Widgets. To use one of these widgets again, move the widget back to one of the active theme's widget areas.
- An optional way to manage widgets: visit the **Widgets** menu shown under **Appearance => Customize**



Using Widgets

Some Widgets Installed by WP by Default

- **Text** – deceptively simple, but *very powerful*. Display basic text or text with HTML tags, as well as shortcodes (covered later).
- To display links to a collection of pages, use the **Pages** widget (all of the the pages in the site), or **Custom Menu** (the tabs included in a selected custom menu).
- **Search** – Display a search box to search the content of your site.
- To display links to individual post or groups of posts, use **Archives** (posts listed by month), **Calendar** (posts by date), **Categories** (posts by Category), **Recent Posts** (most recently published), **Tag Cloud** (posts by Tag)
- **Meta** – Miscellaneous admin functions, e.g., link to the Dashboard, Login/Logout, add the blog/comments to an RSS reader (e.g., Google Reader), link to WordPress.com
- **Recent Comments** – display links to the most recently posted comments.
- **RSS** – display items from a specified RSS feed.



Plugins are....

- Fun
- Fabulous
- Frightening
- Full of functionality
- Full of security holes
- Able to help find security holes
- Frustrating
- Really Frustrating
- Easy to find
- Hard to find
- Free
- Pricey



Plugins are....



Fun



Fabulous



Frightening



Full of functionality



Full of security holes



Able to find security holes



Frustrating



Foiling



Easy to find



Hard to find



Free



Pricey

A: All of the above! But don't let that scare you away-- the challenge is worth the effort!



Using Plugins

What is a Plugin?

“Plugins can extend WordPress to do almost anything you can imagine.” - wordpress.org

- Over 42,000 free plugins are available at <http://wordpress.org/plugins>, with many more premium plugins available from various software vendors
- ***Plugins can:*** add or modify **visual elements**, add **more controls** to admin panel screens, **enhance performance** of the site, connect the site with **social media**, add **custom post types** and other **database tables**...the list is endless!
- When installed and activated, a plugin may:
 - Add one or more widgets
 - Create new menus or sub-menus (e.g., under Settings) in the admin panel
 - Add new attributes/icons on the page/post editing window, or...
 - Change the appearance/operation of your site in some other way



Exercise #13: Installing Plugins

NOTE: Installation and activation of plugins is similar to how you manage themes, *except* you can have *many* plugins active at a time, not just one.

- 1) Navigate to the **Plugins => Installed** to see the plugins that have been installed
- 2) Note the links at the top that filter the plugins displayed (**All, Inactive**, etc)
- 3) Click on **Add New** button to display the **Add Plugins** screen. As with themes you may either install a plugin directly from wordpress.org, OR upload a plugin file.
- 4) To install a plugin from wordpress.org use one of the options to find the plugin you want: either **Search** by keyword, or use one of the links (**Featured, Popular, Recommended, or Favorites**) to filter the list of plugins displayed. Example: search for the plugin named “**TinyMCE Advanced**”.
- 5) When you find the plugin you want, click on the **Install Now** button and click **Okay** to confirm the decision. You will then have the option to **Activate** the plugin. (**Note:** Inactive plugins have no effect on a site, other than to add “bloat” and potential security vulnerabilities.)
- 6) If you want to install a plugin purchased from a vendor, you will need to first download the .zip file to your hard drive. Then, when you get to the **Install Plugins** screen, click on the **Upload** link. On the next screen, click on **Choose File** to open a file browser to locate and upload the .zip file from your hard drive.
- 7) Once a plugin is installed, in most cases you will need to configure it in some way in order to use it. **How you do this varies by plugin.** Refer to the plugin documentation on wordpress.org or on the plugin vendor site for details.



Using Plugins

A Few Popular Free Plugins

- **Akismet** – eliminates spammy comments (installed by default)
- **Jetpack by WordPress.com** – a smorgasbord of miscellaneous tools/features brought to you by Automattic, the owner of WordPress.org (need to link your site to a wordpress.com account)
- **Ninja Forms** – a tool to create input forms that can be embedded in a post/page
- **W3 Total Cache** – adds an array of caching capabilities that can improve site performance
- **WordPress SEO by Yoast** – tools to help optimize your site for “search engine-friendliness”
- **WP Edit or TinyMCE Advanced**– adds a bunch of useful tools to the visual editor menu
- **Image** – adds an easy-to-use widget to display images in the Media Library



Heads Up! #1: NH WordPress Meetup

- **Who:** Anyone with an interest in WordPress – all levels of expertise are welcome!
- **What:** The WordPress Meetup that's closest to you, with presentations and discussions on topics of interest
- **Where:** The Farm Bar & Grille, 1181 Elm St., Manchester
- **When:** Generally once a month on the second Tuesday of the month
- **Why:**
 - Meet and network with fellow 'Pressers
 - Learn/share a bunch of good stuff about developing websites with WordPress, being a freelance developer, etc.
 - Have fun!
 - It's **free!** (except for any food/drink you order)
- **How:** Check it out at <http://www.meetup.com/WordPressDevNH>
 - Create a Meetup.com account (free!) and join the group
 - Then RSVP to the Meetups as they are announced



Heads Up! #2:

If you want more help from me...

- Individualized tutoring
 - Available on an hourly basis at a reduced billing rate (\$45/hr for the first three hours)
 - Performed via phone conference using a screen sharing tool
- Advanced Topics in WordPress class & E-commerce Workshop
 - Scheduled on an on-demand basis
- If you decide you don't have the time/inclination to build your own website, I'll build a website for you – which you can enhance/maintain yourself going forward
 - Cost depends on size, scope, features, etc of the site
 - Will provide a free estimate
- Contact me if you are interested in any of these options



Heads Up! #2:

Additional Training Opportunities

- *Advanced Topics in WordPress course*: Five 2-hour classes to learn more **essential skills and best practices** for creating/maintaining WordPress sites

<http://yourpresenceontheweb.com/advanced-topics-in-wordpress/>

Site Management and Security

- Options for initially setting up your site;
- “Hardening” WP security against would-be hackers/spammers/phishers
- Safely upgrading software
- Backing up, restoring and migrating sites
- Creating a locally hosted test environment
- Improving performance

Enhancing the User Experience

- Themes with advanced built-in features
- Great plugins to provide additional functions, features and effects
- Safely switching between themes
- Effective page layouts
- The world of fonts
- Using Custom Post Types
- Making minor code “tweaks”

Attracting and Converting Traffic

- Basic concepts of Search Engine Optimization
- Seeing who is visiting your site and how they are using it
- Simplified SEO tools and techniques for WordPress
- Setting goals and tracking progress.



Heads Up! #2: *Additional Training Opportunities*

- *Creating Online Stores with WordPress*: A 1/2-day workshop to learn the basics of creating an online store using WooCommerce, the most popular, very powerful and user-friendly e-commerce shopping cart

<http://yourpresenceontheweb.com/e-commerce-workshop/>



Heads Up! #3: *The Student Showcase*

- The Student Showcase is a page on my website that exhibits websites created by students of the Creating Website with WordPress class
- One your site is “ready for prime time”, contact me if you would like me to add it to the showcase

To view the Showcase:
<http://YourPresenceOnTheWeb.com/student-showcase>

