



WORDPRESS

CS-16: Content Management System using WordPress

B.C.A. Semester - 3

Topic-3

Theme, Widget, Plugin

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Useful Plugins for Website

SEO Yoast

WordPress out of the box is already technically quite a good platform for SEO. This was true when Joost wrote his original WordPress SEO article in 2008 (updated every few months) and it's still true today, but that doesn't mean you can't improve it further! This plugin is written from the ground up by Joost de Valk and his team at Yoast to improve your site's SEO on all needed aspects. While this Yoast SEO plugin goes the extra mile to take care of all the technical optimization, more on that below, it first and foremost helps you write better content. Yoast SEO forces you to choose a focus keyword when you're writing your articles, and then makes sure you use that focus keyword everywhere.

Write better content with Yoast SEO

Using the snippet preview, you can see a rendering of what your post or page will look like in the search results, whether your title is too long or too short, and whether your meta description makes sense in the context of a search result. This way the plugin will help you not only increase rankings but also increase the click through rate for organic search results.

Page Analysis

The Yoast SEO plugin's Page Analysis functionality checks simple things you're bound to forget. It checks, for instance, if you have images in your post and whether they have an alt tag containing the focus keyword for that post. It also checks whether your posts are long enough, whether you've written a meta description and if that meta description contains your focus keyword, if you've used any subheadings within your post, etc.etc.

The plugin also allows you to write meta titles and descriptions for all your category, tag and custom taxonomy archives, giving you the option to further optimize those pages.

Combined, this plugin makes sure that your content is the type of content search engines will love!

Technical WordPress Search Engine Optimization

While out of the box WordPress is pretty good for SEO, it needs some tweaks here and there. This Yoast SEO plugin guides you through some of the settings needed, for instance by reminding you to enable pretty permalinks. But it also goes beyond that, by automatically optimizing and inserting the meta tags and link elements that Google and other search engines like so much:

Meta & Link Elements

With the Yoast SEO plugin you can control which pages Google shows in its search results and which pages it doesn't show. By default, it will tell search engines to index all of your pages, including category and tag archives, but to only show the first pages in the search results. It's not very useful for a user to end up on the third page of your "personal" category, right?

WordPress itself only shows canonical link elements on single pages, but Yoast SEO makes it output canonical link elements everywhere. Google has recently announced they would also use rel="next" and rel="prev" link elements in the head section of your paginated archives. This plugin adds those automatically.

XML Sitemaps

The Yoast SEO plugin has the most advanced XML Sitemaps functionality in any WordPress plugin. Once you check the box, it automatically creates XML sitemaps and notifies Google & Bing of the sitemaps' existence. These XML sitemaps include the images in your posts & pages too, so that your images may be found better in the search engines too.

These XML Sitemaps will even work on large sites, because of how they're created, using one index sitemap that links to sub-sitemaps for each 1,000 posts. They will also work with custom post types and custom

taxonomies automatically, while giving you the option to remove those from the XML sitemap should you wish to.

Because of using XSL stylesheets for these XML Sitemaps, the XML sitemaps are easily readable for the human eye too, so you can spot things that shouldn't be in there.

RSS Optimization

Are you being outranked by scrapers? Instead of cursing at them, use them to your advantage! By automatically adding a link to your RSS feed pointing back to the original article, you're telling the search engine where they should be looking for the original. This way, the Yoast SEO plugin increases your own chance of ranking for your chosen keywords and gets rid of scrapers in one go!

Breadcrumbs

If your theme is compatible, and themes based on for instance Genesis or by WooThemes often are, you can use the built-in Breadcrumbs functionality. This allows you to create an easy navigation that is great for both users and search engines, and will support the search engines in understanding the structure of your site.

Edit your .htaccess and robots.txt file

Using the built-in file editor, you can edit your WordPress blog's .htaccess and robots.txt file, giving you direct access to the two most powerful files, from an SEO perspective, in your WordPress install.

Social Integration

SEO and Social Media are heavily intertwined. That's why this plugin also comes with a Facebook OpenGraph implementation and will soon also support Google+ sharing tags.

Multi-Site Compatible

The Yoast SEO plugin, unlike some others, is fully Multi-Site compatible. The XML Sitemaps work fine in all setups and you even have the option, in the Network settings, to copy the settings from one blog to another, or make blogs default to the settings for a specific blog.

Import & Export functionality

If you have multiple blogs, setting up plugins like this one on all of them might seem like a daunting task. Except that it's not, because what you can do is simple: you set up the plugin once. You then export your settings and simply import them on all your other sites. It's that simple!

Import functionality for other WordPress SEO plugins

If you've used All In One SEO Pack or HeadSpace2 before using this plugin, you might want to import all your old titles and descriptions. You can do that easily using the built-in import functionality. There's also import functionality for some of the older Yoast plugins, like Robots Meta and RSS footer.

Should you have a need to import from another SEO plugin to Yoast SEO, or from a theme like Genesis or Thesis, you can use the SEO Data Transporter plugin, which will easily convert your SEO meta data from and to a whole set of plugins like Platinum SEO, SEO Ultimate, Greg's High Performance SEO, and themes like Headway, Hybrid, WooFramework, Catalyst etc.

Yoast SEO Plugin in your Language!

Currently a huge translation project is underway, translating Yoast SEO in as much as 24 languages. So far, the translations for French and Dutch are complete, but we still need help on a lot of other languages, so if you're good at translating, please join us at translate.yoast.com.

News SEO

Be sure to also check out the premium News SEO module if you need Google News Sitemaps. It tightly integrates with Yoast SEO to give you the combined power of News Sitemaps and full Search Engine Optimization.

Features

Yoast SEO is the most comprehensive WordPress SEO plugin with many built-in tools and features. Here is a quick overview of some of those features.

- ❑ Change post's SEO title and meta description on a per post basis.
- ❑ Title and meta description support for taxonomies (e.g. category and tags).
- ❑ Google search result snippet previews.
- ❑ Focus keyword testing.
- ❑ Meta Robots configuration:
 - Easily add noodp, noydir meta tags.
 - Easily noindex, or nofollow pages, taxonomies or entire archives.
- ❑ Improved canonical support, adding canonical to taxonomy archives, single posts and pages and the front page.
- ❑ RSS footer / header configuration.
- ❑ Permalink clean ups, while still allowing for Google Custom Search.
- ❑ Breadcrumbs support, with configurable breadcrumbs titles.
- ❑ XML Sitemaps with:
 - Images
 - Configurable removal of post types and taxonomies
 - Pages or posts that have been noindexed will not show in XML sitemap (but can if you want them too).
- ❑ XML News Sitemaps.
- ❑ .htaccess and robots.txt editor.
- ❑ Ability to verify Google Webmaster Tools, Yahoo Site Explorer, and Bing Webmaster Tools
- ❑ Basic import functionality for HeadSpace2 and All in One SEO. (You can also use the SEO Data Transporter to transfer functionality from themes like Thesis, Headway, Genesis etc).

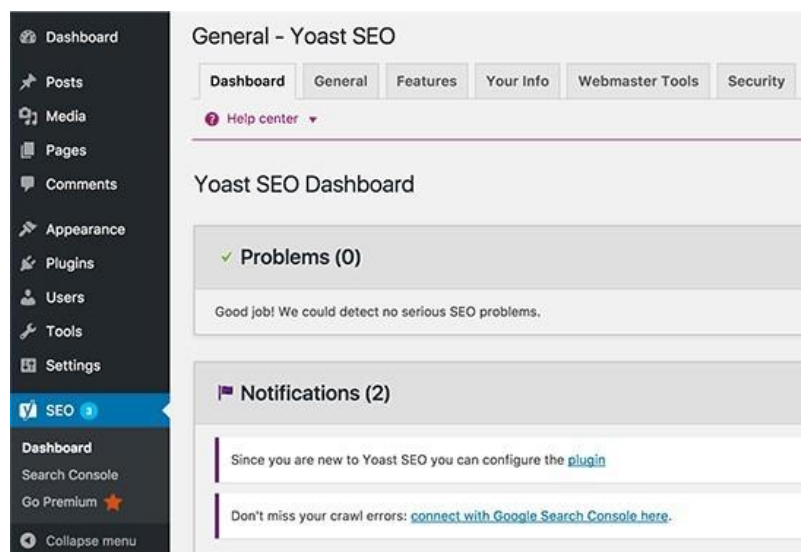
The premium version of the Yoast SEO comes with even more features.

- ❑ A redirect manager that allows you to easily set up redirects.
- ❑ Video tutorials to help you understand each feature of the plugin.
- ❑ Premium support provided by the folks at Yoast to help you make the most out of your site's SEO.

How to Install Yoast SEO Plugin

First, thing you need to do is install and activate the Yoast SEO plugin. For more details, see our step by step guide on how to install a WordPress plugin.

Upon activation, you will notice a new menu item in WordPress admin bar labeled SEO with Yoast SEO logo on it.



Now that you have installed and activated the plugin, let's take a look at how to properly setup this powerful plugin.

How to Setup WordPress SEO Plugin by Yoast

You should remember, that the settings that we select are the ones that we recommend. Other experts may have their own preferences and discretion, so advanced users can ignore anything that they do not like.

If you are a beginner, and you want to use Yoast's WordPress SEO plugin like we do, then please follow along the steps carefully.

Step 1. Data Transfer

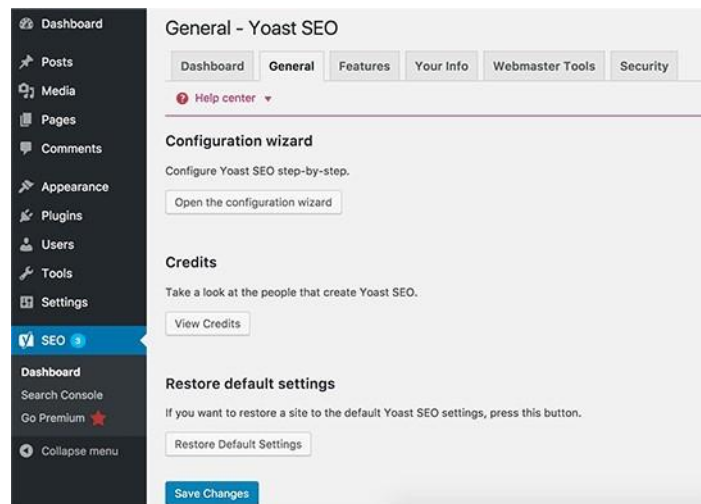
Most of you probably have another WordPress plugin like All in One SEO pack, or a theme framework like Genesis dealing with your SEO data.

If you want to successfully use this plugin, then you need to make sure that all of your previous data has been transported to this plugin before you deactivate the other one.

To accomplish this, we recommend using SEO Data Transporter by StudioPress. If you're setting this up on a new blog, then skip this step.

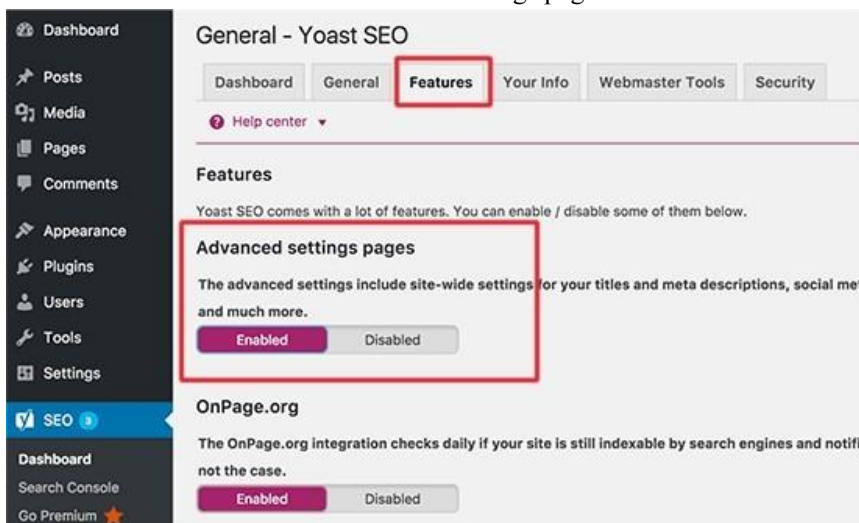
Step 2. General Settings

Clicking on the SEO icon takes you to settings page for the plugin. Click on 'General' tab and you will notice a button to open configuration wizard. We want you to ignore this wizard, because we will be taking you step by step through each option.



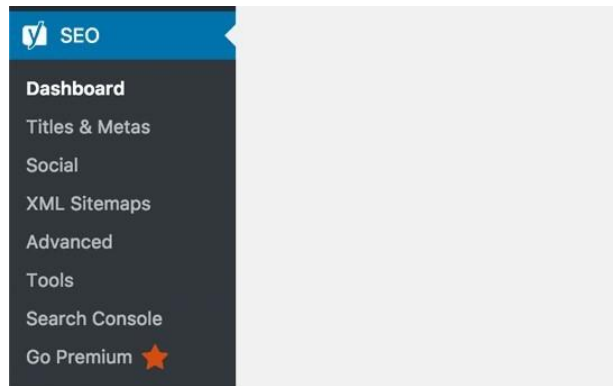
Step 3. Features

Let's switch to the 'Features' tab and enable the advanced settings page.



Don't forget to click on the save changes button to store your settings.

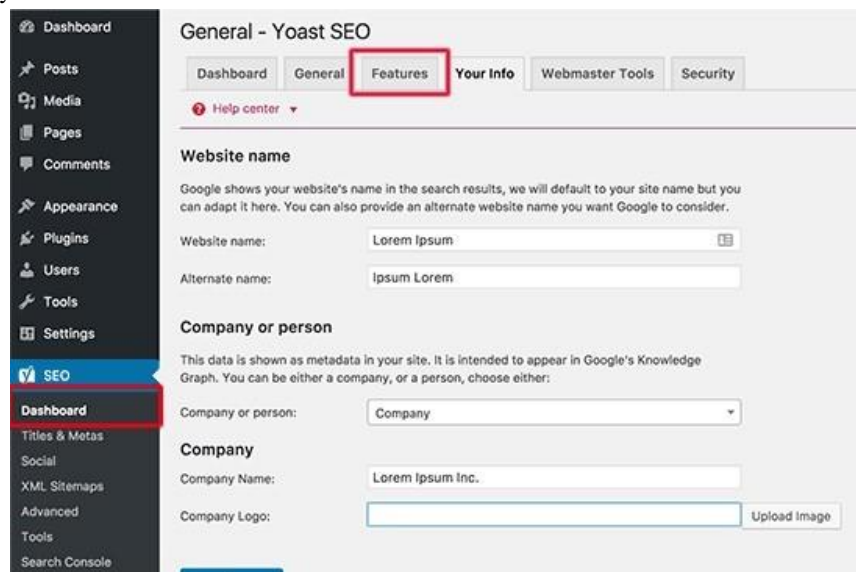
You will notice new items appear under the SEO option in your WordPress menu.



These items include Titles and Meta, XML Sitemaps, Social, Advanced, and tools. We will be showing you how to setup each one later in this article.

Step 4. Your Info

Next, you need to switch to the 'Your Info' tab. This is where you will provide information about your site and the person or company behind it.



First you need to provide a site name and an alternate name for search engines to consider. Your site's name could be your site's title.

If you do not enter anything here, then Yoast SEO will automatically use your site's title as your website name. Search engines like Google can display this information in search results like this:



The next option is to choose whether this website is run by a company or an individual person. If you choose company, then you will be asked to provide a company name, and you can also upload a company logo.

On the other hand, if you choose a person, then you can add the name of the person behind the website.

Step 5. Webmaster Tools

If you know a little bit about SEO, then you have probably heard that each of the popular search engines, Google, Bing, Yandex, and Alexa allow site owners to add their sites using webmaster tools area (see our guide on how to add your WordPress site to Google webmaster tools).

Webmaster tools let you see insights and other relevant data about your site from specific search engines.

In order to verify your site and see those exclusive data, you have to add a meta tag to your site, or upload a file. Most beginners are afraid to add meta tags, so Yoast put this option in to ease the process. Simply add the meta code that you received from the search engines in the respective fields.

General - Yoast SEO

Dashboard General Features Company Info **Webmaster Tools** Security

[Help center](#)

Webmaster Tools verification

You can use the boxes below to verify with the different Webmaster Tools, if your site is already verified, you can just forget about these. Enter the verify meta values for:

[Bing Webmaster Tools:](#)

[Google Search Console:](#)

[Yandex Webmaster Tools:](#)

[Save Changes](#)

Step 6. Security

The last tab in general settings is labeled Security. This has only one option which disables advanced part of the WordPress SEO meta box. We recommend that you leave it disabled. Disabling advanced metabox will prevent your authors from making advanced changes like noindex and canonical settings (which is good).

General - Yoast SEO

Dashboard General Features Company Info Webmaster Tools **Security**

[Help center](#)

Security setting

Advanced part of the Yoast SEO meta box

☐ Enabled ☒ Disabled

The advanced section of the Yoast SEO meta box allows a user to noindex posts or change the canonical. These are things you might not want if you don't trust your authors, so by default, only administrators can do this. Enabling the advanced box allows all users to change these settings.

[Save Changes](#)

Step 7. Titles & Metas

Titles & Metas section under Yoast SEO has several tabs in it. We will cover each one of them.

1. General

Here you can choose the symbol you want to use a separator between titles. Default option is dash, you can use it if you are unsure which symbol to choose.

Titles & Metas - Yoast SEO

General **Homepage** Post Types Taxonomies Archives Other

[Help center](#)

Title Separator

☒ - ☐ _ ☐ . ☐ * ☐ | ☐ ~ ☐ « ☐ » ☐ < ☐ >

Choose the symbol to use as your title separator. This will display, for instance, between your post title and site name. Symbols are shown in the size they'll appear in the search results.

Enabled analysis

Readability analysis

☒ Enabled ☐ Disabled

Removes the readability tab from the metabox and disables all readability-related suggestions.

Keyword analysis

☒ Enabled ☐ Disabled

Removes the keyword tab from the metabox and disables all keyword-related suggestions.

[Save Changes](#)

On this page, you can also disable readability and keyword analysis tab which appear under the Yoast SEO metabox when you are writing post. We recommend that you leave them enabled.

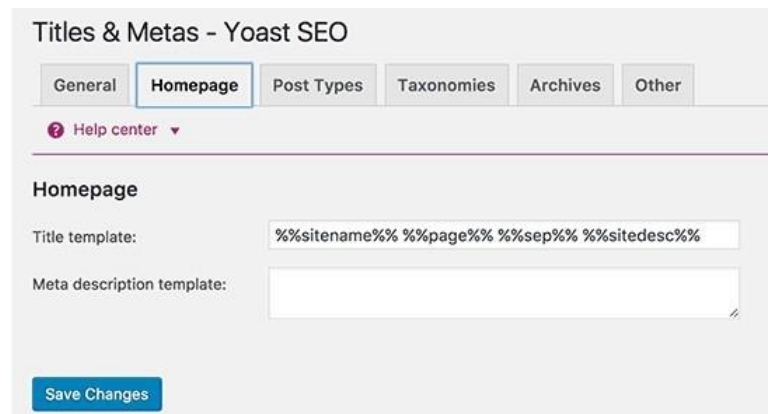
2. Homepage Title

Next, we will work on defining the title for our homepage. By default you will see these fields pre-filled with title-template. So what is the difference between a title and a title template, you may ask.

In instances like your homepage, you may want to create a static title, description, and keywords. But for posts, the title will vary from one post to another.

Title templates allow you to define a way that the title and other meta information is pulled and organized.

Let's take a look at the image below for the home page settings. By default the template variables in the title field work fine for most website however you're welcome to change it. The next option is to enter your site's description. Once you are done, click on save settings button.



The screenshot shows the 'Titles & Metas - Yoast SEO' interface with the 'Homepage' tab selected. The 'Title template' field contains the default code: `%%sitename%% %%page%% %%sep%% %%sitedesc%%`. The 'Meta description template' field is empty. A 'Save Changes' button is at the bottom.

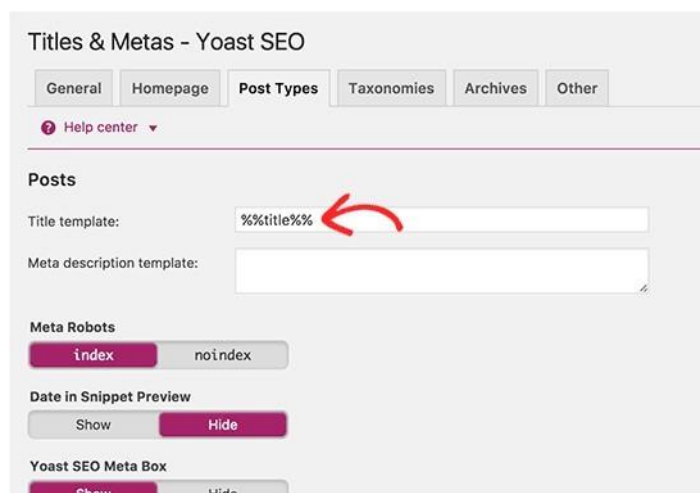
Note: If you are using a static homepage, then you will see links to edit your homepage and blog page to add title and meta descriptions.

3. Post Types Titles & Metas

By default WordPress comes with several post types such as post, page, revisions, attachment, and navigation menus. Users can also define their own custom post types.

Yoast SEO allows you to set titles and meta for posts, pages, media, and other custom post types. This site-wide title and meta description will be used if you forgot to add title and meta description for individual post.

We recommend leaving the description fields blank for all post types here. We also recommend using only the post title as the title template.



The screenshot shows the 'Titles & Metas - Yoast SEO' interface with the 'Post Types' tab selected. The 'Posts' section has a 'Title template' field containing `%%title%%`, which is highlighted with a red arrow. The 'Meta description template' field is empty. Below this, the 'Meta Robots' section has 'index' selected over 'noindex'. The 'Date in Snippet Preview' section has 'Hide' selected over 'Show'. The 'Yoast SEO Meta Box' section has 'Show' selected over 'Hide'.

Remember Yoast SEO plugin also adds an SEO meta box in your post edit area. For maximum SEO benefits, we highly recommend you to manually enter title and descriptions for each post, page, and custom post type on your site. Otherwise Yoast SEO will use the title as defined here and will automatically add description for your posts and pages.

4. Taxonomies

On the taxonomies tab, you can configure titles and meta for categories, tags, custom taxonomies, and post format archives.

Default template variables should work for most sites. As for descriptions, please remember that Yoast SEO picks up descriptions from your categories and tags.

If you do not have any description for terms in your categories, tags, or custom taxonomies, then WordPress SEO does not add meta description in archives for these terms. Check out our guide on categories vs. tags.

5. Archives

On the Archives tab, you have title and meta settings for author and date archive pages, and special pages such as search and 404 pages.

We recommended that you check disable author archives for single author blogs. If you are running a single author blog, then your main blog and the author archives contain exactly the same content. The setting is there to prevent duplicate content.

Leave other settings as they are and save changes.

6. Other

The other tab has some additional settings. Like you can disable picking up descriptions from Dmoz or Yahoo directories for your pages. If you are unsure what to do here, just leave all of them unchecked

Step 8. Social

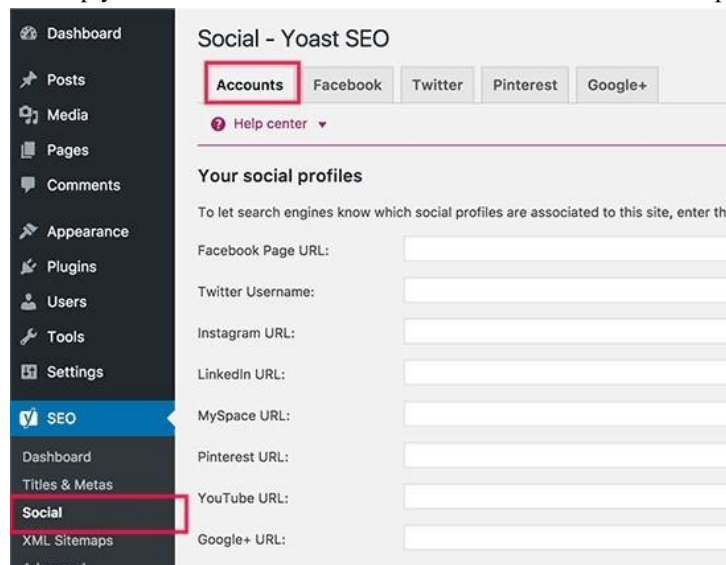
As we said earlier, Yoast SEO is a powerhouse packed with many features to provide comprehensive optimization.

One great feature of the plugin is that it integrates your site with Facebook, Twitter, and Google+ social platforms.

Clicking on the Social link under the SEO menu will take you to setup these platforms. We will show you how to configure each of them.

1. Accounts

The first tab under the social settings is for all your social accounts. This allows Yoast SEO to tell Google about your social profiles. You need to simply add the URLs and Twitter username for the main social profiles of your site.



2. Facebook

On the Facebook tab, first make sure that open graph meta data option is enabled. Checking this allows WordPress SEO to add Facebook open graph meta data in your website's <head> section.

This will help Facebook pick up the right thumbnail and page information when a post from your website is shared on Facebook.

The next option is to provide a thumbnail for your homepage with SEO title and description. This image and description will be used when someone shares the homepage of your site on Facebook.

After that you can provide a default thumbnail image URL. This image will be used for all articles that do not have a thumbnail or any other image in it.

The next option is to associate your website with a Facebook profile. This profile can be a user profile as well as a Facebook app. In most cases, Facebook profile is the way to go.

You can add a Facebook admin which will give you access to Facebook Insights for your site.

3. Twitter

As for Twitter, you can add Twitter cards into your site's head section.

You can also choose the card type to use. We recommend using summary with large image.

4. Pinterest

Pinterest uses Open Graph meta data just like Facebook. Make sure that you have open graph meta data box checked under Facebook settings.

After that you just need to enter the site verification code provided by Pinterest. Simply visit your Pinterest account settings to add and verify your site. You will be provided with a meta tag that you need to enter here.

5. Google+

If you have created a Google+ page for your business enter its URL here, and then go to your Google+ business page and enter your website's URL in about section.

Step 9. XML Sitemaps

Sitemaps are essential for your WordPress site. It is the quickest and easiest way to get indexed and notify search engines about your content. Sitemaps also allow you to tell search engines how to prioritize your content.

WordPress SEO by Yoast makes it super easy to add XML sitemaps in WordPress. The XML Sitemaps settings is divided into different tabs. We will walk you through them.

First you need to make sure that XML Sitemaps are enabled.

After that you need to click on the 'User Sitemap' tab and make sure that author/user sitemap options is disabled.

Move on to post type tab and disable any post type that you don't want to be included into sitemaps.

By default, Yoast SEO disables Media Attachments from sitemaps.

Repeat the same process for taxonomies. If there is a taxonomy that you don't want to be included into sitemaps, then you can exclude it here.

The excluded posts tab allows you to remove individual posts, pages, or custom post types from XML sitemap. Simply enter the post IDs in the field and save changes.

See our tutorial on how to find post IDs in WordPress.

Step 10. Advanced

The advanced settings page allows you to configure breadcrumbs, permalinks, and RSS feed related settings.

1. Breadcrumbs

Breadcrumbs are great for internal linking because it defines a clean path or trail to the page you are on. These breadcrumbs also appear in search results giving your site extra advantage in the search.

How to Embed Facebook Status Posts in WordPress

www.wpbeginner.com > Blog > Tutorials

Sep 30, 2013 - Recently Facebook announced the ability to embed Facebook Status Posts anywhere on the web. In this article, we will show you how to ...

Make sure that you click on 'Enabled', this will reveal more breadcrumb settings.

The default settings should work for most websites, but if you want to change something then go ahead. Once you are done click on the save changes button.

2. Permalinks

Just to be clear, we are talking about the Permalink settings in Yoast SEO tab, not in the setting tabs.

This section does not allow you to create SEO Friendly URLs in WordPress. It assumes, that you have already done that.

So let's take a look at what type of features this section offers:

WordPress by default adds a category base in each category url i.e /category/.

By clicking 'Remove' you can strip that part from your category URLs. This is something that a lot of people want. But you can leave it unchecked if you do not want your category urls and page urls to conflict if they are the same name.

Next option is to redirect attachment URLs to parent post. WordPress allows you to attach images and other media to posts. But all of those attachments get their own URLs which in most cases are unnecessary. Therefore by checking this box, you redirect all your attachment page URL to the original post URL.

The next option is to remove stop words from permalinks. Stop words are common words used in plain language. Yoast believes that by removing these, you will create cleaner URLs. While it does make the URLs smaller, we disagree with Yoast. This is why we have left it unchecked.

The next option on the permalinks page is to remove ?replytocom variable from comment reply links. It disables the links for the users with javascript disabled.

Most web crawlers when they visit your site have javascript disabled, so they do not see the URL and can quickly move on. This increases the crawl efficiency particularly if you are running a site with lots of comments.

Redirect ugly URLs to clean permalinks option is not needed in most cases. We advise you to ignore it unless you know what you're doing.

3. RSS

RSS Feeds are often used by content scrapers to copy content from your website. Yoast SEO allows you to add a backlink to your own site for each post in your RSS feed.

This way, you will get backlinks from their site, and Google will know that you are the original source.

There are options to add your author link, Post link, blog link, and blog description. So get creative. This can also be used to add advertisement to your RSS feed.

For advanced users: How to Add Custom Content and Completely Manipulate your RSS Feeds.

Step 11. Tools

As you can see that we have spent a good amount of time getting these settings just right, so you probably want to export the settings as Backup (just incase if you accidentally mess things up in the future). You can also export settings to use it as an initial guideline for all of your future sites that you are going to use this plugin on.

The bulk editor allows you to edit post titles and descriptions in bulk. We do not recommend using it. Duplicate descriptions and titles can cause damage to your SEO.

The other tool is file editor, we strongly urge beginners and even intermediate level users to stay away from these settings. Tiny mistake there can make your site inaccessible for search engines or make it useless.

Step 12. Search Console

Search Console section in the Yoast SEO plugin, allows you to connect your WordPress site to Google Search Console tools (formerly webmaster tools).

You can add your WordPress site to Google webmaster tools and then verify it using Yoast SEO plugin.

Simply click on get Google Authorization Code and you will be redirected to Search Console website where you will get a code. Copy this code and enter it in the plugin settings to complete the verification.

After the verification, you will be asked to select a profile. You will need to select your website from a dropdown menu.

Yoast SEO will now fetch your Search Console data into WordPress. You will be able to see Desktop, Mobile, Feature Phone tabs on screen.

This is where you can see crawl errors related to your website and mark them as fixed after setting up redirects (we will discuss redirects later in this article).

Yoast SEO Premium

The basic Yoast SEO plugin is free and works really well for millions of WordPress sites around the world. However, it comes with an even more powerful Premium version.

Step 13: Redirects

Yoast SEO Premium adds a powerful redirect manager. This allows you to quickly set up redirects on your WordPress site. You can quickly fix 404 errors in your Google search console by setting up redirects and marking them as fixed in Search Console.

Step 14: Customizing and Maximizing the Benefit

Just installing and setting up this plugin is not enough. In order for you to really maximize the benefit of this plugin, you need to customize the settings on per post basis.

Now this would not be a chore if you do it every time you write a post. Let's take a look at how you can maximize the benefits by customizing.

WordPress SEO for Individual Posts and Pages

When editing any post or page in WordPress you will now see a metabox below the post editor labeled Yoast SEO. This box comes with tons of SEO options allowing you to improve that post and page.

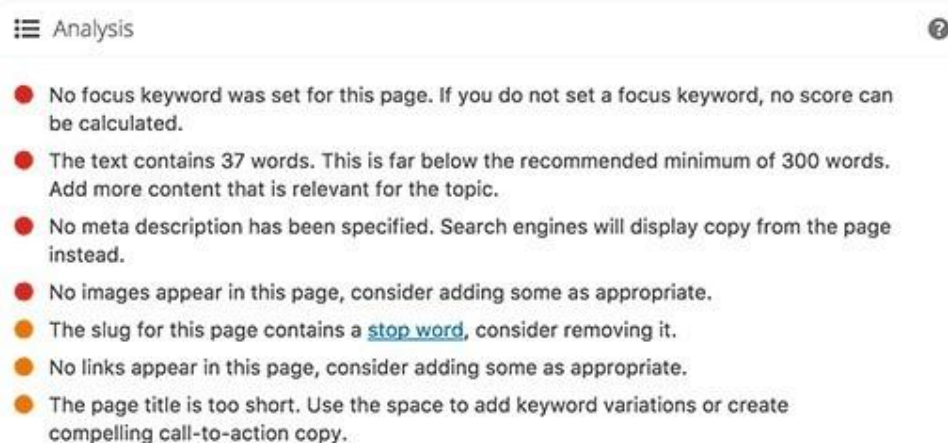
You can click on the title in the snippet preview to edit it. You can also click on the edit snippet button to add title and meta description for the post or page you are editing,

You should write a custom title, and meta description rather than letting it auto-generate.

Sometimes your post title, and your SEO title might not be the same. Every time, you should write a custom Meta Description because the excerpt generator only picks up the first paragraph which might not be the most important one.

Make sure you select a focus keyword, so you can get analysis on how strong your page is for that keyword. For more details check out WordPress SEO tip for beginners – how to optimize your WordPress blog posts.

Once you click Save the post you will see analysis of the post below snippet preview. This gives you even further insights about your specific post or page.

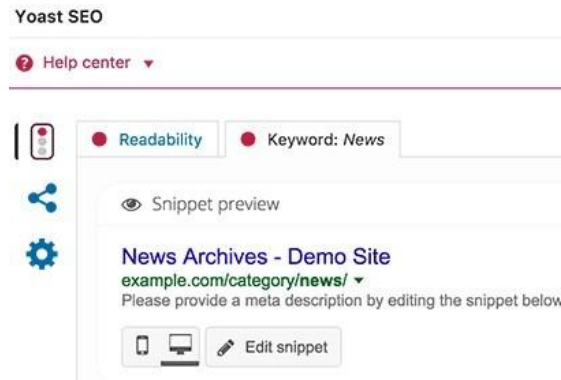


Use the free analysis as a reference point. Don't kill yourself over it, but usually it is pretty accurate.

WordPress SEO for Category and Tag Archives

Just like your post and pages, you can also override the SEO title and meta descriptions for category, tag, and author archive pages.

Visit Posts » Categories page and click on the edit link below any category. On the category edit page, scroll down to bottom and you will see the Yoast SEO meta box.



You can do that for all your categories, tags, and custom taxonomy archives.

Contact Form 7

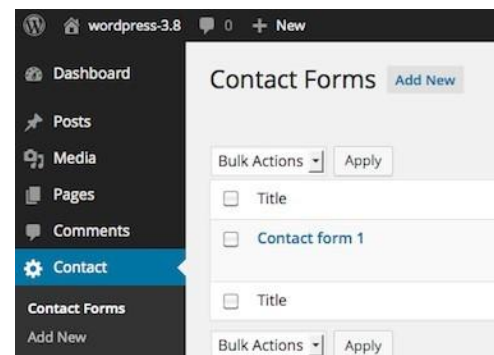
Contact Form 7 can manage multiple contact forms, plus you can customize the form and the mail contents flexibly with simple markup. The form supports Ajax-powered submitting, CAPTCHA, Akismet spam filtering and so on.

Displaying a Form

Let's start with displaying a form on your page. First, open the 'Contact' > 'Contact Forms' menu on your WordPress administration panel. You can manage multiple contact forms there.

Just after installing the Contact Form 7 plugin, you'll see a default form named "Contact form 1", and a code like this:

```
[contact-form-7 id="1234" title="Contact form 1"]
```



Copy this code. Then, open the edit menu of the page ('Pages' > 'Edit') into which you wish to place the contact form. A popular practice is creating a page named "Contact" for the contact form page. Paste the code you copied into the contents of the page.

Now your contact form setup is complete. Visitors to your site can now find the form and start submitting messages to you.

Next, let's see how you can customize your form and mail content.

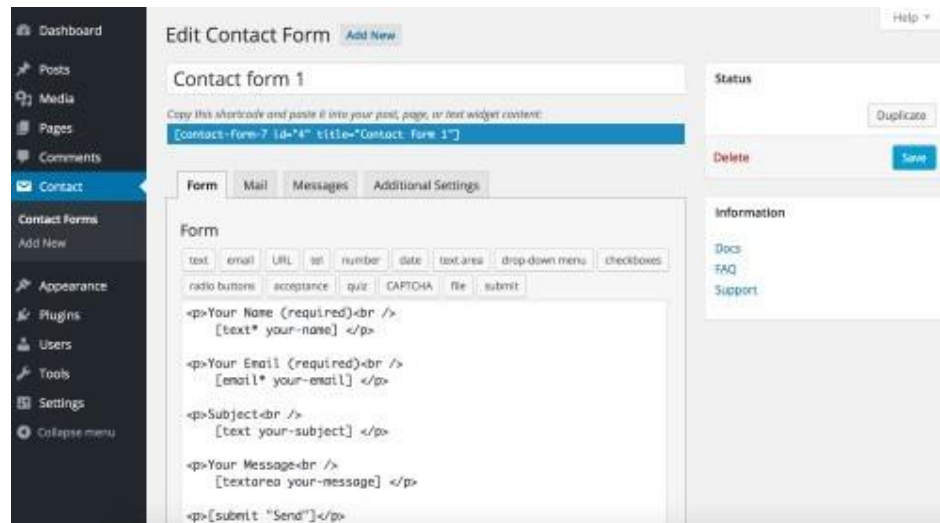
Customizing a Form

You may feel that the default form is too simple for you and you want to add more fields to it. You can edit the form template in the admin screen and add other fields.

To add fields to a form, make tags for them and insert them into the 'Form' field. You'll find unfamiliar codes in the 'Form' field, for example, `[text* your-name]`. These codes are called "tags" in the vocabulary for Contact Form 7.

A tag has a rather complex syntax, but don't worry! You don't have to learn it. You can use the "Generate Tag" tool to generate as many tags as you want.

The second word in the tag is its name. For example, the name of `[text* your-name]` is 'your-name.' This name is important as it is used later in your mail template.



Customizing Mail

You can edit mail templates in the 'Mail' field set as you did with the form template. You can use tags there as well, but note that tags for mail are different from those tags for forms.

Tags you can use in a mail template contain only one word in brackets and look like [your-name]. You should be aware that this 'your-name' is the same as the name of the form tag which is noted in the previous example. The two tags correspond with the same name.

In mail, [your-name] will be replaced by the user's input value, which is submitted through the corresponding form field, which, in this case, is [text* your-name].

WooCommerce

WooCommerce is a free eCommerce plugin that allows you to sell anything, beautifully. Built to integrate seamlessly with WordPress, WooCommerce is the world's favorite eCommerce solution that gives both store owners and developers complete control.

With endless flexibility and access to hundreds of free and premium WordPress extensions, WooCommerce now powers 30% of all online stores — more than any other platform.

Sell anything, anywhere

With WooCommerce, you can sell both physical and digital goods in all shapes and sizes, offer product variations, multiple configurations, and instant downloads to shoppers, and even sell affiliate goods from online marketplaces.

With premium extensions, you can offer bookings, memberships, and recurring subscriptions. Perhaps you'd like to sell monthly subscriptions for physical goods, or offer your members a discount on digital downloads? It's all possible.

Ship wherever you like

Offer free shipping, flat rate shipping, or make real-time calculations. Limit your shipments to specific countries, or open your store up to the world. Shipping is highly configurable, and WooCommerce even supports drop shipping.

Extensive payment options

WooCommerce comes bundled with the ability to accept major credit cards, PayPal, BACS (bank transfers), and cash on delivery. Need additional options? More than 140 region-specific gateways integrate with WooCommerce, including popular choices like Stripe, Authorize.Net, and Amazon Payments.

You control it all — forever

WooCommerce gives you complete control of your store, from taxes to stock levels to customer accounts. Add and remove extensions, change your design, and switch settings as you please. It's all under your control.

One of the biggest risks of using a hosted eCommerce platform is what happens to your store if the provider closes up shop. With WooCommerce, you have complete control, so there's never any reason to worry. Your data belongs to you — and it's kept secure, thanks to regular audits by industry leaders.

Define your style with Storefront

Storefront is a free WordPress theme available to any WooCommerce store. Along with deep WooCommerce integration, Storefront prioritizes speed and uptime while eliminating theme and plugin conflicts during major updates.

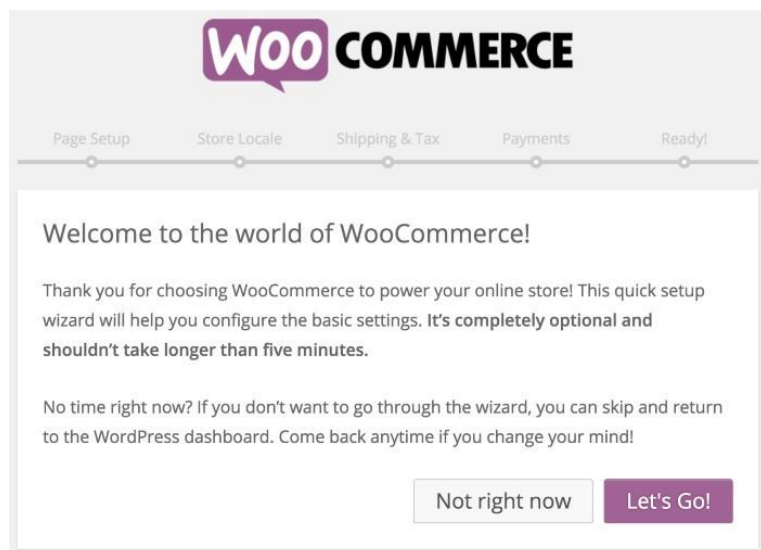
Define your style even further by customizing Storefront to your liking or choosing from one of our several Storefront child themes. It's all up to you, and all open source.

Installing the WooCommerce plugin (WooCommerce is free)

Once you've got WordPress installed, or if you already had WordPress setup, adding WooCommerce to your site is really easy.

You can install WooCommerce straight from your WordPress installation, same as any other WordPress plugin. We've got a handy video tutorial on installing WordPress plugins if you're unfamiliar with the process.

Once you've installed and activated the plugin, you'll be taken straight to an "onboarding" guide. This will take you through some of WooCommerce's key settings. You'll want to go through the guide straightaway and fill in all the details relevant for you.



Once you're done with the guide, head back to the main WordPress Dashboard. We'll come back to getting your products, payments and extra settings added later on.

You'll see the plugin adds a bunch of options and extra menus to your site. We've got the basic setup done, so we'll come back to these later on.

The slick WooCommerce settings panel.

The screenshot shows the 'General' tab of the WooCommerce settings. It includes sections for 'General Options' (Base Location, Selling Location(s), Store Notice, API) and 'Currency Options' (Currency, Currency Position, Thousand Separator, Decimal Separator, Number of Decimals).

WooCommerce products admin.

The screenshot shows the 'Products' admin page with a table of products. The table has columns for Name, SKU, Stock, Price, Categories, Tags, and Date. The products listed are:

Name	SKU	Stock	Price	Categories	Tags	Date
Woo Single #2	-	In stock	\$3 \$2	Music, Singles	-	2013/06/07 Published
Woo Album #4	-	In stock	\$9	Albums, Music	-	2013/06/07 Published
Woo Single #1	-	In stock	\$3	Music, Singles	-	2013/06/07 Published
Woo Album #3	-	In stock	\$9	Albums, Music	-	2013/06/07 Published
Woo Album #2	-	In stock	\$9	Albums, Music	-	2013/06/07 Published
Woo Album #1	-	In stock	\$9	Albums, Music	-	2013/06/07 Published
Woo Logo	-	In stock	\$15	Posters	-	2013/06/07 Published
Woo Ninja	-	In stock	\$15	Posters	-	2013/06/07 Published
Premium Quality	-	In stock	\$15 \$12	Posters	-	2013/06/07 Published

Adding products

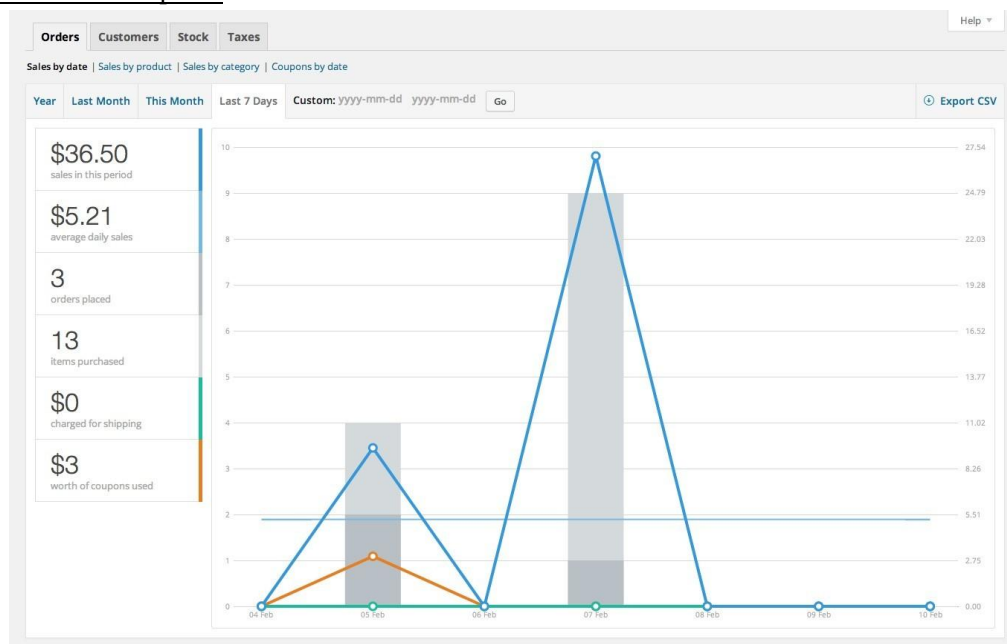
The first thing to do is add some products! These are the things you'll be selling. Under Products, click Add Product and you'll be taken to the product page. It's similar to adding posts or pages but specifically for WooCommerce products.

You'll want to add in all of the information there's space for, including product name and description, product data and some nice accompanying images. If it's your first time adding a product, WooCommerce will provide some helpful prompts telling you a little about each section.

Once you've added in all your information, hit publish and you have your first product available on your site!

Product data panel.

WooCommerce sales reports.



A single product page.

[Home](#) / [Shop](#) / [Clothing](#) / [Hoodies](#) / Happy Ninja



Happy Ninja

★★★★☆ (2 customer reviews)

£10.00–£12.00

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum tortor quam, feugiat vitae, ultricies eget, tempor sit amet, ante. Donec eu libero sit amet quam egestas semper. Aenean ultricies mi vitae est. Mauris placerat eleifend leo.

Color Red Clear selection

£10.00

1 Add to cart

SKU: N/A. Categories: [Clothing](#), [Hoodies](#).

Description

Discussion (5)

Product Description

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum tortor quam, feugiat vitae, ultricies eget, tempor sit amet, ante. Donec eu libero sit amet quam egestas semper. Aenean ultricies mi vitae est. Mauris placerat eleifend leo.

A product archive (grid).

SHOP

Showing 17–24 of 31 results

Default sorting



Ship Your Idea
★★★★☆

Select options



Ship Your Idea
★★★★☆

Select options



Ship Your Idea
£15.00

Add to cart



Woo Album #1
★★★★☆
£9.00

Add to cart



Woo Album #2
★★★★☆
£9.00

Add to cart



Woo Album #3
★★★★☆
£9.00

Add to cart



Woo Album #4
★★★★☆
£9.00

Add to cart



Woo Logo
★★★★☆
£20.00
£18.00

Add to cart

← 1 2 3 4 →

WP Super Cache

This plugin generates static html files from your dynamic WordPress blog. After a html file is generated your webserver will serve that file instead of processing the comparatively heavier and more expensive WordPress PHP scripts.

The static html files will be served to the vast majority of your users:

1. Users who are not logged in.
2. Users who have not left a comment on your blog.
3. Or users who have not viewed a password protected post.

99% of your visitors will be served static html files. One cached file can be served thousands of times. Other visitors will be served custom cached files tailored to their visit. If they are logged in, or have left comments those details will be displayed and cached for them.

The plugin serves cached files in 3 ways (ranked by speed):

1. Expert. The fastest method is by using Apache mod_rewrite (or whatever similar module your web server supports) to serve “supercached” static html files. This completely bypasses PHP and is extremely quick. If your server is hit by a deluge of traffic it is more likely to cope as the requests are “lighter”. This does require the Apache mod_rewrite module (which is probably installed if you have custom permalinks) and a modification of your .htaccess file which is risky and may take down your site if modified incorrectly.
2. Simple. Supercached static files can be served by PHP and this is the recommended way of using the plugin. The plugin will serve a “supercached” file if it exists and it’s almost as fast as the mod_rewrite method. It’s easier to configure as the .htaccess file doesn’t need to be changed. You still need a custom permalink. You can keep portions of your page dynamic in this caching mode.
3. WP-Cache caching. This is mainly used to cache pages for known users, URLs with parameters and feeds. Known users are logged in users, visitors who leave comments or those who should be shown custom per-user data. It’s the most flexible caching method and slightly slower. WP-Cache caching will also cache visits by unknown users if supercaching is disabled. You can have dynamic parts to your page in this mode too. This mode is always enabled but you can disable caching for known users, URLs with parameters, or feeds separately. Set the constant “DISABLE_SUPERCACHE” to 1 in your wp-config.php if you want to only use WP-Cache caching.

If you’re not comfortable with editing PHP files then use simple mode. It’s easy to set up and very fast.

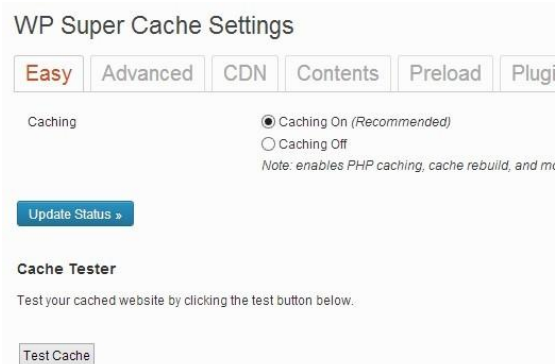
Note: Both W3 Total Cache and WP Super Cache are great plugins. We highly recommend that you use one or the other depending on your needs.

First thing you need to do is install and activate WP Super Cache plugin. Upon activation, WP Super Cache will notify you that caching is not enabled on your website at the moment.

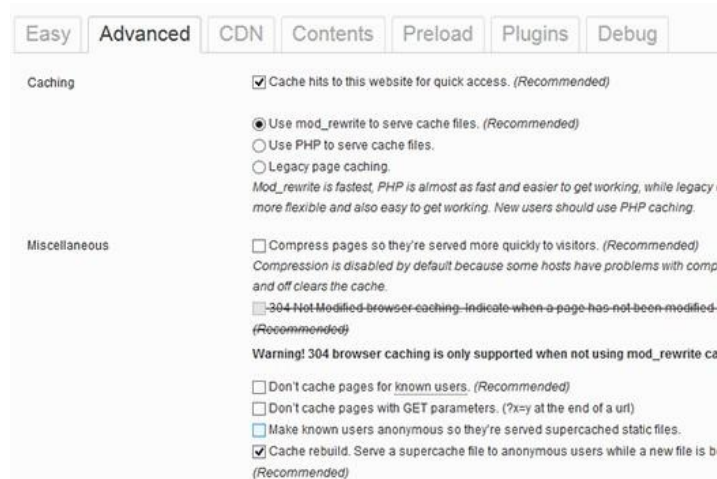
Setting up WP Super Cache – The Easy Way

To enable cache, go to Settings » WP Super Cache. Under the Easy tab, turn caching on and hit update status button.

After turning on the cache, click on the test cache button to check if it is working. WP Super Cache will fetch your WordPress site twice and will compare the time stamps of both pages. If the both time stamps match then this means that caching is working on your site now.



WP Super Cache Advanced Set up



The screenshot shows the 'Advanced' tab of the WP Super Cache settings. Under the 'Caching' section, the 'Cache hits to this website for quick access. (Recommended)' checkbox is checked. Below it, three radio buttons are present: 'Use mod_rewrite to serve cache files. (Recommended)' (selected), 'Use PHP to serve cache files.', and 'Legacy page caching.'. A note states: 'Mod_rewrite is fastest, PHP is almost as fast and easier to get working, while legacy is more flexible and also easy to get working. New users should use PHP caching.' Under the 'Miscellaneous' section, several checkboxes are visible: 'Compress pages so they're served more quickly to visitors. (Recommended)' (unchecked), '304 Not Modified browser caching- indicate when a page has not been modified. (Recommended)' (unchecked), 'Don't cache pages for known users. (Recommended)' (unchecked), 'Don't cache pages with GET parameters. (?x=y at the end of a url)' (unchecked), 'Make known users anonymous so they're served supercached static files.' (checked), and 'Cache rebuild. Serve a supercache file to anonymous users while a new file is being created. (Recommended)' (checked). A warning message states: 'Warning! 304 browser caching is only supported when not using mod_rewrite caching.'

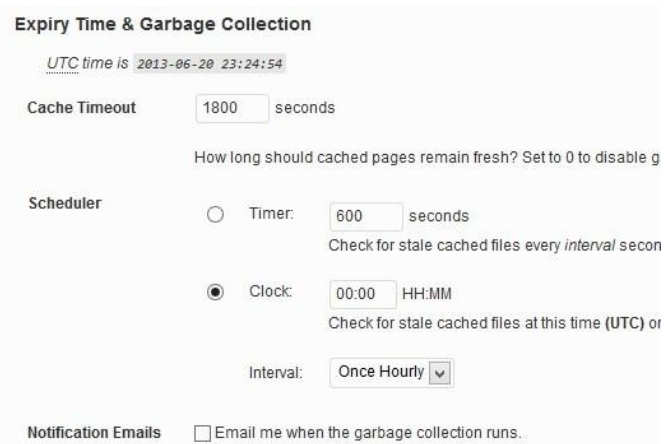
WP super cache is a powerful plugin, and it comes with many advance options. These options can further improve your site's performance. To Set up WP Super Cache with advance options, go to Settings » WP Super Cache and click on Advanced tab.

Enable Caching

First check the box that says Cache hits to this website for quick access. Below that you will see three caching options. By default WP Super Cache uses PHP to serve cache files. However, using PHP to serve cache files can be resource intensive particularly on shared hosting environments. So we would like to recommend that you try using mod_rewrite to serve cache files. After that scroll down and hit the update status button to save these settings.

WP Super Cache will now show you a notification that mod_rewrite rules must be updated and possibly another notification about scheduling garbage collection. Scroll down the page, and you will see mod_rewrite rules that needs to be added. Click on Update Mod_Rewrite Rules button to update these rules. Once mod_rewrite rules are updated this section will turn green.

To resolve the notice about garbage collection, scroll down on the advance settings page to the Expiry Time & Garbage Collection section and set up a time and frequency for garbage collection of cached files on your server.



The screenshot shows the 'Expiry Time & Garbage Collection' section of the WP Super Cache settings. It displays the 'UTC time is 2013-06-20 23:24:54'. The 'Cache Timeout' is set to 1800 seconds. Below this, a question asks 'How long should cached pages remain fresh? Set to 0 to disable g'. The 'Scheduler' section has two radio buttons: 'Timer' (unchecked) and 'Clock' (checked). The 'Timer' option has a value of 600 seconds. The 'Clock' option has a value of 00:00 HH:MM. A note states: 'Check for stale cached files every interval second'. The 'Interval' is set to 'Once Hourly'. At the bottom, there is a 'Notification Emails' section with a checkbox 'Email me when the garbage collection runs.' which is unchecked.

Enable Compression in WP Super Cache: Compression allows WP Super Cache to serve cached files as compressed files. These files are downloaded by user browsers quickly due to their smaller size. To enable compression, simply check the box that says Compress pages so they're served more quickly to visitors.

Setting up CDN with WP Super Cache

Most content websites serve a lot of static files with each page request. These files are JavaScripts, images, stylesheets, etc. Unlike your WordPress posts which are dynamically generated by PHP, these files can be served using a Content Delivery Network (CDN). If you don't know what a CDN is or why you need a CDN, then you should check out our infographic "What the Heck is a CDN".

We use MaxCDN. You can read our blueprint on why we use MaxCDN. If you need help setting up MaxCDN, then we already have a tutorial for how to install and setup MaxCDN for WordPress. The tutorial uses W3 Total cache, but the basic concept is the same.

To setup CDN with WP Super Cache, click on the CDN tab and check the box next to Enable CDN Support option. Enter your offsite URL, which will be the url of your pullzone.

Lastly, check the box that says Skip https URLs to avoid “mixed content” errors and save changes. Now your website is now ready to serve static content from a CDN.

Serve a Static Site with WP Super Cache

The preload mode in WP Super Cache allows you to create super cache static files for all your posts and pages and serve a static website. You may ask why anyone would want to do that.

To conserve server resources.

To serve an old site that is not being updated anymore.

To improve site speed by serving static content only.

These were just a few reasons but there could be many more reasons and situations where you might want to completely disable PHP processes. Don't worry your WordPress will work normally, and you will still be able to manage your content with WordPress.

Refresh preload cache files options will be set to zero by default, minimum required time is at least 30 minutes. Pre-loading your entire WordPress site takes some time and consumes a lot of resources on your server.

You can leave it to 0 if you do not want your static files to expire ever unless you manually refresh cache.

We hope this guide helped you setup WP Super Cache on your WordPress blog. For plugin specific support, please post all your questions in the WordPress support forums for the plugin author. Read our guide on how to properly ask for WordPress support and get it.

☒ Enable CDN Support

Off-site URL:
The new URL to be used in place of http://localhost/test1 for rewriting please.
 Example: http://cdn.localhost/test1/wp-includes/js/prototype.js

Include directories:
Directories to include in static file matching. Use a comma as the delimiter.
 wp-content, wp-includes, which will be enforced if this field is left empty.

Exclude if substring:
Excludes something from being rewritten if one of the above strings is found.
 Use a comma as the delimiter like this: .php, .flv, .do, and always (default).

Additional CNAMEs:
These CNAMEs will be used in place of http://localhost/test1 for rewriting off-site URL (above). Use a comma as the delimiter. For pages with a lot of static files, this can improve browser performance. CNAMEs may also be configured on your CDN.
 Example: http://cdn1.localhost/test1, http://cdn2.localhost/test1, http://cdn3.localhost/test1

☐ Skip https URLs to avoid "mixed content" errors

Refresh preloaded cache files every minutes. (0 to disable, minimum 30 minutes.)

☒ Preload mode (garbage collection only on legacy cache files. Recommended.)

☒ Preload tags, categories and other taxonomies.

☐ Send me status emails when files are refreshed.

☐ Many emails, 2 emails per 100 posts.

☐ Medium, 1 email per 100 posts.

☒ Less emails, 1 at the start and 1 at the end of preloading all posts.

Regenerate Thumbnails

Regenerate Thumbnails allows you to regenerate the thumbnails for your image attachments. This is very handy if you've changed any of your thumbnail dimensions (via Settings -> Media) after previously uploading images or have changed to a theme with different featured post image dimensions.

You can either regenerate the thumbnails for all image uploads, individual image uploads, or specific multiple image uploads.

Regenerate Thumbnails

Please be patient while the thumbnails are regenerated. This can take a while if your server is slow (inexpensive hosting) or if you have many images. Do not navigate away from this page until this script is done or the thumbnails will not be resized. You will be notified via this page when the regenerating is completed.

77.8%

[Abort Resizing Images](#)

Debugging Information

Total Images: 9
Images Resized: 7
Resize Failures: 0

1. "GTAIV 2010-07-26 02-11-05-67" (ID 976) was successfully resized in 2.728 seconds.
2. "GTAIV 2010-07-26 02-08-23-24" (ID 975) was successfully resized in 2.474 seconds.
3. "GTAIV 2010-07-26 02-07-22-92" (ID 974) was successfully resized in 2.608 seconds.
4. "GTAIV 2010-07-26 02-06-34-10" (ID 973) was successfully resized in 2.473 seconds.
5. "GTAIV 2010-07-10 20-27-12-55" (ID 972) was successfully resized in 2.706 seconds.
6. "GTAIV 2010-07-10 20-26-24-72" (ID 971) was successfully resized in 2.780 seconds.
7. "GTAIV 2010-07-10 20-26-13-34" (ID 970) was successfully resized in 2.596 seconds.

The plugin at work regenerating thumbnails

Media Library [Add New](#)

All (27) | **Images** (25) | **Unattached** (18)

Bulk Actions [Apply](#) Show all dates [Filter](#)

File
GTAIV 2010-07-26 02-11-05-67 PNG Edit Delete Permanently View Regenerate Thumbnails

You can resize single images by hovering over their row in the Media Library

Media Library [Add New](#)

All (27) | **Images** (25) | **Unattached** (18)

Bulk Actions [Apply](#) Show all dates [Filter](#)

<input type="checkbox"/>		GTAIV 2010-07-26 02-11-05-67 PNG
<input checked="" type="checkbox"/>		GTAIV 2010-07-26 02-08-23-24 PNG
<input checked="" type="checkbox"/>		GTAIV 2010-07-26 02-07-22-92 PNG
<input checked="" type="checkbox"/>		GTAIV 2010-07-26 02-06-34-10 PNG

You can resize specific multiples images using the checkboxes and the "Bulk Actions" dropdown

Advanced Custom Fields

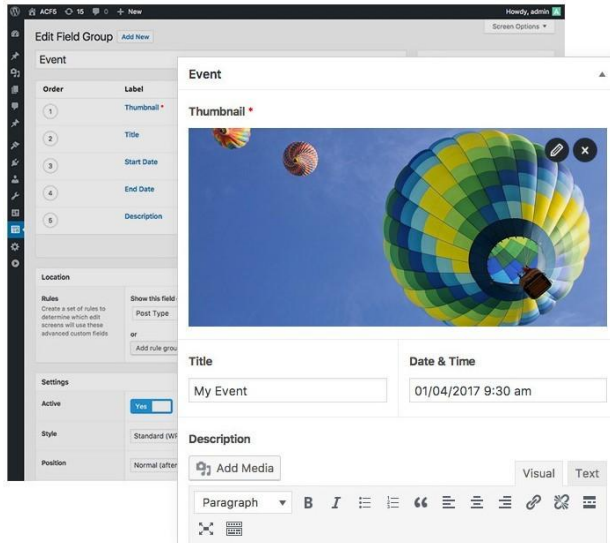
Use the Advanced Custom Fields plugin to take full control of your WordPress edit screens & custom field data.

Add fields on demand. Our field builder allows you to quickly and easily add fields to WP edit screens with only the click of a few buttons!

Add them anywhere. Fields can be added all over WP including posts, users, taxonomy terms, media, comments and even custom options pages!

Show them everywhere. Load and display your custom field values in any theme template file with our hassle free developer friendly functions!

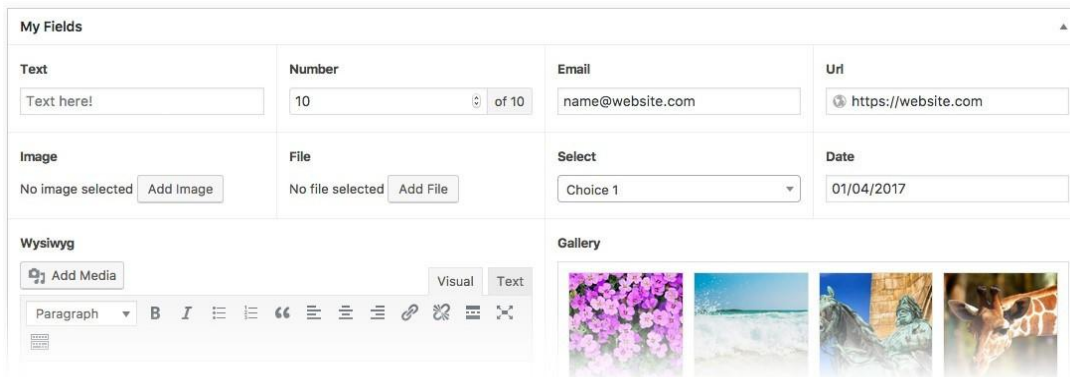
Simple & Intuitive



Made for developers



All about fields



Advanced Custom Fields is a WordPress plugin which allows you to add extra content fields to your WordPress edit screens. These extra content fields are more commonly referred to as Custom Fields and can allow you to build website faster and educate your client's quicker.

Field Types

<p>Text Basic</p>	<p>Textarea Basic</p>	<p>Range Basic</p>	<p>Checkbox Choice</p>
<p>Radio Button Choice</p>	<p>Select Choice</p>	<p>True / False Choice</p>	<p>Button Group Choice</p>
<p>File Content</p>	<p>Gallery Content</p>	<p>Image Content</p>	<p>oEmbed Content</p>
<p>Wysiwyg Editor Content</p>	<p>Color Picker jQuery</p>	<p>Date Picker jQuery</p>	<p>Date Time Picker jQuery</p>
<p>Google Map jQuery</p>	<p>Time Picker jQuery</p>	<p>Clone Layout</p>	<p>Flexible Content Layout</p>
<p>Group Layout</p>	<p>Repeater Layout</p>	<p>Tab Layout</p>	<p>Link Relational</p>
<p>Page Link Relational</p>	<p>Post Object Relational</p>	<p>Relationship Relational</p>	<p>Taxonomy Relational</p>

Insert PHP

Run PHP code inserted into WordPress posts and pages.

The PHP code is between special tags (“`[insert_php]`” instead of “`<?php`” and “`[/insert_php]`” instead of “`?>`”).



The PHP code runs as the page is sent to the browser. Output of the PHP code is published directly onto the post or page where the PHP code between the special tags is located.

The code between the tags must be complete in and of itself. References to variables or code blocks outside the area between the tags will fail. See the “more information” URL for an explanation of this.

Examples of use:

- ❑ Publish local time (users’ computer clock settings being unreliable).
- ❑ Insert output of a PHP script, or just to run a script whether or not it generates output.
- ❑ Check/manipulate cookies or other actions that JavaScript can accomplish when using JavaScript is undesirable.

PHP Code Widget

The normal Text widget allows you to insert arbitrary Text and/or HTML code. This allows that too, but also parses any PHP code in the text widget and executes it.

This can make it easier to migrate to a widget-based theme. However, this plugin should not be used long term, as anybody with access to edit the widgets on your site will be able to execute arbitrary PHP code.

All PHP code must be enclosed in the standard php opening and closing tags (`<?php` and `?>`) for it to be recognized and executed.

Only users with the `unfiltered_html` role will be allowed to insert unfiltered HTML. This includes PHP code, so users without admin or editor permissions will not be able to use this to execute code, even if they have widget editing permissions.

The widgets screen showing a PHP code widget in use.

The output of the widget on the site.

Test
 PHP Code below will run:
 testing!
 See?

