

A dark, moody landscape photograph of a mountain range. The scene is dominated by dark, rugged peaks in the background, partially obscured by thick, low-hanging clouds or fog. In the foreground, there are dark, rocky slopes and what appears to be a frozen body of water or a snowfield. The overall atmosphere is mysterious and dramatic.

Wordpress for the  
webmasters

# Presentation



WEBDESIGN  
FRONT-END DÉVELOPPEMENT  
FORMATION

Teaching : Wordpress / Design / SEO

Communication / Design  
10 years of experience

Web design / Web development  
14 years of experience

# Wordpress origins

Born in 2003

Created by Matthew Mullenweg  
by the Automattic company

Built based on B2 created by Michel Valdrighi  
in 2001

<https://codex.wordpress.org/History>

2013



# Strengths

In 2009 -> “the best Open Source CMS Award.”  
Support 120 languages

Open source = Very strong community

Very good ecosystem = stability

Tons of resources / plugins

Free !

SEO Friendly

# CMS ?

acronym of « content management system » =  
A web-app that you can use to update the content and  
appearance of your website.

All the contents and preferences are stored in a database.

- Accessible online (hidden url)
- Access rights management (permissions)
- Site content management without touching the code
- Associated to an ecosystem (updates and plugins)

# Competition

Drupal

Joomla (not so good)

ExpressionEngine (not free)

Spip (laugh)

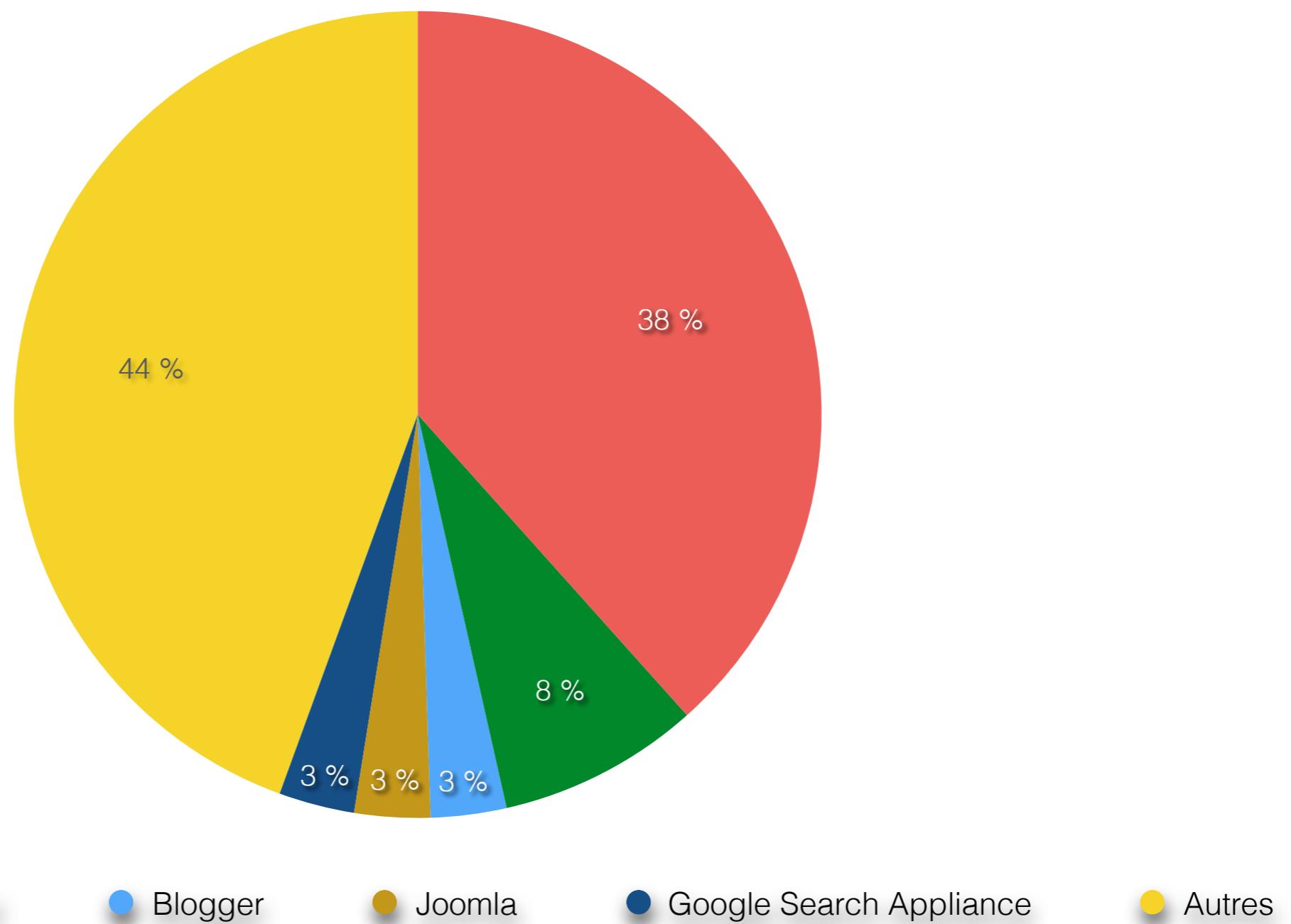
Typepad (quite dead)

Dotclear (« 1999 called, they want their CMS back! »)

...

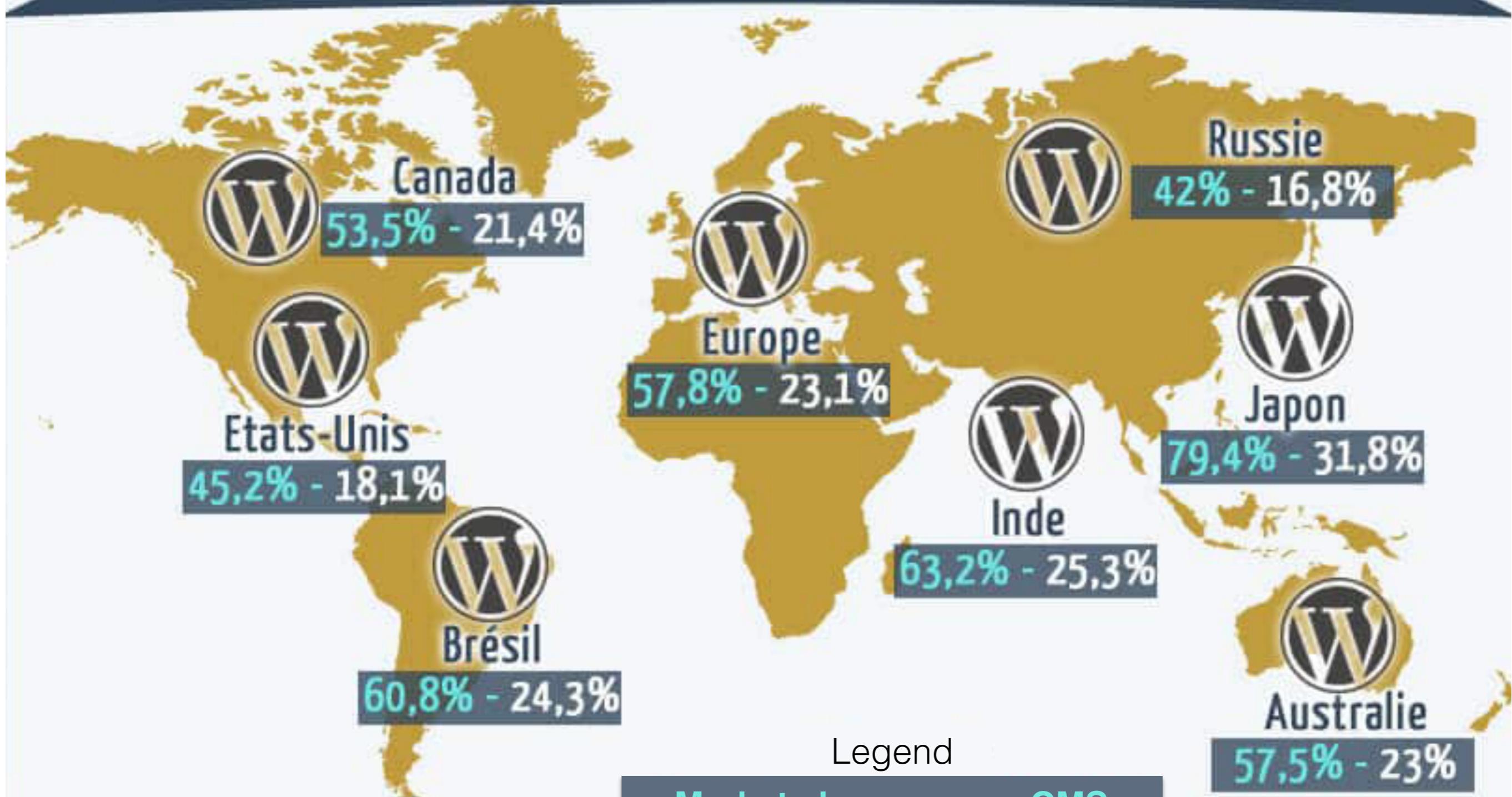
# CMS Usage stats

top 100 worldwide websites



<http://trends.builtwith.com/cms>

IN 2017 Wordpress represents 28% of the world's websites

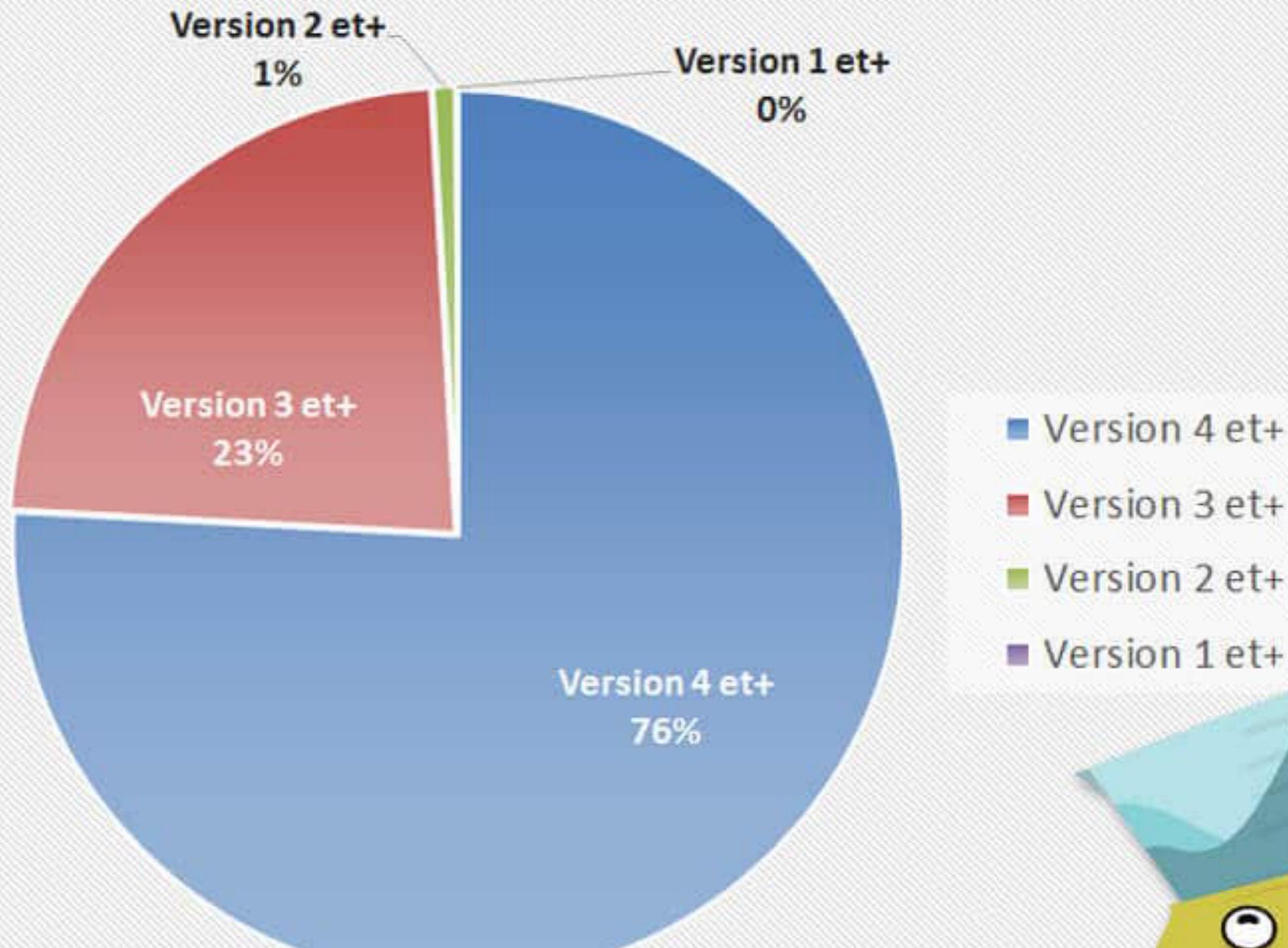


Legend

Market share among CMS

Market share among Internet

## What versions of Wordpress are online ?



# For what type of website ?

At the beginning, a blog engine  
[wordpress.com](https://wordpress.com)

Then it was hacked to become a real CMS  
[wordress.org](https://wordpress.org)

With some specifics plugins/versions:  
woocommerce (ecommerce) -> acquired by Automattic  
<https://buddypress.org> (social network)  
<https://bbpress.org> (forum)

# Wordpress powered

<http://techcrunch.com>

<http://www.newyorker.com>

<http://www.starwars.com>

<http://www.beyonce.com>

<https://group.renault.com>

<http://tout-metz.com>

<http://www.kl-architectes.fr>

<http://www.nomades.tv>



Wordpress into practice

# Official Websites

[wordpress.com](https://wordpress.com)

[wordpress.org](https://wordpress.org) / <http://wordpress-fr.net>

<http://codex.wordpress.org>

# Tuts/blogs about WP

## **Tuts in français:**

<http://wpformation.com>

<http://wordpress-tuto.fr>

<https://wpmarmite.com>

<http://wordpress-tuto.fr>

## **In english:**

<https://digwp.com>

<http://www.wpbeginner.com>

<https://www.wp101.com>

<http://plugintable.com>

<https://www.smashingmagazine.com>

## **Help for coding:**

<https://wphierarchy.com>

<http://www.wffunction.me>

<http://wpsnipp.com>

<http://wp-snippets.com>

<http://generatewp.com>

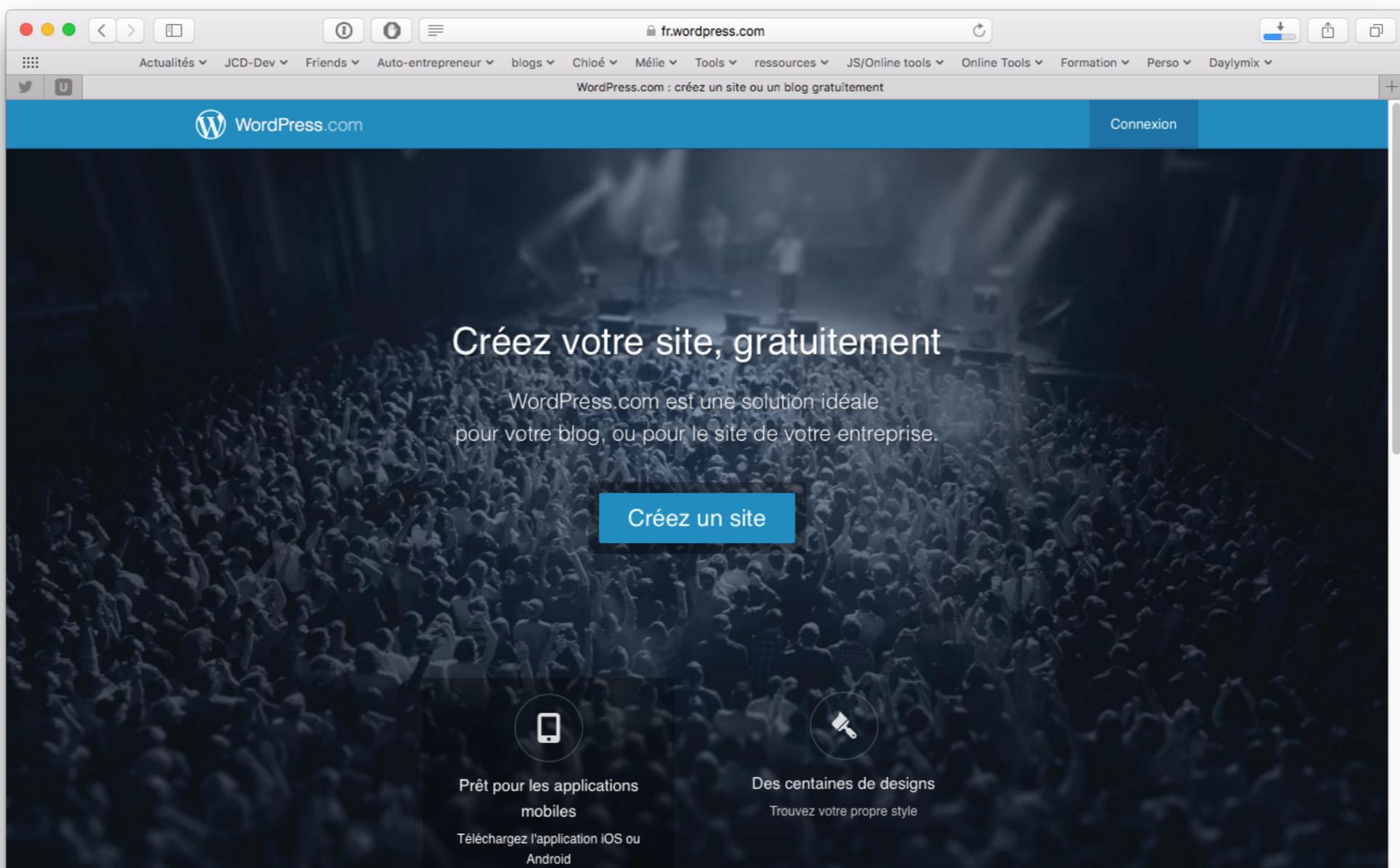
A dark, grainy image of a mountain range with a bright sun in the background.

Wordpress.com

# An easy solution =

- becomes paying when you want your own domain name
  - your data belong to Wordpress
  - Choices are restricted

wordpress.com





Wordpress.org

# Install Wordpress

Download on <https://wordpress.org>

- Needs Apache, MySQL, PHP
- Install Wordpress locally  
(with Xampp / Mamp or WampServer)
- Server install with an FTP client

# Install Steps

Copy files to the server

Create a database / user with access to this database

Go to your `http://<wordpress-website>`

Follow instructions of the assistant

Login to the admin :

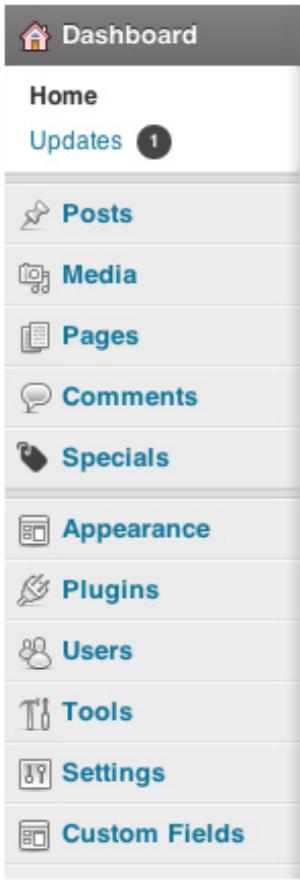
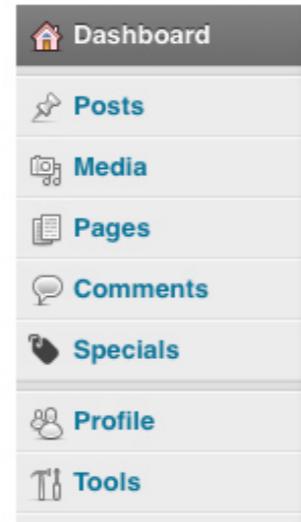
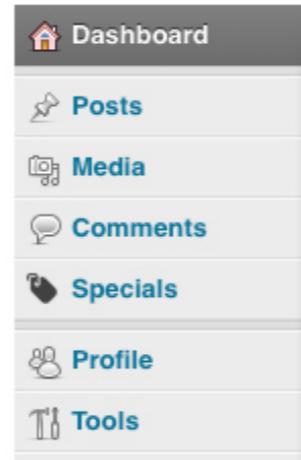
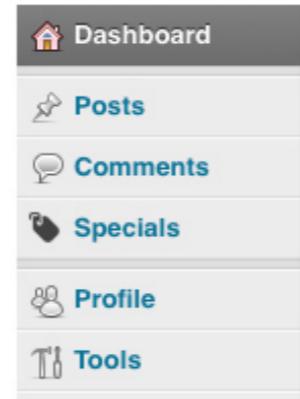
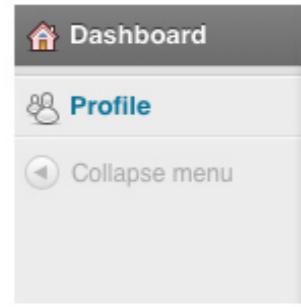
**`http://<wordpress-website>/wp-admin/`**

# Basic settings

- Date time
- Permalinks
- Home / blog page options
- Comments management
- Subscribers management
- Theme choice
- Theme options,
- Widgets, Menus, Plugins

# Users and roles

Different type of Wordpress users and their roles

administrator	editor	author	contributor	subscriber
 The administrator dashboard menu includes: Home, Updates (1), Posts, Media, Pages, Comments, Specials, Appearance, Plugins, Users, Tools, Settings, and Custom Fields.	 The editor dashboard menu includes: Posts, Media, Pages, Comments, Specials, Profile, and Tools.	 The author dashboard menu includes: Posts, Media, Comments, Specials, Profile, and Tools.	 The contributor dashboard menu includes: Posts, Comments, Specials, Profile, and Tools.	 The subscriber dashboard menu includes: Profile and Collapse menu.

# **≠ types of contents**

## **Static Pages vs Posts**

Pages = static (not dated)

Posts = dated, ordered by categories and tags

## **Archives pages and taxonomies**

Search,

Month archives, Categories archives, tags archives, Author archives...

## **Médias pages, attachements**

# Pages

- Static
- Hierarchical / Sub-page
- Custom display order
- Not displayed in the RSS feed
- No tag or category

# Post

- Dynamic
- Ordered automatically by date (reverse)
- Tags / Categories
- Displayed in the RSS feed

# Customization

Themes

Widgets

Menus

Shortcodes

Plugins

# Themes

## **Elaborated and styled Themes**

Free themes:

<https://athemes.com/collections/free-wordpress-themes/>

Premium themes:

Jupiter, Avada, Porto, Karma, Divi...

<http://themeforest.net>

<http://www.templatemonster.com>

<https://creativemarket.com>

...

# Themes

## **Blank themes**

Evolve

<https://theme4press.com/evolve-multipurpose-wordpress-theme/>

Skeleton

[https://github.com/simplethemes/skeleton\\_wp](https://github.com/simplethemes/skeleton_wp)

Bones

<http://themble.com/bones/>

Sage

<https://roots.io/sage/>

# Plugins

## **Forms :**

<http://contactform7.com>

<http://www.gravityforms.com>

## **Administration:**

Page Builder par SiteOrigin ‘siteorigin-panels’

Admin Menu Editor

## **Medias :**

responsive-lightbox

revolution-slider

Enhanced Media Library, Media File Renamer

## **Utilities :**

regenerate-thumbnails

tinymce-advanced

black-studio-tinymce-widget

woosidebars

breadcrumb-navxt

## **Translation :**

<https://wpml.org/>

<https://polylang.pro> (free version available)

## **Migration, backup :**

wp-migrate-db-pro

duplicator

## **Custom fields :**

<https://www.advancedcustomfields.com>

## **Referencing, redirection, SEO :**

[https://wordpress.org/plugins/safe-redirect-  
manager/](https://wordpress.org/plugins/safe-redirect-manager/)

<https://fr.wordpress.org/plugins/wordpress-seo/>

[http://wpformation.com/google-analytics-  
wordpress/](http://wpformation.com/google-analytics-wordpress/)

## **Security :**

<https://wordpress.org/plugins/login-lockdown/>

<https://wordpress.org/plugins/sucuri-scanner/>

[https://wordpress.org/plugins/all-in-one-wp-  
security-and-firewall/](https://wordpress.org/plugins/all-in-one-wp-security-and-firewall/)

<https://wordpress.org/plugins/better-wp-security/>

## **Optimization :**

WP Super Cache, DB Cache Reloaded

wp-optimize, WP-Rocket

# Well choose your plugins !

Always check for popularity (⭐⭐⭐⭐⭐)

Check the plugin compatibility with your version of WP  
Deploy on a local server environment before to use it in production

- Use security scanner plugins on your WP installation
  - register to Wordpress security alerts mailing lists

-> <https://blog.sucuri.net>

# WP security checklist

Backup !

(-> duplicator, BackupBuddy,  
BackUpWordPress, Vaultpress...)  
Or with your hosting company

Make use of secure passwords

Change Database Table prefix

Block Apache Directory reading/listing

Don't use default 'admin' username

Mask Wordpress' meta datas available in the head and in the readme.html file that gives informations about your Wordpress version

Only use secure and known plugins

Use a .htaccess rule to protect access to the wp-config.php file

```
<FilesMatch ^wp-config.php$>
  deny from all
</FilesMatch>
```

Configure the correct Unix rights for files and folders :

```
chown -R www-data:www-data .
find . -type f -exec chmod 644 {} +
find . -type d -exec chmod 755 {} +
chmod 644 wp-config.php
```

Hide connexion errors (in your function.php file)

```
add_filter('login_errors',create_function(
  '$a', "return null;"));
```

Check your version of PHP and Apache and the security of your Server



INTERACTIVE STRATEGY / BRANDING / WEBDESIGN

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