# Wordpress

## 1. Content Management System (CMS)

Content Management System (CMS) can be defined as a tool or software program containing a set of interrelated programs used for creating and managing different digital or online content. Some famous examples of CMS software are **WordPress,Joomla, Drupal, TYPO3**, etc. The typical use of CMSes are in two areas:

1. **Enterprise Content Management (ECM) and**
2. **Web Content Management (WCM)**

In the majority of the cases, it can support many users, letting them work in the association. For example, WordPress makes it possible in creating many administrative users, where each one has different privileges hence making the work progress in parallel. Content management systems also comprise of text as well as the layout and design feature like the facility to upload multimedia content like photos, videos, audio, maps, or even any source code.

Components of Content Management System

A content management system is composed of 2 major components. These are:

- A content management application (CMA) is a graphical user interface that allows its user to create, delete, modify, and publish content even without the knowledge of HTML or other programming languages that are necessary to create web pages.
- A content delivery application (CDA) is responsible for the back-end services. It manages as well as delivers content after framed in the CMA.

Features of Content Management System

- User Management: This permits the management of user information like the roles of different users allotted to work simultaneously, such as creating or deleting the user, change the username, password, and other related information.
- Theme System: This allows us to modify the site view as well as functionality using stylesheets, images, and templates.
- Extending Plugins: Different plugins are offered, which gives custom functionalities and features to create the CMS site.
- Search Engine Optimization: It is embedded with a lot of search engine optimization (SEO) tools making content SEO more straightforward.

- Media Management: is used for managing the media files and folder, with uploading media contents easy and effortless.
- Multilingual: Translation of the language, as preferred by the user, is possible through CMS.

Advantages of Content Management System

- Most of the CMS is open source and is available for free.
- Easy and quick uploading of media files can be done.
- Several SEO tools make on-site SEO simpler.
- Easy customization is possible as per the need of the user.
- It can modify CSS files as per the design needed by the user.
- Many templates and plugins are available for free. Customization of plugins is also possible.
- Content editing is also more comfortable as it uses the WYSIWYG editor.

Disadvantages of Content Management System

- CMS software needs a time-to-time update, and hence the user needs to look out for updated version.
- The use of different plugins can make your website heavy and challenging to run.
- CMS hosting is quite expansive.
- PHP knowledge is required to modify or change the WordPress website.

## 2. History of Wordpress

On May 27, 2003, WordPress got released officially by its founders Matt Mullenweg and Mike Little. Before that, the b2/cafelog was widely used as a blogging tool that got launched in 2001 by a French developer Michel Valdrighi. PHP, along with MySQL, was used for developing the b2. This tool was mainly meant for writing blogs.

B2 used MySQL for managing databases that offer a search option in the middle of the blogs residing in the database. It was licensed under GPL as an open-source tool, but it had an unmaintained site.

**How Wordpress come to Origin**

WordPress, being the successor and source-code extracted from b2/cafelog, was founded by

Mike Little along with Matt Mullenweg. Matt Mullenweg, who was a son of a software engineer,

and a user community member of b2, installed b2 in his system for his personnel use in the year 2002.

As Michel Valdrighi stopped providing updates of b2, Matt was determined to fork the tool b2 and make it more prominent for his blogging. He wrote a blog where he announced to fork the source-code of b2, and Mike Little replied affirming that he is will join Matt in forking and work together. Later, they formed a team of developers, and fewer than ten team members succeeded in creating their own version of WordPress on April 1, 2003, and the name of the WordPress was suggested by Christine Selleck Tremoulet, a friend of Matt.

Releases of WordPress

It was the very first version of WordPress, i.e., version 0.7, which got released on May 27, 2003. A subsequent version was again released in January 2004, called the Davis version of WordPress. After few months of the release of WordPress, b2++ was developed by Donncha O Caoimh from Ireland and Francois planque from France. But, due to multiple forking done on b2, on 29th May 2003, Michel was sure to make WordPress the official division of b2.

Today's WordPress

WordPress is now the most popular CMS tool and is expanding day by day. New features are getting incorporated in each subsequent version. At present, it is the leading and widely used self-hosted blogging tool in the world having more than millions of users using it on a daily basis.

WordPress Licensing

The popular and widely used WordPress has been licensed under GPLv2, which is abbreviated as GNU General Public License (Richard Stallman designed GNU software) that makes it free of charge and is also open-source software. The predecessor blogging tool from where WordPress originated, i.e., b2/cafelog, was also licensed under GPLv2. Every copy of WordPress contains a

license with it. Making WordPress license under GPL allows the freedom to install, modify, and distribute its source-code to others, also making it flexible enough to use.
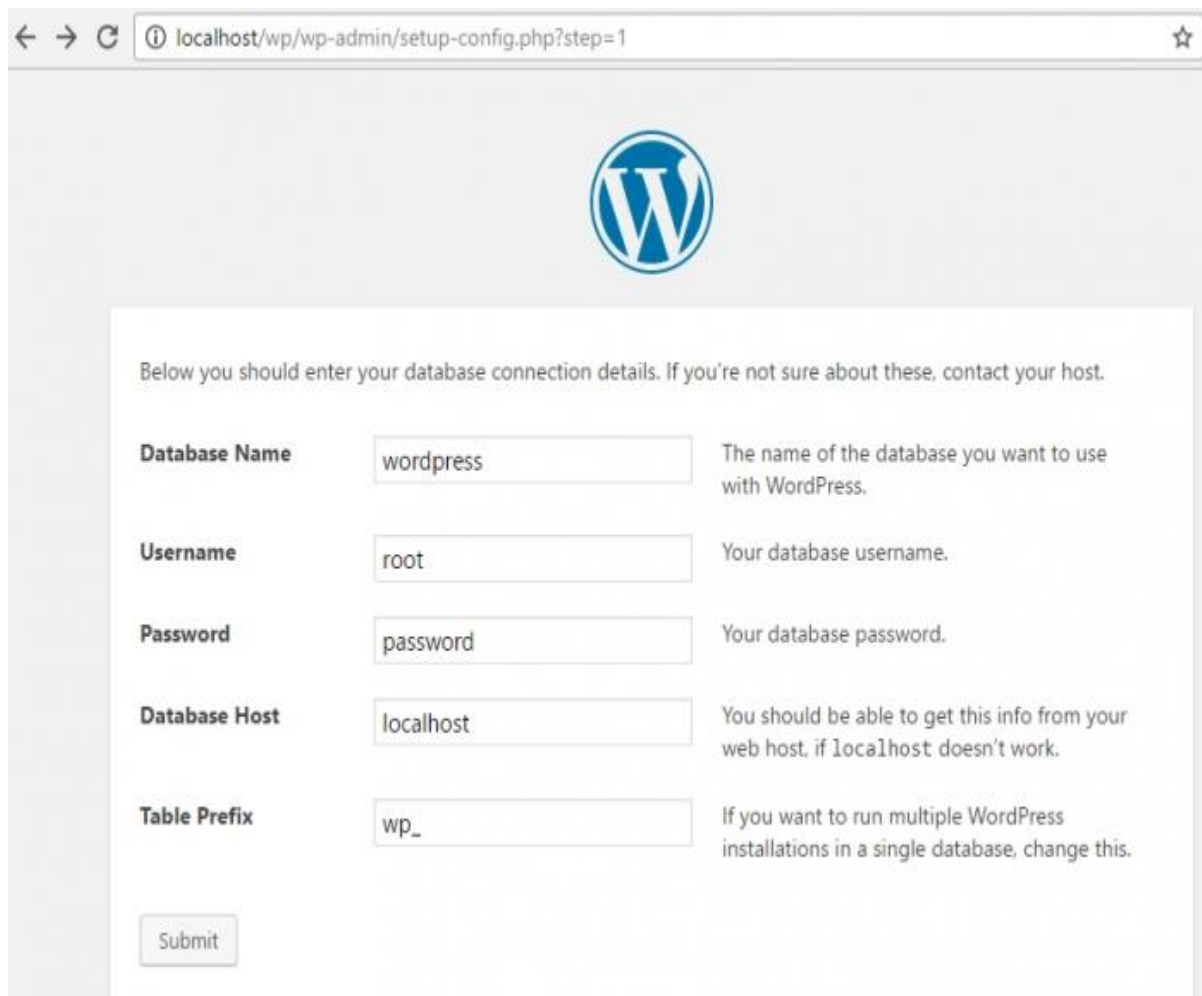
### 3. **Installation of a WordPress**

- First, you required extracting downloaded WordPress and upload into your localhost or web server project folder.
- You required to open your web browser and navigate the URL of WordPress folder path (In case of localhost URL will be http://localhost/wordpress_project_folder_name).
- WordPress installation requires an empty MySQL database, so you needed to create it before.
- WordPress Setup wizard will ask you initial information about the website, which is mentioned below.

Step 1: The WordPress installation setup will ask you about the language preference on the first step. Here you have to choose the language of your choice and press Continue.
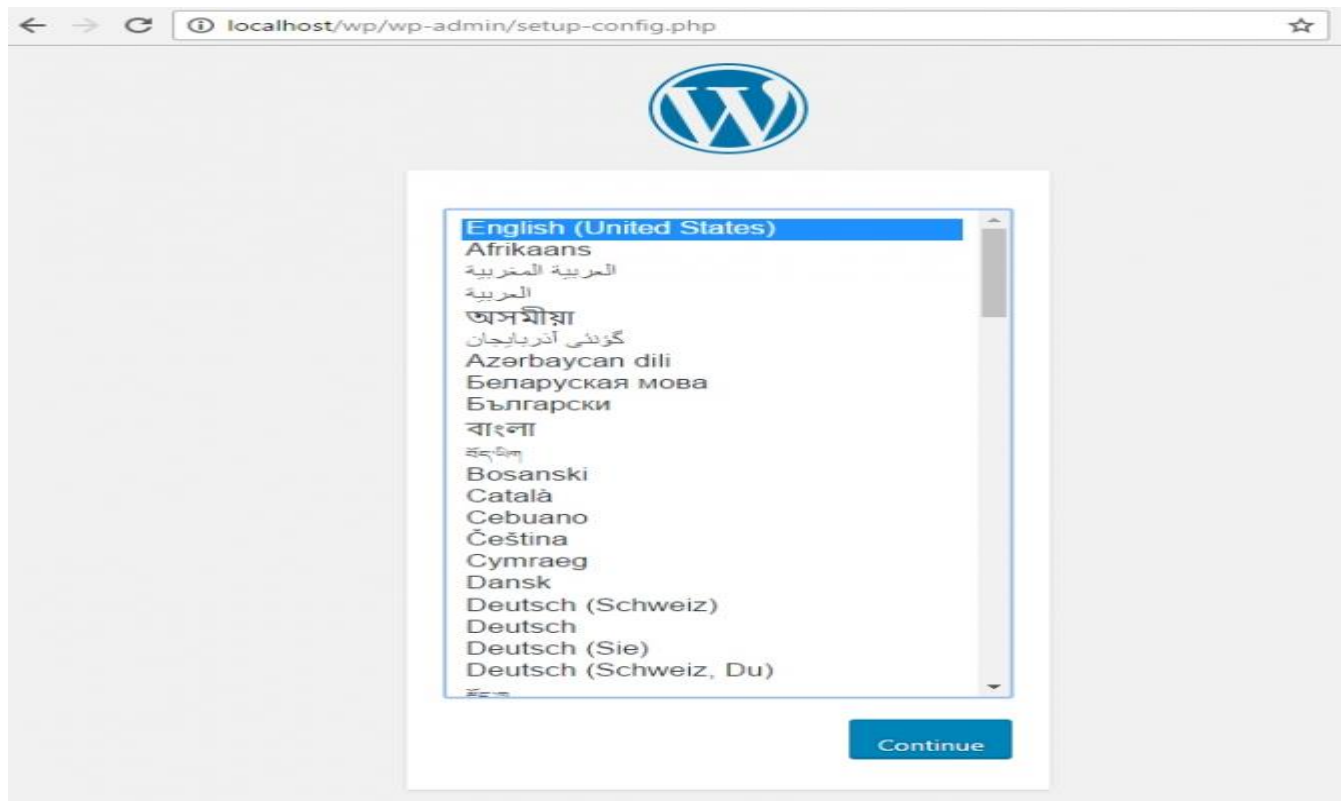


- Step 2: Installation second stage provides info about required information before proceeding.

- Step 3: In this installation steps, you have to provide MySQL database connection credentials. It will ask for entering the information related to the MySQL database. Here is the list of fields that the screen will be asking you to insert:

- Database Name: This will be the name of the database that you have already created in the MySQL database to use WordPress.

- Username: It will be the user name data for your database.

- Password: Here, you have to enter the password for your MySQL database.

- Database Host: is where you have to insert the hostname which will be by default as "localhost".

- Table Prefix: is implemented to add prefixes in the database tables which help in running multiple sites on the same database.

- Once you provide all the information, press the Submit button.
- Step 4: The installation setup checks the authentication of database credentials and provides you with a confirmation.
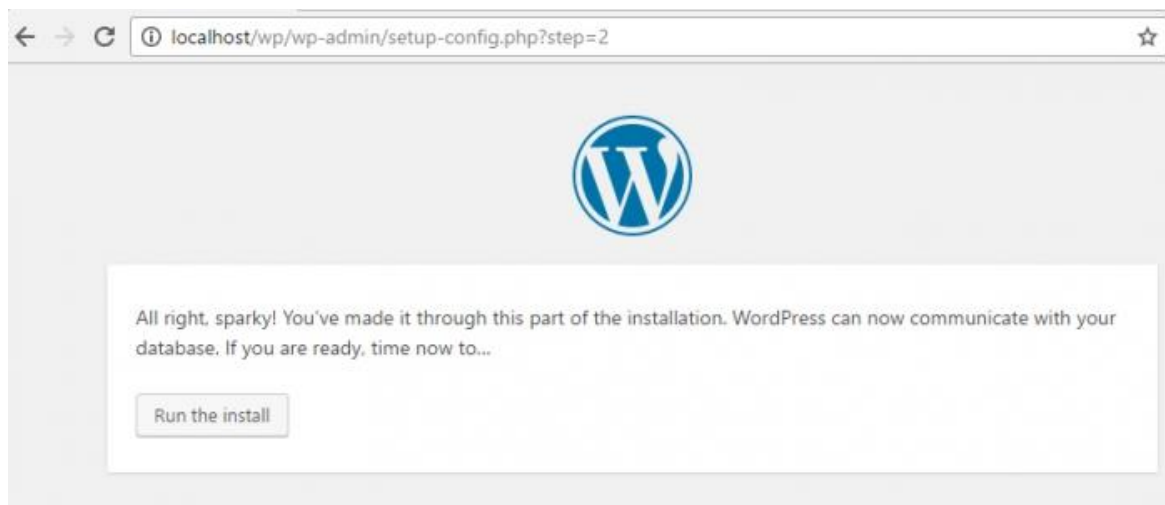


- If you have provided the correct MySQL credentials, a new screen will come up with the option "Run the Install".
- Click that "Run the Install" button.
- Step 5: This is the final step, where you have to provide site admin information.
- Enter the administrative information which will be having the following the field:
- Title of the site
- Username
- Password
- Your Email address
- Check-box to allow search engines to index the site.

Once you fill the data, click the "Install WordPress".

- Step 6: Now, the admin panel will come up with a login screen. Enter the username and password you have chosen in the previous screen and login.
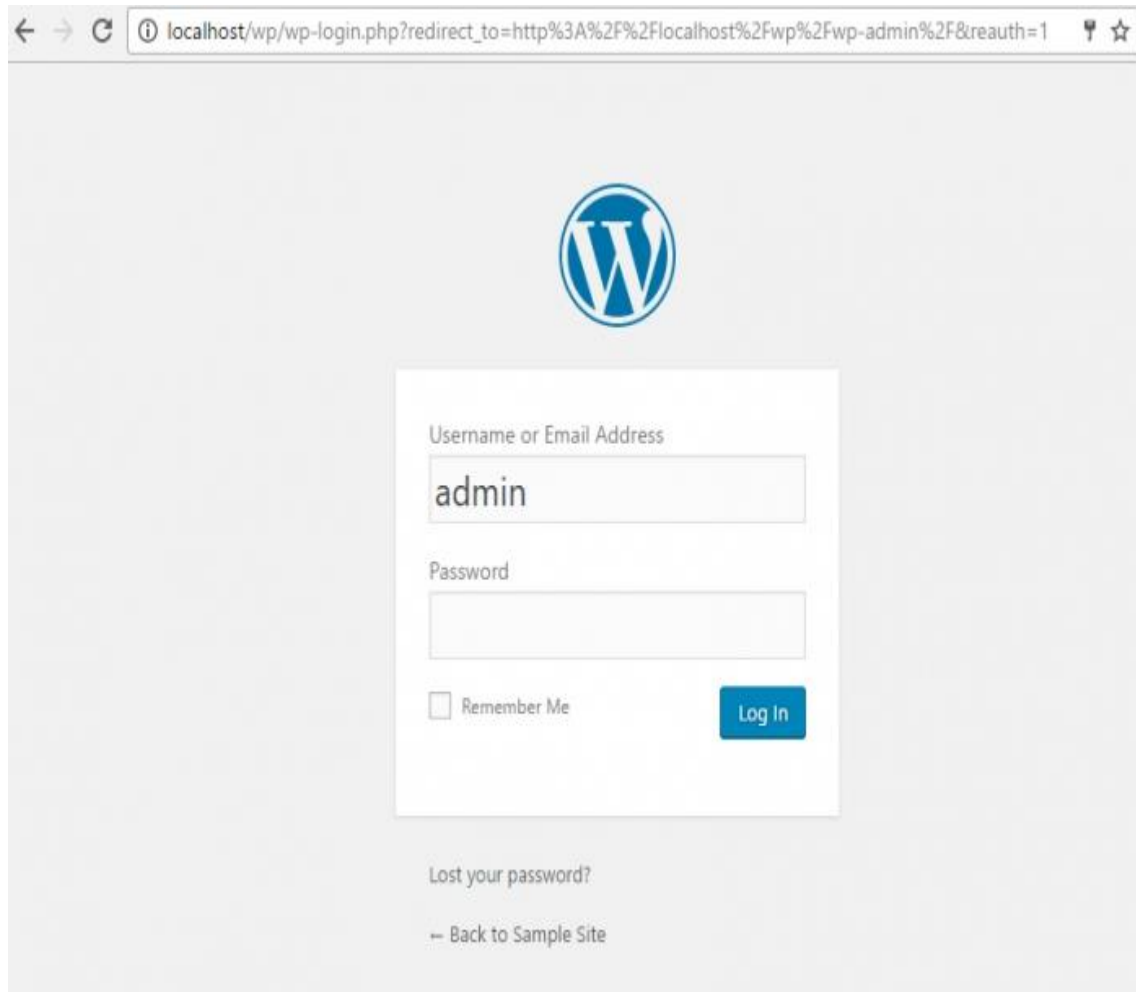


That's it; you have successfully installed WordPress.

Modifying Settings and Managing User Roles

WordPress uses the concept of roles that are assigned using the Users, which gives the site owner the ability to control what users can or cannot perform within site. A site owner can handle the user access to different roles such as Writing and Editing posts, Creating Posts and Pages, manage categories, control comments, organizing plugins, managing themes, along with administrating other users by merely assigning particular roles to each of the users.

## 4. What is a Theme?

A WordPress theme changes the design of your website, often including its layout. Changing your theme changes how your site looks on the front-end, i.e. what a visitor sees when they browse to your site on the web. There are thousands of free WordPress themes in the WordPress.org Theme Directory, though many WordPress sites use custom themes.

What can themes do? **#What can themes do?**

Themes take the content and data stored by WordPress and display it in the browser. When you create a WordPress theme, you decide how that content looks and is displayed. There are many options available to you when building your theme. For example:

- Your theme can have different layouts, such as static or responsive, using one column or two.
- Your theme can display content anywhere you want it to be displayed.
- Your theme can specify which devices or actions make your content visible.
- Your theme can customize its typography and design elements using CSS.
- Other design elements like images and videos can be included anywhere in your theme.

WordPress themes are incredibly powerful. But, as with every web design project, a theme is more than color and layout. Good themes improve engagement with your website's content *in addition* to being beautiful.

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What are themes made of? **#What are themes made of?**

At their most basic level, WordPress themes are collections of different files that work together to create what you see, as well as how your site behaves.

Required files #Required files

There are only **two files absolutely required in a WordPress** theme:
1. index.php – the main template file
2. style.css – the main style file

Though not required, you may see additional files in a theme's folder including:

- PHP files – including template files
- Localization files
- CSS files
- Graphics
- JavaScript
- Text files – usually license info, readme.txt instructions, and a changelog file

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What is the difference between a theme and a plugin? **#What is the difference between a theme and a plugin?**

It is common to find cross-over between features found in themes and plugins. However, best practices are:

- a theme controls the *presentation* of content; whereas
- a plugin is used to control the behavior and features of your WordPress site.

**Any theme you create should not add critical functionality.** Doing so means that when a user changes their theme, they lose access to that functionality. For example, say you build a theme with a portfolio feature. Users who build their portfolio with your feature will lose it when they change themes.

By moving critical features to plugins, you make it possible for the design of your website to change, while the functionality remains the same.

Themes on WordPress.org **#Themes on WordPress.org**

One of the safest places to download WordPress themes is in the WordPress.org Theme Directory. All themes are closely reviewed, and must meet rigorous theme review guidelines to ensure quality and security.

## 5. WordPress User Roles

Admin assigns different roles to different types of users. WordPress allows the following types of users:

1. Administrator: is the one having complete authority over the website, right from adding new posts to deleting existing posts. The administrator can change the current appearance and look of the site, as well as passwords and other account details.

2. Editor: are those who deal with the content creation for a site. They are given adequate right to add, delete, publish, or edit different posts and their associated comments.

3. Author: are those who deal with their posts such as creating, deleting, publishing, editing, and uploading videos as well as files. They also have the right to delete their posts, even when they are published. Categorizing their posts and adding tags can also be done by them. But they are not permitted to add any page or modify them.

4. Contributor: does not have the right to make public their post, content, or page. They usually send their post to the administrator for review. They even don't possess the right to upload files like images or videos to their posts.

5. Subscriber: are subscribed to your site and can log in and update their profile as well as read all public posts. Also, they can update their passwords and other subscriber details.

6. Followers: are not given any right and can only read or comment on different posts. They are signed to receive site and post notifications.

7. Viewer: can only read or comment on a post.

WordPress User

For setting a role for your user, you as an admin have to do the following steps:

1. From your dashboard, go to the Users menu, from the left window pane.
2. Now choose the "Add User" option.
3. Fill the details that you can see on your screen and then click the "Add New User" button.
4. Now, once you are done adding new users, you can see that the username you have given is added to the list of users.

Editing and Deleting Users in WordPress

To edit the users, the steps are:

1. From the WordPress dashboard, go to the Users menu, from the left window pane.
2. Now choose the "All User" option.
3. Now, you will see a screen containing a list of all users.
4. Clicking any particular user will show you the option for Editing and Deleting.
5. Click the Edit | Delete option to either edit or delete that particular selected user.
6. In the case of Delete, you have to press the "Confirm Deletion" button.

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## 6. Defining menus
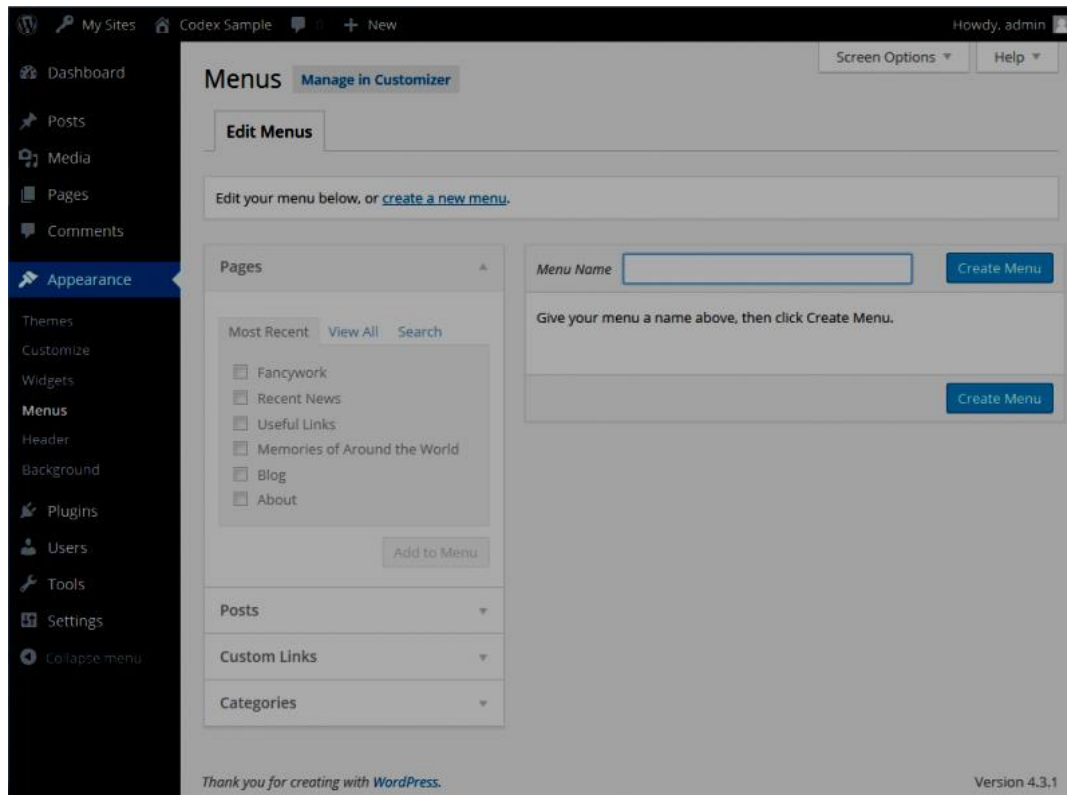


1. Login to the WordPress Dashboard.
2. From the 'Appearance' menu on the left-hand side of the Dashboard, select the 'Menus' option to bring up the Menu Editor.
3. Select **Create a new menu** at the top of the page
4. Enter a name for your new menu in the Menu Name box
5. Click the **Create Menu** button.

   Your new custom menu has now been defined.

Adding Items to a Menu
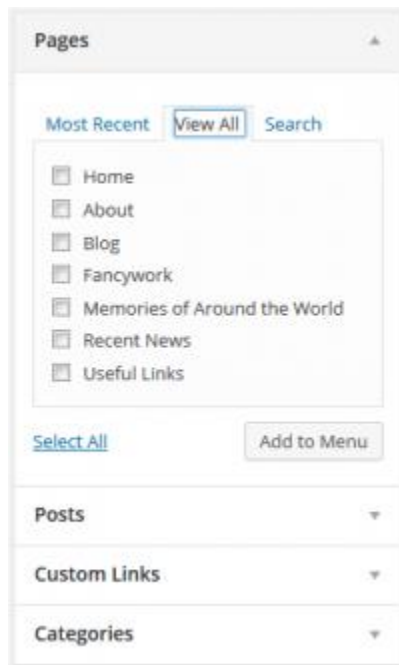


You can add different link types into your menu, these are split between panes left of the menu you're currently editing.

1. Locate the pane entitled **Pages**.
2. Within this pane, select the *View All* link to bring up a list of all the currently published Pages on your site.
3. Select the Pages that you want to add by clicking the checkbox next to each Page's title.
4. Click the **Add to Menu** button located at the bottom of this pane to add your selection(s) to the menu that you created in the previous step.
5. Click the **Save Menu** button once you've added all the menu items you want.
   Your custom menu has now been saved.

**Note** The Screen Options allow you to choose which items you can use to add to a menu. Certain items, like **Tags** are hidden by default.

Deleting a Menu Item



1. Locate the menu item that you want to remove in the menu editor window
2. Click on the arrow icon in the top right-hand corner of the menu item/box to expand it.
3. Click on the *Remove* link. The menu item/box will be immediately removed.
4. Click the **Save Menu** button to save your changes.

Customizing Menu Items

**Navigation Label**

This field specifies the title of the item on your custom menu. This is what your visitors will see when they visit your site/blog.

**Original**

A link to the original source of the menu item (e.g. a link to view the post or page).

Following items are hidden by default. Use Screen Options to show the required fields.

**Title Attribute**

This field specifies the Alternative ('Alt') text for the menu item. This text will be displayed when a user's mouse hovers over a menu item.

**Link Target**

Select "Same window or tab" or "New window or tab" from the pulldown.

**CSS Classes**

Optional CSS Classes for this menu item

**Link Relationship (XFN)**

Allows for the generation of XFN attributes automatically so you can show how you are related to the authors/owners of site to which you are linking. See Link Relationship for details.

**Description**

Description for this link. The description will be displayed in the menu if the current theme supports it.

1. Click on the arrow in the top right-hand corner of the menu item to expand it.
2. Enter the values for the required fields that you want to assign to the item.
3. Click the **Save Menu** button to save your changes.

## Creating Multi-level Menus

When planning the structure of your menu, it helps to think of each menu item as a heading in a formal report document. In a formal report, main section headings (Level 1 headings) are the nearest to the left of the page; sub-section headings (Level 2 headings) are indented slightly further to the right; any other subordinate headings (Level 3, 4, etc) within the same section are indented even further to the right.

The WordPress menu editor allows you to create multi-level menus using a simple 'drag and drop' interface. Drag menu items up or down to change their order of appearance in the menu. Drag menu items left or right in order to create sub-levels within your menu.

To make one menu item a subordinate of another, you need to position the 'child' underneath its 'parent' and then drag it slightly to the right.

1. Position the mouse over the 'child' menu item.
2. Whilst holding the left mouse button, drag it to the right.
3. Release the mouse button.
4. Repeat these steps for each sub-menu item.
5. Click the **Save Menu** button in the Menu Editor to save your changes.

## Adding Your Menu to Your Site

If your current theme supports custom menus, you will be able to add your new menu to one of the **Theme Locations**.

1. Scroll to the bottom of the menu editor window.
2. In the section titled *Theme locations*, click the check box for the location where you want your menu to appear.
3. Click **Save menu** once you've made your selection.



### 7.Adding Widgets in wordpress site

If your Theme supports Theme Customizer then you can use the following Steps. In Theme Customizer, the live preview of changes is available.
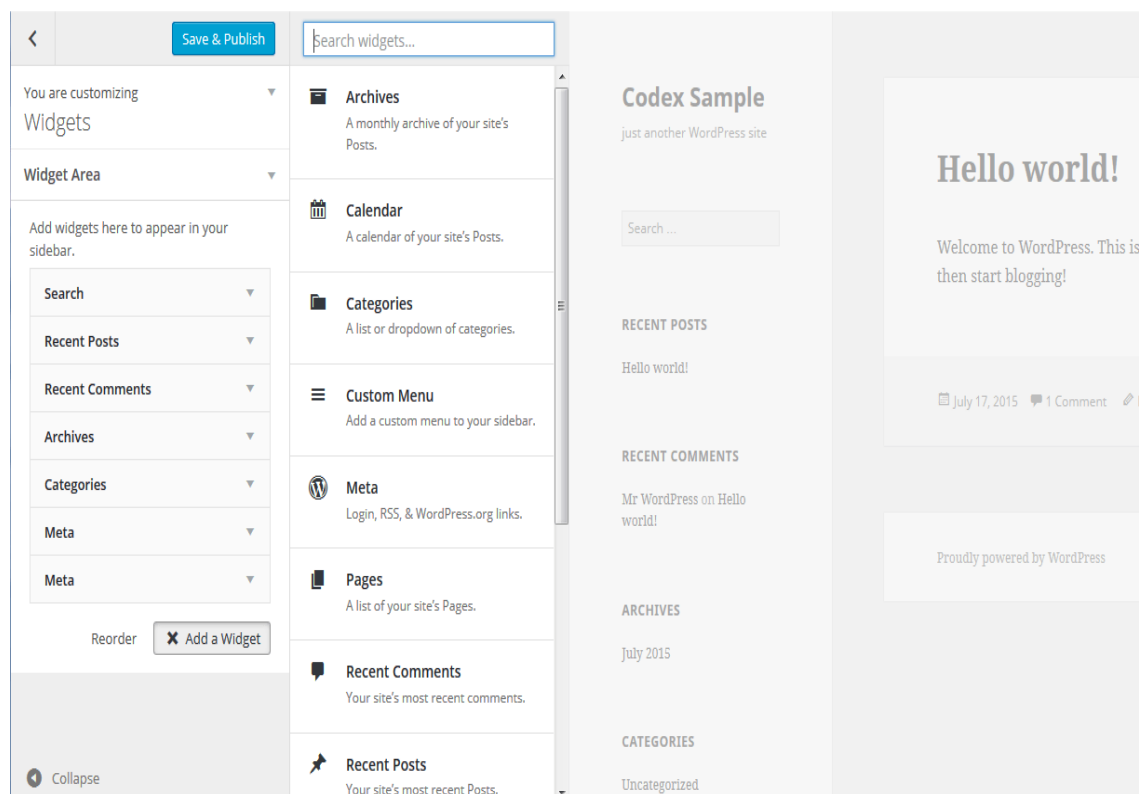
1. Go to **Appearance > Customize** in the WordPress Administration Screens.
2. Click the **Widget** menu in the Theme Customizer to access to the Widget Customize Screen.
3. Click the **down arrow** of Widget Area to list the already registered Widgets.
4. Click Add a Widget button at the bottom of sidebar. It shows the list of available widgets.
5. Click a widget you want to add. The widgets should be added in the sidebar.
6. Preview your site and you should see the content from your new Widget.
7. To arrange the Widgets within the Sidebar, drag and drop the widgets in the order you want or click Reorder link and click up arrow and down allow of each widget and click Done after the arrange operation.
8. To customize the Widget features, click the **down arrow** in the right to expand the Widget's interface.
9. To remove the widget, click **Remove** from Widget's interface in above step.

If your Theme does not support Theme Customizer then you can use the following conventional steps:
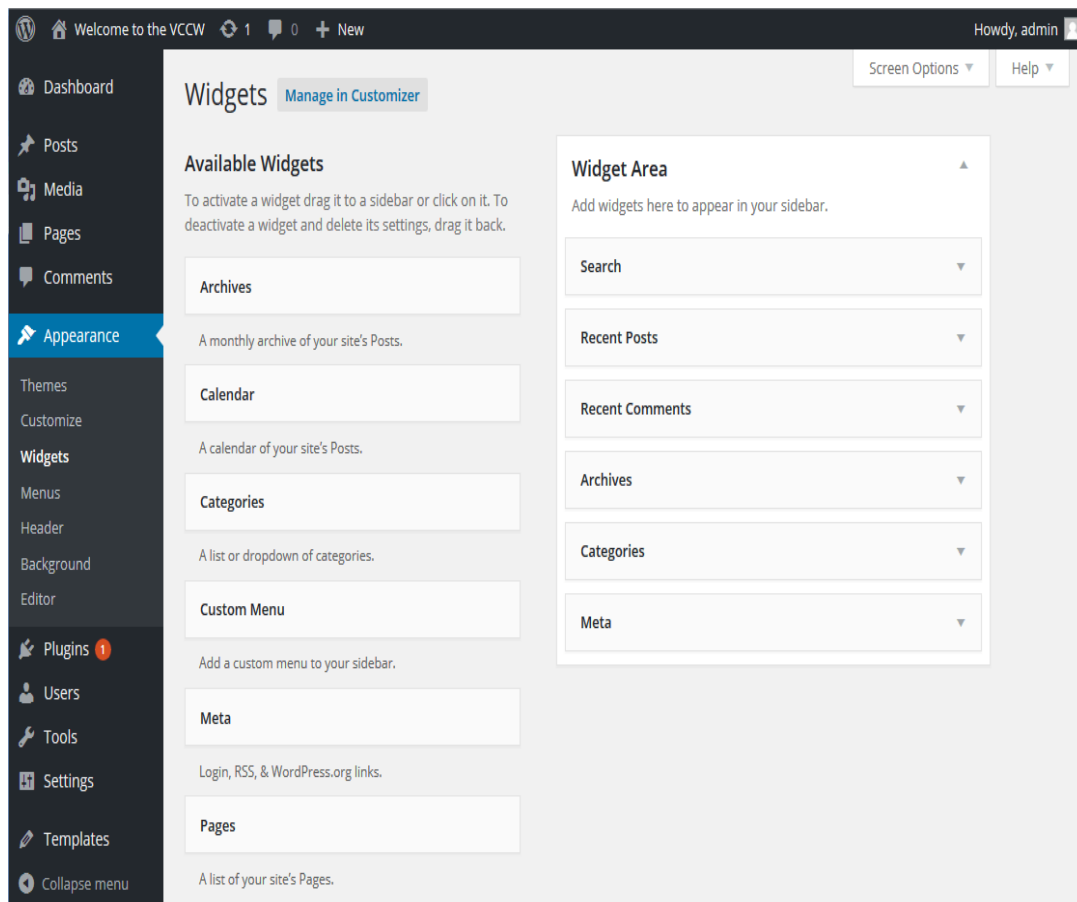


1. Go to **Appearance > Widgets** in the WordPress Administration Screens.
2. Choose a Widget and either drag it to the sidebar where you wish it to appear, or click the widget, (select a destination sidebar if your theme has more than one) and click the Add

Widget button. There might be more than one sidebar option, so begin with the first one. Once in place, WordPress automatically updates the Theme.
3. Preview the site. You should find that the "default" sidebar elements are now gone and only the new addition is visible.
4. Return to the Widgets Screen to continue adding Widgets.
5. To arrange the Widgets within the sidebar or Widget area, click and drag it into place.
6. To customize the Widget features, click the down arrow in the upper right corner to expand the Widget's interface.
7. To save the Widget's customization, click Save.
8. To remove the Widget, click Delete.

8.Adding Pages

reating a WordPress page is very similar to creating a post. Just remember that pages are

intended for static content.

Creating a WordPress Page

1. To get started adding a new page to your WordPress site, find the **Pages** menu in the WordPress Dashboard Navigation menu. Click **Add new.**

The WordPress page editor looks nearly identical to the post editor, except for a few different boxes located on the right side of the screen.

2. Add the **title** of the page, like *About*. Note: If you have pretty permalinks set up, the title of your page will also be the URL slug.
3. Next, add some **content**.
4. The **Publish** section of the page editor is exactly the same as for writing posts. When you're ready to publish, you can either publish immediately, save this or a draft, or schedule the page to be published later.
5. The **Page Attributes** section applies a parent page and template to your new page. For the Parent section, you can arrange your pages into hierarchies. For example, you could create this new page with additional pages under it. There are no limits to how many levels you can nest pages.
6. Some WordPress themes have custom page templates, so the next **Template** section allows you to apply a template to your new page.
7. The **Order** box allows you to order your page numerically. Pages are usually ordered alphabetically, but you canchoose your own order by entering a number in this field.
8. **Preview** the page one last time, then click **Publish**. You've added a new page to your WordPress site.
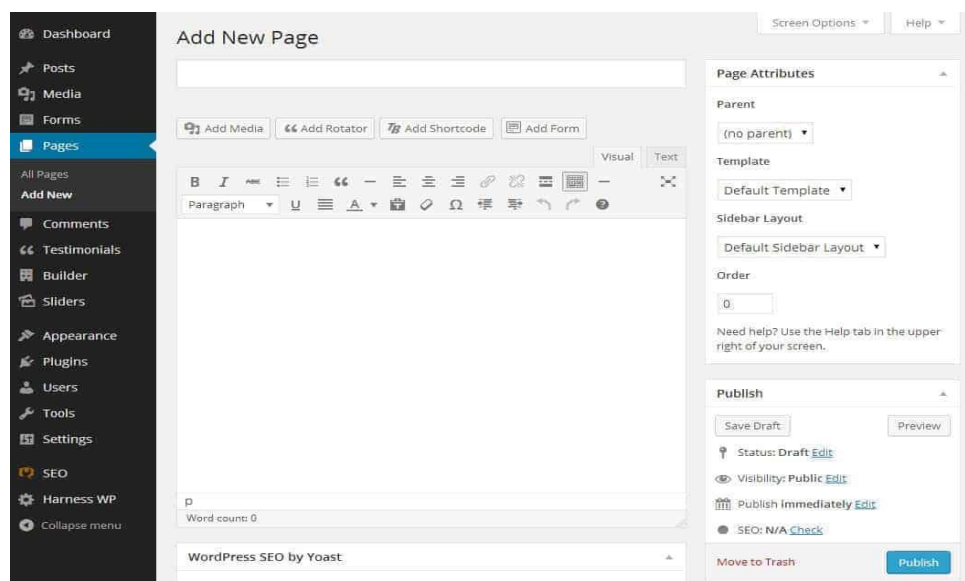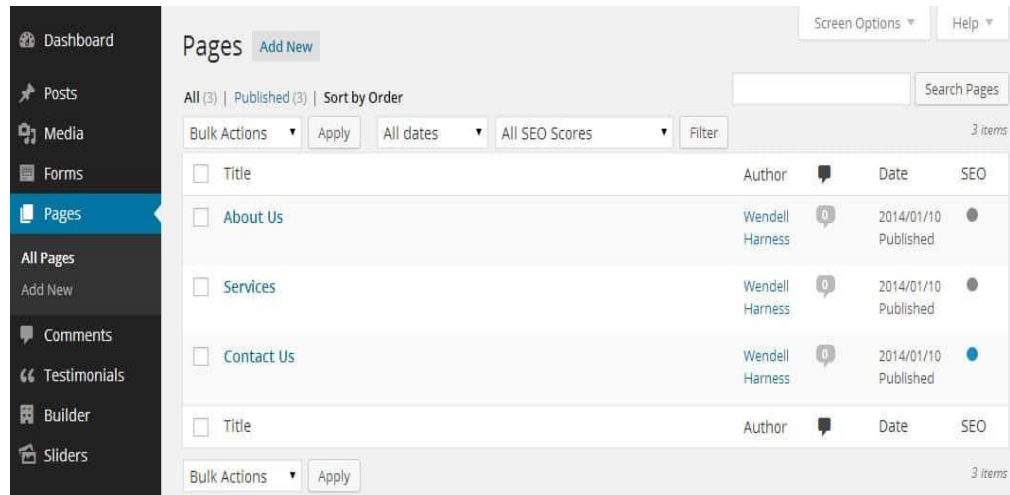
## 9. What Are Posts in WordPress?

"Posts" is a component of WordPress that allows WordPress users to inscribe a blog as well as post it on the associated site. These posts are listed in descending order on the front page of the website or blog.

How to Add a New Post in WordPress?

Here are the steps to add new posts to WordPress:

1. To add a new Post on your website through WordPress, you have to log in to the WordPress account.
2. There you will see Admin Sidebar Menu on the left.
3. Go to the *Posts* on the menu and choose *Add New*.
4. Now you will see a new screen where you will be given the option to add a title and content for your web page.
5. There are two primary components of this screen:
   1. Title: where you can insert the title of your post
   2. Content: where you will inscribe the content for your post. It can be done in two different ways:
      1. Visual mode is where you can write in a regular format by using WYSIWYG Editor.
      2. Text mode is where you can write in HTML format like you are writing in Windows Notepad.
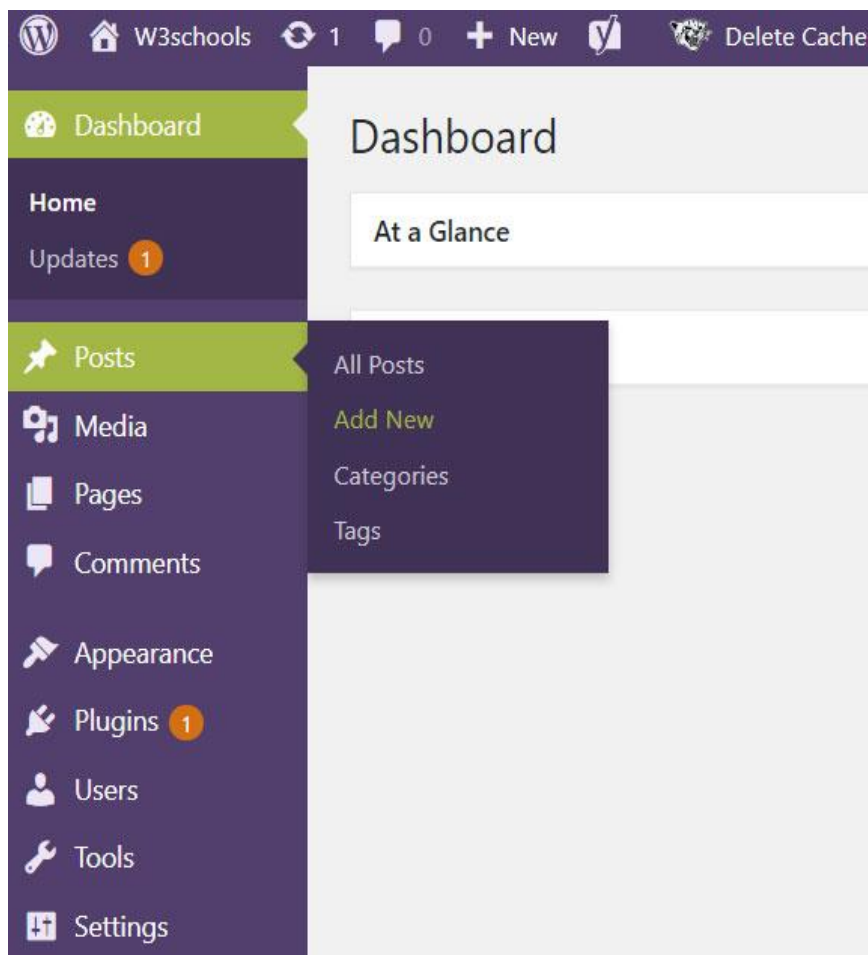
Publishing a New Post in WordPress

Once you're creating content for your blog or site, and you've set up all the formats and other tags, the next thing you need to do is publish the content.

For this, you have to click the Publish button for publishing your desired post. This button will be available on the right side of the panel.

Here is the list of components that comes under the Publish section:

1. Save Draft - is used for saving the post as a draft.
2. Preview - is used for previewing your post before publishing.
3. Move to Trash - is used for deleting the post.
4. Status - is used for changing the status of your post, whether it is published, pending, or under reviewer draft.
5. Visibility - is used to modify the visibility of the post to public, private, or password protected.
6. Published - is used for changing the published post date and time.

Edit Existing Post

To edit a post, you have to go to *Posts> All Posts*. There you will see the list of all created posts. Hover your mouse on any of the posts; you will see an option for Edit and Quick Edit. You can use any one of the options to make changes to your posts.

Delete Existing Post

To delete a post, you have to go the *Posts > All Posts*. There you will see the list of all created posts. Hover your mouse on any of the posts; you will see a link of Trash. The trash option will allow you to delete the respective post.

10.Page V/s Post Difference

Posts

Posts are entries listed in reverse chronological order on the blog home page or on the posts page if you have set one in *Customize → Homepage Settings.* If you have created any sticky posts, those will appear before the other posts. Posts can be found in the Archives, Categories, Recent Posts, and other widgets. Posts are also displayed in the RSS feed of the blog. You can control how many posts are displayed at a time in the Reading Settings. The URL for a post includes the

date the post was published like this: http://yourgroovyblog.wordpress.com/2016/11/30/post-title/

If you want your posts to appear on a page other than your home page, read this: Front Page.

See Posts for more detailed information.

Pages

Pages are static and are not listed by date. Pages do not use tags. An About page is the classic example. Pages can be displayed in the sidebar using the Pages widget, and some themes display pages in tabs at the top of the blog. If you have 50 pages and you use the Pages widget, then all pages will be listed all the time. The URL for a page looks like this: http://yourgroovyblog.wordpress.com/page-title/

See Pages for more detailed information.

11.Adding Plugin to Wordpress

**How to install a WordPress plugin that's**

*Note. How to install a WordPress plugin that's free works a little differently than installing a premium plugin. In this guide, we cover both. Starting with free plugins:*

Start by going to your admin panel – http://your-domain.com/wp-admin/ and click on "Plugins" in the sidebar menu:
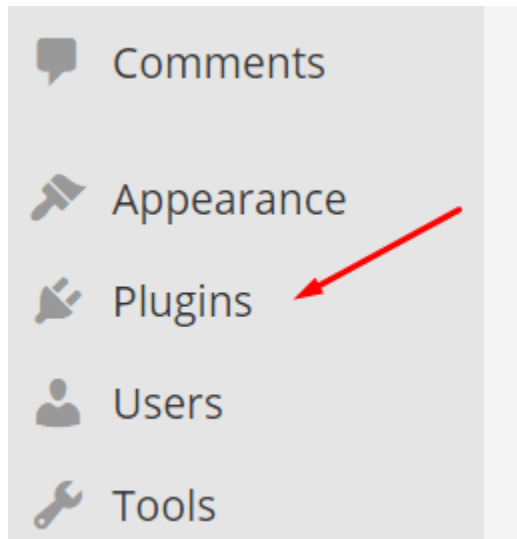
Then, click on the "Add New" button that's at the top:
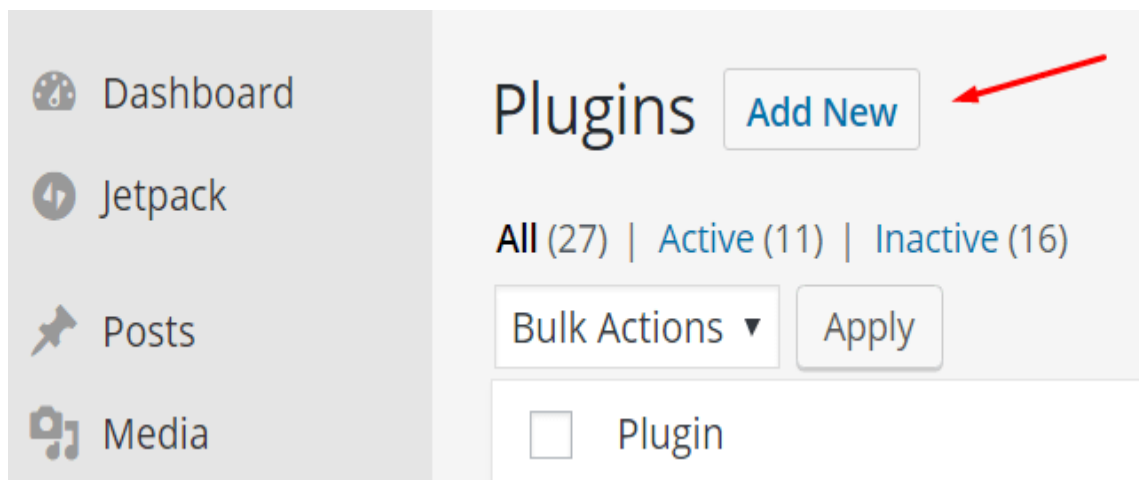


What you'll see next is a page that shows you a short list of featured/recommended plugins, and a handy search field on the right – this is the one we're going to use:
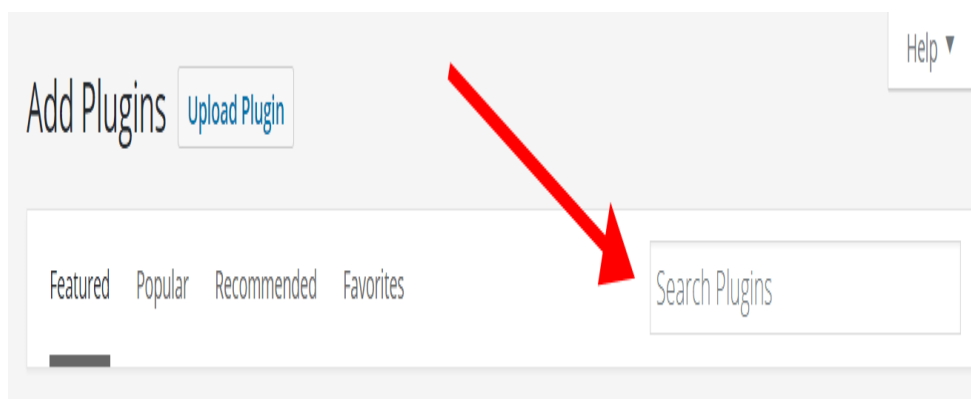
Input the name of the plugin that you want to install in that search field.

Now, the great thing here is that you don't even need to input the plugin's whole name. For example, I'm just going to use "revive" and press the enter key on my keyboard.
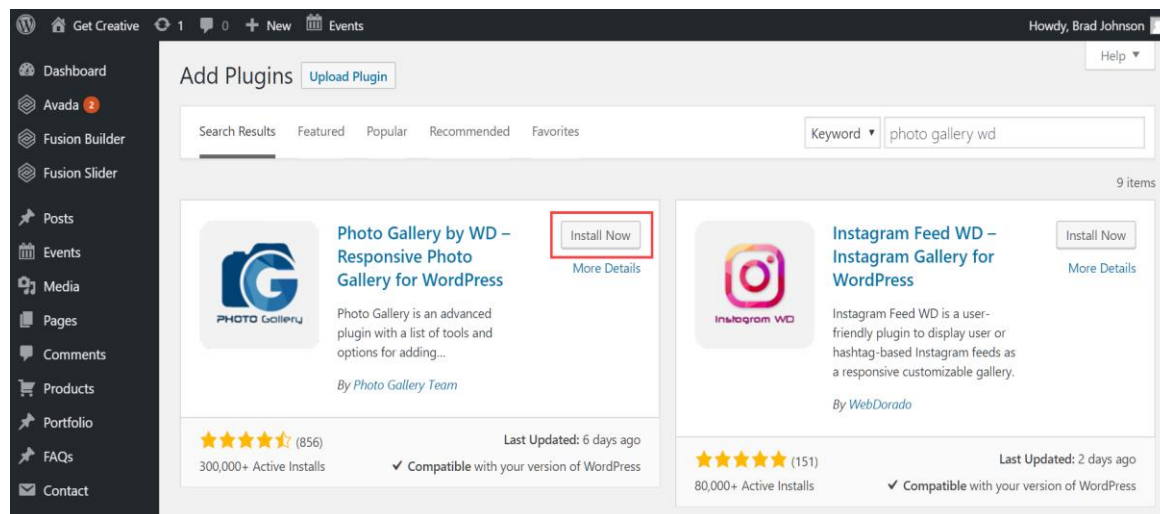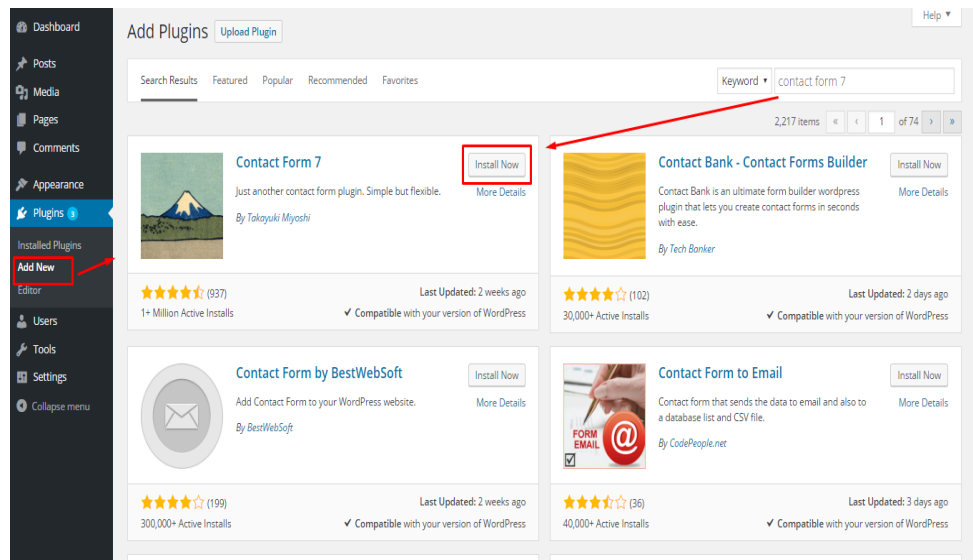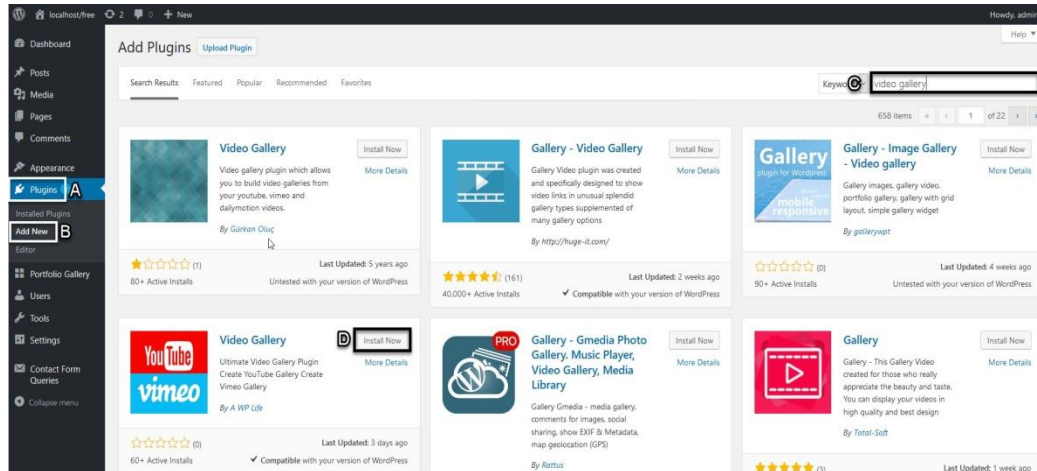
The plugin I'm looking for is the first one on the list. All I need to do now is click the "Install Now" button. When I do that, WordPress is going to fetch the plugin and have it installed on my site. It works much like installing a new app from the App Store.

But there's one additional step. When the installation is complete, I'll see this:

This is where I need to activate the plugin by clicking the "Activate Plugin" link that has just appeared.

At this stage, it's done. The plugin has been activated, and WordPress will let you know about this fact through a small note at the top of the page:
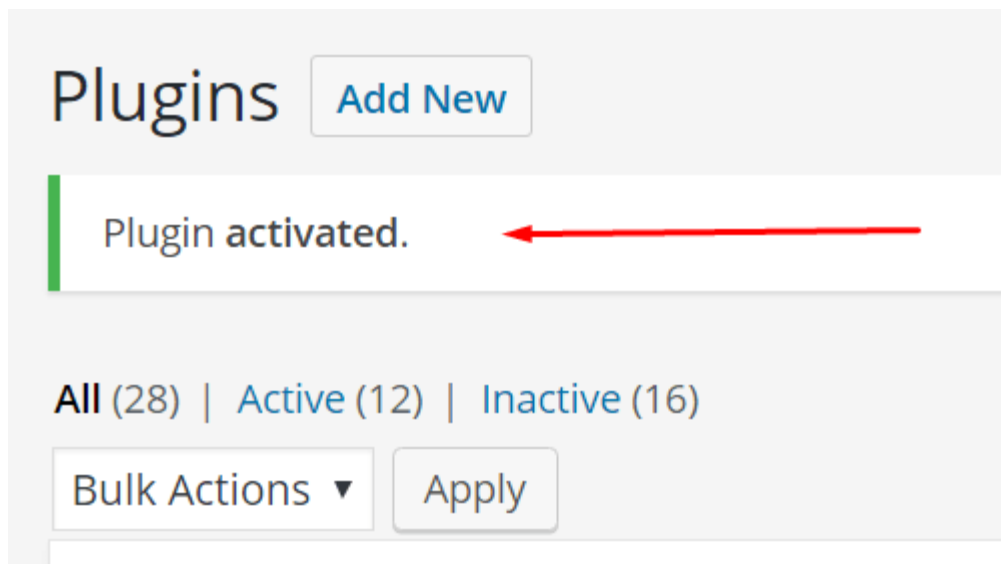
## 12. Ecommerce pluggin Woocommerce

How to Properly Install and Setup WooCommerce

WooCommerce is a WordPress plugin, so the installation process is similar to any other WordPress plugin. You can follow our step by step guide on how to install a WordPress plugin. Simply visit **Plugins » Add New** page in your WordPress admin and search for WooCommerce. WordPress will now show plugin search results. You need to click on the 'Install now' button next to WooCommerce.
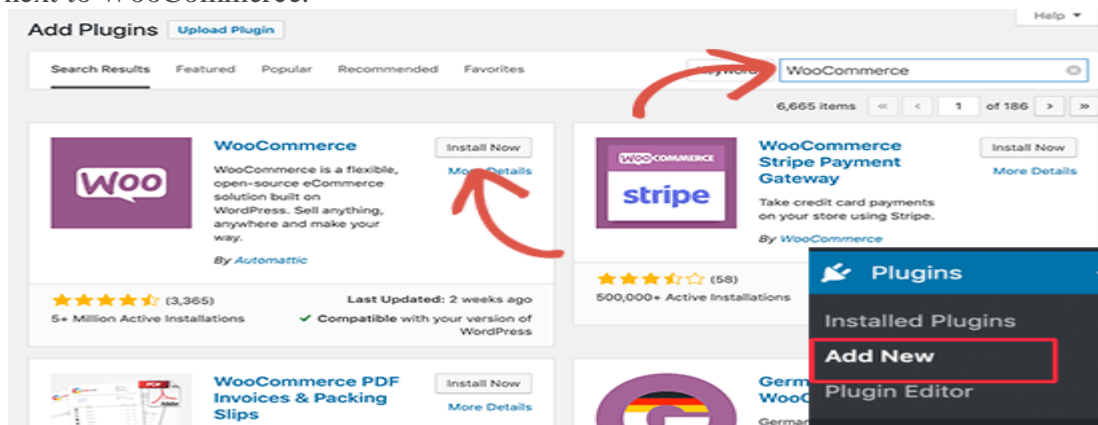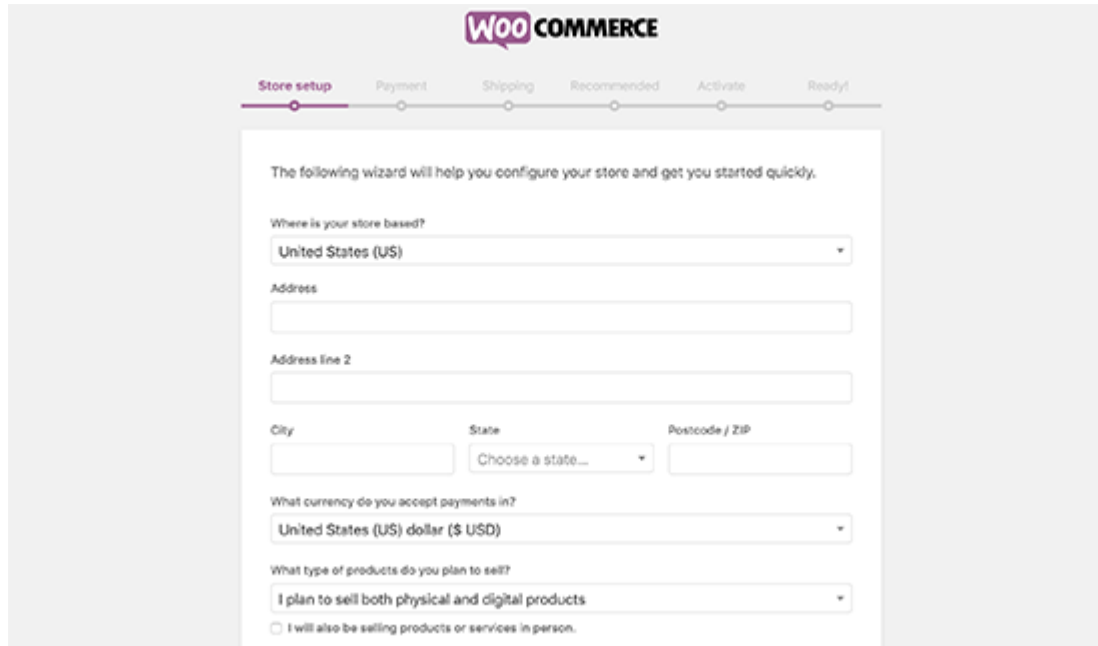


WordPress will now grab the plugin files and install WooCommerce for you. Once finished, you need to click on the 'Activate' button to start using it.
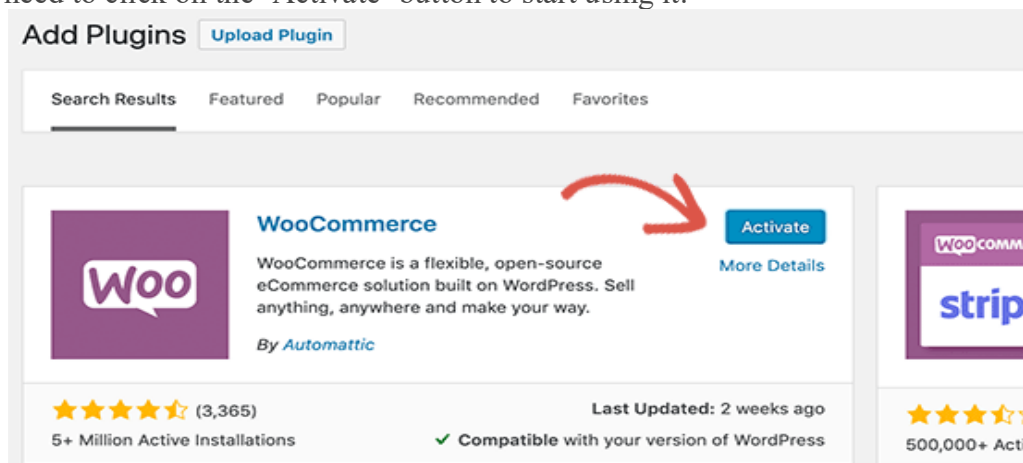
After activation, WooCommerce will launch the WooCommerce setup wizard.

First, you will need to select your store location, currency, and what type of products you want to sell.



After that, click on the let's go button to continue.

In the next step, you will be asked to choose a payment method. By default, WooCommerce supports PayPal and Stripe payment gateways.

You can click the toggle to enable these payment methods and provide your email address to set them up.

Alternately, you can turn them both off and set them later by visiting the **WooCommerce »**

**Settings** page and switching to the Payments tab.

Next, you will be asked to set up shipping. You can select free shipping or add flat shipping cost for different zones.
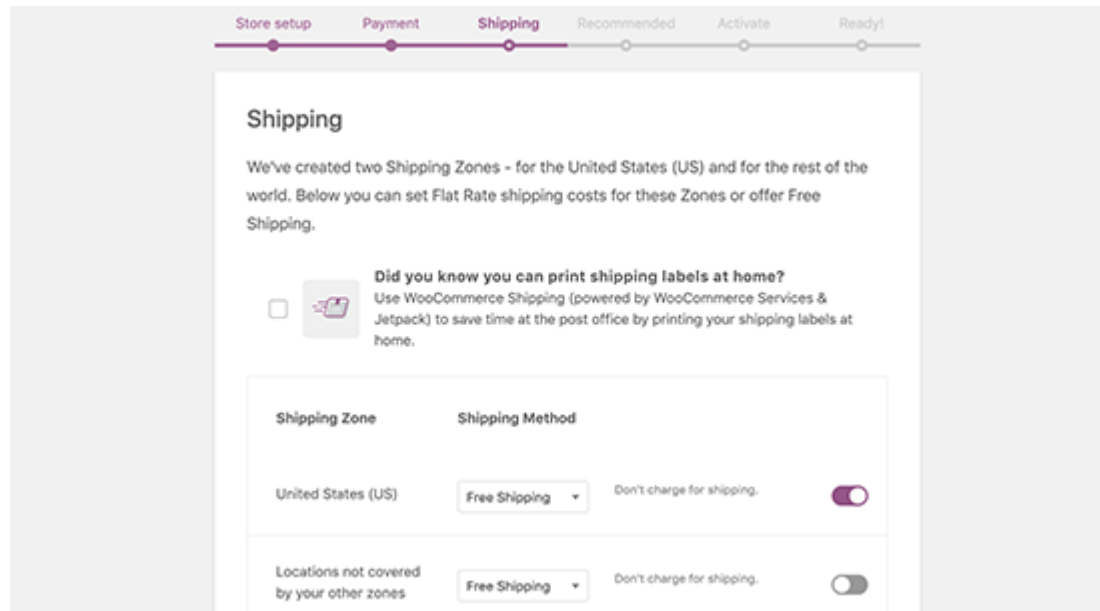


Click on the continue button to move along.

Now you will be asked to install recommended services for WooCommerce. We recommend you to uncheck all of them and install them later when you actually need them.
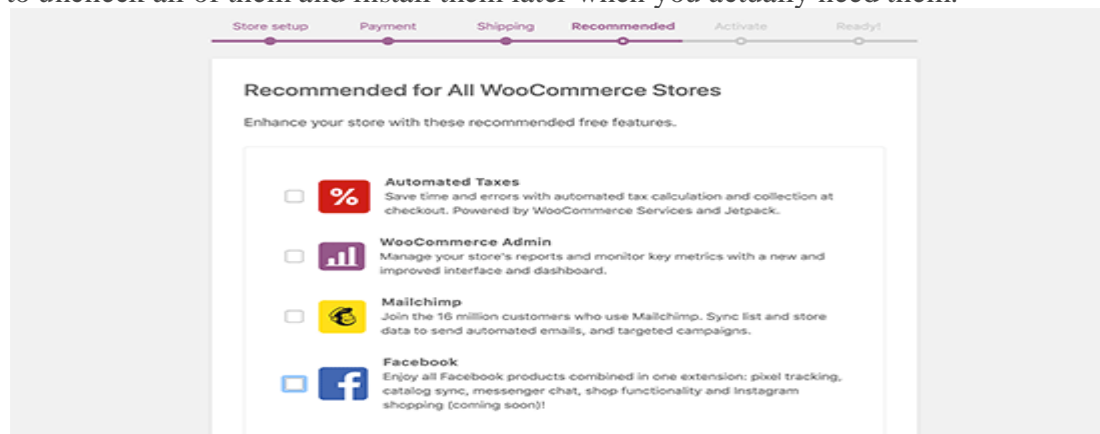
Next, you will be asked to install the JetPack plugin. You can simply scroll down to the bottom and select Skip this step. There are better and more powerful alternatives that we will discuss later.
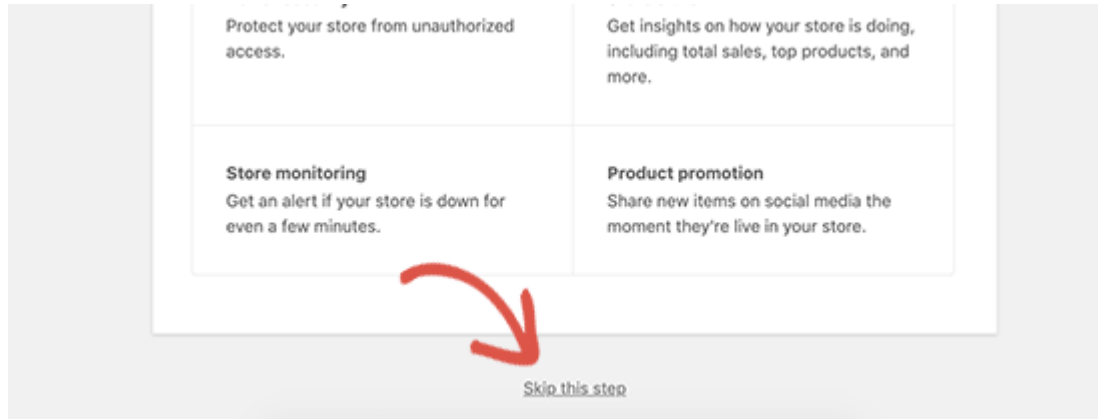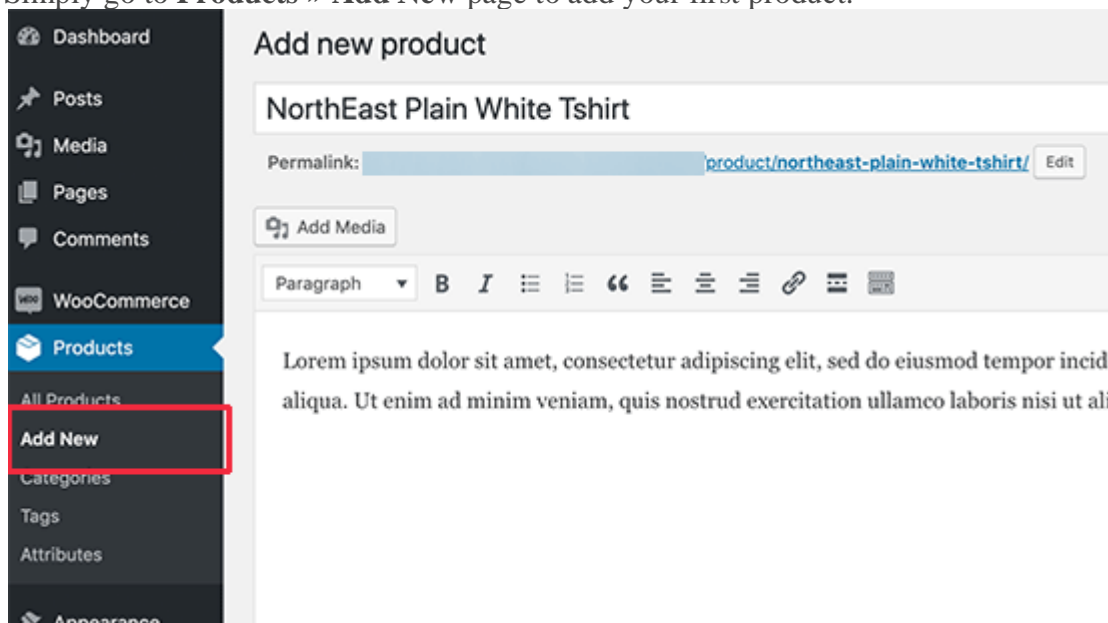


WooCommerce setup wizard will now save all your settings, and your store is now ready to start selling.

## *Step 4. Adding Products in WooCommerce*

WooCommerce makes it really easy to add products to your store.

Simply go to **Products » Add New** page to add your first product.



First, you need to provide a title for your product and then a detailed description.

After that, click on the 'Add new product category' link in the right column. You can create a new category for the product you are adding.

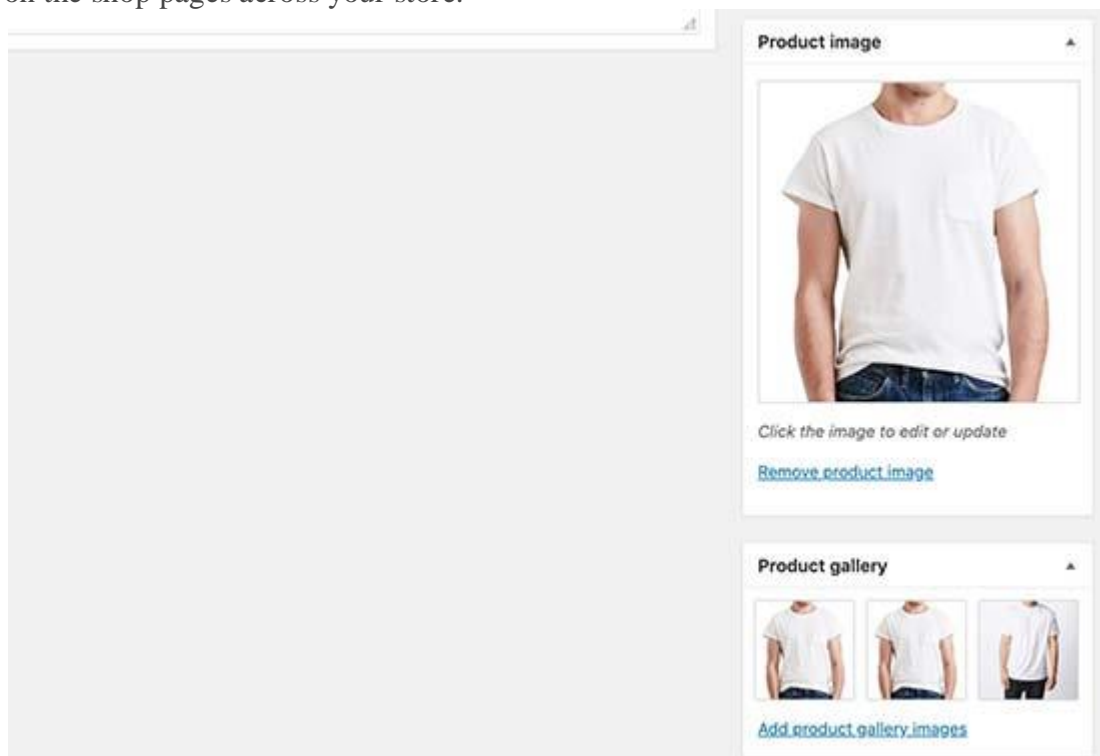Categories allow your customers to easily browse products on your website.

After that, you need to scroll down a little to the 'Product Data' box. This is where you will select the product type, add product pricing, shipping, and other information.



Next, you will see a product short description box. This description will be used on different product pages on your website. You need to add a catchy and informative short description that helps you get more clicks.

**Product short description**

Add Media

Paragraph  ▼  B  I  ☰  ☷  "  ☰  ☰  ☰  🔗  ☲  ✕  ⌨

P
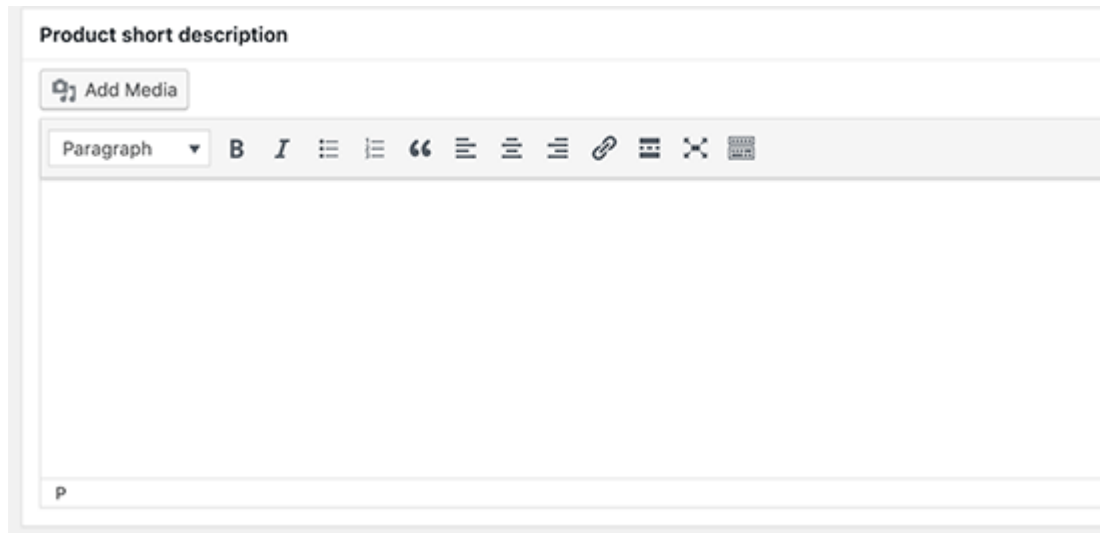
Nothing makes a product page more useful than product images. WooCommerce makes it super simple to add product images and even product image galleries to go along with each product. First, you need to add the main product image. This will be the main product image that's used on the shop pages across your store.

**Product image**

Click the image to edit or update

Remove product image

**Product gallery**

Add product gallery images

Below that you can add multiple images to create a product image gallery.

Now review all the product information that you have added so far. If everything looks alright, then you are ready to make this product live on your store.

Click on the Publish button at the top right box on the screen to publish your product.
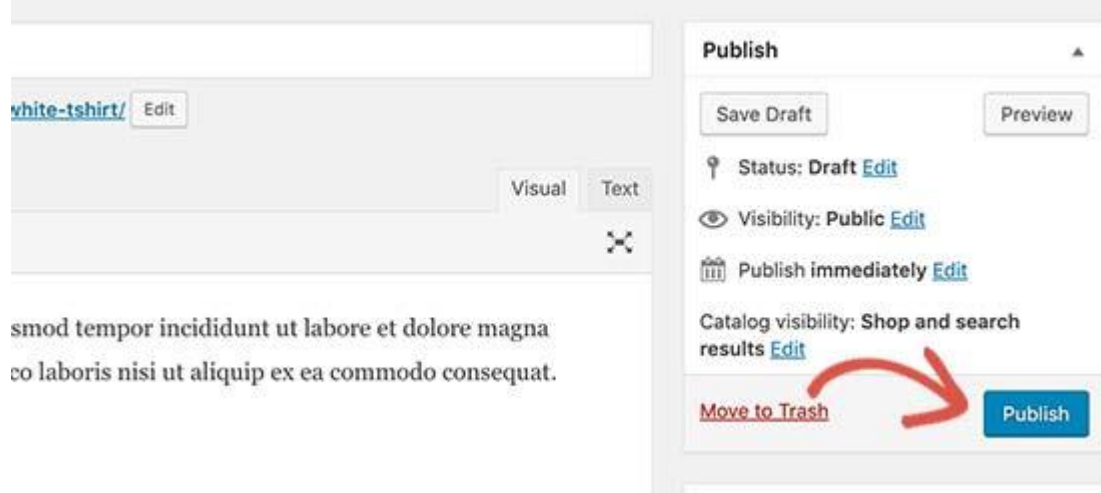


You can now repeat the process to add more products to your website.

Step 5. Choosing a WooCommerce Template & Theme

There are thousands of online stores competing to sell similar products. Choosing a professional design for your store makes a big difference in how customers see your brand.

There are thousands of WooCommerce templates and themes available on the market. While you can use WooCommerce with any WordPress theme, we recommend choosing a WooCommerce-ready theme.

These themes are made specifically for WooCommerce websites, and they will help you make more sales on your website.

**References:**

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