

Webmediaproductie 3

WordPress - Introductie en eerste stappen

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Introductie

Wat gaan we doen in WMP3?

- Basiskennis voor het designen en ontwikkelen voor het web met WordPress
- WordPress thema's bouwen
- WordPress als platform: het maken van een webwinkel met WordPress

(Dit vak heeft geen examen ;-) Dus: goed de oefeningen mee maken en alles is ok!)

WordPress.org

The screenshot shows the WordPress.org homepage. At the top, there's a dark header bar with the URL "wordpress.org" in the address bar and various browser icons. Below the header is the main navigation menu: Showcase, Themes, Plugins, Mobile, Support, Get Involved, About, Blog, Hosting, and a prominent blue "Get WordPress" button. The main content area has a large blue background with the text "Meet WordPress". Below this, a subtext reads: "WordPress is open source software you can use to create a beautiful website, blog, or app." Further down, there's a promotional banner for "WORDCAMP ST. LOUIS 2019" featuring the Gateway Arch at night and a ticket icon. A green footer bar at the bottom contains the text: "WordPress ist auch auf [Deutsch](#) verfügbar. (Außerdem auf [Español](#), [Français](#).)"

WordPress.org

- "WordPress is open source..."
- "software you can use..."
- "to create a beautiful website, blog, or app"

WordPress.org - download WordPress



<https://wordpress.org>

Get WordPress

- "Get WordPress"
- "Use the software that powers over 34% of the web"
- "Download WordPress and use it on your site"

WordPress moet gehost worden op een web server

The screenshot shows the homepage of the Combell website. The header features the Combell logo and navigation links for Hosting, Domeinnamen, E-mail, Tools, Reseller, Support, Login, and a shopping cart icon. The main section has a dark blue background with a central graphic of a server stack connected to a laptop, symbolizing a cloud-based hosting environment. The text "Hosting waar je op kan bouwen" is displayed above the graphic. Below the graphic, there is promotional text about reliable hosting for small and large websites, mentioning 167,752 businesses choose Combell. A yellow button labeled "Check onze hosting" with the subtext "met gratis domeinnaam" is visible. At the bottom, there is a search bar with placeholder text "Typ domeinnaam", a "Meerdere domeinen" link, and a blue "Domein zoeken" button. Below the search bar, it says "Domeinnaam promo's" and lists prices for .BE, .NL, .EU, .COM, and .NET domains.

Typ domeinnaam [+ Meerdere domeinen](#) [Domein zoeken](#)

Domeinnaam promo's .BE € 14,95/jaar .NL € 14,95/jaar .EU € 6,95/jaar .COM € 12,95/jaar .NET € 14,95/jaar

<https://www.combell.com/nl/> (hosten kost geld, je krijgt eerstdaags een bericht op Digitap)

WordPress is zeer uitgebreid :-/



9 / 34 WordPress is een platform. Er mee leren werken neemt tijd. Je vrij voelen als designer neemt tijd en oefening.

Gelukkig loont de moeite die je erin steekt

The screenshot shows the homepage of motionmill.com. At the top, there's a navigation bar with links for 'Over ons', 'Diensten', 'Portfolio', 'Inspiratie voor ondernemers', 'Nieuwsbrief', and a red 'CONTACT' button. To the right of the navigation is a search bar and social media icons for Facebook, Twitter, LinkedIn, and YouTube. Below the navigation, the Motionmill logo (a red diamond with four white vertical bars) is displayed next to the word 'MOTIONMILL'. To the right of the logo are four service categories: 'WEBDESIGN', 'ONLINE MARKETING', 'BRANDING', and 'STORYTELLING'. The main content area features a large image of a woman in a dark dress holding a white tote bag with the Motionmill logo, standing against a light-colored wall. On the left side of the image, there's a dark overlay containing text about branding, websites, marketing, and storytelling, along with a red 'ONTDEK ONZE DIENSTEN' button. At the bottom of the page, there's a footer section with a 'IN DE KIJKER' heading and a 'Stuur een bericht' button.

Testen of een site met WP gemaakt is? Isitwp doet dat

The screenshot shows a web browser window with the URL isitwp.com in the address bar. The page has a dark header with the **isitwp** logo, navigation links for Blog, Popular Guides, Deals, Hosting Reviews, and Tools, and a search icon. The main content area features the text "Find out which websites are **built with WordPress?**" followed by a subtext: "Get information about their WordPress hosting, WordPress theme, WordPress plugins & more." Below this is a search bar containing the URL <https://motionmill.com/>, with a blue "ANALYZE WEBSITE" button to its right. Further down, it states "WordPress powers 29% of all websites including these top brands:" followed by logos for The New York Times, Reuters, BBC America, and Bloomberg.

<https://isitwp.com>

Isitwp test: Motionmill.com is gemaakt in WP :-)

The screenshot shows a web browser window with the URL isitwp.com in the address bar. The page content is as follows:

Good news, **motionmill.com** is using WordPress.

Title: WordPress webdesign en online marketing in Antwerpen | Motionmill

Hosting Provider: Hetzner Online GmbH

WHOIS: [Click Here](#)

WordPress Theme Details

The theme that this site uses does not exist in our database, so it most likely is a custom theme made specifically for WordPress webdesign en online marketing in Antwerpen | Motionmill.

You might want to take a look at our collection of our [top WordPress themes](#) instead.

[See the Best Selling WordPress Themes of 2019](#)

WordPress Plugin Details

<https://isitwp.com>

Wat gaan we doen: concreet

- Positionering WordPress binnen het CMS-landschap. Overzicht van de alternatieven
- Karakteristieken van het WordPress-platform
- Wanneer wel een CMS, wanneer een applicatie-op-maat?
- Installeren van een WordPress lokaal als ontwikkelomgeving én op een webserver
- Beheer en uitbouw: vertrouwd raken met de basisfunctionaliteit
- Diverse media toevoegen. Slideshows, banners toevoegen
- SEO-instellingen WordPress
- Gebruik van templates en thema's. Aanpassen van bestaande thema's
- Selecteren, toevoegen en werken met WordPress plugins

Wat gaan we doen: gevorderd

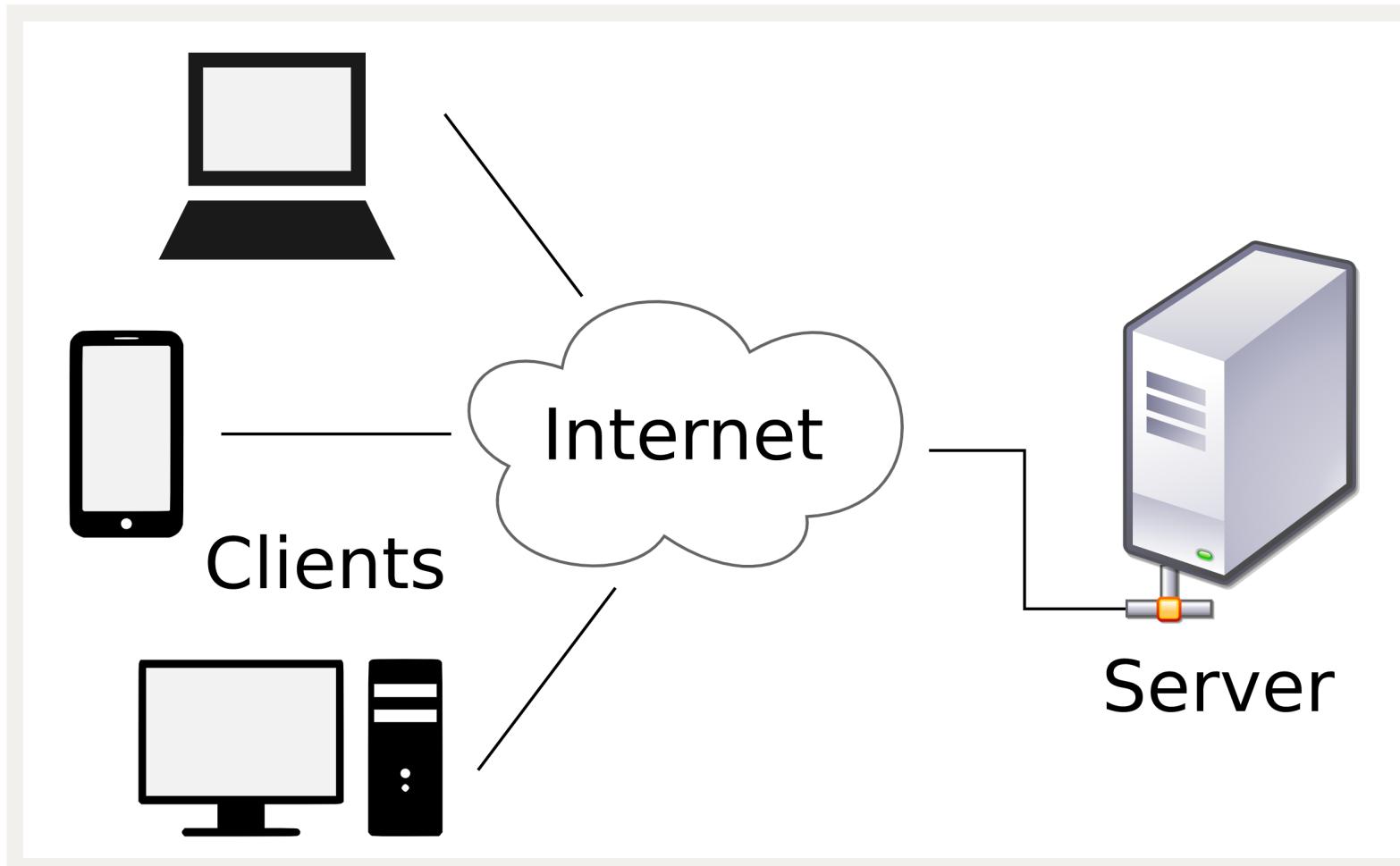
- WordPress thema's bouwen
- Overzicht van de mogelijkheden: kindthema's, starterthema's, of volledig zelf bouwen
- Maken van een eigen thema
- WordPress als basis voor een e-commerce site
- Maken van een webwinkel met WordPress

Positionering binnen het CMS landschap / WP of een app op maat?

WordPress technisch

- Wordpress geschreven in PHP. PHP is een "server-side" programmeertaal
- Wanneer je voor je computer zit en een webpagina opvraagt, gebeurt er een klein gesprek tussen jouw browser (de client) en de andere computer waar de bestanden zich op bevinden (de server)
- De webserver stuurt de opgevraagde bestanden telkens netjes door naar de browser van de client
- Je browser kan enkel HTML, CSS en JavaScript-bestanden lezen en uitvoeren.
- Statische webapplicaties bestaan enkel uit dit type bestanden. De webserver hoeft ze alleen maar door te sturen
- Het nadeel van statische webapplicaties: je moet elke pagina handmatig aanmaken

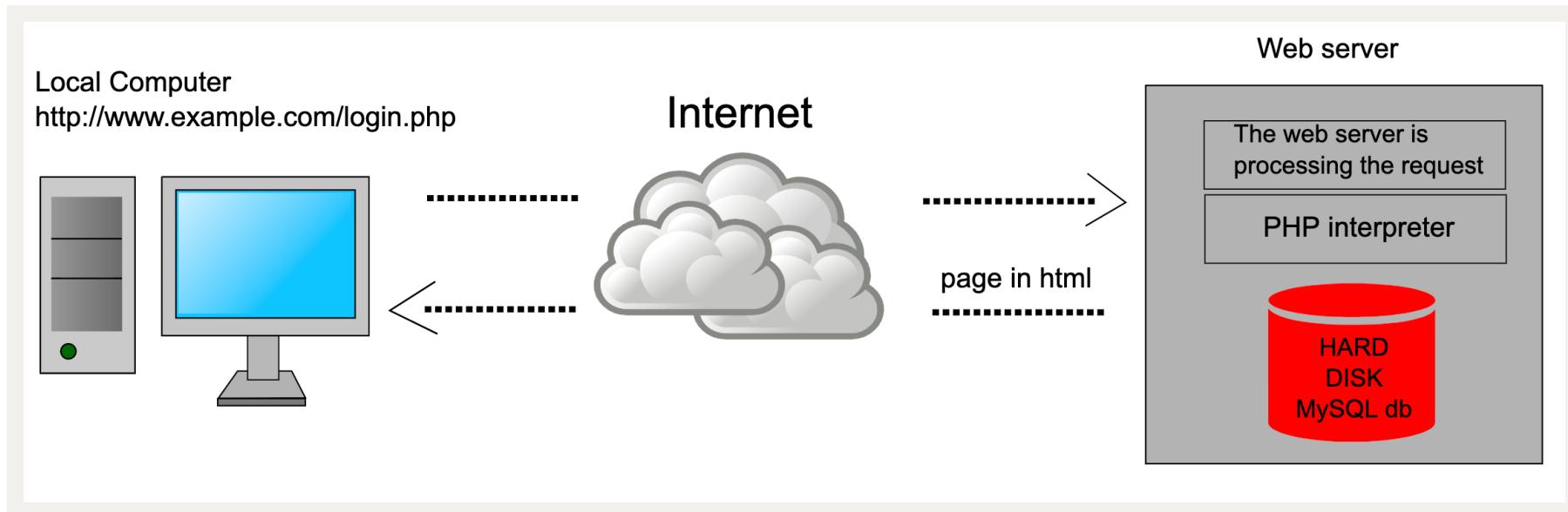
Client-server model



WordPress technisch

- Bij dynamische webapplicaties ligt dat anders. Daar gaat de webserver telkens een vraag van de client komt eerst nog code uitvoeren vooraleer het antwoord door te sturen
- PHP is een technologie die altijd op een server wordt uitgevoerd
- Bvb: telkens een WordPress-pagina wordt opgevraagd wordt met behulp van PHP databankinformatie opgevraagd en wordt op basis hiervan "dynamisch" een HTML-pagina samengesteld en naar de client opgestuurd
- De browser krijgt dus nooit PHP-code te zien. En dat is maar goed ook, want de browser "sprekt" geen PHP

"dynamische" webpagina's



https://en.wikipedia.org/wiki/Dynamic_web_page

Een tussenvorm: static site generators

The screenshot shows a web browser displaying the StaticGen website at staticgen.com. The page has a teal header with the title "StaticGen" and a subtitle "A List of Static Site Generators for JAMstack Sites". It features social sharing icons for Twitter and GitHub. Below the header is a navigation bar with links for "About", "Contribute", "About JAMstack", and "Need a Static CMS?". The main content area contains three cards for "Next.js", "Jekyll", and "Hugo", each with a star rating, number of stars, forks, issues, pull requests, and last commit date. A "Filter" section allows users to search by language, template, and license. A "Sort" section allows users to sort by repository stars. To the right, there is a call-to-action box titled "Get started with one click!" which explains how users can deploy their sites using Netlify.

Learn more about the JAMstack at [JAMstack Conf](#) in San Francisco – 16-18 October, 2019

StaticGen

A List of Static Site Generators for JAMstack Sites

About Contribute About JAMstack Need a Static CMS?

Filter

Any Language Any Template Any License

Sort

Repo stars

Next.js	Jekyll	Hugo
39303 +14279 271 4811 N/A +20 +2440	38245 +4056 140 8336 6858 +20 +801 +535	36867 +11412 378 4118 7338 +122 +1024 +3696
A framework for statically-exported React apps (supports server side)	A simple, blog-aware, static site generator.	A Fast and Flexible Static Site Generator.

Get started with one click!

For generators with the "Deploy to Netlify" button, you can deploy a new site from a template with one click. Get HTTPS, continuous delivery, and bring a custom domain, free of

Static Site Generators ?

"The typical CMS driven website works by building each page on-demand, fetching content from a database and running it through a template engine. This means each page is assembled from templates and content on each request to the server."

"For most sites this is completely unnecessary overhead and only adds complexity, performance problems and security issues. After all, by far the most websites only change when the content authors or their design team makes changes."

"A Static Site Generator takes a different approach and generates all the pages of the website once when there's actually changes to the site. This means there's no moving parts in the deployed website. Caching gets much easier, performance goes up and static sites are far more secure."

CMS staat voor Content Management System

- CMSen zijn systemen om digitale content te maken en te beheren
- De klant heeft geen designer of ontwikkelaar meer nodig om zijn website aan te passen
- Maar kan dit zelf doen
- Bij WordPress heeft de klant een dashboard waar dit kan gebeuren
- Volgende week verkennen we dit aspect van WordPress

Alternatieven? Waarom focussen op WordPress?

w3techs.com/technologies/overview/content_management/all

Kinsta Premium managed WordPress hosting
Powered by Google Cloud Platform

provided by Q-Success

Home Technologies Reports Sites Quality Users Blog Forum FAQ Search

advertise here

Featured products and services

Web Design Tips, Tutorials, and Guides - DesignBombs

Technologies > Content Management

Usage of content management systems

This diagram shows the percentages of websites using various content management systems. See [technologies overview](#) for explanations on the methodologies used in the surveys. Our reports are updated daily.

How to read the diagram:
43.7% of the websites use none of the content management systems that we monitor.
WordPress is used by 34.5% of all the websites, that is a content management system market share of 61.3%.

Content Management System	Market Share (%)
None	43.7%
WordPress	34.5%
Joomla	2.8%
Drupal	1.8%
Shopify	1.7%
Squarespace	1.6%
Wix	1.2%
Magento	0.9%
Blogger	0.8%
...	0.7%

Technology Brief

Content Management Systems

Content management systems are applications for creating and managing the content of a website. We include all such systems in this category, also systems that are often classified as wikis, blog engines, discussion boards, static site generators or website editors.

WEBSITE INFORMER

Free stats on any website

w3techs.com

Alexa rank 69 729 Privacy Good

Daily visitors 15 056 Daily pageviews 36 055

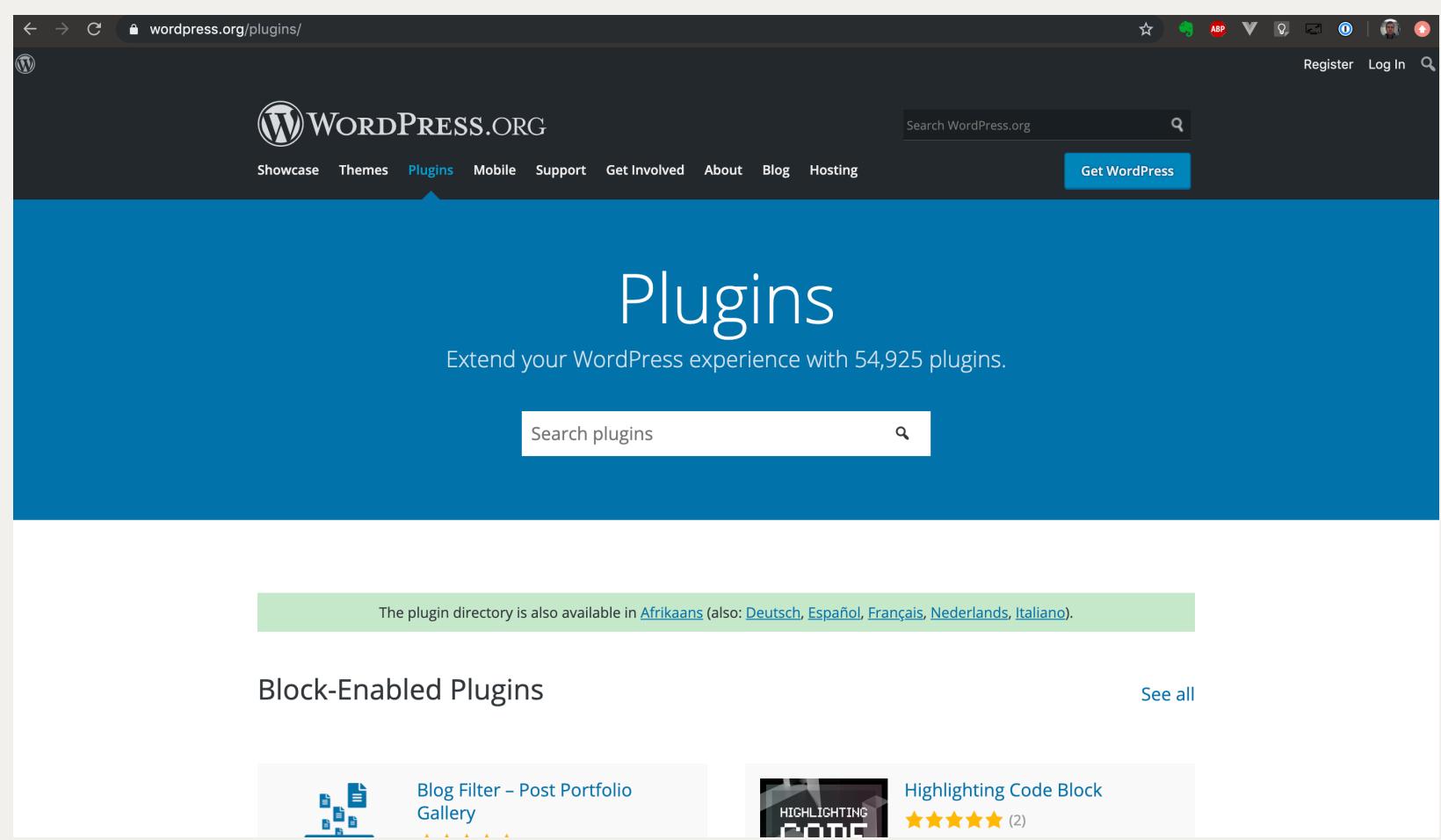
Learn more

Latest related posting [read all](#)

WP of een app op maat? Wat doen professionals?

- Kleine websites met beperkt budget die niet of heel weinig moeten veranderen: statische website
- Kleine tot middelgrote websites die door designer of technisch min of meer onderlegd moeten kunnen worden gewijzigd: static site generator
- Heel specifieke toepassingen met veel dynamische functionaliteit die je enkel op maat kan maken: een app op maat (vaak duur!)
- Alle andere toepassingen: WordPress (of alternatief). WordPress is een platform, een ecosysteem

WordPress plugins



The screenshot shows the WordPress.org Plugins page. At the top, there's a dark header with the WordPress logo, navigation links (Showcase, Themes, Plugins, Mobile, Support, Get Involved, About, Blog, Hosting), and a 'Get WordPress' button. A search bar is also present. The main title 'Plugins' is prominently displayed in a large white font on a blue background, followed by the subtitle 'Extend your WordPress experience with 54,925 plugins.' Below this, there's another search bar. A green banner at the bottom left states: 'The plugin directory is also available in [Afrikaans](#) (also: [Deutsch](#), [Español](#), [Français](#), [Nederlands](#), [Italiano](#)).'. The main content area features a section titled 'Block-Enabled Plugins' with a 'See all' link. It displays two plugin cards: 'Blog Filter – Post Portfolio Gallery' and 'Highlighting Code Block'. Both cards show their respective icons, names, descriptions, and star ratings.

WordPress plugins: Woocommerce

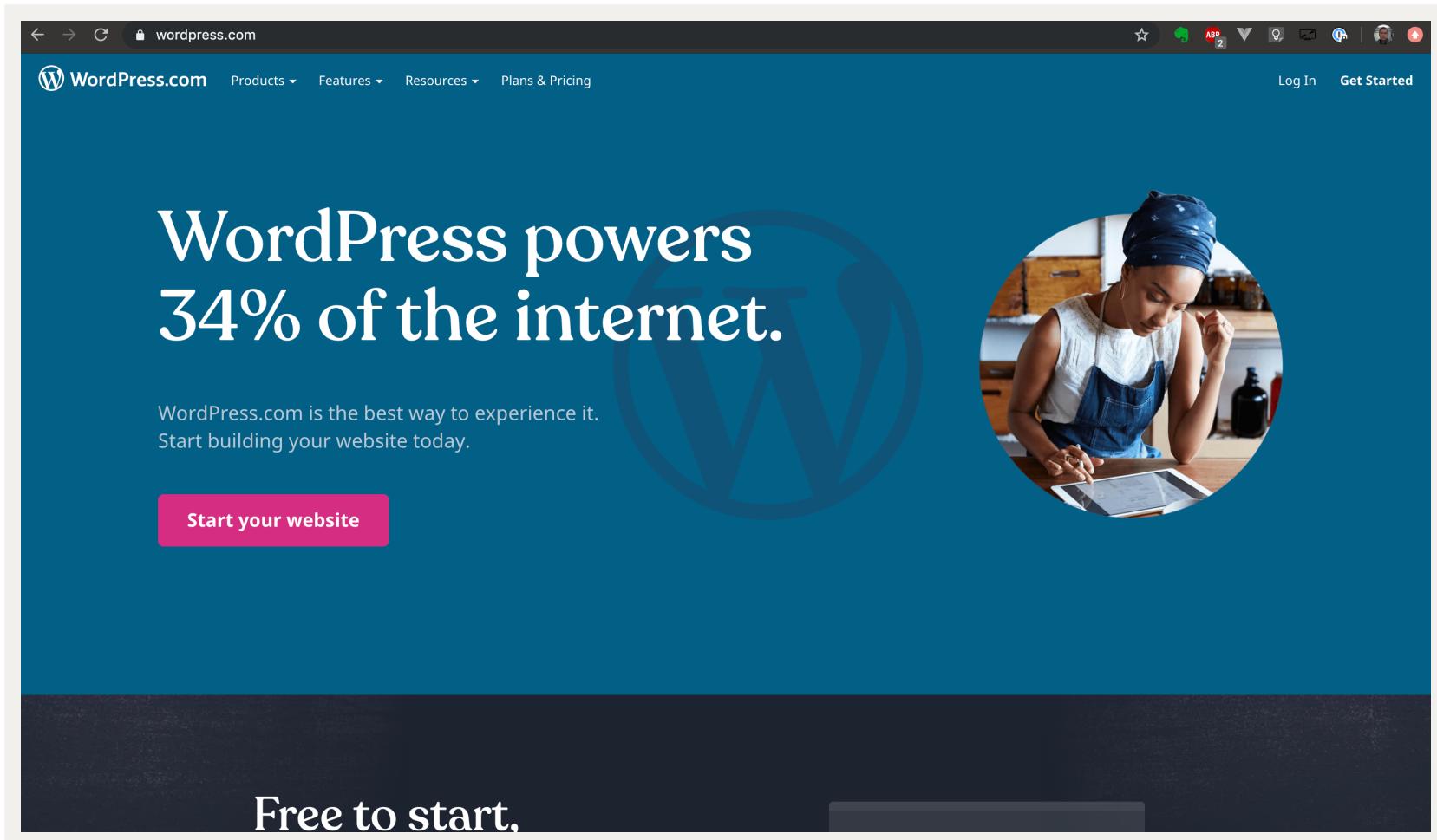
The screenshot shows the WordPress.org plugin search results for 'woocommerce'. The page title is 'Showing results for: woocommerce'. There are six plugin cards displayed:

- WooCommerce** by Automatic (3,388 reviews): WooCommerce is a flexible, open-source eCommerce solution built on WordPress. Sell anything, anywhere and make your way.
- WooCommerce Stripe Payment Gateway** by WooCommerce (59 reviews): Take credit card payments on your store using Stripe.
- WooCommerce PDF Invoices & Packing Slips** by Ewout Fernhout (757 reviews): Create, print & automatically email PDF invoices & packing slips for WooCommerce orders.
- Germanized for WooCommerce** by Vendidero (248 reviews): Germanized extends WooCommerce to become a legally compliant shop in the german market. Must Have for every german WooCommerce shop owner.
- Booster for WooCommerce** by Ewout Fernhout (300 reviews): Supercharge your WordPress WooCommerce site with these awesomeness.
- WooCommerce PayPal Checkout Payment Gateway** by Vendidero (67 reviews): Accept PayPal, Credit Cards and Direct.

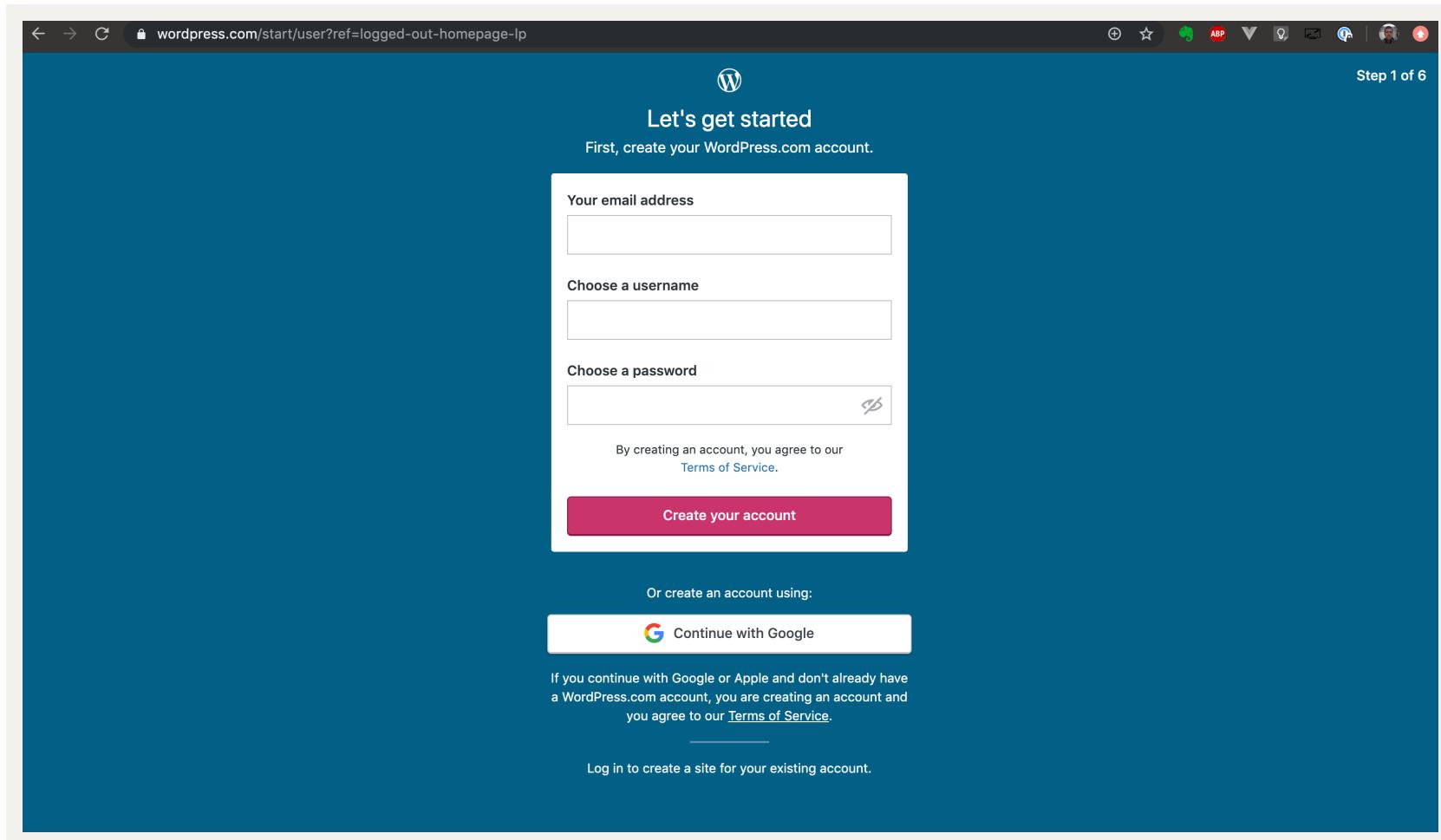
Eerste stappen: opdrachten tegen volgende week



Opdracht 1



Opdracht 1



<https://wordpress.com/start/user>

Opdracht 1

- Maak een account aan
- Creëer een site
- Hou het gratis
- Maak een postje
- Maak een pagina
- Publiceer je website en kijk eens naar de mogelijkheden
- Voordelen WordPress.com: geen custom ontwikkeling, geen code, in principe gratis (wel premium features)
- Zit je vast: <https://www.linkedin.com/learning/wordpress-com-essential-training-3>

Opdracht 2

The screenshot shows a LinkedIn Learning video player interface. The video title is "Watching: WordPress on your computer with Local by Flywheel" from the course "Installing and Running WordPress: Local by FlyWheel". The video player displays a thumbnail image of a man with a beard, wearing a plaid shirt, smiling. The video progress bar shows 0:02 / 1:01. The LinkedIn Learning navigation bar includes Home, In Progress, Saved, My Org, and Me. The right sidebar shows the course structure with sections like Introduction, 1. Introduction to Local by Flywheel, and 2. Configuring Local and WordPress, each with a list of video lessons and their durations.

LinkedIn Learning

Search for skills, subjects or software

Home In Progress Saved My Org Me

Watching: WordPress on your computer with Local by Flywheel

From the course: Installing and Running WordPress: Local by FlyWheel

69 333 ...

Installing and Running WordPress: Local by FlyWheel

with Morten Rand-Hendriksen

0:02 / 1:01

1x

Help/Feedback

Introduction

- WordPress on your computer with Local by Flywheel
1m 1s

1. Introduction to Local by Flywheel

- How Local by Flywheel works
1m 54s
- Download and install Local
3m 6s

2. Configuring Local and WordPress

- Set up a new WordPress site
5m 57s
- Walk-through
5m 2s
- Configure SSL (HTTPS)
3m 7s
- Turn sites on and off
2m 45s
- Enable and use Live Link
2m 25s
- Access files and database
2m 17s

<https://www.linkedin.com/learning/installing-and-running-wordpress-local-by-flywheel/>

Opdracht 2

The screenshot shows the homepage of the Local by Flywheel website. At the top, there's a navigation bar with links for FEATURES, PRO NEW!, PRICING, ADD-ONS, LABORATORY, and DOWNLOAD. A "Get help!" button is also present. The main headline reads "The #1 local WordPress development tool". Below it, a sub-headline says "Stop debugging local environments and spend more time launching WordPress sites." There are two calls-to-action: "FREE DOWNLOAD!" and "Watch our video >". To the right, there's a large image of a laptop displaying the Local interface, which includes a sidebar with site lists and a main panel showing site details like "Site Name: Vinyl King" and "Site Path: vinyl-king.local". A small robot toy and a potted plant are positioned next to the laptop. The overall background is green.

Opdracht 2

- Je volgt de tutorial "Installing and Running WordPress: Local by FlyWheel"
- Je installeert Local op je eigen computer, maakt een lokale versie van WordPress en verkent de omgeving adhv de tutorial

WMP3 - WP - Introductie en eerste stappen