

Web Wordpress

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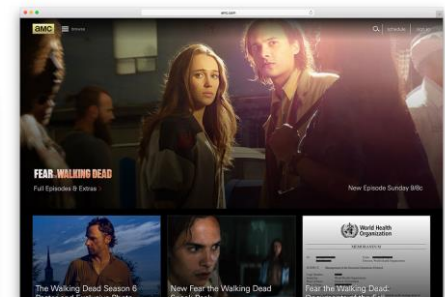
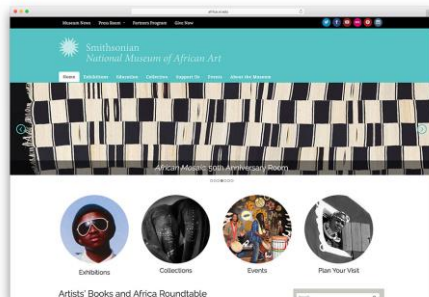
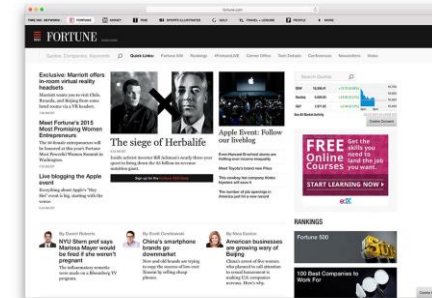
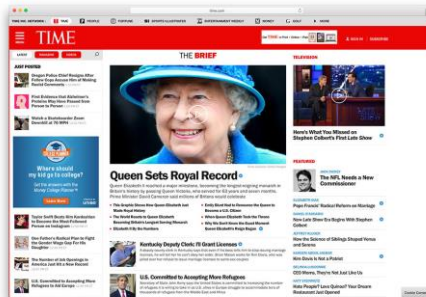
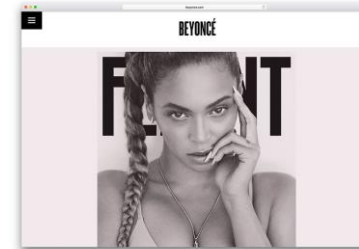
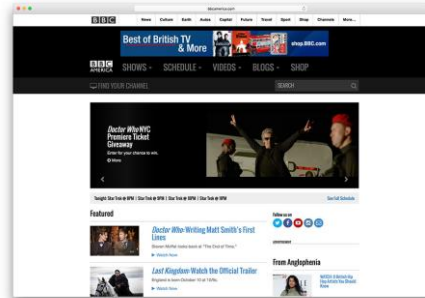
What is WordPress?



- It is **CMS** (*Content Management System*)
- Free and open-source
- Hosted on a server



Examples



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Wordpress.org

What it is:

- “*The real WordPress*”
- *Open-source*
- Free
- *Self-hosted* (only a domain and web hosting is necessary)

Advantages:

- Free and easy to use
- All the data belong to the website owner, who has full control over them. The website is no turned off for violating someone’s terms
- (Free or payed) plugins can be added
- (Free or payed) themes can be used for customisation
- The owner can manage advertising without sharing the profits
- Allows Google Analytics
- Allows creating online stores (including payments and shipment)
- Allows creating member clubs (free or payed)

Disadvantages:

- Needs web-hosting
- The owner is responsible for the updates
- The owner is responsible for the backups

Wordpress.com

What it is:

- Hosting service create by the co-founder of Wordpress.org
- Frequently mistaken for Wordpress.org

Advantages:

- Free version (very limited)
- The owner does not need to care about performing updates and backups

Disadvantages:

- Advertising managed by Wordpress.com. Only the payed version can have no advertising
- Advertising profit sharing (with Wordpress.com) is mandatory
- Impossible to upload plugins
- Impossible to upload customised themes
- Google Analytics and other analysis tools are forbidden
- Website can be turned off if Wordpress.com considers it violates some terms
- “Powered by Wordpress.com” quote is mandatory
- Does not allow online stores
- Does not allow member clubs



WORDPRESS

.COM vs .ORG

FREE to \$299/year



At least \$50/year

Hosted by WordPress



Self-hosted by you

Free subdomain



Custom domain name

No maintenance



Maintained by you

Limited customization



Fully customizable

No ecommerce option



Ecommerce supported

Forums not supported



bbPress & BuddyPress

Single site only



Multisite capability

Great for new bloggers
or for online resumes



Perfect for serious
bloggers & businesses

Installing WordPress

INSTALAÇÃO

1. Instalar o software de transferência de ficheiros (FTP) Filezilla - <https://filezilla-project.org>
2. Utilizando o Filezilla, fazer ligação ao servidor da UPT

Servidor: `sftp://alunos.uportu.pt`

Username: `12345`

Password: `<mesma_do_moodle>`

Notas

- 1: Nos dados de acesso deste documento, substituir "`12345`" pelo nº de estudante.
- 2: Não devem alterar os ficheiros que estão na raiz da vossa área (`/home/12345/`) sob pena de desconfigurarem a vossa área de ficheiros.

3. Criar uma pasta chamada `www` dentro da área
4. Dar permissões de escrita à pasta
5. Descarregar gestor de conteúdos web (CMS WordPress) - <https://wordpress.org/wordpress-5.1.4.zip>, descompactar e enviar o conteúdo da pasta descompactada para a pasta `www` do servidor
6. Correr ficheiro de instalação: aceder a <http://alunos.uportu.pt/~12345/wp-admin/install.php>
7. Definir a ligação à base de dados:

Database Name: `ltw_1617_g1 | ltw_1617_g2 | ltw_1617_g3`

Username: `ltw_1617_g1 | ltw_1617_g2 | ltw_1617_g3`

Password: `y4b9d6hj2x | m82nb7rn7 | f7mjs6je9`

Database Host: `alunos.uportu.pt`

Table Prefix: `tw1920_wp_`

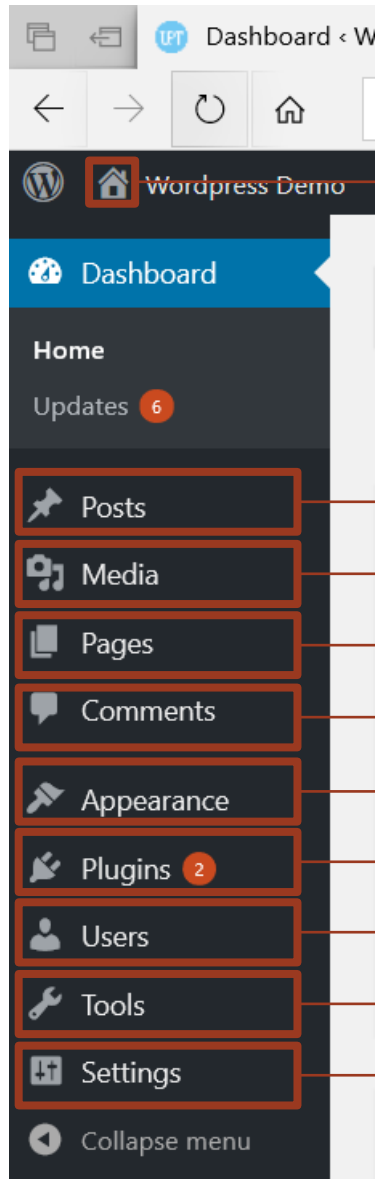
8. Seguir as instruções da instalação (não esquecer a password).
9. Aceder ao painel de administração: <http://alunos.uportu.pt/~12345/wp-admin/>

Instructions on 03-EN_Wordpress.pdf (MOODLE)

WordPress administration panel

The screenshot shows the WordPress administration dashboard in a web browser. The browser's address bar displays the URL `alunos.uportu.pt/~catarina/wp-admin/`. The dashboard interface includes a left-hand sidebar with navigation links: Dashboard, Home, Updates (6), Posts, Media, Pages, Comments, Appearance, Plugins (2), Users, Tools, and Settings. The main content area features a top notification bar stating "WordPress 5.3.2 is available! Please update now." Below this, the "Dashboard" heading is followed by a "Welcome to WordPress!" message and a "Dismiss" link. The dashboard is organized into three columns: "Get Started" with a "Customize Your Site" button; "Next Steps" with links to "Write your first blog post", "Add an About page", "Set up your homepage", and "View your site"; and "More Actions" with links to "Manage widgets or menus", "Turn comments on or off", and "Learn more about getting started". At the bottom, there are three widget areas: "PHP Update Required" (warning of an insecure version), "Quick Draft" (with fields for Title and content, and a "Save Draft" button), and "WordPress Events and News". A large dashed box on the right side of the dashboard is labeled "Drag boxes here".

WordPress administration panel



Shortcuts:

- View the website
- Go back to the dashboard

Website posts

Photos, pdfs, ...

pages / menu items

Visitor feedback

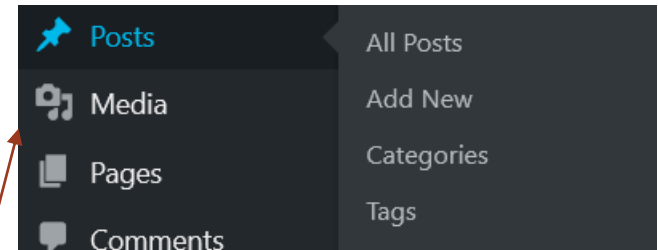
Define themes and tools

Define functionalities

User management

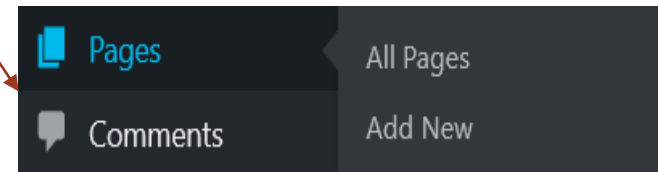
Importing / exporting

Settings



Website posts

- Used for chronological content (e.g.: blog entries, news)
- Listed chronologically (newer first)
- Posts can be given tags or categories



Pages / menu items

- Used for static content (e.g.: About, Contact, ...)
- Have a hierarchical structure
- No tags or categories

First WordPress publications

PRIMEIRAS PUBLICAÇÕES

1. Criar 3 posts

Sites para geração de texto automático:

<https://baconipsum.com/>

<http://www.cupcakeipsum.com/>

<https://hipsum.co/>

Imagens:

<https://unsplash.com/>

2. Criar 5 páginas:

- Home
- Blog
- Sobre
- Galeria
- Contactos

3. Preencher cada página com texto e/ou imagens

4. Em Appearance > Menus, criar o menu com as páginas do ponto (2)

5. Experimentar as diferentes *Display location* e ver quais são as diferenças. Escolher uma das localizações.

6. Em Customize, alterar o título do site (Site Identity)

7. Visualizar o site resultante

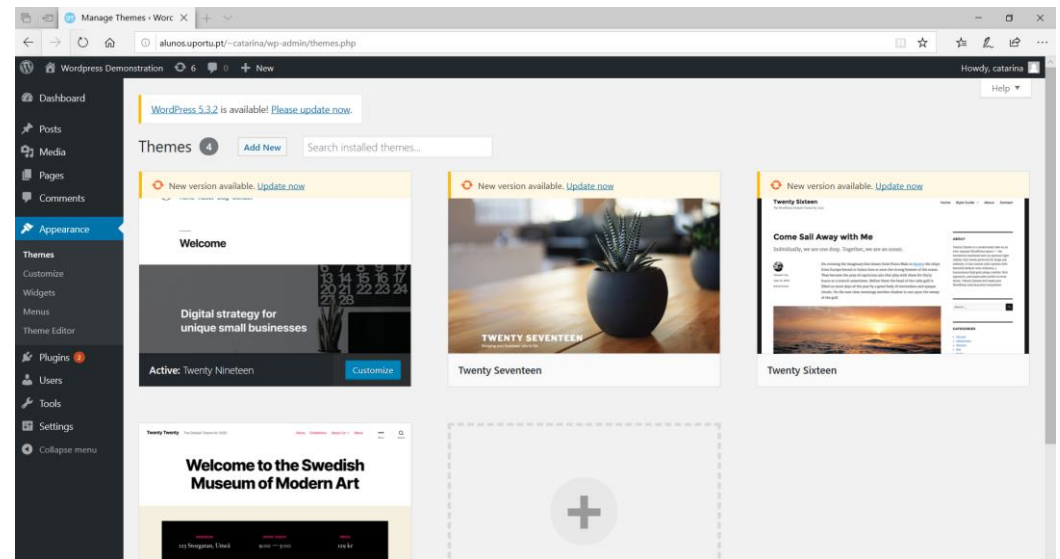
Instructions on 03-EN_Wordpress.pdf (MOODLE)

Themes

Define the website's visual aspect

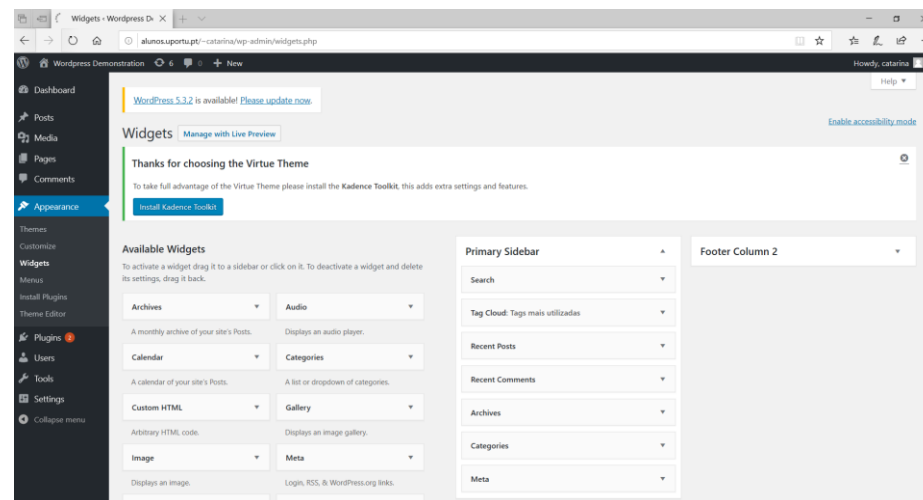
Types:

- Free
- Premium
- Custom



Widgets

- Simple way to add content and functionalities to the side or bottom bars
- Examples: Categories, archive, search bar
- Create locations to show plugins (ex: Twitter feed , social networks icons/links)
- Fast and easy. Does not require programming skills



Plugins

- Ways to extend and add functionalities to the website without needing to program them from scratch
- There are several third-party plugins that can be used
- Examples:
 - **WooCommerce:** Plugin for eCommerce
<https://pt.wordpress.org/plugins/woocommerce/>
 - **Yoast SEO:** Search Engine Optimizer
<https://yoast.com/wordpress/plugins/seo/>
 - **Elementor Page Builder:** webpage Creator and customiser
<https://elementor.com/>
 - Other plugins: <https://neilpatel.com/blog/23-essential-and-free-wordpress-plugins-for-marketers/>

WordPress customisation

PERSONALIZAÇÃO

1. Temas

- a. Fazer download de um tema Wordpress (ex: <https://www.hostinger.com.br/tutoriais/temas-wordpress-gratis>)
- b. Descompactar o zip e, com o Filezilla, transferi-lo para a pasta `www/wp-content/themes`
- c. Mudar o tema (Appearance > Themes > Add new)
- d. Pesquisar pelo nome do tema transferido. Ativar.
- e. Visualizar o resultado.

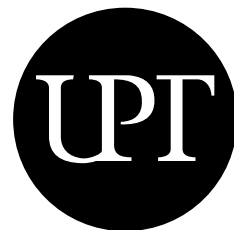
2. Widgets

- a. Em Appearance > Widgets, adicionar uma Tag cloud à Primary Sidebar (visível quando se está numa das páginas)
- b. Visualizar o resultado.

3. Plugins

- a. Fazer download do plugin <https://pt.wordpress.org/plugins/contact-form-7/>
- b. Descompactar e, com o Filezilla, enviar a pasta para `www/wp-content/plugins`
- c. Em Plugins > Add New >
- d. Pesquisar pelo nome do plugin transferido. Ativar.
- e. Em Contact > Contact Forms copiar o Short code
- f. Adicionar o código à página Contactos
- g. Visualizar o resultado

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