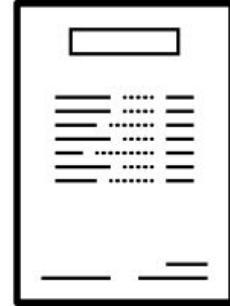


# WordPress 5





# Table of Contents

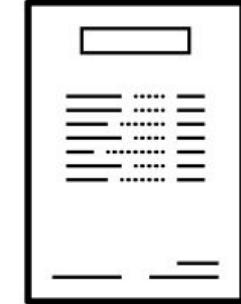


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7. Choosing and Installing Themes
8. Customizing your Website Appearance/Design
9. Developing your Own Theme



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10. Social Media Integration, Podcasting, and HTTPS
11. Developing Plugins, Widgets, and an Introduction to REST API
12. Creating a Non-Blog Website Part One - The Basics
13. Creating a Non-Blog Website Part Two - E-Commerce Websites and Custom Content Elements



# 1. Introducing WordPress





# Introducing WordPress

Let's take a look at some of the perks of using WordPress:

- You don't need to hire a team of developers and/or designers
- You don't need to learn advanced PHP
- You don't need to be a pro with computers
- Nevertheless, you can still end up with a high-quality website with almost unlimited extension possibilities



# Introducing WordPress

In this lesson, we'll explore:

- The reasons that will make you choose WordPress to run your website
- The greatest advantages of WordPress
- Online resources for WordPress
- Some of the most useful features in the newest versions of WordPress



# Getting into WordPress

- WordPress is an open-source CMS.
- Open source means that the source code of the system is made available with a license whereby the copyright holder provides the rights to study, change, and distribute the software to anyone and for any purpose (as Wikipedia defines it).
- The following is the logo of WordPress:





# What WordPress is good for

- A typical website with relatively static content, pages, subpages, and so on
- A blog website, chronologically organized, and frequently updated, categorized, tagged, and archived
- An e-commerce website: a fully functional online store that allows people to buy goods or services, and the website owner to manage orders and fulfill them



# Starting the journey – what is a blog?

- Originally, blog was short for weblog & According to Wikipedia, the term weblog was first used in 1997, and people started using blogs globally in 1999.
- The terms weblog, web blogging, and weblogger were added to the Oxford English Dictionary in 2003, though these days most people leave off the we part.
- Just to give you a more plain-English explanation, a blog is a website that usually contains regular entries made by an author.



# Understanding the common terms

## Post

- Each entry in the blog is called a post & Every post usually has a number of different parts.
- Of course, the two most obvious parts are the title and content.
- The content is text, images, links, and so on. Posts can even contain multimedia (for example, videos and audio files).
- Every post also has a publication timestamp, and most have one or more categories and tags assigned to them.



# Categories and tags

- Categories and tags are ways to organize and find posts within a blog and even across blogs.
- Categories are like topics, while tags are more like keywords.
- For example, for a blog about food and cooking, there might be a category called recipes, but every post in that category might have different tags (for example, soup, baked, vegetarian, and dairy-free).



# Comments

- Most blogs allow visitors to post comments on the posts.
- This gives readers the opportunity to interact with the author of the blog, thus making the whole experience interactive.
- Often, the author of the blog will respond to comments by posting additional comments with a single click on the reply button, which makes for a continuous public online conversation or dialog.



# Themes

- A theme is the design and layout package that you can choose for your blog.
- On most blogs, the content (for example, posts) is separate from the visual appearance.
- This means you can change the visuals of your blog at any time without having to worry about the content being affected.
- One of the best things about themes is that it takes only minutes to install and start using a new one.



# Plugins

- WordPress plugins are relatively small pieces of web software that can be installed on any WordPress site.
- They extend the native functionality to do almost anything that the technology of today allows.
- Just like WordPress itself, the code within plugins is open source, which means that anyone can build a new plugin if they have the required skill set.



# Widgets

- Widgets are a simplified version of plugins.
- The most common usage of widgets is to have them showcased in the sidebars on your site.
- Typically, your current theme will provide you with a number of widget areas where you can display widgets (as mentioned, many of these are located in the sidebar).



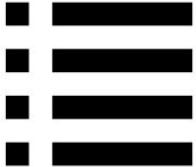
# Menus

- We need to talk some history to explain the meaning of menus in WordPress.
- Back in the day, WordPress didn't allow much customization in terms of tweaking navigation menus and handpicking the links we wanted to display.
- This changed in Version 3.0, whereby the new Custom Menus feature was introduced.
- In plain English, it allows you to create completely custom menus (featuring any links of your choice) and then display them in specific areas on your site.



# Page

- It's important to understand the difference between a page and a post.
- Unlike posts, pages do not depend on timestamps and are not displayed in reverse chronological order also, they do not have categories or tags.
- A page is a piece of content with only a title and content (an example would be About Me or Contact Us—the two most popular pages on almost any blog).



# Home page

- A home page is simply the main page that visitors see when they visit your website by typing in your domain name or URL address.
- In the early days of WordPress's existence, a home page wasn't something we used to talk about as a separate kind of page.
- Originally, a home page was generated automatically from the newest posts—it was a listing of those posts in reverse chronological order.

# Users



- As mentioned earlier, WordPress is now a complete web publishing platform.
- One of its characteristics is that it is capable of working with multiple user accounts, not just a single account belonging to the owner (admin/main author) of the site.
- There are different types of user accounts available, and they have different credentials and access rights.



# Why choose WordPress?

The main benefits of WordPress summarized are:

- WordPress gives you full control over your website.
- You can change/adjust/modify/customize everything, and I mean everything, about your site.
- There are thousands of themes and plugins to choose from, enabling you to make your website look and work however you wish.
- WordPress is extremely extendable & open source



# Who should use WordPress?

- Basically, if you need a website, and you want to be able to build it yourself, then WordPress is the platform that will make it possible.
- WordPress is the perfect tool, both for beginners just dipping their toes into website building for the first time, and developers working on client websites professionally.

# Getting to know the WordPress family

WordPress, as a platform and as a community of users, has grown in two main areas:

- The first one is gathered around WordPress.org (<https://wordpress.org/>), the native, main website of the WordPress project
- The other is WordPress.com (<https://wordpress.com/>), a commercial platform providing both free and paid blogs to users

# Digging into WordPress – the features

Here is a list of some of the features that WordPress has to offer (in no particular order):

- Exchangeable designs through WordPress themes, which are also further customizable via WordPress Customizer
- Extendable through WordPress plugins
- Unlimited posts and pages
- Unlimited categories and subcategories
- Unlimited tags

# Learning more with online WordPress resources

- <https://codex.wordpress.org/>: Here you can find the official documentation for WordPress—we'll talk more about the codex later on in this lesson
- <https://themeisle.com/blog/>: Offers free guidance on common tasks that can be performed with WordPress
- <https://www.wpbeginner.com/>: Offers tutorials and resources about WordPress



# Staying updated with WordPress news

- As WordPress is constantly being developed, it's important to keep yourself up-to-date with the software community's latest activities.
- If you visit the dashboard of your own WordPress site regularly, you'll be able to stay up-to-date with WordPress news and software releases.
- There are widgets on the dashboard that display the latest news and announcements, and an alert always appears when there is a new version of WordPress available for download and installation.



# Understanding the Codex

- The WordPress Codex is the central repository of all the information that the official WordPress team has published to help people work with WordPress.
- The Codex has some basic tutorials for getting started with WordPress, such as a detailed step-by-step discussion of the installation, and lists of every template tag and hook

# Codex

[Codex tools](#): [Log in](#)

Interested in functions, hooks, classes, or methods? Check out the new [WordPress Code Reference](#)!

## Main Page

Welcome to the **WordPress Codex**, the online manual for WordPress and a living repository for WordPress information and documentation.

## What You Most Need to Know About WordPress

[WordPress Features](#)[Download WordPress](#)[Installing WordPress](#)[Current WordPress Version](#)[WordPress News](#)[WordPress Support Forums](#)[Troubleshooting](#)[About WordPress](#)[Glossary](#)[Home Page](#)[WordPress Lessons](#)[Getting Started](#)[Working with WordPress](#)[Design and Layout](#)[Advanced Topics](#)[Troubleshooting](#)[Developer Docs](#)[About WordPress](#)

### Codex Resources

[Community portal](#)[Current events](#)[Recent changes](#)[Random page](#)[Help](#)

# Getting support from other users

- The online WordPress community asks questions and responds with solutions on the WordPress forum at <https://wordpress.org/support/>.
- It's an excellent place to go if you can't find the answer to a problem in the codex.
- If you have a question, then probably someone else has had it as well, and WordPress experts spend time in the forum answering them and providing solutions.



# Using theme and plugin directories

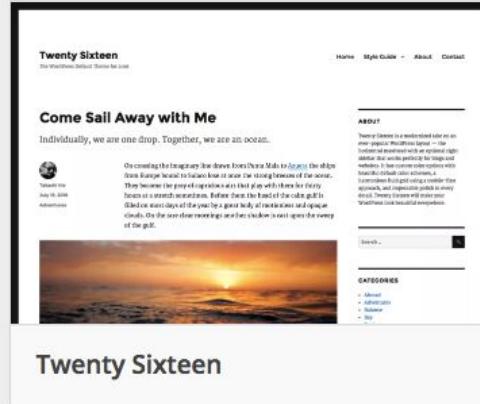
You can also see what the community thinks of these downloads by looking at ratings, comments and popularity metrics:

- You can find the Theme Directory at  
<https://wordpress.org/themes/>
- The Plugin Directory is located at  
<https://wordpress.org/plugins/>

# Theme Directory

[Commercial Themes](#) [Upload Your Theme](#)

3,667

[Featured](#)[Popular](#)[Latest](#) [Feature Filter](#)**Twenty Seventeen**

**Twenty Sixteen**  
The minimalist, elegant theme for your site.

**Come Sail Away with Me**

Individually, we are one drop. Together, we are an ocean.

On reaching the trajectory far down from Hana Moku to hana the edge from Range lead to Sailing low or near the strong beams of the sea.

This become the prey to operate with a sail ship with them for thirty hours.

At the end of the day, the sun sets in the sky.

Click on every days of the year has a great body of mountains and opaque clouds.

For the next three evenings see the shadow is not open the evening of the gulf.

**ABOUT**

Theme sixteen is a minimalist color on an easy project. WordPress theme — the template is a clean and modern design with a light sidebar that works perfectly for blogs and websites. It's a great choice for anyone who wants to make their website look clean.

A minimalist theme is a good choice for a blog, news, or magazine. It's a great choice for anyone who wants to make their website look clean.

**CATEGORIES**

- Home
- Style Guide
- About
- Contact

Search ...

Categories

- Home
- Style Guide
- About
- Contact

**Twenty Sixteen**

**OceanWP**

**JUST DO IT!**

Search ...

Categories

- Home
- Style Guide
- About
- Contact

**OceanWP**

# Summary



- Having a website of your own is essential these days, no matter if you are an individual or a small business, and no matter if you are blogging regularly or just want some accurate static content up on the internet.
- In this lesson, we reviewed basic information about WordPress, blogging, and common blog terms for those of you who are new to the concept.

# 2. Getting Started with WordPress





# Getting Started with WordPress

What's important:

- WordPress is available in easily downloadable formats at <https://wordpress.org/download/>
- WordPress is a free, open-source application and is released under GNU General Public License (GPL), [https://en.wikipedia.org/wiki/GNU\\_General\\_Public\\_License](https://en.wikipedia.org/wiki/GNU_General_Public_License)



# Getting Started with WordPress

In this lesson, you will learn how to do the following:

- Set up WordPress on an external web host
- Install WordPress manually—both on an external host and also locally for development and testing
- Perform basic setup tasks in the WordPress admin panel (the wp-admin)

# Building your WordPress website – start here

The first decision you have to make is where your blog is going to live. You have two basic options when creating your site:

- Either go to [WordPress.com](https://WordPress.com) and sign up for a free (or paid) website (that way, you get the website installed for you)
- Or, go to [WordPress.org](https://WordPress.org) and use the open-source version of WordPress—by installing it on your own server or a server of a third-party hosting firm



# The two worlds of WordPress

This aspect of the WordPress ecosystem is a bit confusing, but there are basically two versions of WordPress available out there. To make this simpler, let me just use the website addresses where you can find them:

- WordPress.com (<https://wordpress.com/>)
- WordPress.org (<https://wordpress.org/>)

# Pros and cons

- Even though WordPress.org is the topic of this course, there are still valid reasons why some users might be interested in WordPress.com.
- The main advantage of using WordPress.com (<https://wordpress.com/>) is that, it's them who take care of all the technical details for you.
- You're not responsible for anything else but the management of your content.
- A major disadvantage is that you don't have full control over your website

# Which one to use

	<b>WordPress.org (open source software)</b>	<b>WordPress.com (online platform/service)</b>
<b>Installation</b>	No need to install anything; just sign up.	Install WordPress yourself, either manually or via your host's control panel.
<b>Themes</b>	Use the themes made available by WordPress.com ( <a href="https://wordpress.com/">https://wordpress.com/</a> ).	Use any theme available anywhere, written by anyone (even by yourself).
<b>Plugins</b>	No ability to add third-party plugins.	Use any plugin available anywhere, written by anyone (even by yourself).
<b>Upgrades</b>	WordPress.com provides automatic upgrades.	You have to upgrade it yourself when upgrades are available.
<b>Widgets</b>	Widget availability depends on the available themes.	You can widgetize any theme yourself.
<b>Maintenance</b>	You don't have to do any maintenance.	You're responsible for the maintenance of your site.
<b>Advertising</b>	No advertising of your own allowed. However, WordPress.com itself sometimes runs ads on your site.	You can advertise anything and in any amount you like.
<b>Ownership</b>	Even though the content belongs to you, WordPress.com can take down your blog at any moment if they consider it to be inappropriate.	You have complete control over your site, and no one can force you to take it down.
<b>Domain</b>	Your site is available as a subdomain under .wordpress.com by default, but you can also upgrade to a paid package and use your own, manually registered domain name.	You can use any manually registered domain name.

# Getting and installing WordPress

## Installing WordPress through a web host

- In most scenarios, users will want to install and then use WordPress on a live website—one that's publicly visible.
- The easiest way to do that is to go to one of the popular hosting companies, rent some server space from them, and then have WordPress installed on that server.
- Even though this might sound intimidating at first, the process is actually very simple, and in most cases, the hosting company takes care of all the technical steps.

# How to choose a web host for WordPress

- Your budget—as mentioned in the preceding paragraph
- The number of sites you want to host at the same time—probably just one
- How much traffic you're expecting on the site—probably less than 5,000 visitors a month if you're just starting out
- The reputation of the company that you want to go with
  - this can be checked via sites like ReviewSignal (<https://reviewsignal.com/webhosting>)



# Getting through the installation process

- To show you how the installation process is done, we need to pick a host that we're going to use as our example.
- Looking at the scores at ReviewSignal, SiteGround seems to be at the top of the list, having the best user ratings among shared hosting platforms.
- We're going to pick that one for our example.

# Getting through the installation process



## StartUp

Crafted for a Great Start with WordPress

SPECIAL PRICE  
**\$3.95/mo.**  
Regular \$11.95/mo.

- One Website
- 10GB Web Space
- Suitable for ~ 10,000 Visits Monthly
- Essential WordPress Features

[GET STARTED](#)

[See Plan Details](#) ➔



## GrowBig

Crafted for Easy WordPress Growth

SPECIAL PRICE  
**\$5.95/mo.**  
Regular \$19.95/mo.

- Multiple Websites
- 20GB Web Space
- Suitable for ~ 25,000 Visits Monthly
- Essential WordPress Features
- Premium WordPress Features

[GET STARTED](#)

[See Plan Details](#) ➔



## GoGeek

Crafted for Real WordPress Geeks

SPECIAL PRICE  
**\$11.95/mo.**  
Regular \$34.95/mo.

- Multiple Websites
- 30GB Web Space
- Suitable for ~ 100,000 Visits Monthly
- Essential WordPress Features
- Premium WordPress Features
- Geeky WordPress Features

[GET STARTED](#)

[See Plan Details](#) ➔

### Step 1. Choose Plan

### Step 2. Choose Domain

### Step 3. Review & Complete

Please Enter Your Domain

- Register a New Domain  
 I already [have a Domain](#)

www.

.com



Domain Registration: **\$15.95/year**

**PROCEED**

## Purchase Information



### Hosting Services

Plan:

StartUp

Data Center:

Chicago (USA)

Period:

12 months



Hosting Price

**\$3.95/mo** (Regular: \$11.95/mo) (Now bill \$47.40)

\* The special initial price applies for the first invoice only. Once your initial term is over regular renewal prices apply.



### Extra Services

#### Domain Registration

**\$17.95**



The domain name you've chosen becomes your property once registered. We will directly point it to your new hosting account as soon as it gets activated.

#### Domain Privacy

**\$12.00/year** (Regular: \$24.00/year)



By registering a domain name, your personal information becomes publicly available through the whois services. To protect it, use Domain Privacy.

#### SG Site Scanner

**\$19.80/year**



SG Site Scanner is a monitoring service that checks your website daily and immediately notifies you if your website has been hacked or injected with malicious code.



Hello, Karol Krol | 1 (1)  
[My Details](#) | [Logout](#)

Home

My Accounts

Support

Billing

Referral Deals

Add Services

Resources

MANAGE ACCOUNT: [REDACTED].COM

Type: StartUp account | Started: [REDACTED] 2017 | Expires: [REDACTED] 2019 | Status: Active

[Go to cPanel](#)

[Renew](#)

[Upgrade](#)

▶ Information & Settings

▶ Extra Services

▼ Installations

▶ Sitebuilder

[WordPress/Joomla Toolkit](#) [Add Installation Manually](#)

[http://\[REDACTED\].com](http://[REDACTED].com)

WordPress 4.9.8

[Go to Admin Panel](#)



# Installing WordPress manually

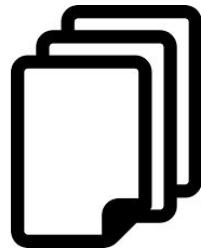
- WordPress can be installed in a variety of different ways, and if you don't want to use the via a host method described earlier, you will probably be interested in installing WordPress manually.
- Manual installations can be useful for a number of reasons.
- First of all, you might want to use WordPress on a local server.
- Secondly, even if you're on a remote server, that server might not have any auto-install features available.

# Preparing the environment

- A good first step is to make sure you have an environment setup that is ready for WordPress &this means you need to ensure that the server meets the minimum requirements and that your database is ready.
- For WordPress to work, your web host must provide you with a server that fulfills the following requirements:
- Support for PHP version 5.2.4 or greater (PHP 7.2+ is recommended)
- Provision of a MySQL database (full access) of version 5.6 or greater (alternatively, MariaDB version 10.0 or greater)

# Downloading WordPress

- Once you have checked your environment, you need to download WordPress from <https://wordpress.org/download/>.
- There's a big blue download button there & It's hard to miss.
- What you get once you click it is a .zip archive of the most recent version of the WordPress software.
- Extracting that archive onto your desktop will give you a directory called WordPress.
- In itself, that directory isn't very useful as a stand-alone thing.



# Uploading the files

We need to upload all the files of WordPress to our web server using any File Transfer Protocol (FTP) client. There are several FTP clients available on the internet that are either freeware (no cost) or require a small fee. If you don't already have an FTP client, try one of the following:

- **Filezilla:** <https://filezilla-project.org/download.php?type=client> (for Mac, Windows, or Linux)
- **Fetch:** <https://fetchsoftworks.com/> (for Mac only)
- **SmartFTP:** <https://www.smartftp.com/> (for Windows only)

- FileZilla

File Edit View Transfer Server Bookmarks Help

Host: | Username: | Password: | Port: | Quickconnect |

Status:  
Status: Connection established, waiting for welcome message...  
Status: Insecure server, it does not support FTP over TLS.  
Status: Connected  
Status: Retrieving directory listing...  
Status: Directory listing of "/" successful

Local site: C:\

Remote site: /

Filename Filesize Filetype Last modified

..

functions.php 11 358 Plik PHP 3/12/2015 2:48:40 ...

page\_g\_ip.php 2 851 Plik PHP 11/30/2014 7:19:09...

page\_home.php 1 708 Plik PHP 11/30/2014 5:11:53...

page\_landing.php 1 033 Plik PHP 11/23/2014 6:42:01...

page\_ssc.php 6 592 Plik PHP 11/30/2014 7:23:54...

README.md 576 Plik MD 6/30/2014 2:47:00 ...

screenshot.png 213 629 Obraz PNG 6/30/2014 2:47:00 ...

style.css 29 602 Plik CSS 12/7/2014 3:49:29 ...

images

genesis-nio

genesis-sample

metro

metro-pro

minicard

nIO-custom

photoria

..

.usermin

cgi-bin

Database

etc

fcgi-bin

FileSystem

homes

logs

Maildir

public\_html

tmp

.bash\_history

.bash\_log

.bash\_prc

.bashrc

Readmet...

193 Plik BASH... 11/16/2014 8:3... adffw(0600) 537 526

Plik BASH... 11/16/2014 8:3... adffw(0600) 537 526

Plik BASH... 10/26/2014 9:4... ffraw(0644) 537 526

Plik BASHRC 10/26/2014 9:4... ffraw(0644) 537 526

Dokument... 10/26/2014 5:1... ffraw(0644) 537 526

8 files and 1 directory. Total size: 267 349 bytes

5 files and 11 directories. Total size: 689 bytes

Server/Local file Direction Remote file Size Priority Status

Queued files Failed transfers Successful transfers

Queue: empty

# LOCAL FILES

# REMOTE FILES

# Finalizing WordPress's on-screen setup

- At this point, it's time to proceed with the famous 5-minute installation of WordPress.
- (The fact that WordPress can be installed in 5 minutes or less is widely advertised on the official WordPress website.)





Below you should enter your database connection details. If you're not sure about these, contact your host.

**Database Name**

The name of the database you want to use with WordPress.

**Username**

Your database username.

**Password**

Your database password.

**Database Host**

You should be able to get this info from your web host, if localhost doesn't work.

**Table Prefix**

If you want to run multiple WordPress installations in a single database, change this.

**Submit**



## Welcome

Welcome to the famous five-minute WordPress installation process! Just fill in the information below and you'll be on your way to using the most extendable and powerful personal publishing platform in the world.

### Information needed

Please provide the following information. Don't worry, you can always change these settings later.

**Site Title**

**Username**

Usernames can have only alphanumeric characters, spaces, underscores, hyphens, periods, and the @ symbol.

**Password**

RKyGqqqV5kEt78r%oD    
Strong

**Important:** You will need this password to log in. Please store it in a secure location.

**Your Email**

Double-check your email address before continuing.

**Search Engine Visibility**

Discourage search engines from indexing this site

It is up to search engines to honor this request.

**Install WordPress**

# Installing WordPress through an auto-installer script

- Some web hosts provide their customers with access to a range of auto-installer scripts for various web platforms, including WordPress.
- Most of these auto-installers have quite similar functionalities, and the actual process of installing a new WordPress site is similar as well.
- Here, we're going to focus on one of these scripts, Softaculous (<https://www.softaculous.com/>).



Find functions quickly by typing here.



## EXCLUSIVE FOR NAMECHEAP CUSTOMERS



Google Apps



Namecheap SSL



Codeguard Backups



Softaculous Apps Installer



Namecheap Knowledgebase

## FILES



File Manager



Directory Privacy



Disk Usage



Web Disk



FTP Accounts



FTP Connections



Backup



Backup Wizard



Inodes Usage

## DATABASES



phpMyAdmin



MySQL® Databases



MySQL® Database Wizard



MySQL F.A.Q.

## GENERAL INFORMATION

## Current User

## Primary Domain

.com

## Home Directory

/home/

## Last Login

## Theme

paper\_lantern

## Server Information

## STATISTICS

## MySQL® Databases

1 / 50 ( 2% )

## File Usage

2,014 / 300,000 ( 1% )

## Email Accounts

0 / 50 ( 0% )

## Addon Domains

# Installing WordPress through an auto-installer script

## SOFTACULOUS APPS INSTALLER

### Scripts:



WordPress



Joomla 2.5



AbanteCart



PrestaShop



OpenCart 1.5



Joomla



Drupal 7



phpBB

### Categories :



Blogs



Micro Blogs



Portals/CMS



Forums



Image  
Galleries



Wikis



Social  
Networking



Ad



Management

## Software Setup

**Choose Protocol**

If your site has SSL, then please choose the HTTPS protocol.

 **Choose Domain**

Please choose the domain to install the software.

 **In Directory**

The directory is relative to your domain and **should not exist**. e.g. To install at http://mydomain/dir/ just type dir. To install only in http://mydomain/ leave this empty.

**Database Name**

Type the name of the database to be created for the installation

## Database Settings

**Table Prefix**

## Site Settings

**Site Name****Site Description** **Enable Multisite (WPMU)**

This feature will Enable Multisite option for your WordPress blog. Your server must support Apache mod\_rewrite to use this feature.



## Admin Account

**Admin Username****Admin Password** **Admin Email** 

## Choose Language

**Select Language**  **Advanced Options**

Email installation details to :

# The wp-admin panel

- WordPress installs a powerful and flexible administration area where you can manage all of your website content and so much more.
- Throughout the course, this will be referred to in shorthand as the wp-admin, or WP Admin, or the WordPress dashboard in some cases.
- Now that you've successfully installed WordPress, it's time for our first look at the wp-admin.



## Dashboard

## Dashboard

Screen Options ▾

Help ▾

Home

Updates

Posts

Media

Pages

Comments

Appearance

Plugins

Users

Tools

Settings

Collapse menu

## Welcome to WordPress!

We've assembled some links to get you started:

## Get Started

[Customize Your Site](#)

or, change your theme completely

## Next Steps

- Write your first blog post
- Add an About page
- View your site

## More Actions

- Manage widgets or menus
- Turn comments on or off
- Learn more about getting started

## At a Glance

1 Post

1 Page

1 Comment

WordPress 4.7.3 running Twenty Seventeen theme.

## Activity

## Recently Published

Mar 18th, 6:07 pm

Hello world!

## Recent Comments

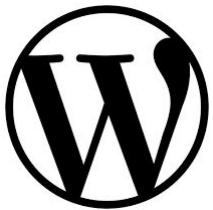
## Quick Draft

Title

What's on your mind?

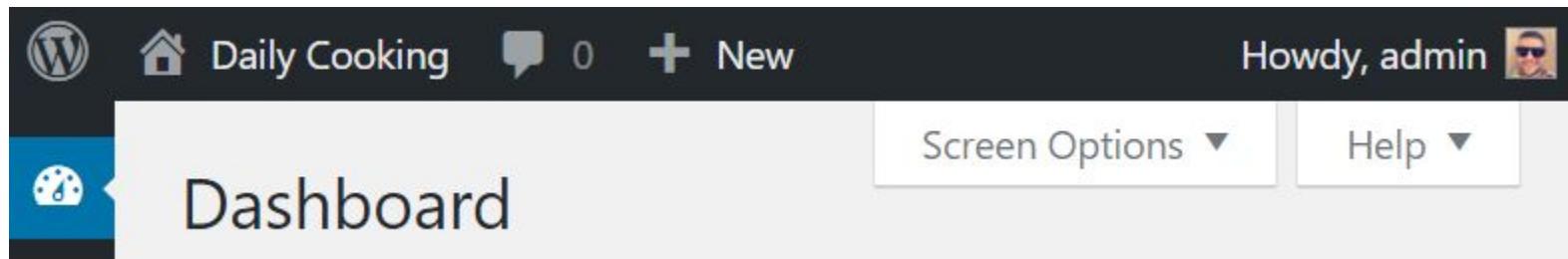
[Save Draft](#)

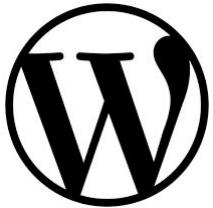
## WordPress News



# The wp-admin panel

- The very top bar there, referred to as the top bar or admin bar, is mostly dark gray and contains the following:





# The wp-admin panel

- I encourage you to play around with this element by checking and unchecking the items, as you discover whether you need them or not:

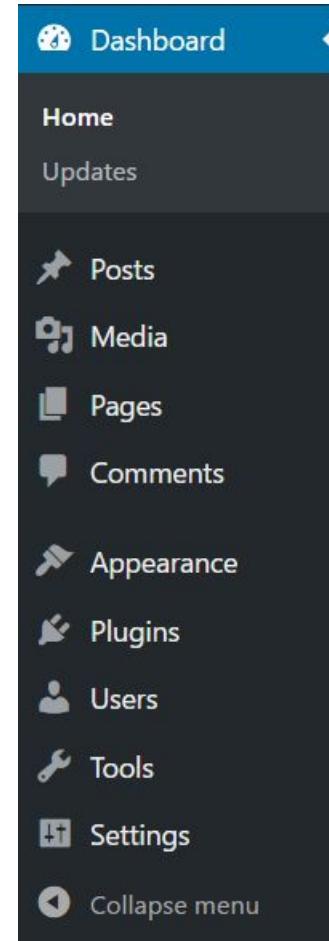
Boxes

At a Glance  Activity  Quick Draft  WordPress Events and News  Welcome

Dashboard Screen Options ▾

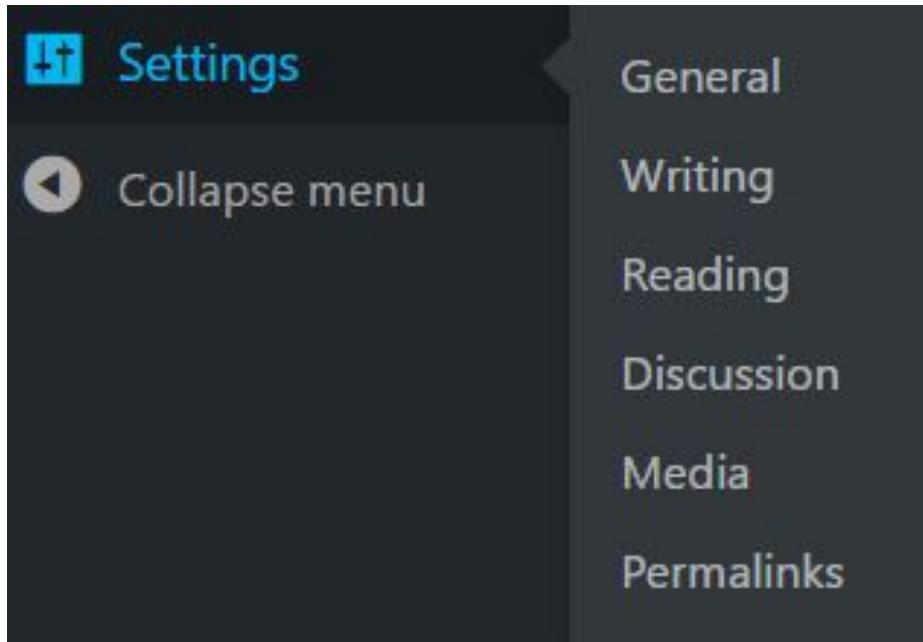
# The wp-admin panel

- On the left side of the screen is the main menu:



# The wp-admin panel

- For example, if you hover your cursor over Settings, you'll see the subpages for the Settings section, and at that point, you can click on either of the subpages or the main Settings link itself:



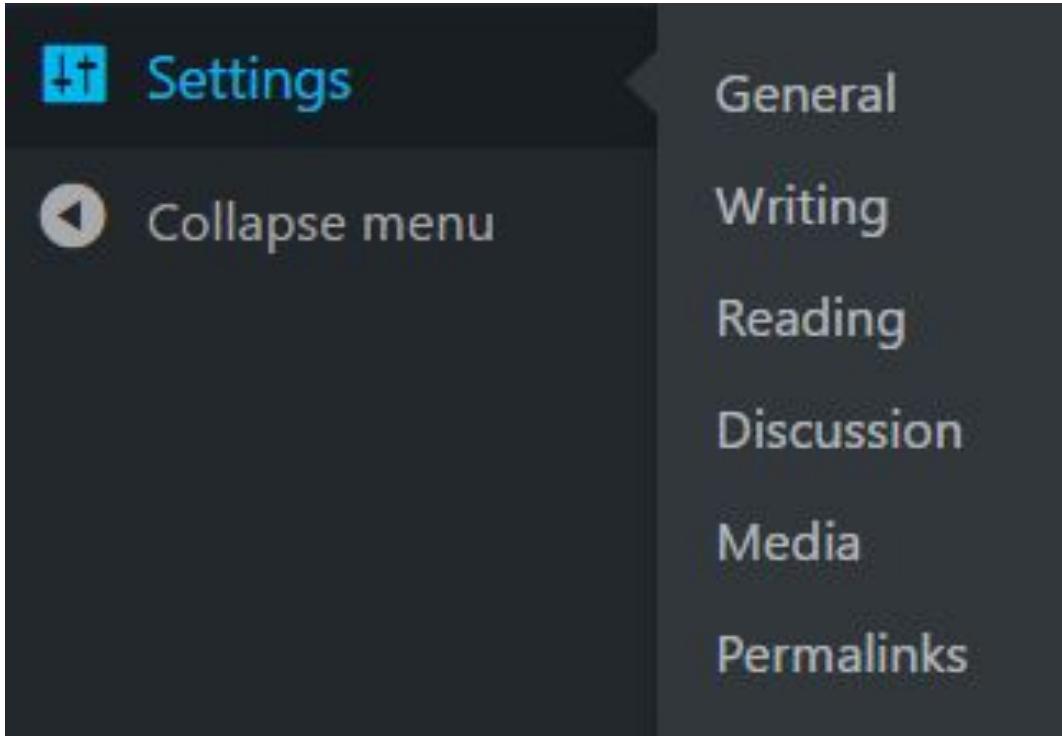
- In the new versions of WordPress, when you log in for the first time, you're presented with a welcome message, like the one that follows:

Welcome to WordPress! ✖ Dismiss

We've assembled some links to get you started:

Get Started	Next Steps	More Actions
<a href="#">Customize Your Site</a>	 Edit your front page  Add additional pages  Add a blog post  View your site	 Manage widgets or menus  Turn comments on or off  Learn more about getting started
or, change your theme completely		

# Changing general blog information



## General Settings

Site Title  

Tagline   
*In a few words, explain what this site is about.*

WordPress Address (URL)

Site Address (URL)   
*Enter the address here if you [want your site home page to be different from your WordPress installation directory](#).*

Email Address

This address is used for admin purposes. If you change this we will send you an email at your new address to confirm it. The new address will not become active until confirmed.

Membership  Anyone can register

New User Default Role  

Site Language  

Timezone  

Choose either a city in the same timezone as you or a UTC timezone offset.

Universal time (UTC) is .

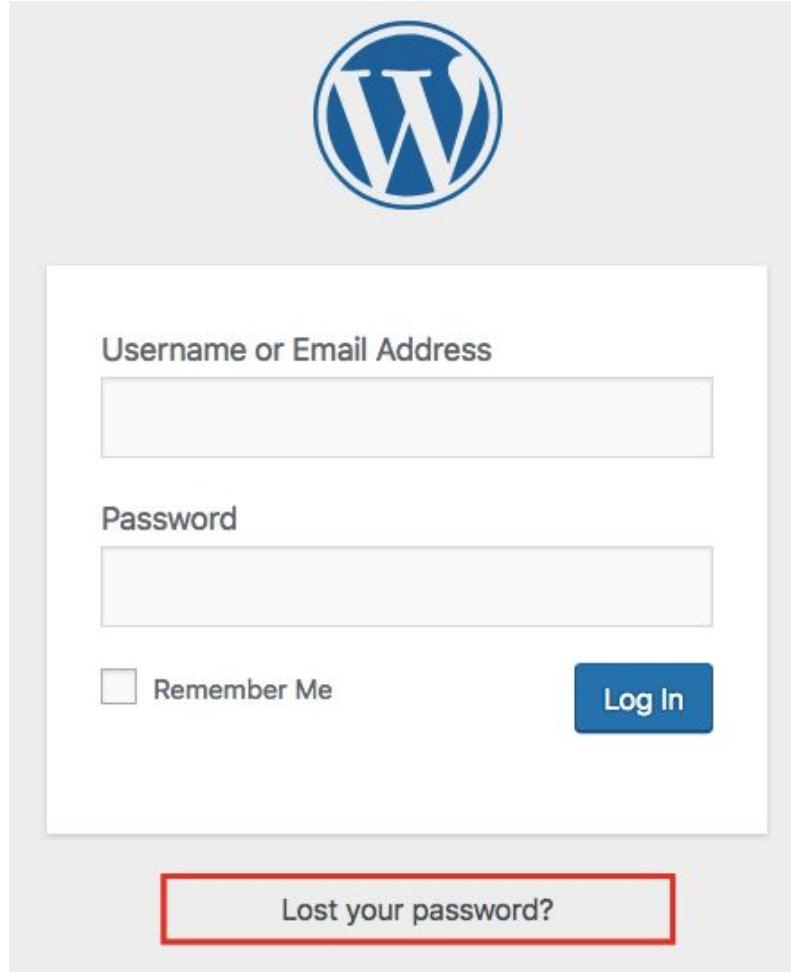
# Changing general blog information

- One of the things you probably want to take a look at on this page is the Timezone option.
- Whether you have a blog (with timestamps on every post) or not, it's important that WordPress knows what time zone you're in.
- Particularly when you want to schedule a page or post for the future, show users accurate time stamps, or even just make sure that email notifications are correctly timestamped.

## Common Settings

- Plain `http://localhost/wpc5/?p=123`
- Day and name `http://localhost/wpc5/2017/03/19/sample-post/`
- Month and name `http://localhost/wpc5/2017/03/sample-post/`
- Numeric `http://localhost/wpc5/archives/123`
- Post name `http://localhost/wpc5/sample-post/`
- Custom Structure `http://localhost/wpc5 /%postname%/` 

# Retrieving a lost password



# Getting a Gravatar

- One final point that's worth discussing in this lesson is the matter of WordPress avatars.
- Although WordPress provides a number of possibilities in this area, the most popular one revolves around an external service, Globally Recognized Avatar (Gravatar).
- Gravatar started as a tool meant to provide people with the capability of using the same profile picture (avatar) across the entire web.



# Summary

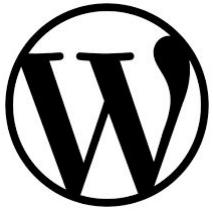
- You have learned a lot in this lesson.
- You now know how to install WordPress on a remote as well as a local server, and then change the basic settings of your website.
- You also have a basic understanding of how to handle your online image or brand via Gravatar.

# 3. Creating Blog Content



# Creating Blog Content

- How the WordPress admin dashboard works (also commonly referred to as wp-admin) and how to find your way around it
- How to write a new blog post
- How to control all the information associated with a blog post, not just the title and content, but also images and media
- How to work with comments—what they are for and how to manage them
- How to keep your content organized and searchable using tags and categories



# WordPress admin conventions

- In the wp-admin, you have the ability to manage a number of different types of content and ways of sorting content, including posts, categories, pages, links, media uploads, and more.
- WordPress uses a similar format for various screens.
- Let's explore them here.

# Lists of items

Posts [Add New](#)

All (5) | Published (2) | Drafts (3)

Bulk Actions ▾ [Apply](#) All dates ▾ All Categories ▾ Filter 2 items

<input type="checkbox"/>	Title	Author	Categories	Tags		Date
<input type="checkbox"/>	<a href="#">Here's a Blog Post</a>	Karol	Uncategorized	—		Published 2018/11/07
<input type="checkbox"/>	<a href="#">Hello world!</a>	Karol	Uncategorized	—		Published 2018/11/06
<input type="checkbox"/>	Title	Author	Categories	Tags		Date

[Edit](#) | [Quick Edit](#) | [Trash](#) | [View](#)

Bulk Actions ▾ [Apply](#) 2 items

# Lists of items

## QUICK EDIT

Title

Slug  

Date   ,  @  :

Password  -OR-  Private

## Categories

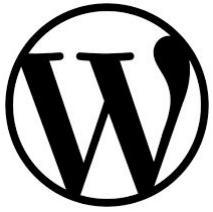
- Food Talk
- Recipes
- Uncategorized

## Tags



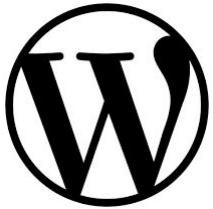
- Allow Comments  Allow Pings

Status    Make this post sticky



# Posting on your blog

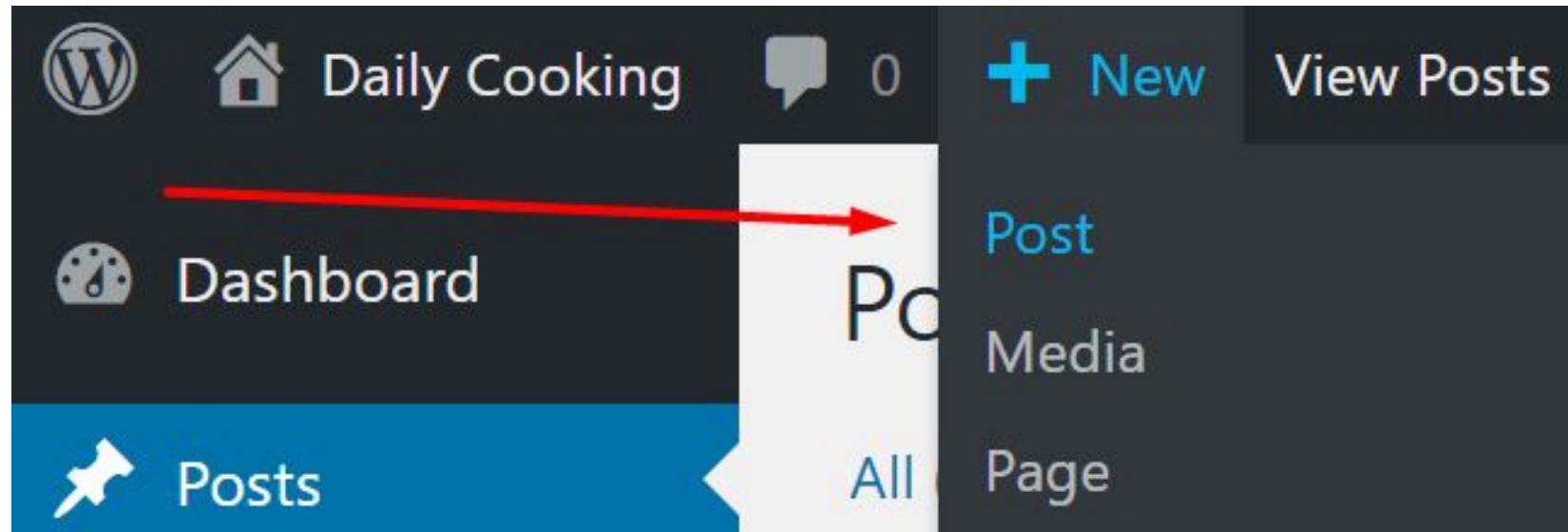
- The central activity you'll be doing with your blog is adding posts.
- A post is like an article in a magazine; it needs a title, body content, and an author (in this case though, WordPress allows multiple authors to contribute to a blog).
- A blog post also has a lot of other information attached to it, such as a date, excerpt, tags, and categories.



# Adding a simple post

- Whenever you want to add content or carry out maintenance on your WordPress website, you have to start by logging in to the WordPress administration panel (wp-admin) of your site.
- To get to the admin panel, open <https://yoursite.com/wp-admin> in your web browser.

# Adding a simple post



# Working in the block-based content editor

The screenshot shows a block-based content editor interface. On the left, a sidebar menu includes 'Dashboard', 'Posts' (selected), 'All Posts', 'Add New', 'Categories', and 'Tags'. The main area features a 'Write your story' text input field with a placeholder 'Write your story'. Above the text input are several icons: a camera, a text icon, and a document icon. To the right of the text input is a 'Document' tab, followed by a 'Block' tab (which is currently selected). A sidebar on the right contains sections for 'Status & Visibility' (with 'Visibility' set to 'Public' and 'Publish' set to 'Immediately'), 'Categories', 'Tags', 'Featured Image', 'Excerpt', and 'Discussion'. At the top of the screen, there are navigation icons (refresh, back, forward, info, etc.) and a toolbar with 'Preview', 'Publish...', a gear icon, and a more options icon. A tip message box is displayed, stating: 'Welcome to the wonderful world of blocks! Click the "+" ("Add block") button to add a new block. There are blocks available for all kinds of content: you can insert text, headings, images, lists, and lots more!' with a 'See next tip' link.

So what can a block actually be? Think about everything that can be put on a web page. This includes the following:

- Blocks of text
- Images
- Videos
- Quotes
- Headings
- Tables
- Buttons
- Embeds from third-party websites (such as YouTube or Facebook)
- And much more

# Understanding the editor interface

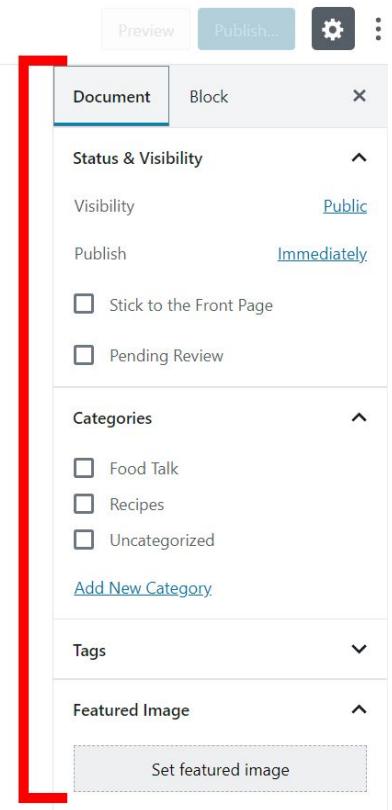
(3)

## Add title

Start writing or type / to choose a block

(1)

(2)



# Understanding the editor interface

- Here is a closer view of what's available in the top bar:



# Creating your first blog post

- To begin, enter a title for your blog post where it says Add title:

A screenshot of a WordPress post editor. At the top left, there is a link icon followed by the text "Permalink: <http://localhost/wpc2018/?p=41>" with a small edit icon. At the top right, there is a button labeled "Change Permalinks". Below this, there is a large input field with the placeholder text "Add title".

Start writing or type / to choose a block

# Creating your first blog post

- When you have done that, move your mouse cursor one line and start typing your post:



The image shows a portion of a web-based blog editor interface. At the top, there is a toolbar with several icons: a dropdown menu for font size, three alignment options (left, center, right), bold ('B'), italic ('I'), a link icon, and a font selection dropdown ('ABC'). To the right of the toolbar is a vertical ellipsis ('...'). Below the toolbar, a paragraph of text is displayed in a simple black font: "This is my first blog post. Not particularly exciting, just a simple paragraph, but I will be expanding it soon."

¶

≡ ≡ ≡

B

I



ABC

:

This is my first blog post. Not  
paragraph, but I will be expanded.



Hide Block Settings

Ctrl+Shift+,



Duplicate

Ctrl+Shift+D



Insert Before

Ctrl+Alt+T



Insert After

Ctrl+Alt+Y



Edit as HTML



Add to Reusable Blocks



Remove Block

Shift+Alt+Z

Document

Block

X

# My First Blog Post



This is my first blog post. Not particularly exciting, just a simple paragraph, but I will be expanding it soon.



Paragraph

Start with the building block of all narrative.

Text Settings

Font Size

Normal

Reset



Drop Cap

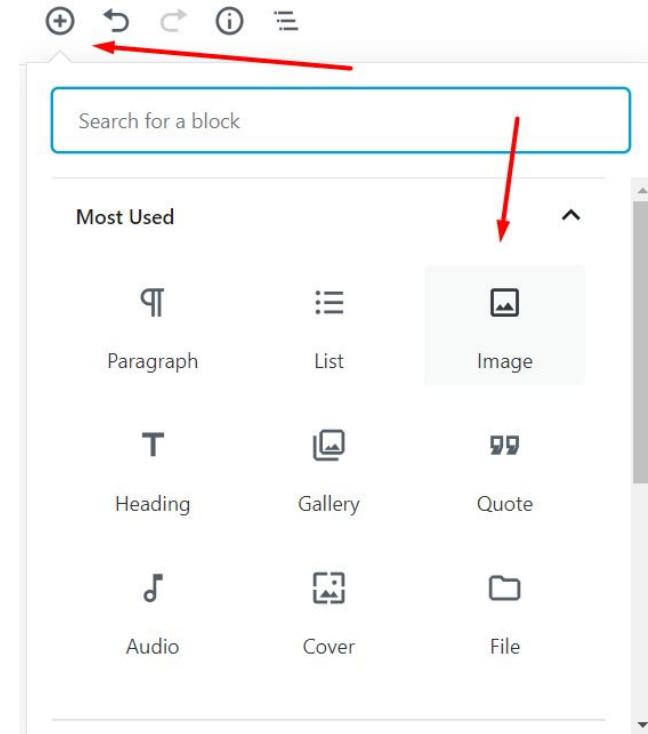
*Toggle to show a large initial letter.*

Color Settings

Advanced

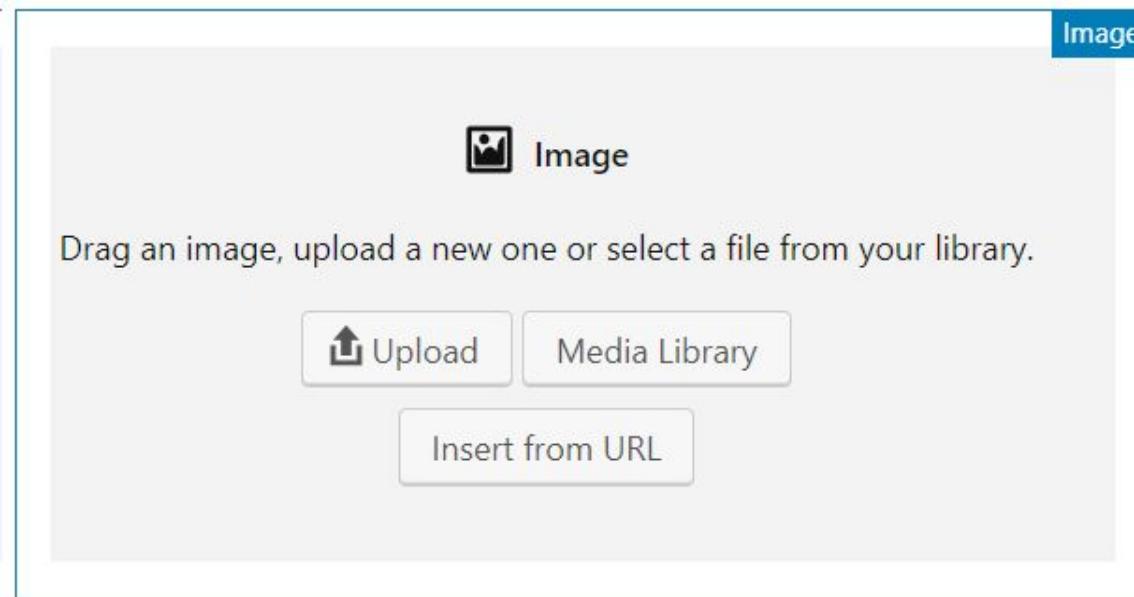
# Creating your first blog post

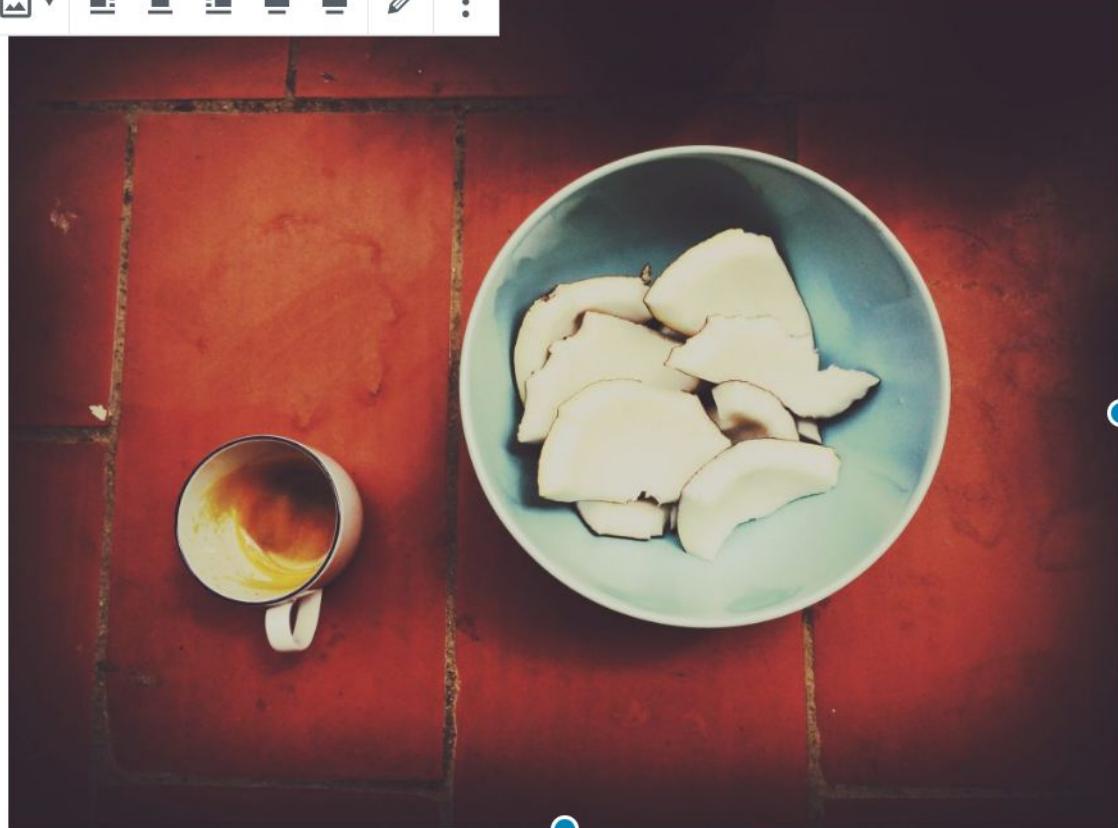
- To do that, click on the + icon in the top-left corner of the screen.
- From the drop-down menu, select Image:



# Creating your first blog post

- You will see a new image block added to the page:





Write caption...

Document

Block

X

### Image Settings ^

Alt Text (Alternative Text)

*Alternative text describes your image to people who can't see it. Add a short description with its key details.*

Image Size

Large ▾

Image Dimensions

Width

Height

1024

768

25% 50% 75% 100%

Reset

Link Settings ▾

- Continuing the same approach, we can add all sorts of other blocks onto the canvas, and thus end up with quite a compelling blog post.
- For example, as an experiment, I created the following blog post:

## My First Blog Post

 Karol  December 3, 2018  Leave a comment 

This is my first blog post. Not particularly exciting, just a simple paragraph, but I will be expanding it soon.



That was a nice image, wasn't it?

- it's big
- it's colorful
- it's tasty!

*In the middle of difficulty lies opportunity.*

Albert Einstein

 Karol  December 3, 2018  Uncategorized 

# Aligning blocks and building a post layout



List

- it's big
- it's colorful
- it's tasty!

# Creating your first blog post



Add block

List

- it's big
- it's colorful
- it's tasty!

Publish



---

Are you ready to publish?

Double-check your settings before  
publishing.

---

Visibility: Public



Publish: Immediately



Suggestion: Add tags



# Creating your first blog post

- When the process completes, you'll see yourself still on the same screen
- but now, the following message will have appeared telling you that your post has been published and that you can see it by clicking on the View Post link:



Post published. [View Post](#)

## My First Blog Post

# Common post options

- Now that we've reviewed the basics of creating a post, let's look at some of the other options available when adding a new post or editing an existing one.
- In this section, we'll look at the most commonly used options and, in the next section, we'll look at the more advanced ones.

# Common post options

## My Top 3 Favorite Dishes

Start writing or type / to choose a block



Document    Block    X

---

Status & Visibility ▾

Permalink ▾

Categories ▾

Tags ▾

Add New Tag

# Common post options

## Tags



Add New Tag

food



Italian



Mexican



# Common post options

- To add a new category, look at the same settings sidebar in the block-based editor, switch the tab to Document, and then click on the Categories toggle to enable it:

The screenshot shows the WordPress block-based editor interface. At the top, there are tabs: 'Document' (which is highlighted with a blue underline), 'Block', and a close button 'X'. Below these are three expandable sections: 'Status & Visibility' (with a dropdown arrow), 'Permalink' (with a dropdown arrow), and 'Categories' (with an upward arrow). Under the 'Categories' section, there is a checkbox labeled 'Uncategorized' with a blue checkmark icon, and a blue link labeled 'Add New Category'.

Document Block X

Status & Visibility

Permalink

Categories

Uncategorized

[Add New Category](#)

# Common post options

- Click on the Add New Category link.
- Type your category into the text field and click on the Add New Category button.
- Your new category will show up on the list, already checked, just like in the screenshot:

Document Block X

---

Status & Visibility ▼

---

Permalink ▼

---

Categories ^

Food Talk

Uncategorized

[Add New Category](#)

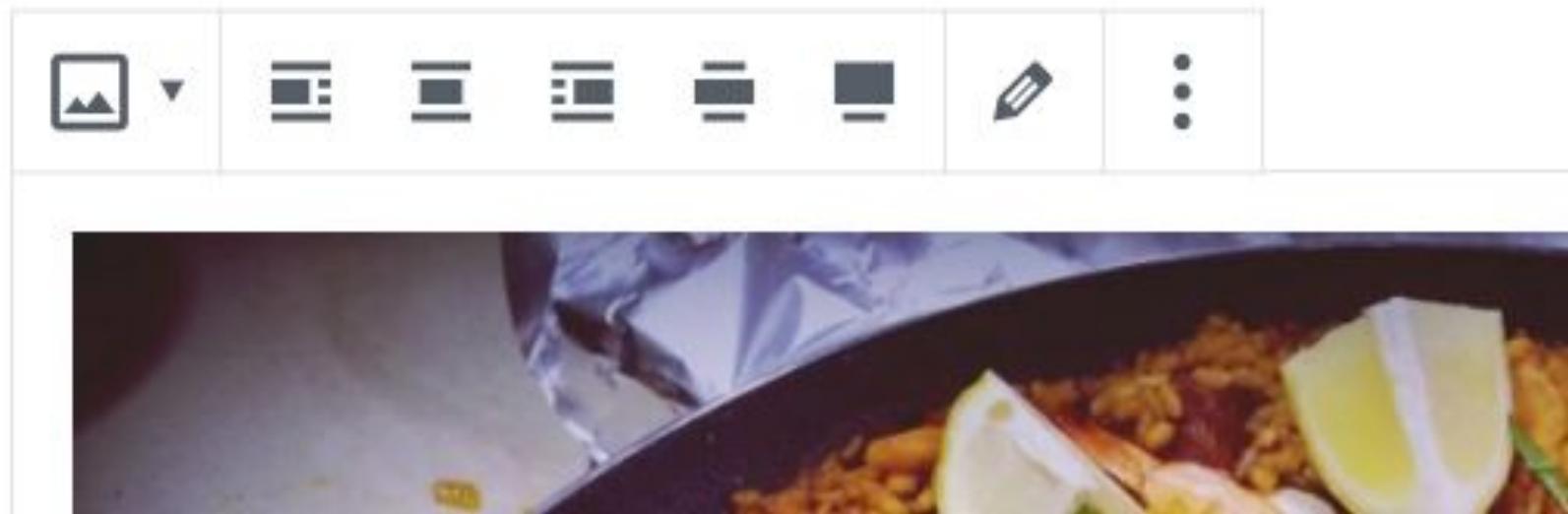
## Common post options

# My Top 3 Favorite Dishes

Here they are:



# Common post options



## Select or Upload Media

X

Upload Files

Media Library

All dates

Search media items...



### ATTACHMENT DETAILS



paella.jpg

December 4, 2018

286 KB

1200 × 900

[Edit Image](#)

[Delete Permanently](#)

URL

Title

paella

Caption

Alt Text

Description

Select



Hide Block Settings

Ctrl+Shift+,



Duplicate

Ctrl+Shift+D



Insert Before

Ctrl+Alt+T



Insert After

Ctrl+Alt+Y



Edit as HTML



Add to Reusable Blocks



Remove Block

Shift+Alt+Z

# Common post options

- Additionally, if you want to, you can also write the caption for your image beneath the image itself, via a standard input box:

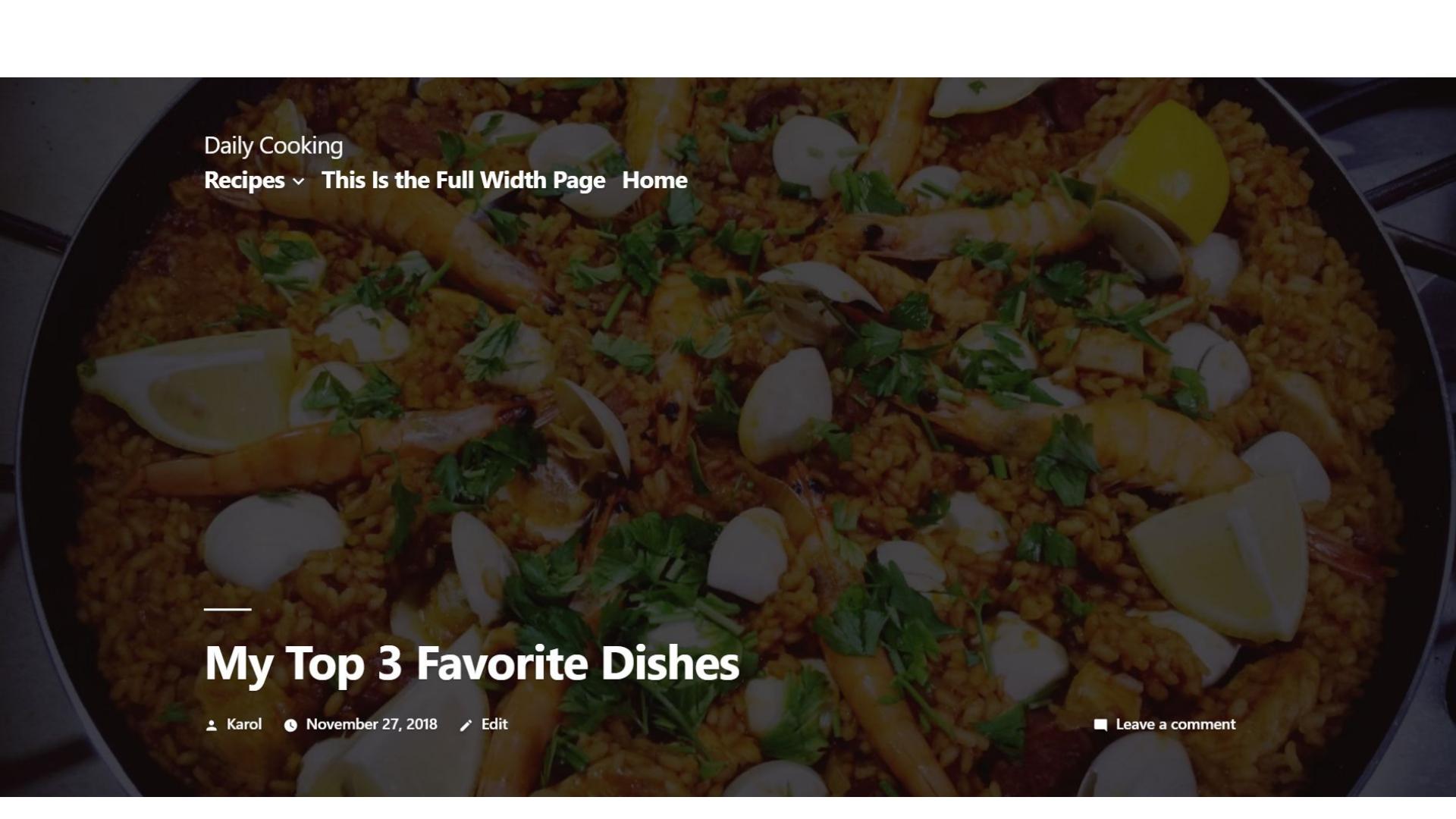


Write caption...

# Common post options

- In order to set a featured image, once again look at the options available in the settings sidebar of the block-based editor.
- Upon switching to the Document tab, scroll down to the Featured Image section.
- There's a single button there labeled Set featured image:

The screenshot shows the WordPress block-based editor interface. At the top, there are tabs for 'Document' (which is selected, indicated by a blue underline) and 'Block'. To the right of the tabs is a close button (an 'X'). Below the tabs, there are several sections with dropdown arrows: 'Status & Visibility', 'Permalink', 'Categories', 'Tags', and 'Featured Image'. Under the 'Featured Image' section, there is a dashed rectangular box containing the text 'Set featured image'.

The background image is a close-up of a paella dish in a large black pan. The paella is made with yellow rice, shrimp, white fish, green peas, and various vegetables like carrots and bell peppers. It is garnished with sliced hard-boiled eggs and fresh herbs. The lighting highlights the textures and colors of the food.

Daily Cooking

Recipes  This Is the Full Width Page  Home

---

## My Top 3 Favorite Dishes

 Karol

 November 27, 2018

 Edit

 Leave a comment

# Controlling default image sizes

## Media Settings

### Image sizes

The sizes listed below determine the maximum dimensions in pixels to use when adding an image to the Media Library.

Thumbnail size	Width	150
	Height	150
<input checked="" type="checkbox"/> Crop thumbnail to exact dimensions (normally thumbnails are proportional)		
Medium size	Max Width	300
	Max Height	300
Large size	Max Width	1024
	Max Height	1024

### Uploading Files

Organize my uploads into month- and year-based folders

Save Changes

# Editing an uploaded image

Media Library [Add New](#) [Help ▾](#)

All media items ▾ All dates ▾ Bulk Select Search media items...



A close-up photograph of a dark bowl filled with mussels in a rich, dark sauce. The mussels are partially open, revealing their meat. In the background, a small portion of another dish, possibly bread or chips, is visible on a plate.

## Attachment Details

< > X



### SCALE IMAGE ?

Original dimensions 2000 × 1500

New dimensions:

2000

×

1500

Scale

### IMAGE CROP ?

Aspect ratio:

 : 

Selection:

2000

×

855

### THUMBNAIL SETTINGS ?



Current thumbnail

Apply changes to:

All image sizes

Thumbnail

All sizes except thumbnail

Cancel Save

# Editing an uploaded image

- The example I'm going to use here is the video at <http://www.youtube.com/watch?v=hDyHbTxTL-A>.
- As you would have guessed, it's a nice video recipe for some baby back ribs! So, in order to include this video in a blog post, all I need to do is take its URL and just paste it in.
- Here is the raw text content of the new post that I'm working on now:

Here's a great video recipe for some killer baby back ribs:  
<http://www.youtube.com/watch?v=hDyHbTxTL-A>

Here's a great video recipe for some killer baby back ribs:



# Adding audio to blog posts



## Risotto Podcast

Check out this great podcast episode:

**Audio**

Drag an audio, upload a new one or select a file from your library.

Upload   [Media Library](#)

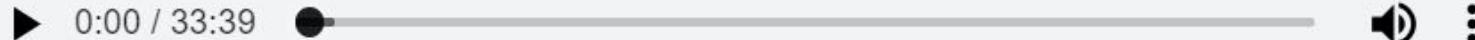
[Insert from URL](#)



- All I need to do now is select the audio file from my desktop.
- Once the upload finishes, WordPress will display a live audio player right there on the canvas:

# Risotto Podcast

Check out this great podcast episode:



Switch to Draft

Preview

Update



View

Top Toolbar

Access all block and document tools  
in a single place

Spotlight Mode

Focus on one block at a time

Fullscreen Mode

Work without distraction

Editor

✓ Visual Editor

Code Editor

Ctrl+Shift+Alt+M





# My First Blog Post

```
<!-- wp:paragraph -->
<p>This is my first blog post. Not particularly exciting, just a simple
paragraph, but I will be expanding it soon.</p>
<!-- /wp:paragraph -->

<!-- wp:image {"id":33,"align":"wide"} -->
<figure class="wp-block-image alignwide"></figure>
<!-- /wp:image -->

<!-- wp:paragraph -->
<p>That was a nice image, wasn't it?</p>
<!-- /wp:paragraph -->
```

# Lead and body

- One of the many interesting publishing features WordPress has to offer is the concept of the lead and the body of the post.
- This may sound like a strange thing, but it's actually quite simple.
- When you're publishing a new post, you don't necessarily want to display its whole content right away on the front page.
- A much more user-friendly approach is to display only the lead, and then display the complete post under its individual URL.

more



## Layout Elements



More



# Blog Post

Not particularly exciting, just a simple paragraph, but I

----- READ MORE -----



# Drafts

✓ Saved

Preview

Publish...



Document

Block



Paragraph

Start with the building block of all narrative.

Save as Pending

Preview

Publish...



Document Block X

Status & Visibility ^

Visibility Public

Publish Dec 6, 2018 12:48 pm

Stick to the Front Page

Pending Review

Move to trash

# Pending articles



# Timestamps

Publish

X

- WordPress also lets you alter the timestamp of any given post.
- This is useful if you are writing a post today that you wish could have been published yesterday, or if you're writing a post in advance and don't want it to show up until the right day.

Are you ready to publish?

Double-check your settings before publishing.

Visibility: Public

Publish: Dec 6, 2018 12:48 pm

December 06 2018  
12 : 48 AM PM

← December 2018 →  
Mon Tue Wed Thu Fri Sat Sun  
1 2  
3 4 5 6 7 8 9  
10 11 12 13 14 15 16  
17 18 19 20 21 22 23  
24 25 26 27 28 29 30

# Excerpt

- To edit a post's excerpt, switch to the Document tab of the settings sidebar and scroll down to the Excerpt section (as can be seen in the following screenshot).
- There, you can write a short excerpt, usually best kept to a single paragraph of not more than three lines:

The screenshot shows the WordPress admin interface with the 'Document' tab selected in the top navigation bar. Below it, a sidebar contains several sections: 'Status & Visibility', 'Permalink', 'Categories', 'Tags', 'Featured Image', and 'Excerpt'. The 'Excerpt' section is currently expanded, revealing a text input field with the placeholder 'Write an excerpt (optional)'. At the bottom right of the input field is a small blue arrow icon.

Document Block X

Status & Visibility

Permalink

Categories

Tags

Featured Image

Excerpt

Write an excerpt (optional)

[Learn more about manual excerpts](#) ↗



# Discussion

- There are two checkboxes available: one for allowing comments and the other for trackbacks and pingbacks.
- Both these checkboxes will probably be checked by default.
- You have to uncheck them if you want to turn off the comments or trackbacks and pingbacks for the post:

Discussion

^



Allow Comments



Allow Pingbacks & Trackbacks

# Working with post revisions

- Once again, we're going to find the revisions by looking into the Document tab of the settings sidebar.
- There's a section labeled Revisions there, along with a number corresponding to how many actual revisions there are for the post you're currently editing:

The screenshot shows the WordPress post editor with the Document tab selected in the top navigation bar. A sidebar on the right contains the following settings:

- Status & Visibility**:
  - Visibility: Public
- Publish**: Nov 27, 2018 3:07 pm
- Stick to the Front Page
- Move to trash**

At the bottom of the sidebar, there is a section labeled "3 Revisions" with a circular icon containing a clock symbol. A large red arrow points from the text "3 Revisions" towards the bottom right corner of the slide.



From:

Revision by Karol  
6 days ago (4 Dec @ 14:54)

To:

Current Revision by Karol  
1 min ago (10 Dec @ 11:22)[Restore This Revision](#)

## Title

My Top 3 Favorite Dishes

My Top 3 Favorite Dishes

## Content

<!-- wp:paragraph -->

<p>Here **they are:**</p>

<!-- wp:paragraph -->

<p>Here **you can see them.**</p>

<!-- /wp:paragraph -->

<!-- wp:paragraph -->

<p>Starting with #1:</p>

<!-- /wp:paragraph -->

<!-- /wp:paragraph -->

Document

Block



Status & Visibility ^

Visibility

Public

Publish

Nov 27, 2018 3:07 pm



Stick to the Front Page

Author



Karol ▼

# Protecting content

- To implement this, look at the Document tab of the settings sidebar, and locate the Visibility label.
- Next to it, there's a link that says Public.
- Once you click on it, you'll see the available options:

Document Block X

Status & Visibility ^

Visibility Public

Post Visibility

**Public**  
Visible to everyone.

**Private**  
Only visible to site admins and editors.

**Password Protected**  
Protected with a password you choose. Only those with the password can view this post.

# Pretty post permalink

- We've already talked about tuning the permalinks settings of your site in lesson 2, Getting Started with WordPress.
- Now is a good moment to expand on this knowledge and discuss a little something called the post permalink, or slug.

Document

Block

X

Status & Visibility



4 Revisions

Permalink

URL

my-top-3-favorite-dishes

# Discussion on your blog – comments

- Comments are an important element for most blogs.
- While only you and your authors can write new posts for your blog, your visitors can add comments under those posts.
- This can fuel a sense of community within a blog, allow people to give you feedback on your writing, and give your visitors a way to help or talk to other visitors.



## Leave a comment

Your email address will not be published. Required fields are marked \*

Comment

Name \*

Email \*

Website

**Post Comment**

# Discussion settings

- In the preceding screenshot, notice that the Name\* and Email\* fields are both marked as required (\*).
- As the owner of the blog/site, you can change the requirements for comments.
- This can be done when you go to Settings | Discussion in the WordPress dashboard.

# Submission, notification, and moderation settings

- First, let's look at the settings that have to do with moderation visible under Before a comment appears.
- These two options have to do with the circumstances that allow comments to appear on the site:

Before a comment appears

- Comment must be manually approved
- Comment author must have a previously approved comment

# Submission, notification, and moderation settings

- let's look at the settings for comment submission that are visible under Other comment settings:

Other comment settings

- Comment author must fill out name and email
- Users must be registered and logged in to comment
- Automatically close comments on articles older than  days
- Show comments cookies opt-in checkbox.
- Enable threaded (nested) comments  levels deep
- Break comments into pages with  top level comments per page and the  page displayed by default

Comments should be displayed with the  comments at the top of each page

# Submission, notification, and moderation settings

- let's look at the settings that have to do with notifications.
- These two options are under the Email me whenever header.
- These options are related to the circumstances of receiving an email notification regarding comment activity:

Email me whenever



Anyone posts a comment



A comment is held for moderation

# When to moderate or blacklist a comment

- If you scroll down the page a bit, you'll see the Comment Moderation area:

## Comment Moderation

Hold a comment in the queue if it contains  or more links. (A common characteristic of comment spam is a large number of hyperlinks.)

When a comment contains any of these words in its content, name, URL, email, or IP address, it will be held in the [moderation queue](#). One word or IP address per line. It will match inside words, so "press" will match "WordPress".

# When to moderate or blacklist a comment

- Scroll down a bit more, and you'll see the Comment Blacklist box:

**Comment Blacklist** When a comment contains any of these words in its content, name, URL, email, or IP address, it will be put in the trash. One word or IP address per line. It will match inside words, so "press" will match "WordPress".



# Avatar display settings

- The final section on this page is labeled Avatars.
- Just as I mentioned in lesson 2, Getting Started with WordPress, an avatar is an image that is a person's personal icon.
- Avatars in WordPress are provided through Gravatar, a service available at <https://gravatar.com/> that lets you create your personal online profile, which is going to then to be consistently used on other websites across the web.

# Moderating comments

- Now that we've thoroughly explored the settings for which comments need to be moderated, let's discuss what you actually need to do in order to moderate comments.
- Moderating means that you look over a comment that is in limbo and decide whether it's insightful enough that it can be published on your blog.



# Moderating comments

- [Dashboard](#)
- [Posts](#)
- [Media](#)
- [Pages](#)
- [Comments 1](#)
- [Appearance](#)
- [Plugins](#)

Comments

All (2) | Pending (1) | Approved (1) | Spam (0) | Trash (0)

Bulk Actions ▾ Apply All comment types ▾ Filter

2 items

<input type="checkbox"/>	Author	Comment	In Response To	Submitted On
<input type="checkbox"/>	 Karol	Hi there, this is a nice post.	<a href="#">My Top 3 Favorite Dishes</a> <a href="#">View Post</a>	2017/04/05 at 4:01 pm

## Categories

## Posts

All Posts

Add New

## Categories

Tags

## Media

## Pages

## Comments

## Appearance

## Plugins

## Users

## Tools

## Settings

Collapse menu

## Add New Category

Name

*The name is how it appears on your site.*

Slug

*The "slug" is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphens.*

Parent

 ▾*Categories, unlike tags, can have a hierarchy. You might have a Jazz category, and under that have children categories for Bebop and Big Band. Totally optional.*

Description

*The description is not prominent by default; however, some themes may show it.*Bulk Actions ▾ 

<input type="checkbox"/>	Name	Description	Slug	Count
<input type="checkbox"/>	Food Talk		food-talk	2
	<a href="#">Edit</a>   <a href="#">Quick Edit</a>   <a href="#">Delete</a>   <a href="#">View</a>			
<hr/>				
<input type="checkbox"/>	Recipes		recipes	1
<hr/>				
<b>Uncategorized</b>				
<input type="checkbox"/>	Name	Description	Slug	Count

Bulk Actions ▾ 

Note:

*Deleting a category does not delete the posts in that category. Instead, posts that were only assigned to the deleted category are set to the category Uncategorized.**Categories can be selectively converted to tags using the [category to tag converter](#).*

# Adding and managing categories

# Summary



- In this lesson, you learned everything you need to know in order to add content to your blog and then manage that content.
- You learned about posts, categories, and comments. You discovered tags and excerpts.
- You also learned about adding and editing images, working with video and audio content, using the new block editor, changing timestamps, customizing excerpts, and the different ways of posting.

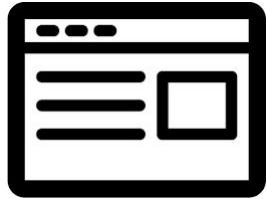
# 4. Pages, Media, and Importing/Exporting Content



# Pages, Media, and Importing/Exporting Content

The following topics will be covered in this lesson:

- Creating and managing your page
- Navigating through your media library
- Importing/exporting content



- At first glance, pages look very similar to posts. Both pages and posts have a title and a content area in which we can write extended text, add images, and so on.
- However, pages are handled quite differently from posts.
- First of all, pages don't have categories or tags (pages don't need to be categorized, since on most websites, there are a lot fewer pages than posts).

# Adding a page

- You'll recognize most of the sections in the settings sidebar of the block-based editor.
- They work the same for pages as they do for posts.
- Let's talk about the one section that's new—the one called Page Attributes, consisting of elements such as Parent Page and Order:

Document Block X

---

Status & Visibility ▼

---

Featured Image ▼

---

Discussion ▼

---

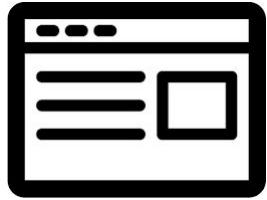
Page Attributes ^

Parent Page:

(no parent) ▼

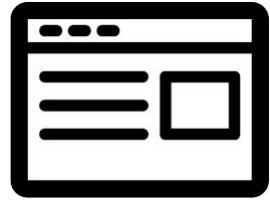
Order 0

# Parent



- WordPress allows you to structure your pages hierarchically.
- This way, you can organize everything into main pages and subpages, which is useful if you're going to have a bigger number of pages on your site.
- For example, if I were to write a blog along with three other authors, we would each have one page about us on the site, but those would-be subpages of the main About page.

# Order



- By default, all pages you create will be presented in alphabetical order by page title.
- If you want them in some other order, you can specify this by entering numbers in the Order box for each of your pages.
- Pages with lower numbers (for example, 0) will be listed before pages with higher numbers (for example, 5).
- You can easily test this by editing some of your pages and assigning various numbers to them.

# Managing pages

Pages [Add New](#)

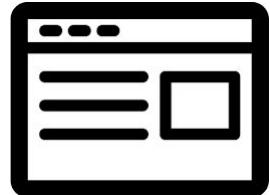
All (3) | Published (3)

Bulk Actions ▾ [Apply](#) All dates ▾ Filter 3 items

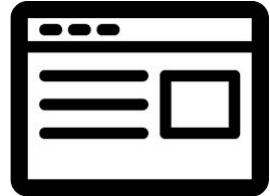
<input type="checkbox"/>	Title	Author	Comment	Date
<input type="checkbox"/>	<a href="#">Sample Page</a>	admin	—	Published 2017/03/18
<input type="checkbox"/>	<a href="#">This Is the Contributor Page</a>	admin	—	Published 1 min ago
<input type="checkbox"/>	<a href="#">This Is the Full Width Page</a>	admin	—	Published 1 min ago
<input type="checkbox"/>	Title	Author	Comment	Date

Bulk Actions ▾ [Apply](#) 3 items

# Setting up a home page



- There's one page that's very special among all the other pages that you can create on your website.
- That is the home page, also called the front page.
- In simple terms, the home page is what the visitors see when they go to your main website address—usually something like YOURSITE.com.



# Creating a placeholder home page

- The first thing we need to do may seem a bit counter-intuitive, but it'll all make sense in a minute so Let's start by creating two blank pages.
- You can do this in the normal manner; just go to Pages | Add New: Title the first one HOME, the save, and publish it.
- Don't add any other content there for now, just the title.
- Title the second one BLOG; also save and publish it.

# Enabling the custom home page

Your homepage displays



Your latest posts



A static page (select below)

Homepage:

Home



Posts page:

BLOG



# Customizing your home page

## Welcome to my website!

Welcome to my website! Here, we're all about cooking!

- Healthy!
- Tasty!
- Fast!

# Customizing your home page

The screenshot shows the WordPress dashboard with the 'Widgets' section open. A red arrow points from the top right towards the 'Widgets' heading. Below it are several widget options: Latest Posts, Shortcode, Archives, Categories, and Latest Comments.

Search for a block

Layout elements

Widgets

Latest Posts

Shortcode

Archives

Categories

Latest Comments

# Customizing your home page

The screenshot shows a blog home page with two posts displayed. At the top, there is a navigation bar with a grid view icon labeled "Grid View". Below the navigation bar, there are two posts:

- My First Blog Post** (December 3, 2018)
- My Top 3 Favorite Dishes** (November 27, 2018)

# Customizing your home page

The things I've changed are as follows:

- Columns: Set to 2
- Number of items: Set to 2
- Display post date: Set to yes

Document    Block    X

Latest Posts  
Display a list of your most recent posts.

Latest Posts Settings ^

Order by  
Newest to Oldest ▾

Category  
All ▾

Number of items  
 2

Display post date

Columns  
 2

Welcome to my website! Here, we're all about cooking!

- Healthy!
- Tasty!
- Fast!

Check out some of my latest blog posts:

---

## **My First Blog Post**

December 3, 2018

## **My Top 3 Favorite Dishes**

November 27, 2018

# Customizing your home page

- From the settings sidebar, switch to the Document tab and scroll down to the section labeled Featured Image.
- Pick the image that you want to have set and save the settings. When done, you'll see your image assigned:

Document Block X

---

Status & Visibility ▼

---

5 Revisions ▼

---

Permalink ▼

---

Featured Image ^

---



Replace image

[Remove featured image](#)

Daily Cooking

[Recipes](#) ▾ [This Is the Full Width Page](#) [Welcome to my website!](#) [BLOG](#)

# Welcome to my website!

Welcome to my website! Here, we're all about cooking!

- Healthy!
- Tasty!
- Fast!

Check out some of my latest blog posts:

---

## [My First Blog Post](#)

December 3, 2018

---

## [My Top 3 Favorite Dishes](#)

November 27, 2018

# Media library

Help ▾

## Media Library

Add New



All media items ▾

All dates ▾

Bulk Select

Search media items...



# Media library

## Attachment Details



Edit Image

File name: musclo.jpg  
File type: image/jpeg  
Uploaded on: March 25, 2017  
File size: 401 KB  
Dimensions: 2000 × 1500

URL <http://localhost/wpc5/wp-content/uploads/2017/03/musclo.jpg>

Title musclo

Caption

Alt Text

Description

Uploaded By Karol

Uploaded To [My Top 3 Favorite Dishes](#)

[View attachment page](#) | [Edit more details](#) | [Delete Permanently](#)

# Media library



Image

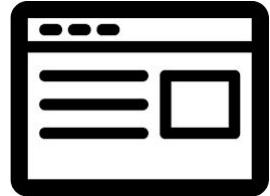
Drag an image, upload a new one or select a file from your library.

 Upload

Media Library

Insert from URL

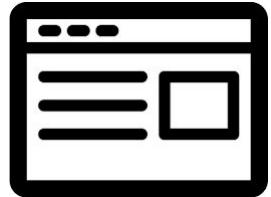




# Creating an image gallery

- WordPress not only allows you to add individual images to your posts and pages, but also allows you to create great-looking galleries comprised of multiple images.
- Here are the steps for creating a new image gallery and have it displayed inside a post or page.

Choosing a post or page

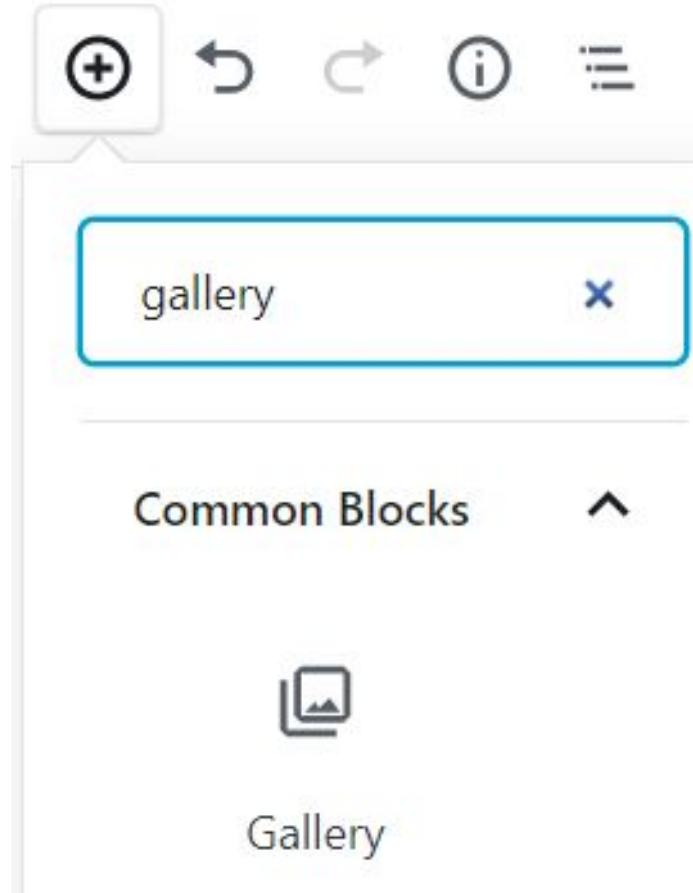


# My Top 3 Favorite Dishes

Here you can see them all.

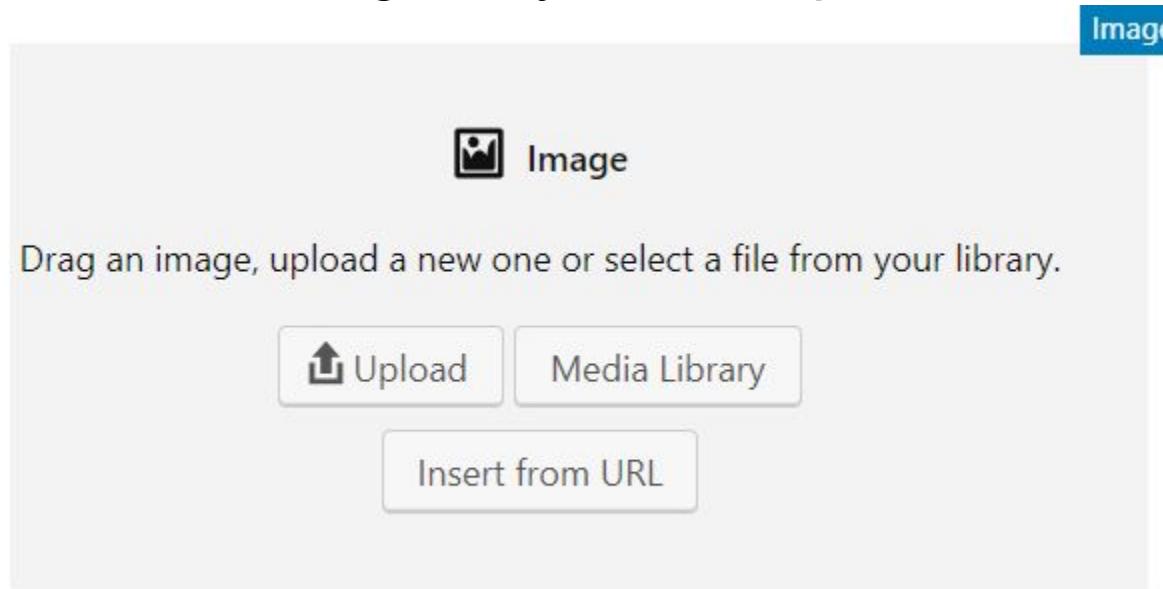
# Choosing a post or page

- The first step to add a gallery to this post is to click the + button in the top-left corner of the page and pick the Gallery block:



# Adding images to Gallery

- This new Gallery block looks very similar to the standard Image block, and it gives you a couple of main options:



## Create Gallery

[Upload Files](#)[Media Library](#)

Images

All dates

## Adding images to Gallery

Search media items...



3 selected

[Clear](#)

## ATTACHMENT DETAILS



paella.jpg

December 4, 2018

286 KB

1200 × 900

[Edit Image](#)[Delete Permanently](#)

URL

<http://localhost/wpc2018/w>

Title

paella

Caption

Alt Text

Description

[Create a new gallery](#)

← Cancel Gallery

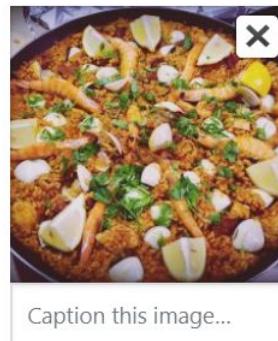
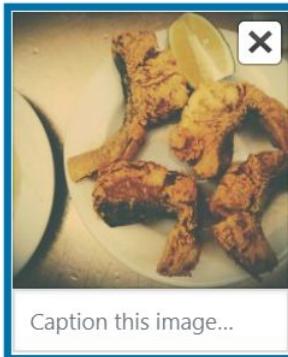
## Edit Gallery

×

Edit Gallery

Add to Gallery

Drag and drop to reorder media files.



### ATTACHMENT DETAILS



cod.jpg  
December 20, 2018  
178 KB  
1200 × 900  
[Edit Image](#)  
[Delete Permanently](#)

URL

Title

Caption

Alt Text

Description

# Adding images to Gallery

# Adding images to Gallery

Document Block X

Write caption...

+ Upload an image

Document Block X

 **Gallery**  
Display multiple images in a rich gallery.

**Gallery Settings** ^

Columns:  3

Crop Images  
*Thumbnails are cropped to align.*

Link To: None ▼

**Advanced** ▼

# My Top 3 Favorite Dishes

Karol

November 27, 2018

Leave a comment

Edit

Here you can see them all.



# Importing/ exporting content

## Import

If you have posts or comments in another system, WordPress can import those into this site. To get started, choose a system to import from below:

**Blogger** Import posts, comments, and users from a Blogger blog.

[Install Now](#) | [Details](#)

**Blogroll** Import links in OPML format.

[Install Now](#) | [Details](#)

**Categories and Tags Converter** Convert existing categories to tags or tags to categories, selectively.

[Install Now](#) | [Details](#)

**LiveJournal** Import posts from LiveJournal using their API.

[Install Now](#) | [Details](#)

**Movable Type and TypePad** Import posts and comments from a Movable Type or TypePad blog.

[Install Now](#) | [Details](#)

**RSS** Import posts from an RSS feed.

[Install Now](#) | [Details](#)

**Tumblr** Import posts & media from Tumblr using their API.

[Install Now](#) | [Details](#)

**WordPress** Import posts, pages, comments, custom fields, categories, and tags from a WordPress export file.

If the importer you need is not listed, [search the plugin directory](#) to see if an importer is available.

# Importing content

- If you want to import content from any source, you first need to click on either of the Install Now links that are under the available platforms (visible in the preceding screenshot).
- WordPress uses additional plugins to handle the importing, and it first needs to install them to carry out the procedure.

WordPress

[Run Importer](#) | [Details](#)

Import posts, pages, comments, custom fields, categories, and tags from a WordPress export file.

This will take you straight to the importer panel:

## Import WordPress

Howdy! Upload your WordPress eXtended RSS (WXR) file and we'll import the posts, pages, comments, custom fields, categories, and tags into this site.

Choose a WXR (.xml) file to upload, then click Upload file and import.

Choose a file from your computer: (Maximum size: 8 MB)

[Choose File](#) No file chosen

[Upload file and import](#)

Importing content

# Export

When you click the button below WordPress will create an XML file for you to save to your computer.

This format, which we call WordPress eXtended RSS or WXR, will contain your posts, pages, comments, custom fields, categories, and tags.

Once you've saved the download file, you can use the Import function in another WordPress installation to import the content from this site.

## Choose what to export

All content

*This will contain all of your posts, pages, comments, custom fields, terms, navigation menus, and custom posts.*

Posts

Pages

Media

[Download Export File](#)

Exporting content

# Exporting content

There's not much you can do here except select what you want to export and then click on the big button to download your WordPress export file:

- Selecting All content will export your posts, pages, comments, custom fields, terms, navigation menus, and custom posts
- Selecting just Posts, Pages or Media is pretty self-explanatory



# Summary

- In this lesson, we explored the content that WordPress can handle that's not directly about blogging.
- You learned about static pages, the home page, the media library, image galleries, and importing/exporting content.
- You are now fully equipped to use the WordPress Admin panel to control all of your website's content.

# 5. Plugins - What They Are and Why You Need Them



# Plugins - What They Are and Why You Need Them

Let's take a look at the topics that will be covered in this lesson:

- Breaking down plugins
- Installing a plugin
- The must-have pack of plugins



# Breaking down plugins – what are they?

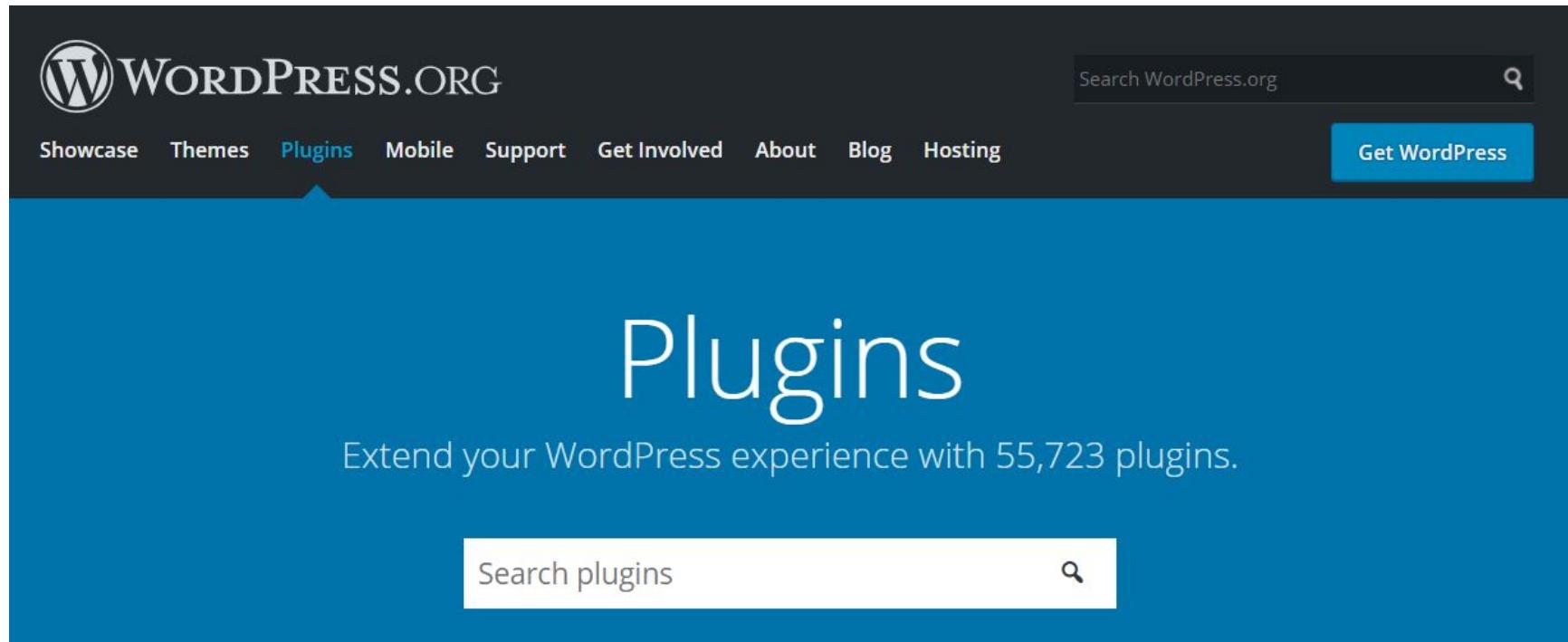
- Simply speaking, plugins are small scripts (files with executable PHP code) that allow you to include new functionality in your WordPress site—functionality that is not available or enabled by default.
- One of the best advantages of WordPress is that it's quite an optimized platform.
- It makes your site load fast and doesn't contain much redundant code.



# Why use plugins?

- The best thing about plugins is that you don't need any specific programming knowledge to use them.
- Essentially, they are just like standard applications for iOS or Android— you can install them and enjoy the things they have to offer without knowing what's going on inside.
- This being said, not all plugins are safe to use in regards to data security or code quality. We will discuss this topic later in this lesson.

# Where to get plugins?



The screenshot shows the WordPress.org homepage with a dark header. The header features the WordPress logo, the text "WORDPRESS.ORG", a search bar with the placeholder "Search WordPress.org", and a magnifying glass icon. Below the header is a navigation menu with links: Showcase, Themes, Plugins (which is highlighted in blue), Mobile, Support, Get Involved, About, Blog, and Hosting. To the right of the menu is a blue button labeled "Get WordPress". The main content area has a large blue background with the word "Plugins" in white. Below it, the text "Extend your WordPress experience with 55,723 plugins." is displayed. At the bottom of the page is a white search bar with the placeholder "Search plugins" and a magnifying glass icon.

WORDPRESS.ORG

Showcase Themes Plugins Mobile Support Get Involved About Blog Hosting

Get WordPress

# Plugins

Extend your WordPress experience with 55,723 plugins.

Search plugins



# Finding new plugins

- Generally speaking, if a given plugin proves that it's a quality solution and gains some popularity, it will be showcased on the home page of the official directory in the Featured Plugins section.
- But if you want to be up to date with things as they happen, you can pay attention to what's going on at <https://wordpress.org/plugins/browse/new/>.

# Installing a plugin – how to go about this

The steps for installing a plugin are simple:

- Find your plugin
- Download it to your WordPress site, either manually or through the automatic installer
- Install and activate it
- Configure it (if necessary)



# Installing a plugin – how to go about this

There are two ways to get the plugin into your WordPress installation:

- Install it manually
- Install it directly from within wp-admin



# Auto-installation

Dashboard Posts Media Pages Comments Appearance Plugins **Installed Plugins** Add New Editor Users Tools Settings Help ▾

## Add Plugins [Upload Plugin](#)

Beta Testing [Featured](#) [Popular](#) [Recommended](#) [Favorites](#)

Keyword

You are using a development version of WordPress. These feature plugins are also under development. [Learn more.](#) 15 items

 <h3>Two-Factor</h3> <p>Enable Two-Factor Authentication using time-based one-time passwords (OTP, Google Authenticator), Universal 2nd Factor (FIDO U2F, YubiKey), email and ...</p> <p>By George Stephanis</p> <p>5,000+ Active Installations</p> <p>5★ (59)</p>	<p>Install Now</p> <p>More Details</p> <p>Last Updated: 1 hour ago</p> <p>✓ Compatible with your version of WordPress</p>	 <h3>Gutenberg</h3> <p>A new editing experience for WordPress is in the works, with the goal of making...</p> <p>By Gutenberg Team</p> <p>1,475</p> <p>600,000+ Active Installations</p> <p>Last Updated: 2 weeks ago</p> <p>Untested with your version of WordPress</p>
---	---	---

# Auto-installation



## Jetpack by WordPress.com

Description Installation FAQ Changelog Screenshots Reviews

Hassle-free design, marketing, and security — all in one place.

### Design Services

Create and customize your WordPress site from start to finish. Jetpack helps you with:

- Hundreds of professional themes for any kind of site
- Intuitive and powerful customization tools
- Unlimited and high-speed image and video content delivery network
- Lazy image loading for a faster mobile experience

**Version:** 6.6.1

**Author:** [Automattic](#)

**Last Updated:** 4 weeks ago

**Requires WordPress Version:** 4.8 or higher

**Compatible up to:** 4.9.8

**Active Installations:** 1+ Million

[WordPress.org Plugin Page »](#)

[Plugin Homepage »](#)

Install Now

# Auto-installation

- Luckily, whenever you encounter such a plugin, WordPress itself will either warn you through a message on the official plugin page, as shown in the following screenshot, or, inside the plugin details section in wp-admin, there will be a parameter labeled Last Updated:



This plugin **hasn't been updated in over 2 years**. It may no longer be maintained or supported and may have compatibility issues when used with more recent versions of WordPress.

# Auto-installation



## Jetpack by WordPress.com

The ideal plugin for stats, related posts, search engine optimization, social sharing, protection, backups, security, and more.

*By Automattic*

Activate

More Details

★★★★★ (1,330)

1+ Million Active Installations

Last Updated: 4 weeks ago

Untested with your version of WordPress

# Manual plugin installation



**Jetpack by WordPress.com**  
By Automattic

[Download](#)



# Manual plugin installation

Dashboard

Posts

Media

## Add Plugins

[Upload Plugin](#)

Featured   Popular   Recommended

The screenshot shows the WordPress dashboard sidebar on the left with icons for Dashboard, Posts, and Media. The main area is titled 'Add Plugins' with a 'Upload Plugin' button. Below are tabs for 'Featured', 'Popular', and 'Recommended'. A red line highlights the 'Upload Plugin' button, and a black bar highlights the 'Featured' tab.



# Manual plugin installation

 Dashboard

 Posts

 Media

 Pages

 Comments

## Installing Plugin from uploaded file: jetpack.6.6.1.zip

Unpacking the package...

Installing the plugin...

Plugin installed successfully.

[Activate Plugin](#)

[Return to Plugin Installer](#)

# What to do after plugin installation

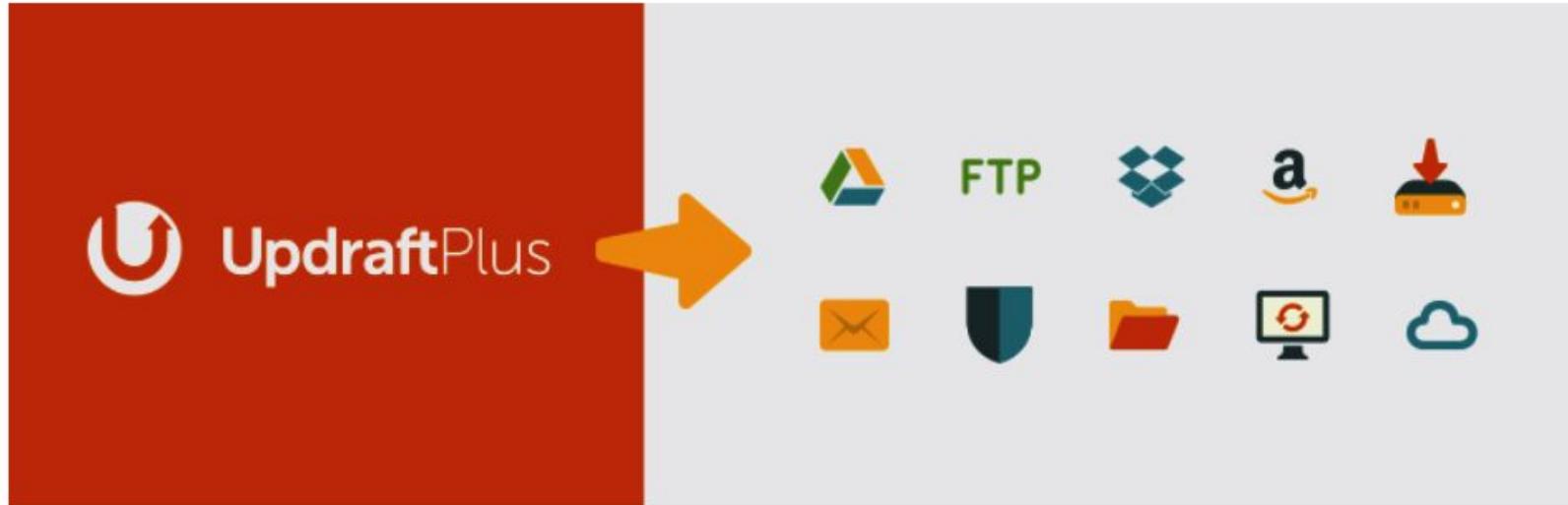
With your plugin installed and ready to go, there's just one more thing that you might want to do. While some plugins are perfectly functional right after activation, others require some additional tuning. The following are the four most likely scenarios:

- You may not have to do anything. Some plugins simply change the way WordPress does certain things, and activating them is all you have to do.
- You may have to configure the plugin before it begins to work.
- Some plugins need you to make choices and set new settings.

# The must-have pack of plugins

- Even though there are more than 55,000 plugins available in the official directory, you surely don't need all of them on your WordPress site at the same time.
- There is a small set that we might call the must-have pack.
- My list of must-have plugins can be different from the next guy's, so treat the following information more as guidance rather than as a written-in-stone necessity.

# Backing up



UpdraftPlus

UpdraftPlus WordPress Backup Plugin

By UpdraftPlus.Com, DavidAnderson

Download

# Backing up

Choose your remote storage  
*(tap on an icon to select or unselect):*



UpdraftPlus Vault



Microsoft OneDrive



WebDAV



Dropbox



FTP



S3-Compatible (Generic)



Amazon S3



Microsoft Azure



OpenStack (Swift)



Rackspace Cloud Files



SFTP / SCP



DreamObjects



Google Drive



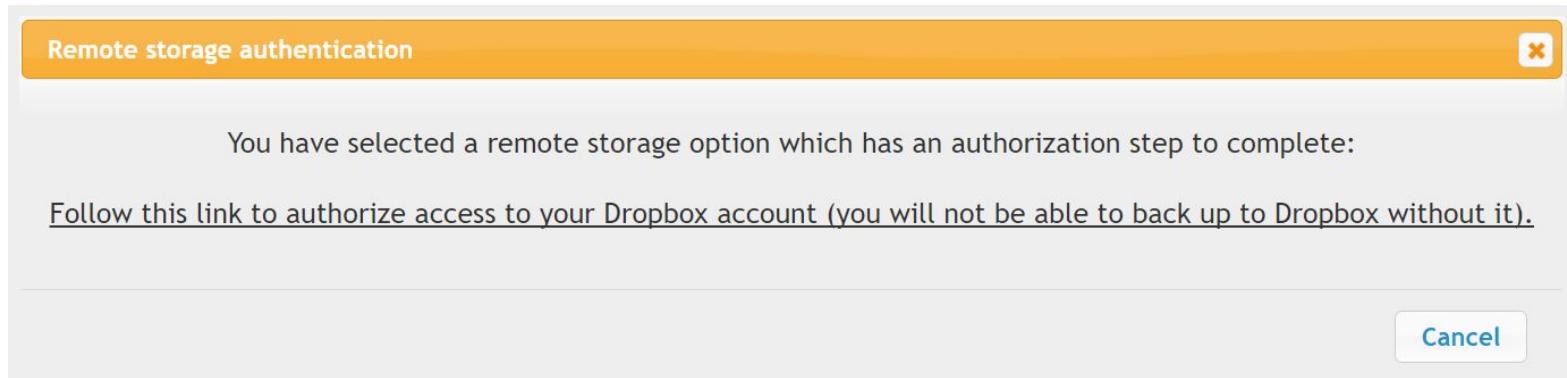
Google Cloud



Email

# Backing up

- Right after clicking on the logo, scroll down and click on the main Save Changes button.
- This will reload the page, and you'll see a notification that additional authorization with Dropbox is required, as follows:



# Backing up



Go back to the Settings tab of the plugin.  
The two fields to pay attention to now are the following ones:

- Files backup schedule
- Database backup schedule

# Backing up



Backup / Restore

Migrate / Clone

Settings

Advanced Tools

Premium / Extensions

Files backup schedule:

Weekly



and retain this many scheduled backups: 3

Database backup schedule:

Daily



and retain this many scheduled backups: 14



# Backing up

Backup / Restore

Migrate / Clone

Settings

Advanced Tools

Premium / Extensions

## Next scheduled backups:

Files:

Sun, November 18, 2018 17:05

Database:

Tue, November 6, 2018 17:05

Time now:

Tue, November 6, 2018 11:41

Backup Now

# Enabling Google Analytics



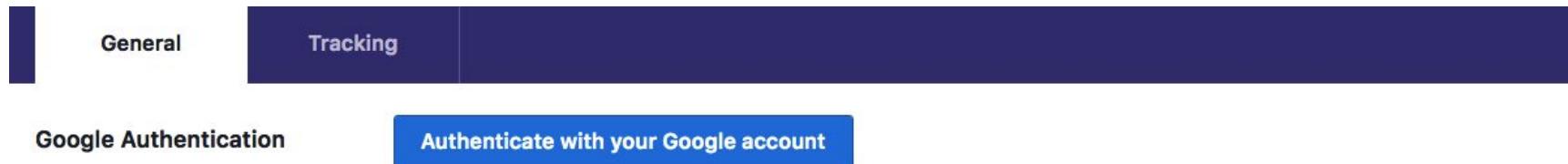
Google Analytics Dashboard Plugin for WordPress by  
MonsterInsights

By MonsterInsights

[Download](#)

# Enabling Google Analytics

- Once you download and activate it, proceed to Insights | Settings.
- Although the plugin has a lot of settings, the only thing you must do to make it work is to authenticate the plugin so that you can enable a connection with your Google Analytics account.
- Just click on the Authenticate with your Google account button:



*Already have a Google Account, but don't know if you've setup Google Analytics? [Click here to login and find out.](#)*  
*Having issues automatically authenticating? [Click here to authenticate manually.](#)*



TOTAL  
CACHE

Web Performance Optimization  
for WordPress



## W3 Total Cache

By Frederick Townes

[Download](#)

Caching

# Caching

Go to Performance | General Settings, and browse through the page. There are a number of checkboxes labeled Enable. Just to get started with the plugin, I advise you to enable (check the following checkbox) the following blocks:

- Page Cache
- Database Cache
- Object Cache
- Browser Cache