

## UNIT 3

### Theme

#### What is a WordPress Theme?

A WordPress theme provides all of the front end styling of your

WordPress site. Most WordPress themes provide:

- the overall design or style of your site
- font styling
- colors
- widget locations
- page layouts (or templates)
- styles for blog posts and blog archives
- additional stylistic details

Themes take the content and data stored by WordPress and display it in the browser. When you create

a WordPress theme, you decide how that content looks and is displayed. There are many options available to you when building your theme. For example:

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

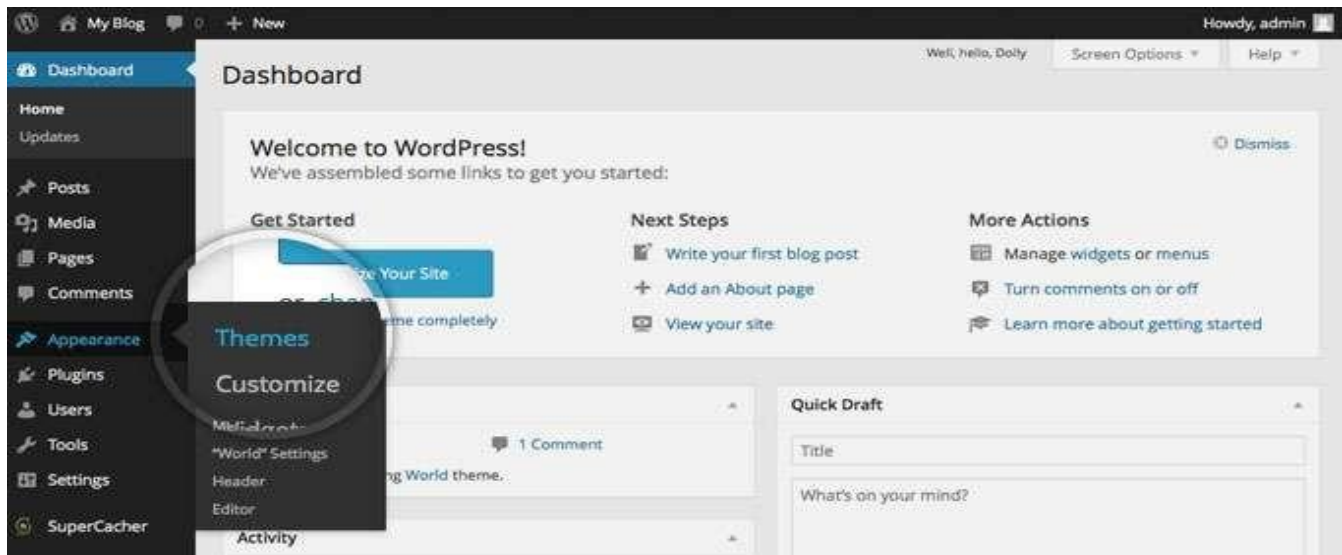
WordPress themes are incredibly powerful. But, as with every web design project, a theme is more than color and layout. Good themes improve engagement with your website's content in addition to being beautiful.

#### How to install & activate theme

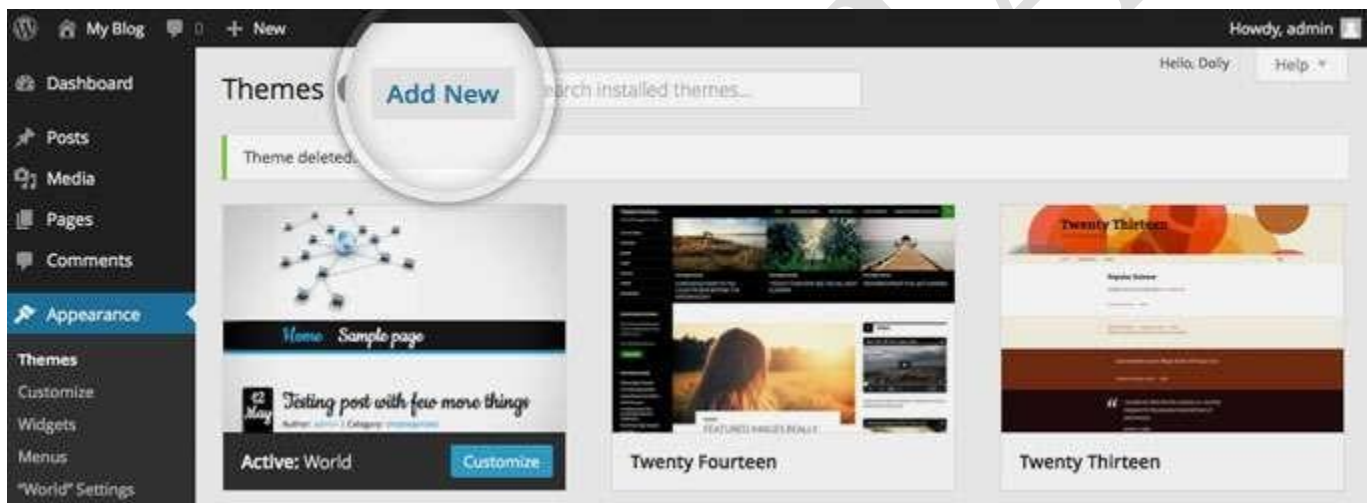
Access install theme functionality in your WP admin

The first thing you need to do when you want to install a new WordPress theme is to login to your site admin page. Once there, go to Appearance -> Themes.

---



Here, you will see all the themes you have currently installed in your application. To add another one, simply click on the Install Themes tab.

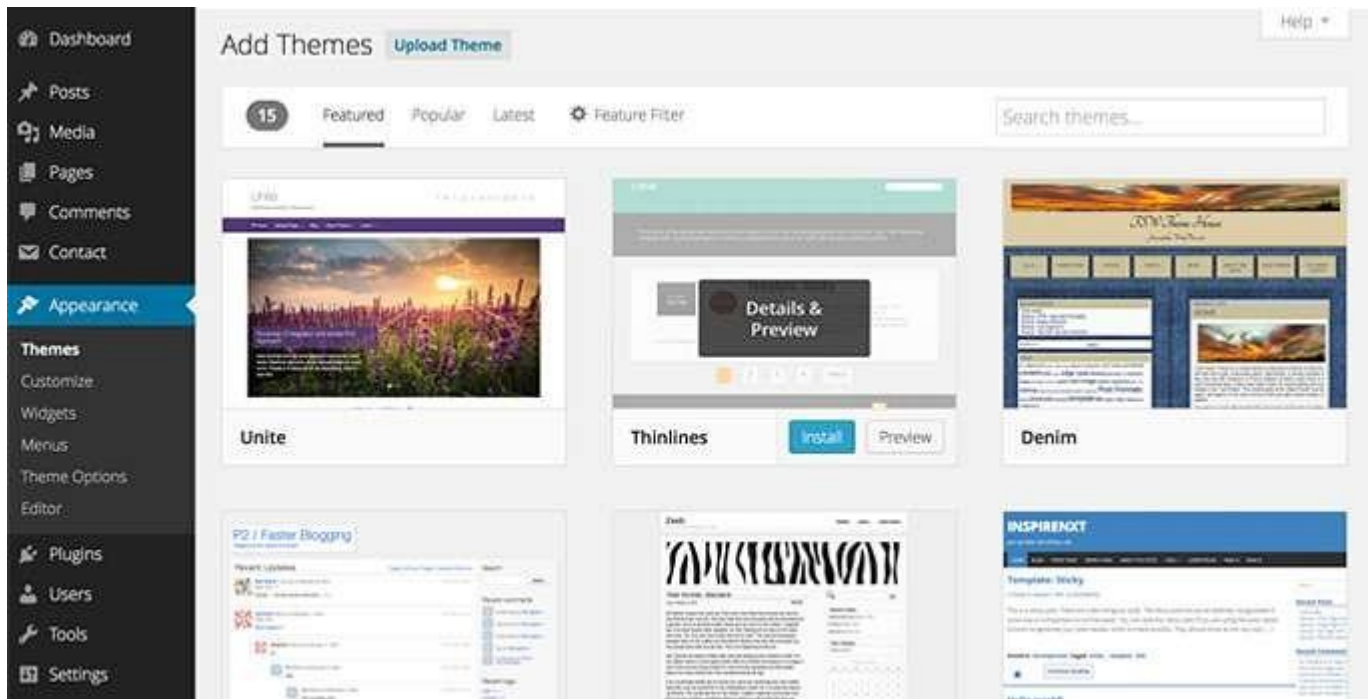


On this page there are two ways to add a new theme. You can either use the search field which will return results from the WordPress.org theme directory or you can upload a theme from your local hard drive. In this tutorial we will show you how to add themes in both ways.

### **Choose and Install a theme from the official WordPress theme directory**

The easiest way to install themes to your WordPress site is if they are listed in the official themes directory. This allows you to search for the theme you need directly from your site admin page. Each theme in the official directory has to have Tags that describe its functionality allowing you to easily search for the right theme.

If you know the theme's name, you can simply search for it.



However, usually that's not the case. This is why, you can use the Feature Filter. For example, you can search for a Black and White, Two columns theme that has Flexible Width. Simply check those tags and press the Apply Filters button.

You will now see all themes that meet your search. Hover over any of them and you will see two options - to see a demo of the theme or to install it. Once you choose which theme you want to use for your site, press the blue Install button.

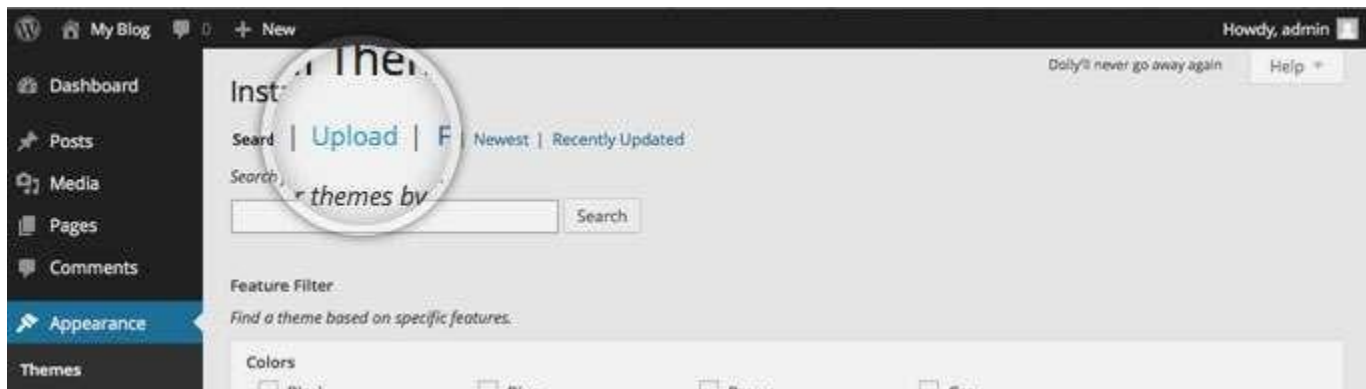
Your WordPress application will download and install the theme for you. Simply click the Activate link on the next page you will be redirected to.



That's all - you can go to the front page of your site to see its new looks.

### Upload a theme you have already downloaded

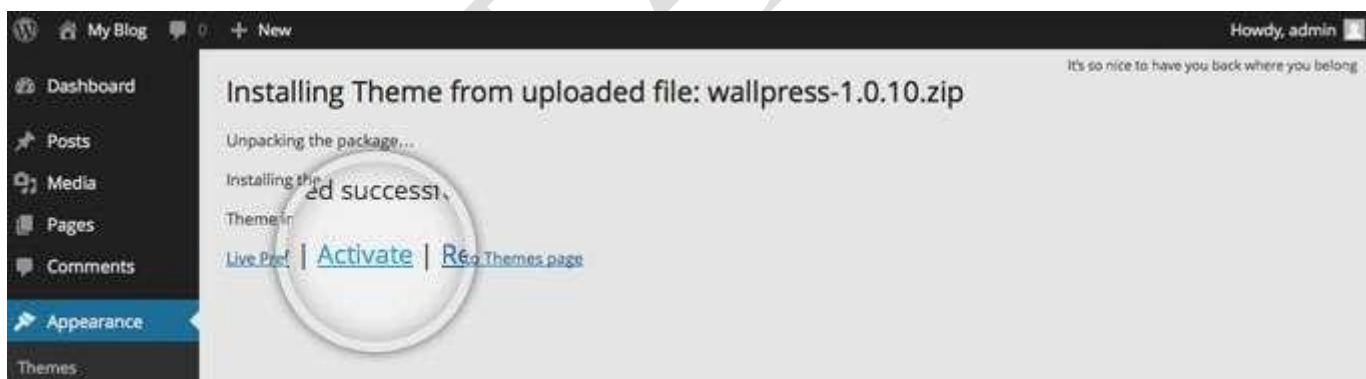
If you have a theme that's not listed in the WordPress.org directory, you can simply upload it from the Themes -> Install Themes section in WordPress. To do this click on the Upload link at the top of the page.



Now, click the Choose File button, select the archive of your theme from your local computer and press the Install Now button.



In few seconds, WordPress will upload and extract the theme archive for you. All you need to do next is to press the Activate link under the message for successful theme installation.



That's it! You can now go to the front end of your site and see the newly activated theme.

## Introduction of common WordPress theme

### template files Template Files List

Here is the list of the Theme files recognized by WordPress. Of course, your Theme can contain any other stylesheets, images, or files. Just keep in mind that the following have special meaning to WordPress -- see Template Hierarchy for more information.

## **style.css**

The main stylesheet. This must be included with your Theme, and it must contain the information header for your Theme.

## **rtl.css**

The rtl stylesheet. This will be included automatically if the website's text direction is right-to-left. This can be generated using the RTLer plugin.

## **index.php**

The main template. If your Theme provides its own templates, index.php must be present.

## **comments.php**

The comments template.

## **front-page.php**

The front page template.

## **home.php**

The home page template, which is the front page by default. If you use a static front page this is the template for the page with the latest posts.

## **single.php**

The single post template. Used when a single post is queried. For this and all other query templates, index.php is used if the query template is not present.

## **single-{post-type}.php**

The single post template used when a single post from a custom post type is queried. For example, single-book.php would be used for displaying single posts from the custom post type named "book". index.php is used if the query template for the custom post type is not present.

## **page.php**

The page template. Used when an individual Page is queried.

## **category.php**

The category template. Used when a category is queried.

## **tag.php**

The tag template. Used when a tag is queried.

---

## **taxonomy.php**

The term template. Used when a term in a custom taxonomy is queried. `author.php`

The author template. Used when an author is queried.

## **date.php**

The date/time template. Used when a date or time is queried. Year, month, day, hour, minute, second.

## **archive.php**

The archive template. Used when a category, author, or date is queried. Note that this template will be overridden by `category.php`, `author.php`, and `date.php` for their respective query types.

## **search.php**

The search results template. Used when a search is performed.

## **attachment.php**

Attachment template. Used when viewing a single attachment.

## **image.php**

Image attachment template. Used when viewing a single image attachment. If not present, `attachment.php` will be used.

## **404.php**

The 404 Not Found template. Used when WordPress cannot find a post or page that matches the query.

These files have a special meaning with regard to WordPress because they are used as a replacement for `index.php`, when available, according to the Template Hierarchy, and when the corresponding Conditional Tag returns true. For example, if only a single post is being displayed, the `is_single()` function returns 'true', and, if there is a `single.php` file in the active Theme, that template is used to generate the page.

## **Basic Templates**

At the very minimum, a WordPress Theme consists of two files:

- `style.css`
- `index.php`

Both of these files go into the Theme directory. The `index.php` template file is very flexible. It can be used to include all references to the header, sidebar, footer, content, categories, archives, search, error, and any other page created in WordPress.



---

Or, it can be divided into modular template files, each one taking on part of the workload. If you do not provide other template files, WordPress may have default files or functions to perform their jobs. For example, if you do not provide a searchform.php template file, WordPress has a default function to display the search form.

Typical template files include:

- comments.php
- comments-popup.php
- footer.php
- header.php
- sidebar.php

Using these template files you can put template tags within the index.php master file to include these other files where you want them to appear in the final generated page.

- To include the header, use `get_header()`.
- To include the sidebar, use `get_sidebar()`.
- To include the footer, use `get_footer()`.
- To include the search form, use `get_search_form()`.

Here is an example of the include usage:

```
<?php get_sidebar(); ?>
```

```
<?php get_footer(); ?>
```

## Widget

### What is widget ?

WordPress Widgets add content and features to your Sidebars. Examples are the default widgets that come with WordPress; for Categories, Tag cloud, Search, etc. Plugins will often add their own widgets.

Widgets were originally designed to provide a simple and easy-to-use way of giving design and structure control of the WordPress Theme to the user, which is now available on properly "widgetized" WordPress Themes to include the header, footer, and elsewhere in the WordPress design and structure. Widgets require no code experience or expertise. They can be added, removed, and rearranged on the Theme Customizer or Appearance > Widgets in the WordPress Administration Screens.

Some WordPress Widgets offer customization and options such as forms to fill out, includes or excludes of data and information, optional images, and other customization features.

The Appearance Widgets Screen explains how to use the various Widgets that come delivered with WordPress.

Plugins that come bundled with widgets can be found in the WordPress Plugin Directory.

---

## Installing Widgets

WordPress comes pre-packaged with a variety of Glossary#Widget Widgets. If those are insufficient for your needs you can install new ones by searching the WordPress Plugin Directory which is accessible from the WordPress Administration Plugins > Add New Screen.

## Displaying Widgets

### Existing Widgets in Existing Widget Areas

Before you can add a Widget you must verify that the Theme you're using supports Widgets (more specifically: Glossary#Widget\_Area Widget Areas). You can do so by simply navigating to the Appearance menu and looking for a sub menu titled "Widgets".

If your Theme supports Theme Customizer then you can use the following Steps. In Theme Customizer, the live preview of changes is available.

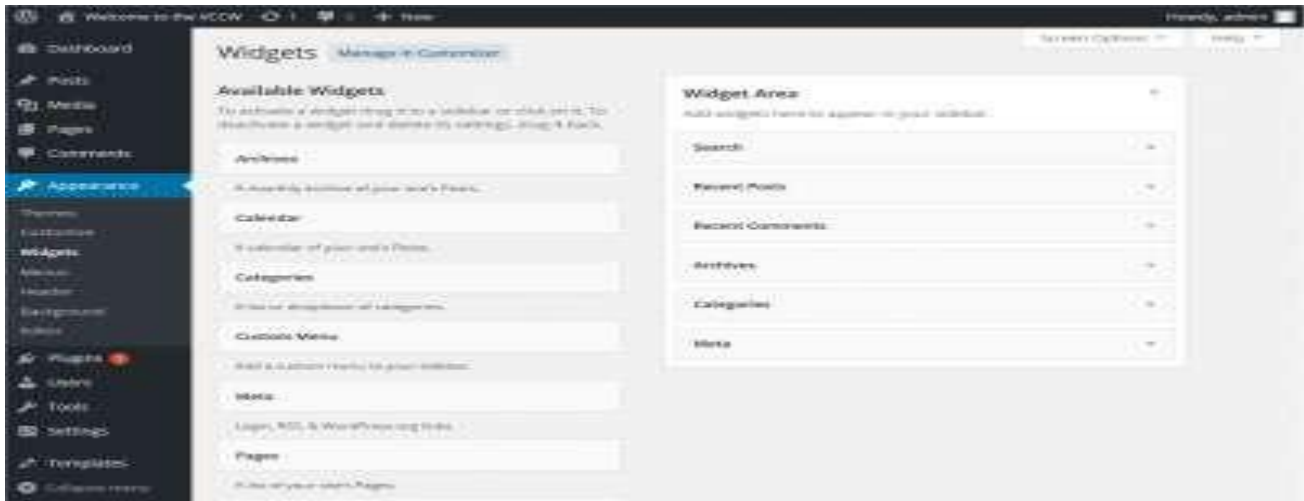


1. Go to Appearance > Customize in the WordPress Administration Screens.
2. Click the Widget menu in the Theme Customizer to access to the Widget Customize Screen.
3. Click the down arrow of Widget Area to list the already registered Widgets.
4. Click Add a Widget button at the bottom of sidebar. It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

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

---





1. Go to Appearance > Widgets in the WordPress Administration Screens.
2. Choose a Widget and either drag it to the sidebar where you wish it to appear, or click the widget, (select a destination sidebar if your theme has more than one) and click the Add Widget button. There might be more than one sidebar option, so begin with the first one. Once in place, WordPress automatically updates the Theme.
3. Preview the site. You should find that the "default" sidebar elements are now gone and only the new addition is visible.
4. Return to the Widgets Screen to continue adding Widgets.
5. To arrange the Widgets within the sidebar or Widget area, click and drag it into place.
6. To customize the Widget features, click the down arrow in the upper right corner to expand the Widget's interface.
7. To save the Widget's customization, click Save.
8. To remove the Widget, click Delete.

If you want to remove the widget but save its setting for possible future use, just drag it into the Inactive Widgets area. You can add them back anytime from there. This is especially helpful when you switch to a theme with fewer or different widget areas.

When changing themes, there is often some variation in the number and setup of widget areas/sidebars and sometimes these conflicts make the transition a bit less smooth. If you changed themes and seem to be missing widgets, scroll down on the screen to the Inactive Widgets area, where all of your widgets and their settings will have been saved.

Enabling Accessibility Mode, via Screen Options, allows you to use Add and Edit buttons instead of using drag and drop.

## Widget Areas

While widget areas typically occur in webpage sidebars, a theme can place widget areas anywhere on a page. For example, besides the usual sidebar locations, the Twenty Fourteen theme has a widget area in the footer of every page.

If you would like to place a Widget somewhere on your Theme that does not have a pre-defined Widget Area, you will need some programming knowledge and should follow the instructions on the Widgets API section found [here](#).

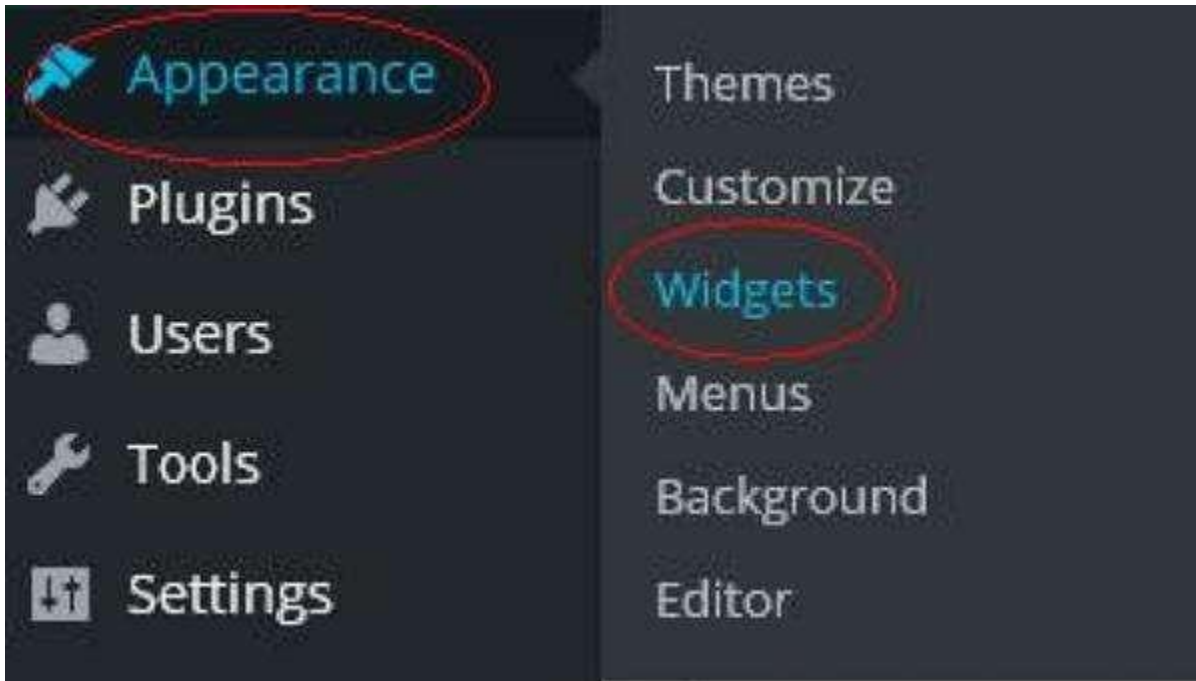
---

## Widget Management

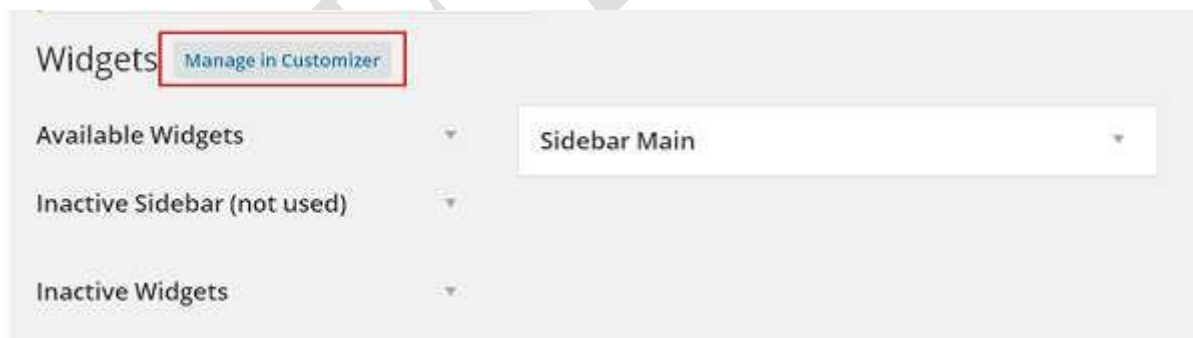
Widgets are small blocks that perform specific functions. These give design and structure control to the WordPress theme. Some specific features of a widget are –

- They help you add content and features.
- They can be easily dragged and dropped in widget area.
- They vary from theme to theme. They are not same for every theme.

Step (1) – **Click on Appearance → Widgets.**



Step (2) – **The following screen showing available widgets appear.**



The following functions appear on the page –

- Available Widgets – You can use these to add into your sidebar main.
  - Inactive Sidebar (not used) – These are not used and can be removed permanently from the widget list.
  - Inactive Widgets – Removes the widgets from sidebar but keep it in the settings.
  - Sidebar Main – Any widget you add here will appear on your site.
  - Manage in Customizer – Takes you back to customization page.
-

## Available Widgets

To activate a widget drag it to a sidebar or click on it. To deactivate a widget and delete its settings, drag it back.

### Archives

A monthly archive of your site's Posts.

### Calendar

A calendar of your site's Posts.

### Categories

A list or dropdown of categories.

### Custom Menu

Add a custom menu to your sidebar.

### Meta

Login, RSS, & WordPress.org links.

### Pages

A list of your site's Pages.

### Recent Comments

Your site's most recent comments.

### Recent Posts

Your site's most recent Posts.

### RSS

Entries from any RSS or Atom feed.

### Search

A search form for your site.

### Tag Cloud

A cloud of your most used tags.

### Text

Step (3) – **Drag and drop in the Sidebar Main. Any widget you add here, shows up on your site.**



## Plugin

### Introduction

Plugins are ways to extend and add to the functionality that already exists in WordPress.

The core of WordPress is designed to be lean and lightweight, to maximize flexibility and minimize code bloat. Plugins then offer custom functions and features so that each user can tailor their site to their specific needs.

For instructions and information on downloading, installing, upgrading, troubleshooting, and managing your WordPress Plugins, see Managing Plugins. If you want to develop your own plugin, there is a comprehensive list of resources in Plugin Resources.

For instructions and information on downloading, installing, upgrading, troubleshooting, and managing your WordPress Plugins, see Managing Plugins. If you want to develop your own plugin, there is a comprehensive list of resources in Plugin Resources.

### Plugin Repositories

WordPress Plugins are available from several sources. The most popular and official source for WordPress Plugins is the WordPress.org repo.

- Official WordPress Plugins Repository

Just to note, not all WordPress Plugins make it into the above repository. Search the web for "WordPress Plugin" and the keywords for the type of functionality you are seeking. There is bound to be a solution out there for you.

### Default Plugins

The following two plugins are included with WordPress core:

---

## Akismet

Akismet checks your comments against the Akismet web service to see if they look like spam or not. You can review the spam it catches under "Manage" and it automatically deletes old spam after 15 days.

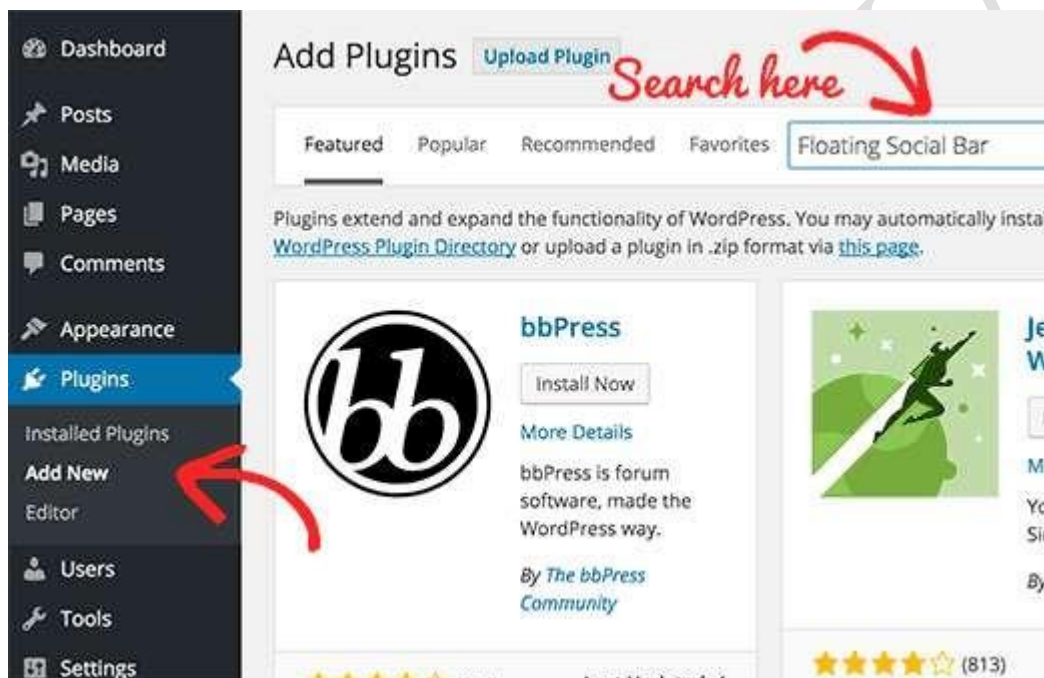
## Install and activate plugin

There are three methods: installing a WordPress plugin using search, uploading a WordPress plugin, and manually installing a WordPress plugin using FTP.

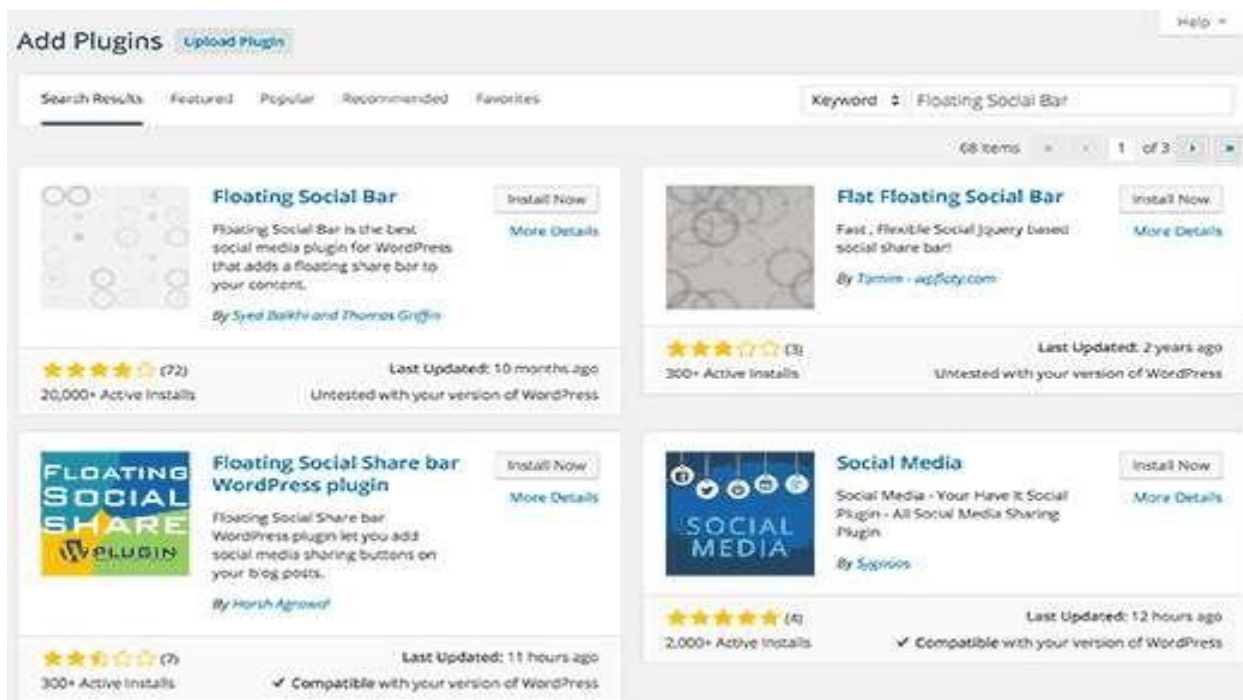
### Install a Plugin using WordPress Plugin Search

The easiest way of installing a WordPress plugin is to use the plugin search. The only downside of this option is that a plugin must be in the [WordPress plugin directory](#) which is limited to only free plugins.

First thing you need to do is go to your WordPress [admin area](#) and click on Plugins » Add New.



You will see a screen like the one in the screenshot above. Find the plugin by typing the plugin name or the functionality you are looking for, like we did. After that, you will see a bunch of listings like the example below:



You can pick the plugin that is best for you. Since in our search, we were looking for [Floating Social Bar](#) which happens to be the first plugin, we will click the 'Install Now' button.

WordPress will now download and install the plugin for you. After this, you will see the success message with a link to activate the plugin or return to plugin installer.

## Installing Plugin: Floating Social Bar 1.1.7

Downloading install package from <https://downloads.wordpress.org/plugin/floating>

Unpacking the package...

Installing the plugin...

Successfully installed the plugin Floating Social Bar 1.1.7.

[Activate Plugin](#) | [Return to Plugin Installer](#)

A WordPress plugin can be installed on your site, but it will not work unless you activate it. So go ahead and click on the activate plugin link to activate the plugin on your WordPress site.

That's all, you have successfully installed your first WordPress plugin.

The next step is to configure the plugin settings. These settings will vary for each plugin therefore we will not be covering that in this post.



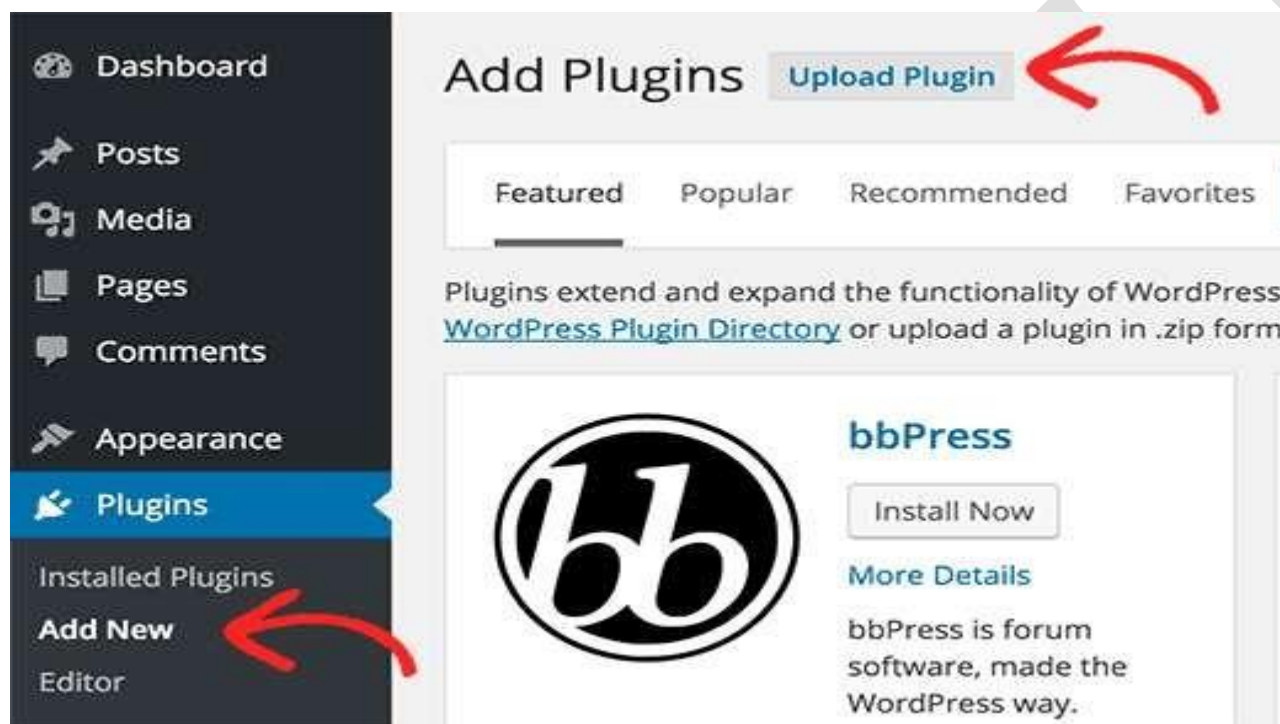
## Install a Plugin using the WordPress Admin Plugin Upload

Paid WordPress plugins are not listed in the WordPress plugin directory. These plugins cannot be installed using the first method.

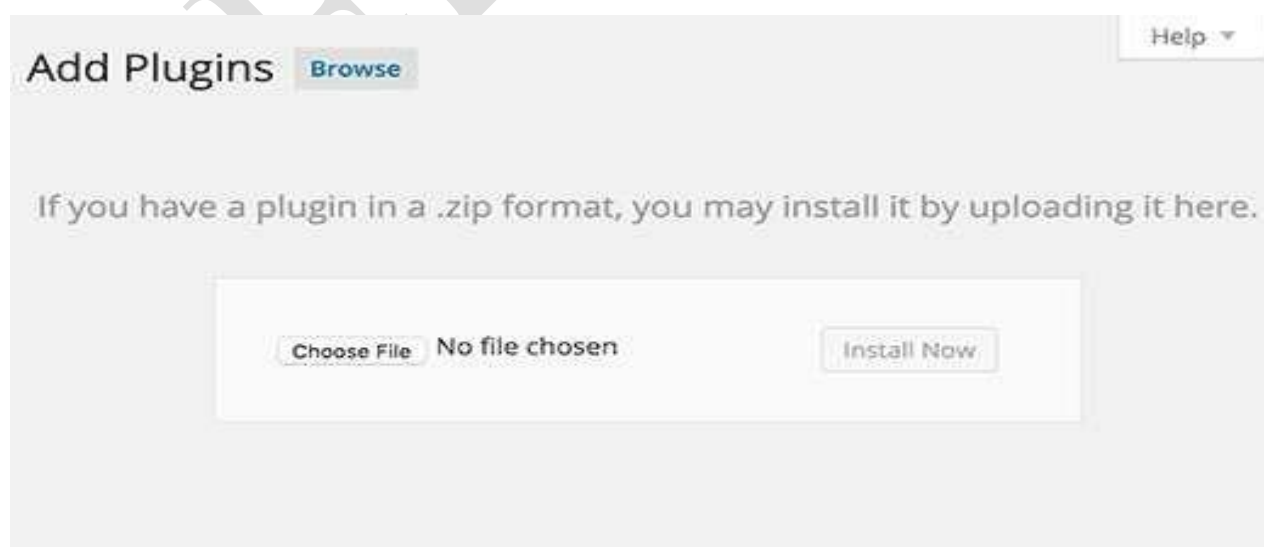
That's why WordPress has the Upload method to install such plugins. We will show you how to install WordPress plugin using the upload option in the admin area.

First, you need to download the plugin from the source (which will be a zip file). Next, you need to go to WordPress admin area and visit Plugins » Add New page.

After that, click on the Upload Plugin button on top of the page.



This will bring you to the plugin upload page. Here you need to click on the choose file button and select the plugin file you downloaded earlier to your computer.



After you have selected the file, you need to click on the install now button.

WordPress will now upload the plugin file from your computer and install it for you. You will see a success message like this after installation is finished.

## Installing Plugin from uploaded file: envira-gallery.zip

Unpacking the package...

Installing the plugin...

Plugin installed successfully.

[Activate Plugin](#) | [Return to Plugins page](#)

Once installed, you need to click on the Activate Plugin link to start using the plugin.

You would have to configure the settings to fit your needs. These settings will vary for each plugin therefore we will not be covering that in this post.

### Manually Install a WordPress Plugin using FTP

In some cases, your WordPress hosting provider may have file restrictions that could limit your ability to install a plugin from the admin area.

In this situation, your best bet is to install the plugin manually using FTP. The FTP manager method is the least friendly for beginners.

First you will need to download the plugin's source file (it will be a zip file). Next, you need to extract the zip file on your computer.

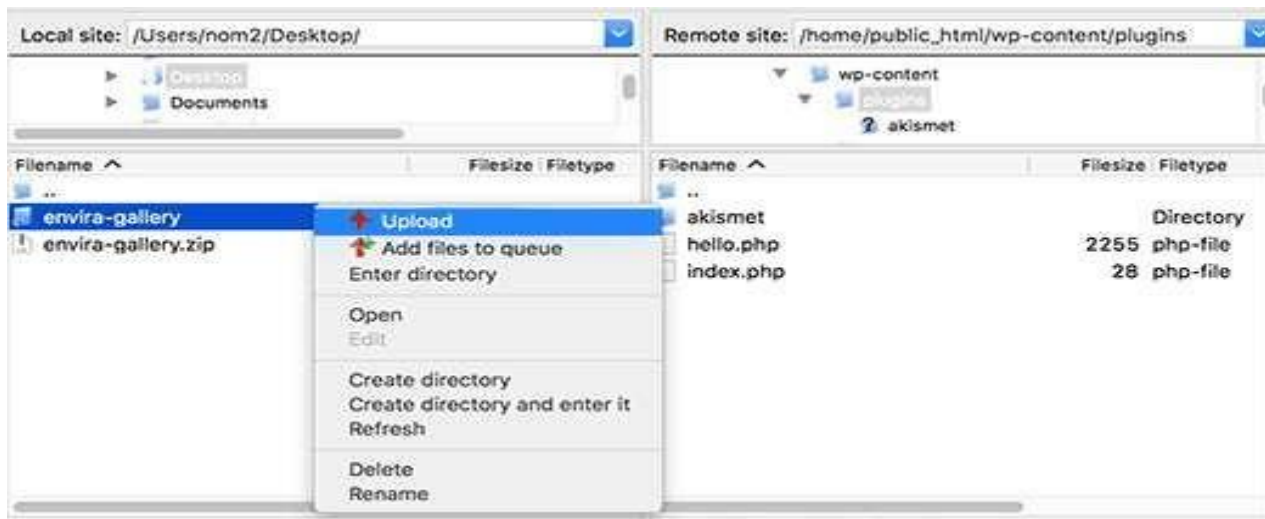
Extracting the plugin zip file will create a new folder with the same name. This is the folder that you need to manually upload to your website using a FTP client.

You would need to access your host through the FTP manager. If you do not have your FTP username and password, then contact your WordPress hosting provider and ask them.

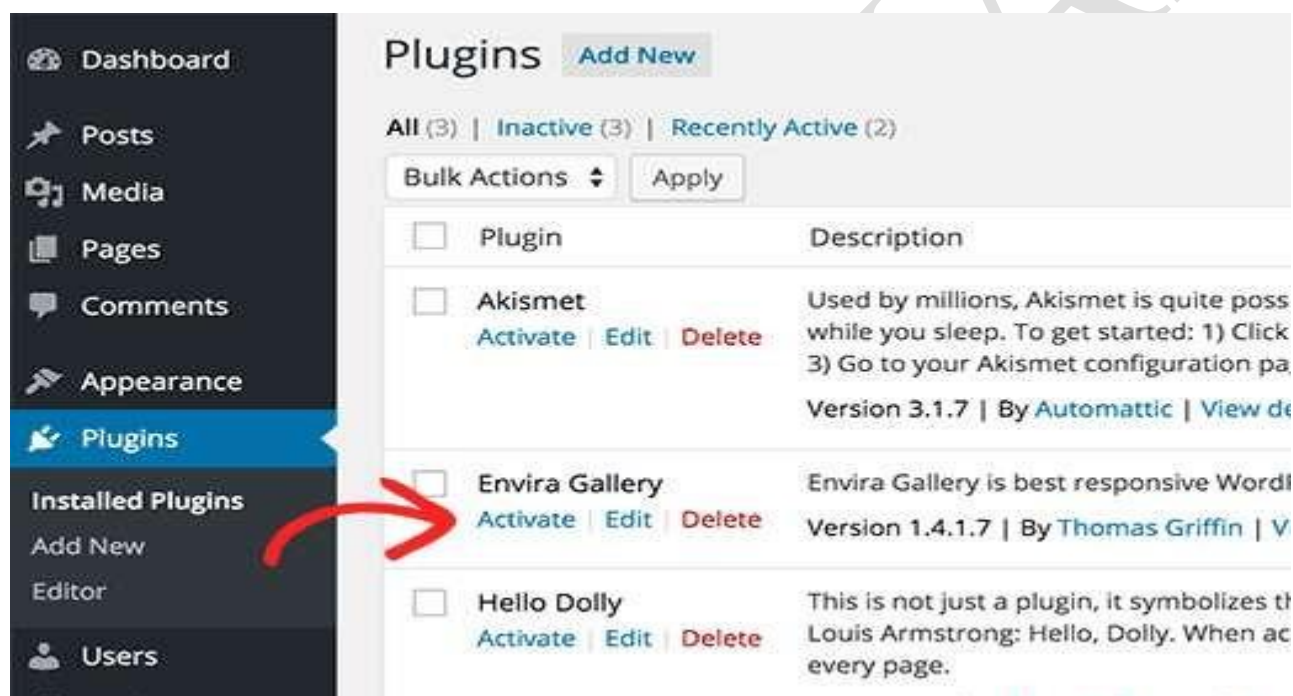
Open the FTP client on your computer and connect to your website using the login credentials provided by your web host. Once connected, you need to access the path /wp-content/plugins/

Next, upload the folder you extracted from the zip file to the /wp-content/plugins/ folder on your web server.

---



After uploading the files, you need to visit the WordPress admin area and click on the Plugins link in the admin menu. You will see your plugin successfully installed on the plugins page.



You need to click on the Activate link below the plugin. Upon activating, you may need to configure the plugin settings. WordPress plugins come with their own settings which differ from one plugin to another so we will not describe them here.

## Useful plugins for website Seo yoast

Everyone who is blogging has heard a thing or two about SEO. You know that it is important for your site to have good SEO. WordPress is extremely well-coded which is why many call it SEO friendly. But the real SEO benefit comes from WordPress plugins WordPress SEO by Yoast. This plugin is by far the most complete SEO solution that is available for WordPress. It has received over a million downloads. We use WordPress SEO plugin to improve our on-page SEO.

Unlike most other plugins this plugin is way more than simple meta tag additions. We use it to add custom post title, meta description, and meta keyword for our posts, pages, and taxonomies (tag, category, etc). When writing the meta information, WordPress SEO plugin shows you a Google search result snippet preview, so you can see exactly how your content will look when someone search for it in Google. It even has the ability to get you verified google authorship for your site.

It helps us create XML sitemaps that support images. It also gives us the ability to have advanced configuration such as removing a specific post, page, post type, or a taxonomy from the sitemap. It notifies search engines automatically once your content is published.

## **Contact form 7**

Any Blog, Website or service is incomplete without a contact page. A contact page is basically, where your readers can use to contact you. When it comes to WordPress, there are many contact form WordPress plugin and one of the most simple and smart one is, Contact form 7 plugin. This plugin, is more like activate, copy, paste and ready to go plugin. CF7 plugin is a WordPress Email form plugin which is useful to add contact form on WordPress contact or service pages.

WordPress contact form 7 plugin, comes with multiple contact form options and you can add additional field, for example if you need to get phone number of the sender, you can add another field into your form easily.

### **Wp contact form 7 Plugin features :**

- Multiple contact form
- Spam prevention
- Bot prevention with CAPTCHA
- Customization enabled

## **Woocommerce**

WooCommerce is a free eCommerce plugin that allows you to sell anything, beautifully. Built to integrate seamlessly with WordPress, WooCommerce is the world's favorite eCommerce solution that gives both store owners and developers complete control.

With endless flexibility and access to hundreds of free and premium WordPress extensions, WooCommerce now powers 30% of all online stores — more than any other platform.

With WooCommerce, you can sell both physical and digital goods in all shapes and sizes, offer product variations, multiple configurations, and instant downloads to shoppers, and even sell affiliate goods from online marketplaces.

## **WP Super Cache**

This plugin generates static html files from your dynamic WordPress blog. After a html file is generated your webserver will serve that file instead of processing the comparatively heavier and more expensive WordPress PHP scripts.

---

The static html files will be served to the vast majority of your users, but because a user's details are displayed in the comment form after they leave a comment those requests are handled by the legacy caching engine. Static files are served to:

1. Users who are not logged in.
2. Users who have not left a comment on your blog.
3. Or users who have not viewed a password protected post.

99% of your visitors will be served static html files. Those users who don't see the static files will still benefit because they will see different cached files that aren't quite as efficient but still better than uncached. This plugin will help your server cope with a front page appearance on digg.com or other social networking site.

If for some reason "supercaching" doesn't work on your server then don't worry. Caching will still be performed, but every request will require loading the PHP engine. In normal circumstances this isn't bad at all. Visitors to your site will notice no slowdown or difference. Supercache really comes into it's own if your server is underpowered, or you're experiencing heavy traffic.

Super Cached html files will be served more quickly than PHP generated cached files but in every day use, the difference isn't noticeable.

### **Regenerate Thumbnails**

Regenerate Thumbnails allows you to regenerate the thumbnails for your image attachments. This is very handy if you've changed any of your thumbnail dimensions (via Settings -> Media) after previously uploading images or have changed to a theme with different featured post image dimensions.

You can either regenerate the thumbnails for all image uploads, individual image uploads, or specific multiple image uploads.

### **Advanced Custom Fields**

Advanced Custom Fields is the perfect solution for any WordPress website which needs more flexible data like other Content Management Systems.

- Visually create your Fields
- Select from multiple input types (text, textarea, wysiwyg, image, file, page link, post object, relationship, select, checkbox, radio buttons, date picker, true / false, repeater, flexible content, gallery and more to come!)
- Assign your fields to multiple edit pages (via custom location rules)
- Easily load data through a simple and friendly API
- Uses the native WordPress custom post type for ease of use and fast processing
- Uses the native WordPress metadata for ease of use and fast processing.