

Getting Started With

WordPress

Goals & Objectives

Students Will...

- Be introduced to the Wordpress CMS
- Create a local environment and install Wordpress
- Explore the Wordpress admin interface
- Gain an understand of Wordpress theming
- Learn to customize a WordPress theme

Introduction to Wordpress

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What is a CMS?

A **content management system** is an application used to support the creation and modification of digital content. It is often used to support multiple users working in a collaborative environment.

Introduction to Wordpress

What is Wordpress?

Wordpress is an **open source** content management system. Open source means the product is mostly supported by developers from around the world who dedicate their time to developing the project. It also means anyone can use Wordpress for free for their own use including personal blogs or business website.

Introduction to Wordpress

What is the difference between Wordpress.org and Wordpress.com?

Wordpress.org is where you will find the stand alone application of Wordpress to download and install on a remote server. The stand alone application is completely customizable, only limited by the user's' technical limitations.

Introduction to Wordpress

What is the difference between Wordpress.org and Wordpress.com?

Wordpress.com is a service that allows you to set up a free Wordpress-based blog in a few seconds. Unfortunately, users are severely limited in what customization they can implement.

Setting Up MAMP & Installing Wordpress Locally

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Students will...

- Download and Install MAMP
- Configure MAMP for local server
- Download Wordpress
- Install Wordpress Locally
- Configure Wordpress Installation

Setting Up MAMP & Installing Wordpress Locally

What is MAMP?

MAMP installs a local server environment that would allow us to install Wordpress on your laptop.

Setting Up MAMP & Installing Wordpress Locally

What is MAMP?

MAMP installs a local server environment that would allow us to install Wordpress on your laptop.

Why do I need a local environment?

Wordpress is a PHP-based **open source** CMS and would normally require web servers in order to run. MAMP creates these servers on your machine so you have the ability to build a fully functioning Wordpress site privately.

Setting Up MAMP & Installing Wordpress Locally

Download Wordpress

Go to <http://www.wordpress.org> and click the blue download button in upper right corner.

Setting Up MAMP & Installing Wordpress Locally

Install Wordpress

Open a new browser window and type in your local URL

Ex: <http://localhost:8888/nameofsite>

Setting Up MAMP & Installing Wordpress Locally

Configure Wordpress

- **Site Title** - Title of your website
- **Username** - Your username to log into the site. No spaces or special characters!
- **Password** - Either use the randomly generated password or create your own.
- **Your Email Address** - The email address assigned to your account
- **Search Engine Visibility** - Ignore for now

Wordpress Admin Dashboard

Wordpress Admin Dashboard

Students Will...

- Log in/Log out of Wordpress Dashboard
- Be able to identify Dashboard components including: Admin Bar, Sidebar Menu, and Dashboard Widgets
- Complete Exercise #1 (15 minutes)

Wordpress Admin Dashboard

About the Dashboard

The WordPress Dashboard is the first screen you see after logging into WordPress. On the Dashboard you will find both status information and links to all administrative areas of your site.

Wordpress Settings

Wordpress Settings

Exercise: Wordpress Configuration Settings (15 minutes)

- Set the front page of your website to show as a static page and make your blog page separate. Once this is complete, set the front page back to show your blog.
- Allow anyone to comment on your blog posts, but require your approval of all comments.
- Require comments to be manually approved on your website.
- Set permalinks to use the day and name.

Post Types

Post Types

Posts

Posts are dynamic content. Posts have a date associated with them and can be archived, categorized, tagged and have comments. (Blog posts.)

Pages

Pages are static content and will only change when they are edited. (About page.)

Post Types

Exercise: Add, Edit, modify Posts and Pages (15 minutes)

Create a Post

- Add a title and content
- Add a featured image
- Add a category and tags
- Schedule a post to go out in 5 minutes
- View post and add a comment

Create a Page

- Add a title
- Add content
- Add a featured image

Managing Media

Managing Media

Add Image, Document, Audio & Video

- Insert into a body of text.
- Add a title, caption, alternative text, and description.
- Change the size (if applicable)

Managing Plugins

Managing Plugins

What is a Plugin?

Plugins add functionality to WordPress sites, including things like contact forms, Search Engine Optimization, automatic backups, and pretty much anything you might need to add to your site. There are some plugins that most sites would benefit from installing.

Managing Plugins

Exercise: Install a Contact Form Plugin (15 minutes)

- Go to <https://wordpress.org/plugins/> and type contact form in the search bar to find contact form plugins.
- Click on at least one of the plugins and read the different tabs (Description, Installation, FAQ, Screenshots, etc) to see the features available with this plugin.
- Install and activate the plugin.

Managing Users

Managing Users

Roles

A Role defines a set of tasks a user assigned the role is allowed to perform.

Managing Users

Roles

- **Administrator** - Somebody who has access to all the administration features within a single site.
- **Editor** - Somebody who can publish and manage posts including the posts of other users.
- **Author** - Somebody who can publish and manage their own posts.
- **Contributor** - Somebody who can write and manage their own posts but cannot publish them.
- **Subscriber** - Somebody who can only manage their profile.

Managing Users

Exercise: User Roles (15 minutes)

- Create users for each role and explore their individual limitations

Managing Comments

Managing Comments

There are four columns of information related to each comment: **Author**, **Comment**, **In Response to**, **Submitted On**.

- **Author** - Column includes links to the comment author's website, their email address, and the IP address that the comment was posted from.
- **Comment** - Hovering over the comment itself will cause the following options to appear below it: Approve/Unapprove | Reply | Quick Edit | Edit | History | Spam | Trash
- **In Response To** - Column includes a link to the edit screen, the published post/page, and a comment counter that shows how many comments are already on that post/page.
- **Submitted On** - Column lists the date and time stamp that indicate when the comment was posted.

Managing Comments

Exercise: Modify, edit, delete comments (15 minutes)

- Open your site in a new tab and leave test comments on posts.
- Navigate to the Comments section in the admin and either reply, mark them as “Approved”, or mark them as “Spam”.

Managing Menus

Managing Menus

Exercise: Create a Custom Menu (15 minutes)

- Create a new menu that has multiple levels
- Create several custom menu items with external URLs that are not found on your website

Managing Widgets

Managing Widgets

What is a Widget?

Widgets provide a convenient means of adding content and features to a website and require no coding experience.

Managing Widgets

Where Do Widgets Come From?

- Some widgets come from your WordPress install.
- Other widgets may be included with your theme.
- Many plugins provide widgets.

Managing Widgets

Exercise: Modify, Add and Delete Widgets (15 minutes)

- Add an image to your sidebar using the Image Widget
- Add a search widget to your bottom footer 1 area.

Managing Your Theme

Managing Your Theme

Students Will...

- Learn the how to modify a Wordpress theme using the built in Customizer
- Gain an understanding of how themes function in Wordpress
- Complete Exercise #10 (30 minutes)

Managing Your Theme

Exercise: Download and install a new theme from the Wordpress theme repo (30 minutes)

- Go to <https://wordpress.org/themes/> and download a theme of your choice
- Modify the theme using the Customize functionality

Security

Lab/Q+A

Work on Your Own or Ask Questions

- Spend the next 45 minutes working on your own.
- Open forum Q+A about any remaining questions about Wordpress

Resources

Download Wordpress

<https://www.wordpress.org>

Wordpress Codex

<http://codex.wordpress.org>

Wordpress Tutorials

<https://make.wordpress.org>