



**Structure, style, story:
what goes where?**

*When someone's
new
to WordPress,
they don't know
everything
you can
do
with WordPress.*

Karen McAmy

Instructor
WordPress 101
Los Angeles



Why
do we care?

When we put the right things in the right places, we make a site

- leaf Faster.
- leaf Better for SEO.
- leaf More secure.
- leaf Easier to maintain.
- leaf Easier to update.
- leaf Easier to redo when the time comes.

**And just maybe, less likely
to bite us in the butt!**

Anatomy of a WordPress site.



Structure



Style



Story

Anatomy of a WordPress site.



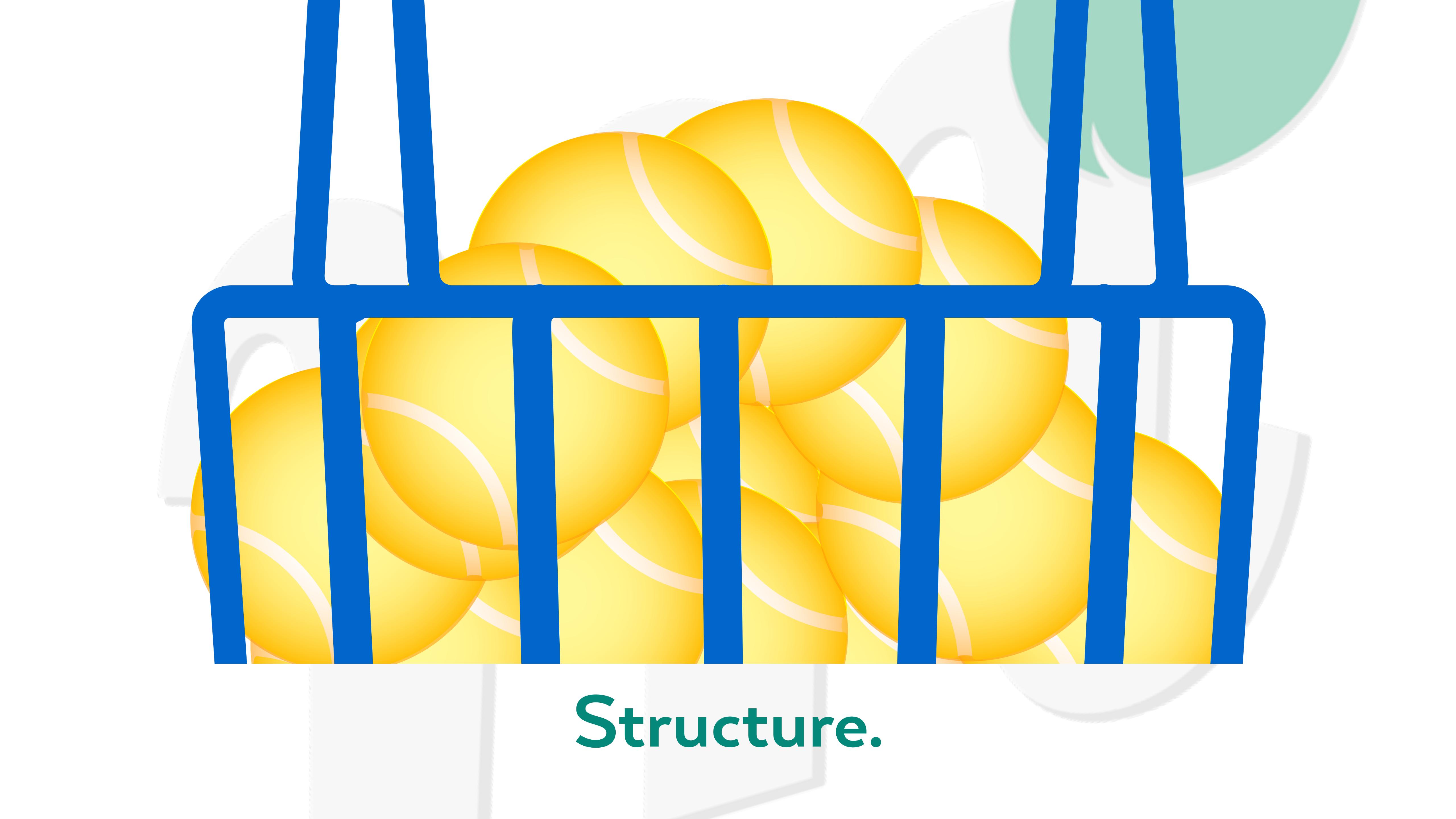
Structure



Style



Story



Structure.



Structure.

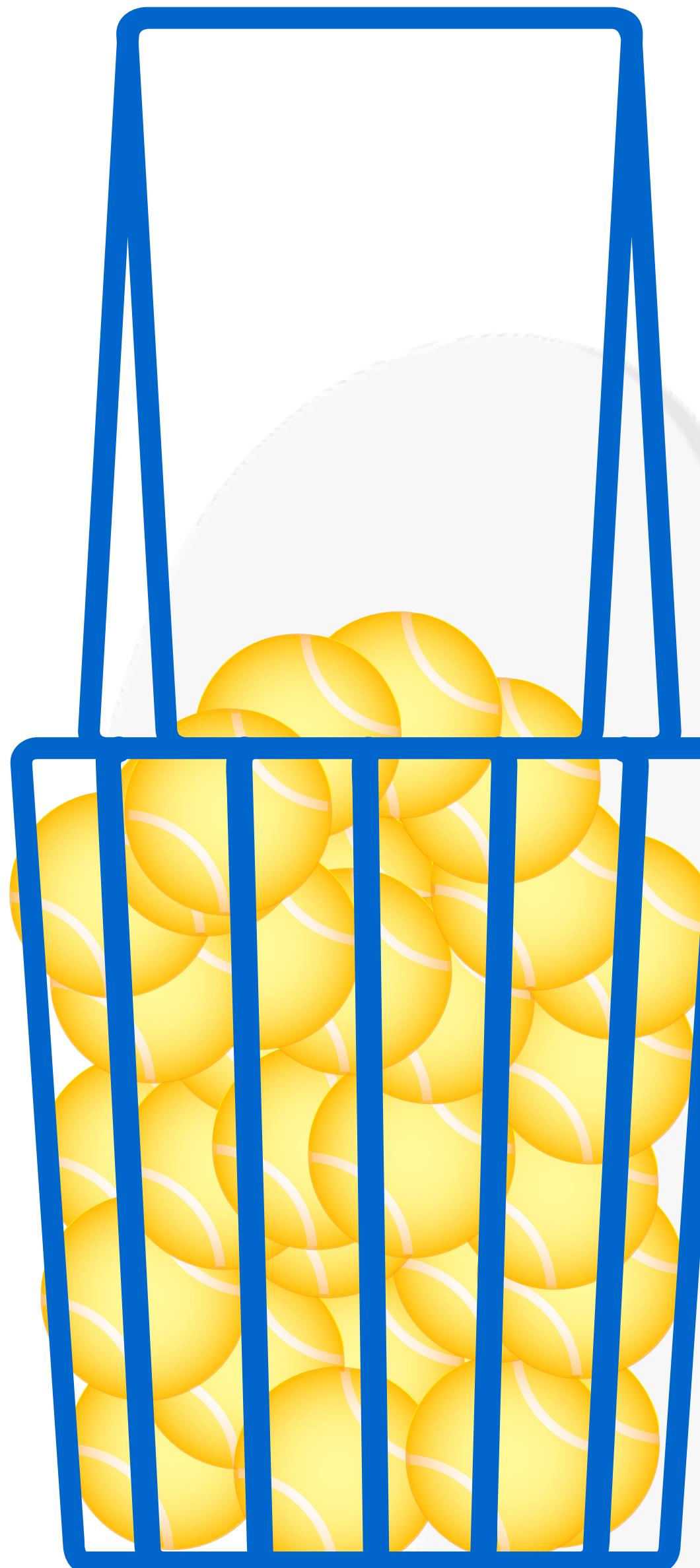
- PHP files.
- Site architecture.



Code.

PHP:

- ➊ Runs the Loop.
- ➋ Processes the database.
- ➌ Controls the markup.
- ➍ Does app stuff.



Site architecture.

My rules:

- Every piece of material is a post.
- Organizing the site == organizing posts into:
 - Pages.
 - Widgets.



For example.

About us

Our Pros

Adult programs

Junior programs

FRC-JRS

FRC-Tots

Top Guns

Download
brochures
and sign up!

Child Care

Join the club!

Contact us

Tourney pics

Classic 2014

2013 tourney pics



Want more tennis online?
Check out these links:

Strassner Tennis Court Builders

Racketman

USTA

Our summer homes:

• The Highlands Golf and Tennis Center in Forest Park

• Shaw Park in Clayton

Tennis AlleySTL

Ed Collins Tennis Academy

Mark Platt's Beginner's World Tennis

The Tennis Industry Association

Turboliner for clay courts

Tennis Machines. Everything for
tennis, including racquets, balls,

You are here: Home / Pros / Stefan Kruger

Stefan Kruger



Our director of tennis, Stefan's been with us since 1999, when he came by way of Boca Raton, Florida. He probably has the most illustrious tennis resume at FRC. Stefan was ranked in the top 30 in the world in doubles – and reached the doubles semifinals at Wimbledon in 1990. That was on top of notable tournament wins across Europe, Australia and Singapore.

Born in Cape Town, South Africa, he made the Wimbledon finals as a junior in 1984. In college, Stefan played for Southern Methodist University in Dallas, where he was an all-American in singles and doubles. In the summer, Stefan runs the tennis program at Westwood Country Club. He and his wife, Debbie, have two boys.

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to meet:

Carolyn
Kramer

Chris Nasrallah

Chris Ward

Clark Taylor

David Conley

Jennifer
Wilhelm-
Zeuschel

Jordan Snyder

Karim Madatali

Kyle O'Leary

Kyle Tosie

Maria
Steinbach

Peter Hantack

Mark
McPhillips

Mick Lyons

Will Brown

Stefan Kruger

Terry Ward

[About us](#)[Our Pros](#)[Adult programs](#)[Junior programs](#)[FRC-JRS](#)[FRC-Tots](#)[Top Guns](#)[Download brochures and sign up!](#)[Child Care](#)[Join the club!](#)[Contact us](#)[Tourney pics](#)[Classic 2014](#)[2013 tourney pics](#)

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The Tennis Industry Association
Turboliner for clay courts
Tennis Machines. Everything for tennis but the court and the clothes.

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Pros

Meet our pros! They make our club the sweet spot for developing your game.

The FRC pro staff is second to none. Manager [Terry Ward](#) has been with

the club since 1982. His leadership and drive make FRC the dominant indoor tennis club in the St. Louis area.

Second-in-command [Stefan Kruger](#) has been with us since 1998. He adds the structure to bring you and your family a consistently first-rate experience.

Together they lead one of the most

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Offering everything from private lessons to group classes, these young pros deliver a variety of programs featuring the finest instruction in the country.

The Frontenac way.

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Plus, you'll always get a warm smile and a welcome hand.

It's the Frontenac way.



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CHRIS NASRALLAH



CHRIS WARD



CLARK TAYLOR



DAVID CONLEY



JENNIFER WILHELM-ZEUSCHEL



JORDAN SNYDER



KARIM MADATALI



KYLE O'LEARY



KYLE TOSIE



MARIA STEINBACH



MARK MCPHILLIPS



MICK LYONS



PETER HANTACK



STEFAN KRUGER



TERRY WARD



WILL BROWN

[Top](#)



Keep them healthy and active for a full year.

GIVE THEM ALL THE CARE THEY NEED, AT SO MUCH LESS THAN YOU'D NORMALLY SPEND.

Just \$15 - \$37 a month covers:

- ❖ An annual physical.
- ❖ Recommended vaccinations.
- ❖ A test for intestinal parasites and, for your dog, heartworms.
- ❖ New kitten or puppy? Your plan covers spay or neuter surgery. You pay only for post-op pain meds.
- ❖ Several more exams over the year. Here's why:
 - ❖ In case your pet gets sick or hurt.
 - ❖ Or if you notice a change that worries you for any reason:
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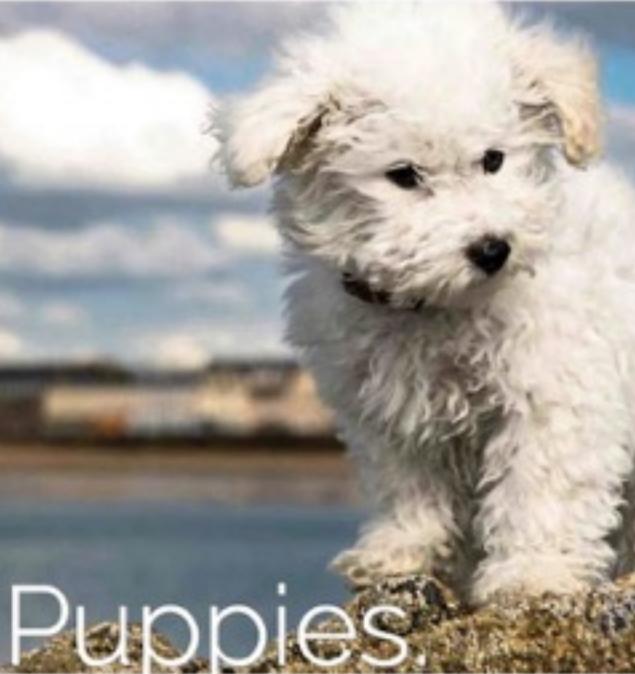
- ❖ At that point, when we finally do see you and him/her, we could be dealing with a painful, expensive problem that might even be dangerous.

Start protecting your pet now.

You can start your Wellness Plan any time of the year - like right now. Click the button to tell us a little about your pet(s), and we'll go from there:

LET'S KEEP MY PET HEALTHY!

Want more details about your pet's plan? Click on the relevant picture and see everything that's included.



Puppies.



Dogs.



Cats.



Kittens.

Two roads to the same bar.

The sweet spot for St. Louis tennis.

[Search](#) [SEARCH THIS SITE.](#)

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It's the Frontenac way.

Want more tennis online? Check out these links:

- [Master Tennis Court Builders](#)
- [Ketman](#)
- [A summer homes: The Highlands Golf and Tennis Center in Forest Park](#)
- [Shaw Park in Clayton](#)

This AlleySTL.

Collins Tennis Academy

Mark Platt's Beginner's World Tennis

Tennis Industry Association

polliner for clay courts

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JORDAN SNYDER KARIM MADATALI KYLE O'LEARY KYLE TOSIE MARIA STEINBACH MARK MCPHILLIPS
MICK LYONS PETER HANTACK STEFAN KRUGER TERRY WARD WILL BROWN

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Home > Wellness Plans

Keep them healthy and active for a full year.

GIVE THEM ALL THE CARE THEY NEED, AT SO MUCH LESS THAN YOU'D NORMALLY SPEND.

Just \$15 - \$37 a month covers:

- At that point, when we finally do see you and him/her, we could be dealing with a painful, expensive problem that might even be dangerous.
- An annual physical.
- Recommended vaccinations.
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- New kitten or puppy? Your plan covers spay or neuter surgery. You pay only for post-op pain meds.
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Puppies.


Dogs.


Cats.


Kittens.

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See?

Category Archive Settings

Archive Headline

Keep them healthy and active for a full year.

Leave empty if you do not want to display a headline.

Archive Intro Text

```
<h6>Give them all the care they need, at so much less than you'd normally spend.</h6>
<div class="entry-content">
    <h3>Just $15 - $37 a month covers:</h3>
    <ul>
        <li>
            An annual physical.
        </li>
        <li>
            Recommended vaccinations.
        </li>
        <li>
            A test for intestinal parasites and, for your dog, heartworms.
        </li>
        <li>
            New kitten or puppy? Your plan covers spay or neuter surgery. You pay only for post-op pain meds.
        </li>
        <li>
            Several more exams over the year. Here's why:
            <ul>
                <li>
                    In case your pet gets sick or hurt.
                </li>
                <li>Or if you notice a change that worries you for any reason:
                    <ul>
                        <li>We'd much rather see it now, and assure you it's nothing &ndash; or take care of it now, before it's even an issue. </li>
                        <li>That's so much better than have you wait and worry for weeks, while it gets worse. </li>
                        <li>At that point, when we finally do see you and him/her, we could be dealing with a painful, expensive problem that might even be dangerous. </li>
                    </ul>
                </li>
            </ul>
        </li>
    </ul>
</div>
```

Frontenac Racquet Club

The sweet spot
for St. Louis tennis.

314.991.5599

Our Pros

About us

Adult programs

**Junior programs:
Summer 2014**

FRC-JRS
Top Guns
FRC-Tots

**Download brochures
and sign up!**

Child Care

**Contact us –
with map
and directions!**

Join the club!

Tourney pics

Classic 2014
2013 tourney pics

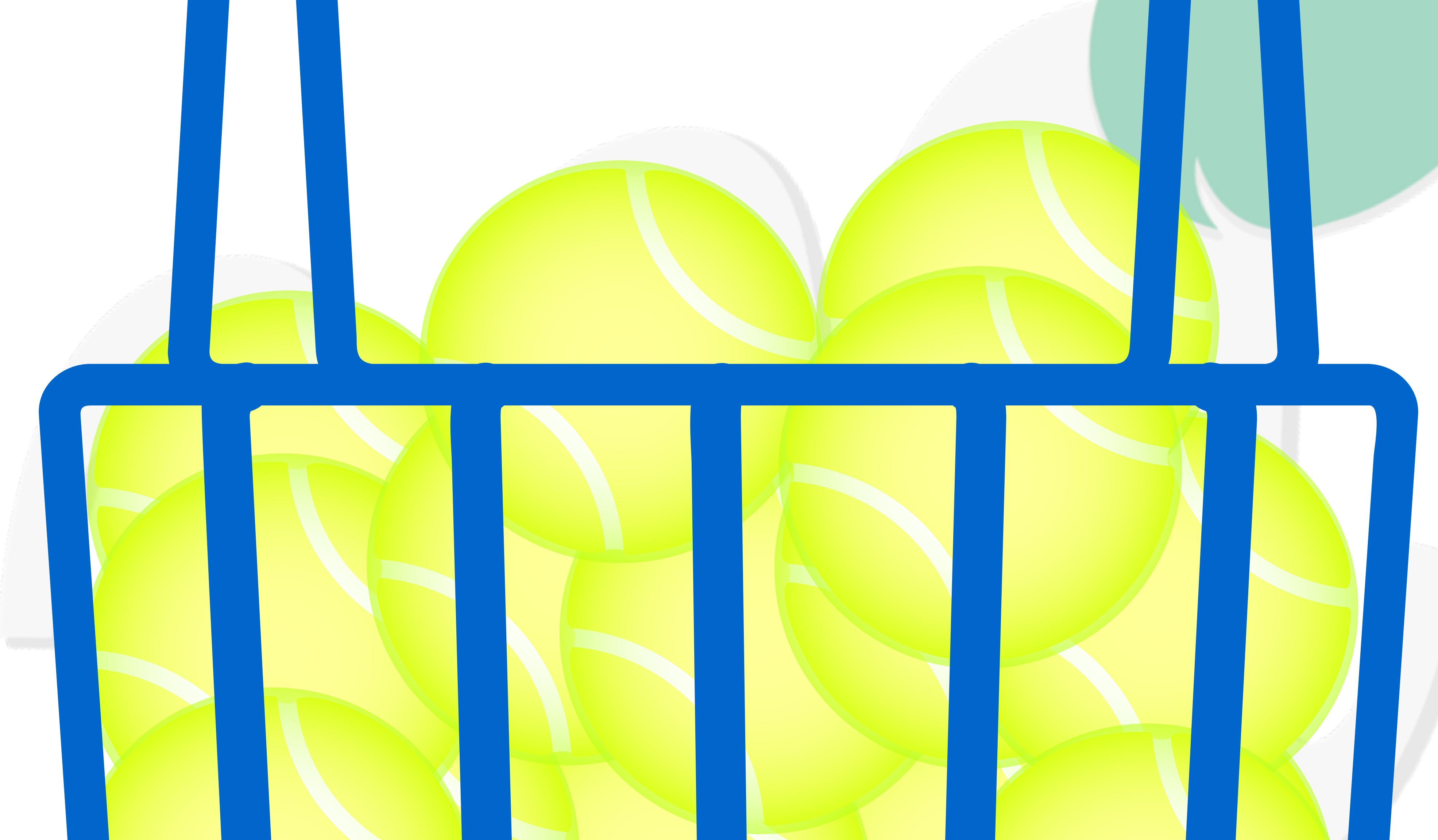
**Classic highlights:
Semis and final.**

A Classic night of tennis action!

**Pro Classic runners-up: Kyle O'Leary
and Dave Reinhart.**

The 2014 Pro Doubles Classic

Frontenac Racquet Club



Style.



Style.

- leaf CSS.
- leaf jQuery.
- leaf Presentational markup.

CSS.

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Puppies. Dogs.



 Justify your pricing. Expand your profit margins.

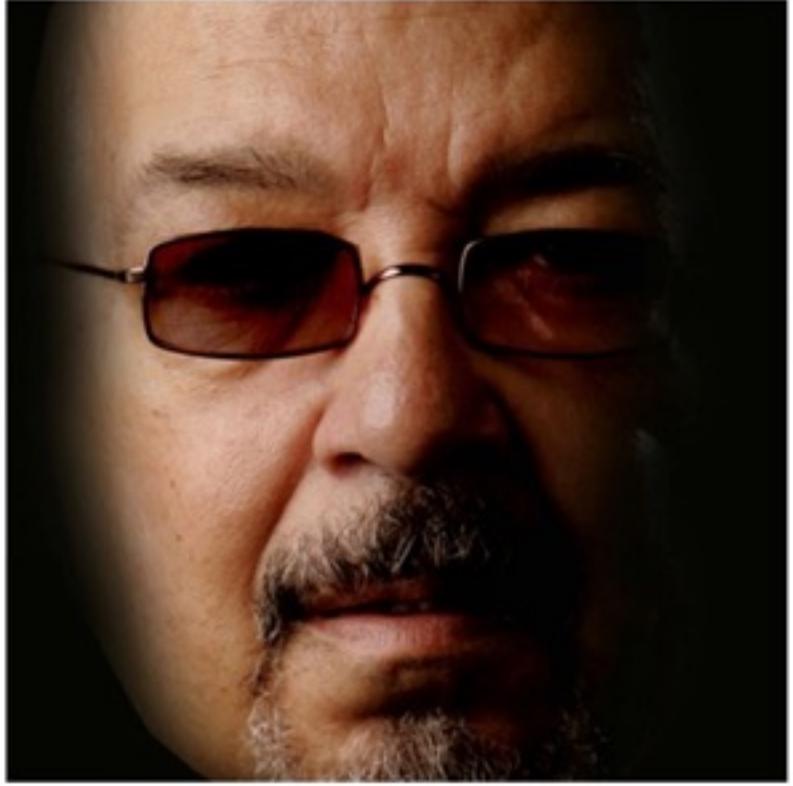
About Services Blog Speaking Search.

People do talk.
I wish everybody said great things like this!



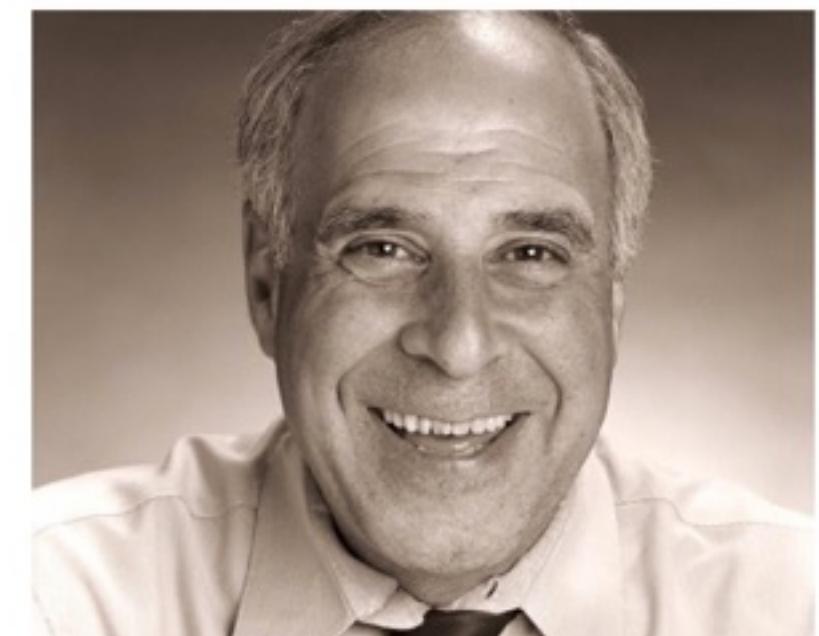
Phil Wiseman.

"Her creative ... set a new industry standard."



Harry Webber.

"Pound for pound, the best intellectual asset you can have ..."



jQuery.



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Wellness Plans Contact Us
[Home](#) >> [Wellness Plans](#) >> [Puppies.](#)

Puppies.

Congratulations on your new puppy!

Just \$435 keeps her healthy all year with a Puppy Wellness Plan.

Your puppy's plan includes:

- ❖ Your puppy's first physical - and all her visits for shots.
- ❖ Vaccinations include the first shot and boosters for the year:
 - ❖ DA2PCPV/CV.
 - ❖ Bordetella.

- ❖ One lab test - for intestinal parasites.
- ❖ Three more office visits during the year.
- ❖ Use them if Puppy gets sick or hurt, or you notice a change that worries you.
- ❖ Just call and let us know you're coming, than bring

Your Cost: \$435*

(before special-needs spay/neuter surcharge.)

Presentational PHP.

**Lays out HTML
in a page template.**

page-pros.php

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MARIA STEINBACH



MARK MCPHILLIPS

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Dogs.


Cats.


Kittens.

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**What if you want to get rid
of something?**

To php or not to php?

The sweet spot for St. Louis tennis.

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You are here: Home / Tourney pics / Classic 2014 / Terry Ward and KJ Hippensteel: The Boss and The Doc.

Terry Ward and KJ Hippensteel: The Boss and The Doc.

Terry's partner this year was a second-year resident in orthopedics at Barnes named KJ Hippensteel.

After a distinguished tennis career at Stanford, KJ headed to Duke for medical school – and coached the Duke team as a volunteer.

Here are KJ and Terry in action:

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 [More...](#)

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[Like](#)

shame.css

- ➊ display: none;
- ➋ visibility: hidden;
- ➌ !important;
- ➍ ID selectors
- ➎ And ... ?



Story.



Story.

Content?

- leaf To us, maybe – an afterthought.
- leaf To site owner, **the whole point** of the site.



Story.

- Every piece, a post.
- HTML in the WP Editor.
- Embed media files.



About home pages.

What's wrong with this picture?

- Copy blocks hard-coded into home.php
- New stuff on the site never shows up here.
- SEO implications.

CALL TODAY! (314) 725-2365



WORLD WIDE SERVICE!

HOME WHY TM? TESTIMONIALS BALL MACHINES STRINGING MACHINES USED EQUIPMENT PARTS THE SHOP CONSULTING THE TURBOLINER CONTACT

Globally recognized experts in ball machines and stringing machines.

Having trouble picking the right products out of today's huge array of choices?

Here you'll find every brand, from major to minor. So you get completely unbiased advice — to steer you in the right direction for **your** facility's needs.

BALL MACHINES

Check out our top sellers!

Whatever your needs, you'll find a model that works — and the practice balls to go with it.



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STRINGING MACHINES

Browse the best stringing machines on the market, [right here](#).

Need to talk over the options? Call us and talk to one of our experts.



[BROWSE STRINGING MACHINES](#)

Tennis Machines is **Prince's Exclusive Service Center**.

Have an old machine to offload?
In the market for a gently used machine?

[TALK TO ONE OF OUR EXPERTS!](#)

at the **SHOP**



About home pages.

What should happen instead?

⌚ Widgets.

⌚ Featured posts, products.

⌚ front-page.php

Structure



PHP

Style



CSS

Story



HTML



Mary Baum
@marybaum