



Wordpress for the
webmasters

Presentation



WEBDESIGN
FRONT-END DÉVELOPPEMENT
FORMATION

Teaching : Wordpress / Design / SEO

Communication / Design
10 years of experience

Web design / Web development
14 years of experience

Wordpress origins

Born in 2003

Created by Matthew Mullenweg
by the Automattic company

Built based on B2 created by Michel Valdrighi
in 2001

<https://codex.wordpress.org/History>

2013



Strengths

In 2009 -> “the best Open Source CMS Award.”
Support 120 languages

Open source = Very strong community

Very good ecosystem = stability

Tons of resources / plugins

Free !

SEO Friendly

CMS ?

Accronym of « **C**ontent **M**anagement **S**ystem » =
A web-app that you can use to update the content and
appearance of your website.

All the contents and preferences are stored in a database.

- Accessible online (hidden url)
- Access rights management (permissions)
- Site content management without touching the code
- Associated to an ecosystem (updates and plugins)

Competition :

CMS :



Drupal



Joomla!®



TYPO3



Magento®

eCommerce Platform for Growth

Static website generators :

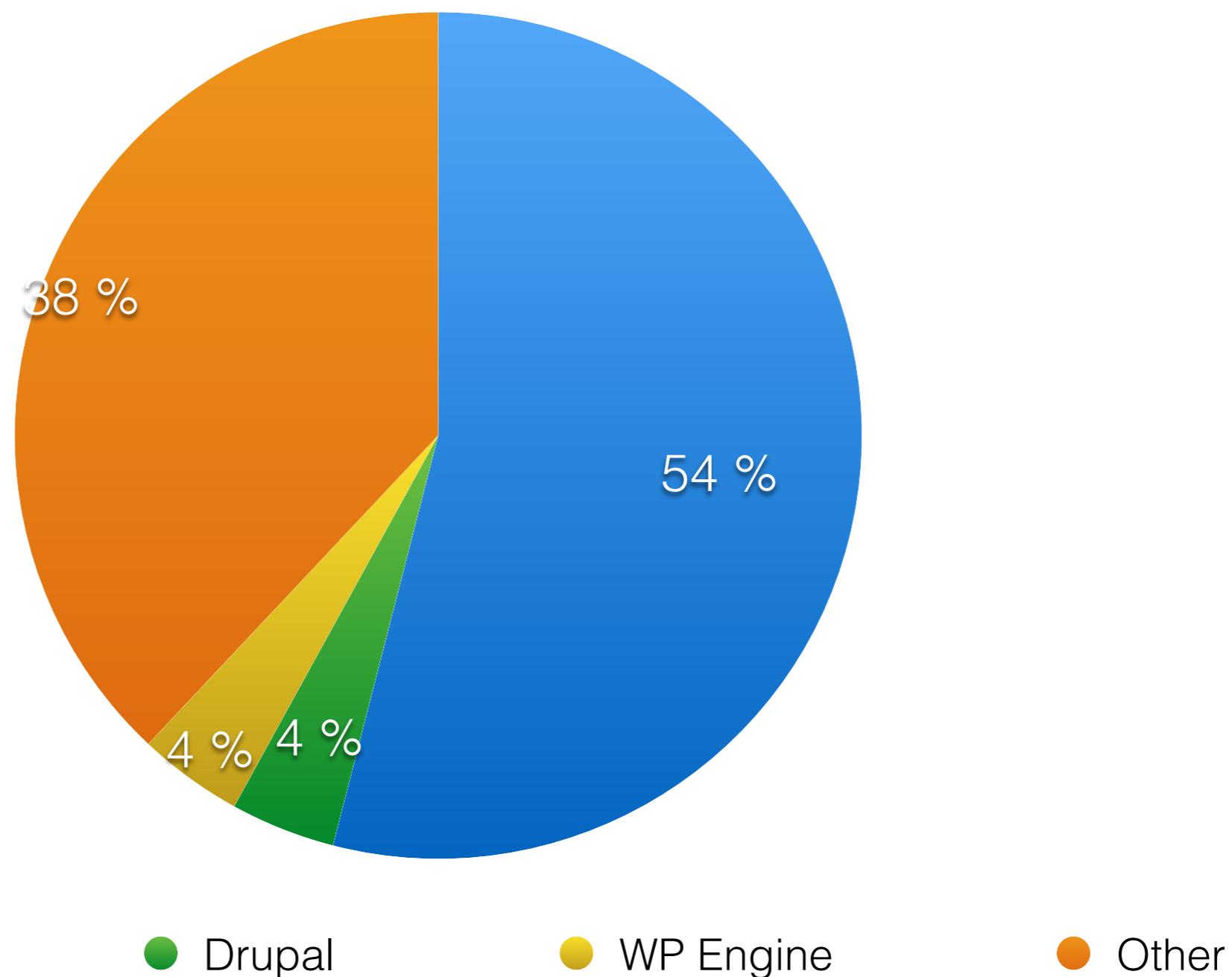


Jenkins



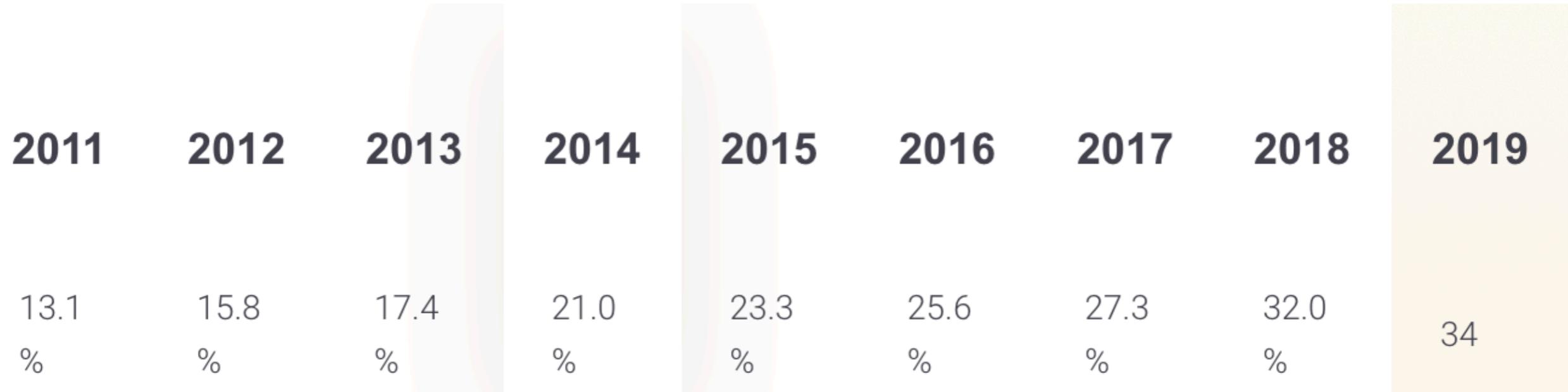
CMS Usage stats

top 100 worldwide websites



<http://trends.builtwith.com/cms>

Global market usage along the years



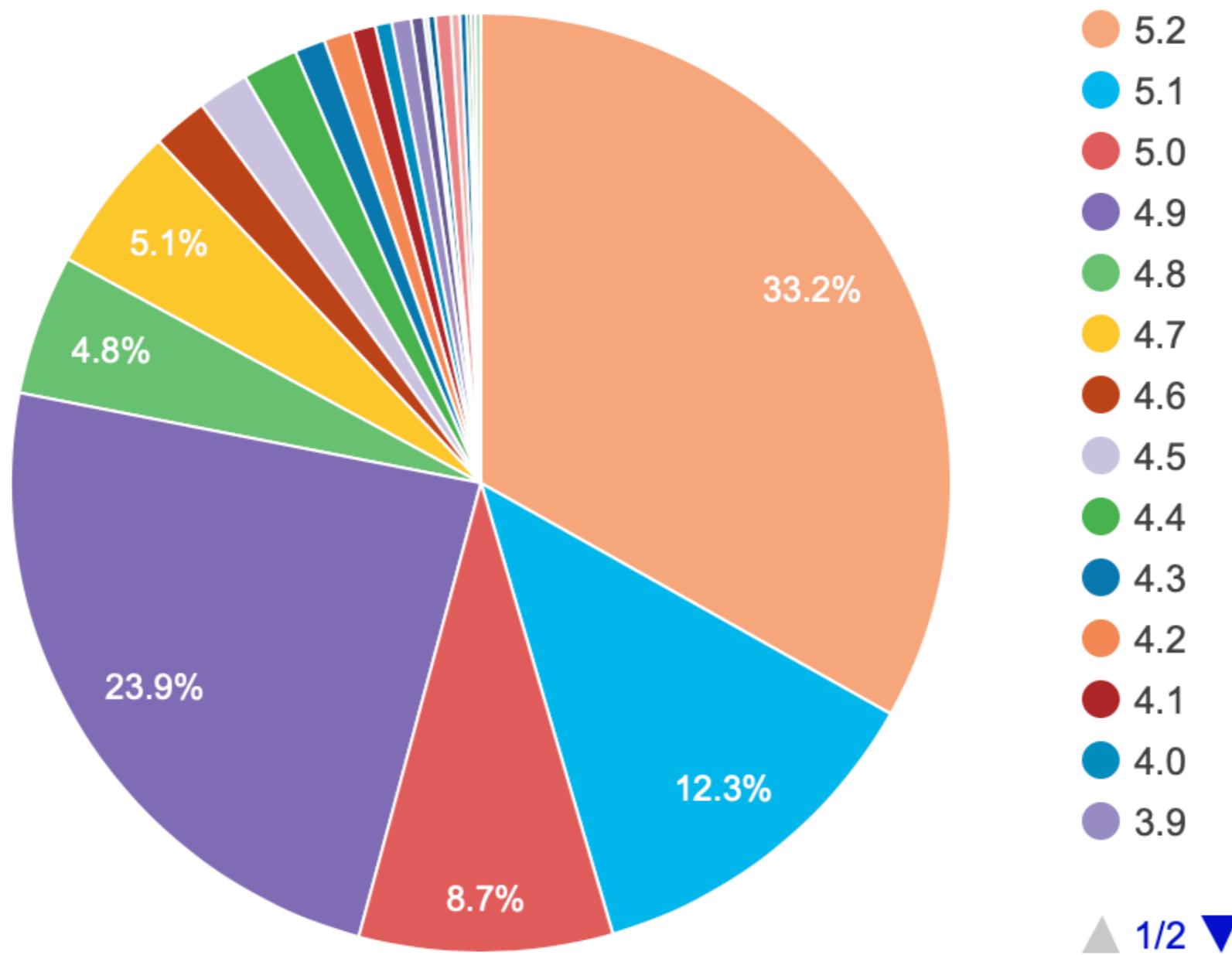
2011

Wordpress
represented **13.1%**
of the world's
websites

2019

Wordpress
represents **34%**
of the world's
websites

What versions of Wordpress are online ?



For what type of website ?

At the beginning, a blog engine
wordpress.com

Then it was hacked to become a real CMS
[wordress.org](https://wordpress.org)

With some specifics plugins/versions:
woocommerce (ecommerce) -> acquired by Automattic
<https://buddypress.org> (social network)
<https://bbpress.org> (forum)

Wordpress powered

<http://techcrunch.com>

<http://www.newyorker.com>

<http://www.starwars.com>

<http://www.beyonce.com>

<https://group.renault.com>

<http://tout-metz.com>

<http://www.kl-architectes.fr>

<http://www.nomades.tv>

The background of the slide is a dark, monochromatic photograph of a mountain range. The mountains are rugged and partially covered in snow, with their peaks reaching towards a sky filled with heavy, grey clouds.

Wordpress into practice

Official Websites

wordpress.com

wordpress.org / <http://wordpress-fr.net>

<http://codex.wordpress.org>

Tuts/blogs about WP

Tuts in français:

<http://wpformation.com>

<http://wordpress-tuto.fr>

<https://wpmarmite.com>

<http://wordpress-tuto.fr>

In english:

<https://digwp.com>

<http://www.wpbeginner.com>

<https://www.wp101.com>

<http://plugintable.com>

<https://www.smashingmagazine.com>

Help for coding:

<https://wphierarchy.com>

<http://www.wffunction.me>

<http://wpsnipp.com>

<http://wp-snippets.com>

<http://generatewp.com>

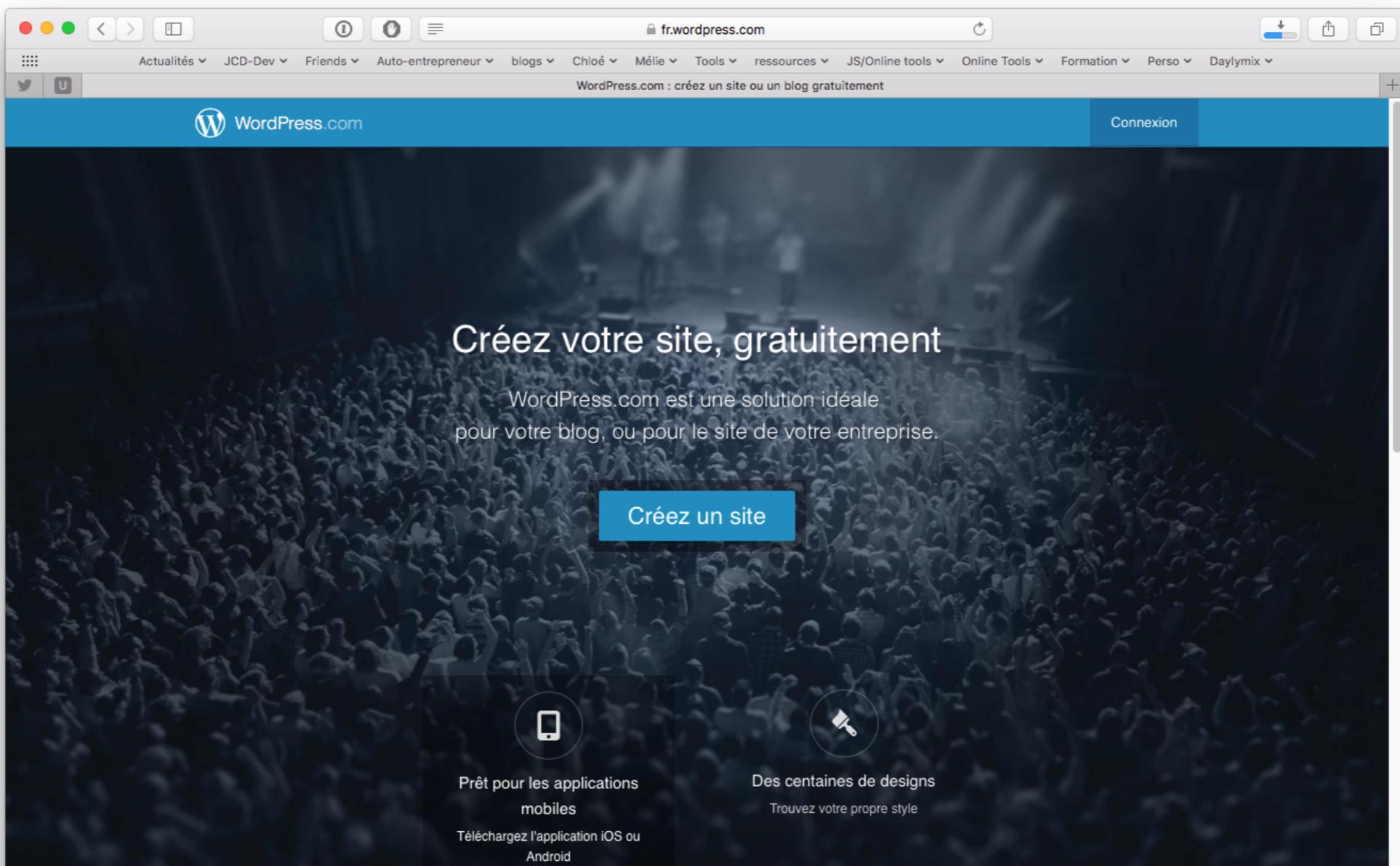
A dark, grainy photograph of a mountain range with a bright sun in the background.

Wordpress.com

An easy solution =

- becomes paying when you want your own domain name
 - your data belong to Wordpress
 - Choices are restricted

wordpress.com



A dark, grainy photograph of a mountain range with a bright sun in the background.

Wordpress.org

Install Wordpress

Download on <https://wordpress.org>

- Needs Apache, MySQL, PHP
- Install Wordpress locally
(with Xampp / Mamp or WampServer)
- Server install with an FTP client

Install Steps

Copy files to the server

Create a database / user with access to this database

Go to your `http://<wordpress-website>`

Follow instructions of the assistant

Login to the admin :

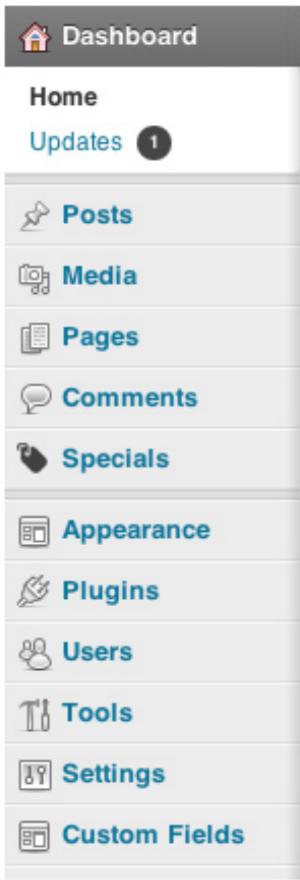
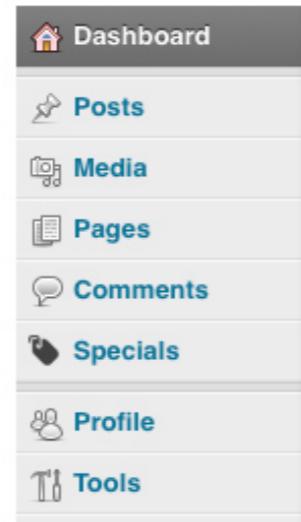
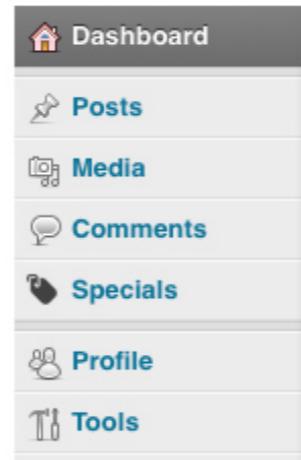
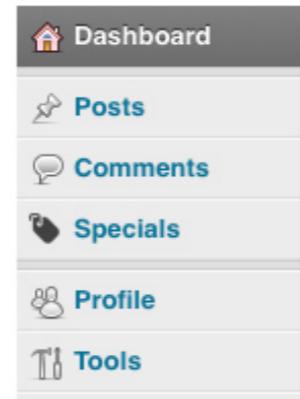
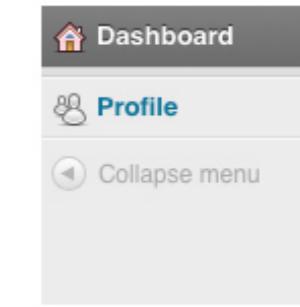
`http://<wordpress-website>/wp-admin/`

Basic settings

- Date time
- Permalinks
- Home / blog page options
- Comments management
- Subscribers management
- Theme choice
- Theme options,
- Widgets, Menus, Plugins

Users and roles

Different type of Wordpress users and their roles

administrator	editor	author	contributor	subscriber
 The administrator dashboard menu includes: Home, Updates (1), Posts, Media, Pages, Comments, Specials, Appearance, Plugins, Users, Tools, Settings, and Custom Fields.	 The editor dashboard menu includes: Posts, Media, Pages, Comments, Specials, Profile, and Tools.	 The author dashboard menu includes: Posts, Media, Comments, Specials, Profile, and Tools.	 The contributor dashboard menu includes: Posts, Comments, Specials, Profile, and Tools.	 The subscriber dashboard menu includes: Profile and Collapse menu.

≠ types of contents

Static Pages vs Posts

Pages = static (not dated)

Posts = dated, ordered by categories and tags

Archives pages and taxonomies

Search,

Month archives, Categories archives, tags archives, Author archives...

Médias pages, attachements

Pages

- Static
- Hierarchical / Sub-page
- Custom display order
- Not displayed in the RSS feed
- No tag or category

Post

- Dynamic
- Ordered automatically by date (reverse)
- Tags / Categories
- Displayed in the RSS feed

Customization

Themes

Widgets

Menus

Shortcodes

Plugins

Themes

Elaborated and styled Themes

Free themes:

<https://athemes.com/collections/free-wordpress-themes/>

Premium themes:

Jupiter, Avada, Porto, Karma, Divi...

<http://themeforest.net>

<http://www.templatemonster.com>

<https://creativemarket.com>

...

Themes

Blank themes

Evolve

<https://theme4press.com/evolve-multipurpose-wordpress-theme/>

Skeleton

https://github.com/simplethemes/skeleton_wp

Bones

<http://themble.com/bones/>

Sage

<https://roots.io/sage/>

Plugins

Forms :

<http://contactform7.com>

<http://www.gravityforms.com>

Administration:

Page Builder par SiteOrigin ‘siteorigin-panels’

Admin Menu Editor

Medias :

responsive-lightbox

revolution-slider

Enhanced Media Library, Media File Renamer

Utilities :

regenerate-thumbnails

tinymce-advanced

black-studio-tinymce-widget

woosidebars

breadcrumb-navxt

Translation :

<https://wpml.org/>

<https://polylang.pro> (free version available)

Migration, backup :

wp-migrate-db-pro

duplicator

Custom fields :

<https://www.advancedcustomfields.com>

Referencing, redirection, SEO :

[https://wordpress.org/plugins/safe-redirect-
manager/](https://wordpress.org/plugins/safe-redirect-manager/)

<https://fr.wordpress.org/plugins/wordpress-seo/>

[http://wpformation.com/google-analytics-
wordpress/](http://wpformation.com/google-analytics-wordpress/)

Security :

<https://wordpress.org/plugins/login-lockdown/>

<https://wordpress.org/plugins/sucuri-scanner/>

[https://wordpress.org/plugins/all-in-one-wp-
security-and-firewall/](https://wordpress.org/plugins/all-in-one-wp-security-and-firewall/)

<https://wordpress.org/plugins/better-wp-security/>

Optimization :

WP Super Cache, DB Cache Reloaded

wp-optimize, WP-Rocket

Well choose your plugins !

Always check for popularity (⭐⭐⭐⭐⭐)

Check the plugin compatibility with your version of WP
Deploy on a local server environment before to use it in production

- Use security scanner plugins on your WP installation
 - register to Wordpress security alerts mailing lists

-> <https://blog.sucuri.net>

WP security checklist

Backup !

(-> duplicator, BackupBuddy,
BackUpWordPress, Vaultpress...)
Or with your hosting company

Make use of secure passwords

Change Database Table prefix

Block Apache Directory reading/listing

Don't use default 'admin' username

Mask Wordpress' meta datas available in the head and in the readme.html file that gives informations about your Wordpress version

Only use secure and known plugins

Use a .htaccess rule to protect access to the wp-config.php file

```
<FilesMatch ^wp-config.php$>
    deny from all
</FilesMatch>
```

Configure the correct Unix rights for files and folders :

```
chown -R www-data:www-data .
find . -type f -exec chmod 644 {} +
find . -type d -exec chmod 755 {} +
chmod 644 wp-config.php
```

Hide connexion errors (in your function.php file)

```
add_filter('login_errors',create_function('$a', "return null;"));
```

Check your version of PHP and Apache and the security of your Server



INTERACTIVE STRATEGY / BRANDING / WEBDESIGN

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