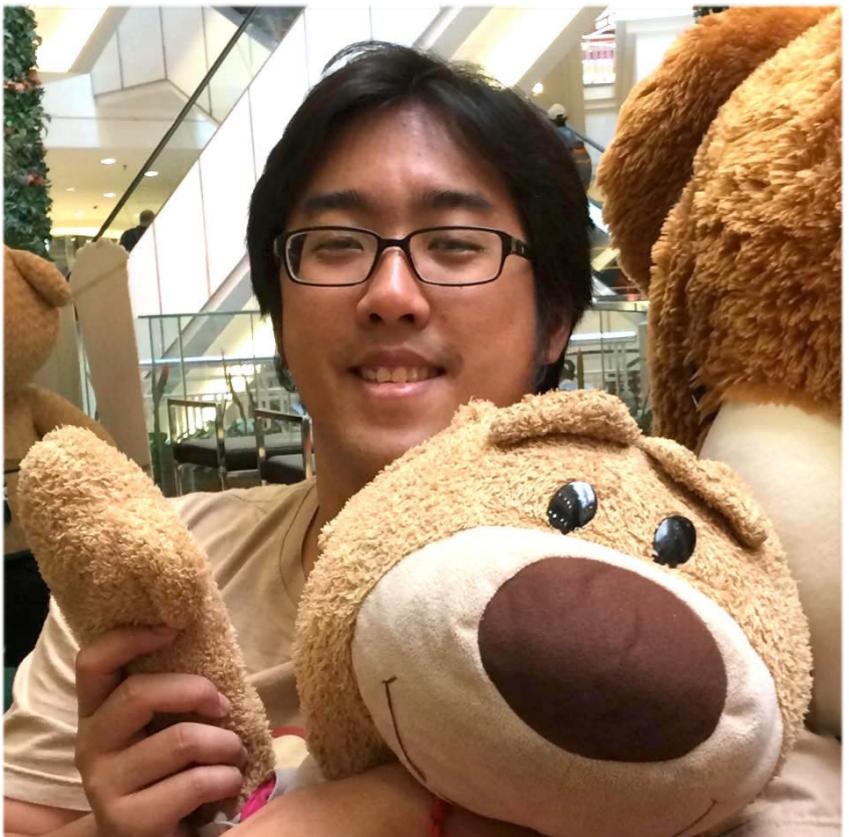




# The WordPress Way

Kan Ouivirach  
Navarat Pramuksan





**Kan Ouivirach**

Research & Development Engineer  
 Pronto Marketing

**Navarat Pramuksan (Oy)**

Software Engineer

 Pronto Marketing



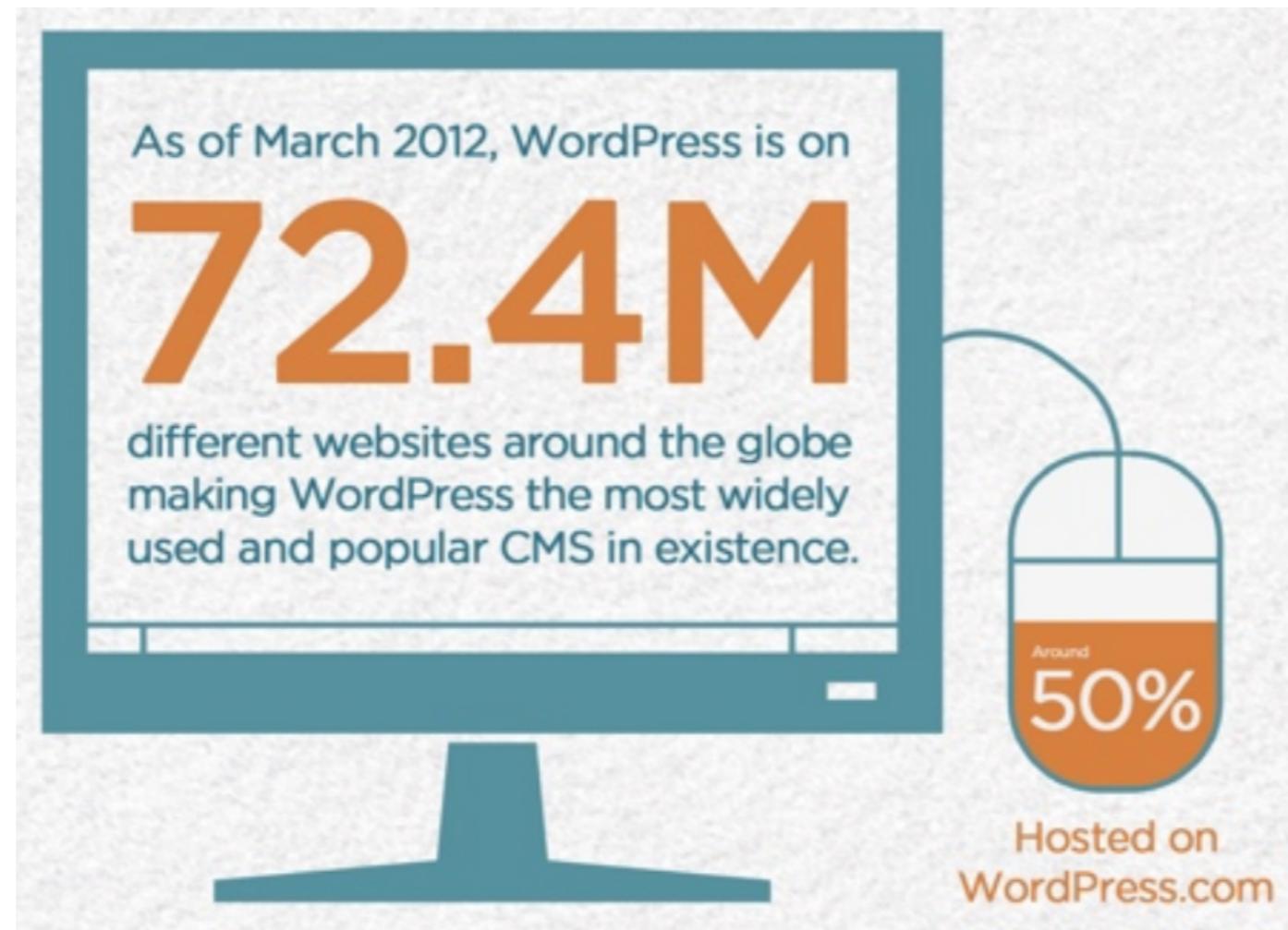
# WordPress

- Originally developed as blog software having two functions: blogging capacity and CMS abilities
- Designed for non-programmers
- Easy for writing posts
- Powerful features for developing Web sites

# WordPress As

- Solution to help grow the business
- Web site for people
- Blog/Diary
- Ecommerce site
- etc.

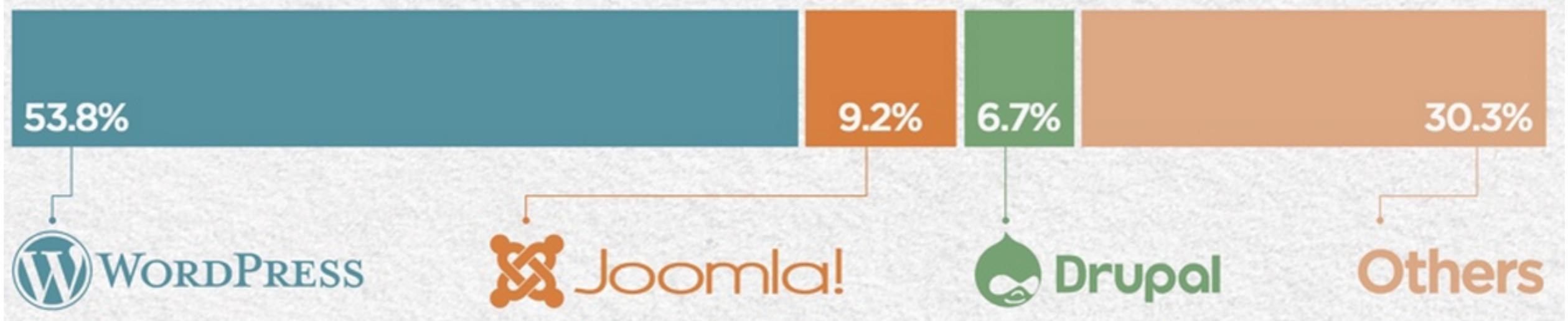
# Why WordPress?



# Why WordPress?

Market share

WordPress boasts the biggest market share when it comes to content management systems:



# Why WordPress?

- Stable
- Easy
- Large community
- Scalable

# WordPress Users



Samsung



TechCrunch

GIGAOM

Forbes

The New York Times

eBay

# WordPress.com

Focus on your beautiful content, and let us handle the rest.

Premium hosting, security, and backups are included. You can even upgrade to a custom domain, like YourGroovyDomain.com.

Choose from hundreds of beautiful themes. Make it your own with Custom Design.

Integrate your site with Facebook, Twitter, Tumblr, and other social networks.

Popular features like sharing, stats, comments, and polls are included. There's no need to install plugins.

Personal support and the WordPress.com forums are always available.

You must register for an account on WordPress.com and abide by our Terms of Service.

# WordPress.org

Get your hands dirty, and host your website yourself.

You'll need to find a host, and perform backups and maintenance yourself. We offer VaultPress for security and backups.

Install custom themes. Build your own with PHP and CSS.

Install a plugin, like Jetpack, to enable sharing functionality on your site.

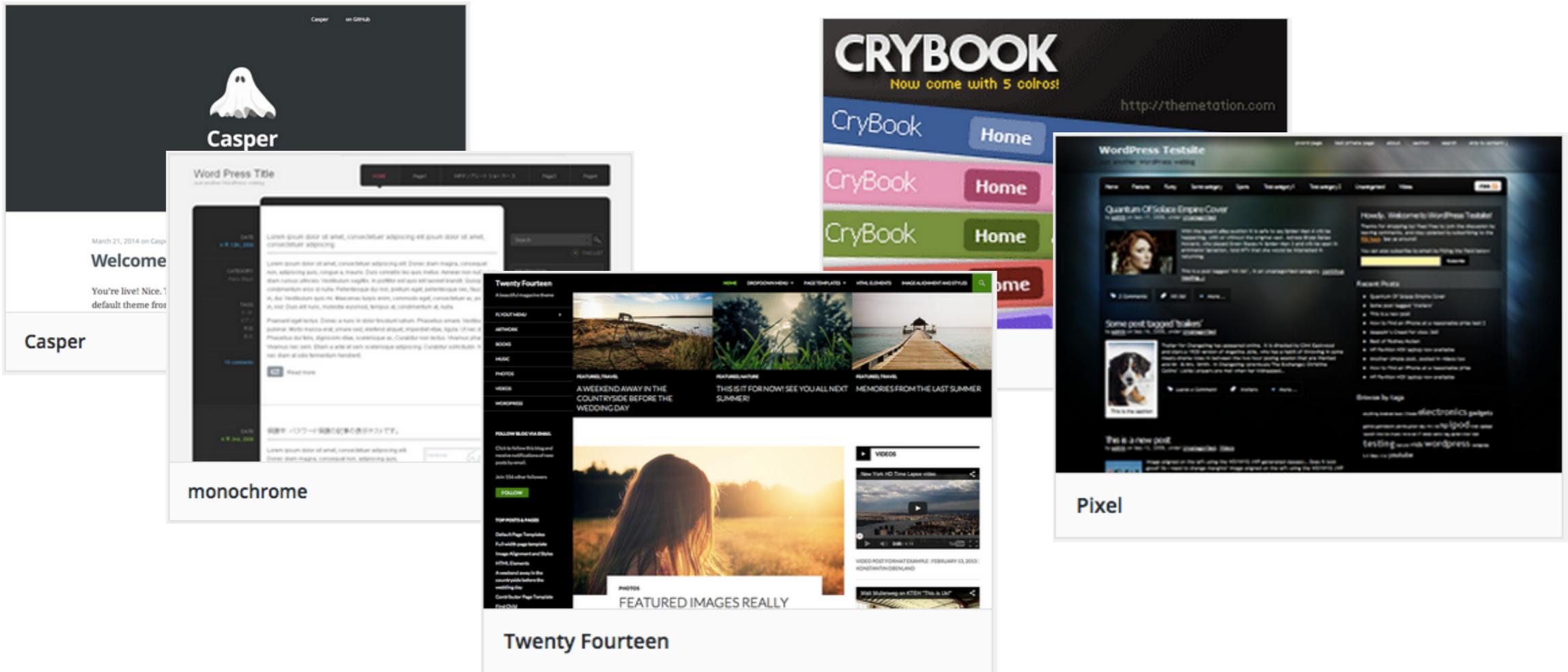
Install plugins to extend your site's functionality.

Visit the WordPress.org support forums for assistance.

No registration with WordPress.org is required.

# WordPress Theme

Change the overall visual design and functionality  
*without* having to alter the underlying core software.



# Choosing Theme?

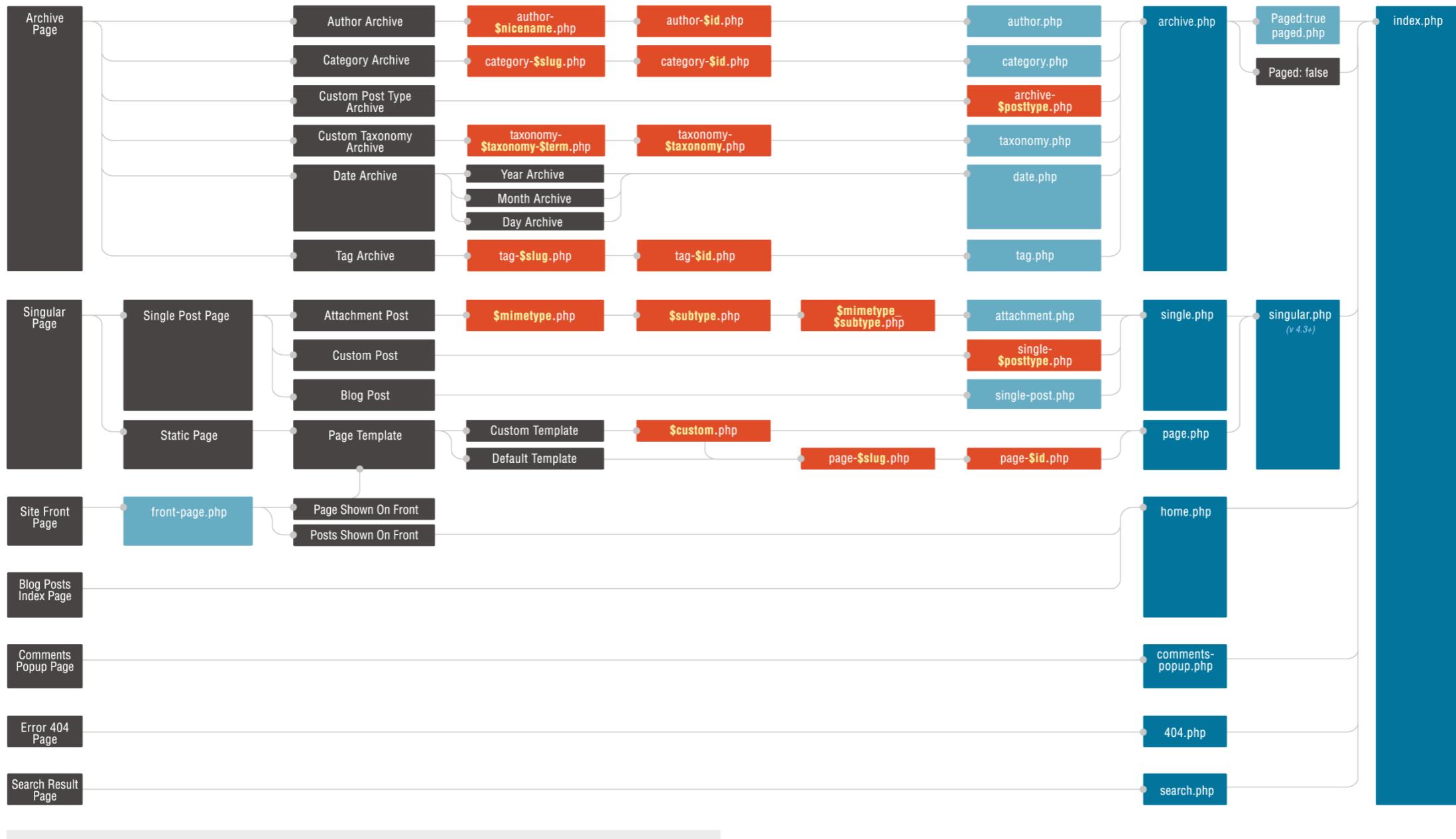
- Depend on situation to choose: free, framework, or your own theme
- Choosing the right theme is very important.

# WordPress Theme

Theme contains two main parts:

1. Template
2. Plugin

# WordPress Template Hierarchy

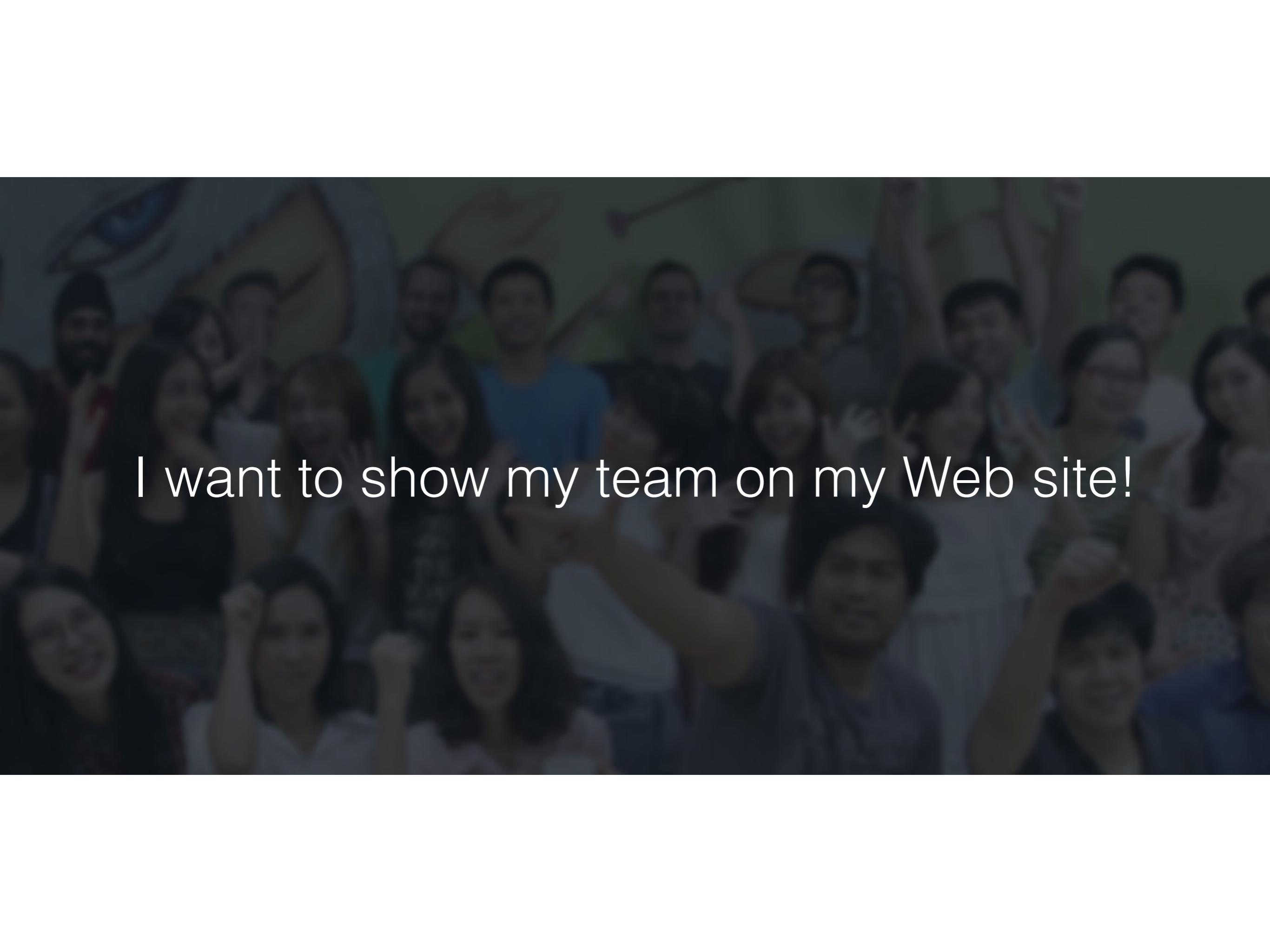


Designed By Michelle Schulp of marktimemedia.com | @marktimemedia | wphierarchy.com by @ramiabraham

<http://wphierarchy.com/>

# WordPress Plugin

- Allow easy modification, customization, and enhancement.
- Instead of changing the core programming of WordPress, you can add functionality with WordPress Plugins.
- Seamlessly integrated using the WordPress Plugin Application Program Interface (API).

A large, diverse group of people of various ages and ethnicities are gathered together, smiling and cheering. They are holding up colorful flags and banners, including one that appears to say "GO". The overall mood is one of excitement, teamwork, and support.

I want to show my team on my Web site!

### 13. Our team section

- Title: Meet the team
- Subtitle: We use an “agile” methodology to deliver functional, tested, and documented software to customers every two weeks.
- Members:
  - #1
    - Name: Paul Janacek
    - Position: CEO
    - Hover description: Founder and CEO. Paul received his PhD in Computer Science from the EPFL, specializing in Human Computer Interaction (HCI) and Information Visualization.
    - Image: paul.png
    - Show facebook, twitter and linkedin icon
  - #2
    - Name: Nappasaporn Likhitsajjakul
    - Position: Senior Software Engineer
    - Hover description: A software engineer from Bangkok. Always on the lookout for better software development process, backend programming, and data management. Hobby? Killing. Bugs.
    - Image: lukhwa.png
    - Show facebook, twitter and linkedin icon

# What We Normally Do in Database Design..

Team

<b>id</b>	<b>name</b>
1	R&D

People

<b>id</b>	<b>team_id</b>	<b>firstname</b>	<b>lastname</b>
1	1	Kan	Ouivirach
2	1	Navarat	Pramuksan

# Custom Post Types

- All the post types are stored in the same place, in the **wp\_posts** database table, but are differentiated by a column called **post\_type**.
- Five default post types:
  - post
  - page
  - attachment
  - revision
  - nav\_menu\_item

# Custom Post Types in Database

	ID	post_title	post_content	post_type
<input type="checkbox"/>	1	Hello world!	Welcome to WordPress. This is your first post. Edi...	post
<input type="checkbox"/>	2	Sample Page	This is an example page. It's different from a blo...	page
<input type="checkbox"/>	3	Auto Draft		post
<input type="checkbox"/>	4	Here Landing Page!	This is my first landing page.	landing_page
<input type="checkbox"/>	5	Here Landing Page!	This is my first landing page.	revision

Never create your own table, use  
custom post type!



# Custom Fields

- Allow you to assign custom fields to a post. This arbitrary extra information is known as meta-data.
- Post meta data are stored in the **wp\_postmeta** database table.
- Meta-data is handled with key/value pairs.
- Meta-data can include bits of information such as:
  - Mood: Happy
  - Weather: Hot

# Example of Custom Fields

# Edit Team Bio

Team Bio Information	
Job Title	Research & Development Engineer
Facebook	
Twitter	
LinkedIn	
Google+	
Email	kan@prontomarketing.com

# Custom Fields in Database

wp\_posts

ID	post_title	post_content	post_type
7	Kan Ouivirach	Hi, I'm Kan.	team_member

wp\_postmeta

meta_id	post_id	meta_key	meta_value
22	7	_edit_lock	1441686976:1
23	7	_edit_last	1
24	7	pronto_custom_team_member_job_title	Research & Development Engineer
25	7	pronto_custom_team_member_facebook	<a href="https://www.facebook.com/zkan.cs">https://www.facebook.com/zkan.cs</a>
26	7	pronto_custom_team_member_twitter	<a href="https://twitter.com/zKanCS">https://twitter.com/zKanCS</a>
27	7	pronto_custom_team_member_email	kan@prontomarketing.com

# Option API

- The Options API is a simple and standardized way of storing data in the database.
- The API makes it easy to create, access, update, and delete options.
- All the data is stored in the `wp_options` table under a given custom name.

# Options in Database

## wp\_options

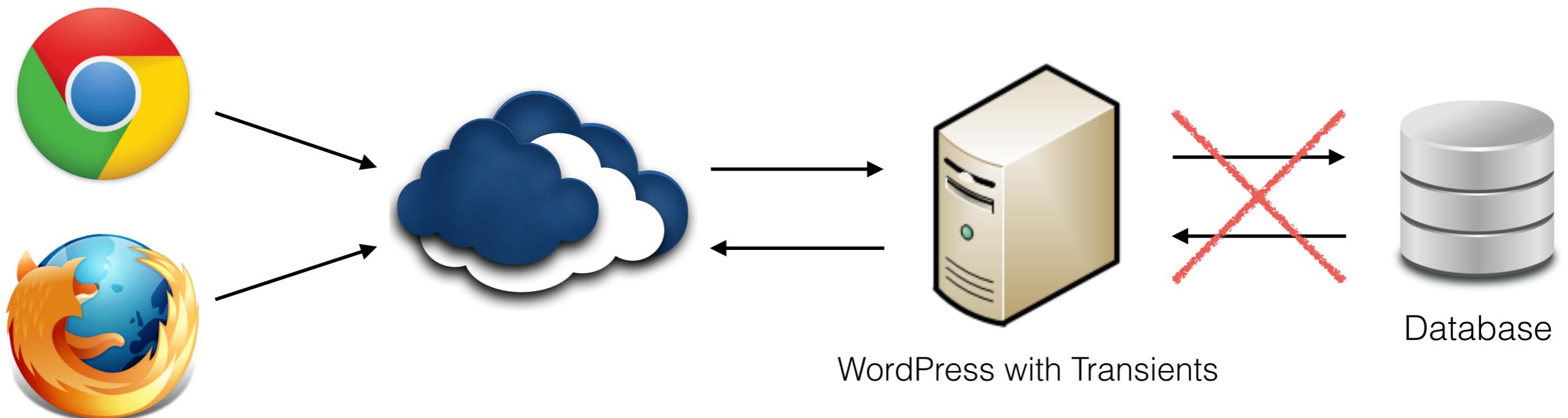
		option_id	option_name	option_value	autoload
<input type="checkbox"/>	<a href="#">Edit</a> <a href="#">Copy</a> <a href="#">Delete</a>	107	jetpack_options	a:4:{s:7:"version";s:16:"3.6.1:1441687456";s:11:"o...}	yes
<input type="checkbox"/>	<a href="#">Edit</a> <a href="#">Copy</a> <a href="#">Delete</a>	110	jetpack_updates	a:7:{s:7:"plugins";i:4;s:6:"themes";i:0;s:9:"wordp...	yes
<input type="checkbox"/>	<a href="#">Edit</a> <a href="#">Copy</a> <a href="#">Delete</a>	113	jetpack_file_data	a:1:{s:5:"3.6.1";a:48:{s:32:"897a2742e7839607c0023...}}	yes
<input type="checkbox"/>	<a href="#">Edit</a> <a href="#">Copy</a> <a href="#">Delete</a>	114	jetpack_available_modules	a:1:{s:5:"3.6.1";a:36:{s:18:"after-the-deadline";s...	yes
<input type="checkbox"/>	<a href="#">Edit</a> <a href="#">Copy</a> <a href="#">Delete</a>	117	jetpack_security_report	a:0:{}	yes
<input type="checkbox"/>	<a href="#">Edit</a> <a href="#">Copy</a> <a href="#">Delete</a>	121	jetpack_activated	2	yes
<input type="checkbox"/>	<a href="#">Edit</a> <a href="#">Copy</a> <a href="#">Delete</a>	130	jetpack_active_modules	a:7:{i:0;s:8:"carousel";i:1;s:10:"custom-css";i:2;...}	yes

If really necessary, instead of creating a new table, use wp\_options table.



# Transients API

- Standard way to store cached data
- Similar to the Options API but with the added feature of an expiration time



# Loading JS/CSS

```
<script type="text/javascript" src="path/to/scripts.js" />
<link rel="stylesheet" href="path/to/style.css"
      type="text/css" media="all" />
```

- `wp_register_script`
- `wp_enqueue_script`
- `wp_register_style`
- `wp_enqueue_style`

# Interacting with External APIs

- Use `wp_remote_*` instead of `curl` because it is not all PHP environments that have it installed.

# JSON to Exchange Data

- JSON (JavaScript Object Notation)

- json\_encode

```
{  
    "pk": 988,  
    "model": "accounts.account",  
    "fields": {  
        "status": "active",  
        "zuora_account_id": "",  
        "signup_date": "2014-06-26",  
        "name": "James Bond",  
        "currency": "USD"  
    }  
},
```

Example of JSON

# Sending Email

```
wp_mail(  
    $to,  
    $subject,  
    $message,  
    $header,  
    $attachment  
);
```

# Query Arguments

- Use add\_query\_arg to construct the URL.

```
$params = array(  
    "get" => "hello",  
    "for" => "Kan",  
    "because" => "world"  
) ;
```

```
$url = add_query_arg( $params, $url );
```

Result: <https://wordpress.org/?get=hello&for=Kan&because=world>

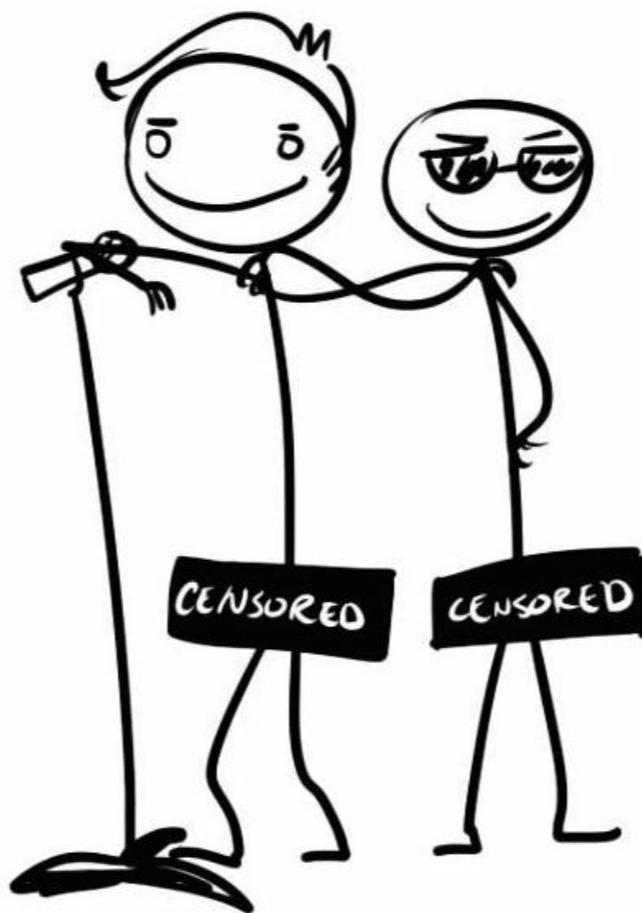
# WP-Cron: Scheduling Tasks

- Cron is a Unix command for scheduling tasks.
- Unlike the normal cron, WP-Cron function runs every time the site is accessed.
- We can disable it and set up our own cron job to access the site.
- WP-Cron functions:
  - Checking theme & plugin updates
  - Publish scheduled posts
  - + more



# Pronto Showcase

WE COOL



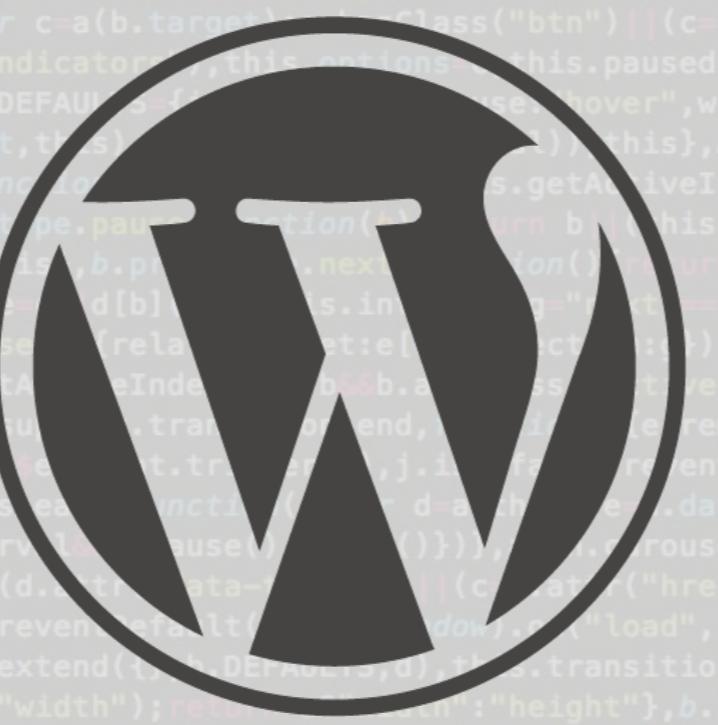
WE FOLLOW WORDPRESS STANDARD

# Resources

- WordPress Codex - <http://codex.wordpress.org/>
- WordPress Plugins - <https://wordpress.org/plugins/>
- WordPress.tv - <http://wordpress.tv/>
- Make WordPress - <https://make.wordpress.org/>
- WordPress on Slack - <https://wordpress.slack.com/>

# References

- <https://codex.wordpress.org>
- <http://www.slideshare.net/mattwiebe/doing-things-the-wordpress-way>
- <http://ben.lobaugh.net/blog/46117/wordpress-interacting-with-external-apis>
- <http://wphierarchy.com>



# WordPress Workshop

Let's get your hands dirty!



# Prerequisites

- Have WordPress installed on your local machine.
- Have a source code editor like Sublime Text or Atom on your machine.