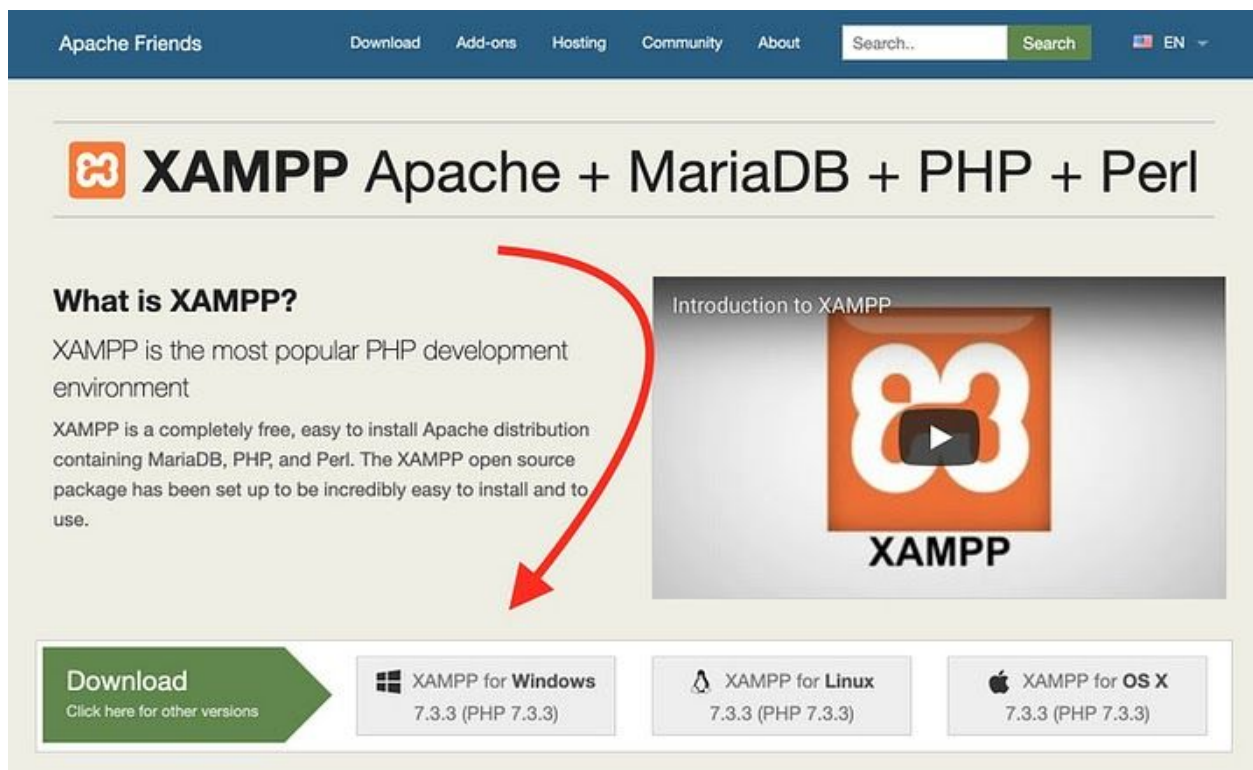# Step 1: Download and install XAMPP on your computer

The first step on your way to install WordPress locally is to download and install the XAMPP software. You can download the Windows installer file from Apache Friends. It's a big file, about 110 MB, so it might take a minute or so depending on your connection:

Once the download finishes, run the file you downloaded to launch the XAMPP installer. If you're running antivirus software, you might get a warning like this:
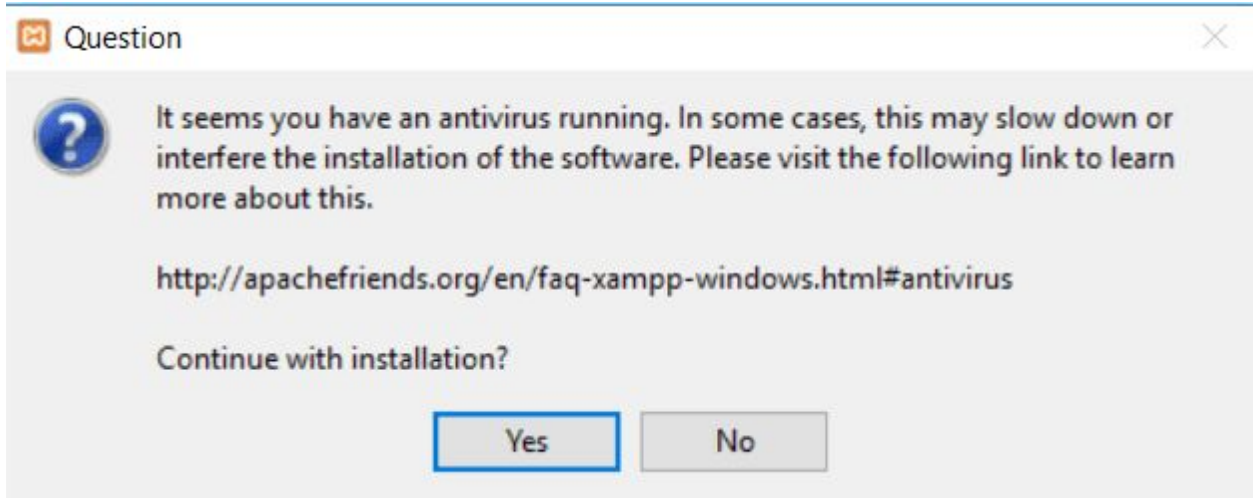
Just click **Yes** to continue. Depending on your Windows configuration, you might also get a prompt about User Account Control (UAC). Just continue through that prompt as well. Once you get through all of the prompts, you should see the standard installer screen:
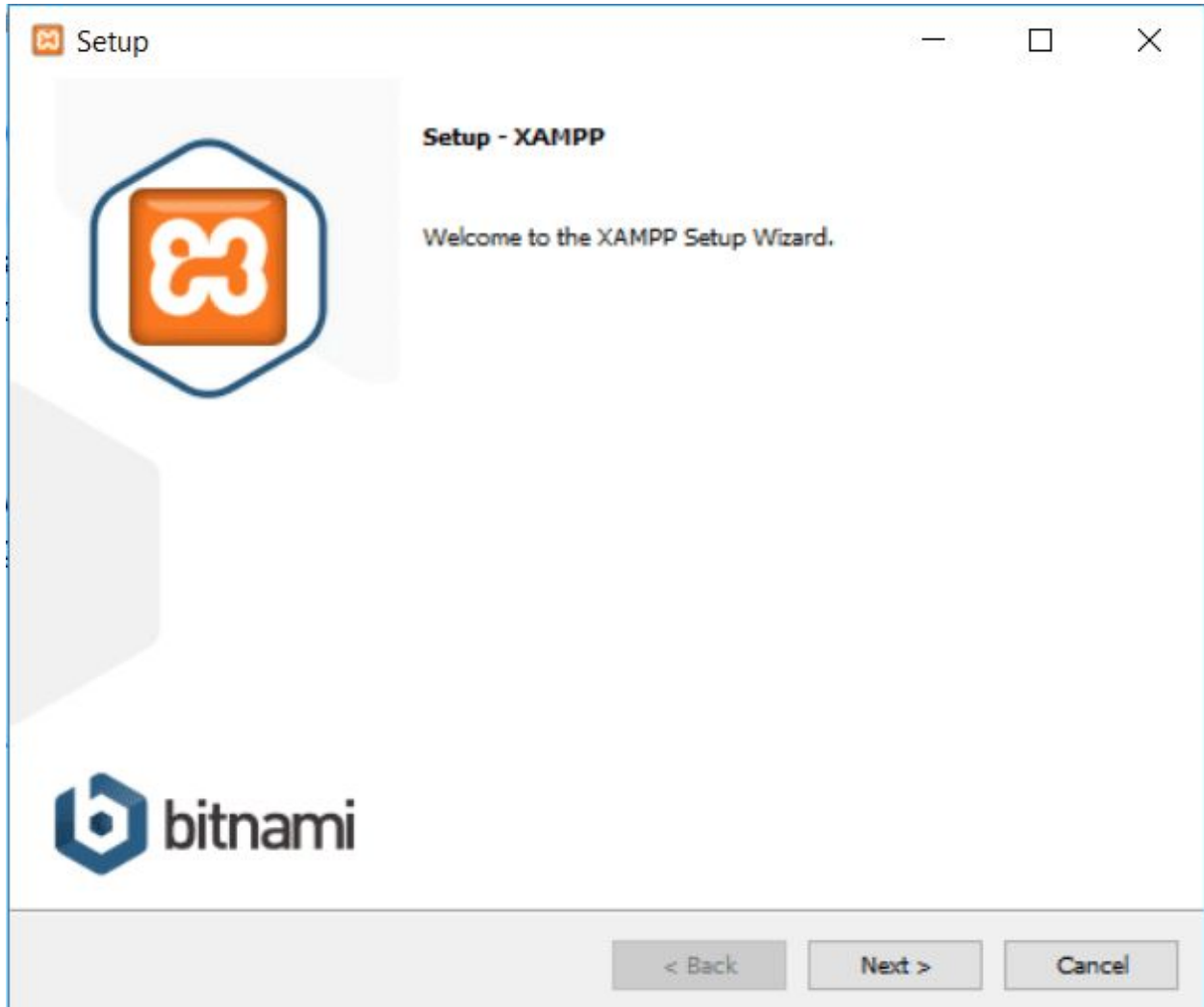
Just click **Next** to continue.

On the next screen, you can choose which components to install. To install
XAMPP and WordPress, **you do not need all of the components. In
addition to the required components, all you need are:**

- **MySQL**
- **PHPMyAdmin**
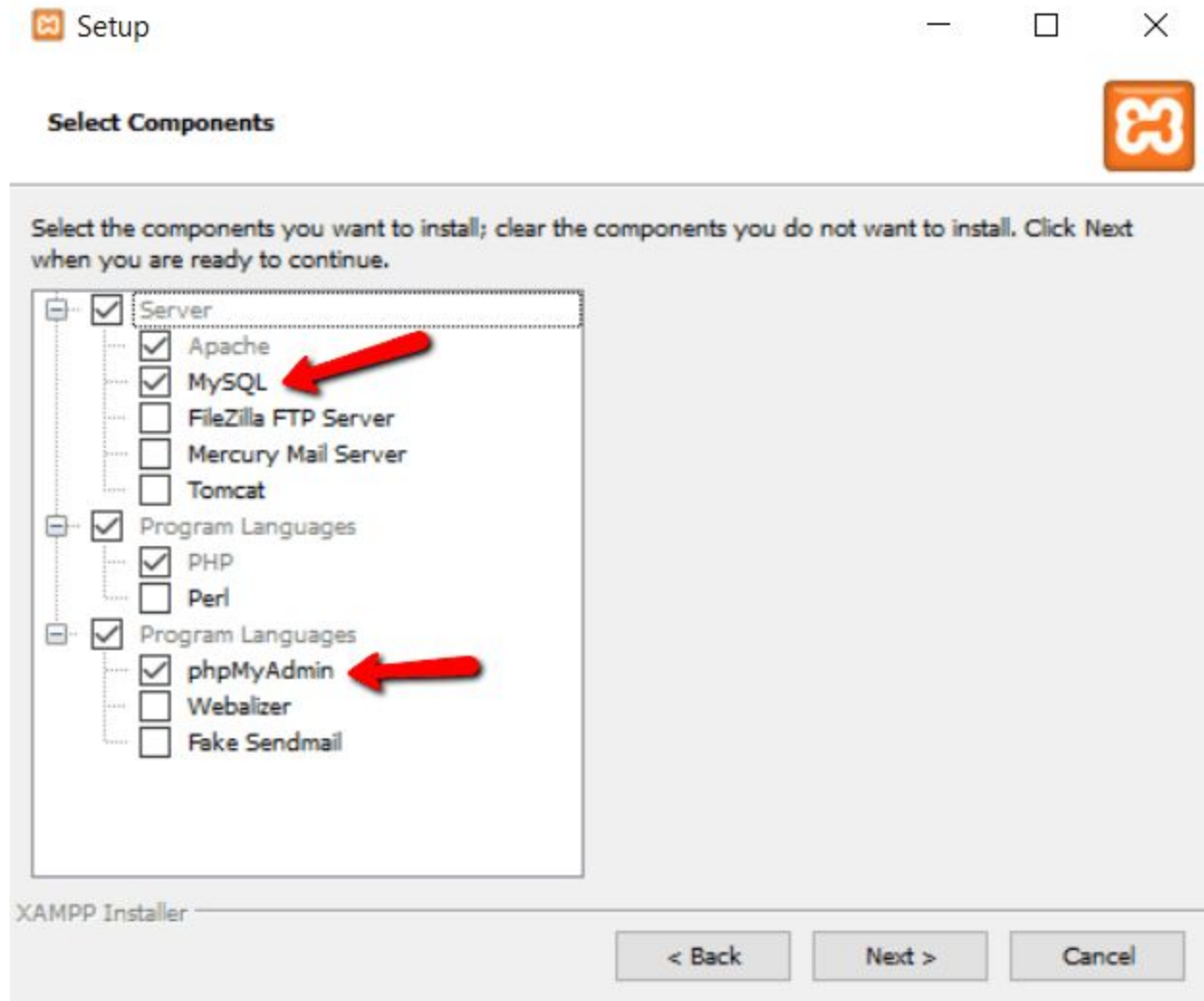
Again, this is all that's needed to install WordPress locally. Uncheck everything else and click **Next.**

You can now select which folder to install XAMPP in. I always leave it as the default:
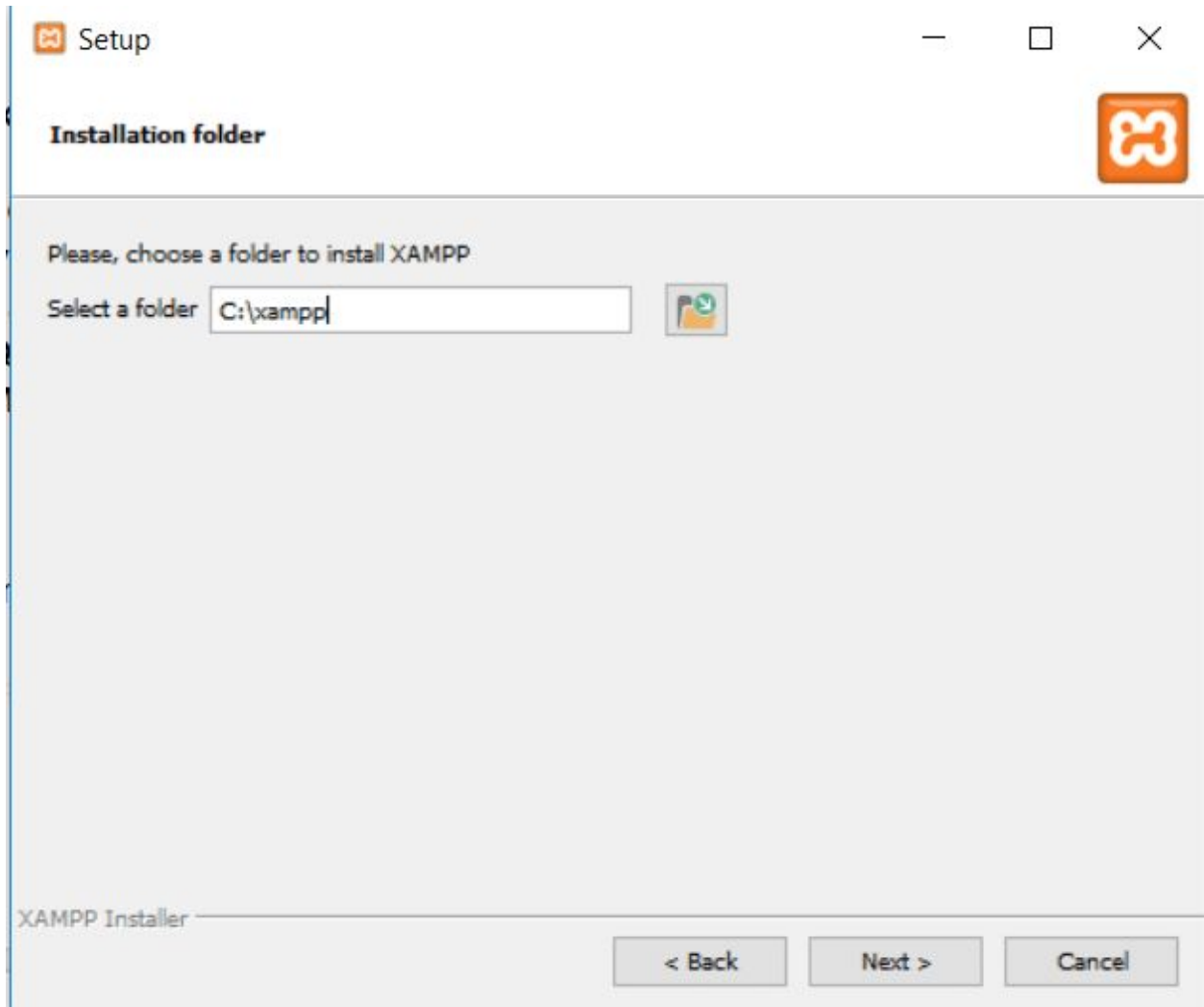
On the next screen, you'll get a prompt asking you to install **Bitnami for XAMPP.** You do **not** need this to install XAMPP and WordPress, so just uncheck the box:
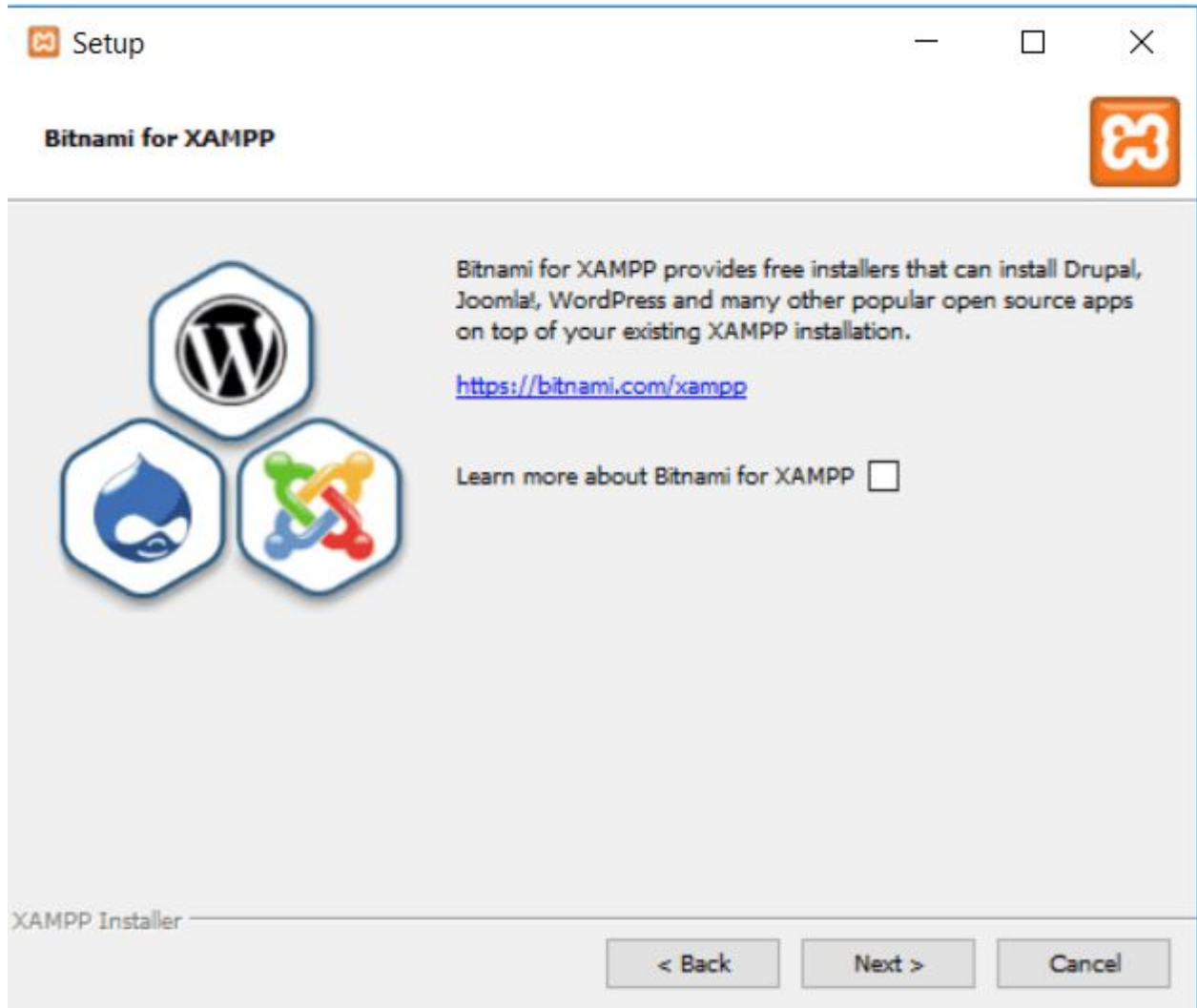
Once you click **Next**, you're ready to run the install:

Setup

Ready to Install

Setup is now ready to begin installing XAMPP on your computer.

XAMPP Installer

[< Back] [Next >] [Cancel]
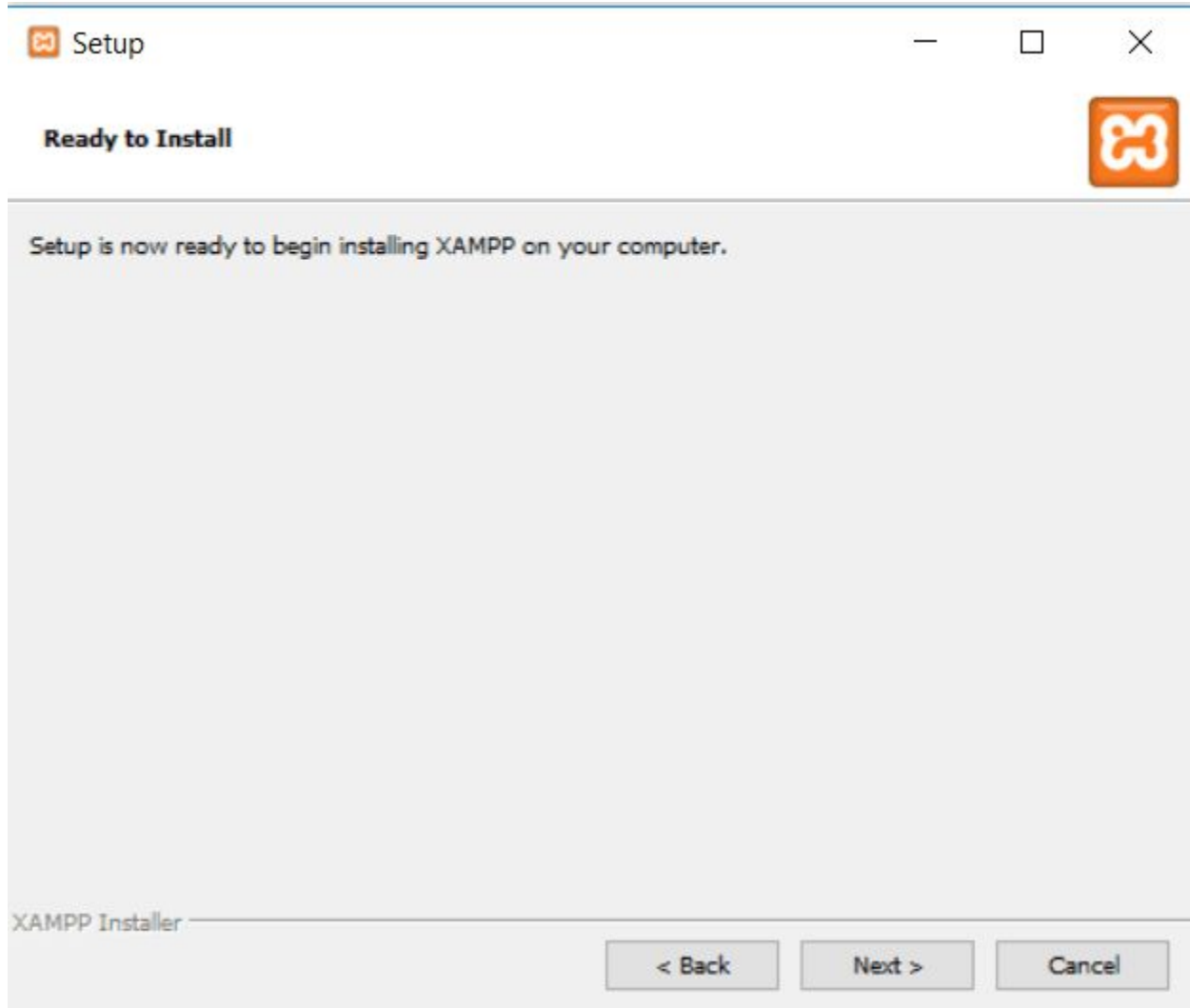
The install process might take a few minutes:

Once it finishes, you can launch the control panel to start working with XAMPP:
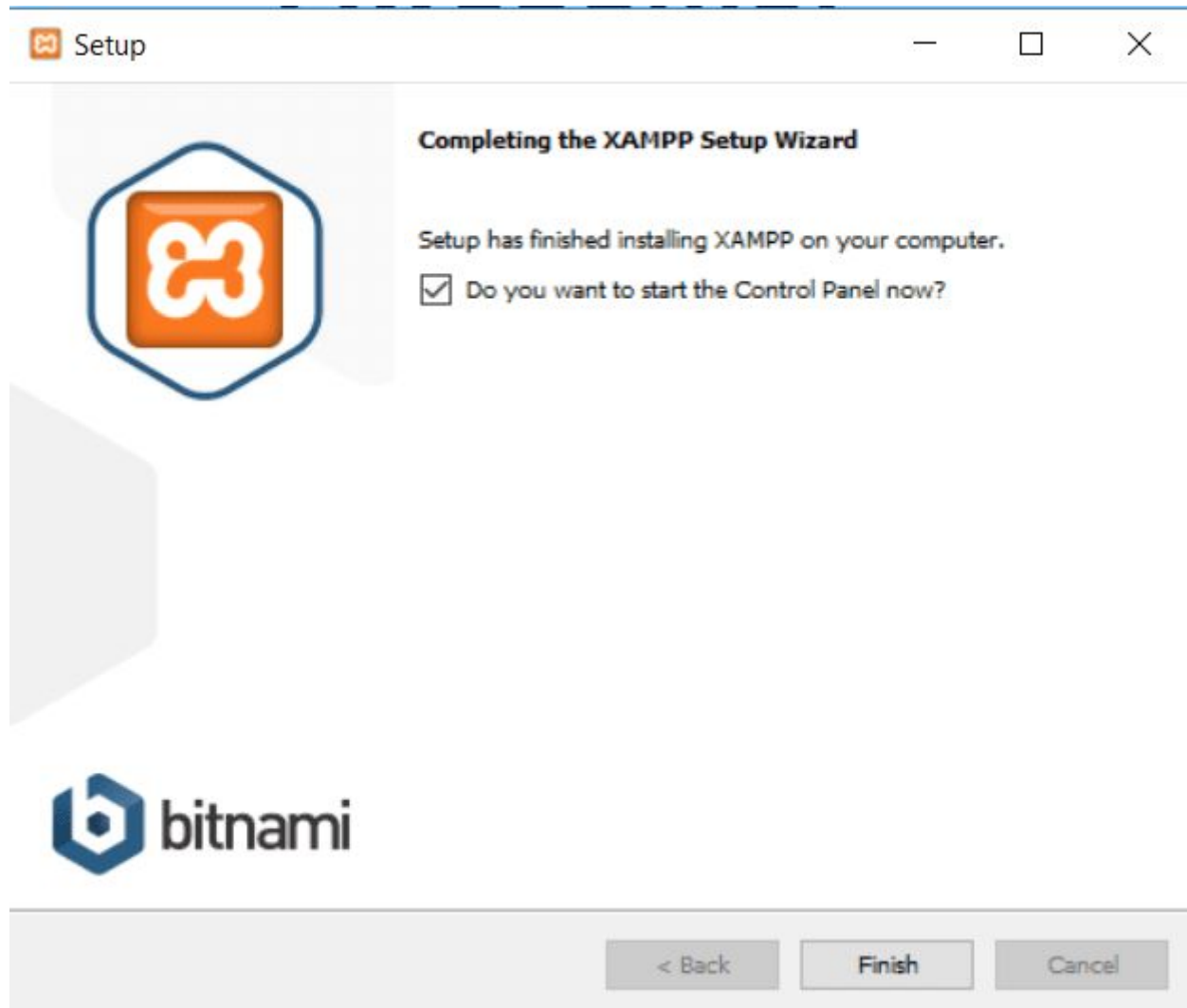
Step 2: Start the modules and test your server

To install XAMPP and WordPress properly, you'll need to run two modules:

- Apache
- MySQL

You can start both modules from the XAMPP control panel:
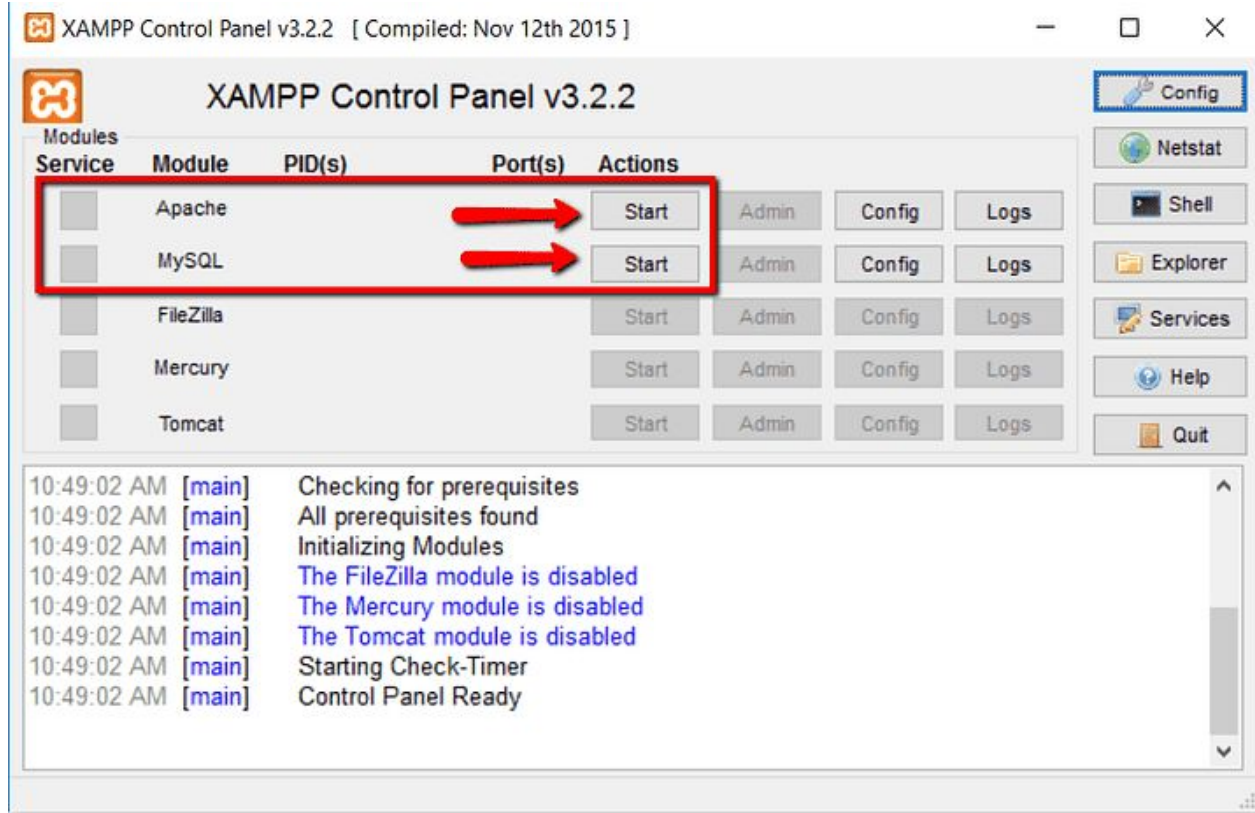
Once you launch them, you should see their status turn to green:
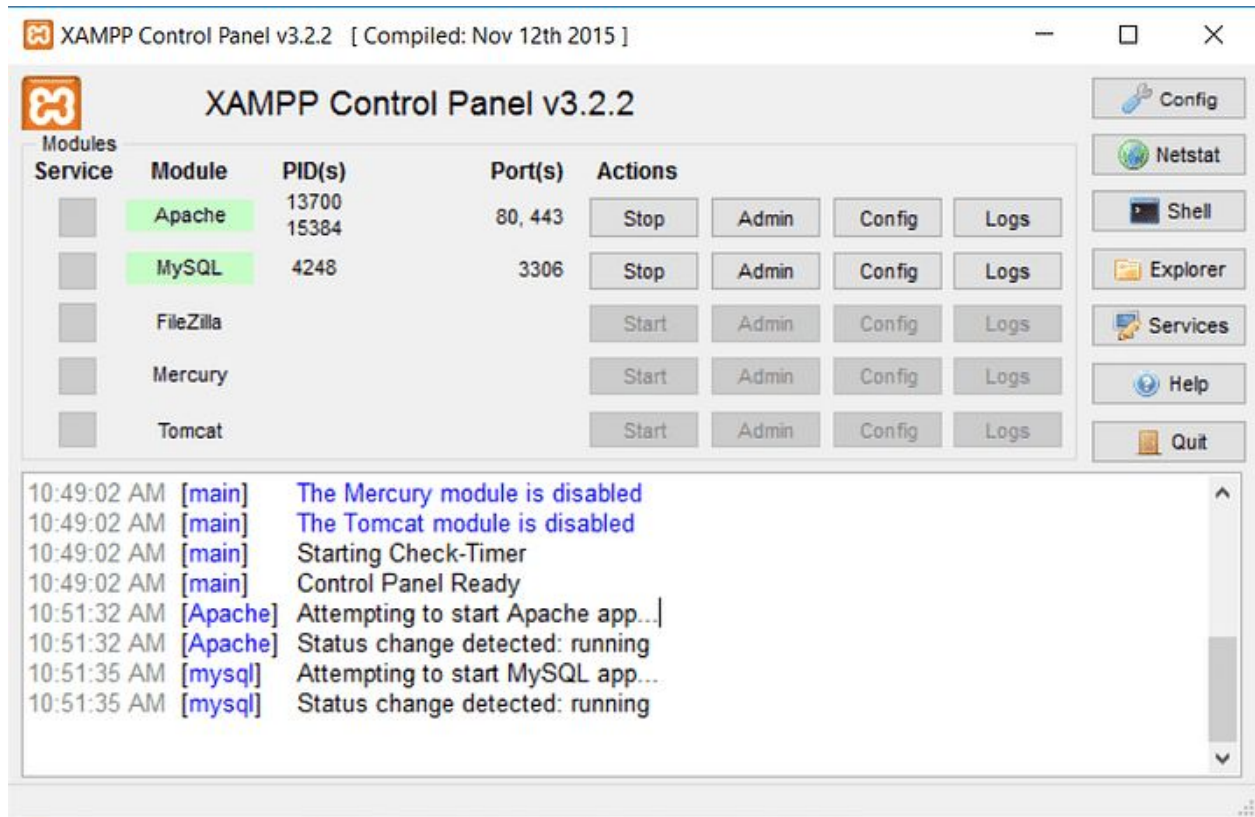
And now you should be able to test that your local server is working by going to http://localhost/ in your web browser of choice:
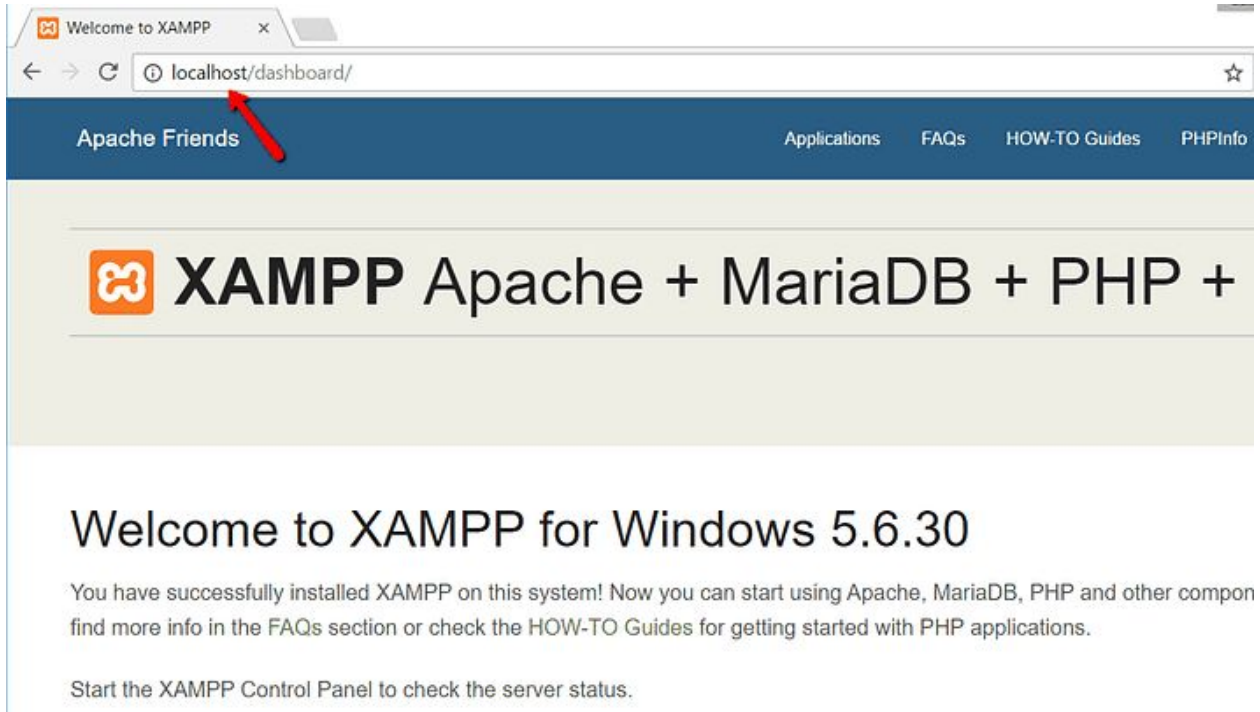
If all went well, you now have a functioning XAMPP server on your Windows PC! But now it's time to install XAMPP **and** WordPress. So here's how to get a WordPress site up and running on XAMPP.

Step 3: Add the WordPress files

If you've ever manually installed WordPress, the rest of the process should feel pretty familiar. First, you need to go to wordpress.org and download the latest version of WordPress.

Then, in Windows, navigate to the folder where you installed XAMPP. For me, that's C://xampp. It should be something similar for you. Then, in that folder, find the **htdocs** subfolder:

Name	Date modified	Type	Size
anonymous	2/24/2017 10:46 A...	File folder	
apache	2/24/2017 10:46 A...	File folder	
cgi-bin	2/24/2017 10:47 A...	File folder	
contrib	2/24/2017 10:46 A...	File folder	
htdocs	2/24/2017 10:46 A...	File folder	
img	2/24/2017 10:46 A...	File folder	
install	2/24/2017 10:47 A...	File folder	
licenses	2/24/2017 10:46 A...	File folder	
locale	2/24/2017 10:46 A...	File folder	
mailoutput	2/24/2017 10:46 A...	File folder	
mailtodisk	2/24/2017 10:46 A...	File folder	
mysql	2/24/2017 10:46 A...	File folder	
php	2/24/2017 10:47 A...	File folder	
phpMyAdmin	2/24/2017 10:46 A...	File folder	
src	2/24/2017 10:46 A...	File folder	

In **htdocs**, create a new folder for your test site. This folder name will become the sub-name used to access your site. For example, if you make the folder testsite, you'll access your site by going to http://localhost/testsite.

Once you create the folder, extract the WordPress .zip file you downloaded from wordpress.org into it:

| Name	Date modified	Type	Size
wp-admin	2/24/2017 10:59 A...	File folder	
wp-content	2/24/2017 11:00 A...	File folder	
wp-includes	2/24/2017 11:00 A...	File folder	
index	2/24/2017 10:59 A...	PHP File	1 KB
license	2/24/2017 10:59 A...	Text Document	20 KB
readme	2/24/2017 10:59 A...	Chrome HTML Do...	8 KB
wp-activate	2/24/2017 10:59 A...	PHP File	6 KB
wp-blog-header	2/24/2017 10:59 A...	PHP File	1 KB
wp-comments-post	2/24/2017 10:59 A...	PHP File	2 KB
wp-config-sample	2/24/2017 10:59 A...	PHP File	3 KB
wp-cron	2/24/2017 10:59 A...	PHP File	4 KB
wp-links-opml	2/24/2017 10:59 A...	PHP File	3 KB
wp-load	2/24/2017 10:59 A...	PHP File	4 KB
wp-login	2/24/2017 10:59 A...	PHP File	34 KB
wp-mail	2/24/2017 10:59 A...	PHP File	8 KB
wp-settings	2/24/2017 10:59 A...	PHP File	16 KB
wp-signup	2/24/2017 10:59 A...	PHP File	30 KB
wp-trackback	2/24/2017 10:59 A...	PHP File	5 KB
xmlrpc	2/24/2017 10:59 A...	PHP File	3 KB

Step 4: Create a database for WordPress

Next, you need to create a MySQL database for your WordPress install. To do that, launch PHPMyAdmin from your XAMPP control panel:
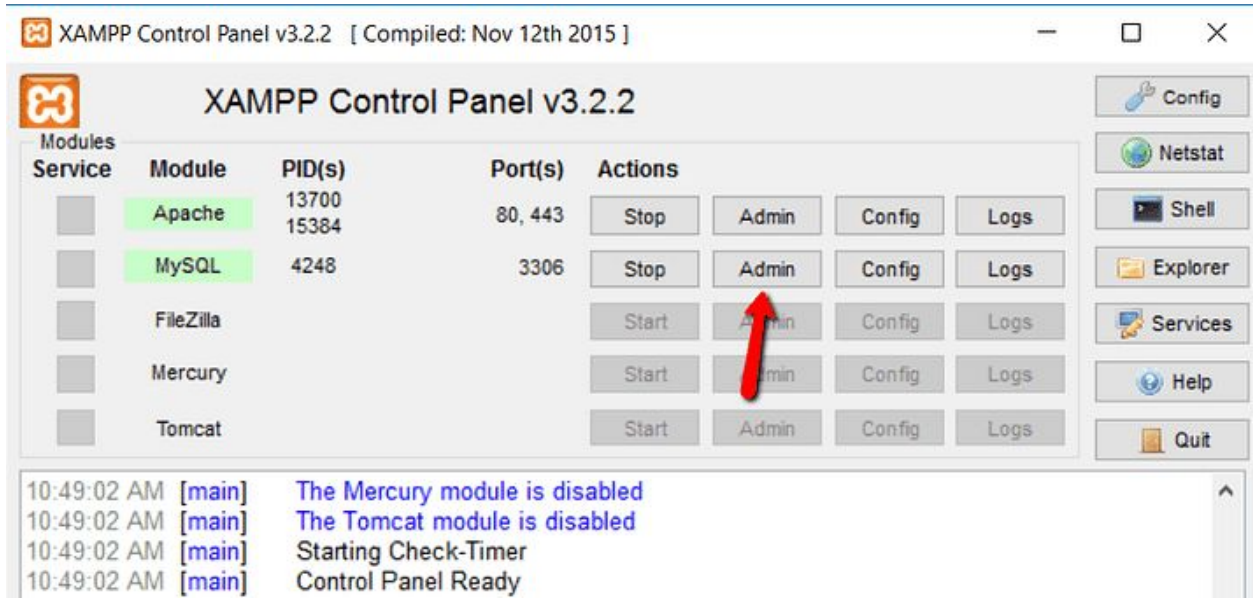
Then click on **Databases** at the top:
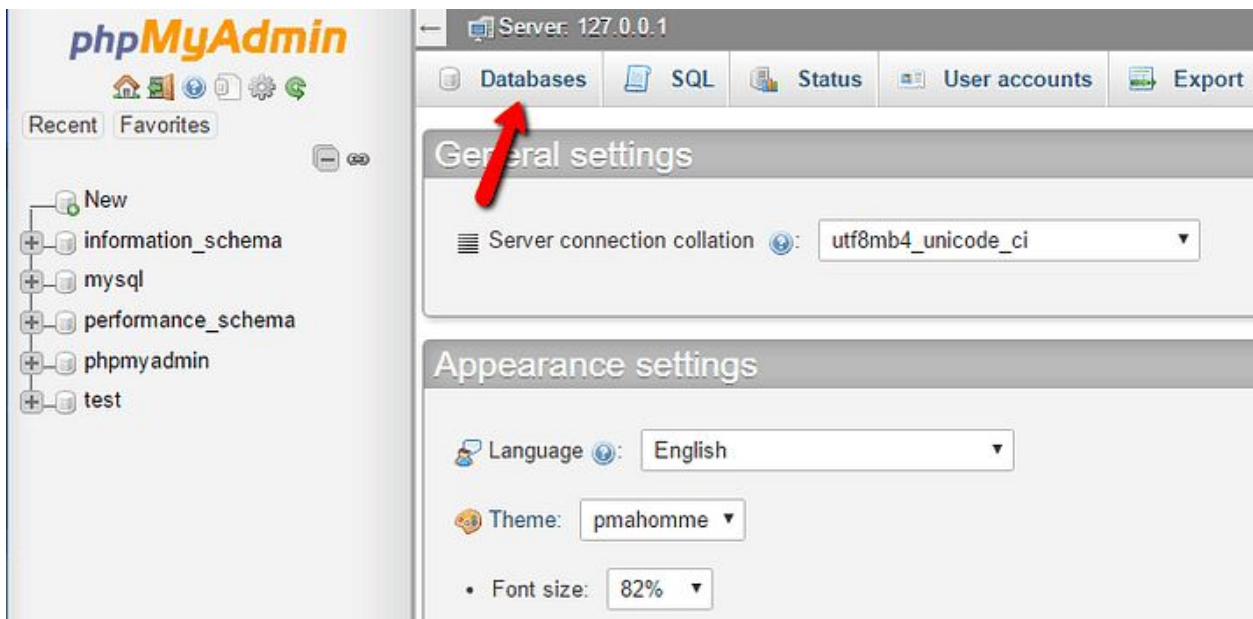
And enter a name for your database and click **Create**. Your name can be anything – just remember it because you'll need it for the next step:
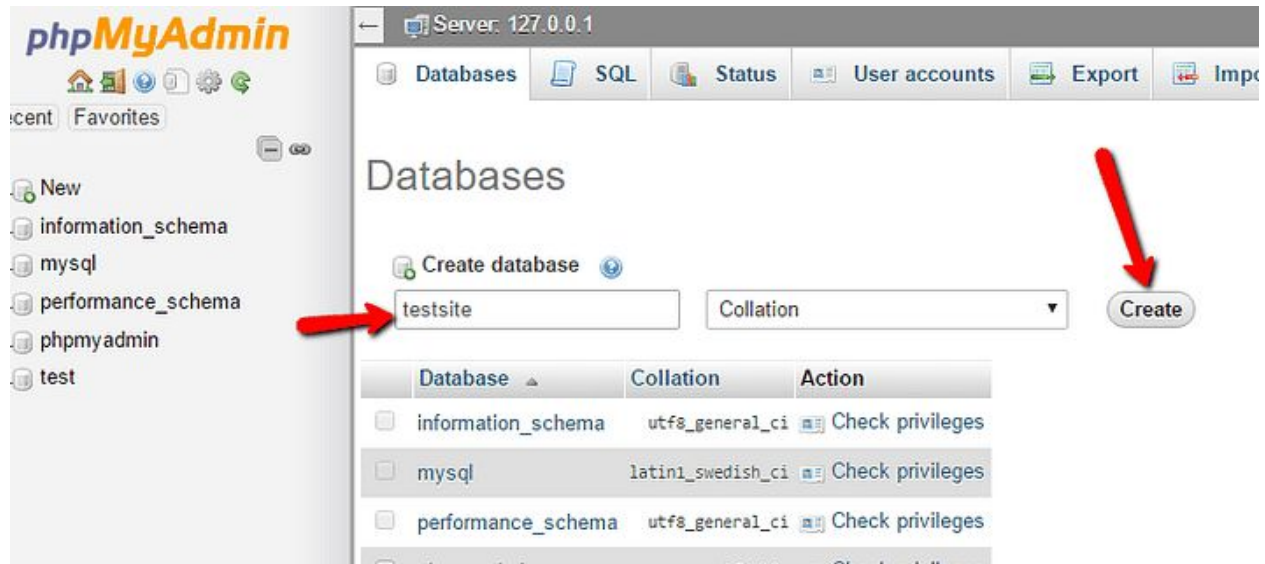
Unlike installing WordPress on a live web server, when you install XAMPP and WordPress, you don't need to worry about creating a database user.

Step 5: Install WordPress locally via the on-screen installer

When you visit your test site, you should see the normal WordPress installer. Remember, your test site is just http://localhost/FOLDERNAME:
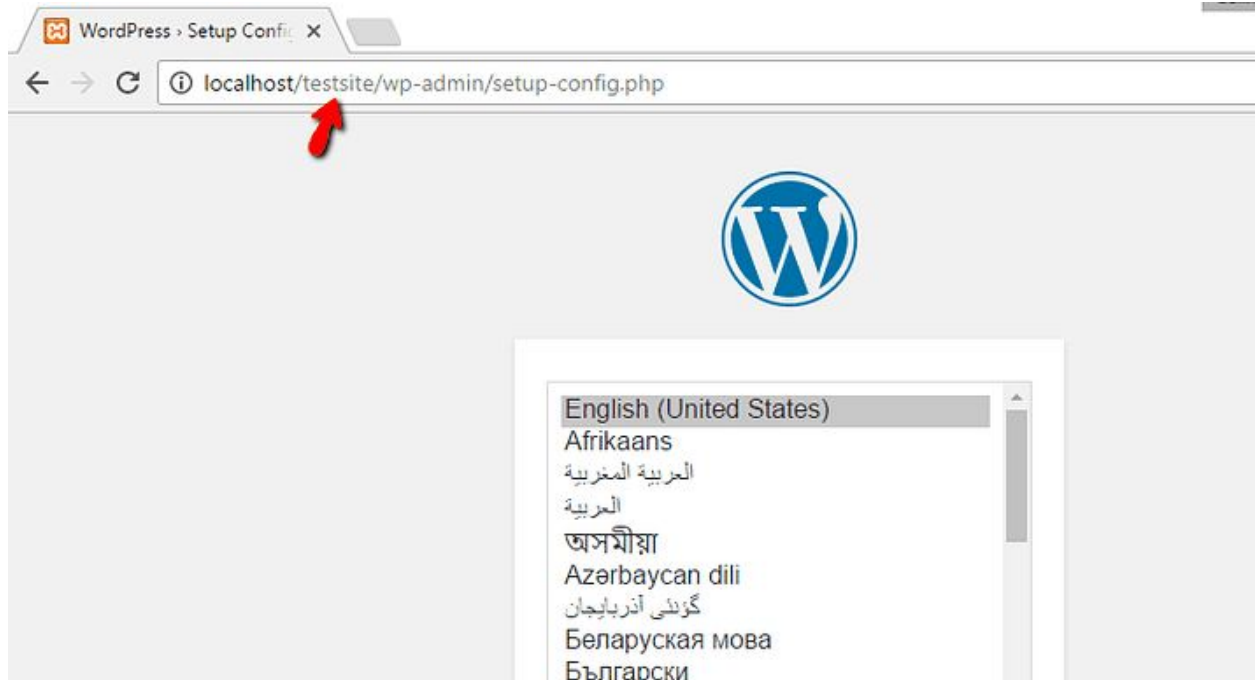
The only step where this process will differ from a normal install is the database details. When you get to the database details, enter them like this:

- **Database Name =** Name of the database you created in PHPMyAdmin
- **Username =** "root"
- **Password =** leave blank

Below you should enter your database connection details. If you're not sure about these, contact your host.

Database Name	testsite	The name of the database you want to use with WordPress.
Username	root	Your database username.
Password		Your database password.
Database Host	localhost	You should be able to get this info from your web host, if `localhost` doesn't work.
Table Prefix	wp_	If you want to run multiple WordPress installations in a single database, change this.

Submit

Then finish the rest of the WordPress install process like normal.

Dashboard:

The WordPress Dashboard is a first screen which will be seen when you log into the administration area of your blog which will display the overview of the website. It is a collection of gadgets that provide information and provide an overview of what's happening with your blog. You can customize your needs by using some quick links such as writing quick draft, replying to latest comment, etc.

Dashboard can be categorized as shown in the following snapshot. Each of these categories are discussed in the following sections −
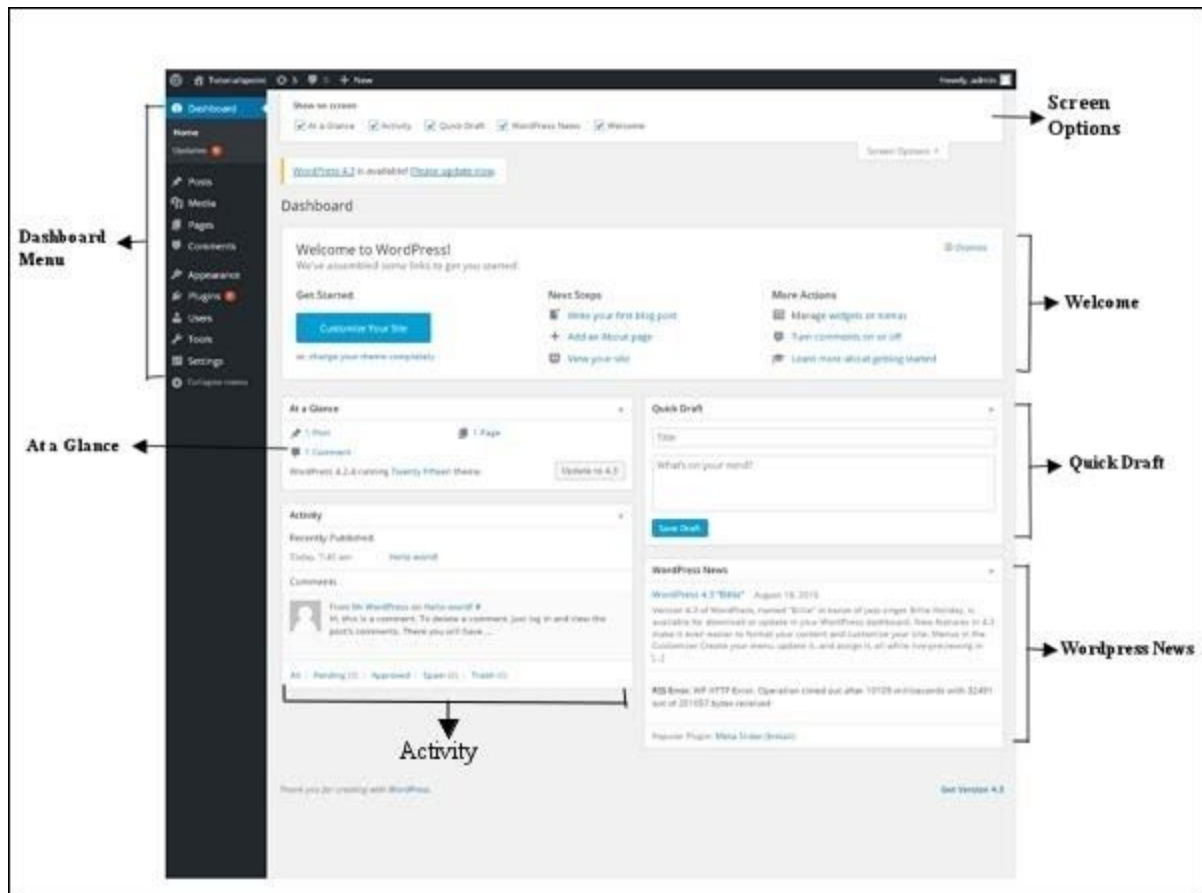
Dashboard Menu

The WordPress Dashboard provides navigation menu that contains some menu options such as posts, media library, pages, comments, appearance options, plugins, users, tools and settings on the left side.

Screen Options

The dashboard contains different types of widgets which can be shown or hidden on some screens. It contains check boxes to show or hide screen options and also allows us to customize sections on the admin screen.

Welcome

It includes the Customize Your Site button which allows customizing your WordPress theme. The center column provides some of the useful links such as creating a blog post, creating a page and view the front end of your website. Last column contains

links to widgets, menus, settings related to comments and also a link to the First Steps With WordPress page in the WordPress codex.

Quick Draft

The Quick Draft is a mini post editor which allows writing, saving and publishing a post from admin dashboard. It includes the title for the draft, some notes about the draft and save it as a Draft.

WordPress News

The WordPress News widget displays the latest news such as latest software version, updates, alerts, news regarding the software etc. from the official WordPress blog.

Activity

The Activity widget includes latest comments on your blog, recent posts and recently published posts. It allows you to approve, disapprove, reply, edit, or delete a comment. It also allows you to move a comment to spam.

At a Glance

This section gives an overview of your blog's posts, number of published posts and pages, and number of comments. When you click on these links, you will be taken to the respective screen. It displays the current version of running WordPress along with the currently running theme on the site.
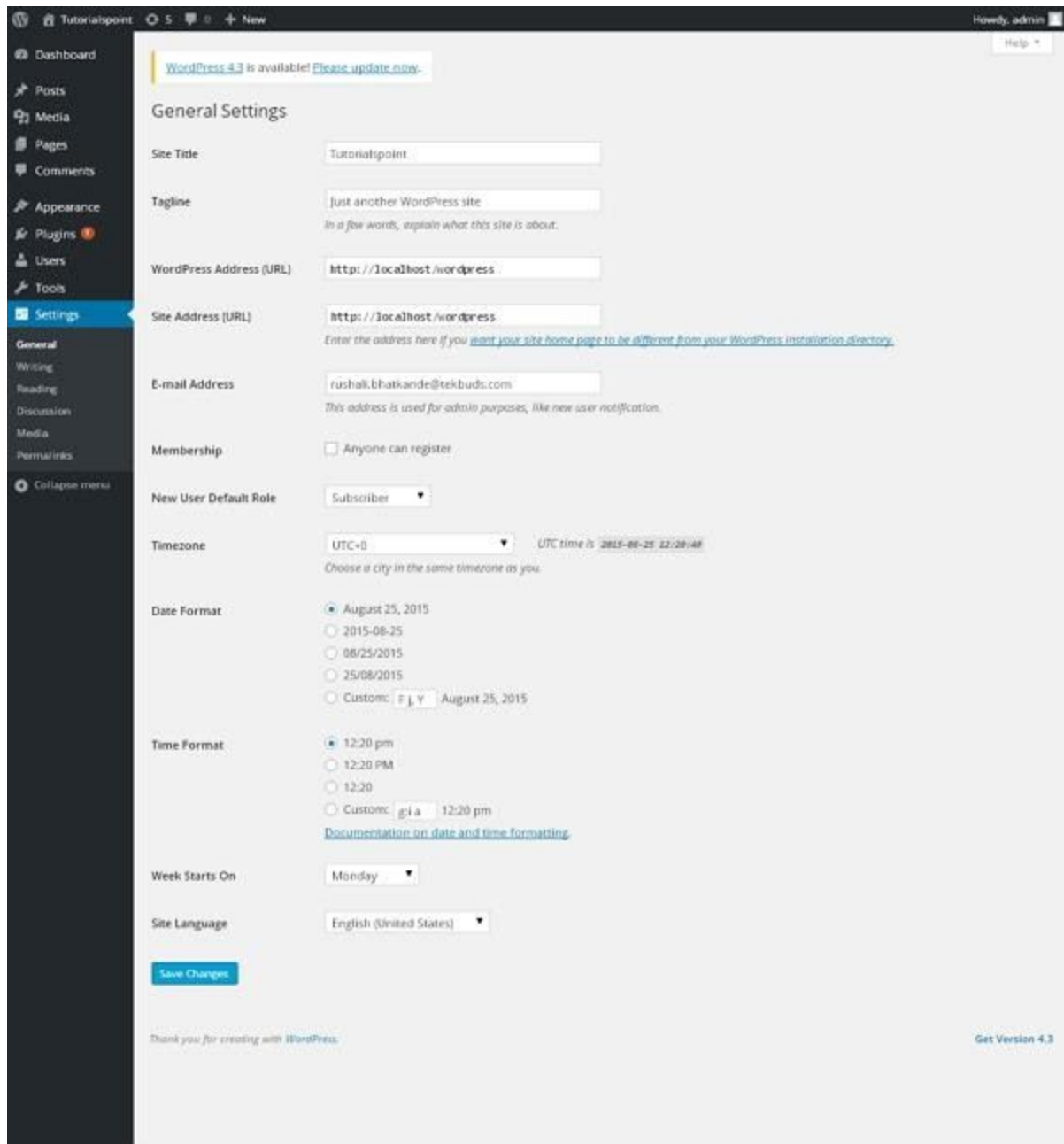
General Settings:

In this chapter, we will study about General Settings in WordPress. WordPress general setting is used to set the basic configuration settings for your site. In the setting administration screen, it is a default setting screen.

Following are the steps to access the general settings −

Step 1 − Click on Settings → General option in WordPress.
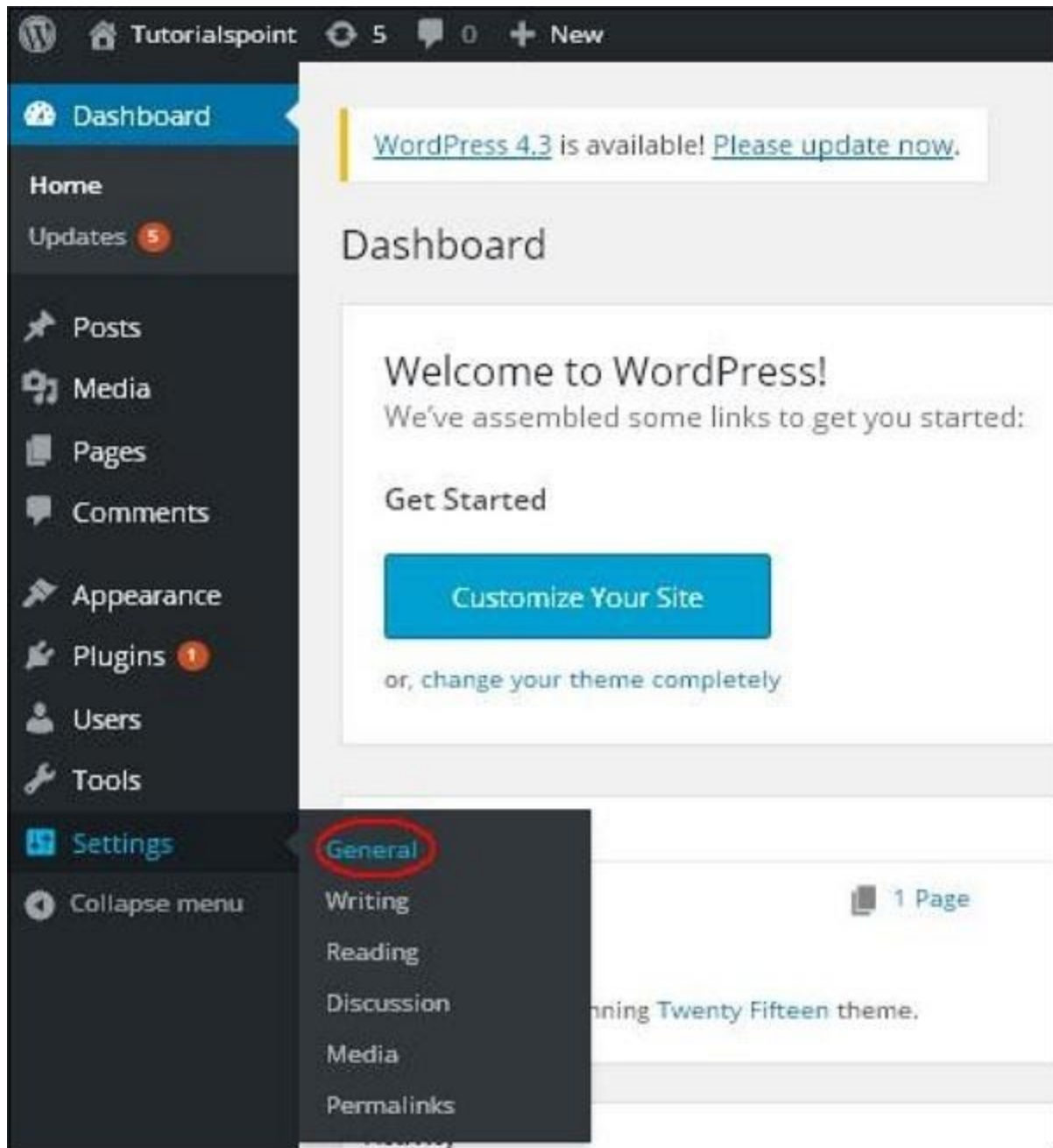
Step 2 − The General Setting page is displayed as shown in the following snapshot.

Following are the details of the fields on general settings page.

- Site Title − It displays the name of the site in the template header.
- Tagline − Displays a short sentence about your site.
- WordPress Address (URL) − It is the URL of WordPress directory where your all core application files are present.
- Site Address(URL) − Enter the site URL which you want your site to display on the browser.
- E-mail Address − Enter your e-mail address which helps to recover your password or any update.

- Membership − Anyone can register an account on your site after you check this checkbox.
- New User Default Role − The default role is set for the newly registered user or members.
- Timezone − Sets the time zone based on the particular city.
- Date Format − Sets the date format as you need to display on the site.
- Time Format − Sets the time format as you need to display on the site.
- Week Starts On − Select the week day which you prefer to start for WordPress calendar. By default it is set as Monday.
- Site Language − Sets the language for the WordPress dashboard.

Step3 − After filling all the information about general settings, click on Save Changes button. It saves all your general setting information.
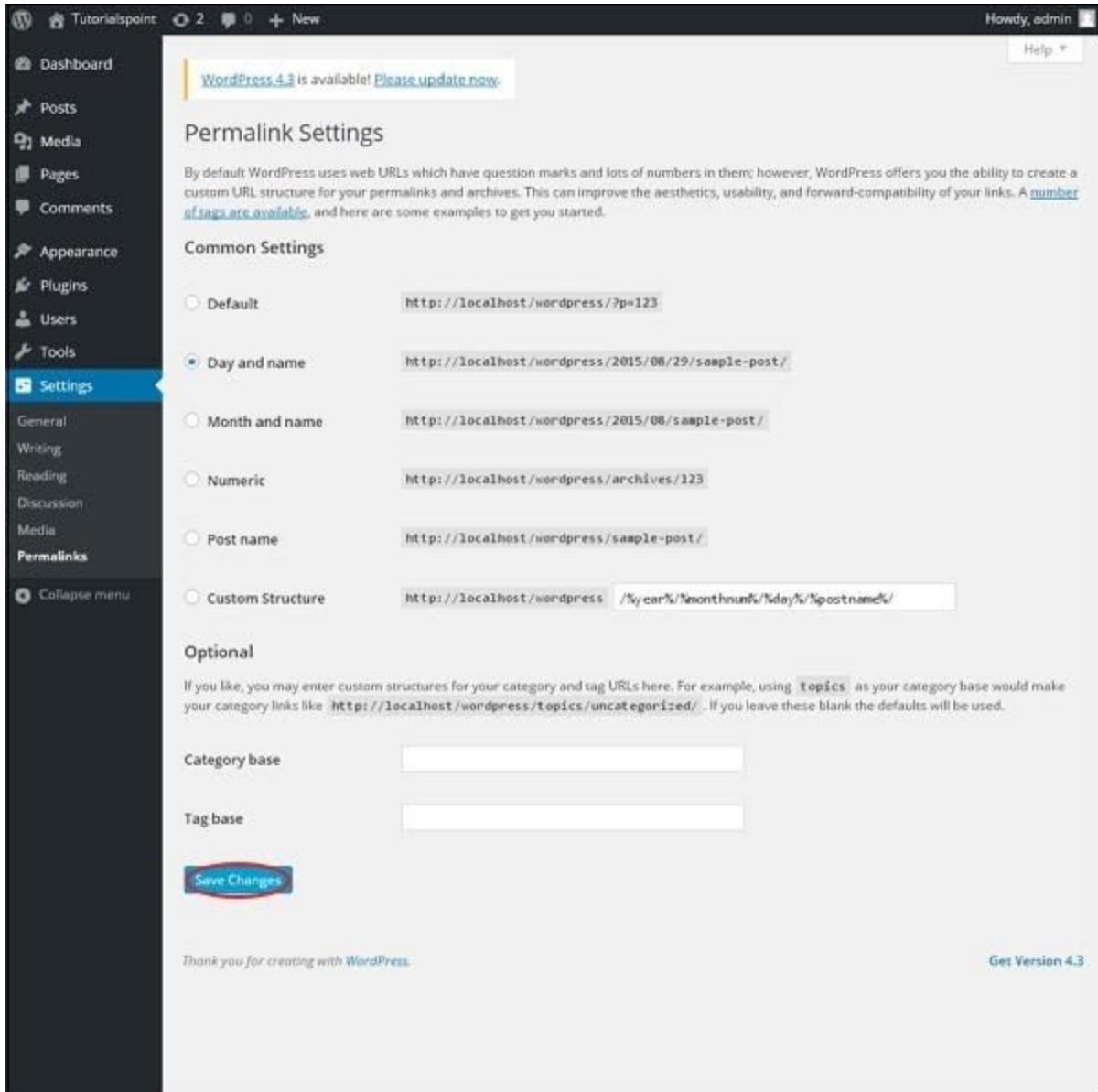
Permalink:

In this chapter, we will learn about Permalink settings in WordPress. Permalink is a permanent link to a particular blog post or category. It allows setting the default permalink structure. These settings are used to add permalinks to your posts in WordPress. Following are the steps to access permalink settings.

Step (1) − Click on Settings → Permalinks option from the left navigation menu.
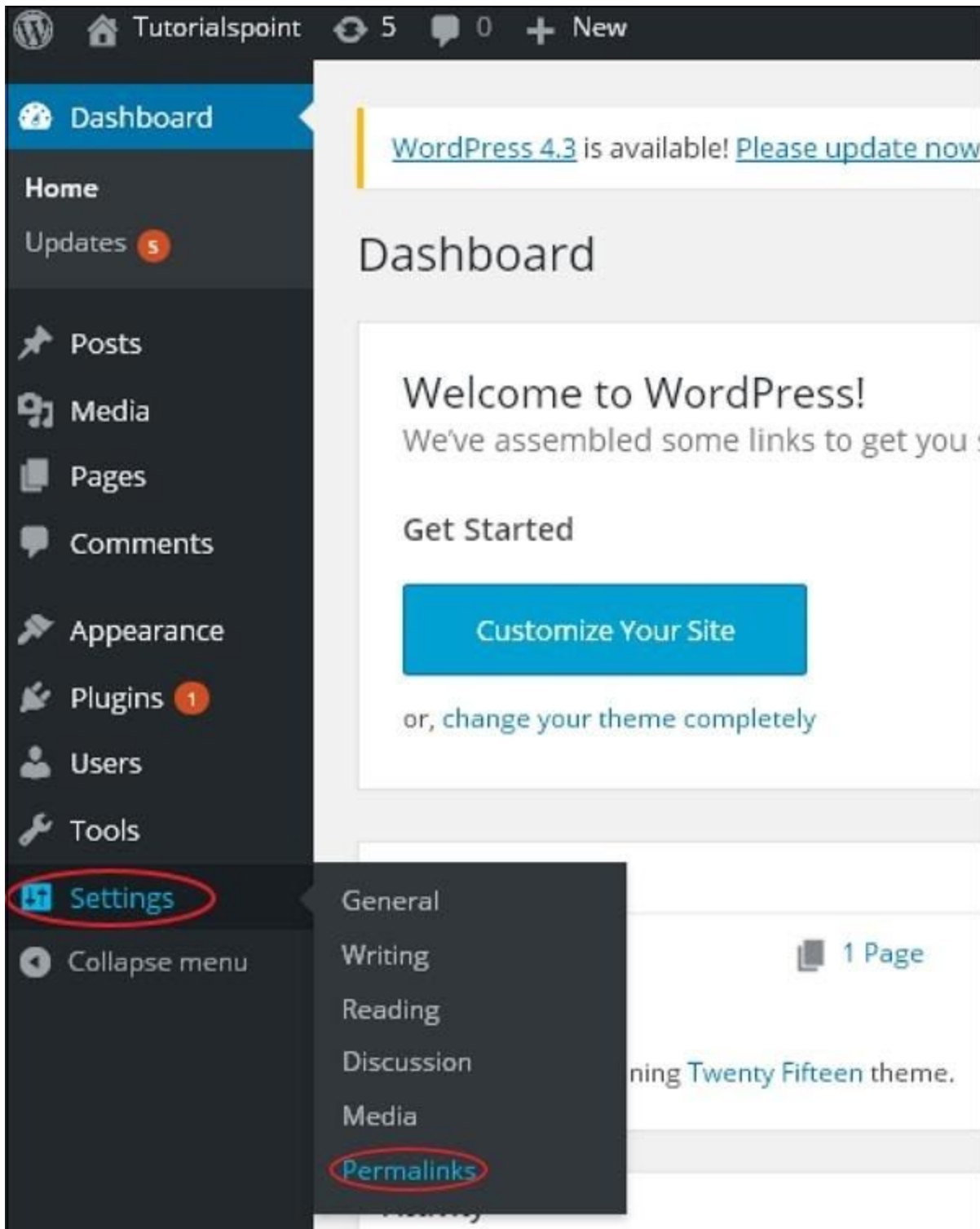
Step (2) − When you click on Permalinks, the following page appears on the screen.

Here are a few settings you can make −

- **Common settings −**
  Check any of the radio buttons to choose your permalink structure for your blogs
    - **Default −** It sets the default URL structure in Wordpress.
    - **Day and name −** It sets URL structure according to the date and name in your posts.
    - **Month and name −** It sets the URL structure according to the month and name in your post.
    - **Numeric −** It sets numbers in the URL structure in your post.
   - **Post name −** It sets post name in the URL structure in your post.

      ○ **Custom Structure −** It sets the URL structure of your choice by writing the desired name in the given text box.

- **Optional**

  These are optional. You can add custom structure for main category or tag URL. If your text box is empty then default settings is used. Here you have two options.

        ○ **Category Base −** Add custom prefix for your category URL.

        ○ **Tag Base −** Add custom prefix to your Tags URL.

Step (3) − Once you are done with changes, click on Save Changes button to save the permalink settings.

Plugin Settings:

In this chapter, we will study how to use plugins in your WordPress site. Plugin allows to easily modify, customize or enhance WordPress blog or post. The WordPress Plugin is a software that can be uploaded to expand the functionality of the site. They add services or features to WordPress blog. Plugins are used to make your work easier. Following are the simple steps to add plugins.

Step (1) − On the left side bar, Click on Plugins → Installed Plugins as shown in the screen.
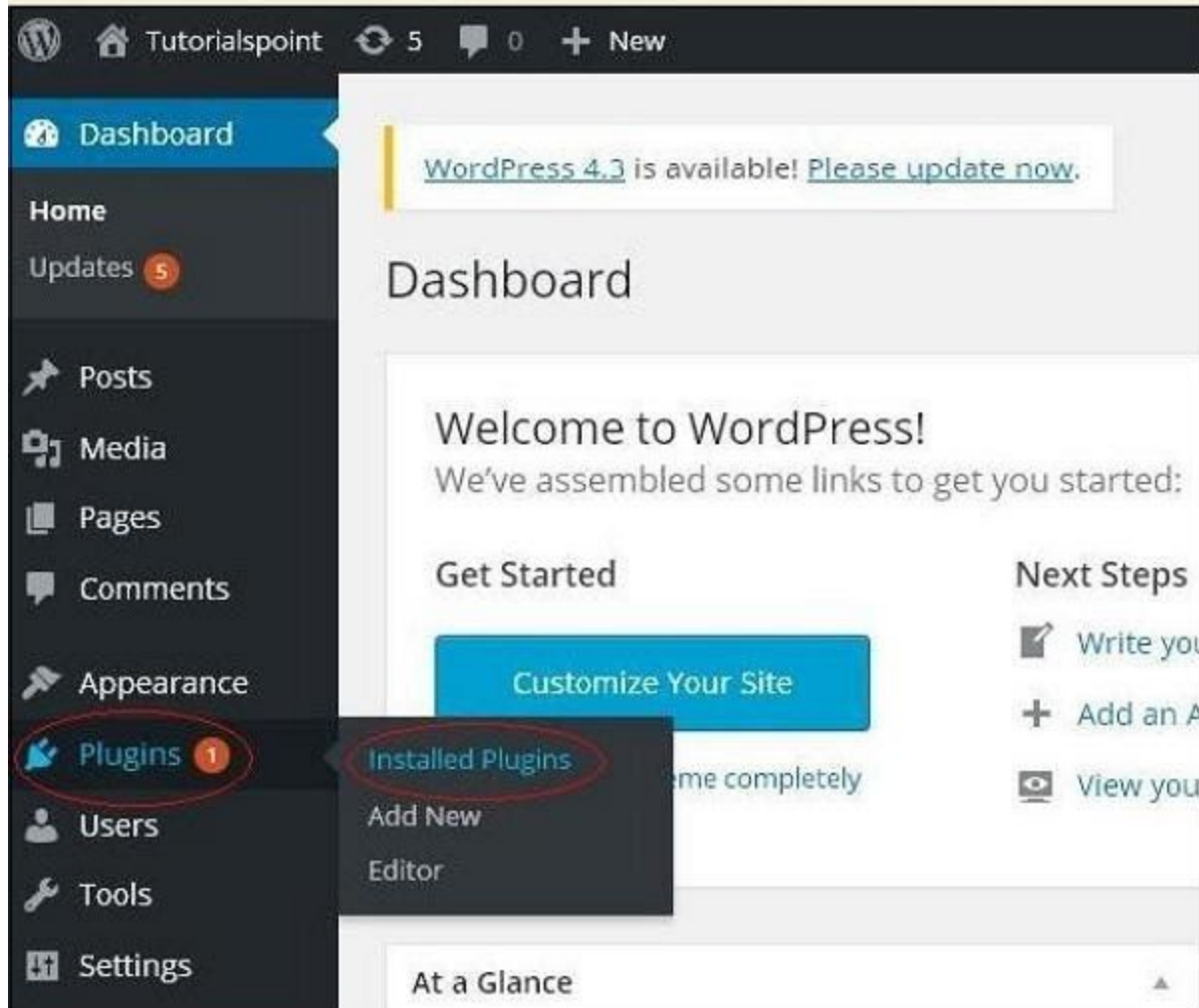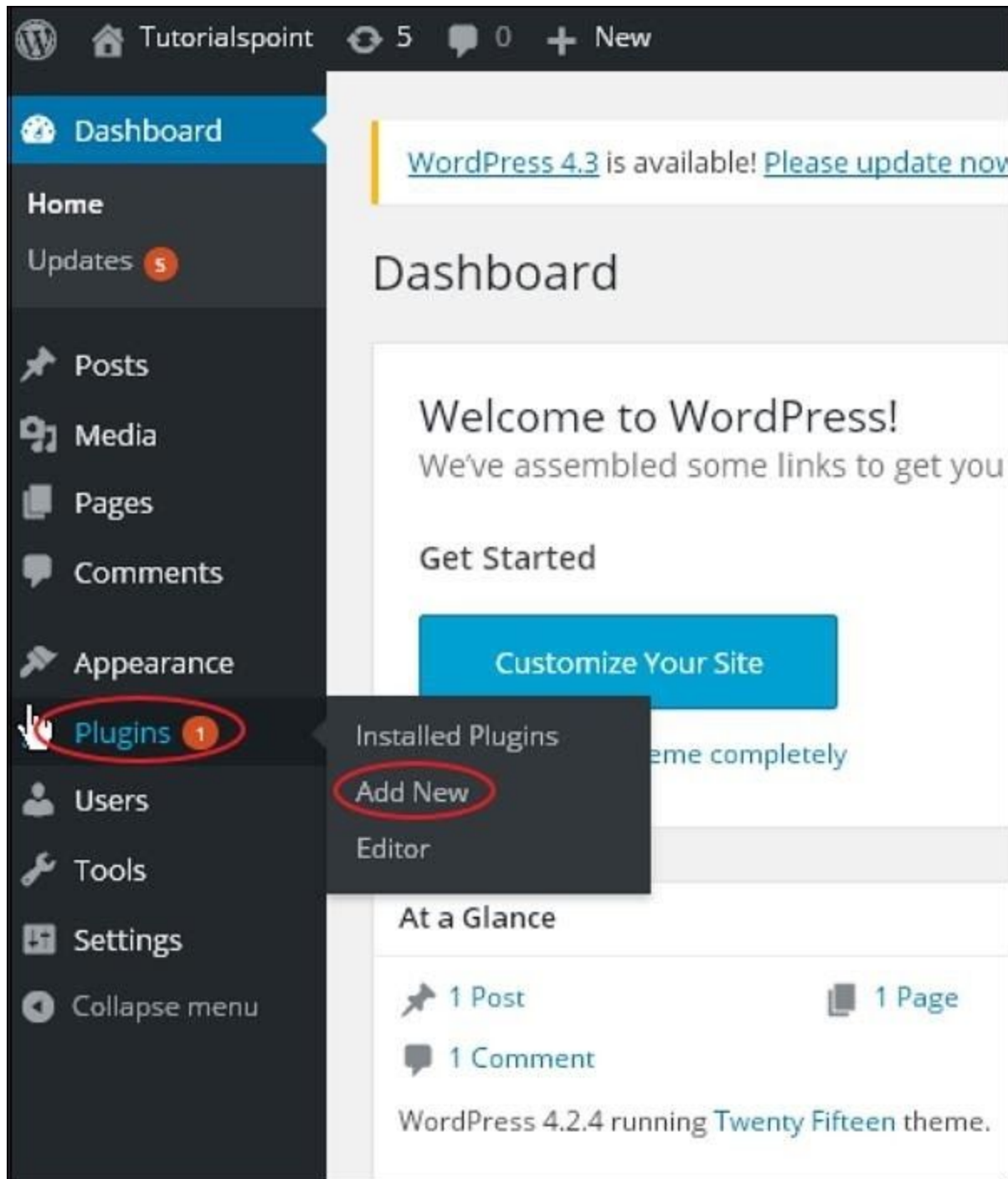
Step (2) − The following page appears.
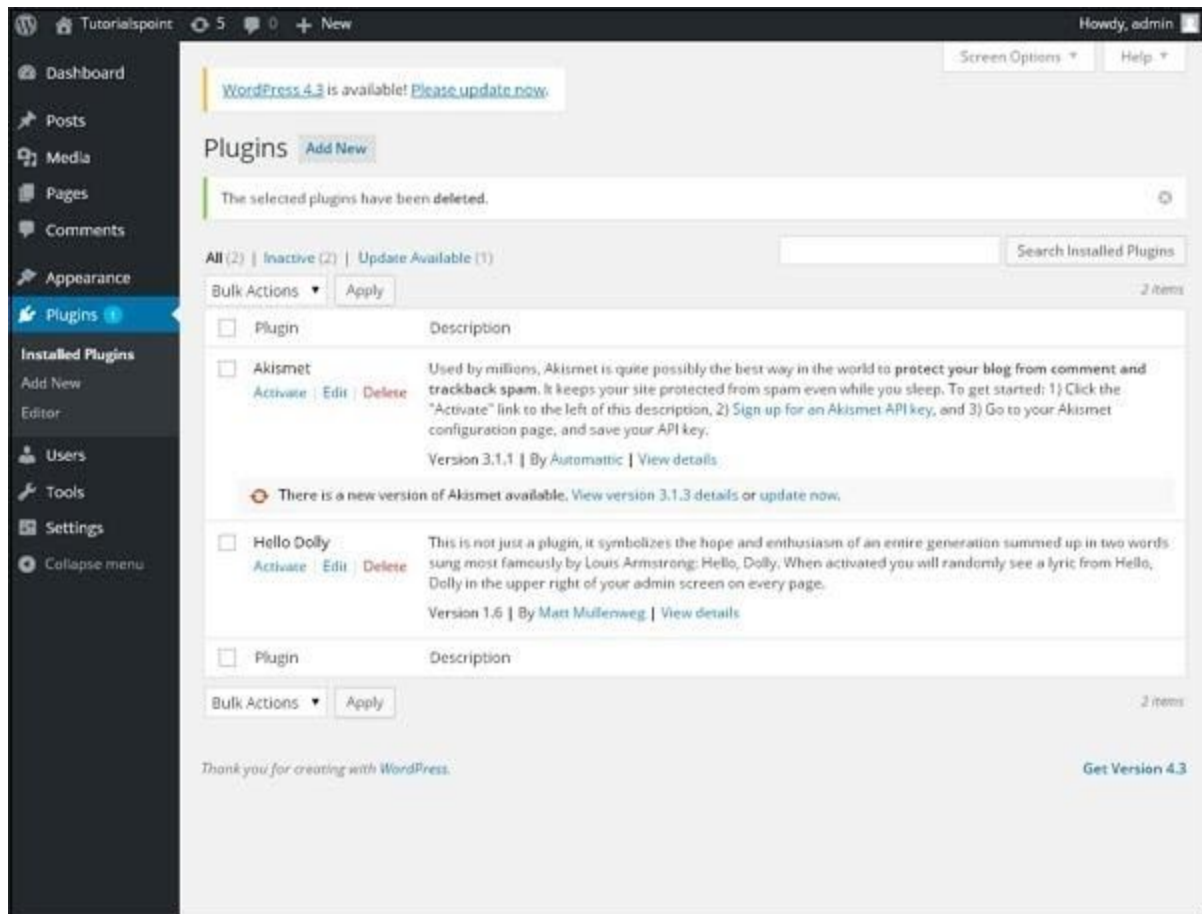
In this section, you can view the already installed plugins.

Step (3) − Click on → Plugins → Add New menu as shown in the following screen.

Step (4) − A list of plugins appears that are used in WordPress. Here you can directly install plugins from the available list or you can upload it by clicking on Upload Plugin.

Help ▼

🏠 Dashboard

📌 Posts

🎵 Media

📄 Pages

💬 Comments

🎨 Appearance

🔌 Plugins ①

Installed Plugins
Add New
Editor

👤 Users

🔧 Tools

⚙ Settings

⊖ Collapse menu

WordPress 4.3 is available! Please update now.

Add Plugins (Upload Plugin)

Featured   Popular   Recommended   Favorites   Search Plugins

Plugins extend and expand the functionality of WordPress. You may automatically install plugins from the WordPress Plugin Directory or upload a plugin in .zip format via this page.

Theme Check   [Install Now]

A simple and easy way to test your theme for all the latest WordPress standards and practices. A great theme development tool!   More Details

By Pross, Otto42

★★★★★ (102)   Last Updated: 5 days ago
90,000+ Active Installs   ✓ Compatible with your version of WordPress

BuddyPress   [Install Now]

BuddyPress helps you run any kind of social network on your WordPress, with member profiles, activity streams, user groups, messaging, and more.   More Details

By The BuddyPress Community

★★★★☆ (184)   Last Updated: 2 days ago
100,000+ Active Installs   ✓ Compatible with your version of WordPress

bbPress   [Install Now]

bbPress is forum software, made the WordPress way.   More Details

By The bbPress Community

★★★★☆ (150)   Last Updated: 2 weeks ago
200,000+ Active Installs   ✓ Compatible with your version of WordPress

Jetpack by WordPress.com   [Install Now]

Your WordPress. Streamlined.   More Details

By Automattic

★★★★☆ (671)   Last Updated: 1 month ago
1+ Million Active Installs   ✓ Compatible with your version of WordPress

Akismet   [⟳ Update Now]

Akismet checks your comments against the Akismet Web service to see if they look like spam or not.   More Details

By Automattic

★★★★★ (411)   Last Updated: 2 months ago
1+ Million Active Installs   ✓ Compatible with your version of WordPress

WP Super Cache   [Install Now]

A very fast caching engine for WordPress that produces static html files.   More Details

By Automattic

★★★★☆ (643)   Last Updated: 4 months ago
1+ Million Active Installs   ✓ Compatible with your version of WordPress

Popular tags

You may also browse based on the most popular tags in the Plugin Directory:

admin AJAX buddypress comments content ecommerce email Facebook feed gallery google image images javascript jquery line links login media page pages photo photos plugin Post posts rss security seo shortcode sidebar social spam twitter video widget widgets woocommerce wordpress youtube

When you click on Upload Plugin you'll get the following page.
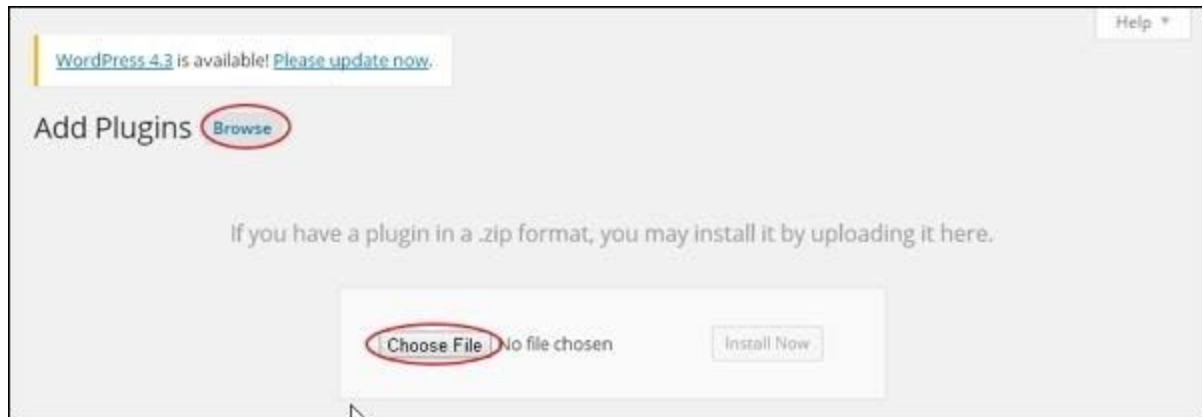

Click on Browse, it goes back to the page where you can select plugins from WordPress site. And if you click on Choose File, you can add files from your system. Otherwise, you can directly choose the plugin that you need and click on Install now as seen in the following screenshot.
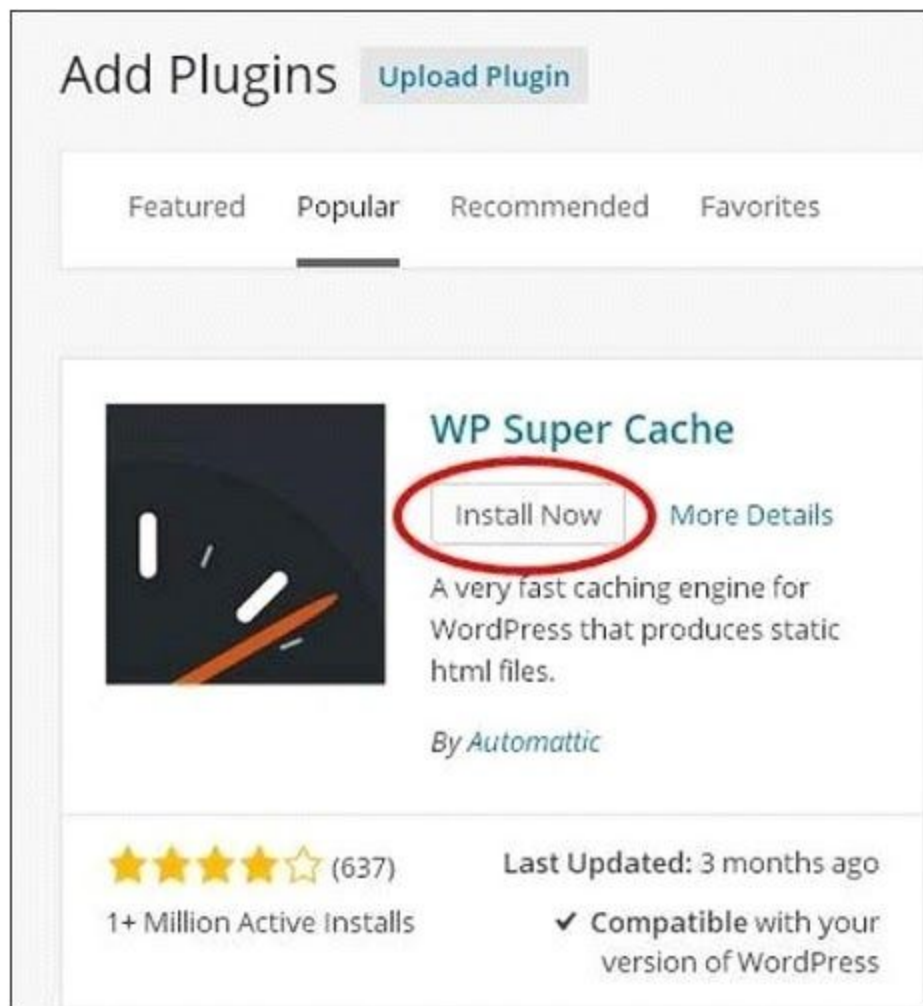
When you click on Install Now, the package starts to download and gets installed. Then, click on Activate plugin to active that plugin to use in WordPress as seen in the following screen.

WordPress 4.3 is available! Please update now.

Installing Plugin: WP Super Cache 1.4.4

Downloading install package from https://downloads.wordpress.org/plugin/wp-super-cache.1.4.4.zip...

Unpacking the package...

Installing the plugin...

Successfully installed the plugin WP Super Cache 1.4.4.

Activate Plugin Return to Plugin Installer

After clicking on Activate Plugin you'll get a message as *Plugin activated* and you can also find the installed plugin in the list.
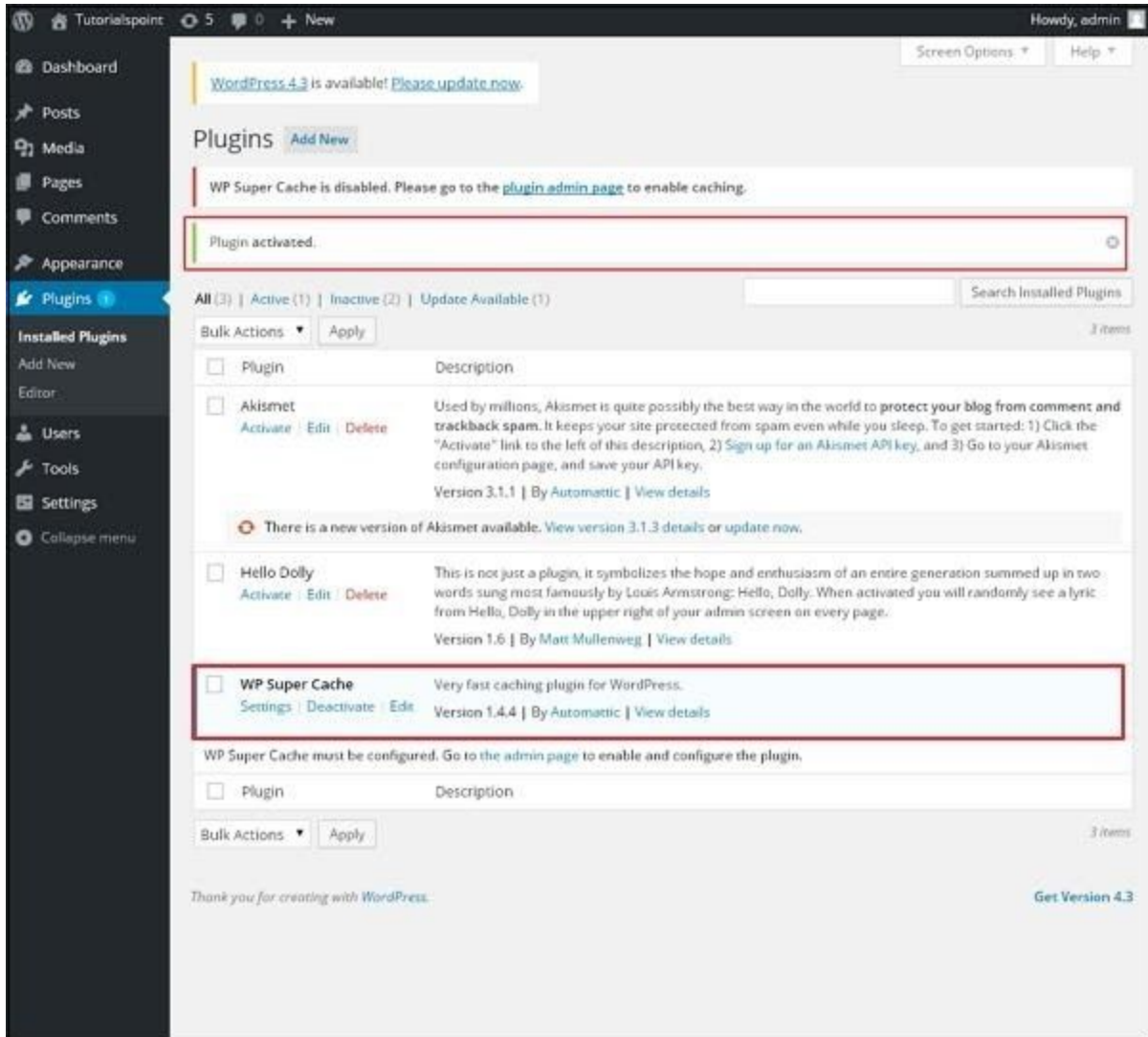
Below the *plugin activated* message, you can view few options such as All, Active, Inactive and Update available.

When you click on Active the following page appears. Here you can view all the activated plugins.
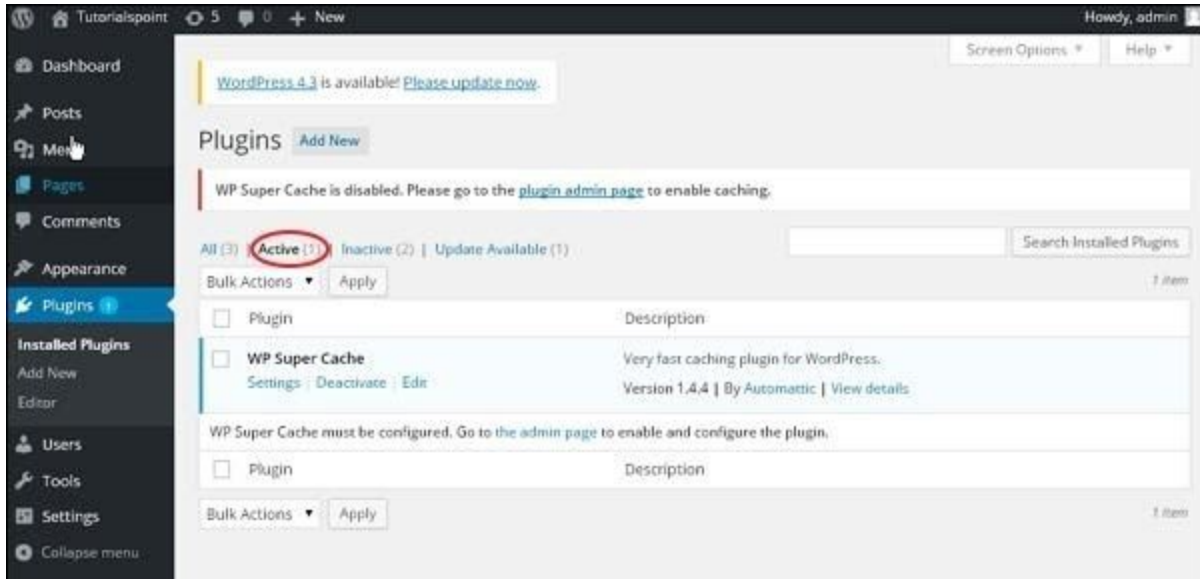
When we click on Inactive, the plugins which are available but are not activated gets displayed. You can activate this plugin by clicking on Activate.
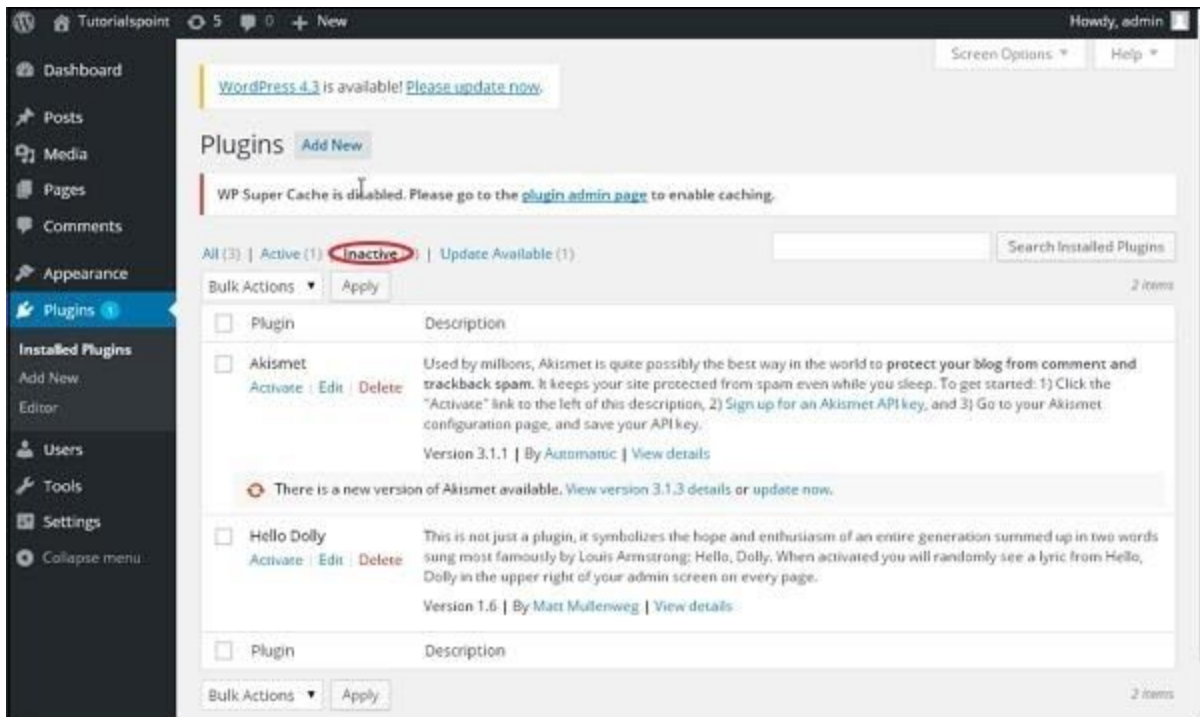

When you click on Update available, you'll get a list of plugins that must be updated. Click on Update and you get a message as *Updated*.
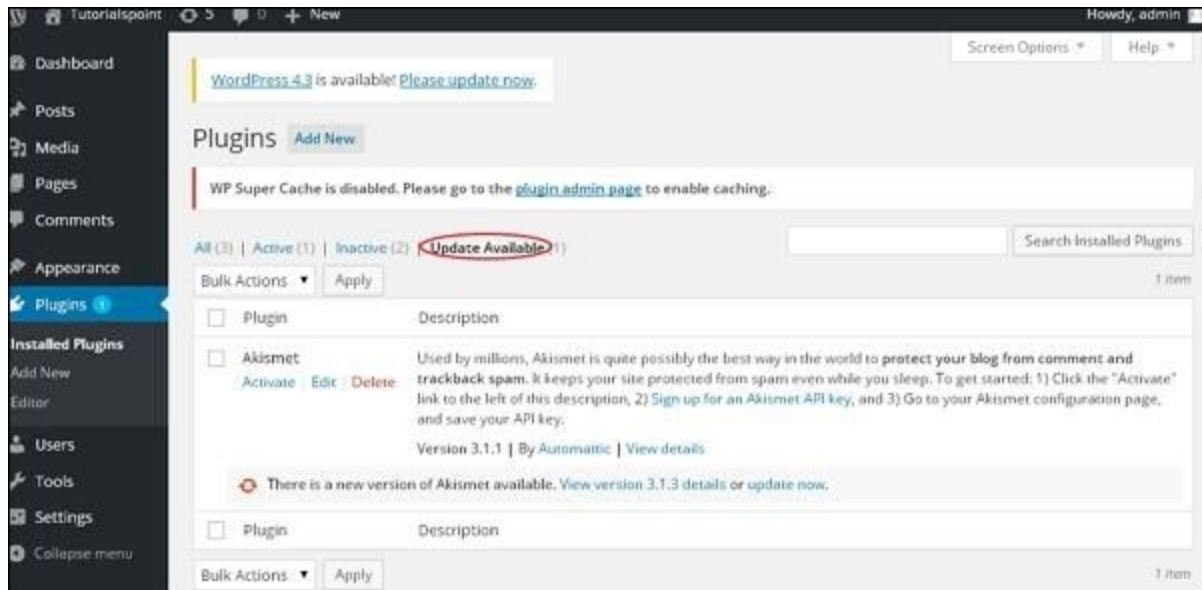
Click on Bulk Actions and select any of the options. Click on Apply button to update, delete, activate or deactivate each of the plugins by checking the boxes.
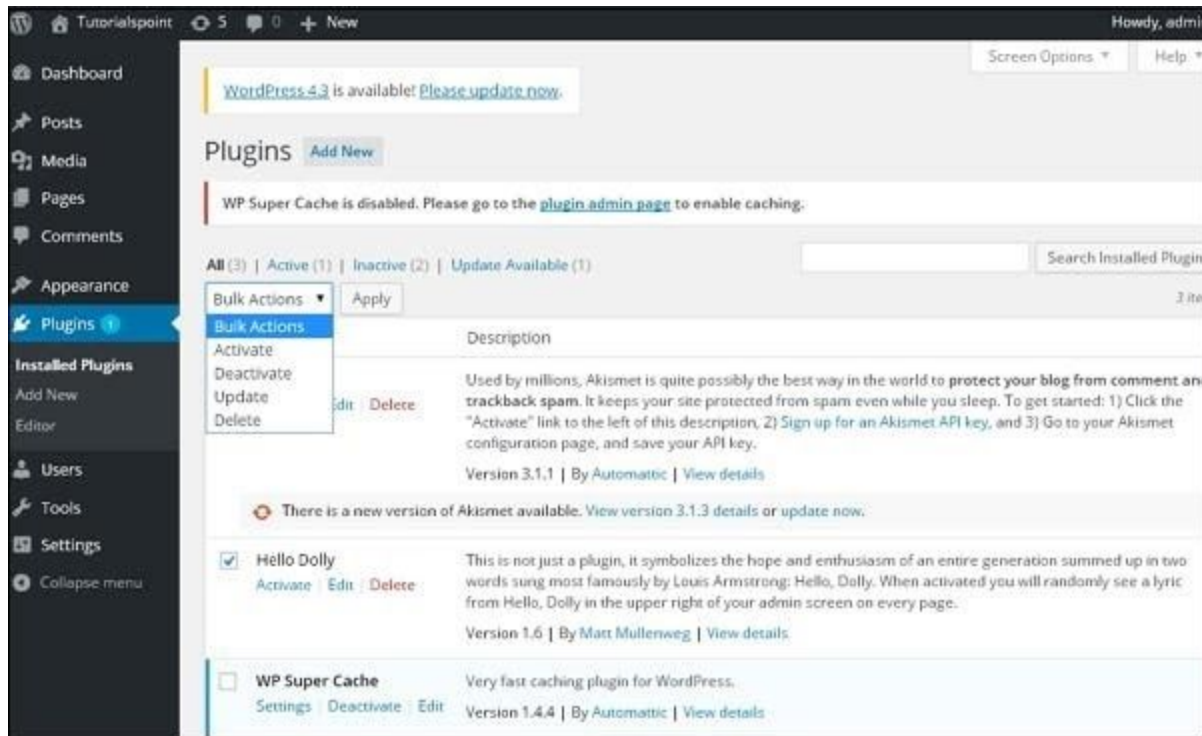
In Search Installed Plugins you can just type your plugin name in the text box that is already installed and click on the Search Installed Plugins button.
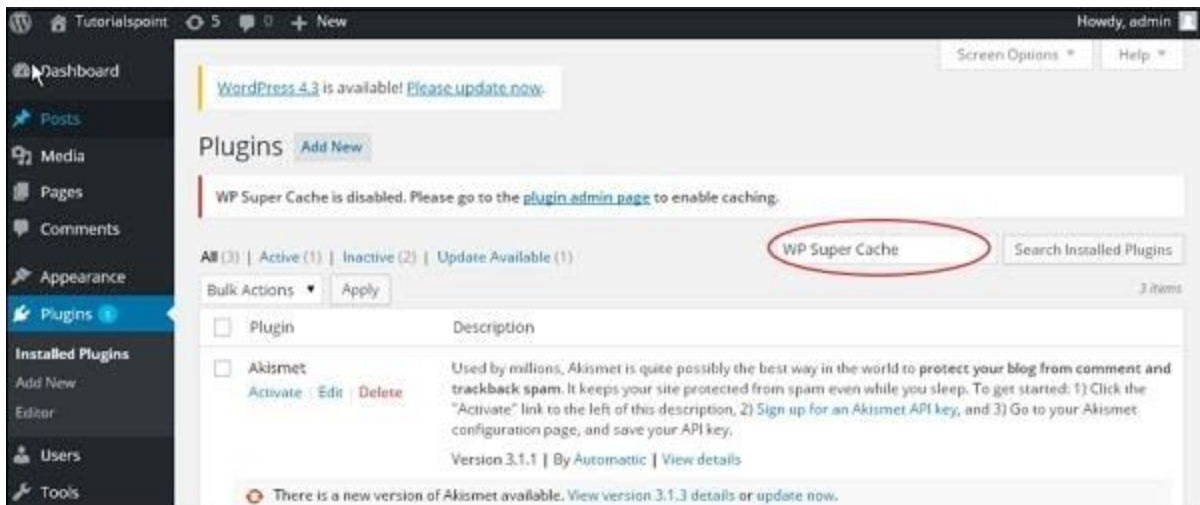
When you click on the Search installed Plugin button you get the following page with your respective plugin.
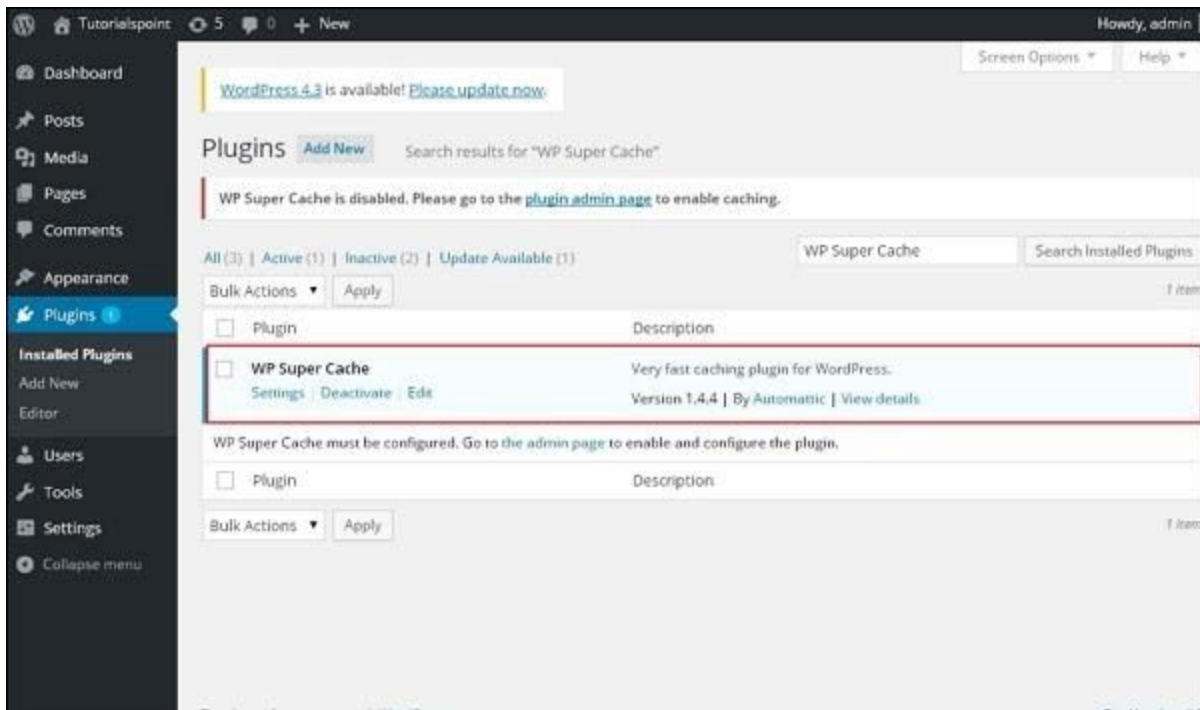
Step (5) − Click on Plugins → Editor from the side bar.
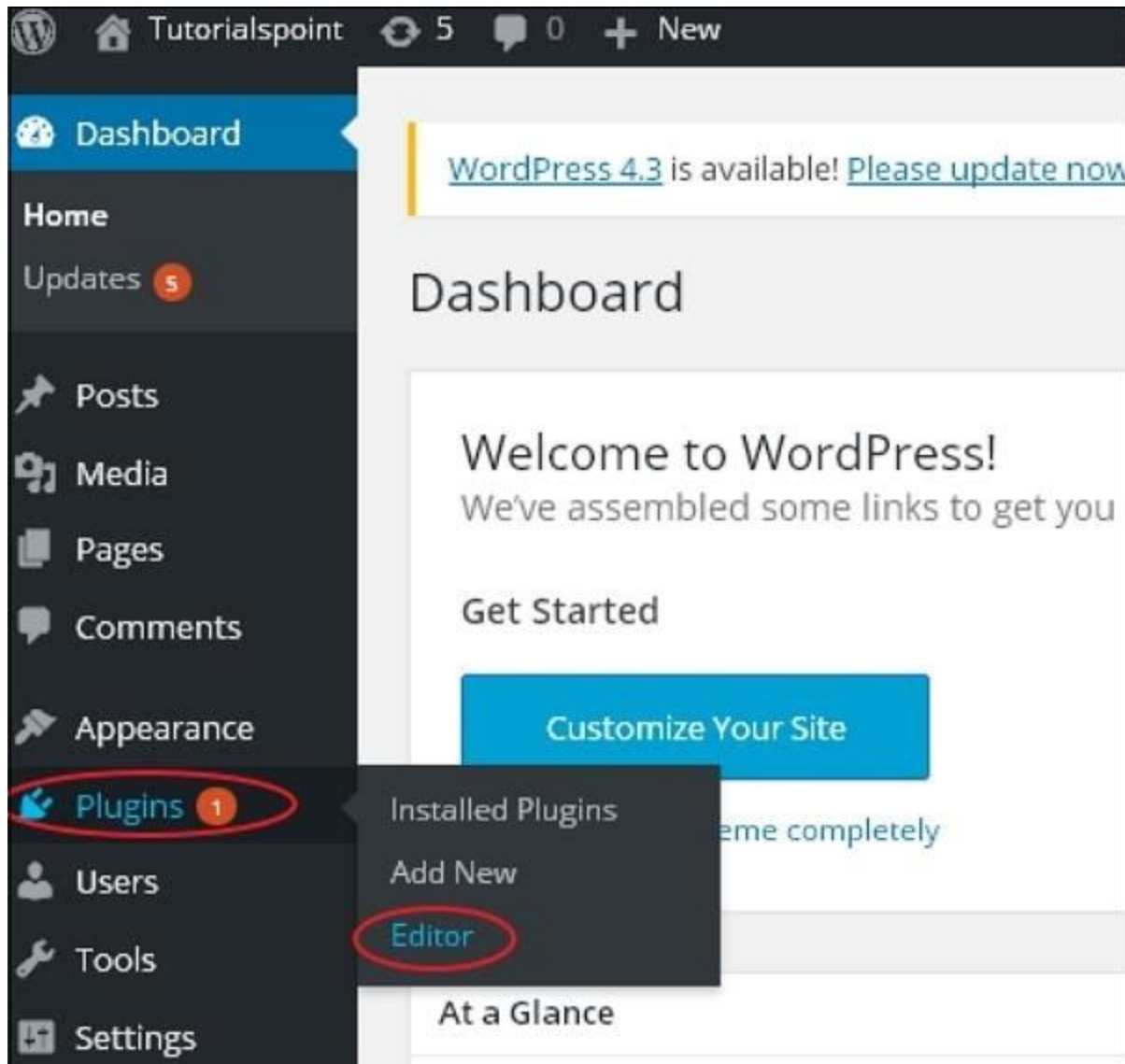
Step (6) − The following page gets displayed.
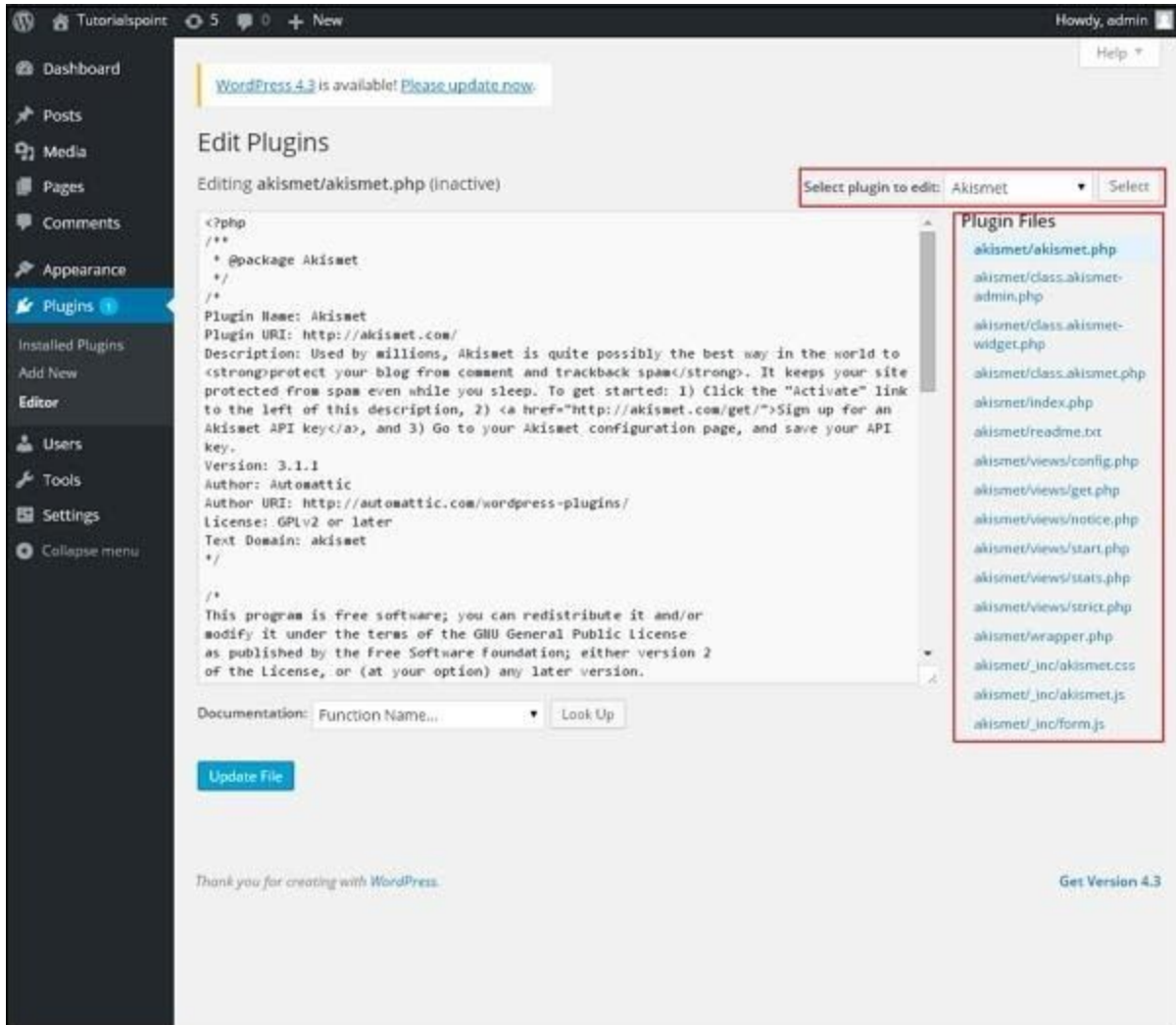
This page lets you edit your plugins. A few options are explained.

- **Select plugin to edit** − Allows you to select a plugin from the dropdown and edit it.
- **Documentation** − Allows you to select the tools from the dropdown to edit the plugin.
- **Plugin files** − Allows you to select files from the list and edit accordingly.

Finally, after editing the plugin files, click on Update file.

Categories:

In this chapter, we will study about how to Add Categories in WordPress. Category is used to indicate sections of your site and group related posts. It sorts the group content into different sections. It is a very convenient way to organize the posts.

To access the Category section, follows the mentioned steps −

Step (1) − Click on Posts → Categories option in WordPress.
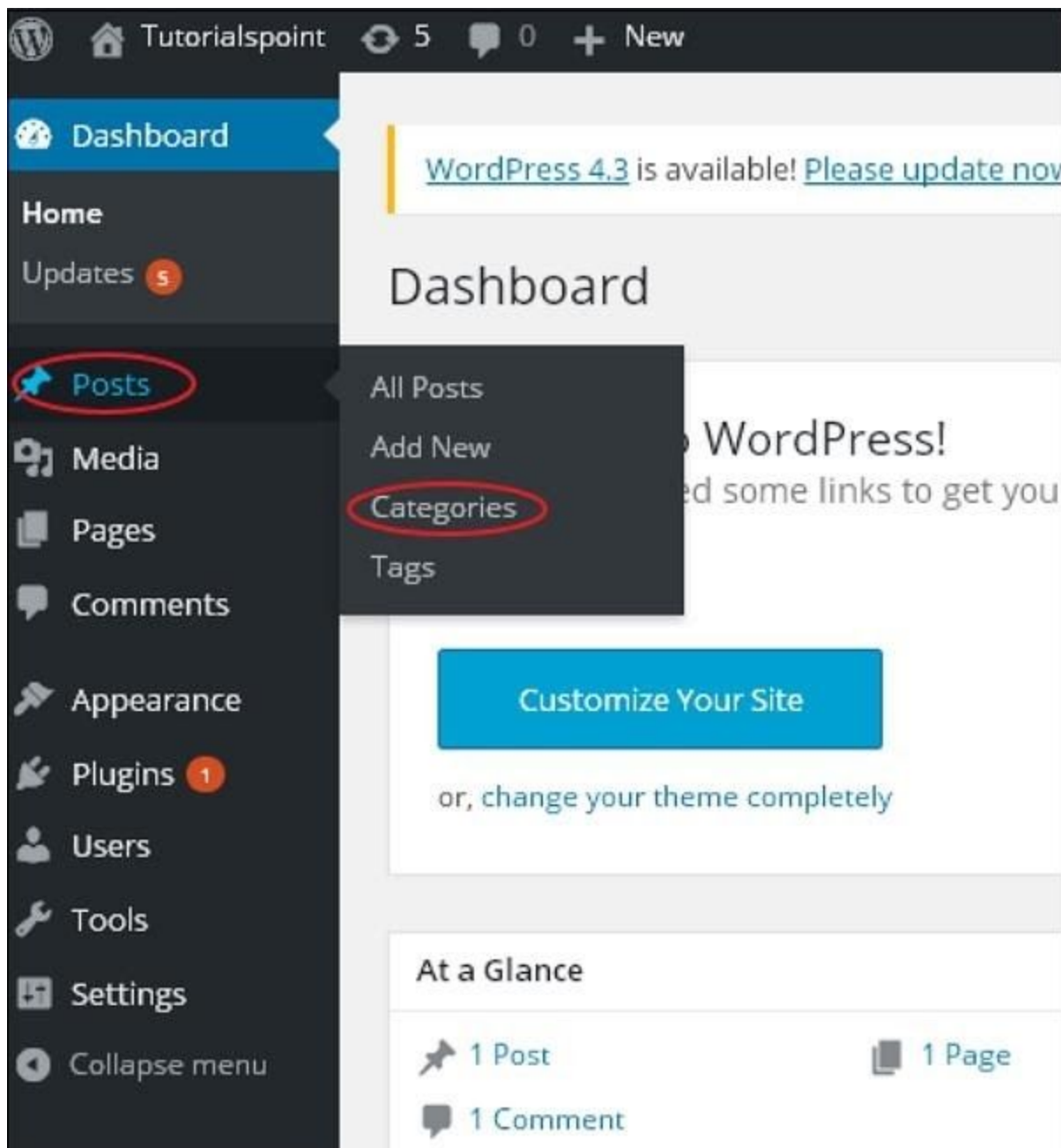
Step (2) − The Categories page is displayed as shown in the following screenshot.

Following are the details of the fields on Categories.

- **Name** − Enter the unique name of categories.
- **Slug** − A word chosen to describe your post. It is specified in the tags URL.
- **Parent** − By selecting the parent category from dropdown, you can set the particular category as sub-category or can keep it as None.
- **Description** − Add brief description of your category. It is optional.

Step (3) − After filling all the information about Categories, click on Add New Category button.

Step (4) − After clicking on Add New Category, the new created category will get displayed on the right side of the page as shown in the following screen.
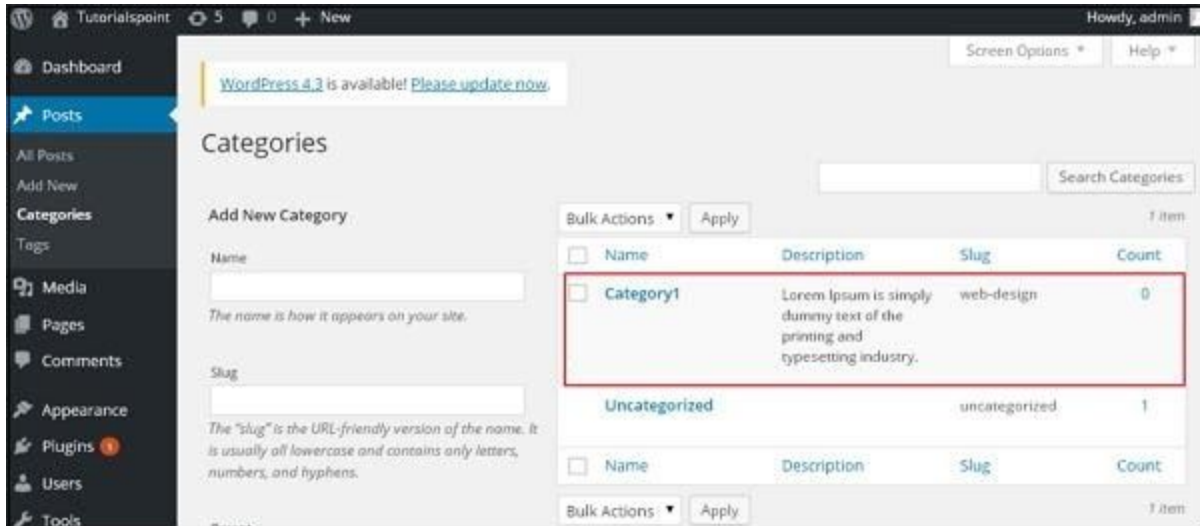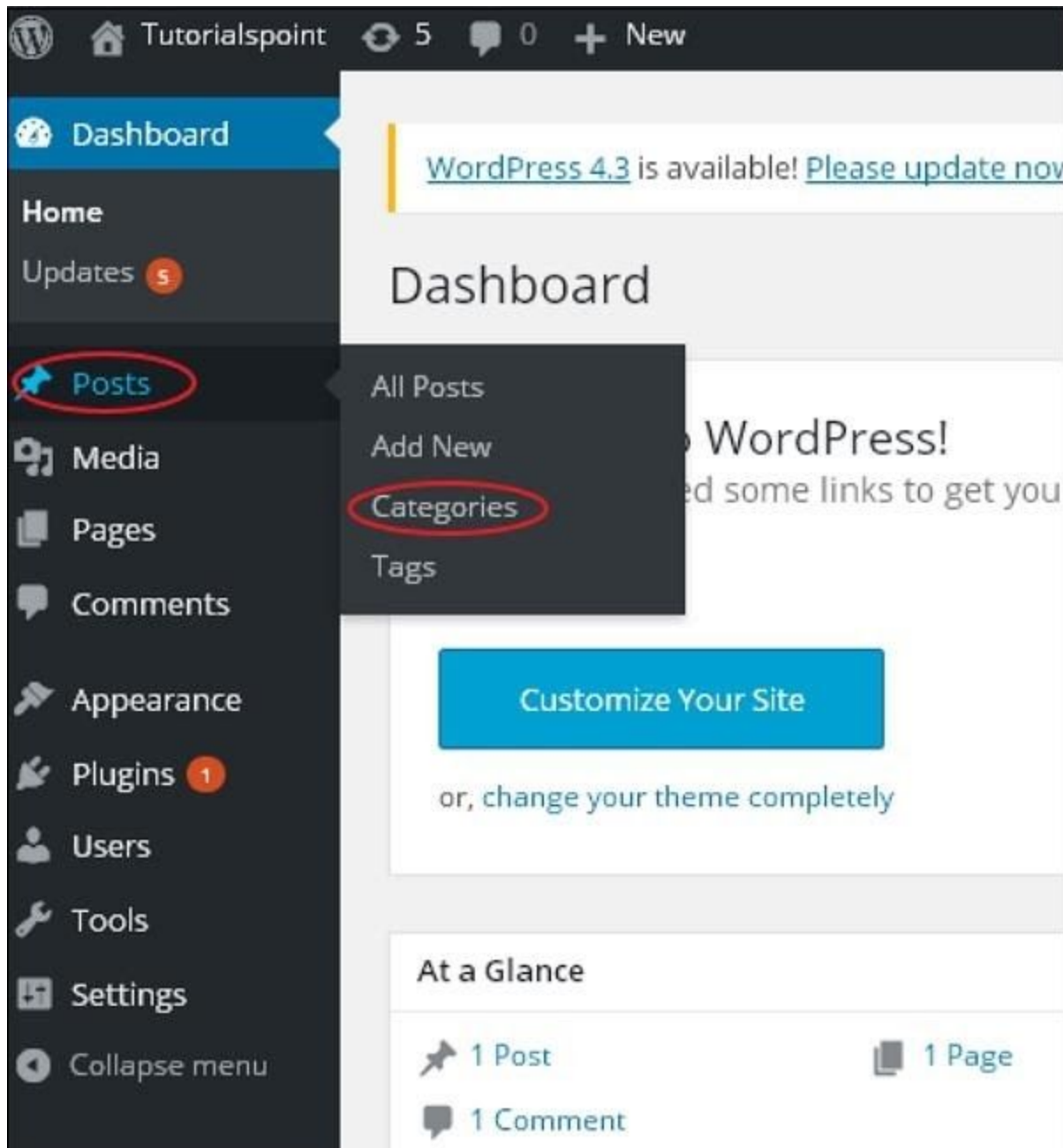
Edit Categories

In this chapter, we will study the simple steps to Edit Categories in WordPress.

Following are the simple steps to edit categories in WordPress.

Step (1) − Click on Posts → Categories in WordPress.

Step (2) − You can view Category1 (Category1 was created in the chapter WordPress - Add Category). When the cursor hovers on the Categories, then a few options get displayed below the Category name. There are two ways to edit the categories i.e. Edit and Quick Edit

Edit − Click on Edit option in Categories section as seen in the following screenshot.

You can edit any of the required field, and then click Update button as shown in the following screen.
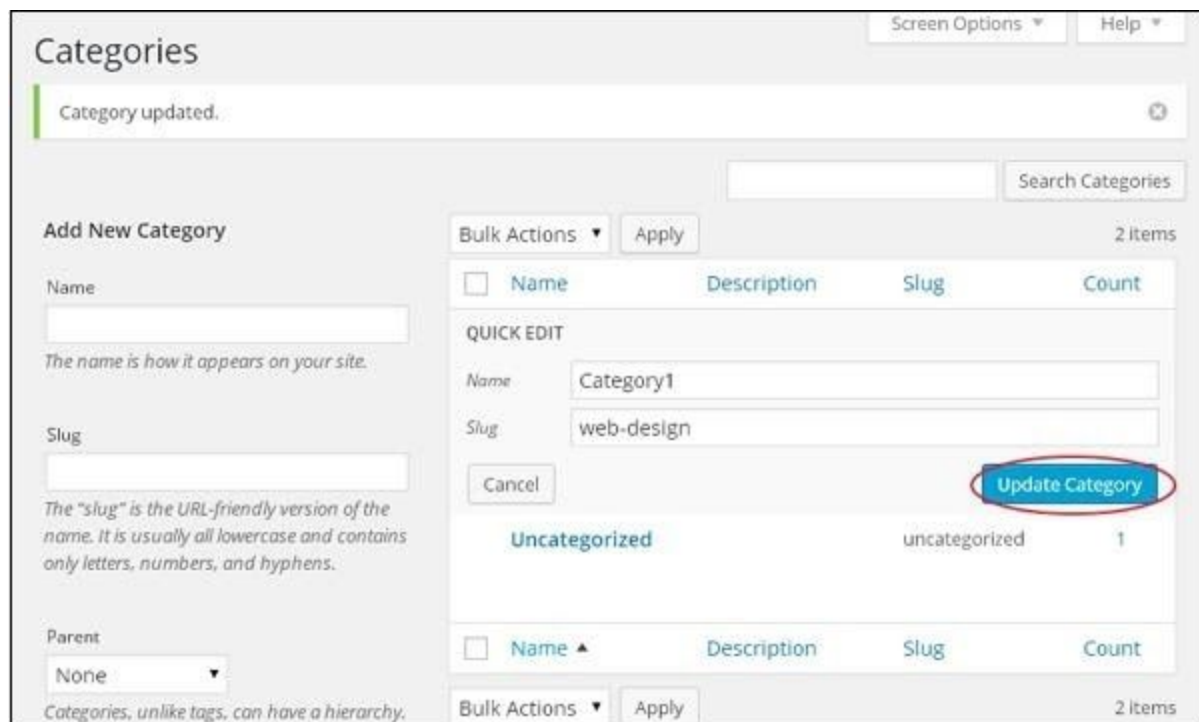

Category fields are same from the chapter WordPress - Add Category.

Quick Edit − Click on Quick Edit option in Categories section as shown in the following screen.

Here, you can only edit the Name and Slug of the category as seen in the following screen and then finally click on Update Category button.

Delete Categories:

In this chapter, we will study about how to Delete Categories in WordPress.

Following are the simple steps to delete categories in WordPress.

Step (1) − Click on Posts → Categories in WordPress.
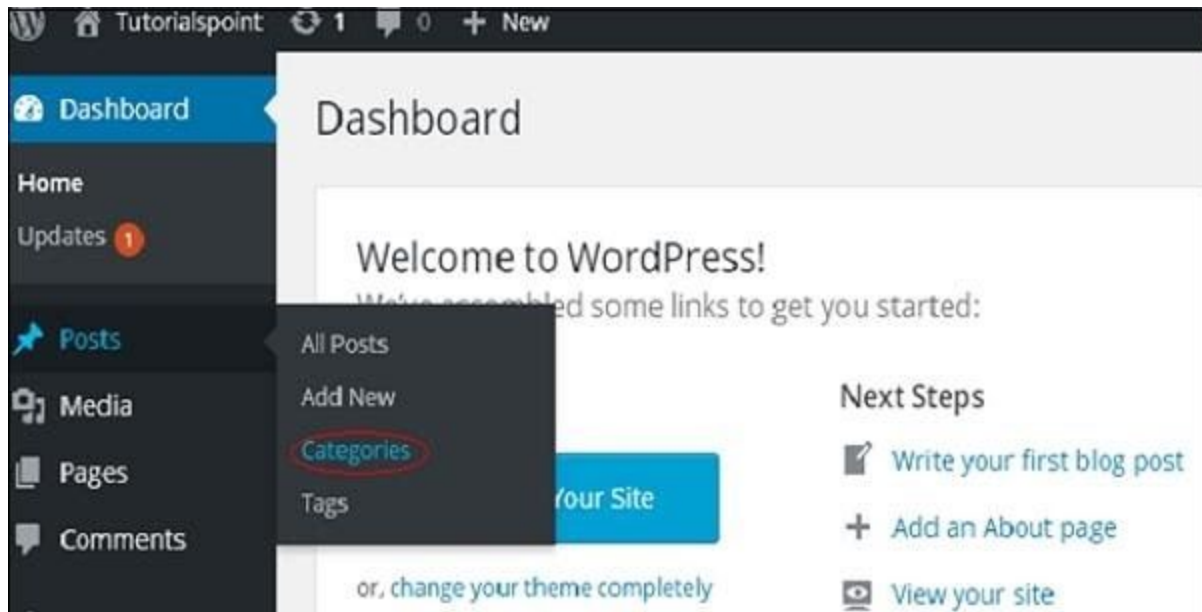
Step (2) − You can delete Category1 (Category1 was created in the chapter **Wordpress - Add Category**). When the cursor hovers on the Categories, a few options get displayed below the Category name. Click on Delete button as shown in the following screen.

When you click on delete, you will get a pop message asking for confirmation to delete the particular category as shown in the following screenshot.

You can click on OK button and delete the category permanently.

Arrange Categories:

In this chapter, we will study about how to Arrange Categories in WordPress. You can't arrange categories directly in WordPress. Hence, you will need to install Category Order plugin to arrange the created categories in a particular way.

Step (1) − Click on Posts → Category Order in WordPress. The Category Order menu displays after adding the Category Order plugin. You can study how to install plugins in the chapter Install Plugins.
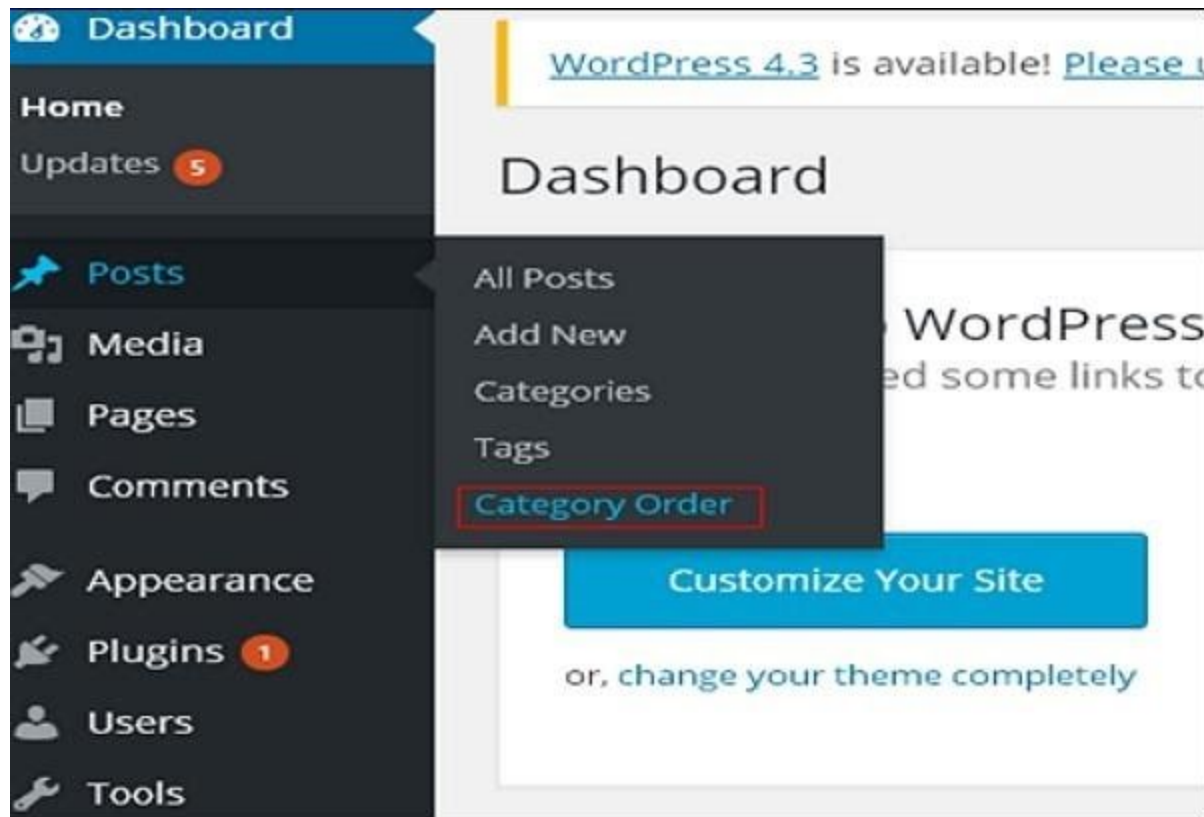
Step (2) − In the following screen, you can see that the create categories section are not in order.
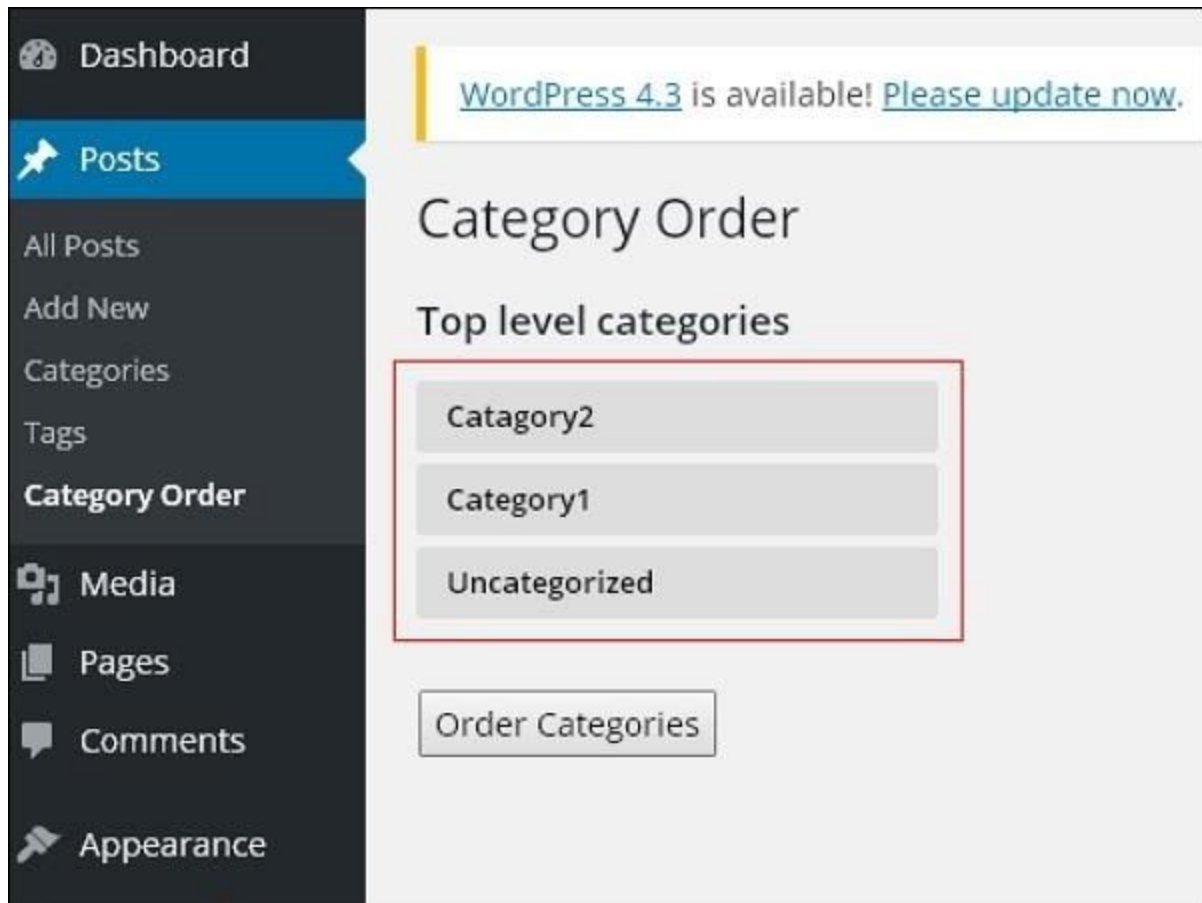
Step (3) − Now, you can rearrange your categories by just dragging the categories as per your choice. Click on Order categories button to save the ordered categories.
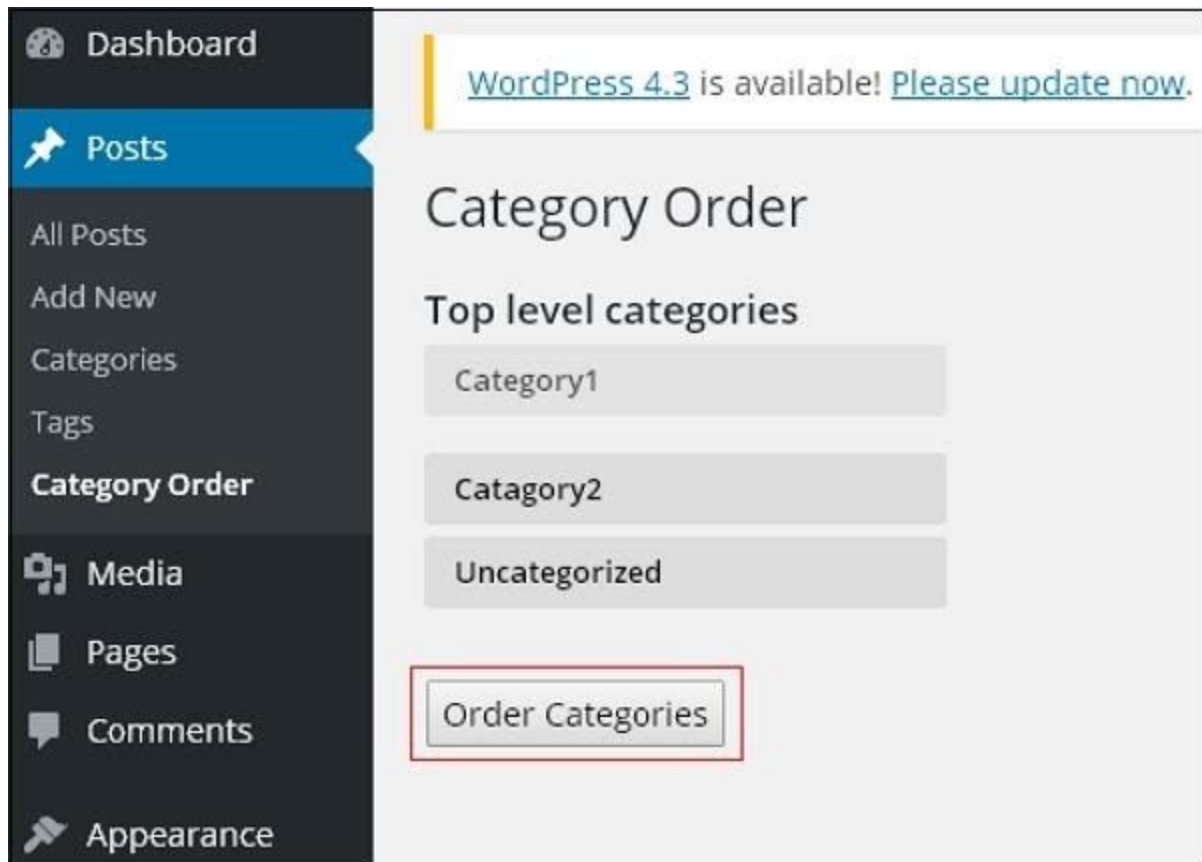
Posts:

In this chapter, we will study how to Add Posts in WordPress. Posts are also known as *articles* and sometimes referred as blogs or blog posts. These are used to popularize your blogs.

Following are the simple steps to Add Posts in WordPress.

Step (1) − Click on Posts → Add New in WordPress.
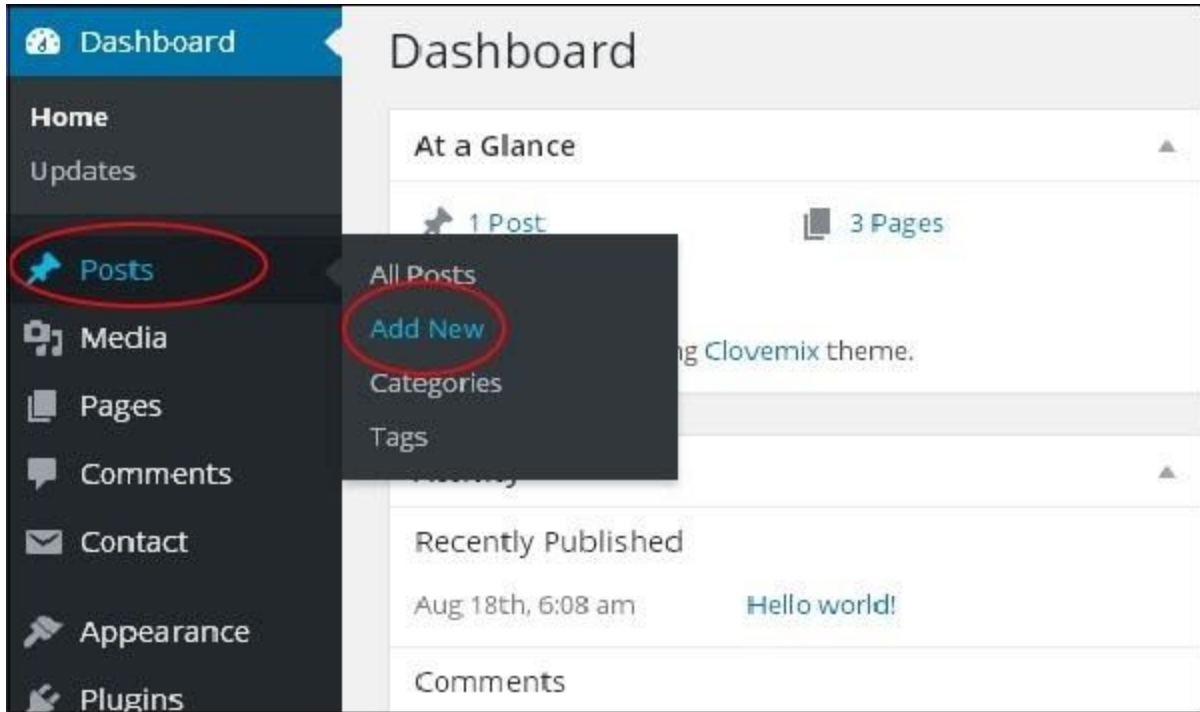
Step (2) − You will get the editor page of the Post as shown in the following screen. You can use the WordPress WYSIWYG editor to add the actual content of your post. We will study in detail about WYSIWYG editor in the chapter WordPress - Add Pages.

Screen Options ▼   Help ▼

Dashboard

Posts

All Posts
Add New
Categories
Tags
Category Order

Media

Pages

Comments

Appearance

Plugins 1

Users

Tools

Settings

Collapse menu

Add New Post

Post1

Permalink: http://localhost/wordpress/2015/09/02/post1/ Edit View Post

Add Media   Visual   Text

B I ABC ≡ ≡ " — ≡ ≡ ≡ ⸻ ✂ ▦ ▦   ⤢
Paragraph ▼ U ≡ A ▼ ▦ ⬚ Ω ⸻ ⸻ ↶ ↷ ❼

Lorem Ipsum is simply dummy text of the printing
and typesetting industry.

p
Word count: 12   Draft saved at 10:43:58 am.

Publish   ▲

Save Draft   Preview

⚲ Status: **Draft** Edit

👁 Visibility: **Public** Edit

📅 Publish **immediately** Edit

Move to Trash   Publish

Format   ▲

◉ 📌 Standard
○ ▦ Aside
○ 🖼 Image
○ ▶ Video
○ " Quote
○ 🔗 Link
○ 🖼 Gallery
○ 💬 Status
○ 🎵 Audio
○ 💬 Chat

Categories   ▲

All Categories Most Used

☐ Category2
☐ Category1
☐ Uncategorized

+ Add New Category

Tags   ▲

                                        Add

Separate tags with commas

Choose from the most used tags

Featured Image   ▲

Set featured image

Thank you for creating with WordPress.   Version 4.3

Following are the fields on the editor page of the Add Posts Page.

- Post Title − Enter the title of the post, i.e., Post1.
- Post Content − Enter the content of your post.

Step (3) − Click on Publish button to publish your respective post.

Following are the few other options present in the Publish section.

- Save Draft − It saves the post as a draft.
- Preview − You can preview your post before publishing.
- Move to Trash − Deletes the post.
- Status − Change the status of your post to *Published, Pending,* or *Reviewer Draft*.
- Visibility − Change the visibility of the post to *Public, Private* or *Password protected*.
- Published − Change the publishded post date and time.

Themes:

In this chapter, we will learn about Theme management. It includes image files, templates, CSS stylesheets, etc. that can help to make your website look great. This chapter discusses how to install, add new, or customize themes in WordPress.

Following are the steps for Theme Management.

Step (1) − Select Appearance → Themes from the dashboard.
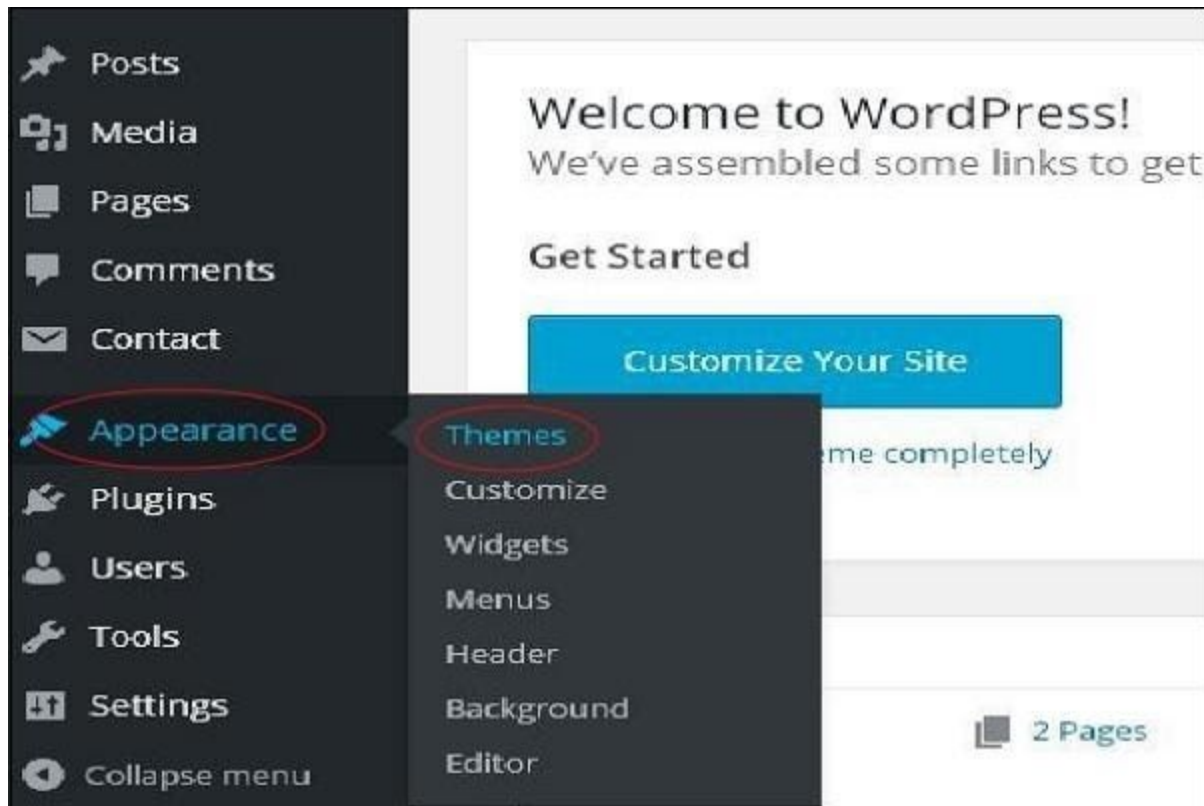
Step (2) − The following screen will be displayed. Hover over any theme and click on Theme Details.

Themes 7 Add New

Search installed themes...

Twenty Fifteen

The WordPress default theme for 2015.

The Myth of the Pier

Active: Twenty Fifteen   Customize

Clovemix

E-Commerce

Edin

Goran

Twenty Fourteen
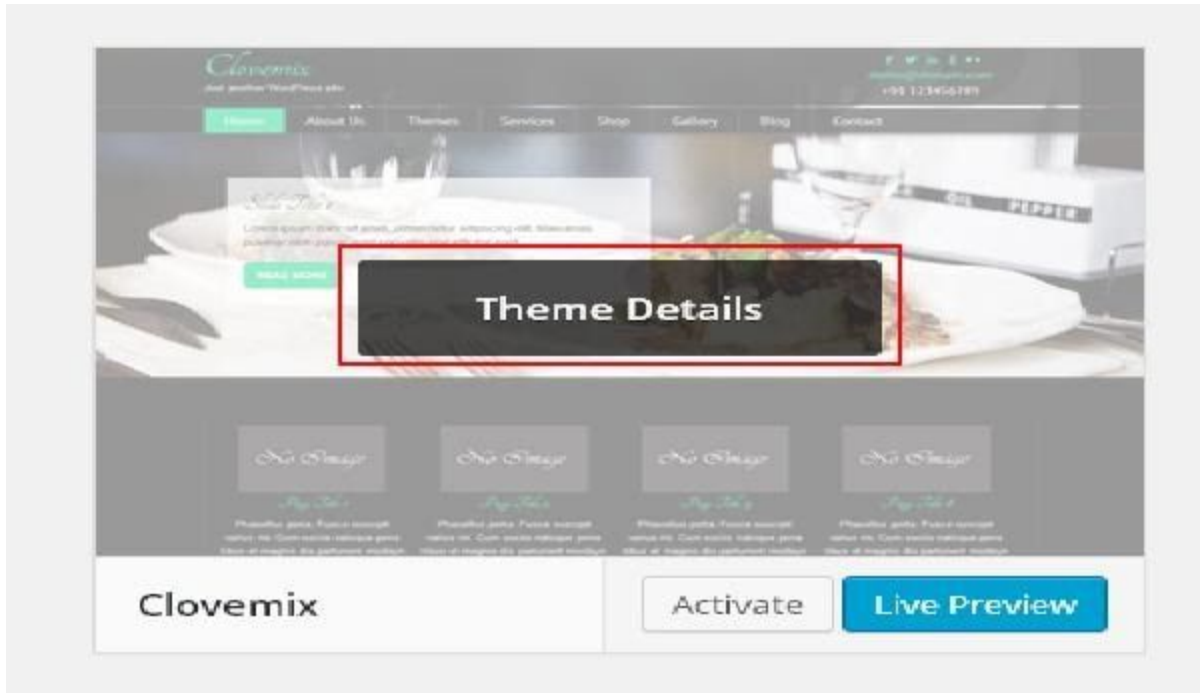
Step (3) − When you click on Theme Detail the following page appears. It consists of details related to the theme. Details like version, description, tags etc.
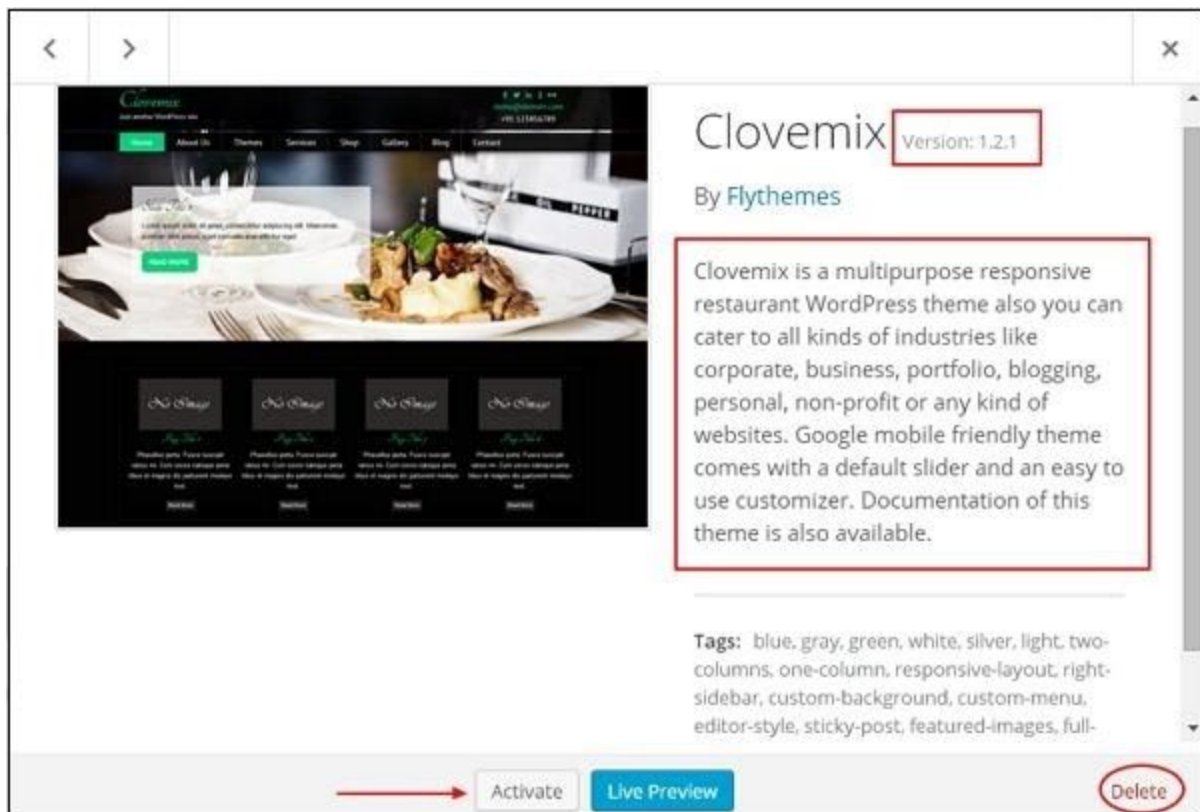
If you want to add this theme to your page/website then click on Activate, and if you want to just check the theme, then click on Live preview.

If you click on activate then you get a pop-up message as −

New theme activated. Visit site

Step (4) − Click on Customize.
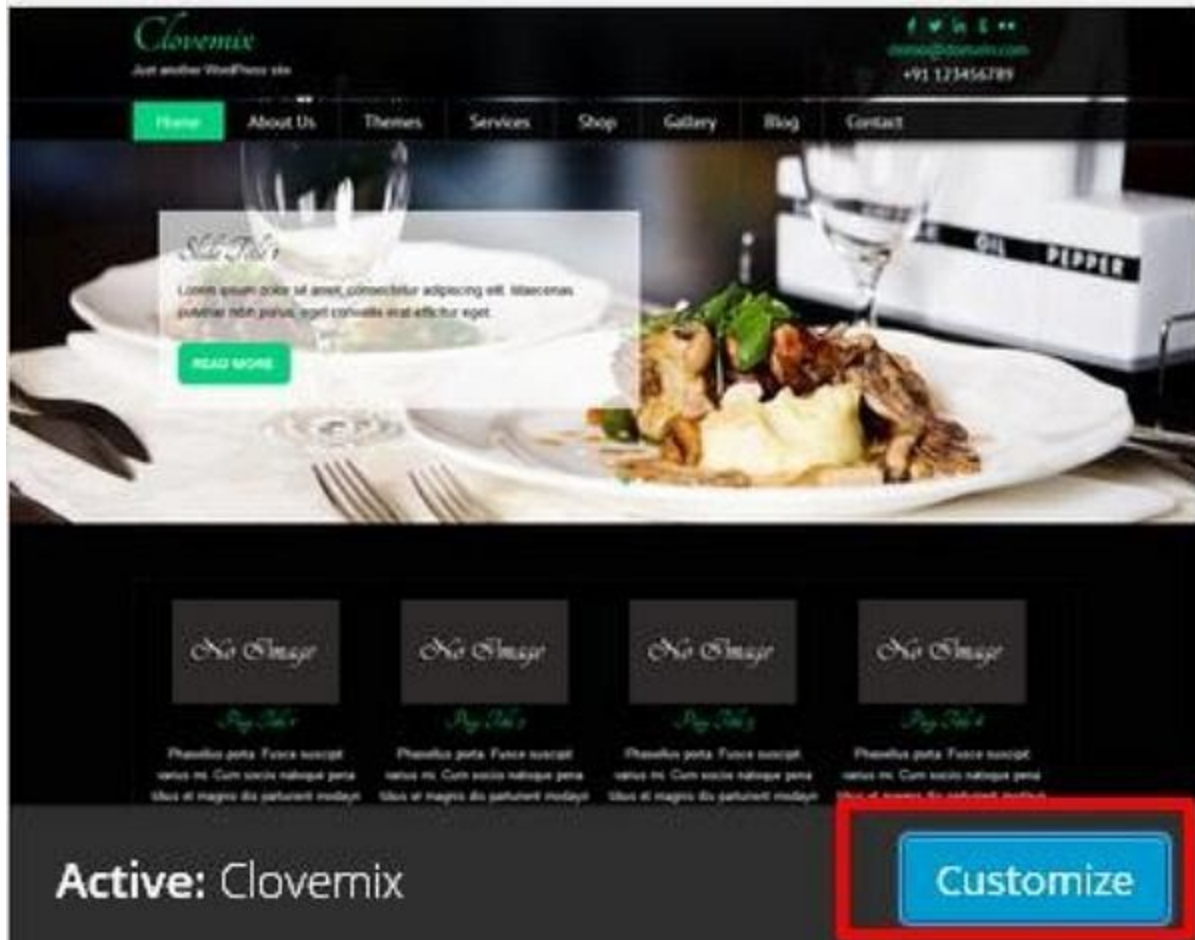
Step (5) − On the left side of the page, you can customize your theme. Any changes you make or anything new you add is displayed on the right side of the page.
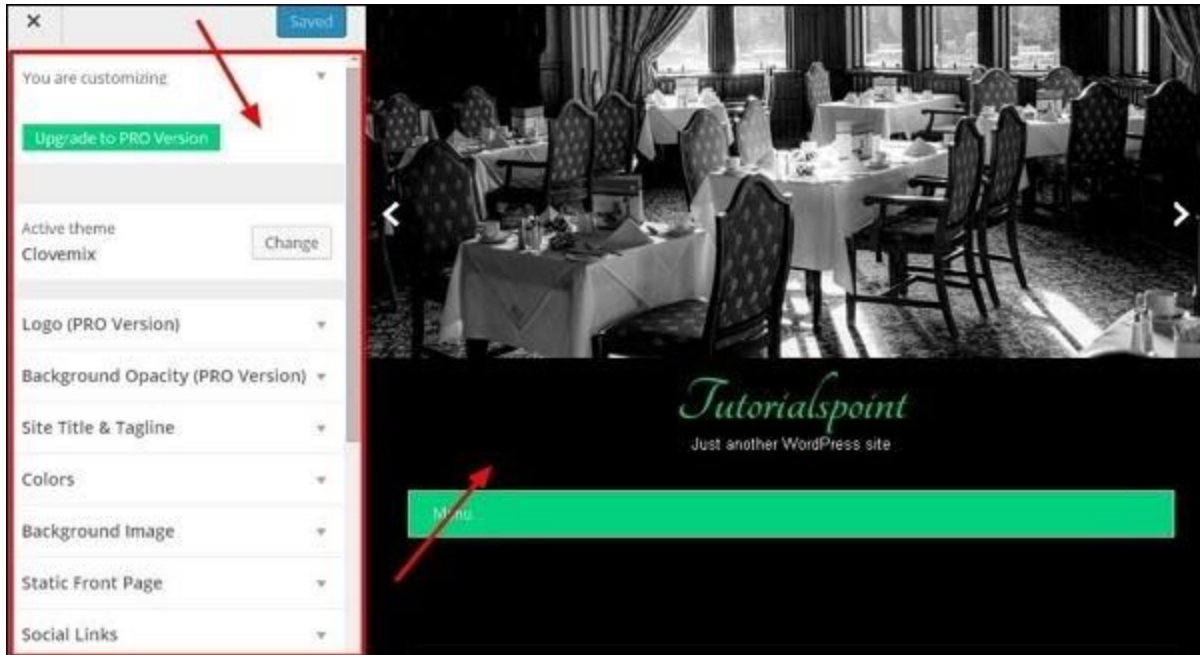
We will learn about customizing the appearance of the themes in the next chapter i.e.; WordPress Customize Theme.

Pages:

In this chapter, we will study how to Add Pages into the WordPress. Adding pages is similar to adding posts in WordPress. Pages are static content and often do not change its displayed information.

Following are the simple steps to add pages in WordPress.

Step (1) − Click on Pages → Add New as shown in the following screenshot.
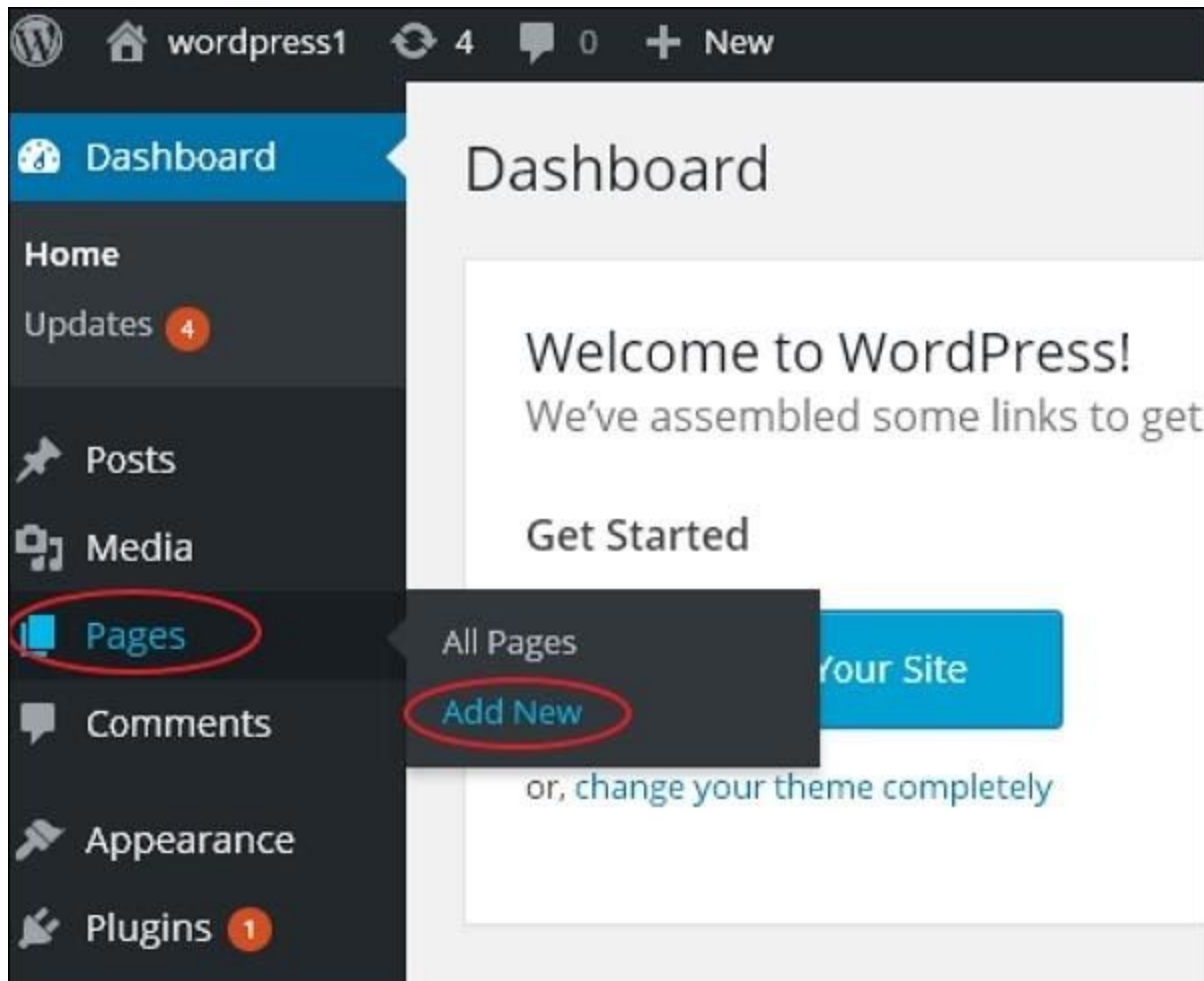
Step (2) − You will get the editor page as seen in the following screenshot. The editor page has two tabs, Visual and Text. You can insert text in either of these. Here, we'll study about inserting text into Visual format.
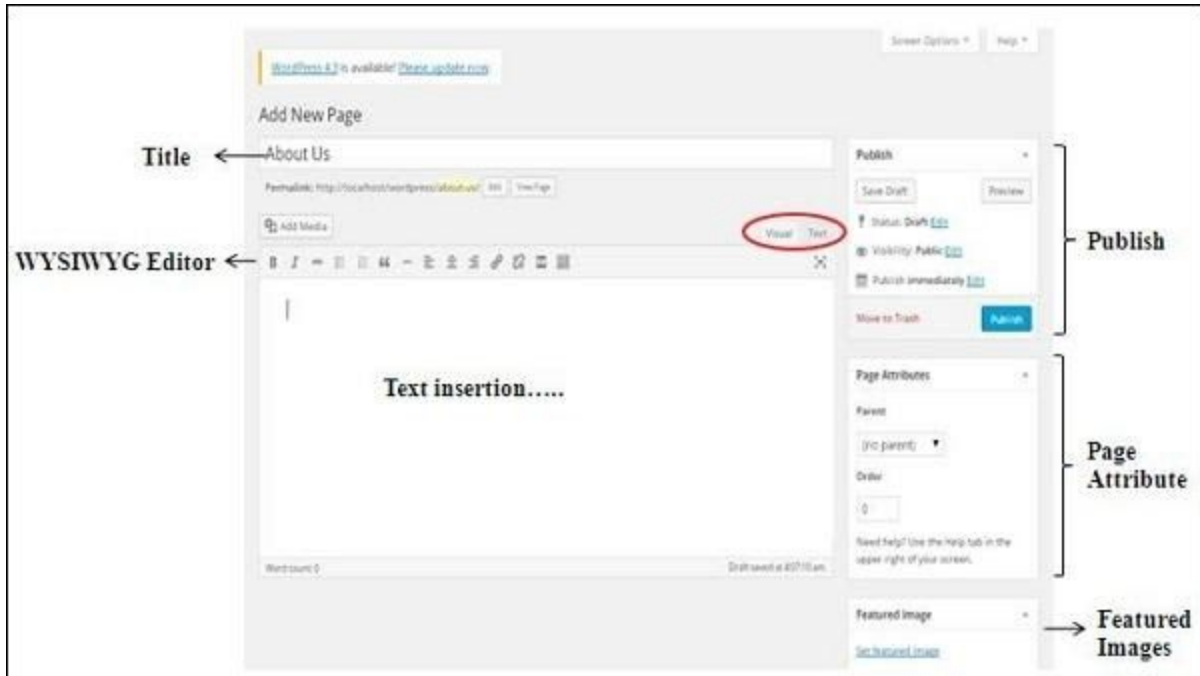
Following are the details of the fields on editor page of the Add New Page.

Title

It is used to write the title of the article, which is later displayed on the page.

Permalink shows the potential URL for the page below the title. The URL generates as per the given title.
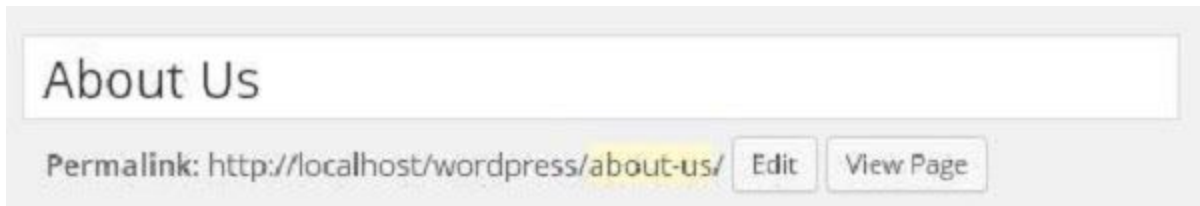
WYSIWYG Editor

It is a WYSIWYG Editor, which is similar to a word processor interface where you can edit the contents of the article.
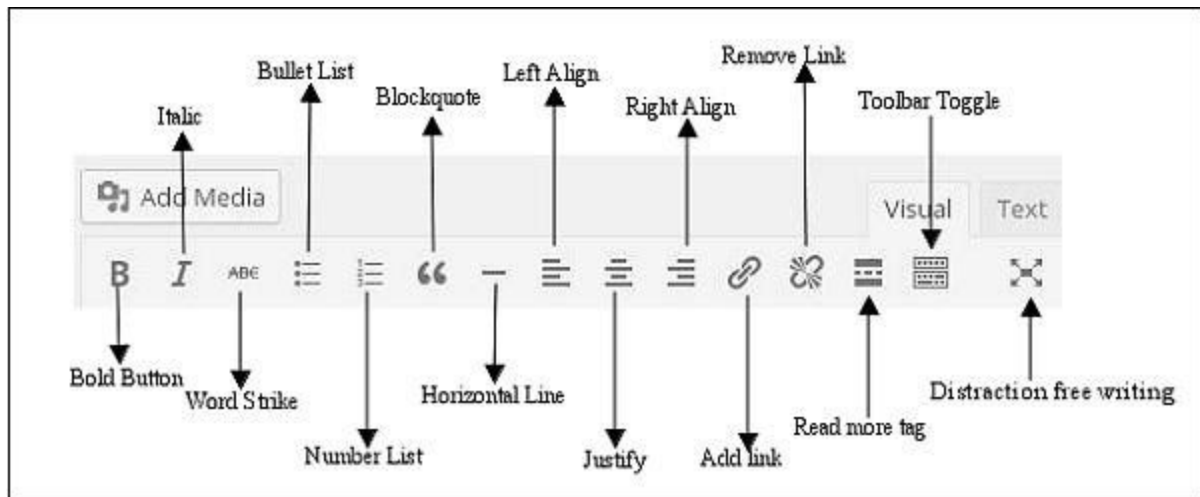
Following are the options present of WYSIWYG editor −

- Bold Button − Used to bold your font.
- Italic − Used to italicize the font.
- Word Strike − Strikes through the content.
- Bullet List − Adds bullets to content.
- Number List − Adds numbers to the list of the content.
- Blockquote − Quotes the text.
- Horizontal Line − Creates a horizontal line between sentences.
- Left Align − Sets the content on the left side of the page.
- Right Align − Sets the content to the right side of the page.
- Justify − Justifies the content of the page.
- Add Link − Adds a link to your content. When you click on this button, the following page gets displayed.

Following are the fields present in the Insert/edit link.

- URL − Enter URL you want to link.
- Link text − Insert text you want to enter into the link.
- Open link in a new window/tab − Open your link page into the new tab or window. Check the box as required.
- Or link to existing account − Links to an existing content page by selecting the page from the given list. When you click on existing page then you get a link created in the URL section as seen in the following screenshot.

- Remove Link − Deletes the particular link added for text or content.
- Read more tag − Adds Read More tag to your page.

- Toolbar toggle − Clicking on this you get another list of toolbar as shown in the following image.
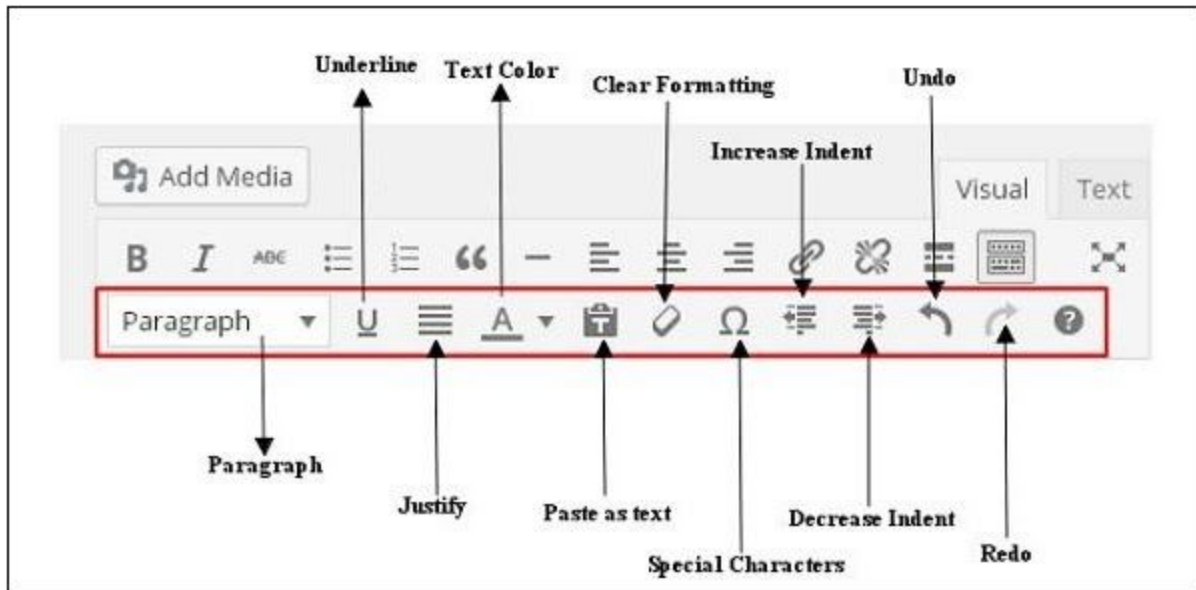
- Paragraph − Selects the headings as required for the text from the dropdown.
- Underline − Underlines the sentences.
- Justify − Justifies your content.
- Text Color − Sets color for words or sentences.
- Paste as Text − Pastes your text.
- Clear Formatting − Deletes selected content.
- Special character − Inserts special characters needed in your content.
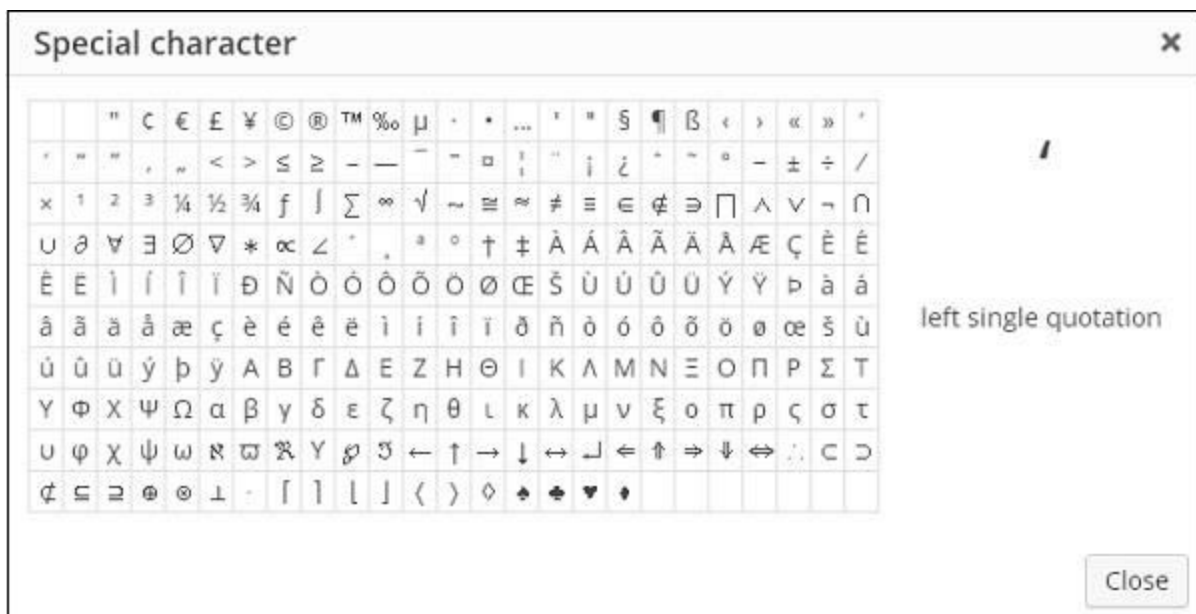
- Increase Indent − Increases the indent of the page.
- Decrease Indent − Decreases the indent of the page.

- Undo − Reverses the most recent editing command.
- Redo − Opposite of undo, restores the most recent editing command.

Text Insertion

For writing the content of an article.

Publish

To publish the page to the user on the website.

Page Attribute

Page attributes module allows you to select the parents for your particular page. You can also set order of the pages.

- Parent − Allows you to select parent page.
- Order − Sets the order of the page.

Featured Images

Includes the images in the pages.

WordPress Development

By Sagnik Mitra

Agenda:

- What is Wordpress?
- Why to learn WordPress?
- Opportunities & Prerequisites
- Advantages and Disadvantages
- WordPress.com vs. WordPress.org
- E-Commerce
- System Requirements
- Hand-on Session
- Important Plugins

What is WordPress?

WordPress is an open-source Content Management System (CMS), which allows users to build dynamic websites and blogs. WordPress is the most popular blogging system on the web and allows updating, customizing, and managing the website from its back-end CMS and components.
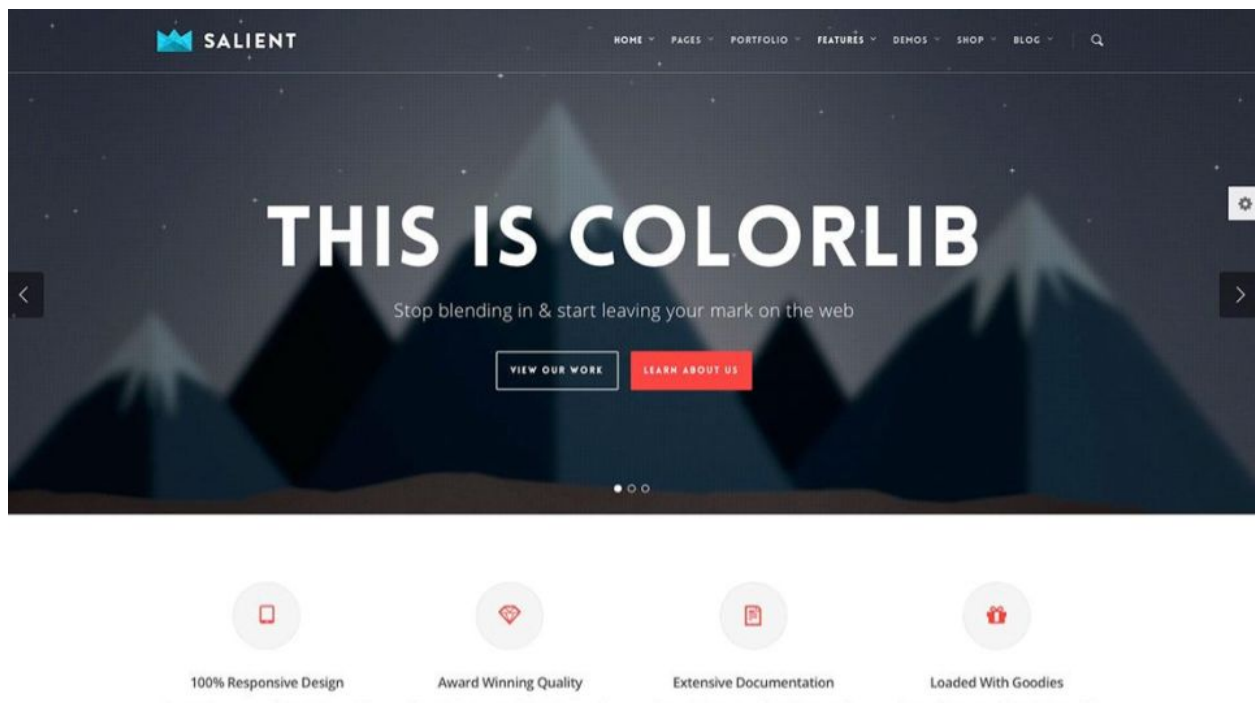
What is Content Management System (CMS)?

The Content Management System (CMS) is a software that stores all the data such as text, photos, music, documents, etc. and is made available on your website.

Ex. Joomla, Magento, Sharepoint, Shopify etc.

Why learn Wordpress?

Wordpress allows you to create any type of website. WordPress powers more than 36% of all websites on the internet. It generates thousands of job opportunities around the world, and there are millions of websites making money using WordPress.

- It's ideal for any type of small businesses
- It also allows us to create eCommerce store (without a single line of code) by WooCommerce

With a ton of plugins and themes, WordPress is easy to extend and allows you to make any kind of website imaginable.

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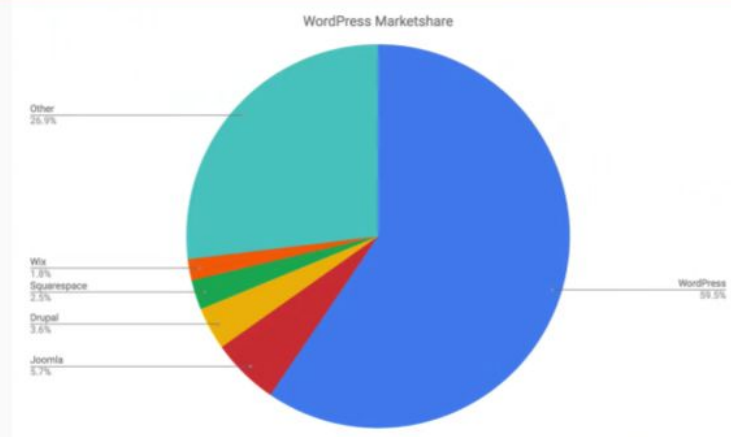
Who Uses Wordpress?

Big Brands Using Wordpress:

The New York Times

The New York Times' blogs cover everything imaginable, ranging from arts to economics.

CNN

CNN hosts blogs for their many on-air personalities and for breaking news.

Forbes

Forbes is a leading source for reliable business news and financial information.

REUTERS

Reuters' blogs deliver critical news to decision makers, powered by the world's most trusted news organization.

MACLEAN'S

Maclean's enlightens readers with investigative reporting and exclusive stories from leading journalists.

Fortune 500 Companies

GM

GM's FastLane blog is a forum for GM executives to talk about GM's current and future products and services.

UPS

UPS' Upside shares personal insights and perspective about the world's largest transportation company.

ebaY

eBay Ink is your official source for information, opinion and perspective on eBay, Inc.

SONY

PlayStation.Blog is where the people who create the PlayStation experience meet gamers & fans directly.

BEST BUY

Best Buy uses WordPress Multisite to power 1050 local store blogs & their mobile site.

Music

The Rolling Stones

The Rolling Stones' website ("the World's Greatest Rock 'N' Roll Band") including a complete discography and videos.

JAY-Z

LifeandTimes.com is curated by Jay-Z and covers a wide range of the artist's interests.

Katy Perry

Katy Perry is an American singer and songwriter. Her site offers videos, lyrics, ringtones, & more.

Lollapalooza

Lollapalooza is an annual music festival featuring heavy metal, alternative, punk and hip hop.

MP3.COM

MP3.com features over 1 million tracks, artist profiles, photos, videos, and new music daily.

Prerequisites to learn:

ABSOLUTELY NOTHING

Advantages & Disadvantages

- It is an open-source platform and available for free.
- CSS files can be modified according to the design as per the user's need.
- There are many plugins and templates available for free. Users can customize the various plugins as per their needs.
- It is very easy to edit the content.
- Media files can be uploaded easily and quickly.
- It offers several SEO tools that make on-site SEO simple.
- Customization is easy according to the user's needs.
- It allows creating different roles for users for the website such as admin, author, editor, and contributor.
- You don't need to do a single line of code.

- Using several plugins can make the website heavy to load and run.
- PHP knowledge is required to make modifications or changes in the WordPress website.
- Sometimes software needs to be updated to keep WordPress up-to-date with the current browsers and mobile devices. Updating the WordPress version leads to loss of data, so a backup copy of the website is required.
- Modifying and formatting the graphic images and tables is difficult.

WordPress.com vs. WordPress.org

Infographics Source

WordPress.org is an open source CMS, WordPress.com is a commercial project (service) which uses WordPress to power itself up.

Plugins

WordPress Plugins are like apps for your WordPress site. They allow you to add features to your WordPress site. Think contact form, photo galleries, etc.

There are currently more than 49,000 free plugins available for WordPress. There are also paid plugins sold by third-party websites and developers.

WordPress + WooCommerce

WooCommerce is an open-source eCommerce plugin built for WordPress. It allows you to leverage the most powerful content management system (CMS) and use it to run an online store. Because of the open-source nature, you can customize every aspect of your store and easily build custom extensions.

The decision to choose between the two platforms depend entirely on your needs and skill level.

WordPress Dashboard
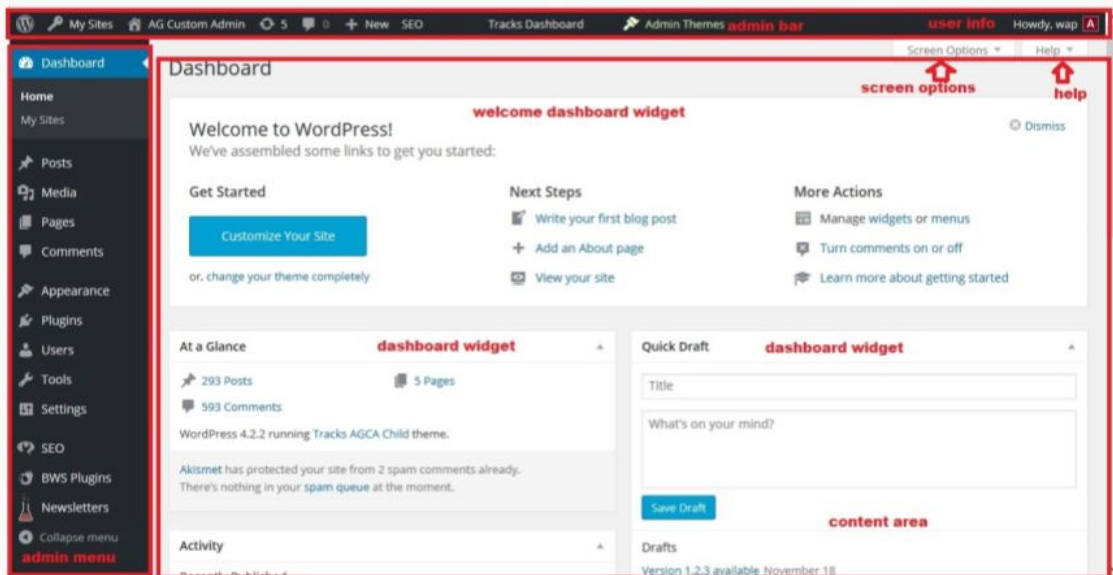
System Requirements for WordPress

- Database − MySQL 5.0 +
- Web Server −
  - WAMP (Windows)
  - LAMP (Linux)
  - XAMPP (Multi-platform)
  - MAMP (Macintosh)
- Operating System − Cross-platform
- Browser Support − IE (Internet Explorer 8+), Firefox, Google Chrome, Safari, Opera
- PHP Compatibility − PHP 5.2+

Download WordPress: https://wordpress.org/download/

Hands On

Important Plugins

- **Features**
  - **WPForms Lite – Allows you to add a contact form to your WordPress site.**
  - **Elementor - Page builder, and designing**
  - **MonsterInsights – Connect your website with Google Analytics and see how visitors find and use your website, so you can keep them coming back.**

- **Website Optimization**
  - **Yoast SEO – Improve your WordPress SEO and get more traffic from Google**
  - **WP Super Cache – Improves your website speed by serving cached pages**
  - **TinyPNG - Optimize the size of images.**

- **Security**
  - **Updraft Plus – Create automatic scheduled backups of your website**
  - **Sucuri – Website security audit and malware scanner**
  - **Askismet - Protects you from spamy comments**
  - **WPS Hide Login**
- **Migration**
  - **All-in-One WP Migration**

Questions?

http://bit.ly/gs-impact-wp

Thanks!

 sagnik.tech

 linkedin.com/in/sagnikmitra

 facebook.com/sagnik.mitra.562

 twitter.com/MitraSagnik

 sagnikmitra123@gmail.com