**WordPress – Content Management System  
CSN Sahara West Center, Room A118  
6:00-8:00 PM, January 20-February 17, 2016**

Instructor Information  
Brook Hurd  
702-233-2487  
brookh@bitslv.com

FTP Settings  
student01.bitslv.com  
Username: student01  
Password: 6Ba~0oe7

Database Information  
Database Name: student01  
Username: student01  
Location: localhost  
Password: fXr8!g95

Site Information  
Username: serenas  
Password: S3r3naS1981!

Tools  
Are You Mobile Friendly? – local report on binaryitsolutions.com  
BinaryITSolutions – includes links to map icons and generators  
Carbonite – back-up cloud service with WordPress options  
Crashplan – back-up cloud service with WordPress options  
Cyberduck – FTP tool for Macs  
Drupal – other CMS option  
FireFTP – FTP extension for Firefox  
Fresh Books – billing tool like Quick Books  
Joomla – free CMS platform, WordPress’ biggest competitor, best for straight sites  
Last Pass – information security tool  
Lynda – great resource for WordPress tutorials  
Mail Chimp – free bulk mailing service for up to 2,000 users, manages mailing lists automatically with subscribe/unsubscribe options  
Podio – free customizable organizational tool  
RocketTheme – secondary launcher for standard sites (rockettheme.com)  
Stripe – free credit card processor  
WinSCP – FTP tool for PCs  
WooThemes – secondary launcher for e-commerce sites (woothemes.com)  
WordPress – free CMS platform, constructs web pages from a single source, creates database driven websites, uses a template and database to separate design and content, basic template is responsive (fits mobile devices, necessary for Google indexing), best for shopping cart sites, installation files at wordpress.org

Acronyms  
CMS – content management system  
DNS – domain name server  
FTP – file transfer protocol

Terms  
Canonical URL – resolves URLs regardless of how they are typed (with or without www)  
Control Panel – enables domain management  
DNS – translates IP addresses to domains  
FTP – should disappear in 10 years  
I/O – ability to run multiple processes concurrently  
Malware – destructive code originating from plugins, templates and old WordPress versions  
Page – static  
Post – blog style entries  
Rocket/Secondary Launcher – fully responsive template option with installer, includes updates and extensive customization  
Shared Hosting – hosting shared with others, issues affect all users of IP address  
Widgets – short pieces of code, will change with themes, placement cannot be specified (page to page) out of the box, delete if not in use (called Modules in Joomla)

Procedures  
Create Database & Upload WordPress Files:  
GoDaddy – CPanel – Databases – MySQL – Create database & user & associate (with all privileges) / GoDaddy – CPanel – File Manager – Upload – Extract

Install FireFTP & Transfer Files:  
Firefox – Open Menu – Add-ons – Search FireFTP – Install – Restart Now – Right click top of browser – Menu Bar – Tools – Web Developer – FireFTP – Create an account – Enter FTP information – OK – Connect – Navigate to desktop – Select zip file & --> (or drag and drop) – Remove zip file after extraction

Install WordPress & Log In:  
WordPress – Download – Download – Drag WordPress to desktop – Compress all files in folder – Transfer zip file to domain root – Extract then delete zip file – Navigate to domain – English & Continue – Let’s go! – Enter database information (from database setup configuration) & Submit – Run the Install – Log In – Enter username & password (store these) – Remember Me

Edit WordPress:  
Dashboard – Updates – Re-install Now – adjust to make efforts easier, use Help dropdowns for added information about each area

Plugin – Install Now – Activate Plugin (one at a time)

Settings – General Settings  
Site Title – used for SEO, hidden for most users  
Tagline – erase this or replace with site information  
Membership – leave unchecked unless creating a member site  
New User Default Role – leave as is  
Timezone – adjust for current location (America – Los Angeles)  
Date Format – use second option (most sortable) or create custom option with PHP (reference formatting link)  
Time Format – use second option  
Week Starts On – only matters if information is being used, leave as is if not  
Site Language – changes language of interface not posts, install WordPress for each language used or use Joomla for multi-language sites

Settings – Writing Settings  
Default Post Category – consider ease of posting  
Default Post Format – consider ease of posting or leave as is  
Update Services – too new to incorporate

Settings – Reading  
Front Page Displays – your latest posts (blog) or a static page (site), use a static page for more control  
Feeds – send out and pull in  
Search Engine Visibility – uncheck when site is fully developed and ready to go live

Settings – Discussion  
Uncheck Allow people to post comments…  
Check Users must be registered…  
Uncheck Anyone posts a comment…  
Check Comments must be manually approved…  
Maximum Rating – consider audience

Settings – Media  
Thumbnail Size – 250 x 250  
Uncheck Crop thumbnails to maintain images…  
Medium Size – 400 x 400  
Large Size – 1224 x 1224 (600 x 600)  
Adjust sizes then use regenerate thumbnails (useful if images are corrupted)

Settings – Permalinks  
Common Settings – Post Name – clean and simple, huge SEO benefits, set once and do not change again

Settings – Tools  
Available Tools/Import/Export – pull or push content once

Settings – Users  
Click Log Out Everywhere Else – maintains security

Appearance – Themes  
Add New – choose theme or upload own, popular themes work well within WordPress, select theme and install, customize but avoid Editor

Appearance – Menus  
Create New Menu – drag and drop menus, indent elements to create submenus, incorporate CSS from template, insert class information, associate to specific areas, descriptions will display if supported

Appearance – Editor  
Allows you to edit templates (a bad idea, as changes are lost with template updates)

Media Library – Add New – Select File  
Click file – add Title, Alt Text, Description and Caption (optional, will show under file, all good for SEO) – Link to Media File (full size version of file) – Save (automatic)  
Pages – Page – Add Media – Publish

Fix I/O Issues:  
GoDaddy – Cpanel – Software – Optimize Website – Compress Content

Update PHP Version:  
GoDaddy – Cpanel – Software – Optimize Website – PHP Version – Check highest version and memcache

Widgets  
Recent Posts – refreshes content  
Tag Cloud – categorizes using multiple values and provides secondary search option  
Text – includes HTML within site

Plugins  
Black Studio Tiny MCE – creates a visual editor for HTML  
Disable Comments – does just that, choose everywhere, avoids spam filling up the database  
Formidable Forms – adds forms to site, offers more built in programming features, designed to be responsive, includes bulk options for database and plugins for services like Mail Chimp, use if building more than just a form  
Meta Slider – adds slideshow elements  
Next Gen Gallery – creates photo galleries  
Ninja Forms – adds forms to site, includes pre-designed contact form, straightforward but limited, use to return submitted data thru email  
Photo Gallery – creates galleries  
Regenerate Thumbnails – adjusts thumbnail sizes of all images  
Simple Calendar – includes data from a public Google calendar (with a Google API key)  
Theme My Login – wraps login in theme, adds pages that may be customized, needs to be updated regularly, choose username or email login type, use actual code [theme-my-login] to control access and content, Log In/Out only display when needed  
Tiny MCE Advanced – adds a different WYSIWYG editor to WordPress with more advanced editing features, including clear formatting, and allows import and export of editors  
Wish List Member – creates membership site  
Woo Commerce – creates e-commerce site, builds shopping cart along with payment processor, includes PayPal Standard, works best with Woo Templates (like free option Storefront)  
WP Google Maps – incorporates maps with mark ups  
WP Super Cache – speeds load time, install once site is fully developed and test extensively  
Wordfence Security – protects site from malware, enable auto-updates and scan theme and plugin files  
XML Sitemaps – use unless you are using Yoast  
Yoast – makes your site SEO friendly, Woo Commerce plugin adds additional SEO to products

Look for:  
Last update – less than 1 year  
Reviews – plentiful and positive (3 ½ stars +)  
Compatible with your version of WordPress (NOT untested with your version of WordPress)

Strategy  
Learn HTML, CSS, PHP and Google Webmaster Tools for long term web development work  
Websites should have a load time of less than 10 seconds, and videos should be 10-20 seconds  
Do not think in a linear fashion when designing websites, as the web is designed to find things in multiple ways  
Everything within a website should be accessible with 2-3 clicks  
Each webpage should have a focus  
Keep in mind that search engines list webpages not websites  
Offer content to draw people in and interest people in you  
Incorporate dynamic widgets into static pages, so that they update automatically when content is added  
Monitor user behavior, using Google Analytics, and respond accordingly  
Integrate tools that you use every day, such as calendars and social media

E-Commerce  
Downloadable products are not taxed like other products  
The government can only hold businesses liable for state taxes, as they are assessed based on business address  
Set up shipping based on taxable rate of purchasers’ location  
Use free or static shipping to start, or a plugin to calculate dynamic shipping rates, or include shipping expenses in prices  
Do a lot of research before considering international shipping  
Always add shipping weights, multiple photos and a unique SKU number for each product

Scenarios  
When changing domains, export database to text file, find and replace name in text editor and import  
When changing web hosts, zip files, download, upload, and unzip files then zip database, download, find and replace all URLs in text editor, upload and unzip database  
When URL links need to be renamed, do so in .htaccess  
When an update fails and a site goes down, delete the .maintenance file (at the site root)  
When a plugin breaks a template, go to wp-content/plugins/folder and rename with .bk extension. This will deactivate the plugin without deleting it

Tips  
NEVER include spaces in filenames  
NEVER use admin or root as username, and do not use single word elements (usernames are permanent)  
Use a number, an uppercase letter, and a special character when creating passwords  
Create database with username & password before installing WordPress  
Avoid builder tools to maintain control of site (ease of changing hosts, etc.)  
Buy SSL Certificate, for several years, thru web host for e-commerce sites  
NEVER leave site open to search engines while building (discourage with checkbox)  
Keep an eye out for updates and update regularly for security  
Always back up a site before updating, and backup shopping cart sites daily  
Most plugins will be a folder, but a few are files  
Look for plugins that incorporate feeds with API keys, like Flickr, Twitter and Facebook business pages  
Do not choose a featured plugin unless you know what you are looking for  
If you can do without plugins, do so, as more plugins provide more opportunities for hacking, slow your site down, could fight with one another, and require more updates  
Delete plugins and files, including automatically installed Akismet and Hello Dolly, as necessary  
Use customization options, rather than template edits, to prevent update issues  
Most free themes are basic versions (beta) of higher end themes  
Look for themes with Google Analytics included, multiple menu locations, and more customization options  
Every theme can be edited but not all should be  
Set up Settings once and do not change again (save for Media)  
Settings options will change with the addition of plugins  
Remove junk email users, organize users and assign different roles if necessary, and do not grant administrator role unless user is capable  
Before removing users, create new user and merge content to preserve it  
Do not use the same keywords, descriptions or content on multiple pages within a site  
Only publish approved content  
Embed elements from other sites to preserve bandwidth (never embed videos)  
Beware of social media sites, which own photos once uploaded  
Naming files in Media Library is essential  
Use screen resolution to prevent stealing of images (without watermarks)  
Do not use tables as they are not responsive  
Use style formatting to manage formats with templates (never use font family)  
Do not add a bulletin board to a site unless there is time to monitor it (spam magnet!)  
Do not add Google Analytics directly to WordPress (not worthwhile)  
Only install one cache tool at a time  
Right Click – Inspect Elements to see code running under websites in browser  
!important assigns importance to elements and overrides CSS  
If you reach your I/O limit, your site is receiving lots of traffic or is being hacked  
Look for both malware and its source to prevent vulnerabilities  
Include more than one menu, which can replace link lists, in every site  
Never post an email address on a website, use a contact form instead  
Forms capture submission information in the database, which can be exported for data mining  
Multiple notifications allow more than one action to occur after an email submission  
Always link to the same site in the same tab and to new sites in new tabs