



WordPress.ORG: for Non-Coding Beginners Day 1

Easily manage
your own website or blog
without a web designer

Quick Intro

- Bethany Siegler of UniqueThink.com
- **WordPress.ORG** not WordPress.COM
- Current version is 3.9.1

Introduction to WordPress

WordPress Glossary of Terms

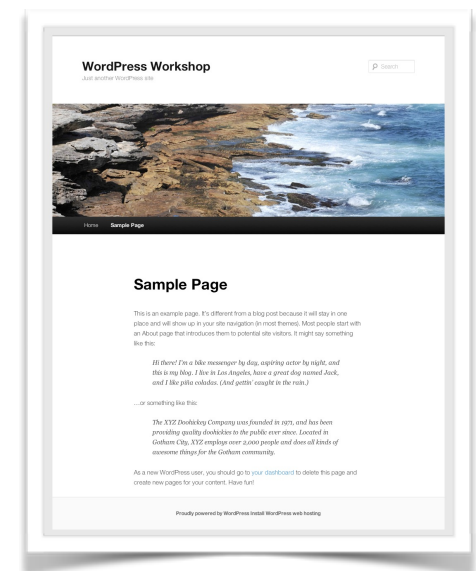
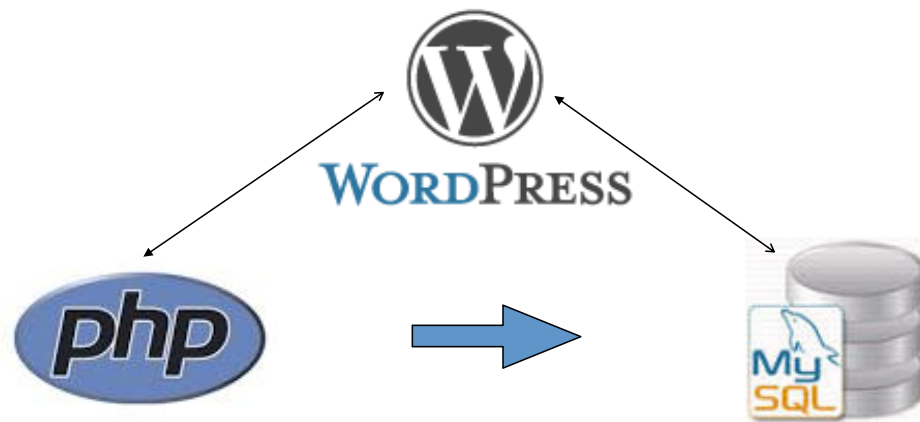
- WordPress Software/Application:
 - Lives online (web server)
 - NOT on your computer
 - Browser-based editing
 - I suggest using **FireFox** or **Chrome**



WordPress Glossary of Terms

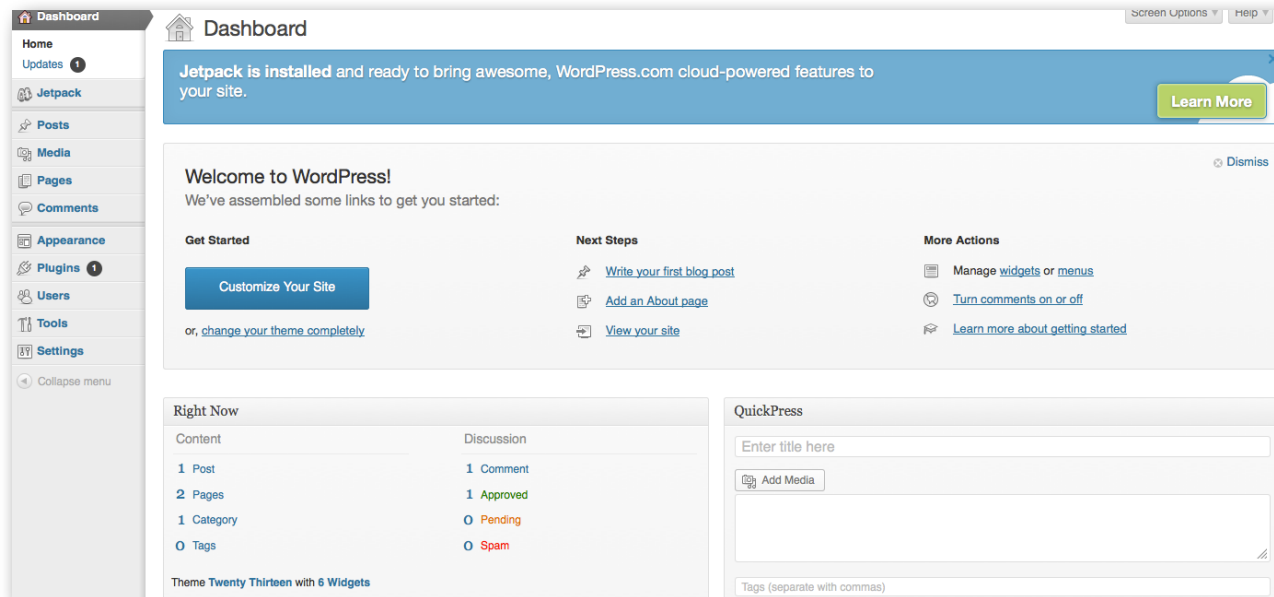
–GEEK TALK:

- WordPress uses:
 - PHP files: **talks** to the Database
 - MySql Database: **stores** YOUR content and settings



WordPress Glossary of Terms

- Admin Section (aka Dashboard):
 - Backdoor to your site (**where you login**, lives online)
 - Administrative area
- Way to **edit/add content** to site



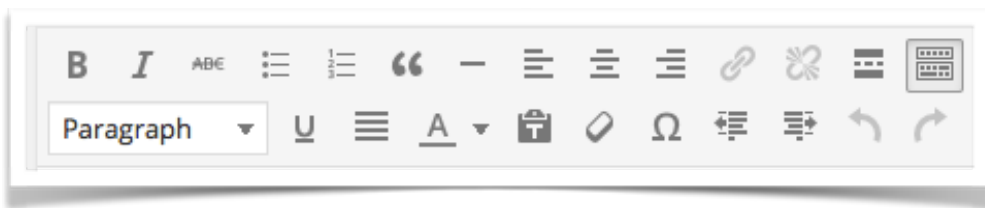
WordPress Glossary of Terms

- Content Management System (CMS):
 - **System that Manages Your Content:**
 - **Organizes** content into:
 - Pages, Posts, Media (images, video...)
 - Add, find, edit and archive content

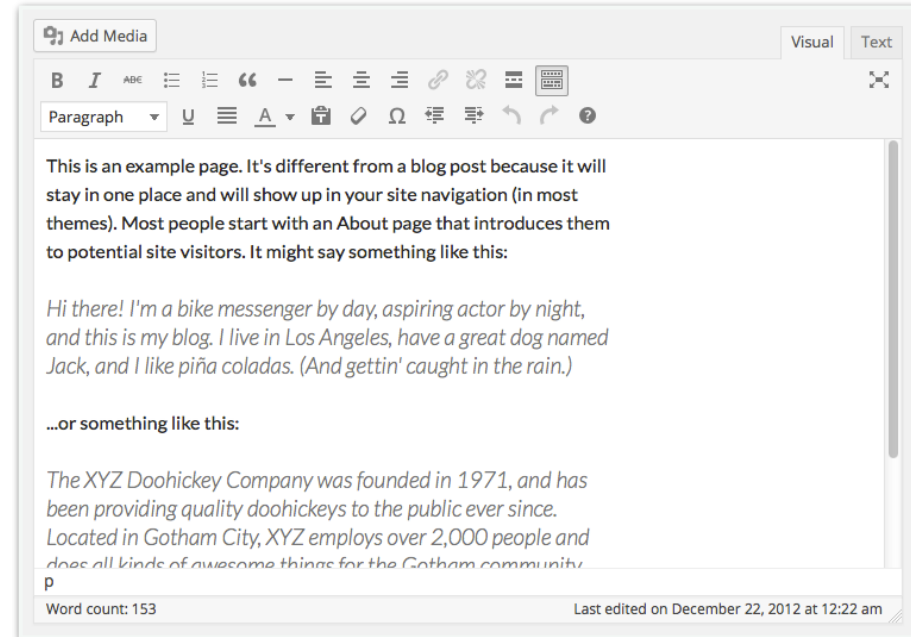


WordPress Glossary of Terms

- Visual Editor (WYSIWYG):
 - What You See is What You Get
 - Toolbar icons: help **stylize content**
 - Don't need to know HTML (but sometimes helpful)

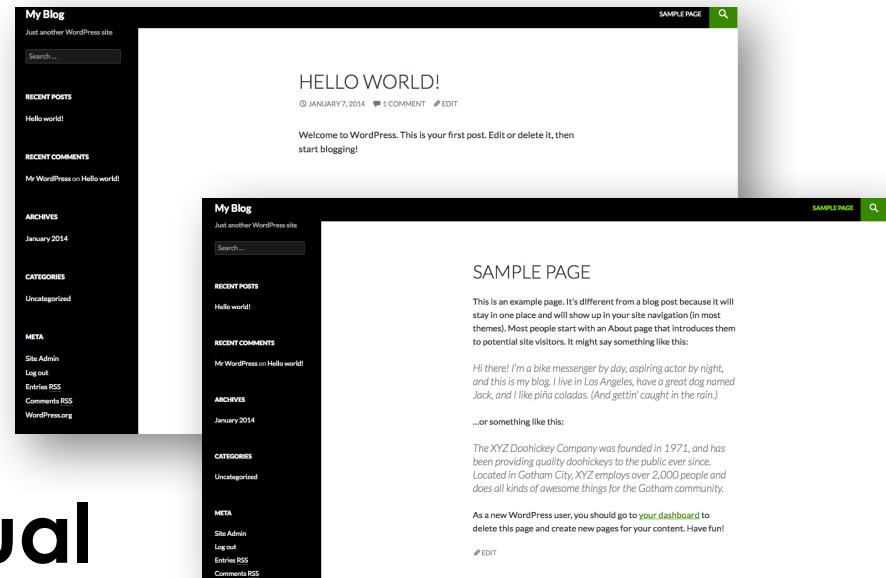


B for **Bold**
I for *italics*



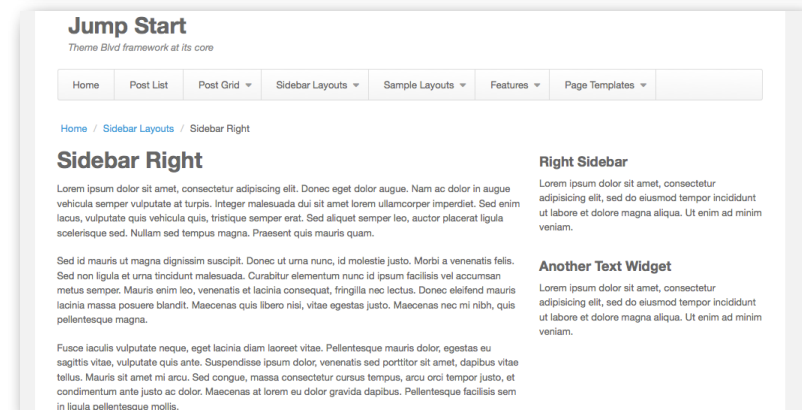
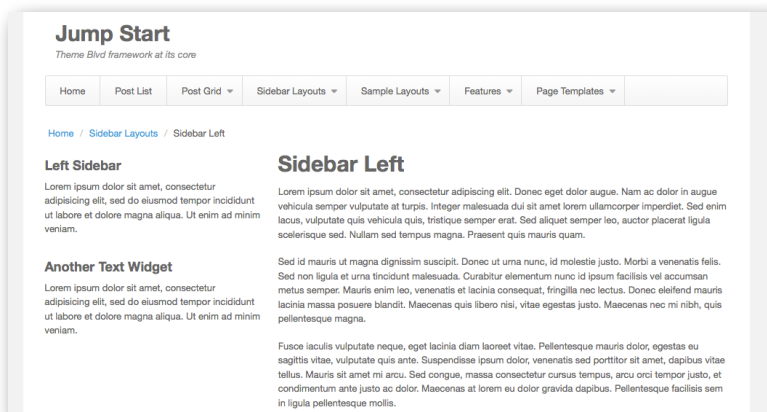
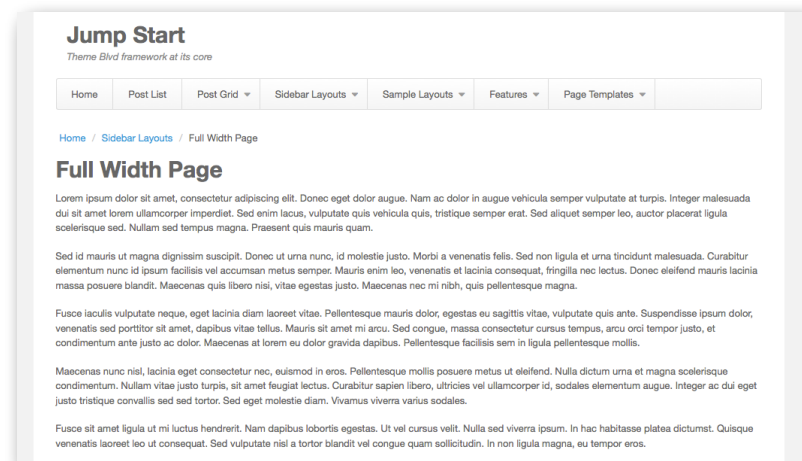
WordPress Glossary of Terms

- Themes: Current default is TwentyFourteen
 - Controls the **PRESENTATION**
 - Can be switched out (for a new look)
 - 1000s and 1000s free & premium (paid)
 - **Not all are created equal**
 - Can customize: to represent your style and/or brand



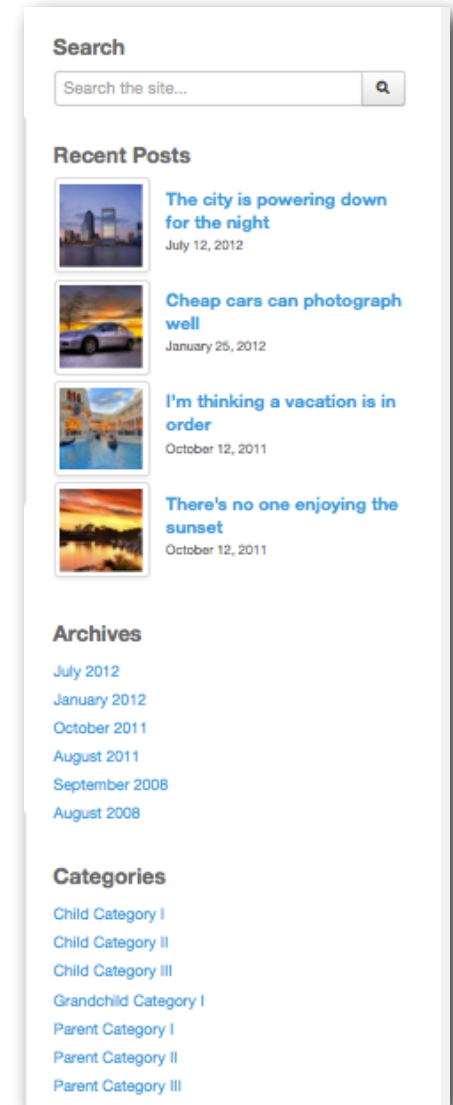
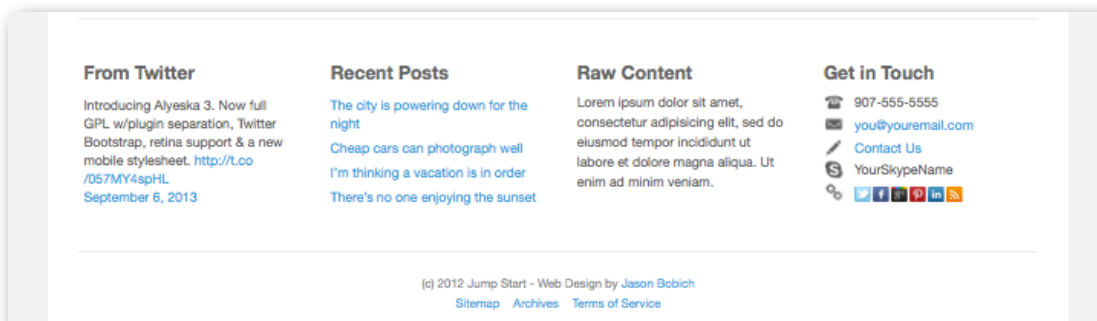
WordPress Glossary of Terms

- Template:
 - Individual page/post layout structure
 - Full width
 - Sidebar on Right
 - Sidebar on Left
 - Other options



WordPress Glossary of Terms

- Sidebar Widgets:
 - Typically Blogs have sidebars
 - Dynamic Content
 - **Automatically pulled in**
 - **Piece of code**
 - Widget Example:
Recent Post Widget
 - Widgets aren't only for sidebars



WordPress Glossary of Terms

- Plugins:
 - Plug it into core
 - A mini piece of software
 - **Automates** or **adds functionality**
 - May be for visitor or admin's experience



Manual



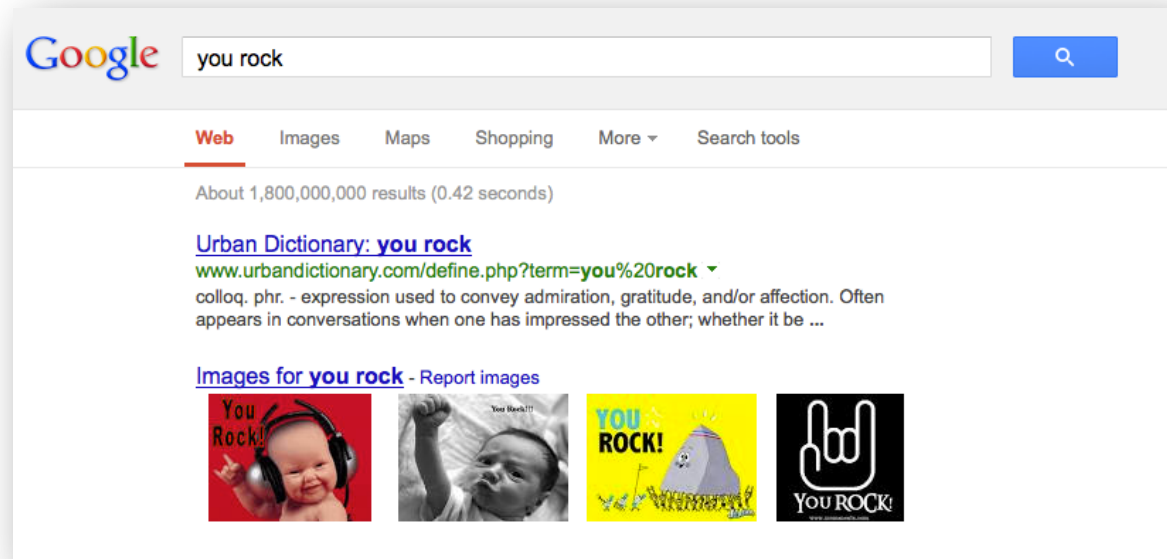
VS.



Automated

WordPress Glossary of Terms

- Search Engine Optimization (SEO):
 - Actions to **help rank better** with the **search engines**
 - In turn, **helps people find you easier**
 - Dave Taylor has a great SEO workshop



Hosting Service Providers

Here are a few hosting solutions I recommend:

HostMonster: This company has a low yearly price, 24 hour Utah based “technical support” (not just customer support, but folks who can answer technical questions) and are good with WordPress/security and backup issues:

<http://www.hostmonster.com/track/uniquethink/>

They also recently added a “**PRO**” account – which is more money, but provides faster speed, your own dedicated IP address, and more

BlueHost is the sister company of HostMonster and offers the same product for about \$1 more a month – and are a recommended WordPress.ORG vendor:

<http://www.bluehost.com/track/uniquethink/>

HostGator: This company has reasonable monthly plans and uses renewable energy – they are also a good choice for folks with are planning to have a store on their site. They also offer plans for sites that might grow too large or prefer not to be on a shared server (which I can explain better, if you have a need for this):

<http://secure.hostgator.com/cgi-bin/affiliates/clickthru.cgi?id=bethink>

WP Engine: This company is considerably more expensive, but has a lot to offer. They specialize in hosting WordPress sites, do backups and upgrades for you,

so you don't have to worry about doing them on your own. The one draw back is they do their support via email, not phone. If you are not the type to maintain updates on your site, you should seriously consider this type of option (or one of the other plans and then hire someone to do the maintenance for you): <http://uniquethink.com/wpengine>

HostMonster, BlueHost and HostGator were all recently purchased by EIG, who owns many other hosting companies.

There are a lot of companies I would not recommend, they either for price, security or other factors, so please consider of these as an option.

I typically encourage folks to purchase their domain name registration somewhere else and then point it to your hosting company (think of it like forwarding a phone number). The reason for this is if you ever want to change hosting companies, it is potentially easier.

These are affiliate links, but the reason I recommend them is because I think they are better solutions than other providers like GoDaddy and Network Solutions.

WordPress Installation

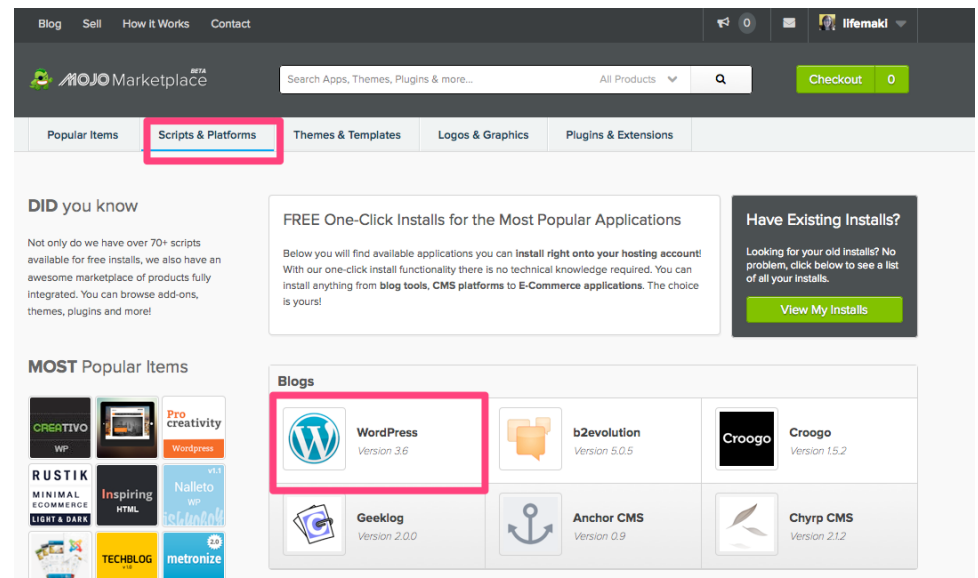
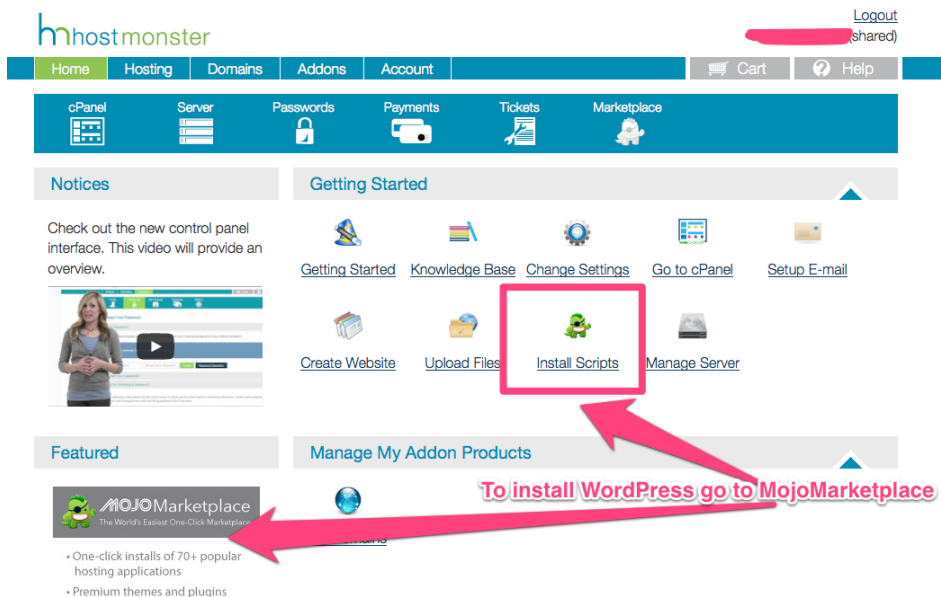
- 1-click install

- DEMO it on HostMonster:

<http://www.hostmonster.com/cgi/demo>

Notes on how to use:

<https://my.hostmonster.com/cgi/help/wordpress>



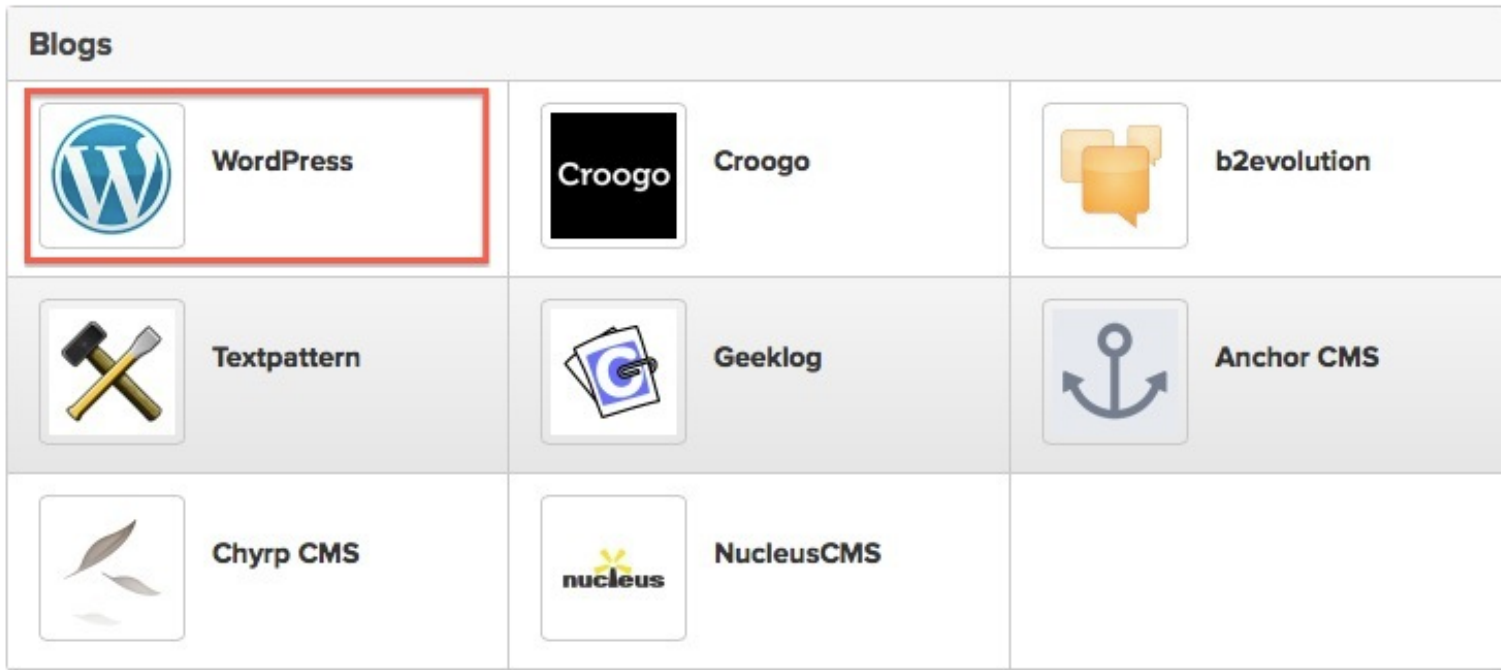
WordPress Installation

Installing WordPress with MOJO Marketplace

1. Navigate to the MOJO Marketplace section inside cPanel.
2. Click the **One-Click Installs** icon.



3. Choose **WordPress**.



WordPress Installation

4. Click the **Start** button.



5. Choose the domain name to install it to.

Select which domain you would like to install to:



- In the field next to the domain, you can enter a subfolder such as 'blog' or leave it blank if you want the site's main page to be the blog.
6. If necessary, you can edit the email address, username and password for the new Wordpress installation. Click "advanced options" and you can change those settings.
7. Read through the license and service agreements and check the boxes.
8. Select the **Install Now** button.

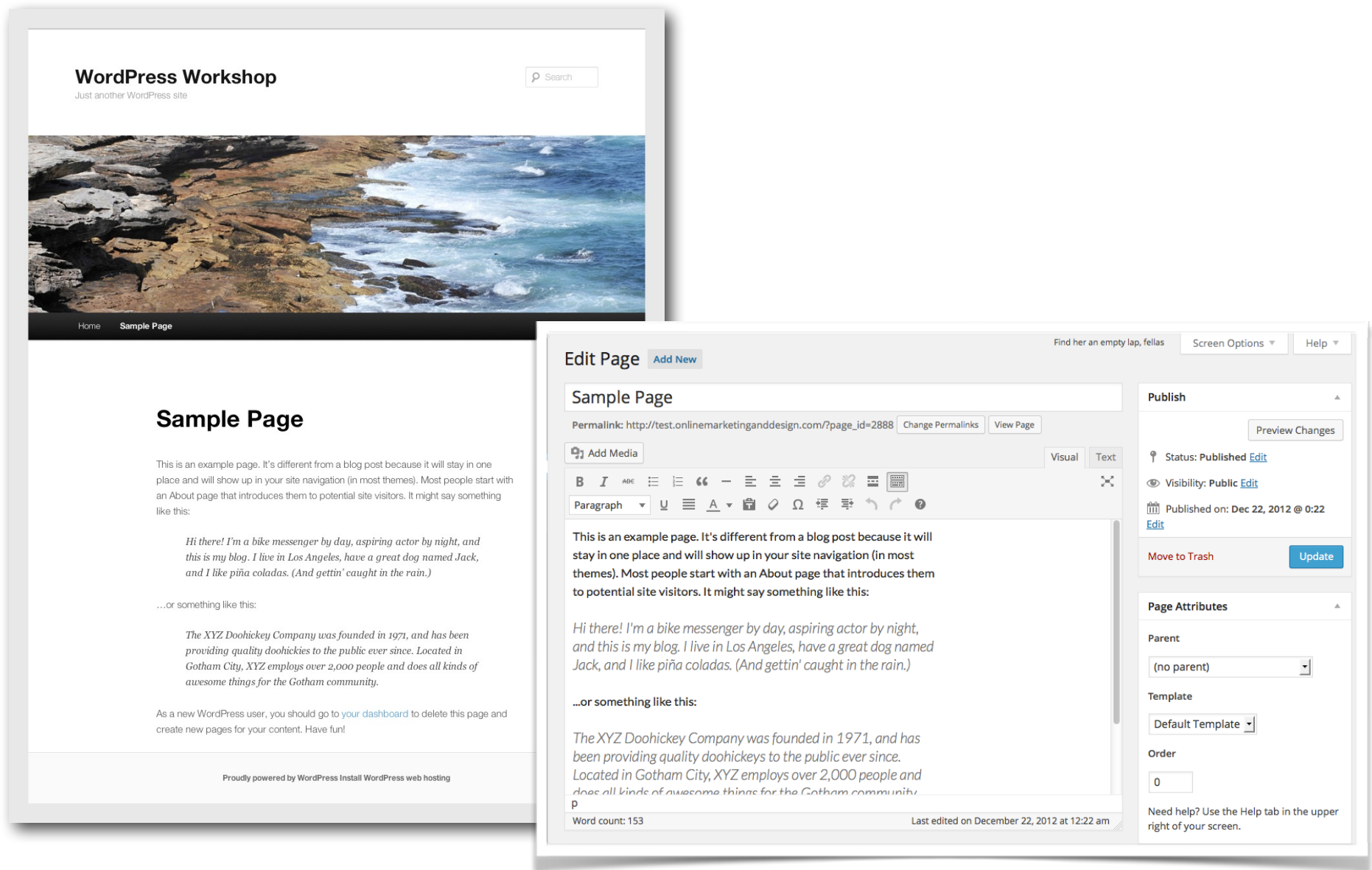
☒ I have read the terms and conditions of the [GPLv2](#)

Install Now

Definitely create
strong username
and password

Visitor vs. Admin

Visitor vs. Admin



The image displays two overlapping screenshots from a WordPress installation. The background screenshot shows the 'WordPress Workshop' website as a visitor would see it. The foreground screenshot shows the 'Edit Page' interface as an administrator would see it.

WordPress Workshop (Visitor View):

- Header: WordPress Workshop, Just another WordPress site, Search bar.
- Image: A large photograph of a rocky coastline with waves crashing against the shore.
- Footer: Home, Sample Page.
- Main Content: Sample Page. This is an example page. It's different from a blog post because it will stay in one place and will show up in your site navigation (in most themes). Most people start with an About page that introduces them to potential site visitors. It might say something like this:
Hi there! I'm a bike messenger by day, aspiring actor by night, and this is my blog. I live in Los Angeles, have a great dog named Jack, and I like piña coladas. (And gettin' caught in the rain.)
...or something like this:
The XYZ Doohickey Company was founded in 1971, and has been providing quality doohickies to the public ever since. Located in Gotham City, XYZ employs over 2,000 people and does all kinds of awesome things for the Gotham community.
As a new WordPress user, you should go to your [dashboard](#) to delete this page and create new pages for your content. Have fun!
- Footer: Proudly powered by WordPress. Install WordPress web hosting.

Edit Page (Admin View):

- Page Title: Sample Page. Permalink: http://test.onlinemarketinganddesign.com/?page_id=2888. Buttons: Change Permalinks, View Page.
- Buttons: Add Media, Visual, Text.
- Rich Text Editor: Contains the same text as the visitor view, but with formatting options (bold, italic, link, etc.) visible.
- Right Sidebar: Publish (Status: Published, Edit, Preview Changes), Visibility: Public (Edit), Published on: Dec 22, 2012 @ 0:22 (Edit), Move to Trash, Update.
- Page Attributes: Parent (no parent), Template (Default Template), Order (0).
- Footer: Word count: 153, Last edited on December 22, 2012 at 12:22 am.

Visitors' Experience:



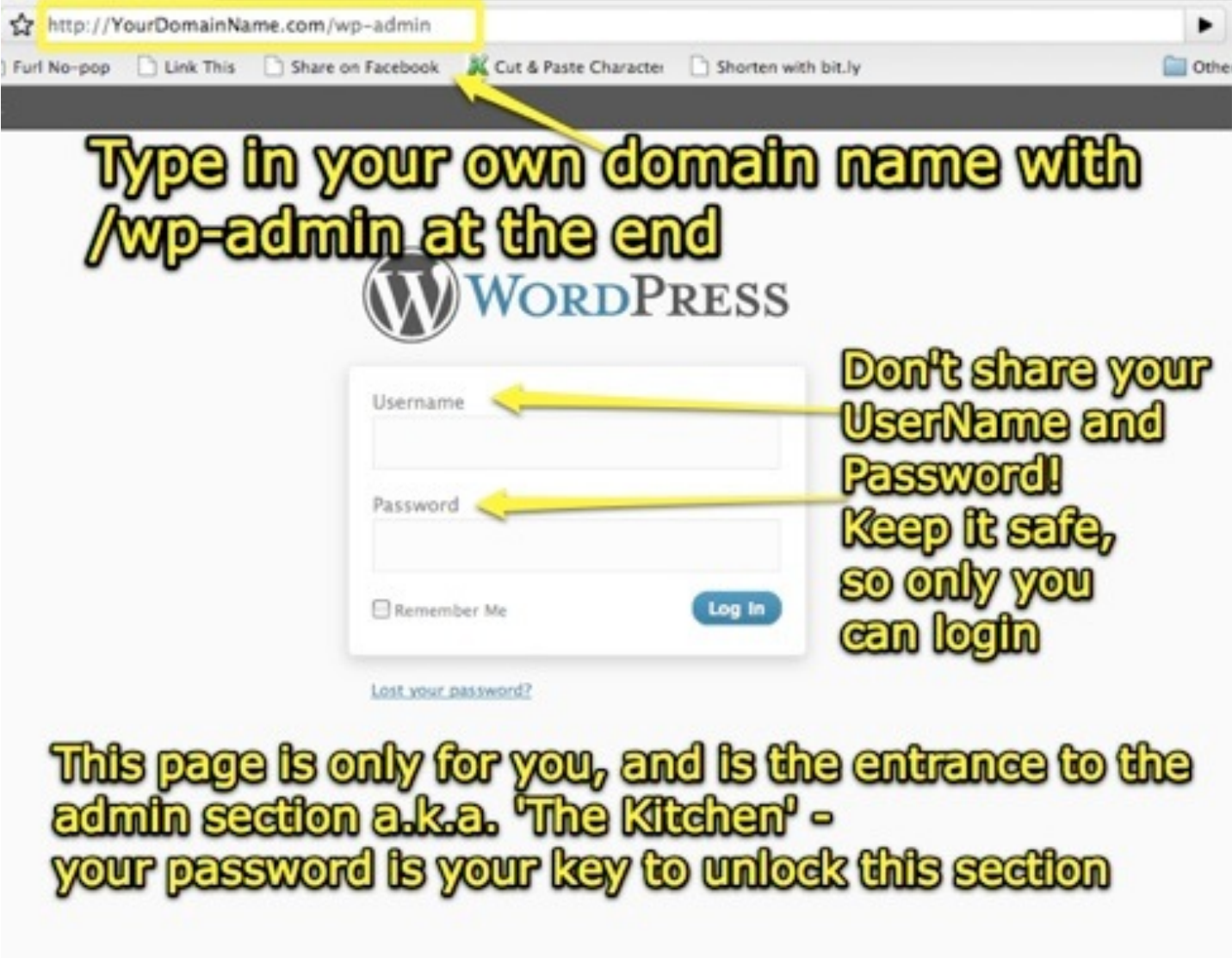
A man in a white chef's uniform is smiling and holding a white plate with a colorful salad. The background is a warm, orange-toned interior with a large, glowing circular light fixture. The text "View from Kitchen" is overlaid in white, with "– You Are the Chef" below it.

View from Kitchen

– You Are the Chef

Logging In – where to go

Admin Panels – Where do I login?



The image shows a screenshot of a web browser displaying the WordPress admin login page. The browser's address bar shows the URL `http://YourDomainName.com/wp-admin`, which is highlighted with a yellow box. Below the browser window, there are several yellow text annotations with arrows pointing to specific elements on the page:

- An arrow points from the text "Type in your own domain name with /wp-admin at the end" to the address bar.
- An arrow points from the text "Don't share your UserName and Password! Keep it safe, so only you can login" to the "Username" and "Password" input fields.

The login form itself includes fields for "Username" and "Password", a "Remember Me" checkbox, and a "Log In" button. Below the form is a link that says "Lost your password?". The WordPress logo and the word "WORDPRESS" are visible above the form.

Type in your own domain name with /wp-admin at the end

Don't share your UserName and Password! Keep it safe, so only you can login

This page is only for you, and is the entrance to the admin section a.k.a. 'The Kitchen' - your password is your key to unlock this section

We interrupt this workshop, to
bring you an Important
Message:

USE STRONG User Names and Passwords

Best practice for creating passwords (read later)

- **Creating unique passwords** for each use (not using the same one on everything from your email account to your bank account! This is critical)
 - Keep passwords in a secure place**, like a tool specifically encrypted for password storage. This helps you to be able to remember multiple passwords, as well as protect the various ones you have created
- **Use a password generating tool**
- **Make sure the password contains a mixture of upper and lower case letters, numbers and special characters:** Do not use a common word that is in the dictionary and then throw a # or two at the end. Break up the letters with characters and #, the longer the better.

Here is an example: **h*#3Tma4pP7j2\$*8**

Do not provide your passwords to your staff – create separate ones for staff members or interns who might be helping you out. That way, should they leave, you can delete that password and create a new one for anyone new.

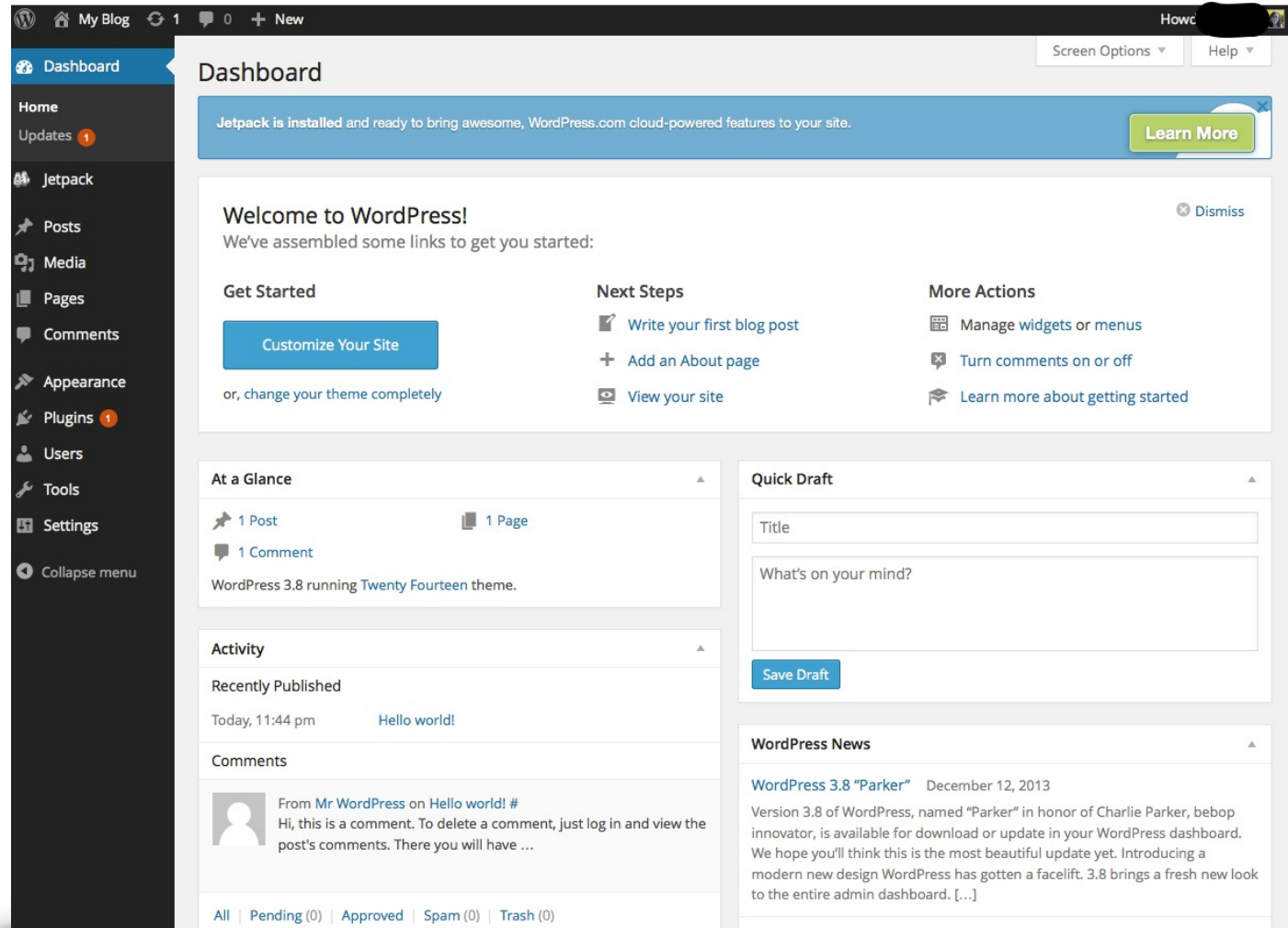
1Password: Remember and Manage ALL your passwords
using one master password:

<http://UniqueThink.com/go/1password>

This is just one option, there are others,
but I love 1password and use it myself

**This and some of the other links in these slides are affiliate links, but I only recommend products I use and link*

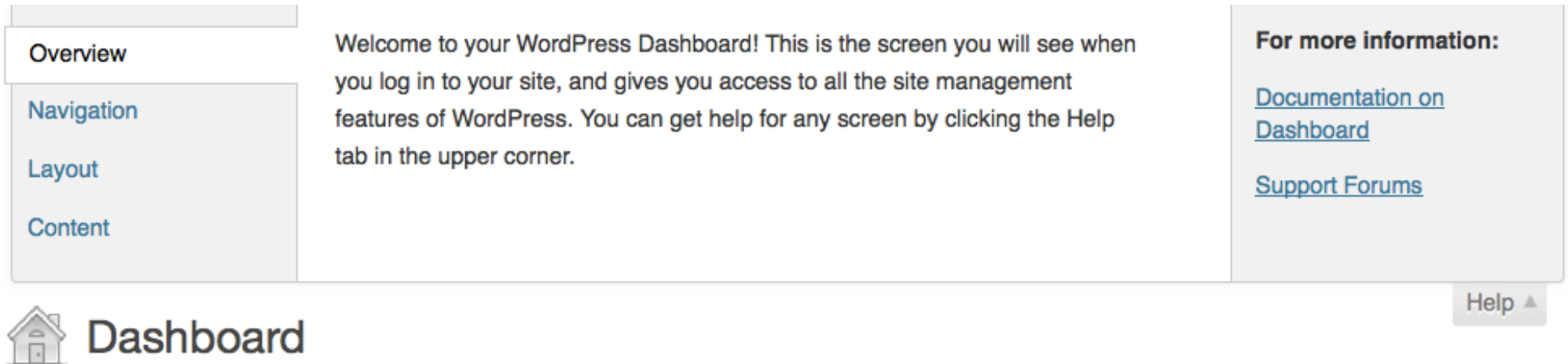
Getting around the WordPress Dashboard



Things to remember about the Dashboard:

- Overview of everything you've already prepared: pages, posts, images...
- Usually 2 ways to get anywhere
 - Drop-down options
 - Left sidebar are tools

Finding Help and Inline Documentation



Publishing Your Content

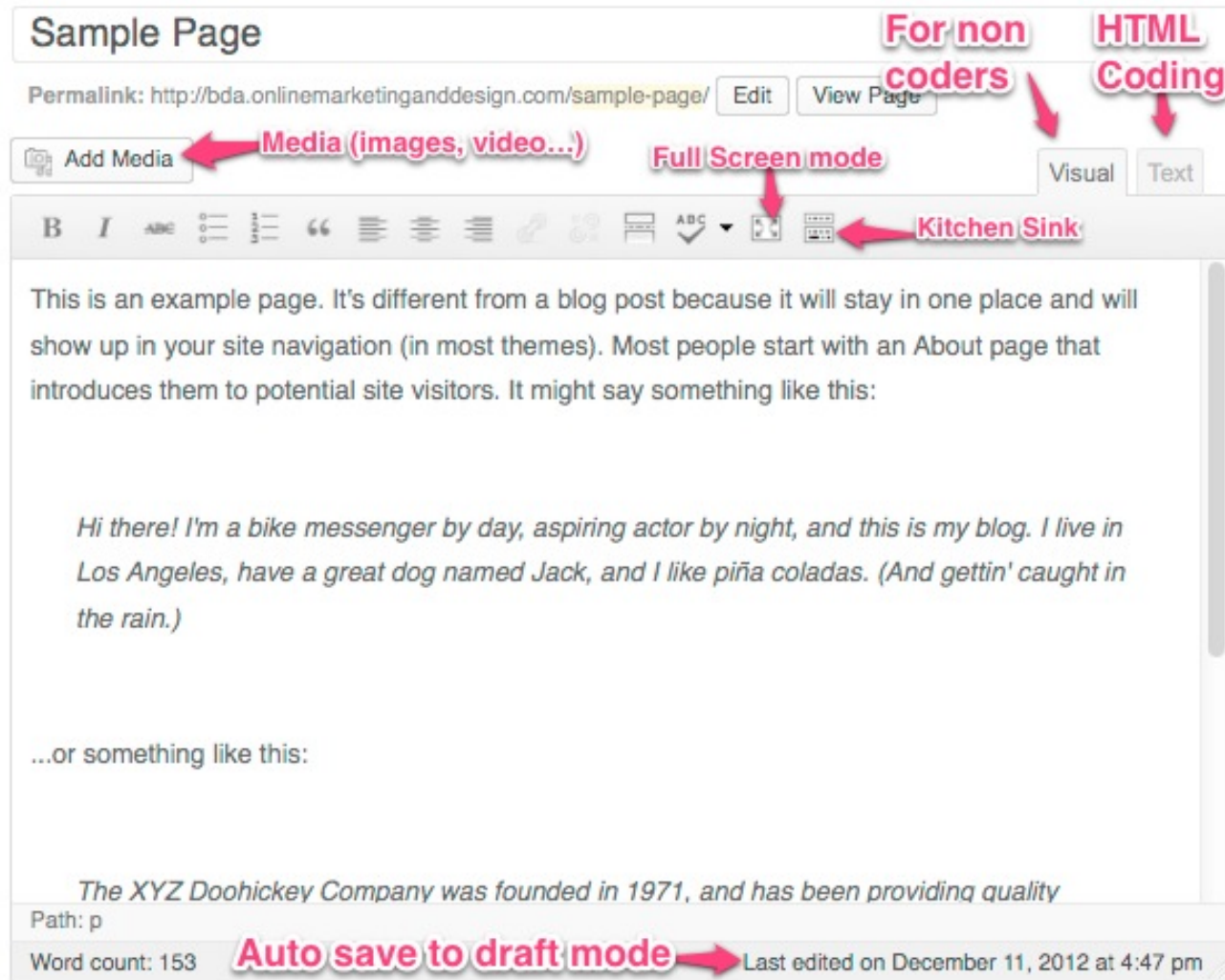
Note: If using the test site,
create a **new Page** and
put Your Name in the Title

- The administrative section is where the pages and posts are prepared

Preparation of Page

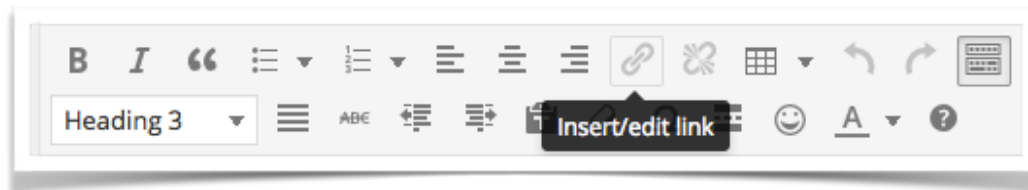
Page Presentation to Visitors

View of Visual Editor

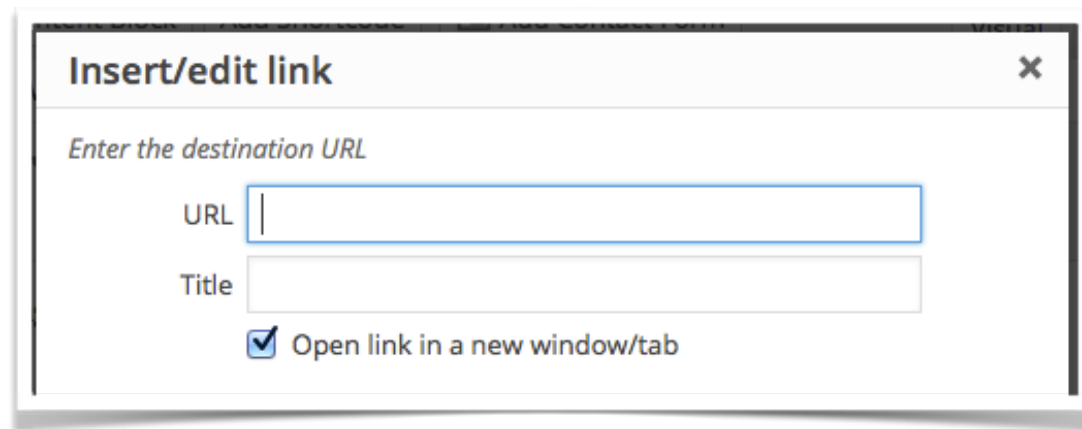


Insert External Hyperlink

- Link to another site
 - Use the Insert/Edit Links icon

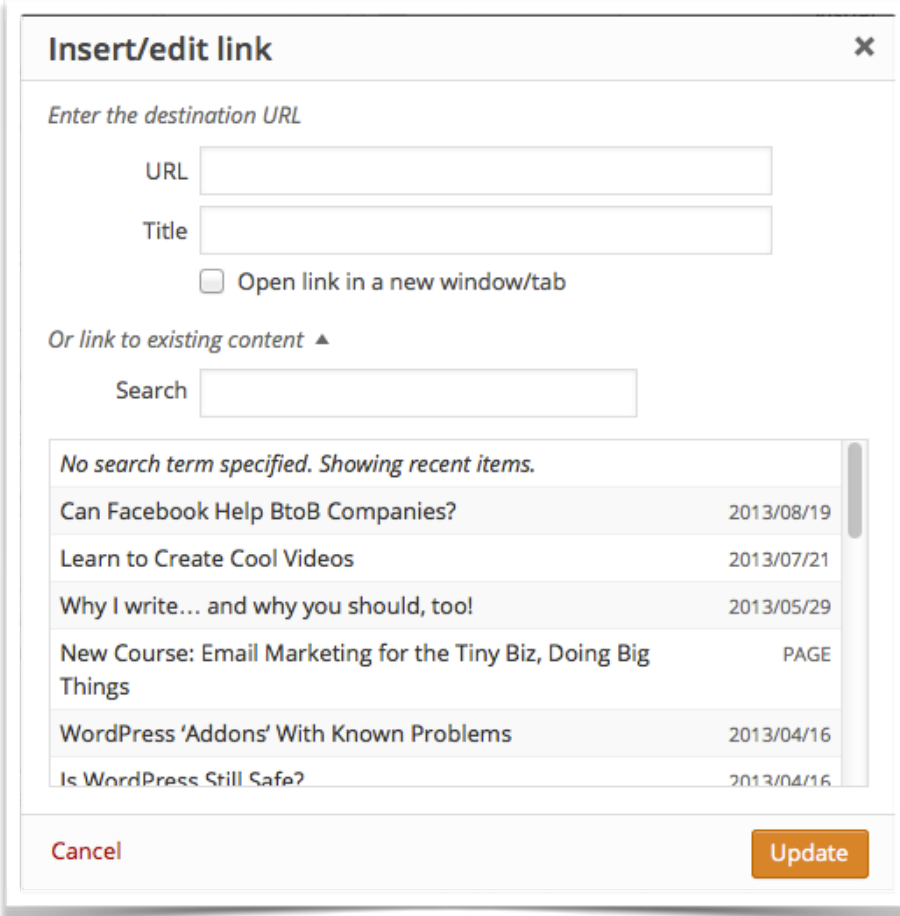


- Add url, title and check to *Open in new window/tab*

A screenshot of the 'Insert/edit link' dialog box. It has a title bar with 'Insert/edit link' and a close button. The main area contains the text 'Enter the destination URL' followed by two input fields: 'URL' and 'Title'. Below these fields is a checkbox labeled 'Open link in a new window/tab' which is checked.

Insert Internal Hyperlink

- Link from pages/posts within your site
- Uncheck the *open link in a new window/tab*
- Search or Scroll thru list of page/posts



Insert/edit link ✕

Enter the destination URL

URL

Title

☐ Open link in a new window/tab

Or link to existing content ▲

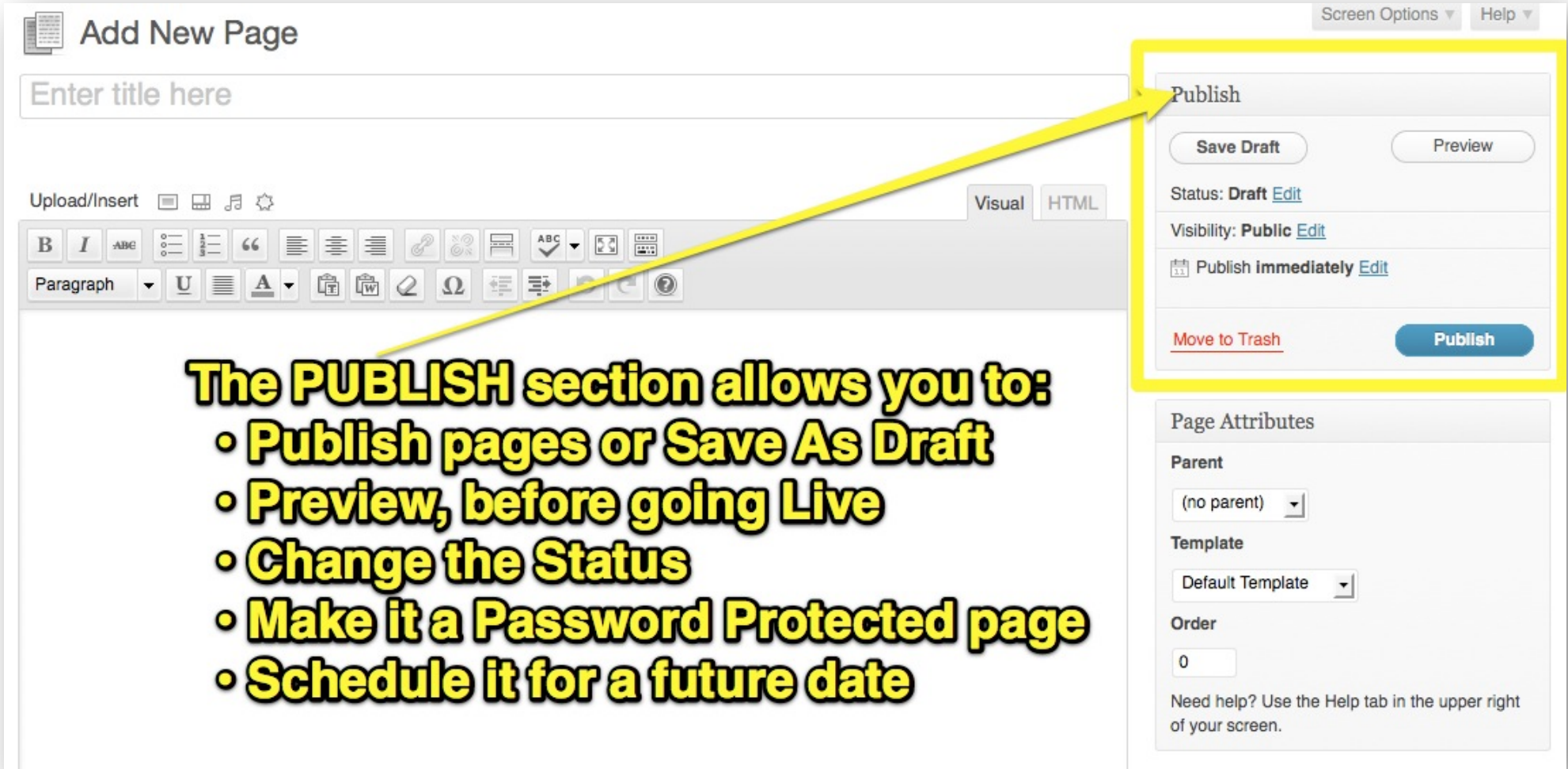
Search

No search term specified. Showing recent items.

Can Facebook Help BtoB Companies?	2013/08/19
Learn to Create Cool Videos	2013/07/21
Why I write... and why you should, too!	2013/05/29
New Course: Email Marketing for the Tiny Biz, Doing Big Things	PAGE
WordPress 'Addons' With Known Problems	2013/04/16
Is WordPress Still Safe?	2013/04/16

[Cancel](#) [Update](#)

Publish Section

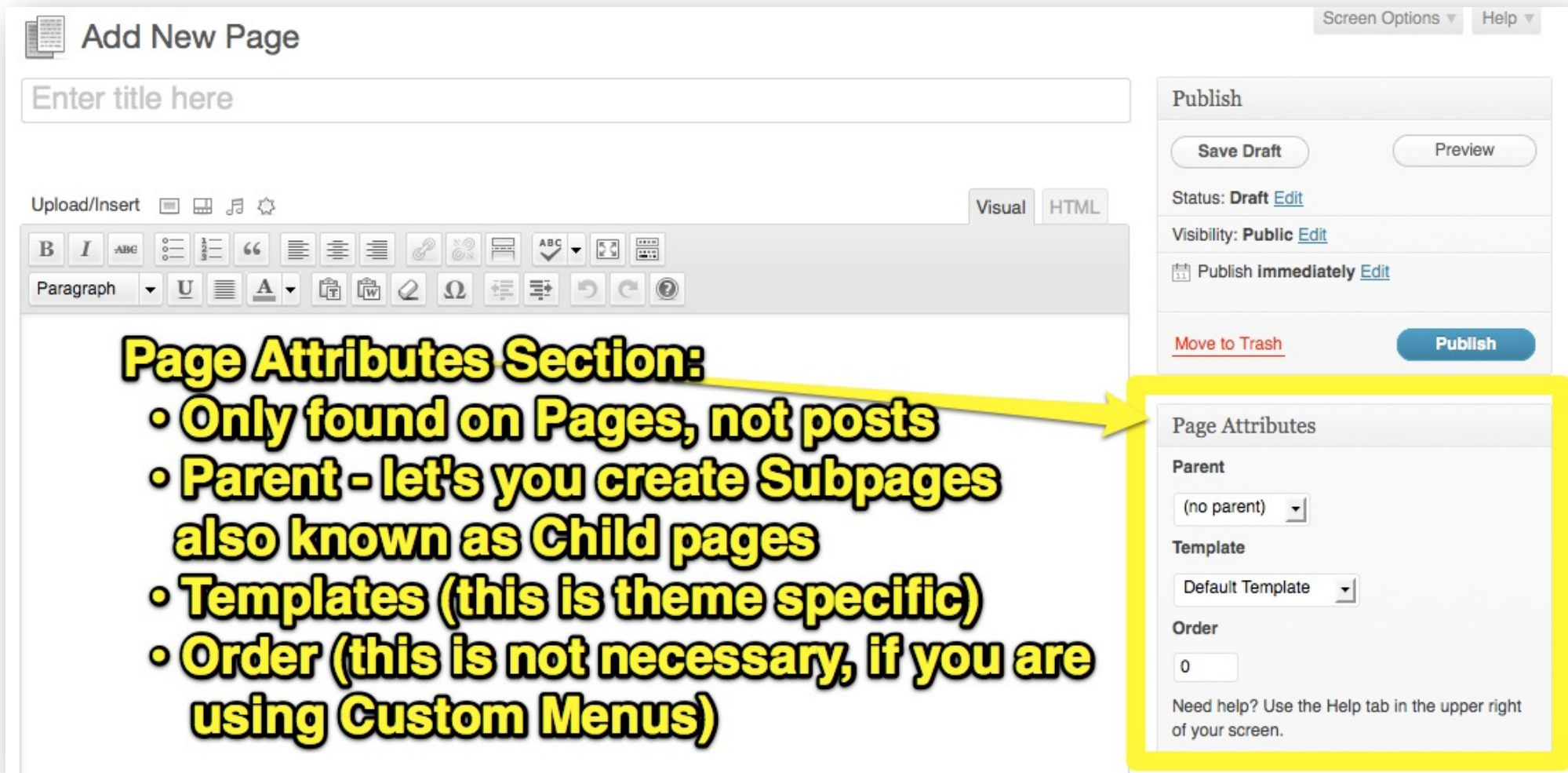


The screenshot shows the 'Add New Page' interface. At the top, there's a header 'Add New Page' and a text input field 'Enter title here'. Below this is a rich text editor toolbar with various icons for text formatting and insertion. To the right of the editor is a 'Publish' section, which is highlighted with a yellow box. This section contains buttons for 'Save Draft' and 'Preview', and displays the current status as 'Draft' with an 'Edit' link. It also shows 'Visibility: Public' with an 'Edit' link, and a 'Publish immediately' button with an 'Edit' link. At the bottom of this section are a 'Move to Trash' link and a large blue 'Publish' button. Below the 'Publish' section is a 'Page Attributes' section with dropdown menus for 'Parent' (set to 'no parent') and 'Template' (set to 'Default Template'), and a text input for 'Order' (set to '0'). A note at the bottom of the 'Page Attributes' section says 'Need help? Use the Help tab in the upper right of your screen.'

The PUBLISH section allows you to:

- Publish pages or Save As Draft
- Preview, before going Live
- Change the Status
- Make it a Password Protected page
- Schedule it for a future date

Page Attributes



The screenshot shows the WordPress 'Add New Page' editor. At the top, there's a title field and a 'Screen Options' menu. Below the title field is a rich text editor with a toolbar. On the right side, there's a 'Publish' sidebar with buttons for 'Save Draft', 'Preview', and 'Publish'. The 'Page Attributes' section is highlighted with a yellow box and a yellow arrow pointing to it from the text on the left. This section includes dropdown menus for 'Parent' (set to '(no parent)'), 'Template' (set to 'Default Template'), and a text input for 'Order' (set to '0').

Add New Page

Enter title here

Upload/Insert

Visual HTML

Page Attributes Section:

- Only found on Pages, not posts
- Parent - let's you create Subpages also known as Child pages
- Templates (this is theme specific)
- Order (this is not necessary, if you are using Custom Menus)

Publish

Save Draft Preview

Status: **Draft** [Edit](#)

Visibility: **Public** [Edit](#)

[Publish immediately](#) [Edit](#)

[Move to Trash](#) [Publish](#)

Page Attributes

Parent
(no parent)

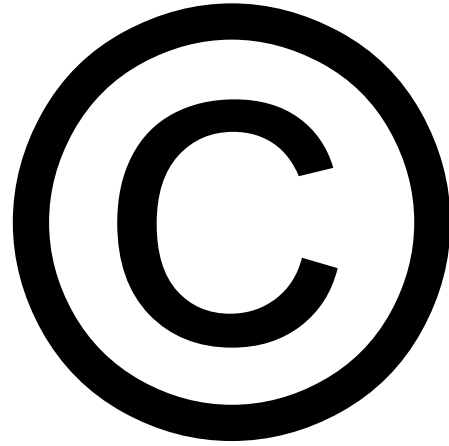
Template
Default Template

Order
0

Need help? Use the Help tab in the upper right of your screen.

Insert images

Images (all media) and Text
hold Copyrights



You **must** have permission
direct from Copyright Holder
to use someone else's work!

Don't assume images you find online or on a google search are OK to use.

They are not!!!
You could get Sued!

Image courtesy of
<http://www.sxc.hu/photo/33415>



Take Your own images

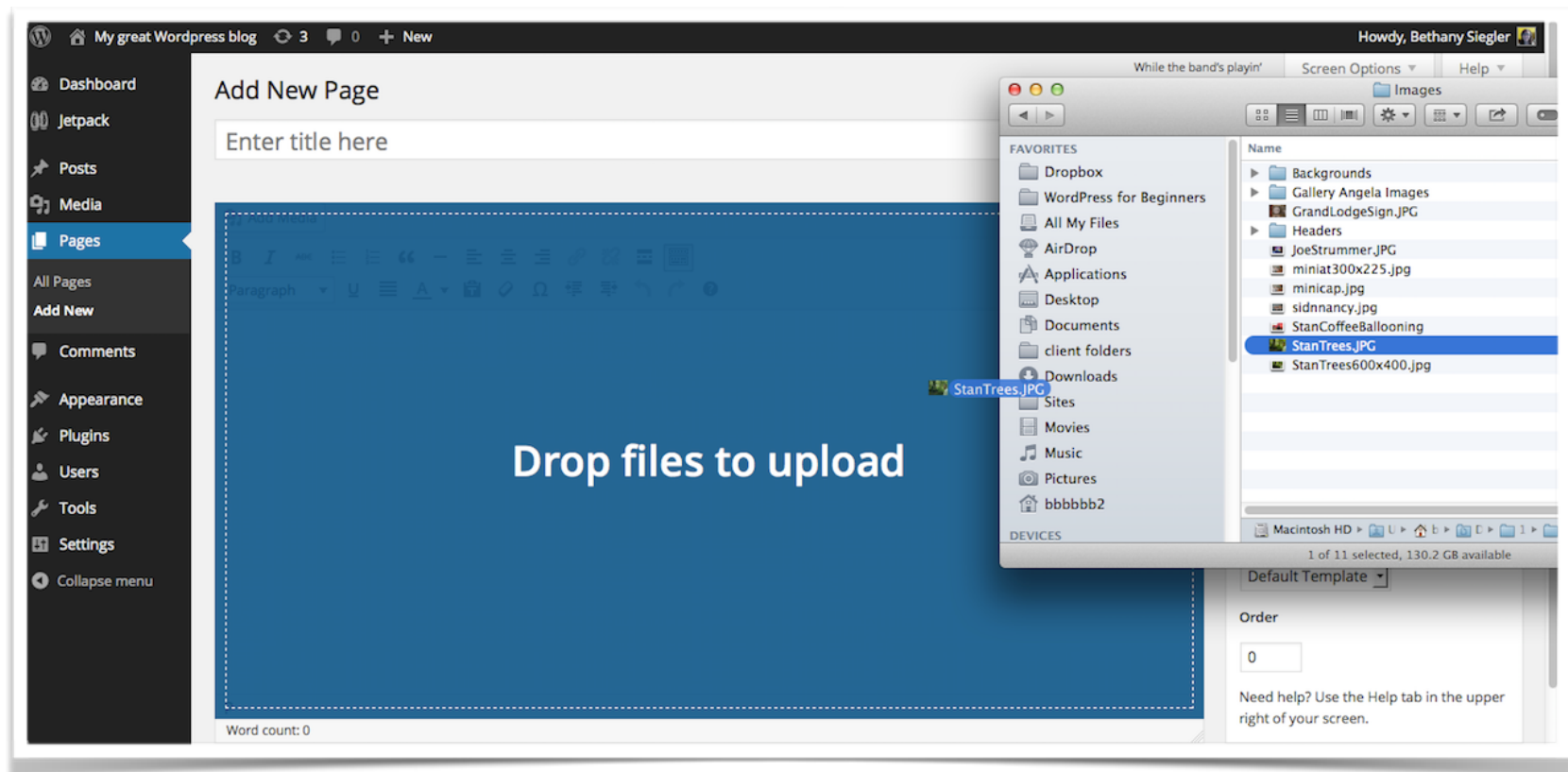
Then you own them!!!

Image courtesy of me
from iPhone



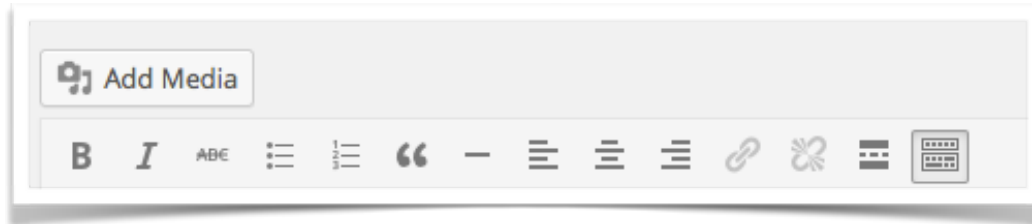
Uploading/Inserting Images

- Uploading images just got super easy!!!
 - Just drag and drop an image onto the page



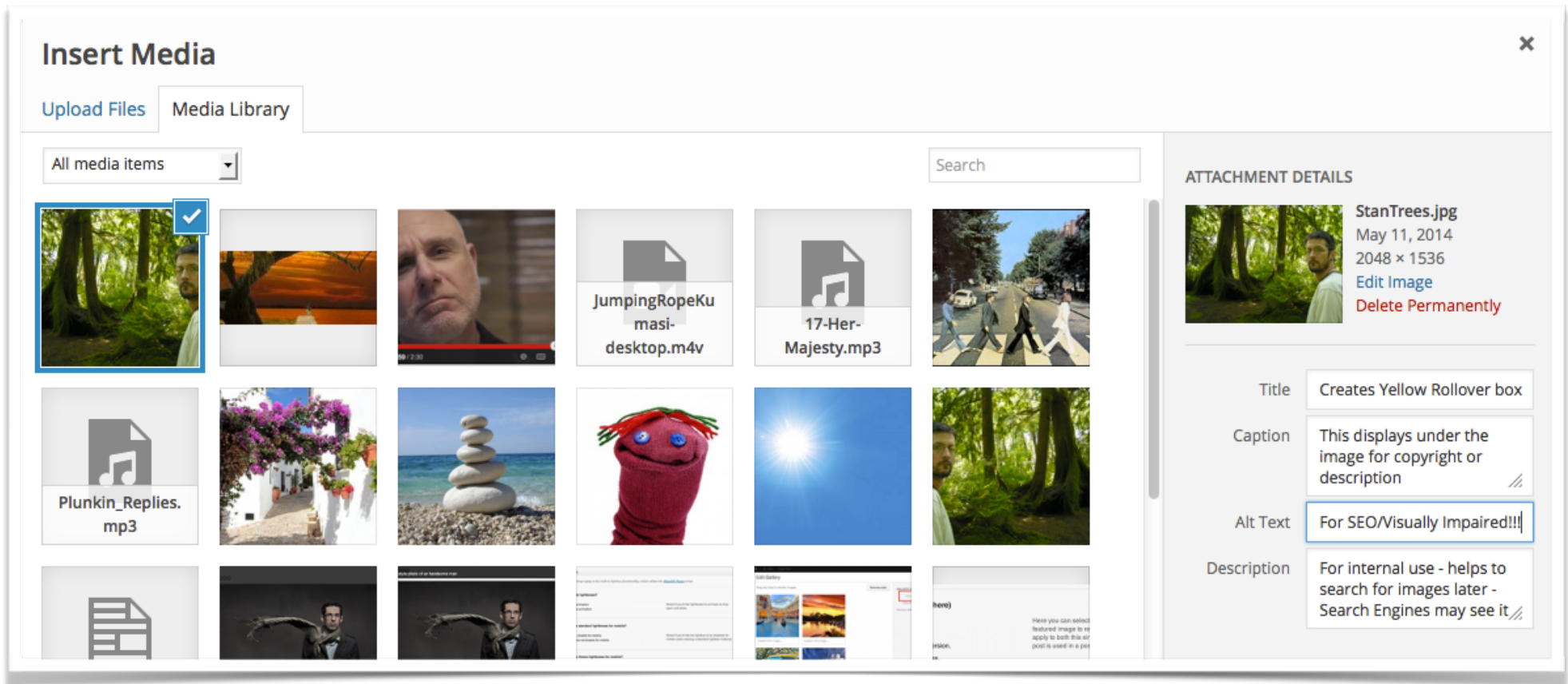
Uploading/Inserting Images

- You can also
 - Click the **Add Media** icon above the tool bar



- You have a choice to:
 - Upload from your computer
 - Use an image that lives online
 - » I don't recommend this, because then someone else controls that image and it can disappear.
 - » *Plus, remember, make sure you have rights to all images - copyright is important)
 - Use an image already in the Media Library

Title, captions, alt text, and description



Title text provide **extra or additional information** about the image. Visitors may (depending on the theme) see a yellow box with text, when mousing over the image.

Title Text does not seem to help with Search Engine Rankings (at one time it did).

Alt text, is most important field to use.

It helps search engine and someone visually impaired to understand what's going on in the image.


We can associate targeted keywords with images to get traffic, better indexing and rankings in search engines such as Google image search.

Alignment, Link To, and Size

Insert Media

Upload Files | Media Library


All media items Search


 ✓

To align an image, you want to put the mouse before the first letter of the paragraph you want it aligned with, even if you want to align Right

You can add a link from the image to anywhere you want or remove the link, if you don't want them to click to a larger version of the image

You have preset choices of sizes - later, there are additional options for making an image smaller than the size inserted

1 selected
Clear 

 Edit Image
Delete Permanently

Title Stan with trees

Caption taken in a red wood forest

Alt Text stan and trees

Description

ATTACHMENT DISPLAY SETTINGS

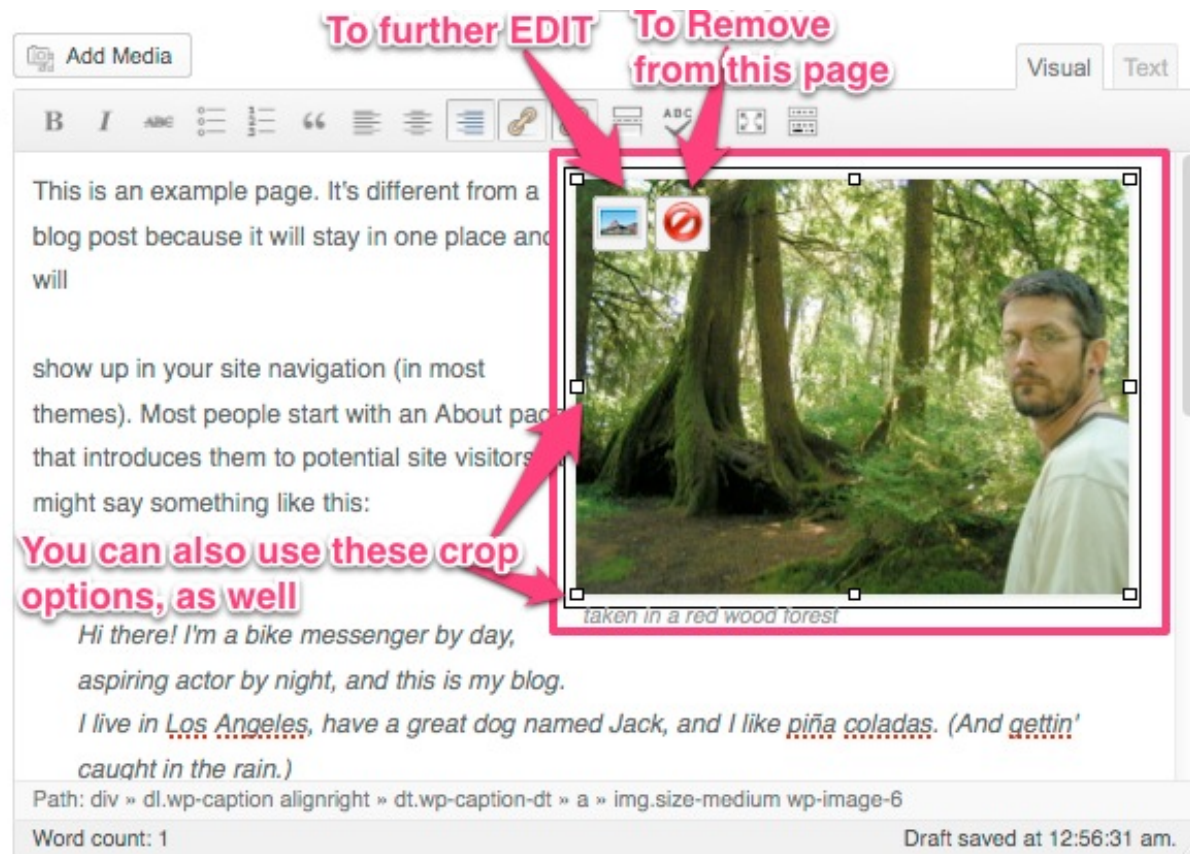
Alignment Left

Link To Attachment Page
http://uniquethink.wpengine

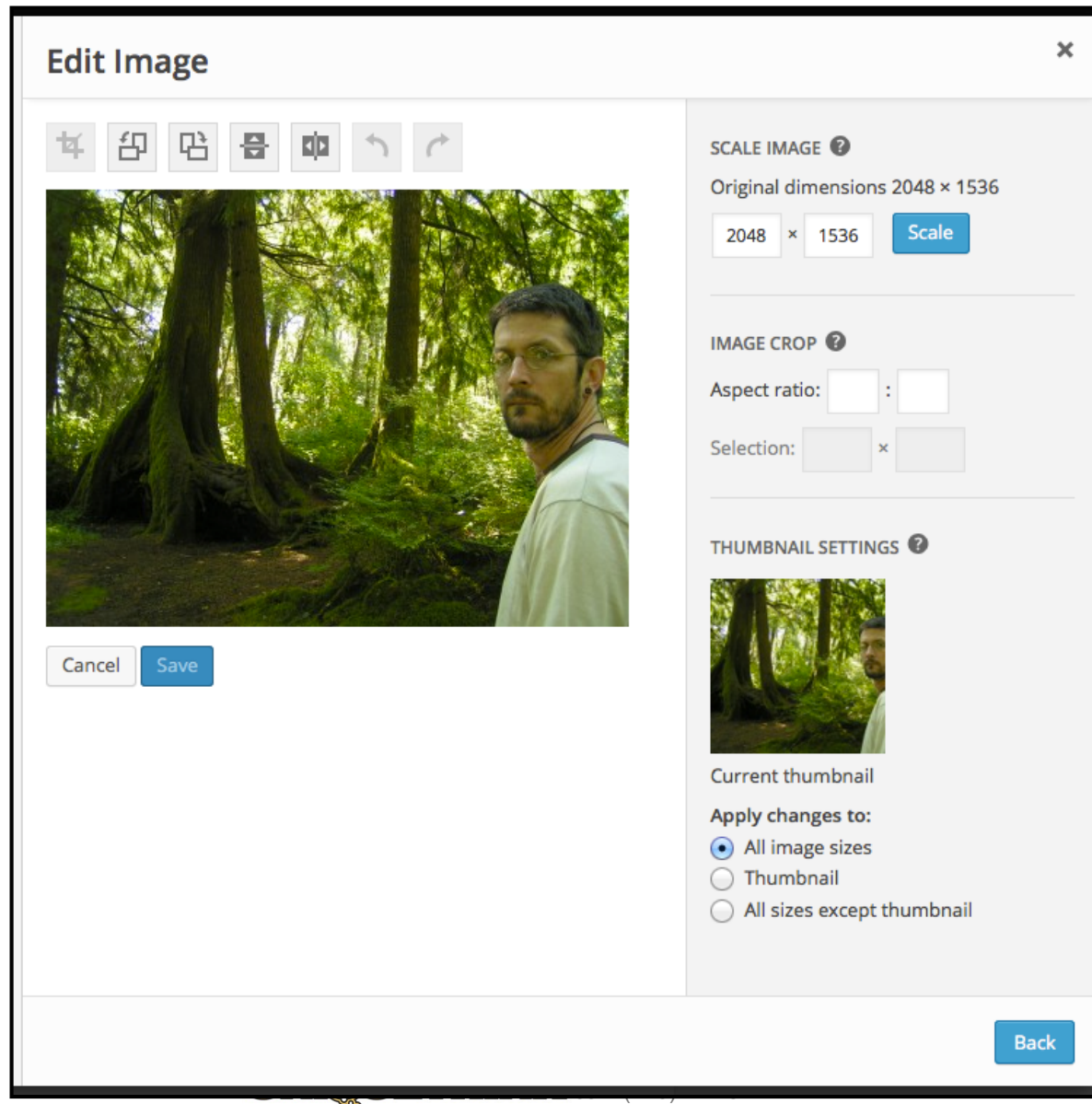
Size Full Size - 2048 x 1536

Insert into page

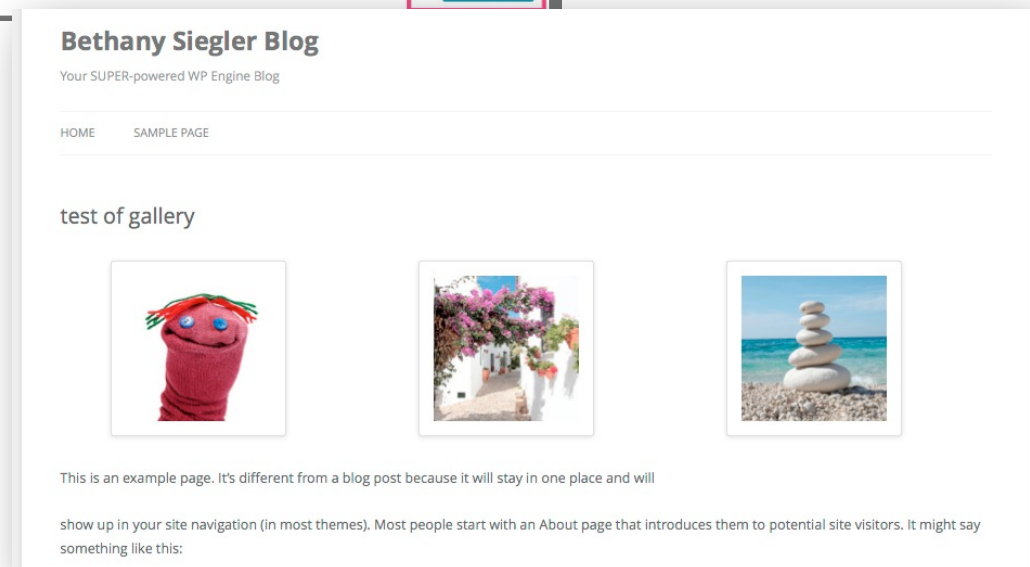
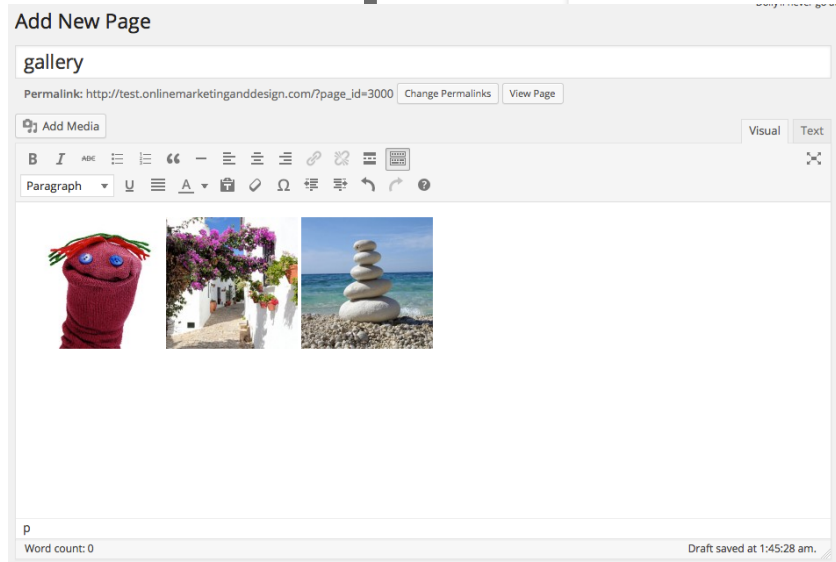
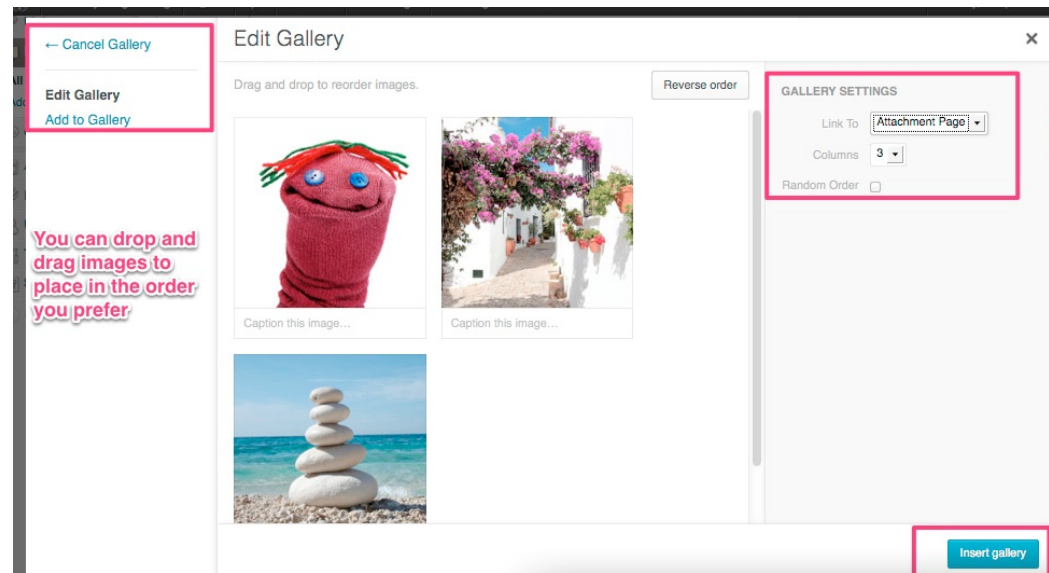
On Page: Alignment, ReSizing, and Removing an Image



Cropping, Rotating and Flipping Images



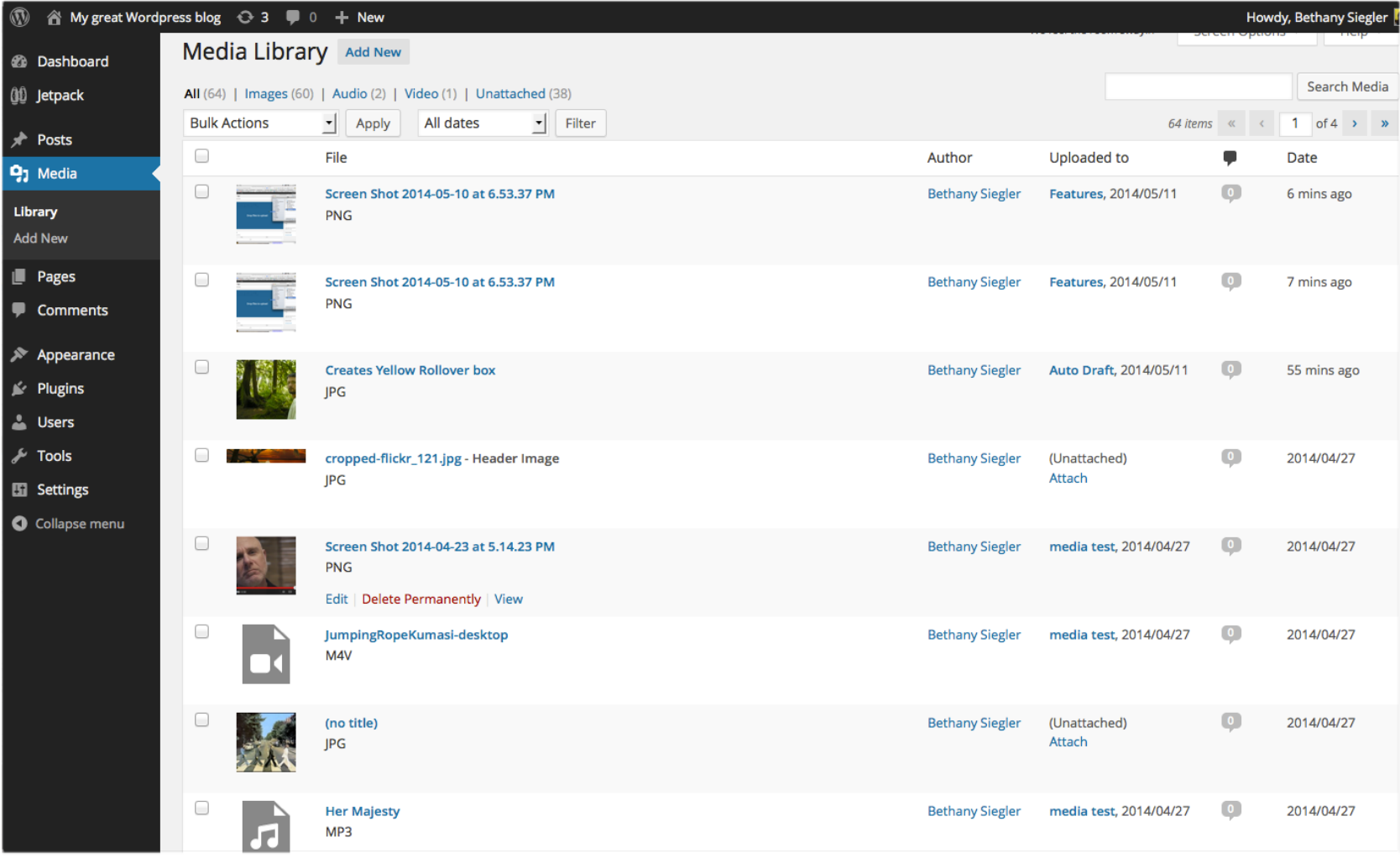
A Quick Gallery of Images











The Media Library

Add Images, PDFs, Audio, Video

(max size for most web hosts is 5-8MB, can increase via php.ini file)



The screenshot displays the WordPress Media Library interface. On the left is a dark sidebar with navigation links: Dashboard, Jetpack, Posts, Media (highlighted), Library, Add New, Pages, Comments, Appearance, Plugins, Users, Tools, Settings, and Collapse menu. The main content area is titled 'Media Library' with an 'Add New' button. Below the title are filters for 'All (64)', 'Images (60)', 'Audio (2)', 'Video (1)', and 'Unattached (38)'. There are also controls for 'Bulk Actions', 'Apply', 'All dates', and 'Filter'. A search bar labeled 'Search Media' is on the right. The media items are listed in a table with columns: File, Author, Uploaded to, and Date. The items include screen shots, a yellow rollover box image, a cropped header image, a video file, and an audio file.

File	Author	Uploaded to	Date
 Screen Shot 2014-05-10 at 6.53.37 PM PNG	Bethany Siegler	Features, 2014/05/11	6 mins ago
 Screen Shot 2014-05-10 at 6.53.37 PM PNG	Bethany Siegler	Features, 2014/05/11	7 mins ago
 Creates Yellow Rollover box JPG	Bethany Siegler	Auto Draft, 2014/05/11	55 mins ago
 cropped-flickr_121.jpg - Header Image JPG	Bethany Siegler	(Unattached) Attach	2014/04/27
 Screen Shot 2014-04-23 at 5.14.23 PM PNG Edit Delete Permanently View	Bethany Siegler	media test, 2014/04/27	2014/04/27
 JumpingRopeKumasi-desktop M4V	Bethany Siegler	media test, 2014/04/27	2014/04/27
 (no title) JPG	Bethany Siegler	(Unattached) Attach	2014/04/27
 Her Majesty MP3	Bethany Siegler	media test, 2014/04/27	2014/04/27

Media Library

- You can directly add images and other media to the Media Library
 - Add bulk images, at once
 - The Media Library categorizes automatically
 - You'll still need to go over to a page or post and click on the Upload/Insert Images (or other media) to get it to appear on that specific page/post

Insert YouTube Videos

Add New Page

Add video thru youtube

Permalink: http://test.onlinemarketinganddesign.com/?page_id=3014

[Change Permalinks](#)

[View Page](#)

Add Media

Visual

Text

Paragraph [U](#) [B](#) [I](#) [ABE](#) [List](#) [Quote](#) [Link](#) [Image](#) [Table](#) [Code](#) [Undo](#) [Redo](#) [Help](#)

- from address bar url

<https://www.youtube.com/watch?v=eVVXtknZVf0>

- from share option

<http://youtu.be/eVVXtknZVf0>

- from share/embed without related videos (must go to Text tab) - can also adjust the sizing (still having it be responsive on mobile devices)

Add New Page

Add video thru youtube

Permalink: http://test.onlinemarketinganddesign.com/?page_id=3014

[Change Permalinks](#)

[View Page](#)

Add Media

Visual

Text

[b](#) [i](#) [link](#) [b-quote](#) [del](#) [ins](#) [img](#) [ul](#) [ol](#) [li](#) [code](#) [more](#) [close tags](#)

- from address bar url

<https://www.youtube.com/watch?v=eVVXtknZVf0>

- from share option

<http://youtu.be/eVVXtknZVf0>

- from share/embed without related videos (must go to Text tab) - can also adjust the sizing (still having it be responsive on mobile devices)

```
<iframe src="//www.youtube.com/embed/eVVXtknZVf0?rel=0" width="285" height="285"
frameborder="0" allowfullscreen="allowfullscreen"></iframe>
```

Embedding YouTube Videos

The screenshot shows a WordPress blog post titled "VIDEO THRU YOUTUBE" on a site called "My great Wordpress blog". The post content is divided into three sections, each demonstrating a different method to embed a YouTube video titled "Dance Like Nobody's Watching".

- from address bar url:** The first section shows the video player embedded using the full URL from the address bar: `https://www.youtube.com/watch?v=eVVXtknZVf0`.
- from share option:** The second section shows the video player embedded using the share URL: `http://youtu.be/eVVXtknZVf0`.
- from share/embed without related videos (must go to Text tab):** The third section shows the video player embedded using the embed URL with the `rel=0` parameter to prevent related videos from appearing. The code provided is: `<iframe src="//www.youtube.com/embed/eVVXtknZVf0?rel=0" width="285" height="285" frameborder="0" allowfullscreen="allowfullscreen"></iframe>`.

The right sidebar of the blog post includes a calendar for May 2014, a list of categories (Child Category I, II, III, Grandchild Category I, Parent Category I, II, III, Portfolio, Uncategorized), and a list of archives.

Embedding Video

YouTube Videos without related videos - other people's videos
- showing up at the end of the video you embed on your site

The screenshot shows a YouTube video player for the video "Embed YouTube Videos into WordPress | WordPress Basics" by the channel "ThesisVideoTutorials". The video is 4:15 long. The player interface includes a search bar at the top with the text "wordpress 3.5 embed video", a "GUIDE" link, and a "MORE RESULTS" link. The video player itself shows a thumbnail of the video content. Below the video player, the video title "Embed YouTube Videos into WordPress | WordPress Basics" is displayed, along with the channel name "ThesisVideoTutorials" and the number of videos "175 videos". The video has 1,654 views and 33 likes. The "Share" button is highlighted with a red box and the number "1.". Below the "Share" button, the "Embed" button is highlighted with a red box and the number "2.". The "Embed" button is also highlighted with a red box and the number "3. Resize if needed". The "Embed" button is also highlighted with a red box and the number "5. Final Step". The "Embed" button is also highlighted with a red box and the number "4. Do you want other videos to show?". The "Embed" button is also highlighted with a red box and the number "5. Final Step".

1. Share

2. Embed

3. Resize if needed

4. Do you want other videos to show?

5. Final Step

```
<iframe width="420" height="315"
src="https://www.youtube.com/embed/UGQ7ibeqGeU?rel=0"
frameborder="0" allowfullscreen>
```

Video size: 420 x 315

- ☐ Show suggested videos when the video finishes
- ☐ Use HTTPS [?]
- ☐ Enable privacy-enhanced mode [?]
- ☐ Use old embed code [?]

Uploading Video/Audio

- Why to **not** host your own videos/audio
 - Adding video or audio **slows down your site**
 - Having a lot of people click on it at the same time will slow down your site
 - Hosting somewhere else can **extend your potential reach** (to get more people to see it). Then embed onto your site
 - Host the video on a heavily populated site (designed to handle page load issues) like YouTube or Vimeo
 - Host audio on a site like SoundCloud

What's different about Posts

Pages Vs. Posts:

Visitor's Experience

- Example of a Page
- Example of Post



Notice the Navigation Bar



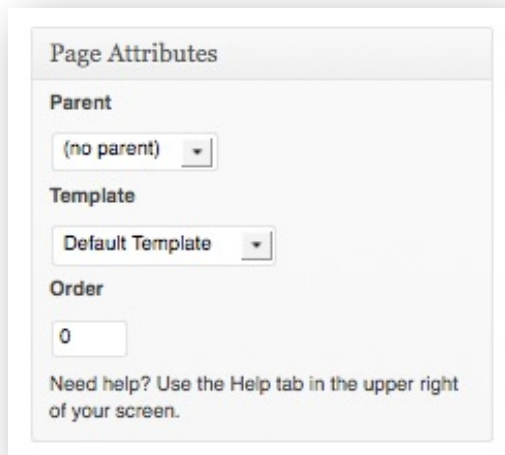
Notice the comment Box

How does a Page differ from a Post, for visitors?

- Traditional Pages are:
 - Static - typically doesn't change
 - Not Interactive
 - Standard Pages:
 - Home
 - About Us
 - Services and/or Products
 - Client List/Testimonials
 - Contact Info
 - Sales Oriented
- Traditional Blog Posts:
 - Offers New Content - fresh ideas
 - Conversational
 - Interactive: Comments
 - Shares Insights and News
 - Less about selling, more about sharing

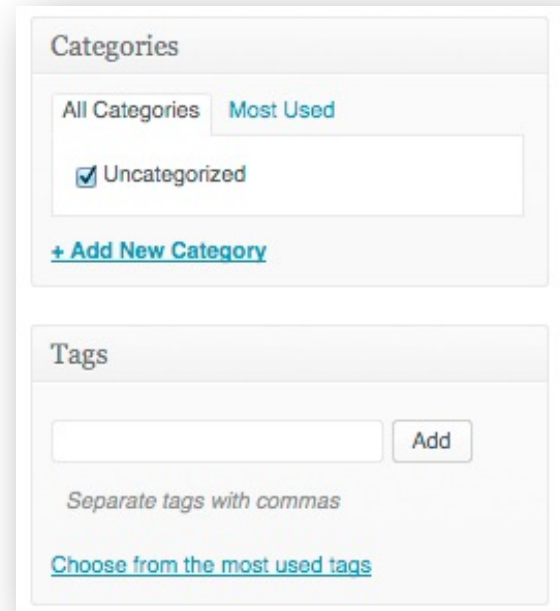
Pages vs. Post

- a view from the Kitchen



The screenshot shows the 'Page Attributes' sidebar in WordPress. It contains three sections: 'Parent' with a dropdown menu set to '(no parent)', 'Template' with a dropdown menu set to 'Default Template', and 'Order' with a text input field containing '0'. At the bottom, there is a small text link: 'Need help? Use the Help tab in the upper right of your screen.'

Option for Pages



The screenshot shows the 'Categories' and 'Tags' sidebar in WordPress. The 'Categories' section has two tabs: 'All Categories' and 'Most Used'. Under 'Most Used', there is a checkbox labeled 'Uncategorized' which is checked. Below this is a link '+ Add New Category'. The 'Tags' section has a text input field and an 'Add' button. Below the input field is the text 'Separate tags with commas' and a link 'Choose from the most used tags'.

Option for Posts

Categories and Tags

Categories Vs. Tags

Categories are to
your blog what...

- *Table of Contents is for a book

Tags is to
your blog what...

- *Index is for a book

Questions about what we
covered today?

Action Step Ideas

- ✓ Play around with Test Site
 - Don't worry, if you break anything (just let me know and I'll fix it)
 - Remember you are sharing the Test Site
- ✓ Add a page
 - Put your name in the title, so others know not to touch it
 - Try adding media
 - Add internal and external links
- ✓ Add a post
 - Set a category and add tags