



Introduction to WordPress

Saturday 19 Sep 09
Software Freedom Day
Melbourne

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This workshop is for YOU

Let me know
if there's something
you would like
covered in more depth
or in a different way

If it's **too technical**,
let me know

If it's **not technical enough**,
let me know

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What is WordPress?

Blogging software
Online journal

Basic content management

Easy to learn

Easy to teach

Well documented

Lots of resources available

Free (or mostly free)
Open Source

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Two types of WordPress

Hosted online

(You don't have to install it on your own server)

Available for **download and installation**

if you have web hosting
(requires PHP/MySQL)

<http://www.wordpress.org>

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Hosted online – getting started

Go to <http://www.wordpress.com>

Create an account

Confirm your account details

Create a new blog

<http://yourblog.wordpress.com>

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Get *another* WordPress.com blog in seconds

Welcome back, kathyreid. By filling out the form below, you can **add another blog to your account**. There is no limit to the number of blogs you can have, so create to your heart's content, but blog responsibly.

If you're not going to use a great blog domain, leave it for a new user. Now have at it!

Blog Domain

sfdmelb-09.wordpress.com

Blog Title

Software Freedom Day 09

The blog title can be changed at any time.

Language

What language will you be primarily blogging in?

en - English



Privacy



I would like my blog to appear in search engines like Google and Technorati, and in public listings around WordPress.com.

Create Blog →



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Exercise 1: Your first WordPress blog

1. Go to
<http://www.wordpress.com>
2. Sign up for an account
(if you wish)
3. Create a new blog
4. Name it whatever you would like
5. Go to your new blog
6. Have a look around :)

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Handy terms

Post: A blog post, or news story. Generally content in a post has a short life time. Posts can be grouped into **categories**

Page: Like a 'normal' web page of content – such as 'About Us', 'Contact' etc. Generally content in a page has a long life time

Blogroll: A list of links, usually to other blogs or websites of people you 'follow' or like to read

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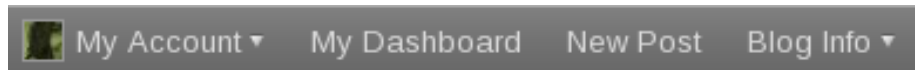
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Your first WordPress post



The WordPress bar at the top of your site is a quick way to administer your site

Let's do a **New Post**

(Click on New Post in your WordPress bar)

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Add New Post

Upload/Insert     

Visual

HTML

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

Excerpt

Publish

[Save Draft](#)[Preview](#)Status: **Draft** [Edit](#)Visibility: **Public** [Edit](#) Publish **immediately** [Edit](#)[Publish](#)

Post Tags

[Add](#)*Separate tags with commas.*[Choose from the most used tags in Post Tags](#)

Categories

[All Categories](#)[Most Used](#)☐ Uncategorized



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Editing interface

- Title – useful for SEO
- Slug – also called a permalink – the permanent link to a post
- WYSIWYG editor
 - Many similar functions to Word
 - If you know HTML you can also use code if you prefer

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Exercise 2: Your first post

Use the editing interface to;

- Give your first post a title
- Add some content to the post
- Format the content
 - Use some bullets
 - Try a quotation
- Can you find the 'kitchen sink' button?
- What extra formatting does the kitchen sink give you?

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Media

- Different media types can be uploaded and inserted into the web page.
- The hosted version of WordPress has **limits** on how many media files can be uploaded
- **Meta data** such as caption and description can be saved with the media file

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From Computer

From URL

Media Library

Add media files from your computer

Allowed file types: **jpg, jpeg, png, gif, pdf, doc, ppt, odt, pptx, docx.**

Choose files to upload

Select Files

Cancel Upload

You are using the Flash uploader. Problems? Try the [Browser uploader](#) instead.

3 GB upload space remaining. You can upload mp3, m4a, wav, ogg audio files and increase your available space with a [Space Upgrade](#). You can upload videos and embed them directly on your blog with a [Video Upgrade](#).



chadstone.png

image/png

2009-09-04 13:48:52

Title

★ Software Freedom Day Melbourne 2009 - Chadstone

Caption

Software Freedom Day Melbourne 2009 - Chadstone

Also used as alternate text for the image

Description

Logo for Software Freedom Day Melbourne 2009 - Chadstone

Link URL

None

File URL

Post URL

Enter a link URL or click above for presets.

Alignment



None



Left



Center



Right

Size



Thumbnail

(105 × 150)



Medium

(211 × 300)



Large



Full size

(300 × 426)

Insert into Post

[Delete](#)

Save all changes



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Exercise 3: Adding media to a Post

- Start a new Post
- Use the editing interface to upload a picture
- Give the picture a name and a caption
- Insert the picture into your post
- What different options do you have for sizing the picture in the post?

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Tags

- Words to describe the content of your post
- Used by search engines for indexing
- Can be used to generate a '**tag cloud**' – which is an alternative method to allow users to navigate your website

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Categories

- Categories are a way to group Posts
- *(remember the difference between Posts and Pages, right?)*
- For instance, 'News' might be a category, or 'Events' might be a category
- *(limited lifespan of content)*
- By default, WordPress will put Posts into the 'Uncategorised' category

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Exercise 4: Putting a post in a category

- Create a new post
- Add some content
- Create a new category
- Assign the post to the new category
- View the WordPress site
- How has the categories list changed?

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Comments (and spam)

- WordPress is intended to generate discussion – so is designed to allow people to make comments
- WordPress comments are a key target for spammers
- You **MUST** have Akismet installed for anti-spam on comments (comes with WordPress by default)

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Comments (cont'd)

- You will need to have a sense of what is spam and what isn't spam – spammers are getting ever more clever at making their comments look genuine
- Generally, if the comment includes a **link** to a website then it is **spam**.
- Oh, a note to spammers:
DIE IN A FIRE!!!!

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Publishing

- You can preview a post before publishing it to double check (good idea!)
- You can delay publishing so that a post can be written, but published in the future
- Posts can be public, private or protected via password

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Pages

- Very similar to posts, generally used for content with a longer lifespan such as 'About' or 'Contact'
- Pages have a hierarchy, which is created by assigning a page to a parent page
- Pages can't have tags, categories etc

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Add New Page

Super Duper Page of Awesome

Permalink: <http://sfdmelb09.wordpress.com/super-duper-page-of-awesome/>[Edit](#)[Get Shortlink](#)

Upload/Insert



Visual

HTML



This is a Super Duper Page of Awesome for demonstration purposes

Path: p

Word count: 0

Draft Saved at 4:00:48 am.

Discussion

☒ Allow Comments

Publish

[Save Draft](#)[Preview](#)Status: **Draft** [Edit](#)Visibility: **Public** [Edit](#)[Publish immediately](#) [Edit](#)[Publish](#)

Attributes

Parent

[Main Page \(no parent\)](#)

You can arrange your pages in hierarchies, for example you could have an "About" page that has "Life Story" and "My Dog" pages under it. There are no limits to how deeply nested you can make pages.

Template

[Default Template](#)



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Quick review

- Creating a WordPress.com blog
- Difference between posts and pages
- Dealing with uploading and inserting media
- Tags
- Categories
- Publishing and viewing permissions
- Pages

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Dashboard

- The 'hub' of your WordPress websites
- Gives you an overview of how many posts, pages, comments etc you have
- Includes a newsfeed from WordPress.org for information and helpful hints
- On the hosted solution, includes basic stats for your site

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WordPress announcement: [Support Hours and Updates](#)

Right Now

At a Glance

2 Posts	0 Comments
1 Page	0 Approved
2 Categories	0 Pending
0 Tags	0 Spam

Theme **Kubrick** with **0 Widgets**

[Change Theme](#)

[Akismet](#) blocks spam from getting to your blog, but there's nothing in your [spam queue](#) at the moment.

Recent Comments

No comments yet.

Incoming Links

This dashboard widget queries [Google Blog Search](#) so that when another blog links to your site it will show up here. It has found no incoming links... yet. It's okay — there is no rush.

Your Stuff

Today

Updated: [Welcome to Software Freedom Day](#) (Edit)

Updated: [Welcome to Software Freedom Day](#) (Edit)

New post: [Hello world!](#) (Edit)

New page: [About](#) (Edit)

A while ago

Commented: [Root cause, part 2](#)

What's Hot

QuickPress

Title

Upload/Insert     

Content

Tags

[Save Draft](#)

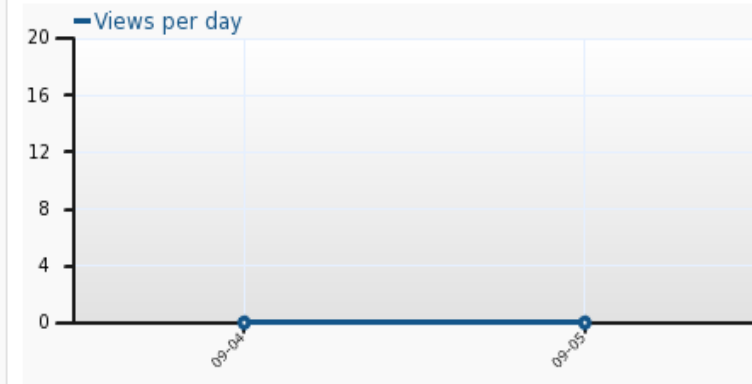
[Reset](#)

[Publish](#)

Recent Drafts

There are no drafts at the moment

Stats



[Top Posts \(the past week\)](#)

[Top Searches](#)

[Most Active \(the past day\)](#)

[View All](#)



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Appearance, Themes, Widgets, Plugins

- WordPress is easy to customise and extend..free!
- **Themes** customise the look and feel of your WordPress site
- **Widgets** are 'bits' of functionality that are displayed on your site
- **Plugins** also add functionality – but the functionality may or may not be displayed

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Themes

- Develop your own theme (*for advanced WordPress users – requires HTML and CSS knowledge*)
- Install a ready made theme that fits the nature of your website (*easiest*)
- The hosted solution is just a case of 'pick a theme' and change it!

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Widgets

- Managed via the 'Appearance' menu in the Dashboard
- The Theme must be capable of supporting Widgets

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Additional resources

FLOSS Manual
(Free/Libre and Open Source
Software)

<http://en.flossmanuals.net/wordpress>

WordPress – downloads, docs,
themes

<http://www.wordpress.org>

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