

**2014 WordCamp Phoenix** 

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## **Before We Start**



This is a long session with a lot of information to absorb, so:

- Taking notes is optional I will post the slides (and I tend to talk fast).
- Please ask questions. Chances are others have the same question as you.
- If you think of a question after the presentation, please feel free to contact me any time.
- Presentation follow up: I'm very interested in your feedback. Please let me know how I did or any suggestions.

# **Topics Covered**



- WordPress.com vs. WordPress.org
- Pages
- Posts
- WYSIWYG and HTML Content Editors
- Widgets
- •Menus
- •Image Editor
- Categories and Tags.

# WordPress.com vs.WordPress.org



#### WordPress.COM - Easier to setup

- Free Hosting & maintenance
- Your web site/blog will go by yourdomain.wordpress.com
- But, you can pay to redirect your site so it appears as yourdomain.com
- Many free and paid themes, but can't modify the theme code to customize
- You can't install additional plugins

#### WordPress.Ofg - More Control

- Self-hosted: requires installation & a paid web hosting account
- Your web site/blog will have your own domain name, which you'll have to register
- Install any theme and customize it
- Install plugins for additional functionality
- You are responsible for web site updates & backups

The rest of this presentation will focus on WordPress.Org

# Some Assumptions



You followed the steps below to set up a WordPress site. If not, that's ok too.\*

- 1. Registered a Domain (e.g. mywebsite.com)
- 2. Set up a Web Hosting
- 3. Installed WordPress in your web hosting account
- 4. Logging in with an **Admin** user account. I.e. full access to the administrative back-end.

<sup>\*</sup> If you have any questions about these steps, I'll be glad to answer them after the presentation or contact me later.

# **Content Marketing**



#### Provide relevant and useful content

- What message do you want to get across?
- Original material
- Cite sources if reposting No Plagiarism!
- Keep your content up to date/Update frequently

#### Goals

- Turn Visitors Into Customers
- Entice Readers to Return
- Improve Page Ranking in Search Results

### **Site Map**

Your Web Site's Organization (Page Hierarchy)

Make it easy for visitors to find information

## Pages vs. Posts



## **Pages**

- More Static Content
- What you typically think of as a "web page". Eg. Home, About, Contact, etc.
- Can be organized into Subpages
- Can use different layouts, E.g. Contact, Portfolio, Full Width (no sidebar)
- Usually don't allow comments
- Cannot be assigned Categories & Tags
- They don't appear in RSS feeds by default

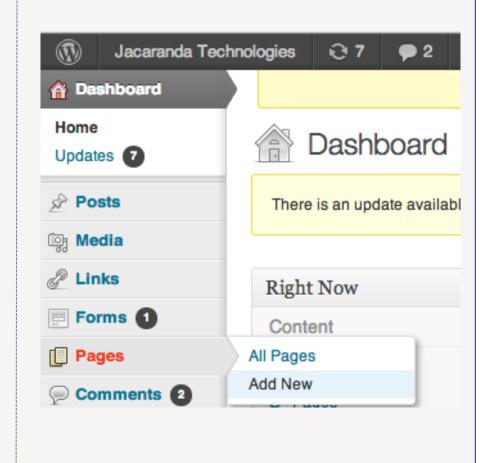
#### **Posts**

- Time Dependent Content
- Blog Entries. E.g. Articles, News Items, Essays
- Usually displayed in reverse chronological order (most recent on top)
- Different Formats. E.g. Standard, Aside, Image
- Usually Allow/Encourage Comments
- Can be assigned Categories & Tags
- Can be sorted & displayed by author, date, etc.

# Add New Page

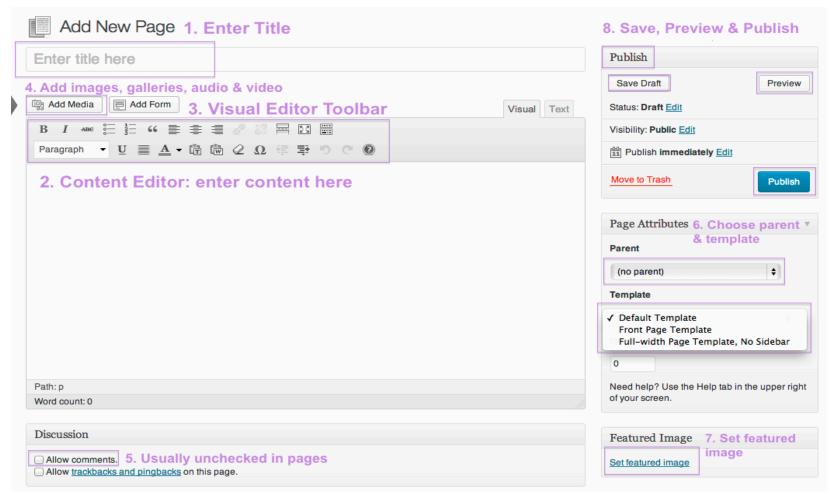
Login to your WordPress Dashboard with a user account that can add new pages

- Click Pages
- Click Add New
- 3. Start writing the new page



# Add/Edit Page Screen



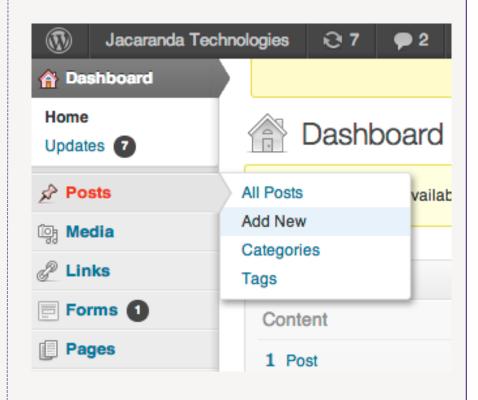


## Add New Post



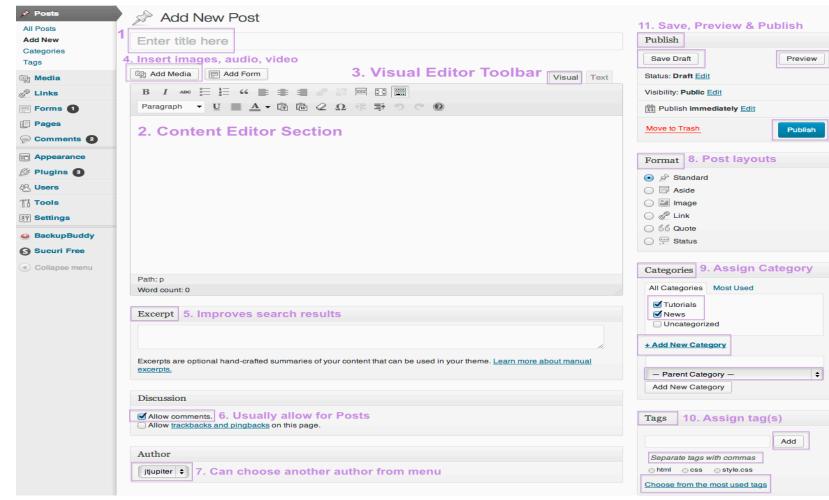
Login to your WordPress
Dashboard with a user
account that can add new
posts

- Click Posts
- Click Add New
- 3. Start writing the new post



# Add/Edit Post Screen





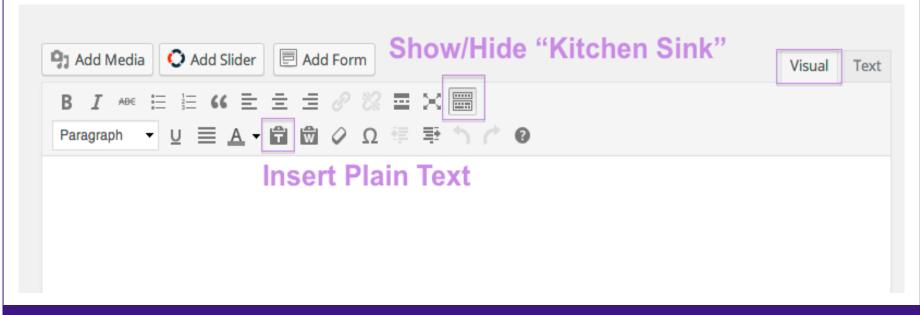
# Visual (WYSIWYG) Editor



Lets you enter and style content without knowing HTML code

Similar to MS Word & Other Text Editors

Displays pages & posts close to the actual design



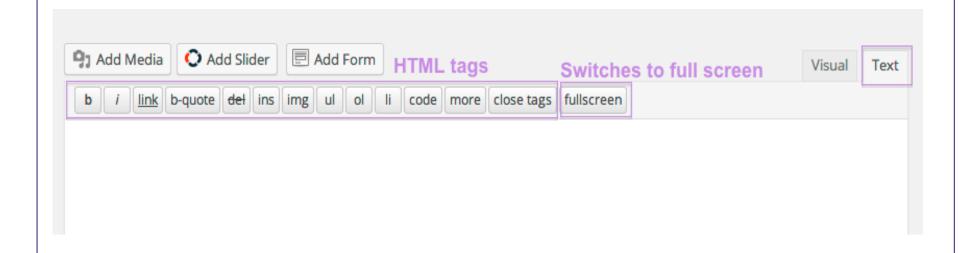
## **Text Editor**



**Basic Text and HTML Editor** 

More control over the content style and layout

Good choice if you are comfortable with HTML



## Add Media



1. From the Text/Visual Editor: Click the "Add Media" button

OR

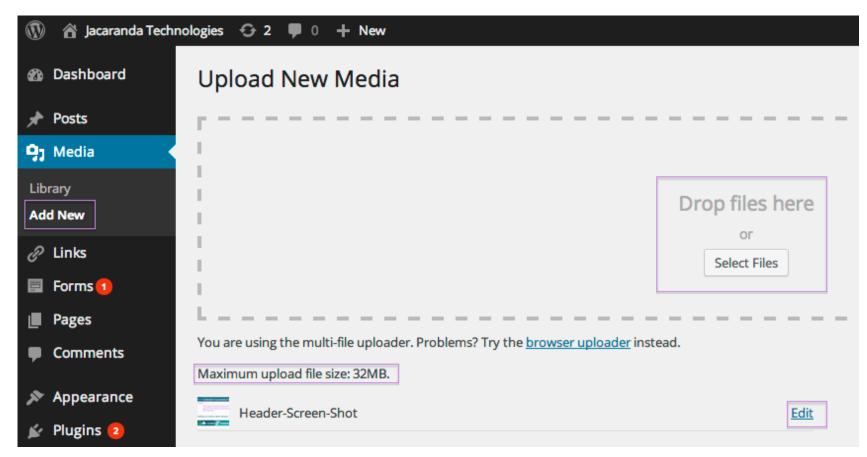
From the **Dashboard**: **Click Media > Add New** 

2. Drag & Drop image files or navigate to them through your file manager

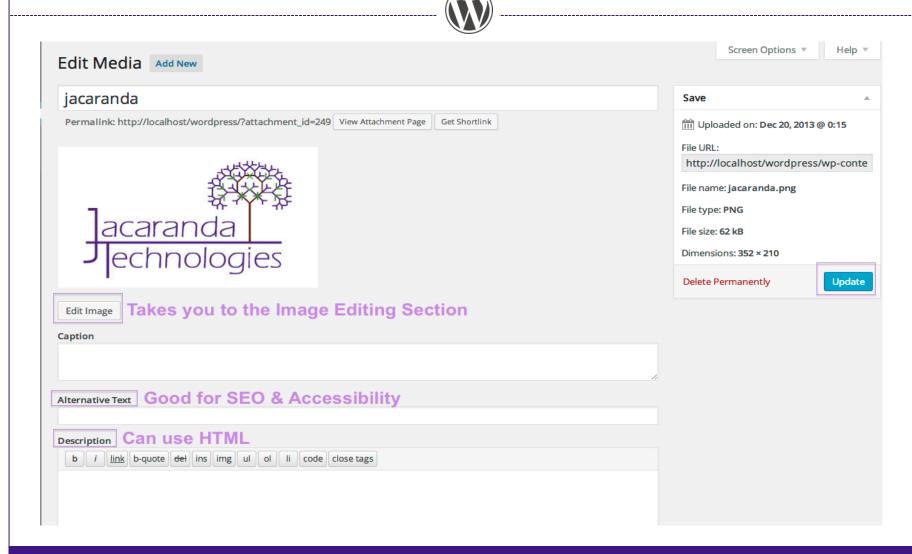
3. Edit if necessary and Update

# Add Media - Upload





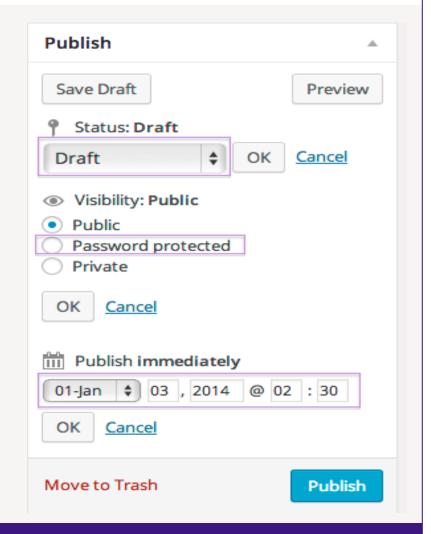
# Add Media – Edit & Update



# **Publishing Options**

## **Useful Options**

- Set Status
- Password Protection
- Backdate or Postdate



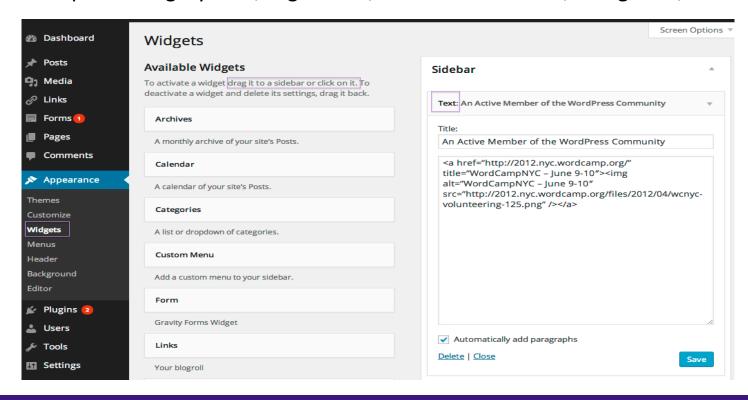
# Widgets



Content Added to the Sidebars

Drag & Drop Interface: Doesn't Require Code

Examples: Category Lists, Tag Clouds, Social Media Feeds, Navigation, Search



## Menus



WordPress Supports Multiple Menus

 Number & Menu Locations Controlled by the Theme

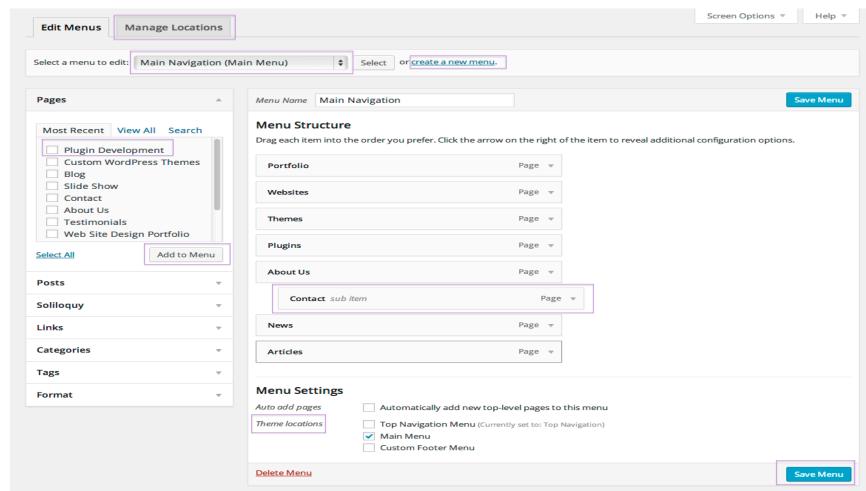
Easy to Create Multiple Menus & Submenu Items

Doesn't Require Code

Menus can include Pages, Posts, Categories, Tags, Etc.

## Menus

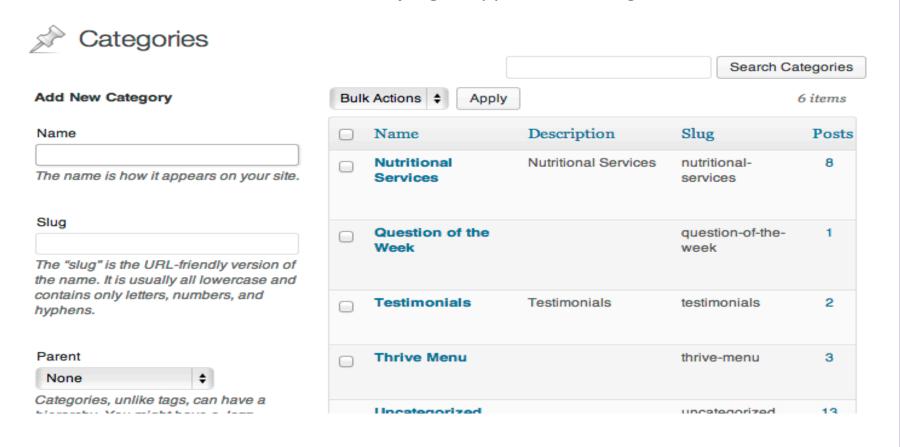




# Categories



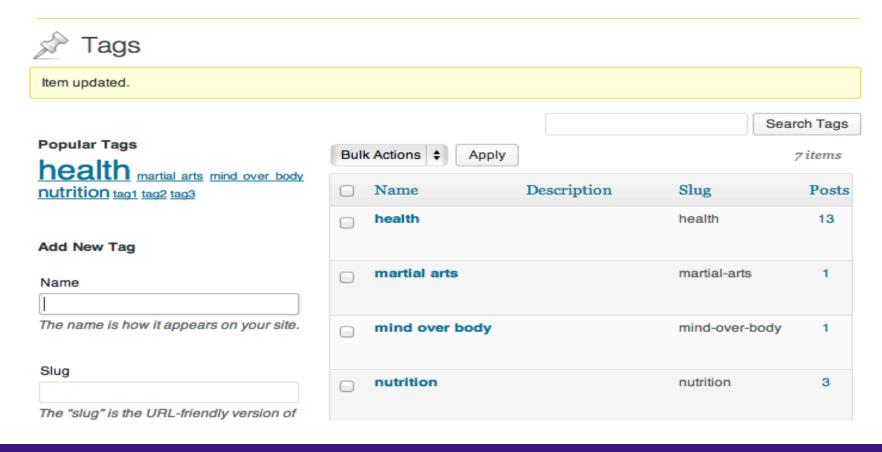
#### **Broad Content Grouping - Supports Subcategories**







### Labels Specific to an individual Post(s) – Do Not Support Nested Hierarchy



## Resources



**Codex: Official WordPress Documentation** 

http://codex.wordpress.org/

#### **Tutorials, Reference & Forums**

http://www.wpbeginner.com/

http://wp.smashingmagazine.com/

http://wordpress.tv/

http://wpnyc.org/

## **WordPress News, Events & Community**

http://wptavern.com/

http://wpmail.me/

http://central.wordcamp.org/

http://pressnomics.com/

# Question & Answer





# Thank You! ©



- All the 2014 WordCamp Phoenix Organizers & Volunteers for your effort
- 2014 WordCamp Phoenix Attendees
- Matt Mullenweg, co-founder of WordPress, and all the WordPress Contributors