CMS

WordPress – introduction

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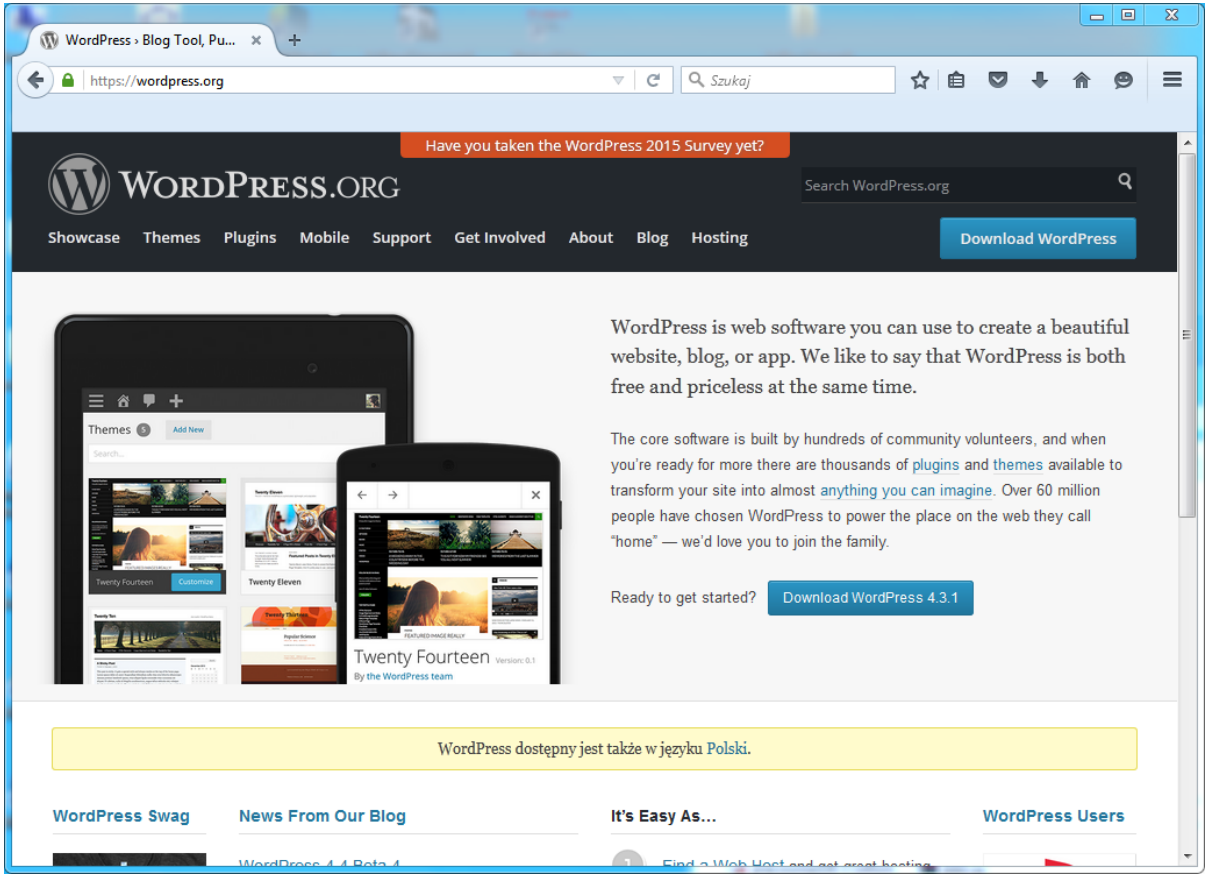

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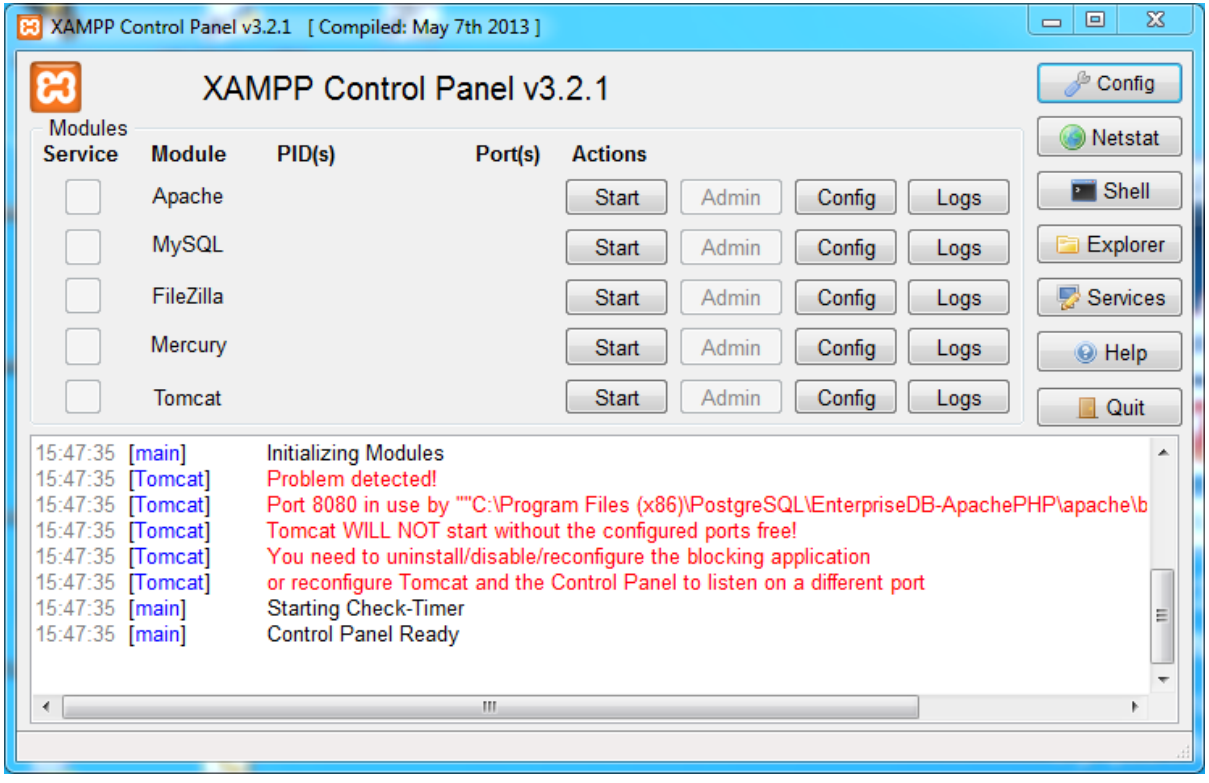

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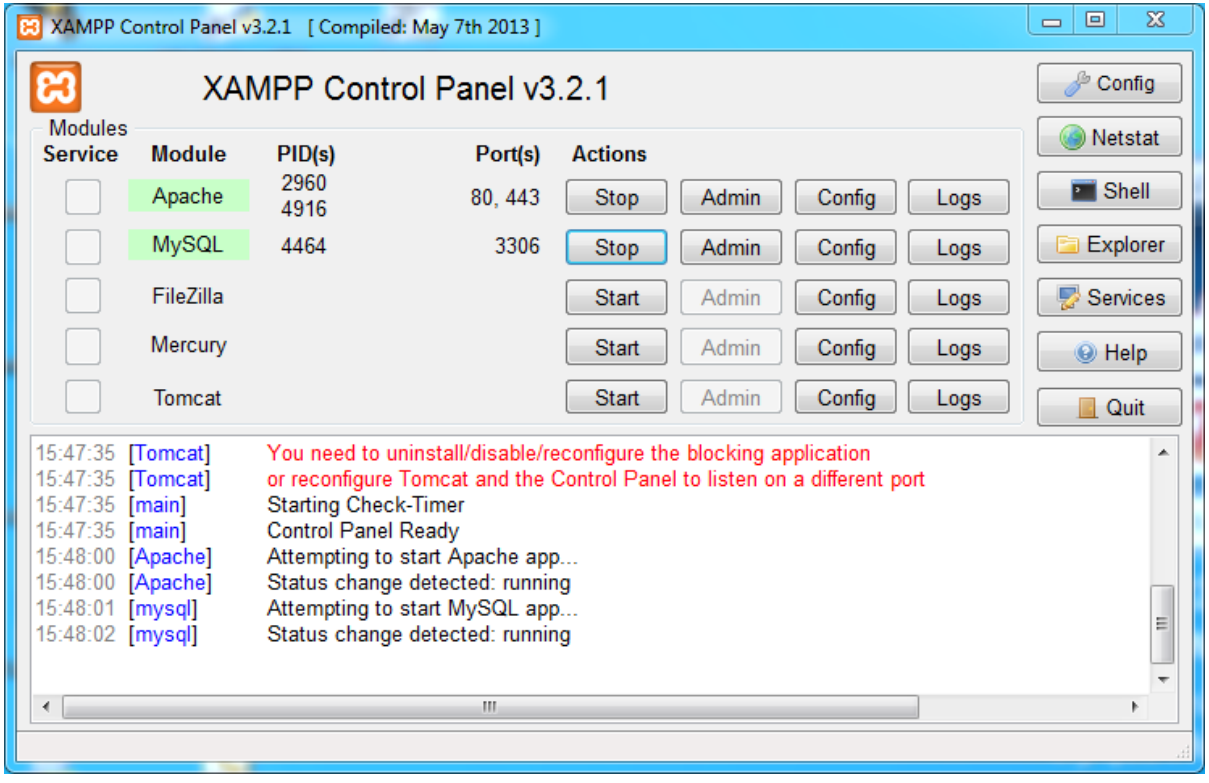

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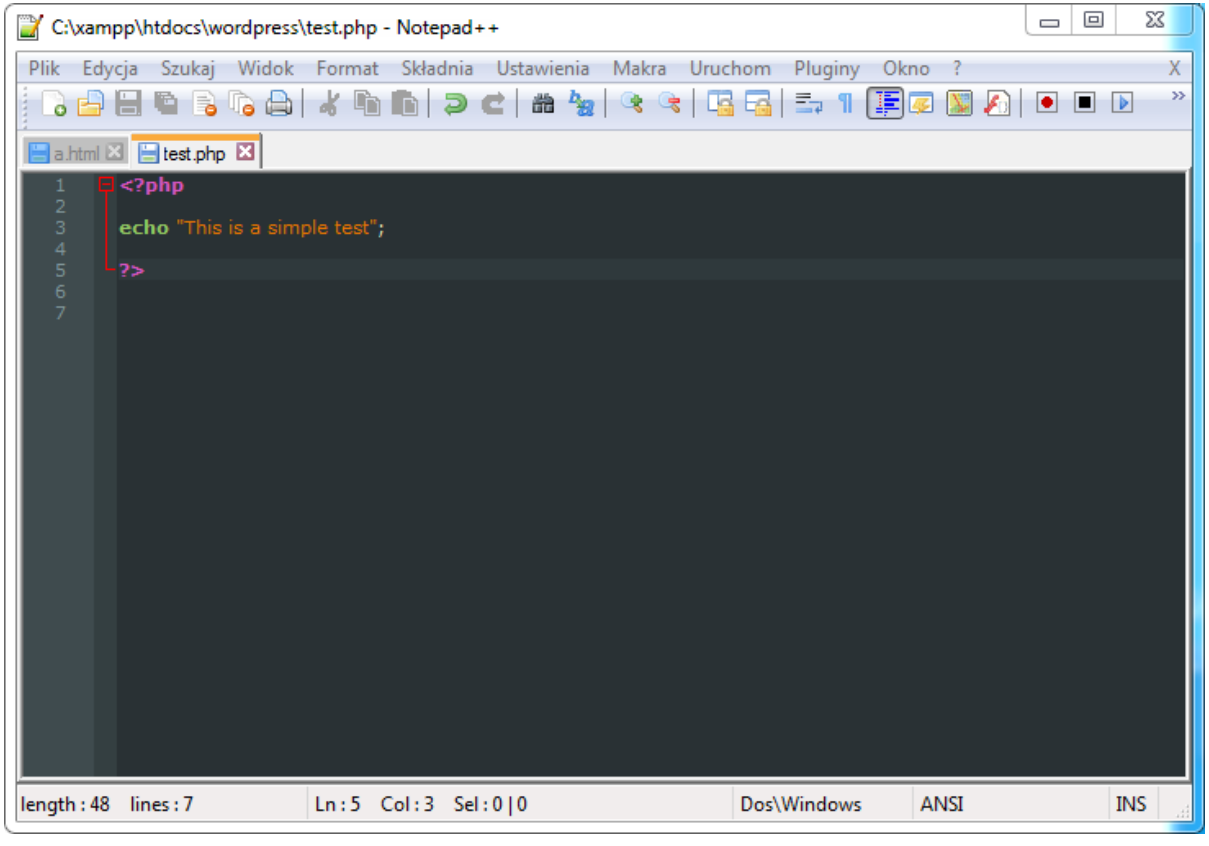

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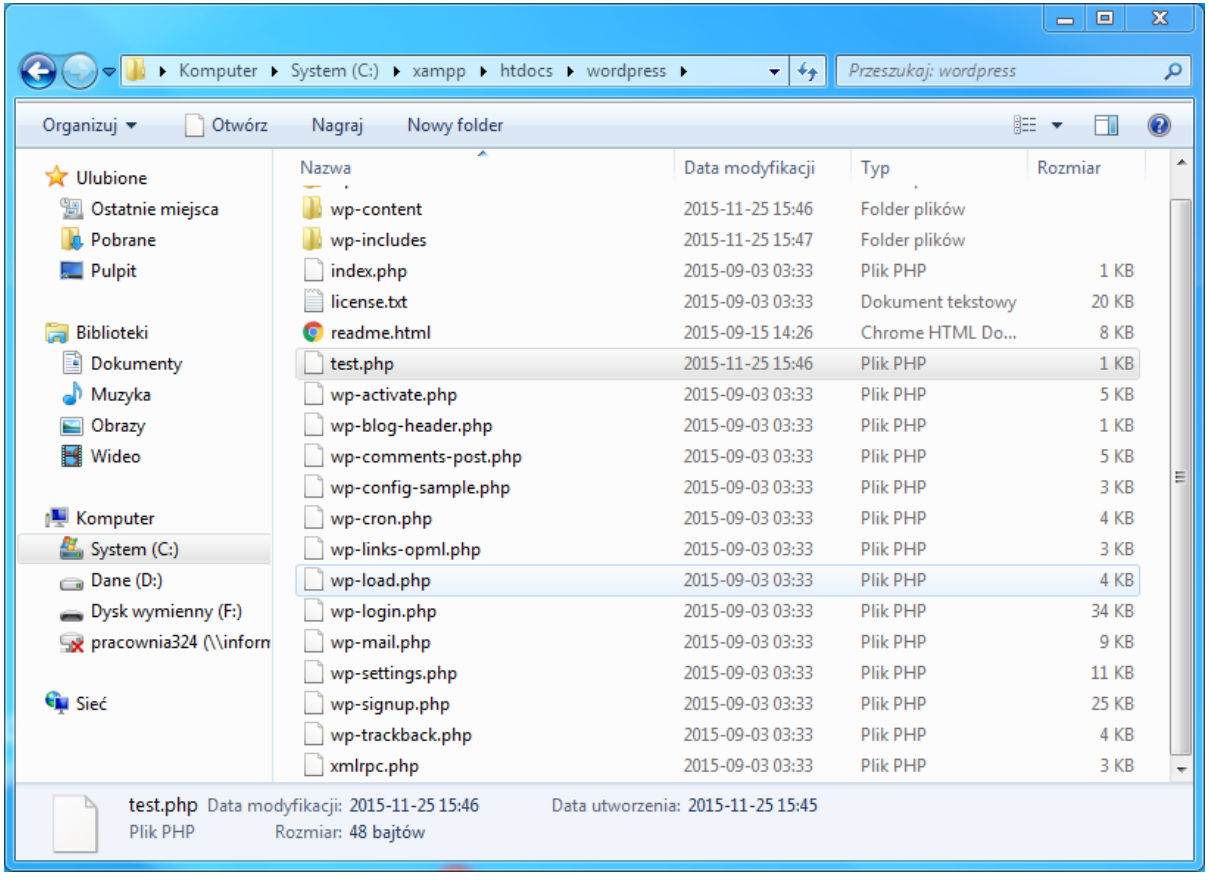

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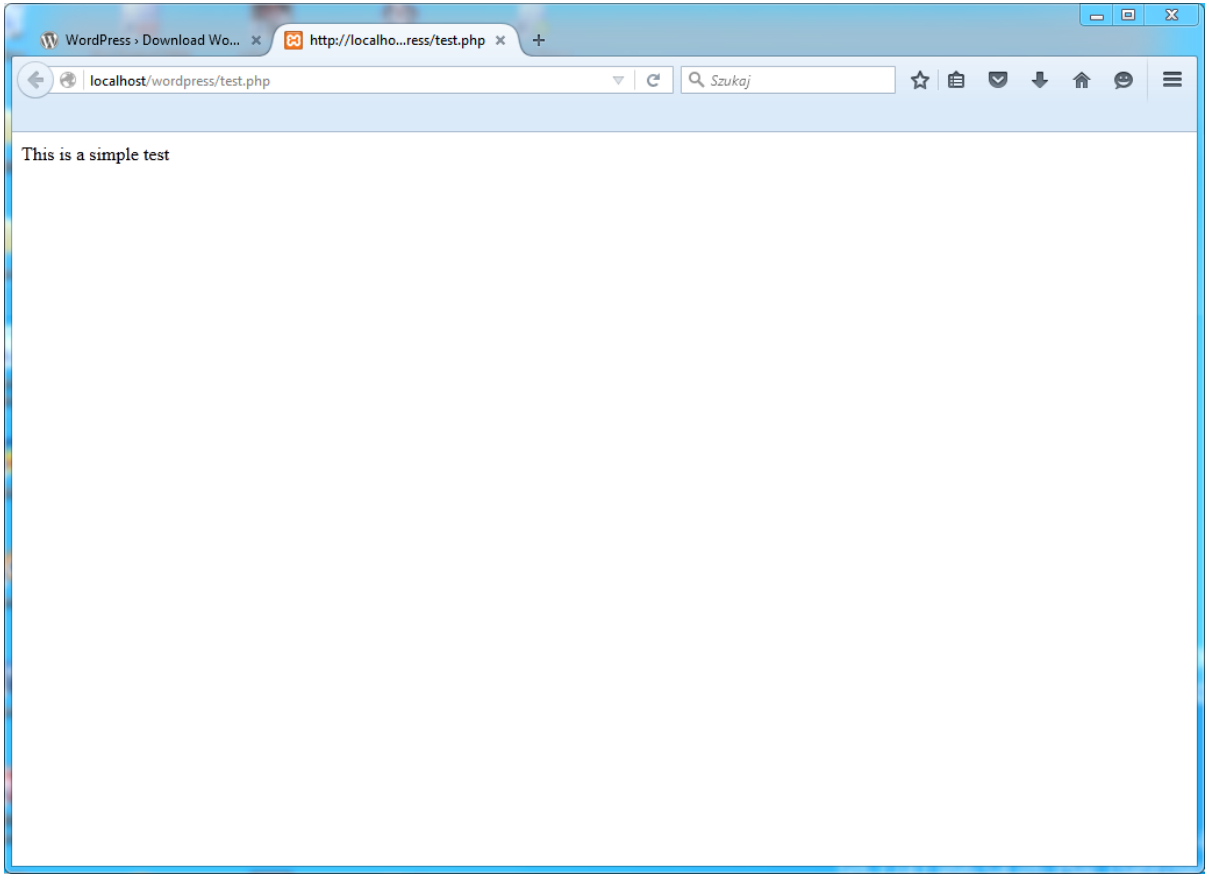

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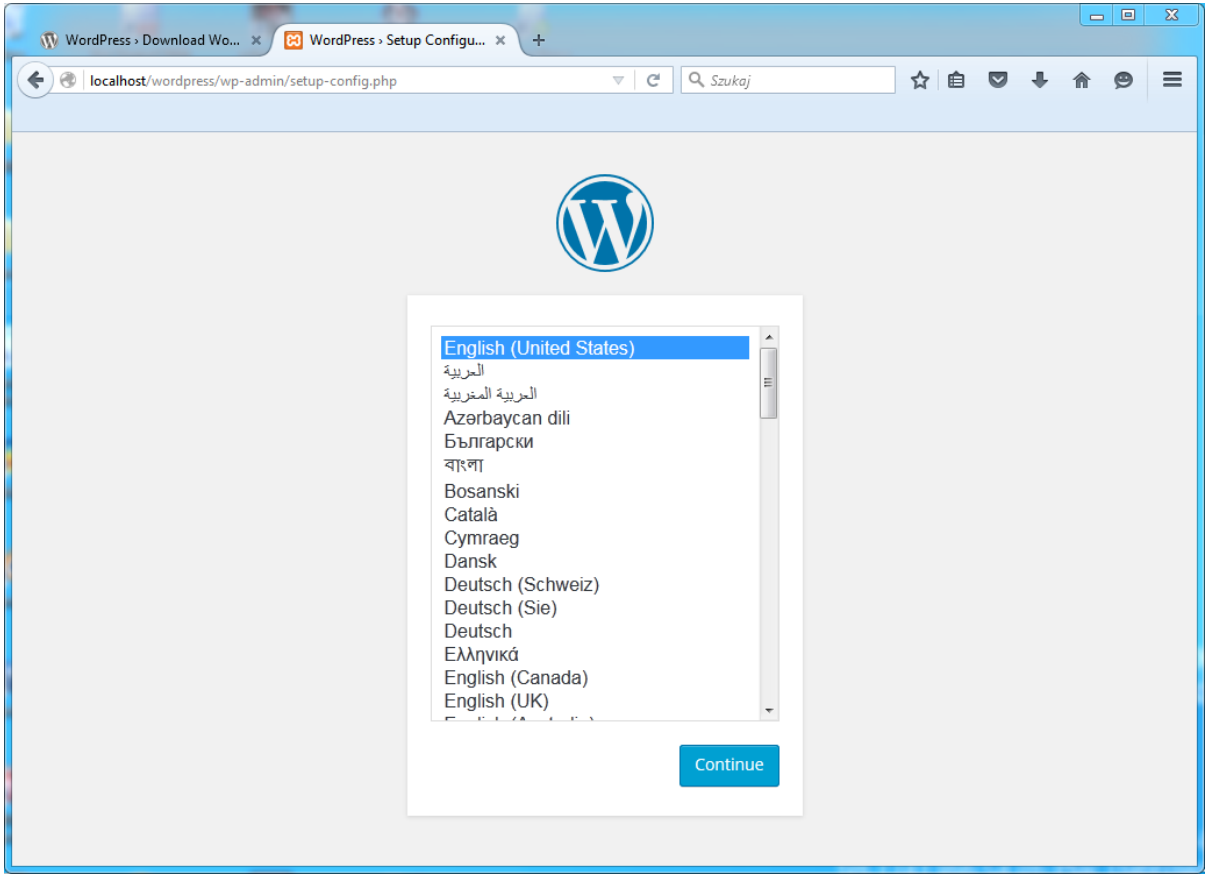

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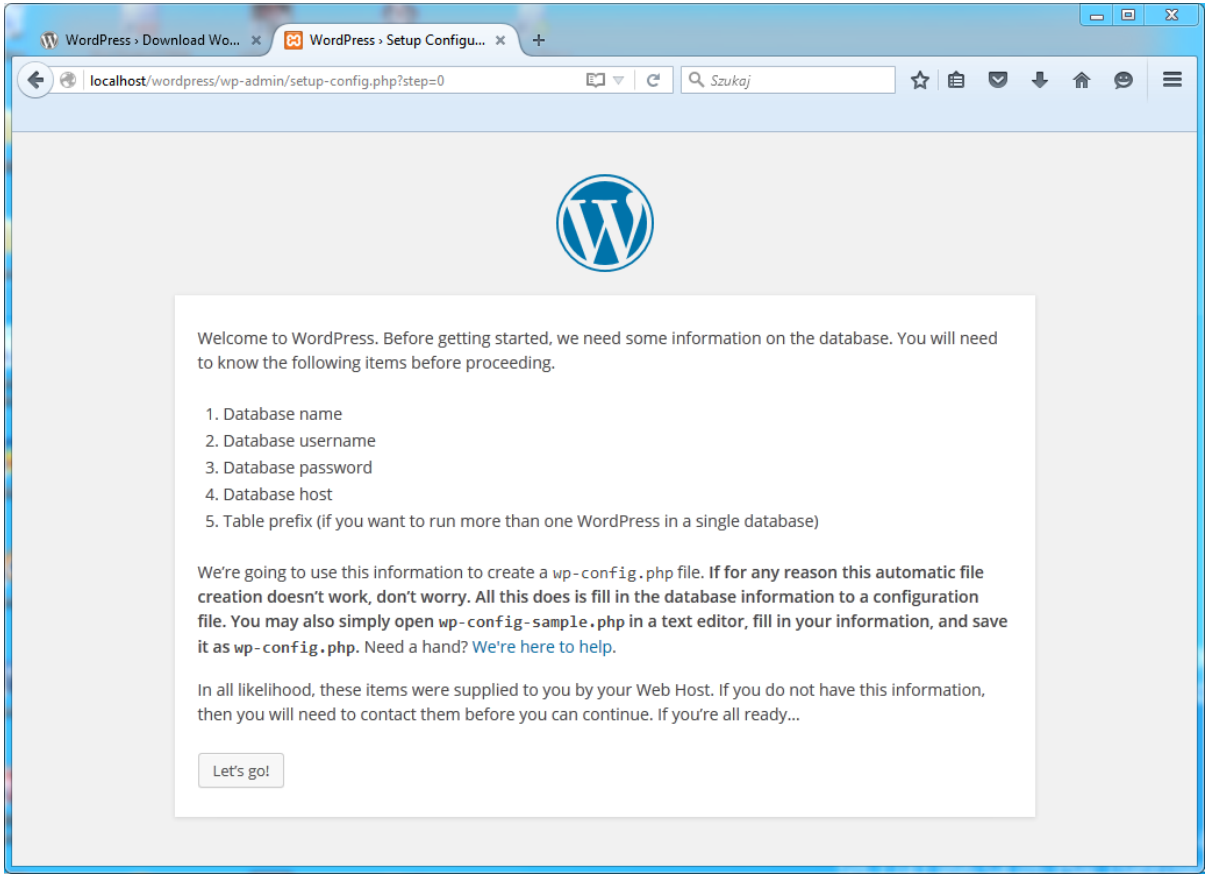

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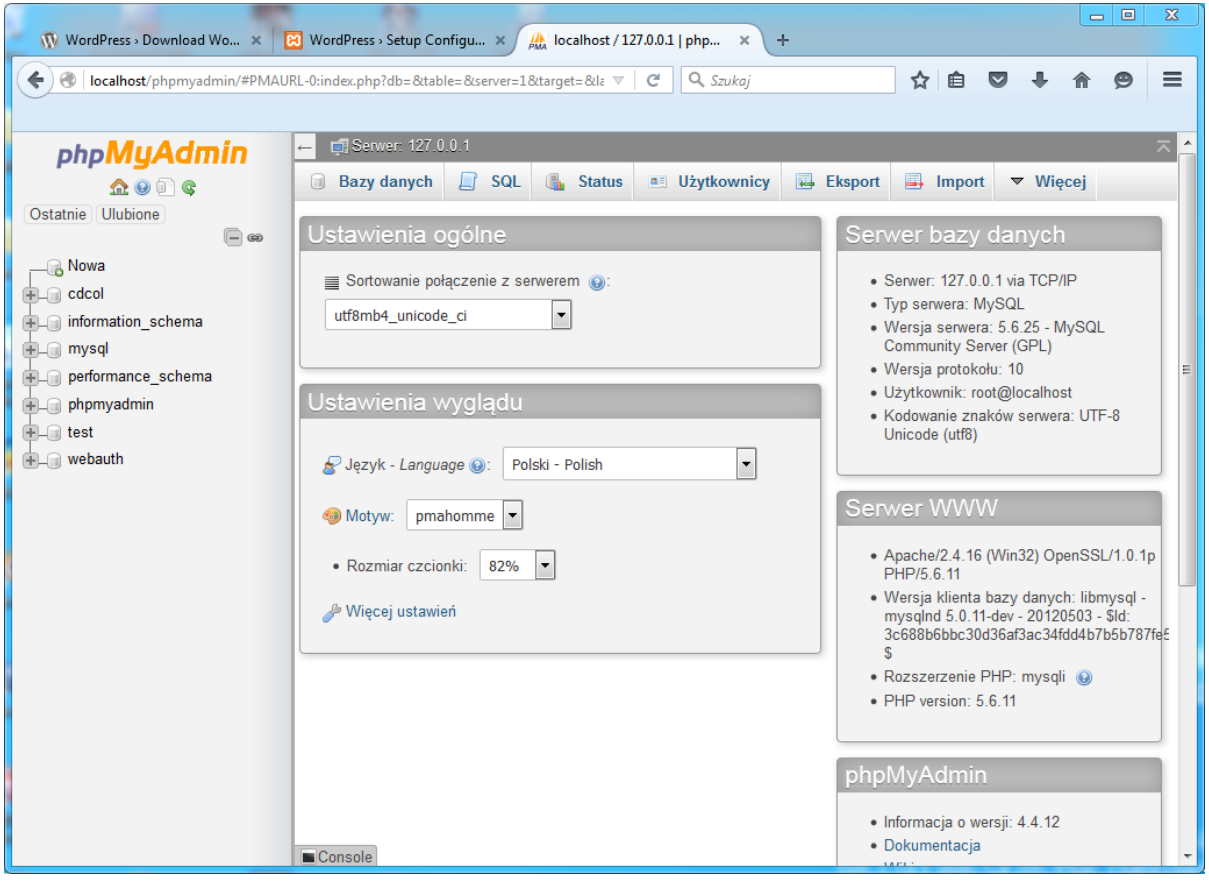

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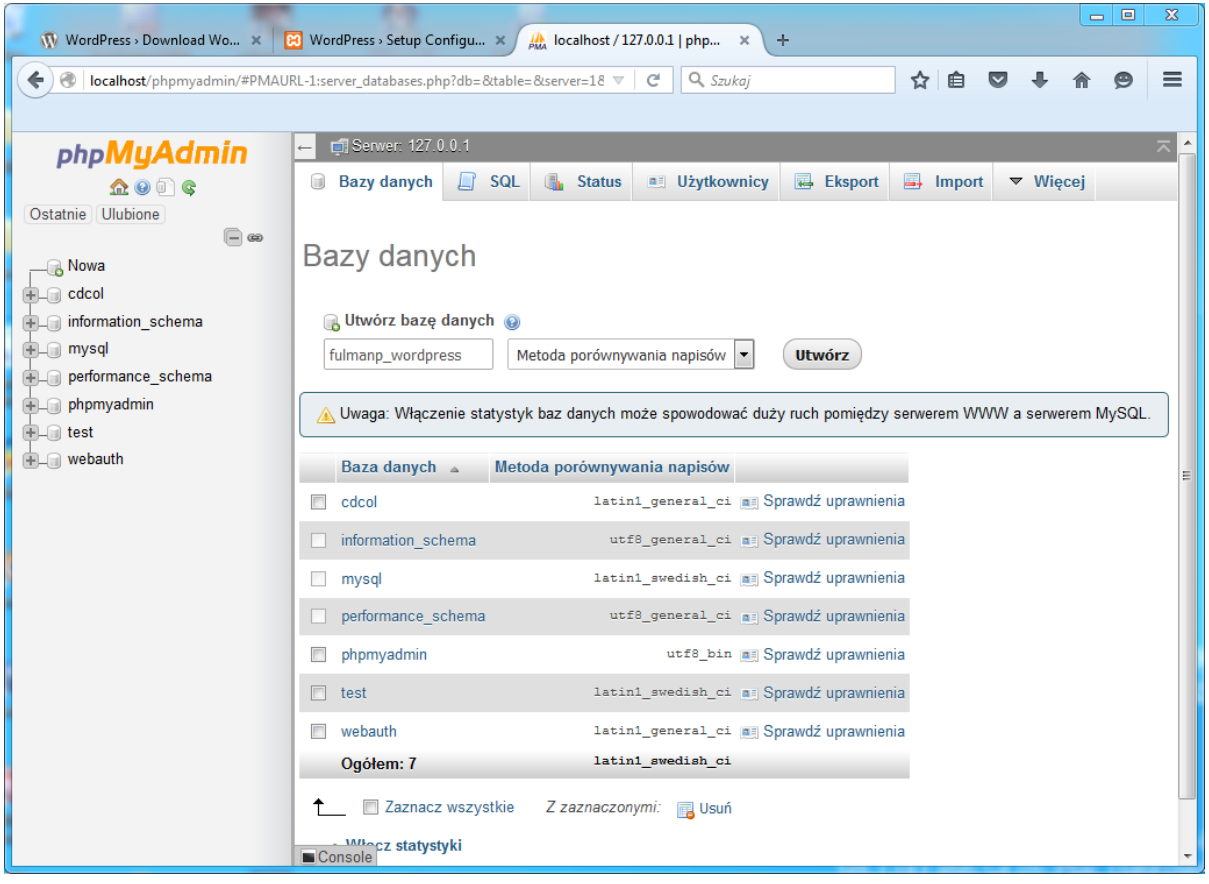

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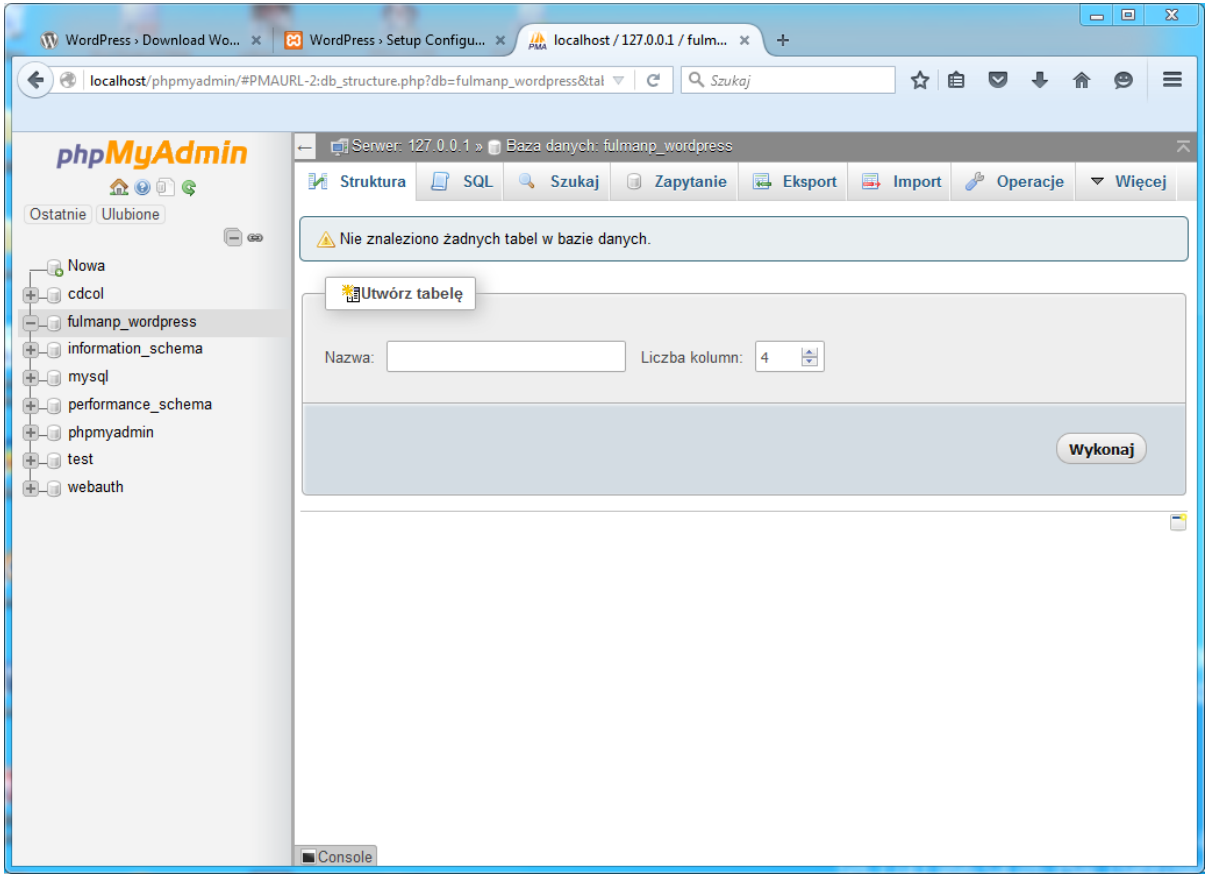

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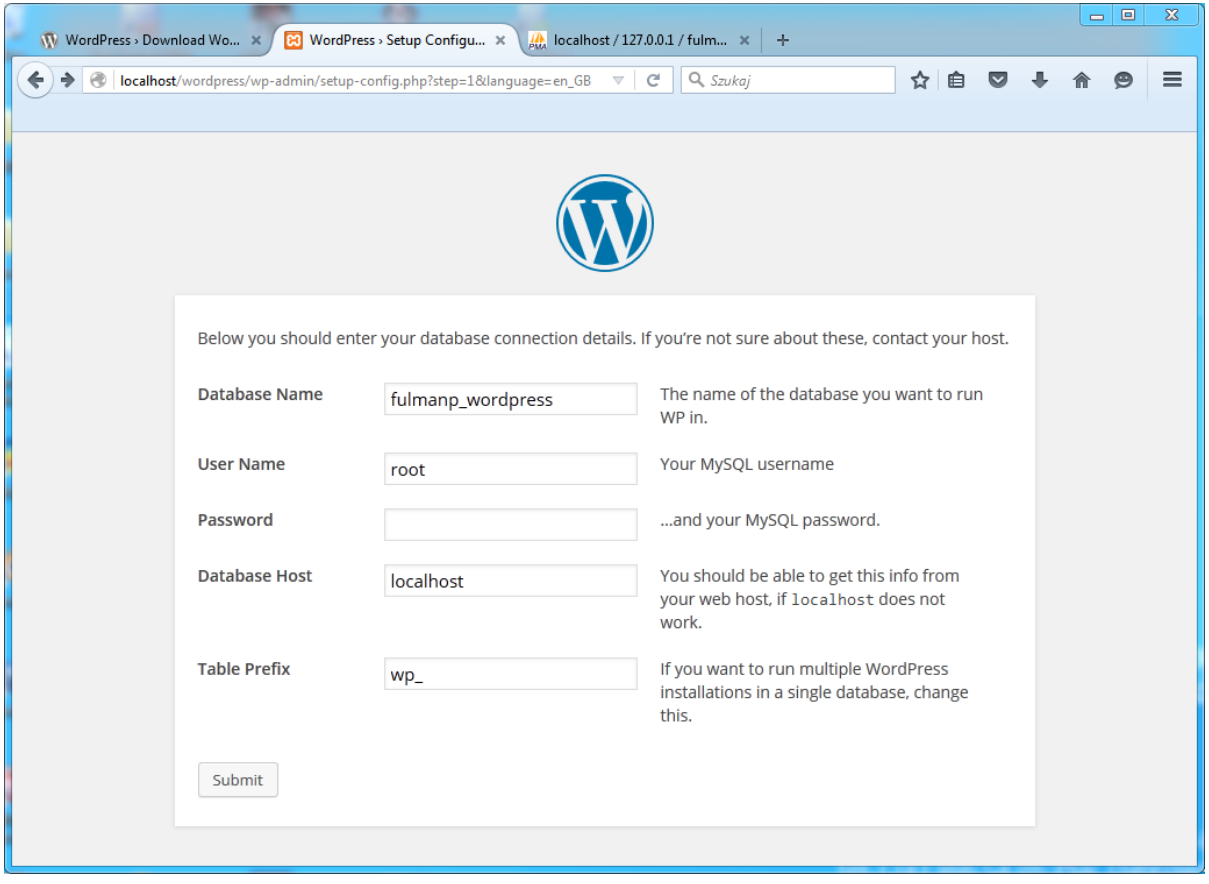

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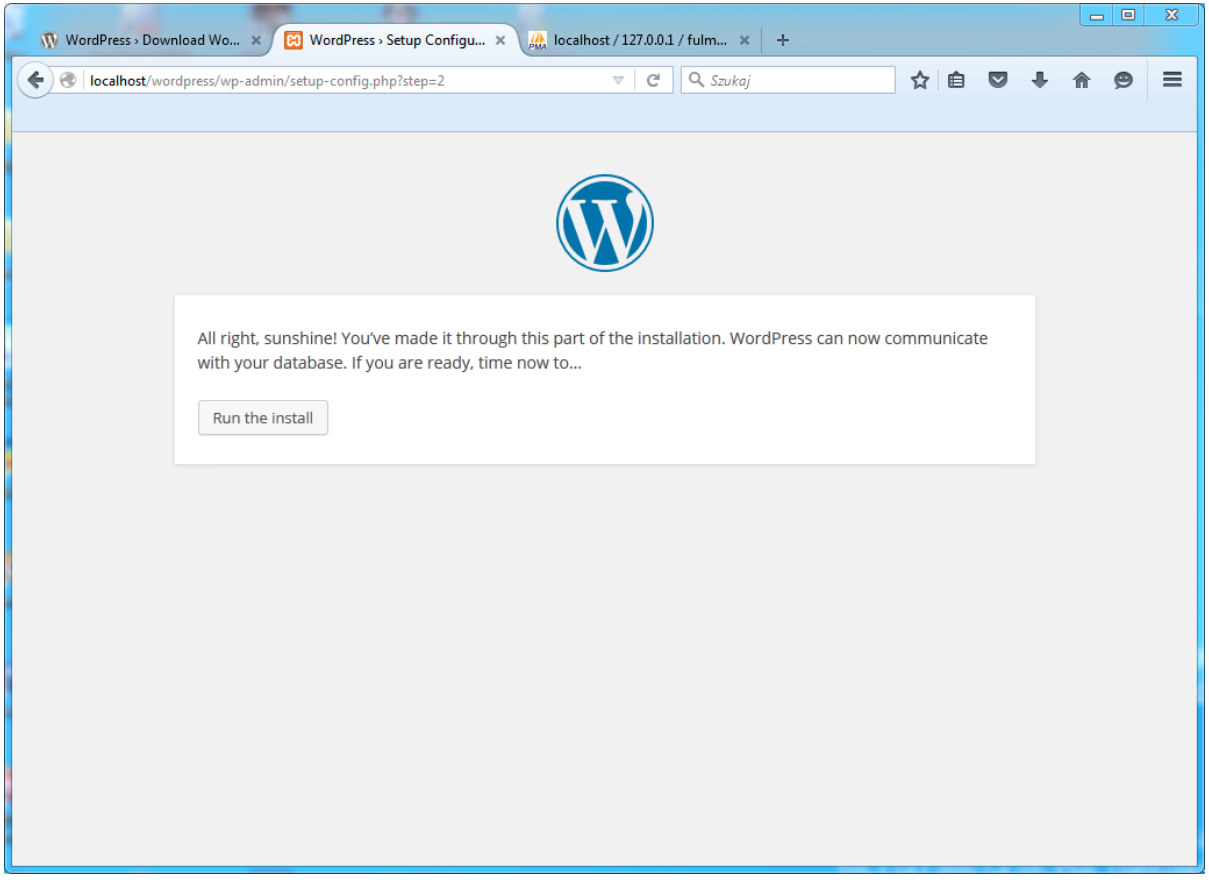

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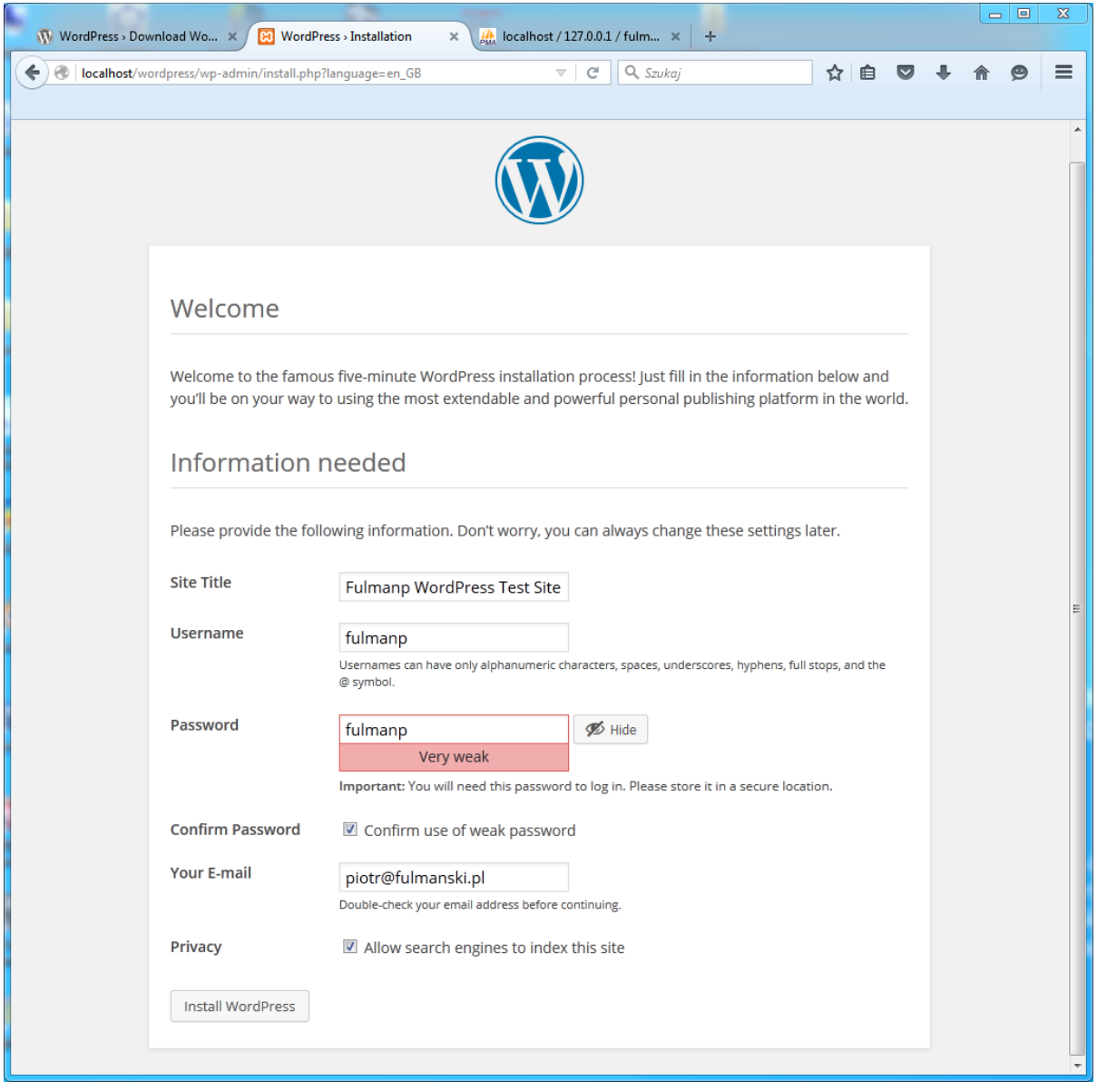

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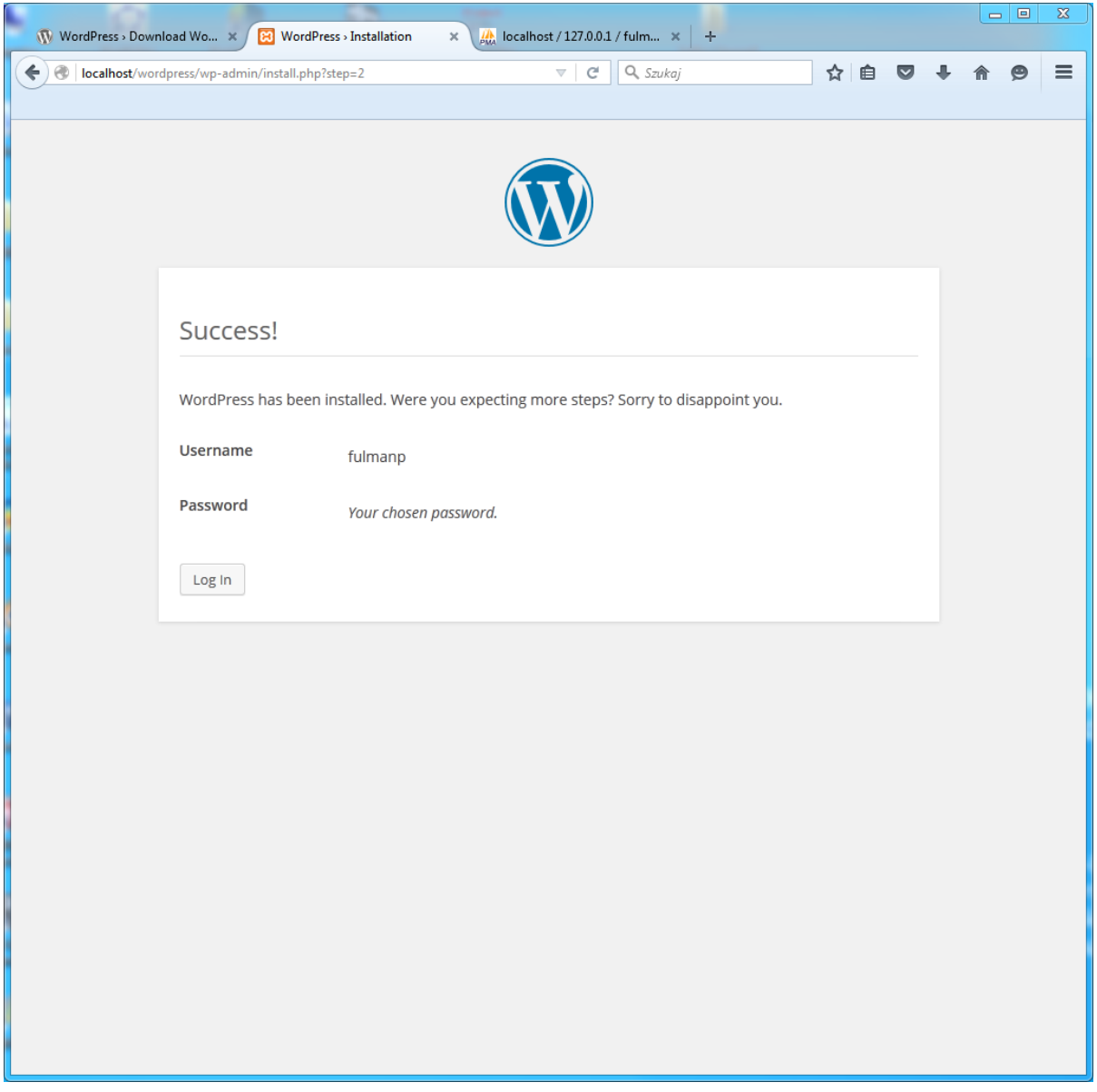

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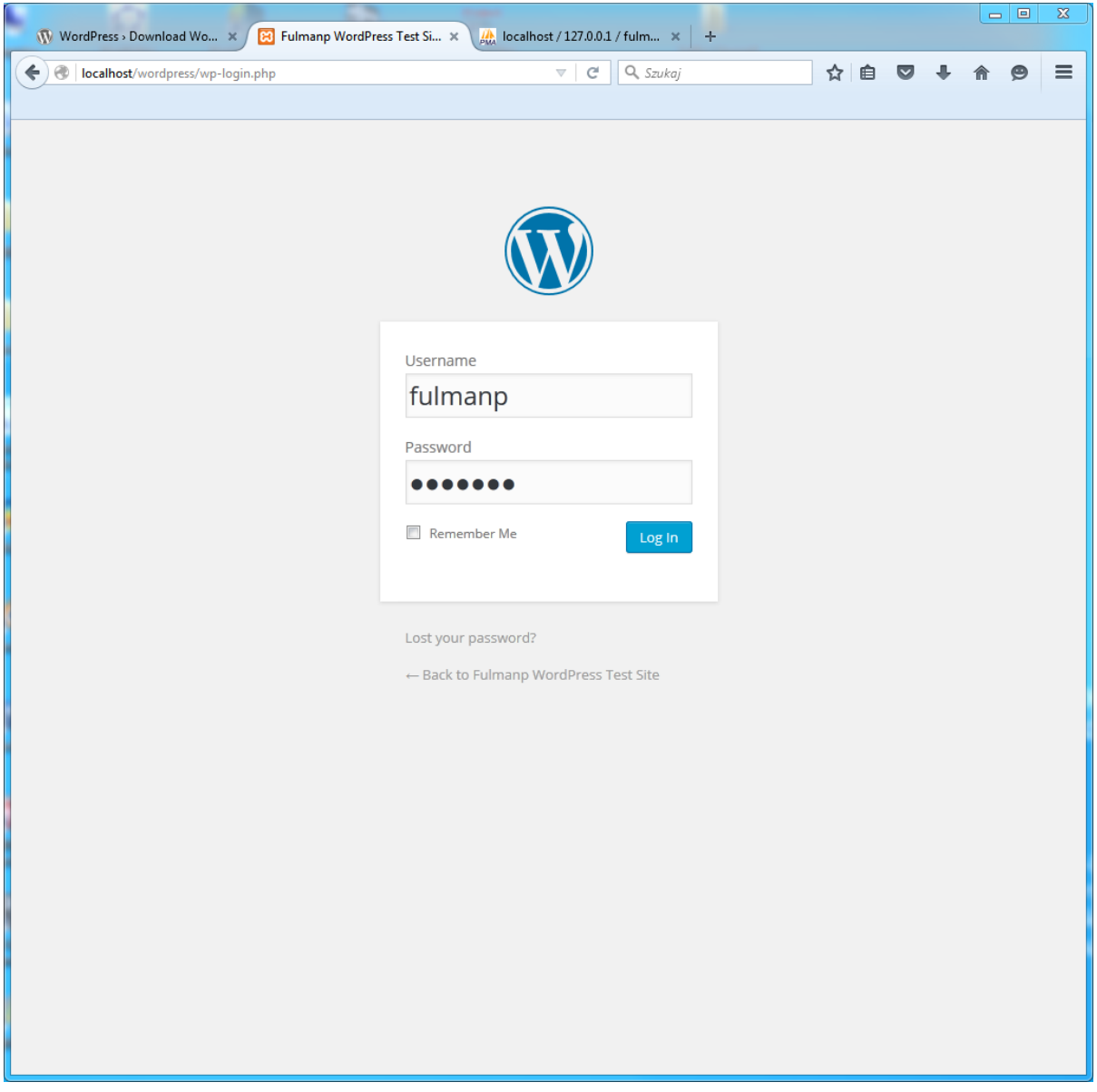

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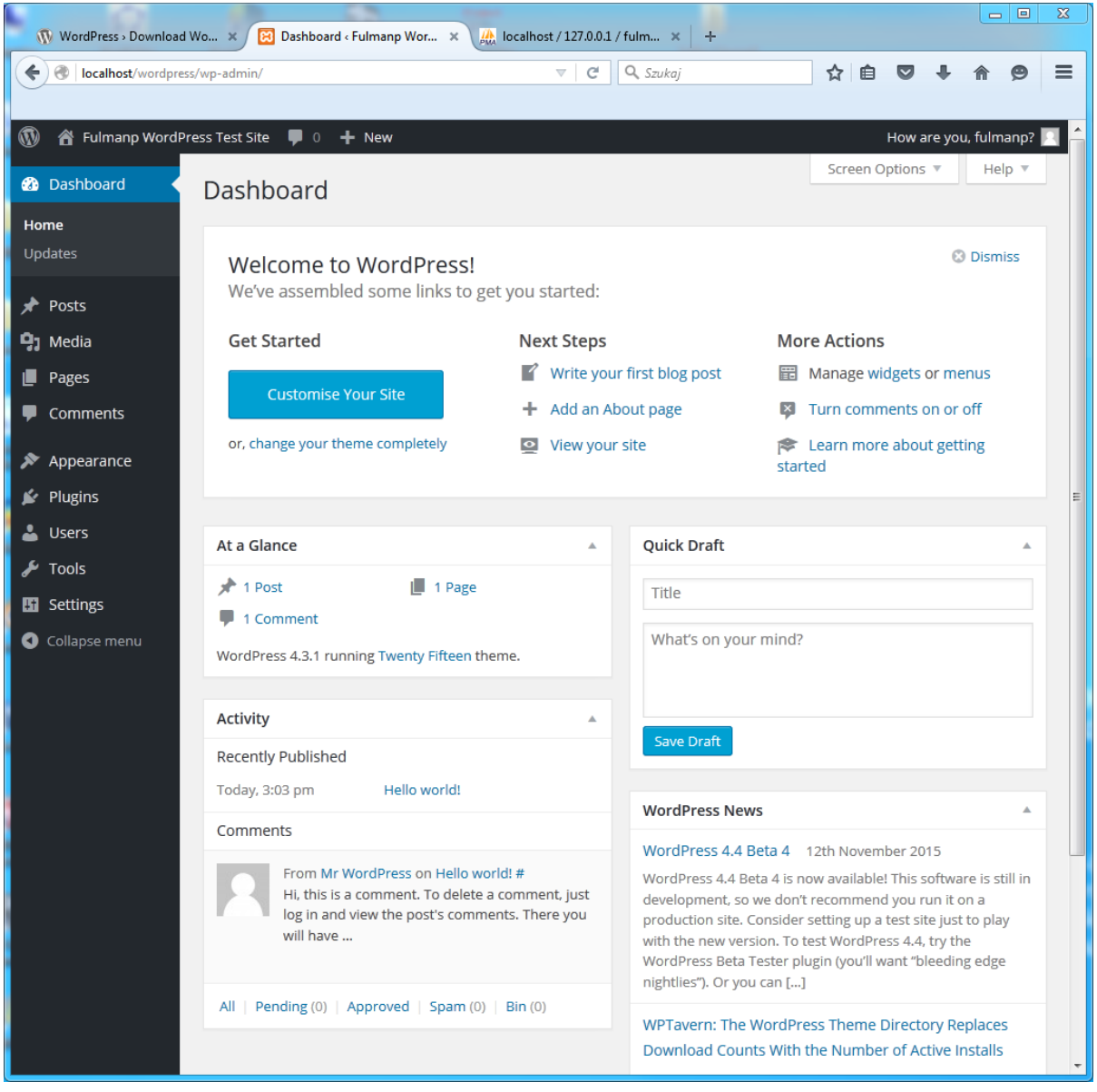

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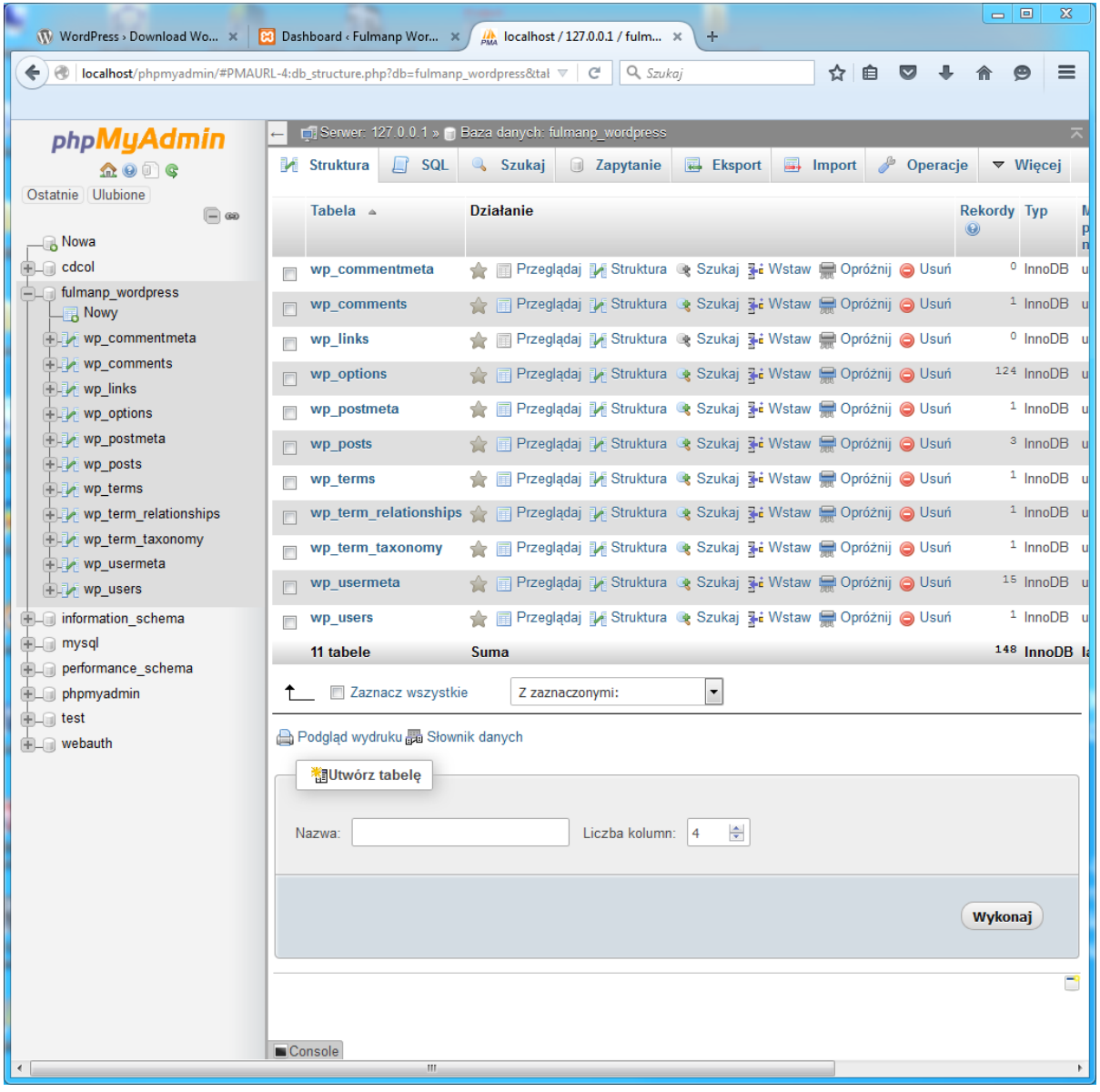

Changing general blog information

To get started with this, navigate to **Settings** | **General** in the main menu. There are many options you can set here, most of which are pretty self-explanatory. We'll look at the most important ones, and you can explore the rest on your own.

- You can change your blog's title.
- You can also change the blog description (**Tagline**), which is used in most themes as a subtitle for the blog.
- One of the few things you probably want to take a look at on this page is **Timezone**.
- Finally, there's only one more thing you should adjust in your new site's settings before publishing any content: the **permalinks** (**Settings** | **Permalinks**; see next slide).

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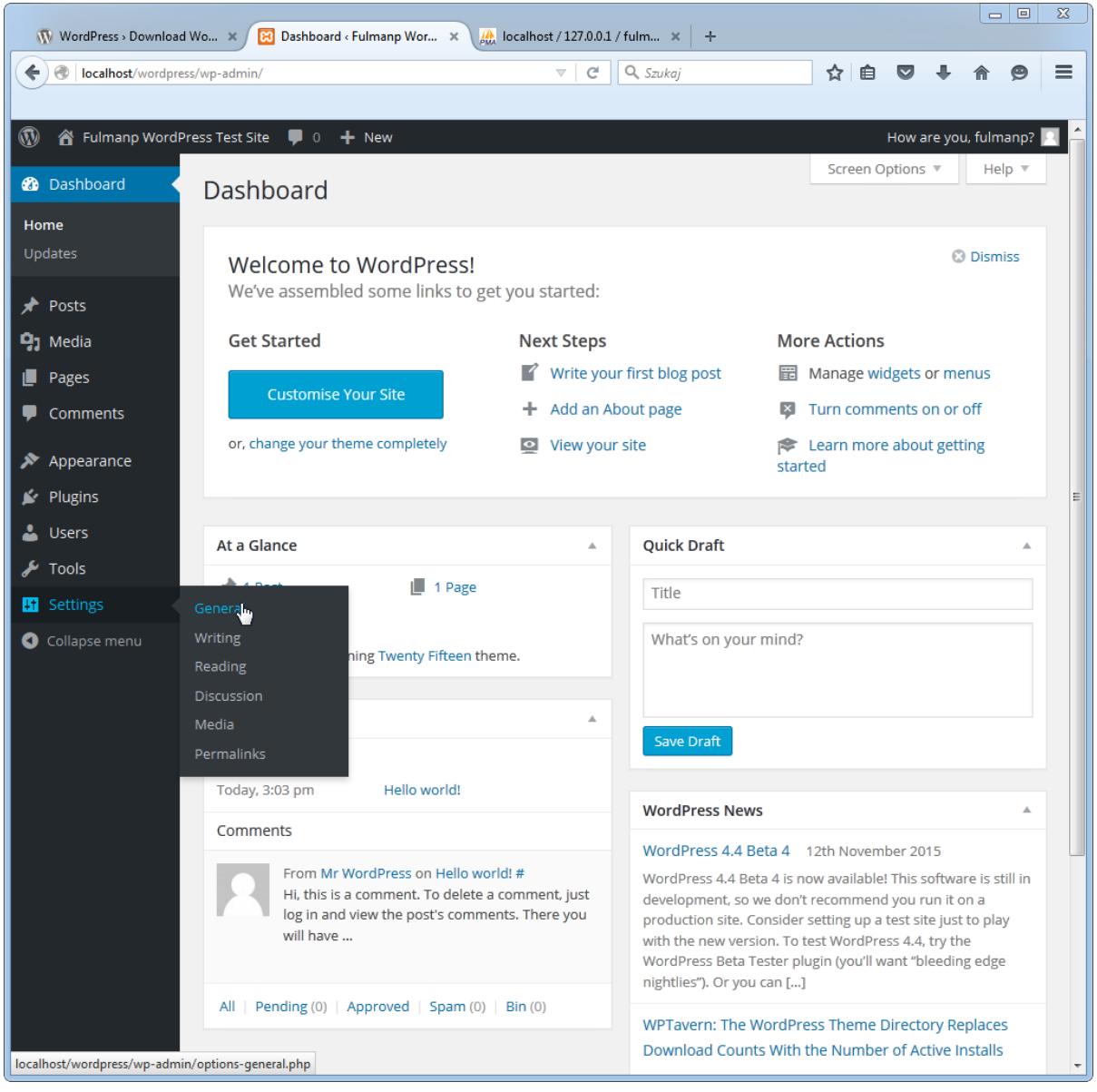

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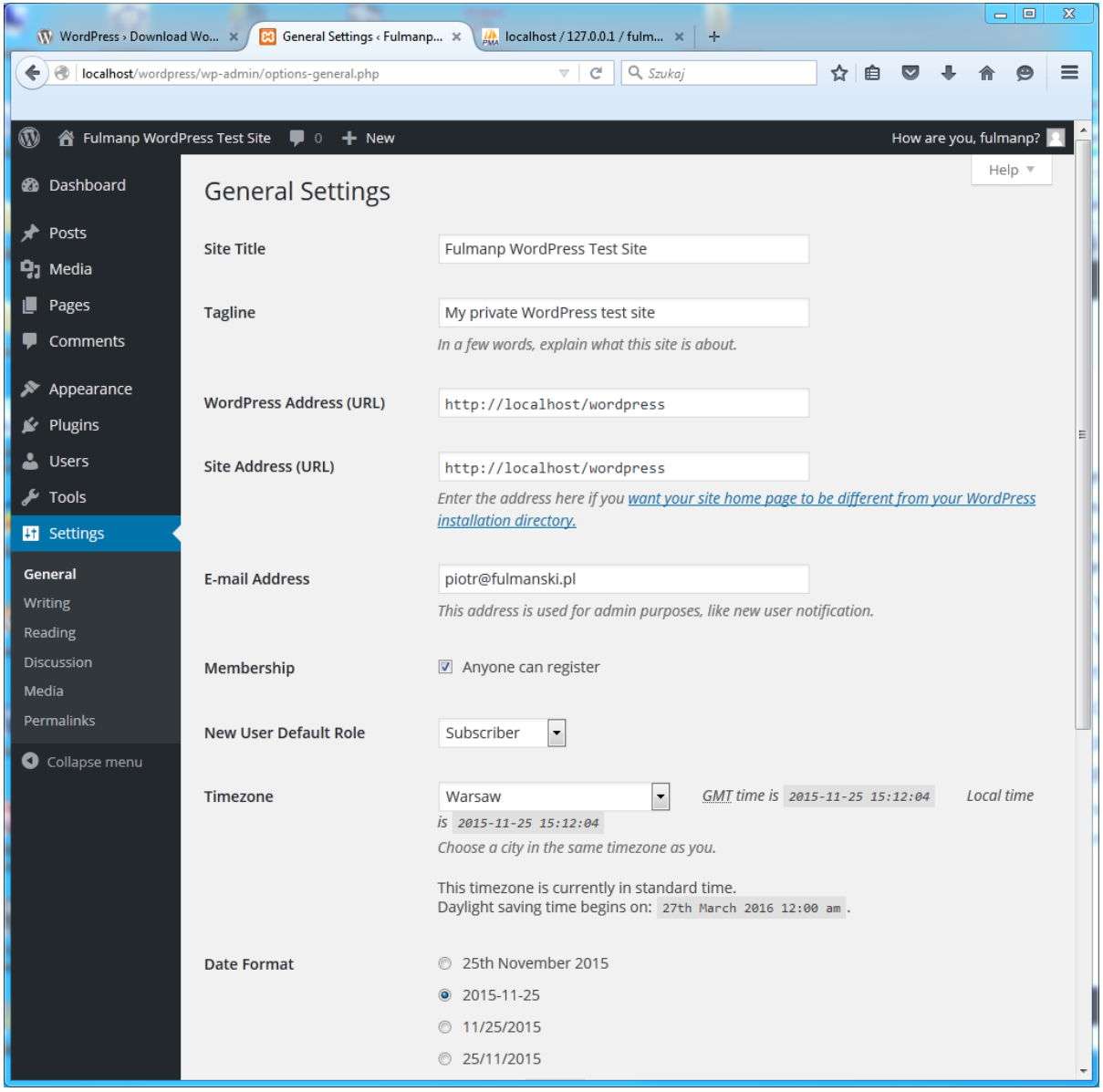

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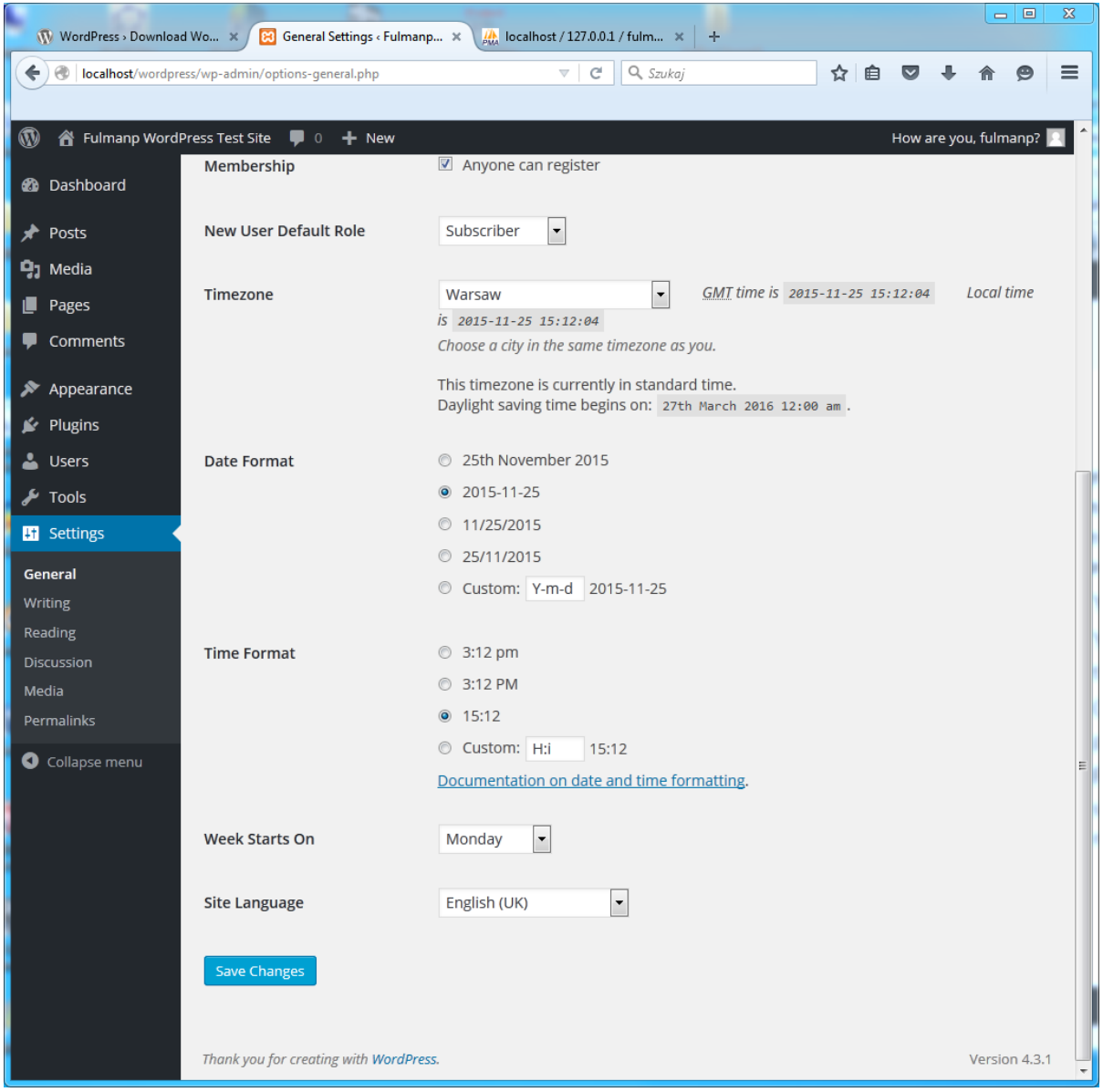


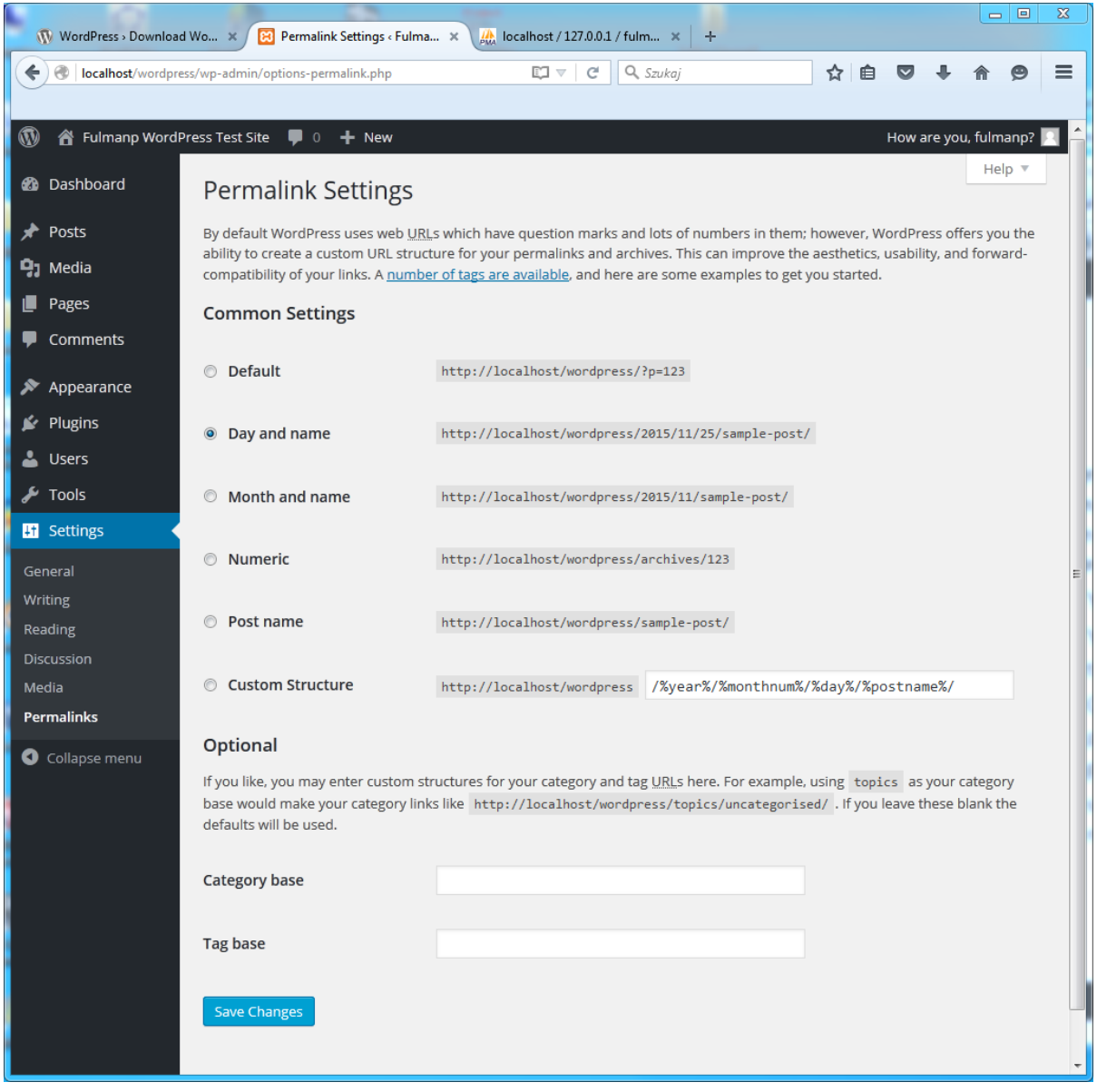
Changing general blog information

Permalinks

Permalinks are the permanent URLs to your individual pages, blog posts, categories, and tags. By default, WordPress links to your new posts using a highly un-optimized URL structure. For instance, if you create a post titled „*Foo bar*", WordPress will link to it as something similar to `http://yoursite.com/?p=123`. The main problem with that structure is that **it doesn't give any indication what such a page can possibly be about**. Neither your visitors nor Google will be able to make a guess from this URL. In the case of Google, such a structure can also impact your future search engine rankings signi cantly. Therefore, to set a more optimized structure, you can go to **Settings** | **Permalinks**. Here are the available settings:
The best setting from my (as well as any other visitor's as I guess including Google's) point of view, is the one labeled **Post name**. If you set such permalinks, the URL we mentioned before will be `http://yoursite.com/foo-bar/`, which is a lot more clear and predictable.

Changing general blog information

Permalinks



Creating first post

To create a post,

- just click on **New Post** on the top menu.
- click on + **New** and then the **Post** link at the top of the page in the top bar.

Go ahead and write in some text. When you are happy with it, click on the **Publish** button.

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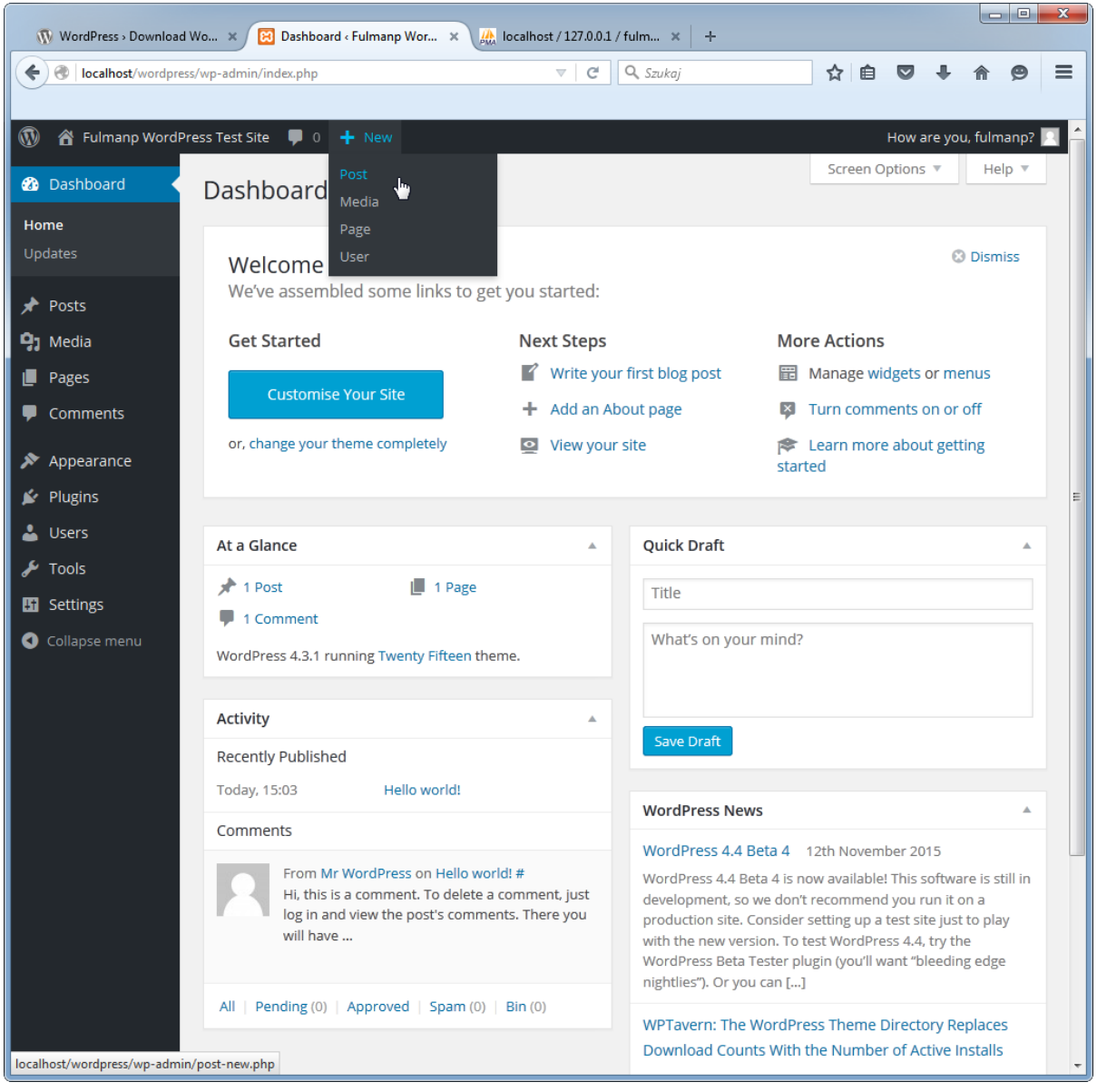

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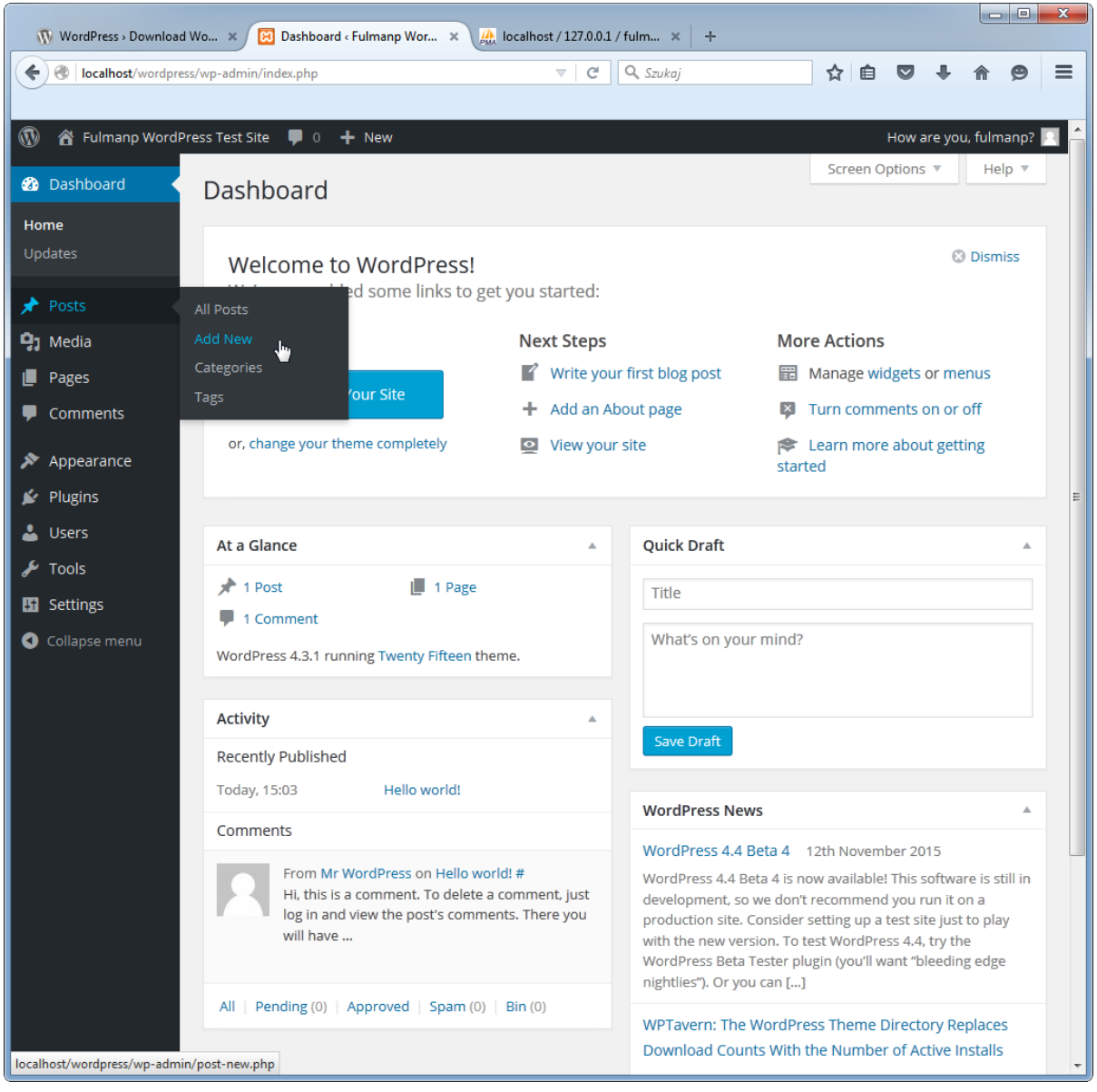

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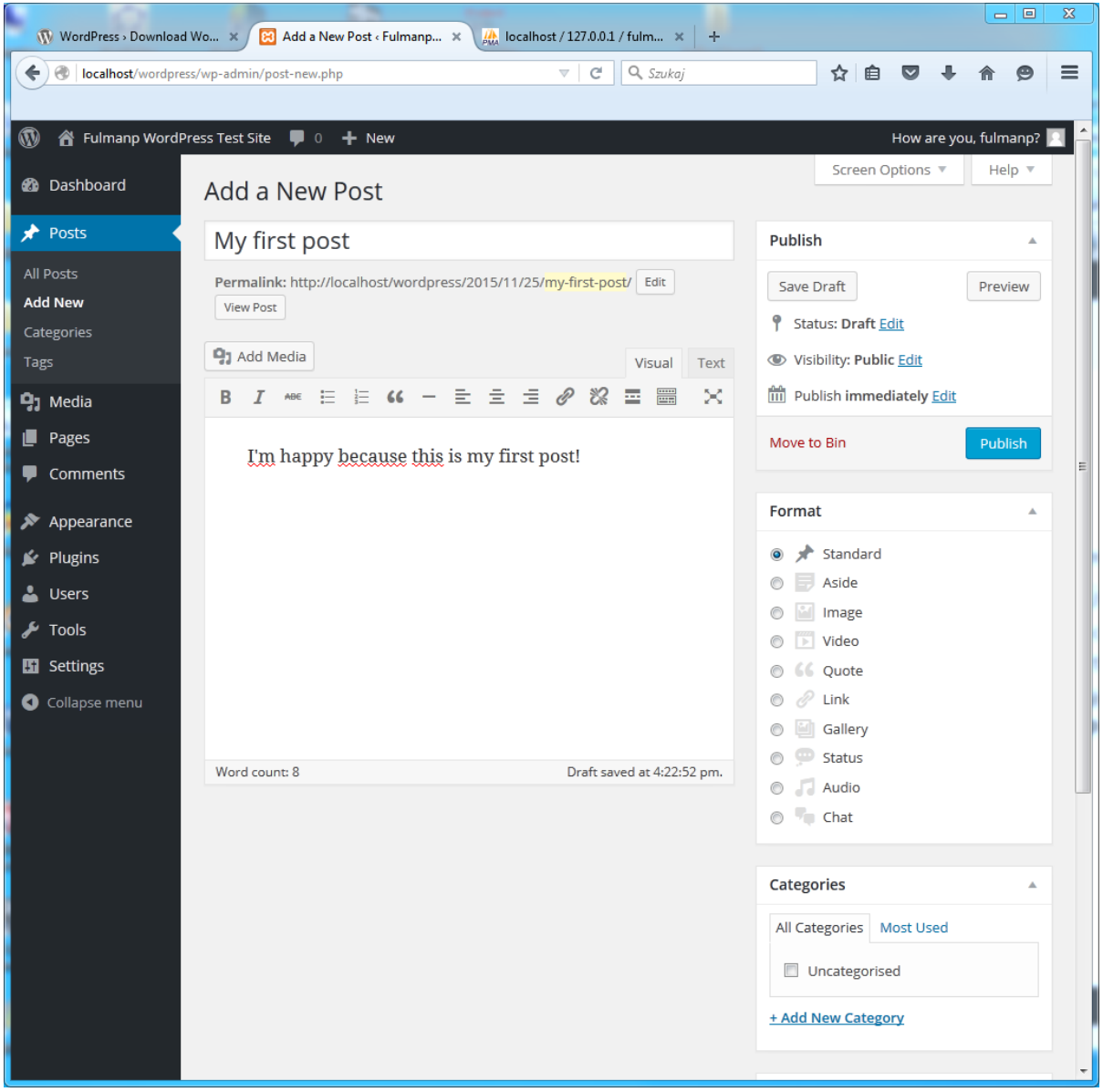

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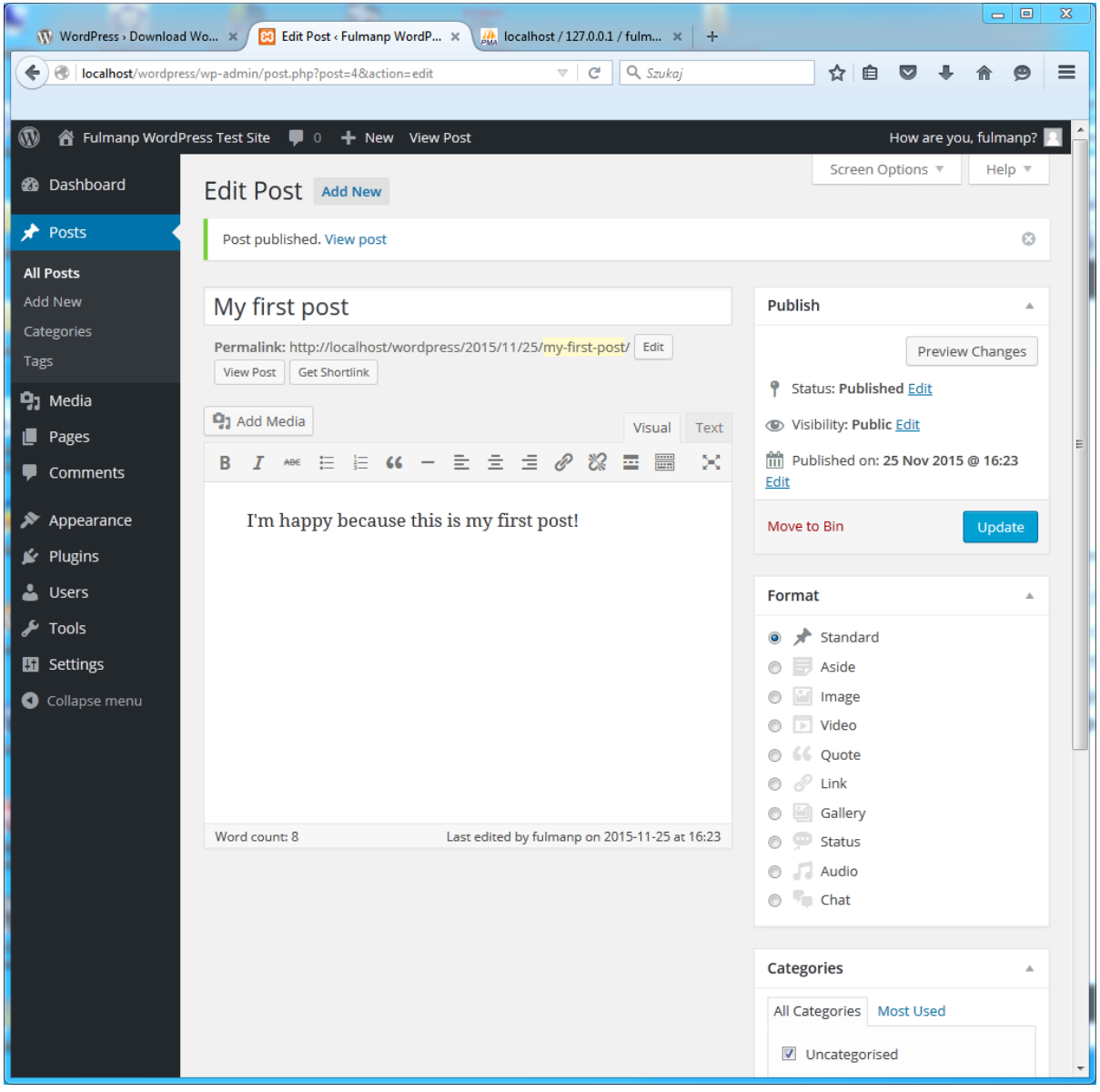

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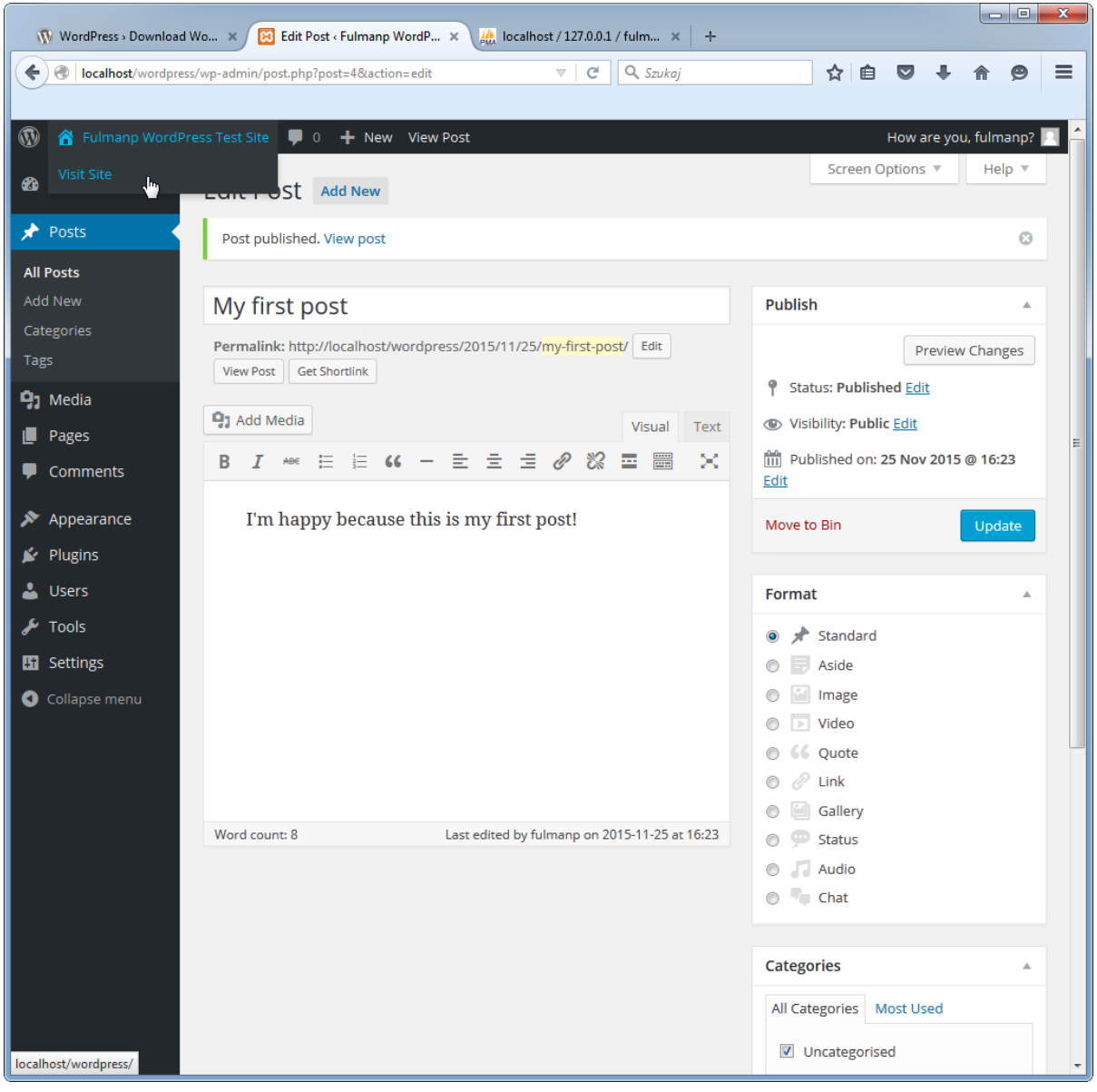

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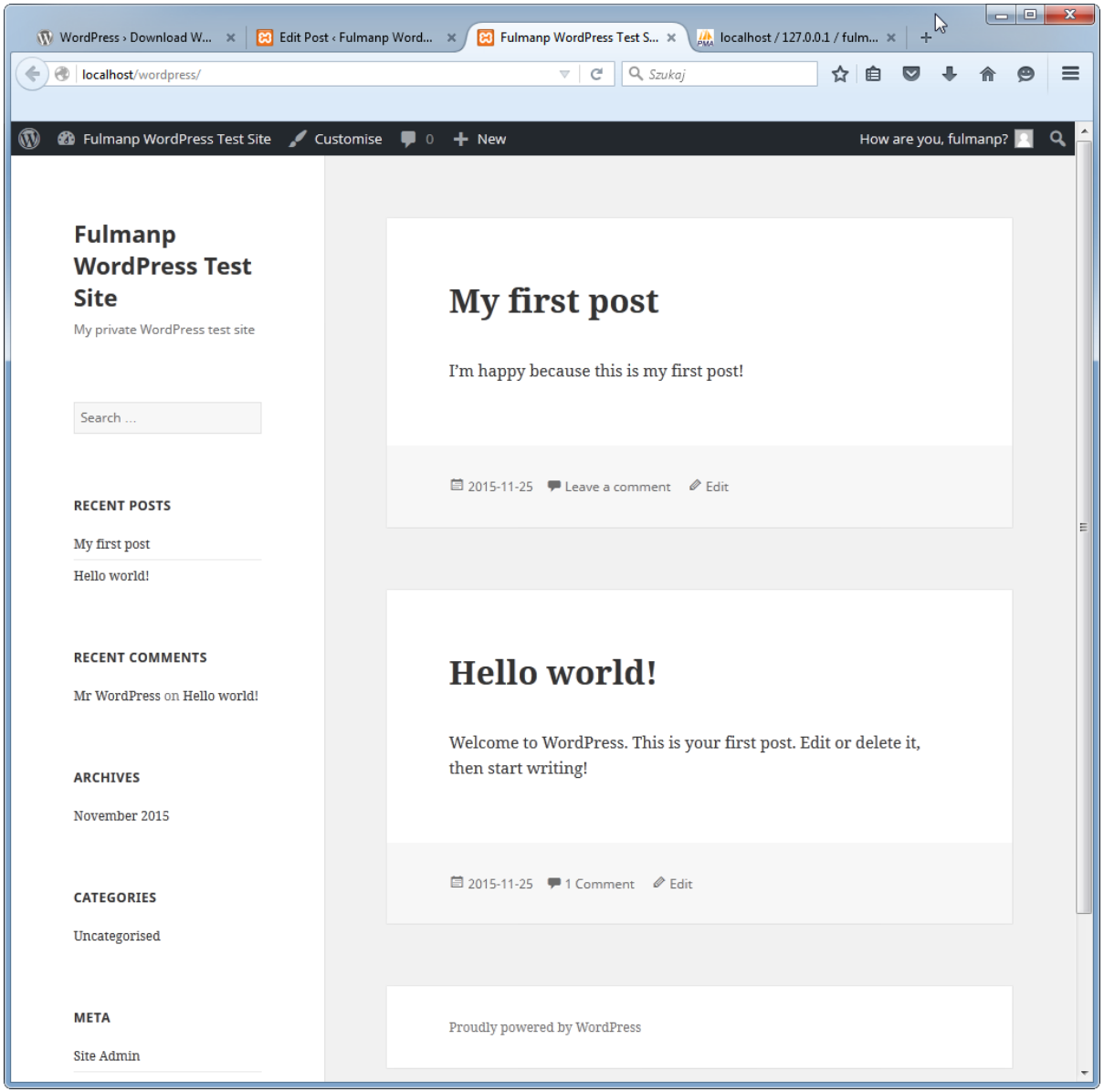

Creating first comment to your own first post

To add your own comment to your first post, just scroll down until you see the comment form. As you're already logged in, all you have to do is write something in the text area and click on **Post Comment**. The comment form you'll see is pretty basic and doesn't leave much place for error. Notice, that your visitors, however, those who are not logged into the WP Admin, will see a slightly different one.

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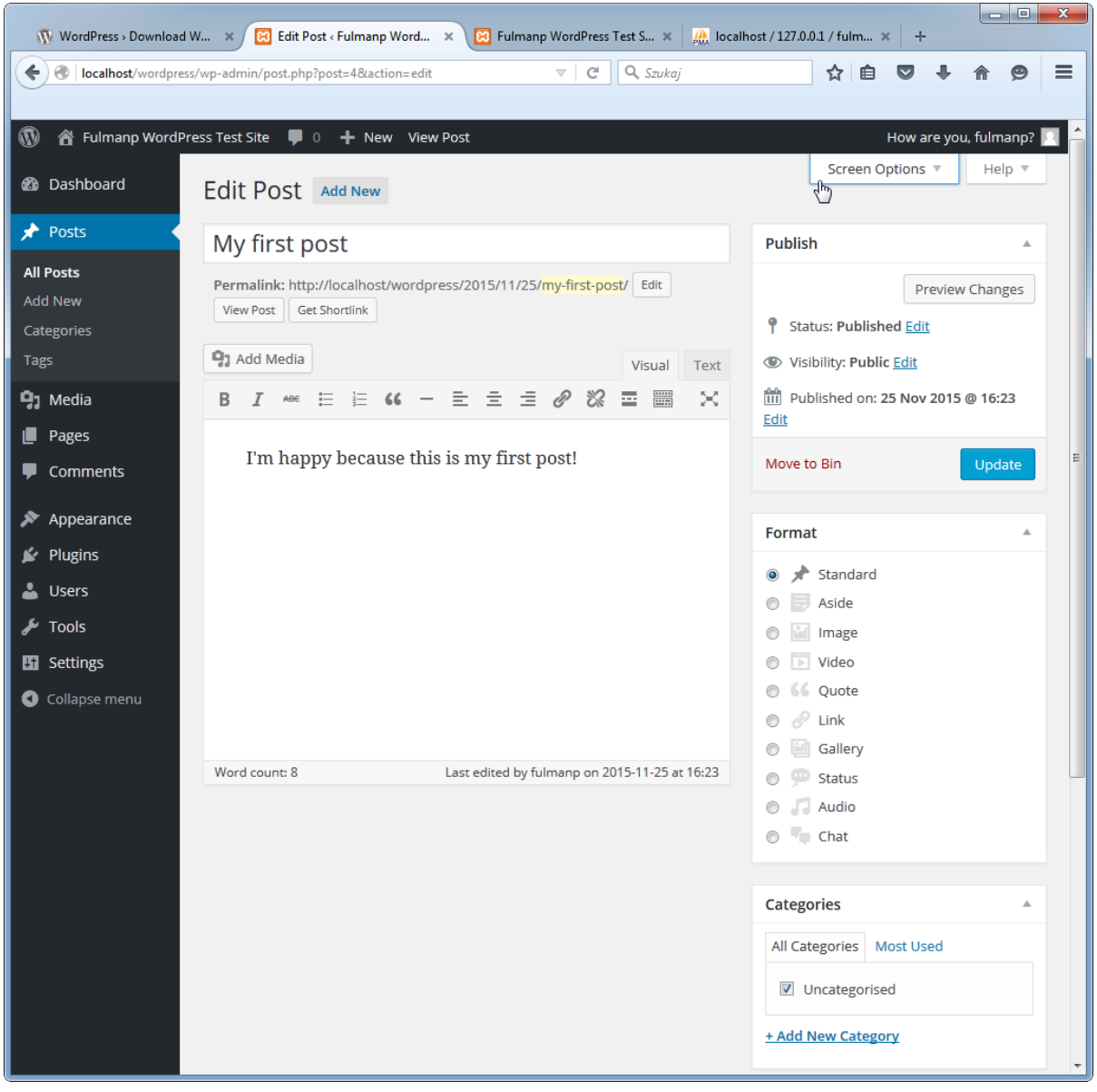

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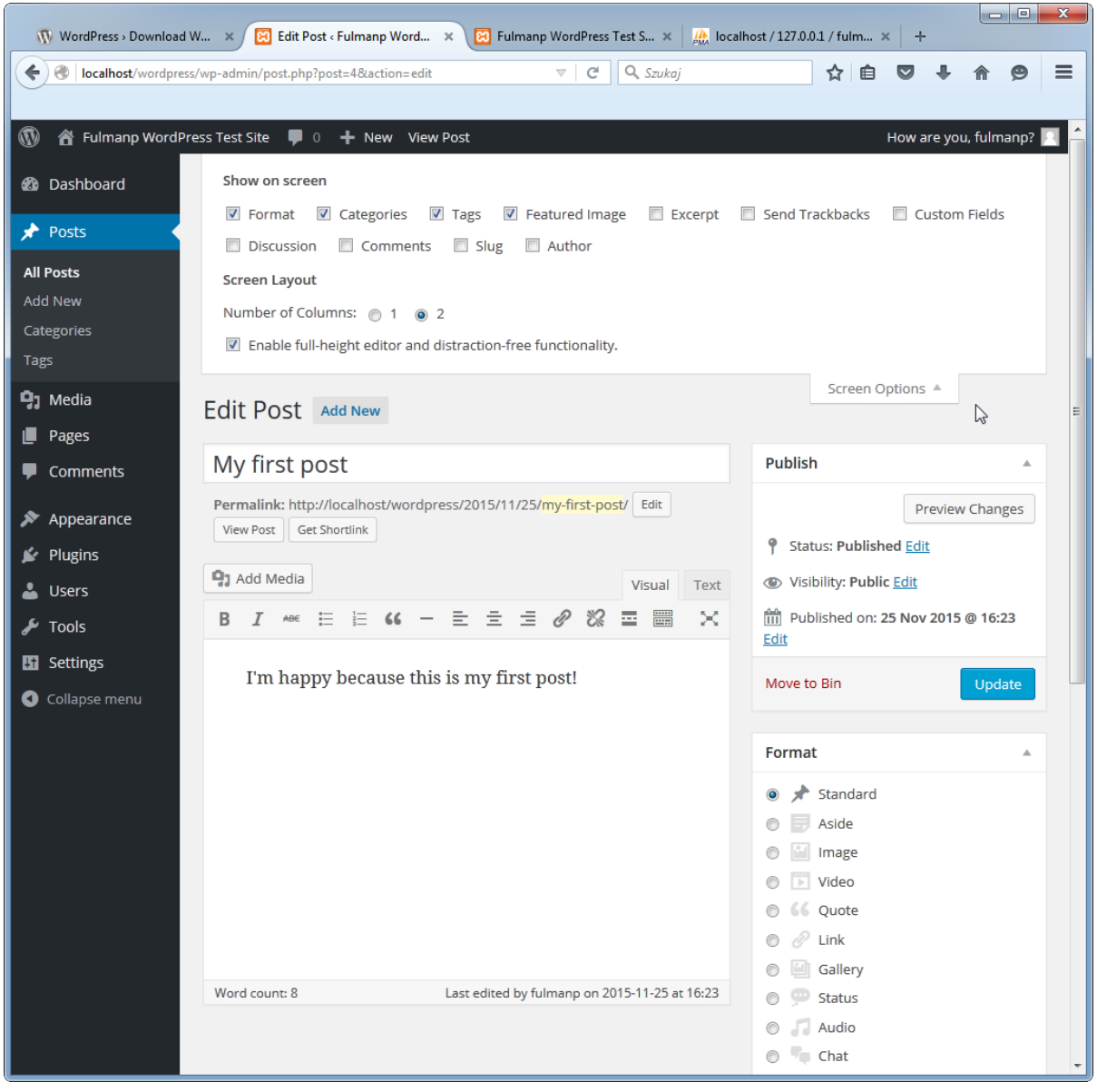

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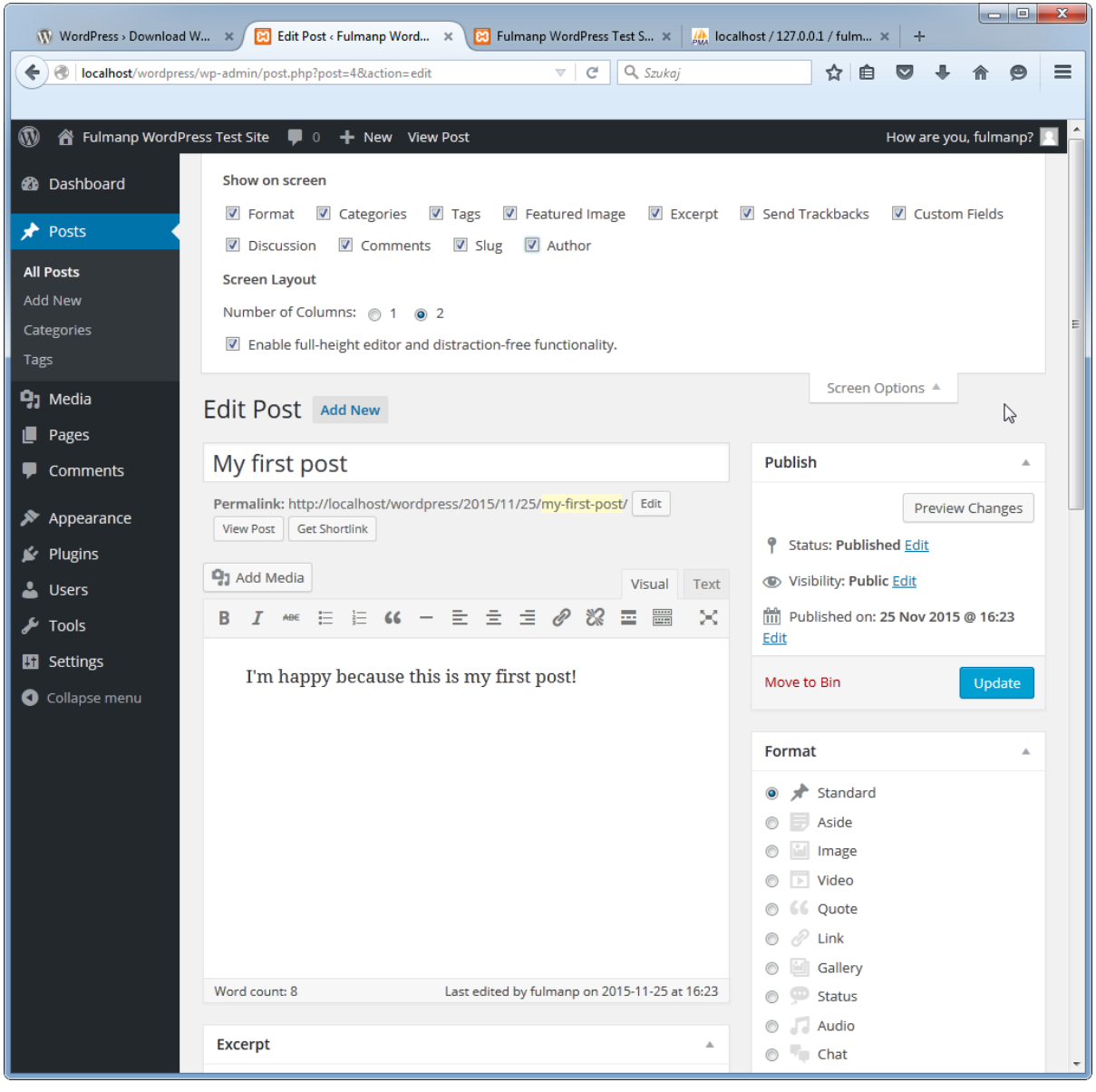

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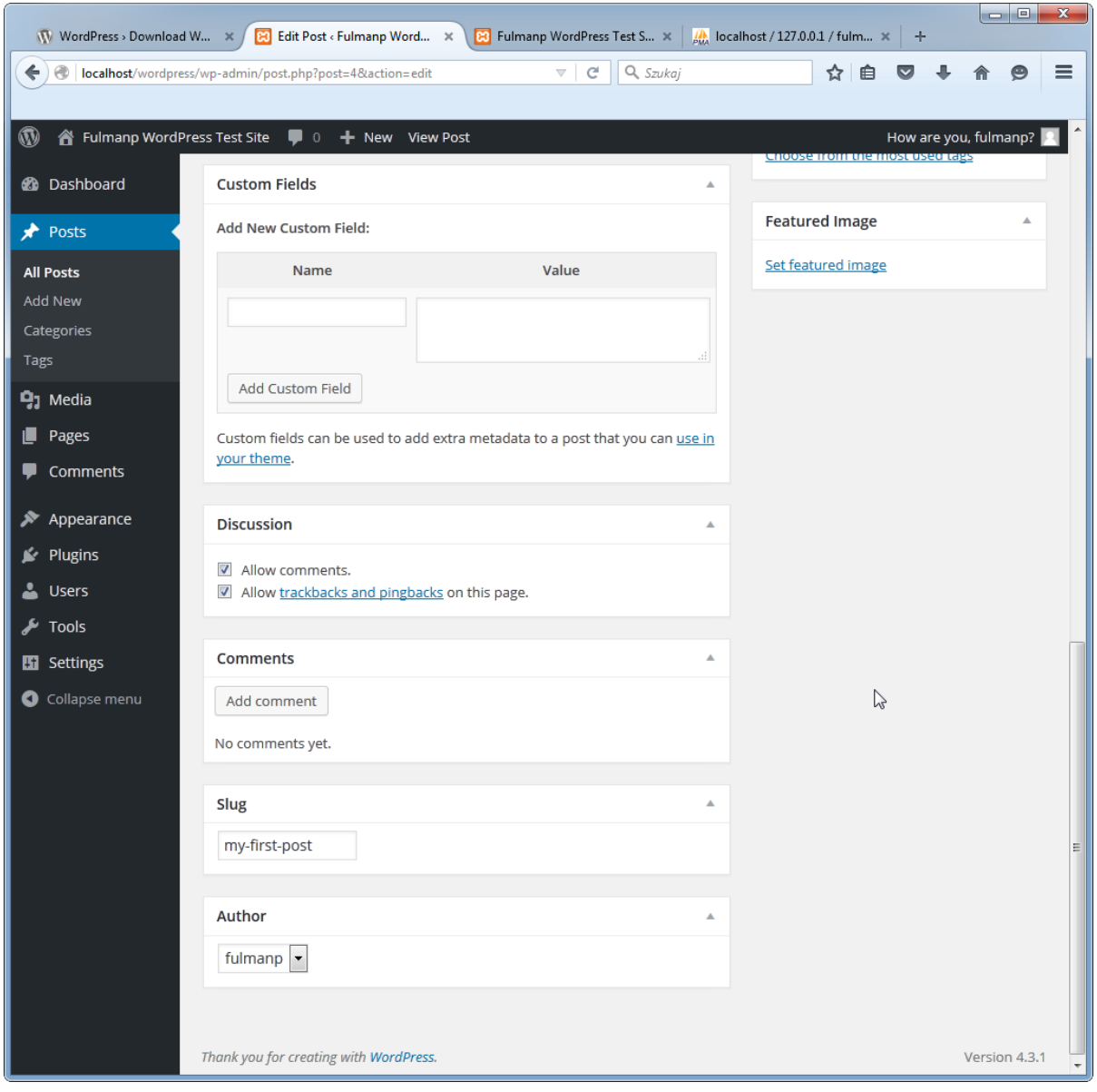

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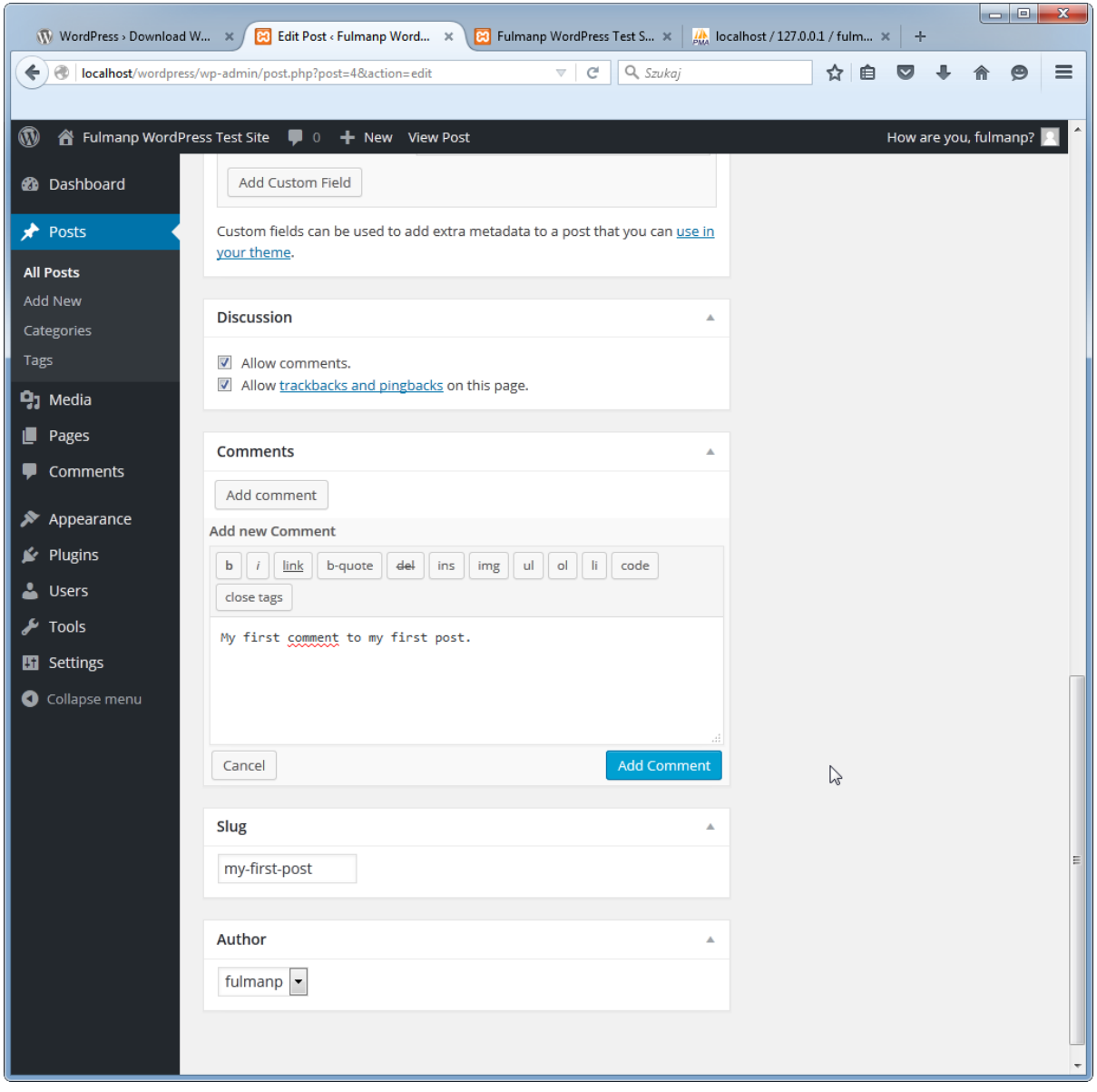

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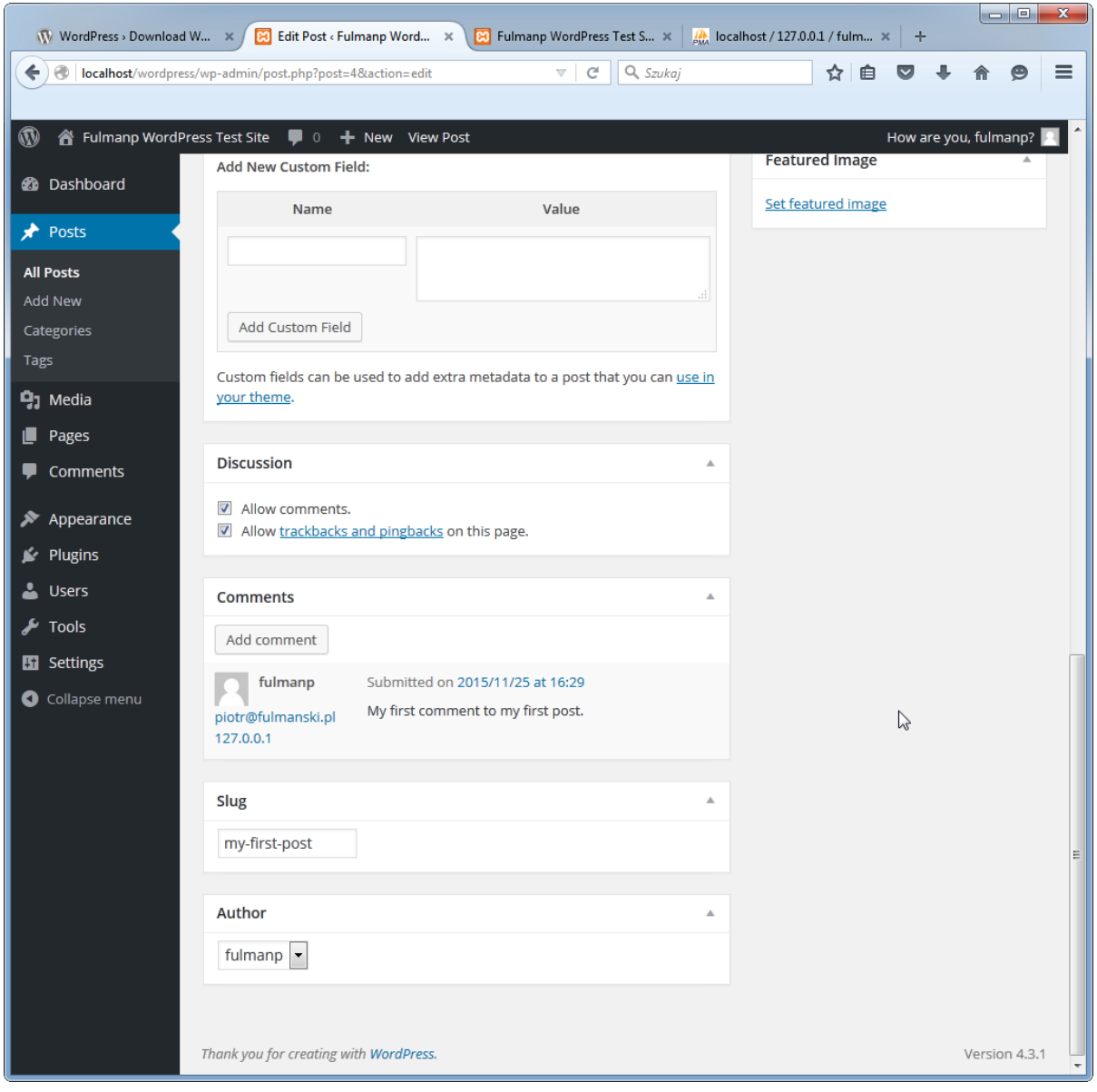

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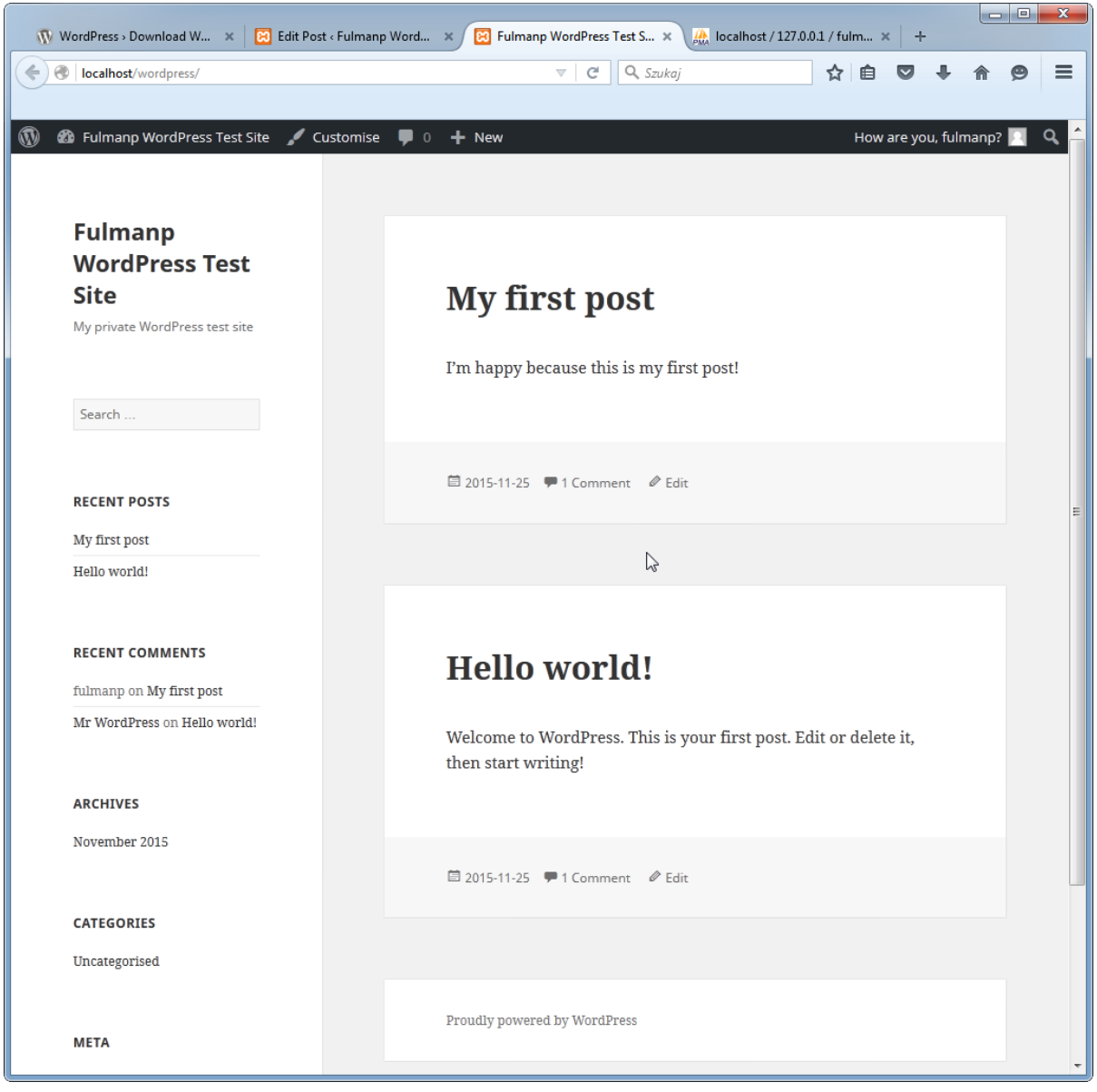

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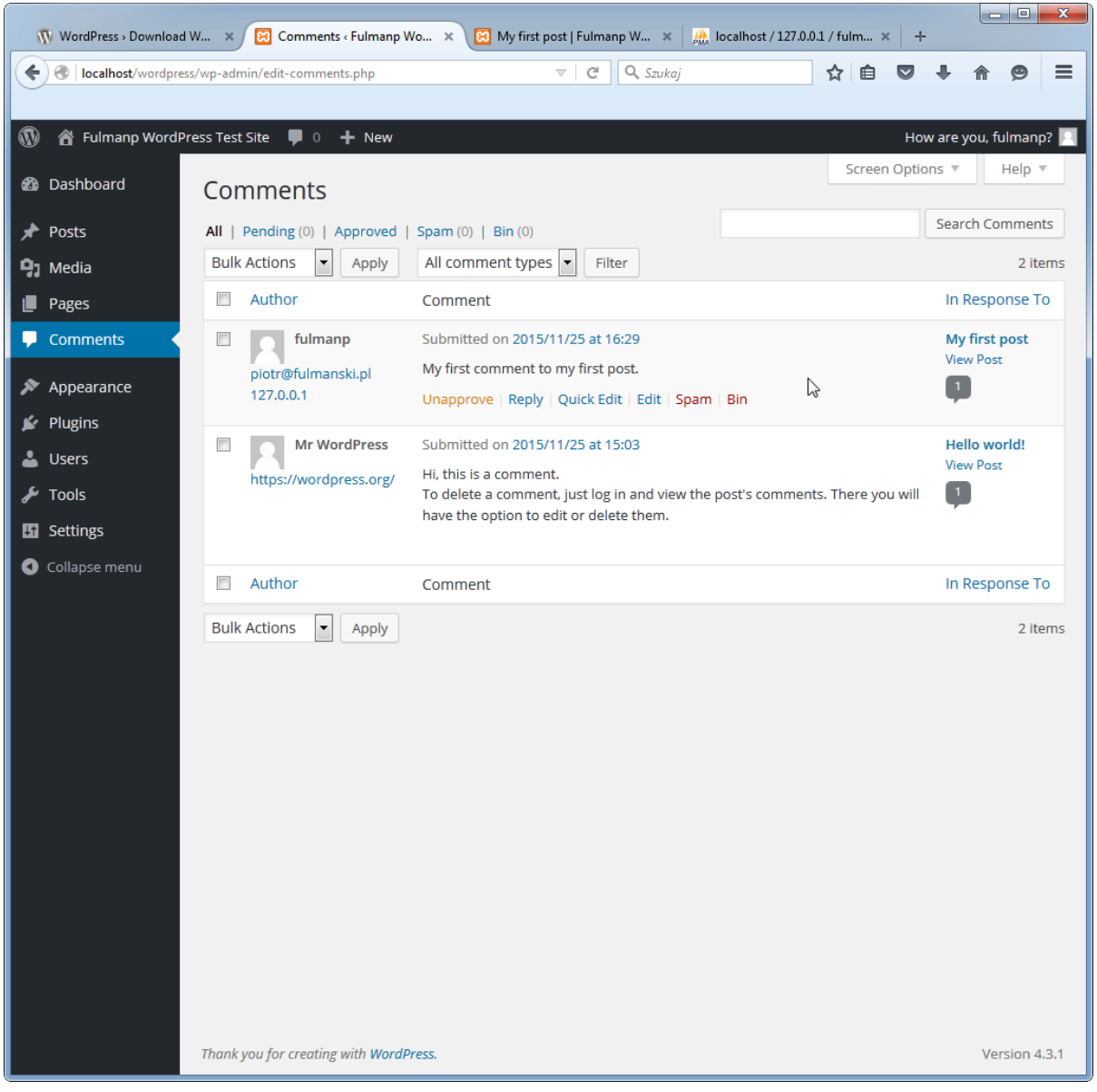

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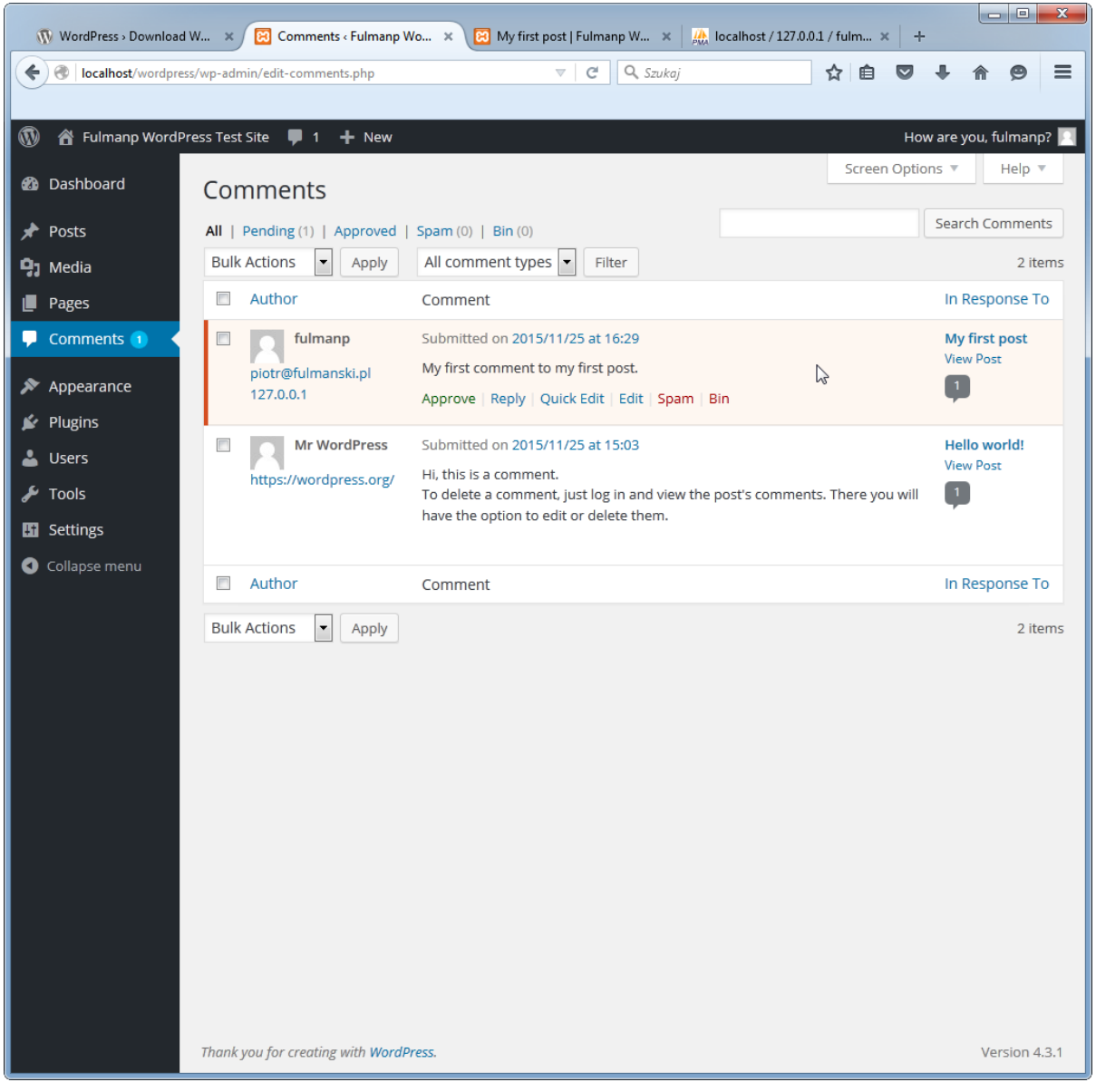

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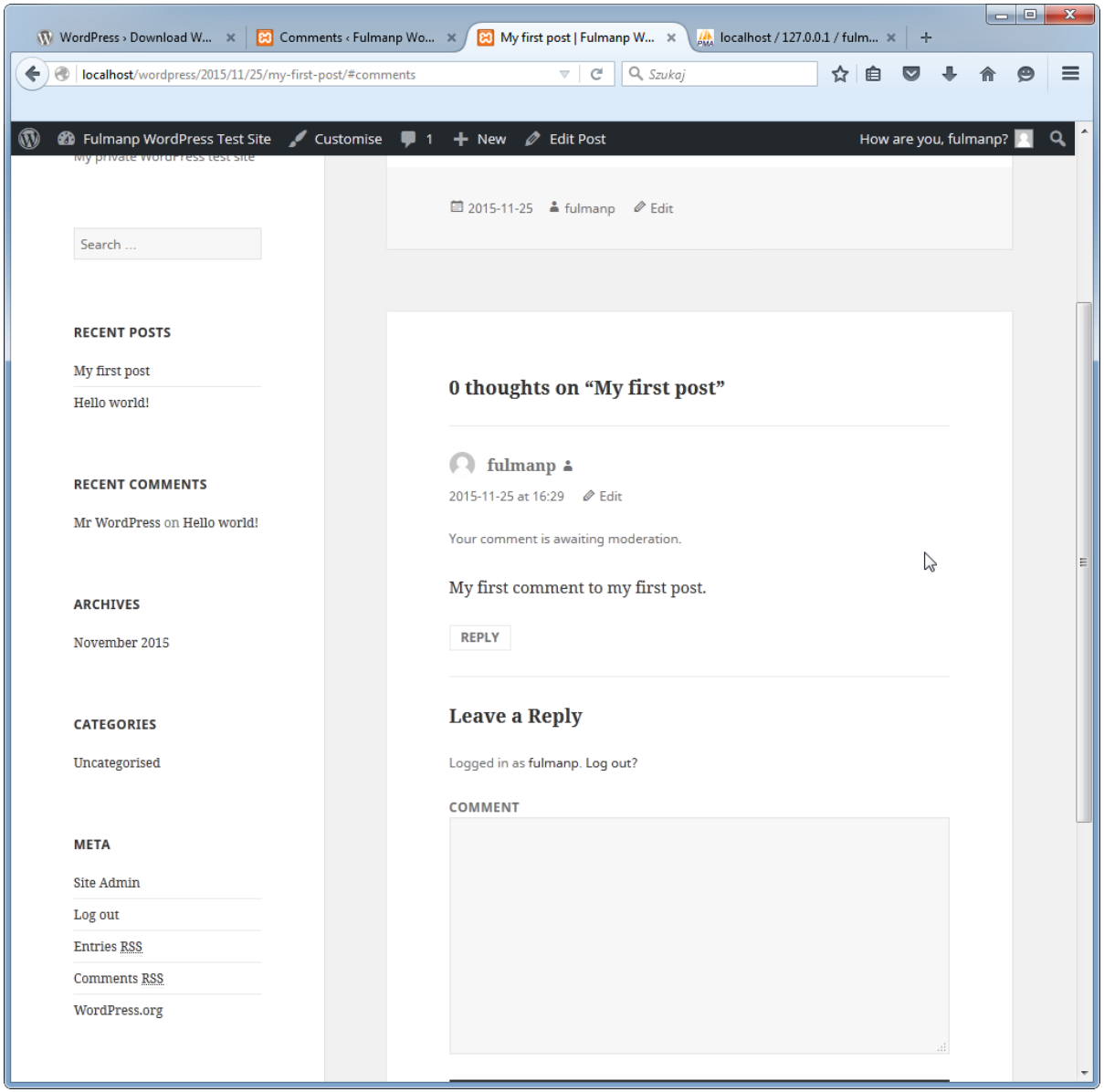

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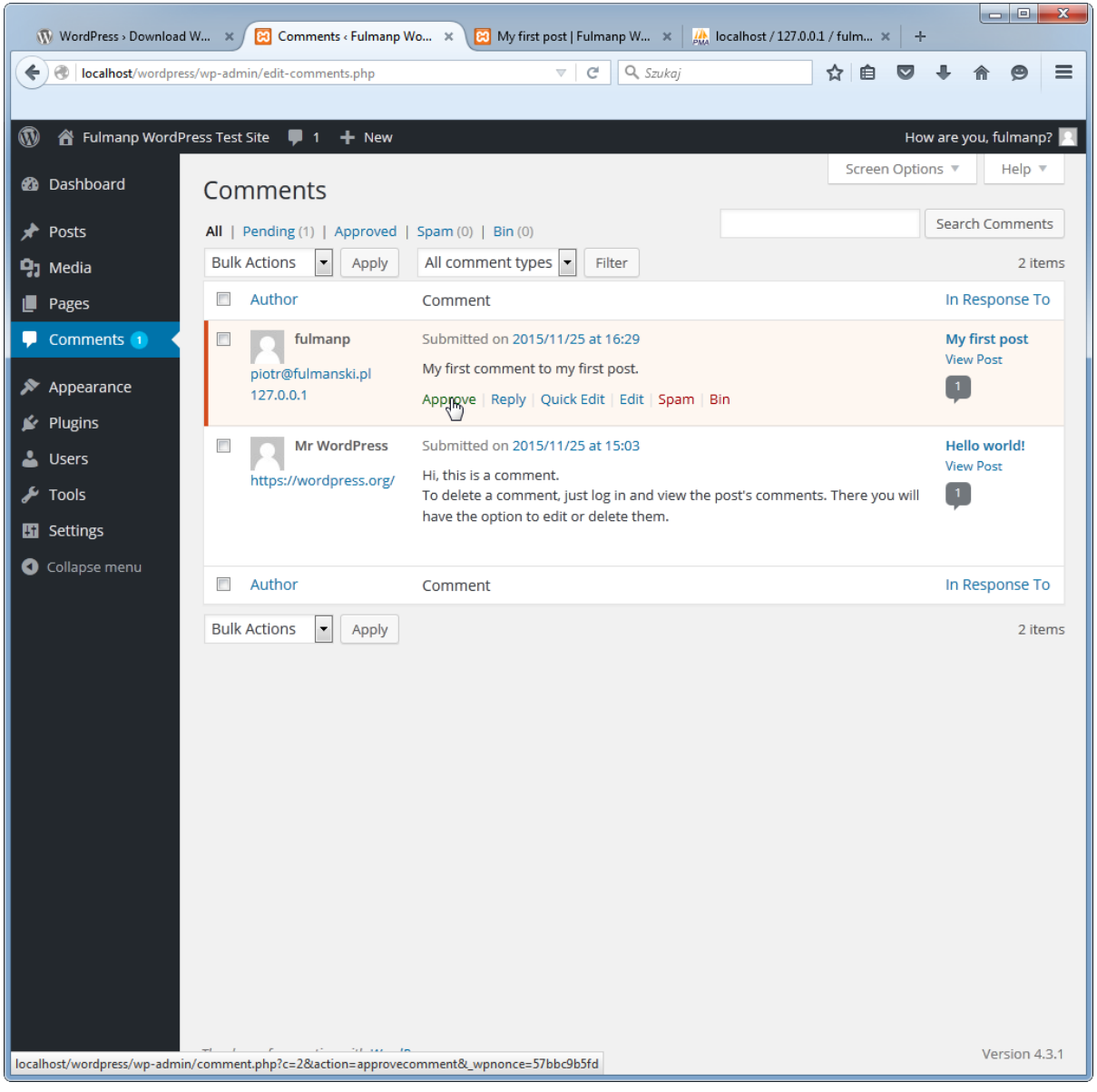

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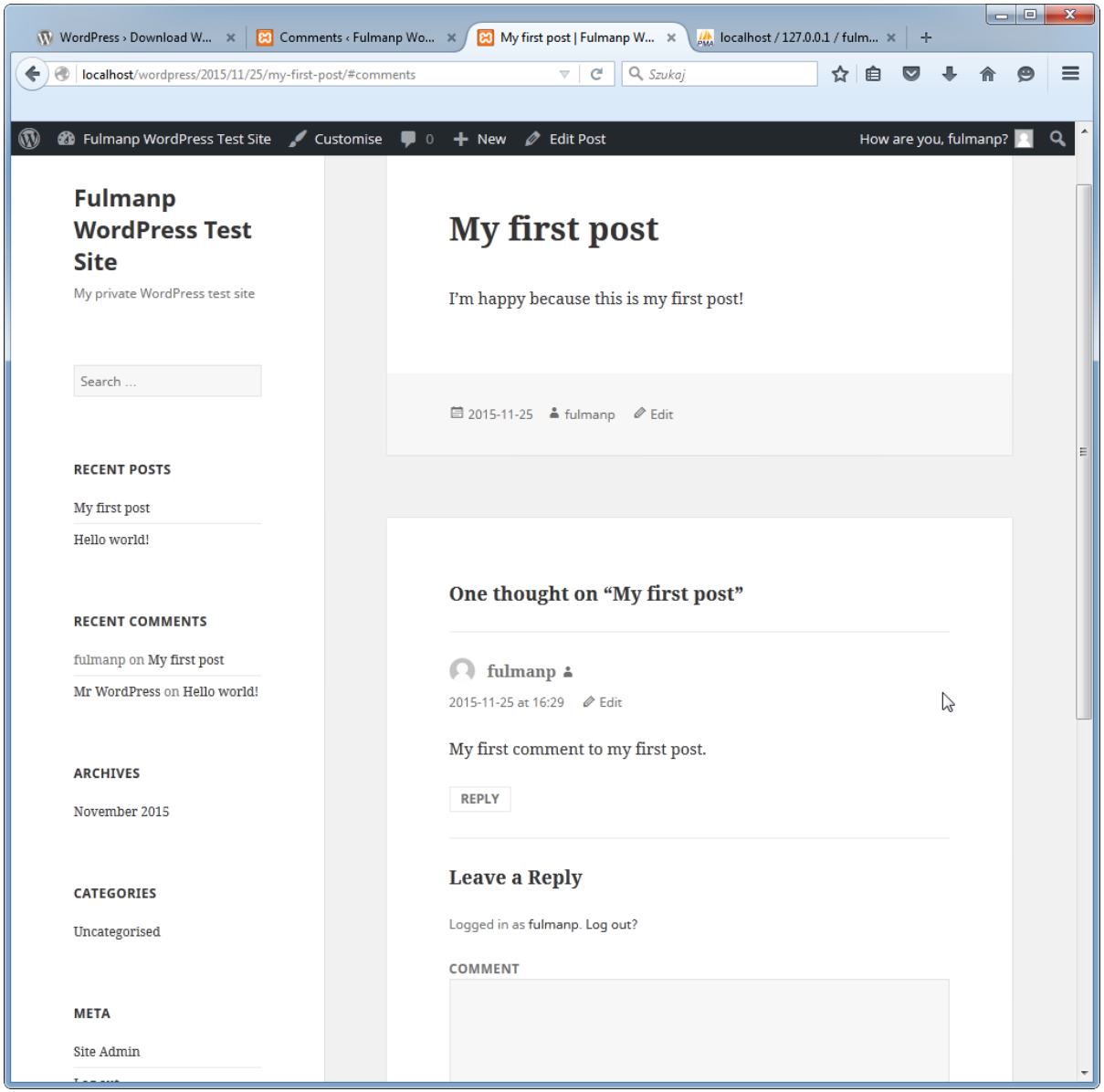

Basic post options

Let's investigate some of the options on the **Add New Post** and **Edit Post** pages.

- Categories and tags. Categories and tags are two types of information that you can add to a blog post. We use them to organize the information in your blog by topic and content (rather than just by, say, date), and to help visitors find what they are looking for on your blog.
- Adding an image to a post.
- Designating a featured image
- Lead and body
- Drafts
- Pending article
- Timestamp

Categories are primarily **used for structural organizing**. They can be hierarchical, meaning a category can be a parent of another category. A relatively busy blog will probably have at least 10 categories, but probably not more than 15 or 20. Each post in such a blog is likely to have from one up to, maybe four categories assigned to it.

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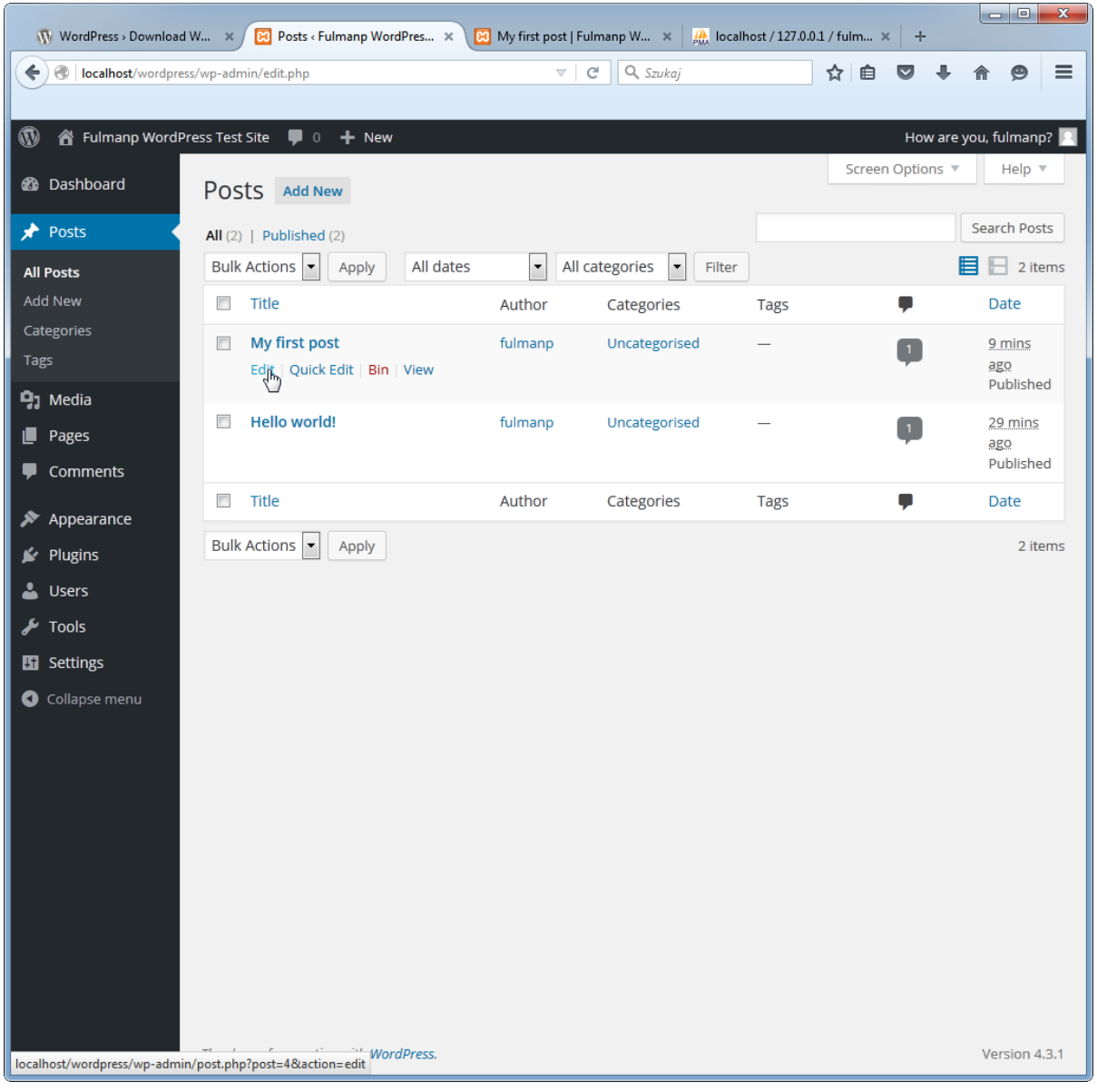

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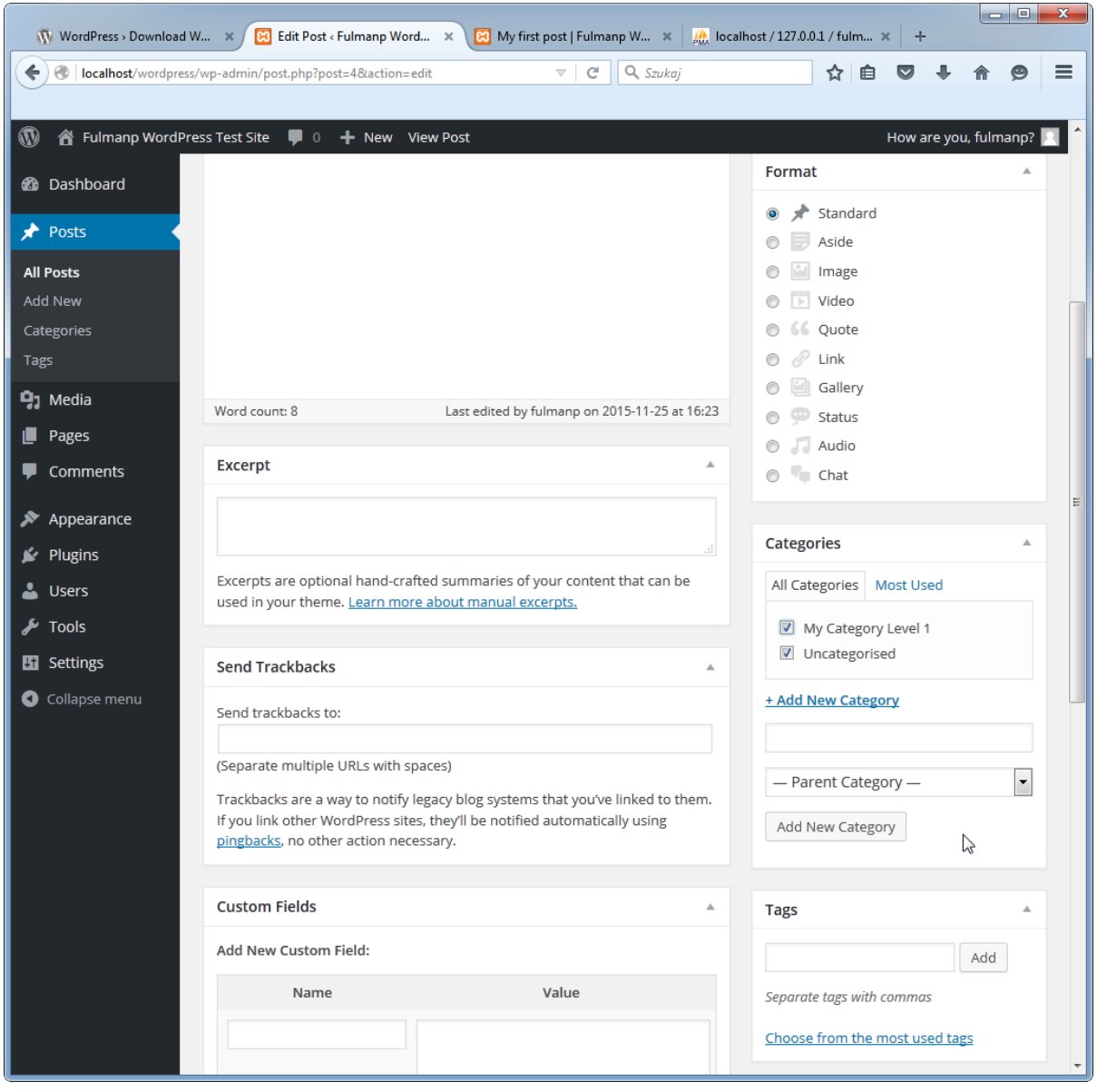

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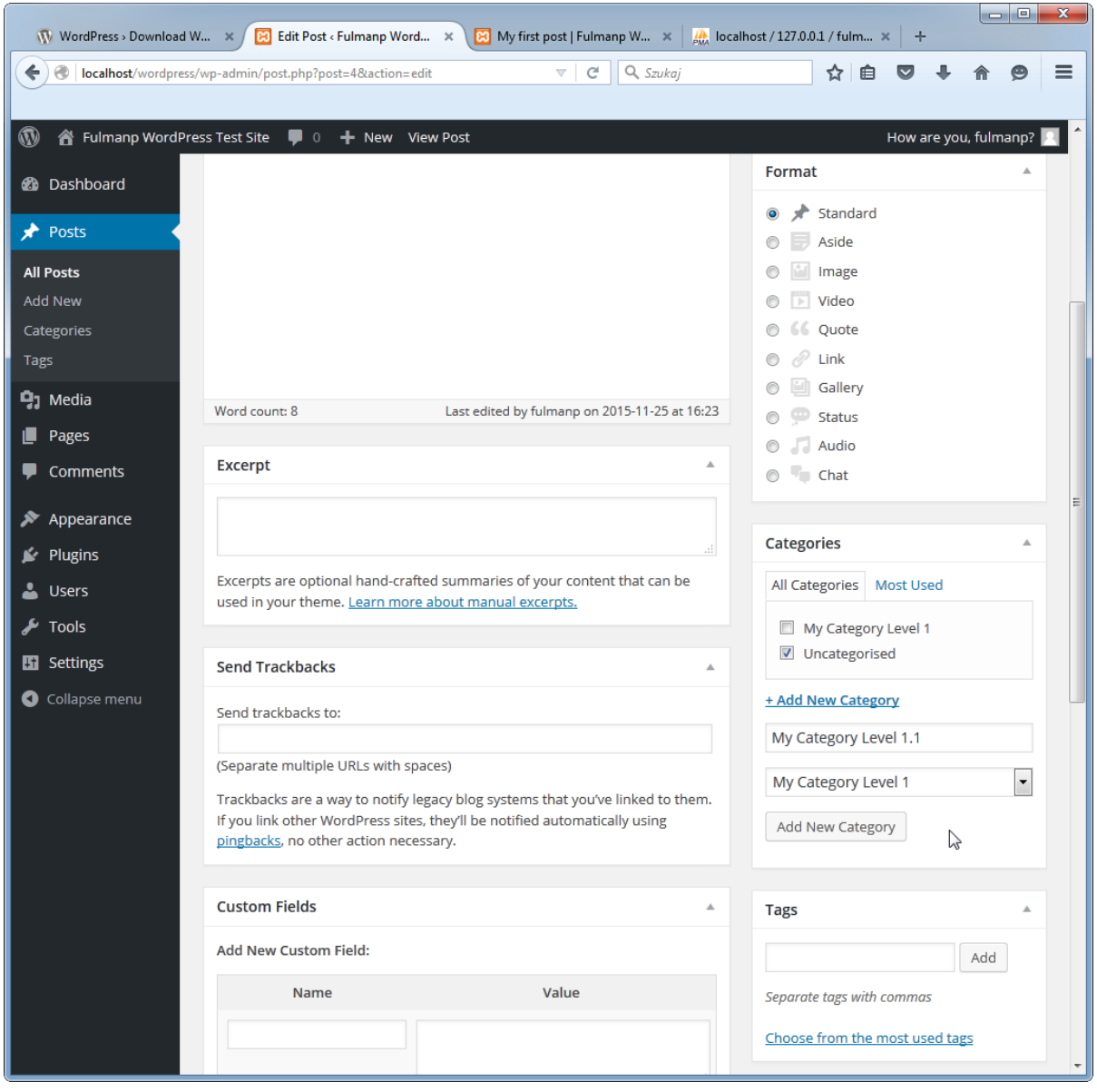

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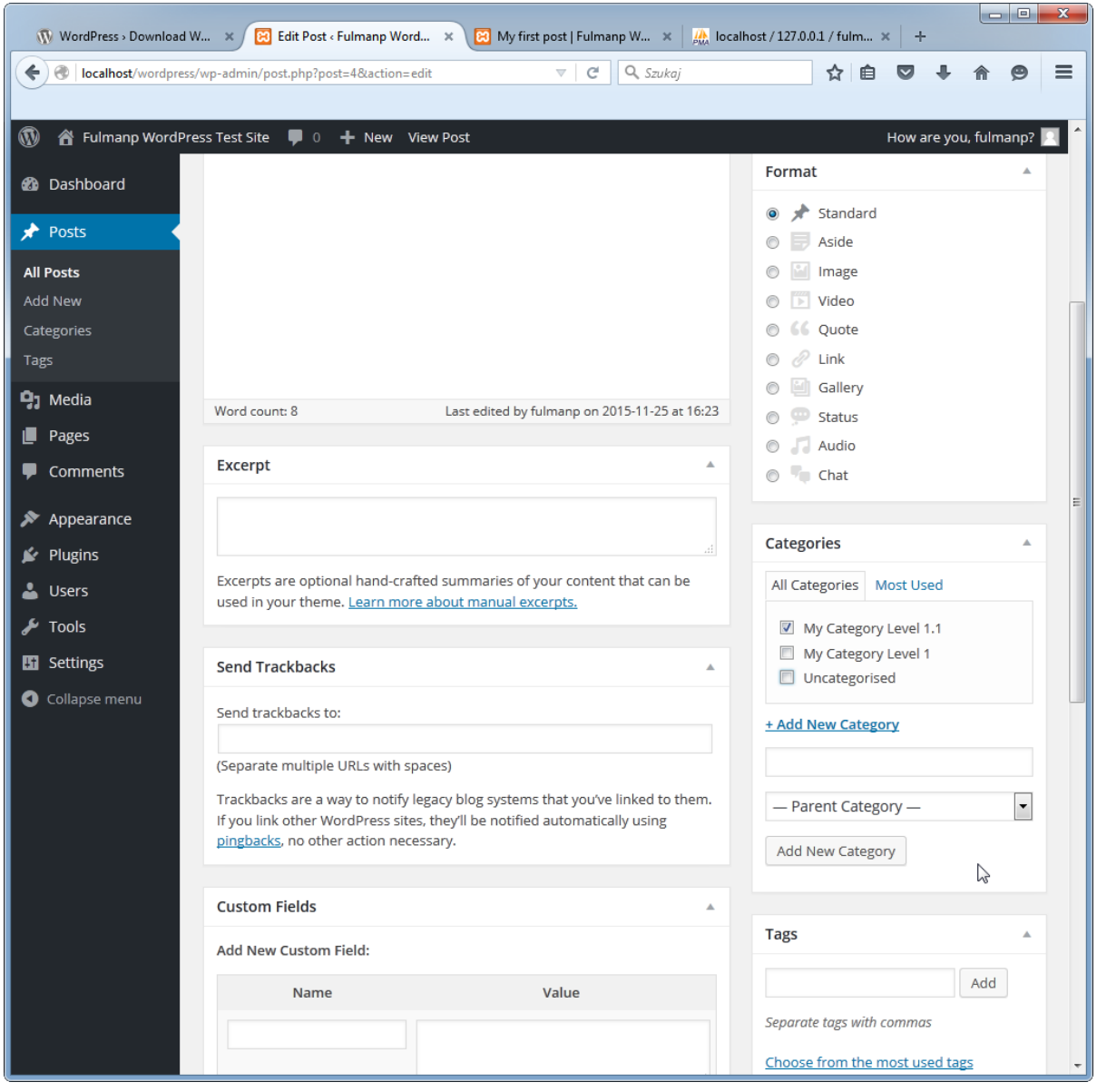

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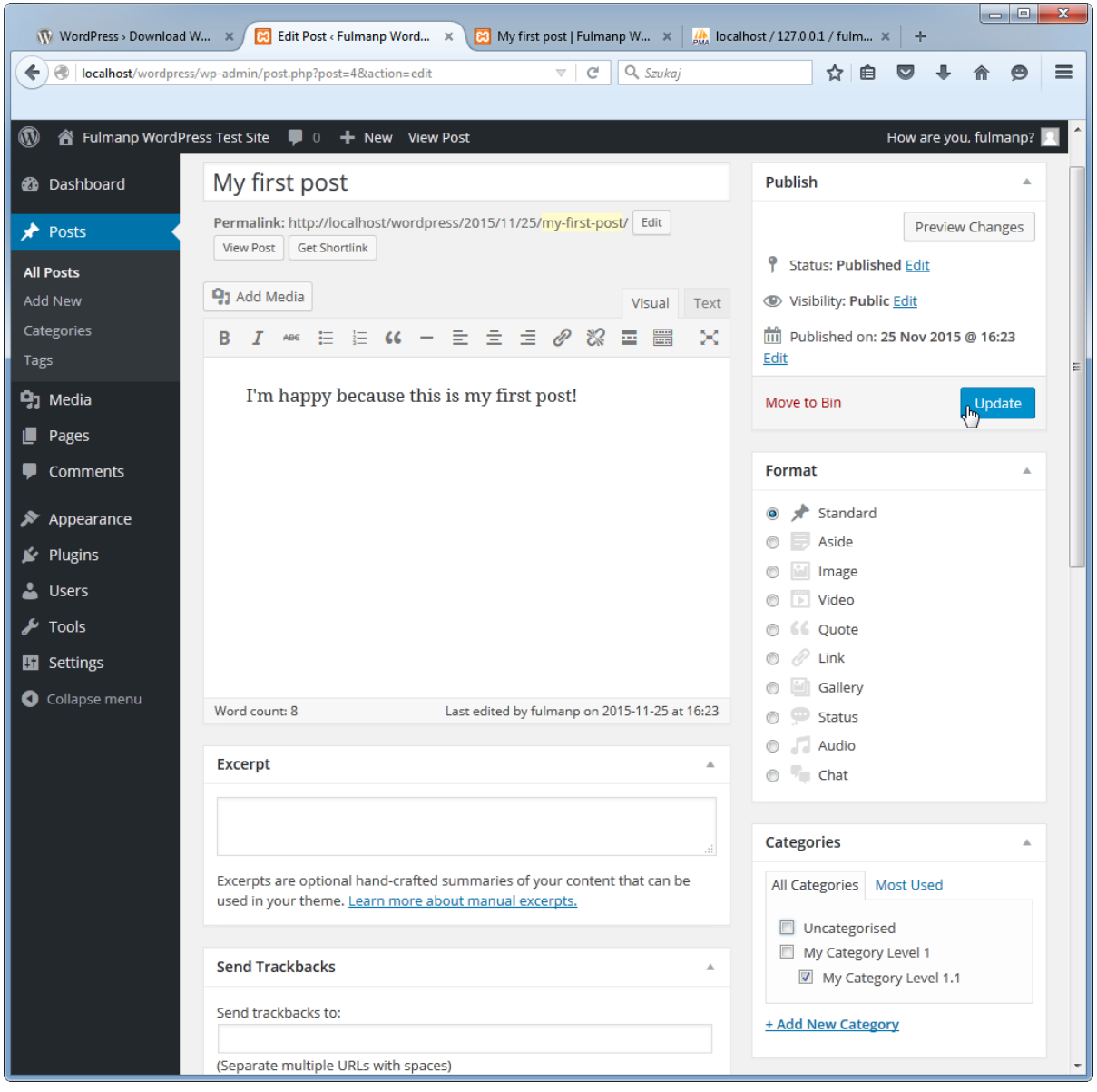

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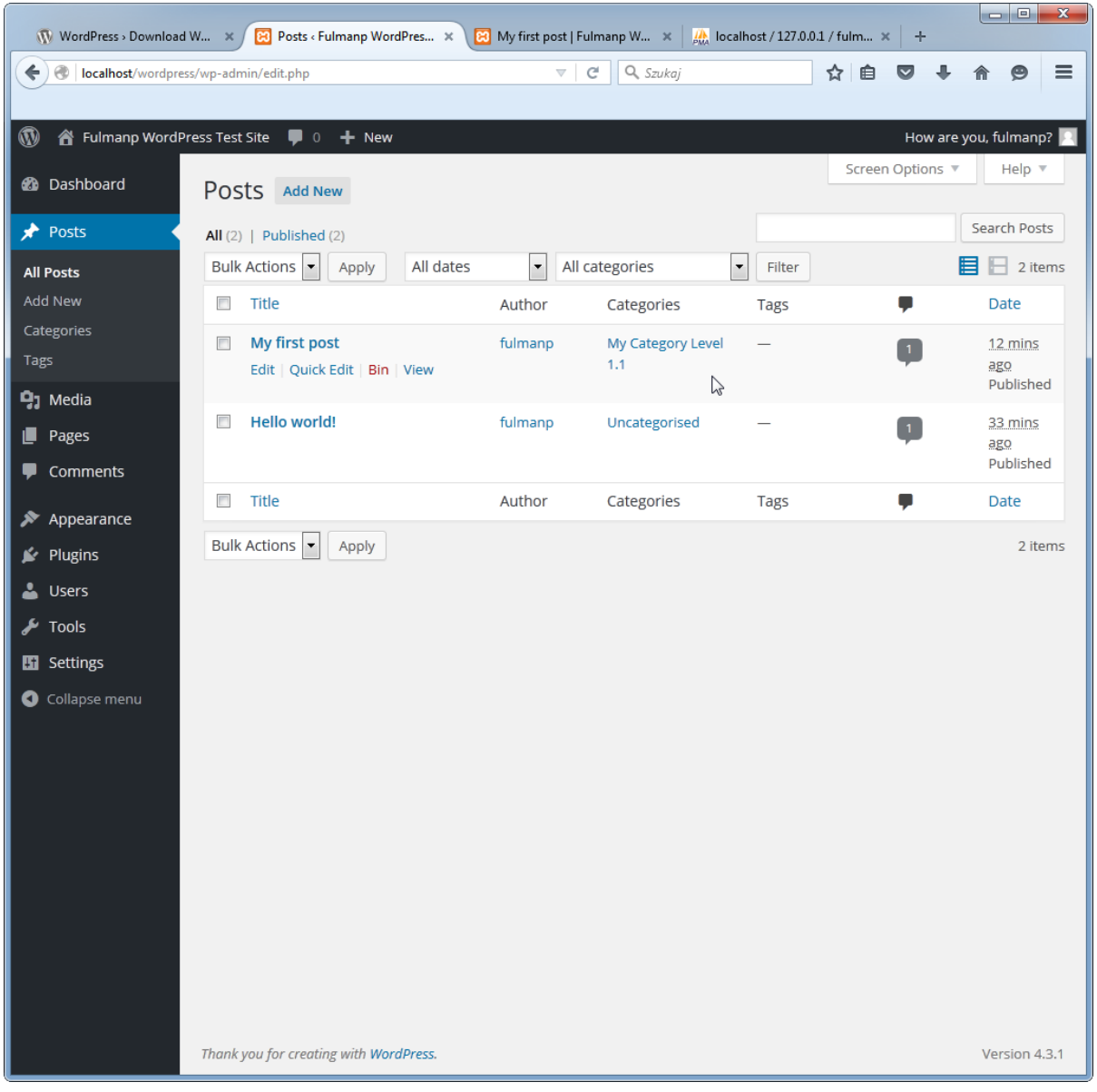

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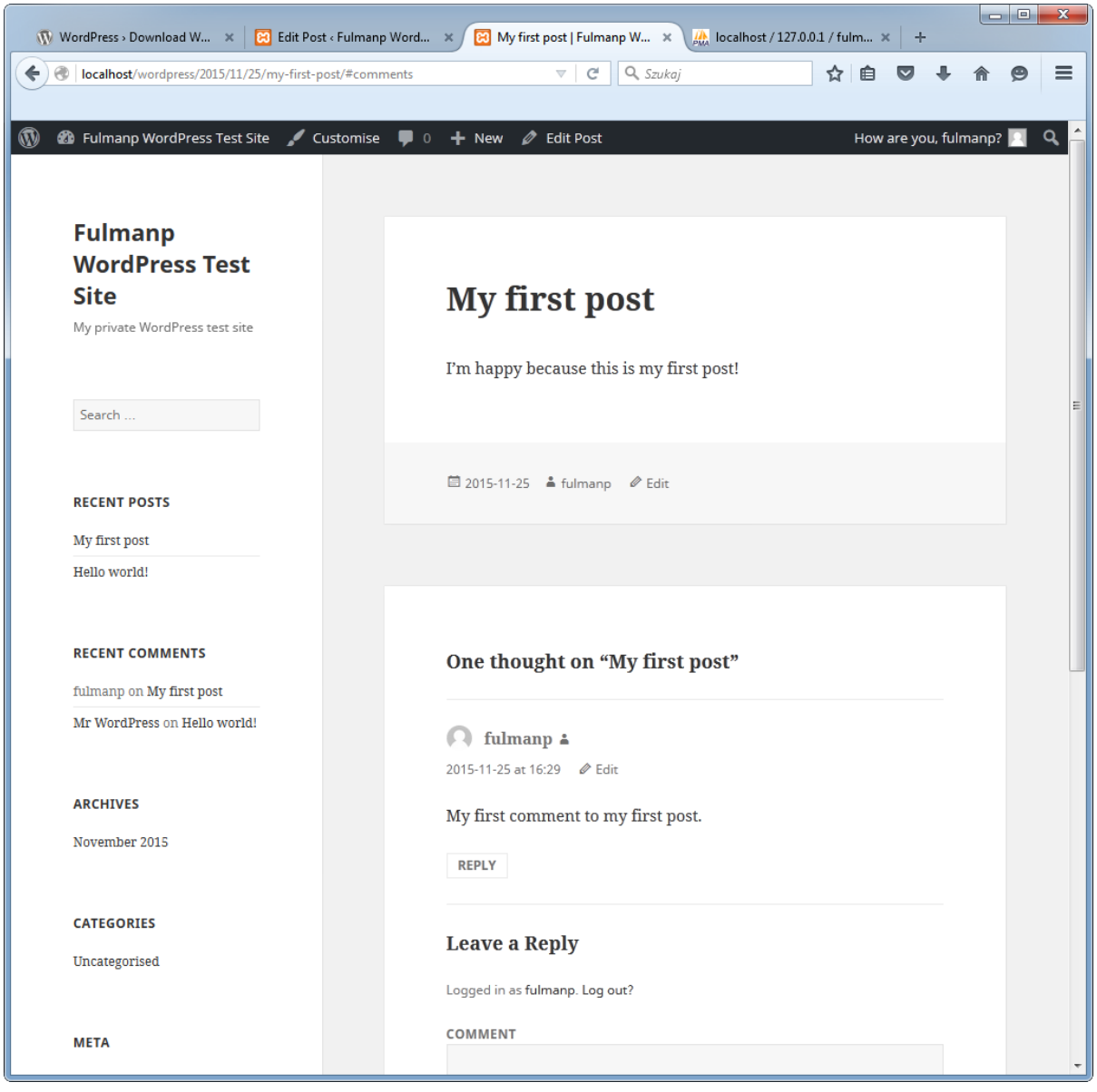


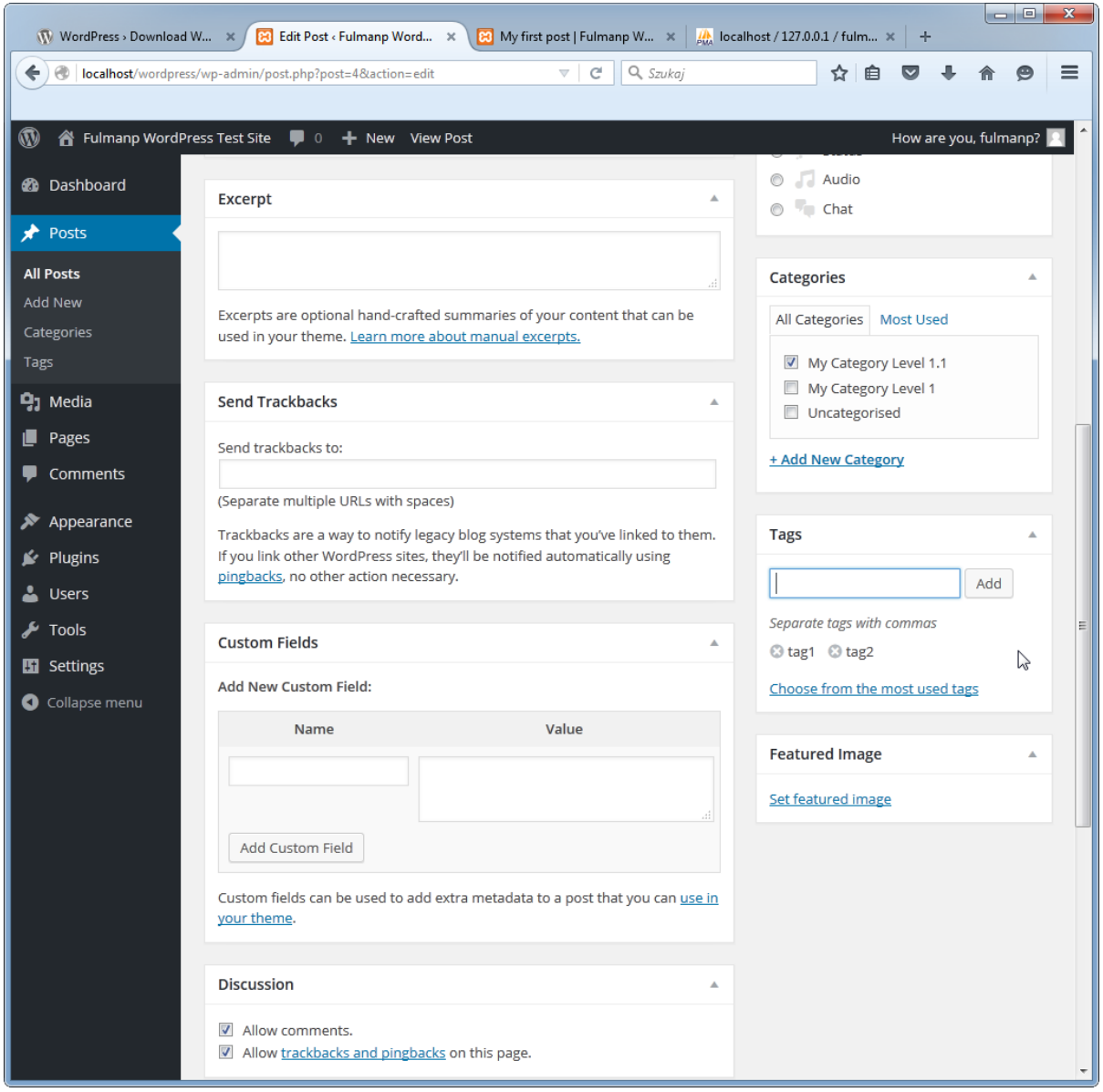
Basic post options

Categories and tags: tags

Tags are primarily used as shorthand for describing the topics covered in a particular blog post. A relatively busy blog will have anywhere from 15 to even 100 tags in use. Each post in this blog is likely to have 3 to 10 tags assigned to it. You can create and assign as many tags as you like. While adding tags, just type your list of tags into the Tags box on the right, separated by commas: Then click on the Add button. The tags you just typed in will appear below the text eld with little x buttons next to them. You can click on an x button to delete a tag. Once you've used some tags in your blog, you'll be able to click on the Choose from the most used tags link in this box so that you can easily re-use tags.

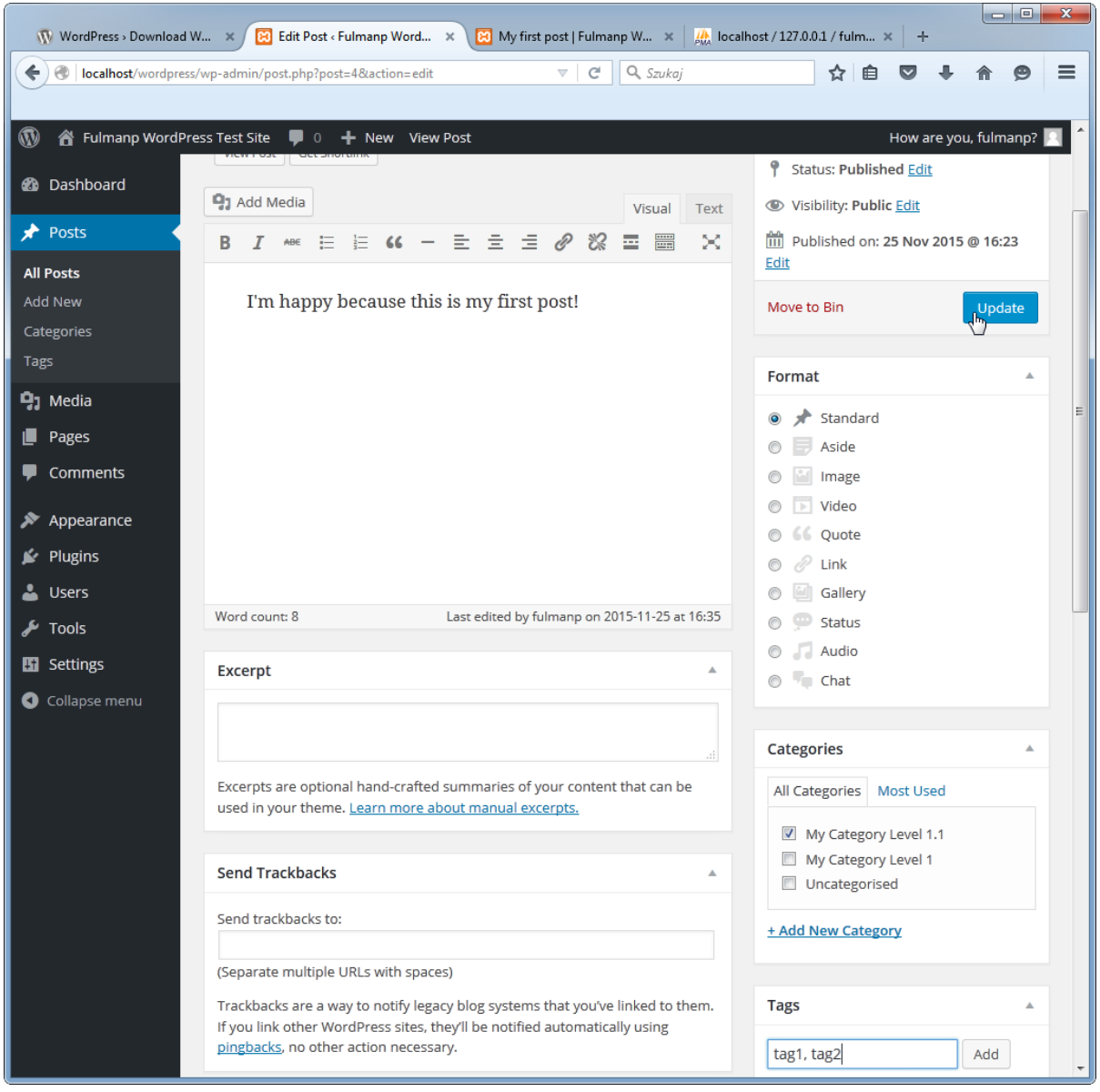
Basic post options

Categories and tags: tags



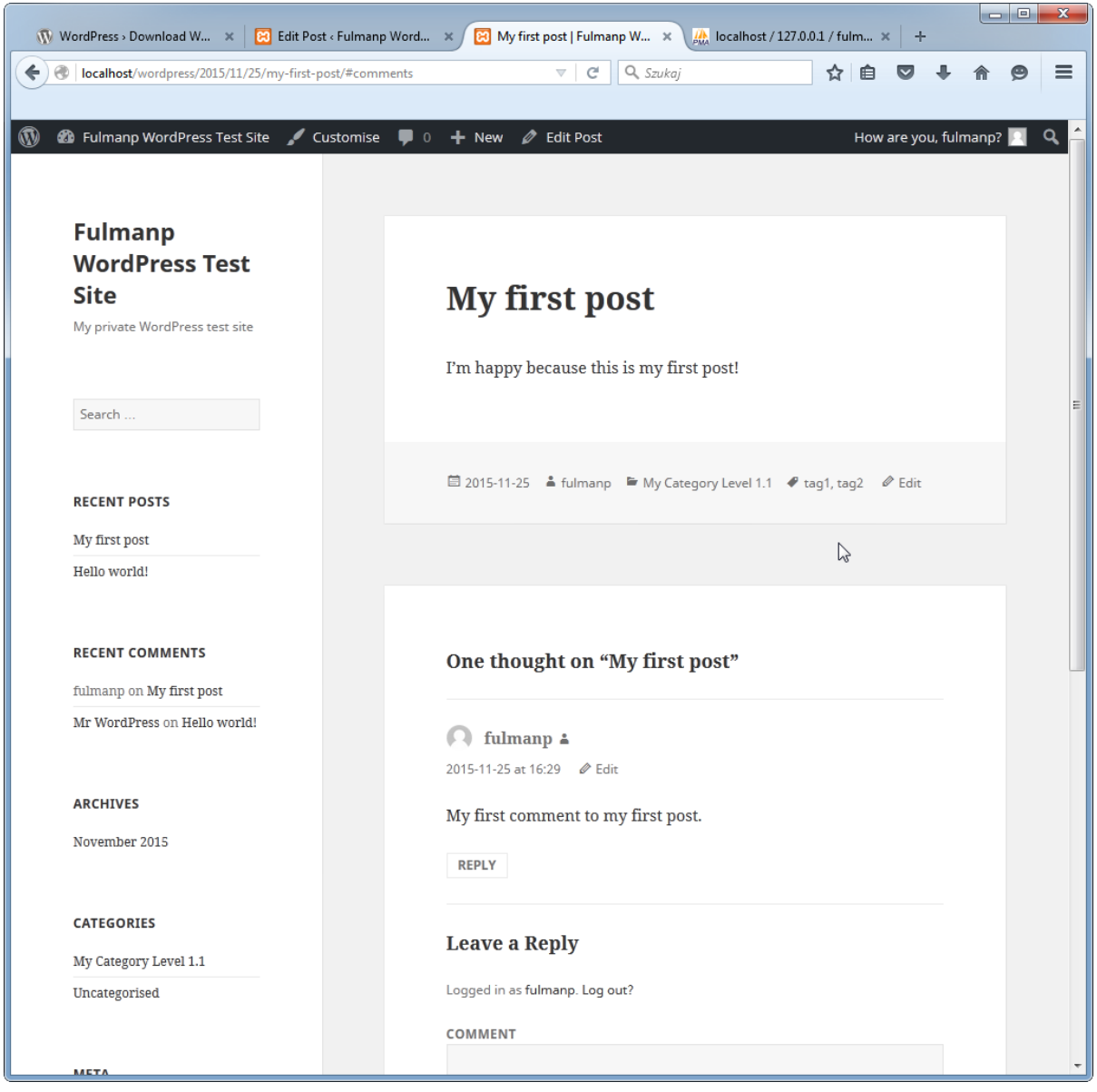
Basic post options

Categories and tags: tags



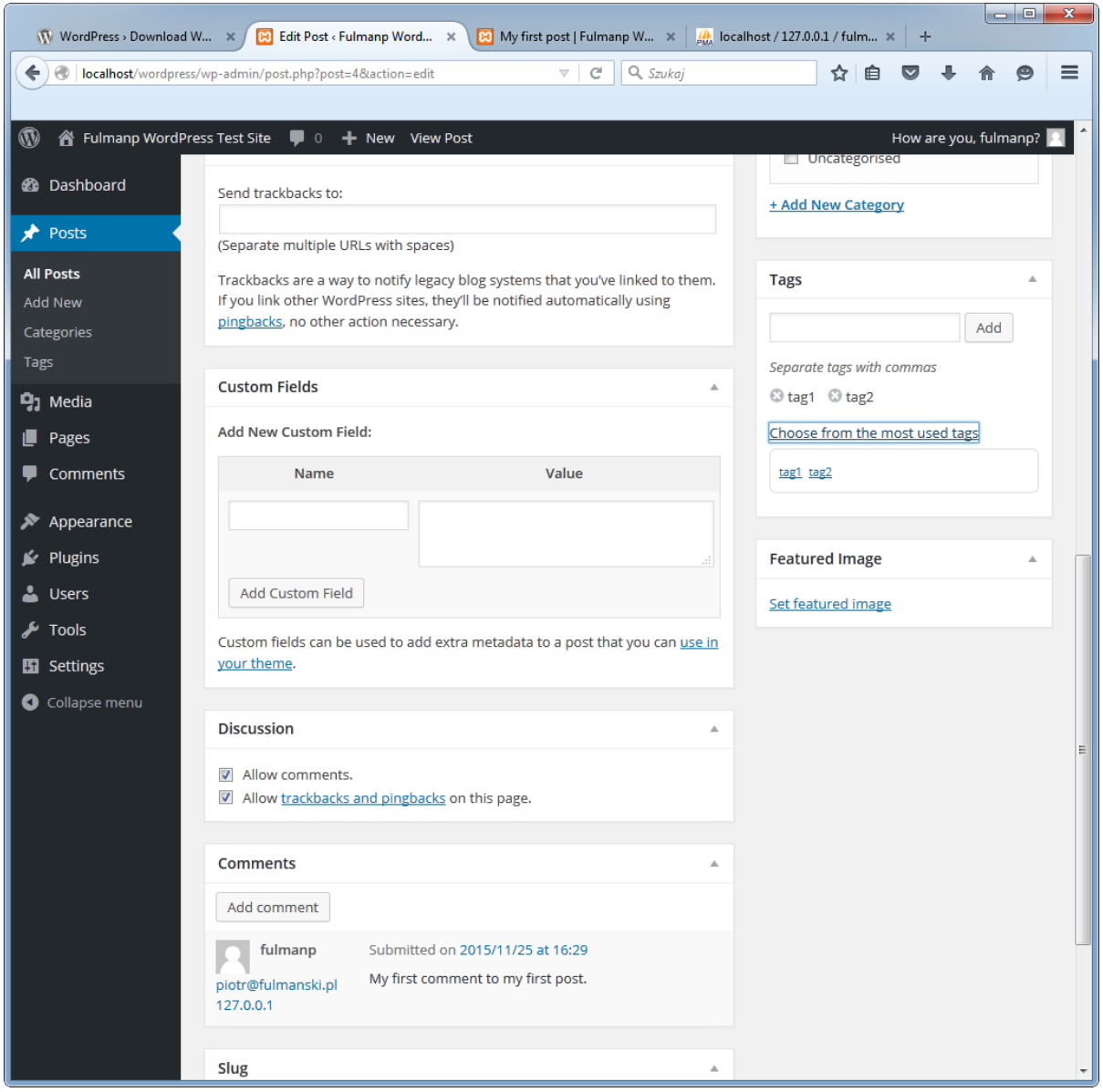
Basic post options

Categories and tags: tags



Basic post options

Categories and tags: tags



Basic post options

Categories and tags: excercise

Let's add a new post to the blog. After you give it a title and content, let's add tags and categories.

Basic post options

Adding an image to a post

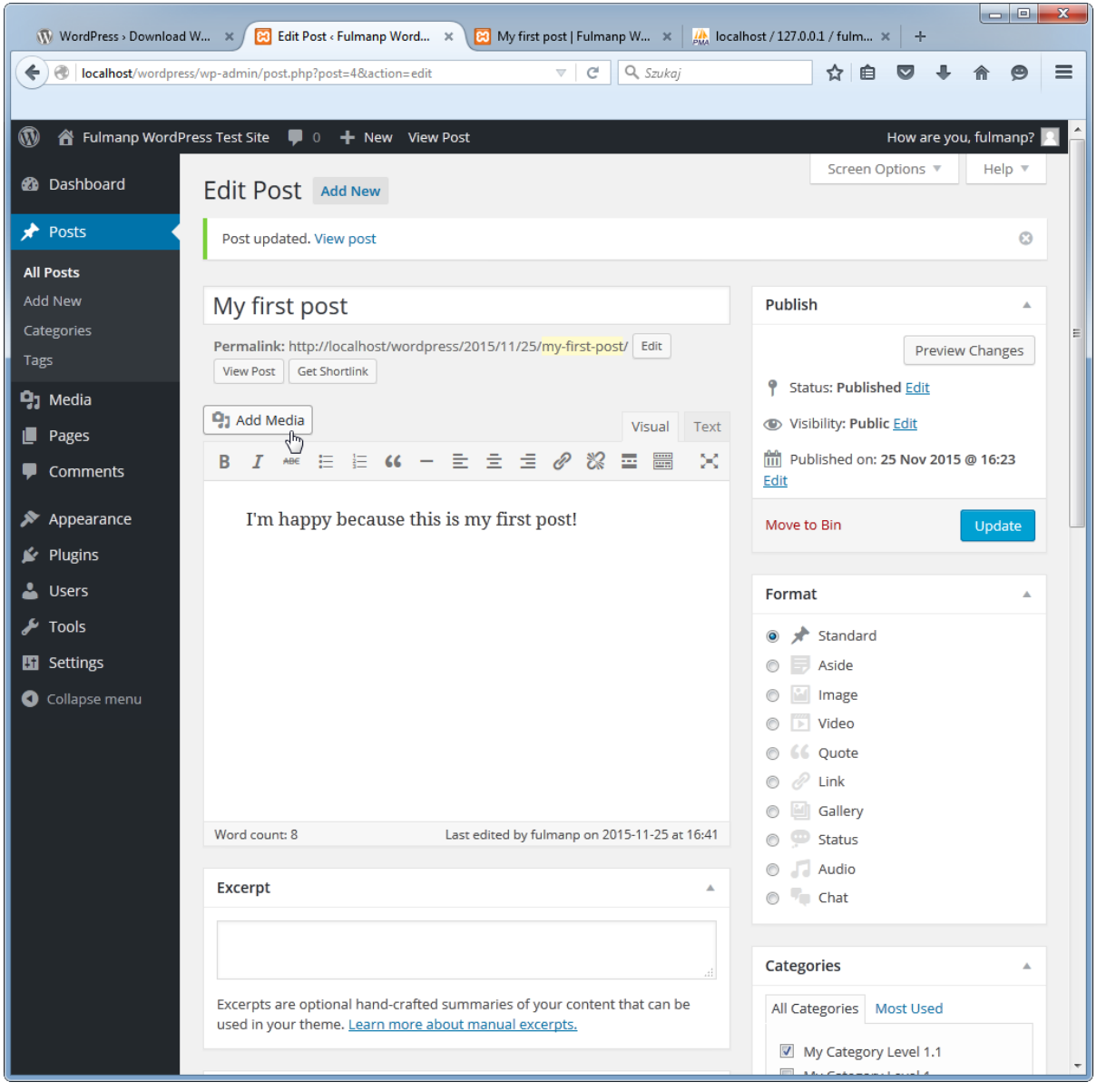
Click on the **Add Media** button, which is right above the content box and below the title box. You can upload file either by selecting file or by drag-and-drop them. Regardless of which method you choose, immediately after you finsh procedure, the uploader bar will show the progress of the operation, and when it's done, you'll be able to do some final tuning. The fields that are important right now are

- Title. Title is a description for the image.
- Alt Text. Alt Text is a phrase that's going to appear instead of the image in case the file goes missing or any other problems present themselves.
- Alignment. Alignment will tell the image whether to have text wrap around it and whether it should be right, left, or center.
- Link To. Link To instructs whether or not to link the image to anything (a common solution is to select None)
- Size. Size is the size of the image.

Once you have filled out all pr some of them, click on **Insert** into post. This box will disappear, and your image will show up in the post—right where your cursor was prior to clicking on the **Add Media** button.

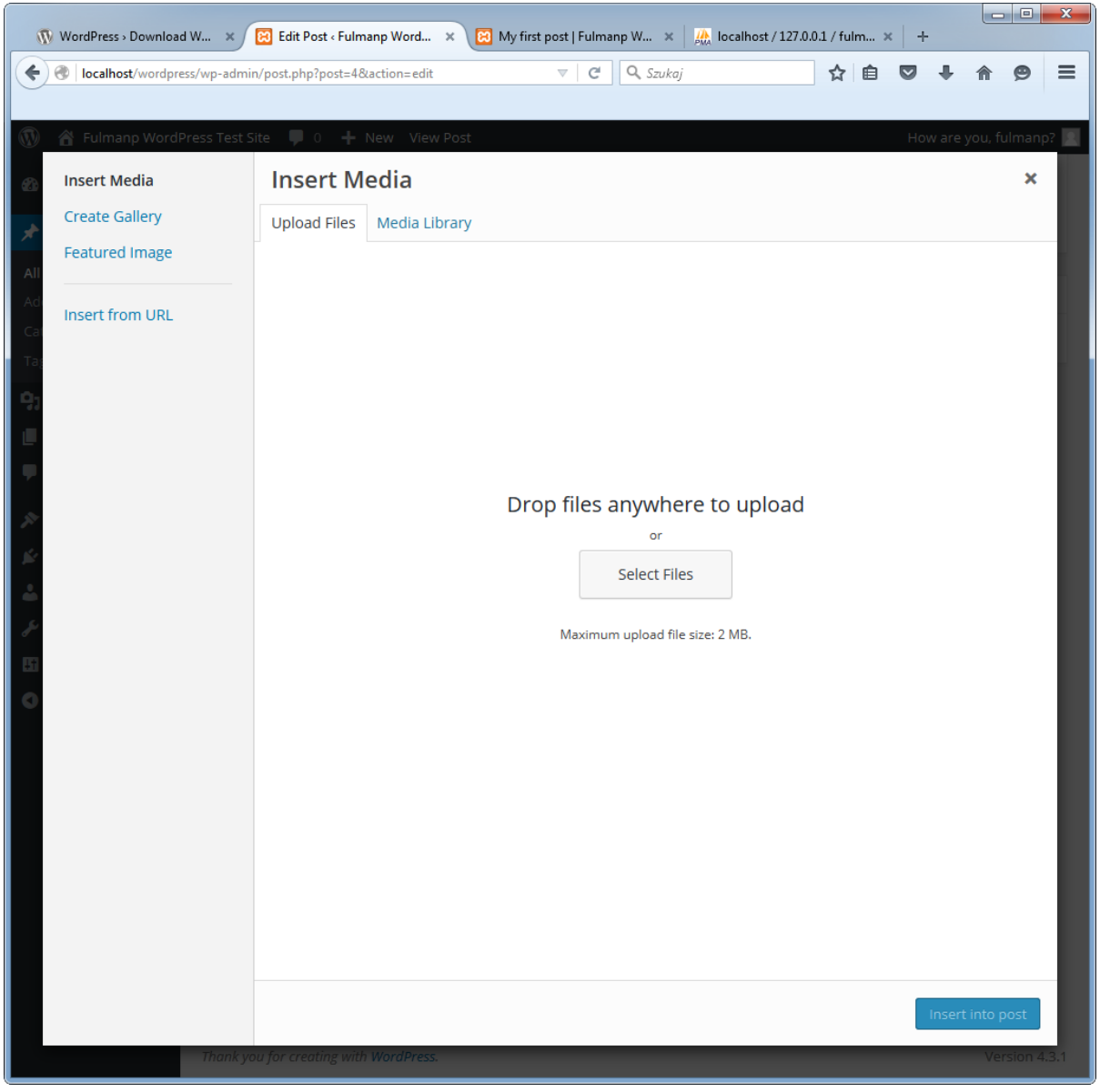
Basic post options

Adding an image to a post



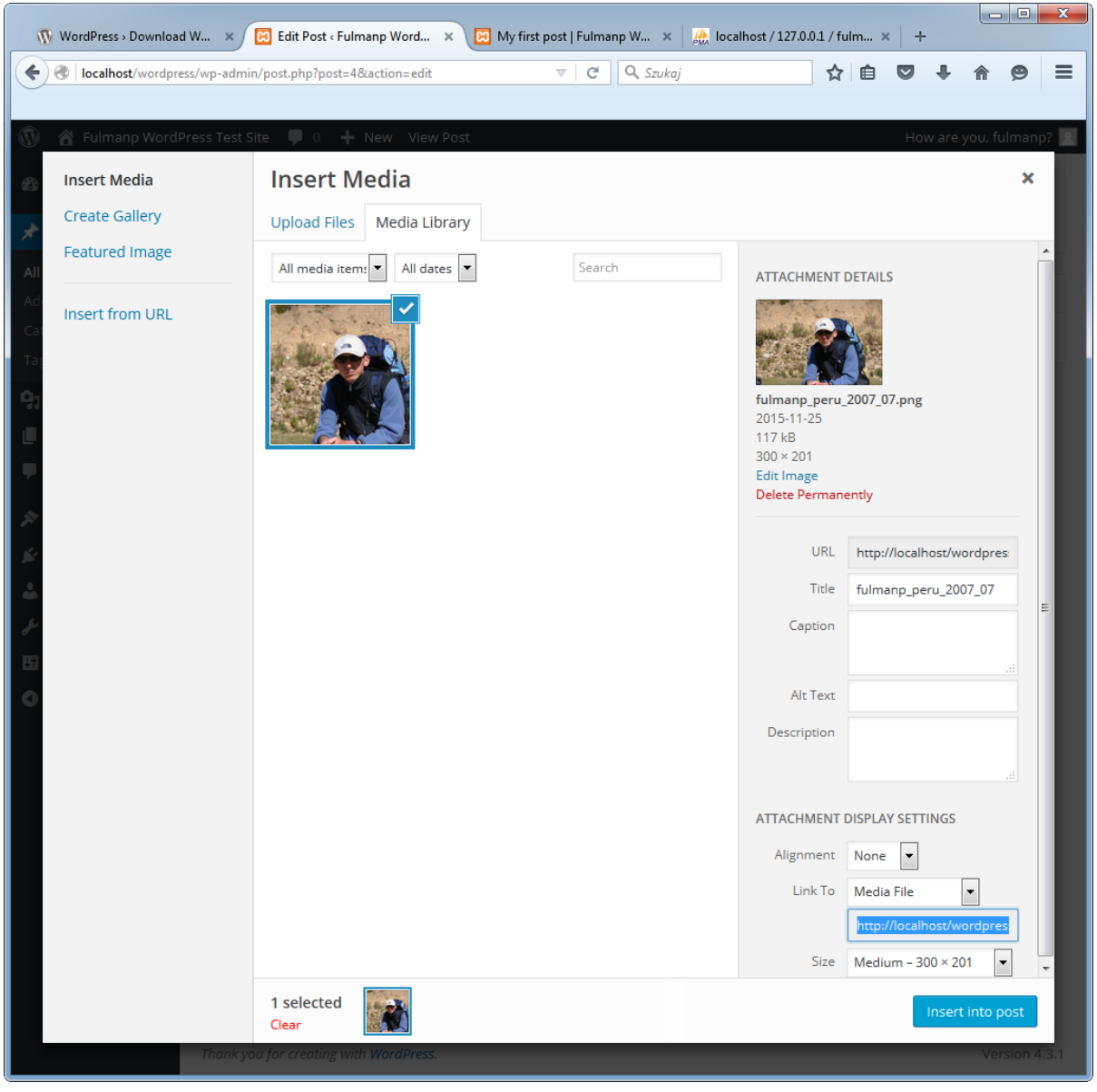
Basic post options

Adding an image to a post



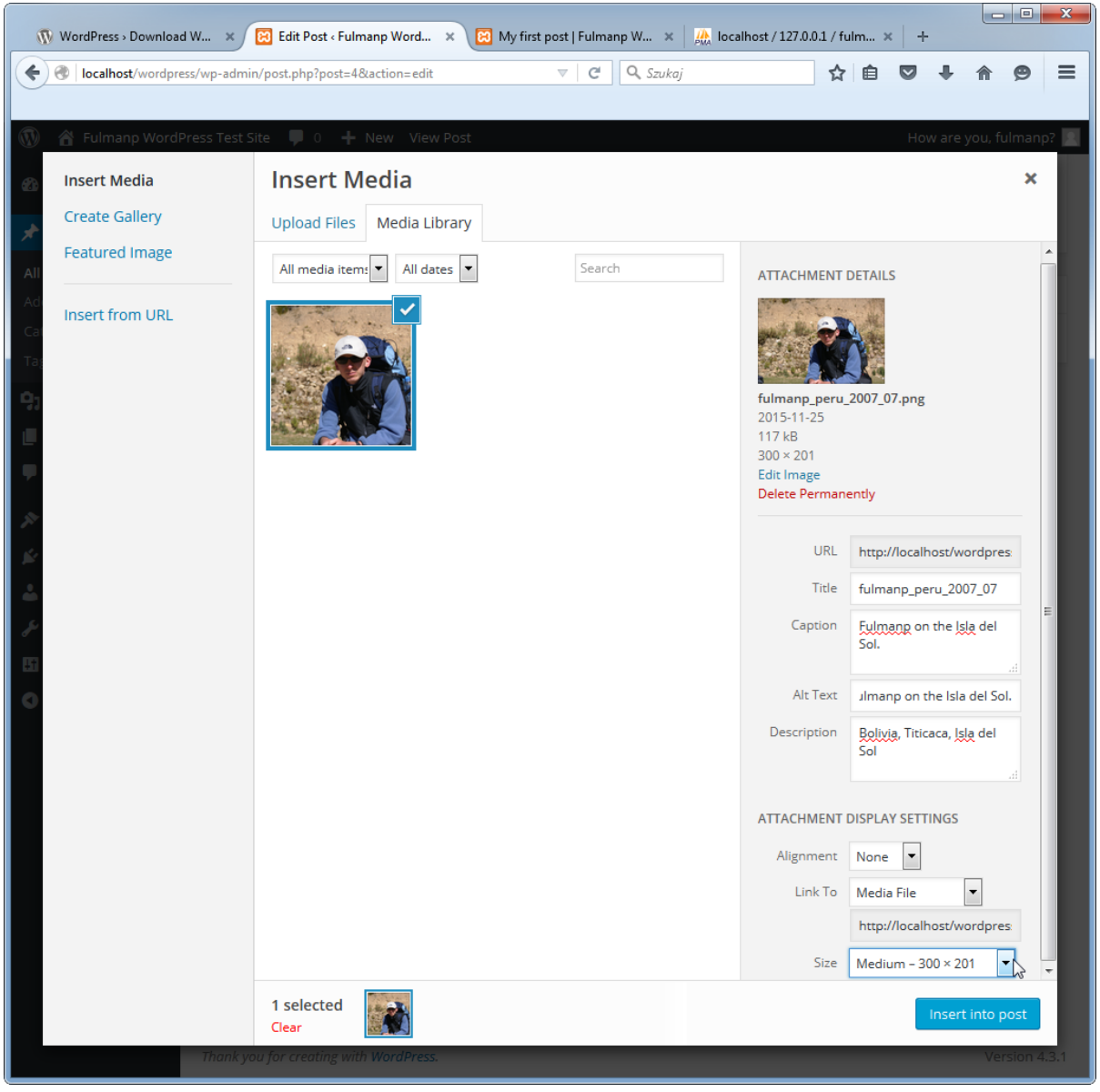
Basic post options

Adding an image to a post



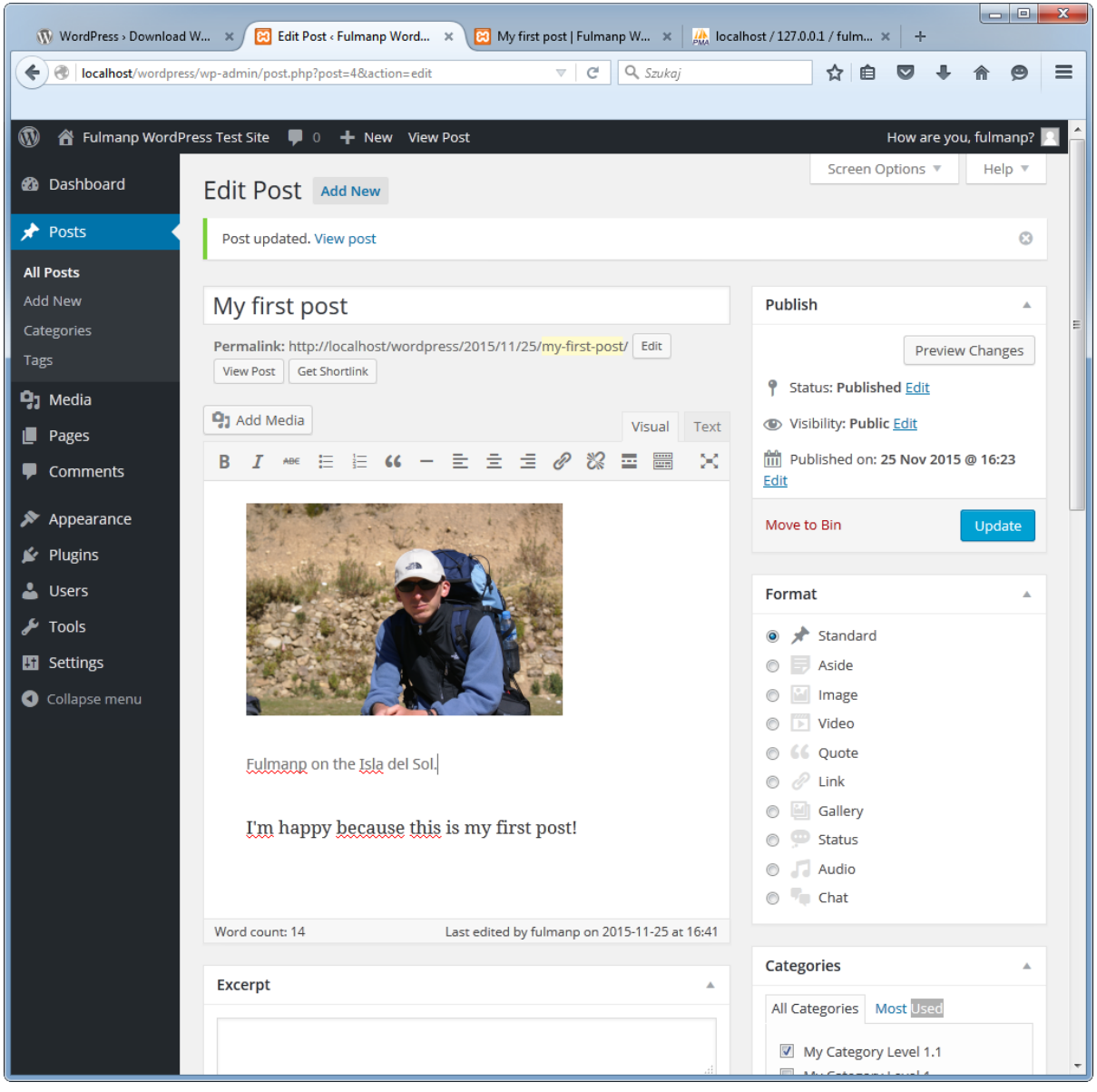
Basic post options

Adding an image to a post



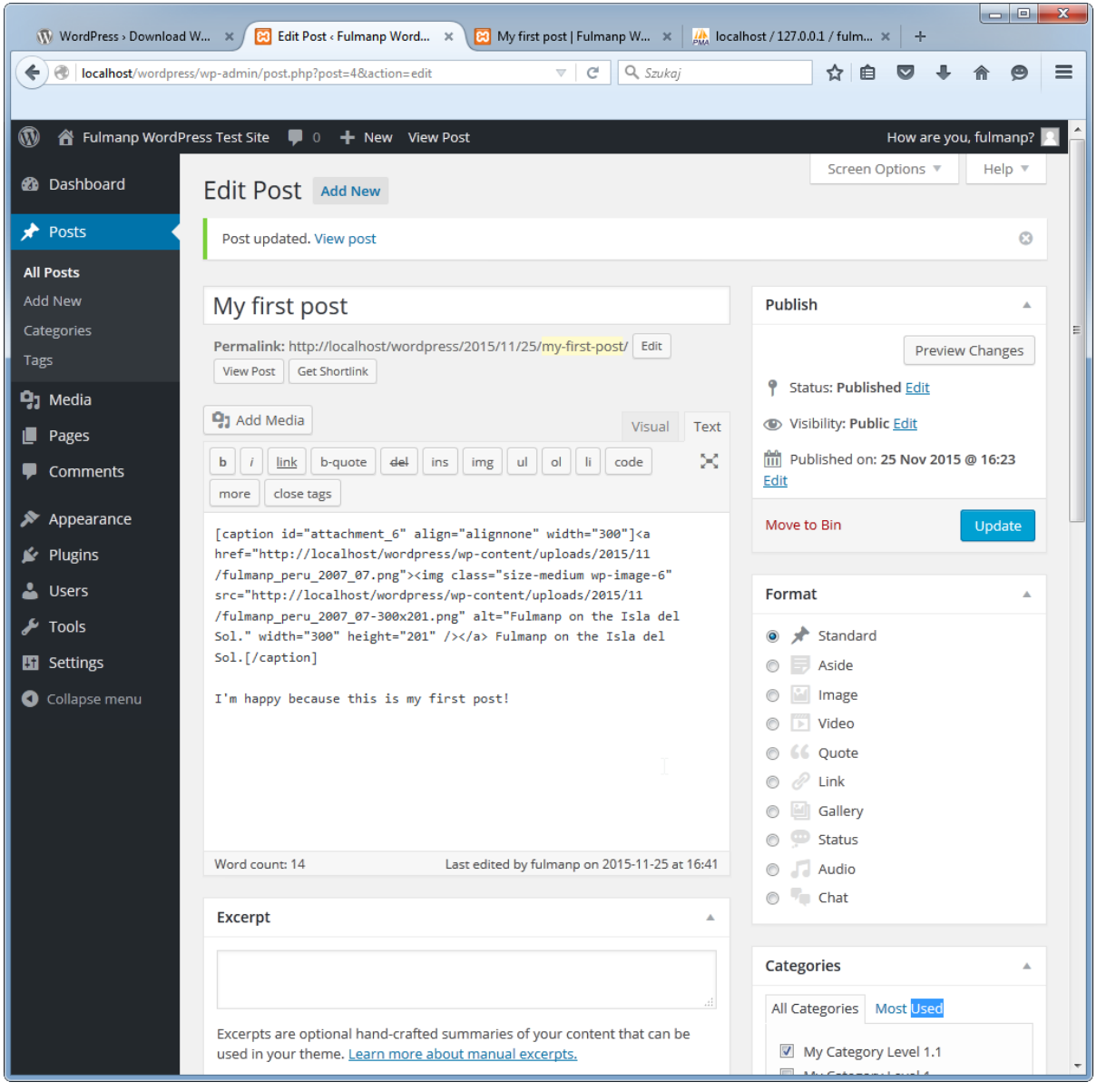
Basic post options

Adding an image to a post



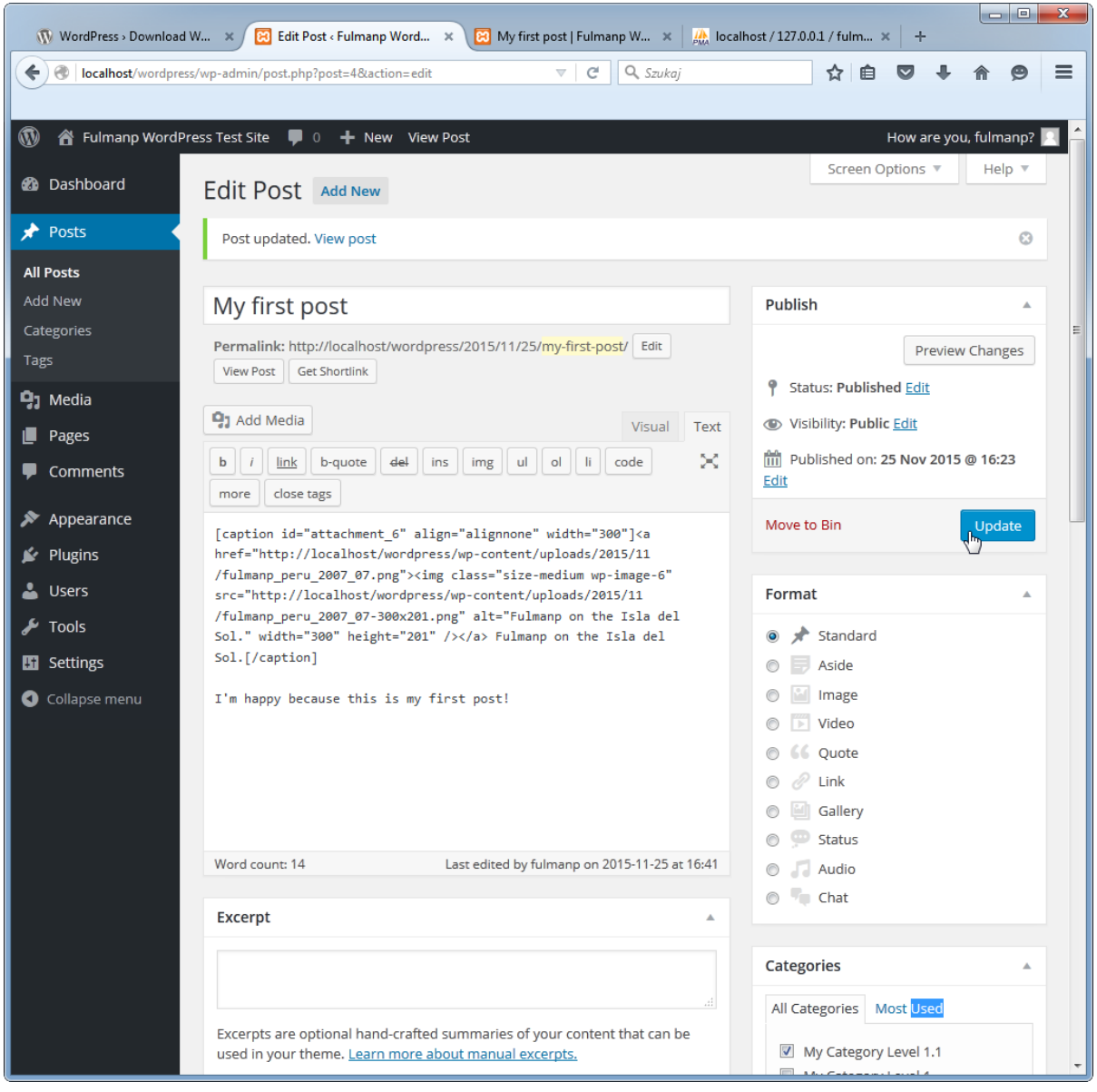
Basic post options

Adding an image to a post



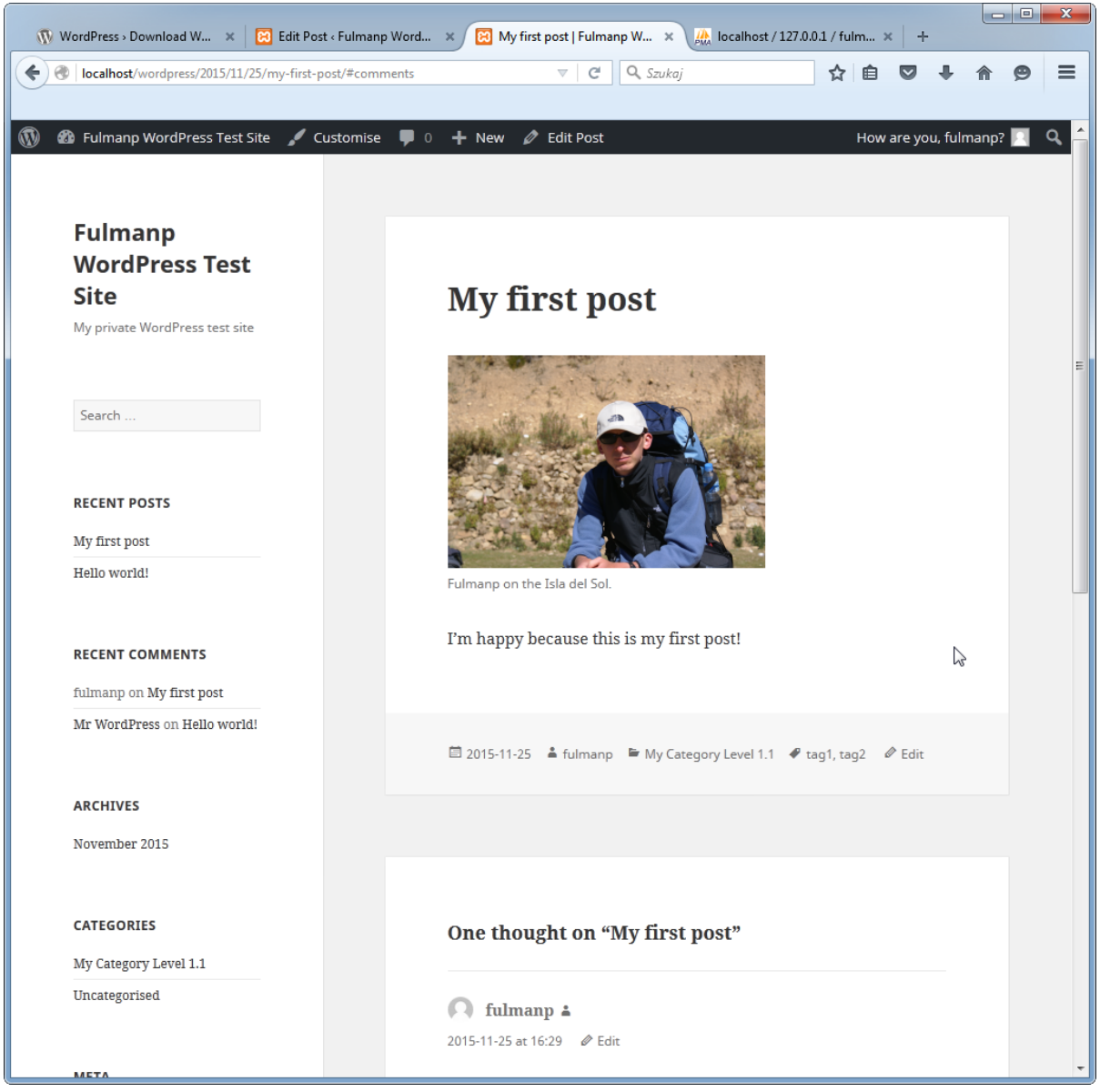
Basic post options

Adding an image to a post



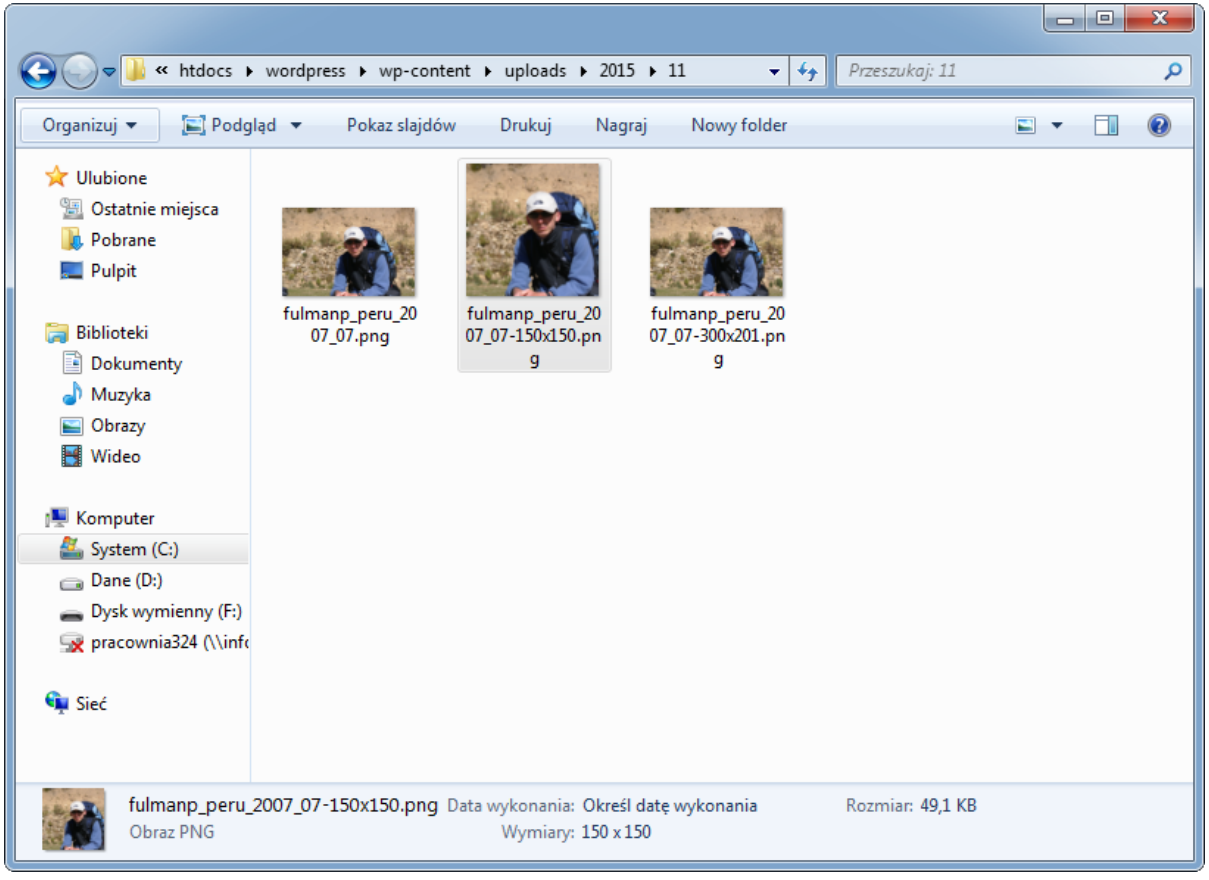
Basic post options

Adding an image to a post



Basic post options

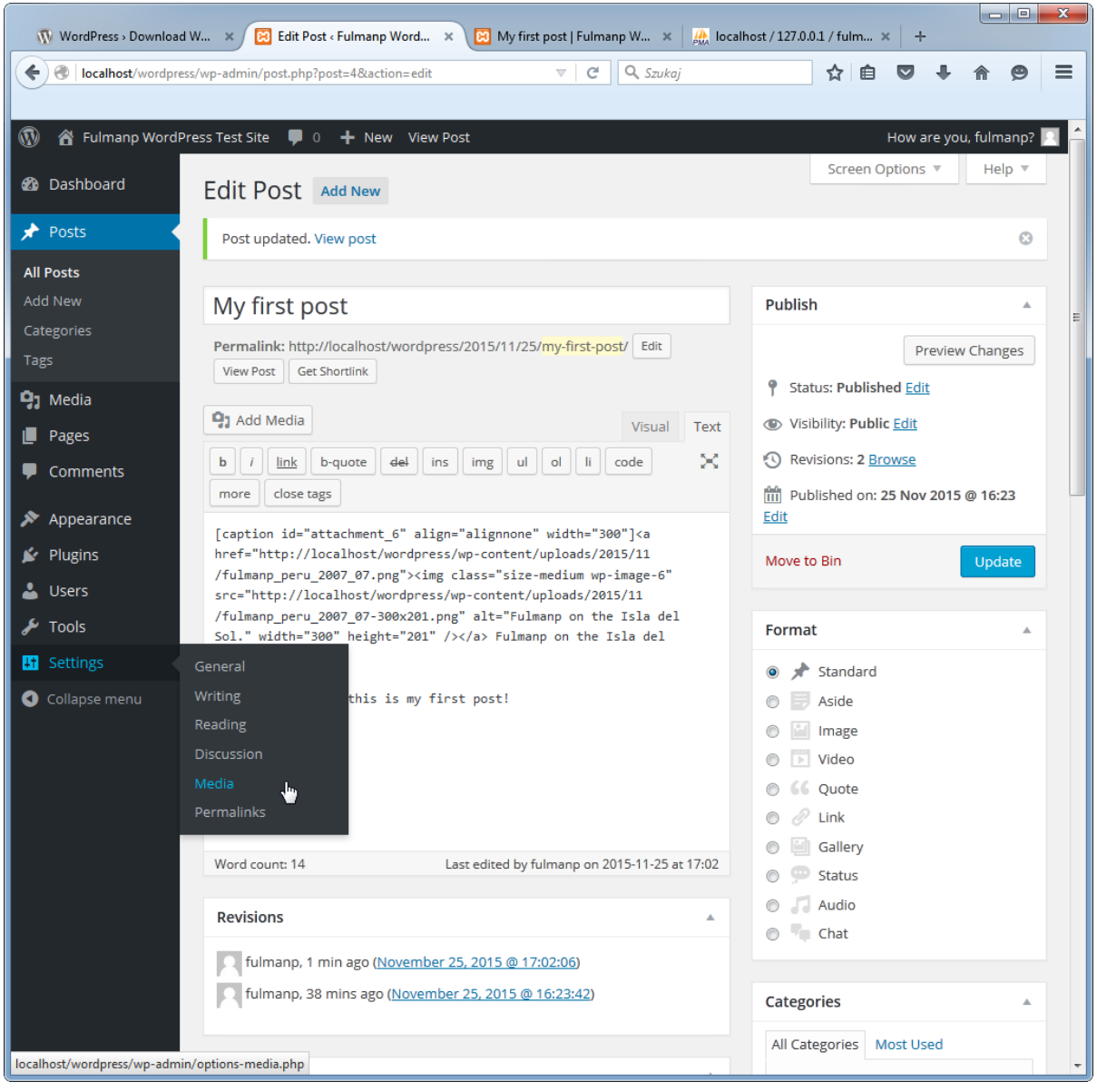
Adding an image to a post



Now the question is: *What if we want bigger (or smaller) thumbnails?* Whenever we upload an image, WordPress creates three versions of that image for us. We can set the pixel dimensions of those three versions by opening **Settings** in the main menu, and then clicking on **Media**. This takes us to the **Media Settings** page where we can specify the size of the uploaded images for thumbnail, medium and large size.
If we change the dimensions on this page, and click on the **Save Changes** button, only images we upload in the future will be affected. Images we've already uploaded to the site will have had their thumbnail, medium, and large versions created already using the old settings. It's a good idea to decide what we want our three media sizes to be early on in our site, so we can set them and have them applied to all images, right from the start.

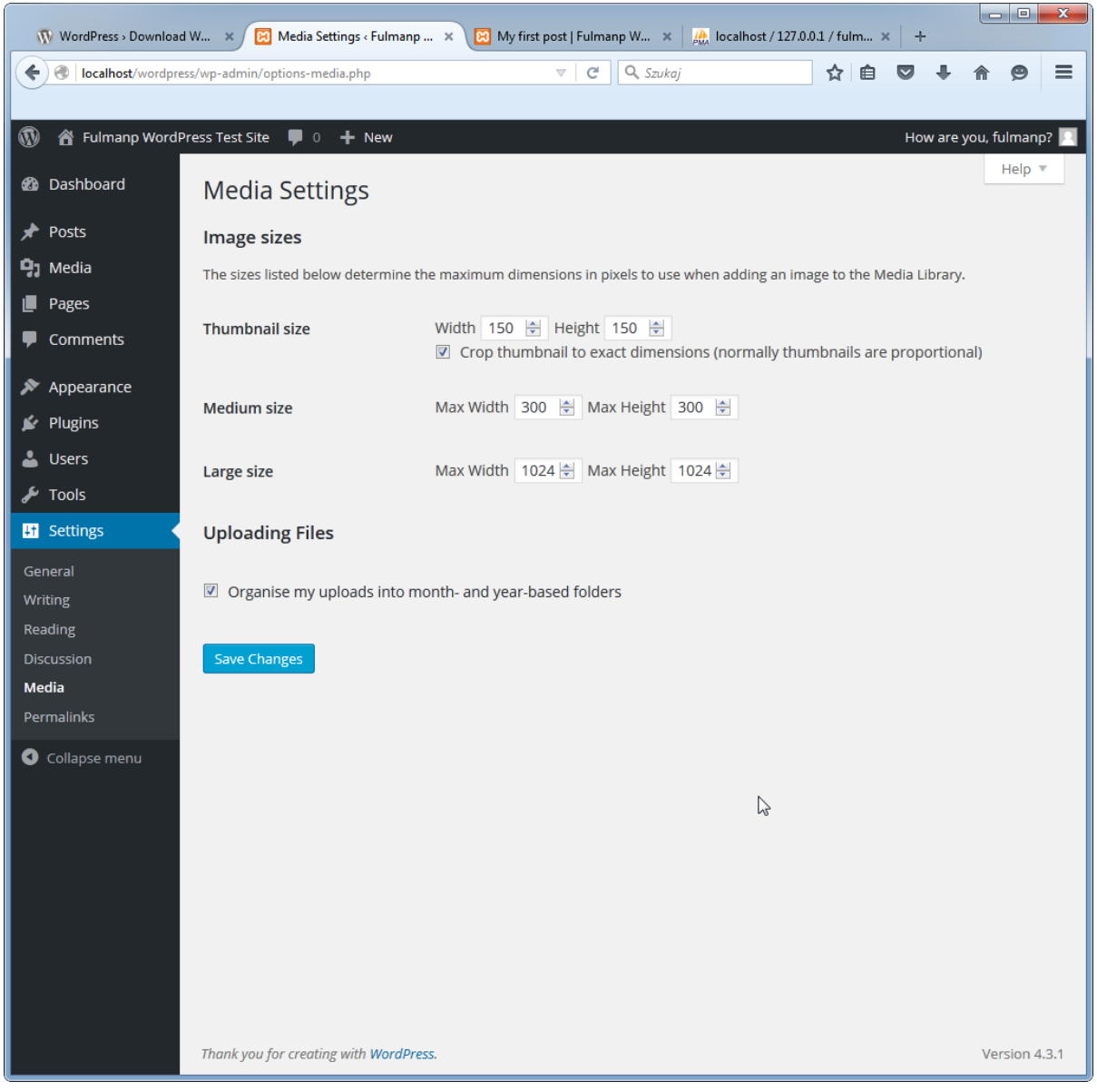
Basic post options

Adding an image to a post: controlling default image sizes



Basic post options

Adding an image to a post: controlling default image sizes



Basic post options

Designating a featured image

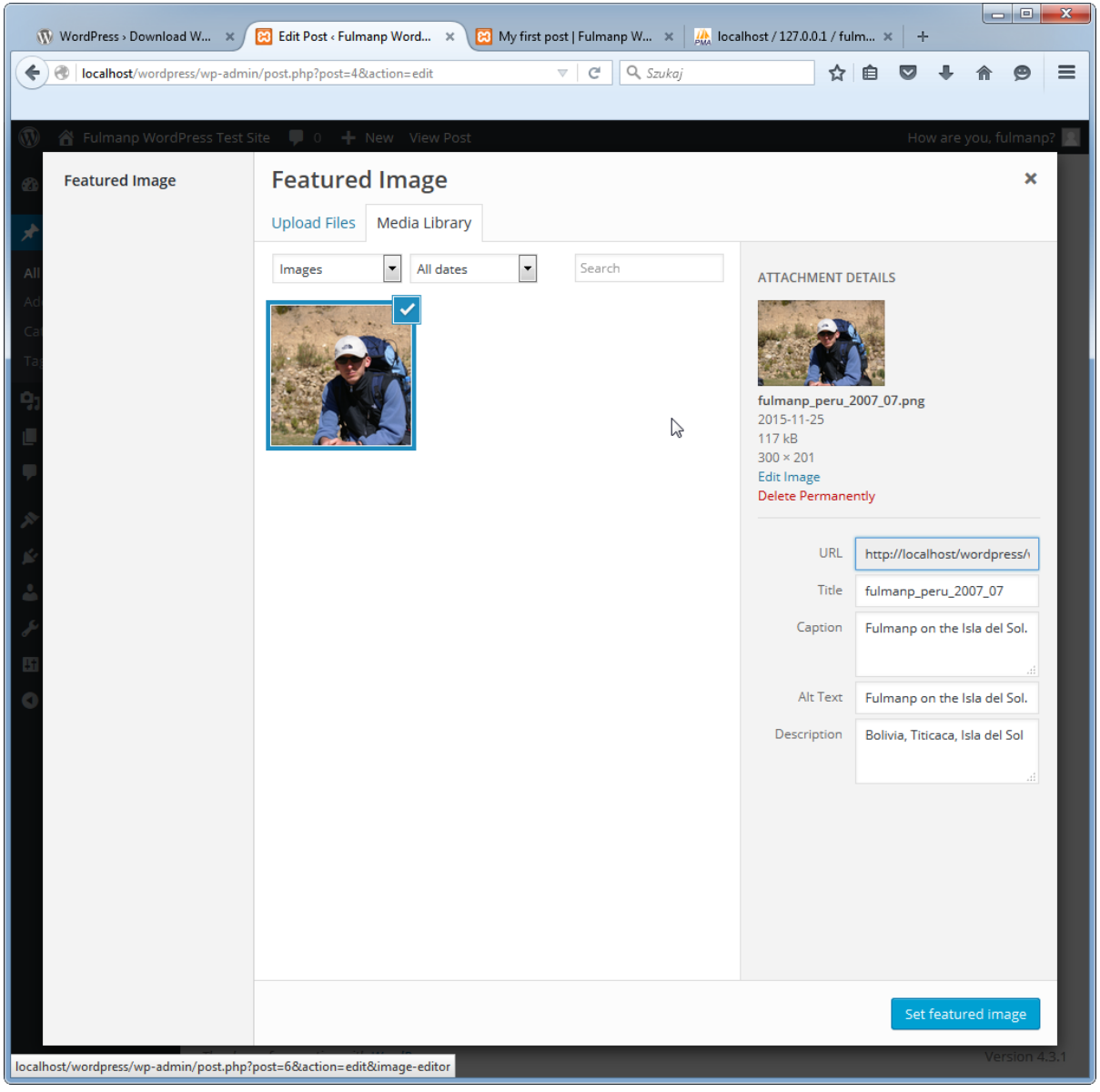
You can designate a single image that represents your post. This is referred to as the **featured image**. Some themes will make use of this, and some will not. The default theme, the one we've been using, is named Twenty Thirteen, and it uses the featured image right above the post on the front page. Depending on the theme you're using, its behavior with featured images can vary, but in general, every modern theme supports them in one way or the other.

In order to set a featured image, go to the **Edit Post** screen. In the sidebar you'll see a box labeled **Featured Image**. Just click on the **Set featured image** link. After doing so, you'll see a pop-up window, very similar to the one we used while uploading images. Here, you can either upload a completely new image or select an existing image by clicking on it. All you have to do now is click on the Set featured image button in the bottom right corner. After completing the operation, you can finally see what your new image looks like on the front page. Also, keep in mind that WordPress uses featured images in multiple places not only the front page.

And as mentioned above, much of this behavior depends on your current theme.

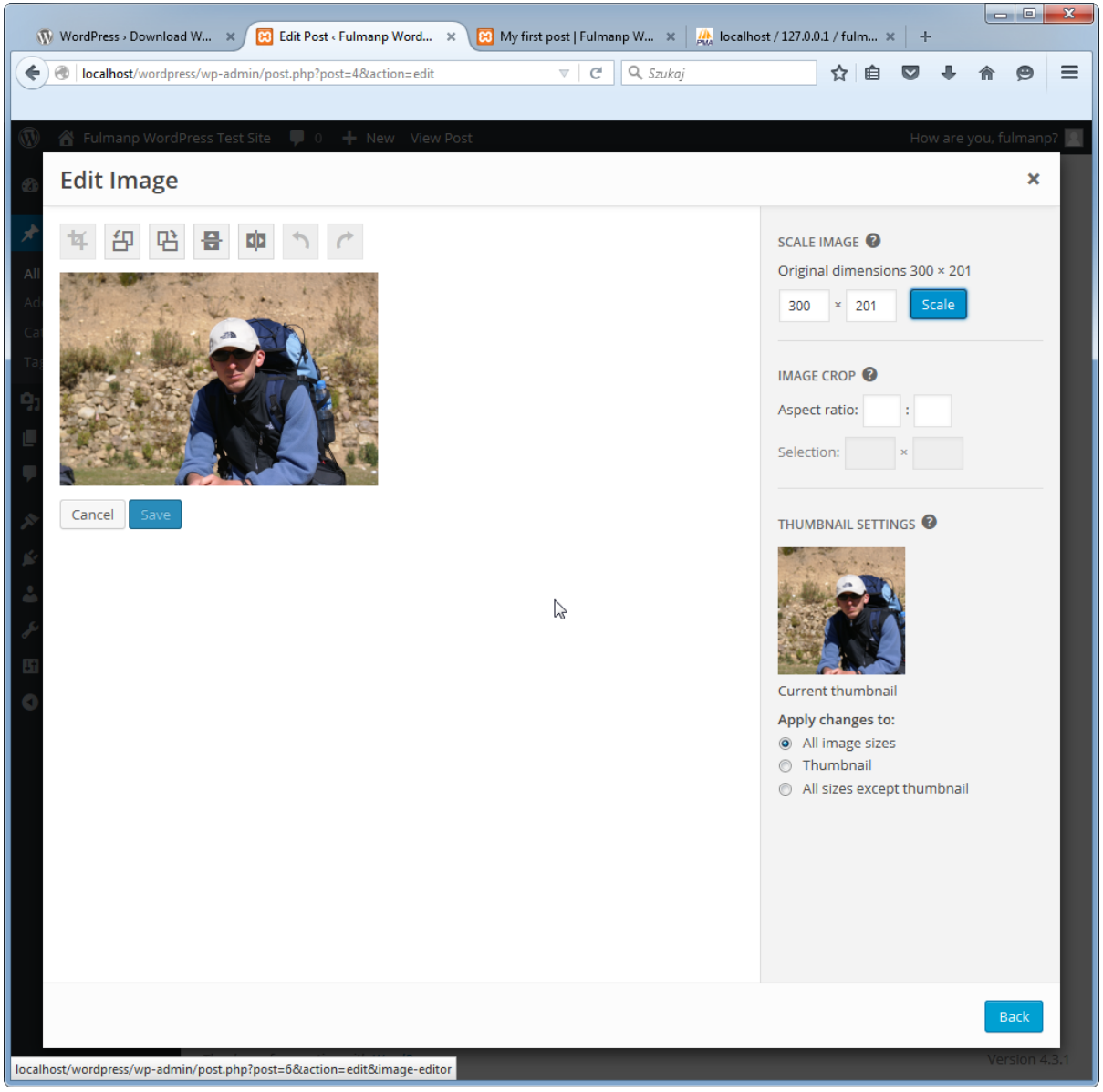
Basic post options

Designating a featured image



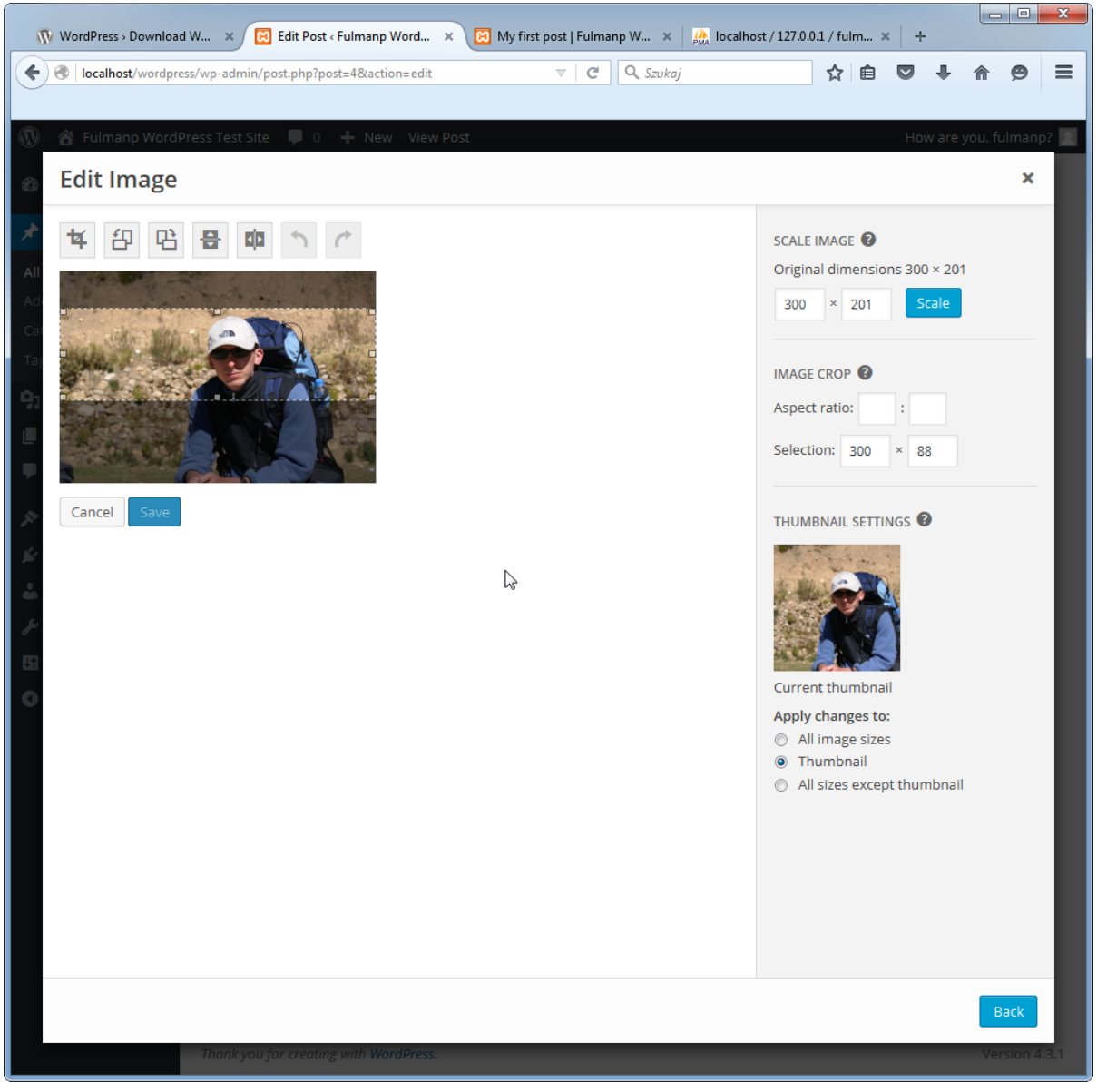
Basic post options

Designating a featured image



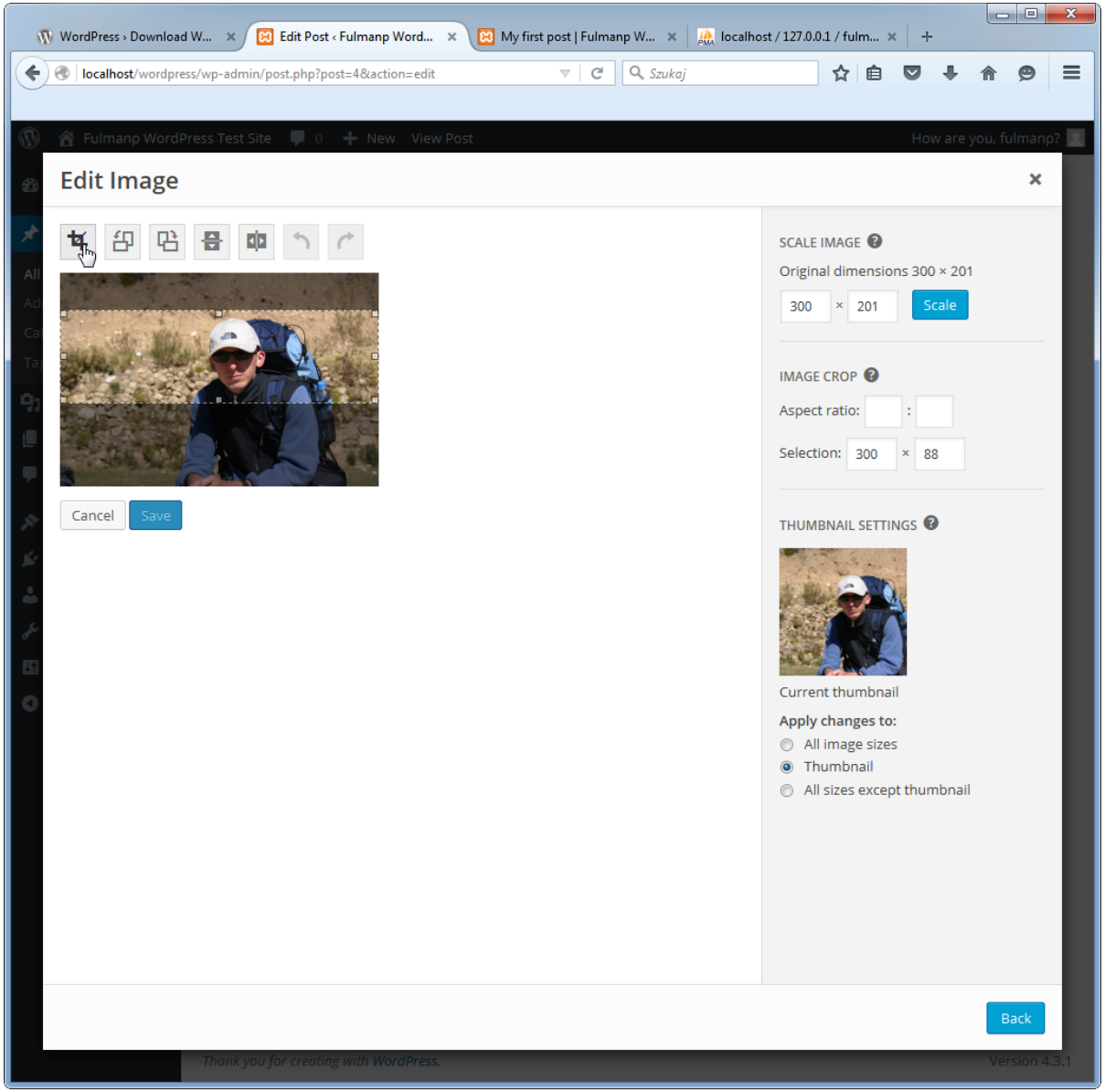
Basic post options

Designating a featured image



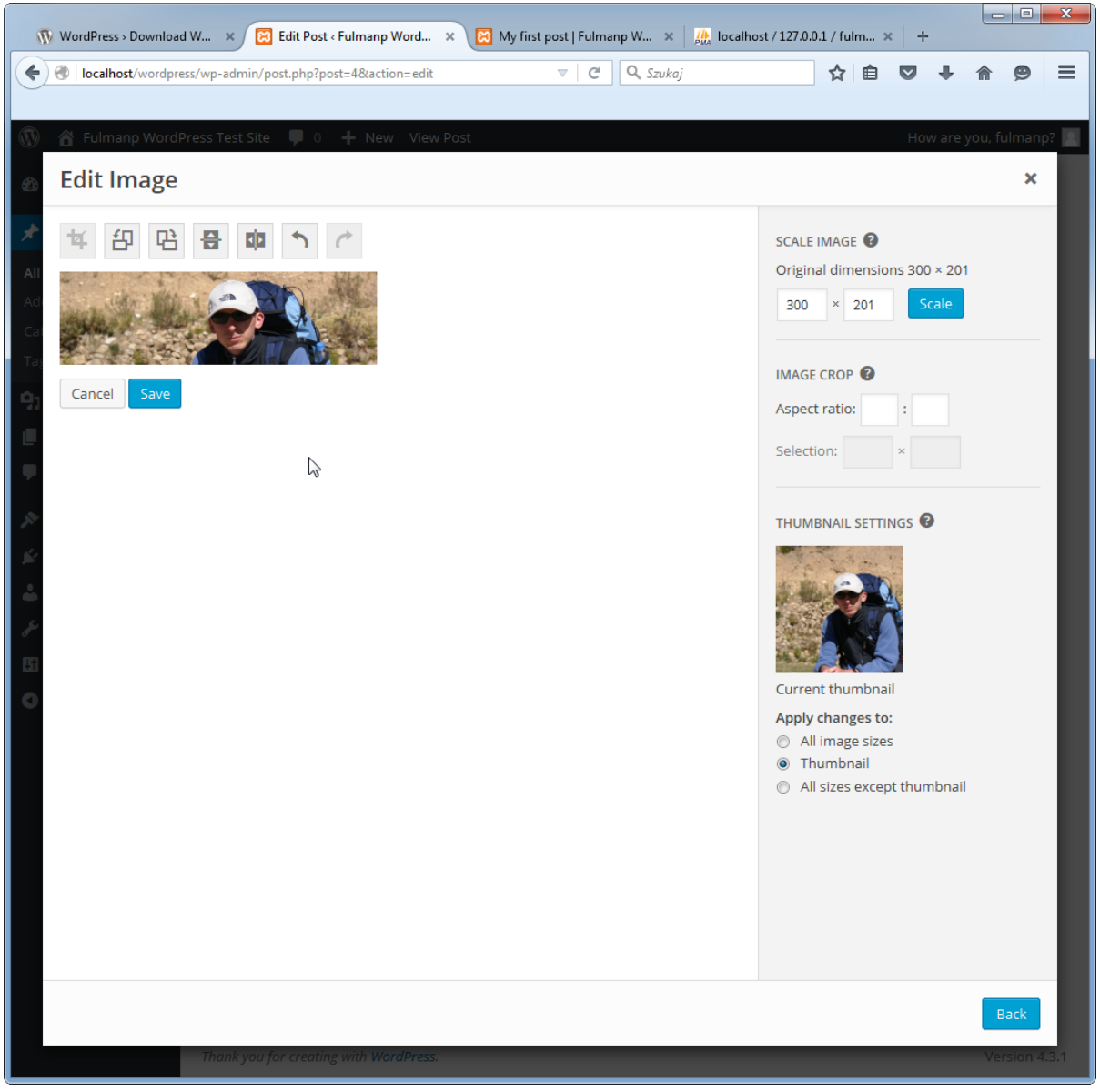
Basic post options

Designating a featured image



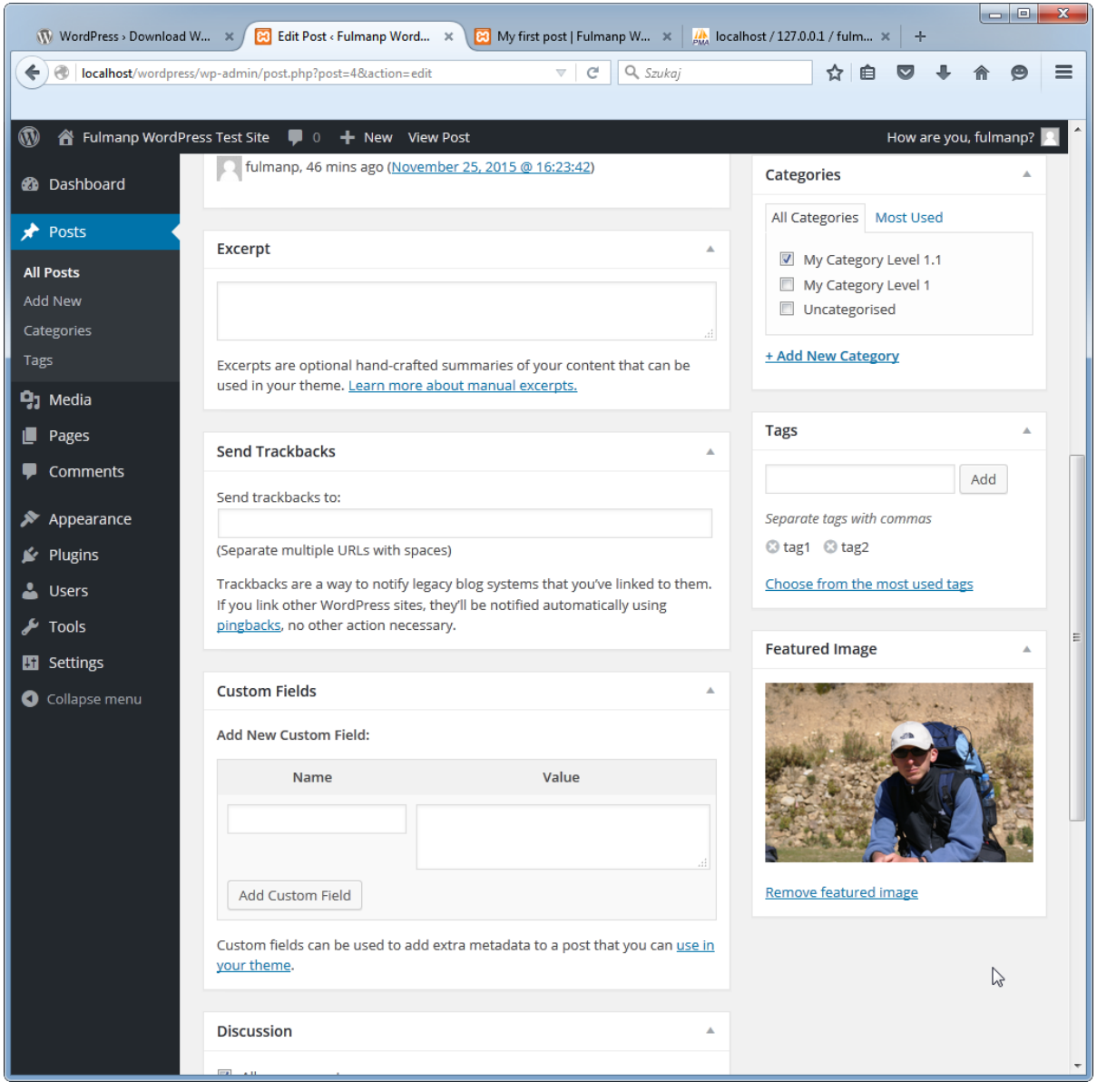
Basic post options

Designating a featured image



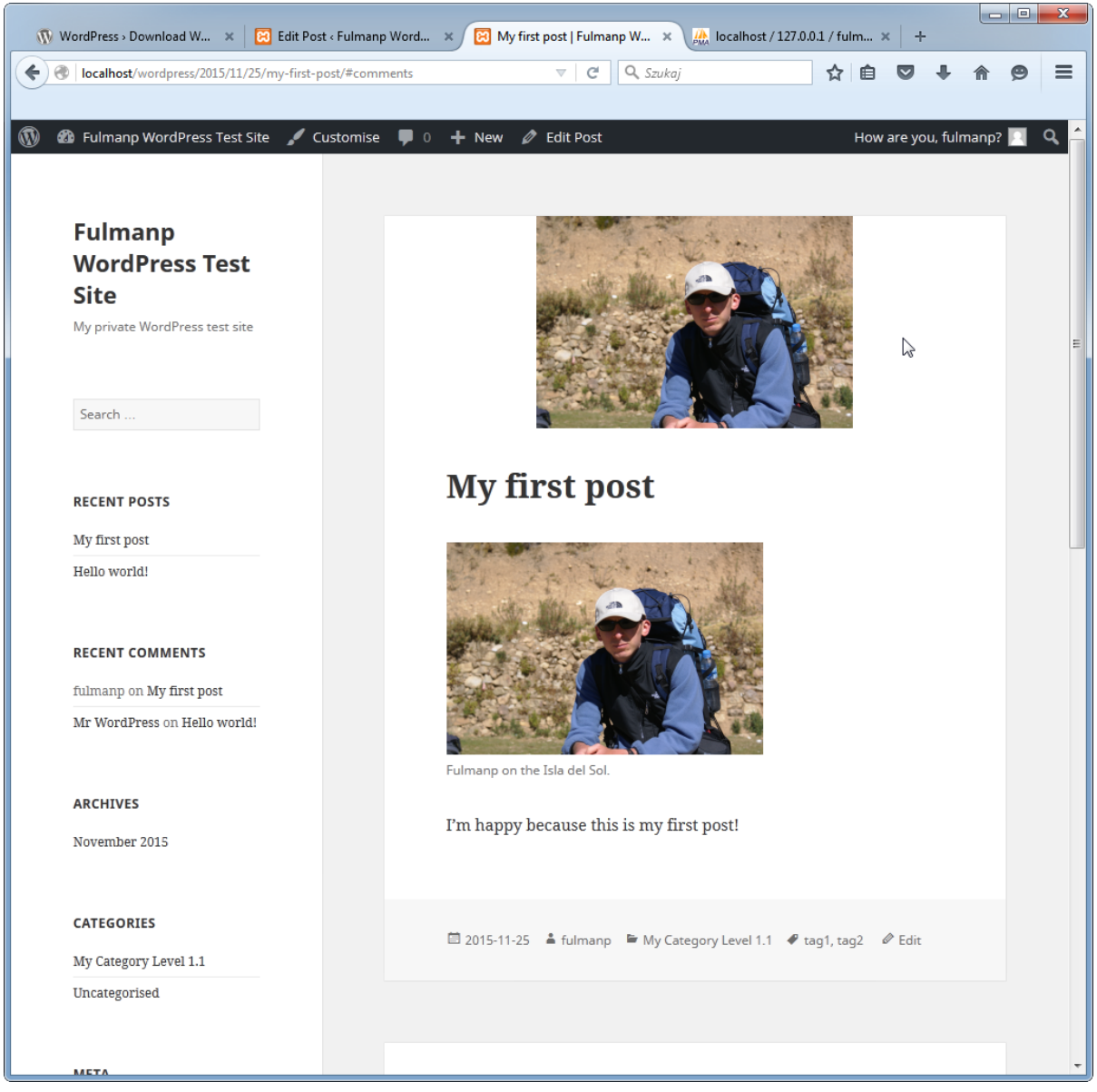
Basic post options

Designating a featured image



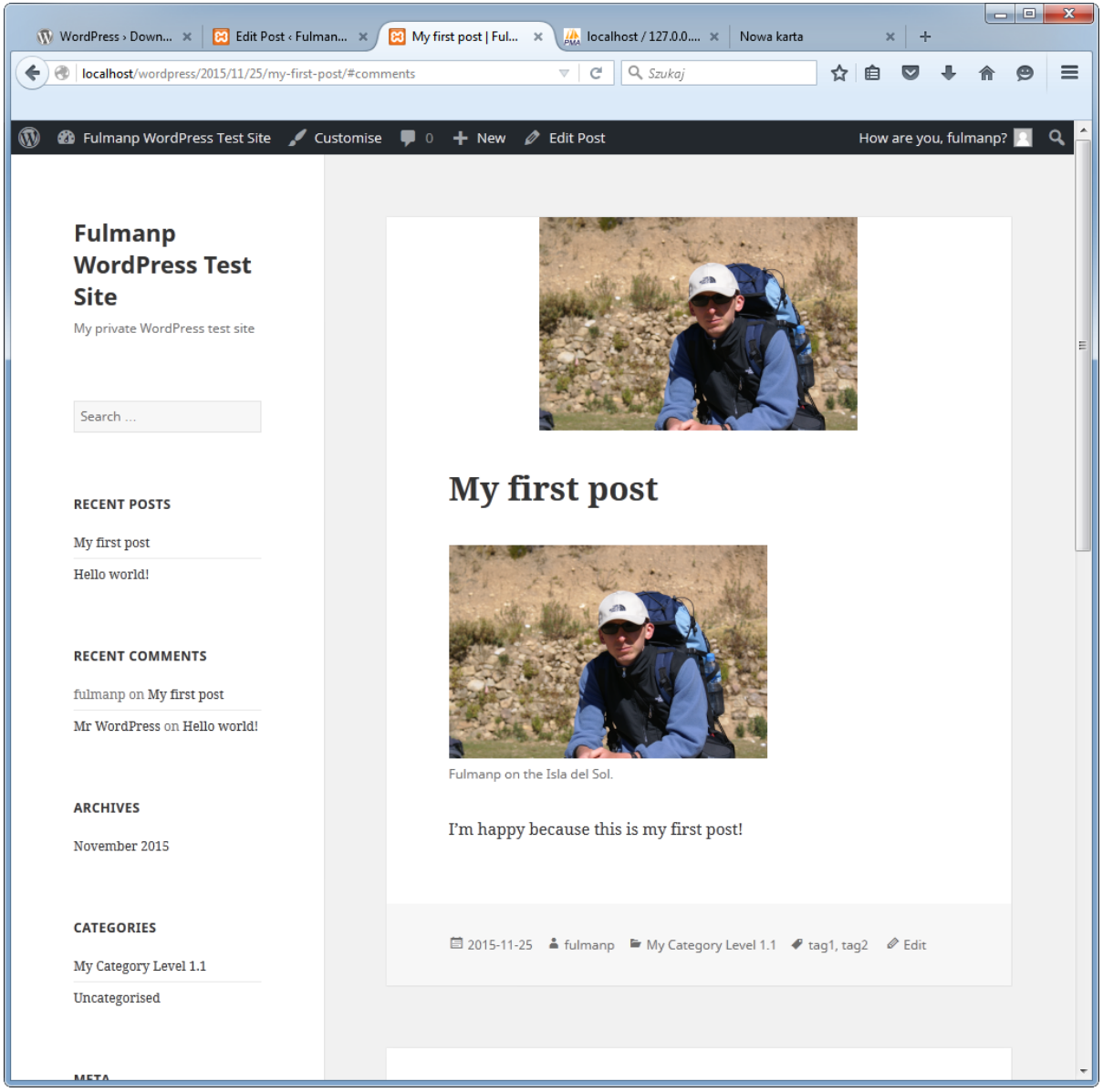
Basic post options

Designating a featured image



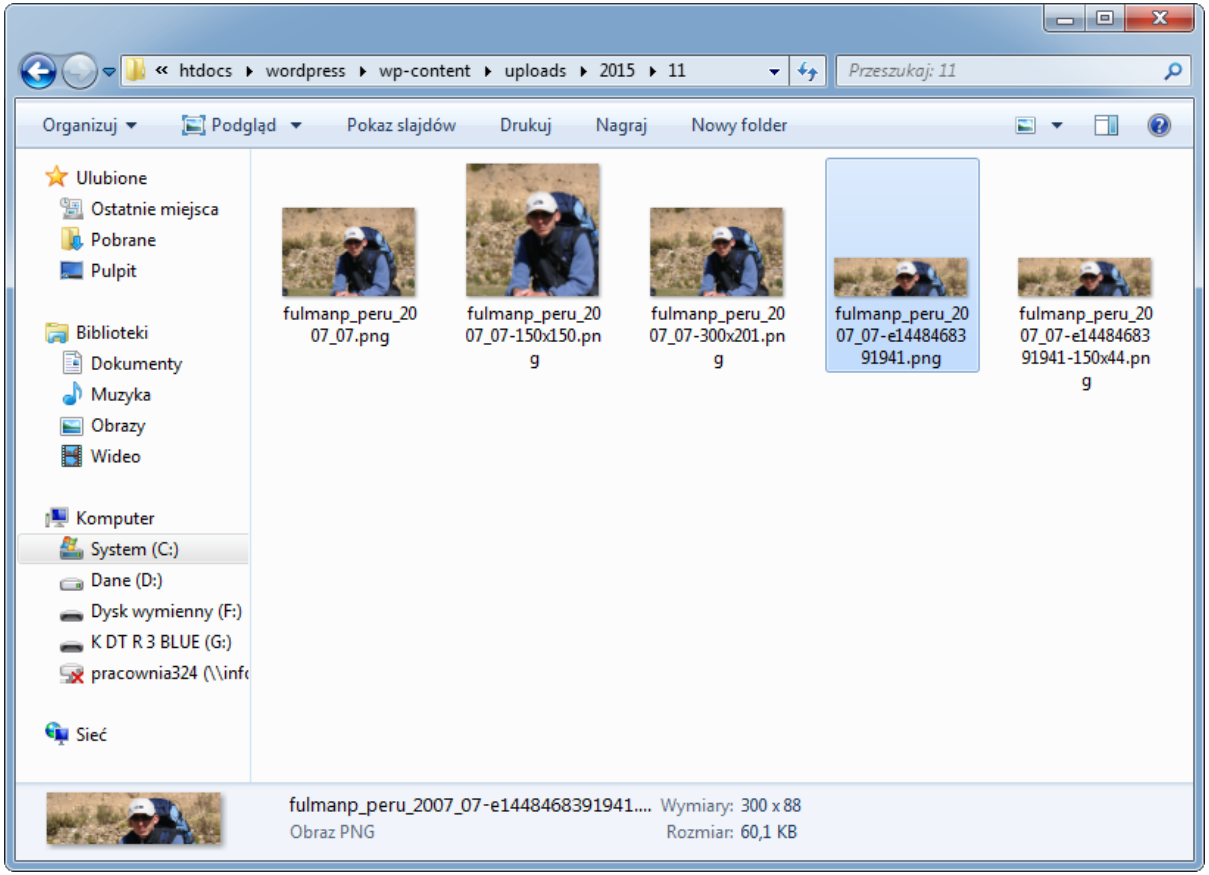
Basic post options

Designating a featured image



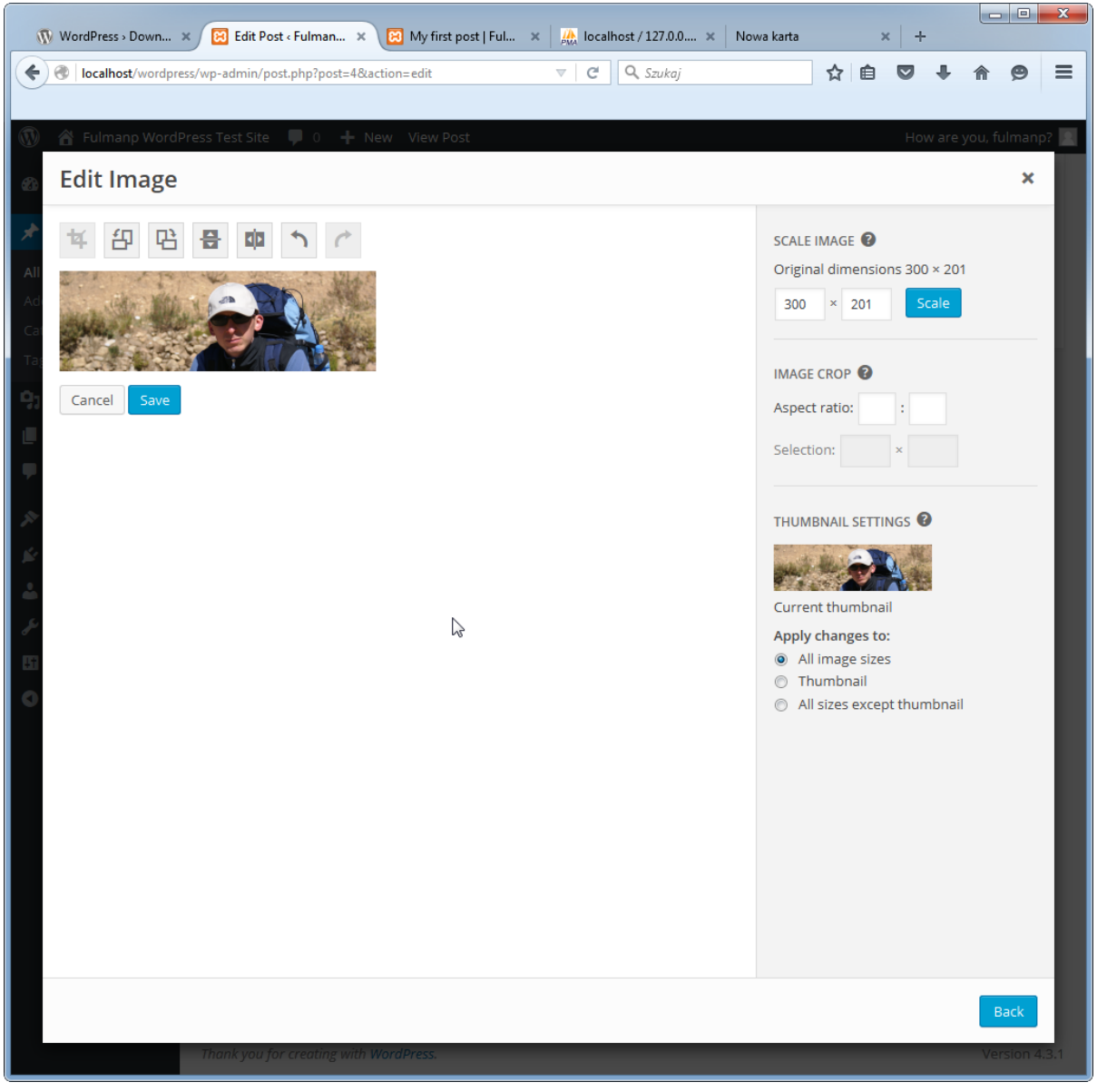
Basic post options

Designating a featured image



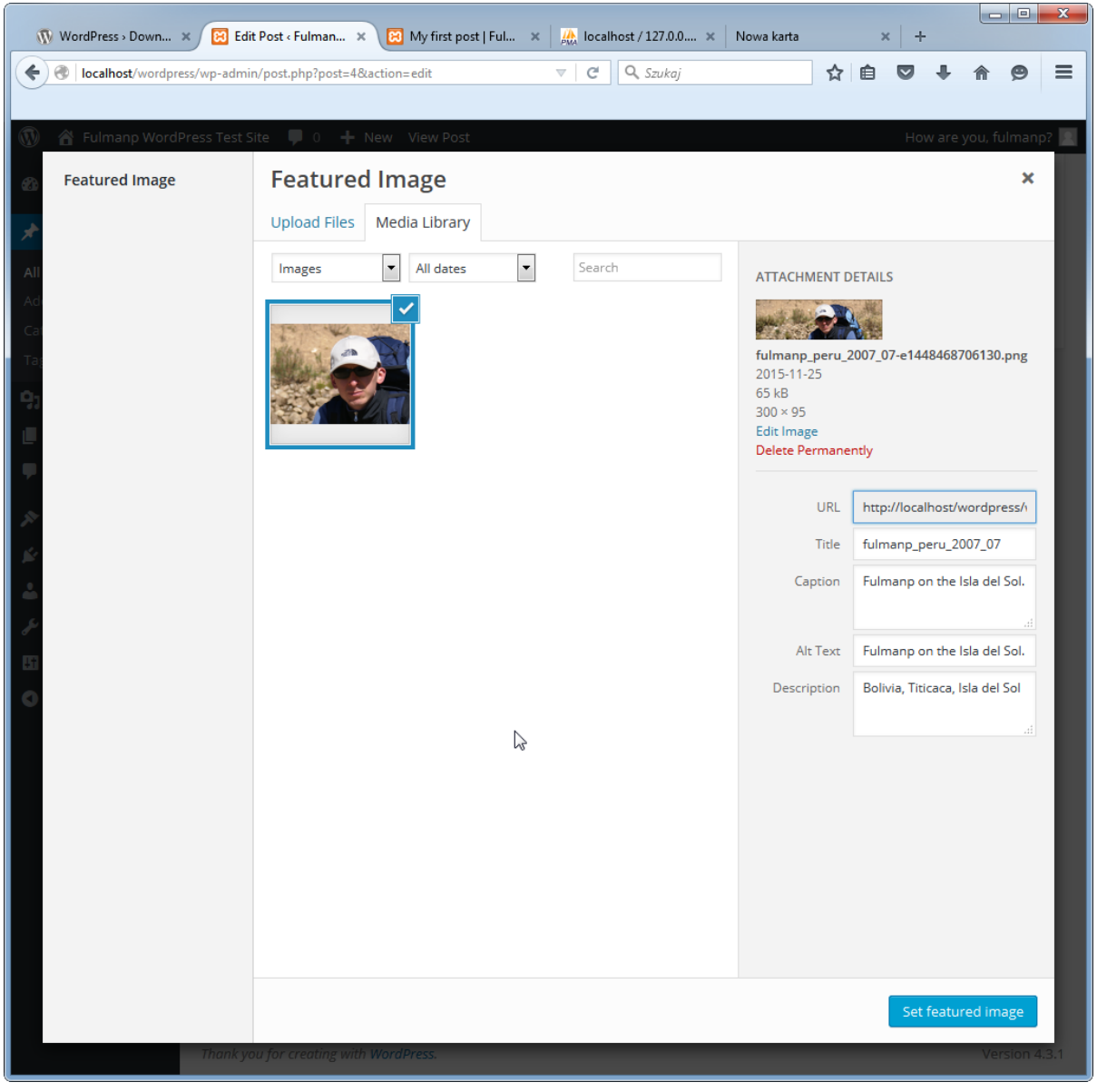
Basic post options

Designating a featured image



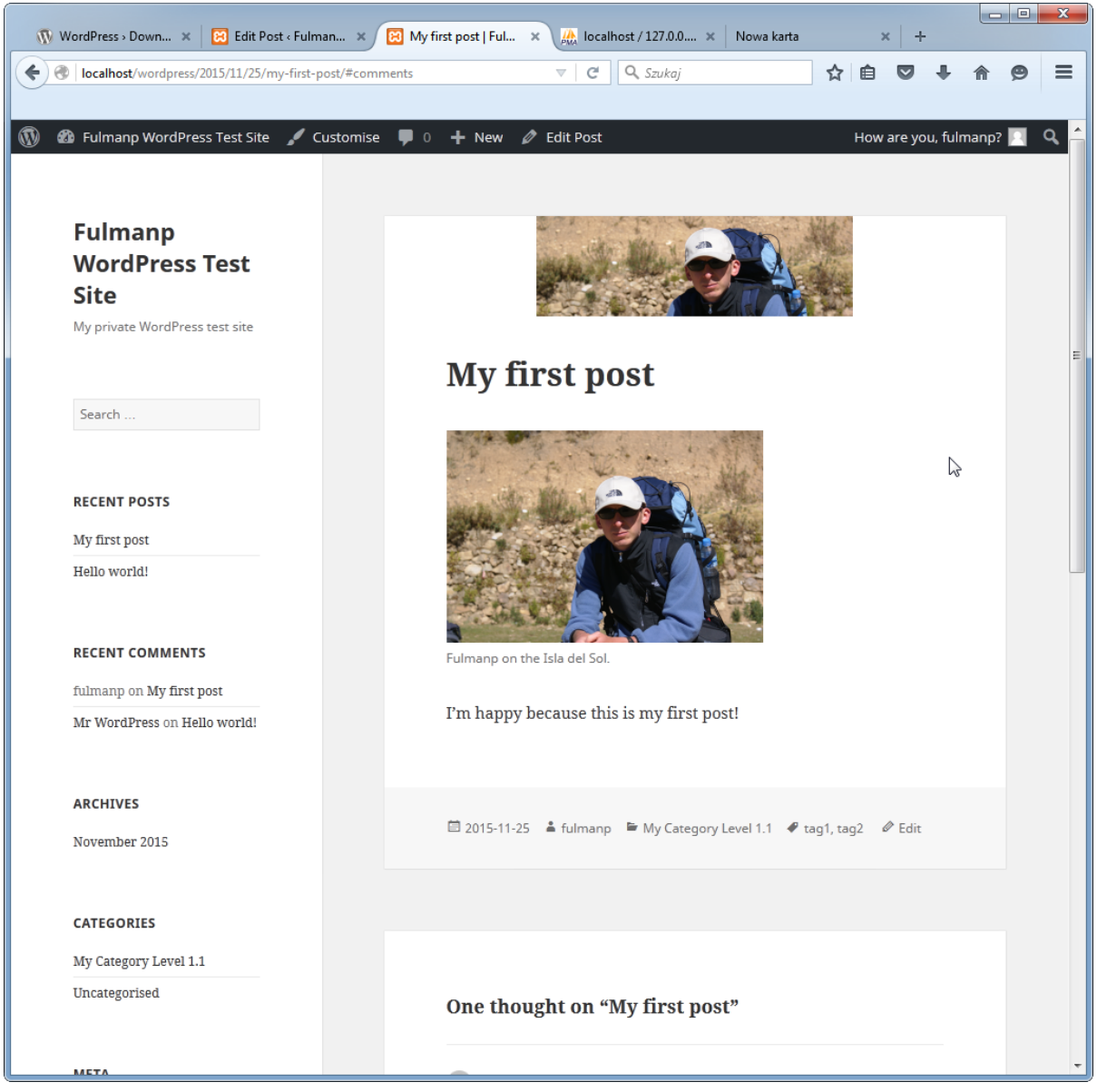
Basic post options

Designating a featured image



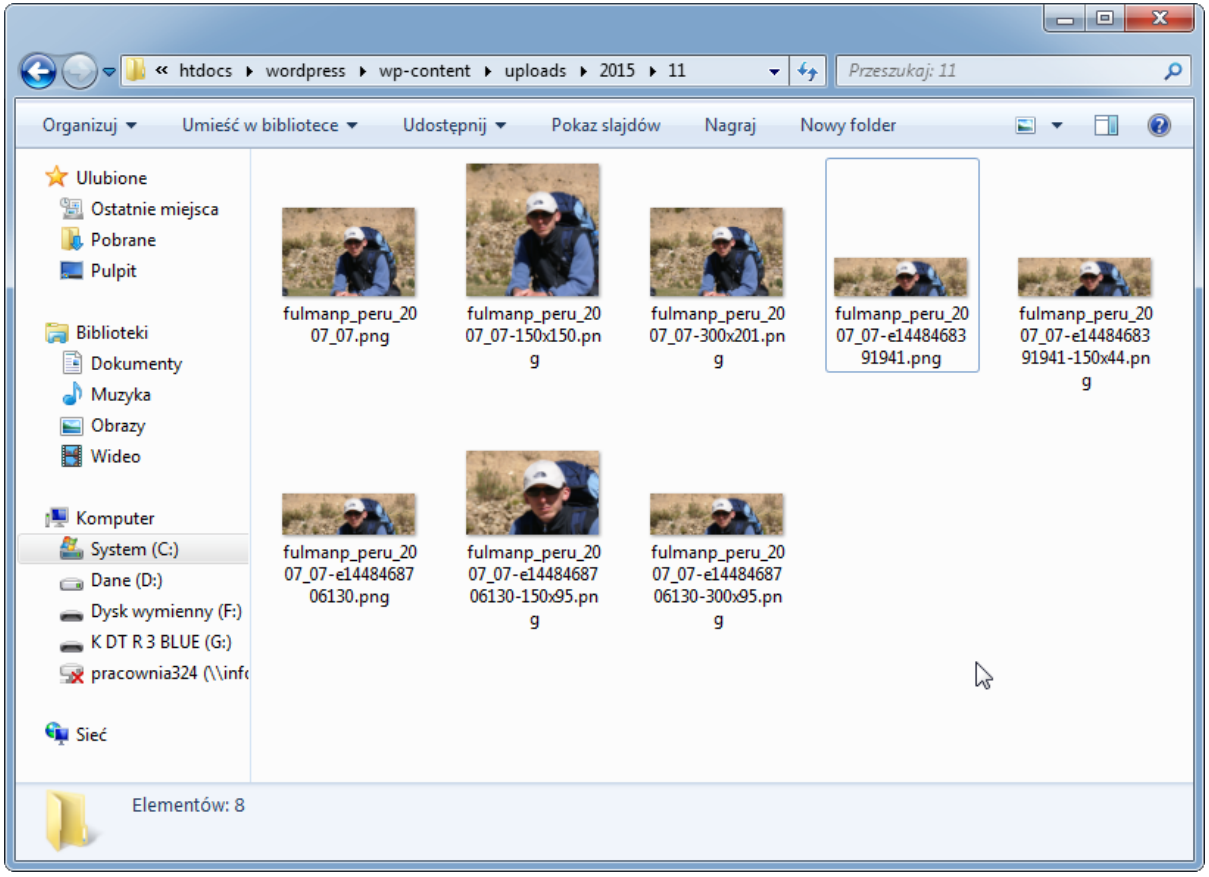
Basic post options

Designating a featured image



Basic post options

Designating a featured image



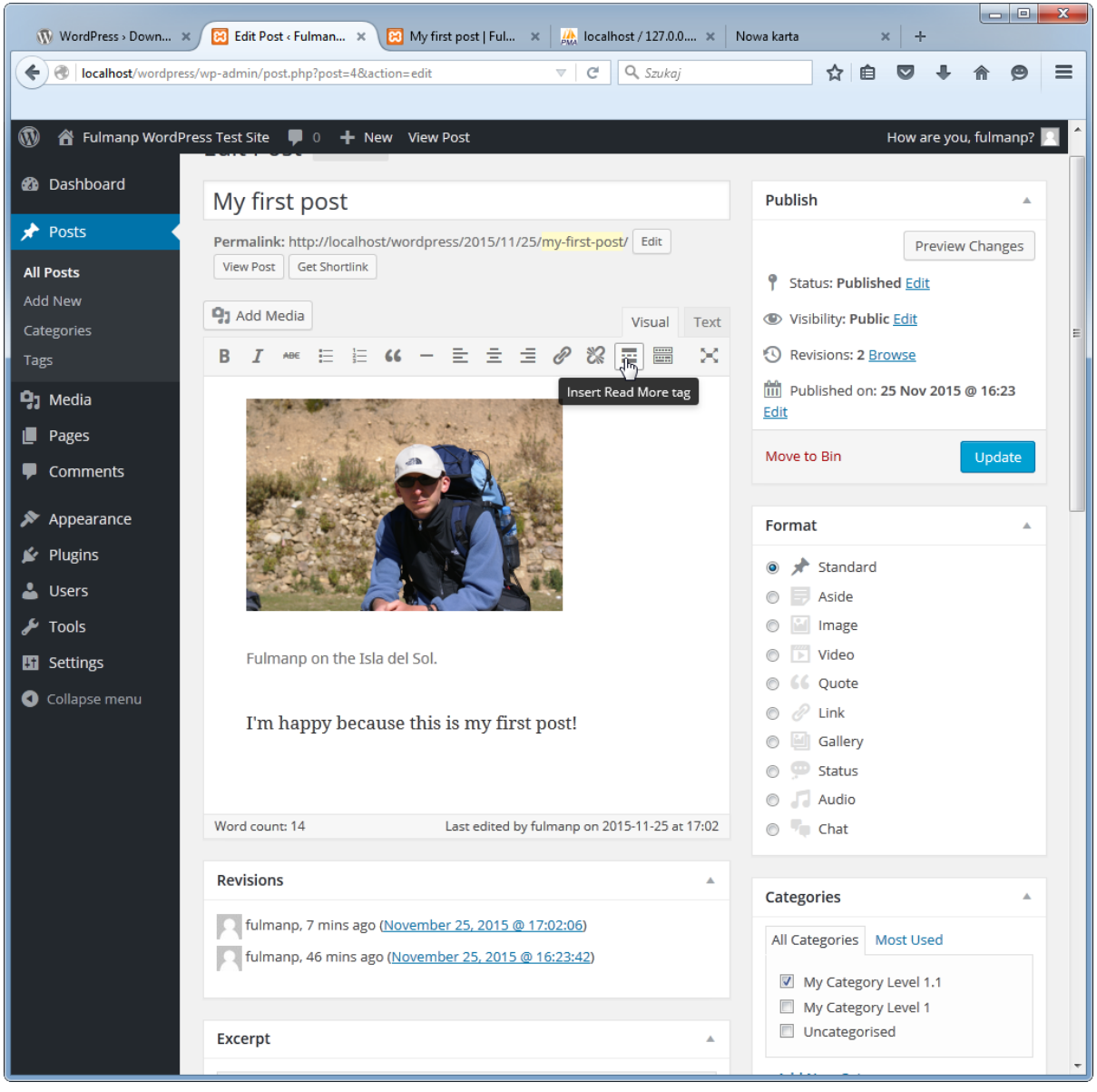
Basic post options

Lead and body

One of many interesting publishing features WordPress has to offer is the concept of the **lead** and the **body** of the post.
When you're publishing a new post, you don't necessarily want to display its whole contents right away on the front page. A much more user-friendly approach is to display only the lead, and then display the complete post under its individual URL. Achieving this in WordPress is very simple. All you have to do is use the **Insert More Tag** button available in the visual editor (or the more button in the text editor). Simply place your cursor exactly where you want to break your post (the text before the cursor will become the lead) and then click on the **Insert More Tag** button.
An alternative way of using this tag is to switch to the text editor and input the tag manually, which is `<!--more-->`. Both approaches produce the same result. Clicking on the main Update button will save the changes. On the front page, most WordPress themes display such posts by presenting the lead along with a *Continue reading* link, and then the whole post – the body – (both the lead and the rest of the post) is displayed under the post's individual URL.

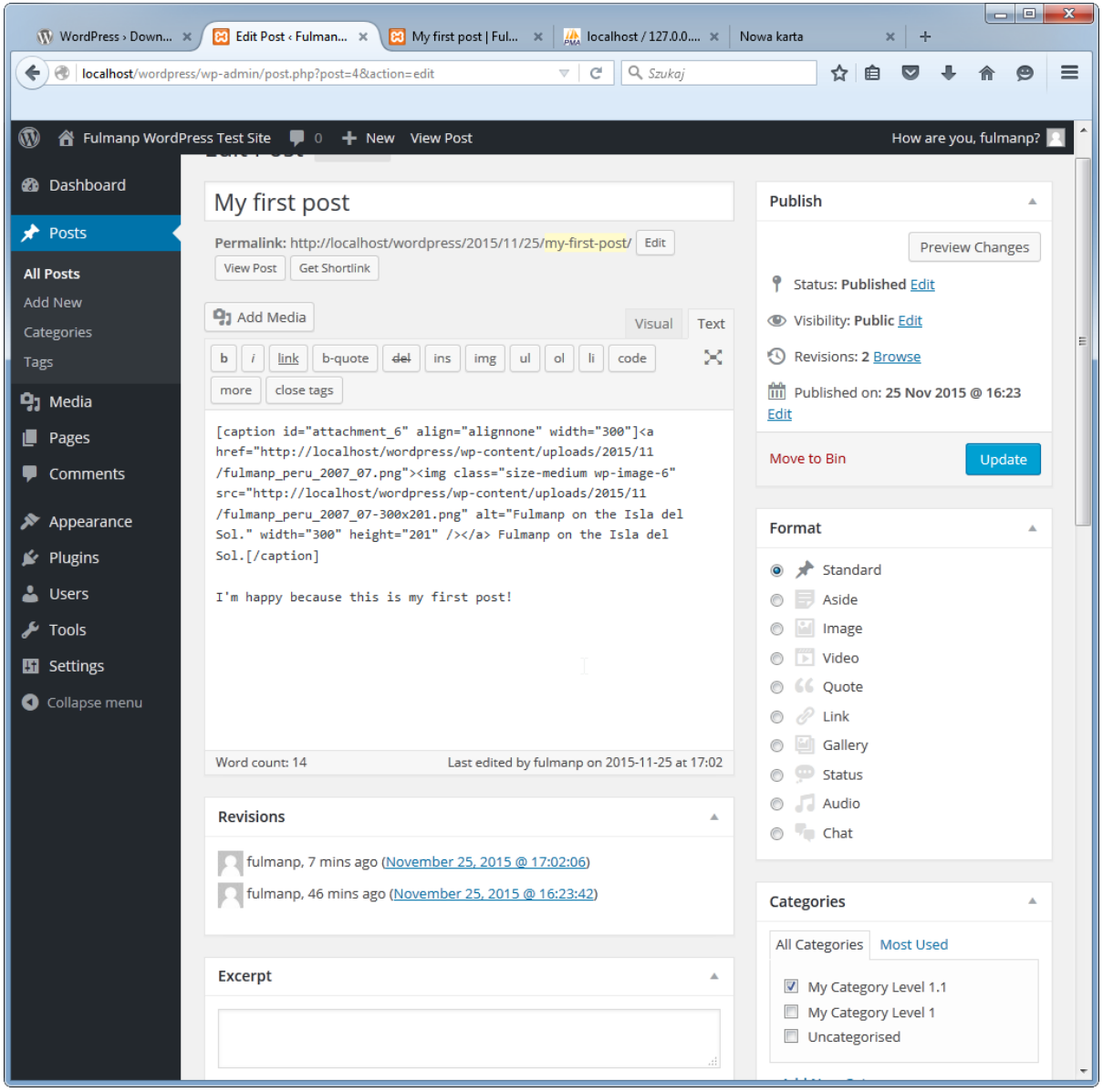
Basic post options

Lead and body



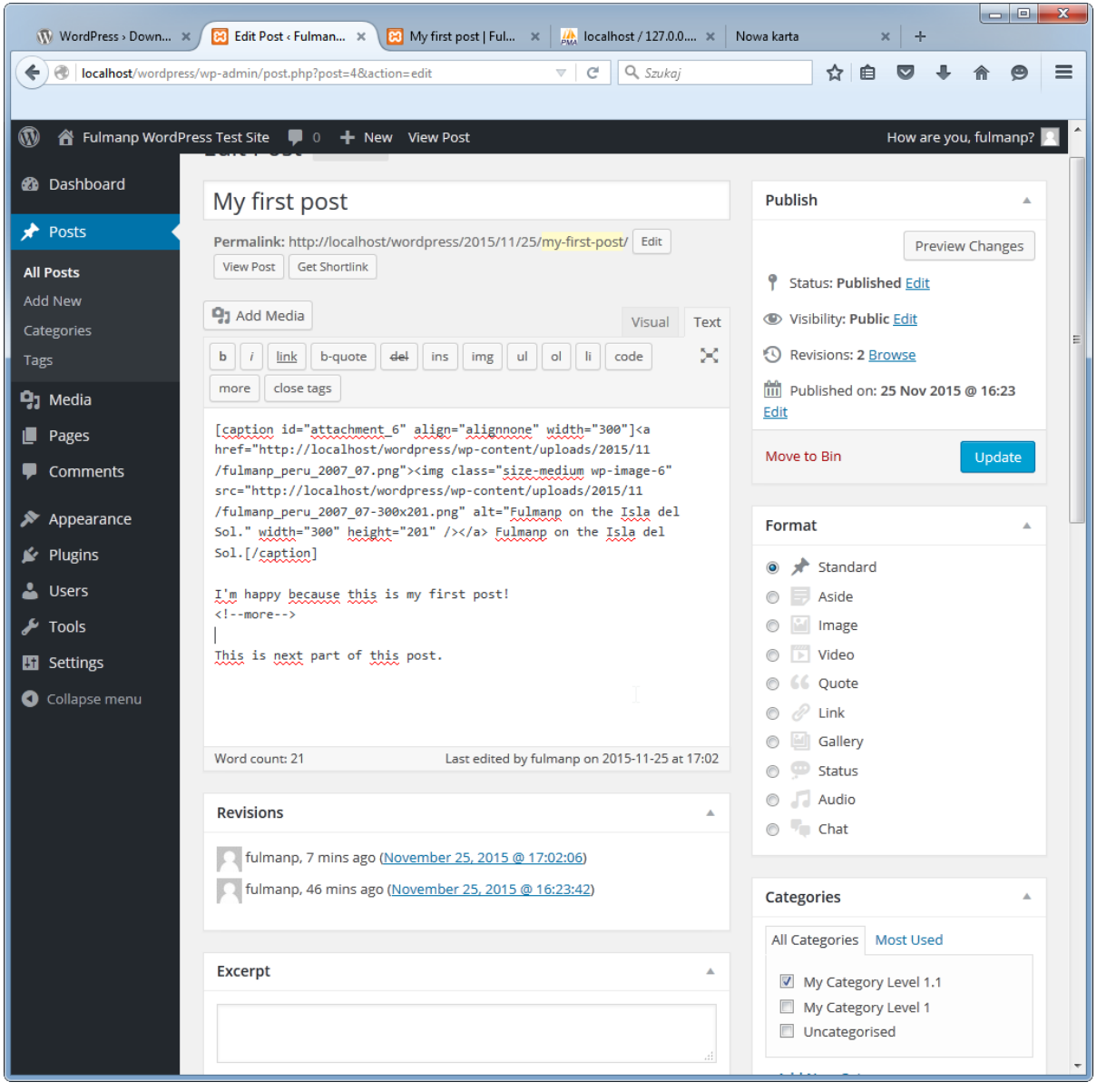
Basic post options

Lead and body



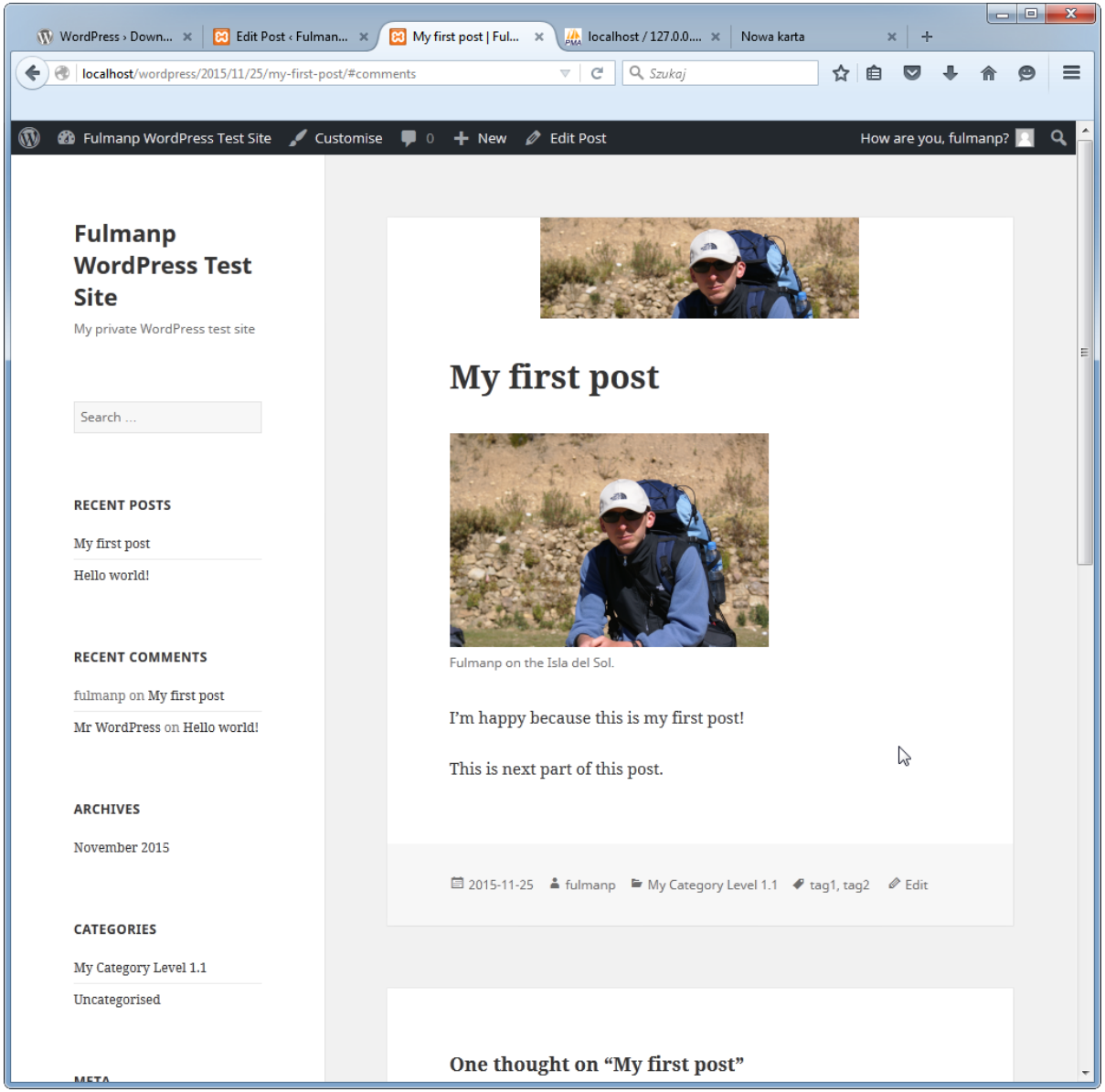
Basic post options

Lead and body



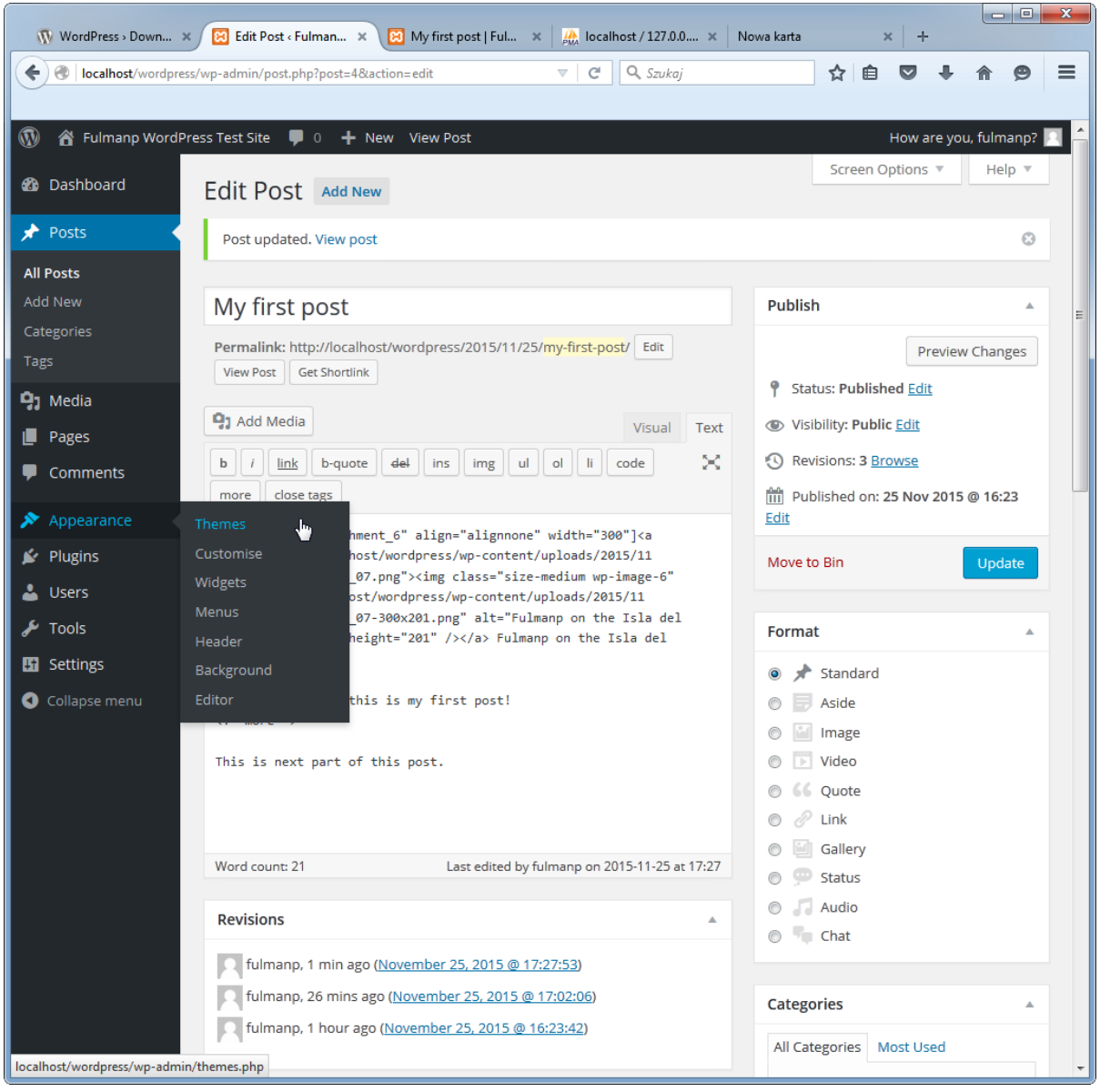
Basic post options

Lead and body



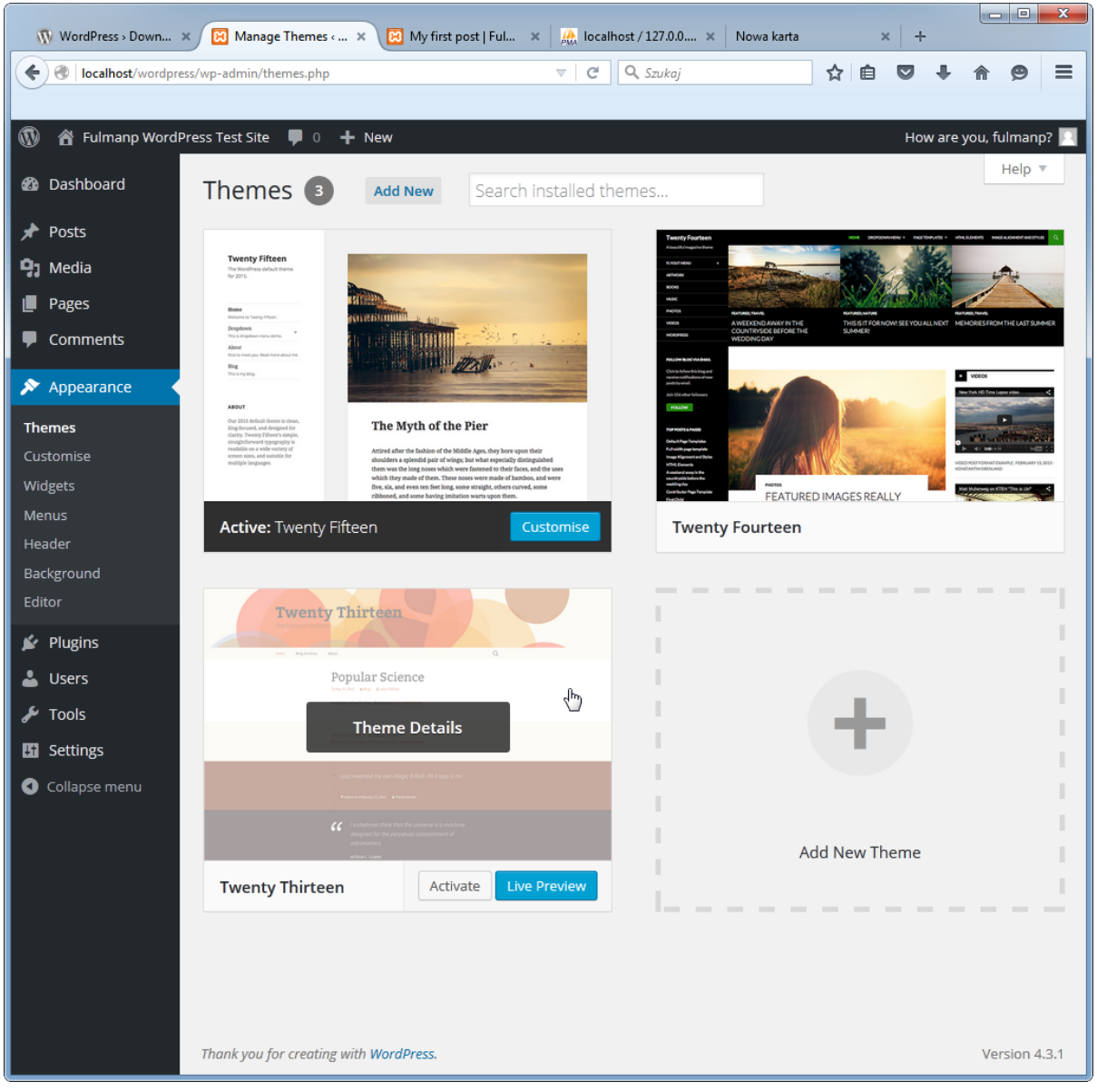
Basic post options

Lead and body



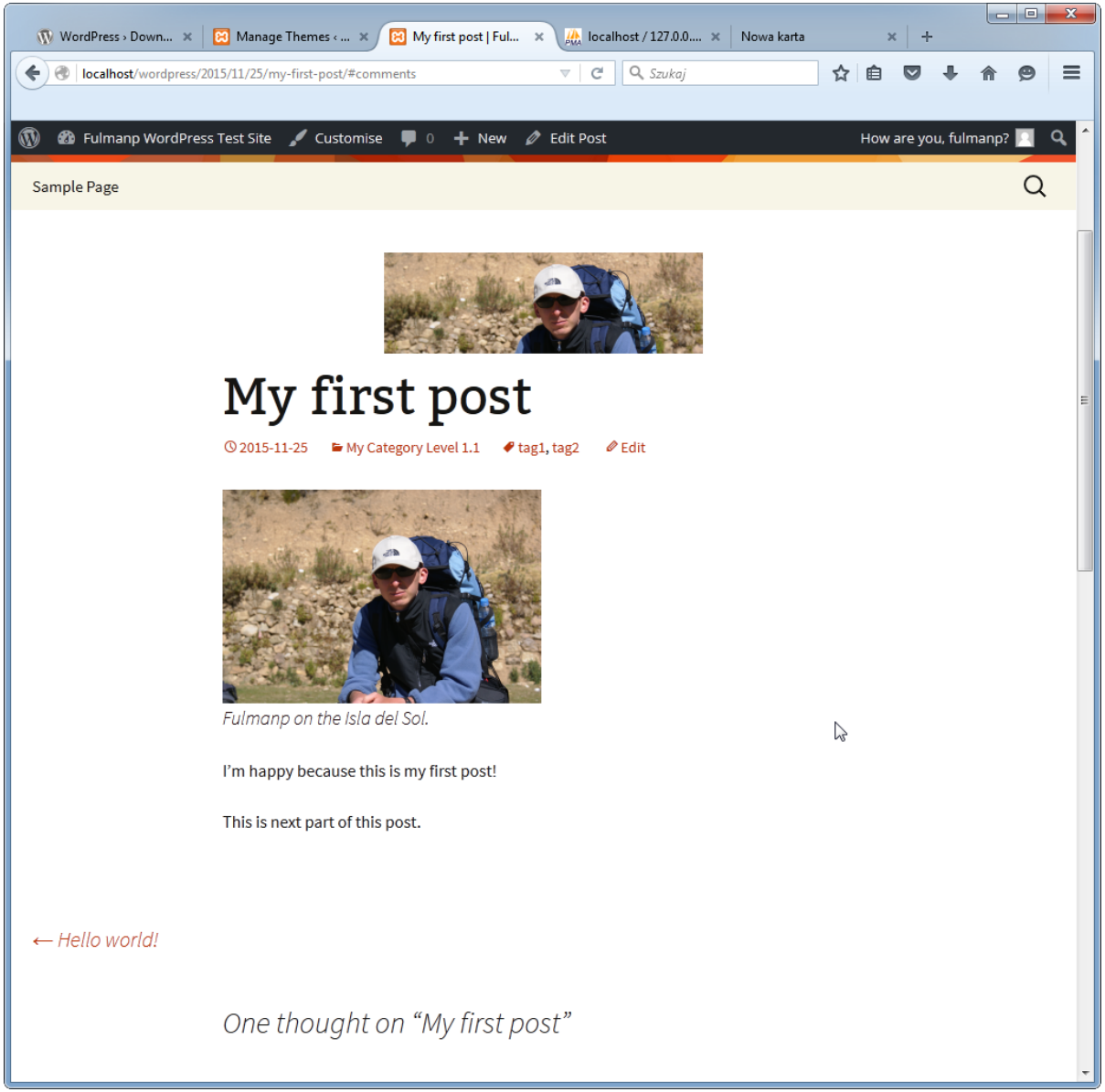
Basic post options

Lead and body



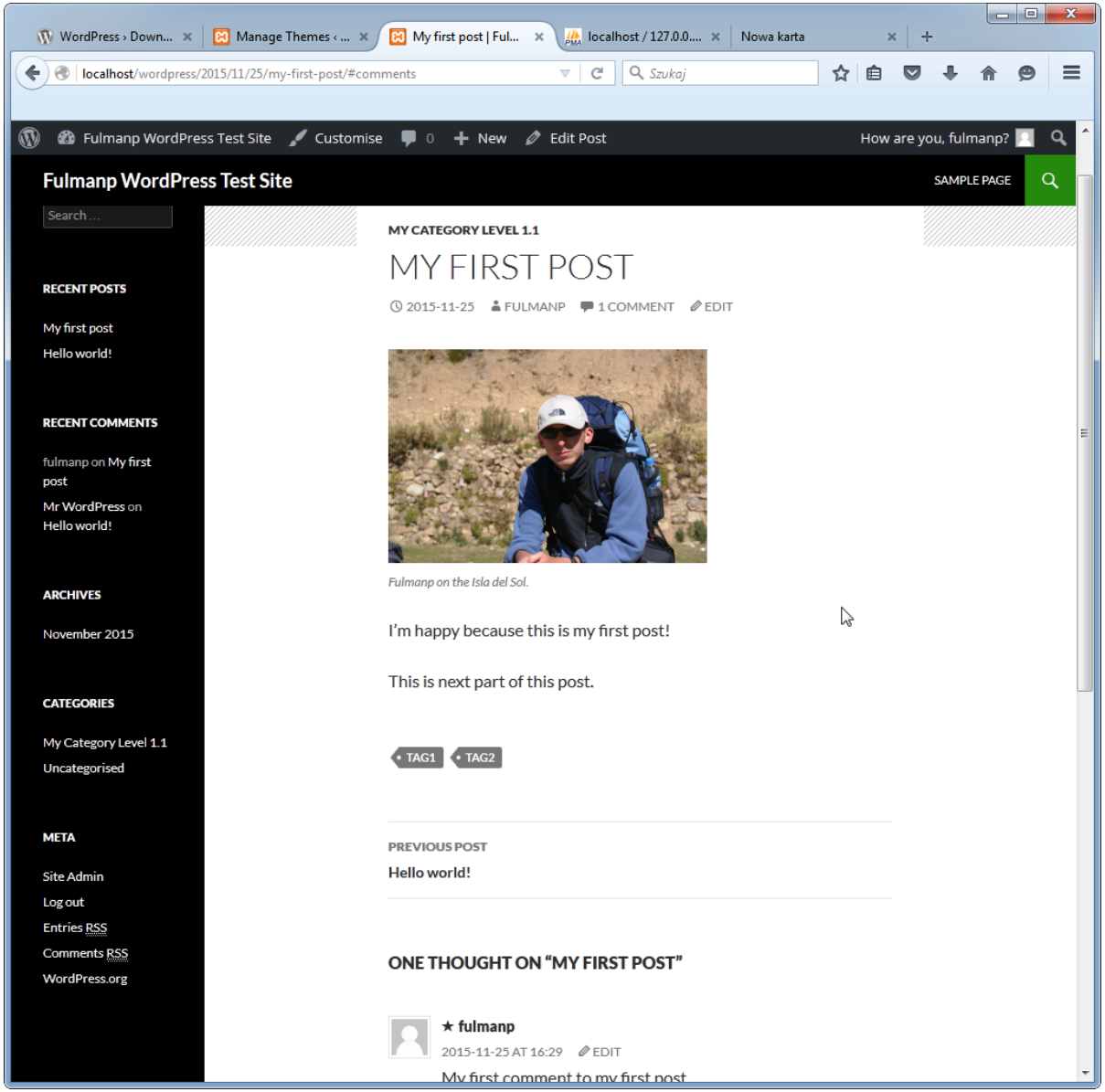
Basic post options

Lead and body



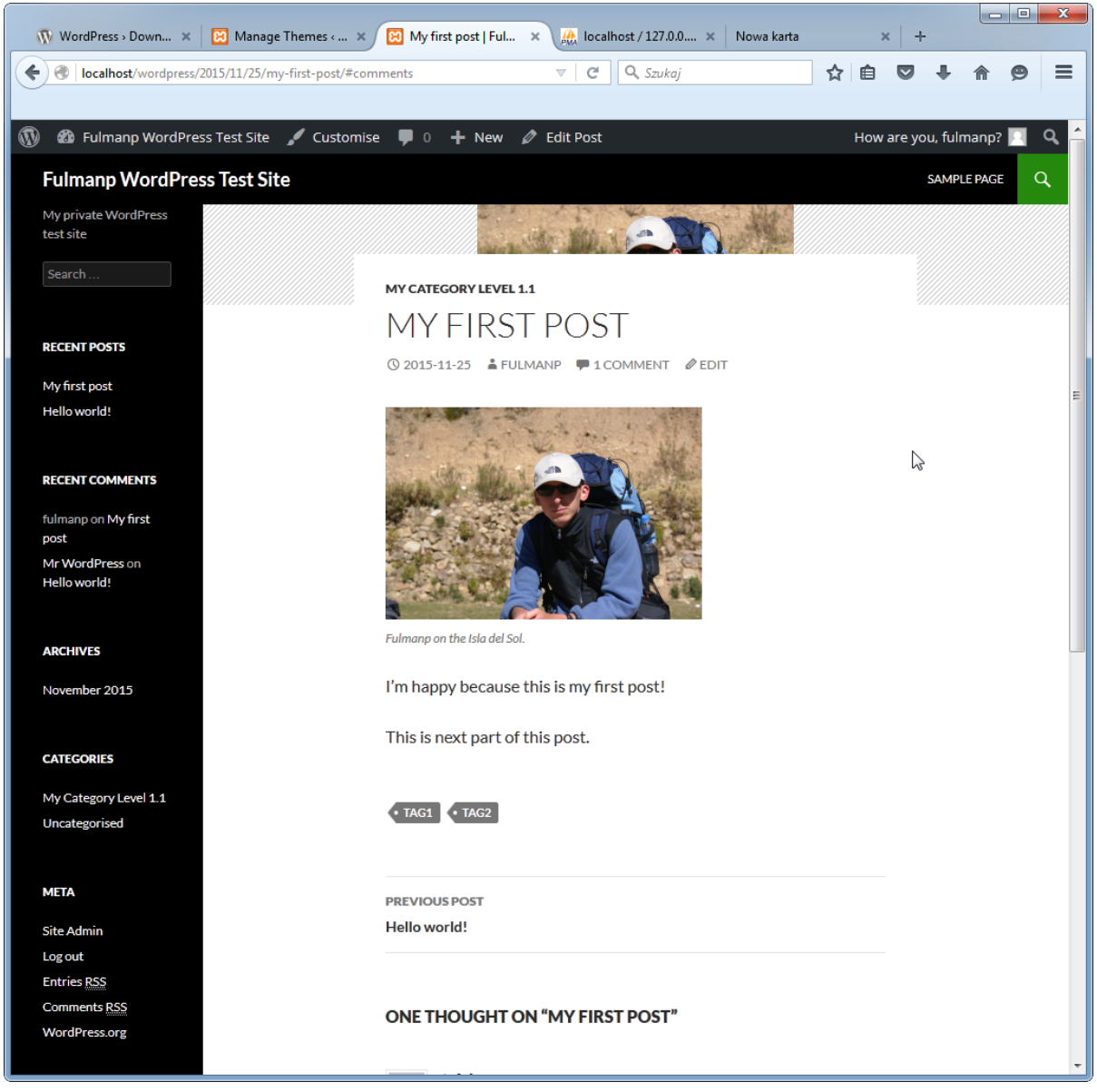
Basic post options

Lead and body



Basic post options

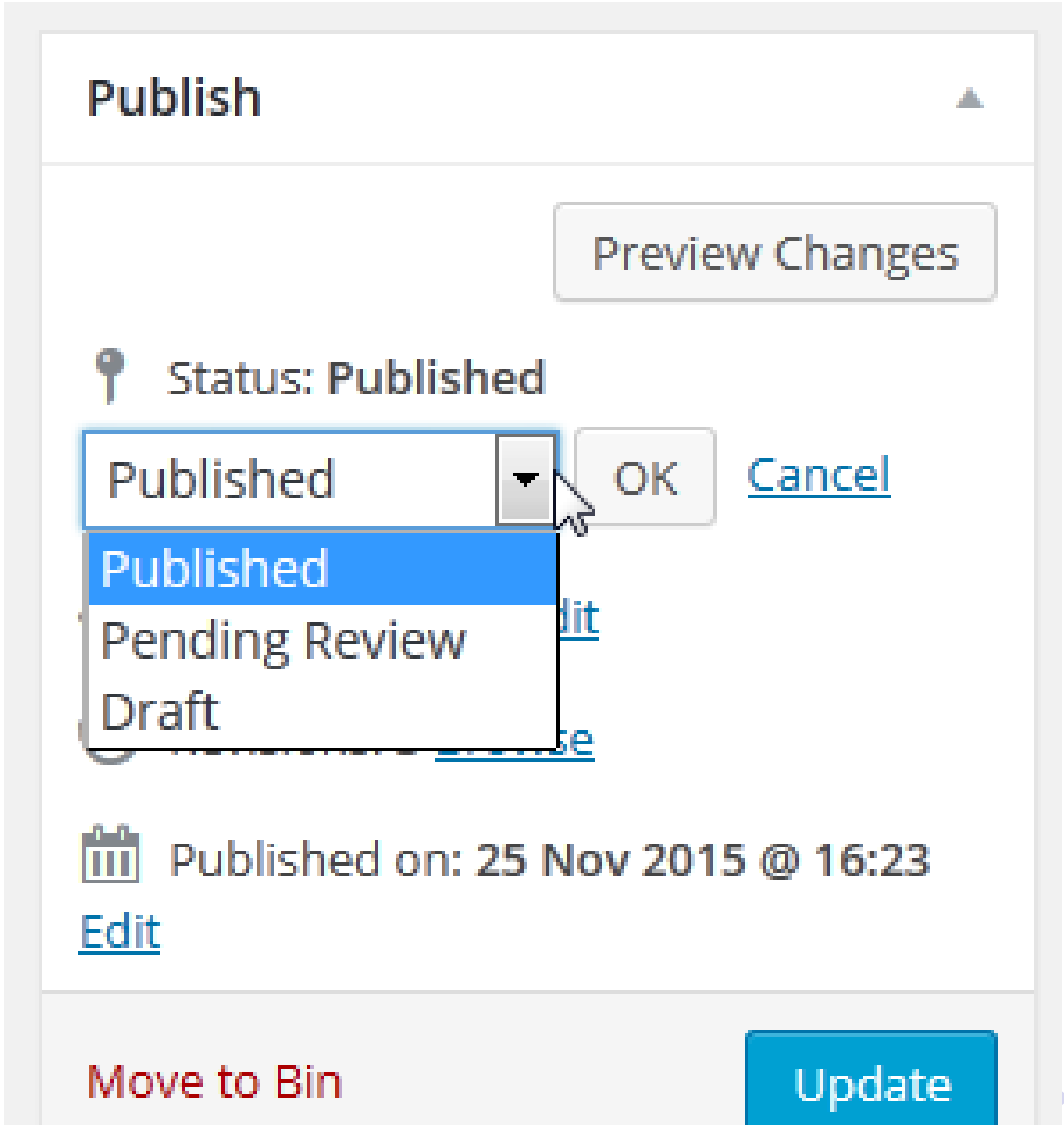
Lead and body



Drafts gives you the option to save a draft of your post so that you don't have to publish it right away but can still save your work. If you've started writing a post and want to save a draft, just click on the **Save Draft** button at the right (in the **Publish** box), instead of the **Publish** button. Even if you don't click on the **Save Draft** button, WordPress will attempt to save a draft of your post for you, about once a minute.

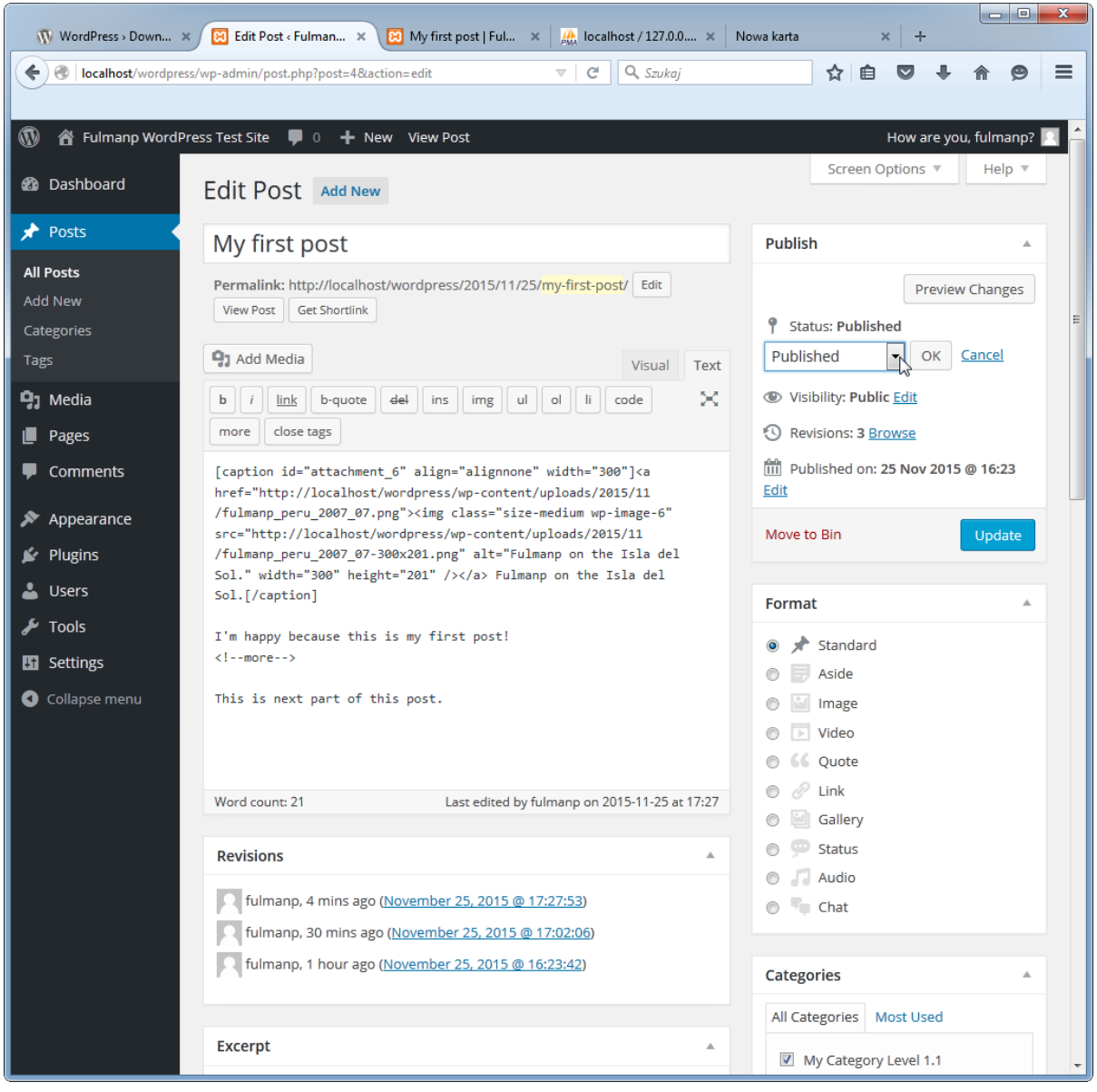
Basic post options

Drafts, pending articles. . . : drafts



Basic post options

Drafts, pending articles. . . : drafts



Pending articles is a functionality that's going to be a lot more helpful to people working with multiauthor blogs, rather than single-author blogs. The thing is that in a bigger publishing structure, there are individuals responsible for different areas of the publishing process. WordPress somehow supports such a structure by providing a way to save articles as **Pending Review**. In an editor-author relationship, if an editor sees a post marked as **Pending Review**, they know that they should have a look at it and prepare it for the final publication.

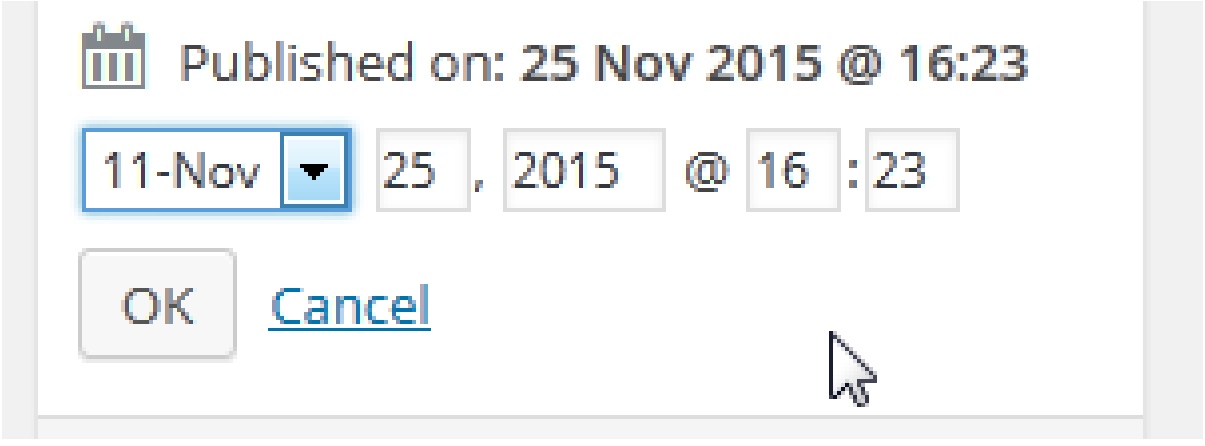
Basic post options

Drafts, pending articles. . . : timestamps

WordPress let you alter the timestamp of your post. This is useful if you are writing a post today that you wish you'd published yesterday, or if you're writing a post in advance and don't want it to show up until the right day. By default, the timestamp will be set to the moment you publish your post. To change it, just find the **Publish** box, click on the **Edit** link, and fields will show up with the current date and time for you to change.

Basic post options

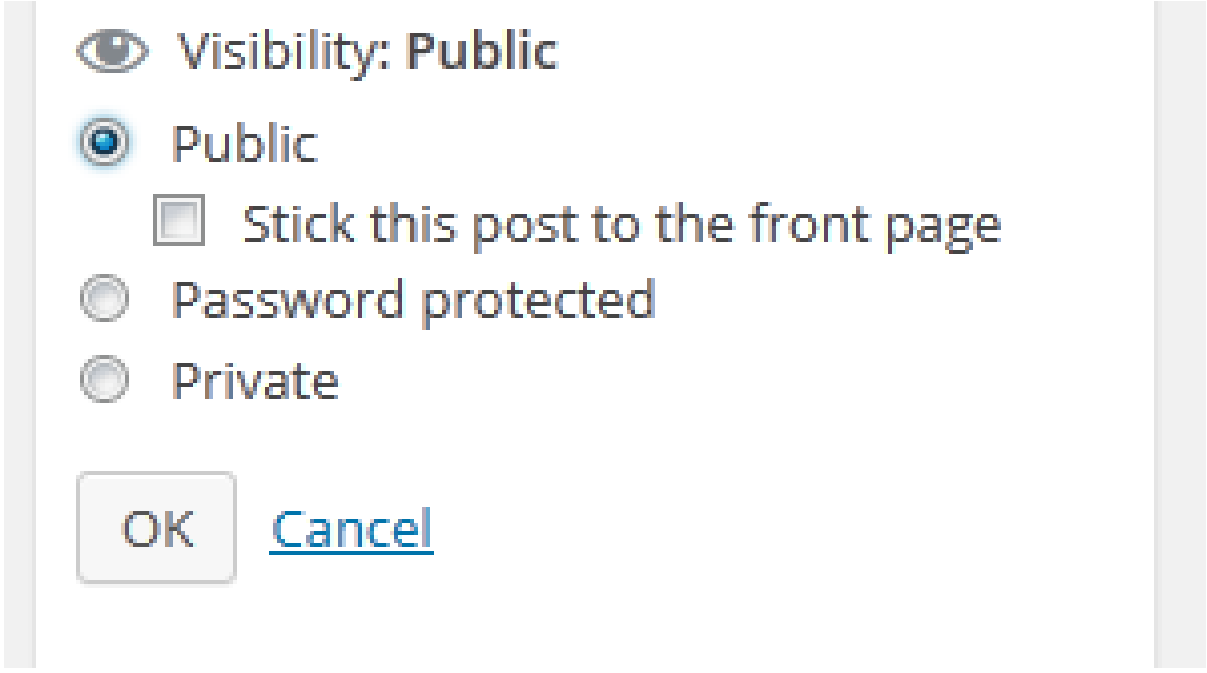
Drafts, pending articles. . . : timestamps



Protecting content

WordPress gives you the option to hide posts. You can hide a post from everyone but yourself by marking it Private (although the user roles of admin and editor will still see it), or you can hide it from everyone but the people with whom you share a password by marking it as Password protected. To implement this, look at the Publish box at the upper right of the Edit Post page. If you click on the Edit link next to Visibility: Public, a few options will appear.

Protecting content



Advanced post options

Excerpt

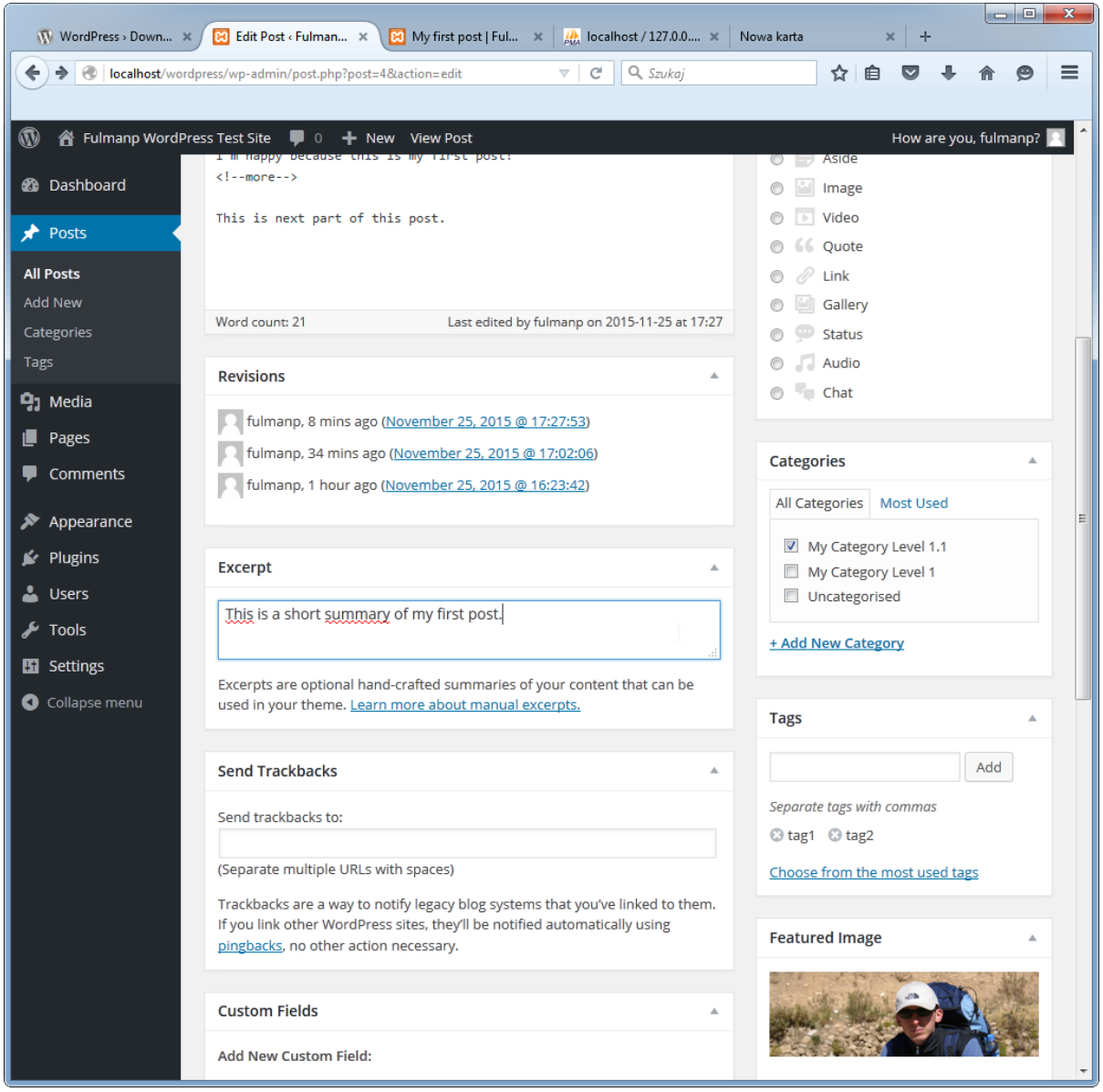
WordPress offers theme designers the option to show a post's excerpt (instead of its full content) on pages within the theme.

- If you enter some text into the excerpt box on the **Edit Post** page, that text will be used as the post's excerpt on theme pages that call for it.
- If you do not enter any text into the excerpt box, WordPress will use the first few words (55) of the post's content (which is stripped of HTML tags) followed by `[...]` (which is not a link).
- If you do not enter any text into the excerpt box, and the theme you are using does something special, the number of words and the final text could be different.

The `more` tag (`<!-- more -->`), which has been described in the previous part, should not be confused with the excerpt. It is different from the excerpt because you, not the theme designer, control its use. Additionally, the `more` tag is supported by every theme and has a slightly different task than the excerpt. It's meant to present the lead of the post, the part that's going to convince the reader to visit the complete post, while the excerpt is a summary of the post's contents.

Advanced post options

Excerpt



Pingbacks and trackbacks provide you with a way to communicate with other websites, and let them know that you've published a post mentioning them in one way or the other (usually through a link). For instance, they are useful if you write a blog post that is a response to an old post on someone else's blog and you want them to know about it. The difference between pingbacks and trackbacks is that pingbacks are automatic whereas trackbacks are manual. In other words, WordPress always tries to send a pingback automatically whenever you link to another WordPress blog from any of your posts. Trackbacks are something you have to send manually, as WordPress will not do this for you.

Advanced post options

Sending pingbacks and trackbacks: discussion box

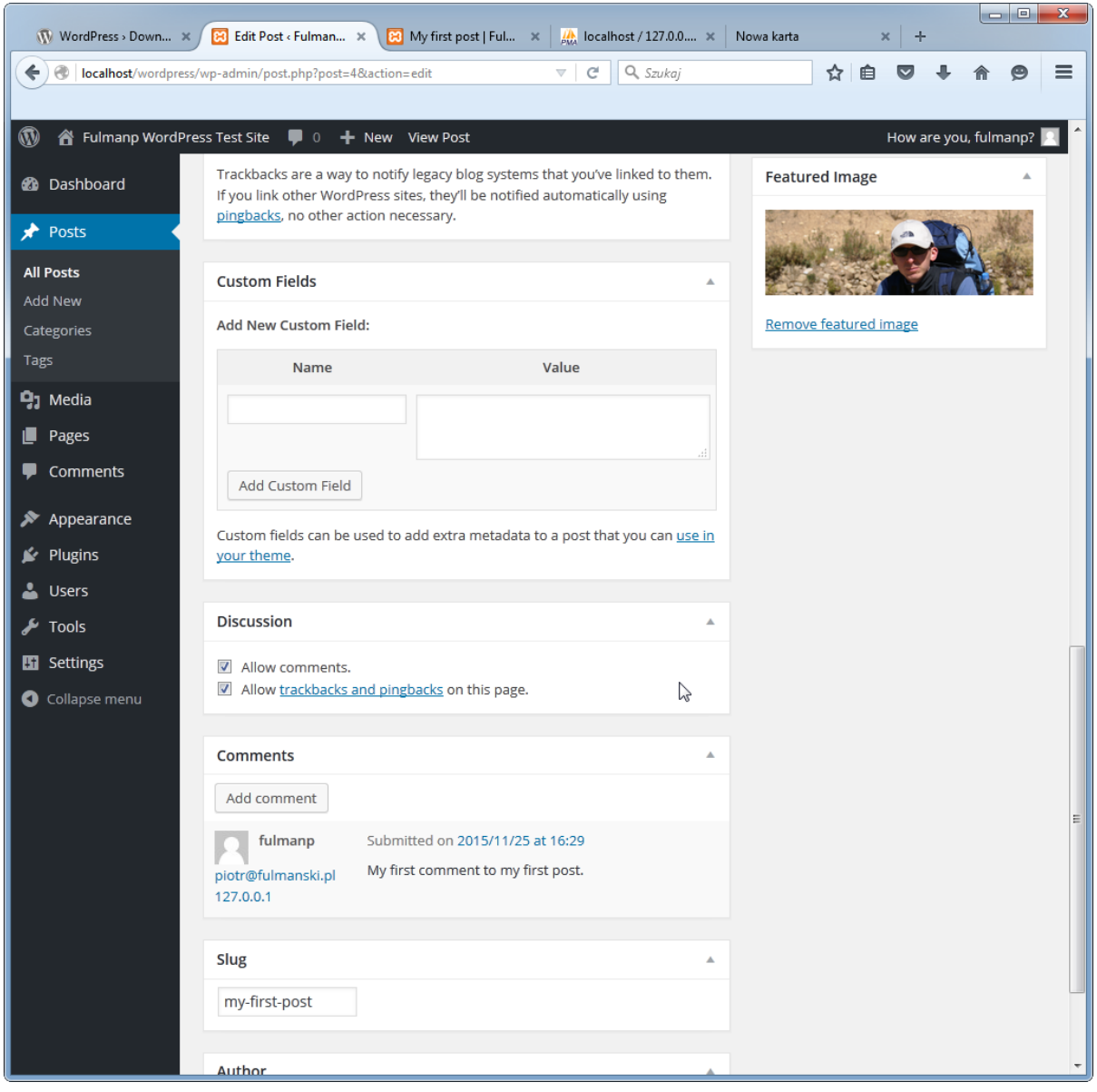
The **Discussion** box on the post editing screen has two checkboxes in it:

- one for allowing comments,
- and the other for trackbacks and pingbacks.

When you first install WordPress, both these checkboxes will be checked by default. You have to uncheck them if you want to turn off the comments or trackbacks and pingbacks for the post.
If you uncheck the Allow comments box, visitors will not be able to comment on this blog post.
If you uncheck the Allow trackbacks and pingbacks on this page box, when other people mention your blog post and link to it on their own websites, your blog post won't notice and won't care. So, if you are using WordPress to run a non-blog website, this is the best option for you.
If you want either or both of these boxes to be unchecked by default, go to Settings and then Discussion in the main menu. You can uncheck either or both of the boxes labeled Allow link noti cations from other blogs (pingbacks and trackbacks) and Allow people to post comments on new articles.

Advanced post options

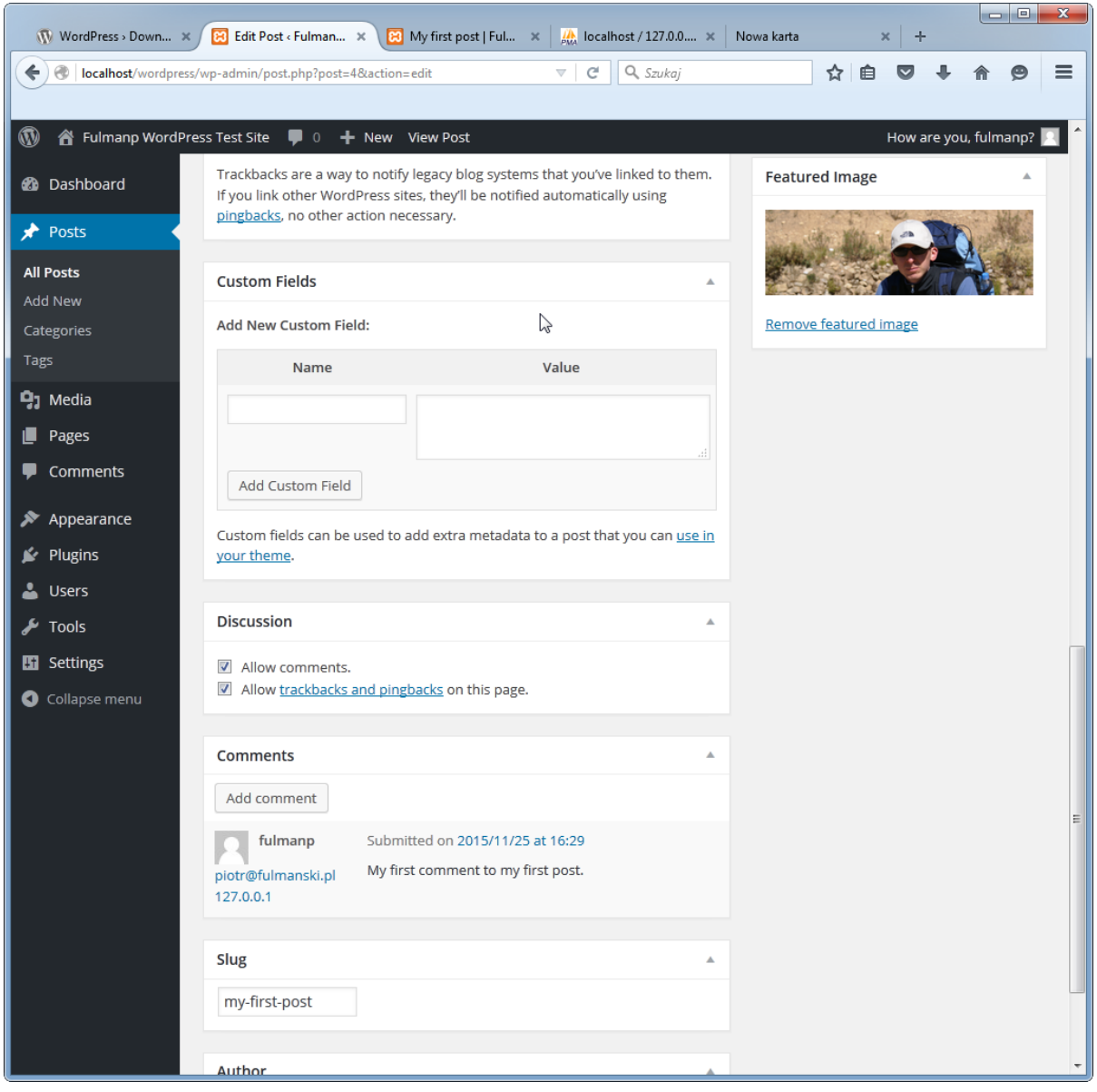
Sending pingbacks and trackbacks: discussion box



Custom Fields

Custom Fields are WordPress' way of giving you the possibility to include some additional information in your blog post (information that you don't want to display directly on the frontend). In essence, Custom Fields are a kind of a semi-programming tool — they are not exactly „code" as understood by PHP programmers, yet they do give you a possibility to tweak your content in a certain, non-stock way. Many themes use various Custom Fields to style the individual aspects of posts. For example, some theme creators use Custom Fields to disable the sidebar on certain posts or include various typographic elements.

Custom Fields

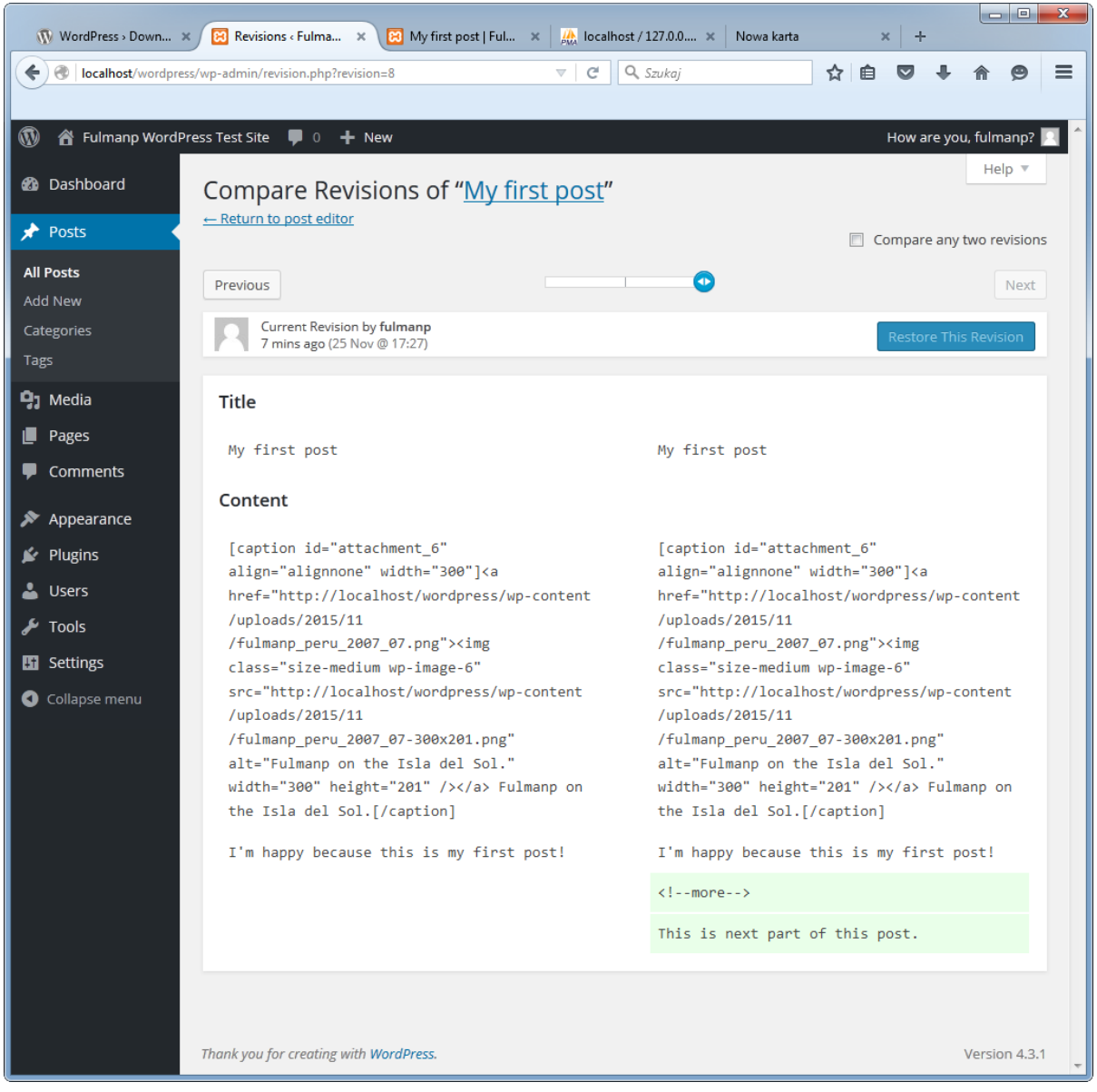


Working with post revisions

Apart from many content formatting features, WordPress also allows some basic version control for your posts. What this means is that WordPress stores every subversion of your every post. In other words, every time you click on the Update button, instead of overwriting the previous version of your post, WordPress creates a completely new one. Although this feature doesn't seem like the most useful one at first, it's actually very important for sites where the content is managed by more than one person. In such a scenario, it's easy to get the newest versions of the posts mixed up, so it's always good to have the possibility to return to the previous one.
You should be able to see your revisions at the bottom of the page.

Working with post revisions

Working with post revisions



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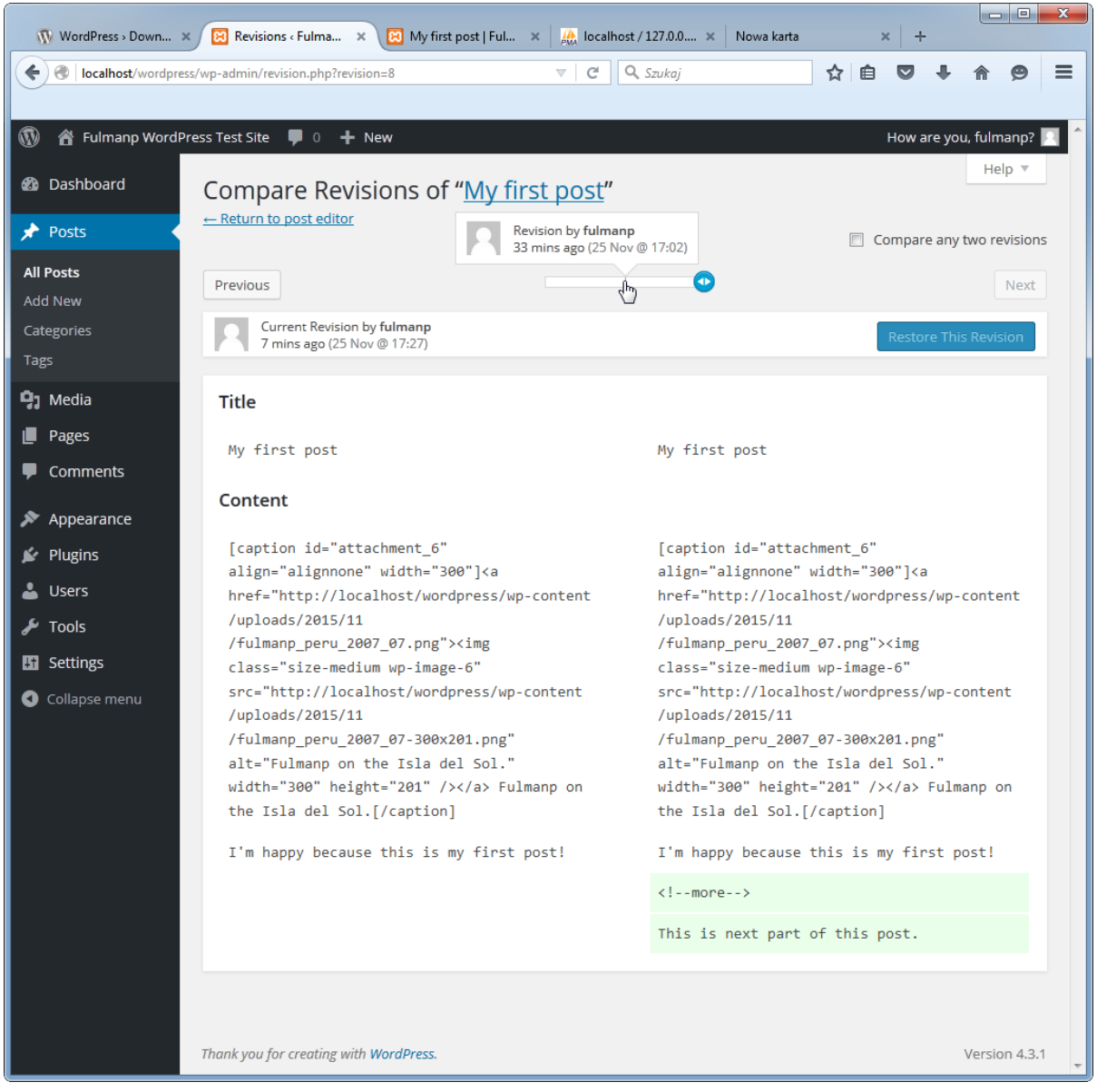

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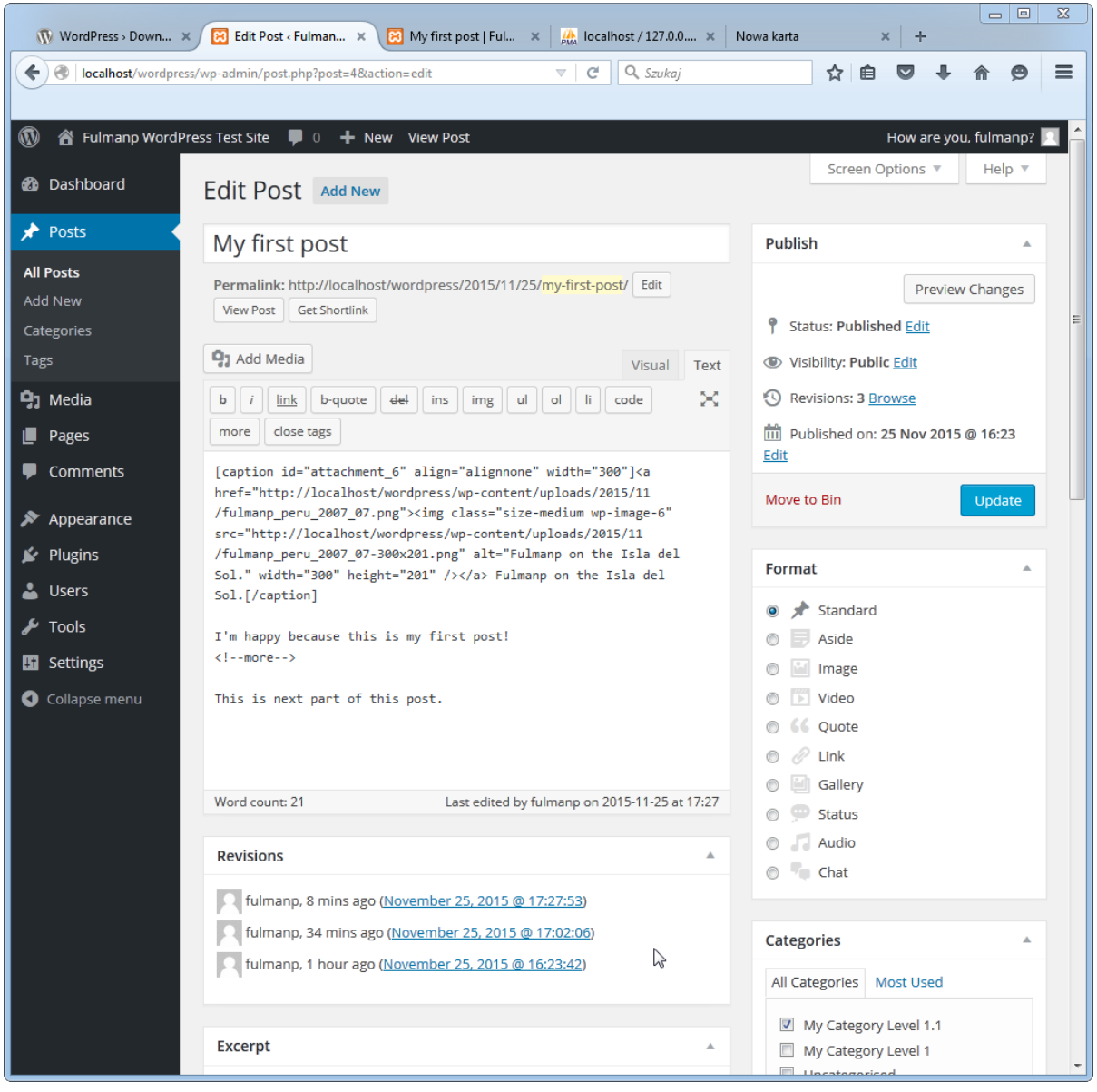

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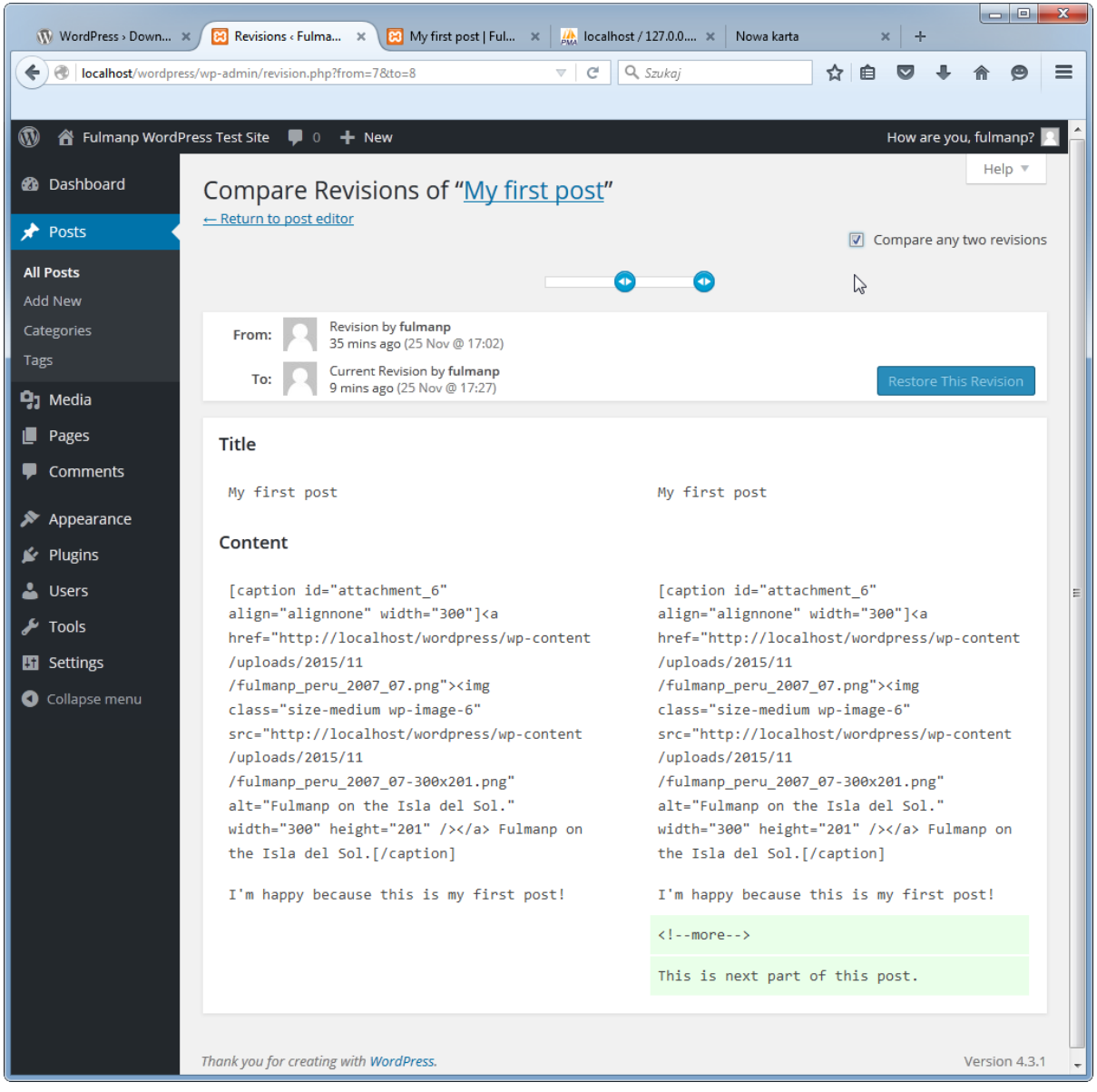
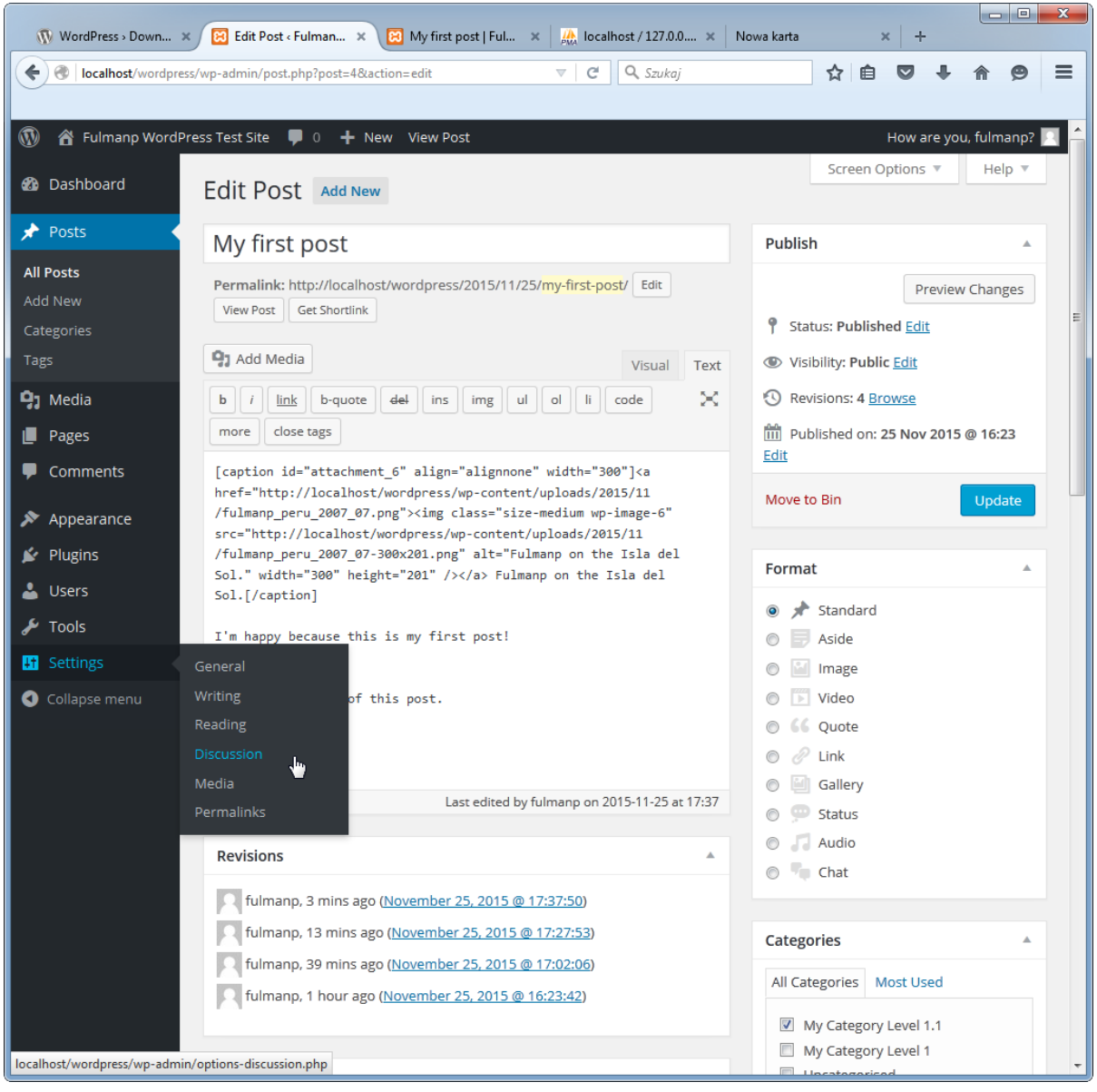


Discussion settings for adding a comment

The default comment form offered by WordPress makes two fields mandatory: name and e-mail. As the administrator, you can change these requirements in **Settings** | **Discussion**.
When to moderate or blacklist a comment If you scroll down the page in **Settings** | **Discussion**, you'll see the Comment Moderation area and the Comment Blacklist box.

Discussion settings for adding a comment



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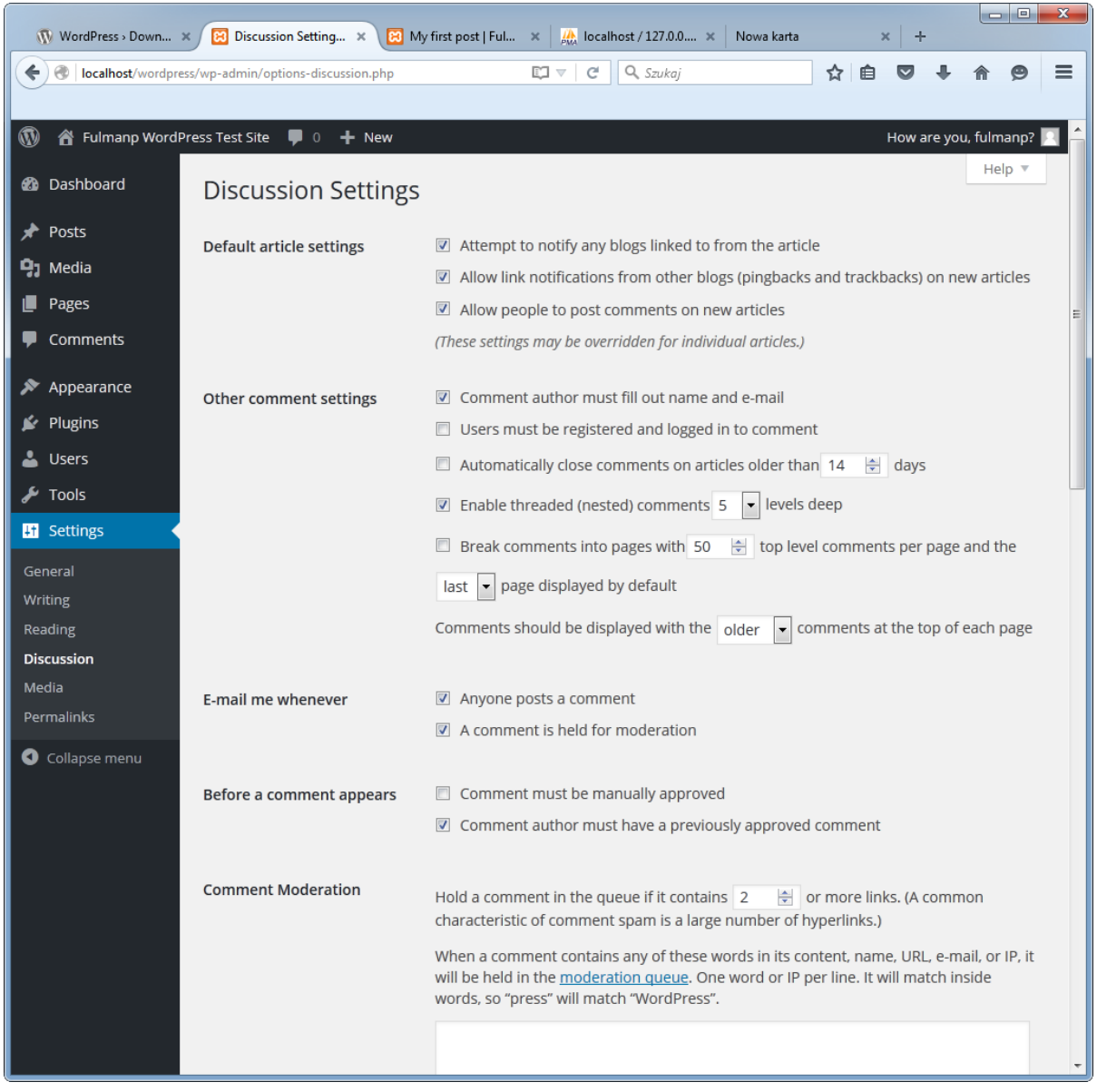

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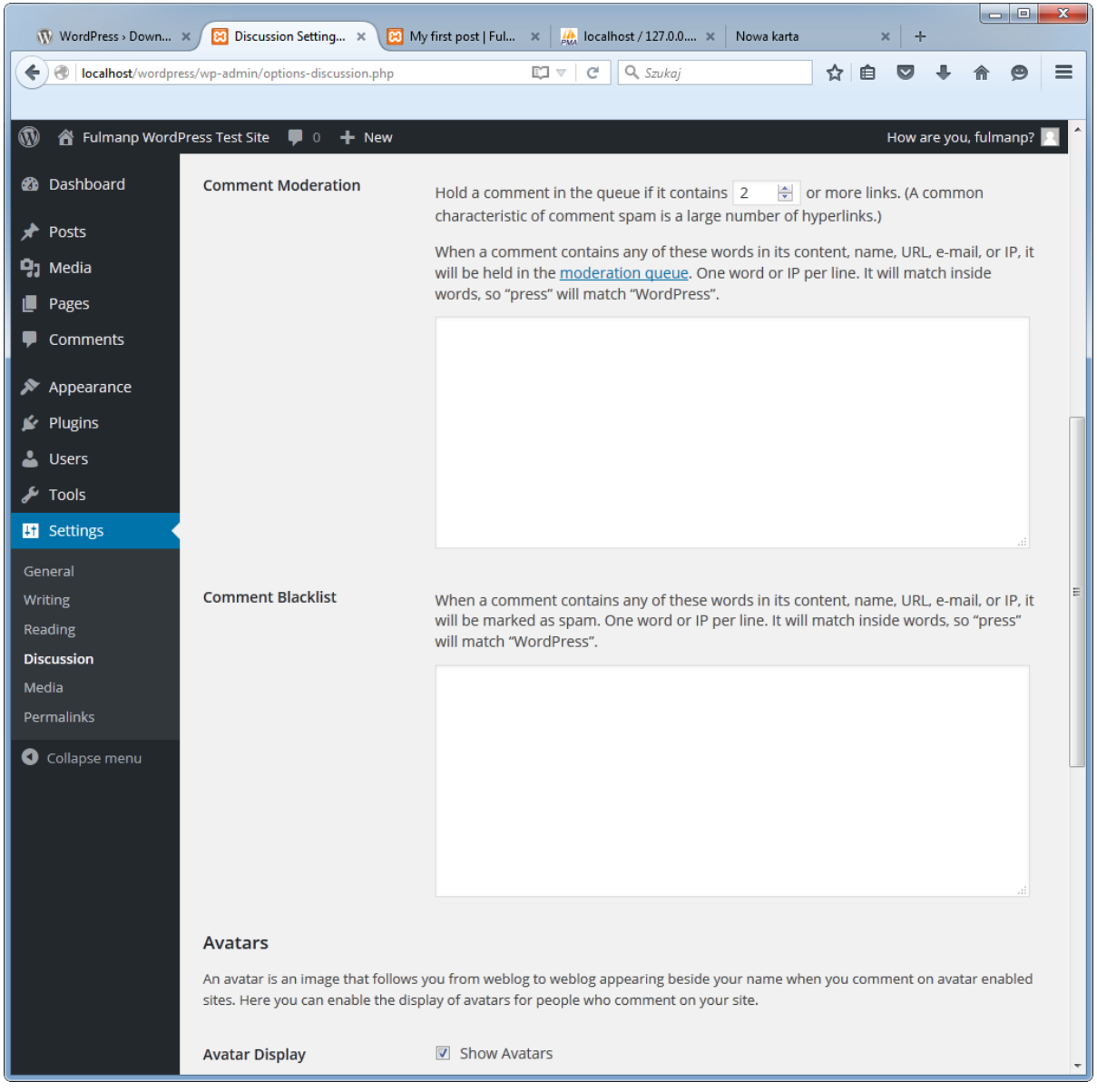

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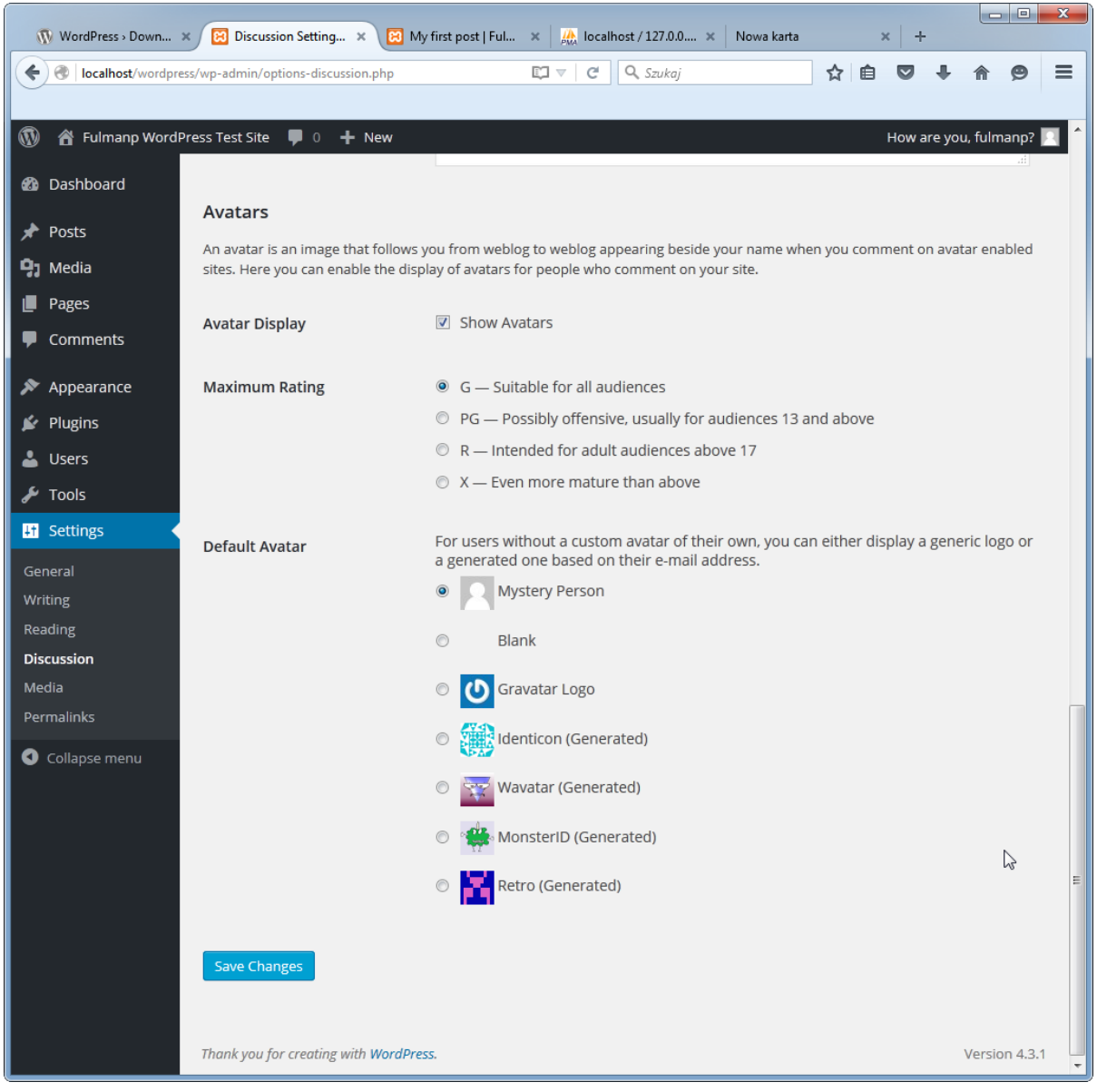

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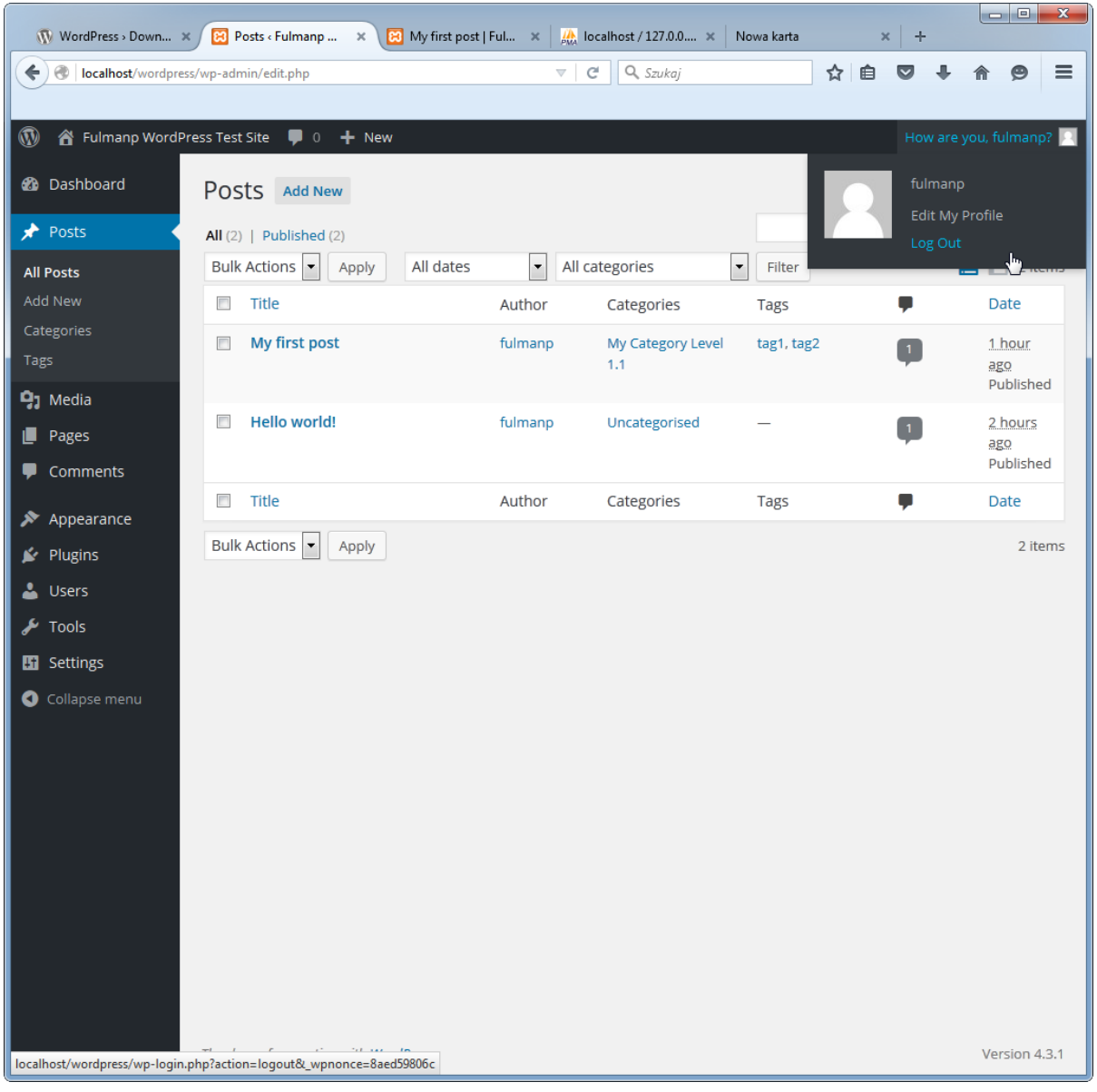

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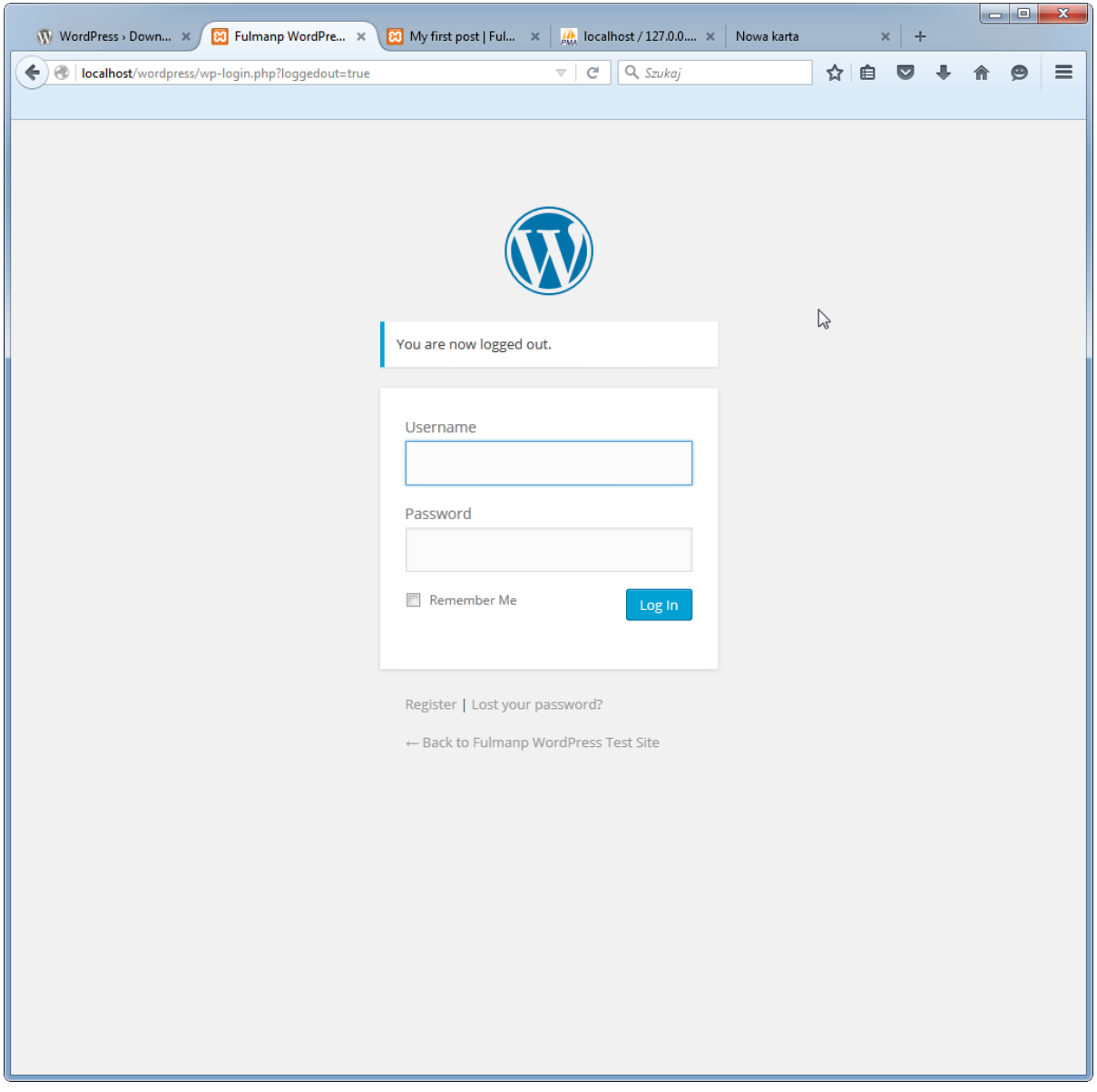

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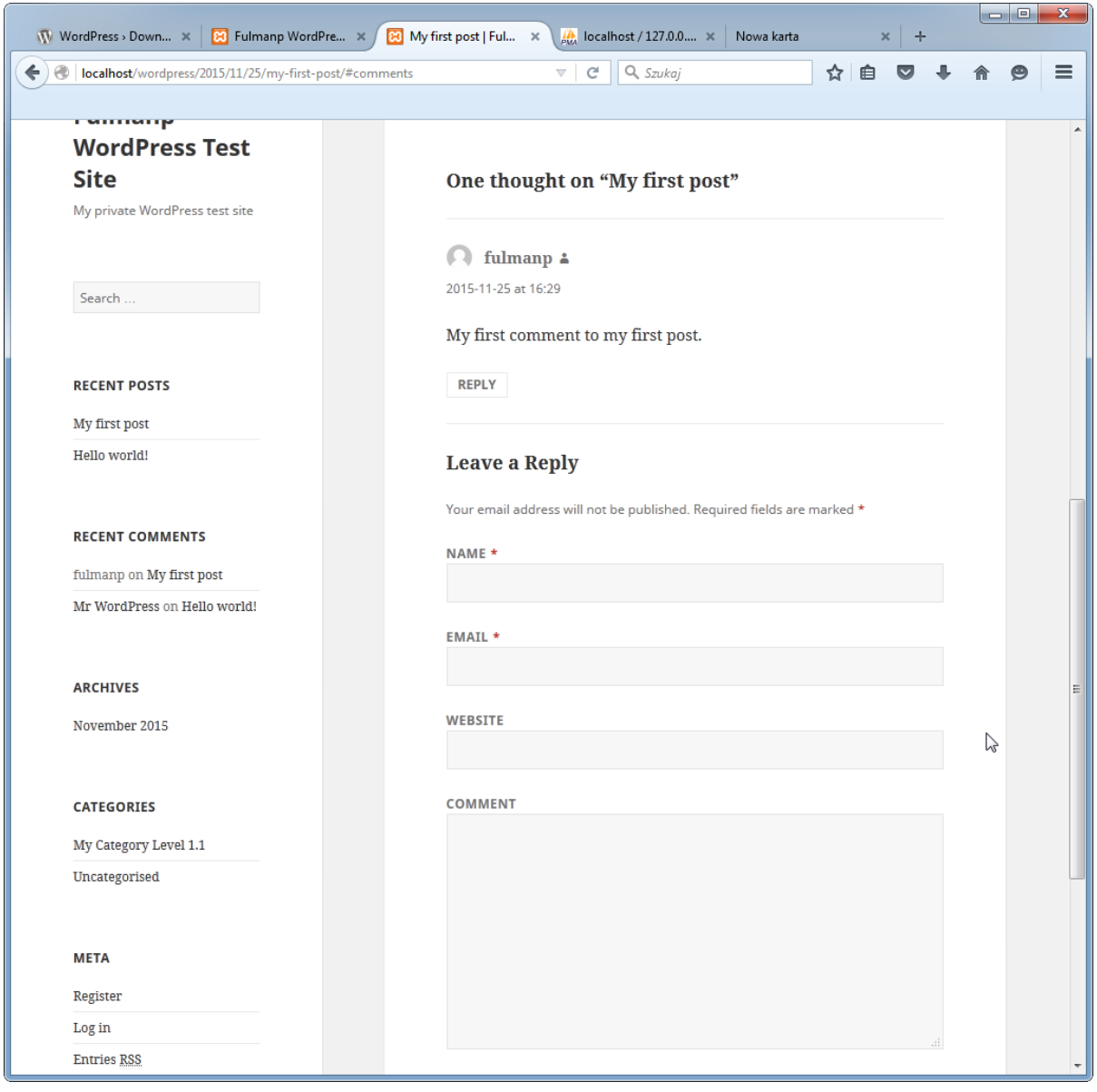

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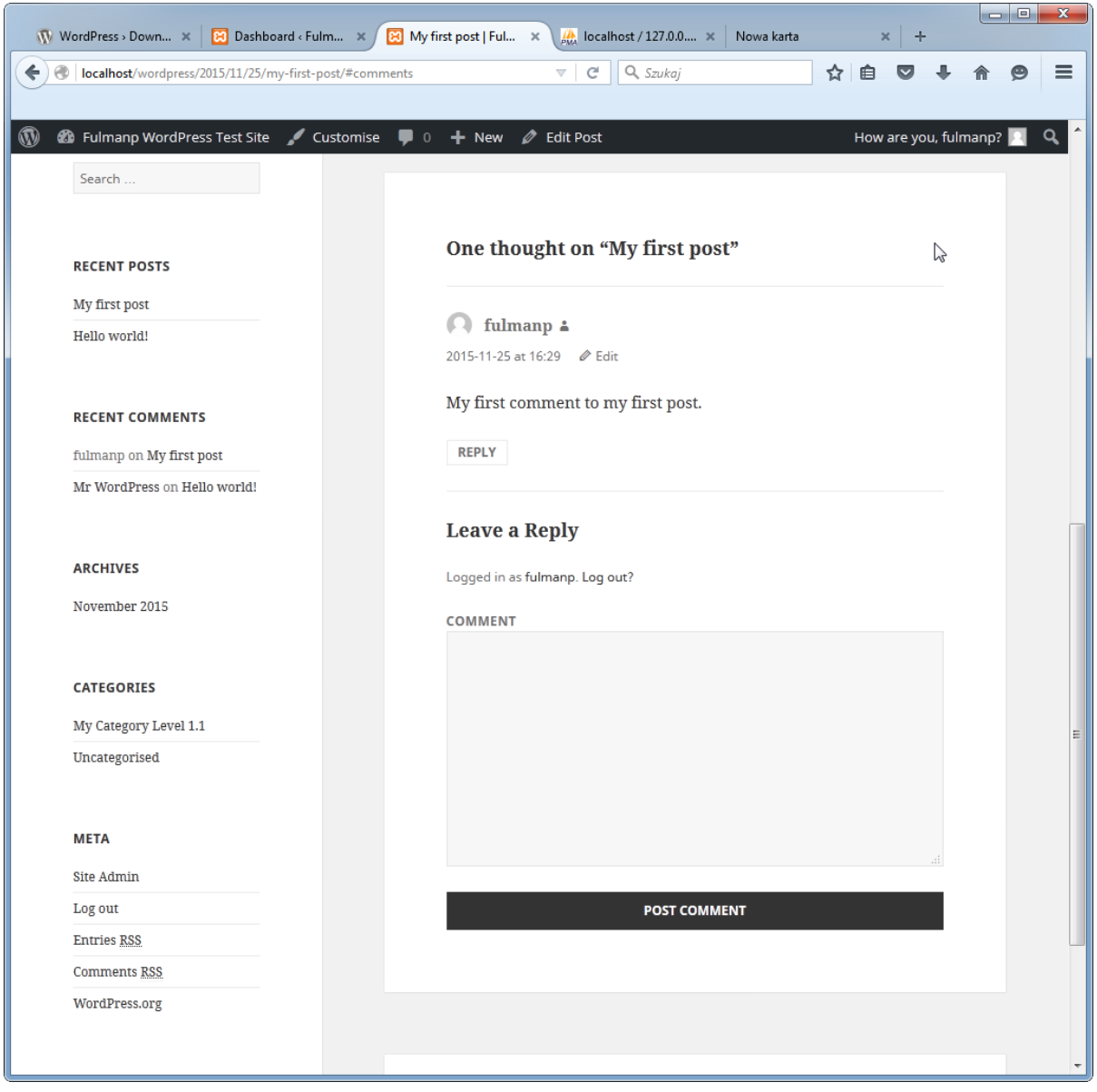

Making backup

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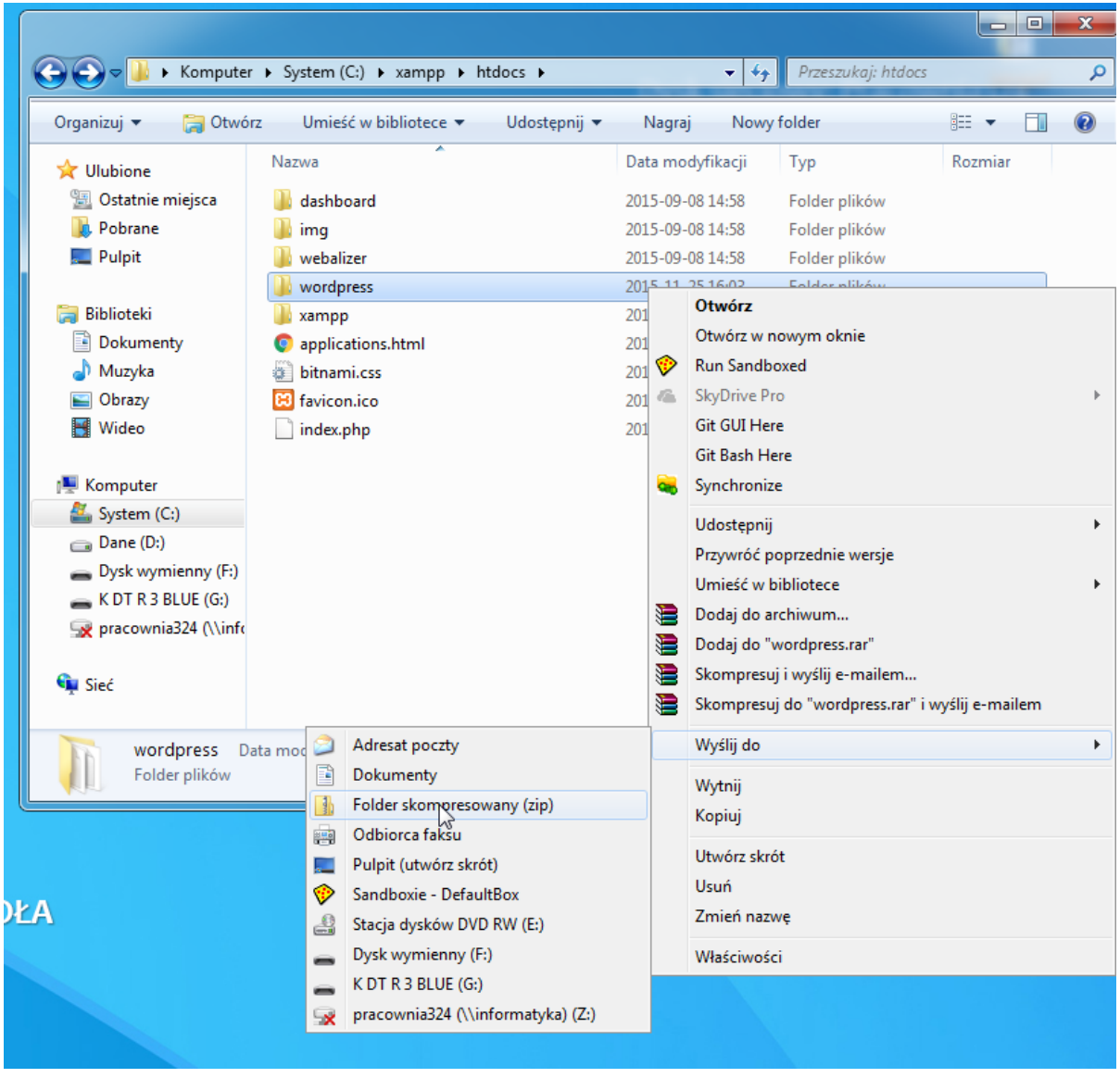

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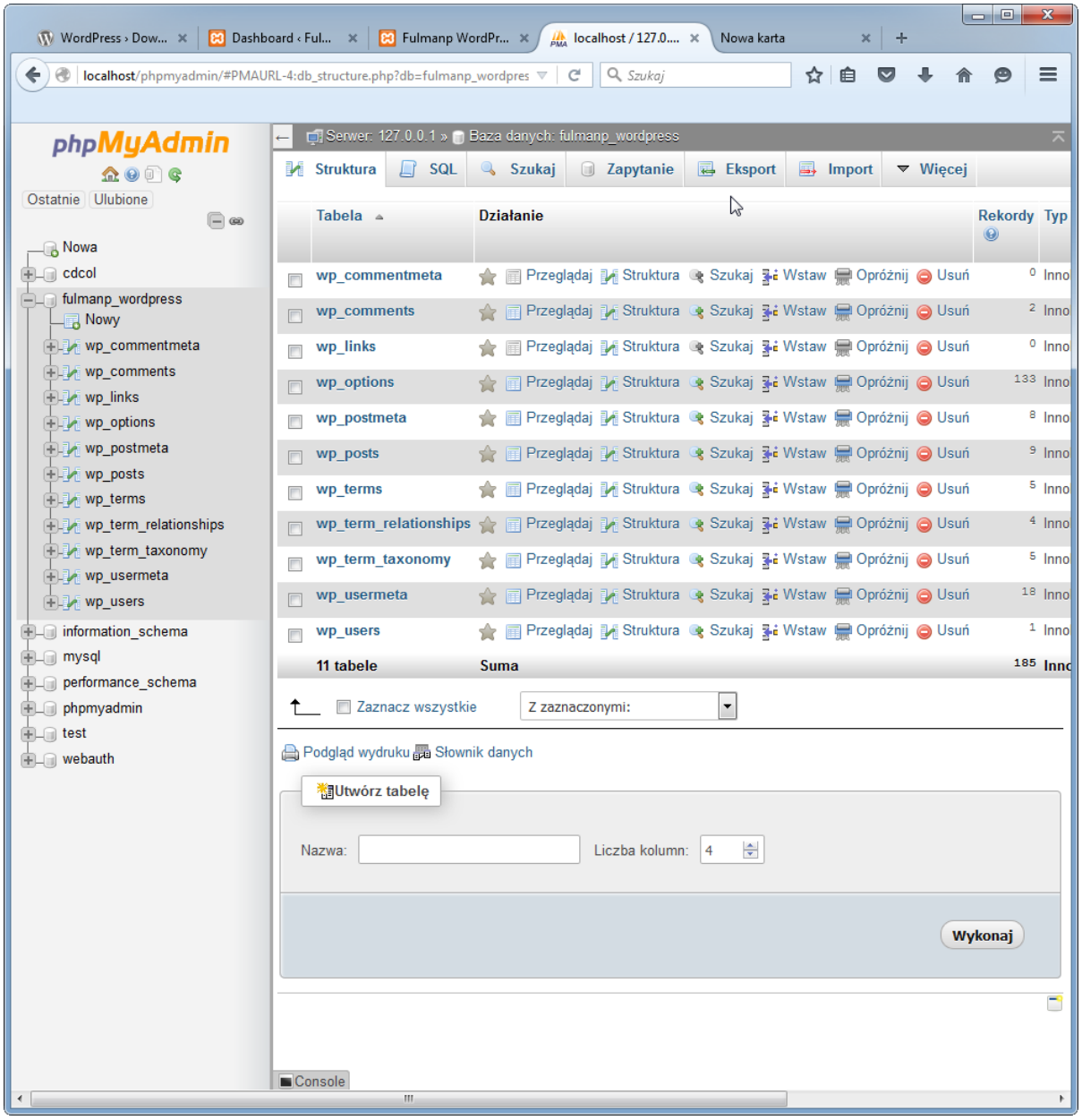

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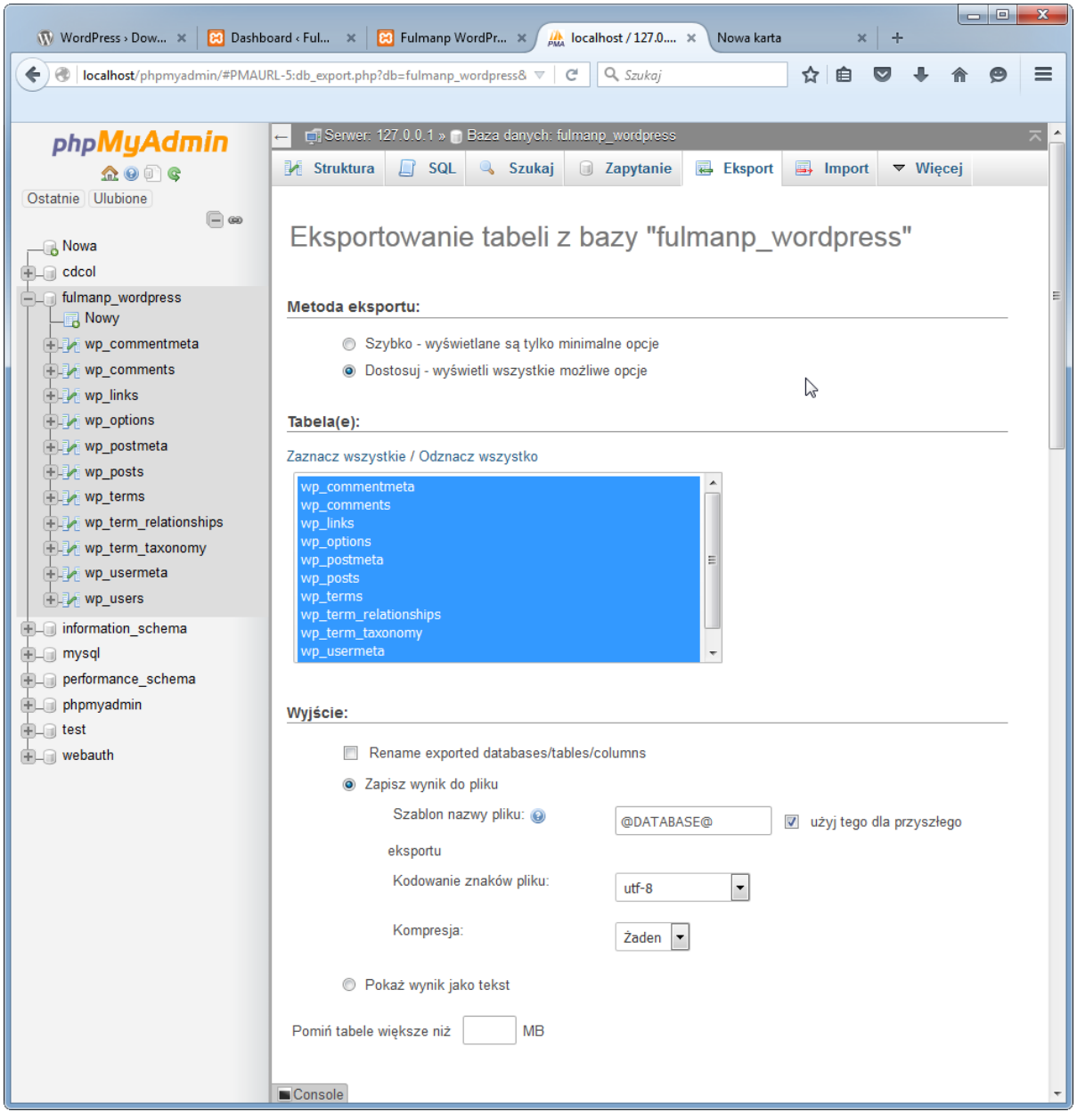

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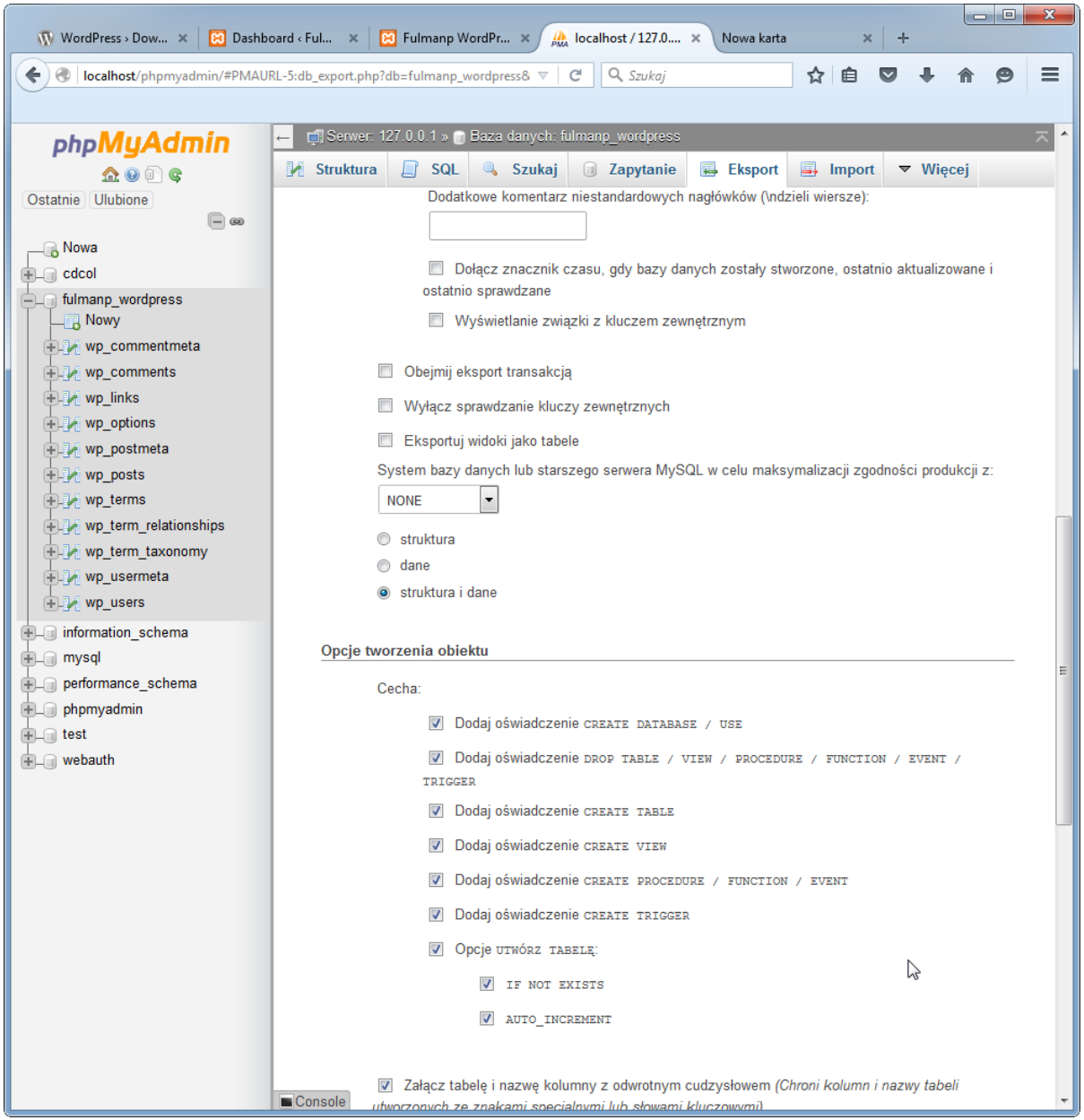

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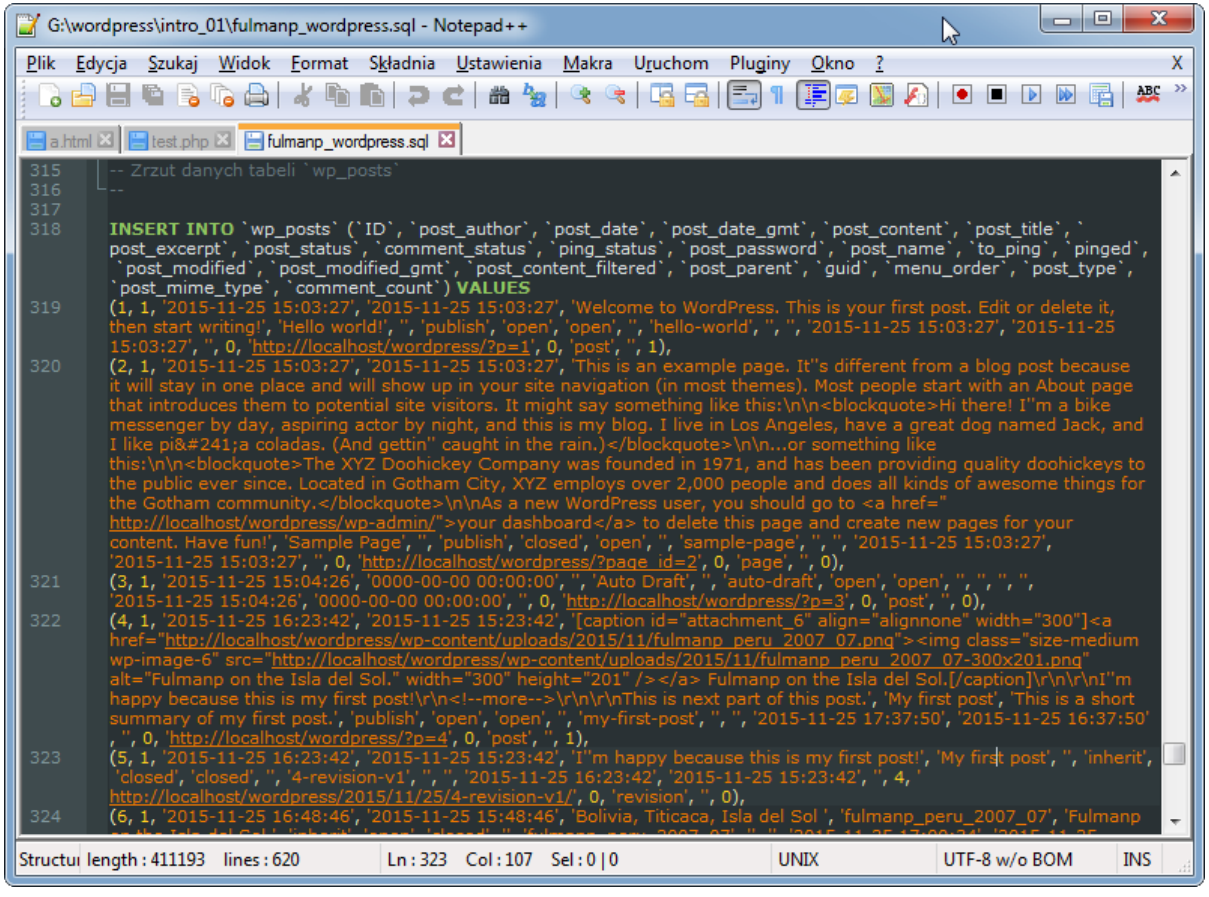

Summary

You should know

- xxx