

NEW

# WordPress for Beginners

Everything you need to  
know to get started  
in WordPress



- ✔ 100% independent
- ✔ Start your own blog
- ✔ Install the best themes



# Welcome to **WordPress** **for Beginners**<sup>TM</sup>

WordPress has continued to grow in both popularity and capability over the last few years, and has evolved from being an iconic blogging platform to a powerful content management system that hosts everything from personal blogs and fan sites to message boards and eCommerce sites. As you'll discover, WordPress truly does have all of the tools and components you will need to get started with your blog. This new edition of WordPress for Beginners has been written by experts and enthusiasts in order to teach you how to set up an account, how the WordPress interface functions, and how to publish and customise your very first website. In addition, it will also take you through the best themes and how to make them your own, plus great plug-ins that your blog simply shouldn't be without. Enjoy the book!







# WordPress for Beginners™

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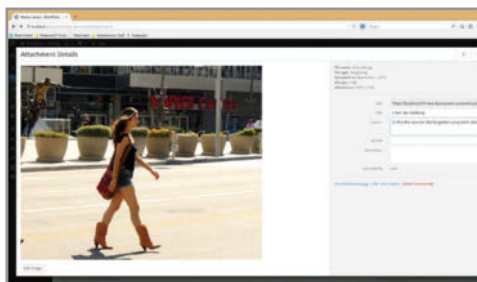


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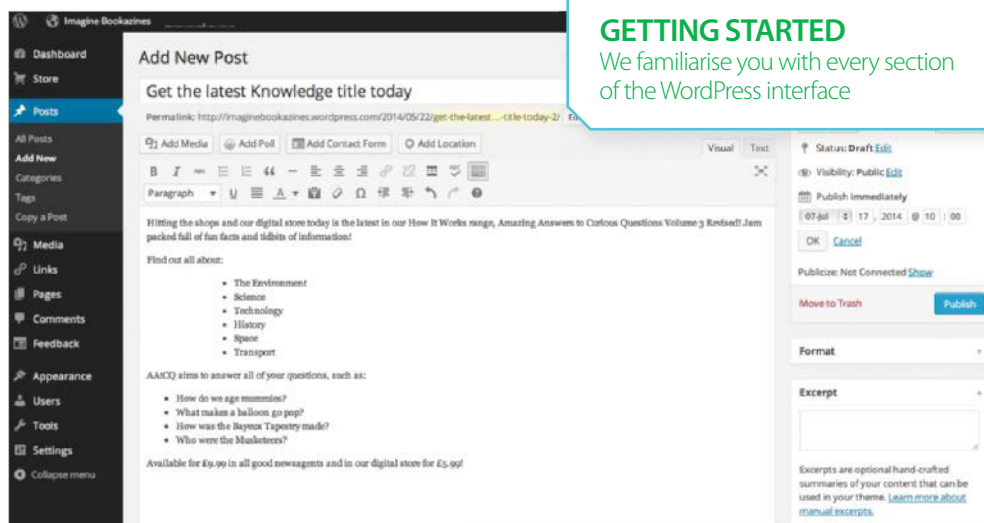
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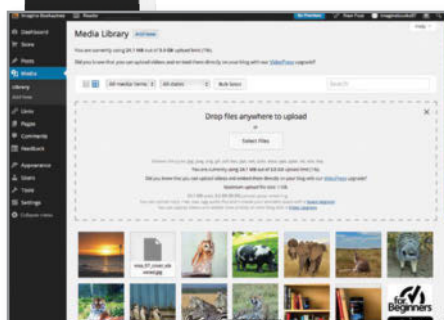
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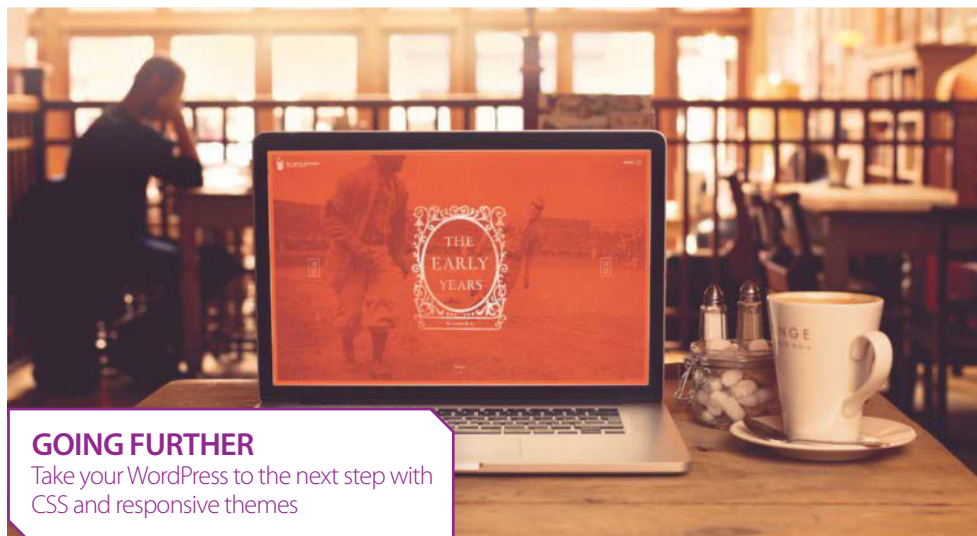
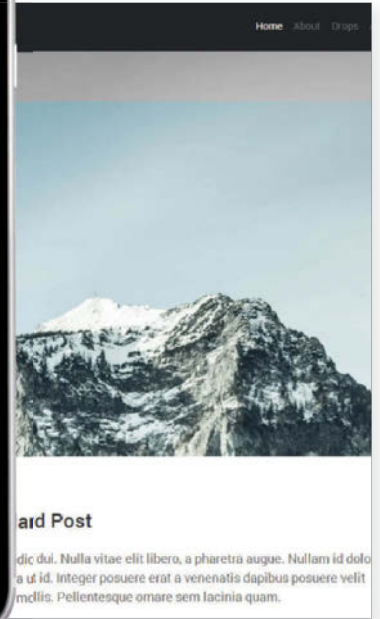
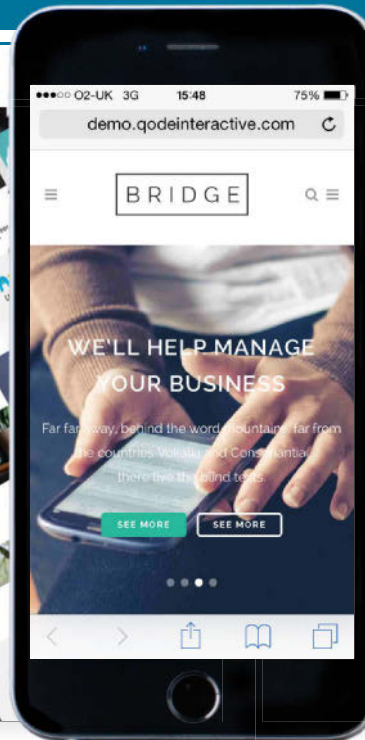
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# Get to know WordPress



## Get to know WordPress

WITH 4.0, WORDPRESS RECEIVED ONE OF IT'S MOST RADICAL UPDATES YET, LET US GUIDE YOU THROUGH THE BEST OF THE FEATURES WORDPRESS HAS TO OFFER...

**WORDPRESS 4.4 IS out now, and includes a selection of new features and security fixes to help bring your blog or website right up to date.**

A host of new features are available in WordPress, from improvements to the theme customizer view and media library interface to enhanced media handling in the visual posting view and a brand new interface for installing plugins. You'll also find some changes to the TinyMCE UI when creating a new post and it is now possible to select a language when you install WordPress for the first time.

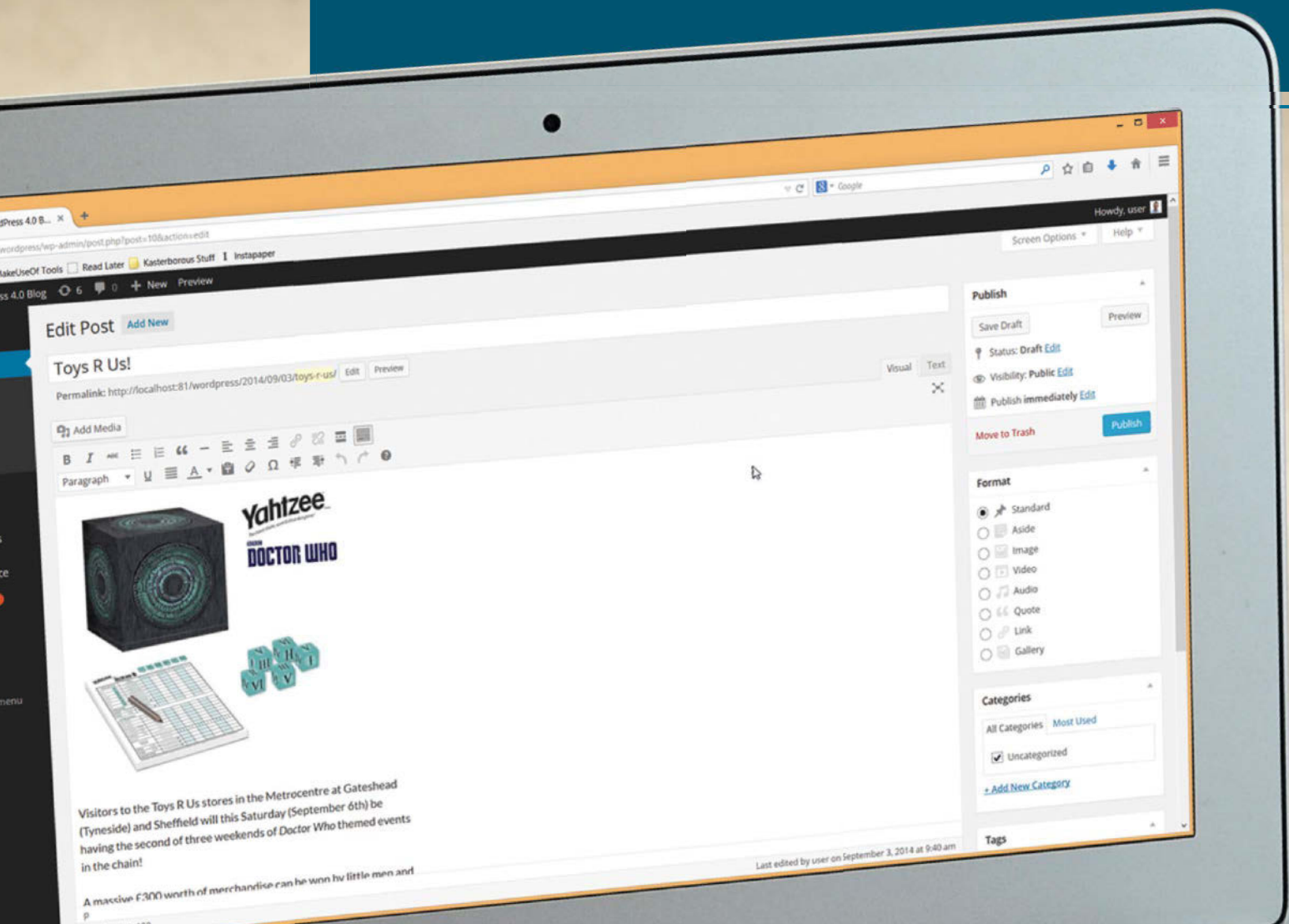
These improvements all work together to deliver an updated, polished WordPress experience. Enhancements to managing

images and videos helps to save time with previews, while browsing for new plugins has become a far better experience, allowing you to see small previews of the plugins.

In the background, various security fixes have been implemented, ensuring that your blog, your posts and any user data such as email addresses is protected against online intruders.

Remember, it is important to make sure your blog is up to date, and this means reviewing plugins regularly as well as making a backup before you upgrade. Holding off on WordPress updates can be for the better, but now the kinks are ironed out: upgrade today!





# Get to know WordPress

## Get to know the Dashboard

A NEW LOOK TELLS YOU EVERYTHING YOU NEED TO KNOW WHEN YOU LOGIN TO WORDPRESS

At first glance, the Dashboard may not seem all that different in recent updates, but on closer inspection you should spot the Welcome panel, where a collection of shortcuts can be found.

Ideal for newcomers to WordPress, the panel – which provides shortcuts for adding widgets, installing a new theme, writing a new post and adding an about page, as well as managing widgets and menus, turning comments on and off and more – can be dismissed if you're a more experienced user.

Elsewhere on the Dashboard, the At a Glance panel, your blog's comments Activity, the Quick Draft box and the WordPress News (useful for spotting when new updates are imminent!) are also available, and are as customisable as they were before, you are able to drag and drop for your own liking. You can use the Screen Options to determine which

boxes appear and which remain hidden (see page 15 to see how you can change your screen options to suit you).

Further items will be added to the Dashboard as you install plugins. Several prominent apps add important "at a glance"-style information to the Dashboard, such as Jetpack's visitor stats plugin.

"The panel provides shortcuts for adding widgets, installing a new theme, writing a new post..."

The screenshot shows the WordPress 4.0 Dashboard interface. A sidebar on the left contains navigation links: Dashboard, Home, Updates, Posts, Media, Pages, Comments, Appearance, Plugins, Users, Tools, Settings, and a collapse menu. The main content area is divided into several panels. Callout boxes with lines pointing to specific features provide the following information:

- Updates**: Update alerts will help you to keep your blog secure and protected against online threats as well improve functionality.
- Customize your site**: Use the site customizer to get a preview of how your blog will look with a new background colour or with widgets added.
- Welcome panel**: The Welcome panel introduces you to WordPress. This is useful whether you're new to the software or an experienced user.
- Quick Draft**: Employ the Quick Draft panel to add new blog posts in a stripped-down form, without any pressure to publish.
- Screen options**: Use the screen options to tailor each screen in WordPress to your particular workflow requirements.
- Plugins**: Adding new Plugins has been revised in WordPress, with a brand new user interface that improves the experience.
- At a Glance**: The At a Glance panel gives you all of the information you need about your blog.
- Rearrange panels**: Dashboard panels can be rearranged as needed, allowing you to prioritise the information you need.
- Welcome panel**: Once you're familiar with the Dashboard, maximise space by closing the Welcome to WordPress panel.
- News panel**: The WordPress News panel keeps you up to date with new and upcoming versions of the blogging software.

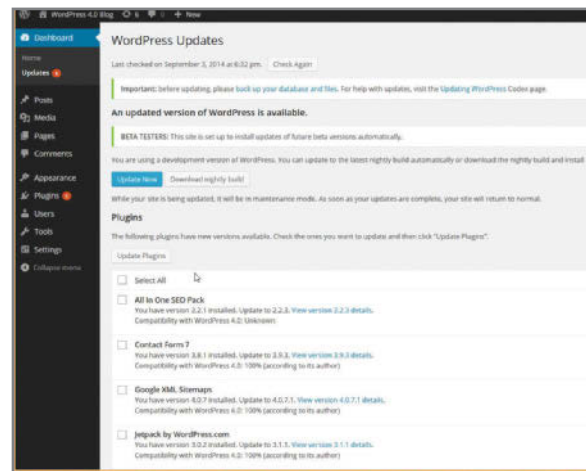
# Update WordPress

UPGRADE TO THE LATEST WORDPRESS FOR THE BEST FEATURES

One of the greatest aspects of WordPress is its much-admired easy installation, and the latest version is no different. If your blog is already running WordPress, ensure your database is backed up and then sign into the Dashboard, find the notification informing you that the latest WordPress upgrade is available (this will be across the top of the page) and click the link to begin the upgrade process. This is the same as soon as there is any new update for you to install.

After the update completes, you'll be presented with the new Dashboard page and confirmation that you are now running the newest edition. Before proceeding, however, check your plugins and themes for updates to ensure full compatibility with the new version of the blog software. Note that some plugins may need to be disabled until the developers release compatible updates. Similarly, there is a chance that you will need to choose a new theme.

Don't read on in envy of the features that you could be missing out on, upgrade your system today to save from disappointment.



"Note that some plugins may need to be disabled until the developers release compatible updates"

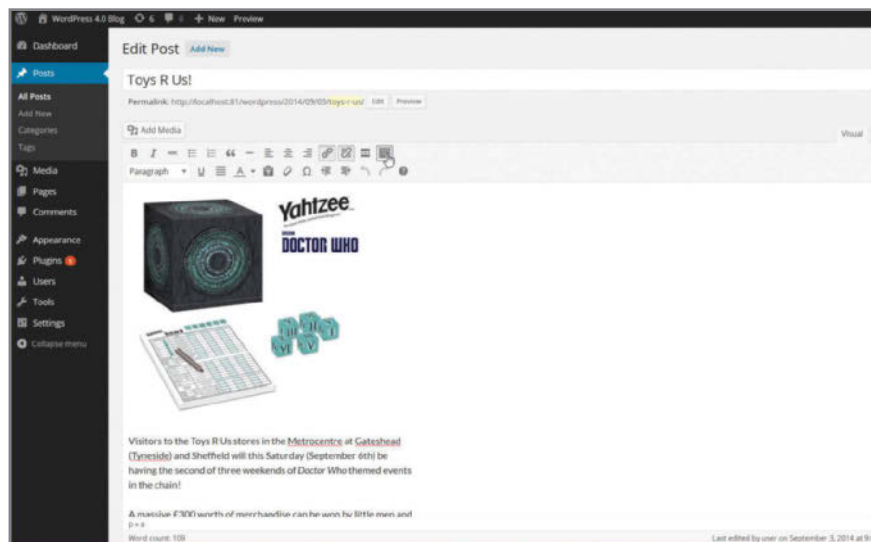
# Blogging made easier

## WORDPRESS HAS IMPROVED TOOLS FOR AUTHORIZING NEW ARTICLES

Improvements to the way in which you compose posts in WordPress can be a benefit to new bloggers and those using WordPress as the publishing system for their top-rated, busy website. On the face of it, there are few differences with the previous version of WordPress, but these improvements have been gradual over the past couple of years, and as such are more secure and stable here.

In the Add New Post screen you'll still find the title box, the option to edit the Permalink (a vital tool in your SEO strategy) and to add images using the Add Media button. You may also prefer to view all of the available buttons in the TinyMCE text editor, possible using Toolbar Toggle.

A notable recent addition to WordPress is the Format toolbar, which can be used to create post types such as standard, images-focused, video posts, galleries and more. You'll find these work best when supported by your blog theme.



**Above:** Customising the look and feel of your blog posts has never been easier

## Creating posts



## 01: Use full page editing

Use the 'Distraction Free Writing' button to take the WordPress post editor box full-screen, and enjoy a completely new way of writing for your blog.



## 02: Format your posts

Use post formats to style the published article appropriately – for instance, a video post might have the clip at the very top of the page. This helps you keep page styles consistent.



### 03: Visual Posting

The Visual Editor now gives you a better idea of how a blog post will appear when published, with accuracy determined by the active theme.



## Revised media library

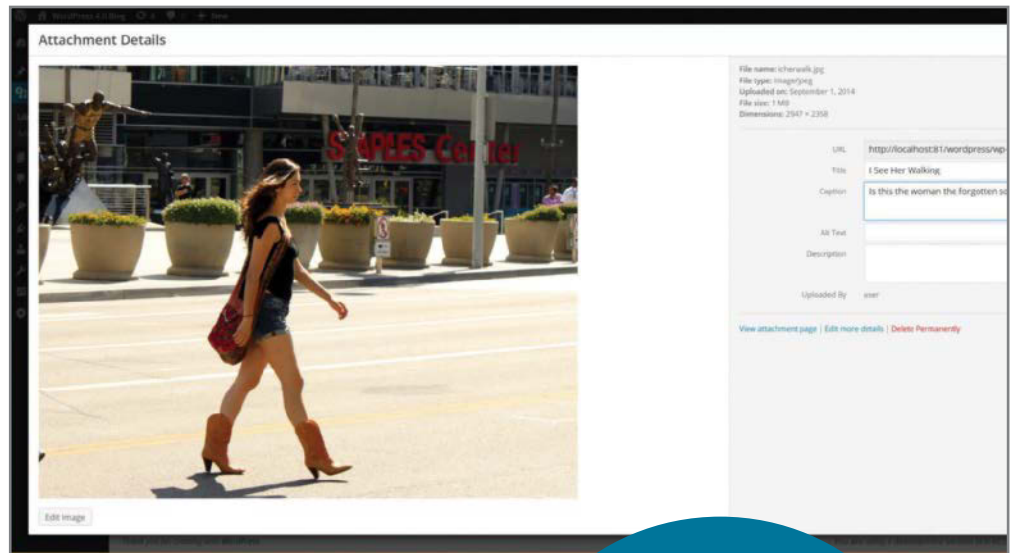
CHANGES TO THE WORDPRESS MEDIA LIBRARY MAKE CHOOSING IMAGES SIMPLER

One key addition to WordPress in recent months is an improvement to the **Media Library**. It is now possible to view a larger-resolution version of an uploaded image and make the necessary changes with ease.

Improvements in how your images are handled in the Edit screen (Media>Library>[Select your image]>Edit Image) meanwhile allow you to make and save edits without worrying whether or not the changes you make will be applied. Although it isn't advisable to edit images on the server of a busy website, sometimes it just cannot be avoided (we would advise that image editing usually takes place on your computer or tablet).

You can also add a new title for the image, set a caption to be displayed when it is embedded in a post as well as display alt text when the image doesn't load. A description is also useful!

Whether you're editing images or words you can cycle between attachments uploaded by using the arrows in the top-right corner of the Attachment Details view.



“The software will display the video preview, as it would on the sites it originates”

**Top tip**  
Intelligent resizing rearranges the left and right menus to fit above and below the editing box, enabling you to edit your blog on smaller devices.

## Easily embed videos

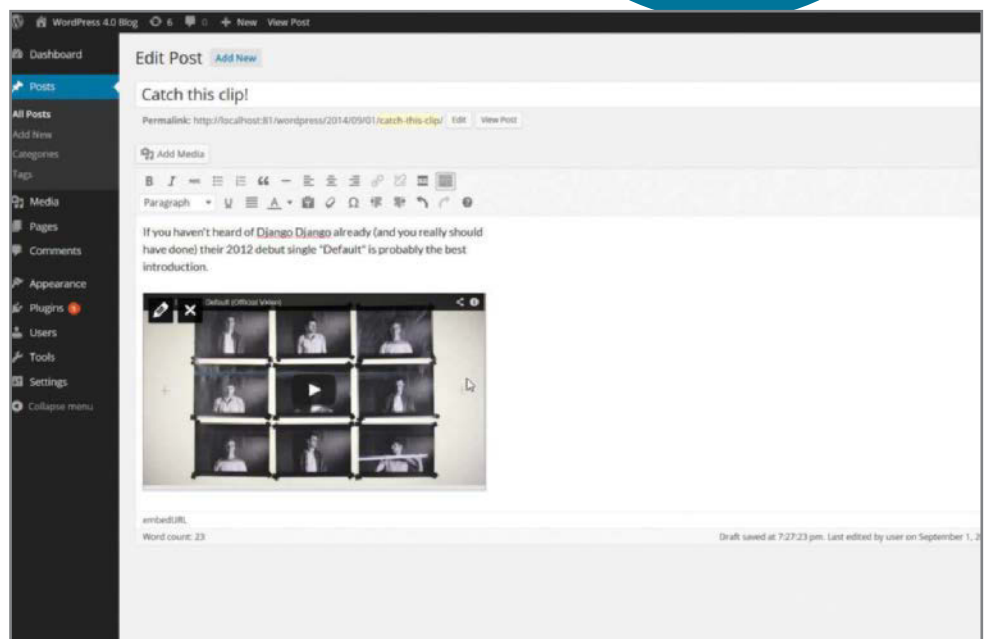
NOW THERE IS NO NEED TO PREVIEW EMBEDDED VIDEOS

One great way to attract readers – and ensure they hang around – is to embed clips from video sharing services in your posts, and a new feature as of WordPress is a refined method of viewing these video clips.

In the past, the video was represented by a big grey block, which provided a useful guide to the size of the embedded clip. After updating to the latest WordPress, the software will display the video preview, much as you would see it on the sites it originates (such as YouTube or WordPress.tv).

Better still, if you need to preview the video clip in the editor, you can, which will save time waiting for post previews to load.

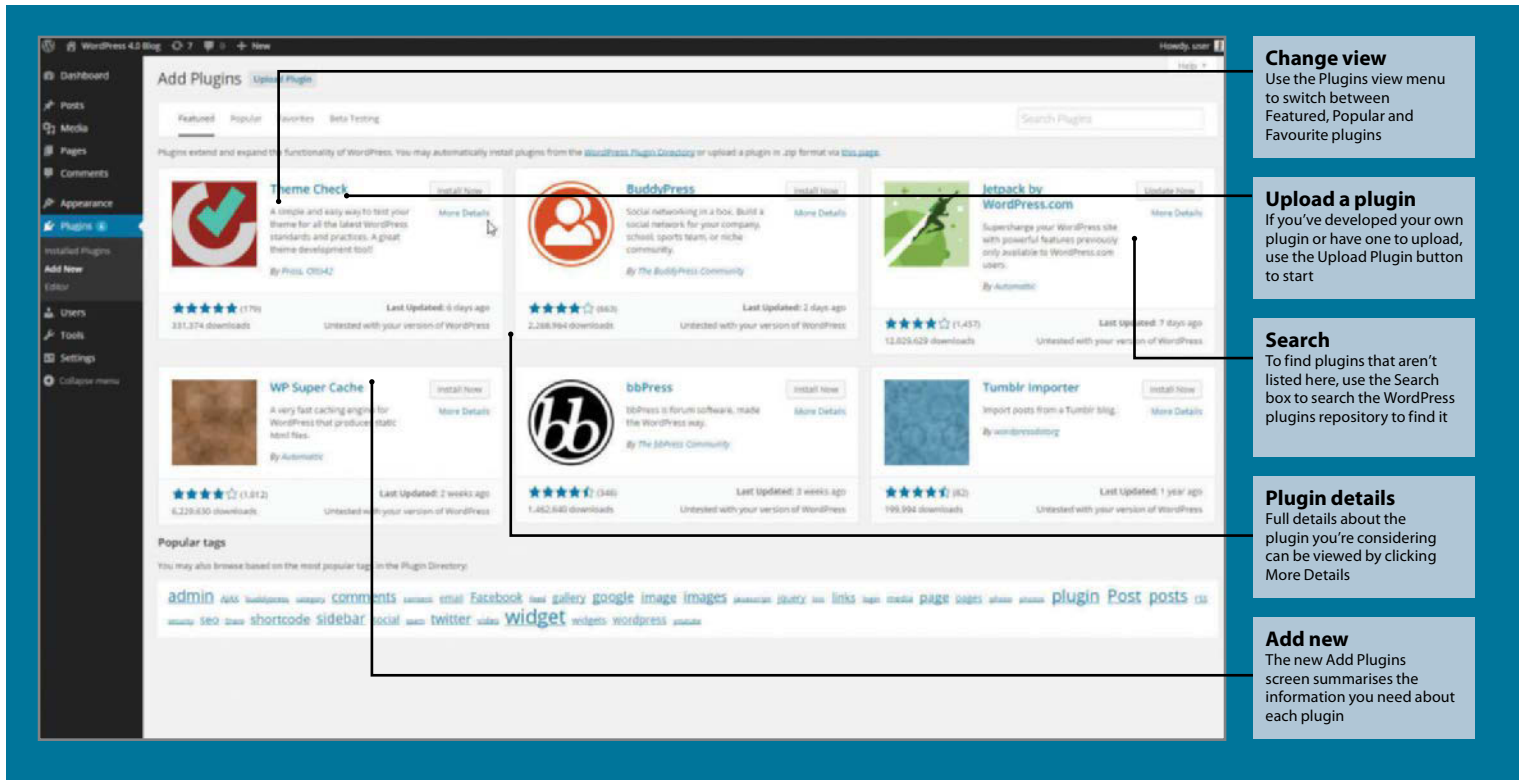
Although editing options are limited, there are some choices available. If the video you embedded is the wrong one, you can click the pencil icon in the top left of the video preview to open the edit screen and input a different YouTube URL (WordPress requires only the URL rather than the embed code). Should you want to remove the video, all you need to do is click the X button to discard it.





# Installing plugins in WordPress

USE THE NEW INSTALLER TOOL TO PREVIEW PLUGINS AND SAVE TIME



**Change view**  
Use the Plugins view menu to switch between Featured, Popular and Favourite plugins

**Upload a plugin**  
If you've developed your own plugin or have one to upload, use the Upload Plugin button to start

**Search**  
To find plugins that aren't listed here, use the Search box to search the WordPress plugins repository to find it

**Plugin details**  
Full details about the plugin you're considering can be viewed by clicking More Details

**Add new**  
The new Add Plugins screen summarises the information you need about each plugin

## Plugins made easy

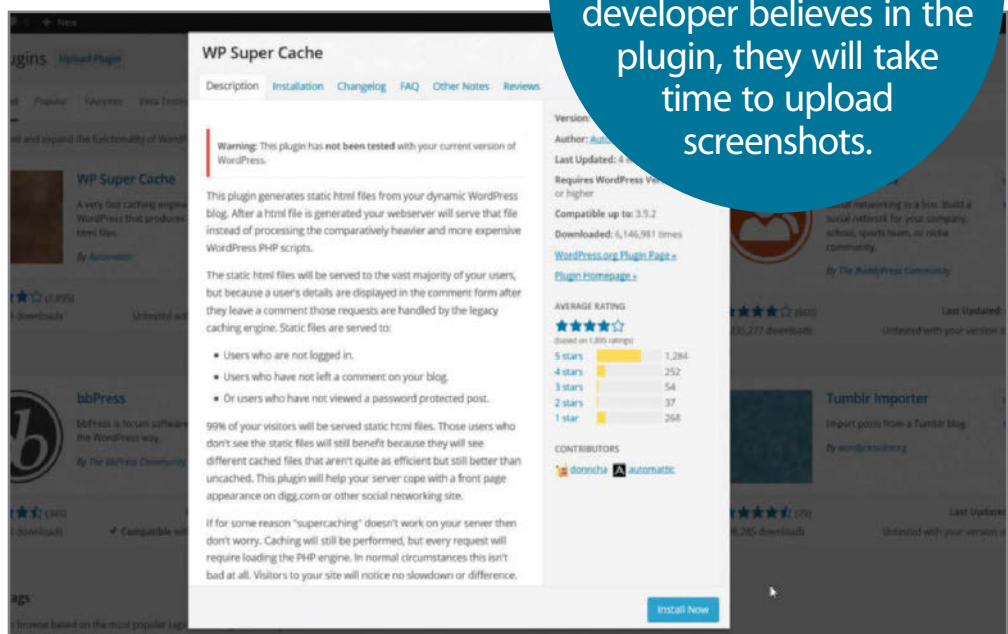
NEW USER INTERFACE TAKES THE PAIN OUT OF PLUGIN INSTALLATION

Installing plugins can be a stressful experience. After backing-up your database and files, you then need to ensure the plugin you're about to install (if you even find the one you're looking for) is the best option for your blog. You may run it on a test blog first to make sure that there are no inadvertent side-effects.

A handy update that Automattic, the WordPress developers, added in 4.0, was a new user interface that will alleviate some of the stress by presenting available plugins with a use preview that gives more information than was previously available to you.

Now when you open the Plugins>Add New screen, you're presented with a selection of Featured plugins, while a second tab displays Popular plugins. Descriptions, ratings and update information is provided, along with compatibility details. To find out more, click More Details, and when you're happy you can click Install Now to add the plugin to your blog.

A useful new feature for anyone running multiple blogs is Favourites, which means if you sign in through your blog, you can view any plugins that you marked as a favourite, making it easy to find in future.



**WP Super Cache**

Description Installation Changelog FAQ Other Notes Reviews

**Warning:** This plugin has not been tested with your current version of WordPress.

This plugin generates static html files from your dynamic WordPress blog. After a html file is generated your webserver will serve that file instead of processing the comparatively heavier and more expensive WordPress PHP scripts.

The static html files will be served to the vast majority of your users, but because a user's details are displayed in the comment form after they leave a comment those requests are handled by the legacy caching engine. Static files are served to:

- Users who are not logged in.
- Users who have not left a comment on your blog.
- Or users who have not viewed a password protected post.

99% of your visitors will be served static html files. Those users who don't see the static files will still benefit because they will see different cached files that aren't quite as efficient but still better than uncached. This plugin will help your server cope with a front page appearance on digg.com or other social networking site.

If for some reason "supercaching" doesn't work on your server then don't worry. Caching will still be performed, but every request will require loading the PHP engine. In normal circumstances this isn't bad at all. Visitors to your site will notice no slowdown or difference.

**Version:** 3.0.2  
**Author:** Automattic  
**Last Updated:** 6 days ago  
**Requires WordPress Version:** 3.0 or higher  
**Compatible up to:** 3.5.2  
**Downloaded:** 6,140,981 times  
[WordPress.org Plugin Page](#)  
[Plugin Homepage](#)

**AVERAGE RATING**  
based on 1,000 ratings  
5 stars 1,284  
4 stars 252  
3 stars 54  
2 stars 37  
1 star 268

**CONTRIBUTORS**  
donchuck automatic

**Install Now**

**Top tip**  
When checking new plugins, always view the screenshots. If the developer believes in the plugin, they will take time to upload screenshots.

# Get to know WordPress

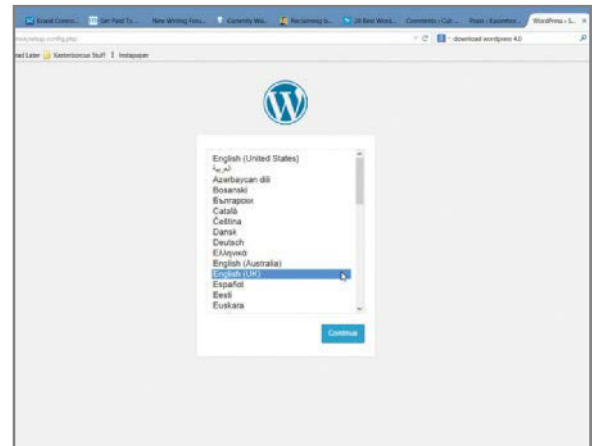
## Get the language right

### ADJUST YOUR LANGUAGE SETTINGS FOR YOUR CONTRIBUTORS

If you run a blog that is targeted at a foreign country, and have a team of bloggers who speak the language of that region, then it might be a wise strategy to ensure that they can use WordPress effectively. The best way to do this is to setup the blog software using their preferred language, which is now an option when you install WordPress onto a new server.

You may already be familiar with the WordPress installation screen, seen as you open your domain name in your browser after uploading the latest unzipped version of the blog software (see page 84 on advice on how to do this, see page 80-83 for hosting advice). Setting your preferred language is the first option here. If you're used to using automated installers in cPanel or similar server admin tools, the language option will also be found here.

Once the language is set, it cannot be changed without reinstalling, so ensure you have selected the right option.



“You can now get a full preview in the Theme Customizer as you make changes”

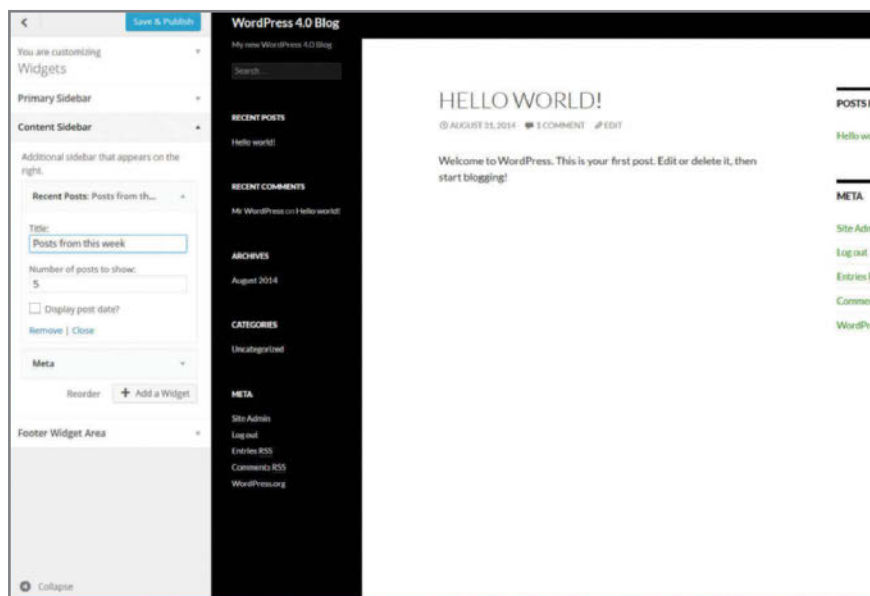
## Previewing Widgets

### GET THE BEST PREVIEW OF YOUR THEME YET – WITH WIDGETS!

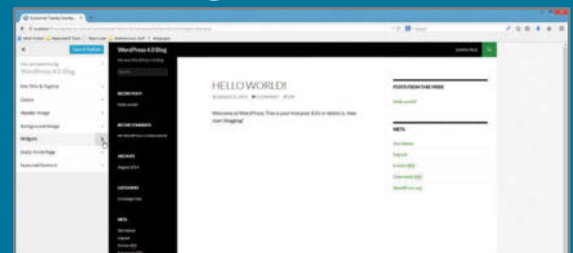
The latest WordPress updates features a few improvements to the theme customizer, which can be accessed in **Appearance > Customize**. Where once this was limited to changing colours and site title, it is now a far more powerful tool that can demonstrate the impact of any installed widgets on your chosen blog theme (as long as it is compatible with live widget previews) before you have installed it.

The advantage of this is clear. Whereupon once you would have added a widget, saved it and then quickly refreshed your blog – probably in a new browser tab – to see how it looked (and whether or not it broke your blog layout!) now you can get a full preview in the Theme Customizer before rolling out the changes to your readers.

We think that this is one of the most important new developments in WordPress, and once you've tried it out we're certain you will agree!

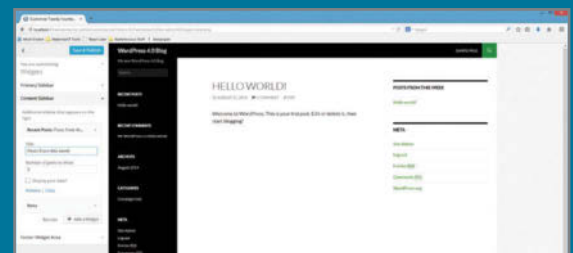


## Live Widgets



### 01: Customize your blog

Access the theme customizer via **Appearance > Customize**. Click **Widgets** to view available widgets for your blog theme sidebars. You can change them in the **Widgets Settings**.



### 02: Adding a widget

Click **Add a Widget** to display the widgets you can use, and configure the one you want to use. Observe how it updates as confirm options. Take time to try the different options.



### 03: Save your changes

Widgets can be reordered by clicking and dragging and like other changes will update in the preview. When you're happy click **Save & Publish**.

# Adjust your Screen Options

CUSTOMISE YOUR WORDPRESS EXPERIENCE BY CONFIGURING SCREEN OPTIONS

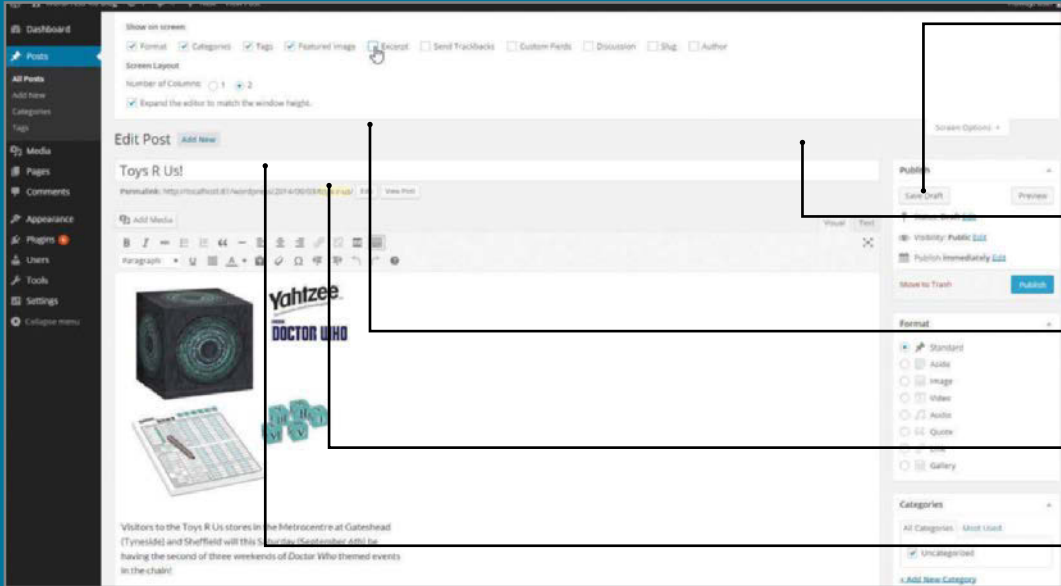
How do you use WordPress? For most, it is a case of sign in, scramble around looking for the link or feature you're looking for on the Dashboard or New Post page, write your post, and then logout. With the addition of more and more plugins over time, this process can become increasingly slow.

The reason for this is simple: you're not using WordPress right. Using the Screen Options button, available at the top of almost every admin screen in the Dashboard, you can

customise the blogging software's back-end to see only what you need.

For instance, you've installed several plugins to your WordPress blog, and the Dashboard is beginning to look a bit cluttered. All you need to do in this situation is open the Screen Options box at the top of the browser window, and disable items that you don't need to see, don't use, or don't need to access through the Dashboard. Click the Screen Options button when you're done.

**Top tip**  
The Screen Options button is available across several admin screens in WordPress, such as the Add New Post, All Posts and Dashboard.



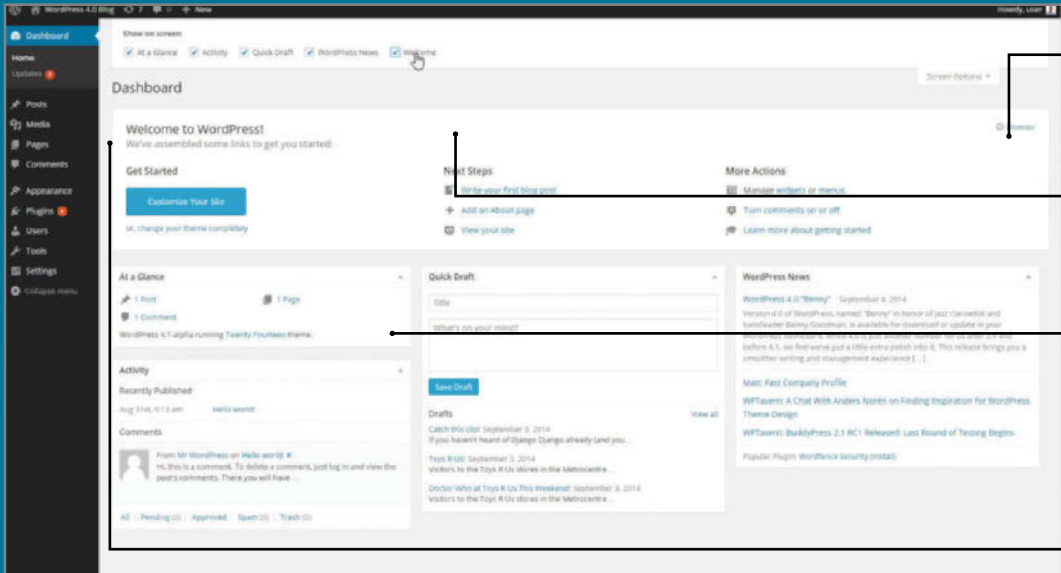
**Open the Options**  
Click the Screen Options button to open the concealed window, where you can make any changes to the layout

**The Options are flexible**  
You can activate as many or as few of the Screen Options settings as you like

**Tick it to activate it**  
To enable a control, place a tick in the corresponding box. Removing the tick will hide the control

**TinyMCE editor**  
Maximise the space you have to compose your posts by using this option to expand the TinyMCE editor's dimensions

**Amount of columns**  
Too many columns? Use the Number of Columns option to restyle the layout



**Click it to close it**  
Click the Screen Options button to close the window, and carrying on blogging!

**Toggling tools**  
Even controls with their own tool for closing can be toggled off and on

**Don't hide, minimise**  
Rather than disable panels completely, you might prefer to minimise them, expanding them only when you need to use them

**Tailor menus**  
These controls are tailored to your WordPress Dashboard screen

**Different screens**  
Different WordPress admin screens feature a different set of options

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**66** Add special features to text

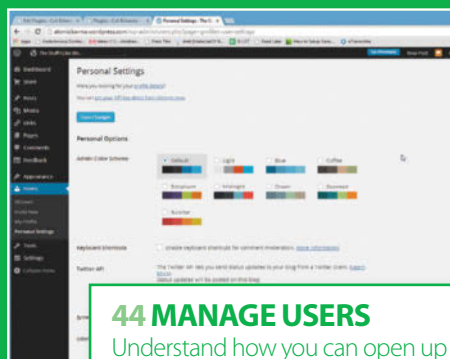
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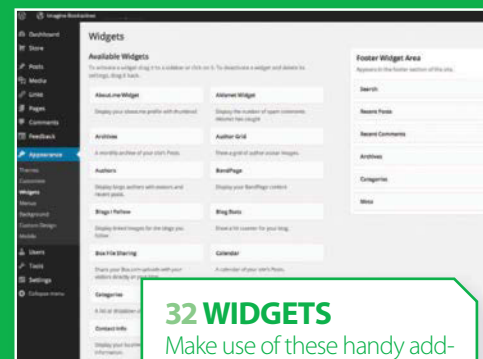
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Understand how you can open up your blog to other users



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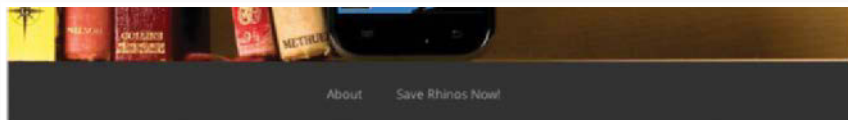
Familiarise yourself with your wordpress.com account



## 32 WIDGETS

Make use of these handy add-ons for your site





About Save Rhinos Now!

## Save Rhinos Now!

May 21, 2014 Knowledge 0 Edit

Imagine Publishing's leading wildlife magazine has launched a major awareness campaign to stop the senseless slaughter of endangered rhinos in Africa. From issue 7, on sale today, 10% of the worldwide profits from the magazine will be donated to the **OI Pejeta Conservancy**, an organisation with a proven reputation for fighting poachers and protecting its animals.

Rhino poachers use automatic weapons to slaughter these rare creatures, shooting them multiple times before hacking off their horns and leaving them to die.

**Help World of Animals save rhinos now!**

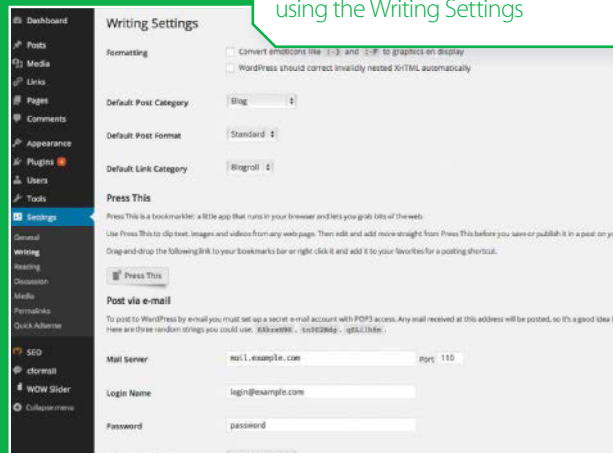
The OI Pejeta Conservancy is an organisation v and protecting its animals. Funds raised by Wo ers and surveillance get deployed on the grou deaths motivated by greed and ignorance.

### 64 FORMATTING POSTS

Blogging's biggest feature is explained in full, with the key functions highlighted

### 50 CONTROL YOUR POSTS

Learn how to write posts effectively by using the Writing Settings

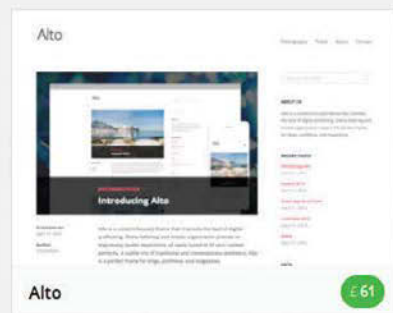
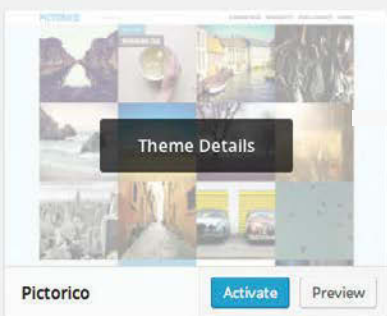
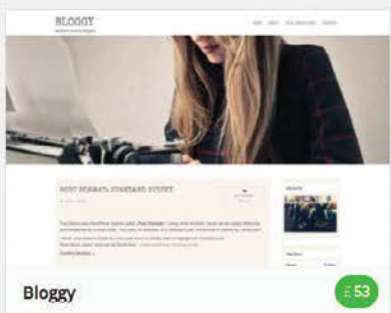
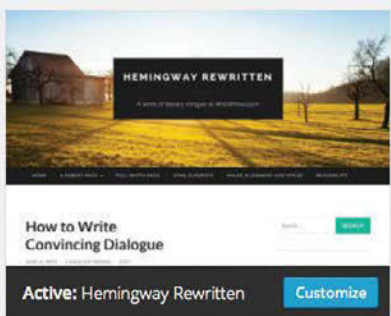


- Dashboard
- Store
- Posts
- Media
- Links
- Pages
- Comments
- Feedback
- Appearance**
- Themes
- Customize
- Widgets
- Menus
- Background
- Custom Design
- Mobile
- Users
- Tools
- Settings
- Collapse menu

## Themes 268

Trending Popular Newest

ALL FREE PREMIUM

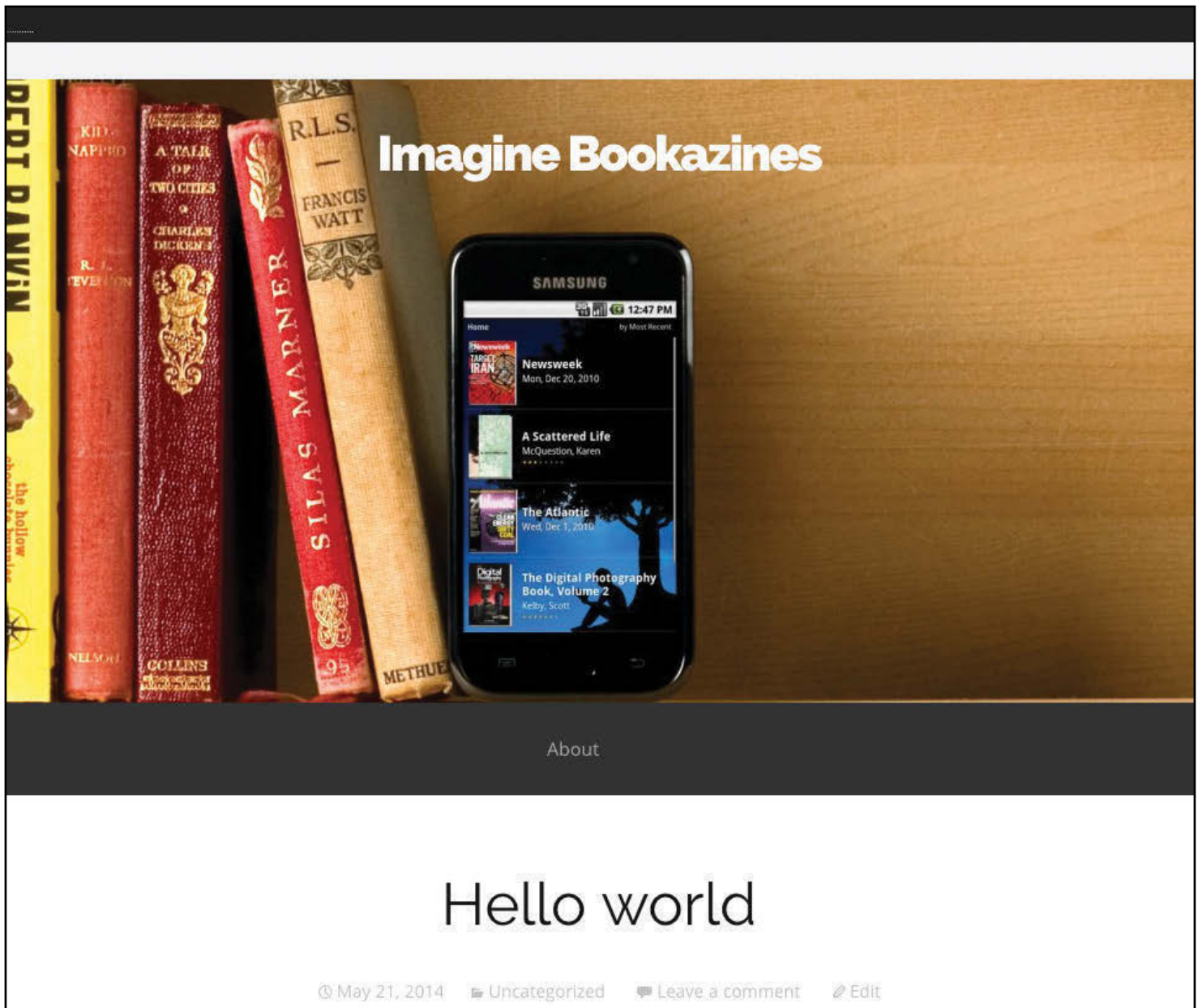


### 28 A GUIDE TO THEMES

Make your website look fantastic by installing a bespoke theme

MacBook Pro

# Getting started



## TUTORIALOBJECTIVE

Create a new blog account at [wordpress.com](http://wordpress.com)

## TIME REQUIRED

10 mins

## SKILL LEVEL

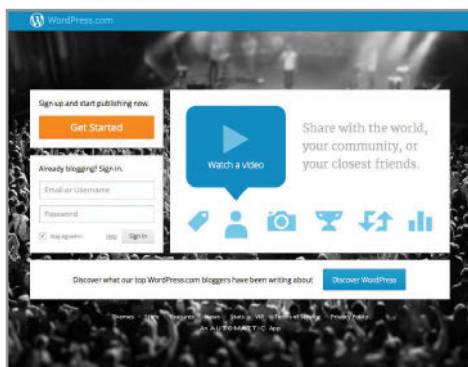


# Create an account at [wordpress.com](http://wordpress.com)

BLOGS ALLOW VIEWERS TO GAIN A CLOSER, MORE INTIMATE LOOK AT ITS CONTENT. IT ALSO TENDS TO BE A PERFECT OUTLET FOR CREATIVE EXPRESSION AND CONVEYING SOME VITAL PERSONALITY

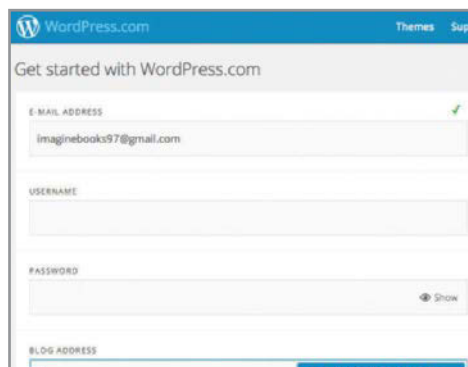
**ONE OF THE** greatest strengths of WordPress is its ability to be installed and hosted in your own webspace at your own domain, giving you complete control over how the site functions. Yet managing a site completely is a big step for beginners. At [wordpress.com](http://wordpress.com) you can set up a new blog, with a name of your choice, and have the hosting and management taken care of for you, all for free. You don't lose any of the functionality of the WordPress blogging system, you can still

choose your own themes, and customise the site perfectly to match your idea. And if you want that greater control in the future, you can easily migrate the site to your own domain later on down the road. It's the perfect way for beginners – or the less technically minded – to be able to start blogging in a matter of mere minutes, and getting set up is very straightforward too. With this tutorial, we'll show you exactly how to go about creating your own blog.



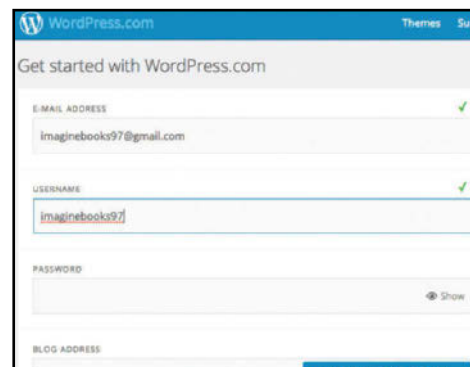
## 01 Go to the site

Although the main WordPress site is located at [wordpress.org](http://wordpress.org), the site you need to visit to set up your own hosted blog is at [wordpress.com](http://wordpress.com). Here you can also browse with ease some of the hundreds of thousands of other blogs hosted here. Click the Get Started button to start setting up your blog.



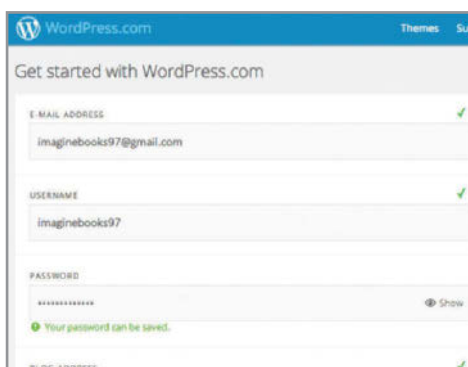
## 02 Email address

First add an email address to the E-mail Address box, make sure that this is a valid and current account. If you do not have an email account, or you would like to set up a new account, do this immediately. Click the Subscribe to our blog check box to get news and click the Sign Up button to continue.



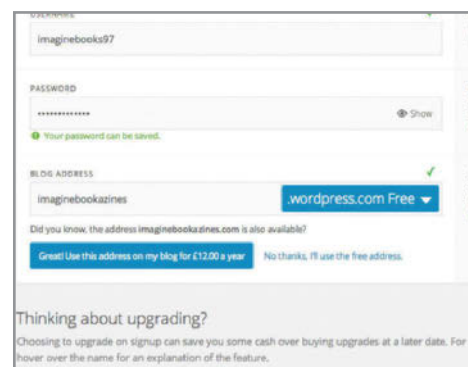
## 03 Choose a username

The next step is to choose a Username. By default, WordPress will add the blog address as the username and tell you if it's actually available. This name will be unique to you so if the selected username is not available the easy option is to add a few numbers to the end of the name, ie the current year.



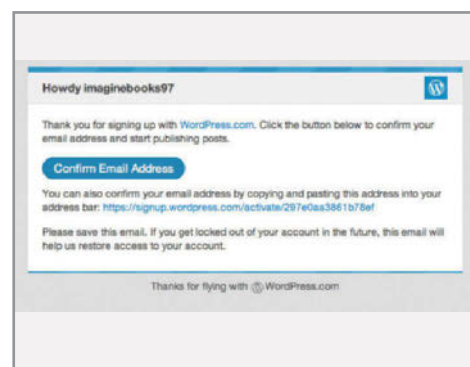
## 04 Add a password

Passwords are really crucial for ensuring no one else can access an account. Add a password to the Password box and the visual indicator will tell you how strong the password is. Ideally, a password should at least be strong. When this is achieved, enter the password again in the Confirm box.



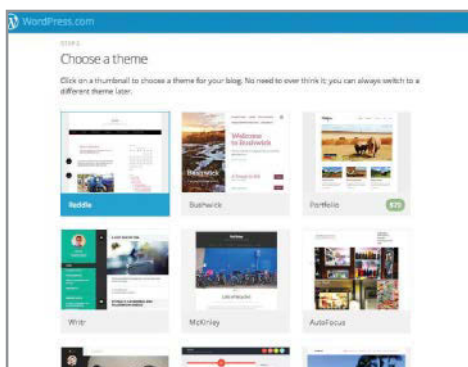
## 05 Choose a blog name

The final step in creating a WordPress.com account is to choose a Blog Address. This is combined with the .wordpress.com extension to complete the address. This is the name that visitors will type into a web browser to get to your website. Make sure that the address is descriptive and relevant. If an address already exists try again.



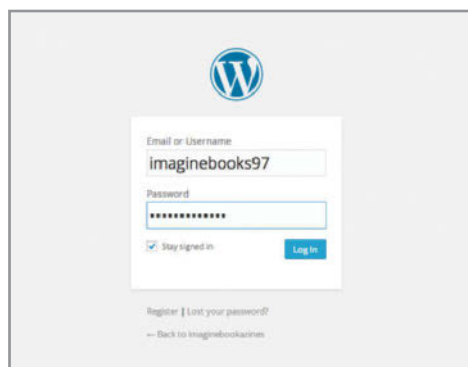
## 06 Activate account

To complete the registration process an email will be sent to the email address used in the previous step. Head to your email, login and locate the email from WordPress.com. Click the sign up link in the email to gain access to the Dashboard. Before activating the new account there is the option to add a new email address.



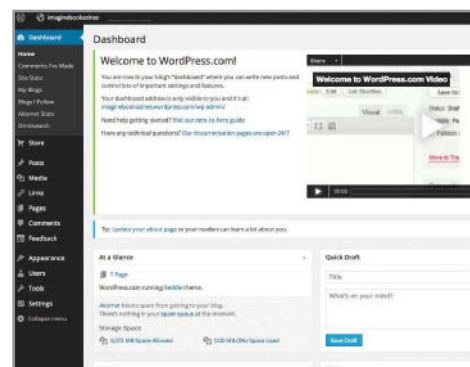
## 07 Default theme

When you first finish going through the sign-up screens, you will be greeted with a number of options to name your blog, give it a tag line and to choose a theme for your blog. You can change this at any time, but for now, just select the one that takes your fancy. There's plenty of free themes to choose from but even more if you're willing to pay.



## 08 Log in

There are options for getting access to a wordpress.com account. Head to <http://wordpress.com> and in the top-left corner there is a Username and Password box along with the Log In button. Add details and press Log In. Or, go direct to the login screen (using your details) ie <http://imaginebooks97.wordpress.com/wp-admin/>



## 09 WordPress Dashboard

The sign up process is now complete and users can start adding posts to the new WordPress.com site. Before using the newly created blog you need to first of all log out. Then go to My Account in the top-left corner and select Log Out. This will close the blog and take you back to the wordpress.com site.



## Introducing the dashboard

UNDERSTAND THE KEY PARTS OF THE WORDPRESS INTERFACE

**THINK OF THE** WordPress dashboard as the brain, heart and guts of the site. When someone visits your WordPress site, they see the outside – your content and design. The dashboard is the master control panel where you configure every facet of your site, including your theme, which plug-ins it uses, and the pages that it is made up of. As you select the main WordPress menu items on the left, your dashboard changes to display appropriate

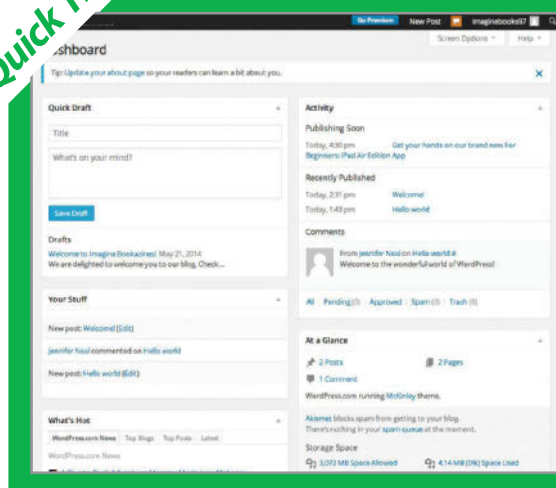
content on the right. For example, if you select Posts, the dashboard displays a list of all your past and current posts. Each main menu item also has a

“Think of the WordPress dashboard as the brain, heart and guts of the site”

submenu beneath it, which appears when you click the main menu item. Beyond controlling your site's appearance, content and features, the dashboard provides you with an overview of everything that's going on with your site. This hub displays, among other things, a summary of the latest comments, WordPress news, links to your site, and your recent drafts. Getting familiar with the dashboard will make life easier.

The screenshot shows the WordPress dashboard for 'Imagine Bookazines'. The left sidebar contains the main menu with items like Dashboard, Home, Comments, Site Stats, My Blogs, Akismet Stats, Omnisearch, Store, Posts, Media, Links, Pages, Comments, Feedback, Appearance, Users, Tools, and Settings. The main area displays various widgets: 'At a Glance' (2 Posts, 2 Pages, 1 Comment), 'Quick Draft' (Title, What's on your mind?, Save Draft), 'Drafts' (Welcome to Imagine Bookazines! May 21, 2014), 'Activity' (Publishing Soon, Recently Published), 'Comments' (From Jennifer Neal on Hello world #), 'Stats' (Line graph), 'Your Stuff' (New post: Welcome! (2/42), New post: Hello world! (4/42)), and 'What's Hot' (WordPress News, Top Blogs, Top Posts, Latest). Callouts point to various features: 'View, edit, delete and add new posts here, or search through them by keyword' (Posts menu), 'Upload and manage photos, music, videos and other media that you can display in your posts' (Media menu), 'Add, edit, delete and categorise links to be used in lists on your finished site' (Links menu), 'All of your site's pages are listed here. Add, edit or delete at will' (Pages menu), 'Click here to see all user comments. Search, edit and delete comments too' (Comments menu), 'Control user accounts and user access to your site and manage user roles' (Users menu), 'This drop-down menu here takes you to the most common admin pages with a single click' (Screen Options), 'Screen Options opens a form that controls the content on each dashboard page' (Screen Options form), 'QuickPress gives you an easy way to add a new post without using the Posts menu' (Quick Draft), 'The Tools menu gives you options for importing and exporting posts and comments' (Tools menu), 'Manage and activate themes. Enable widgets and control page layout' (Appearance menu), 'All of the controls for your site's basic behaviour and settings are under this menu' (Settings menu), and 'Give your site more functionality with plug-ins, then find, install and manage them' (Store menu).

### Quick Tip



## CUSTOMISE YOUR DASHBOARD

Move modules around on the main dashboard screen by clicking and dragging on their title bars

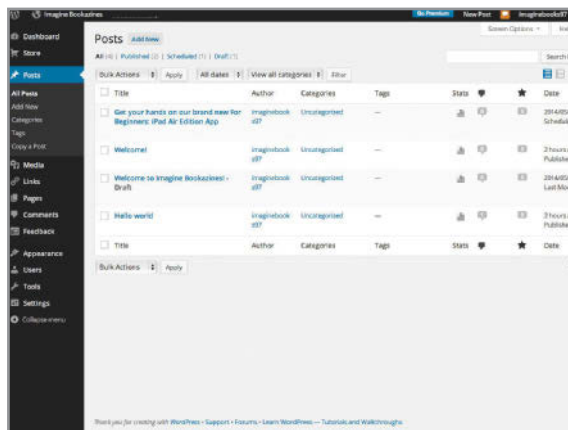
The dashboard gives you complete control over your site, and WordPress even provides you with control over your dashboard. You can move modules around the screen so that the ones you use the most are near the top of the page. Modules that you still want visible but don't use very often can be minimised to just their title bars. You can control which modules show up and how many columns of modules you want on the dashboard with the Screen Options. To move modules around, click and drag on its title bar and move it wherever you

like on the dashboard. Minimise modules so that only their title bars are visible by clicking on the arrow on the right of the title bar. To make them visible again, click on the same arrow to the right of the title bar. Click on the Screen Options tab to open a form. Screen Options enables you to control which modules appear on the dashboard. Click or unclick the checkboxes in the 'Show on screen' section of Screen Options. Screen Options also lets you specify how many columns you want your dashboard interface to display.



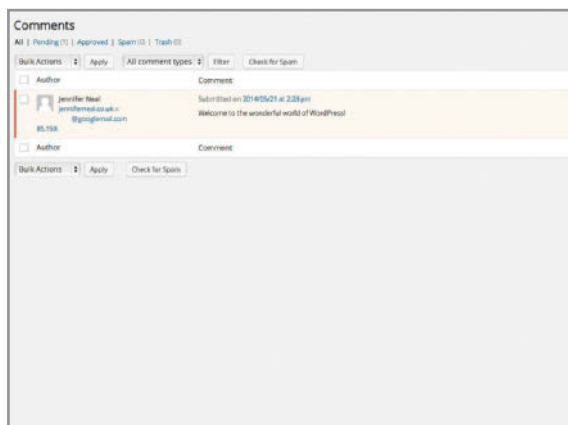
# MOST USEFUL DASHBOARD COMPONENTS

Here are the most common dashboard elements you'll use 90% of the time

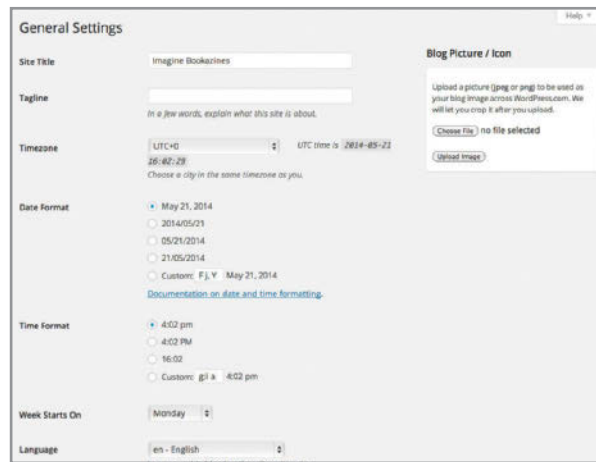


**1 Posts:** The Posts dashboard is probably the most important, giving you the tools to add, edit and delete existing posts on your site. When you click on Posts you see a listing of current posts. You can search for existing posts by keyword, or filter entries by date and category. The Categories menu option enables you to manage and add new hierarchical categories for your posts. Tags can be managed with the Post Tags link.

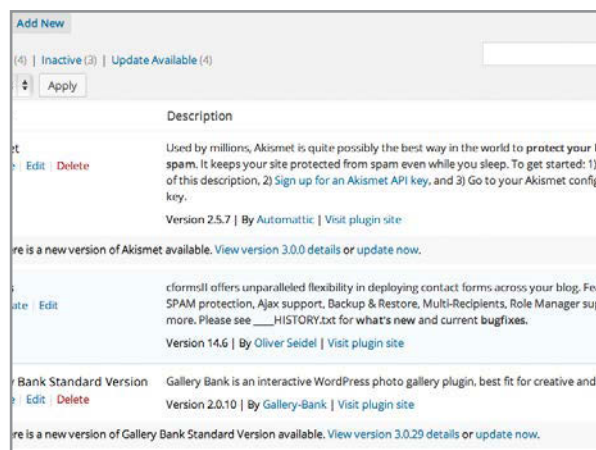
“The Posts dashboard is probably the most important, giving you the tools to add, edit and delete existing posts”



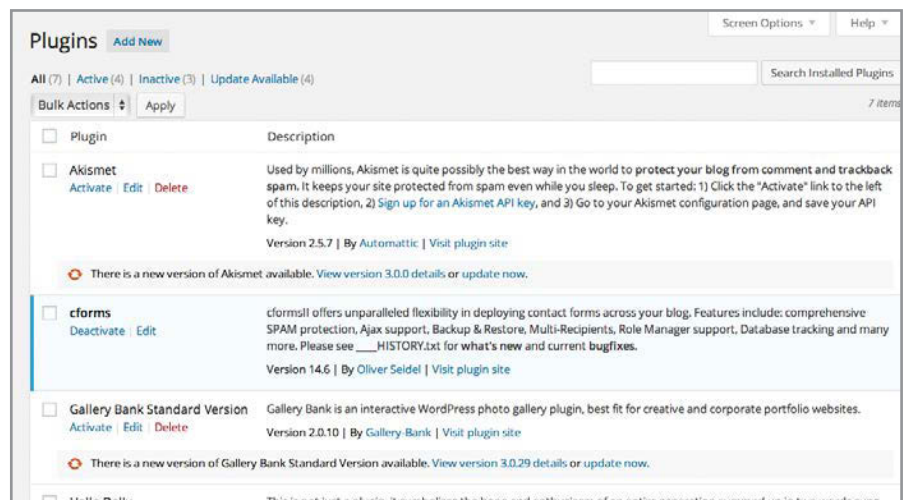
**4 Comments:** The Comments dashboard doesn't have a submenu. Click the Comments link to view any readers' opinions currently posted to the site. From this dashboard you can view all the comments, search through them and sort them by date or author. Each comment listing displays a link to the post where the comment was added under the In Response To column. If you moderate your comments, click Pending to view the unapproved comments and approve or delete them.



**2 Settings:** The Settings dashboard has a huge number of options for controlling everything from the name of your site, size of thumbnail images and whether search engines can find your site. General settings control the site name, tagline and format of dates. Writing settings manage post settings including whether you can create a new post by emailing your site. Reading manages the appearance and behaviour of your posts. More settings options are under Discussion, Media, Privacy and Permalinks.



**3 Appearance:** Use the Appearance dashboard to set and manage new themes, widgets, site menus, the background and your site header. Under Themes you can search for and install new themes with the Install Themes tab. Widgets settings control which widgets appear and where they appear. Programmers also use the Editor to customise the PHP and CSS code of a theme.

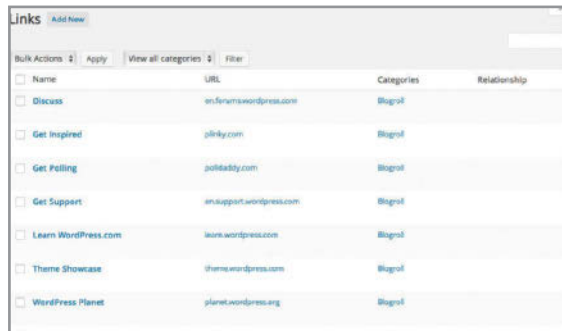


**5 Plug-ins:** WordPress has some great functionality when first installed, but WordPress plug-ins let you extend your site to do even more. The Plugins dashboard lets you see all your current plug-ins and activate, edit or delete them. The Add New link lets you search for plug-ins by Term, Author or Tag. After locating a plug-in, install it from within your WordPress site by clicking Install Now. Once installed, return to the Plugins link to locate and activate it.



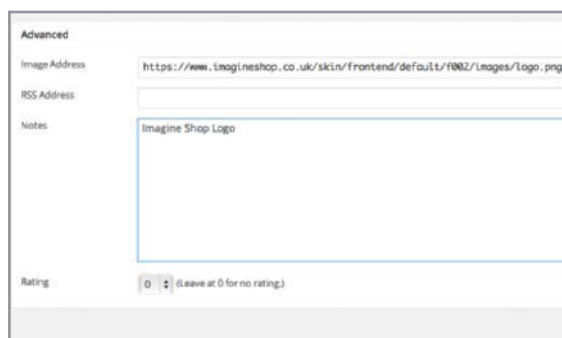
# KEY FEATURES OF THE LINKS SECTION

Learn how to spread your network with homepage links

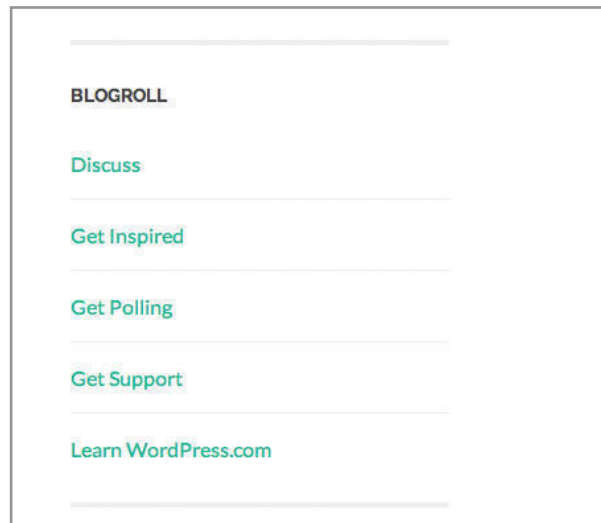


**1 Customisation:** Using the All Links tab under the Links section is a great way of getting an overview of all the external links on your top feed. Bear in mind that the links added here will all appear next to your default – and therefore main – blog reel. From All Links URLs can be added, edited and ordered by your personal preference. You can add as many as you like, or remove them altogether if you prefer.

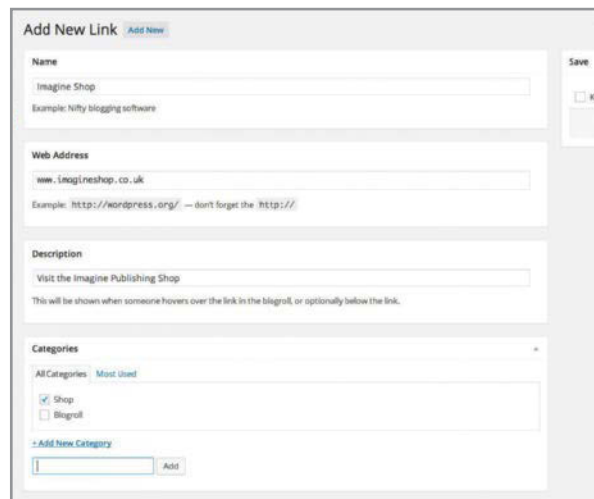
“From the All Links tab, URLs can be added, edited and ordered by your preference. You can add as many as you like, or remove them altogether”



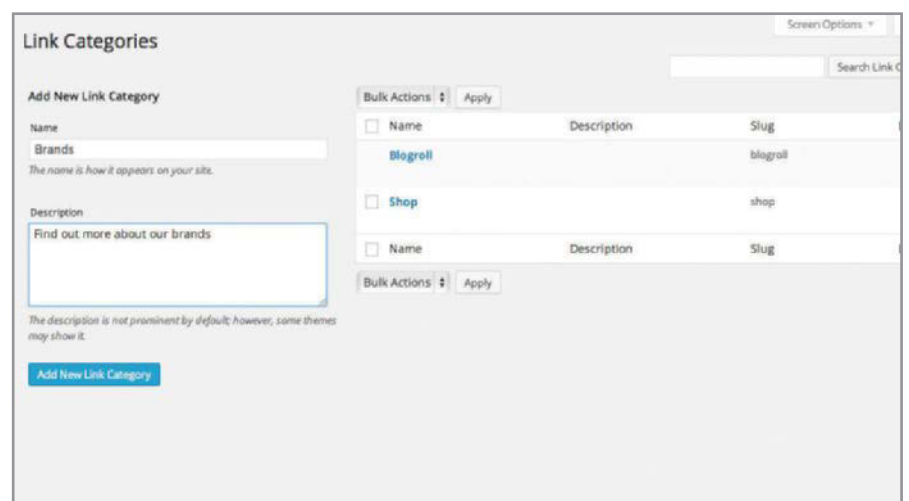
**4 Image links:** Scrolling down the Add New Link section, you will find an image field. By hosting an image online, then entering the image location URL into this box, you can place images on your page where links would usually sit. So, for example, if you wanted to link to Google on your blog you could copy the URL of the Google logo and place that on your page as a linked icon instead of text or a raw URL.



**2 Positioning:** If you take a close look at the image, you will see that the two default URLs from the All Links section – namely, **WordPress.com** and **WordPress.org** – appear on the bottom-right corner of your blog as standard. When links are changed on the dashboard, they are automatically changed on the Links section of your blog. However, you will need to use a custom blog layout to change where they appear on the page.



**3 Creation:** The Add New Link section may sound pretty obvious – as it is indeed the place where you need to go to add links – but it can do much more than first appears. If you simply add a URL in the Web Address bar without naming your link, the raw address will appear somewhat clumsily on your homepage. By adding a snappy title in the Name bar, however, you can make the URL appear more presentable.



**5 Link categories:** If you find yourself warming to the idea of hosting several links on your page – or pages plural if your site begins to expand rapidly – you can keep links tidy on your WordPress dashboard by labelling them with specific categories. While this may not appeal to those who only have dealings with a handful of links, those with a lot of connected URLs or a large network of pages can get great use out of this function.

## Introducing pages

LEARN HOW TO BEEF UP YOUR BLOG WITH A COLLECTION OF PAGES

**WHEN USING WORDPRESS**, new users often mistake pages and posts as the same thing. The distinction is that posts are timed and dated entries into your main blog reel, while pages are separate, and most importantly, static sections. They can almost be compared to sticky posts on chat forums in that while your main blog ticks over with each new entry you publish, pages will always remain intact in their detached spaces. Each new page

added will create a new tab on your main content bar, and as such, many WordPress users employ this feature to create contact sections, photo galleries

*"Pages are separate, static sections... Each new page will create a new tab"*

and more. In terms of traffic collation, all users clicking your pages will still be added to your overall blog hit counter because, while they appear separate from your main feed, they are still counted as a part of the site. The distinction between pages and posts is also crucial to understanding how the latter affects your page layout when you are publishing various bits of information to your website.

**Bulk Actions**  
You can select multiple pages and delete or edit them in a batch for an efficient workflow

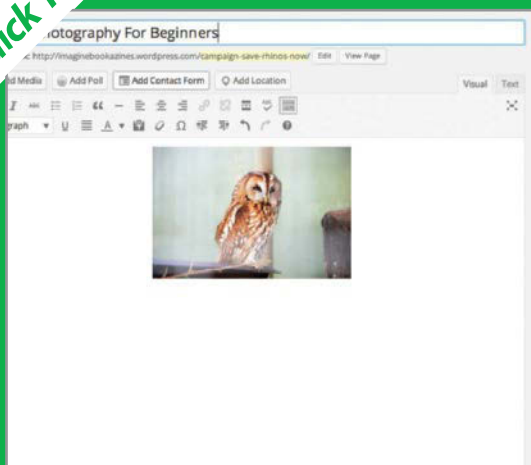
**All/Published**  
Both active and unpublished pages can be seen here, or they can be filtered for separation

**Stats**  
Clicking these icons gives you detailed stat graphs for user traffic figures

**Speech bubble**  
When clicked, the speech bubble icon shows all comments made on a page

**Filter**  
Using the filter drop-down, you can view pages created across a specific date range

**Quick Tip**



## CREATE THE PERFECT PAGE

Spruce up your blog with superb pages

The number one rule of creating pages is to remember that there are, in fact, almost no rules at all. Pages can be used to create separate sections of your blog in uniform style, or they can be completely independent and drastically different in style and content. In this respect, they are perfectly suited to whatever purpose you need. From the All Pages menu you will find the option to add new pages. Once in the Creation section, simply fill out the title and body text to fit your needs then click Preview to get a glimpse of what your

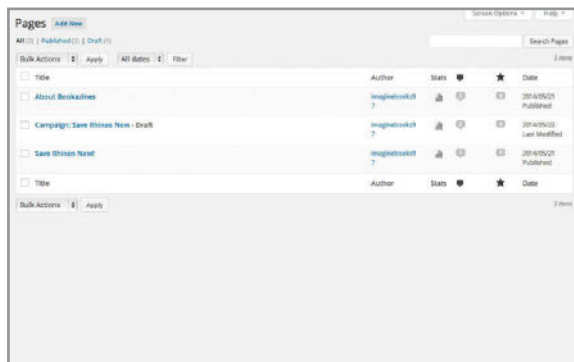
page will look like before committing to it. If the layout isn't to your liking, you will find template options on the right of the Add New page. Here you can change the page layout further by using templates as given by your page layout provider, or any that you have created yourself in the dashboard.

If you're still unsure of how a page looks, remember you can get a second opinion by using the feedback option below the body text field. Once satisfied, click the Update button to set the page live on your tab bar for all to see and give their comments.



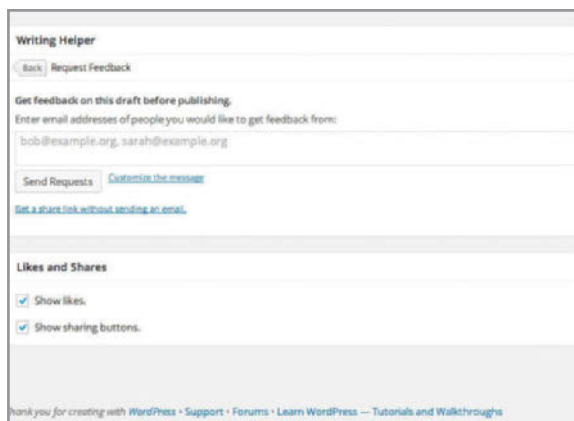
# PAGES EXPLAINED

Learn why pages are vital to your blog's layout

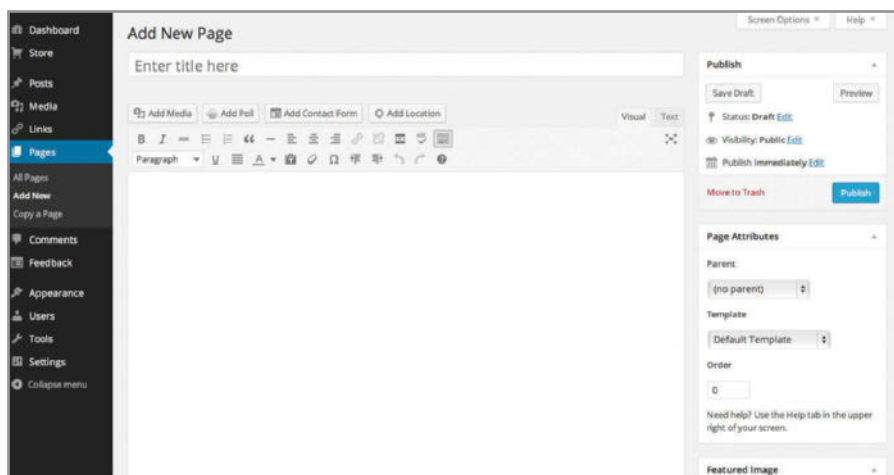


**1 An overview:** The top entry in the Pages section of your dashboard is entitled All Pages, and this gives you an overview of every page currently active on your blog site. The titles of each page on this list will be positioned on your blog's tab bar. The positioning changes depending on what blog layout you are currently using, so stay mindful of how long page titles are to avoid a clumsy or cluttered tab bar.

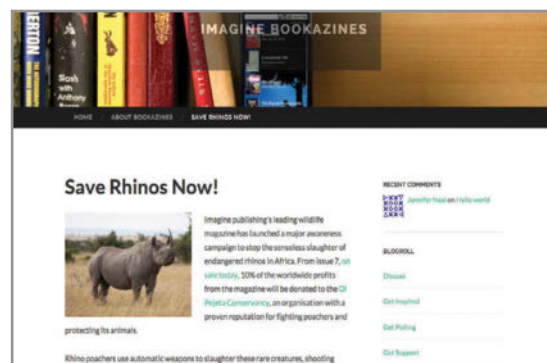
“Adding new pages is similar to adding blog posts, but remember these will not be published in your blog reel, but on the tab bar instead”



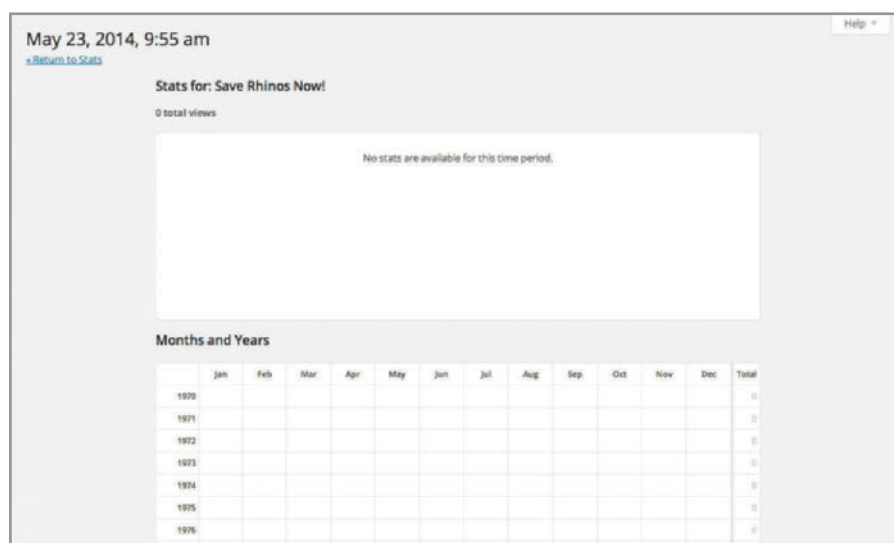
**4 Second opinion:** If you run a collaborative blog, you can showcase new pages, complete with body text, images and layouts to colleagues or business partners before committing them to your site. When creating a new page, you will find a Request Feedback icon below the body text entry field. By clicking this, a drop-down will appear that lets you enter the email addresses of your contacts and you can then send the page to them automatically for approval.



**2 Adding pages:** Adding new pages is similar to adding blog posts, but you must remember that these will not be published on your blog reel, but on the tab bar instead as new sections of your site. Pages can be decorated with text, images, URLs, embedded elements such as video or widgets and more. Depending on your theme and whether you have a free or paid-for layout, you can run riot with the design of each page.



**3 See the effect:** As you can see here, we have added an About Me page to this particular blog. After creating the page, the About Me has been added to the tab bar at the top as a new section, while Home remains the location of the blog's main content feed. There are several pages attached to the blog displayed here and as you can see, the tab bar is getting rather cluttered. Time to trim those titles!



**5 Tracking popularity:** Although we mentioned that your overall hit counter will collate traffic from your main feed and separate pages in one place, you can track the performance of individual pages by visiting the All Pages section of the Pages dashboard menu. You will see a graph icon next to each page listed here. Simply click the icon to see detailed information on the page's traffic over a specific stretch of time, or since the blog started.

## Manage your comments

MODERATE YOUR BLOG'S COMMENTS WITH EASE

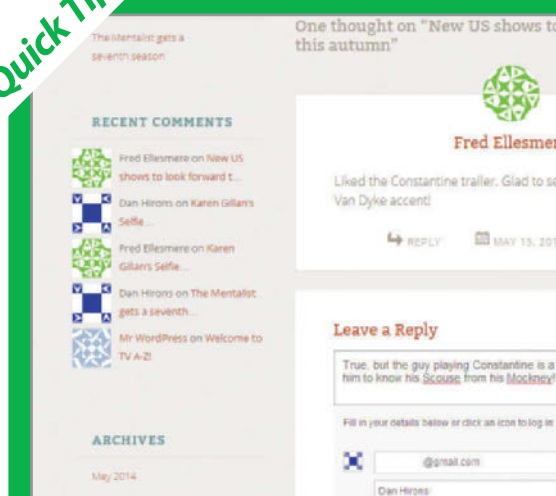
**WHEN YOU SET** up your first blog, every post you publish comes with comment features. This means any registered WordPress user or guest can comment on every blog entry and page you create. As blog creator, however, the level of privacy attached to your blog is entirely yours to decide, as well as moderation of comments submitted. So if someone

says something you don't like, or if you are simply spammed – which can often happen the more popular your blog becomes – then you can delete the comment in question to keep your page clean.

However, comments are also a neat way of gauging how popular your blog is becoming. The more comments made, the more people are visiting

your feed. To ensure that all comments are made by humans and not spam bots, WordPress has the facility to auto-detect false posts and delete them automatically. The process is simple and helps you build a thriving community of users who are engaged with your site via feedback and interaction – as much with each other as users as with the host.

**Quick Tip**



## APPROVE COMMENTS

Take control of your blog chatter

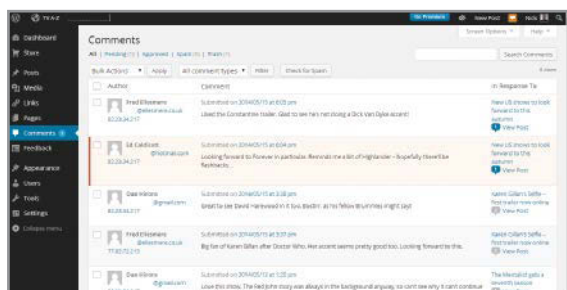
Part of keeping a blog is speaking to a cross-section of the online community. If you succeed in making your feed a success, chances are you will start to see a lot of regular commentators speaking directly in response to your posts – and if you're lucky – with each other. Fostering this level of participation will help keep visitors returning to your blog, and will create a sense of community among regulars.

However, like all sites that get popular, the more people comment, the more moderation becomes necessary. As blog owner, you must approve all posts before they become

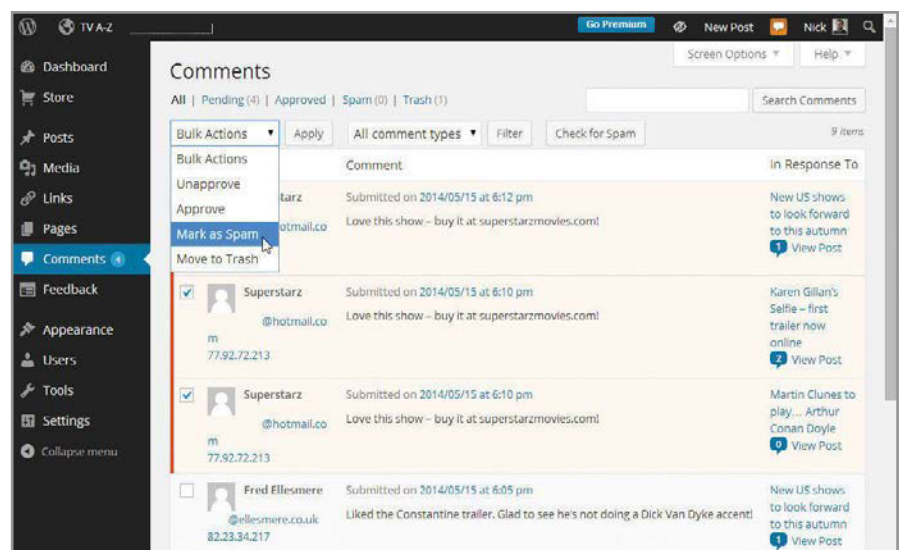
visible. You also have the option to alter comments before approving, which is useful when toning down expletives, fixing broken links or deleting spam messages altogether. While moderation is crucial to the upkeep of comments, bear in mind that altering what users say too much will likely result in disapproval from your community. Try not to be too heavy-handed and only alter text where absolutely necessary. From the comment section of your dashboard, simply read a comment, hover over it and hit Approve or Trash. Alternatively you can press Edit to change it first.

## THE KEY FEATURES OF COMMENTS

Make effective use of your comment pool



**1 The overview:** By clicking the Comments section of the WordPress back end you can see every comment made on your blog since you launched it. They are always ordered by date unless otherwise specified in the filter drop-downs, and you will be able to see the full comment rather than an excerpt like some blog back ends. This means you can see everything you need at a glance instead of sifting through multiple menus.



**2 Bulk Actions:** If your blog becomes really popular and you start to be inundated with comments – both genuine, adverts and spam alike – you will undoubtedly find it difficult to manage them all manually one by one. From the top Comments menu, it is possible to look over each comment to discern if it is in fact spam, check the box next to every piece of spam you find, then delete them all in one action.

### Bulk Actions

Apply large spam labels or delete multiple comments in one swoop with this tool

### In Response To

See what comments relate to using these links and view comments on the page easily

### Search bar

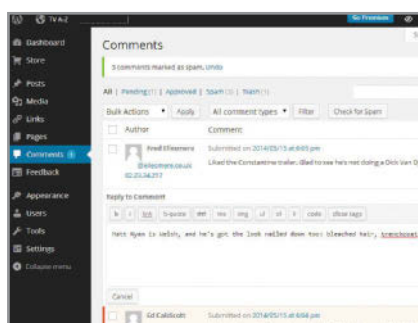
If you have many comments, find posts on several subjects at speed using the search bar

### Approved tab

Comments won't appear until you approve them, giving you full content moderation powers

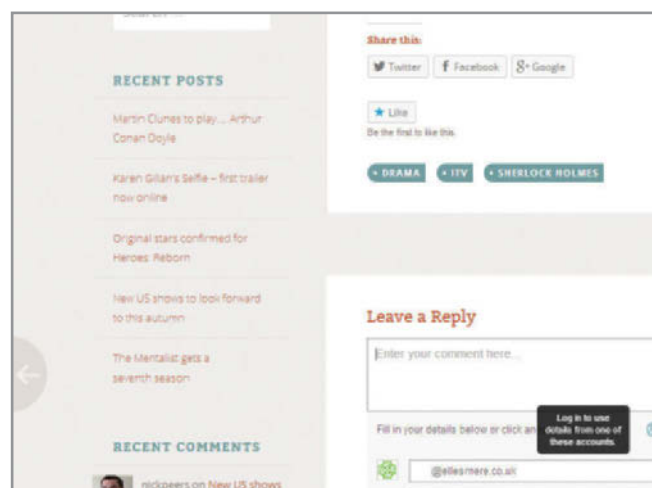
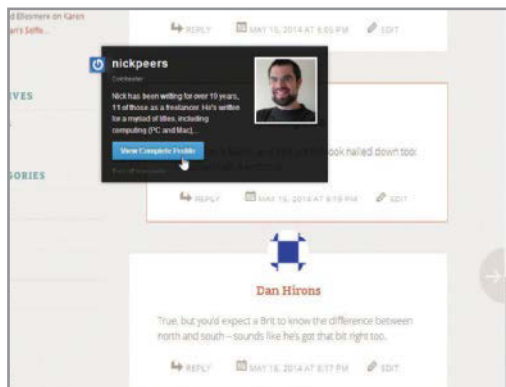
### Author column

See who is commentating at a glance, and click through to their own WordPress blogs



**4 On the blog:** When you view comments on your blog, you will see the respondent's user name. You can click this to view their blog and profile. You can also see the date and time comments were created, and even edit comments if you feel inappropriate language has been used or for various other reasons. You can also check the follow-up notification box to receive emails whenever replies to your comment are made by other users.

**3 Start chatting:** If you want to try and build repeat visits to your blog, as well as a thriving visitor community, you should consider replying to comments that catch your eye. To do so, simply hit the reply link below the comment located either on your blog itself or on your dashboard. To reply, simply type your response in the text entry field as you would a blog post. Hit the Reply button to publish it.



**5 Multiformat comments:** Below the comment entry box of each post you will find multiple log-in options. Users can leave comments as unregistered guests, although some layouts enable you to remove this function. Visitors will also be able to log-in and comment using WordPress, Twitter and Facebook credentials. Other users can choose to be notified of replies by email if they wish. Keeping these methods varied will encourage regular comments, rather than reducing visitors' options.



## Understanding themes

IT'S EASY TO MAKE YOUR WORDPRESS PAGES LOOK GREAT

**THEMES ARE WHAT** makes WordPress so very appealing. They don't add faculties as such, but without them every single WordPress-powered website would look the same. Thankfully, the theme engine means there's a range of dramatically different visual styles to be easily and simply installed, without any technical knowledge necessary.

Different themes can bring in additional functionality as well as different looks; some are designed to work well as photo galleries or video

sites, while others are strictly minimalist and aimed at letting the words do the talking. Built into WordPress is the ability to install multiple themes and to activate

"Built into WordPress is the ability to install multiple themes and to activate different ones at will"

different ones at will. This means you can have different themes active on your blog for different occasions, with the only administration required to swap between them being the click of a button.

Browsing the directory of open source themes, of which there are thousands freely available (see page 142), is also made simple, as is installation of a new theme from this repository, without any need to set up an account, download or upload files manually, or otherwise go beyond what you're familiar with.

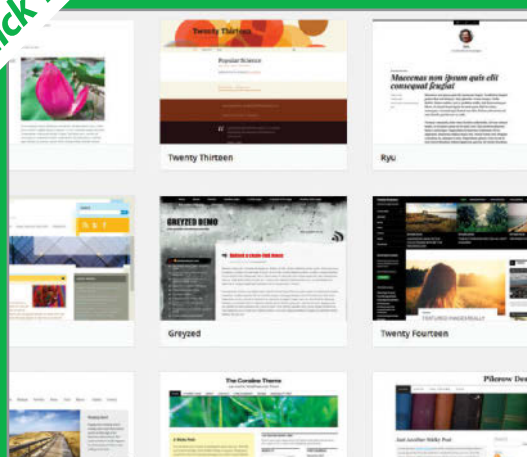
**Current theme**  
The currently activated theme is displayed prominently at the top-left of the themes screen

**Theme details**  
The theme screen displays an author, description, tags and a thumbnail image of the theme in action

**Install themes**  
If you'd like to install a new theme, simply click on the Activate button when hovering over the theme

**Activate themes**  
All the currently installed themes are displayed in a grid. You can preview, activate and delete themes

**Quick Tip**



## BROWSE THOUSANDS OF THEMES

You don't even need to leave WordPress to install a new look

Themes are responsible for the structure and look of your website, and can immediately give it a unique appearance. WordPress has a fantastic library of free themes distributed under a GPL license, meaning you are free to edit the themes to your heart's content.

Other themes are available commercially, and the web is awash with these, but one of the primary benefits of the WordPress-hosted library is that you can browse it directly from within your own WordPress admin area.

Click on the Install Themes tab at the top of the Themes screen, then either enter a search

term or check one or more tickboxes to find themes that match your criteria.

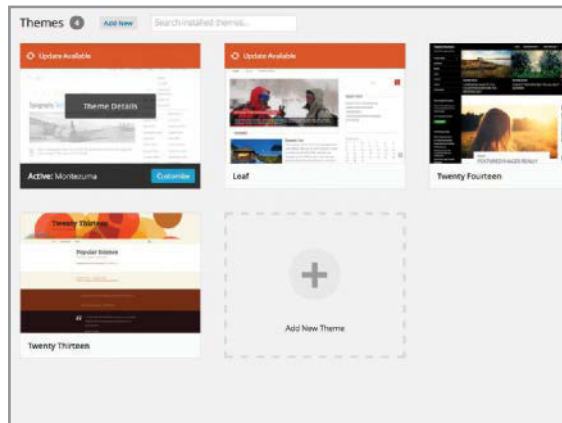
Once you've found a theme that looks interesting, you can preview it by clicking on the preview button. This will open a large pop-up window with a life-size preview of what the theme looks like with dummy content.

If you're happy with your choice, click on the Install button to have WordPress automatically download all the necessary files, unpack and install the theme. You can then edit and activate the theme as you see fit. You can install as many themes as you like, but only one can be active.



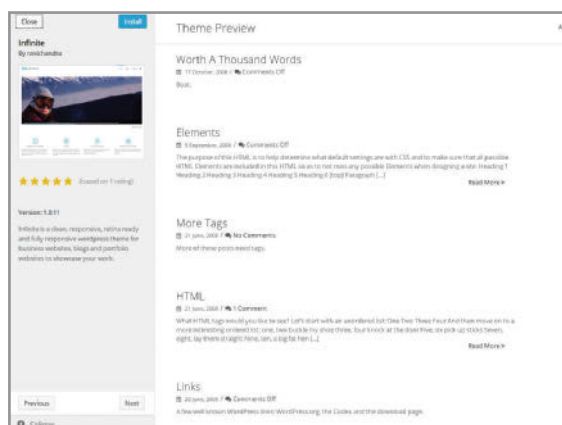
# THE TOP THEME FUNCTIONS

WordPress is a powerful Content Management System

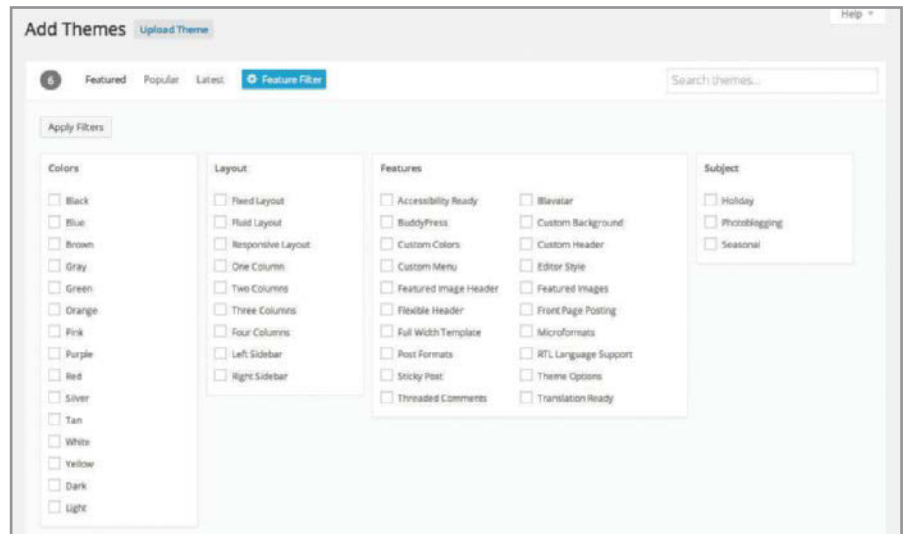


**1 View installed themes:** When you first enter the Themes screen you will be presented with a grid of themes. On a .org account it will be your installed themes, on a .com account it will be a list of themes available to you – you won't have to 'install' a theme on a .com account. Just click activate. On a .org account, you will have to install the theme first, then activate it from your list of themes. Your active theme will show in the top-left of the list.

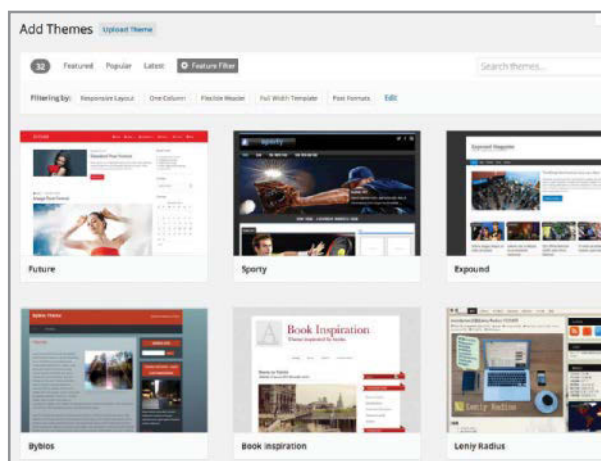
"You can browse the online theme repository directly from the themes admin area"



**4 Preview the theme:** Once you've found a theme you like the look of, get in closer by clicking on the Preview option. This will give a full-size preview of what the theme would look like. A .com account will view a live preview of the current blog content. When you're done previewing, you can click the close button at the top-left corner of the window to return to the search results.



**2 Browse themes:** You can browse the online theme repository directly from the Themes admin area. Click on the Install Themes tab then choose a search term to view matching options or click on Filter to view the options to your specific needs. There are thousands of themes freely available within the directory, so you're quite likely to find one you like the look of. On a .com account, simply scroll through the available themes.



**3 Peruse the list:** Once you've got a set of themes to consider, you can view all the important information from the main Install Themes screen. You'll get a theme thumbnail which approximates the look of the theme when installed, a name, a description and the option to view more details, preview or install the theme. Installing doesn't activate the theme, so you can experiment with a degree of impunity.

## Installing Theme: Formation 1.9.2

Downloading install package from <https://wordpress.org/themes/download/formation.1.9.2.zip...>

Unpacking the package...

Installing the theme...

Successfully installed the theme Formation 1.9.2.

[Live Preview](#) | [Activate](#) | [Return to Theme Installer](#)

**5 Install and go:** When you're happy with your choice of theme, simply click the Install option beneath the theme name to import it into WordPress. The installer will automatically download the theme files from the web, directly to your blog. The files will be unpacked automatically, copied into the right directory and registered with WordPress. This all happens without you having to take any manual steps, meaning it is a joy to use.

## Introducing Theme Customizer

EVERYTHING YOU NEED TO KNOW ABOUT VERSION 3.4'S INTUITIVE NEW PAGE EDITOR

**RELEASED AS PART** of WordPress 3.4, the Theme Customizer feature allows you to test themes before applying them to the entire blog site. As regular WordPress users will know, a theme is a third-party free or paid-for style template that can be laid over the WordPress site, giving the text and layout a uniformed appearance. This new

feature enables its users to view new themes in a kind of 'test mode' before publishing them – it also eases the process of selecting backgrounds and images. Through the Theme Customizer you can play around with various looks and settings for your current theme or one you are thinking of switching to without publishing those changes

for the whole world to see. The changes you can apply include colours, backgrounds and custom image headers. The new feature is a welcome addition to the package as WordPress hasn't historically handled rich media and other digital assets in an intuitive way, so this new feature goes some way to addressing the balance.

**Save & Publish**  
Once you are happy with all of the changes you have made, click on the 'Save & Publish' button to make them live

**Customise**  
All of the features you can customise in the current theme are listed in the column on the left-hand side of the screen

**Full-screen**  
You can collapse the customisable features list and view the preview of your site in full-screen by clicking this icon

**Current theme**  
Information about the current theme can be viewed by clicking the link next to the 'You are previewing' text at the top of the left column

**Preview**  
All changes you make will instantly be applied to the preview site on the right-hand side of the screen

**Quick Tip**

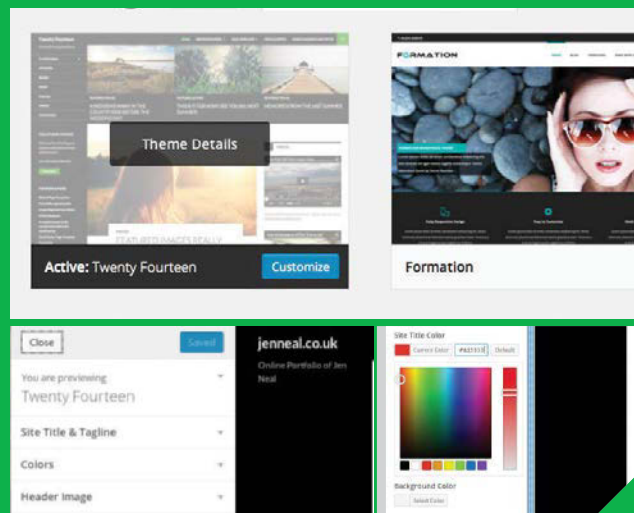
## ACCESSING THE THEME CUSTOMIZER PANEL

How to access a great feature of 3.9

In WordPress 3.3 and earlier, if you navigated to the Appearance-Themes menu in your admin panel you would be presented with your currently-installed themes with the ability to preview any of your non-active installed themes by clicking on the 'Preview' link that appears when you hover over the theme example image. Here you will also come across the 'Customize' link. This is where you will be able to make all the changes you like to the appearance of your site. A .org site will be given more options than a .com site, and there might be a charge on certain aspects of your customisation, which you will be prompted with if you have selected one of these options.

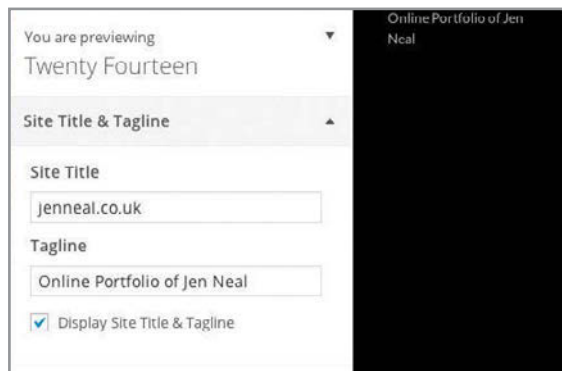
Click on this and the site will be presented in preview form in the main window, but there will also be an admin panel to the left of the screen that allows you to cycle through various traits of your site and experiment without it being live. We have gone into more detail on using this aspect of Theme Customizer in our tutorial in the Customisation section, over on page 134.

Don't worry if you're using .com, it is just as simple to use, it is just on the right hand side of the screen instead of the left. There are a few less options, but you can still customise the layout in numerous ways until you are happy with the way it looks.



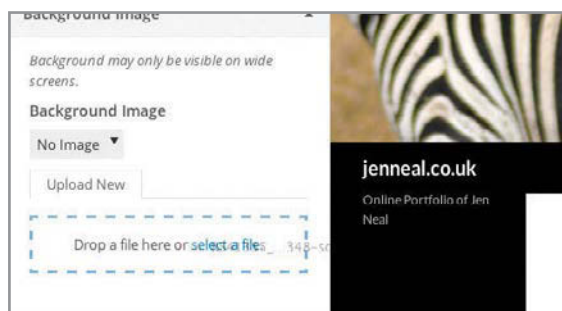
# WHAT THEME CUSTOMIZER DOES

Here are the five main areas you can customise with in WordPress 3.9

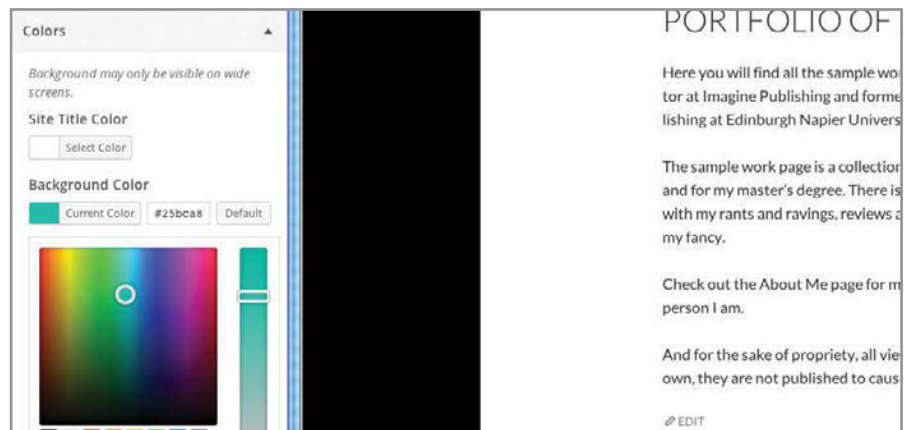


**1 Set Title & Tagline:** The title and tagline of your blog site are vitally important – after all, they alone could determine whether visitors continue to read. This feature allows you to play around and input new text for your title and tagline and see how it reads and sits on the preview site on the same page. The advantage of this is that you can see how your new title and tagline looks before deciding on whether to go ahead with the changes and actually publish them.

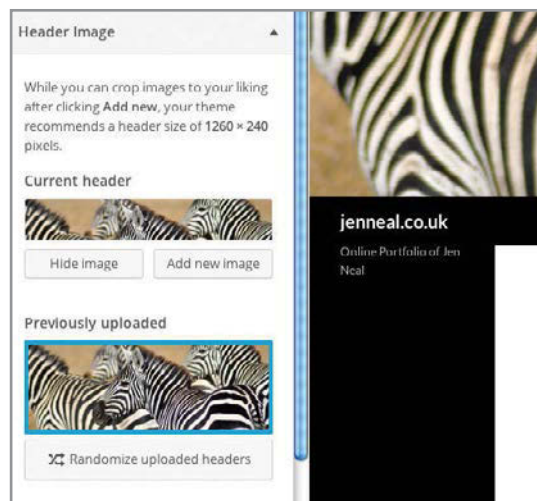
“The theme customizer enables WordPress users to view new themes in a kind of ‘test mode’ before publishing them”



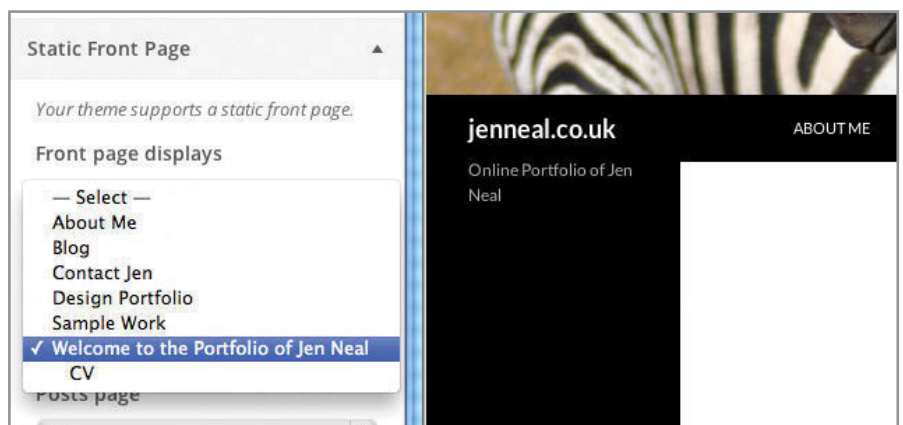
**4 Import a background image:** If you would like to import an image to act as the background, perhaps to provide your site with more depth and make it more aesthetically-pleasing to the visitors then you can with ease. Simply click on the arrow next to ‘No image’ and then either drag your own image into the space provided or click on the ‘select a file’ link. Again, the changes will be instantaneous in the preview site so you can easily gauge if the background does indeed compliment the site as a whole or whether to skip this feature entirely.



**2 Play around with colours:** Your readers probably won’t care if your title and tagline text is black or blue, but what they will care about is how easy the text is to read against the background, so the ‘Colors’ section gives you the opportunity to experiment with the colours of your text and the background to ensure that they compliment each other well. By clicking on an option, you’ll bring up a colour wheel from which to choose your shade and tone. Once again, the changes will be reflected in the preview site on the same screen.



**3 Change your header image:** The image that your visitors see when they first log on to your site is vitally important as, like your title and tagline text, it is what will capture their imagination and draw them into your domain. You now have freedom to import your own image for this purpose, but be warned that it has to fit the basic dimensions of 1000 x 288 pixels to be accepted by the theme. To change the image, simply select the ‘Upload New’ tab and then either drag your new image into the space provided or click on the ‘select a file’ link.



**5 Determine your front page:** The final feature of the Theme Customizer is equally as important as the others in determining the amount of traffic you get. From this section you can set whether the front page of your site will carry your latest posts or remain as a static page. Of course, this largely depends on whether your posts are interesting enough to entice the readers in or you want to retain an element of mystique and encourage them to go a step further to access your posts.



## Customise your site with widgets

HOW TO ADD, CONFIGURE AND CHANGE WIDGETS ON YOUR SITE

**WIDGETS ARE A** great way to bring in extra bits of functionality to your site, and as with pretty much everything else in WordPress, they're surprisingly easy to manage. So, what exactly is a widget?

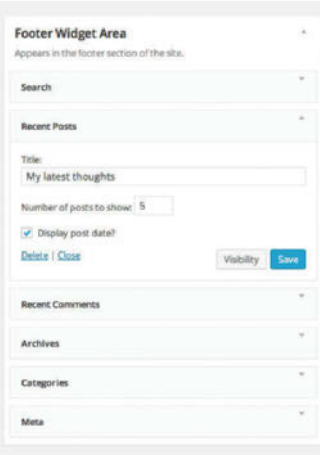
That's quite a difficult question to answer. A widget is a little object that sits inside a special area of your theme design and has a dedicated purpose, for example, adds some functionality, information or

navigation. Different widgets might offer a Twitter feed, a calendar for displaying posts by date, a tag cloud or an external RSS feed. Different widgets can be added to widget areas, which are set up by the theme author, and one widget can appear many times on a single page, or indeed in a single widget area.

Just like with the primary navigation of your site, setting up widgets to suit your needs, content

and visitors will help make your blog unique and personalised – and can help draw attention to specific parts of your blog. It can give your readers extra information relevant to your subject to keep them on your page that little bit longer, and with the ability to link in functionality with social networking, make your site a handy hub of web-based activity. We show you the basics of these key WordPress features.

**Quick Tip**



### MAKE IT YOUR OWN

Every widget gives you the chance to configure it to suit

Widgets are great because they enable you to not only choose where and how they're displayed, but also control the content they output. Every widget has a set of configurable options ranging from the simple to the complex.

Search, for example, has only one option available to configure – the label that appears above the search box. This means you can change it to read Find instead of Search, or What are you looking for, or Let me see... – really the choice is yours.

A more complicated example is the Categories widget which enables you to

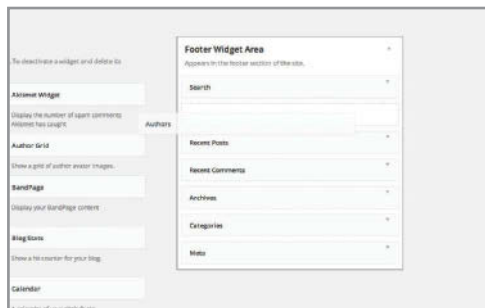
configure the title but also the display style, giving you the option to show the number of posts in each category and any hierarchy you've set up for your categories.

To really make the widget area your own, add a Text or RSS widget. The former enables you to insert HTML, plain text or a combination of the two so that you can add Twitter integration code, a plain bit of text giving information about your site or a weather feed for example.

The latter means you can pull articles into your site from another site with RSS syndication – added value with minimum effort.

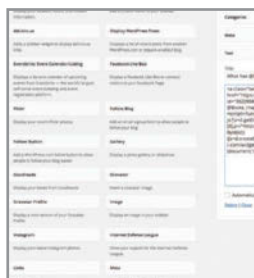
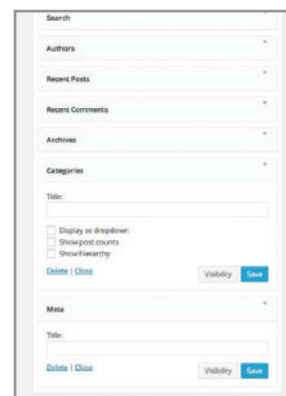
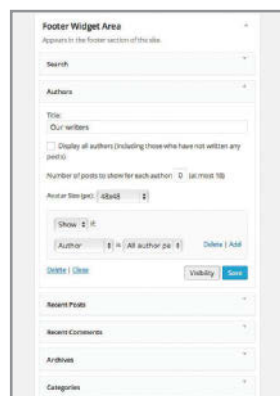
### KEY FEATURES

The widgets area of the WordPress admin is extremely powerful

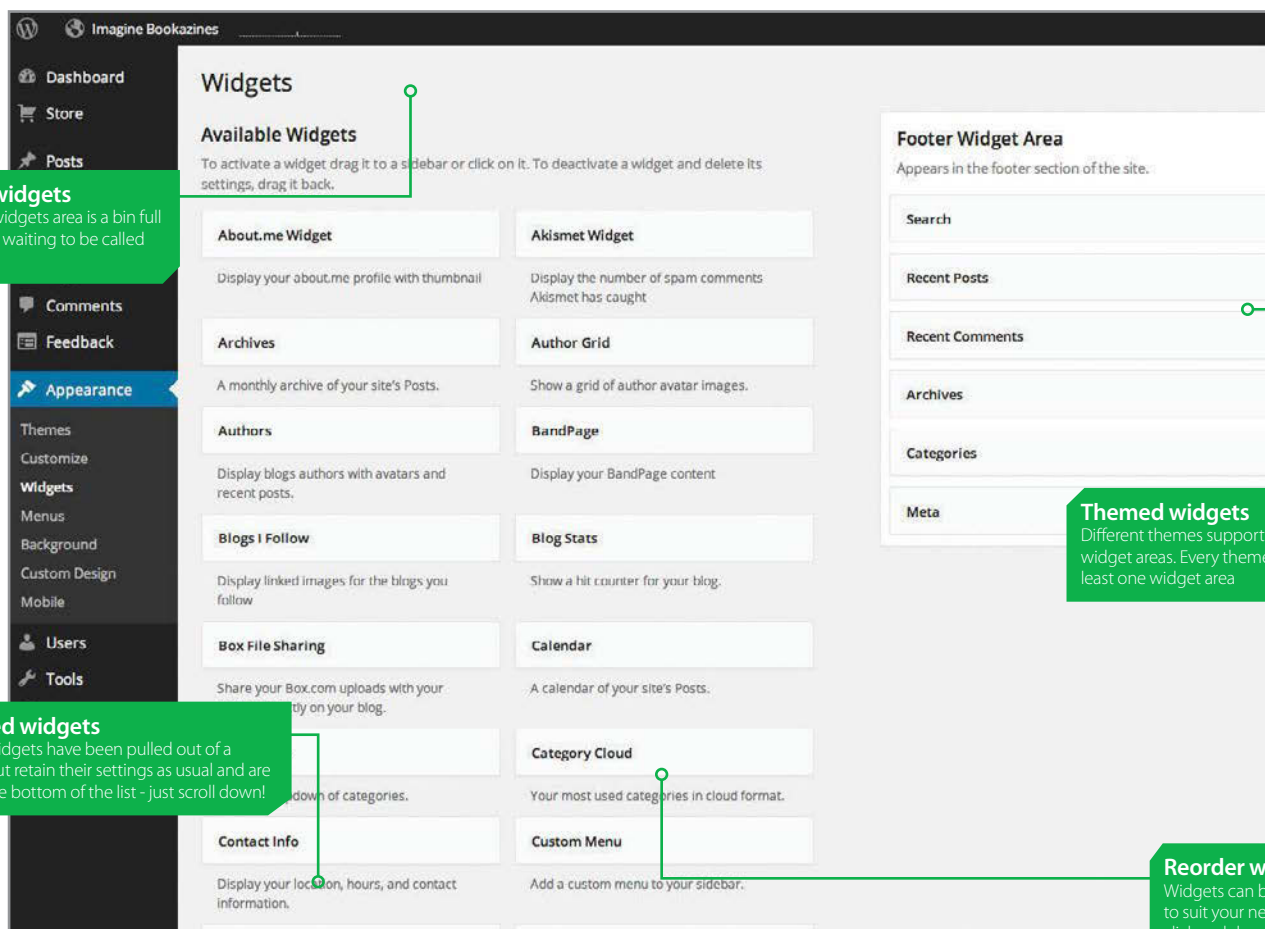


**1 Drag to arrange:** Widgets can be arranged by dragging them around the screen. New widgets can be added to nominated widget areas (which will vary according to the theme you've got activated), reordered within that widget area or removed from the area altogether. Simply click, drag and release to arrange widgets as you see fit.

**2 Configure it:** More or less every widget has a set of configurable options which enable you to customise the way it behaves and ultimately how it will appear on your site. Once you've added a widget to the widget area of your choice, click on the disclosure arrow to the right of the name to reveal these settings. Some, such as Search, are as simple as providing a label for the header above the search box. Others, including RSS, require more information to operate successfully.



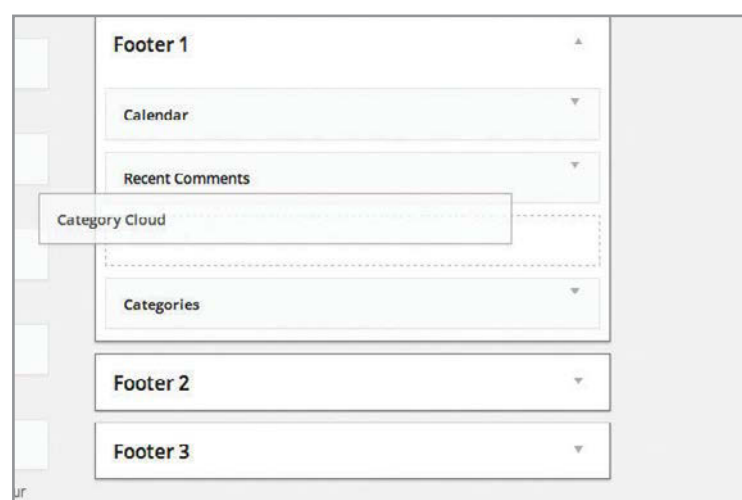
**3 Custom widgets:** WordPress comes with a collection of 16 pre-built widgets offering everything from category listings to displays of your links. There is also a 17th option available called Text, which enables you to paste in any code or text of your choice. Using the Text widget makes it easy to add Facebook, Twitter or Flickr embed code, bringing your social network feeds right into your blog page. Simply paste the code the site in question provides into the text box, and save your changes. You can put any embed code you like in for a creative site.



“Different themes enable you to add widgets to different areas of the design. Most will offer at least one widget area – often called the primary widget area”



**4 Remove widgets and save settings:** If you want to remove a widget you can simply drag it out of the widget area in question. If you drag it out of an area and into the Available Widgets section of the Widgets screen, it will be removed and all its settings lost. If you'd rather keep any settings you'd set up for later use, drag it to the Inactive Widgets section of the screen instead. WordPress will remove the widget from your widget area, but keep all the settings just in case.



**5 Different themes, different widget areas:** As with custom menus, different themes enable you to add widgets to different areas of the design. Most will offer at least one sidebar widget area – often called the primary widget area. This is the part of the page that usually contains the list of categories, recent comments and a search box. Just because that's the norm, it doesn't mean you have to have your site set up that way though – get creative with how you organise your widgets.

## Customise your website menu

NAVIGATION IS ONE OF THE MOST IMPORTANT THINGS ON YOUR SITE

**PLANNING EFFECTIVE NAVIGATION IS** a crucial part of making your content accessible to visitors to your website, so it's no surprise to find that WordPress makes it easy to create your own custom menus for finding your way around. Menus enable you to link between pages on your site or even external URLs, meaning not only can you make sure your own site is clearly laid out and not overwhelming (especially if you have a lot of pages), but you can incorporate affiliated pages or just other things your readers might like.

The menu editor enables you to choose what will show within the menu, where in the menu each item should appear, and whether specific elements should

*"It's no surprise to find that WordPress makes it easy to create your own custom menus for navigation"*

appear beneath others items. This often means a drop-down menu will appear when you hover over the parent item, but is entirely theme-dependant, so might manifest itself in different ways according to the theme you currently have activated.

Some themes enable you to have more than one custom menu, so you can control a side menu as well as the main menu, while others will limit you to just one. The process for assigning menus is the same regardless of this, and it's all very straightforward to use.

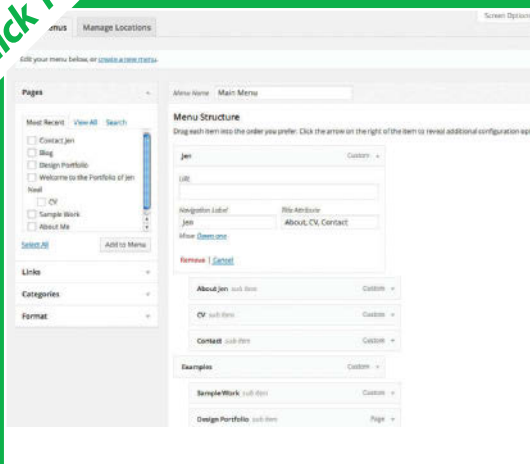
**Custom menu**  
Choose the Custom menu to activate your options. If the theme supports more than one custom menu, you'll see multiple panels here

**Pages and categories**  
Pages and categories both have multiple tabs, enabling you to easily find the item you'd like to insert in your menu

**Arrow**  
Open the disclosure arrow to the right of each menu item to make further adjustments to the text that will appear in your design

**Drag and click**  
Menu items can be dragged around, nested within each other and reordered as you see fit. Just click and drag on an item to move it

**Quick Tip**



## USE THE CUSTOM OPTIONS

Custom menus are simple to administer, but powerful to use

Getting the navigation for your website right is crucial to the success of your blog, so it's worth spending some time experimenting with the different options in the Custom Menus window.

There are three primary types of item you can add to your menu – Pages, Categories and Links. Pages are drawn from those that you create in your blog. If you tick the Automatically add new top-level pages checkbox, new pages added to your blog will appear automatically when added. Categories work in much the same way as pages, allowing you to insert one or many of the categories you've added to your blog.

Links enable you to create specific items in the menu that don't lead to a page or category on your site. They can be used either to take your visitor off-site to a different website elsewhere on the web, or to a specific non-content-managed page on your blog. A good example of this might be a tag page such as [www.yourwebsite.com/?tag=win](http://www.yourwebsite.com/?tag=win).

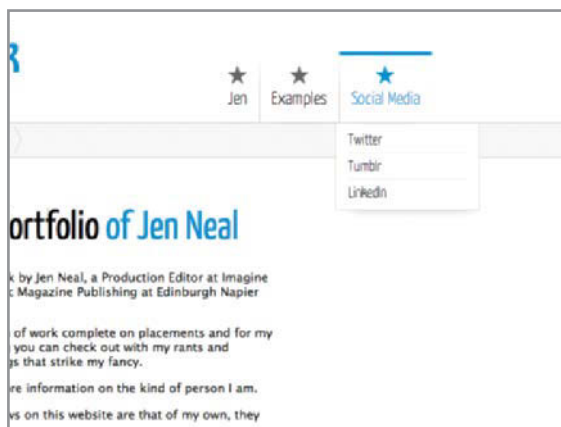
Once you've got your menu items in place, you can drag them around to reorder them, nest them so that they appear beneath other menu items or delete them from the menu – all by using your mouse in a very intuitive manner.

# KEY FEATURES OF A CUSTOM MENU

Creating a custom menu is an essential part of making a website yours

**1 Create a custom menu:** Creating a custom menu is simple enough, but might be a little confusing the first time you do it. Start off by adding a name for your custom menu and clicking the Save Menu button. If you'd like any additional pages you subsequently add to your website to appear in the menu automatically, tick the 'Automatically add new top-level pages' checkbox. Once you've saved your menu, you can start adding items to it.

"The menu editor enables you to add as many or as few categories to your menu as you'd like"



**4 How it looks:** The appearance of your menu will be different according to your theme, but if you've got the default theme activated, your menu will appear as a horizontal list of items, with any nested elements appearing as a drop-down menu when you hover over the parent item. The default theme, supports only one menu – the primary navigation at the top of the page.

**2 Add categories:** The menu editor enables you to add as many or as few categories to your menu as you'd like, meaning you can leave it at just one or two or create an exhaustive set of menu options for your visitors. Using the Categories area on the left-hand side of the screen, you can select between Most Used, View All or Search to locate the categories you'd like to add to your custom menu. Now, tick the checkbox(es) next to the categories in question and finally click the Add to Menu button at the bottom of the Categories area. The categories will appear in your custom menu ready for further tweaks and changes should you wish to make any.

**3 Many choices:** As well as categories, you can add individual pages you've created to your menu and arbitrary links. Adding pages to your menu works in exactly the same way as adding categories, but links are a little different. You need to paste the address of the page you'd like to link to directly into the URL box. Enter the text you'd like to appear as the menu item in the Label box and click the Add to Menu button to insert the link into your menu. This way if you want to link to an affiliated page, another of your own or just something you think is relevant, it can appear.

**5 Customise your items:** Once your menu has some items within it, open the disclosure arrow next to each to add some further customised options. You can edit the label (the text that appears in the menu) and the title text. The title appears when you hover over a menu item and should be used to help describe where the link will take the visitor if he or she clicks on that item.



## Using the Appearance Editor

IF YOU'RE BRAVE, YOU CAN EDIT THE CODE THAT MAKES WORDPRESS TICK DIRECTLY FROM WITHIN THE ADMIN INTERFACE

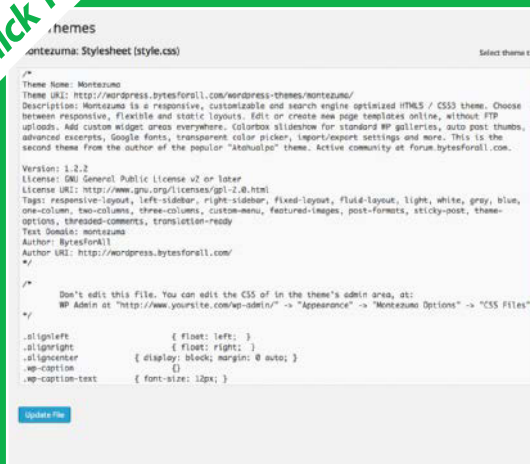
**ONE OF THE** strengths of WordPress is that it has a very low technical knowledge entry point – you really don't need to understand the difference between HTML and CSS, PHP and JavaScript, or have the faintest idea what a favicon is to use it. But once you're a little more confident, or if you're a born tinkerer, WordPress does give you full access to the nuts and bolts that

make it work so you can make changes and further customise your website should you wish.

You do need to exercise some caution when using this functionality – it is very easy to mess the system up and although you won't break WordPress itself, you've got a good chance of rendering your theme unusable, so proceed with caution!

That said, if you've dabbled with HTML and CSS before, it's really handy to be able to dive in and edit the files that make up a theme without having to dig out your FTP client, navigate through the folder structure that underpins WordPress or open a web editor. Everything can be done through a text editor-like system found under Appearance>Editor.

### Quick Tip



## EDIT YOUR THEME

A lot of theme customisation is achievable through the admin area, but sometimes it's just not enough

When you really need to change the structural layout of your blog, you've got a couple choices. You can either find a new theme that suits your needs or you can hack your existing theme to match your requirements.

If you've decided on the latter, WordPress offers a useful set of tools to help you make changes. The appearance editor functionality looks very simple at first glance, and in many ways it is – a simple text editor that enables you to open, view, edit and save individual component files within a theme.

There is more to it than this, however.

For example, if you're editing a core file that contains PHP logic, WordPress provides an API documentation feature that enables you to look up the usage notes for each function. If you're unsure what PHP is, you should think twice about editing a theme using the editor!

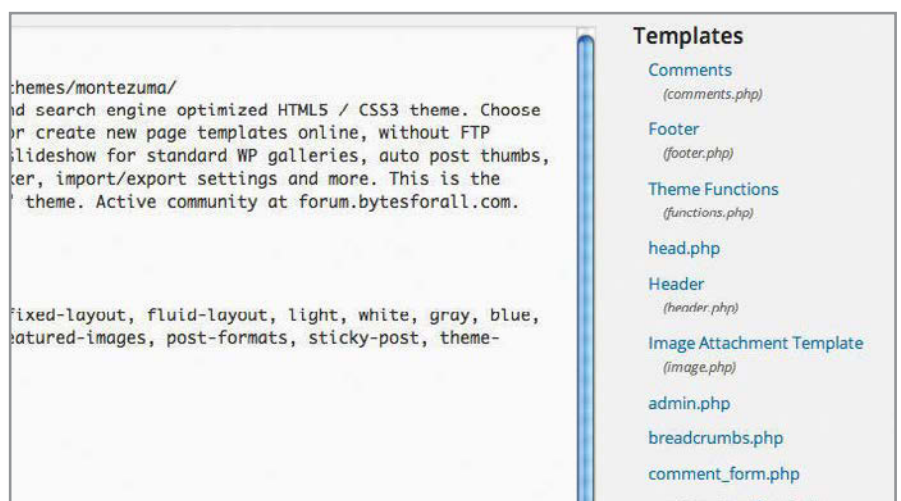
Using a combination of the Documentation Lookup and some basic PHP skills, you can effectively make changes to a theme – a very useful function that will enable you to really tailor your site to your needs.

## KEY FEATURES

Dive into the code and embrace your technical side



**1 The Editor window:** The editor window provides access to the code that makes up your theme. From here you can edit the code directly, enabling sophisticated changes to be effected directly from your browser window. It's very easy to break the theme when editing, so only do so if you're a confident trouble-shooter, and have at least a basic grasp of CSS and PHP/HTML.



**2 File selector:** WordPress displays a list of every file that makes up the theme you're editing, with the exception of any graphics used. You can edit any of the files shown simply by clicking on its name. WordPress will load the contents of the file into the Editor window, enabling you to make changes directly. The list is split into two sections according to whether the file is structural or aesthetic. Aesthetic files cover font size, colour, position and other appearance attributes. Structural files deal with the actual content of the page – the informational layout, creation of buttons, widgets and so on.



### Title

The title area shows the file you're currently editing

### The editor window

The editor window enables you to view the code that comprises your theme, edit and save it

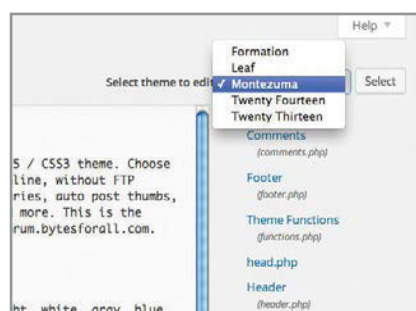
### Select templates

You can select which template you wish to edit by selecting from this drop-down box

### File sections

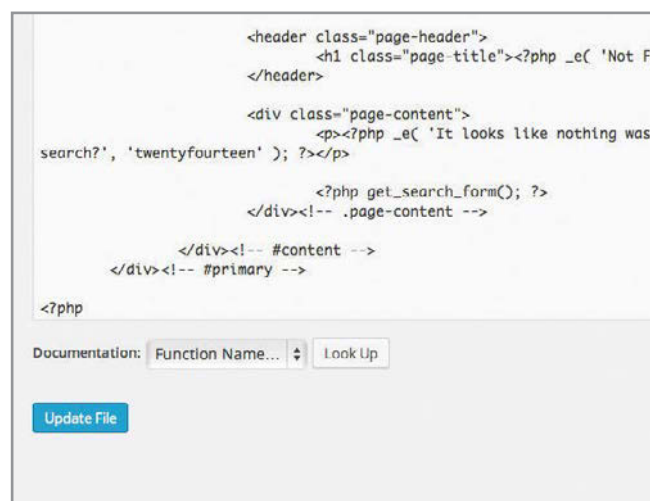
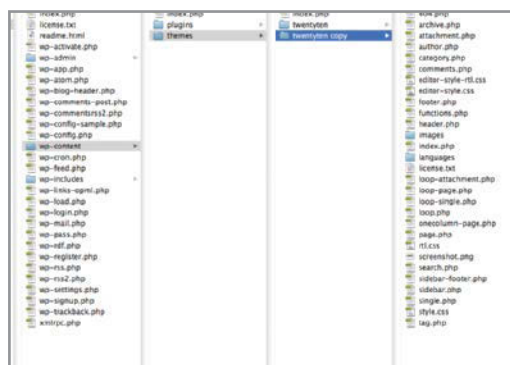
The files are grouped into sections – Templates for structural files, Styles for presentational files

**3 The loop file:** Every WordPress theme has to have a minimum set of files to work, but some have more than others. The list of files you see will vary according to the theme you've selected. The core file that deals with the display of posts is called 'loop.php', and every template must have one. This is the main WordPress function that calls out all the other parts of the template and arranges them in the correct place.



### 4 Swallowing files:

You can edit files by duplicating the theme directory. You will need access to the server where your site is hosted in order to do this, but your web host will be able to provide FTP details. Navigate to wp-content>themes and duplicate your theme's folder, giving the copy a unique name. Be sure to edit with your new theme name.



**5 Documentation:** One of the best features of the editor is the link to WordPress documentation. This little, unassuming, drop-down that appears beneath the Editor window enables you to look up the API documentation for every public WordPress function, method and property. The documentation also provides examples, making it child's play to use the built-in functions within your adapted theme.

## Introducing plug-ins

YOUR HELPFUL GUIDE ON GETTING TO GRIPS WITH WORDPRESS PLUG-INS

**ALTHOUGH WORDPRESS STARTED** off as primarily a blogging tool, its open source nature soon led to it being used for a wider variety of sites. Now you can not only find your basic online diaries, fan sites and personal promotion pages, but artist's galleries, sites for businesses and high-profile individuals all using the software. Part of the reason for this diversity is the plug-in system. While the default WordPress installation has plenty of features, bloggers and site owners are a varied bunch and have specific needs so

it would be impossible for the WordPress developers to cater for all of their requirements. This is where plug-ins come into the equation, providing a welcome service.

*"If you imagine your WordPress to be the meat and two veg, plug-ins are the dressing and dessert"*

If you imagine your WordPress to be the meat and two veg of a meal, then plug-ins are the dressing, side salad and dessert. There are nearly 20,000 different plug-ins available to add things such as a Facebook Like button, CAPTCHAs to stop spam comments, statistic counters as well as widgets to show your YouTube and Flickr streams. If you want it, it's probably available. While some plug-ins require you to pay to use them on your site, many that have been created are free to download from sources on the web.

**Active/Inactive**  
Activate new plug-ins or deactivate old ones you no longer require

**Add New**  
Use the Add New button to search for and install additional plug-ins

**Show on screen**  
A list of all the plug-ins you have installed and information about them

**Pre-installed**  
WordPress comes with two pre-installed plug-ins you can use

**Quick Tip**

Show on screen  
☒ Description  
99% Plugins Apply

**Plugins** Add New

All (7) | Active (4) | Inactive (3)

Bulk Actions Apply

☐ Plugin

☐ Akismet  
Activate Edit Delete

## ADJUST THE SCREEN OPTIONS

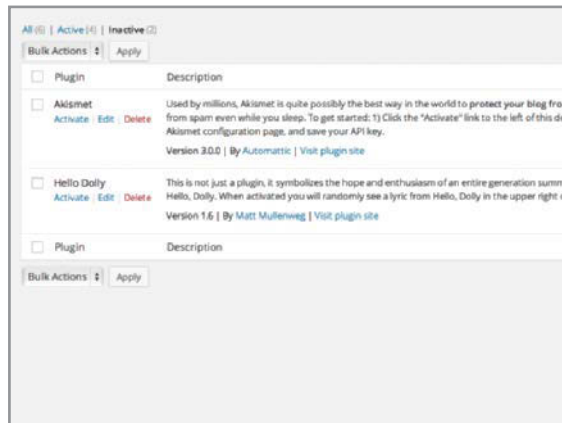
A little known feature of the WordPress back end

The main dashboard of WordPress is somewhere you will find yourself spending a lot of time – as thousands of users will be able to tell you, blogging and WordPress can be an addictive habit! Most of the main areas you will be working with are to be found on the left-hand side menu, as it's where you make new posts and keep your site updated, manage your media and adjust the settings for your site. At the top of the screen are a few hidden gems such as the shortcut to sections and the Help link. Here is where you can also find the Screen Options for the plug-ins page. Click on this and you will

initially see a few parameters for exactly what is displayed on the screen. If you have quite a few plug-ins installed and want to browse through them all quickly, you can change how many are shown on the screen at once. The default is 20 but you might want to increase this to 100 or so for easy browsing. If you are viewing your WordPress on a small laptop screen or mobile device you could reduce this number to make it easier to see all of the essential details as you work. Another useful option is the Disable description, which just leaves the plug-in title and Install labels.

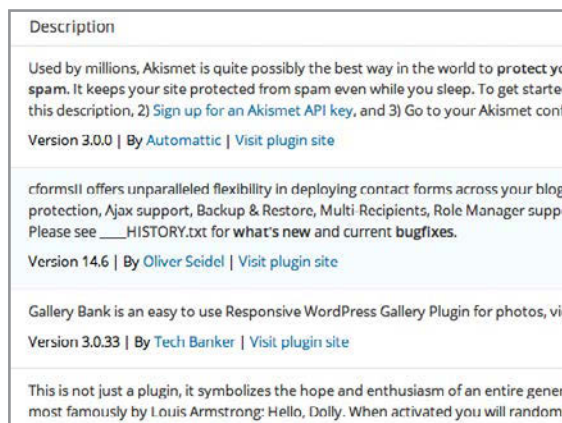
# 5 GREAT AREAS OF THE PLUG-IN PAGE

Five of the main features you will use on the plug-ins page

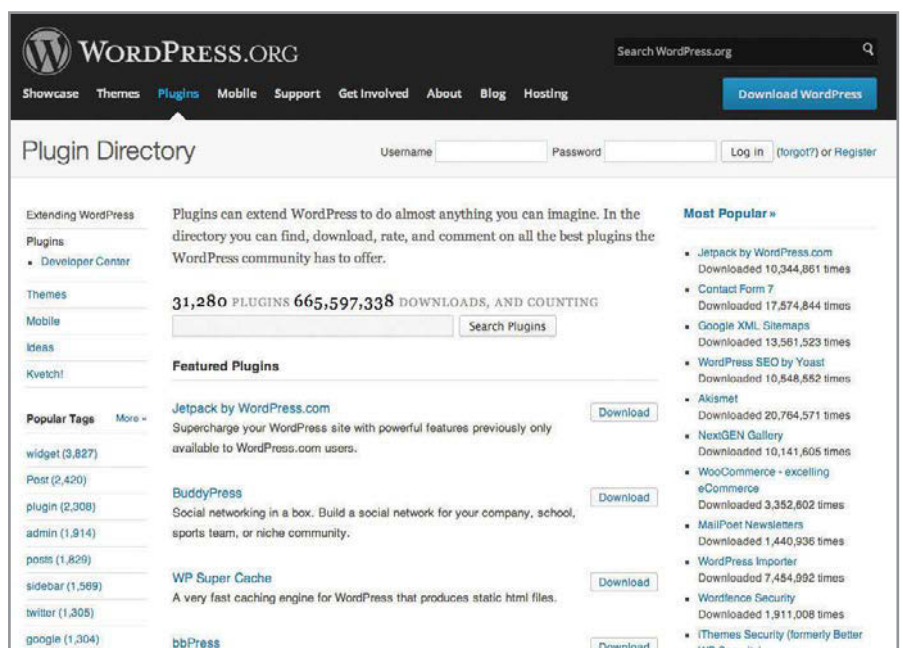
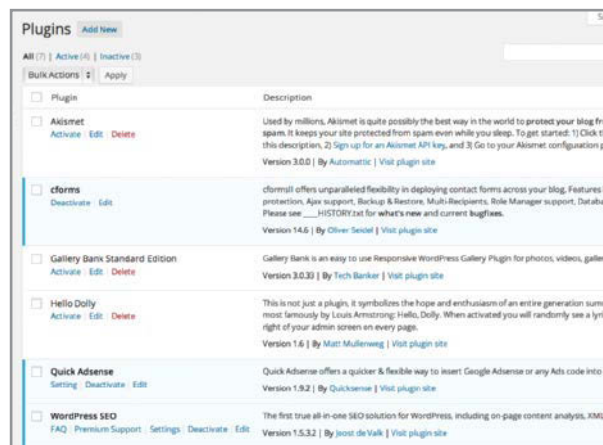
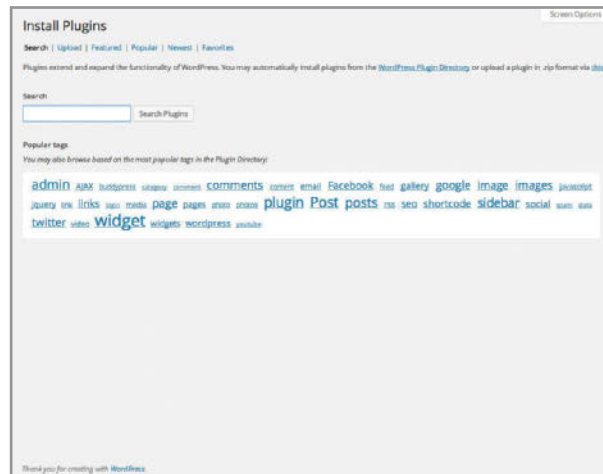


**1 Pre-installed plug-ins:** WordPress comes pre-installed with two plug-ins – one useful, one not so useful (but more fun!). Akismet is a comment spam blocker that works by comparing the text of a comment against known spam. If you think your site is going to be popular, it's a good idea to activate this plug-in. Hello Dolly is a plug-in that when activated shows a random lyric from the Louis Armstrong song *Hello Dolly* on your admin page.

"Most WordPress plug-ins are free, although quite often there will be a donate button"



**4 Plug-in description and information:** There is a handy, brief description here. The developer may also include other setting details and a link to the plug-in site, which is useful if you are having difficulty with it. Most WordPress plug-ins are free, although some of the more advanced ones do charge, and quite often there will be a donate button here.



**5 Visit the plug-in's site:** Most plug-ins are developed by individuals or company's not directly associated with WordPress. On the plug-in information page there is a link to send you to the website of the developers of that particular one. Quite often this can be a really useful source of information about the plug-in if you are having problems with it. It can also be a good way to find out what future plans the developers have.

**2 Add New:** Clicking on this button will take you to the Install Plugins page where you will be able to search for and install new plug-ins. You can search for a plug-in by name, author or tag as well as filter the plug-ins by Newest, Featured, Popular and Recently Updated. There is even a tag cloud so you can see what some of the most commonly used tags are. You can also manually upload and install a plug-in from a zip file.

**3 Manage your plug-ins:** Once you have installed some plug-ins you will need to turn them on before you can see them on the site. The manager enables you to activate/deactivate plug-ins by clicking on the text. Next to that is the edit button which will take you into the code view for the plug-in. Finally there is the Delete button which will remove the plug-in completely.



## Adding new plug-ins

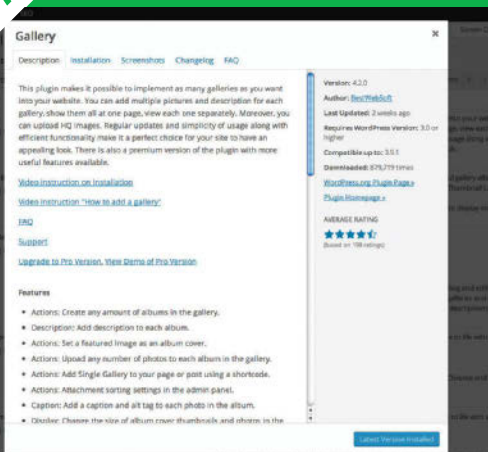
DETAILS ON ADDING EXCITING NEW PLUG-INS TO YOUR SITE

**WORDPRESS IS A** mighty fine blogging tool, the interface is simplistic and easy to understand but still attractive. It's easy to install, it's easy to make new posts and it's easy to add and change your theme. It comes as no surprise then that it's just as straightforward to install new plug-ins. Within the dashboard there is a plug-in section and then within that an Add New button. Clicking that brings up a nice interface

enabling you to browse the huge selection of plug-ins available and you can search and filter by popular plug-ins, the newest releases, featured or updated. The search is fully comprehensive and produces a plethora of information about the plug-ins available. Installation is simple; just click and wait a few seconds. The Add New page is your one-stop shop for expanding your site's potential and capabilities.

"Plug-in installation is simple and the Add New page is your one-stop shop for expanding your site's potential"

**Quick Tip**



## USE THE 'MORE INFORMATION' WINDOW TO ITS FULLEST

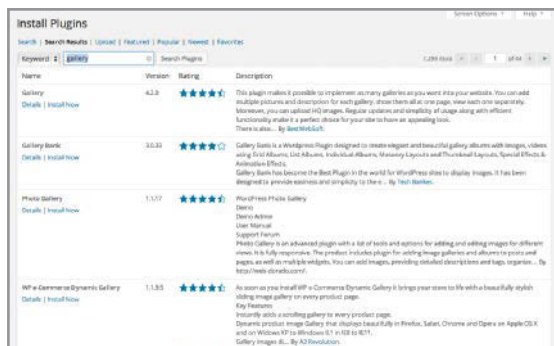
Get troubleshooting tips and more from the plug-in description

Sometimes the brief description in the main window might not give enough information on a plug-in. Maybe you need to know if it's compatible with the latest version of WordPress or what has been updated in the latest release. The More Information window is hidden away, only accessed by the small Details button on the plug-in search. Opening it up in the first tab reveals a much longer brief on what the plug-in does, quite often with useful links to other resources that relate to the plug-in's function.

The second tab is Installation. If you are having problems installing for some reason then this will guide you on how to manually install using FTP. Next is the Screenshots tab which is great for getting a visual feel for what the plug-in options are and what they do. The Changelog or Release notes tab shows what differences and improvements each version of the plug-in has. Usually at the end there is an FAQ tab which is used to cover anything else the developer thinks is important.

## KEY FEATURES

Details on what to expect from the Add New plug-ins page



### Installing Plugin: Gallery 4.2.0

Downloading install package from <https://downloads.wordpress.org/plugin/gallery-plugin.4.2.0.zip...>

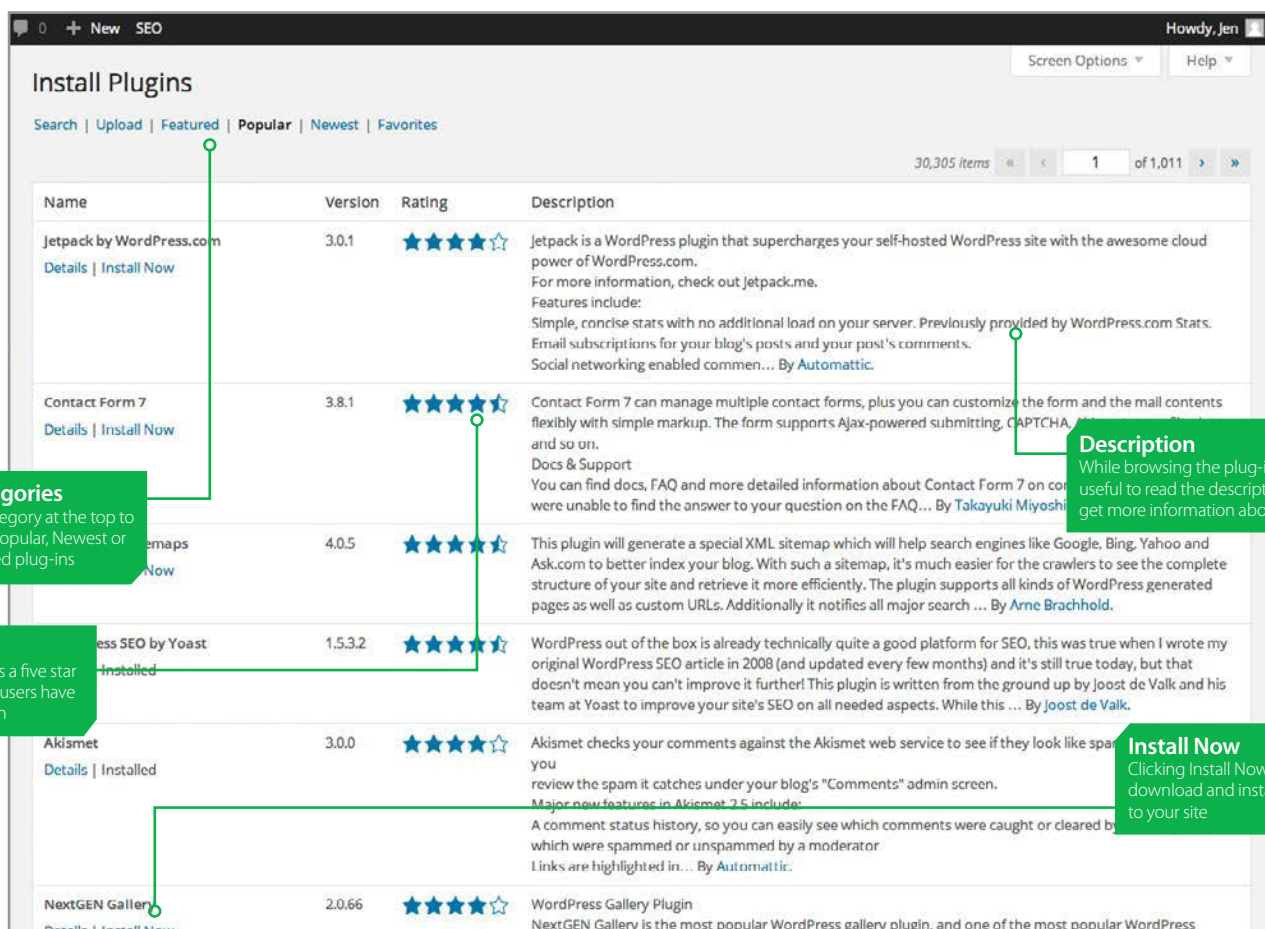
Unpacking the package...

Installing the plugin...

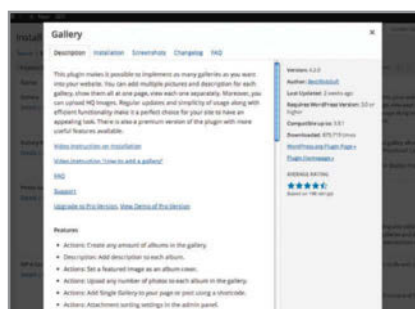
**1 The search:** Probably your first port of call when entering the Add New page is the search option. Just click on the textbox and type in the name of a plug-in. The great thing about the search is that if you are not 100% sure of the exact plug-in you want then you can search for it by what you want it to do. For instance searching Gallery will bring up any plug-in that provides a gallery function.

**2 Install a plug-in:** You can quickly and easily install a new plug-in from the Add New page once you have found one that takes your fancy by clicking on the Install Now button. This then reveals an installation page which shows you how the progress of the install is going so you can keep track until it is fully downloaded and ready to go. WordPress automatically finds the plug-in for you, downloads it, extracts it to your site and adds it to your plug-in list. The only thing left for you to do is click Activate to begin using the additional feature (or whatever it is that the plug-in offers) on your website.

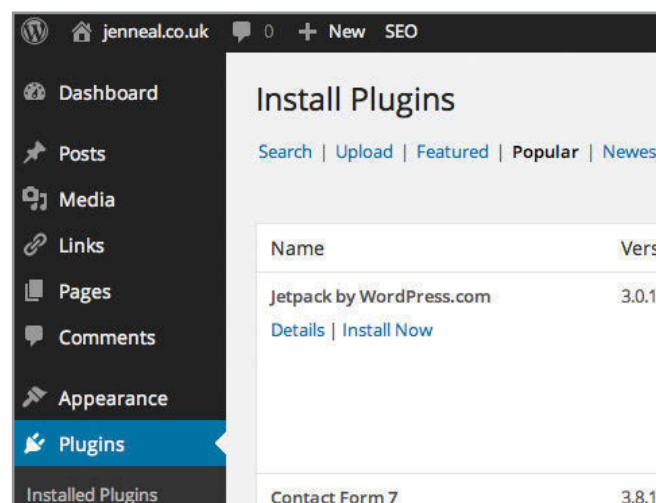
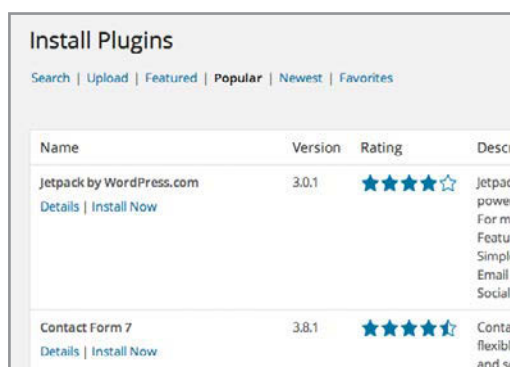




**3 Get more details:** Aside from the short description on the main plug-in search page, there is also the option of getting a detailed breakdown on what the plug-in does and its requirements. Clicking on Details brings up the More Information window. This gives insight into what the plug-in does so you can decide if it is what you want. Clicking on the tabs at the top show screengrabs, changelog and notes.



**4 Order:** With so many plug-ins to choose from it can be hard to work out which are the best. WordPress has a few options to help you, such as the Popular sort option. Using this will bring to the top the most popular plug-ins from what your search criteria were. Featured also highlights plug-ins which the WordPress developers think are particularly useful.



**5 Screen Options:** The Screen Options tab is hidden away up in the top-right corner. Many of the pages in the dashboard utilise the Screen Options menu to apply specific styles to a particular page. In the case of the Add New plug-ins page it enables you to filter out by Version, Rating and Description. This can be useful if you are using WordPress on a small mobile screen or perhaps a lower resolution monitor.

# Getting started

## Using the Plugin Editor

ROLL UP YOUR SLEEVES AND DELVE UNDER THE HOOD OF A PLUGIN

**WORDPRESS AND MOST** of the plugins available for it are classed as open source. This means that all the code that makes the software run is available for anyone to view and modify. The plugins page has an Editor button and clicking on this will open up the source code for the plugin ready for you to edit. WordPress and its associated products are written using the PHP language, and it's highly advisable that you have at least a basic knowledge of PHP before attempting to modify a plugin, otherwise you might

make changes that you can't undo and render your plugin unusable. That said, there's always the option to delete the item and reinstall it, so exercise caution

*"All the code that makes the software run is available for anyone to view and modify"*

but don't worry about damaging your website if something does go wrong, this won't be the case.

In the Editor page the main window is the place to go to access the area displaying the code. If it is a powerful plugin that you are editing with lots of options, there is likely to be a good few hundred or even thousands of lines of code. On the right is the plugin files list which shows all of the associated files for the plugin. Most basic widgets will only have one or two files listed here.

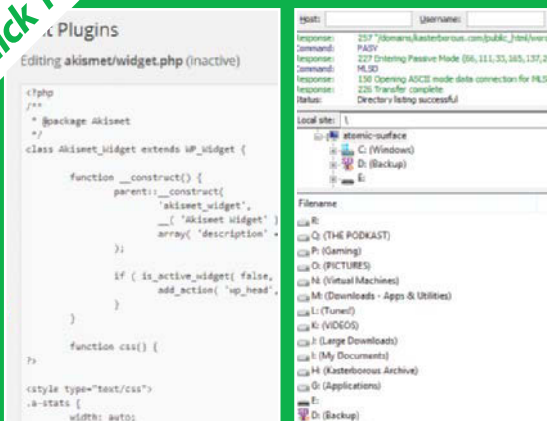
**Function**  
The Function list drop-down and the documentation lookup

**Update changes**  
Save your changes by clicking on the Update button

**PHP files**  
A list of the PHP files that make up the plugin for easy navigation

**Code window**  
The main window where the code lies

**Quick Tip**



## MAKING SURE THE FILE PERMISSIONS ARE CORRECT

Solve a common pitfall of using the editor

The editor is a very simple tool to use but has a great deal of potential, enabling you to mould other peoples' plugins to exactly fit your needs, but sometimes its possible to run into problems. If you decide to transfer your site manually from one domain to another, or copy files from other peoples' servers, it's possible to receive an error like: "You need to make this file writable before you can save your changes." This error means that from within the editor it will not be possible to save any changes you make to the plugin.

It happens because of what is known as file permissions; WordPress doesn't think that you own the file. Thankfully its fairly easy to fix. If you are using a self-hosted WordPress, open up your FTP client and then navigate to the plugin directory, usually located in `wp-content>plugins`, then open the folder for the plugin and change the permissions.

More information on changing file permissions can be found at: [codex.WordPress.org/Changing\\_File\\_Permissions](https://codex.wordpress.org/Changing_File_Permissions).

The Plugin Editor is a hugely powerful tool that enables you to modify plugins

**1 The main code window:** The focal point of the editor is the Editor window. This displays all the code that makes up the plugin. You can easily scroll down the code using the bar on the right. The Plugin Editor is primarily designed to make small changes rather than for a major rewrite; if you are planning on making quite a few changes to the plugin, then it might be more beneficial to copy the code to a proper editor.

```

'limit'         => 1,
'category'      => get_option("nq_links"),
'hide_invisible' => 1,
'show_updated'  => 0));

for ($i = 1; $i <= $max; $i++) {
    if(trim($bm[0]->link_url)){
        foreach ($bm as $bookmark){
            $lyrics[] = "ca href=\"" . $bookmark->link_url.
        }
    }
}

}

$linkCount = count($lyrics)-$quoteCount;

if(in_array('excerpt',$nq_excerpts)){
    $nq_cats = get_option("nq_cats");
}

```

## Edit Plugins

Editing `akismet/akismet.php` (active)

```
$akismet->explode();  
$akismet->fclose();  
$akismet->feof();  
$akismet->fgets();  
$content = filter_var($http_fsockopen());  
// use function_exists()  
// need fwrite()  
if ($get_comment()) {  
    $get_comment_meta();  
}  
$get_locale();  
// use get_option()  
if ( $get_permalink() ) {  
    $get_post();  
}
```

## Edit Plugins

Editing `akismet/akismet.js` (inactive)

```
no_key.addClass( 'hidden' );
have_key.removeClass( 'hidden' );

return false;
});
$( 'p.need-key a' ).click( function(){
    document.akismet_activate.submit();
});
$('.akismet-status').each(function () {
    var thisId = $(this).attr('commentid');
    $(this).prependTo('#comment-' + thisId + ' .column-comment div:first');
});
$('.akismet-user-comment-count').each(function () {
    var thisId = $(this).attr('commentid');
    $(this).insertAfter('#comment-' + thisId + ' .author strong:first');
});
$('#the-comment-list').find('tr.comment, tr[id ^="comment-"]').find('column-comment div:first').each(function () {
    var thisTitle = $(this).attr('title');
```

## 2 Browse functions:

The Documentation Lookup shows a list of the functions within the code with a quick link to the relative documentation. When browsing a large chunk of code you may come across a function that you have not seen before. The Documentation reference automatically scans the file for all the functions used and links them to the PHP docs or the relative reference.

### 3 Update file:

Once you have finished editing the file for the plugin that you wish to modify you need to make sure that you hit Update File before leaving the page. This then saves the changes you have made and applies them to the plugin. It's a very good idea to go into your site via FTP and make a backup of the file that you are editing before you save, as there is no undo option.



## Add new users to your site

OPEN YOUR BLOG UP TO NEW AUTHORS AND MORE

**IF YOU FEEL** like expanding your blog by increasing the level of posts per day, taking on board other writers or simply opening up your feed to other bloggers, you can do all of this via the Users section on your WordPress dashboard. Adding new users is a great way of diversifying the tone and output of your blog, as well as giving readers an alternative perspective on your chosen topic.

However, should you wish to remain as the key admin of your blog, you can set author privileges as you see fit, meaning only you have direct access over some of your blog's key features. One of the best facets of user management is that new contributors don't need to sign up for WordPress to be able to use it. You can create their log-in credentials for them, as well as role descriptions and much more.

"New contributors don't need to sign up for WordPress to be able to use it. You can create their log-in credentials for them"

Quick Tip

Invited	Sent By	Role	Date Sent	Date Accepted
atomickarma	Current User	Current User	May 20, 2014 3:42 pm	Waiting

## CREATE A NEW TEAM MEMBER

Adding new users, explained in full

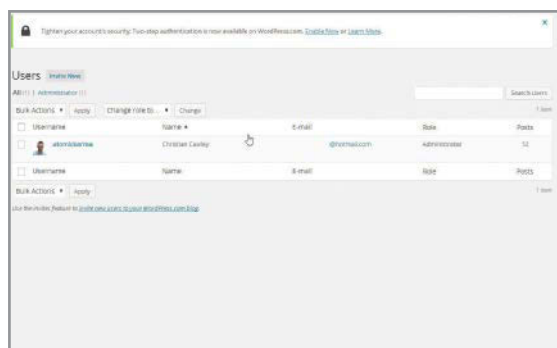
Expanding your writing pool is simple and is a great way of ensuring your content flows faster. It's also a great way of sharing the workload and providing a more diverse tone across your content. To register a new user from scratch, you can notify a friend or colleague via the Invites area of the Users section. Simply input their email address to send them an activation link. Once clicked, the new writer will be registered and ready to write.

Alternatively, you can add an existing WordPress user – or of course, a regular comment poster from your feed – by clicking

Add Existing in the top left of the Users menu, or Add User From Community below the user list. Once there, simply add their email address and set their access privileges using the Role drop-down menu. To remove a user if they have become inactive, simply hover over their name in the user list and hit the Remove link that pops up. If you have to remove or edit multiple authors at once, remember that you can use the Bulk Actions drop-down in the top right of the Users page to modify them at speed. This way you can select a range of users via their checkboxes and make changes all at once.

## KEY FEATURES

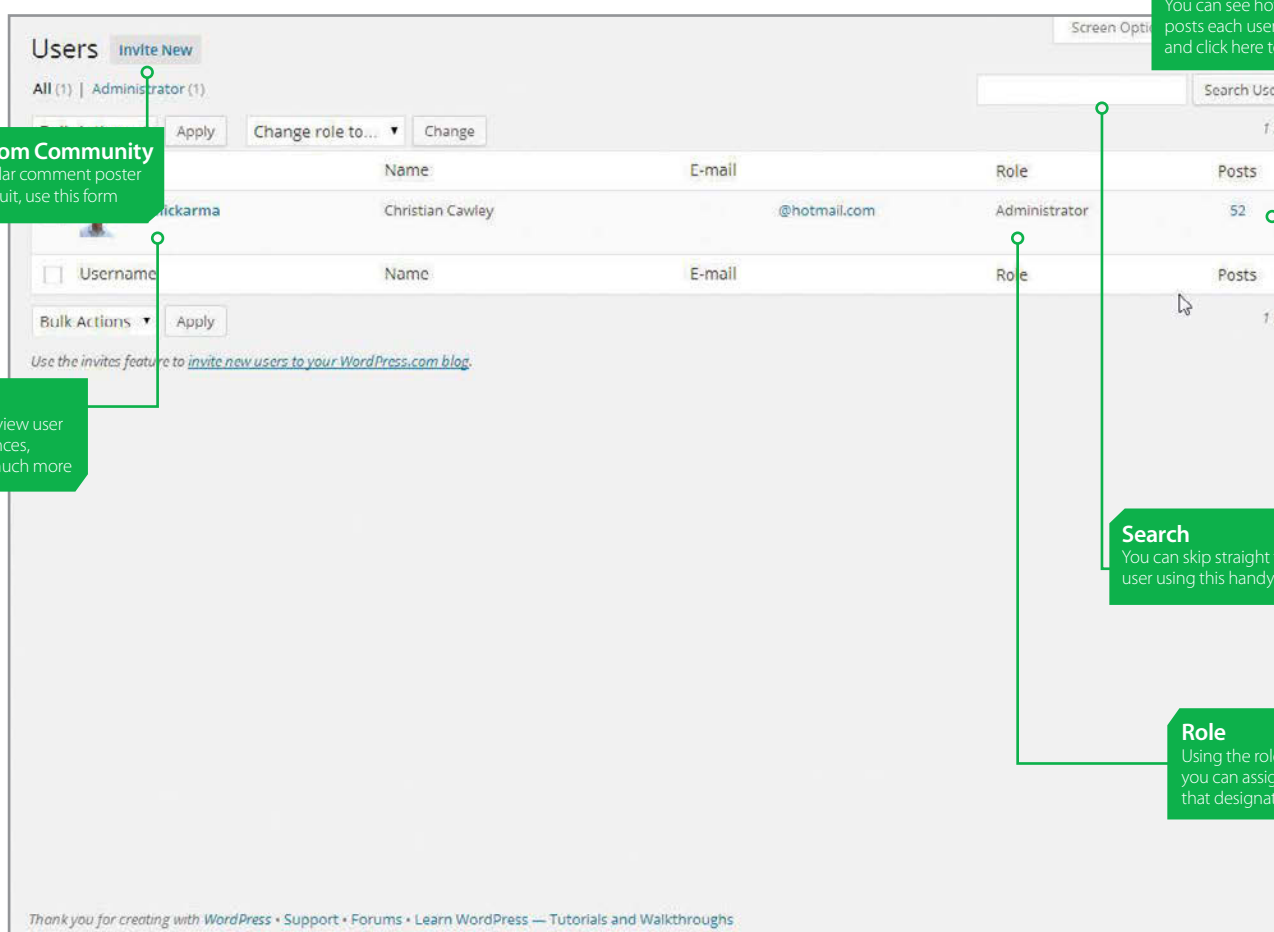
With the Users section you can have total user management



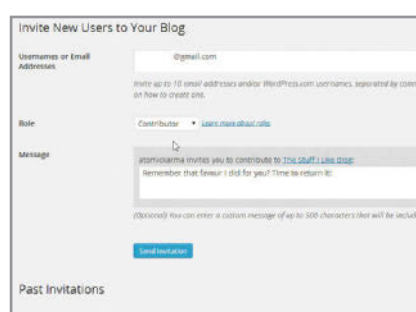
**1 Users section:** In the Users section of your dashboard you can see all of your created users at a glance, complete with user role descriptions, contact details, usernames and more. Similar to comments and pages, you can apply multiple Bulk Actions to users using the drop-down menu at the top of the Users menu, such as deleting old users or categorising them to keep the roster tidy.

**2 User profiles:** Giving each user more identity on your blog is a useful way to help build a rapport with your readership, and to clearly identify which author is posting blog entries. This can be useful as it makes your blog seem less anonymous, and if visitors want to get in touch it can help direct them to the right person for a truly interactive experience. From the Users menu you can click an author's name to proceed to their personal profile. Here they can upload Gravatars – images posted along with each blog entry to clearly label who has written them – as well as putting a face to the name.

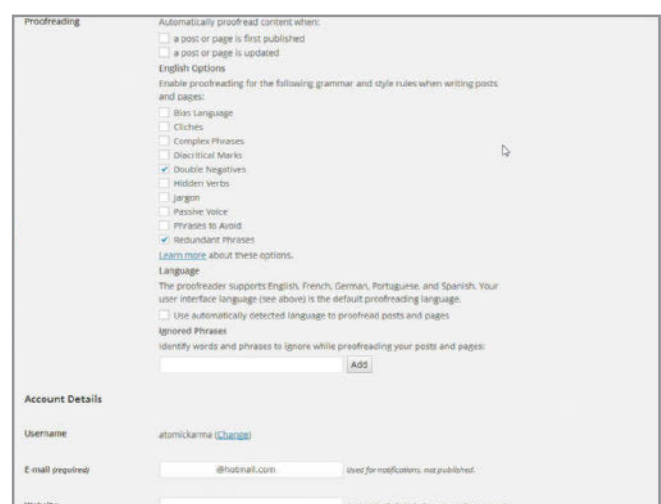
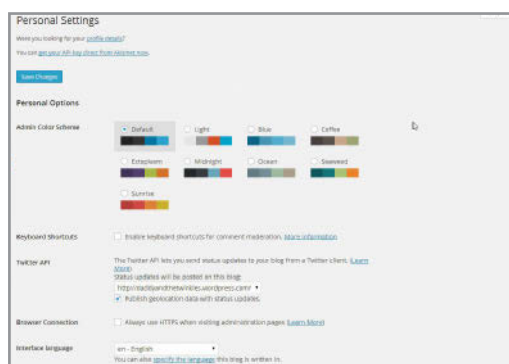




**3 Spread the word:** From the Users section of your dashboard you can email links to contacts with personalised messages. This can be used to send invites to contribute to your blog, let other users know about upcoming projects or new features you have added or to simply invite unregistered users to visit. You have absolute free rein to use this feature to help boost your visibility and content flow.



**4 Keep it personal:** Aside from adding and maintaining additional users on your blog, you can tweak personal settings to help the administrative process flow more smoothly. You can activate geotags, change the colour scheme and sync with other services. Connect with Twitter to create new WordPress posts simply by tweeting, for example.



**5 Grammar rodeo:** To help create a sense of grammatical uniformity across all users, you can access a wide range of proofreading options within each user's profile. For example, you can enable WordPress to automatically flag up grammar elements such as double negatives, jargon, passive voice and redundant phrases. Ultimately this will reduce discrepancies and create a single discipline for all writers.

## Introducing Tools

USE THE TOOLS SECTION TO BOLSTER YOUR BLOG'S APPEAL

**ON THE SURFACE**, the WordPress Dashboard is full of useful tools, functions and processes designed to help you tailor content to your specific needs. It's also a great way of improving content flow and even exporting your posts to a self-hosted WordPress site via custom XML feeds. Importing content from other feeds covers a surprisingly large number of providers, such as Blogger, Live Journal, Posterous and Yahoo 360. Using this feature, you can draw in content from external contributors – or if you have multiple

WordPress blogs – draw all of your content together in one all-encompassing feed for everyone to see. You can also set up remote posting that lets you create new

*“The WordPress Dashboard is full of useful tools, functions and processes designed to help you”*

blogs via email if you ever find yourself unable to log in or are sending important, live updates for an event that you are present at. Finally the Press This browser widget is a great way to collate data from external sources and post them straight to blog entries in a snap. Once this is activated, if you are browsing and see something you think might interest your readers, all you need to do to post it on your site is click a button. We show you the basics of this crucial area of WordPress as well as tips for making the most of it.

**Post by email**  
Use this option to enable remote posting via the email client of your choice

**Press this**  
Drag or bookmark this icon to purge text and other media from other sites

**Categories and tags**  
If a tag has been used repeatedly, you can turn it into a blog category

**Webmaster tools**  
If you want to use Google, Yahoo or Bing webmaster tools, enable them here

**Tools**  
Press This  
Press This is a bookmarklet: a little app that runs in your browser and lets you grab bits of the web.  
Use Press This to clip text, images and videos from any web page. Then edit and add more straight from Press This before you save or publish it in a post on your site.  
Drag-and-drop the following link to your bookmarks bar or right click it and add it to your favorites for a posting shortcut.  
Press This

**Categories and Tags Converter**  
If you want to convert your categories to tags (or vice versa), use the [Categories and Tags Converter](#) available from the Import screen.

**Post by Email**  
You can publish posts using emails with the [Post by Email](#) feature. To enable this visit your [My Blogs](#) page and create a secret address.

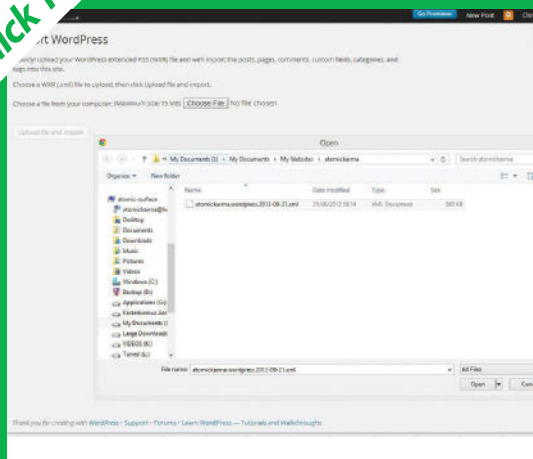
**Website Verification Services**  
Enter your meta key "content" value to verify your blog with [Google Webmaster Tools](#), [Bing Webmaster Center](#), [Pinterest Site Verification](#), [Twitter Website](#) and [Yandex Webmaster](#).

**Google Webmaster Tools**  
Example: `<meta name="google-site-verification" content="dhw5CvburAx1557Hp9q15u62174Vb63uWtRwP5LIX8">`

**Bing Webmaster Center**  
Example: `<meta name="msvalidate.01" content="12C120385086AECE94EB3A3D983082E">`

**Pinterest Site Verification**  
Example: `<meta name="p:domain_verify" content="f100679c6048d45c4a0b0b92dce1efce">`

**Quick Tip**



## IMPORT POSTS

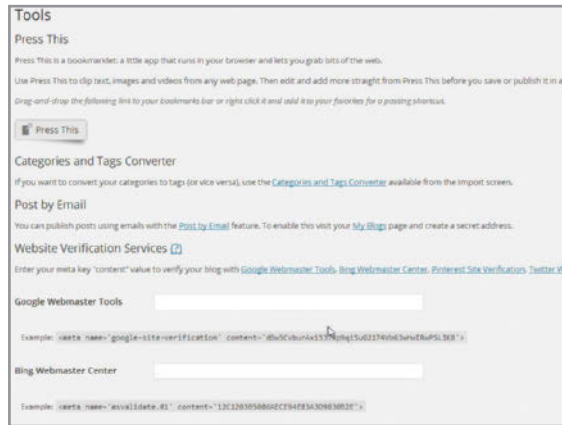
### Taking content from another blog

As we've already discussed, you can pull in posts from a number of other blog providers using the Tools section on your WordPress Dashboard. To become accustomed with this process, it's best to try replicating a cross section of your own feed first. To get started simply head to the Export section of the Tools menu. From here you can set parameters such as a date range for posts you want to import, specific authors, categories, and, if you also want, multimedia to be exported. Once you're happy with your selection, simply hit Download Export File to create an XML file for your blog.

Next, head to the Import section of Tools and choose your blog provider, which in this case is WordPress, and select the Choose File option. Simply locate the XML file you just created and upload it. The following screen will let you filter the XML file down to a single author, or import the entire feed. You will also be able to import attached multimedia files and images, or remove them entirely. Once ready, hit submit and the entire section of the external blog within the XML file will be added to your blog. It really is quite straightforward once you've got the hang of it.

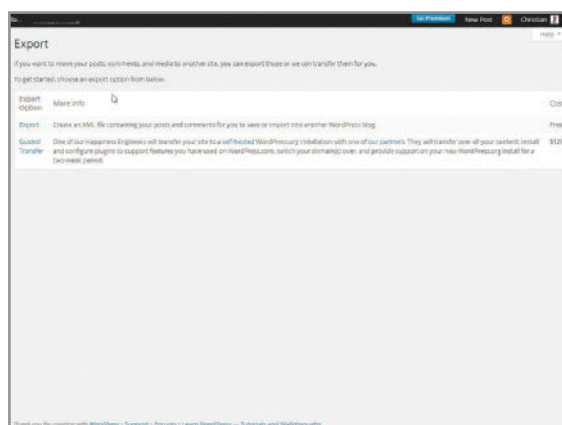
# TOOL FUNCTIONS

Some of the key features the Tools section can offer you

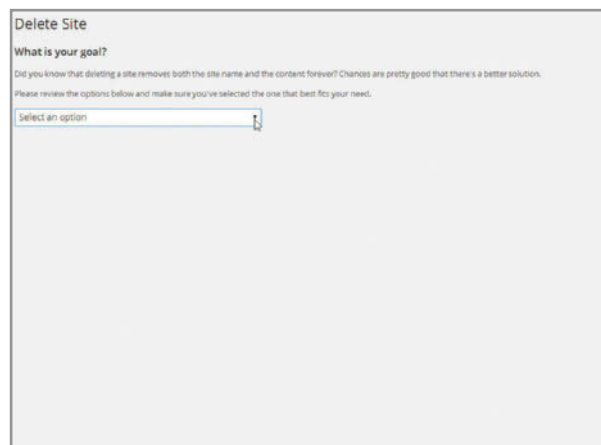
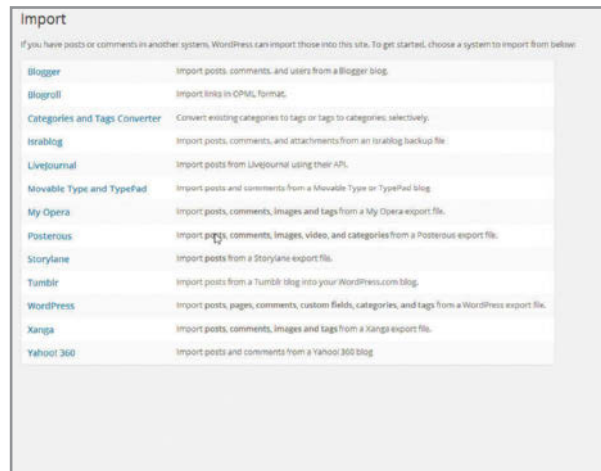


**1 Press This widget:** By dragging the Press This widget to your browser toolbar, you can save content from other sites quickly and include them in your own posts. Use your mouse to highlight text and images, click the widget and an Add New Post page will appear with the copied content ready to publish. You'll also be able to set a category, tags and post type, although setting a featured image isn't possible.

"The Import section of the tools menu lets you pull in posts from another blog hosted by third-party providers, or other WordPress blogs"

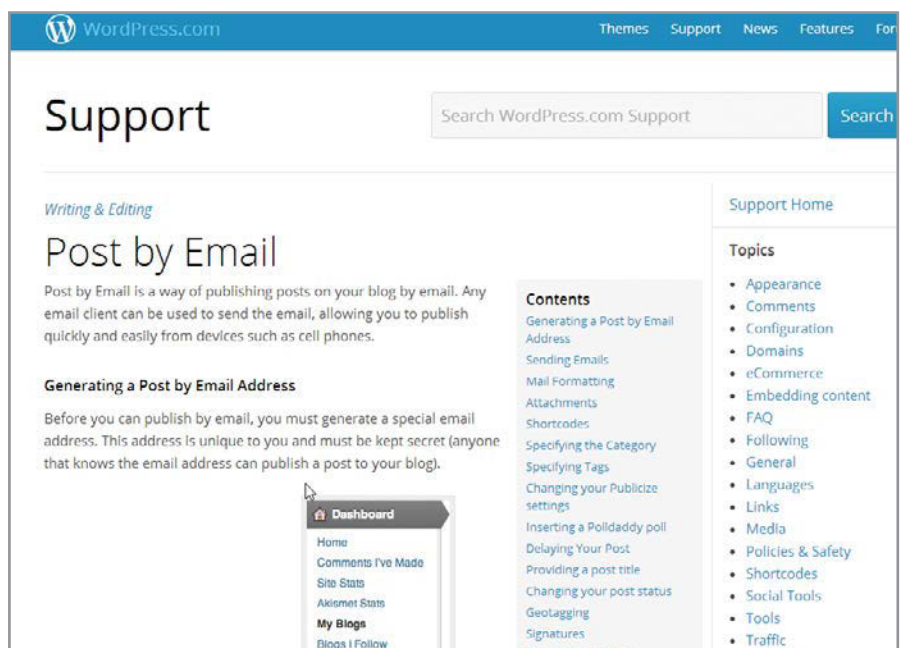


**4 Exporting content:** You can import XML content from external blogs and even send your own content to others. In your Dashboard, open Tools, then Export and choose your method of delivery. The top option lets you create an XML file to give to others, while the Guided Transfer choice is a paid service where WordPress staff will move content to a new site for you.



**2 Multiple sources:** The Import section of the Tools menu lets you pull in posts from another blog hosted by self-hosted providers, or other WordPress blogs. To set this up, simply choose the providing host and upload the XML file associated with the feed you want to import. Once uploaded, any new posts made on that blog will automatically be transferred to your site's core feed.

**3 Delete blog:** If you want to start fresh, or if you have moved all of your content over to another blog, you can choose to delete it forever. You will be asked multiple times if you are sure, and you will also have to verify your decision via email verification link. Be warned however, that once your blog has been deleted, it will be gone for good, so only use this option once you are sure.



**5 Email updates:** In the Available Tools section of your Dashboard you will find the Post By Email option. Simply click the link to be redirected to the WordPress support page. From there you will find everything you need to set up remote posting via email. Once the option has been established, you will be able to create posts from anywhere and from any device with email access, complete with any formatting options your email provider delivers.

## Understand the General Settings

ENSURING ALL THE ESSENTIAL PARTS OF YOUR NEW SITE ARE NAILED

**WHEN YOU START** your new WordPress blog, you want to get the fundamentals sorted and that is where the General Settings are worth their weight in gold. For one thing, it is the place where you can give your website a title, work out exactly where to point visitors to your blog and add that all-important email address upon which you will come to rely for notifications and such like. You can also work out the fundamentals

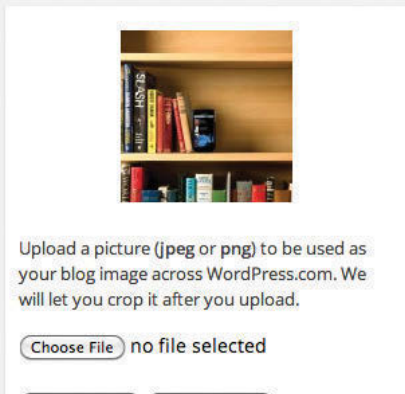
of interaction and how you will lay out some of the important details, from the dates and time that you are posting to the time zone in which you're operating.

There is very little in the General Settings that will tax you but it's a good place to start when you are a new user so that you can become confident with how WordPress works and start customising the site right away to make your blog truly your own.

"There is very little in the General Settings that will tax you but it's a good place to start when you are a new user"

Quick Tip

### Blog Picture / Icon



## ADDING A BLOG PICTURE/ICON

Show the world who you are in an image

One of the options that is available to users of WordPress.com is the ability to add an avatar, picture or icon – whatever you want to call it – to your blog, so when you respond to comments, your image will appear alongside your post.

To change the image, select 'Choose File' and locate the file that you want. It has to be either a .jpeg or a .png in order to work. Don't worry about pre-cropping the image as WordPress will take you through to another screen in order to crop the image to the part of it you want to show on your posts. For example, if you have an image of you in a group of people, you'll be able

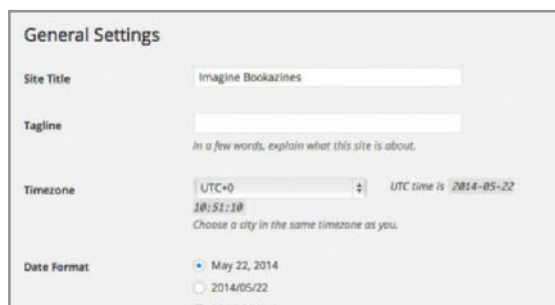
to single yourself out once you have been taken through to the crop screen.

The next step is to hit 'Upload Image', this will load the image into your Media Library and make it available across your WordPress site. Then you will be able to crop it. Once you are happy with the crop, click on 'Crop Image' and it will save it to your blog.

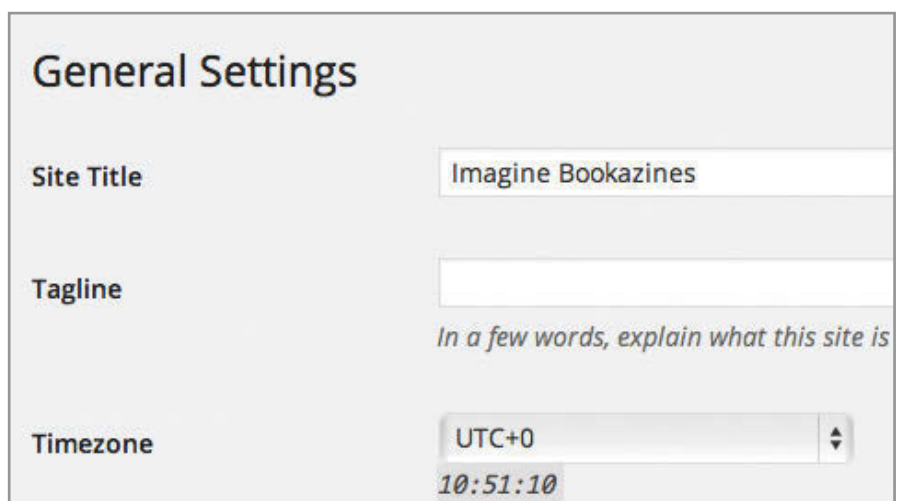
You will be able to enter into these settings at any time in order to change it, so if your blog's image is time sensitive you don't have to worry that you are going to be stuck with the same image forever!

## THE KEY FEATURES OF SETTINGS

Ensure your blog looks like your own



**1 Give it a name:** The most important setting of all is the name of your blog, so proudly make sure it is typed in correctly into the Site Title box. Depending on the theme you chose, this name will typically appear at the top of your blog and on every page. It will also appear in the title bar of your browser. When you enable RSS feeds, the title will be used to identify your musings.



**2 Choose a tagline:** You don't have to fill this box in but you may well want to: it lets you place a slogan or tagline on your page, a small, maybe witty, description of your site that everyone can see. You'll want it to be something memorable that sums up what your site is all about in just a few words so visitors will instantly have an idea of what to expect from your content. Don't worry, though, if you can't think of anything immediately. You can come back and alter this whenever you go to the General Settings page, which is also very useful if the purpose or nature of your blog has evolved over time.



**Tagline**  
Names are everything so make sure that yours stands out from the crowd and add a tagline

**Time zone**  
The time zone is important for people to be able to see when you posted

**Settings**  
By clicking on a link in the Settings menus, you will be taken to documentation explaining the function of various options

**Blog picture**  
You can upload an image that will represent your blog when you post comments etc

**Date format**  
You can set your blog's time format, whether you want dd/mm/yy or m/dd/yy

**General Settings**  
 Site Title: Imagine Bookazines  
 Tagline: High-quality magazines with a shelf-life. Topics co  
 In a few words, explain what this site is about.  
 Timezone: UTC+0 UTC time is 2014-05-22 10:51:10  
 Choose a city in the same timezone as you.  
 Date Format: May 22, 2014  
 2014/05/22  
 05/22/2014  
 22/05/2014  
 Custom: F.j.Y May 22, 2014  
 Documentation on date and time formatting.  
 Time Format: 10:51 am  
 10:51 AM  
 10:51  
 Custom: g:i a 10:51 am  
 Week Starts On: Monday  
 Language: en - English  
 Language this blog is primarily written in.  
 You can also modify the interface language in your profile.  
 Blog Picture / Icon  
 Upload a picture (jpeg or png) to be used as your blog image across WordPress.com. We will let you crop it after you upload.  
 Choose File no file selected  
 Upload Image

**3 Setting time zones:** You can set the date and time formats to suit your blog and also determine which day your week starts on. The most crucial setting here is the time zone. Most people will set the time zone in which they currently reside, but if your content is of greater use to another you can adjust it. This will change the date stamp placed on your articles so that people will know when your post was made.

In a few words, explain what this site is about.

UTC+1 UTC time is 11:04:50

Choose a city in the same timezone as you.

☒ May 22, 2014  
☐ 2014/05/22

10:51:10  
Choose a city in the same timezone as you.

☒ May 22, 2014  
☐ 2014/05/22  
☐ 05/22/2014  
☐ 22/05/2014  
☐ Custom: F.j.Y May 22, 2014  
[Documentation on date and time formatting.](#)

☒ 10:51 am  
☐ 10:51 AM  
☐ 10:51  
☐ Custom: g:i a 10:51 am

**4 Set the date format:** You can set the way that your WordPress site displays the date, for example, in the UK it is more likely that the date will be set dd/mm/yy than it would be mm/dd/yy as it is in the USA. You can also set it so that your date settings are how you want them. You can set it to simply show the dd/mm if that is what you would prefer.

**Time Format**

**Week Starts On**

**Language**

Save Changes

es - Español  
 ca - Català  
 ce - Нохчийн  
 cs - Český  
 csb - Kaszëbsczi  
 cv - Чăваш  
 cy - Cymraeg  
 da - Dansk  
 de - Deutsch  
 dv - ދިވެހިބަސް  
 dz - འགྲུ་ལྷན་རྒྱུ་ཁྱེད་ཀྱི་  
 el - Ελληνικά  
 el-po - Greek-polytonic  
☒ en - English  
 eo - Esperanto  
 es - Español  
 et - Eesti  
 eu - Euskara  
 fa - فارسی  
 fi - Suomi  
 fil - Filipino  
 fo - Føroyskt  
 fr - Français  
 fr-be - Français de Belgique

**5 Change the language:** English might not be your native language, and that's okay, because WordPress is equipped with over 200 languages for your use. So whether your blog's language is going to be English, German or Limburgs. There's plenty on offer. Changing the language will not change the interface language. You can do that in your profile settings. Just click on the link below the language drop down menu.

## Using the Writing Settings

CONTROL THE WAY YOU WRITE POSTS ON YOUR WORDPRESS BLOG

**WHEN YOU ARE** posting articles to your blog, you will want to feel comfortable with the interface. By using the Writing Settings you can control how you add and edit posts and you can also set up WordPress so that you are able to make posts by email or from a third-party program. This can be extremely useful if you are posting from another computer or a mobile device and need to keep your updates current.

Beginners to WordPress are most likely to use the first set of options which enable you to customise the

size of the box into which you write your posts, convert written emoticons into graphics and set default post and link categories which means there is no fumbling

"You can set up WordPress so that you can make posts by email or from a third-party program"

around or wasting precious time when you are writing if you tend to produce articles for a specific section of your site time and again.

This is also the setting in which you can make use of the Press This bookmarklet that is invaluable for grabbing text, images and videos from webpages, which can then be edited and posted onto your own blog. There are a range of really useful functions on the Writings Settings page, so follow our guide for the basics on how best to use them.

### Default drop-down

Use the pull down menus to select the defaults for your Posts and Links

### Default settings

You can set the default post type for your blog, so you can select what is most appropriate for your blog

### Press This

Press This is an app that allows you to grab pressings from websites as your browser to then publish

### Remote publishing

If you have a desktop blogging client or you are using a remote website with an Atom Publishing Protocol or an XML-RPC publishing interface, tick here

**Writing Settings**

**Formatting**

- ☐ Convert emoticons like :-> and :-P to graphics on display
- ☐ WordPress should correct invalidly nested XHTML automatically

**Default Post Category**: Blog

**Default Post Format**: Standard

**Default Link Category**: Blogroll

**Press This**

Press This is a bookmarklet: a little app that runs in your browser and lets you grab bits of the web.

Use Press This to clip text, images and videos from any web page. Then edit and add more straight from Press This before you save or publish it in a post on your blog.

Drag-and-drop the following link to your bookmarks bar or right click it and add it to your favorites for a posting shortcut.

[Press This](#)

**Post via e-mail**

To post to WordPress by e-mail you must set up a secret e-mail account with POP3 access. Any mail received at this address will be posted, so it's a good idea to keep this address secret.

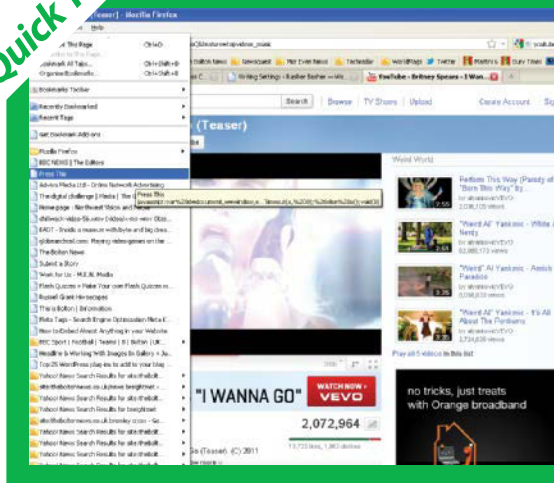
Here are three random strings you could use: `KAkzeN9H`, `tn0E2Mdg`, `q8LiTh8m`.

**Mail Server**: mail.example.com Port: 110

**Login Name**: login@example.com

**Password**: password

### Quick Tip



## HOW TO USE PRESS THIS

Grab parts of the web with one click

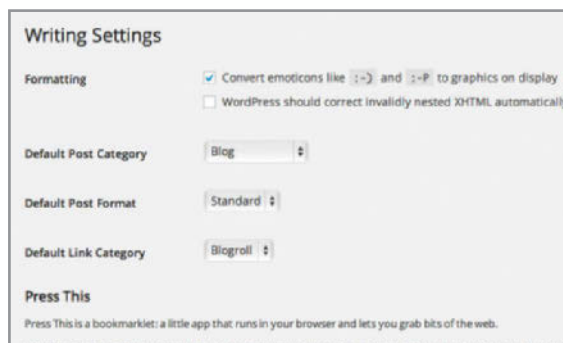
We can't let the Press This feature go without further explanation. It really is a wonderful tool that will speed up your blogging, make you even more productive and give visitors to your site a wider range of content to read and enjoy.

When you are surfing the web you will come across a lot of content that you feel will be of interest not only to you but your readers. Usually it requires having to find embed code or a bit of cut and pasting, but with the Press This app, all you have to do is go to the Bookmarks menu of your browser, select the Press This option and a box opens up with the all the required

information already within it. To get started, use your mouse to drag the Press This link to your bookmarks. It will then appear in your bookmarks menu as just another option. Now start browsing. When you find some content that you just have to share, be it a news page or YouTube video even, go to Bookmarks, select Press This and watch as a box appears all filled in. You can then write your post or, if you wish, send it straight to your blog by selecting Publish, changing the categories if need be. Now the new content will be immediately available for people to read on your blog.

# STREAMLINE THE WRITING PROCESS

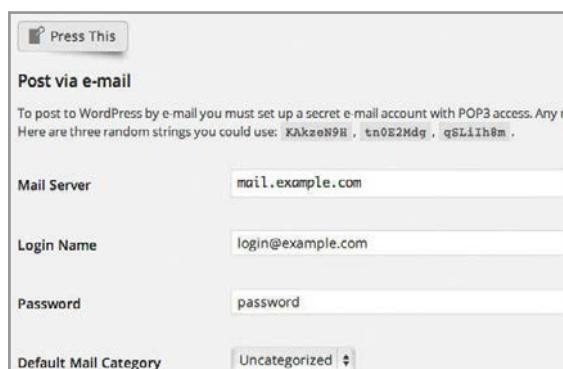
The key features of the Writing Settings panel



The screenshot shows the 'Writing Settings' panel in WordPress. It includes sections for 'Formatting' (with checkboxes for emoticons and XHTML), 'Default Post Category' (set to 'Blog'), 'Default Post Format' (set to 'Standard'), 'Default Link Category' (set to 'Blogroll'), and 'Press This' (a bookmarklet description).

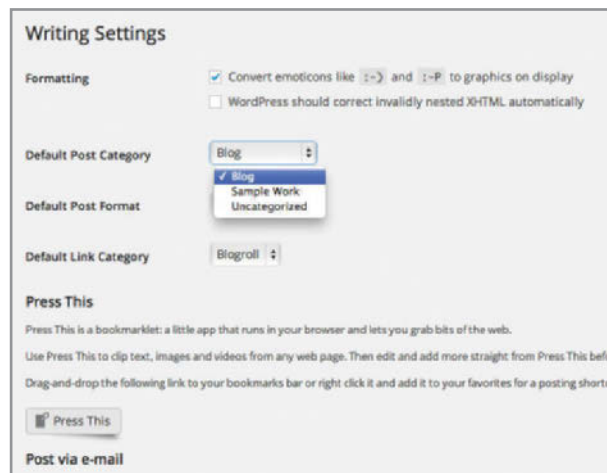
**1 Enable graphic emoticons:** Although some people hate them, it appears the emoticon is here to stay. Depending on your preference – or indeed what you are writing about – you may wish to keep your emoticons in text form or you can get WordPress to convert them into little yellow graphics. You can make your choice very quickly and easily by simply ticking the box on the Settings page.

“You’re not restricted to going through your site in order to post articles. Set up an address and any articles sent will appear on your blog”



The screenshot shows the 'Post via e-mail' section. It includes a 'Press This' button, a description of the feature, and a form with fields for 'Mail Server' (mail.example.com), 'Login Name' (login@example.com), 'Password' (password), and 'Default Mail Category' (Uncategorized).

**4 Set up email:** With WordPress you’re not restricted to having to go through your site to post. You can set up an address, and then any articles then posted to that address will appear on your blog. You wouldn’t use an existing address as any emails received there would be posted straight on your site. In the writings settings, you can insert your mail server, login name and password details and select which category posts from that source will appear in.



This screenshot shows the 'Writing Settings' panel with the 'Default Post Category' dropdown menu open. The menu shows 'Blog' as the selected option, with other options being 'Sample Work' and 'Uncategorized'.

## 2 Select a default category:

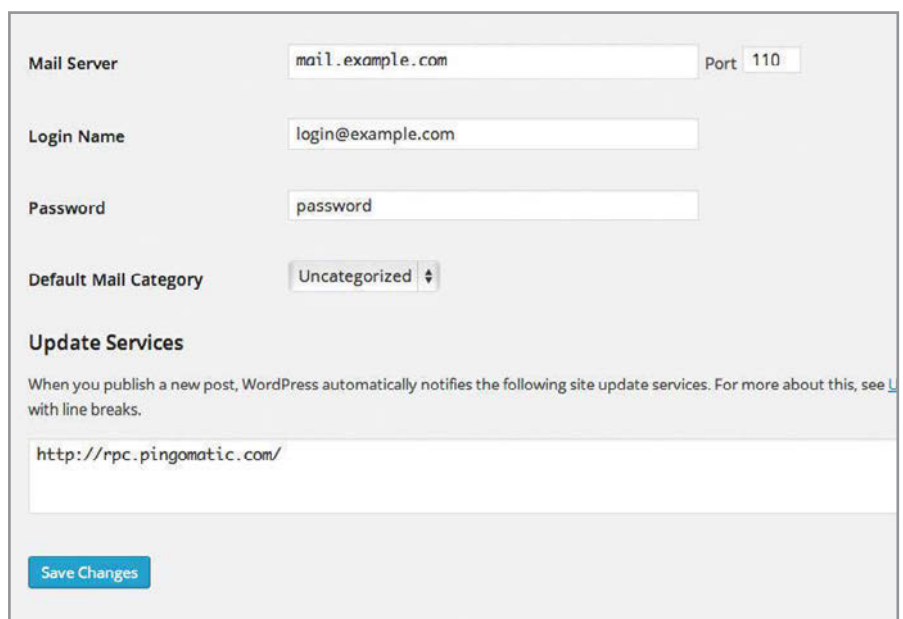
There are three types of default categories. With a Default Post Category, any posts you write will automatically be placed there if you don’t specify otherwise. Not all themes support Post Format but this lets you select how your posts will display and includes a Gallery option. Default Link Categories lets you decide on which appear by default.



The screenshot shows the 'Press This' bookmarklet interface. It displays a list of categories (Blog, Sample Work, Uncategorized) and a 'Press This' button. The interface also shows a preview of the content being saved and a 'Most Popular' section.

## 3 Press This bookmark:

This is a brilliant little feature which makes blogging easier. All you have to do is drag the link to your browser’s Bookmarks bar. When you are surfing the web and come across an item of interest, go to your Bookmarks and select Press This from the list. Your post will auto fill with content from that website without any further effort needed.



The screenshot shows the 'Update Services' section. It includes a 'Mail Server' field (mail.example.com), 'Login Name' (login@example.com), 'Password' (password), and 'Default Mail Category' (Uncategorized). Below this is the 'Update Services' section, which includes a description and a text area for adding services (http://rpc.pingomatic.com/). A 'Save Changes' button is at the bottom.

**5 Update Services:** A fantastic feature of WordPress is that you can set your Writing Settings so that it sends an update every time you make a new post to select services, should you nominate for it to do so. This is a service that allows you to ramp up your traffic. Sending a ‘Ping’ update to certain websites will create a network of updates places where your posts shall appear. This is great for increasing the statistics on your blog. Find out more about the Update Services on the Codex at [codex.wordpress.org/Update\\_Services](http://codex.wordpress.org/Update_Services).

## Understanding the Reading Settings

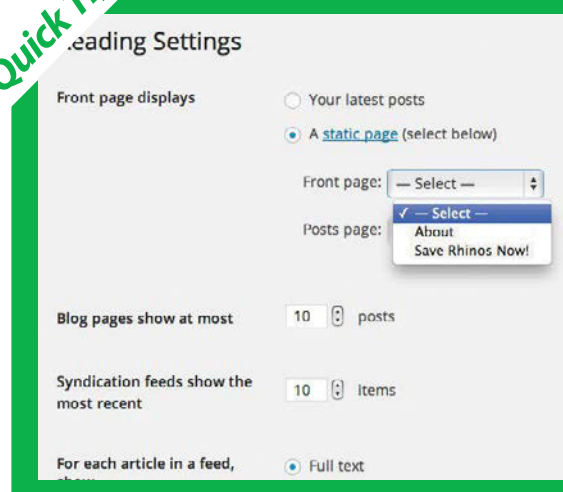
CONTROL WHAT YOUR READERS CAN SEE AND HOW THEY VIEW IT

**THE READING SETTINGS** are important because they control what anyone visiting your blog can see. It is here that you can decide whether to have blogs on your front page or whether you would prefer the page to be static – something more timeless that doesn't date too easily – which is great if you don't update your blog all that often but still want it to be a useful resource for your visitors.

You can use the Reading Settings to tell WordPress how many blog pages you wish to show and the number of RSS feed items that you want on display. This section also enables you to set the amount of an article that can be seen in a feed with a choice between full text and a summary. There aren't that many settings to play around with but that doesn't mean they are any less crucial, as they are well worth exploring.

"You can decide whether to have blogs on your front page or whether you would prefer the page to be static"

Quick Tip



### STATIC FRONTS

Make your website appear less blog-like with a static front

A static front is essential if you wish to move away from a blog-look on your new website. This could be the case if you are promoting a business or generally want to appear more professional and established. WordPress, by default, displays your posts on its front page so that when you post an article, it will appear as soon as people log on to your site.

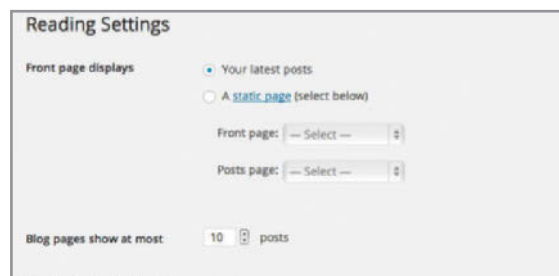
But while this creates a sense of immediacy and draws people straight into your content, some don't like it, feeling that it makes the site look too much like a generic WordPress blog. There is a sense that your blog will look just

like all the rest but a static front page can be designed for greater visual impact, giving you a chance to state what your website is about.

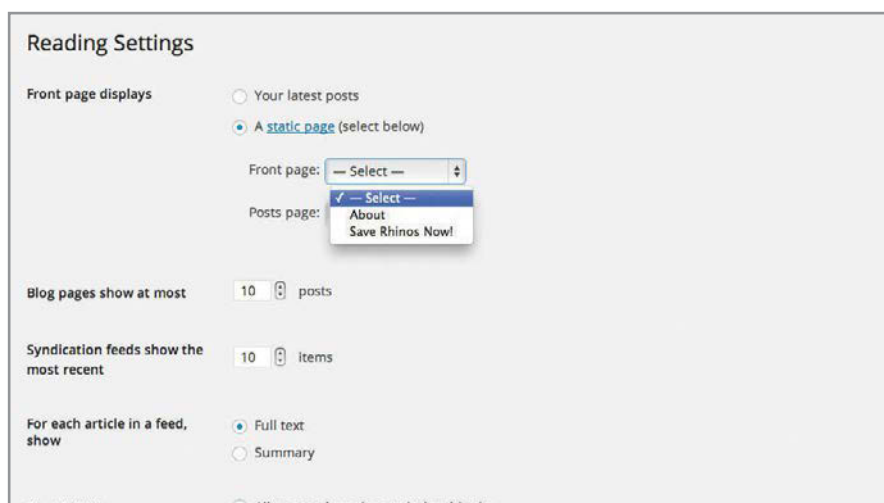
A static page can be customised in any way you wish. You can use it to splash specific features that you wish to flag up or you can draw attention to specific posts, contributors or articles. Whereas a list of posts means special items can easily get lost amid a sea of content, a static page ensures you can point people in the right direction so that they get to see content that you want to remain flagged up. It is simply a case of selecting the Static Page checkbox.

## DELVING INTO THE READER SETTINGS

Ensure readers see your blog in the way that you want them to



**1 Display your posts:** By selecting the top radio button besides 'Your latest posts', you can select for your more recent posts to appear on the front page. This enables visitors to immediately get to grips with your content and returning visitors can also see, at a glance, any new material you have posted. Most people will select this option because it makes their front pages appear busy and current.



**2 Have a static front:** If you decide that you would rather use one of your static pages as the first thing that welcomes visitors logging on, select the second radio button. This can create a slightly more professional feel and help your blog stand out from the standard format that many similar pages can have. You have to select two options: the page that you want to display as your front and the page that will contain your posts. If you decide not to make the second selection then readers will have to navigate to features such as calendar, archive links or categories in order to see your posts.



**Dashboard**  
Store  
Posts  
Media  
Links  
Pages  
Comments  
Users  
Tools  
Writing  
Reading  
Discussion  
Media  
Sharing  
Polls  
Ratings  
AdControl  
Email Post Changes

## Reading Settings

**Front page displays**

☒ Your latest posts  
☐ A static page (select below)

Front page:   
 Posts page:

**Blog pages show at most**  posts

**Syndication feeds show the most recent**  items

**For each article in a feed, show**

☒ Full text  
☐ Summary

**Site Visibility**

☒ Allow search engines to index this site  
☐ Discourage search engines from indexing this site  
*Note: Neither of these options blocks access to your site — it is up to search engines to honor your request.*  
☐ I would like my site to be private, visible only to users I choose

**Related posts**

☐ Hide related content after posts  
☒ Show related content after posts  
☒ Show a "Related" header to more clearly separate the related section from posts  
☐ Use a large and visually striking layout

**Display**  
Ensure that the front page display is exactly as you would want it to appear

**Number of blogs**  
Decide on the maximum number of blog posts you wish to show on each page

**Syndication feeds**  
All syndication feeds show the most recent items and you can select just how many here

**Explanations**  
By clicking on a link in the Settings menus, you will be taken to documentation explaining the function of various options

**Summary**  
Don't allow over-long articles to appear in your feed. Instead, show a summary

**3 Display blog posts:** The number that you place in this box will determine the maximum number of posts that will display on each one of your blog pages. Ten is a good number, depending on how much information you show in each. Much more and readers will be endlessly scrolling down the page for material and it could affect the loading times of your page, which would be off-putting.

**Blog pages show at most**  posts

**Syndication feeds show the most recent**  items

**For each article in a feed, show**

☒ Full text  
☐ Summary

**Syndication feeds show the most recent**  items

**For each article in a feed, show**

☒ Full text  
☐ Summary

**Site Visibility**

☒ Allow search engines to index this site  
☐ Discourage search engines from indexing this site

**4 Showing your syndication feeds:** If one of your visitors decides to download one of your site's feeds, they will want to see a fair number of posts. When a reader downloads a feed, their feedreaders will actively look for new items which will be downloaded. It means they don't have to keep logging on to your website for updates so keep it frequent.

**Syndication feeds show the most recent**  items

**For each article in a feed, show**

☒ Full text  
☐ Summary

**Site Visibility**

☒ Allow search engines to index this site  
☐ Discourage search engines from indexing this site  
*Note: Neither of these options blocks access to your site — it is up to search engines to honor your request.*  
☐ I would like my site to be private, visible only to users I choose

**5 How much to show:** Which option you check here very much depends on the nature of your posts. If you select the full text option, then the full content of each one of your posts will be displayed, so this is not a good option if your posts are massively long. In such a case, a summary would be better. Not only does it save on bandwidth but it also ensures that your readers are not overwhelmed and can get a brief synopsis of each piece.

## Master the Discussion Settings

ALLOW FREE DEBATE BUT ENSURE YOU RETAIN CONTROL OF COMMENTS

**IF THERE IS** one thing that will bring people back to your blog time and time again, it is the ability to add comments. WordPress has comment facilities built-in which means you can post articles and get instant feedback from readers, many of whom will want to engage in lively debate.

Having a comment facility is almost a mandatory requirement of blogs nowadays and they enable your site to be more dynamic and interactive. But there are times when discussions get out of hand. We've all seen

how nasty comment threads can get when users go head-to-head, so to keep the right tone for your blog it's wise to keep a handle on things in this area.

*"Comment facilities enable your site to be more dynamic and interactive"*

WordPress not only enables you to set up alerts so that you can see when and what someone is posting but you can lay down specific requirements for readers and control the time period of your comment threads, as well as consider how discussions should be displayed on the page. By playing around with the settings, you will help ensure your blog remains inviting to all readers. Keep control of your content and make sure that nothing that could be considered offensive or inappropriate mars your pages.

### Notify blogs

If you have any links in your articles and you select this box, then as long as the other sites allow pingbacks, your mention of their article or site will show up in their comment section

### Email me

You can be alerted to new posts by email. Ensure this box is ticked

### Avoid spam

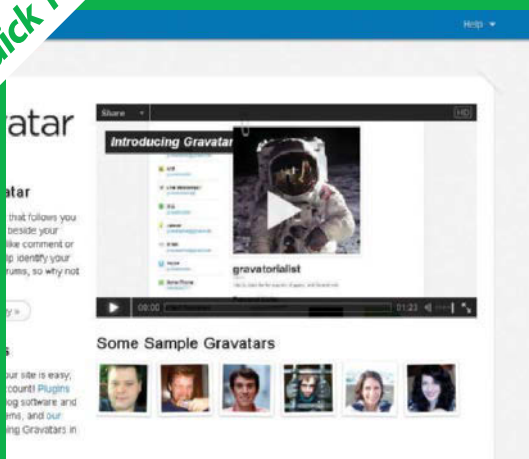
A lot of spam will contain numerous hyperlinks. You can stop these appearing by holding comments with more than a set number of them

### Moderate comments

Pre-moderate comments by ticking this box. You can auto-approve readers who have commented before

The screenshot shows the 'Discussion Settings' page in WordPress. It is divided into several sections: 'Default article settings', 'Comment settings', 'E-mail me whenever', 'Before a comment appears', 'Akismet anti-spam strictness', and 'Comment Moderation'. Green callout boxes with lines pointing to specific settings are present: 'Notify blogs' points to 'Attempt to notify any blogs linked to from the article'; 'Email me' points to 'Anyone posts a comment'; 'Avoid spam' points to 'Comments should be displayed with the number of comments at the top of each page'; 'Moderate comments' points to 'A comment is held for moderation'.

### Quick Tip



## USE AVATARS SECURELY

Feel secure thanks to Globally Recognised Avatars

WordPress throws a level of protection around its users when it comes to avatars. You can select to turn them off entirely, but if you activate them then commentators will be able to not only leave comments but include a picture with their missives too.

WordPress uses a system of Globally Recognised Avatars (or Gravatar). Users of your site would have to go to the Gravatar website (<http://en.gravatar.com>) and sign-up using an email address. This then sends a link to their email. Clicking on it enables them to select a username and password and then add an image

which can be cropped. The user selects whether it falls into one of four categories: G (suitable for all), PG (13+), R (17+) and X (mature).

In your WordPress Discussion settings, you can select which of those four categories of images you will allow to be placed on your website, depending on the audience you are looking to attract. The Gravatar system has a Report Abuse option so if someone (or you) spot an avatar that is inappropriate for the age-rating it has been given, then the URL of the offending gravatar image or profile page can be flagged up and the appropriate action taken.

# USING DISCUSSION SETTINGS

Enable free-flowing discussions on your blog with the minimum of fuss



**1 Set the defaults:** You have three default options for discussions, one of which is most crucial – the ability to switch off comments completely if you wish. It may be that you don't want comments on every page, in which case you should turn them off. This doesn't prevent comments from being made – you can activate them on individual articles. But if you don't mind where comments are made, just tick the box and discussions will be available on every post.

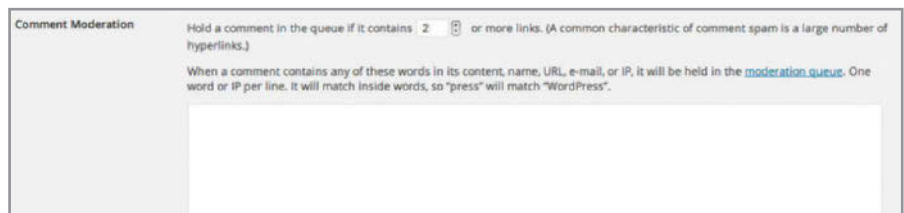
“Avatars are the images that appear alongside comments. If you have the time to dedicate to your blog, it's worth allowing them because they brighten up comments”



**4 Blacklist comments:** There will be some words, rogue websites, IP address and emails that you will want to ban outright. Any comment containing such content will immediately be seen as spam and discarded, not even put forward for moderation. It's perfect for lists of swearwords (why not go to [www.noswearing.com/dictionary](http://www.noswearing.com/dictionary) for lists of potential cusses) and for stopping spammers in their tracks by identifying and then preventing certain IP addresses from posting.



**2 Customise comments:** It's a sad fact of life but comment facilities are often abused. WordPress has some in-built mechanisms to help you keep misuse to a minimum. You can force users to be registered and logged in before they can comment by ticking the relevant box. Or you can simply require them to fill out their name and email. Don't allow comments to run for too long. You can ensure you are notified when comments are posted so you can take action and delete if need be.



**3 Moderate comments:** As well as inserting an acceptable number of hyperlinks (too many and it could be from a spam commenter), you can also flag up certain content. Place words and rogue websites, IP addresses and emails in this box and any posts containing such content will immediately be placed in the moderation queue where you can assess whether or not to allow it to be published on your site. If your banned words form part of larger words, they too will be picked up (eg 'wheelbarrow' would be detected if you inserted the term 'barrow' into your banned words).



**5 Allow avatars:** Avatars are those little images that appear alongside comment posts. You can decide not to allow images at all (this will prevent any rude avatars from appearing) but if you have time to dedicate to your blog, then it's worth allowing them because they brighten up comments. If you enable them, you will want to set a default option image for those who don't bother to upload a picture of their own.

## Introducing Media Settings

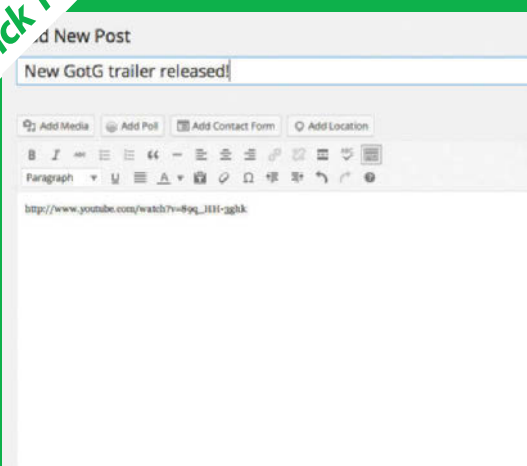
UNDERSTAND HOW BEST TO DEAL WITH MEDIA ON YOUR BLOG

**BLOGS ARE MORE** than just words. Nowadays – as has been the case for a while – websites are multimedia experiences that combine words with pictures and video in order to draw readers into a dynamic offering that will hopefully keep them coming back for more. A picture really can paint a thousand words and video can do so much more. You will want to control how these images and video appear within your posts and

with the media settings you can change the thumbnail sizes and choose just how big your medium and large-sized images should be. Media content can also be embedded automatically from sites such as YouTube and Flickr by simply using a URL, and you can also toggle the size of these. You wouldn't want to just throw a load of images up without some organisation, and luckily there are settings for this too.

“Nowadays websites are multimedia experiences that combine words with pictures and videos to draw readers in”

Quick Tip



### EMBEDDING CONTENT

What happens when you want to embed videos with ease?

When you want to embed videos, WordPress makes life very easy when it comes to embedding multimedia content. All you have to do is post the URL to your content area and, if this box is ticked, when you publish the post, your link will automatically display the content. If the content isn't able to be auto-embedded, it will display the URL instead.

The idea behind this (make sure you have the latest WordPress installed or you may not see the feature available) is to prevent you from having to copy and paste any HTML from the hosting site. Using this method you can embed

not just video or images but text too. Indeed, the number of websites that content can be pulled from is vast and includes YouTube, Vimeo, DailyMotion, blip.tv, Flickr, Viddler, Hulu, Qik, Revision3, Scribd, Photobucket, PollDaddy, Google Video, WordPress.tv, SmugMug and FunnyOrDie.com.

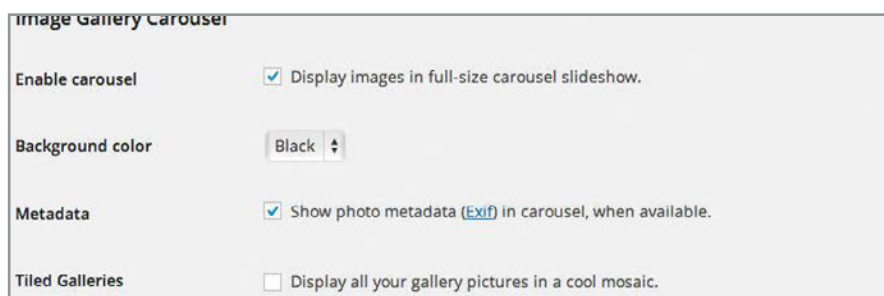
As you can see, it includes some of the most popular websites around so you won't be scratching around for content, that's for sure. Any websites which don't enable such embedding will inevitably have embed code. It's not as simple as using a URL but it's effective.

### KEY FEATURES OF MEDIA SETTINGS

Keep control of any media on your blog site

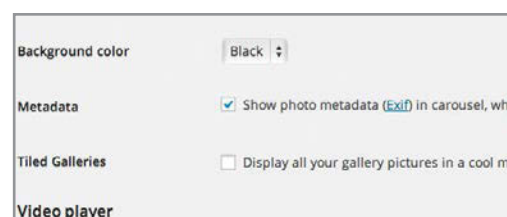


**1 Maximum sizes:** When you place an image into a post, a level of constraint prevents them from appearing too big on the page, thus distorting the layout and eating up unnecessary resources. The maximum dimensions of your images are determined here with the ability to restrain the size of your thumbnails (the small images that appear in previews) and the size of medium and large pictures.



**2 Image Gallery Carousel:** When you enter into the Media settings on WordPress, you will be presented with the options for your image carousel gallery. By checking the box you can ensure that you images will be displayed in full-size on the carousel. You can also set the background colour. You will have the choice between black or white, so make your decision carefully!

**3 Metadata:** By selecting the option to Show photo metadata, you are allowing the visibility of the photos Exif information, the Exchangeable image file format. This includes information left by both digital cameras and scanners that will then be displayed in your carousel.





#### Thumbnail size

Use the check box to crop your thumbnails to the exact dimensions specified

#### Image Carousel

Enabling the Image Gallery Carousel will showcase your images in a slick slideshow-esque gallery

#### Number of pixels

Dimensions are inputted in terms of the number of pixels high and wide

#### Tiled galleries

With WordPress's new gallery features, you can select to have your images appear automatically in a tiled layout

#### Upload videos

You can embed videos from various sources, ticking this box will upload them into a Ogg file container which may not work on all browsers

The screenshot shows the 'Media Settings' page in WordPress. The left sidebar contains a menu with 'Settings' highlighted. The main content area is divided into sections: 'Image sizes', 'Image Gallery Carousel', 'Tiled Galleries', and 'Video player'. The 'Image sizes' section has input fields for 'Thumbnail size' (Width: 150, Height: 150), 'Medium size' (Max Width: 300, Max Height: 300), and 'Large size' (Max Width: 1,02, Max Height: 1,02). The 'Image Gallery Carousel' section has a checked 'Enable carousel' checkbox and a 'Background color' dropdown set to 'Black'. The 'Tiled Galleries' section has a checked 'Show photo metadata (Exif) in carousel, when available.' checkbox and an unchecked 'Display all your gallery pictures in a cool mosaic.' checkbox. The 'Video player' section has an unchecked 'Only display videos in free software formats' checkbox. A 'Save Changes' button is at the bottom. Green callout boxes with lines pointing to specific settings provide additional context: 'Thumbnail size' points to the input fields, 'Image Carousel' points to the 'Enable carousel' checkbox, 'Number of pixels' points to the 'Max Width' and 'Max Height' fields, 'Tiled galleries' points to the 'Display all your gallery pictures...' checkbox, and 'Upload videos' points to the 'Only display videos in free software formats' checkbox.

This close-up shows the 'Metadata', 'Tiled Galleries', and 'Video player' sections of the Media Settings. The 'Metadata' section has a checked 'Show photo metadata (Exif) in carousel, when available.' checkbox. The 'Tiled Galleries' section has an unchecked 'Display all your gallery pictures in a cool mosaic.' checkbox. The 'Video player' section has an unchecked 'Only display videos in free software formats' checkbox. A 'Save Changes' button is at the bottom.

The screenshot shows the 'Media Library' page in WordPress. The top bar includes a camera icon, the text 'Media Library', and an 'Add New' button. Below this is a filter bar with 'All (25)', 'Images (25)', and 'Unattached (7)'. A 'Bulk Actions' dropdown menu is open, showing 'Apply' and 'Show all dates'. The main table lists uploads with columns for a checkbox, a thumbnail, the filename, and the file type. The first row shows a file named 'Mug' with a PNG icon. The second row shows a file named 'screen4' with a PNG icon. A date dropdown menu is open on the right, showing 'Show all dates', 'January 2011', 'November 2010', 'October 2010', and 'September 2010'.

**4 Video player:** The video player is something that is easy to manage, you simply have to copy and paste the URL of the video you want to embed into a new blog post. However, there is an option in the Media Settings that can allow you to declare that you only wish to display videos in free software formats. This means that an Ogg file container will be activated but this doesn't work with Internet Explorer or Safari, so it may be best to avoid it for cross-browser compatibility.

**5 Organise into months:** You can organise your uploads into both months and years by simply checking this box. This will create a variety of upload sub-folders, neatly placing each month's content into its own basket so that you can assess just how old an image is should you wish to reuse it later down the line and are unsure how long you've had it knocking around for. The folders are automatically created so you needn't worry about doing this yourself.

## Using permalinks

PRODUCE PERMANENT URLS FOR INDIVIDUAL BLOG POSTS

**ALTHOUGH YOU WILL** be happy with WordPress generated URLs for the majority of your blog posts, from time to time you may want to produce a specific, memorable and permanent URL. The permalink settings enable you to do this with ease, giving you a wealth of options.

At its most basic, you can have a “?p=N” prefix to your website name. The N shows the number of the article you have posted. But you can go beyond that and be more descriptive, selecting the option to

include the day, month and year or, if preferred, just the month and year in the URL. It makes it easier for visitors to instantly see when the post was written.

“You can customise your own URL to put a unique stamp on your posts which tends to look better”

As well as all of this, you can customise your own URL to put a unique stamp on your posts, which tends to look better if you feel a certain link will be copy and pasted. This is a good way to make subsections easier to find for readers too, ultimately making your site easier to navigate and link to specific parts on external sites. Customisation like this will always make you feel closer to your work and understand the site better as well. Follow these guide to understand the key features and how to use this handy option.

The screenshot shows the WordPress 'Permalink Settings' page. On the left is a sidebar menu with 'Settings' highlighted. The main content area is titled 'Permalink Settings' and includes a brief introduction. Below this are two sections: 'Common Settings' and 'Optional'. The 'Common Settings' section has five radio button options: 'Default' (with URL example: http://jenniferneal.co.uk/?p=123), 'Day and name' (http://jenniferneal.co.uk/2014/05/22/sample-post/), 'Month and name' (selected, http://jenniferneal.co.uk/2014/05/sample-post/), 'Numeric' (http://jenniferneal.co.uk/archives/123), and 'Post name' (http://jenniferneal.co.uk/sample-post/). The 'Optional' section has text explaining custom structures for category and tag URLs, with input fields for 'Category base' and 'Tag base'. A 'Save Changes' button is at the bottom. Five green callout boxes provide additional context: 'Default' (If you don't change the settings, then it will stick with the default which is number-based), 'Month and name' (If you don't want the day to be displayed, choose month and name), 'Custom Structure' (When the options just don't quite fit what you want, use the Custom Structure), 'Day and name' (You can decide, if you wish, to display the day and name in your URL), and 'Numeric' (Numeric removes the '?p=' part of the default but adds the category).

### Quick Tip

**%year%**  
The year of the post, four digits, for example 2009

**%monthnum%**  
Month of the year, for example 05

**%day%**  
Day of the month, for example 28

**%hour%**  
Hour of the day, for example 15

## UNDERSTANDING STRUCTURE TAGS

Just what can you place in the Custom Structure box?

The number of structure tags that you can use is quite wide and varied. These are placed into the custom structure box in the Permalinks settings menu. They enable you to build up your own URL structures.

By inserting %year%, the year when the post is published will appear in your URL. Using %monthnum% inserts the month of the year as a number, for example, 11. The same is true of %day%. You can narrow right down to hour (%hour%) which uses the 24-hour clock

and even the minute (%minute%) or second (%second%). You could choose to ignore all reference to dates by going straight for the Post Id (%post\_id%) or Postname (%postname%). With the latter, let's say the name of your post is WordPress is ace, the URL will contain the string "WordPress-is-ace".

Categories can be placed in URLs as well by (predictably) using %category% and tags by %tag%. Finally, you can include the author name by using %author%.

# KEY FEATURES OF PERMALINKS

Decide how you want your URLs to look with a few simple settings

**1 Select your preference:** You can choose the type of URLs you wish your posts to carry. If you would like the default, then each one of your posts will show as your main domain name, for example [www.yourdomainname.com](http://www.yourdomainname.com/?p=N), with a forward slash and then the prefix “?p=N” where the N is the number of your post. As you post items to your blog, they are given numbers in ascending order and that is what is displayed here. This makes linking from external sites much easier.

“You can make your own custom prefixes for your category URLs. The same goes for the tag base. With some playing around, it’s very easy to get the hang of”

**4 Custom structure:** If you don’t like any of those options, then you could customise your own (select ‘Custom Structure’). This entails using structure tags which are essentially the name of the tag ringed by two %. For example, if you wish for just the year to be displayed, you can write %year% in this box. It is possible to combine as many of these tags as possible so that the URL suits your exact needs and this is the most flexible of all the options.

**2 Going further:** Why not organise your URLs to a greater degree and, instead of having numbers, title them by day and name? You just need to select ‘Day and name’. In doing this, your posts will have your domain name but they will contain a prefix that spells out the actual day, month and year it was published as well as the title of the post. An instant glance at the URL tells the reader all they need to know about when the piece was written.

**3 Omit the day:** If you don’t post that often and you feel showing the day the piece was published would date your article, you can decide to just use the month, year and name (select ‘Month and name’). This way readers will know the time of the year that the article was written but they won’t know the exact day just by glancing at the URL. It’s also a matter of ease of use too – you will ideally want to keep URLs as snappy as possible.

**5 Optional settings:** You can make your own custom prefixes for your category URLs if you have a particular section that is likely to encompass a large number of posts. If you decided that your category base was /news/ then your URLs would look like this: [www.yourdomainname.com/news](http://www.yourdomainname.com/news) with the name of the piece following. The same goes for the tag base. With some playing around, it is very easy to get the hang of.

## Customise the screen and layout

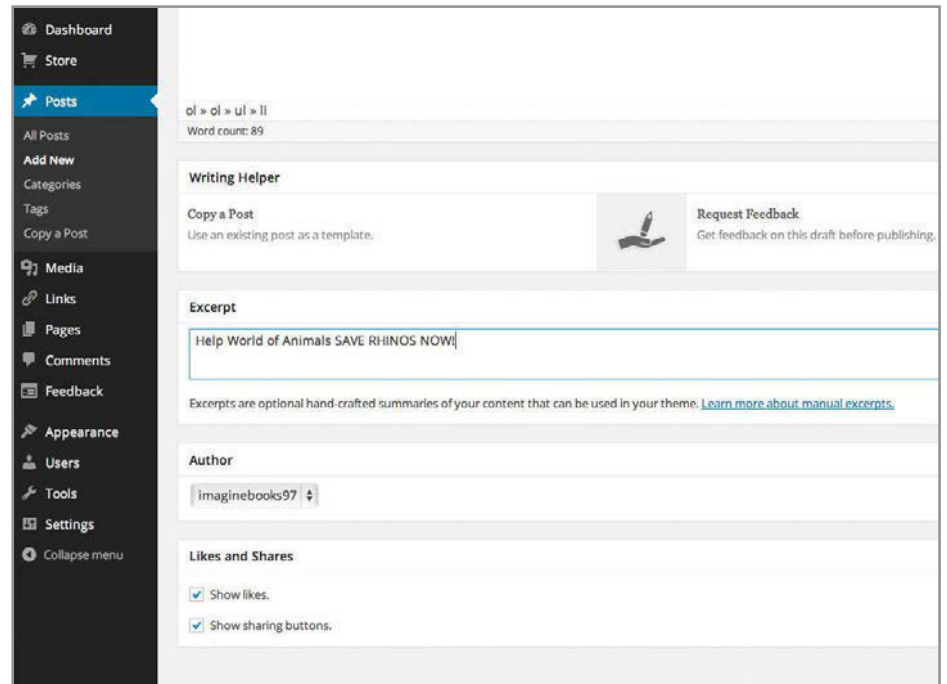
MODIFY THE SCREEN LAYOUT TO WORK THE WAY YOU WANT

**THE LAYOUT OF** the screen with the post editing area in the middle and the panels on the right for accessing various features may suit some people, but it might not be the best for everyone, and it is possible to customise this and change the design.

By modifying the screen layout of the editing area and panels you might be able to set up a more efficient interface that suits the way you like to work. For example, you can drag the bottom-right corner of the post editing area to increase its size. You can then see much more of a post as you're working on it.

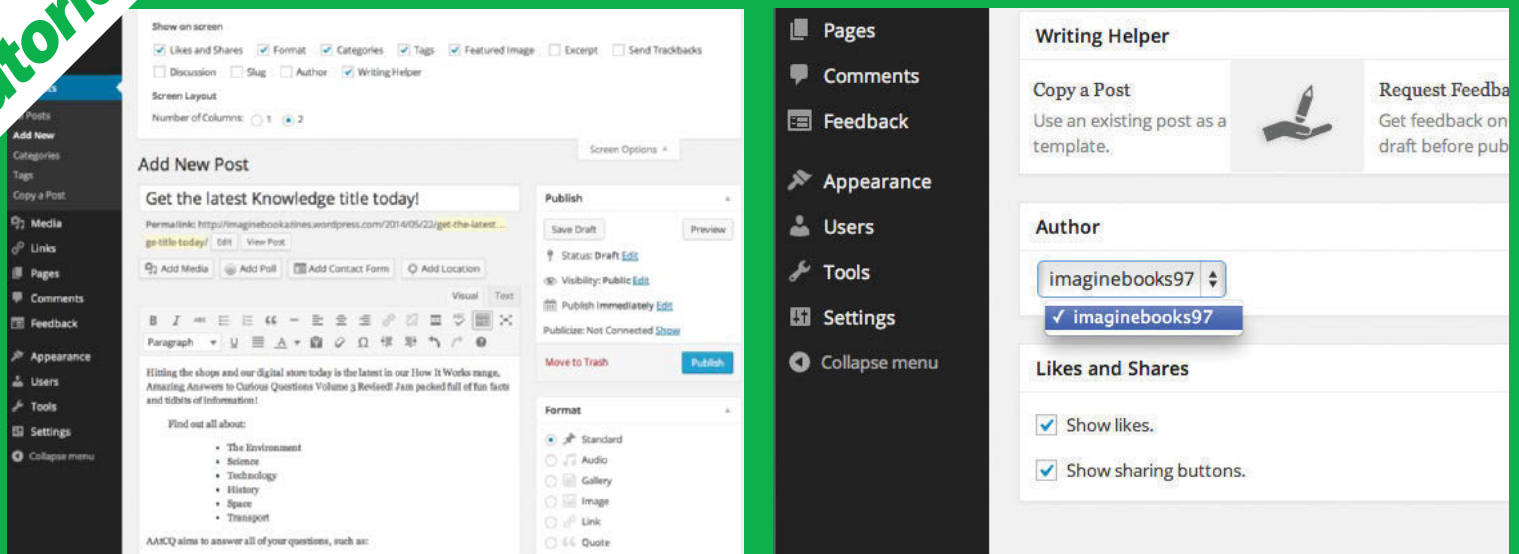
Another simple thing that you can do is to hide panels you don't need and to show hidden ones that you do want. This is easily achieved with the Screen Options. If the panels take up too much space leaving little left for post editing, you can move them to the bottom of the screen by using a one-column layout. An alternative is to simply roll up the panels when they aren't being used and this shrinks them to just the header bar. This is useful if you have all the panels on the screen.

"An alternative is to simply roll up the panels when they aren't being used"



**Tutorial**

### Customise the screen options



#### 01 Reveal the options

There is a tab at the top of the screen labelled Screen Options, and when it is clicked a panel slides down revealing a collection of options for customising the layout. Tick the items you need.

#### 02 Add new panels

As you tick each item in Screen Options, a new panel is added to the page. Tick Author, for example, and then scroll down to the bottom of the page. Now you can select the post author.



### EXCERPTS

The Excerpts panel is normally hidden, but can be made visible. An excerpt is a short description or summary of a post and it usually consists of just a few short sentences. It is displayed in various places, such as search results and news feeds. If you don't enter one, WordPress will use the first 55 words of the post instead.

### Roll up

Some of the panels are large and take up a lot of screen space. Click the arrow on the right side of the header bar to roll them up. Click it again to roll them back down.

### Add and drag

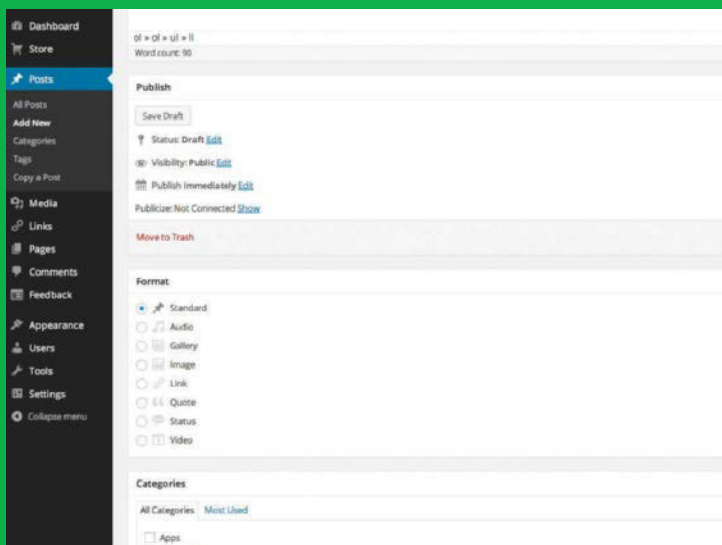
This Excerpts panel is normally hidden. It was ticked in the options, which added it to the bottom of the page and then it was dragged and dropped just below Publish.

### Screen options

Click the Screen Options tab and this panel appears. The most used items are ticked by default, but they can be removed if they are not needed. Tick the ones you like.

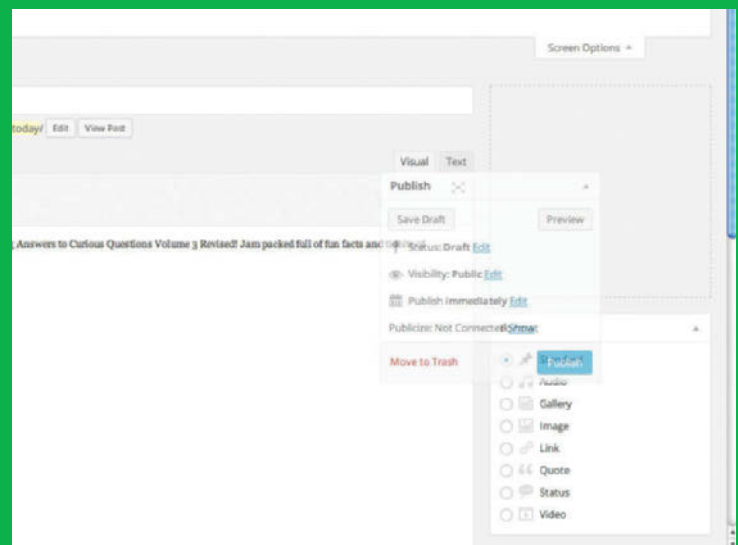
### Single vs double

Have one column with the panels at the bottom or two with panels on the right. Switch to one then back to two and you'll need to manually drag the panels back.



## 03 Set one column

Set the number of columns to 1 in Screen Options and the post editing area expands to the right of the screen. The Publish, Format and other panels are moved down to the bottom of the page.



## 04 Drag and drop

Set the columns back to 2 and you will be able to organise the sidebar. Click and drag each panel to the right and drop it. It takes practice to get it right, but drag and drop is great for customising the layout.

## Get started with new posts

TAKE THE FIRST STEPS AND LEARN TO ADD BLOG POSTS

**BUILD UP A** following for your blog with regular updates so there is always something new for people to read by clicking Posts>Add New in the Dashboard to add content.

There are only three areas you need in order to post an item. The first is the title box at the top and you should ensure that it is short and describes the content. Include key words that will grab a reader's

attention. The second area is the large box in the middle where you enter the text of the post. The

*"Build up a following for your blog with regular updates"*

word counter at the bottom is useful and shows how much you have written. The third area is the Publish panel. The Publish button makes the blog post live on your website, but the Preview and Save Draft buttons are useful too. Once you have mastered these areas you can explore other features like the formatting toolbar, the media Upload/Insert icons, categories and tags panels.

**Top icons**  
These four icons enable you to insert images, audio and video into the blog post

**Formatting**  
The formatting toolbar provides options for bold and italic, bullet points, alignment and more

**Preview**  
If you want to know what the post will look like without publishing it, click Preview and have a look

**Screen options**  
Don't forget the Screen Options tab. Click here to change the information displayed on your site

**Categories**  
Assign the post to categories and it will make the posts easier for your visitors to find

**Quick Tip**

**Publish**

Save Draft Preview

Status: Draft Edit

Visibility: Public Edit

☐ Public

☐ Password protected

☒ Private

OK Cancel

Publish Immediately Edit

Publicize: Not Connected Show

Move to Trash Publish

## SET THE POST'S VISIBILITY

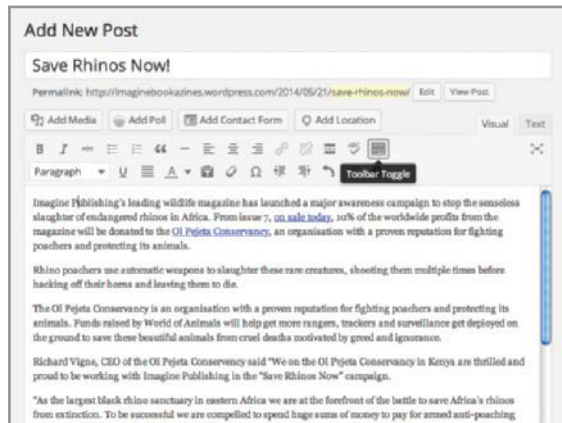
Make your posts public, private or even password protected

When you create a blog you naturally want everyone to be able to see it on your website, and in the Publish panel on the right the visibility is set to public by default. This is exactly what is needed most of the time. However, there may be certain posts that you want to restrict access to. For example, a post might only provide information for members of a club and not the general public. It could be restricted with a password. Another possibility is to limit certain content for the managers or a department in a company.

Click the Edit link next to Visibility and several new options are presented. One is to stick the post to the front page. It's great for announcements and it won't get pushed down by new posts. There is a password protected option and a box appears for you to enter the secret password when the option is selected. There is also a Private option that prevents the general public from viewing it. This is useful if you want to keep a post out of sight and you can always change the status at a later time if you then want to make it public.

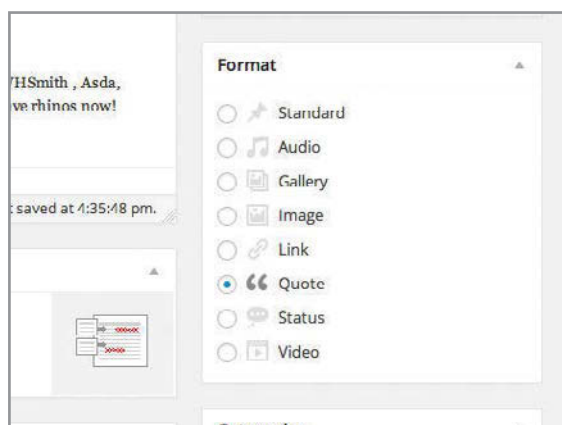
# THE ADD NEW POSTS PAGE

A guided tour of the facilities available when adding a new post



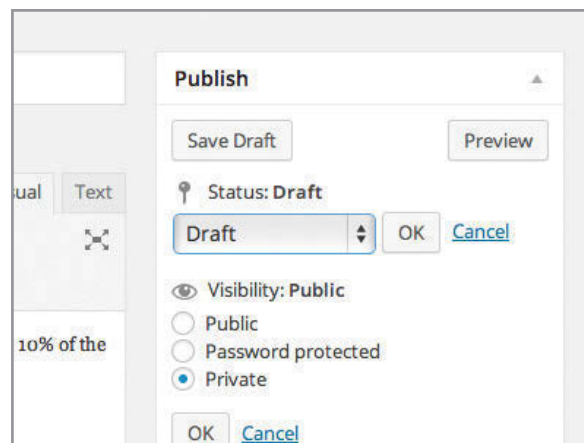
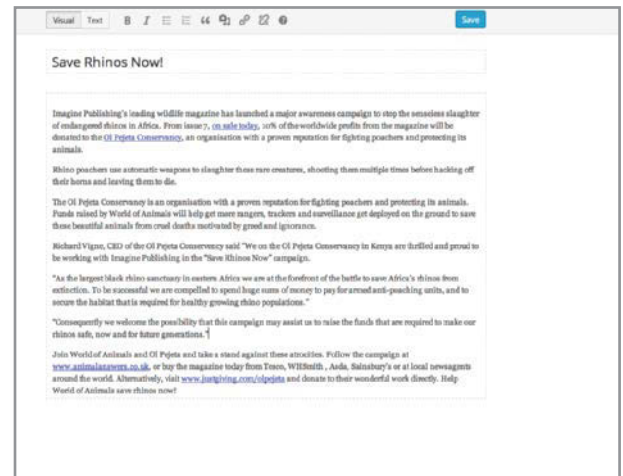
**1 The kitchen sink:** The tooltip for the icon at the right-hand side of the toolbar says Toolbar Toggle. It used to be called the Kitchen Sink and quite simply it shows or hides the second row of the formatting toolbar. It enables you to select the paragraph style or text colour, remove formatting, indent text and so on. It isn't something that you will constantly use and so it is hidden by default.

“As you become more experienced and add alternative themes you may see different options”

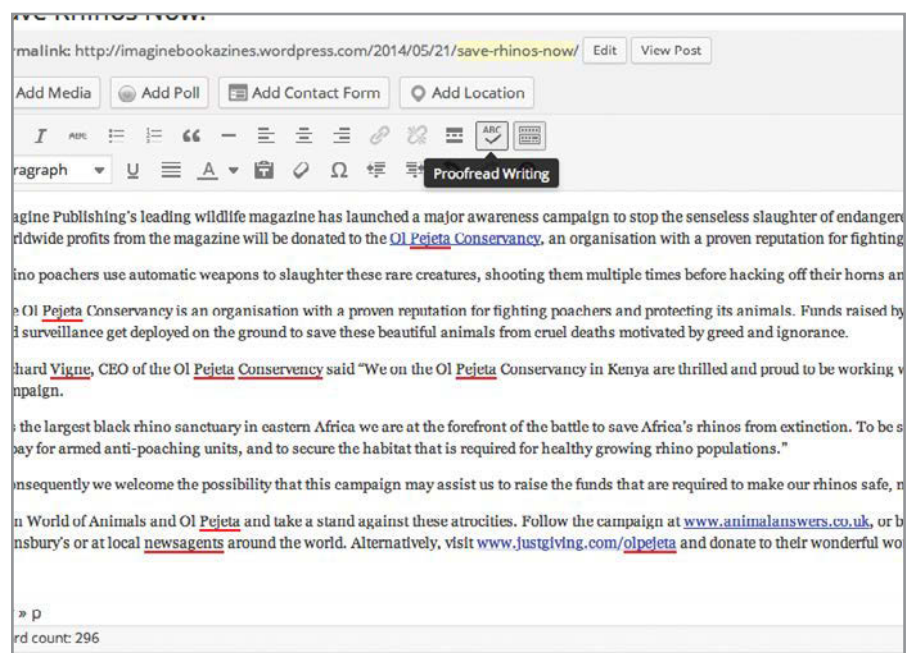


**4 Choose a format:** The Format panel enables you to choose different post designs. There are three options in this default theme, but as you become more experienced and add alternative themes you may see different options or extra ones added. The Gallery format is for posts containing images and there are Standard and Aside formats. Preview to see what each looks like.

**2 Full screen mode:** When working on a laptop with a small screen there are so many toolbars and panels that the post editing area is tiny and it is impossible to see more than a paragraph of text. Switch to full screen mode with the second to last icon in the toolbar and remove all the clutter, maximising the editing area. Even if you're working on a large screen you may prefer this clean look.



**3 Save a draft:** You might start writing a blog post and part of the way through need to go off and do something else. Saving the work you have done as a draft enables you to then quit and go away from your computer. You can come back at a later time and continue writing the post. There is a Save Draft button in the Publish panel on the right and there is also a status setting. Click the Edit link to see the options.



**5 Use the spellchecker:** There is a very useful built-in spelling checker to make sure that you don't make any typing slips. Words that are not recognised are underlined in red so you can immediately see that they are wrong. English isn't the only language that is available in the spelling checker and clicking the arrow next to the icon is the way to select a different language from the drop-down list.



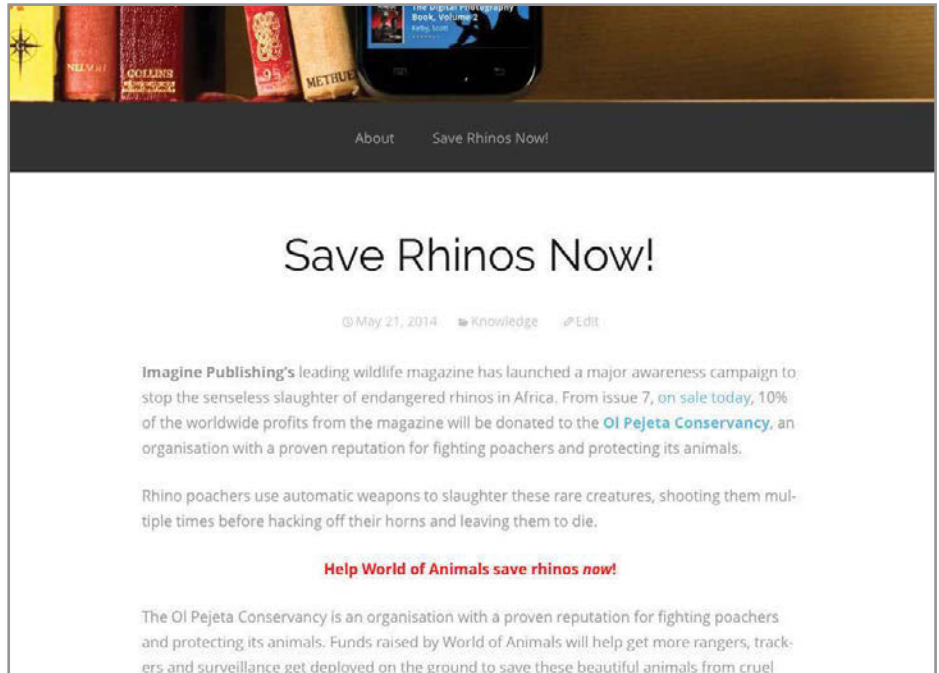
## Format the text of a post

MAKING YOUR POSTS EASY TO READ IS ESSENTIAL

**THE CONTENT OF** your blog and the subjects that you write about are clearly the most important factor when building a website and trying to attract visitors, but perhaps the second most important aspect is the way that it looks. One long chunk of text does not look good and if it is hard to read then it might put people off and visitors could drift away. You can make a blog look good and ensure that it is easy to read by formatting the text.

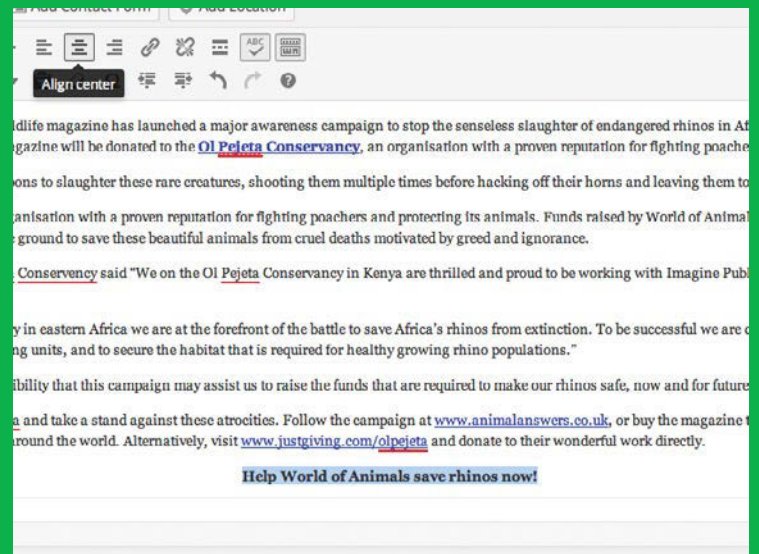
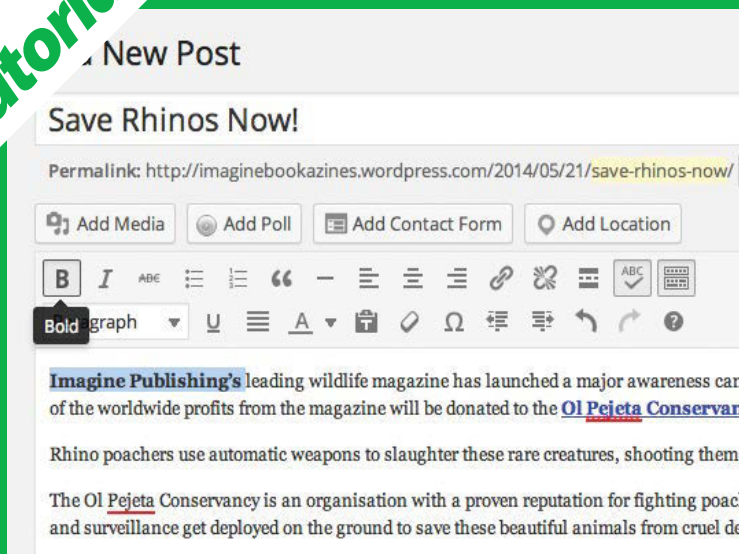
One of the ways to do this is to break the text down into paragraphs and simply hit the Return key every few lines. If the post is a long one, paragraphs might not be enough and inserting subheadings can help readers see where they are and what's coming up in the next bit. You might want to emphasise something, and bold or italic formatting of the text can achieve this. Text can be aligned left or right or even centred. When quoting from elsewhere you might copy and paste some text and to set it apart from your own copy you could want to make it italic. All this is possible with the formatting commands in the toolbar.

“Break the text down into paragraphs; simply hit the Return key”



Tutorial

Format to enhance the design



### 01 Use different styles

Any part of the text can be made bold, but first it must be selected. Click and drag the mouse over some text and then click the icon in the formatting toolbar to change it. Click again to remove the effect.

### 02 Change the alignment

Normally text is displayed with a straight left edge and a ragged right edge, but you can change this using the alignment icons. Place the cursor in the paragraph to change and click Align Left, Centre or Right.



### WHAT'S THE PATH?

Down at the bottom of the window just above the word count is Path followed by some words and letters. This information is useful for experts who understand HTML, the code used to construct webpages as it tells them the order in which the formatting tags have been applied. It is not important when you are starting out, so you can just ignore it for now.

### Edit Post

Add New

### Save Rhinos Now!

Permalink: <http://imaginebookazines.wordpress.com/2014/05/21/save-rhinos-now/> Edit View Post Get Short

Add Media Add Poll Add Contact Form Add Location

Paragraph U A

Imagine Publishing's leading wildlife magazine has launched a major awareness campaign to stop the senseless slaughter of endangered rhinos in Africa. From issue 7, on sale today, 10% of the worldwide profits from the magazine will be donated to the Ol Pejeta Conservancy, an organisation with a proven reputation for fighting poachers and protecting its animals.

Rhino poachers use automatic weapons to slaughter these rare creatures, shooting them multiple times before hacking off their horns, leaving them to die.

**Help World of Animals save rhinos now!**

The Ol Pejeta Conservancy is an organisation with a proven reputation for fighting poachers and protecting its animals. The World of Animals will help get more rangers, trackers and surveillance get deployed on the ground to save these beautiful animals from cruel deaths motivated by greed and ignorance.

Richard Vigne, CEO of the Ol Pejeta Conservancy said "We on the Ol Pejeta Conservancy in Kenya are thrilled and proud to be working with Imagine Publishing in the "Save Rhinos Now" campaign.

"As the largest black rhino sanctuary in eastern Africa we are at the forefront of the battle to save Africa's rhinos from extinction. To be successful we are compelled to spend huge sums of money to pay for armed anti-poaching units, and to secure the habitat that is required for healthy growing rhino populations."

"Consequently we welcome the possibility that this campaign may assist us to raise the funds that are required to make our rhinos safe and for future generations."

Join World of Animals and Ol Pejeta and take a stand against these atrocities. Follow the campaign at [www.animalanswers.co.uk](http://www.animalanswers.co.uk), the magazine today from Tesco, WHSmith, Asda, Sainsbury's or at local newsagents around the world. Alternatively, visit [www.justgiving.com/olpejeta](http://www.justgiving.com/olpejeta) and donate to their wonderful work directly.

### The kitchen sink

Don't forget to click the Kitchen Sink icon to show the second row of icons in the formatting toolbar. There are some useful functions like the paragraph styles, colours, indents and so on here

### Align the text

The text is aligned with a straight left edge by default, but you may want to centre some lines or even right align them. An icon on the second row straightens both left and right edges

### Colour the text

Adding a bit of colour can sometimes help to highlight some text or to add interest to an otherwise dull and grey-looking post. Select the text and then click this icon to pick a colour

### Bold and italics

The first three icons enable you to make text bold, italic or strikethrough. In fact, you can use combinations of these and underline to create special effects. You'll use them a lot

### Add New Post

### Save Rhinos Now!

Permalink: <http://imaginebookazines.wordpress.com/2014/05/21/save-rhinos-now/> Edit View Post

Add Media Add Poll Add Contact Form Add Location

B I ABC

Paragraph U A

Imagine Publishing's leading wildlife magazine has launched a major awareness campaign to stop the senseless slaughter of endangered rhinos in Africa. From issue 7, on sale today, 10% of the worldwide profits from the magazine will be donated to the Ol Pejeta Conservancy, an organisation with a proven reputation for fighting poachers and protecting its animals.

Rhino poachers use automatic weapons to slaughter these rare creatures, shooting them multiple times before hacking off their horns, leaving them to die.

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**Help World of Animals save rhinos now!**

## 03 Combine formatting styles

It is possible to combine effects. For example, after making some text bold you can add an underline or make it italic too. Double-click a word to select it and click Bold, Italic and Underline.

## 04 Colour the text

The text is grey on a white background by default, but it doesn't have to be this way as you can make it any colour you like. Click and drag over some text to select it and then pick a colour.

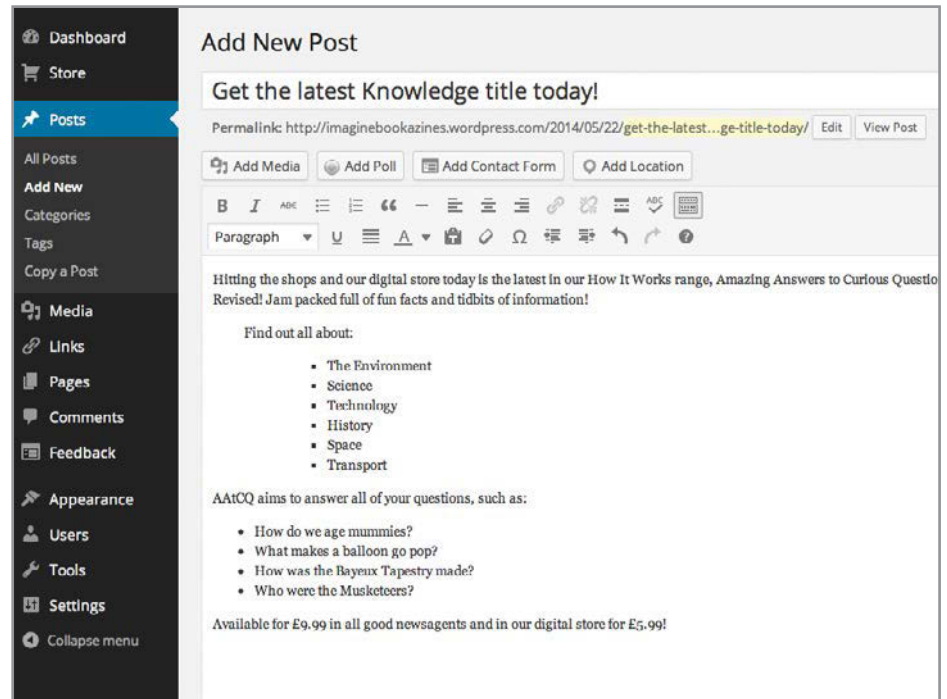
## Add special features to the text

IMPROVE READABILITY WITH BULLET POINTS, LISTS AND INDENTS

**IT IS EASY** to type in a block of text, but it won't look very exciting to your visitors and it will be hard to read. We have looked at breaking text up into paragraphs, alignment and so on, so now let's move on to more exciting things like bullet points and numbered lists. A series of bullet points is a great way to emphasise features, functions, items and important things. Make them short and snappy and readers can quickly scan them to get the information they need. Numbered lists are useful too and you don't even need to type in the numbers because WordPress does it for you. All you need to do is type the first one and click the toolbar button. You can then add as many as you need.

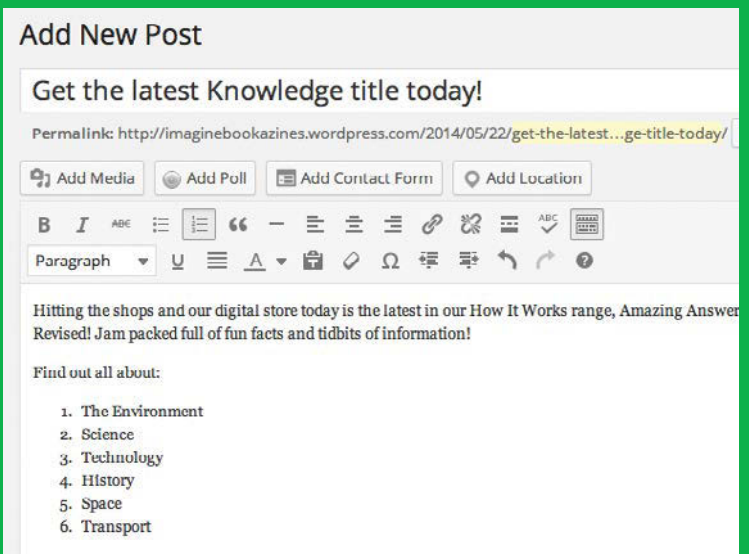
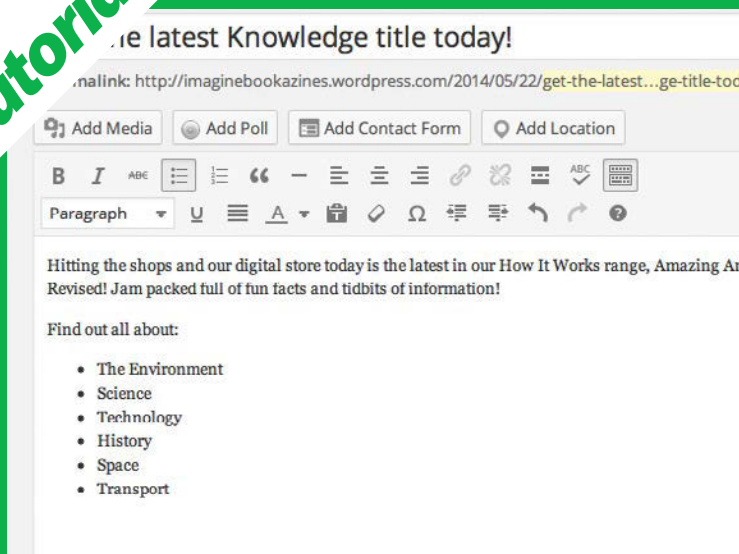
There are other functions that are useful too, such as the ability to insert special characters like copyright symbols into your text, real fractions instead of using numbers and slashes, Greek letters, the Euro currency symbol and a whole range of others. Inserting these is simply a point-and-click process once you get the hang of it. All these effects will brighten up dull looking text and make your blog more interesting.

“There are other functions that are useful too”



Tutorial

Use special formatting features



### 01 Add bullet points

To add one or more bullet points, enter the first one on a line on its own and then click the Unordered List icon in the formatting bar. Press Return once to add another or twice to stop.

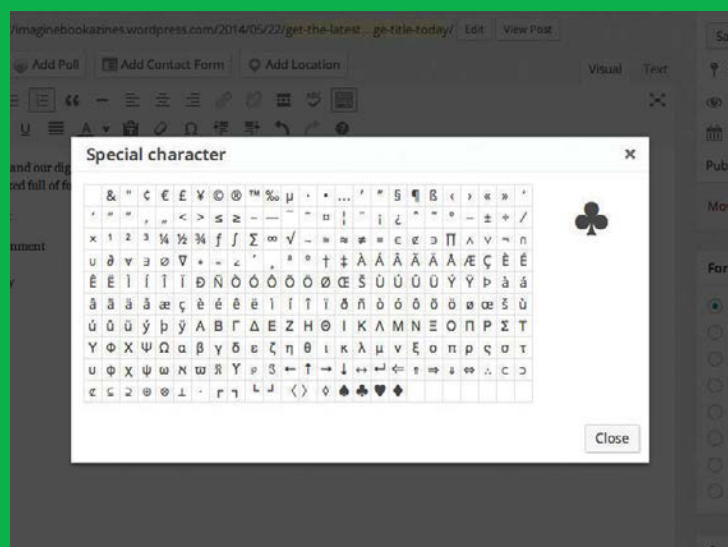
### 02 Add numbered lists

Instead of bullet points you might want to create a numbered list of items. Just type them on separate lines and then select the first, click Ordered List, select the second and repeat the process.

If you let the mouse hover over the icons in the formatting toolbar you will see a tooltip. This is a brief message that pops up beside the mouse and it contains a useful tip or information. Some formatting effects have keyboard shortcuts and you can create bullet points, for example, by pressing **Opt/Alt+Shift+U**.

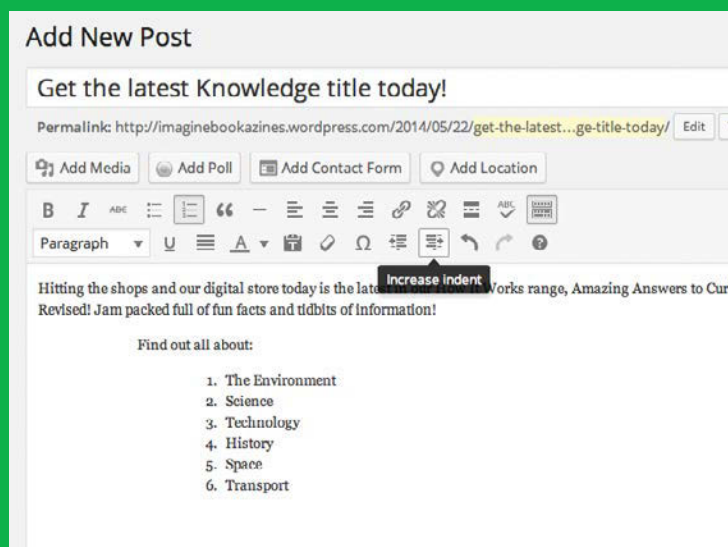
This icon displays a palette of characters that are either hard to find on the keyboard or are simply not available. Just point and click on the one you want to insert in the text.

Text can be indented and a large left-hand margin created in order to make your words stand out. It can be clicked more than once and it increases the indent each time. Outdent reverses this



### 03 Insert special characters

There are certain characters and symbols that you might want to use in a post that aren't on the keyboard, such as the copyright symbol. Click the Insert Custom Character icon (Ω) and select it.



## 04 Indent a paragraph

Sometimes you might want to make some text stand out from the rest, such as when you quote something or perhaps for speech. Position the cursor in the text and click the Indent icon to do this.



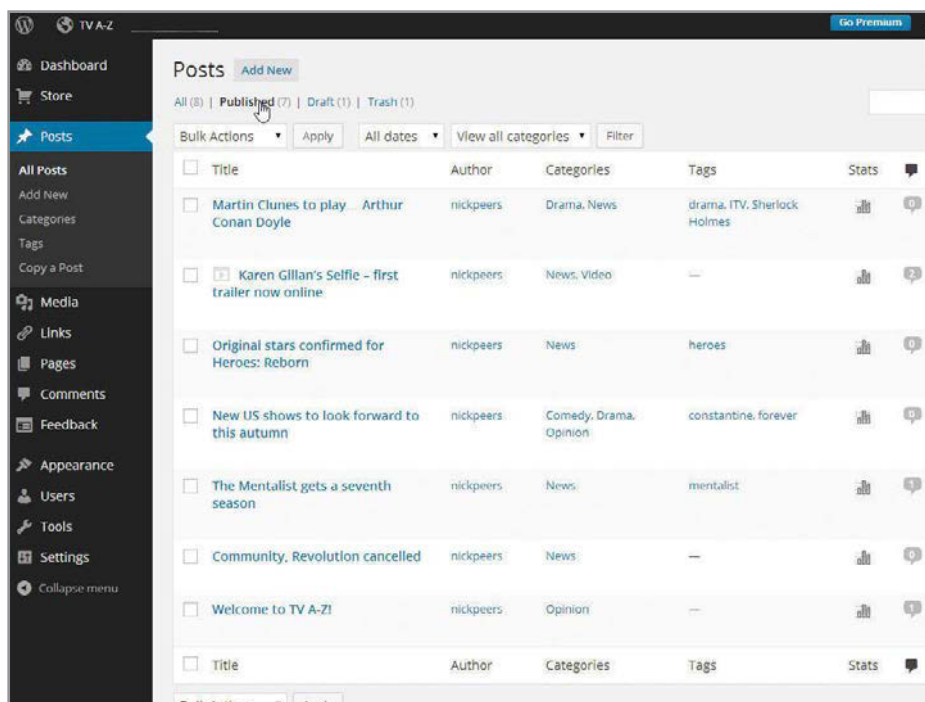
## Publish your blog posts

TAKING THE FIRST STEPS TO WRITING YOUR BLOG

**ONCE YOU HAVE** written something for your blog website, the next step is to publish it. Up until a post is published, it cannot be seen on the website and the general public cannot access or read it. It may be stored in the WordPress system somewhere, for example, as a draft, but it is not on the website. Publishing makes it live on the web and visible to everyone that wants to read it, unless you have specified restrictions of course.

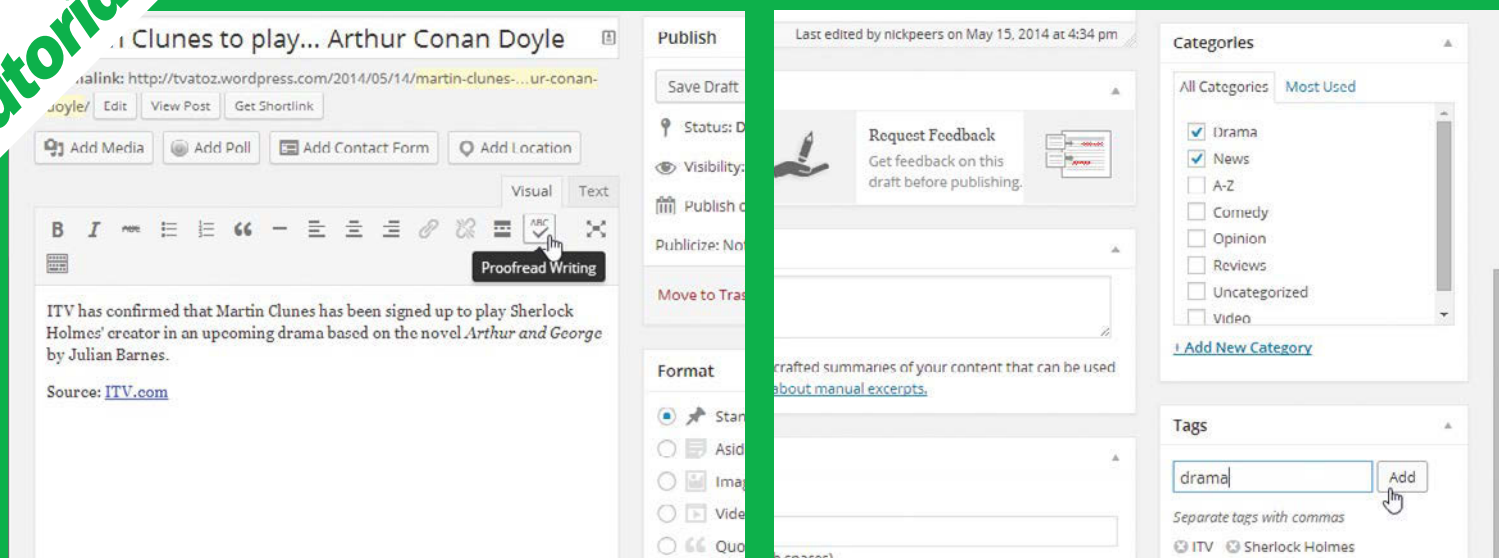
Publishing is a simple matter of clicking the Publish button, but before you do this there are several checks that you need to perform. Typing slips, missing bits of information that are essential to a good site and so on can be irritating for visitors, so you must check everything before you publish it. Posts can be corrected afterwards, but you will save time and effort if you get it right the first time. In this tutorial we will show what you need to do to ensure your posts are published correctly with the minimal amount of work on your part. It's great seeing your posts on the web, so make sure they look their best.

“Publishing is a simple matter of clicking the Publish button”



Tutorial

Publishing perfect posts



### 01 Text and title

Make sure that there is a title for the post and that it is short and descriptive. It's easy to forget it. Click the spelling check button in the formatting toolbar and make sure there are no errors.

### 02 Tags and categories

Posts can have tags associated with them and they can be assigned to categories. Have you filled in the information for these two panels? They are an aid to navigation for visitors of your blog.



### MOVE TO TRASH

An option in the Publish panel is Move to Trash. It is fairly obvious what it does and it deletes a post that you decide to abandon. Instead of deleting it, it may be better to put off publishing, such as by saving it as a draft. However, even if you trash it, it's not gone and it can still be viewed on the Posts screen.

### Preview the changes

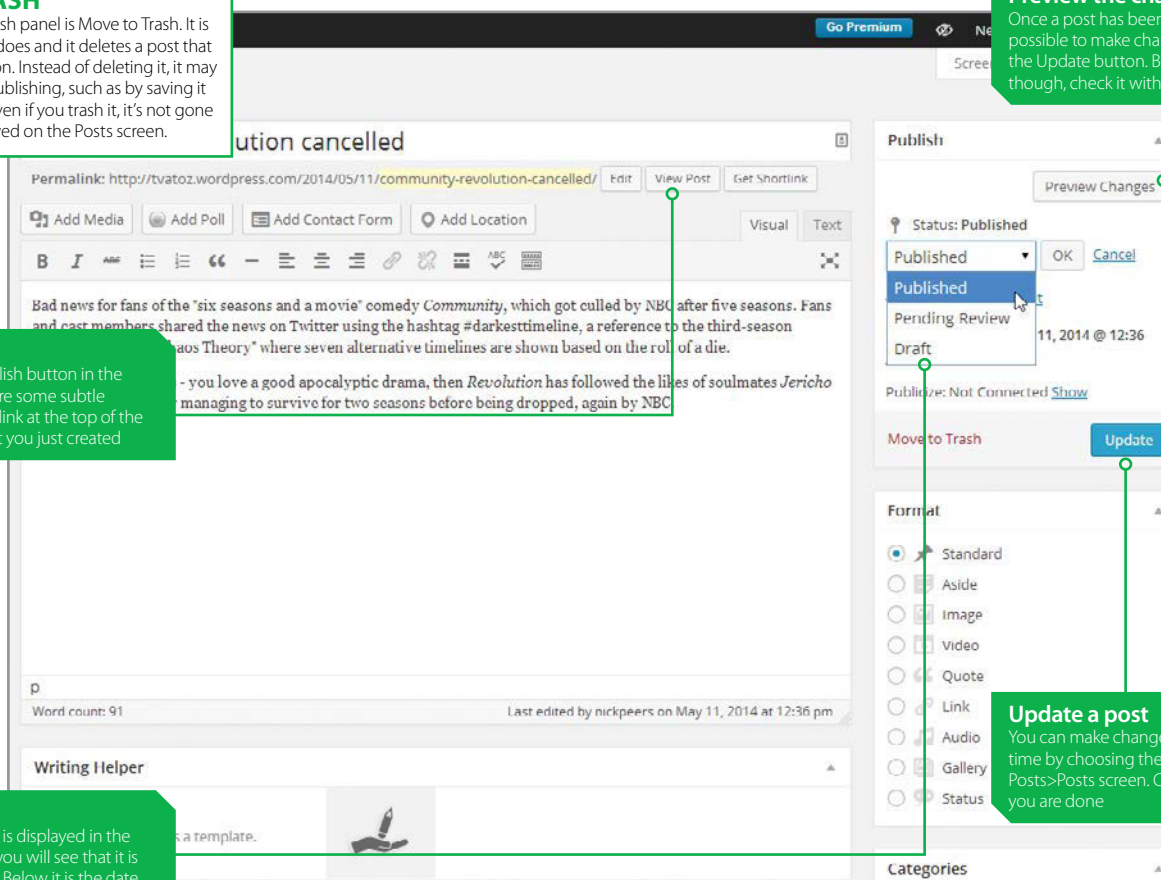
Once a post has been published it is still possible to make changes to it by using the Update button. Before you do that though, check it with a preview

### View the post

After clicking the Publish button in the Publish panel, there are some subtle changes, such as this link at the top of the page to view the post you just created

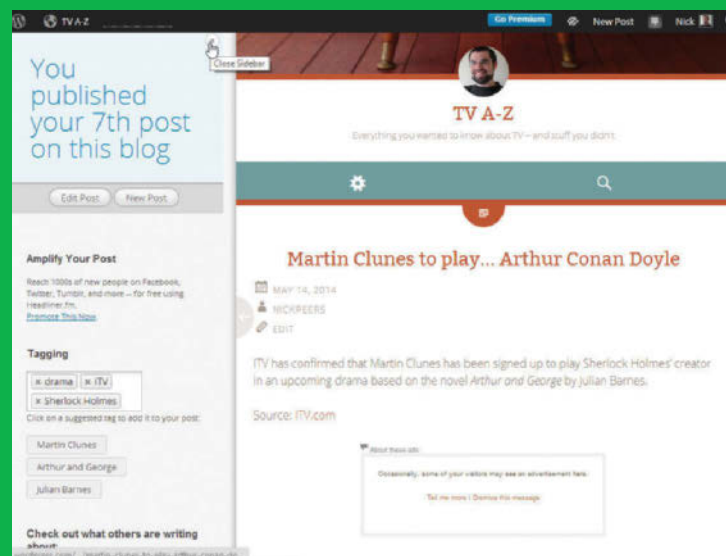
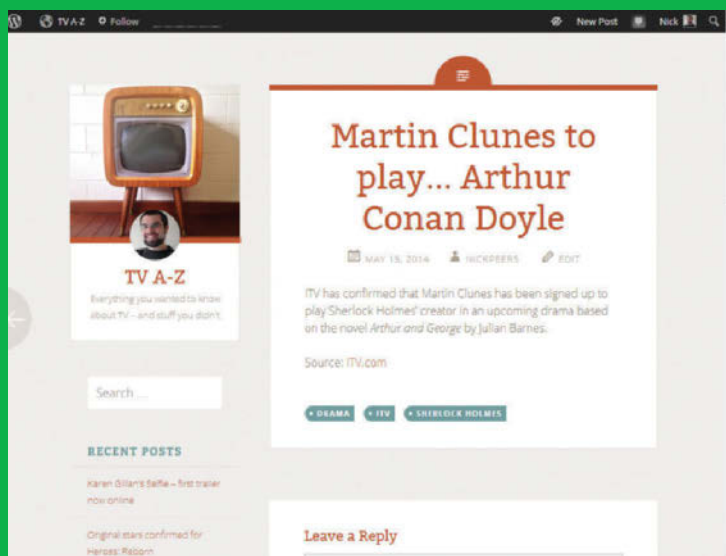
### See the status

The document status is displayed in the Publish panel where you will see that it is now set to Published. Below it is the date and time you clicked the Publish button



### Update a post

You can make changes to a post at any time by choosing the Edit option on the Posts>Posts screen. Click Update when you are done



## 03 Preview the post

The most important task to perform before you click the Publish button is to check that it looks good. Click the Preview button in the Publish panel to open it in a new tab. Close it afterwards.

## 04 Publish the post

Finally, click the Publish button to make the post publicly available. You'll see the post displayed on its own page – click Edit Post to make changes, New Post to create another, or Close Sidebar to finish.

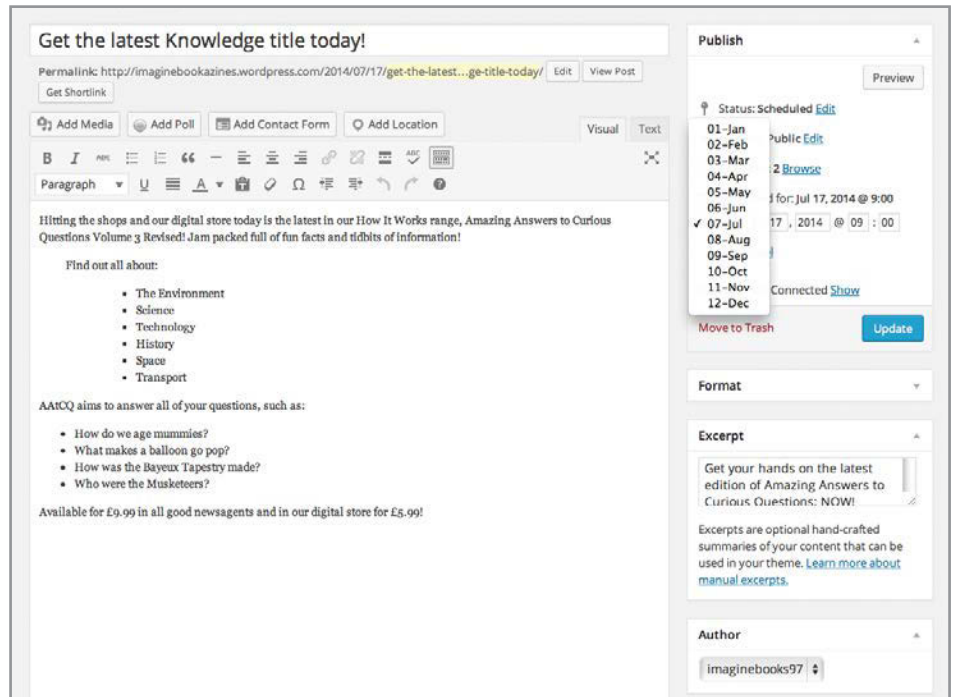
## Schedule posts for future publishing

PUBLISH POSTS ON A SPECIFIC DATE WITHOUT LIFTING A FINGER

**SUPPOSE YOU HAVE** an important announcement to make on your blog and you want to write it and get it out of the way. However, you don't want it to go live on the website and in full public view just yet. What can you do? It is easy, and the solution is to set a publishing date that is in the future on the day and time you want the post to appear.

This ability to schedule posts to be published automatically on whatever day and time you choose can be a very useful feature on occasions. In the Publish panel you have all the controls you need to set the publish date and time, so you just set it and forget it, and let WordPress handle the rest. You can view scheduled posts on the Posts page and also modify the date and time in Quick Edit mode.

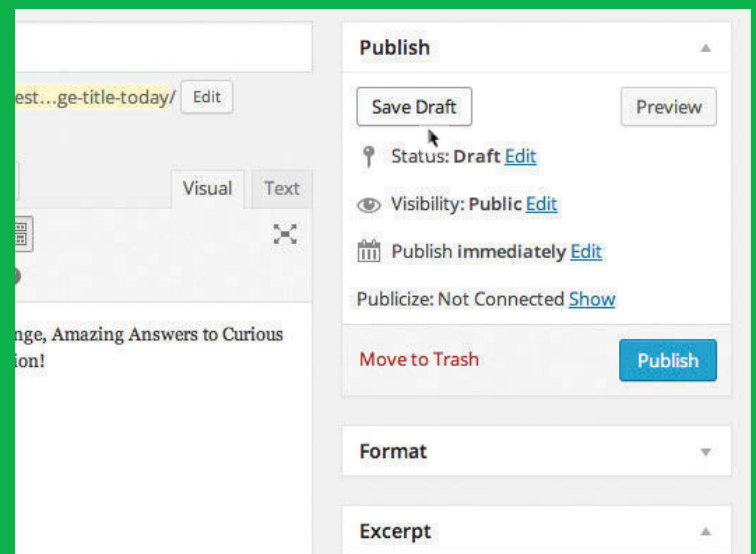
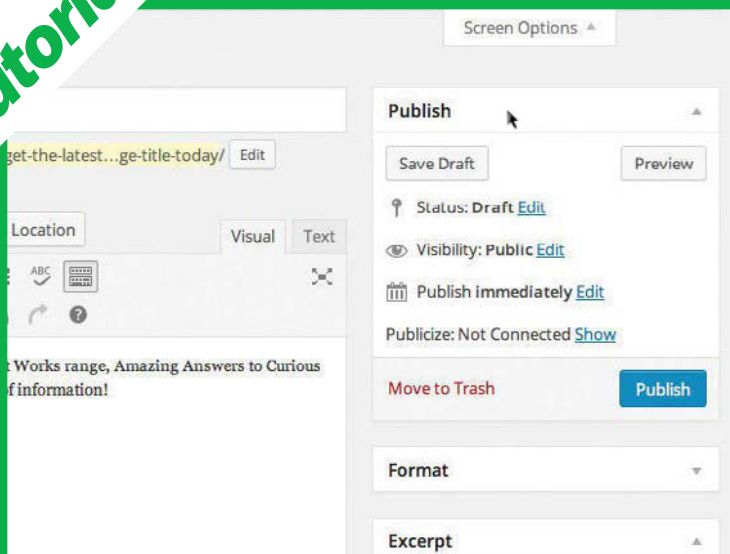
This is not the only way to delay a post though and another option is to save a post as a draft. Drafts are unpublished blog posts and you can view them and then publish them if and when you choose to.



“This ability to schedule posts can be a very useful feature”

**Tutorial**

Publish posts now or later



### 01 Publish it now

If you want to publish a post immediately, all you need to do is click the Publish button in the Publish panel on the right. WordPress will automatically put today's date on the post for you.

### 02 Save a draft

If you don't want to publish a post straight away and want to delay it for some reason, one option is to save it as a draft. You can view drafts at some other time and then publish them.

### THE POST STATUS

A post can be published, scheduled, pending review or draft. A published post is one that is live on the website and can be viewed by the general public. A scheduled post is one that has been written, but won't be viewable on the site until some specific date and time. Draft and pending review posts are unpublished.

### Past and future

Enter the year, day, hour and minute the post is to be published. If it's a future date the post is delayed until that day and time. If it's in the past it is published immediately

### Save the post

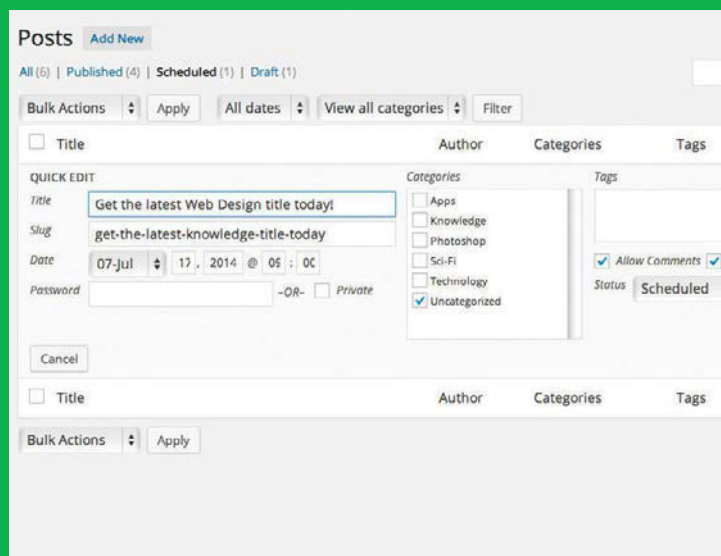
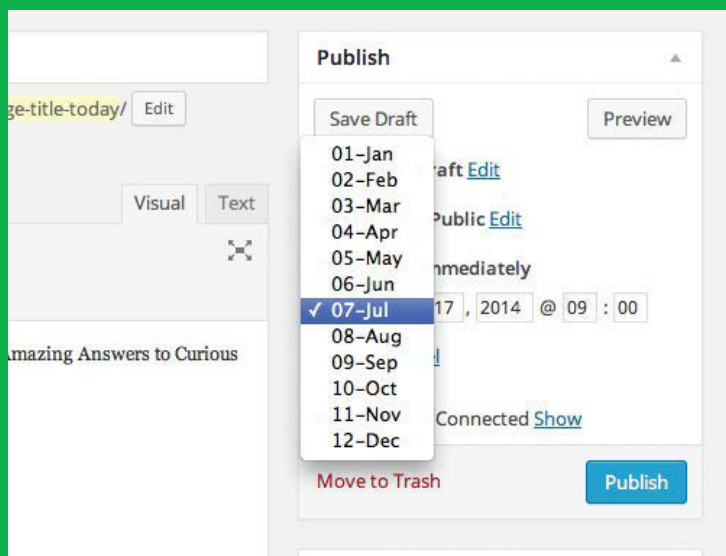
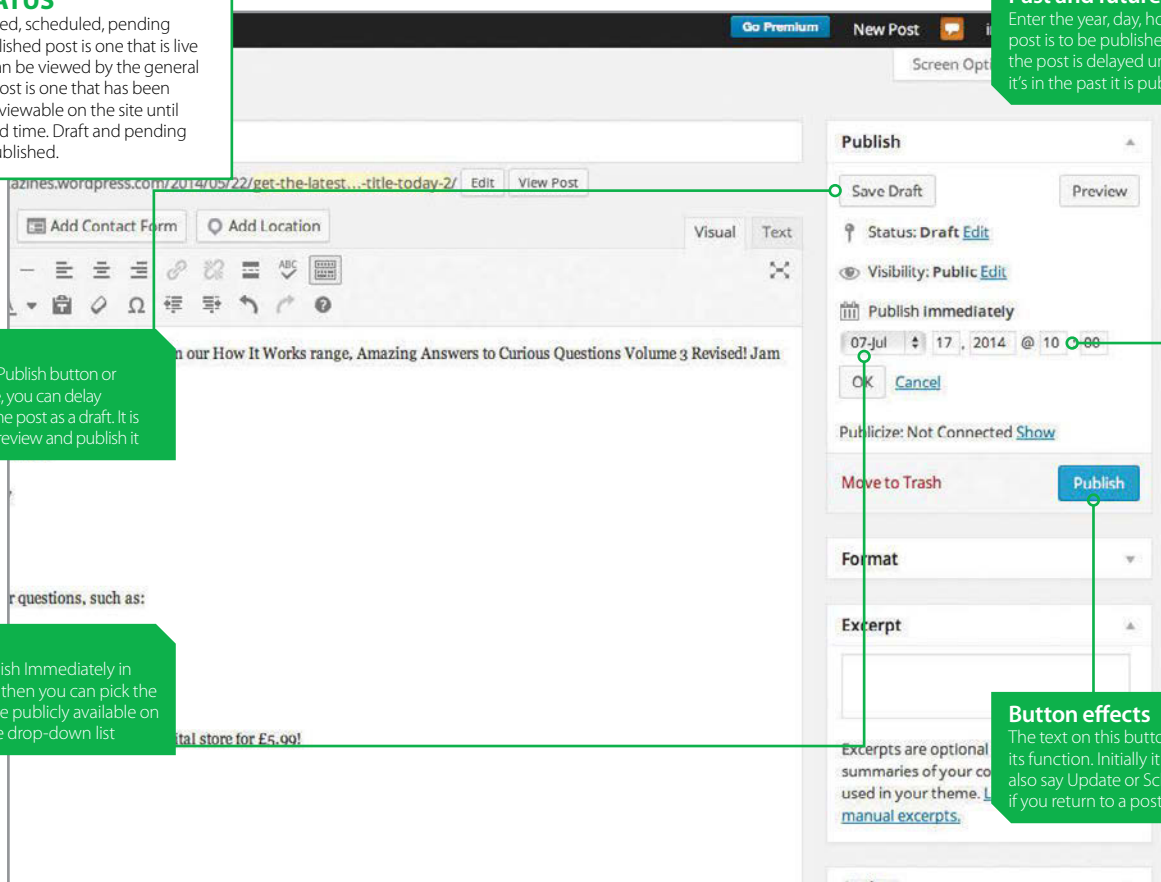
Instead of clicking the Publish button or scheduling a post date, you can delay publishing by saving the post as a draft. It is stored safely until you review and publish it

### Pick a month

Click Edit next to Publish Immediately in the Publish pane and then you can pick the month it is to be made publicly available on your website from the drop-down list

### Button effects

The text on this button changes to reflect its function. Initially it says Publish, but it can also say Update or Schedule. It says Schedule if you return to a post yet to be published



## 03 Set a date

Click the Edit link next to Publish on the right and new controls are displayed that enable you to set any date for publishing the post. Select the month and enter the date and time it is to go live.

## 04 Modify the date

Under Posts in the dashboard you can list all the scheduled posts by clicking the Scheduled link at the top. Clicking the Quick Edit link enables you to modify the date on which a post is to be published.

## Introducing categories

WE'VE GOT THE LOW-DOWN ON CATEGORIES INSIDE WORDPRESS

**CATEGORIES ARE LIKE** the filing system in your local library. They help organise your posts into meaningful sections, enabling you to find every post of a particular type quickly and easily. Rather than having a fixed set of categories prescribed to you however, WordPress lets you choose your own category structure to match your filing preferences. So if you're creating a blog about different sports, you might want to

create categories by game; one for football, a second for rugby and a third for golf. If you're more interested in music, however, you might

opt for hip hop, jazz, drum and bass and so on. WordPress is flexible enough to enable you to create your own taxonomy, designed around your interests, subject matter and posts. You can also add new categories at any time, so as your website and blog develop, you can update your system to match changing needs – ideal for when a new sport or music genre becomes popular and you want to keep up with the trend.

*"As your site develops, you can update your system to match changing needs"*

### Add a new category

Add a new category by completing this form – you only need a name (although you can add the other information if you'd like to)

### Edit/delete

Hover over a category in the Category Listing and you can access buttons to Edit or Delete that category

### Sort your categories

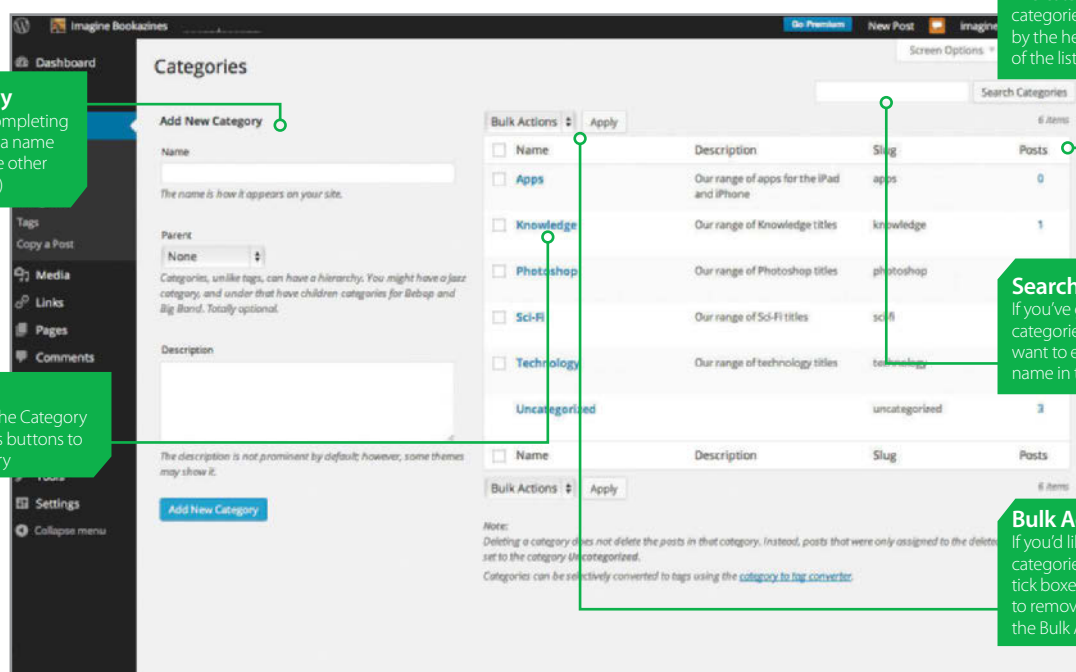
The Category Listing shows all the categories in your blog. You can sort by the heading at the top and bottom of the list

### Search categories

If you've got a really long list of categories, search for the one you want to edit or remove by entering its name in the search box

### Bulk Actions

If you'd like to delete multiple categories at the same time, check the tick boxes for the categories you want to remove, then choose Delete from the Bulk Actions drop-down



### Quick Tip

## MAKE CATEGORIES WORK FOR YOU

Categories can be simple or complex – they're flexible to your needs

Categories let you organise your content into convenient pigeon holes, making it easier for you and your visitors to find relevant content when browsing your blog. Exactly how you organise your posts and categories is up to you, but there are a few best-practice tips to arrange your categories so that they'll work well for your current and future filing needs and help visitors navigate.

First of all, don't confuse categories with tags. Categories form the overall semantic hierarchy for your blog and should ideally be named so that more than one post will end up inside the category (eventually at least). For this reason, it doesn't make sense to name a category Pink Socks unless you expect to write several posts about pink socks. A more

sensible choice would probably be Socks – more appropriate for you to file any post about socks, regardless of their colour, under that category. That's not to say that colours don't make good categories. If you're organising photographs using a blog, it might make sense to categorise them by colour.

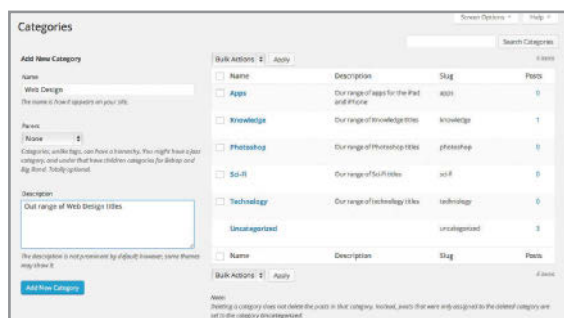
A second best-practice approach is to make use of WordPress's ability to nest categories inside each other. This enables you to create a high-level category that contains sub-categories, providing a phone-book-like experience of drilling down to the information in a post.

By naming categories appropriately and nesting groups of categories inside top-level divisions, your filing system will work well now and in the future!



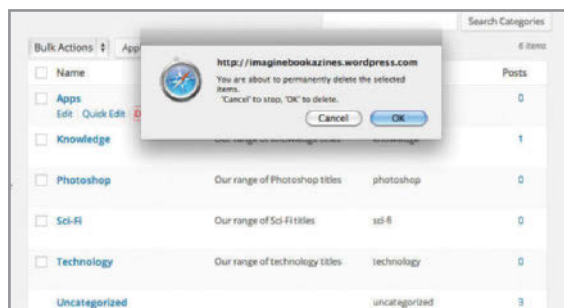
# MANAGING CATEGORIES

Categories are really easy to set up and maintain inside WordPress

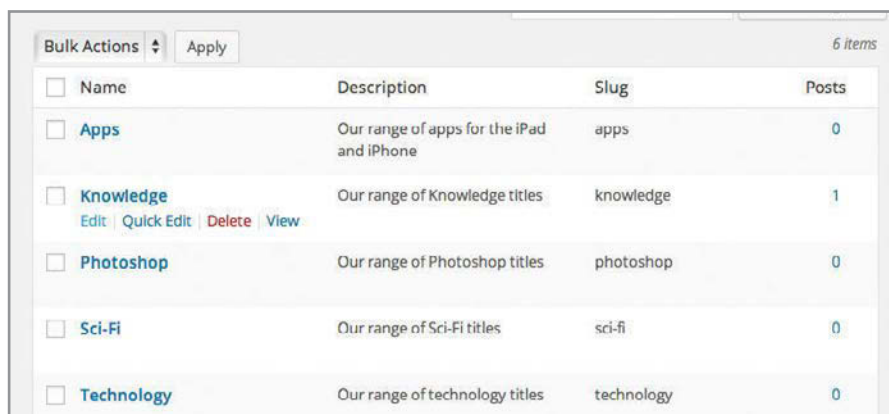


**1 Create a new category:** Creating a new category is easy. At minimum you need to give it a name, and click the Add New Category button at the bottom of the Add New Category form. If you'd like to give readers more information about what the category will contain, add a description. You can also nest categories inside each other, creating a hierarchy. Finally, the slug is automatically generated, but you can specify your own slug (a few words that describe a post or page) for search engine optimisation.

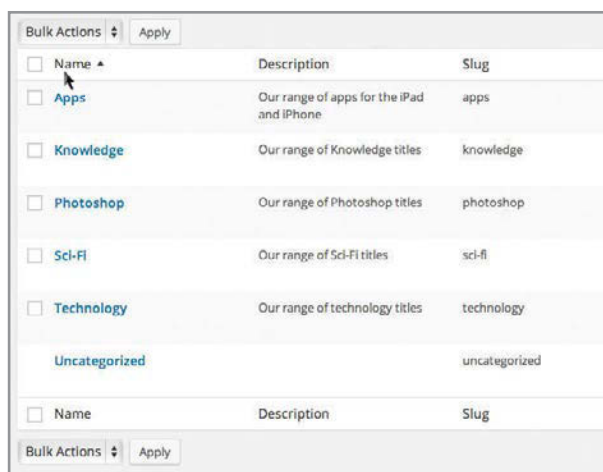
“Even if you have a very long list of categories, you can find the category you want to edit and delete without any fuss”



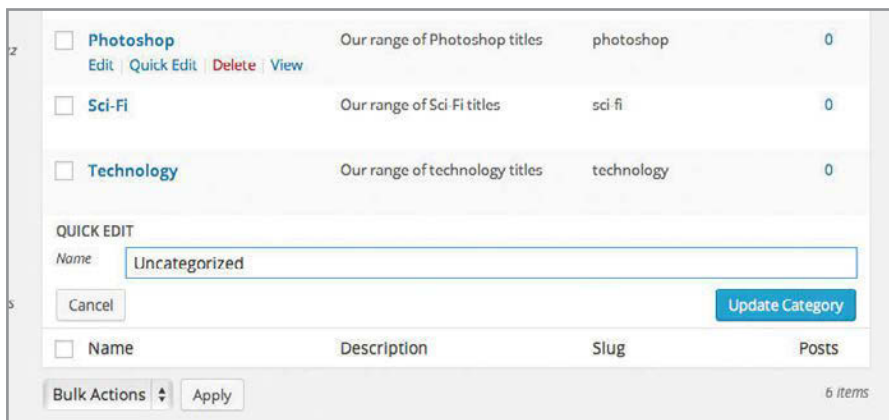
**4 Delete categories:** From time to time you'll want to trim down your list of categories. WordPress makes this nice and easy, but don't worry, you won't lose any posts you've added to the category you delete. To remove a category, simply hover over in the Category List, then choose the Delete option from the hover menu. Confirm your wish to delete the category and it'll be gone. All posts assigned solely to that category will be reassigned to the Uncategorized section.



**2 Edit a category:** Editing a category is just as easy as creating a new one. You can edit categories in two different ways. The first involves hovering over the category you want to edit in the list you have created, then choosing the Edit button. This will load a form identical to the Add New Category options, but with all the information for your category pre-loaded. The alternative way to edit is to choose the Quick Edit option when hovering over the category name. This loads a smaller form within the Category listing, but is a limited method as it only has the option to edit the name and slug.



**3 Sort the category listing:** Even if you have a very long list of categories, you can find the category you want to edit or delete without any fuss. Each of the four headers in the category listing is clickable. When you click on a heading, the category listing is resorted using that heading as the sort order. Click once to arrange alphabetically or numerically, or a second time to reverse the order.



**5 The Uncategorized category:** In WordPress every post must have a category that it belongs to. This works fine when you're nice and organised, but sometimes you're in a rush, or accidentally add a post without ticking the category boxes you want to assign it to. No matter; WordPress has a special section it assigns all posts without a category to: Uncategorized. This category cannot be deleted, but you can rename 'Uncategorized' by editing it just like any other category in WordPress, for example, changing it to Miscellaneous.

## Understanding post tags

LEARN ALL ABOUT HOW TO CREATE, USE AND MAINTAIN TAGS

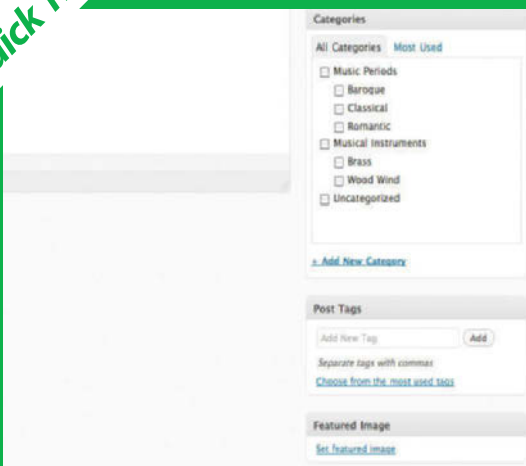
**WHERE CATEGORIES PROVIDE** a rigid library-like filing system, tags are more about abstract associations. What is a tag? Put simply, it's a marker to indicate the contents of a post. One post can have many tags, a single tag or no tags at all. Tags are not at all strict or limiting – you can happily file

a post under a Sixties Music category and tag the same post with Fancy shoes, Los Angeles, Bread and butter and Aliens if they are relevant.

When someone reading your post clicks on one of the tags, WordPress will display all the other posts that have the same tag, so although the post might

have been about a band that was popular in 1962, if the lead singer wore fancy shoes and you tag the post with the type of shoes, the visitor to your site can then find all other posts that mention that specific shoe or shoes in general (at least those that you've tagged appropriately).

Quick Tip



## MAKE THE MOST OF TAGS

Tags offer a great alternative taxonomy to categories

While categories are great for creating a structured, organised and strict filing system for posts, they don't really let you to get creative with associations. For example, if you're running a blog that provides obituaries for well-known public figures, you might categorise your posts by the area for which the celebrities were known – TV Personalities, Politicians, Musicians, Actors and so on. This makes sense because a visitor to your site would most likely think of celebrities in this way, so it's a good solid structure to adopt.

But what about where there are looser associations shared by posts? Tags are ideal for

grouping by alternative structures so that, for example, you could tag anyone who died under the age of 60 with Young. This enables visitors to your website to follow a natural path of "Who else died young?" when reading your blog, without forcing them to be aware of the age of each respective person when they died ahead-of-time (as would be the case if you categorised by the celebrity's age at death).

A lot of first-time WordPress users find this concept difficult to grasp, but think of it as a less structured way of grouping posts. Tags are better than categories for loose connections.

Name	Description	Slug	Posts
<input type="checkbox"/> Complete Manual		complete-manual	0
<input type="checkbox"/> Tips & Tricks		tips-tricks	0
<input type="checkbox"/> Genius Guide		genius-guide	0
<input type="checkbox"/> Book		book	0
<input type="checkbox"/> For Beginners		for-beginners	0
<input type="checkbox"/> Web Designer		web-designer	0
<input type="checkbox"/> All About History		all-about-history	0
<input type="checkbox"/> World of Animals		world-of-animals	0

### Add new tag

Add tags before you create the posts by using the Add New Tag form

### Batch deleting

If you'd like to delete multiple tags simultaneously, tick the boxes for each tag you want to remove, then use the Bulk Actions drop-down to choose Delete

### Edit and delete

Edit or Delete a tag by clicking on the options that appear when you hover over a tag in the Tag Listing

### Sort the list

Sort the list of tags by clicking on the headings to arrange the list alphabetically or numerically

### Search

Search for tags within a long list by using the Search Tags feature built right in to WordPress

# USING POST TAGS

Managing tags is very similar to managing categories, so master one and you'll have them both under your belt

## Tags

### Add New Tag

Name

*The name is how it appears on your site.*

Description

*The description is not prominent by default; however, some themes may show it.*

[Add New Tag](#)

**1 Add a new tag:** If you're feeling super-organised you can create your tags before you create your posts, but do bear in mind you can create a tag automatically when you post a new blog entry simply by adding the tag of your choice at the time of posting. Complete the form under Post Tags with, at minimum, a tag name, and click the Add New Tag button to save your tag ready for later use!

Bulk Actions [Apply](#)

<input type="checkbox"/>	Name	Description	Slug	Posts
QUICK EDIT				
	<input type="text" value="Photoshop Creative"/>			
<input type="button" value="Cancel"/>	<input type="button" value="Update Tag"/>			
<input type="checkbox"/>	Complete Manual		complete-manual	0
<input type="checkbox"/>	Tips & Tricks		tips-tricks	0
<input type="checkbox"/>	Genius Guide		genius-guide	0
<input type="checkbox"/>	Book		book	0

**2 Edit a tag:** Editing a tag is just as easy as creating a new one. You can edit tags in two different ways. The first involves hovering over the tag you want to edit in the Tags listing, then choosing the Quick Edit button. A form will appear directly in the Tag Listing enabling you to update the tag name and tag slug. Alternatively, if you want to edit the description as well, click on the Edit button instead – this will load a form identical to the Add New Tag form, but with all the information for your tag pre-loaded.

**3 Delete tags:** Sometimes you might have a change of heart over a tag you've used in the past, and you'll want to delete one or more tags so they no longer appear on your site. This is fairly simple to do and won't affect any of your posts other than by removing the tag in question. Simply locate the reference you want to delete in the Tag Listing, hover over it and choose the Delete option from the pop-up menu – it couldn't be simpler.

Bulk Actions [Apply](#)

<input type="checkbox"/>	Name	Description	Slug	Posts
<input type="checkbox"/>	Photoshop Creative		photoshop-creative	0
<input type="checkbox"/>	Complete Manual		complete-manual	0
<input type="checkbox"/>	Tips & Tricks		tips-tricks	0

[http://imaginebookazines.wordpress.com](#)

You are about to permanently delete the selected items.  
'Cancel' to stop, 'OK' to delete.

Bulk Actions [Apply](#)

<input type="checkbox"/>	Name	Description	Slug
<input type="checkbox"/>	Photoshop Creative	From the makers of Photoshop Creative	photoshop-creative
<input type="checkbox"/>	Complete Manual		complete-manual
<input type="checkbox"/>	Tips & Tricks		tips-tricks
<input type="checkbox"/>	Genius Guide		genius-guide
<input type="checkbox"/>	Book		book
<input type="checkbox"/>	For Beginners		for-beginners
<input type="checkbox"/>	Web Designer		web-designer
<input type="checkbox"/>	All About History		all-about-history

## 4 Sort the post tags listing:

After a while you'll have a long list of post tags, but even with this you can find the tag you want to edit or delete easily! Each of the four headers in the tag listing is clickable. When you click on a heading, the tag listing is resorted using that heading as the criteria. Click once to organise alphabetically or numerically, or a second time to reverse the order.

[Search Tags](#)

12 items

Slug	Posts
all-about-history	0
all-about-space	0
book	0

**5 Search for tags:** A quick way to find the tag you want to edit or delete, especially when you have hundreds of tags set up, is to use the Search Tags function inside WordPress. Open the Post Tags screen, then enter the name, or partial name, of the tag you want to find. Once you click the Search Tags button, the list of tags will be reduced to a more manageable length, making it easy to select the tag you're after.

# Getting started

## Uploading new media

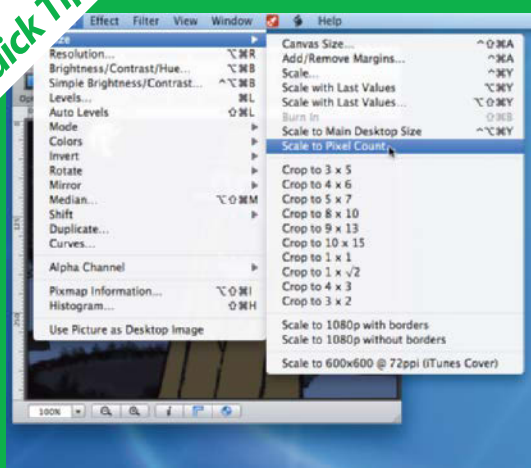
USE THE 'ADD NEW' SUB-CATEGORY TO UPLOAD TO YOUR BLOG

**AS THE NAME** heavily implies, the Add New sub-category in the Media section enables you to upload new media to use later with your posts and pages. This screen also lists your allowed file types and displays your remaining allocated upload space. If you intend to upload audio files or want to increase your available

space then you will need to purchase a Space Upgrade and if you intend to upload video files you will have to purchase VideoPress. Uploading images is easy. Simply click on Choose File, locate the image you wish to upload, select it by clicking Choose and then click Upload. The uploading process only usually takes a

few seconds (depending on the size of the file) and will then be added to your media library, after which you can choose what to do with it, such as attach it to a particular post. Here we guide you through the Add New page, highlight any problems you may encounter and show you how to get around them.

**Quick Tip**



## UPLOAD TROUBLESHOOTING

If you experience problems uploading files then help is at hand

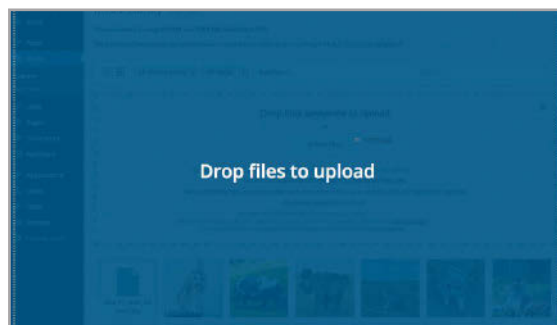
If you experience problems uploading certain files then there are various causes and solutions. For example, if the image file you are wishing to upload is too large and your connection times out then you should try uploading a smaller version, which requires optimising the image itself and could mean resaving it as a specific file type. As a rule of the thumb, JPEG works best for images with gradients, such as photographs, GIF is best for blocks of repetitive colour (including logos and line art) and PNG should be used to preserve partial transparency and large amounts of colour. Packages such as Photoshop

or PaintShop Pro enable you to resize and compress images quickly, but there are plenty of free packages available too such as GIMP, Picasa, GraphicConverter and PhotoFiltre. Ensure that the colour profile of every image you upload is saved in RGB (not CMYK, for example).

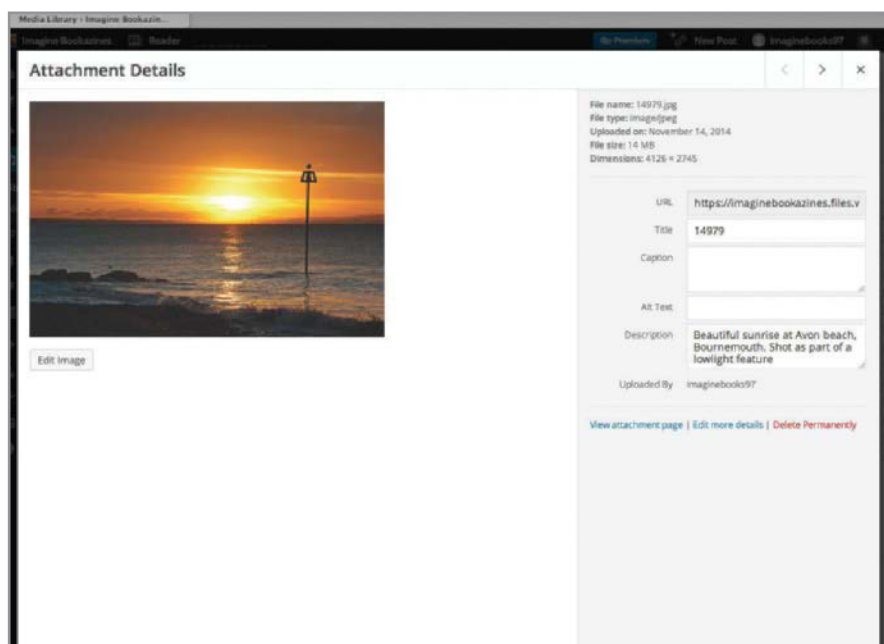
Other issues may arise in regards to the file names. It is best to stick to letters and numbers, and if it contains other characters then they will be removed or replaced with a dash. If your connection speed is slow then you can try clearing out some of your temporary internet files before attempting to upload again.

## WHAT ADD NEW ENABLES YOU TO DO

It's a simple page, but there is more to it than meets the eye

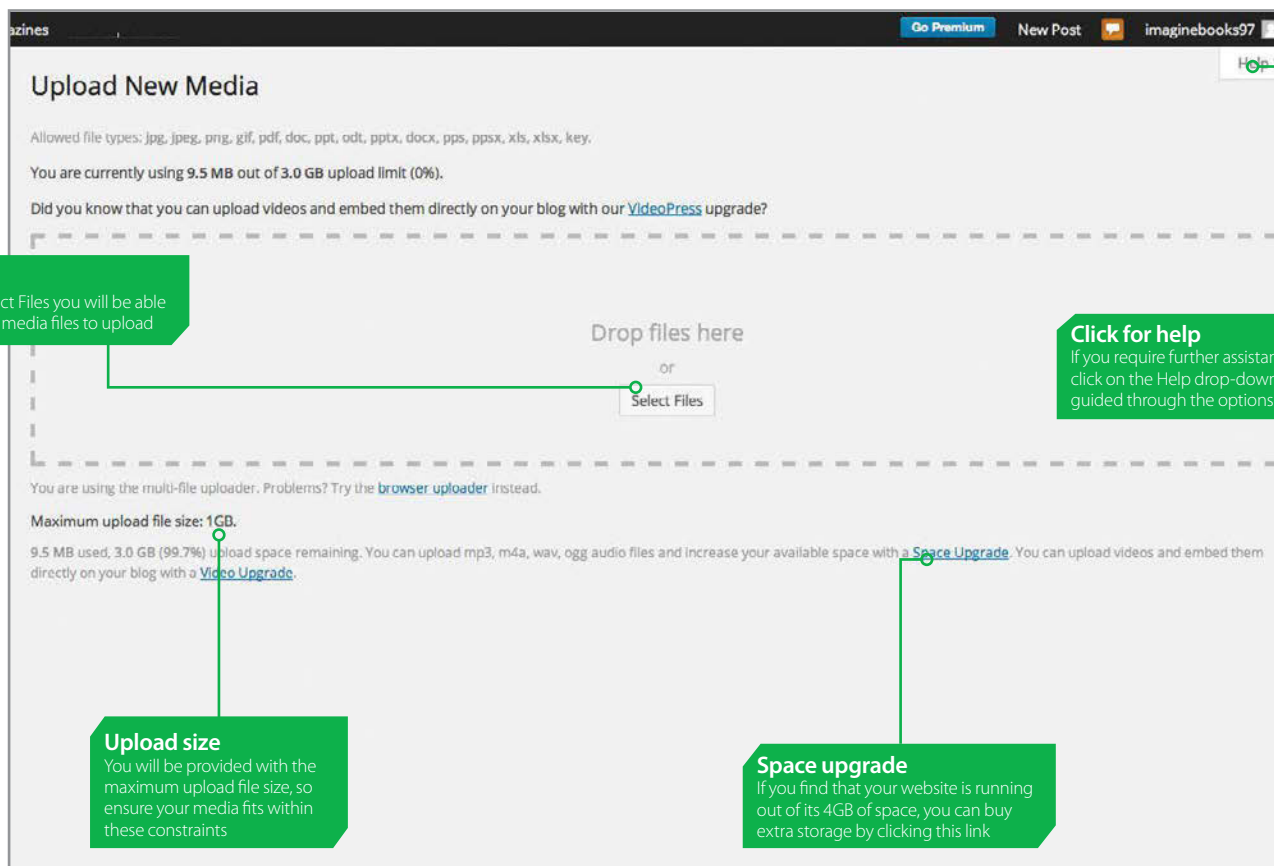


**1 Add new media:** Uploading new media is a simple process that will only take a few seconds. With the new 4.0 Media Library, you can simply click on Media in the Dashboard sidebar and you'll be presented with an image grid. A drag and drop will appear at the top of the grid. You can also select 'Add New' from the sidebar or at the top of the Media Library page. See step 4 for the two different uploading methods.

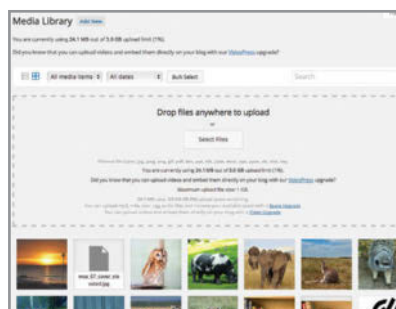
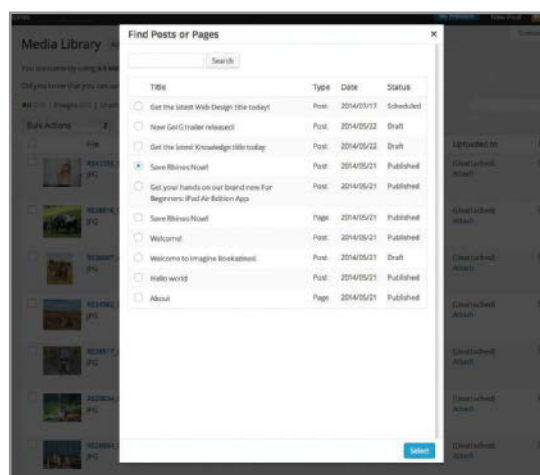


**2 Manage new media:** After you have uploaded your selected piece of new media, it will be added to your media library. You will now be able to apply all of the options we explored on the media library pages (page 42). Also, if you move your cursor over the name of the file the option to View will appear. Click on this to be taken through to a separate screen that will provide other info such as size and date published.

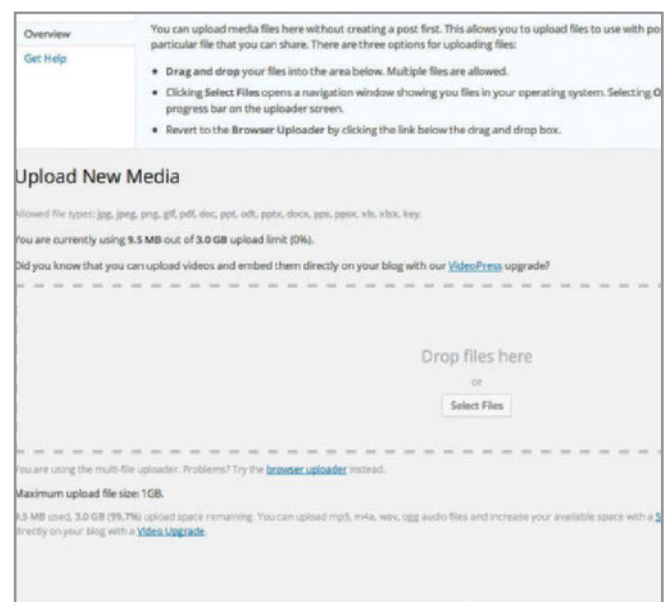




**3 Attach new media:** When you upload a new media file it will appear in your media library as being unattached (as indicated in the Attached To column). To attach a new media file to a post, click on Attach and you will be able to perform a manual search to find a post or page to attach your new file to. Type what you want into the window, click on Search and you will be presented with options. Click on one and press Select.



**4 Upload method:** There are two options available for you when it comes to uploading your media, either you can go for the traditional click and locate file, or you can drag and drop directly from your computers files into the browser and the files will upload. If you have any problems with the drag and drop uploader you can opt to upload via the browser uploader instead, which works much like a traditional upload.



**5 Extra help:** If you require additional help with using the Add New media page, there is a drop-down Help menu in the top-right corner of the screen. Click on this and a large text window will roll down from the top of the page that clearly outlines what you can do on this page and talks you through your two uploader options. Once you have read and digested this information, click on Help again to collapse the window.

# Setting up

**80** The ultimate guide to hosting

**84** Download, install and set up a self-hosted site

**88** First steps to creating a WordPress blog

**92** Learn to edit your WordPress blog posts

**96** Embed external media in your WordPress posts

**100** Add a gallery of images in WordPress

**102** Add video and audio to your WordPress blog

**106** Manage the WordPress Media Library

**108** Organise your WordPress posts

**110** Managing blog post comments in WordPress

**112** Customise the categories in your WordPress blog

“WordPress has become synonymous with the term blog”

**114** Create, apply and manage tags in your posts

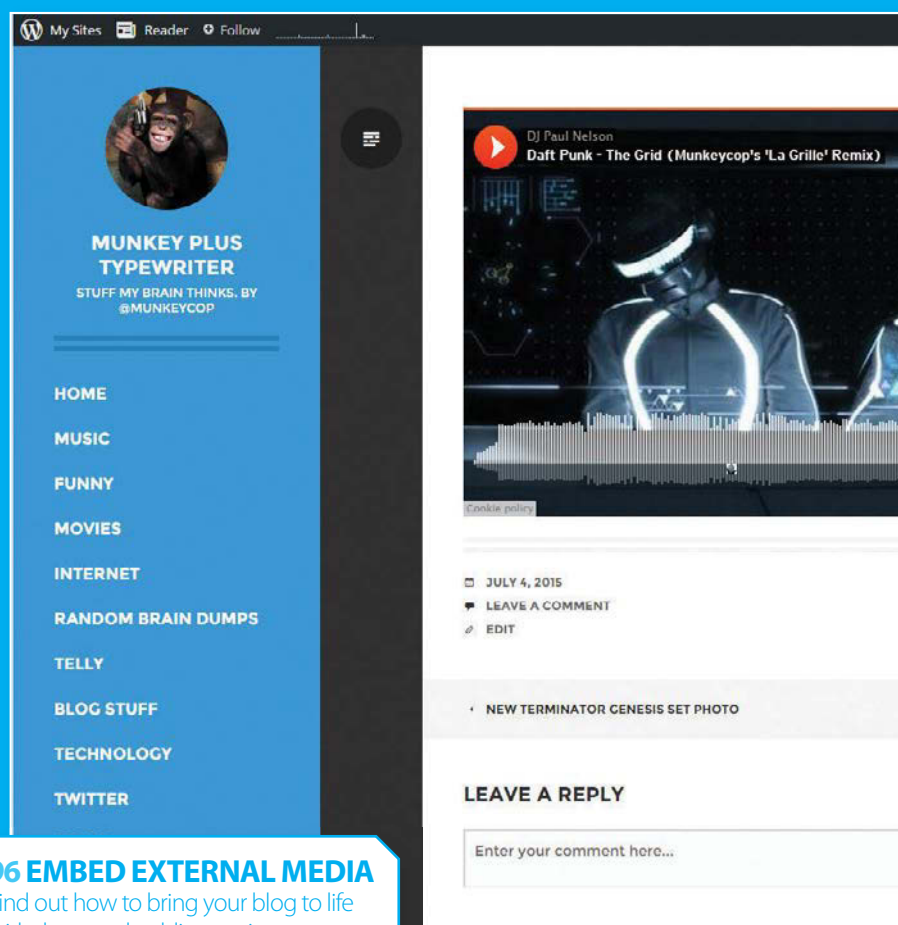
**116** Manage a series of links in your website sidebar

**118** Improve your permalinks and drive visitors to your blog

“For more creative control over your blog, choose a web host”

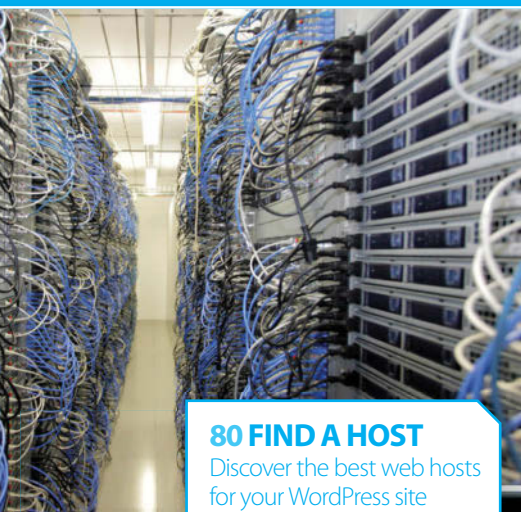


© 1&1 Hosting



## 96 EMBED EXTERNAL MEDIA

Find out how to bring your blog to life with these embedding options



## 80 FIND A HOST

Discover the best web hosts for your WordPress site

Common Settings

☐ Default <http://www.cakelab.com.au/2012/05/25/sample-post/>

☐ Day and name <http://www.cakelab.com.au/2012/05/25/sample-post/>

☐ Month and name <http://www.cakelab.com.au/2012/05/sample-post/>

☐ Numeric <http://www.cakelab.com.au/archives/123/>

☐ Post name <http://www.cakelab.com.au/sample-post/>

☒ Custom Structure [http://www.cakelab.com.au/?postname&-post\\_id%2F](http://www.cakelab.com.au/?postname&-post_id%2F)

Optional

If you like, you may enter custom structures for your category and tag URLs here. For example, using 'topics' as your category base would make <http://example.org/topics/ancientgreece/>. If you leave these blank the defaults will be used.

Category base

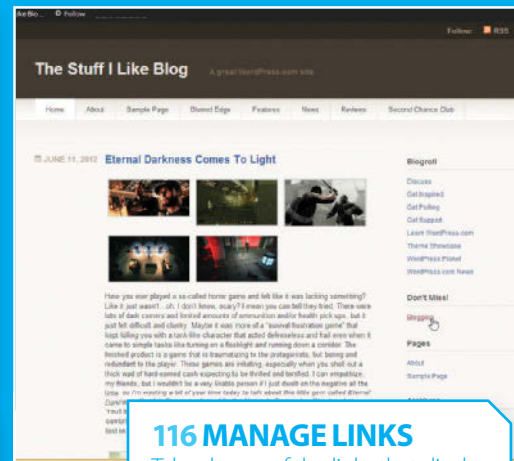
Tag base

[Save Changes](#)

Thank you for creating with WordPress

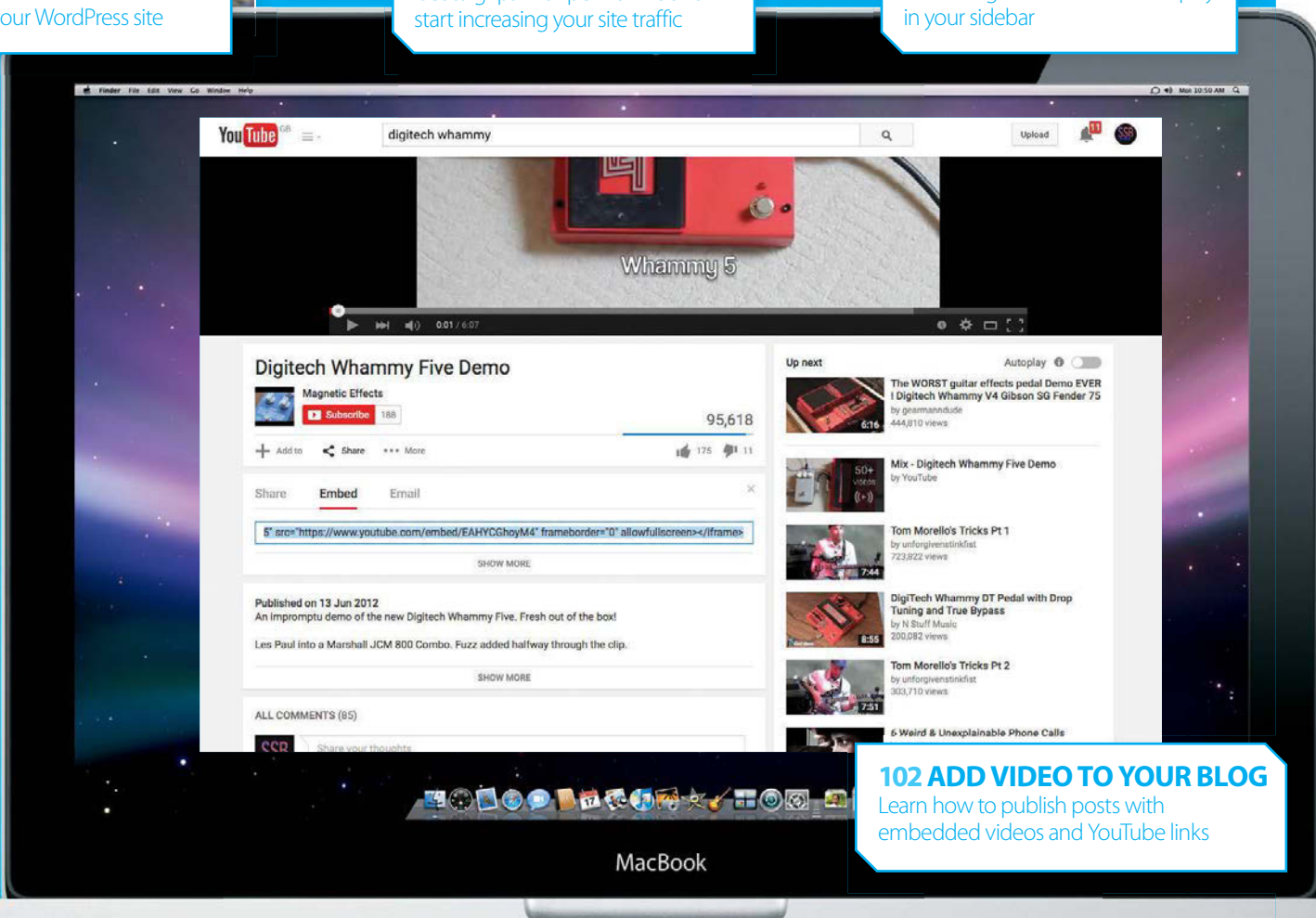
## 118 MASTER PERMALINKS

Get to grips with permalinks and start increasing your site traffic



## 116 MANAGE LINKS

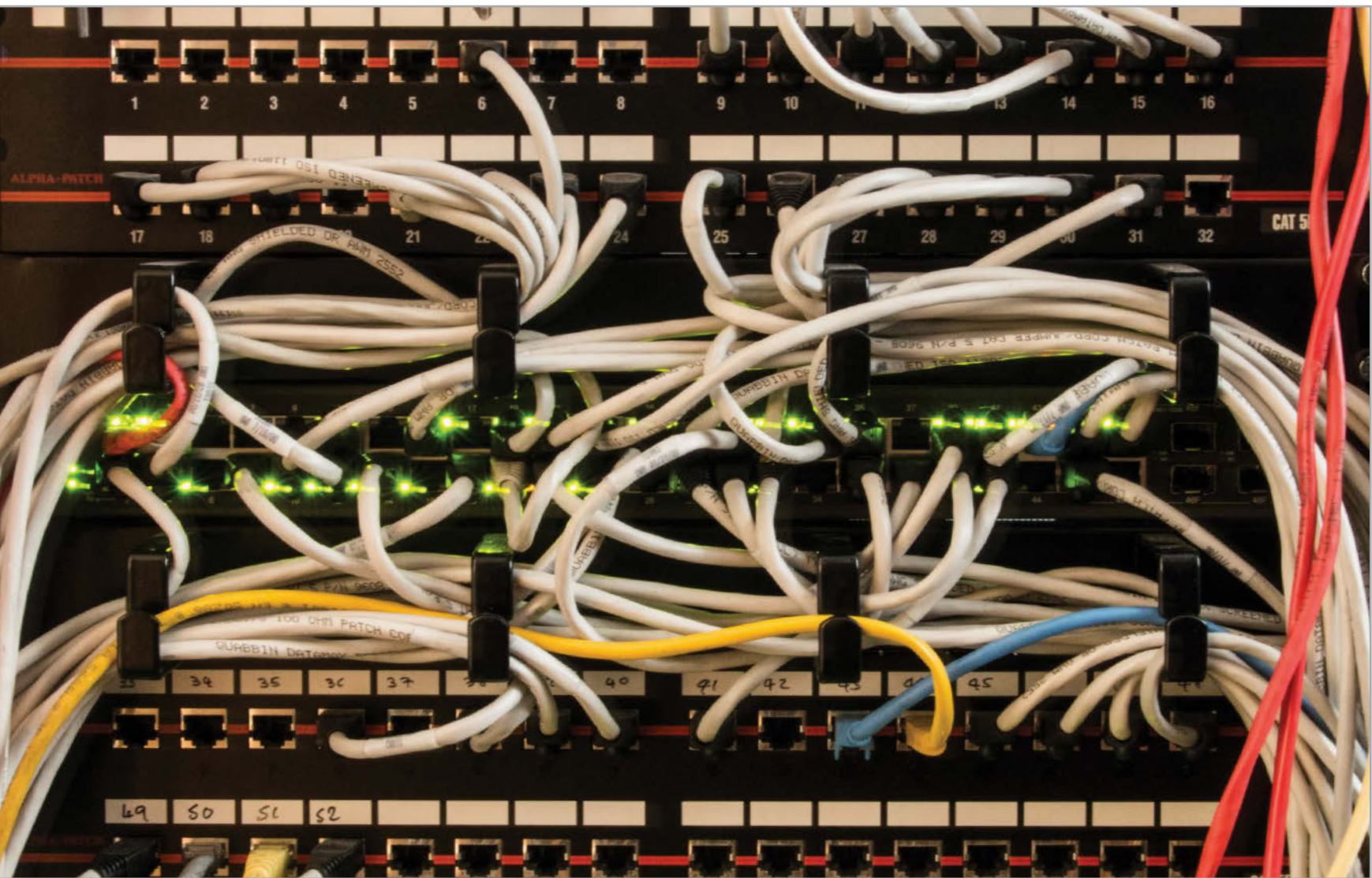
Take charge of the links that display in your sidebar



## 102 ADD VIDEO TO YOUR BLOG

Learn how to publish posts with embedded videos and YouTube links





# Getting hosted with WordPress

CHOOSING THE RIGHT WORDPRESS HOST REQUIRES RESEARCH, PATIENCE, AND A GOOD UNDERSTANDING OF HOW THE PLATFORM WORKS

**THE BEST ADVICE** we can offer you when choosing a new WordPress host is to make sure that you understand what is required to offer a reliable and speedy experience for you and your visitors. There are many technical areas that need to be researched to ensure a positive online experience over time and some of these are not obviously promoted by hosts. We will cover the most obvious advice and also some areas that are easily overlooked, and hopefully at the end you should have a good idea of what you will need to run your WordPress environment. Pricing is of

course important, but even more so is the reputation of a host and the reviews of its customers. If you can find a host who offers fast and free support, and who is able to give you some help along the way, you will be half way there. If they have a deep understanding of WordPress and the way it works, you should be assured of an experience that is fit for your site visitors and the way you want to run your blog. It's time to see what a good host should be capable of providing to a WordPress blogger and their blog.



## Managed WordPress hosting really works

Some web hosts offer managed WordPress hosting which takes away most of the hassle when initially installing the software. It is not just designed to make things easier, however, because a hosting setup that is purposely designed for WordPress will ensure the fastest experience for your visitors and much less administration over time. Most packages will automatically install WordPress version updates and some will even ensure that all of your plugins are kept up to date all of the time. Even more importantly, they are built on infrastructure that is designed to work with the way WordPress stores data and this will ensure that you do not need to keep updating your package to account for database limits. Backups of your data are also usually included for peace of mind and throughout the experience, you should not just see faster performance for your visitors, but much saved time in administering the site on a daily basis. The only real downside is cost because managed sites will almost always be served on a singular basis

### Support. Speed. Security. Quit Worrying And Let Us Run WordPress For You

#### EverCache Technology

Google says they lose 20% of their traffic for each additional 100 milliseconds it takes a page to load. Speed matters. Google also incorporates your page-load time into your site's search rankings. Faster sites win. Literally. That's why WP Engine hosting services custom-built our EverCache technology to deliver WordPress fast enough for Google, and at scale.

[Learn More](#)

#### Insanely Fast. Robust Scalability.

Never configure a caching plugin again. Our WordPress hosting architecture is hand-tuned to deliver you the fastest WordPress hosting around. And we give you our word that we'll never take your site offline for having too much traffic.

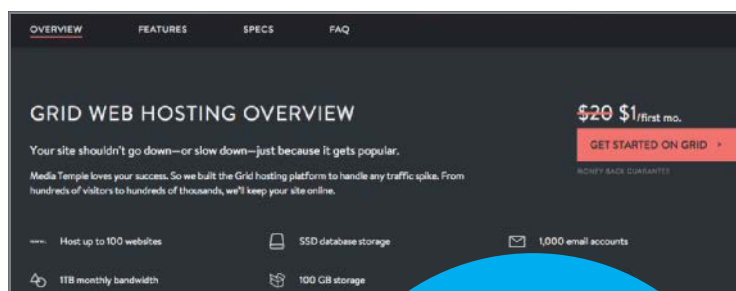
[Learn More](#)

*There are many upsides to managed hosting if you are prepared to pay*

and traffic limits may be restricted unless you are prepared to upgrade. You will need to decide if the managed route is right for you and most of your decision making will come down to how optimistic you are for the potential of making money from your venture in the future. Managed hosting will always be worth considering.

## Shared hosting is not always an ideal solution

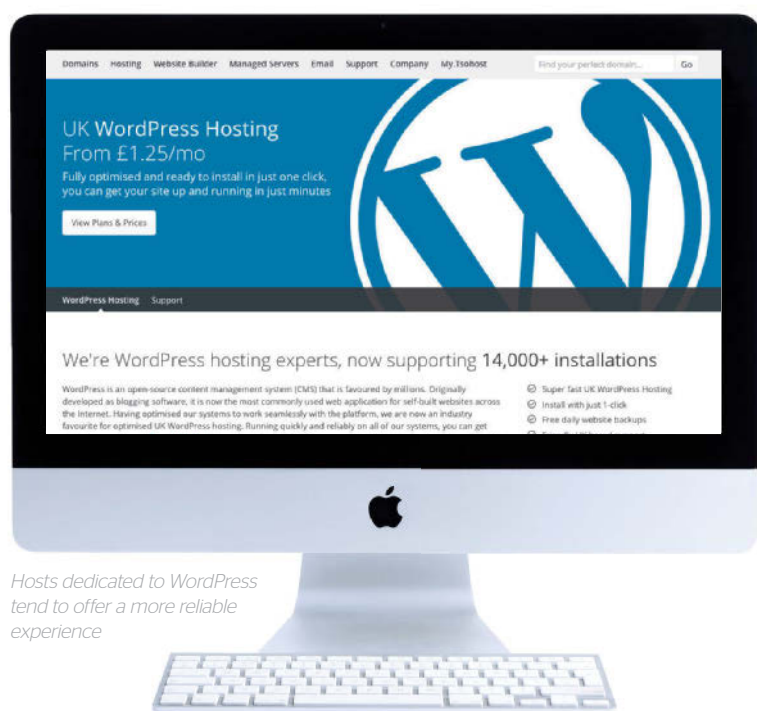
Shared hosting is a very common platform for hosts to sell WordPress solutions on and their main advantage is that these plans are often cheap in comparison to others. Boasts of unlimited bandwidth and disk space are all very well, but you should be aware that on a shared plan you are sharing servers with other users. This may cause intermittent performance from time to time and likely a generally slower service than you would experience from a dedicated server for your site. There is a place, however, for shared hosting and that is when starting out. If your potential host offers an easy upgrade path to a singular server for your site then you may wish to risk a shared plan while you ascertain the exact needs for your online presence. Shared hosting can work as a short-term solution and it will save you money while you are testing.



*Shared hosting can work for those who are starting out in the world of WordPress blogging, but is not ideal for long-term usage*

### Top tip

Try to understand your requirements and learn as much as possible about how WordPress works before you begin researching potential hosts.



*Hosts dedicated to WordPress tend to offer a more reliable experience*

## Always look for 'WordPress'

It can feel romantic to decide to set up every single part of your hosting manually and there are of course many advantages to doing so, the main one being a forced gain of knowledge during the process. However, you can still maintain a lot of control over your WordPress installation if you choose a provider that will do a lot of the legwork for you. From the initial installation of the software to systems that are designed to work alongside WordPress, a host that offers 'WordPress' hosting will likely be a better bet for the majority of bloggers. Database limits should be ample and because so many other WordPress installations are working on their servers, the entire space should be tried and tested for added reliability. It is basically a half-way house between standard hosting and Managed WordPress setups and works well for the majority of users.

**"Pricing is important, but even more so is the reputation of a host"**

# Setting up

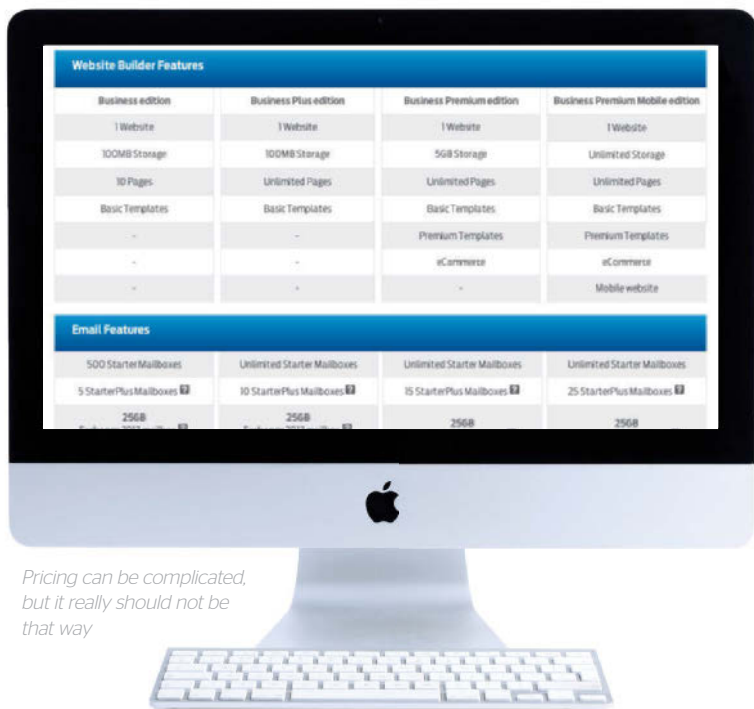
## Top tip

Almost every web host will boast uptime figures of +99%, but you should do your research to ensure that these numbers are realistic.

# What should you really pay for?

There is no definite advice for what features should be included when choosing a web host, but you should be aware of a trend in the industry of selling individual features at separate prices. Web hosts will usually sell domains, but it is often cheaper to buy one from a dedicated supplier. Some also offer services such as domain privacy, Outlook support and other web related features that can soon add up to a much higher cost than you initially expected. When deciding what you need, make sure that the main features are available at reasonable prices and do not be afraid to use multiple organisations for your hosting and domains. Sometimes it can actually be advantageous to use more than one company for resilience and to ensure that not all of your online eggs are in one virtual basket. Pricing should always be obvious and very easy to understand.

“Be careful when checking all of the features a host offers”



*Pricing can be complicated,  
but it really should not be  
that way*

## Fully understand the technical limits of WordPress hosting

Depending on how long you expect to run a WordPress blog and what your ambitions are, you should be very careful when checking all of the features a host offers. MySQL databases are required for WordPress and checking the available limits is crucial to running and adding content to a blog over time. Some hosts limit MySQL database sizes to 100MB or even lower and even if these appear to be ample at the start, after a year or two you may hit the limit and need to transfer your database contents to another provider. The problem is that moving databases requires lots of technical knowledge so if you can be assured of longevity right from the start you will save yourself a lot of trouble in the future. Remember that many providers do not publicise the maximum limit for their databases so make sure you ask before signing up.

If you have only one package, you will land on the Administration page. If you have more than one package, select the package in question to reach its Administration page.

No.	Package	Type	Domains	Contract ID
1	1&1 Dual Unlimited 1 domain	Web Hosting	a111111111.onlinehome.us	11111111
2	1&1 Dual Unlimited Windows 1 domain	Web Hosting	a222222222.onlinehome.us	22222222
3	1&1 MyWebsite - Premium Package 1 domain	Web Hosting	a333333333.inital-website.com	33333333
4	Dedicated Server Quad-Core i Linux 1 domain	Web Hosting	s444444444.onlinehome.us	44444444
5	Dedicated Server Hexa-Core Windows 1 domain	Web Hosting	s555555555.onlinehome.us	55555555

### Package overview

## Other specifics to be aware of

The trend for hosts to advertise disk space and bandwidth limits is useful as a guide, but there are other technical areas that you should familiarise yourself with before choosing a host. WordPress can work with a PHP Memory limit of 16GB, but you should be looking for 64MB to ensure that the site will run speedily over long periods. Also, as WordPress is based on MySQL and PHP, always opt for a Linux hosting package - other options will work, but the benefits from using Linux will be felt every time you use WordPress. You should also consider more general aspects of a host such as their available times to deal with problems and if they offer a telephone number for support queries. Read reviews on each host to gauge the general view of their services and don't always be swayed by price. Offers that look too good to be true usually are and, as we all know, you almost always get what you pay for. Take your time investigating all of the available WordPress hosting options because the wrong initial decision could cause months of pain, wasted time and cause you much frustration.



*Make sure you cover every single base when choosing a new web host*

# Four of the best hosts

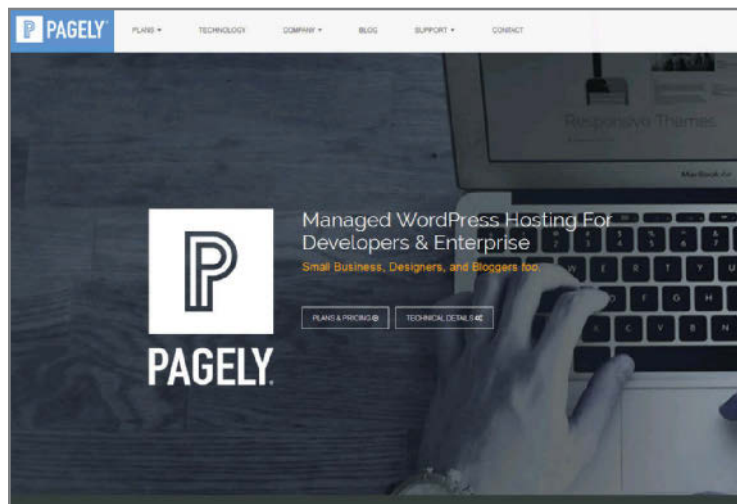
A DIVERSE COLLECTION OF WEB HOSTS AND SERVICES FOR HOME USERS, SMALL BUSINESSES, DESIGNERS AND DEVELOPERS

## Pagely

[pagely.co.uk](http://pagely.co.uk)

**£14.98-£35.96/\$64-1799 per month**

Pagely offers a managed WordPress hosting platform that gives customers innovation, speed, scalability, and security. Its specialist nature means that it concentrates itself on enterprises and big brands. The beauty is all this knowledge is passed down meaning smaller customers get all the benefits. This is an ideal host for expanding businesses.

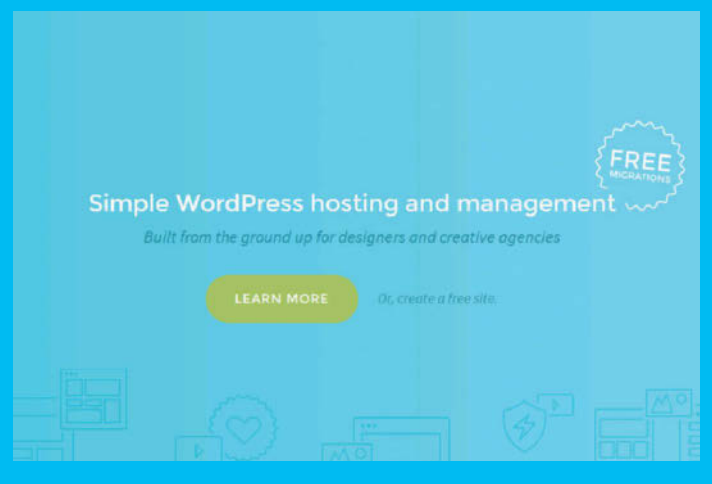


## Flywheel

[getflywheel.com](http://getflywheel.com)

**£4.29-£7.16/\$15-\$75 per month**

Flywheel offers 'simple WordPress hosting and management'. It has a strong focus on designers and creative agencies, with a set of powerful tools to match. It provides easy collaboration, easy billing and the option to show off sites before going live. Plus, it has a host of free WordPress-friendly resources to help build fast, secure sites.



## 1&1

[www.1and1.co.uk](http://www.1and1.co.uk)

**£0.99-6.99 per month/\$11.60-\$33.28**

1&1 are a firmly established web host offering a wide range of hosting services. They offer ease of use, a host of tools and features and good prices. If you are a casual blogger or photographer they have a package for you. If you are looking for something for larger projects and top performance they will have a WordPress package for you.



## SiteGround

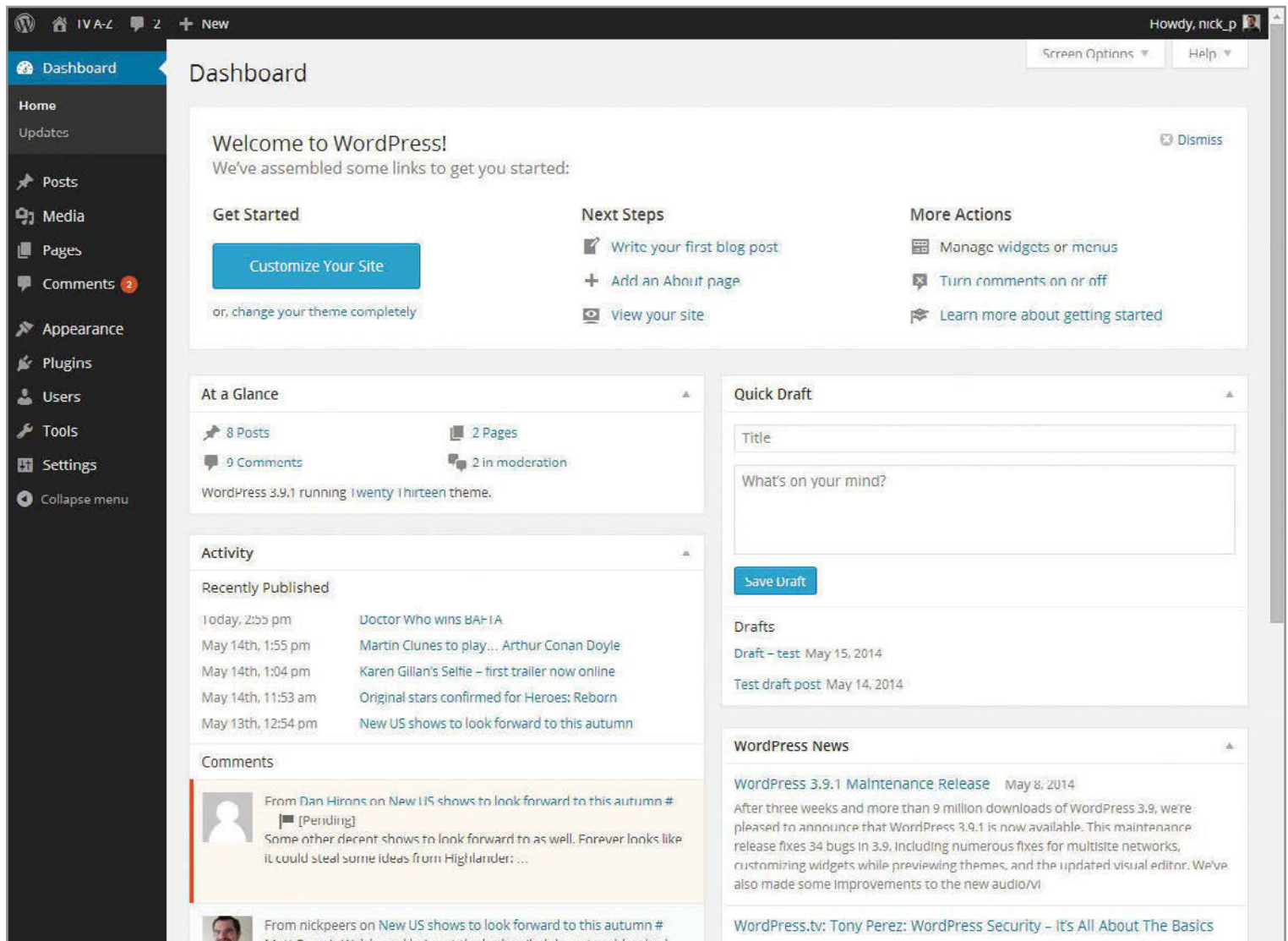
[www.siteground.co.uk](http://www.siteground.co.uk)

**£2.75-9.75 per month/\$29.00**

SiteGround offer web hosting 'crafted with care'. By default, they offer free domain names, 24/7 technical support and security. Their packages are aimed more at the individual and offer a set of features for those just starting out through to 'real web geeks' eg preinstalled Git, at very affordable prices.







## TUTORIAL OBJECTIVE

Download, install and set up WordPress for first use

## TIME REQUIRED

15 mins

## SKILL LEVEL



# Download, install and set up a self-hosted site

THE PATH TO A PERFECT BLOG STARTS RIGHT AT THE BEGINNING. HERE WE SHOW YOU HOW TO DOWNLOAD, INSTALL AND SET UP WORDPRESS

**WORDPRESS HAS BECOME** synonymous with the term blog, and with good reason. The web publishing platform is free to download, easy to install and simple to use. Add into this already-appealing mix the fact that there are continual updates and development, a swathe of themes and literally thousands of add-ons and it's hard to see what's not to like.

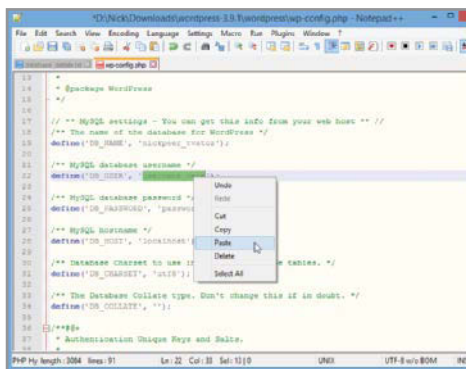
WordPress itself comes in two distinct flavours: either hosted via [www.WordPress.com](http://www.WordPress.com), as we've explained on p18, or self-hosted via [www.WordPress.org](http://www.WordPress.org). In this tutorial we are focusing on the self-hosting option, which relates to users who already own a domain name and web space.

The WordPress site extols the virtues of its 'Famous 5-minute installation' and undoubtedly WordPress can be installed in five minutes, when you know what you are doing. However, for those not so well associated with the WordPress platform the process is a little more in-depth. Here we look at the basics; where to download the latest version of WordPress and how to install. Plus we take a more in-depth look at setting up a MySQL database and how to transfer files, ready for installation, via an FTP client. Finally, we run through the installation process and take a peek at how to modify some of WordPress's essential settings.



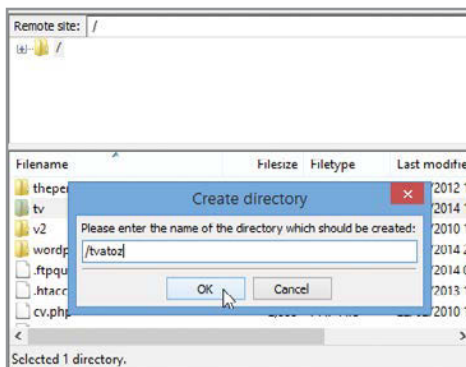
## 01 Get WordPress

The first step to a successful WordPress blog is downloading and installing the WordPress platform. To download the latest version of WordPress head to <http://WordPress.org/> download and click the Download WordPress button and save the file to the desktop. The download is packaged as a ZIP file, unzip the file ready to install.



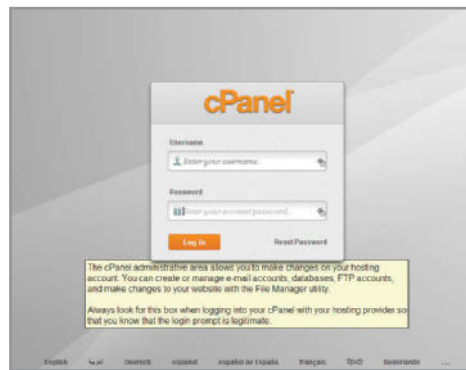
## 04 Database details

Head to the location of the WordPress download, ie the desktop and locate the wp-config-sample.php. Rename the file to wp-config.php and then open in your favourite text editor, HTML authoring software, ie Notepad, Dreamweaver. At the top of the page under MySQL settings is where the database and user details need to be added.



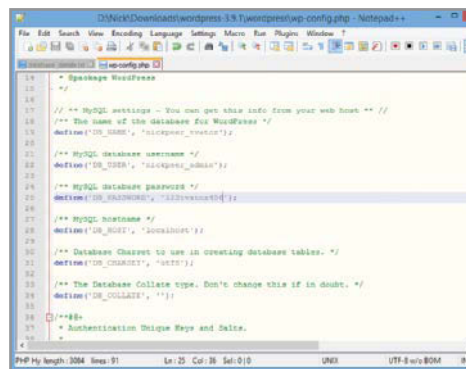
## 07 Create directory

Once connected there will be two windows, the left displaying local files and the right showing folders on the server. Double-click the www folder (this will differ from host to host, ie HTML) in the top-right pane to get to the root. Now right-click in the bottom right pane, select Create directory and name.



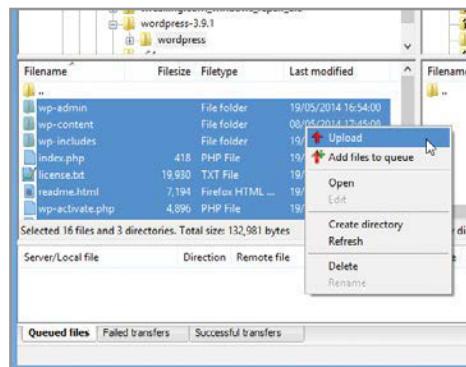
## 02 Web host account

Before installing WordPress a database needs to be created. How this is achieved will differ from web host to web host. We are going to demonstrate a typical set up using cPanel. First of all you'll need to log in to your web host account, these details should have been provided by your web host when the account was initially set up.



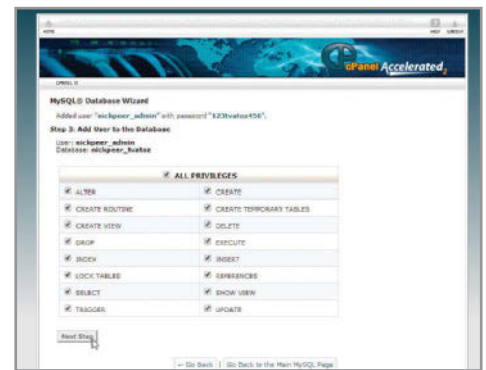
## 05 Settings

The only settings that need to be changed are 'DB\_NAME', 'DB\_USER' and 'DB\_PASSWORD'. Ignore the other settings. Now substitute the putyourdbnamehere text with the name of your database, substitute the usernamehere text with the username and substitute the yourpasswordhere text with the appropriate password. Now save the file ready to upload.



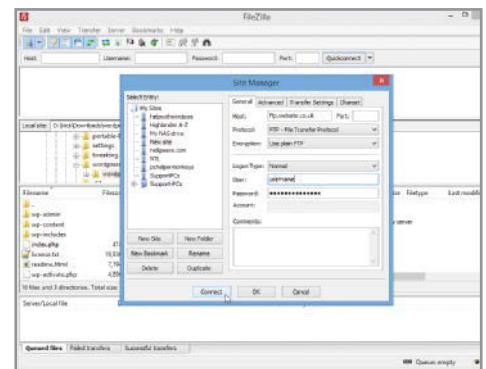
## 08 Transfer files

Now double-click the directory folder just created to see an empty directory listing. Go to the left windows and use both to locate the WordPress download. Make sure the WordPress folder lowest down the structure is selected. Now select all files, right-click and select Upload to transfer all the WordPress files



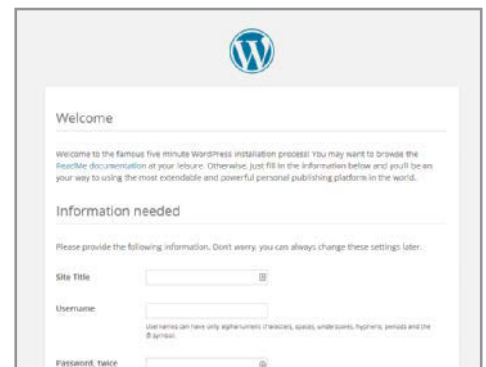
## 03 Create a database

First locate the Database section and MySQL Database Wizard; if not available ask your web host how to create a database, and click. Step one is Create A Database, add a name in New Database and press Next Step. Now add a Username and Password, add Password again and press Next Step. Now click All Privileges and Next Step.



## 06 Get connected

The next step is to upload all the WordPress files to the desired web space. This is done via an FTP program such as FileZilla, which from <http://filezilla-project.org>. Once installed, open and go to File>Site Manager and enter the Host address, ie ftp.mywebsitename.co.uk and username and password as provided by your web host. Press Connect.



## 09 Installation script

After all the files have been uploaded to the web host server open the browser of choice and enter the following address, [www.yoursite.co.uk/blog/wp-admin/install.php](http://www.yoursite.co.uk/blog/wp-admin/install.php). Yoursite.co.uk is the domain name where WordPress is installed and blog is the name of the folder. If all details are correct the install screen appears.

# Setting up

## Domain name and web space

To get a WordPress blog online a user needs their own web space and a domain name. Here we recap how to get both, plus we tell you about the alternative choice of a hosted option at WordPress.com...

The first requirement of any WordPress installation is the need for web space. There are thousands of web hosting companies who will happily supply space for a small fee. However, to determine what sort of web hosting package is needed the user needs to decide how much web space is needed and how much traffic is expected.

Typically, users can get 200MB of web space and gigabytes of traffic for a very small fee. But if more space is likely to be needed, ie a photo blog, go for more. Don't worry too much about traffic to start with. New sites are not likely to get huge amounts of traffic immediately and this can be changed at a later date very quickly and easily.

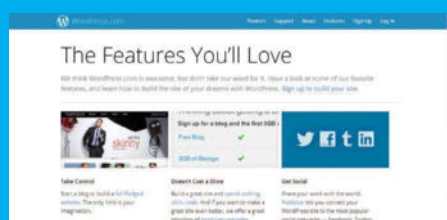
A small UK company that provides cheap and efficient hosting is Z-Host ([www.z-host.co.uk](http://www.z-host.co.uk)). It provides packages from as little as £15 a year (100MB of web space and 10GB of monthly traffic), perfect for first time bloggers. Alternatively, choose 1GB of web space and 40GB of monthly traffic for £60 a year. At the other end of the scale there is a popular choice with web designer Media Temple ([www.mediatemple.net](http://www.mediatemple.net)). This offers packages from \$20 a month (approx £15) but offers gigabytes of storage and 1TB network transfer rates. Other reputable web hosts to consider are Fasthosts ([www.fasthosts.co.uk](http://www.fasthosts.co.uk)), 1&1 ([www.1and1.co.uk](http://www.1and1.co.uk)) and Heart Internet ([www.heartinternet.co.uk](http://www.heartinternet.co.uk)). Once a package has been bought and paid for the web host will send all the details (username, passwords etc) needed to take control of the web space.

To host a WordPress blog at a desired URL, ie mywebsite.co.uk, a domain name needs to be purchased. Try [www.123-reg.co.uk](http://www.123-reg.co.uk), this offers .co.uk domain names from £2.99 a year and .com domain names from £9.99 a year. Another well-respected domain name supplier is Easily ([www.easily.co.uk](http://www.easily.co.uk)).

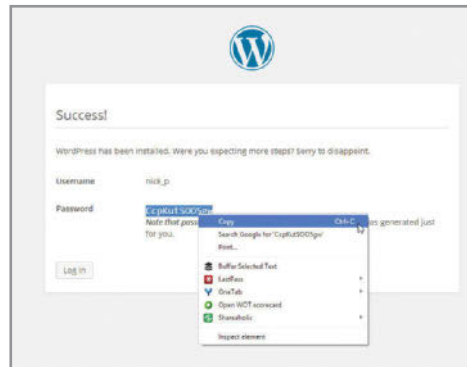
If the prospect of finding web space and getting a domain name seems too much like hard work, there is the hosted option. Go to [www.WordPress.com](http://www.WordPress.com), click Sign Up Now and all that's needed is an email address. This gives a new user a unique WordPress URL, ie myname.WordPress.com and hosts the account.



Find a domain name to create an identity for your blog

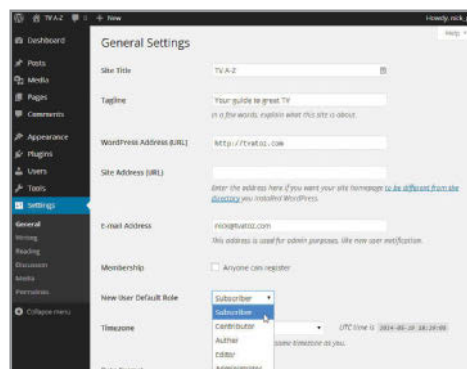


Try the free 'no hassle' option at [www.WordPress.com](http://www.WordPress.com)



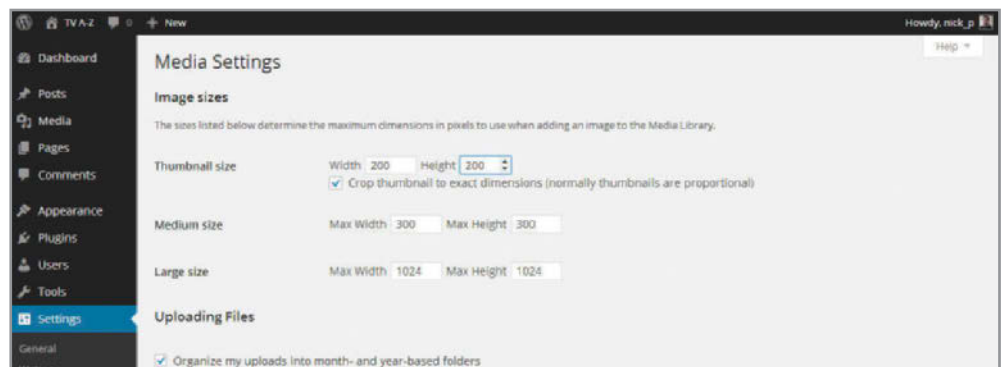
## 10 Complete setup

Give your blog a title, create a new username for logging into WordPress and leave the password blank. Add your email, leave the "Allow..." box ticked and click Install WordPress. After a few seconds you'll be told installation is complete and shown your username and a random password – first make a note of this before clicking Log In to log in for the first time.



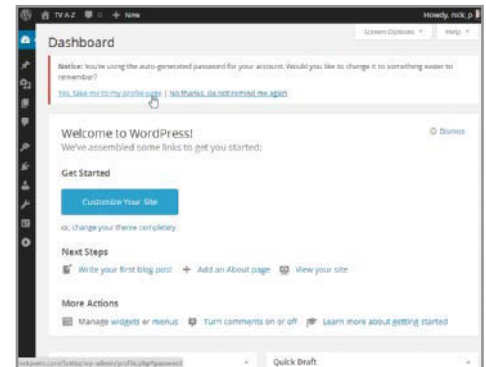
## 12 General settings

Click Settings to extend the menu and select General. This section allows users to change the Blog title and tagline as seen in the header. There is the option to change the original email address added at setup. Change the New User Default Role, choose the correct time zone and date and time format. Press Save Changes to keep any new settings.



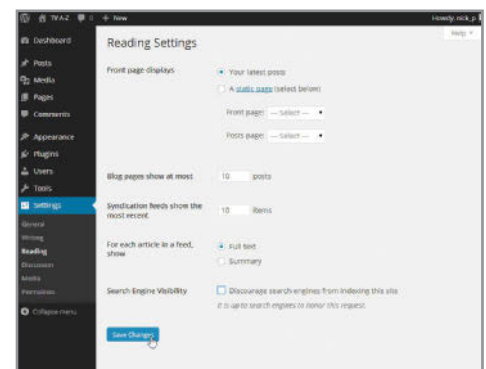
## 14 Media settings

The Media settings determine the size of images when placed in a post. WordPress allows users to select the original size of the image or a pre-defined option set up here. Change any of the settings to the desired size. This makes sure that when a specific option is selected the image will be a uniform size.



## 11 New password

WordPress automatically displays a notice telling the user that they are using the auto-generated password. It also states, Would you like to change it to something you'll remember easier? Click Yes, Take me to my profile page. Now add a new password under About Yourself, enter again and then press Update Profile. The new password will now be active.



## 13 Writing and reading

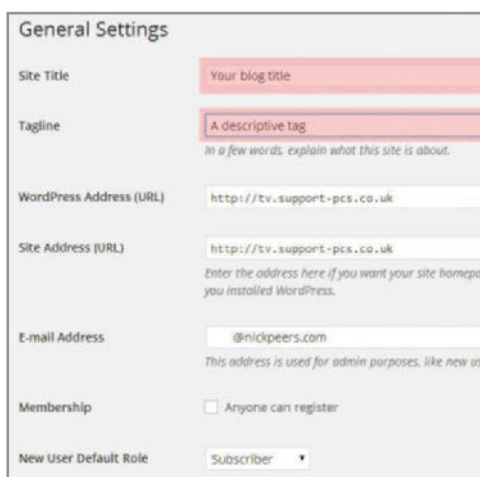
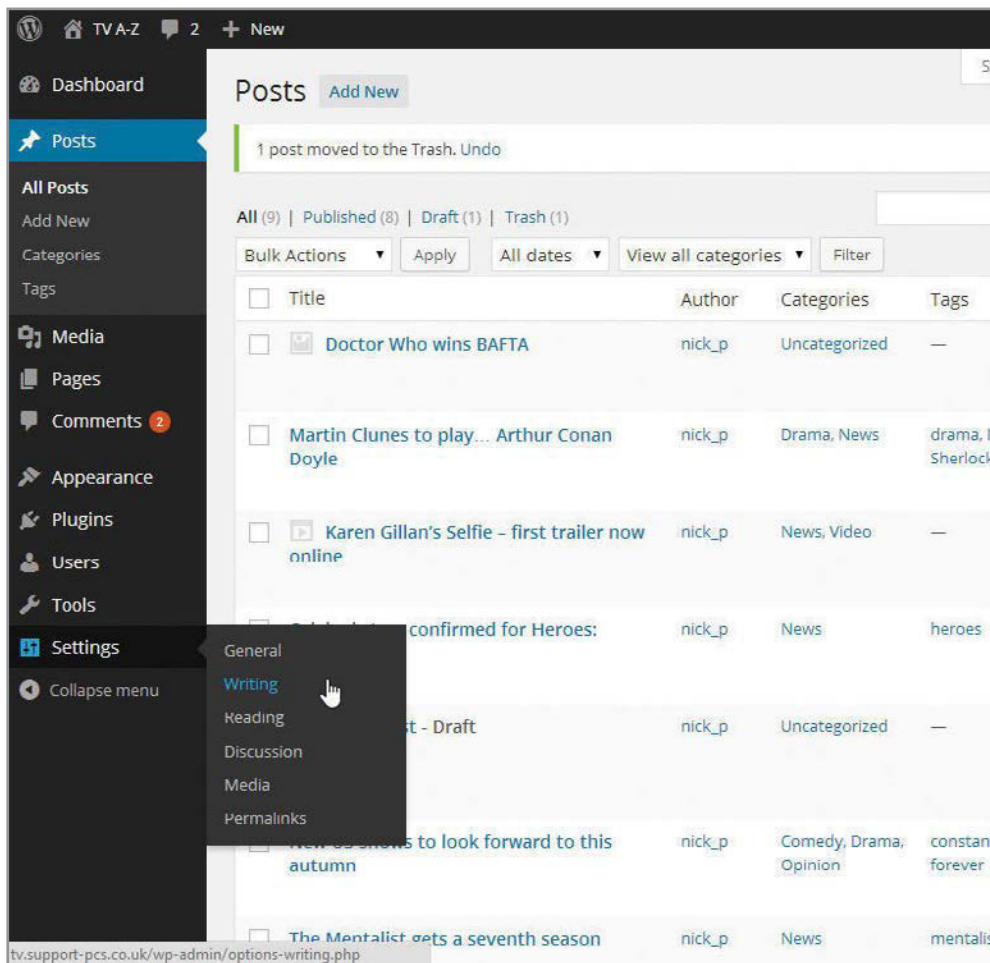
The Writing settings includes the option to choose the default category. This will be applied when a post is not given a category. Plus, there is the option to set up Remote Publishing. This allows users to post from a desktop without logging in. Reading includes the option to decide how many posts are on display on a single page.



# The Settings Panel

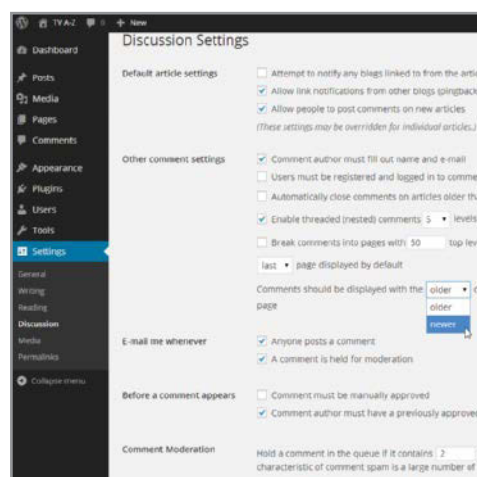
GETTING TO GRIPS WITH THE MOST COMMON SETTINGS FOR YOUR NEW INSTALL

**IN THIS TUTORIAL** we are going to make some small changes to the settings of our theme. So from a fresh install, log in to the admin panel and within the dashboard you will see the Settings Panel on the bottom left. The Settings panel should be the first place we come to once our initial installation has been done because there are certain things that need to be set up from the off. In here we have seven options that we can make changes to: General, Writing, Reading, Discussion, Media, Privacy and Permalink. However, we only really need to make small adjustments to a few of these settings and some are more important than others, like the Permalink settings. So, let's take it from the top and make the required changes for a solid install.



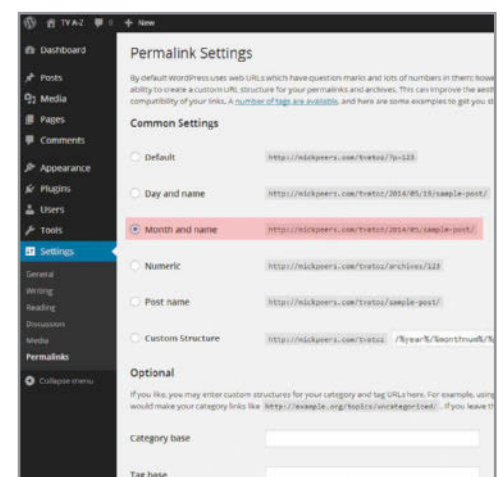
## 01 The General Settings

At the top of the Settings panel you will find the 'General' settings option. If you click to open that up you will see first and foremost an option to change your theme's title. You will also have an option to include a tagline here. However the tagline is not always wanted and can just as easily be deleted if you so wish. These two options are really all you need to change in here as everything else can be left as it is for now. Once you have added in your website's title and perhaps your tagline, you can scroll down to the bottom and click the Save button.



## 02 The Discussion Settings

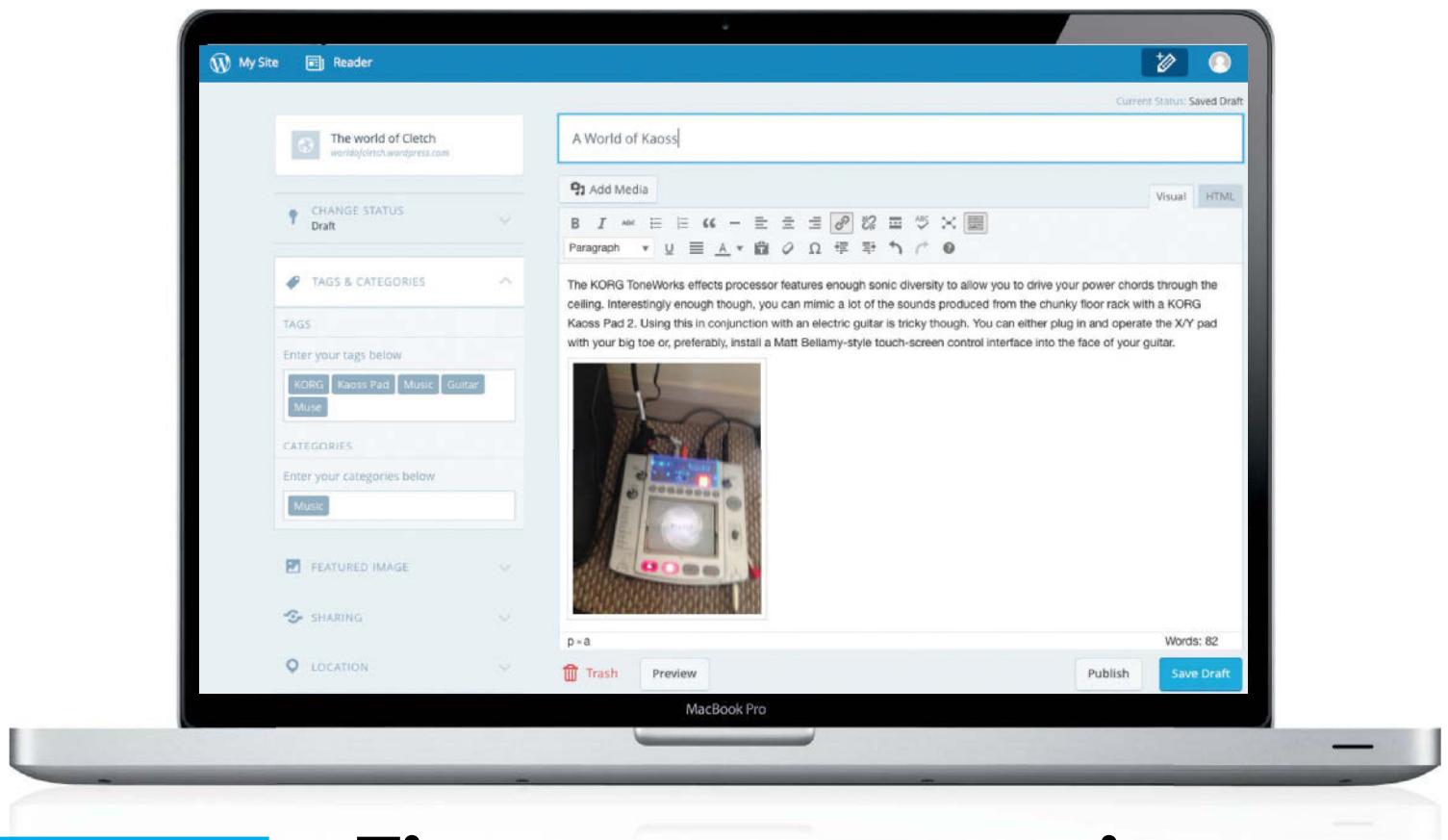
Select Discussion under Settings to configure how your blog's readers can comment on your posts. The default choices should be fine for most people, but a few settings worth checking out are the order in which comments are displayed underneath your post (by default, it's the oldest first). You may also want to limit email notifications when comments are posted, plus choose whether to approve all comments manually, or allow users with one approved comment to post elsewhere without restriction. Check the Comment Moderation section for ways of stopping spam.



## 03 The Permalink Settings

The other options in Settings are not really important enough to warrant an explanation and can be left as is. But the last option, the 'Permalink' settings, certainly does and is probably the most important one, so let's open that up to take a better look. As you will see you have different ways your posts will be shown inside the URL and by default the top one should be selected. However this is probably the least useful one to use. The best ones to use here are the second or third option as these include the 'slug' of your post which is good for SEO purposes. Choose which one to use then click Save.

# Setting up



## TUTORIAL OBJECTIVE

An overview of the basics needed to get a blog online

## TIME REQUIRED

30 mins

## SKILL LEVEL



# First steps to creating a WordPress blog

EVERY GOOD WORDPRESS BLOG CONSISTS OF TOP-QUALITY POSTS. HERE WE SHOW HOW TO CREATE WELL-WORKED POSTS WITH TEXT, IMAGES AND VIDEO

**GETTING A WORDPRESS** blog up and running is much simpler than first time, casual and future expert users might think. Once past the installation process, getting a post online takes literally a matter of minutes.

The base of any blog is its posts and getting these right are paramount to a successful, informative and compelling blog. It is worth noting that the styling of a blog post is predetermined to a certain extent by the current theme. Nevertheless, the

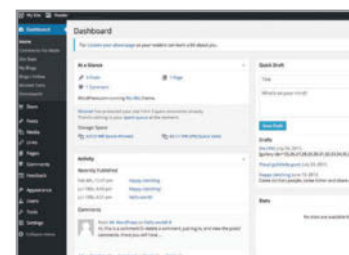
Posts window provides enough ammunition to ensure a post is well laid out and neatly styled with engaging content. The title is the first and perhaps most important element of any post; make it relevant and appealing. Next is the text; again make this engaging and style it so it's readable. Beyond text the more obvious additions are images and video. Finally, before publishing it's time to add in tags and create categories to make posts more search-friendly.



## 01 Log in

There are two options here, first visit the URL of the blog, ie <http://www.myblog.co.uk/> blog. If the default WordPress theme

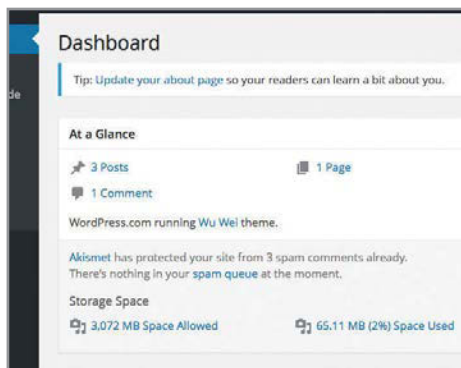
has not been changed it will have a Log in link under Meta. Click the link and add your details. Alternatively, the log in screen can be accessed via <http://www.myblog.co.uk/blog/wp-login.php>. Remember to bookmark the page for future use.



## 02 The Dashboard

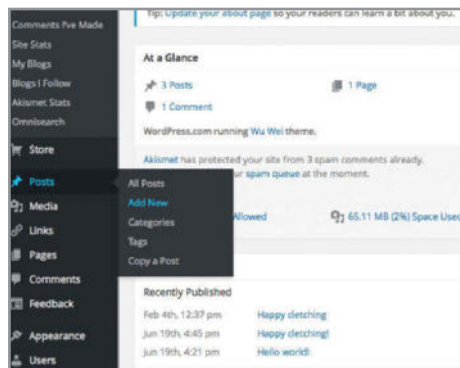
The Dashboard is the hub of everything that happens in WordPress. Users will need to pay attention to the

menu on the left and to a lesser degree Right Now and QuickPress. The other modules Incoming Links, Other WordPress News etc can be hidden to free up screen space. Click Screen Options and the checkboxes of the modules you want removed.



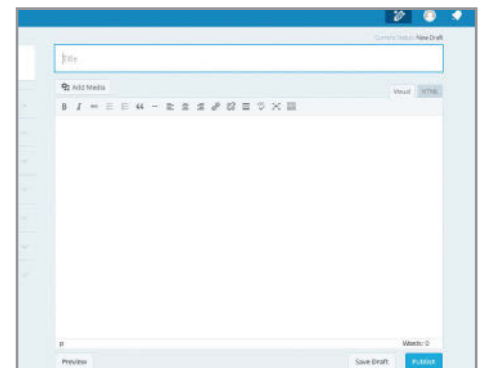
## 03 At a Glance

The Right Now module gives users a quick summary, or an at a glance guide, to what is the current state of the blog. For example, 1 Post indicates there is one post in the blog. All the elements in the Right Now module link directly to its related counterpart. Click the title bar on a module to expand/collapse.



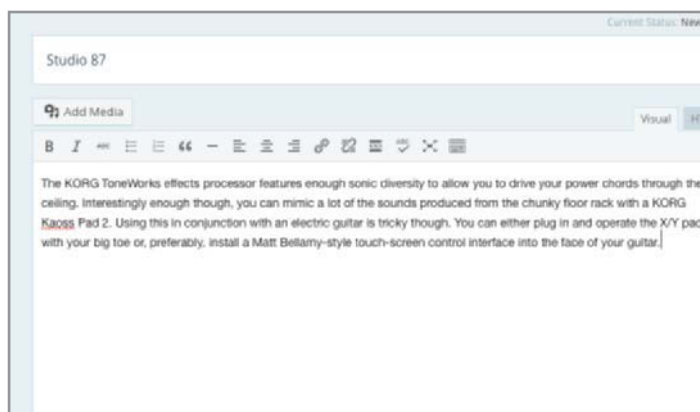
## 04 The Posts menu

To add or edit posts, unsurprisingly the Posts menu is the place to start. Roll the mouse over the Posts title bar and the menu will expand to reveal the post options. To edit a current post click Edit and WordPress will reveal all the posts stored on the database. Click Add New and the new post window will make an appearance



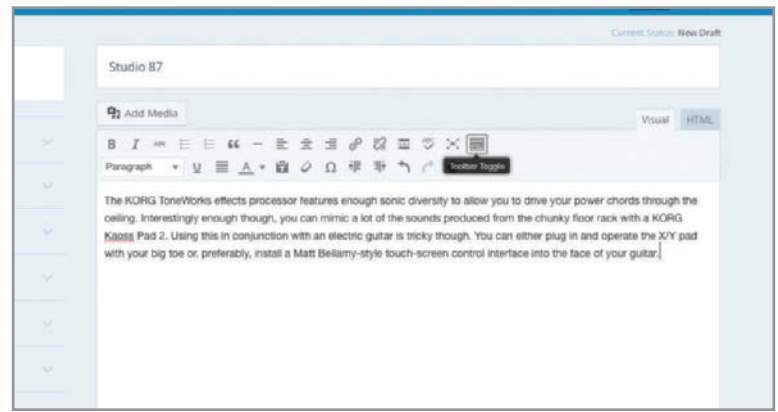
## 05 New post

The new post window is divided into two sections, the title and the body. The first text box in Add New Post is where the title goes. Add the title of the new post here. Remember, the font, style, size and colour of the post title will probably differ from what you see as this is determined in the style sheet.



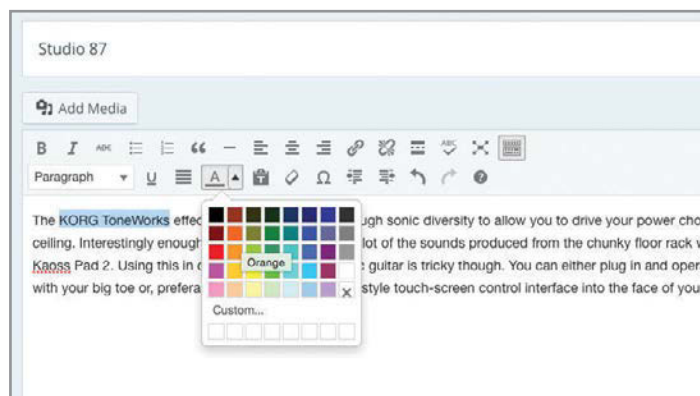
## 06 Post text

The body of the post is placed in the second text box and this will contain all the text and images found in a single post. To add the post text simply type in the desired text like you would do in any other document. Remember to abide by any standard grammar rules, ie paragraphs and so on.



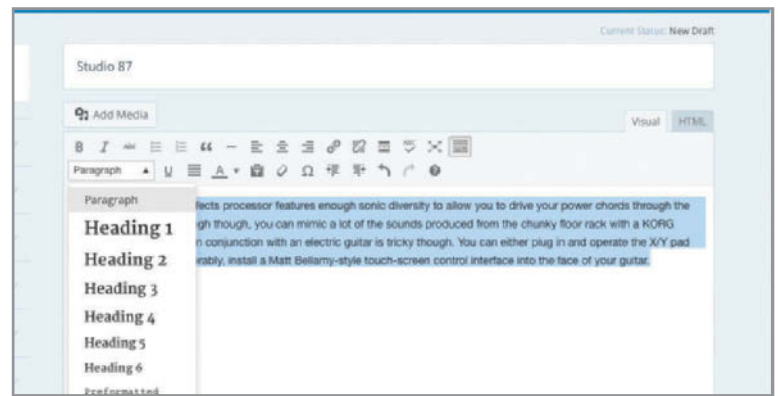
## 07 Simple styling

The Visual post editor is a WYSIWYG editor, it is much like using word processing software such as Microsoft Word. Click the last icon on the toolbar, it's called Toolbar Toggle, to view all options. To bold the first sentence, select the text and press B, alternatively use the keyboard shortcut Ctrl/Cmd+C.



## 08 More styling

To add more styles to the text simply select and click the appropriate button. 'I' adds the italic effect, 'ABC' adds the strikethrough effect, 'U' adds an underline and 'A' allows users to choose a new colour for the text. Use the Align buttons to place your text to the left, in the centre or to the right.



## 09 Resizing text

The text in a post cannot be resized in the more traditional sense. The text size is predetermined by the theme currently in use. However, the Paragraph drop-down list has a number of options, ie Paragraph (the default option), Heading 1, Heading 2 etc, Heading 1 is the largest, 6 the smallest and Paragraph normal.



# Setting up

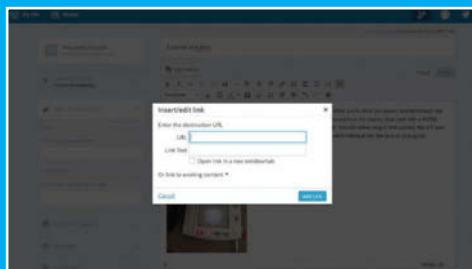
# Learning how to manage your blog

When a blog is up and running it will need to be loved and cared for. Here we include a few more tips and techniques you will need to know

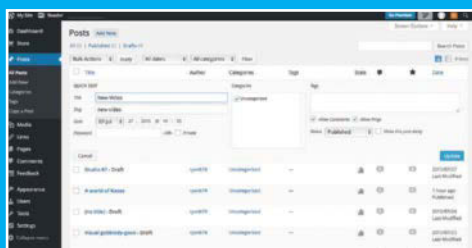
Getting posts on to a blog is the main priority for many bloggers and the WordPress (2.7 onwards) Dashboard provides a quick and easy answer. Quick Draft allows users to create a draft post directly from the Dashboard. This is a slimmed down version of the Add New Post page, which lets you quickly start a post by creating a title and adding some body. Later on, you can edit it and add additional elements, plus publish it, from the Posts section.

Editing and updating posts is a simple but essential task and a visit to Edit-Posts will reveal all the posts in a blog, including Drafts. Each post is assigned a number of quick access options that only appear when the cursor is placed over the post title. The options on offer are Edit, Quick Edit, Delete and View. Edit takes a user to the standard post allowing users to edit as normal. Remember, when you've finished editing a post, hit Update Post to save any changes. The Quick Edit option works within the Edit Posts window and allows for users to neatly and quickly change categories, tags, title, etc. The Delete and View options do exactly what they suggest.

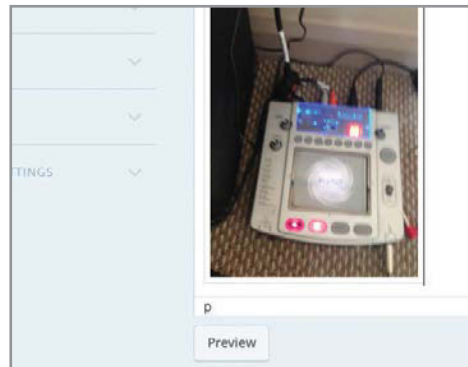
Beyond editing a post there are a few additions that we have yet to mention that will make your blog experience better. Links are a key component of a website, and WordPress is no different. The standard toolbar includes two link options Insert/edit link and Unlink. To add a link select the desired text and press the Insert link button (top row). In Link URL type the URL to link to (needs http:). By default, WordPress includes http://, so if copying in a URL remember to check that the http:// has not doubled up. If this is the case then the link will not work. Ticking 'Open link in a new window/tab' means your original post is kept in its original browser tab or window so your reader can easily get back to it. There is the option to add a title, useful for searching and finally there's an option for easily linking to other posts on your blog.



Use the Quick Edit option to quickly change categories, add tags and modify the title

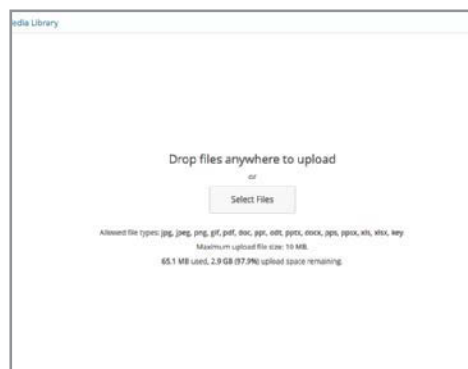


The Class drop-down list within the Insert/edit link window offers a selection of style option



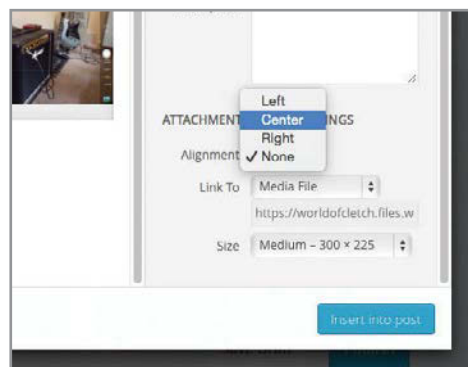
## 10 Preview post

The post is now beginning to take shape and it is a good time to see exactly what the post currently looks like. Click Preview in the Publish module, this will open another window to display the selected post. Keep the window open and refresh when more has been added to the post.



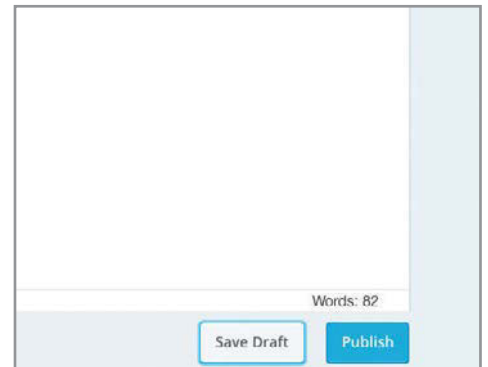
## 12 Upload an image

Post text is frequently accompanied by an image. To insert an image into a post first, place the cursor in the position where the image is set to appear. Now click the Add Media icon. Now click Select Files, browse to the location of the desired image, select, press Open and the image is uploaded to the Media Library.



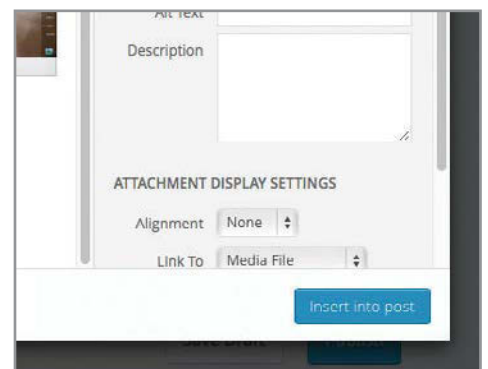
## 14 Image alignment

Before inserting an image the Alignment options need to be determined. If the Alignment option remains as the default, None, all text will be placed above and below the image. Left means the text will wrap around the image which is placed to the left. Center places the image centre and Right equates to image right, text left.



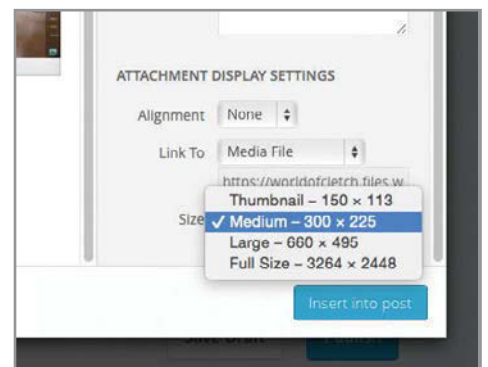
## 11 Save Draft

If the post is in good shape save a draft of the post by pressing Save Draft. This will save the post and reload the page allowing the user to continue adding to the post. The draft of the post can be found via Posts>Edit where it will be tagged as a Draft.



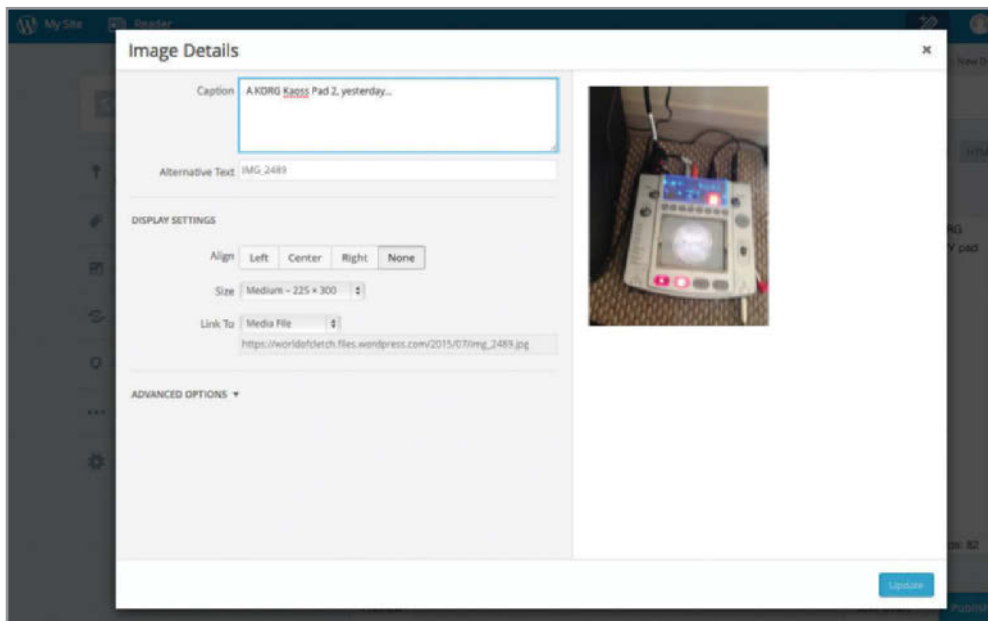
## 13 Insert options

There are a whole host of options that can be associated with an image before it is inserted into a post. The name of the image is automatically used as the title, this is the text that will be seen in the browser when the cursor is placed on the image. Caption text will appear directly underneath the text.



## 15 Image size

Users can choose to select an image size before adding to a post. Full Size is the actual size of the image. The remaining options, Thumbnail, Medium, Large, are predetermined by the current theme. Typically a thumbnail will be around 150x150 pixels. Once the size is selected press Insert into Post to add.



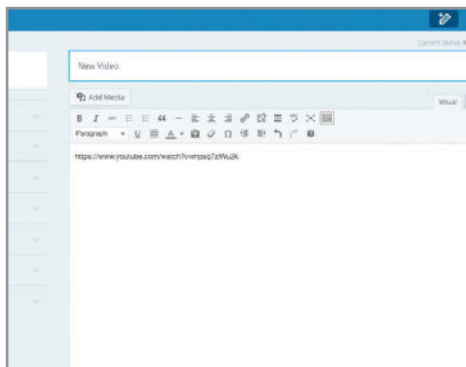
## 16 Edit image

An image in a post is still open to editing, click the image and select the pencil icon above it open the Edit Image window. Here users can choose to resize, eg make the image 80% of the original size. The alignment can be modified as can the title and caption. Press Update to initiate any changes.



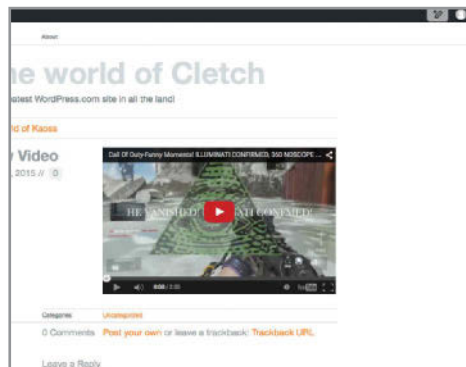
## 17 Browser upload

If the WordPress uploader doesn't work properly try the Browser uploader instead. Roll the mouse over the Media title bar and select Add New, then click the browser uploader link. Pick Browse, locate the desired image, select and press Open to add. Now press Upload.



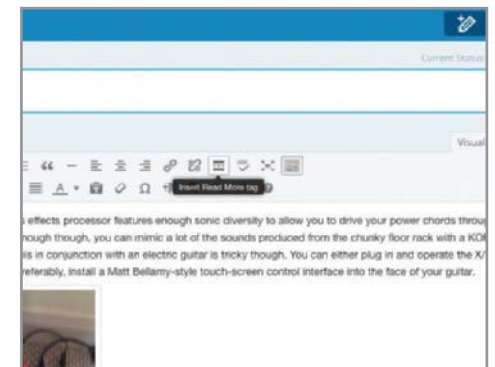
## 18 Add a YouTube video

As WordPress now uses oEmbed, a format which allows URLs to point to embedded content automatically, it is now easier than ever to embed a YouTube video in your blog. All you have to do is copy and paste the video's URL into your post and the rest is done for you.



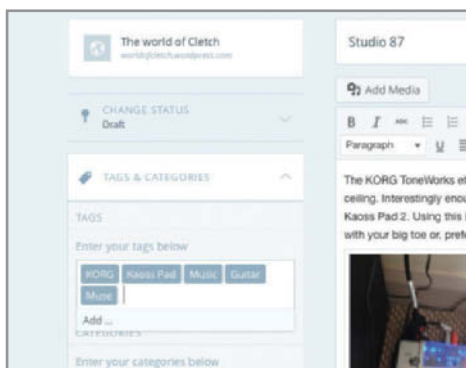
## 19 Add a your own video

While it's technically possible to upload your own video direct to your blog, bandwidth constraints make it an impractical solution. WordPress can embed YouTube video directly to your blog, so we recommend you host your video on YouTube then link to it as outlined in the previous step.



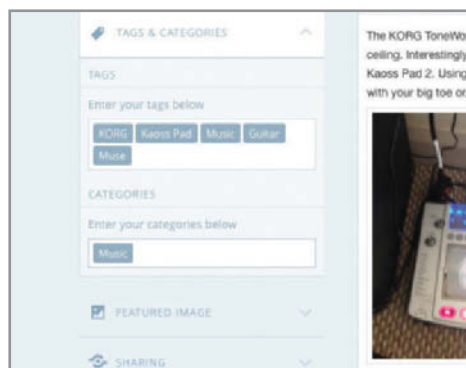
## 20 Read more

By default a post will display all the text and images on the front page of a post. To reduce the amount of single post text on the front page the More tag can be inserted into the post. Place the cursor in the desired position and press the Insert More tag button.



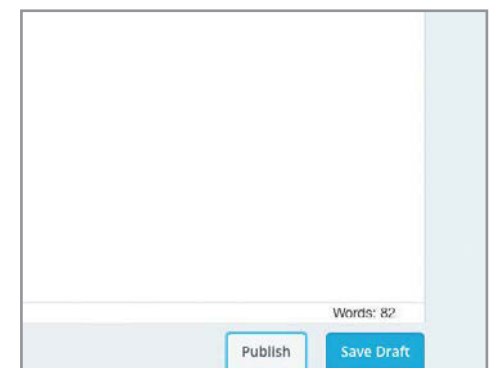
## 21 Tags

Adding tags helps identify the content of a post and also help visitors find a specific post when using Search. To add a tag simply click on the Tags & Categories, section to the left and then enter the keywords into the space provided. You can enter as many tags as you want.



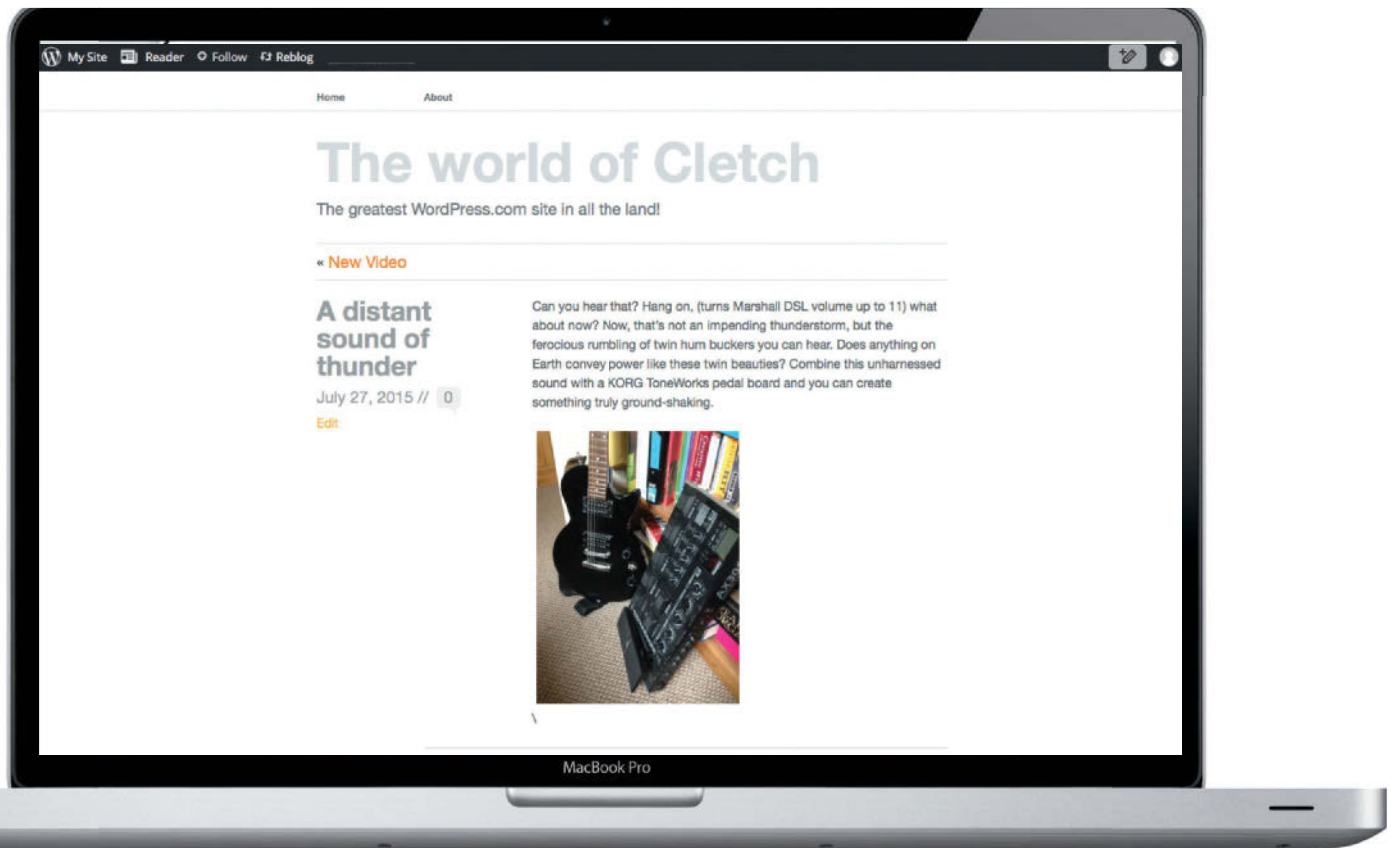
## 22 Categories

Categories help define where a relevant post can be found. You can create a new category by clicking on Tags & Categories and then entering the name of the new category in the space provided. By default all new categories are selected. Now choose the relevant category for the post.



## 23 Publish

Finally, the time has come to publish the post for all to see. Check the post via the Preview button, make any adjustments and hit the Publish button. The post will now appear on the blog front page. Head back to Posts>Add New and start populating your blog.



## TUTORIAL OBJECTIVE

Learn how to edit your WordPress blog posts

## TIME REQUIRED

10 mins

## SKILL LEVEL



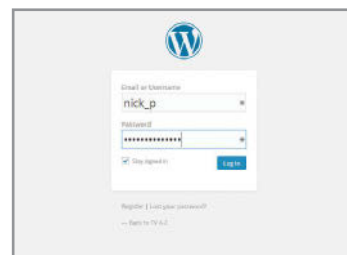
# Learn to edit your WordPress blog posts

WHETHER YOU ARE UPDATING SOME INFORMATION OR CORRECTING A MISTAKE, YOU WILL ALWAYS NEED TO EDIT YOUR POSTS. WE GUIDE YOU THROUGH THE VARIOUS WAYS YOU CAN DO IT

**WORDPRESS IS DESIGNED** in such a way that creating a new post for your blog is as simple as typing it in. You won't, however, always get it right first time. If you've got a news-based site then you might need to update a post with new information as it becomes available, or sometimes you will simply need to go back and correct a typo. Thankfully this is not a task to challenge anyone. A WordPress blog is a dynamic

site where nothing is ever fixed and final, and every word and image can be tweaked and adjusted until it is right.

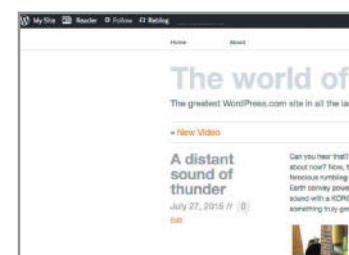
In this tutorial we will guide you through the various ways in which you can edit your posts, from that simple typo correction to more advanced functions that enable you to batch edit your posts in order to help keep your site organised and make it easily searchable for your visitors.



to your site itself and give it a quick once over – if you haven't got someone checking your text before you post it simple mistakes can be easily missed, even with the spell checker turned on. Click the name of your site to preview it.

## 01 A quick check over

Once you have finished composing a post and have published it on your blog it is always good practice to go

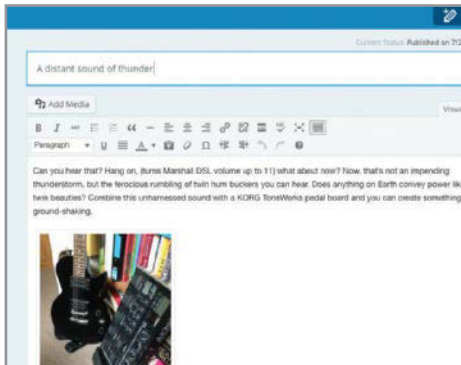


your WordPress account then you should see an Edit button appear somewhere within the post itself. If you click on this, you will be taken straight through to the edit post screen where all the magic can now happen!

## 02 Editing shortcut

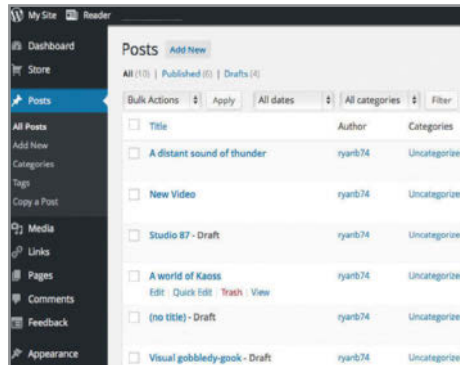
To edit your words, now you need to click through to the post you have just published. If you're still logged in to





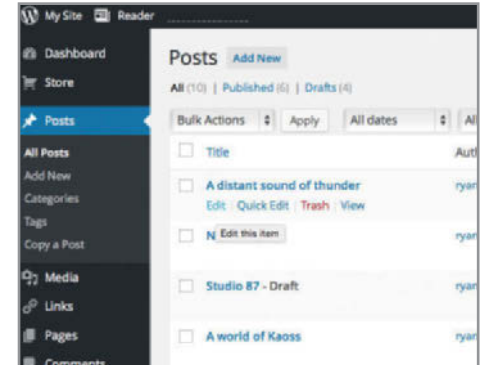
### 03 Begin editing

You will now be right back at the familiar editing screen where you created the post in the first place. Use it now exactly as you would when creating a new post from scratch – text, images, URLs, tags and categories are all editable too. Click on the Update post button to post your changes.



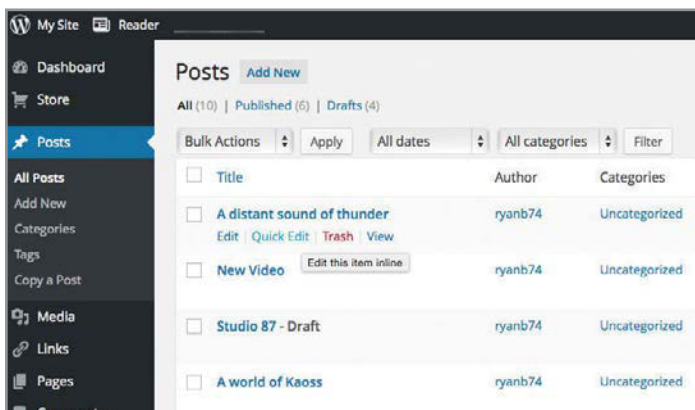
### 04 Post management

For much wider editing purposes, and for greater control over your site in general, open the WordPress control panel and click on the Posts menu option that can be found over on the left-hand side of the screen. This will now open a new screen showing every post you have published on your site.



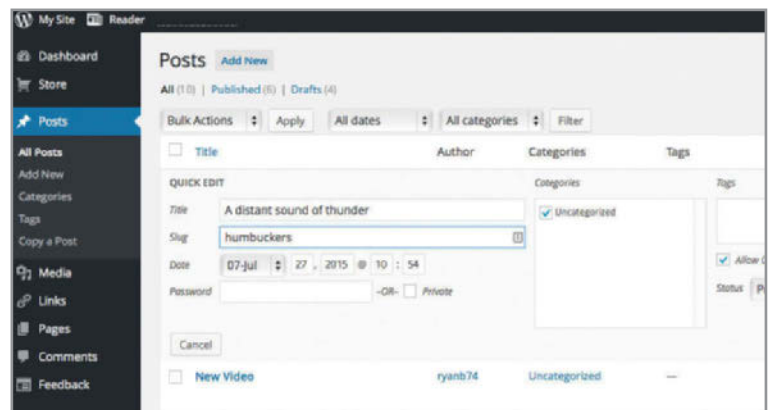
### 05 Editing options

Now you need to hover your mouse over a post and some options will appear, including Edit and Quick Edit. Edit is exactly the same as the Edit Post option from step two, taking you to the regular post editing screen. Choose this option if you need to change the content (ie the text) in your post.



### 06 Quick Edits

If you are happy with the content of a post but still need to edit it more for housekeeping purposes, for example to add it to a new category or change its tags, you can simply select the Quick Edit option. The box will now expand to give you a range of admin options.



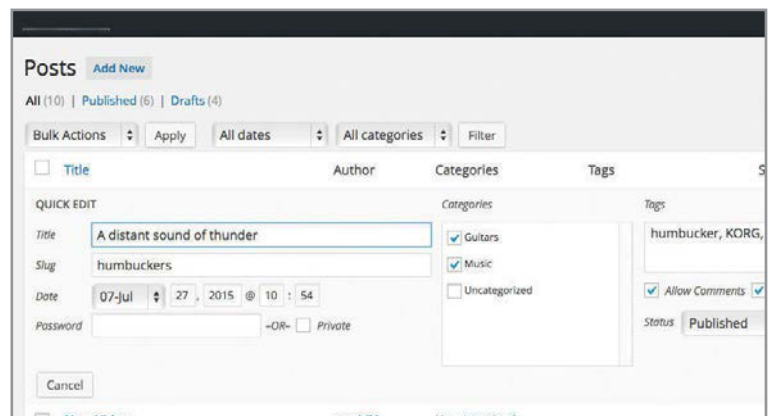
### 07 Changing the slug

One interesting – and useful – change you can make to a post is the slug. This is the part of the URL that is automatically generated from the title of your post. For ease of use, especially if your post is a sticky, you can change this to something more memorable.



### 08 Author name

Likewise you might need to change the author name assigned to the post. Even if you are the only person posting on your site you might want to post site announcements under 'admin' or similar to keep them separate from content posted under your own name. You can do this with self-hosted blogs, only.



### 09 Categories

If you forgot to add your post to relevant categories initially then you can do that under the Quick Edit function here. However, if you want to create a new category you will need to either go into full editing mode or click on the Categories option in the left-hand menu in order to create it.

# Setting up

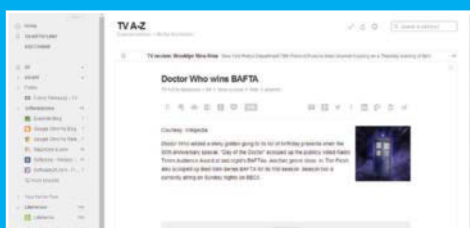
## Updating your RSS feeds

It's one thing getting people interested in your blog in the first place, but it's just as vital to keep them coming back in the long run. An important way of doing this is keeping them aware of any updates in your RSS newsfeeds and all your latest blog posts

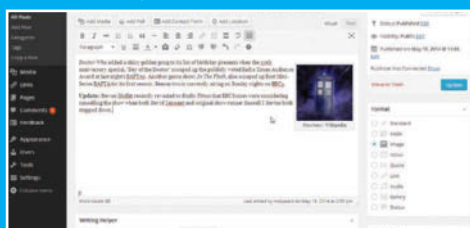
When you edit a post and click the Update button the changes will be instantly applied to your site, but your avid readers will not be immediately aware of the fact that you have changed the story. It won't be placed at the top of your front page, neither will your RSS feed be updated with a new entry. Of course, if you are only correcting a typo or tweaking an image this is exactly how you would want it to be, but if you have made a significant change to one of your posts then you need to be able to alert readers to your changes so they can find out all the latest news on stories available on your blog.

The way to go about this is by adjusting the date the blog entry was posted. If you change the date to something later than your last entry then it will automatically move the post back up to the top of the front page (where it will stay until you get round to posting again). In order to update your RSS feed you should change the date to something in the future. Schedule a new posting date of, say, one minute from now, then in a minute's time the story will be posted again (but not duplicated) and the RSS feed will also be updated. Users who subscribe to your feed will see the story back in their newsreading software, and the post will be marked as 'Updated' in order that they know they have already seen the post before and should be on the lookout for changes.

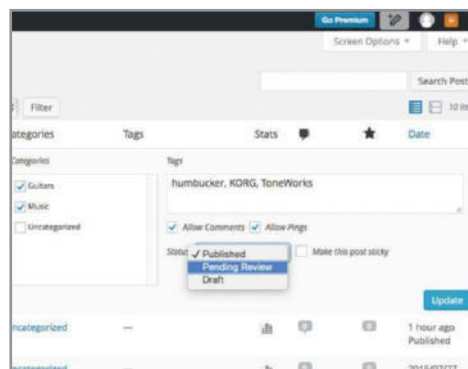
A final piece of good practice is to clearly mark the edits you make to a post so that your readers can find them easily. This especially applies if you have more information to add to a news story, or are making a change based on readers' comments. Rather than writing in the lines, add a new paragraph at the bottom of the post, marked Update. If necessary you could also add the word (updated) to the post title as well. Your readers will be grateful for this as it'll save them searching for the new content.



Updated RSS feeds will be clearly marked so your readers can look out for changes

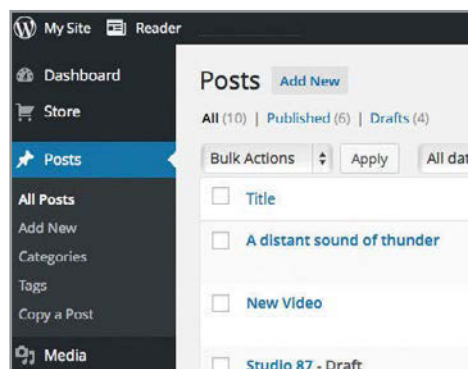


Mark the changes you make to your posts clearly so your readers can find them easily



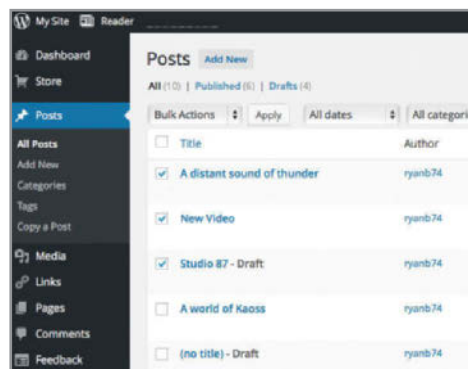
## 10 Changing status

You may wish to take a post offline while you make major changes to it. To do this, click the Edit button next to the current Status to reveal a drop-down menu with three options in it: Published means the post is live and accessible, while Pending Review and Draft statuses both take it offline for further checks.



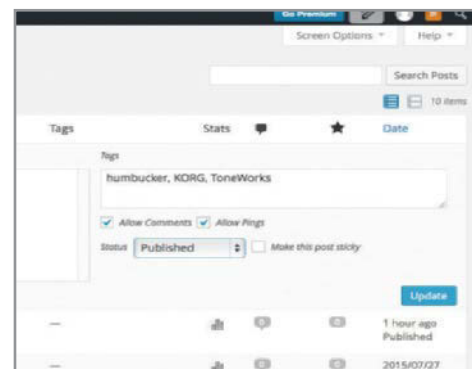
## 12 Make it stick

Quick Edit is extremely useful for making minor changes to single posts but sometimes you will want to make similar changes to multiple posts, for example, when you are cleaning up your tags to ensure consistency throughout your site. Click the Posts option to view all the posts on your blog.



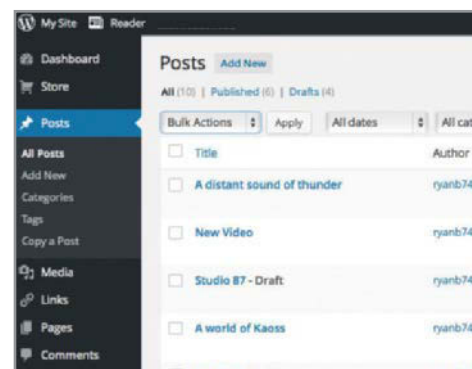
## 14 Choosing your posts

There is a checkbox next to every post, so simply tick the ones you want to edit in bulk. If some of the posts you want to edit are listed on another page you will need to use the Search function to find them – you can only bulk edit posts listed on the same page, and clicking through pages will lose your previous selections.



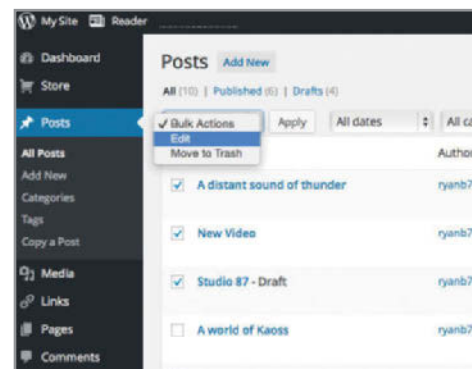
## 11 Update your post

After making any of these changes, or indeed any others you may wish to, you need to make sure you click the Update Post button in order to apply them to the post. If you open another post before doing so then your post will not be updated. If you want to undo any changes then click the Cancel button.



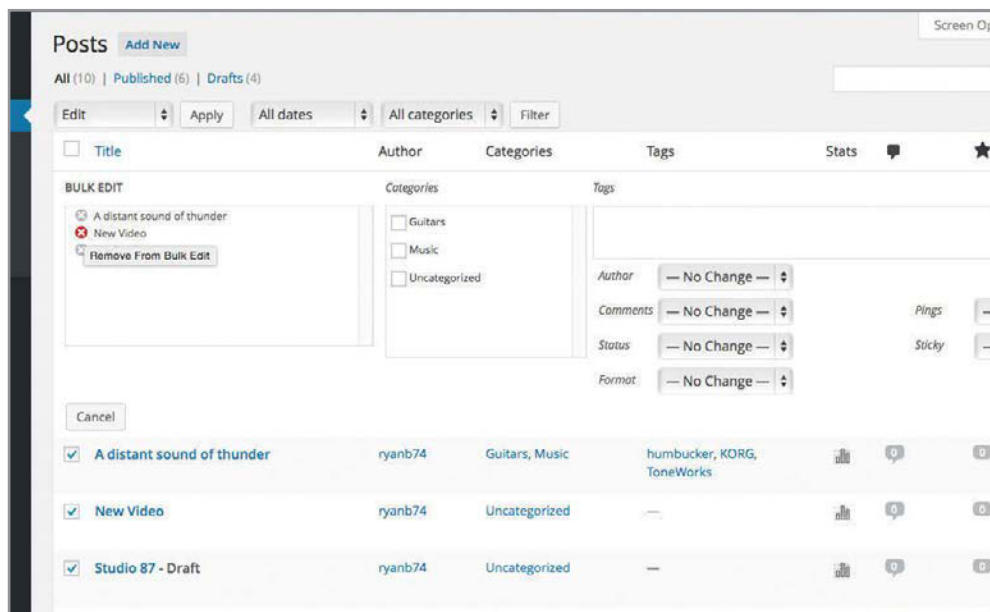
## 13 Bulk actions

The Bulk editing option lets you delete multiple selected posts in one go, or quickly apply quick-edit properties to all the posts you've chosen, such as setting common tags or categories. You can even use the Bulk Actions option to publish a group of posts all at once.



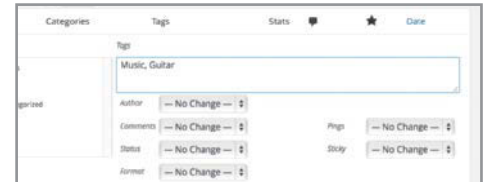
## 15 Getting ready to edit

With your multiple posts selected, click on the drop-down menu at the top of the window that is marked Bulk Actions and choose Edit from the list (or delete if that is what you want to do). Now click on Apply to open the bulk editing menu options. This handy feature can save you a lot of time in the long run



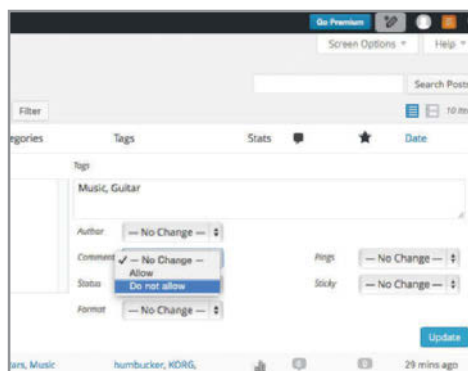
## 16 Removing posts

The left-hand box displays the posts you will be editing in bulk. Each one has a small X next to it – if you decide you don't want to apply your changes to any specific post you can click the X at any time to remove it. So long as you haven't hit Update they will remain unchanged.



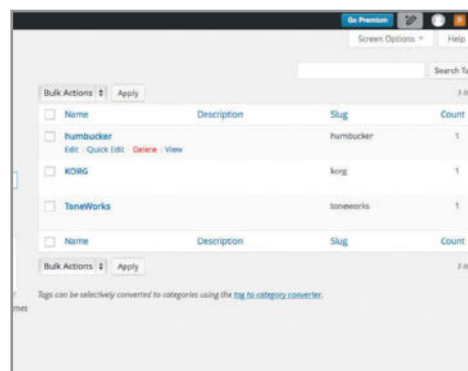
## 17 Adding tags

The most likely use for editing several posts at one time will be to assign new tags to them, which is a really important feature of search engine optimisation. Enter your choice of new tags in the box, remembering to separate each one with a comma and space. Notice you cannot remove existing tags in this way.



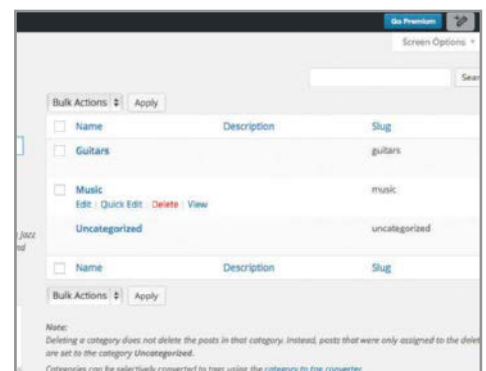
## 18 Closing comments

Another good use of the batch editing process is for closing comments that may appear on older posts. These are the ones that are more likely to attract spam over a period of time so you can easily prevent more comments by selecting the 'Do not allow' option from the Comments drop-down menu.



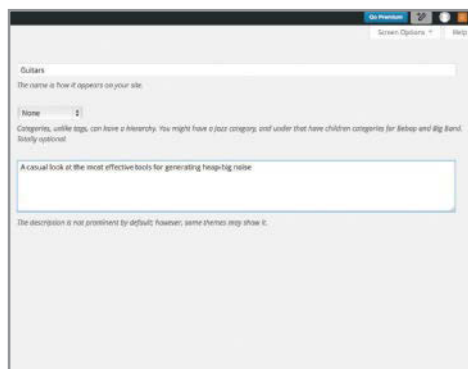
## 19 Managing tags

Under Posts is the Post Tags option, click to open. Here a new tag can be added by simply adding a tag name, slug and description and pressing Add New Tag. The currently available tags are listed to the right, hover the cursor over a tag and press Edit to modify. Alternatively, click Delete to remove a tag.



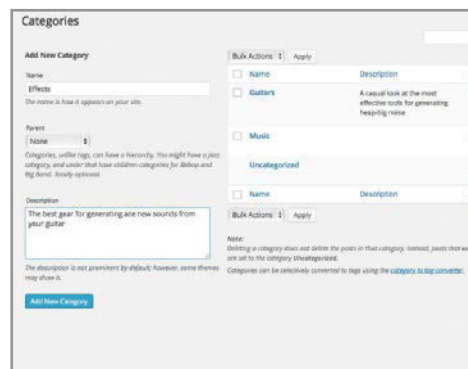
## 20 Editing categories

Categories are the most important way of keeping your site organised and its content manageable. As with posts you can edit them in bulk by ticking the box next to them, although in this instance they can only be deleted. When deleting posts be aware of how it might impact on your blog's theme.



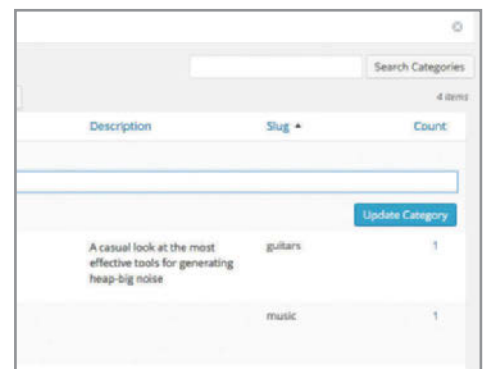
## 21 Tidying your categories

Hover your mouse over an individual category in order to see the Edit option. Click this and you can fill in additional details about the category, for example a description which can be shown in your blog's theme to give users more info on what posts they will see if they click on it.



## 22 New categories

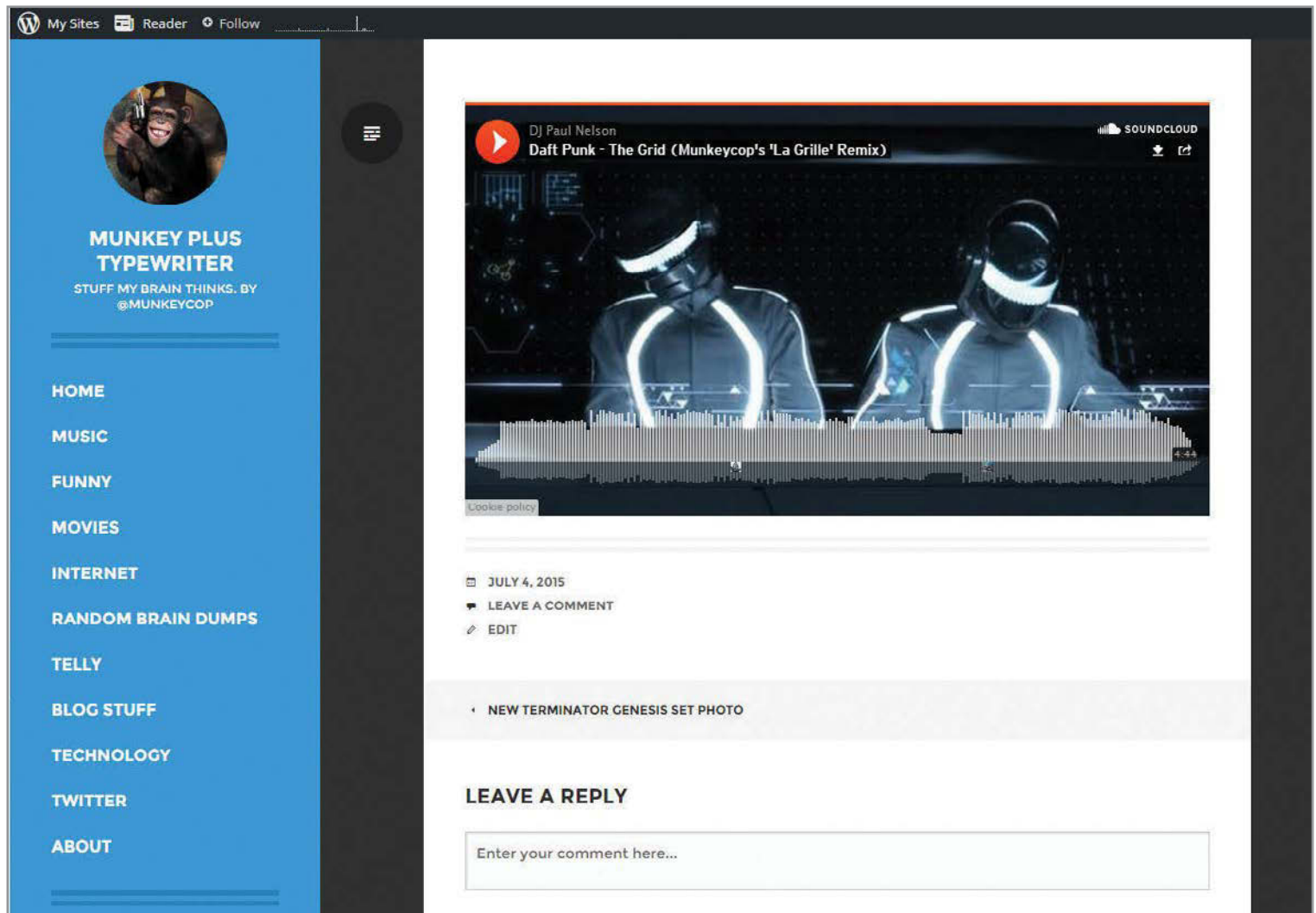
To create a new category simply enter a name and click on the Add New Category button. You can now assign posts to this category using the Quick Edit function explained in step nine. Try to keep categories to a minimum though and use tags more creatively for organising your site.



## 23 Category slugs

Finally you can change the slugs for each category. By default the category URL will be derived from the name, but if there are multiple words in it you might want to give it a shorter, friendlier name, especially if you will be specifically linking to this page from elsewhere.





## TUTORIAL OBJECTIVE

Applying various methods and sources for embedding media into blog posts

## TIME REQUIRED

5 mins

## SKILL LEVEL



# Embed external media in your WordPress posts

ENGAGE YOUR AUDIENCE BY CREATING WORDPRESS POSTS THAT FEATURE EMBEDDED VIDEOS, IMAGES AND MORE

**CREATING POSTS IN** Wordpress entails writing posts that are interesting and engaging. This may be a daunting prospect but you're not just limited to text. WordPress includes the facility to embed media within posts. This means you can place images, music, videos and more in a post to help bring your blog to life.

Don't worry if you don't have any good content of your own to begin with. You can embed content from other online sources. Think of it as creating a web link to something on another website. This linked content will then play from within your WordPress blog. You can embed content from services such as Vine, Tumblr and SoundCloud to name but a few. In earlier versions of WordPress embedding content was a more technical task. It used to involve a little HTML coding to get working. The good news is that for the most popular online

services this is no longer the case. WordPress has a whitelist of services that it supports for automatic embedding. You can find it online at <https://codex.wordpress.org/Embeds>. Embedding content from these services requires just a simple web link. Once added to a post (as text, not as a hyperlink) the WordPress editor will recognise it. From here it will embed the content into your published post. Often the embedded item will carry the look and feel of the source website. Sometimes it will even include interactive controls.

Embedded media can add a professional touch to a blog post with minimal effort. Just ensure it's used in the right way. Overloading a post with embedded media can result in a messy post. It can also slow download times which could put off your audience.

### Go full screen

You can expand the editor view by clicking on the Full Screen icon. Click it again to reduce the view back to the default size

### Visual or HTML

There are two main post editing windows, Visual & HTML. Visual works like a word processor. HTML is for adding HTML code. Use the tabs to switch between the two

### Add Media

There is an 'Add Media' option which can also be used to place images and videos in your blog. Bear in mind, this method uses storage space and server resources

### Preview your content

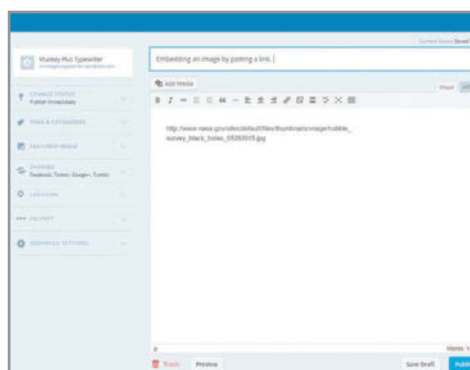
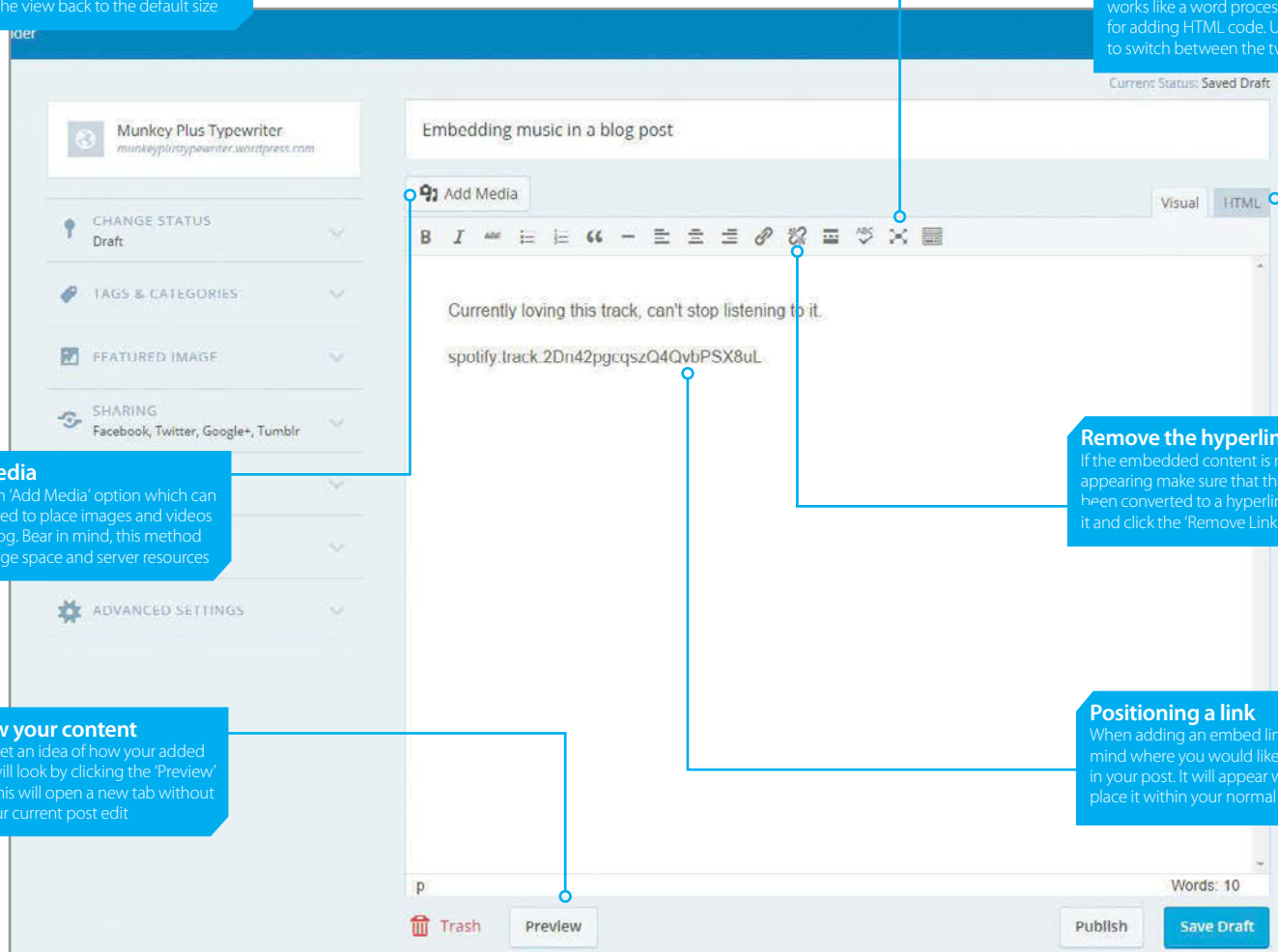
You can get an idea of how your added content will look by clicking the 'Preview' button. This will open a new tab without losing your current post edit

### Remove the hyperlink

If the embedded content is not appearing make sure that the link has not been converted to a hyperlink. Highlight it and click the 'Remove Link' icon

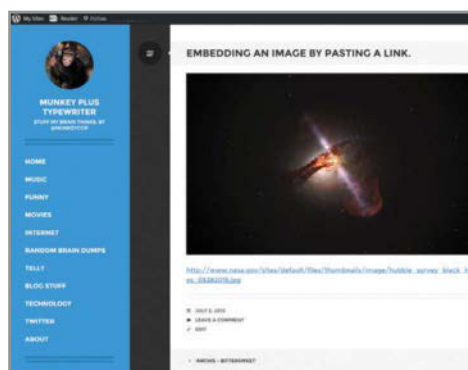
### Positioning a link

When adding an embed link bear in mind where you would like it to appear in your post. It will appear wherever you place it within your normal text



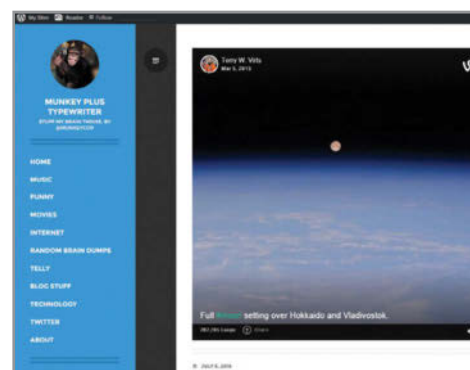
## 01 Embedding an image

Images are a quick and simple way to make a blog post more interesting. WordPress has a built in menu for embedding images but there is an even simpler method. Browse to an online image that you wish to embed. In our example we have used an image from the NASA website and pasted the link into a blog post.



## 02 Copy and paste

When pasting a URL for embedding purposes make sure it is pasted as text only. Do not use the 'Insert Link' option from the toolbar to convert it into a hyperlink. This means the difference between embedding the image or just displaying the link itself. Here we have posted both cases, the embedded image above and the hyperlink underneath.



## 03 Embed Video

Whether it's a six second Vine video or an extended YouTube clip, embedding a video into your posts can help draw an audience. Much like the previous step you can go with a simple copy and paste approach. Just grab a web link or use the 'share' option to access the relevant URL. Paste it into a post and away you go.

# Setting up

## Pick a player

SoundCloud gives you a choice of two music players. Large or streamlined. The larger option also provides a range of sizes

## Code and preview

As options are selected the code box updates to reflect any changes. Tick the 'WordPress Code' option to convert it to optimised code

## Toggle options

By default the extra choices regarding colours and playback are not visible. You can access them by clicking 'More Options'

## Adjust colours

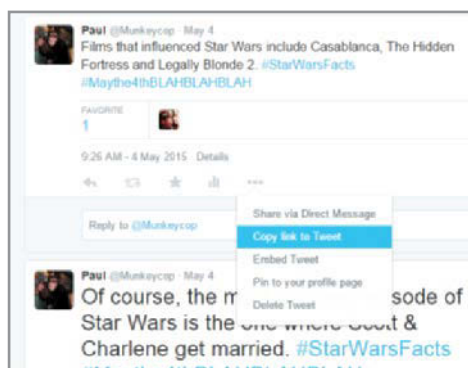
SoundCloud provides some simple colour options with regards to the playback button. You can also click on the colour grid to apply various shades

## Player preview

Much like the code preview box the player preview section updates as each option is selected. This gives an idea of how your embedded content will appear in your blog

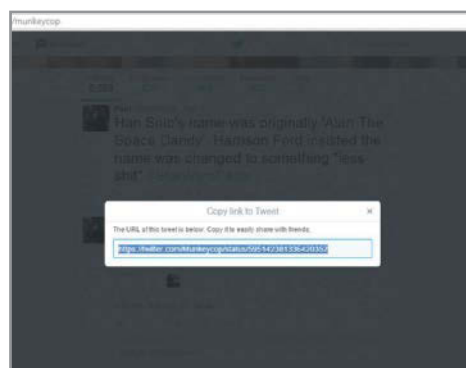
## Automatic playback

This simple option determines whether your embedded media player will automatically play the chosen song once it has finished loading



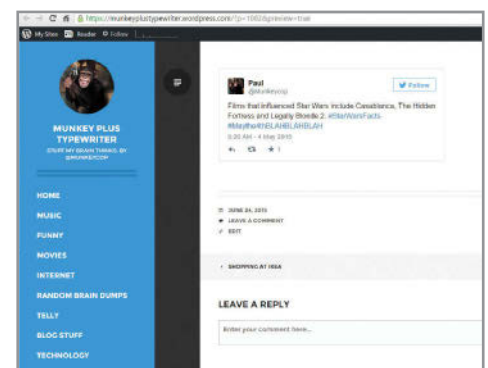
## 04 Embedding a tweet

Embedded tweets can provide a snapshot of information or a quote. It will appear in your blog as it would appear on the Twitter website. Embedded tweets also include interactive buttons for replying or retweeting. To embed a tweet, head to [twitter.com](https://twitter.com) and locate the tweet you wish to embed. Click on the 'More' icon.



## 05 Copy the link

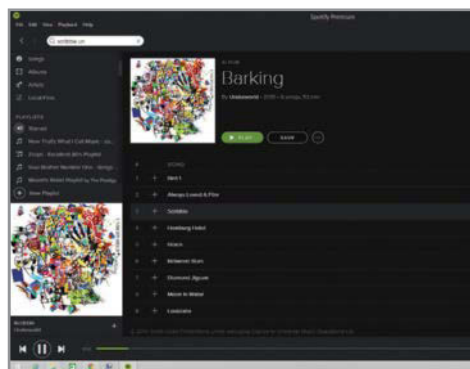
Select 'Copy Link to Tweet' from the drop down menu. The Twitter website will now open a new window showing you the link. Copy this and open a post in WordPress that you wish to edit. Paste the link into the appropriate section of your WordPress post. Again, be sure to leave it as text. Don't convert it into a hyperlink.



## 06 Preview your Tweet

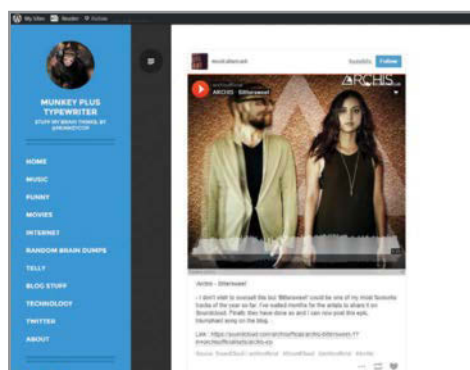
Click the 'Preview' button in the WordPress editor to see how it will appear in your blog. From the avatar to the hashtags, various parts of the tweet are interactive. There is even a 'Follow' button. Embedded Tweets are lightweight and easy on loading times. You can add many tweets to a post without fear of degrading the user experience.





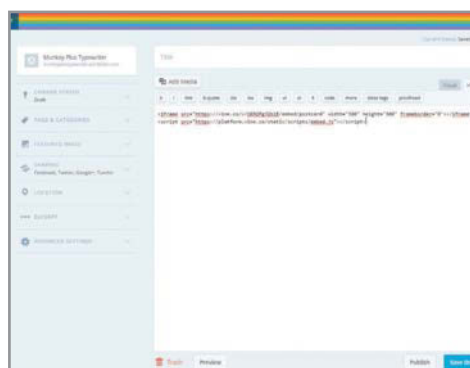
## 07 Embed music

If you wish you can add music to a blog post. Embedding a song places it into your blog within a dedicated player. This helps to increase audience engagement with your posts. Two examples of music-based sources are SoundCloud and Spotify. Extracting a song from these services and adding them to your blog is a simple copy and paste job.



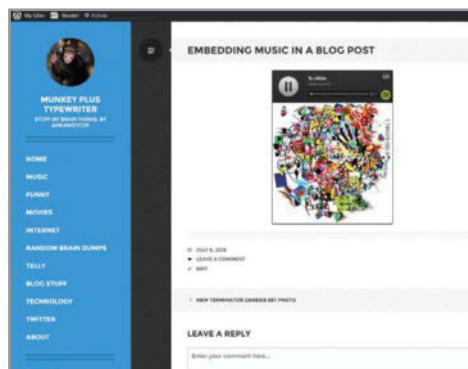
## 09 Embed Tumblr Posts

If you have a Tumblr blog you can embed Tumblr posts into your WordPress blog. You can also embed Tumblr posts created by others. It's a case of copying and pasting the URL as in the previous steps. WordPress embeds the post with a Tumblr-based header and footer. These include buttons for following Tumblr accounts and reblogging posts.



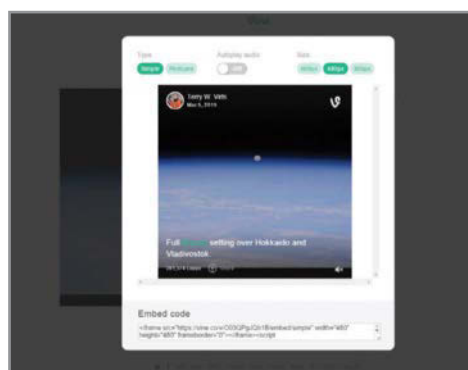
## 11 Adding HTML code

With this approach you will need to copy the code and paste it to the HTML section of the post editor. In the post editor you will see two tabs above the upper right corner. Click the right-most tab titled 'HTML'. Now paste the HTML code in the relevant place. Click the 'Visual' tab once you're done to go back to the normal text editor.



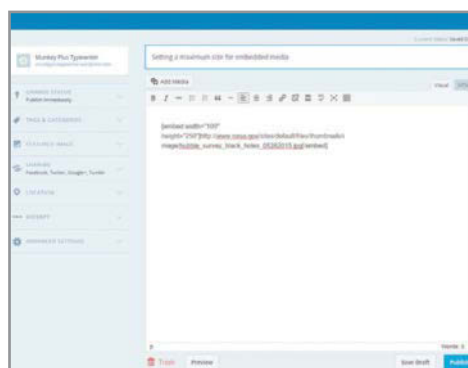
## 08 Grab a link

On SoundCloud find a track and click the 'Share' button. Copy the link and paste it into a blog post. Make sure you leave it as text, don't convert it into a hyperlink. In Spotify right click on an individual track or an entire playlist to access the link. Again, paste this into a post. WordPress will take the link and turn it into an embedded music player.



## 10 Vine's embedding options

Some services offer specific embedding options. These allow for a little more customisation over the simple copy and paste approach. For example, in Vine you can toggle video size, the window format and the video auto-play. In this example you can see HTML code in the lower window. This updates based on the selected options.



## 12 The [Embed] shortcode

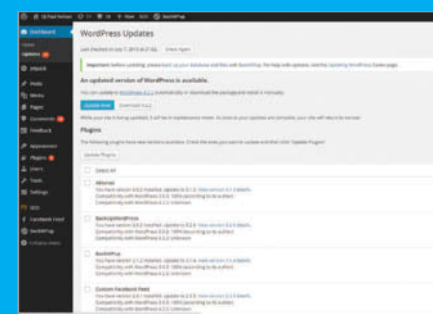
WordPress also has a dedicated [Embed] shortcode. This instructs WordPress on the allowed dimensions of an object. Place the chosen URL within the integers 'width' and 'height' (as per our example). Be sure to enter this within the HTML section of the editor. Whether this technique works depends on your chosen media and WordPress theme.

# Support for embedding

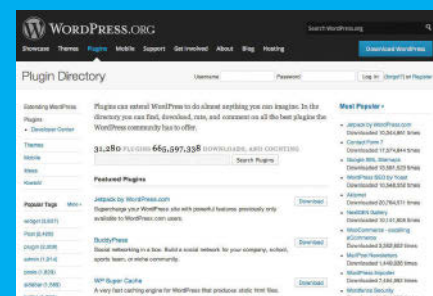
The key to being able to safely embed content is to keep your WordPress installation updated

By default WordPress can only embed from websites that appear on the Whitelist. It's possible to work around this by installing a plug-in but there is a risk. Content lifted from an unknown and untrusted source could expose your set-up to malware. This is why the Whitelist exists, to prevent accidental embedding from malicious websites. This does mean that users are reliant on WordPress supporting the required websites. Support for newer services is available with each new release of WordPress. By keeping WordPress updated you will ensure you have the most embedding options available. If your blog is hosted on the WordPress servers then updating WordPress is automatic. No further effort or work is required on your part.

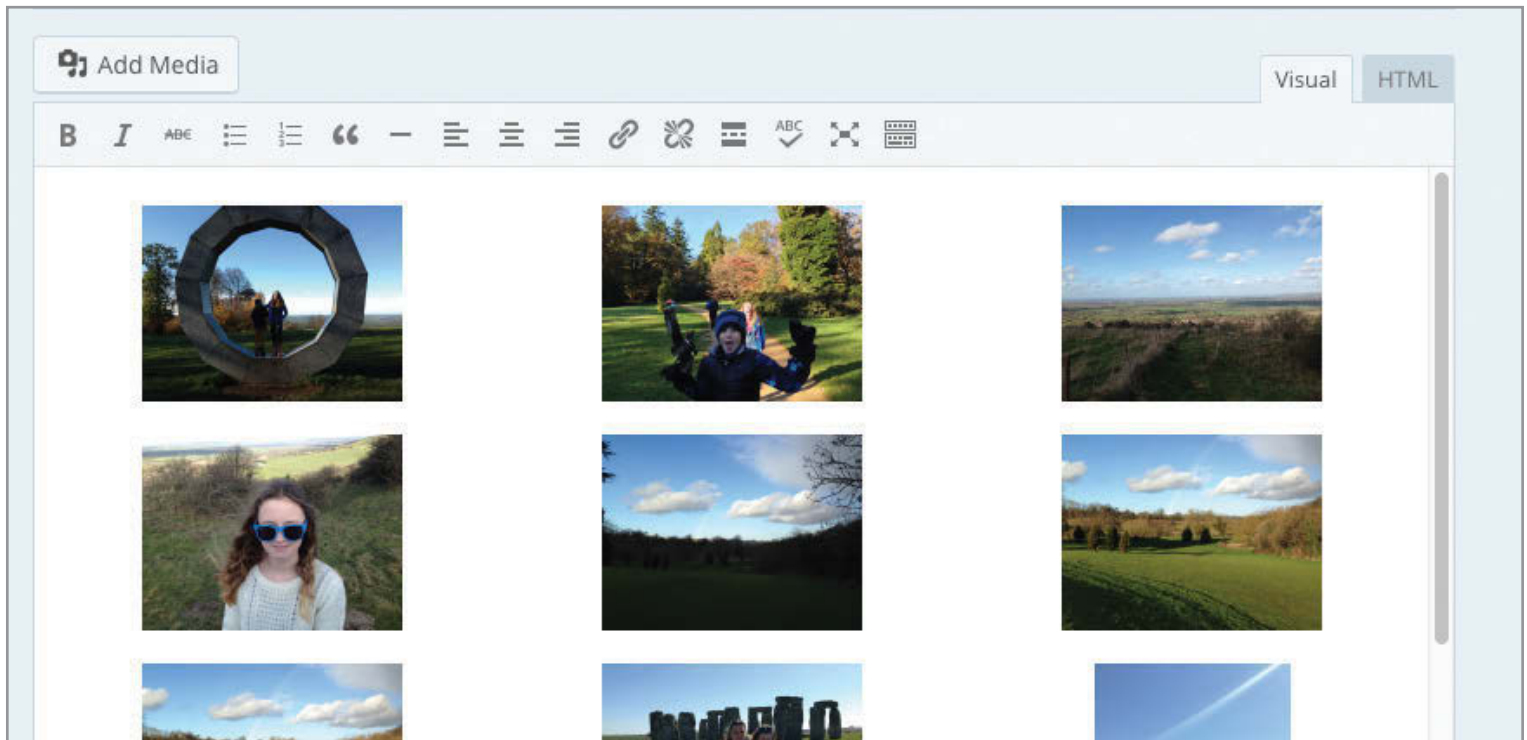
Users with self-hosted WordPress blogs will need to go through a manual update process. WordPress will prompt you when a new update is available to install. Before proceeding with this it is important to create a backup of your database. This will prevent you from losing your blog should an error occur during the update process. There are various methods and plug-ins available to assist with this. Once you've created a backup you're good to go. You can either run the Update process online or download it to run a manual install. In our experience we have found that running it online is both quicker and easier. Whilst the upgrade process is running your blog will go into maintenance mode. This means that it will not be accessible by your audience. The update process shouldn't last more than a few short minutes. That said, it pays to be mindful of when you're updating so you don't confuse any visitors. Once the update is complete WordPress will reload the Dashboard. The updated install will also include the latest Whitelist entries.



Maximise your embedding options by keeping WordPress regularly updated



Some of WordPress's many plugins will help you when embedding on your site



## Add a gallery of images in WordPress

### TUTORIAL OBJECTIVE

Using and managing an image gallery in WordPress

### TIME REQUIRED

20 mins

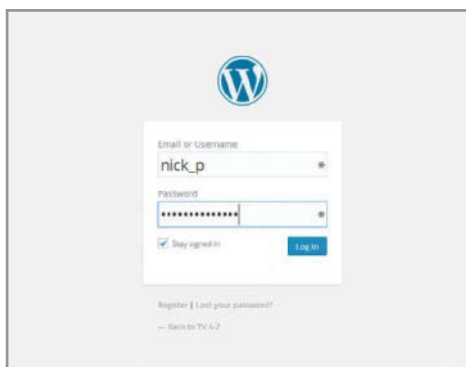
### SKILL LEVEL



DISCOVER HOW TO UPLOAD MULTIPLE IMAGES, CREATE UNIFORM IMAGE DIMENSIONS AND CHOOSE THE NUMBER OF COLUMNS TO CREATE THE PERFECT IMAGE GALLERY

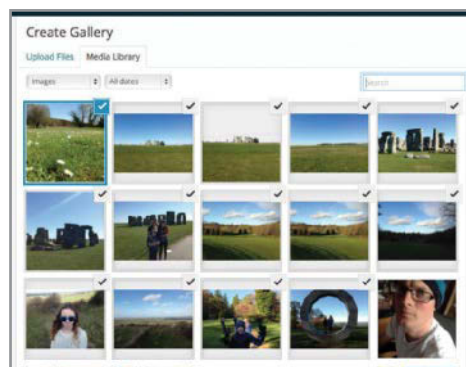
**WHEN USING WORDPRESS** the typical process for adding images is to insert a single instance, a simple and effective scenario. However, if more images are needed for a single post, or page, then the WordPress Gallery feature is the perfect solution. Users can upload multiple images, which WordPress puts into a gallery. The images can still be added individually or there is the option to upload the whole gallery in one fell swoop. Adding the entire gallery of images is nothing more

than a single click, but there are a number of options to set up before inserting. Users have the option to define where the thumbnails link to, what order they are displayed in and how many columns they want across a post or page. Once the gallery is in place it's a quick click of the Edit button and the settings can be modified as desired. There is also the option to change the dimensions of thumbnails in the gallery to suit any post or page.



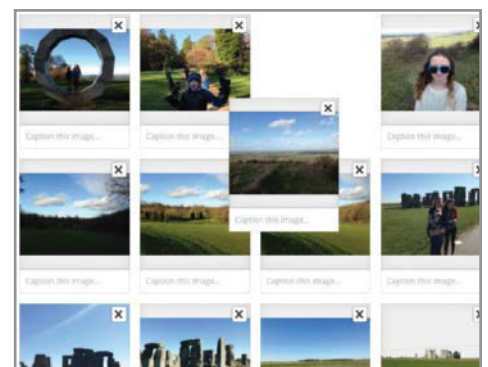
### 01 Add images

To start the gallery process the first step is to upload all the necessary images. Create a new post and click the Add Media icon that resides above the main text box. Now click on the Upload Files tab, locate all the necessary files, use Shift+arrow keys to select multiple images and press Choose to upload all the images.



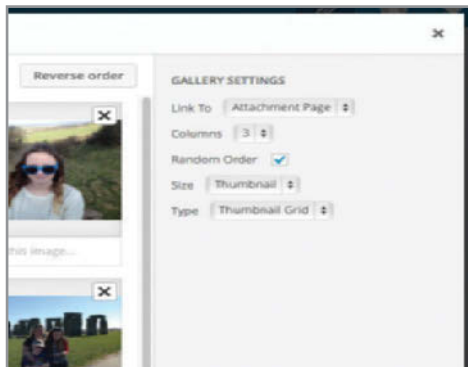
### 02 Gallery settings

Once all of the images have been successfully uploaded (larger files will take longer) click on the Create Gallery link on the left of the screen. Here, click the images you wish to include in the gallery, then click the Create a new gallery button in the bottom-right corner of the screen.



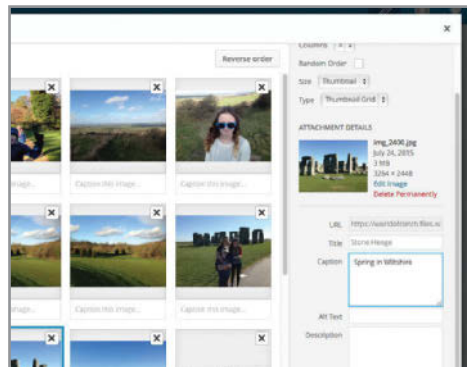
### 03 Image order

The image order of the gallery is determined by date and time, but you can arrange them however you see fit. To re-arrange the image order, simply click and hold on an image and then drag it around the other images. This is an intuitive way to shuffle your images into any order you wish. When done, click on Insert Gallery.



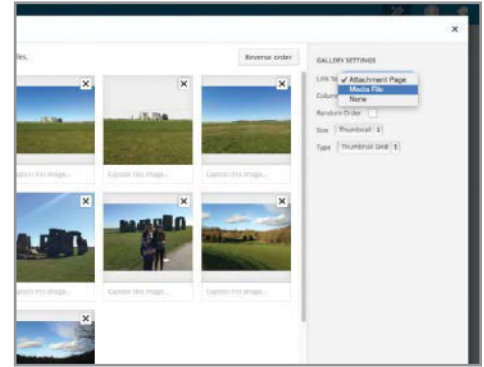
## 04 Randomise the order

If you wish to create a random order for your gallery images then check out the Gallery Settings in the column to the right. Here you will see options to link your gallery, arrange it in columns or arrange it in a random order. To randomise the order of your gallery, simply tick the box next to this last option.



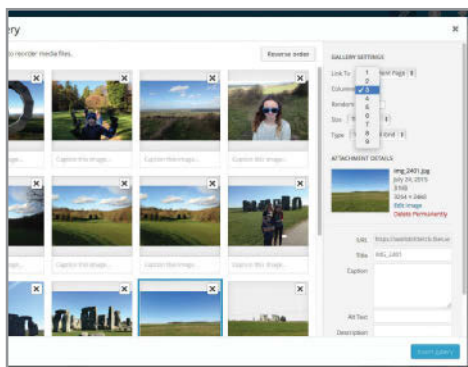
## 05 Title and caption

Click on an image in your gallery to view all of the various individual image options. By default the image title is the image name. To add a more SEO-friendly title simply add the desired text. This is the text that will be seen when the mouse hovers over the image. Adding a caption will add a styled – depending on theme – caption.



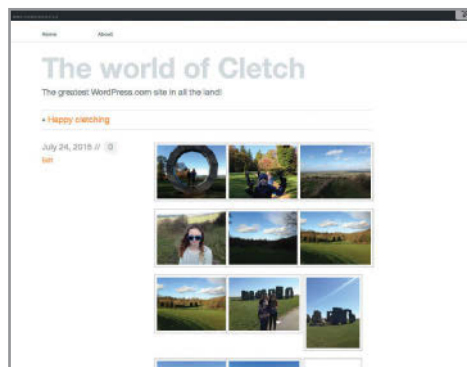
## 06 Link URL

By default the Link To field will display the Media File option, which will redirect any clicks on the image to a new browser window displaying just the picture. You can change this to an Attachment Page, which will show the image in its own post within your blog's theme, or select None to disable linking.



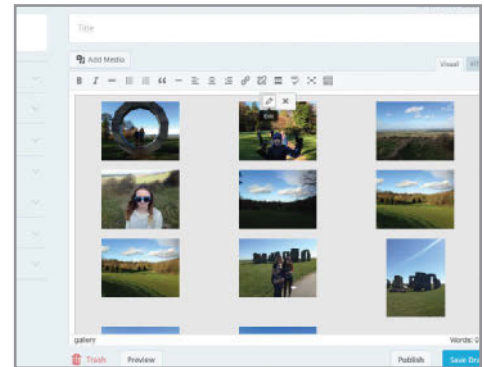
## 07 Gallery columns

Now repeat Step 5 to change each image title and more, and then head to the Gallery column's drop-down list which defines how many columns (effectively images) will appear horizontally across the page before moving onto another line. Simply select 1-9 from the drop-down list and click Insert gallery.



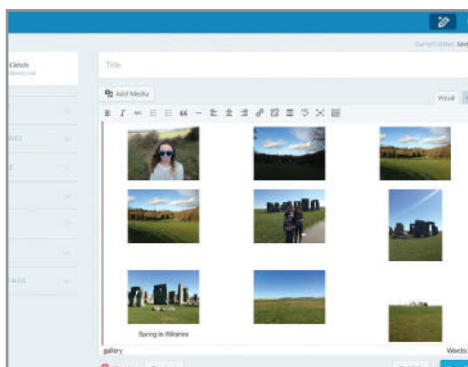
## 08 View gallery

The gallery will appear in the post entry area, where you will see a preview of the arrangement of the images. To get an idea of how the gallery will appear when the post is published, click Preview. This will open up a new window and show you how the gallery will look within your blog's theme.



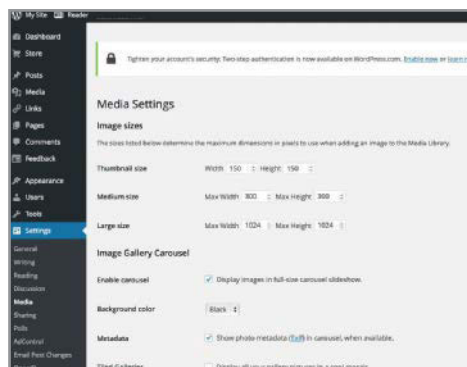
## 09 Edit gallery

Edit the gallery by clicking on one of the images to highlight and then display two icons in the top-left corner. The X icon on the right will delete the gallery; the pencil icon on the left will open the Edit Gallery screen used earlier, where the Update Gallery button will save any changes you make.



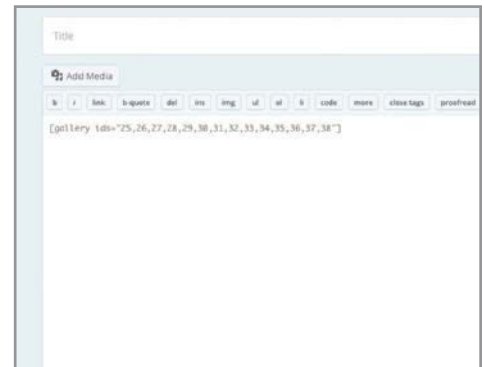
## 10 A perfect fit

How the gallery displays is determined by the size of the thumbnail images, width of the post body and number of columns. If the width of a post, or page, is 600 pixels the thumbnail width and number of columns need to match. For example, four columns multiplied by a thumbnail width of 140px equals 560px, plus padding and margin.



## 11 Thumbnail dimensions

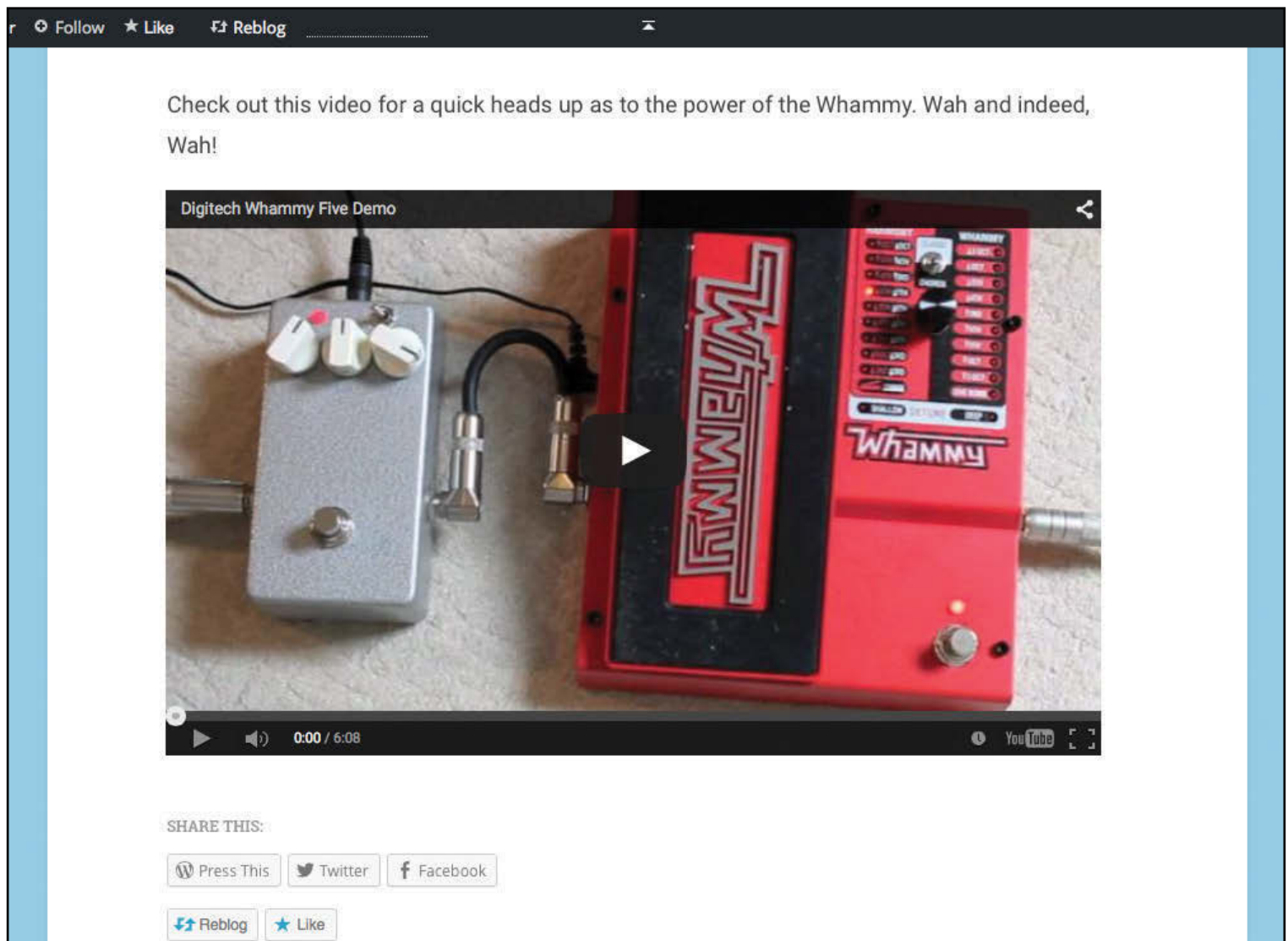
The gallery displays all images as thumbnails with the default size determined by the current theme. To modify the thumbnail dimensions head to Settings in the left column (WordPress 2.8+) and select Media. Add the Width and Height dimensions in Thumbnail size and make sure the Crop thumbnails... checkbox is selected.



## 12 Shortcode

Once a gallery has been created, WordPress inserts the code to display the images. Alternatively, users can insert the gallery into any post or page by using the shortcode [gallery]. To insert, open post or page, switch to HTML and add. To keep the same gallery styling as the initial gallery switch to HTML in the post and copy the code.





## TUTORIAL OBJECTIVE

Add some media content to your blog to bring it to life

## TIME REQUIRED

1 hour

## SKILL LEVEL



# Add video and audio to your WordPress blog

YOUR BLOG WILL TRULY COME ALIVE WITH THE ADDITION OF SOME MULTIMEDIA CONTENT. ADDING VIDEOS FROM YOUTUBE OR ELSEWHERE IS EASY WHEN YOU KNOW HOW...

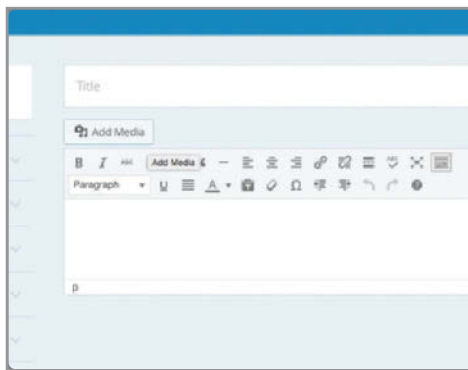
**THERE REALLY IS** no better way of drawing users in to your blog than with some well-chosen multimedia content. Whether you are creating your own original video tutorials or simply sharing the latest craze that's sweeping the nation, giving your readers a little something extra to look at beyond static words and pictures is a sure-fire way to keep them interested and clicking through your site – and then coming back for more.

The easiest way to add a video to your WordPress blog is by using one of the freely available video services to be found online. The most famous one, that we will undoubtedly all be

familiar with, is of course YouTube, and that is going to be the focus of this tutorial.

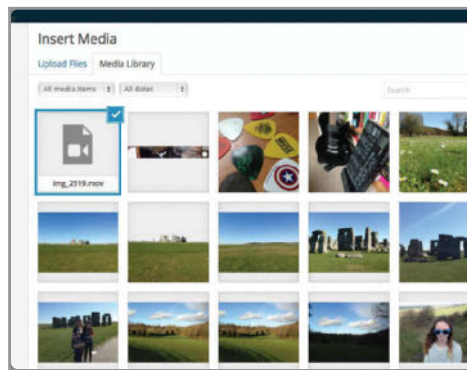
By using YouTube you are able to utilise videos in high definition, so there are absolutely no worries about quality, while the phenomenal popularity of the site will also help you to promote your blog to a wider user base.

We will also show you how you can enable users to share videos that are embedded in your pages, as well as how to add other kinds of media content in order to help bring your blog alive. To discover all this and more, read on and follow the steps of the tutorial.



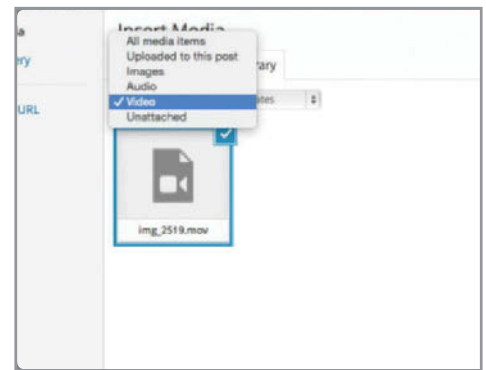
## 01 Add media

In order to start, select an existing post or create a new one. Just below the title box there is an Add Media option. This is the starting point where you can add video, audio and images. Click Add Media in order to open the Insert Media window. Next, click Upload Files to switch to the accompanying window.



## 02 Add video

There are two options for adding a video clip. If a video clip exists on the desktop just grab it and drag it into the Insert Media window. Alternatively, click on Select Files and you can then locate the video clip to be added to WordPress. Select the clip, select Open and you'll see that the clip is then uploaded.



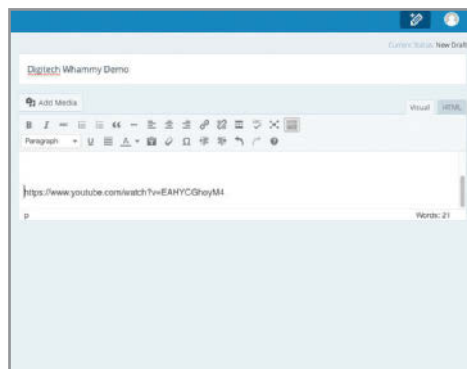
## 03 Video details

The uploaded clip will appear in the Media Library, selected by default (click a different uploaded file to deselect). Under Attachment Details you will see some associated information such as the clip title and the delete option. You can use the drop-down list to filter the view to display only Video clips.



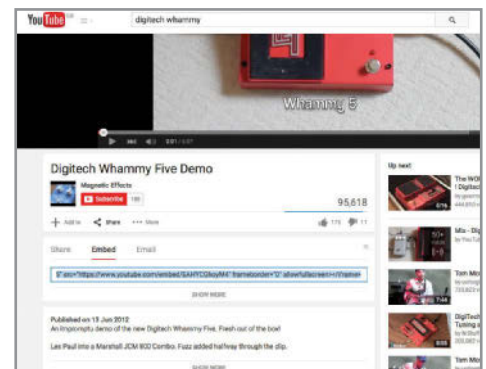
## 04 YouTube link

Thanks to oEmbed support it is now easier than ever to link a YouTube video to a WordPress post. To get started, go to the YouTube website and then locate the video that you wish to link your post to. Once you have done that, simply copy the page link (highlight the URL and press Ctrl/Cmd+C) and then go back to your Wordpress website.



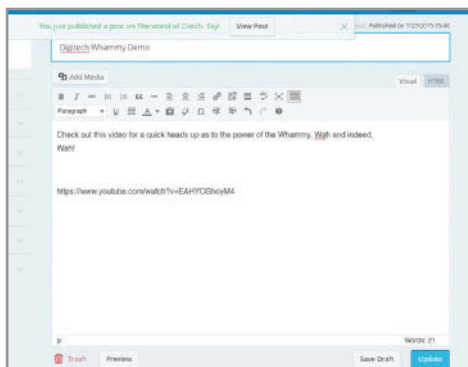
## 05 Automatically add video

Now you must head to WordPress and the post to which the video is going to be added. Click the cursor in the appropriate position in the post where you would like the video to be placed. Now press Ctrl/Cmd+V in order to add the link to the post. This will automatically embed the video in the post.



## 06 Manually insert video

Be aware that a YouTube link is not always embedded automatically. In order to add a video manually, click Share under the chosen YouTube video followed by the Embed button. This will display the embed code. Copy the code, go back to the post, switch to the HTML editor and paste the code.



## 07 Publish post

Switch back to the Visual editor where you will see a box to indicate where the video will appear. Add any text to the post to accompany the video, and click Publish to share the post with the world. Any problems with the video can be resolved by adjusting or copying a new embed code and clicking Update.



## 08 Custom YouTube size

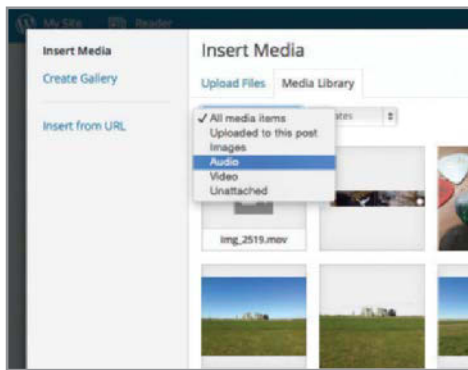
By default a YouTube video will be assigned the dimensions 420x315 pixels. Alongside the default option are a number of common sizes. These keep the video at the correct aspect ratio. If none of these sizes match your requirements, you are fortunately able to select Custom size and add the desired dimension to it.



## 09 Take a screenshot

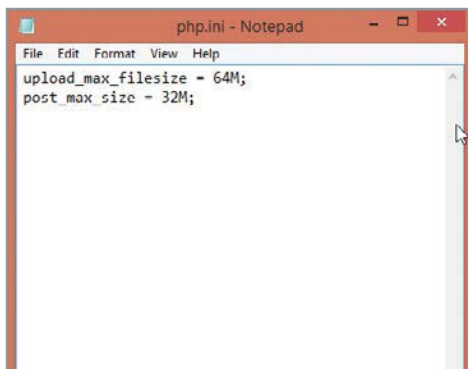
Embedding a video into a post will subsequently display the video when a user selects the post. It is a good idea to take a screenshot of the embedded video and use this as the Featured image to display on the front page of your WordPress install. Use Cmd/Shift+3 on a Mac or download the software.

# Setting up



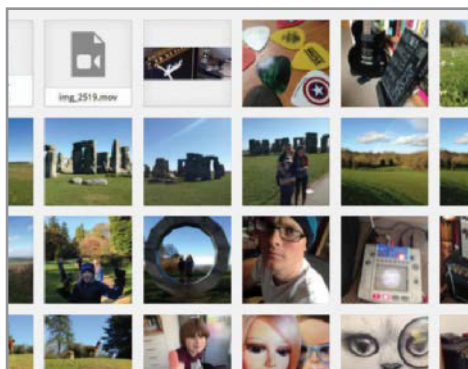
## 10 Add audio

Click the Add Media button and make sure that the Insert Media window has Upload Files selected. Now drag and drop the selected audio file from the desktop. Alternatively, you could click Select Files, locate the audio file and then click Open. In the Media Library, use the dropdown menu marked 'All media items' and change it to 'Audio'.



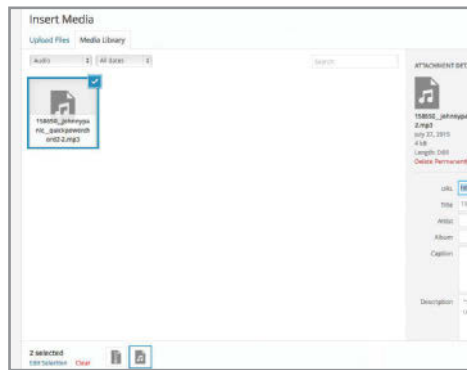
## 13 Upload file size

WordPress limits the upload size of files. For self-hosted blogs you can fix this by using your FTP application to download the PHP.ini file and make the changes illustrated above. If you can't find a PHP.ini file, create your own in a text editor and upload it to the wp-admin folder.



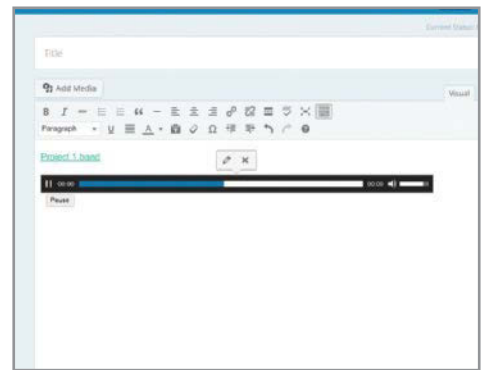
## 16 Media Library

All image, video and audio media that is uploaded to your WordPress site will be stored in the Media Library, which you'll find under the Media menu in the Dashboard menu. The different media can be viewed by type using the links across the top of the Media Library view.



## 11 Audio details

By default the Title field will display the name of the uploaded audio clip. You can rename it by overwriting the existing title. You'll also see the option to add a caption and description for the audio clip. When you're done, click Insert into post to complete the process.



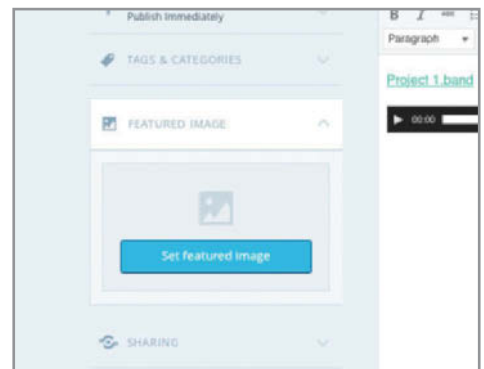
## 12 Play audio

Save or update the post with the audio clip. The audio clip will be displayed as a text link in the post using the title as the link text. In order to modify the link text, simply select and add the new title. When clicked in the live post, the default media player will open to play the audio.



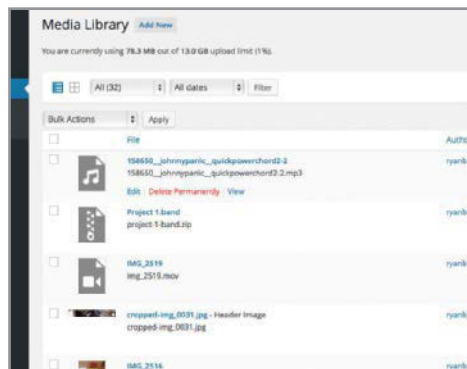
## 14 Upload php.ini

Several FTP applications are available, with FileZilla among the most popular. Use this to connect to the server where your WordPress blog is installed, browse for the wp-admin folder and upload the PHP.ini file. Larger files can then be uploaded. You will be able to upload more at once.



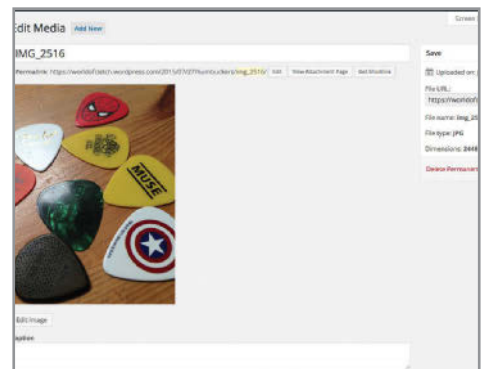
## 15 Set Featured Image

Many of the WordPress themes allow for a featured image to be added to represent the post. Images and Featured images can also be uploaded to the Media Library, but Featured Images can only be defined using the Set featured image button situated in the left-hand column of the Add New post screen.



## 17 Select media type

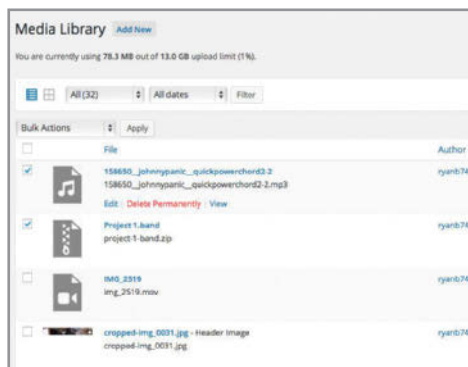
Adding media content to the Media Library allows users to view all of the media types. For instance, clicking Audio will display a list of audio clips that you have uploaded to your blog. Each item in the Media Library has three clickable options: Edit, Delete Permanently and View. Use the latter option to preview the uploaded media.



## 18 Edit image

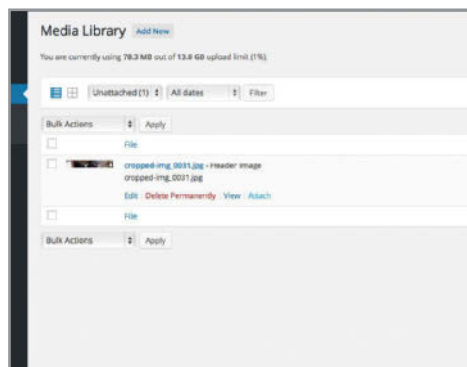
To edit an image, you must select the Edit option in the Media Library. Clicking Edit will open the Edit Media screen, where various options are available. In particular, you'll be able to edit the filename, caption and description, but if you want to edit the image itself use the Edit Image button. With your changes made, click Update.





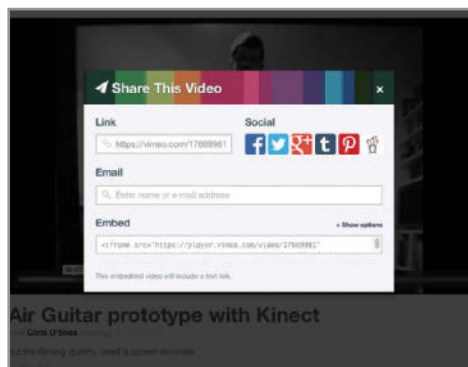
## 19 Managing media

The Media Library allows users to delete content directly from the library itself. In order to delete a single element simply click Delete Permanently. To delete multiple items first click in the check box next to the item(s) that you would like to delete. Select Delete Permanently from the list and then click Apply.



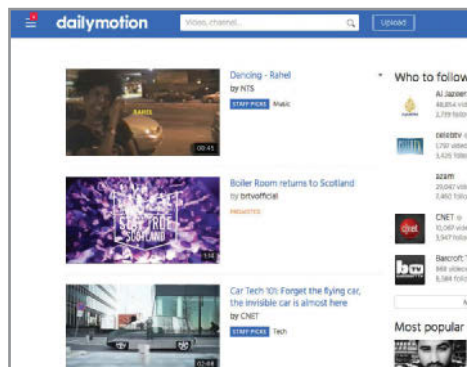
## 20 Unattached media

Media uploaded to WordPress is not always attached to a post or a page. To view first you must click on the Unattached link at the top of the page. Typically, unattached content has been used or is not being used. If this is the case, then delete. Alternatively, click Attach to add an existing post.



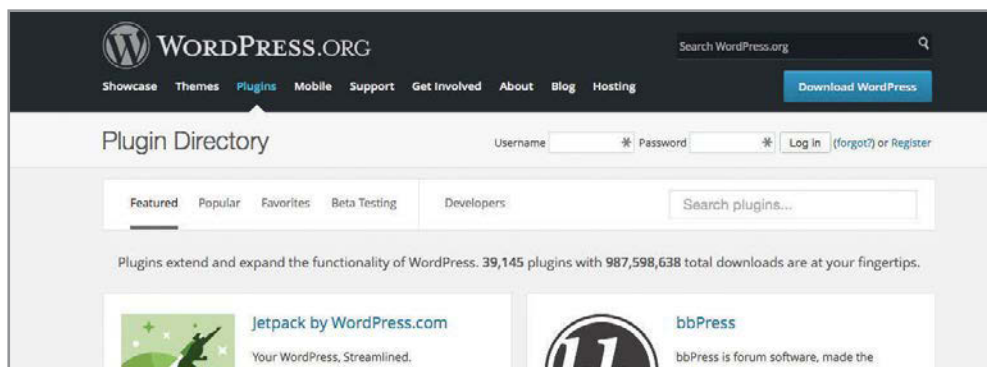
## 21 Vimeo video sharing

Vimeo is another video-sharing site that is very similar to YouTube and allows users to share video. Head to the site ([www.vimeo.com](http://www.vimeo.com)), search and select a video and within the Share option you will find an embed option. Click this button in order to get the embed code and then copy and paste it into a post.



## 22 Video-sharing sites

Video lovers are not just restricted to YouTube and Vimeo though. There are a few other video-sharing sites that are well worth checking out. Try Break ([www.break.com](http://www.break.com)) and Daily Motion ([www.dailymotion.com](http://www.dailymotion.com)). These offer similar options where users are able to copy an embed code to add to a post.



## 23 WordPress plug-ins

There is no denying that WordPress is a powerful blogging platform, and there are numerous plug-ins available out there that might prove to be rather useful for adding media content that will ultimately spice up your blogs. In order to assist with adding and managing media content, there are a number of plug-ins that can be found via the official WordPress Plugin Directory – all you need to do is point your browser to [www.wordpress.org/extend/plugins](http://www.wordpress.org/extend/plugins) and see for yourself. A couple that stand out and that we believe are well worth trying out are External Videos and WordPress Video Plugin. These are straightforward and very effective, so check them out.

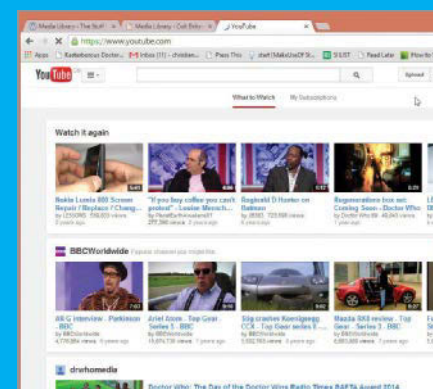
## Understand media file formats

With so many different types of video and audio files out there, how can you be sure that the one you are using will play?

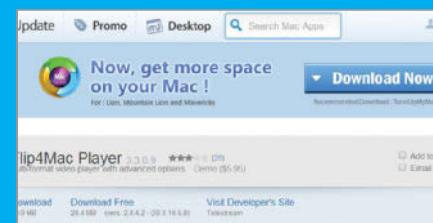
The reason we have given so much attention to using YouTube videos in this tutorial is not only a result of the popularity of the video-sharing service, but also that it delivers the simplest method of adding media content to your blog without the need to worry about things like file formats. Indeed, while many common video formats (such as .avi) are not suited to playback on the web, uploading the same file to your YouTube account will make it perfectly accessible to everyone on pretty much any computer. Users visiting your site will not need to worry about codecs when trying to view it either – and there's nothing more likely to turn people away than serving up media that they can't view.

If you want to go it alone, though, you should be aware that some video file types are better than others. As mentioned, .avi files may well play in a browser but cannot stream, so the entire file will need to be downloaded before it can be played. Other formats like .mov (the QuickTime format), .mpg and .wmv can be streamed within a browser window. The latter is a good bandwidth-friendly option, although Mac users will need a plug-in to be able to access it.

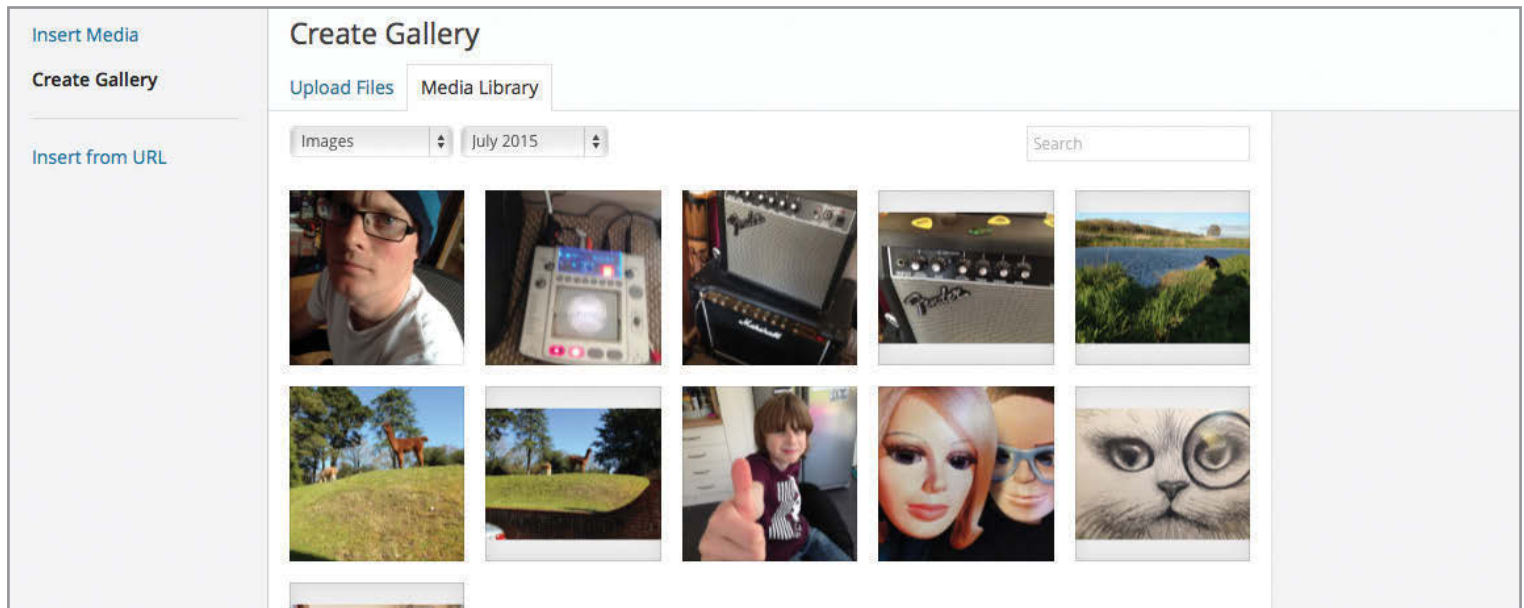
For audio you are unlikely to go beyond either .mp3 or .wav files as your formats of choice. Either of these is fine, although .wav is uncompressed so will take longer to download and use far more bandwidth, so .mp3 is preferable. Either way, if you are dealing with files that are large it is good practice to maybe mention it somewhere so that the user knows what to expect. Steer clear of older formats that were once popular, like Real Audio, as users may not have a compatible codec installed; likewise Windows Audio which, even though fairly universal, still causes some problems for Mac users.



YouTube uses HTML5 to ensure that its videos are compatible with all browsers



Try to ensure audio files are totally accessible, and spare a thought for Mac users when using Windows files



## TUTORIAL OBJECTIVE

Organise photos, videos and other files used on your WordPress site from within the Media Library

## TIME REQUIRED

15 mins

## SKILL LEVEL



# Manage the WordPress Media Library

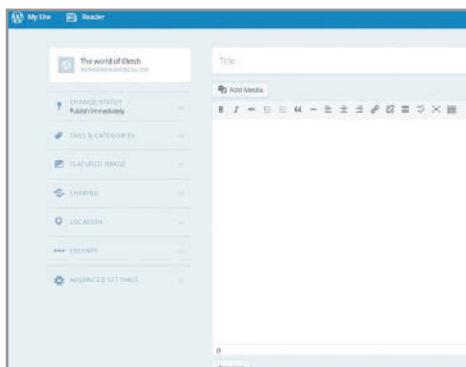
WHAT WOULD A BLOG POST BE WITHOUT A PHOTO OR VIDEO? THE MEDIA LIBRARY HELPS YOU TO KEEP TRACK OF THEM ALL AND KEEP THEM NICELY ORGANISED

**WHEN YOU MAKE** a new post on your WordPress blog, you will nearly always add at least one photo to it – and quite often you'll be adding a selection of photos, videos and maybe sound clips. Sometimes you might need to update or replace a photo, or delete a video from a post, and the Media Library is the easiest way to do it.

From within the Media Library page, you will see a list of all the media that you have uploaded during the lifetime of your website and will be able to perform actions on them, such as

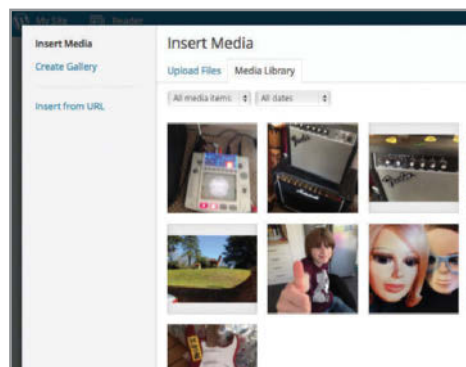
editing the title, description and alt text. It is also possible from within this screen to upload new media and then name, tag and attach it to a previously made post.

This tutorial will introduce you to the Media Library and show you how to use some of its features. We'll go through the step-by-step process of uploading new media, editing their details and attaching them to posts. We'll also show you how to delete unwanted media, preview photos on the website, search for images and sort media elements.



## 01 Log into your site

To start off, you need to log into your WordPress site using the admin page and you will be presented with the Dashboard, as usual. If you see a message to switch to a improved posting experience, click on the link to be taken to the new-look interface. As you will soon discover, managing your site just got much simpler.



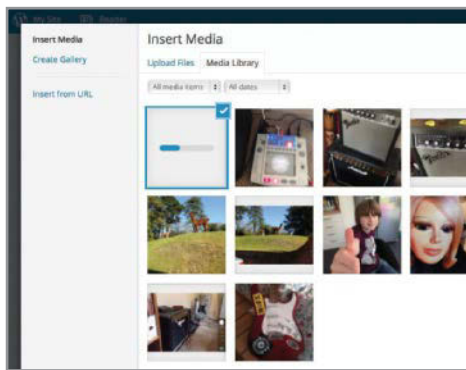
## 02 Open the Media Library

Click on the Add Media button and you will then be taken to the Upload Files screen. Click on the Media Library tab and if you haven't yet made any posts or inserted any photos or videos to your blog then this screen will be empty. Otherwise you will see all your images, along with a small thumbnail and the posts to which they are attached.



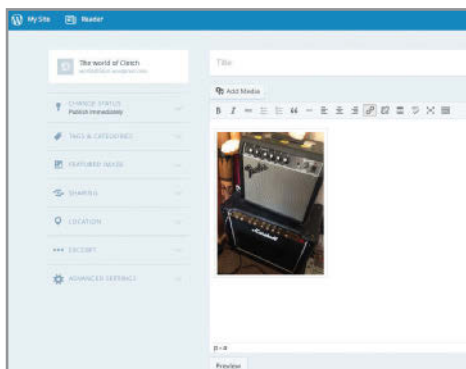
## 03 Add new media

To add new media, click on the Upload Files tab and then you will be presented with two ways of uploading new media. If the files are within easy reach then you can just drag and drop them onto the page. Alternatively, click on the Select Files button to navigate to the files that you wish to upload. There is a 10MB maximum size limit.



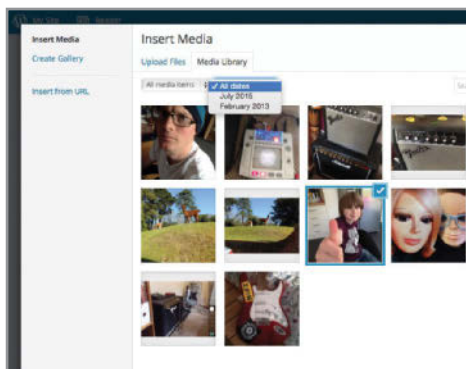
## 04 Upload the files

Click on the Select Files button to open up the file browser. Navigate to the photo or video you want and then click on it and press the Choose button. The file will then upload. If you are on a slow internet connection and it's a large file, this might take a few minutes, so be patient. A progress bar will show how the upload is going.



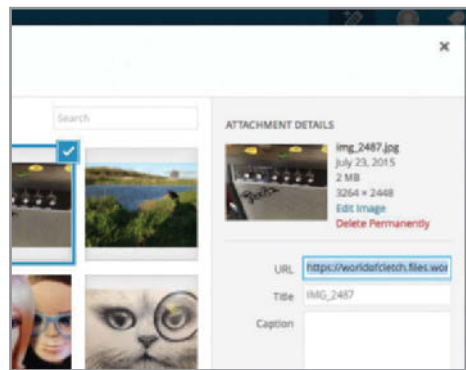
## 07 Attach media to post

Because we have just uploaded an image, it will not be linked to a post, so nobody will be able to see it. While in the Media Library, click on an image so that a blue tick icon appears in the corner and then click on the 'Insert into Post' button in the lower-right corner of the interface. The image will then be embedded into a new post draft.



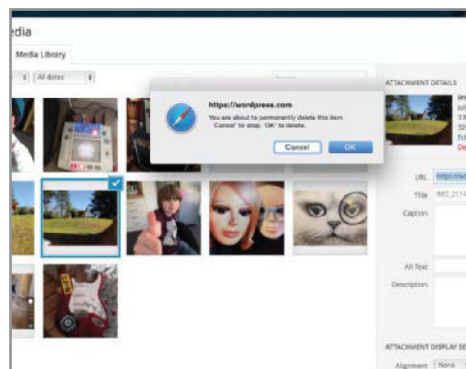
## 10 Filtering images by date

Once you have been blogging for a while, you will find that you have quite a collection of photos and other media added to your site. After a year or so, you may have hundreds of images uploaded to your pages. Luckily, the Media Library allows you to filter images in a few ways, such as by date.



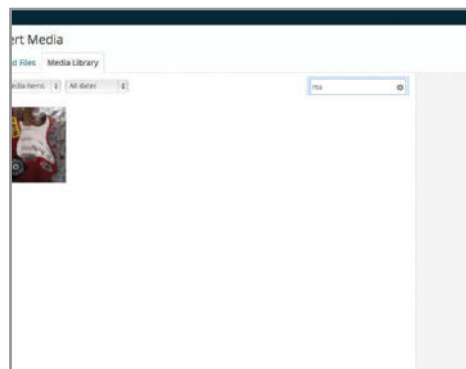
## 05 Open Attachment Details

Once the file has finished uploading, you will see your image added to the Media Library. To change the details of the image, like the name or description, simply click on the tile in the Media library to open the Attachment Details in the column to the right. Here you can change the name, add a description and a caption.



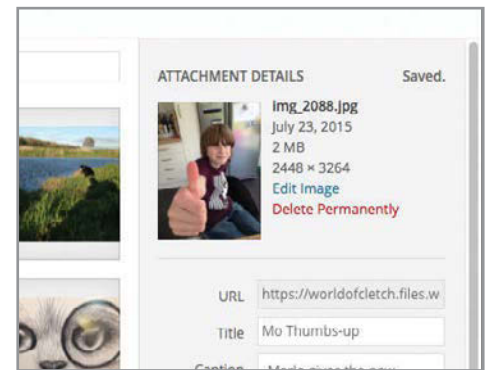
## 08 Deleting media

If we decide we no longer want a photo or video to be attached to a post then we can easily delete it by hovering over the media and clicking on the 'Delete Permanently' button. If you want to delete more than one piece of media then you select them using the checkboxes and apply the bulk delete action.



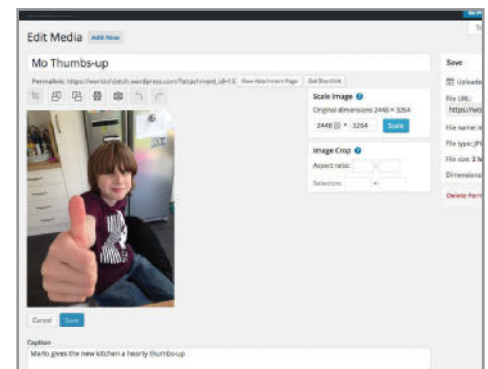
## 11 Search

You can also search through your media using the search box, which is located at the top right of the page. Simply click on this box and then type in the name of the photograph or video that you are looking for and WordPress will automatically show only images with that name. This is very handy when you have a lot of images and videos.



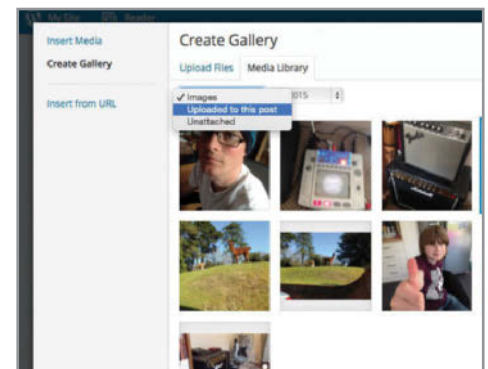
## 06 Edit the details

If your photograph has come straight from your camera, it is quite likely to be called something like 'DSC0015', so you should give it a more descriptive title. Under that is the alternative text, which should be similar to the description. You can also add a caption if you like. The new information will be saved automatically.



## 09 Edit a photo

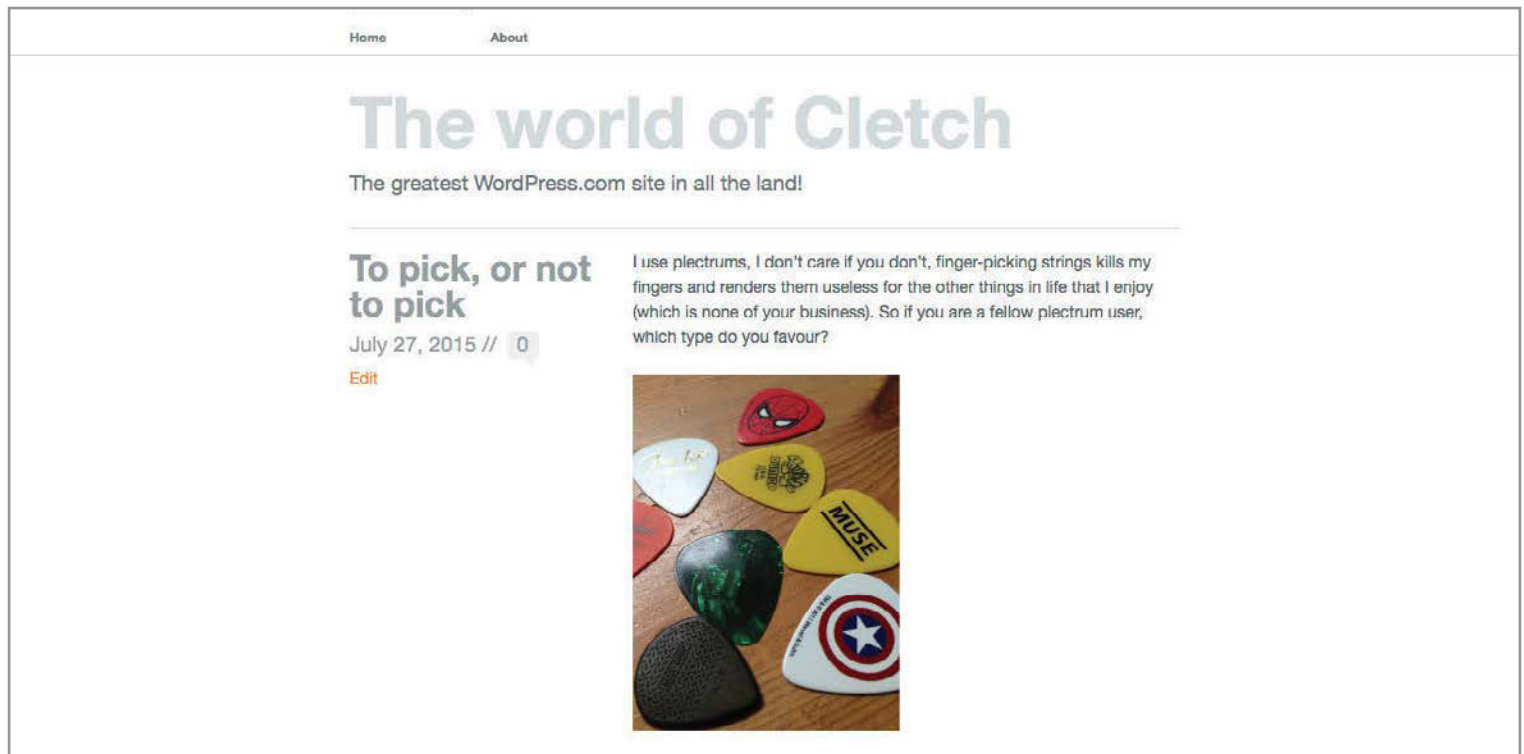
Click on an image to select it and then click on the 'Edit Image' link next to the thumbnail in the right-hand column. You will now be able to rotate it, crop it, scale it down in size and edit all of the information associated with the image. When you have made all of your desired edits, click on the 'Update' button to save the changes.



## 12 Sort alphabetically

By clicking on the menu next to the date filter, you will also find that you can display images that are attached to posts or unattached – making it quick and easy to manage your images and discover which ones have been used in previous posts. When you are done with your Media Library, simply click on the 'X' icon in the top-right corner.





## TUTORIAL OBJECTIVE

Teaching you everything you will ever need to know about managing posts within WordPress

## TIME REQUIRED

As long as you're prepared to spend on improving your blog

## SKILL LEVEL

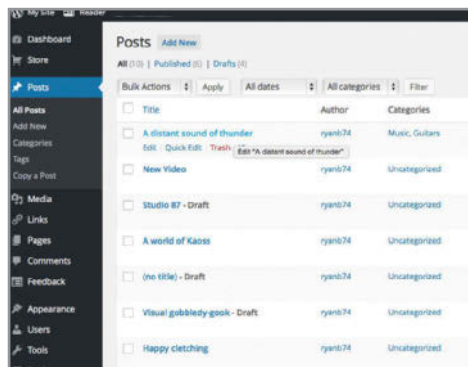


# Organise WordPress posts

GET OUR HELP TO MANAGE ALL YOUR CONTENT, INCLUDING USING BULK ACTIONS, FILTERING CATEGORIES, ADDING TAGS AND MUCH MORE

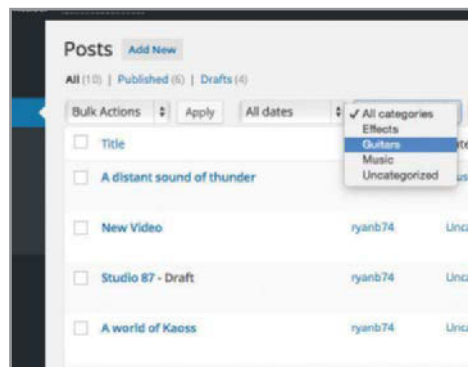
**WE'VE ALL DONE** it. After a busy news day where stories and posts are stacking up on your blog or WordPress-powered website, you take a look back over the homepage and realise there are more than a couple of things wrong with it. Tags are missing. Things are all in the wrong order. The same post has appeared twice. Basically, your once proud blog has become a tangled web of noise and confusion. It's easily done, that's for sure. So, what do you do? Well, you navigate your eyes back

to this very tutorial, where we will carefully take you through everything you need to know about managing your blog – think reordering, recategorising, handing out serious doses of bulk actions and other such vital but often overlooked parts of the WordPress process. This step-by-step tutorial guides you through these vital parts of WordPress in an easy to follow manner, so that never again will you have to panic about your blog's prettiness. We're here for you.



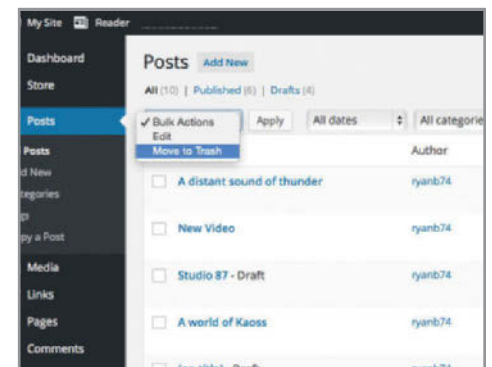
## 01 Finding your posts

Now, forgive us if this sounds a little patronising, but WordPress can be a confusing animal to beginners, and we're not about to take anything for granted. Finding all the content of your blog is simple – just hit Posts on the left hand-side of the WordPress Dashboard, and it should bring up this handy list.



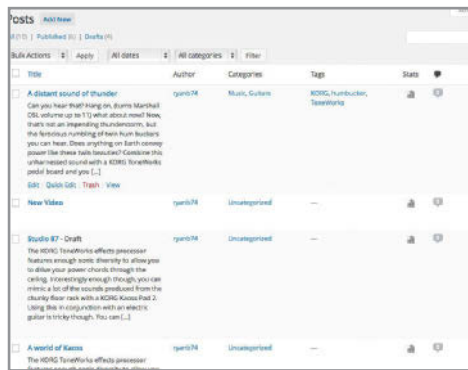
## 02 Filtering your categories

Categories have usually been established by this point – be they news, features, rumours or anything else that your blog might want to cover. If you're only interested in posts of one particular category, just filter using this drop-down menu and the list will automatically reorganise itself. It makes finding certain types of posts a lot easier.



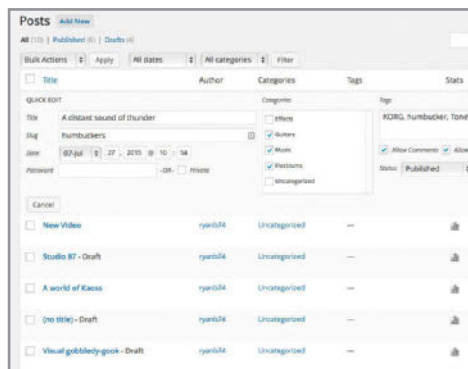
## 03 Bulk Actions

To save time when you want to delete a load of irrelevant posts, just use the Bulk Actions tool at the top of the dashboard. Simply check the posts you want to action by clicking the boxes next to them, use the drop-down menu at the top to choose which action you want to execute, then hit Apply.



## 04 Changing layouts

If you're drowning in years' worth of posts and you're after something specific, then clicking the Excerpt View button (to the right of Filter) at the top of the dashboard will change the layout. Now each and every post will show an excerpt of the actual text, so you can work out just which one was horribly offensive and delete it.



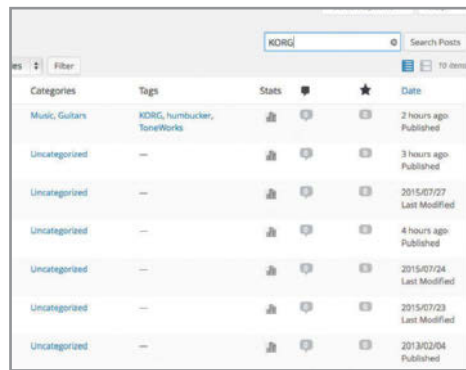
## 07 Attaching categories

Probably more likely is the need to attach new categories to existing posts, which is not too tough at all if you know what you're doing. Hover your cursor over the post you want to deal with, and you'll see the Quick Edit option. Within there, you can check a new category, and it'll attach itself to your post. Easy.



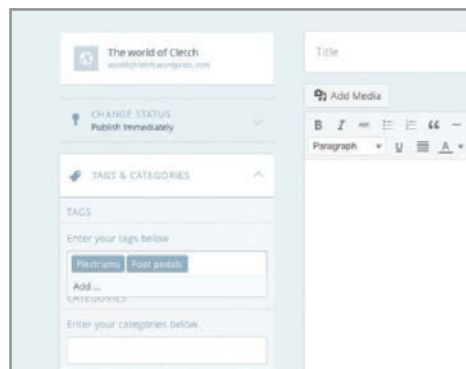
## 10 Editing Tag Slug

As with tag names, tag slugs can also be edited. These are URL-friendly versions of the tags containing only letters, number and hyphens. To rename a slug, find its associated tag, use one of the edit options and make the change as needed, clicking Update to apply the change.



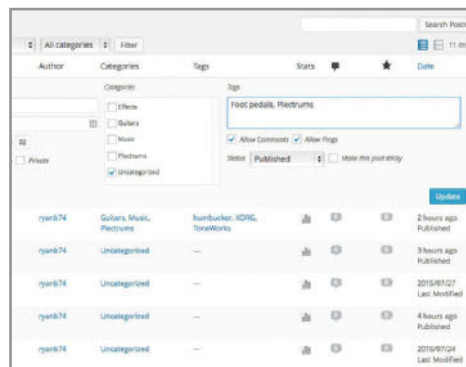
## 05 Searching posts

Given the relative uselessness of a lot of web-based search tools, you might be surprised that WordPress's search system is actually very good indeed. It filters through tags, keywords and parts of the post title, and is extremely good at tracking down those long lost posts. The search bar is found in the top-right corner.



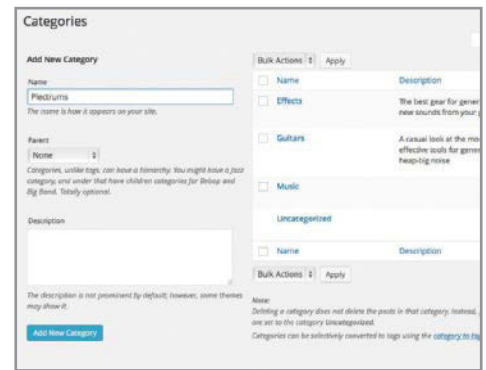
## 08 Adding tags

If you want to quickly add a tag to a whole host of entries, you can manage your tags from the Tags page, found under the Posts heading in the Dashboard. New tags can be added here, or they can be added in the Add New post page. You'll also be able to add tags to a post in the Quick Edit view.



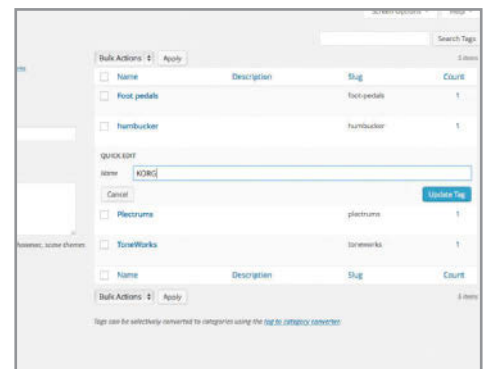
## 11 Editing tags on a post

If you have found a post that's sorely lacking in tags, then the Quick Edit tool is your friend here. Just hover your cursor over the post in question, hit Quick Edit, then use the box on the right-hand side to add any new tags you fancy. Don't forget to separate the tags by commas, of course.



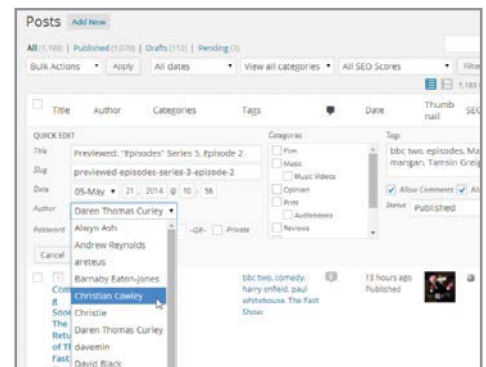
## 06 Adding categories

Right, now to move onto categories. First of all, hit the Categories option found on the left-hand side of the Dashboard, then you're pretty much good to go. If you want to add an entirely new category to the list, then it's the first option. Just type it in, pop in the URL-friendly slug and you're away.



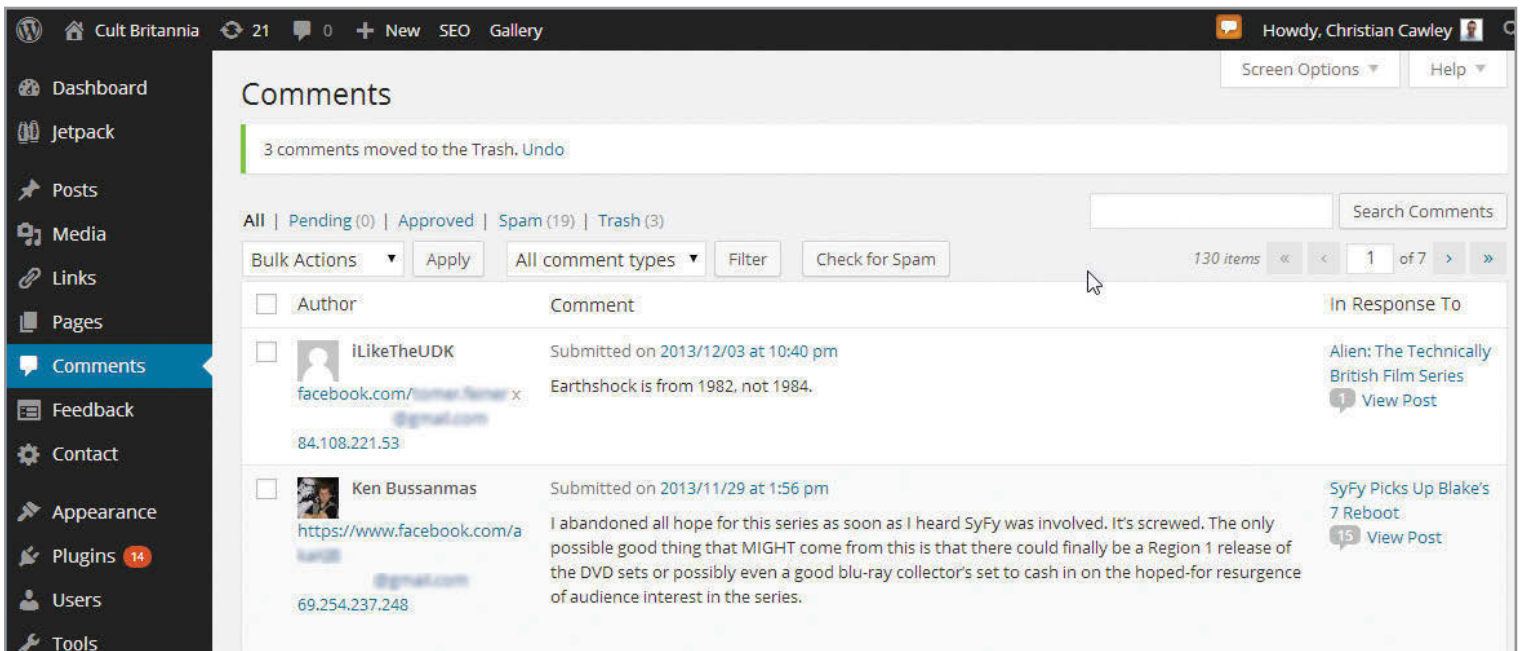
## 09 Renaming tags

Tags can also be renamed, useful if they have been incorrectly typed. On the Tags screen find the tag you want to amend, however the mouse pointer over it and select either Edit or Quick Edit – both will enable you to rename the tag and apply the change across all posts.



## 12 Changing authors

Finally, if you've accidentally attributed your greatest literary work to your mum, then you can use this little drop-down menu next to Author to quickly change who the post is attributed to. Again it's in the Quick Edit menu, and takes no more effort than a couple of clicks. Now your work is yours once again.



## TUTORIAL OBJECTIVE

To manage comments within a blog, including approving, deleting and marking as spam

## TIME REQUIRED

10 mins

## SKILL LEVEL



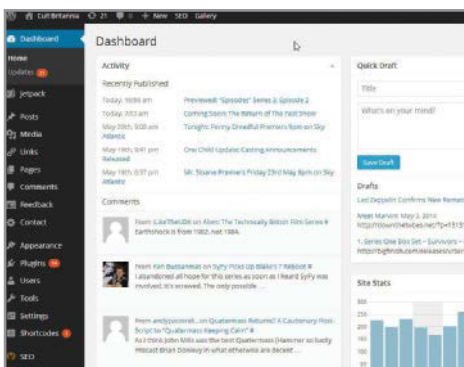
# Managing blog post comments in WordPress

COMMENTS BRIDGE THE GAP BETWEEN AUTHOR AND USER, BUT NOT ALL ARE WELCOME. FIND OUT HOW TO APPROVE, REPLY, EDIT AND DELETE COMMENTS

**A BLOG IS** all about opinion and the beauty of comments is that they give the right to reply. Constructive, useful, related and relevant comments are always welcome, and even the odd off the wall comment doesn't go amiss. However, authors can be guaranteed that offensive comments and spam will infiltrate their blog.

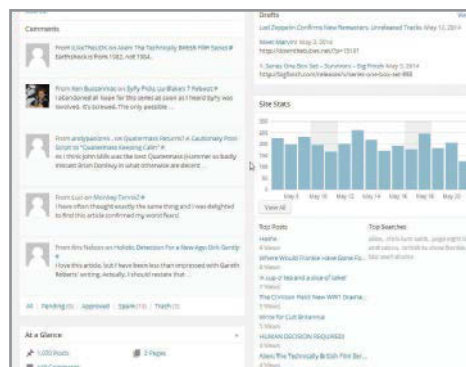
WordPress is aware of these issues and hands over control to authors via the Dashboard. Comments is the hub of comment

control and all comments are listed and assigned a selection of options, Approve, Spam, Delete, Edit, Quick Edit and Reply. If a comment hits the mark a quick click of Approve ensures it takes its place in the post. Conversely, if it doesn't shape up then Delete or Spam are called into action. Edit and Quick Edit give the option to knock a post into shape, plus email the poster for clarification or more comment. Finally, as site author Reply gives you the right to give yet more valued opinion.



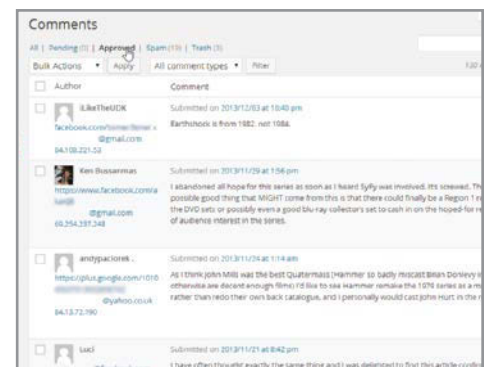
## 01 Right Now

To view and manage comments users will first need to view and manage comments you will first need to log in and view the Dashboard, where you will find the At A Glance module displaying a summary of how many comments have been made. To find out more details click Comments under At A Glance.



## 02 Recent comments

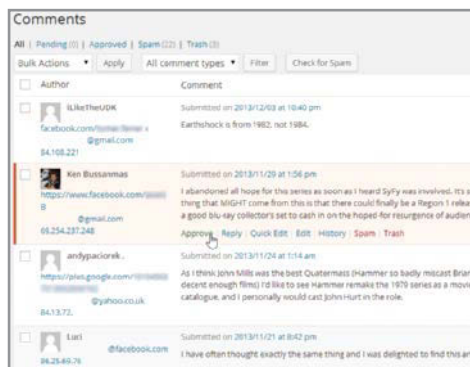
Directly below the At A Glance module you'll find the Recent Comments module, which displays the latest selection of comments that have been made. This gives a more rounded view of the comment with a selection of actions. Click the post title to go to the Post Edit window or select View All to go to Edit Comments.



## 03 Sort and search

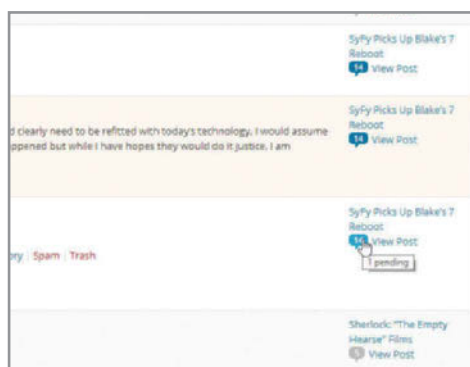
As a blog grows, so will the number of comments. So finding specific comments will become a more elaborate affair. First, click the Pending link to view Comments that need attention. Click Approved to see all Approved comments, Spam to view comments tagged as Spam. Use Search Comments to find more specific comments.





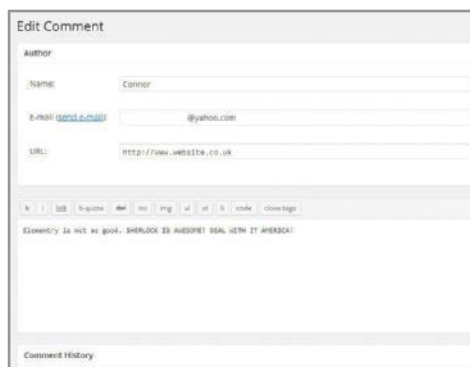
## 04 Approve

By default comments are unapproved and need the author to approve comments for them to be seen on the blog. Comments can be approved individually, simply by clicking on the Approve link. The link will then become Unapprove, which when clicked will hide a comment from view so no one will see it on the blog itself.



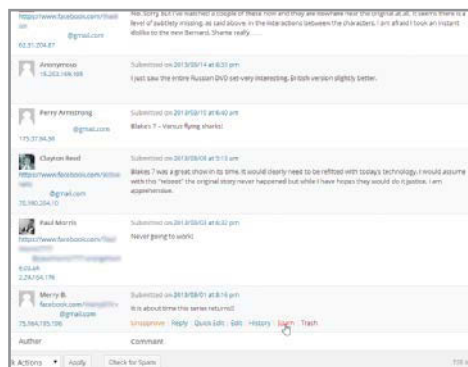
## 07 Comments pending

Clicking the graphic mentioned in the previous step will display comments relating specifically to the post. Click All to go back to the Edit Comments page. Note, if post is displaying zero it may still have comments pending, use the cursor to view status. Finally, click the hash symbol to view the related post.



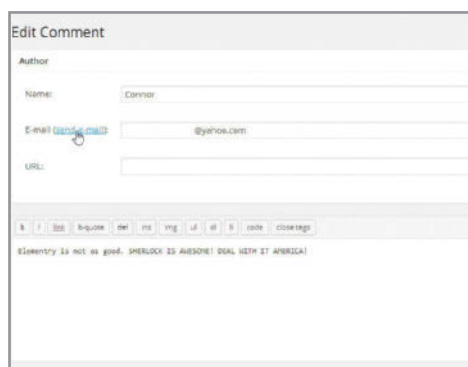
## 10 Status

Here you can see the status of the comment, for example Pending. You can click the appropriate radio button to change this status, or change the submitted date by clicking Edit. View Comment will preview the comment in your blog theme, and Update Comment will publish your changes.



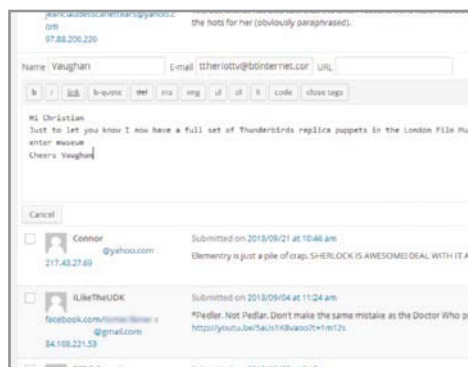
## 05 Unwanted comments

If a comment is considered spam or contains an undesirable link or message it can be deleted or marked as Spam. To delete a comment, click Trash for the comment to be removed. Alternatively, click Spam for the comment to be isolated, where its qualities will be recorded and used to recognise other spam comments.



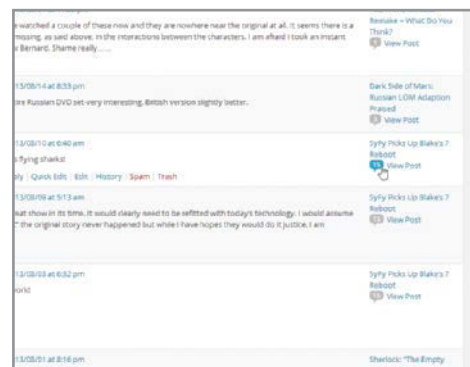
## 08 Email comment

Click the Edit link to open the Edit Comment window, where you will find details about the comment author, taken from their WordPress profile. You can use the E-mail link to send feedback about the comment – this will open your default mail app where you will then be able to send your message with ease.



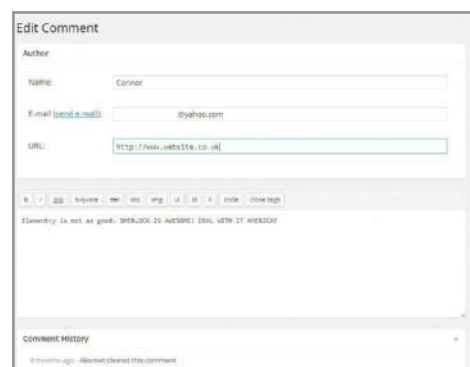
## 11 Comment actions

Quick Edit, which opens in a window below the comment, is effectively the same as Edit but with fewer options. Edit the comment as described earlier and press Update Comment when you're done. The Reply feature is visually similar, enabling you to add and submit a reply to the original comment from within the Dashboard.



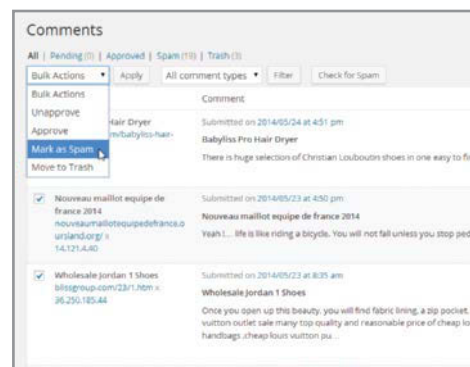
## 06 In Response

Each comment has a number of elements attached to it under In Response To. The text link applies to the post it is attached to. Click to view the post in the Edit Posts window. The speech bubble shows how many comments are linked to the post. Place the cursor over the graphic to view how many need attention.



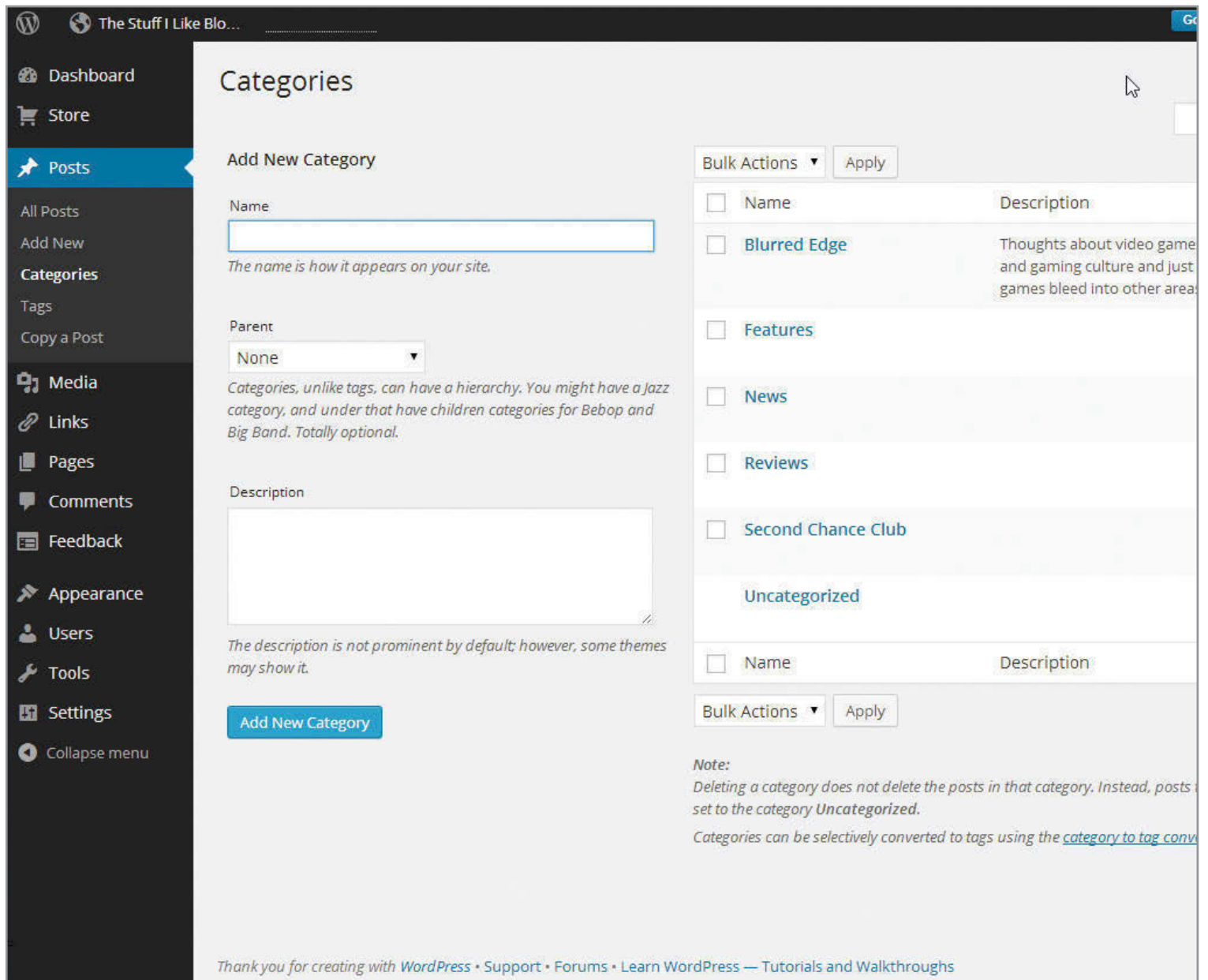
## 09 Edit comment text

The comment editor provides a selection of tools that are as obvious as the Edit Posts window. To insert a link, select the desired text, click Link and add URL and press OK. Ins inserts the date and time, Image adds an image, ul, ol, li allows for the creation of lists and More inserts a break and the read more link.



## 12 Bulk Actions

Comments can come thick and fast and Bulk Actions allows a user to apply the same setting with just one simple click. First click the checkbox for each comment that is to have an action applied to it. Now simply select the desired action from the Bulk Actions drop-down list and then click on the Apply button.



## TUTORIAL OBJECTIVE

Learn how to edit and organise the categories in your blog to customise them effectively

## TIME REQUIRED

15 mins

## SKILL LEVEL



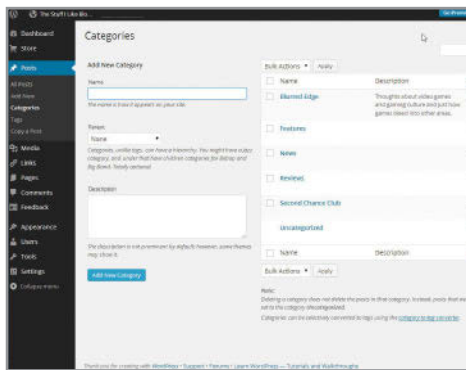
# Customise the categories in your WordPress blog

CATEGORIES ARE A STANDARD FEATURE OF WORDPRESS BLOG, BUT WE SHOW YOU HOW TO CUSTOMISE THEM AND USE THEM TO ORGANISE YOUR BLOG

**EVERY TIME YOU** write on your site, it will be put into a category. The 'Uncategorized' section is the default option, but you can customise categories to suit your needs. Organising your blog is the key to making it readable and searchable by your users, and filing them under relevant categories can help you do this. There's no limit to the amount you can add either, so be as specific as you like. To organise your blog posts further there is the option to file your categories under a category

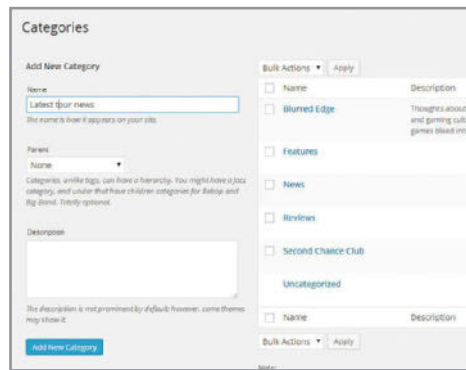
parent. This is essentially a hierarchy for your posts and it means there's the opportunity to have broader categories, such as 'Craft', with sub-categories such as 'news' or 'tutorials' within and relating to that main header.

Don't worry if this sounds a little complicated, we'll take you through how to add, edit and manage your categories to suit your blog. It doesn't matter if you make a mistake either; you can always edit and delete categories afterwards.



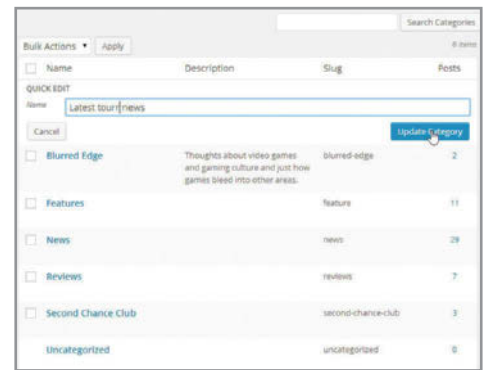
## 01 Access Categories

First of all you need to access the inner workings of your blog site, so login to your WordPress account in the usual manner and access the blog account you'd like to organise. Click on the Categories button while you're on the main Dashboard; you can find it at the bottom of the list of headers under 'Posts'.



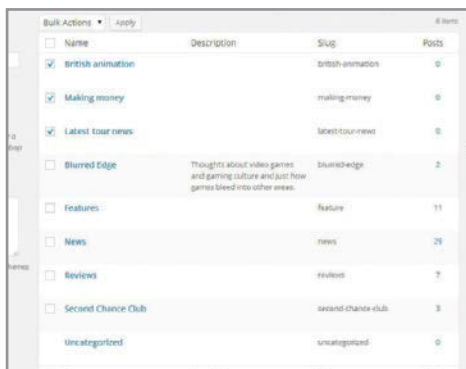
## 02 New additions

To add a new post category, type its label into the Category Name field, add a brief description into the box below and click Add Category. The new category will then appear in the category list on the right of the screen. You can choose a parent category for your new addition if you want to appear under something else. More on that in step 5.



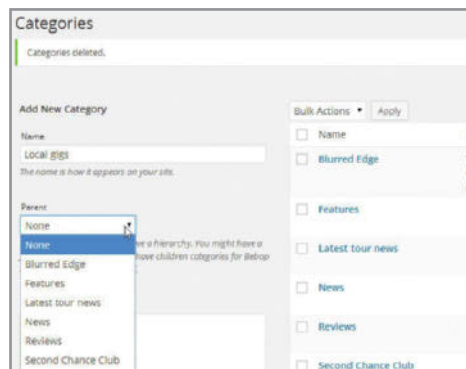
## 03 Editing your additions

Don't worry if you happen to make a mistake while you're typing the category names in, as it's very easily fixed. Hover your cursor over the text you would like to change and you will be presented with three options: Edit, Quick Edit or Delete. Click Quick Edit, tweak your text and then press Update Category.



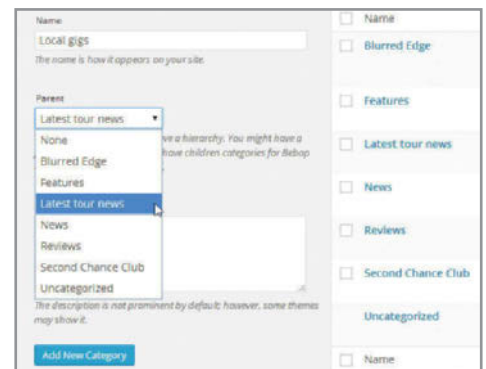
## 04 Deleting categories

To delete a single category, hover your cursor over the one you want to ditch and select Delete from the three options underneath it. Click 'OK' to confirm this action. If you'd like to get rid of more than one then tick the categories you have in mind, select Delete from the Bulk Actions drop-down menu and click Apply.



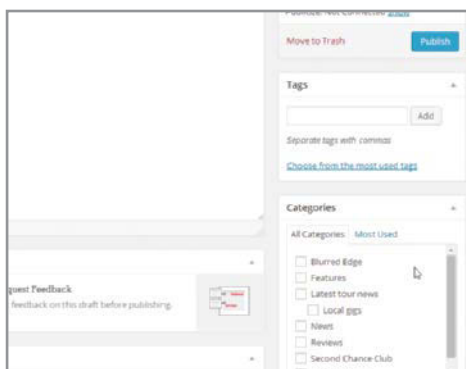
## 05 Parent categories

Another way to organise categories is to file them under a Parent Category, such as 'Homewares', and then have Sub-categories such as 'Reviews' relating to that Parent Category. Choose the name of your Parent Category and type it in the Category Name box. Select 'None' from the Category Parent drop-down list. Click Add Category.



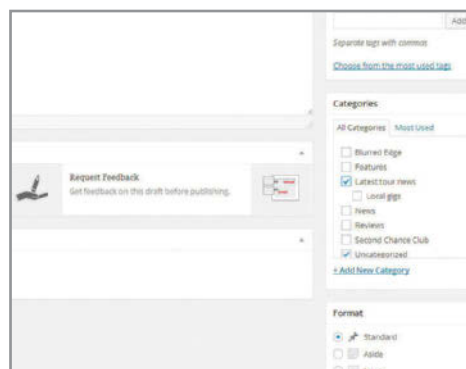
## 06 Sub-categories

Now we just need to add our Sub-categories to relate to our 'Homewares' parent category. Type in the name you would like to use for this – we chose 'News' – and select Homewares from the Category Parent drop-down list. Add a description in the allocated box, if you need to, and then click on Add Category.



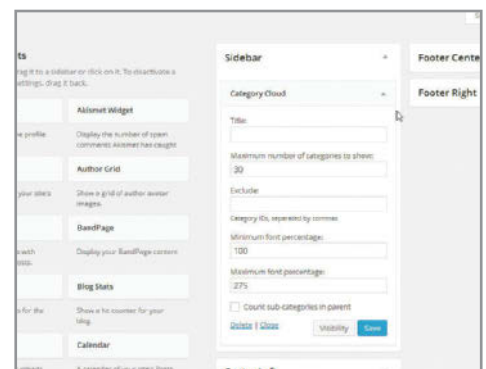
## 07 Quick add

Another easy way to add categories while you blog is to simply click on Add New Category in the Add New Post or Edit Post screens. Once you have selected that, a box and a drop-down Parent category list will then appear. Type your text in and click on Add, for a simple yet effective way to create categories.



## 08 File your blogs

If you've got a bunch of uncategorised blog posts that are already on your site, there is a way you can organise them. From your main Dashboard click on Posts>Edit. In the Categories box (bottom right of the interface) you can tick or untick the current category selection or add a new one. Click 'Update' to save your changes.



## 09 Category clouds

Depending on which template you choose, you can display Category clouds in a panel next to your post. To add one, click on the Appearance drop-down list in Dashboard, then select Widgets. You'll be presented with a page of options to customise your layout with; select Category Cloud and drag it to the Sidebar.



# Setting up

## Tags

Popular Tags

[12th Annual Game Developers Choice Awards](#) [505 Games Rage](#) [505 Games Saints Row: the Third](#) [Activision](#) [Activision Blizzard The Elder Scrolls](#) [Activision Blizzard The Sims 3: Master Suite Stuff](#) [Adam Jensen](#) [advertising](#) [Airtight Games](#) [Alan Wake's American Nightmare](#) [articy:draft](#) [Assassin's Creed](#) [Batman](#) [Bethesda](#) [Softworks](#) [Just Dance 3](#) [BioWare](#) [Blazing Angels](#) [Bot Nuke](#) [Day](#) [browser-based](#) [game](#) [Capcom](#) [Capcom Zumba Fitness](#) [Chuck's Challenge](#) [Chuck](#) [Somerville](#) [City 17](#) [Codemasters](#) [collaboration](#) [Condemned](#) [consoles](#) [Crazy Kong](#) [Crimson Skies](#) [Dark Void](#) [Dave Theurer](#) [Dead Frontier](#) [Deus Ex](#) [Deus Ex: Human Revolution](#) [Grasshopper](#) [Manufacture](#) [iOS](#) [Mass Effect 3](#) [Nintendo Wii](#) [PC](#) [PlayStation 3](#) [PS3](#) [Resident Evil 6](#) [RPG](#) [XBLA](#) [Xbox 360](#)

Add New Tag

Name

The name is how it appears on your site.

Description

The description is not prominent by default; however, some themes may show it.

Add New Tag

Bulk Actions ▾ Apply 227 items «

<input type="checkbox"/>	Name	Description	Slug
<input type="checkbox"/>	12th Annual Game Developers Choice Awards		12th-annual-developers
<input type="checkbox"/>	505 Games Rage		505-games-
<input type="checkbox"/>	505 Games Saints Row: the Third		505-games-third
<input type="checkbox"/>	Activision		activision
<input type="checkbox"/>	Activision Blizzard The Elder Scrolls		activision-b-elder-scrolls
<input type="checkbox"/>	Activision Blizzard The Sims 3: Master Suite Stuff		activision-b-sims-3-mas
<input type="checkbox"/>	Adam Jensen		adam-jense
<input type="checkbox"/>	advertising		advertising
<input type="checkbox"/>	Airtight Games		airtight-gan
<input type="checkbox"/>	Alan Wake's American Nightmare		alan-wakes-nightmare

## TUTORIAL OBJECTIVE

Create new tags, apply them to your posts and learn how to manage them with ease

## TIME REQUIRED

15 mins

## SKILL LEVEL



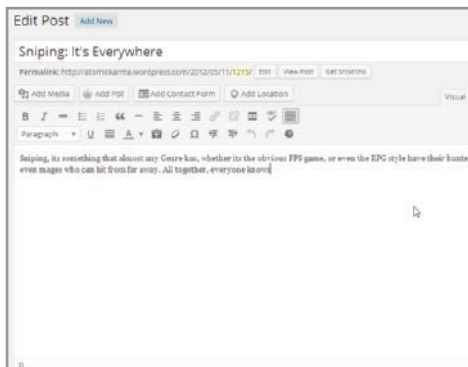
# Create, apply and manage tags in your posts

IN THIS TUTORIAL WE WILL COVER HOW TO CREATE AND MANAGE TAGS EFFICIENTLY AND THE BENEFITS OF HAVING THEM IN YOUR WEBSITE PROJECTS

**TAGS ARE SOMETHING** that quite often can be passed over in WordPress websites, with a lot of people under the misconception that a tag and category are the same thing. A tag is something that is used to improve site navigation and group similar posts together. Tags are unique names of reference but do not work in a hierarchy like categories, as they are just used to cross reference posts. When posts have been tagged depending on your theme they will be displayed either

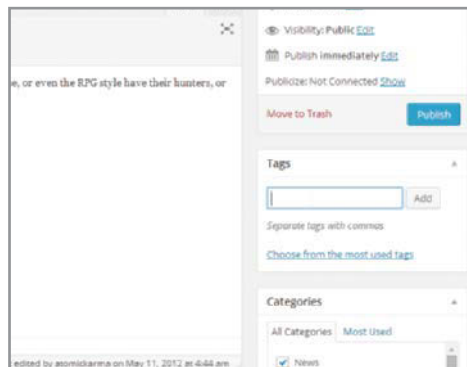
within the post or in a tag cloud. If the reader enjoys the post they have just read then they will have the option to click on the tags to find more posts of the same subject.

A tag cloud will accumulate all the tags or a certain number into a section of the site where they can always be accessed. Tags are simple to create and using them correctly can benefit site navigation and usability hugely. Follow these simple steps as we show you how to use tags properly.



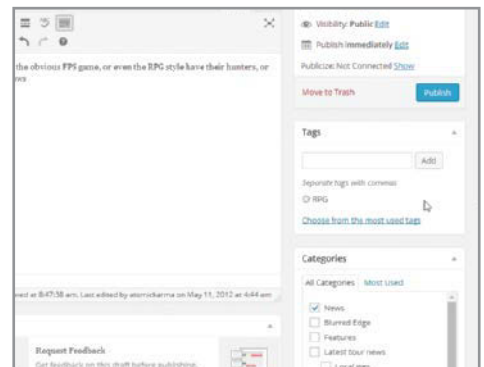
## 01 Getting started

If you have not created any posts yet on your website then create a few test posts for the purpose of this tutorial so we have something to actually apply the tags to. Your version of WordPress may look somewhat different to what is shown here, depending on which version you're using. We are working in version 2.9.2.



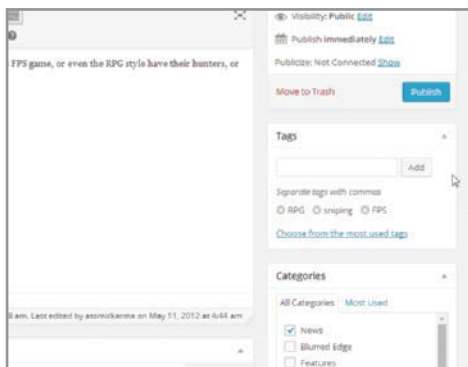
## 02 Naming tags appropriately

The first step to creating a tag is choosing a suitable name for it. The name needs to be something that the site user can understand and use really easily. It is best to think about how the tags will work as a whole when you do this, although you can actually change them further down the line if you wish to.



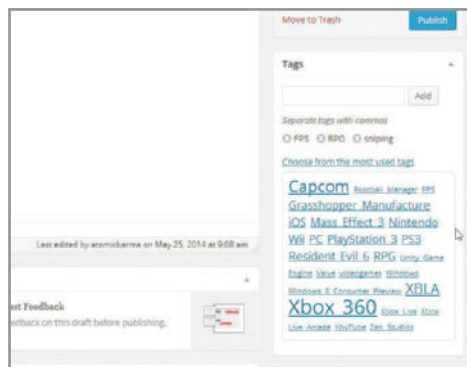
## 03 Post tags section

With a post open, the Tags section is visible on the right-hand column. To add a new tag, just type in the name and click on the Add button to submit; alternatively, tap Enter. Once the post is updated the tag will be applied and added to the list of Tags.



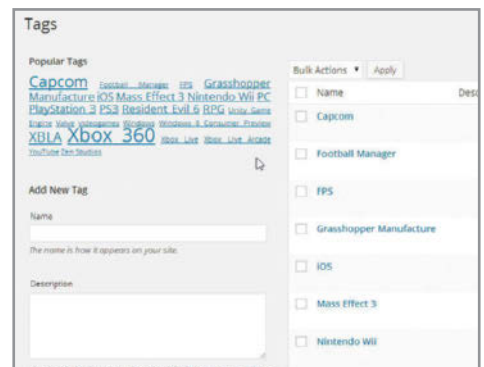
## 04 Adding multiple tags

You can add as many tags as you need, as multiple tags can be added using a comma to separate them. As tags are added they will appear below the new tag entry box. Any tags you decide to discard can be removed by clicking the cross to the left of the tag name.



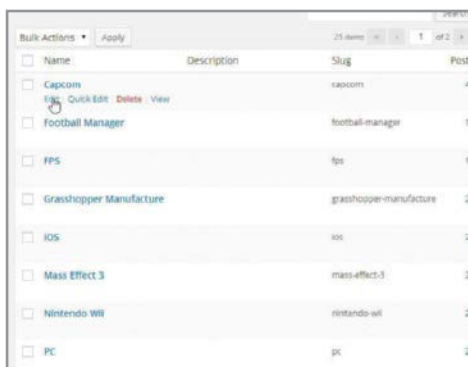
## 05 Most used tags

The tags added are now accessible under the 'most used' section. Tags can be directly added through the Post tags menu, but if it has not been applied to a post first it will not be added to 'most used'. This means you will need to manually type words, and this can lead to multiples of the same tag.



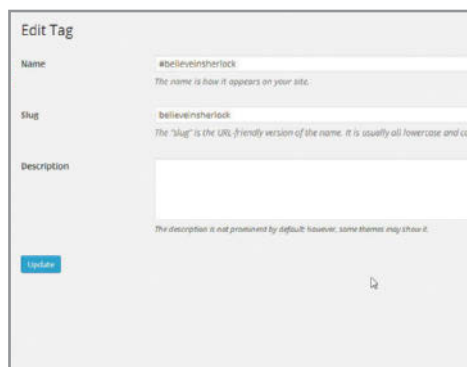
## 06 Post tags menu

Click on the Tags button under the Posts section in the Dashboard menu to access the Tags page. This is where tags are managed – the tag list on the right displays the number of times each has been used across your blog, and clicking on each tag will show each associated post.



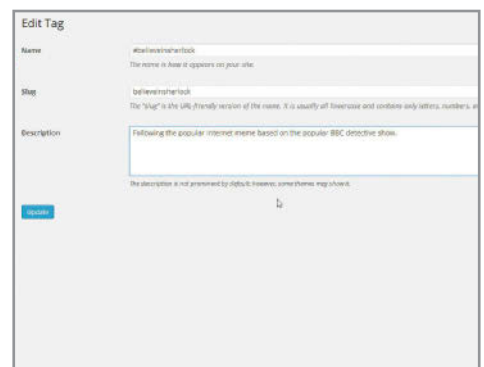
## 07 Editing tags

To change a tag, hover the mouse over it and wait for the Edit, Quick Edit and Delete options to appear. With Quick Edit you can change the name and tag slug, while with Edit you get the option to also add or change the tag description. Delete will discard that tag completely.



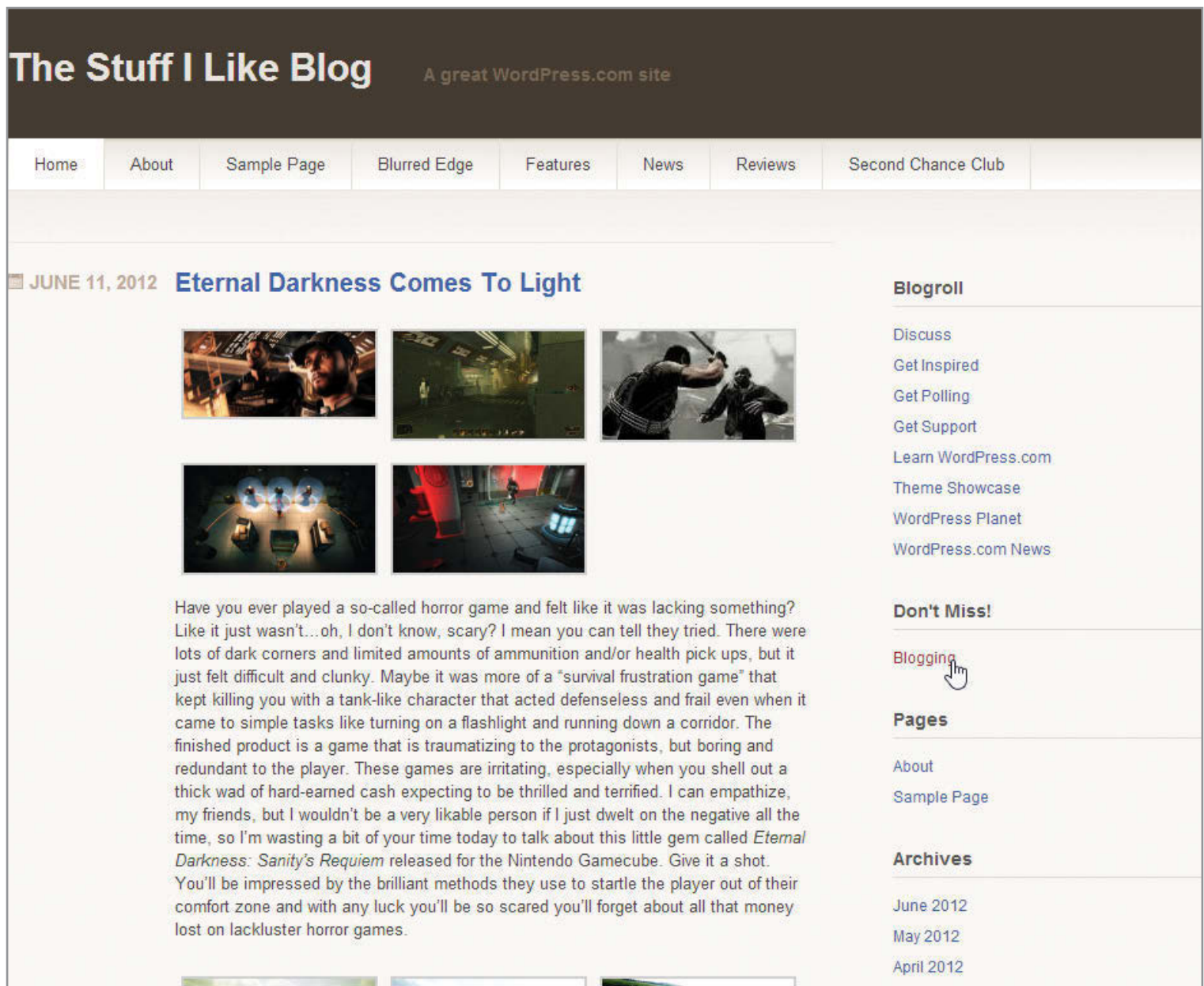
## 08 Tag slugs

Tag slugs are simply a URL-friendly version of the tag name. A slug needs to be formatted to web standards, though, but this will not be seen by site users. It is best to have it all lowercase letters and it can only contain numbers and hyphens. Once you are finished with this, click on Update to submit the slug.



## 09 Tag descriptions

The tag description is optional and it's not shown in most themes, so generally this is only for your own reference really. This is a good opportunity to make some notes, though, so that you understand everything and it is explained to other admin account users. Once this is updated, your tag is now complete.



## TUTORIAL OBJECTIVE

Learn how to add and edit links, as well as manage their categories

## TIME REQUIRED

10-15 mins

## SKILL LEVEL



# Manage a series of links in your website sidebar

USING THE LINKS FUNCTIONALITY IN WORDPRESS IS A GOOD WAY OF TIDYING UP AND CATEGORISING ONE OR MULTIPLE SECTIONS OF LINKS WITHIN THE WEBSITE SIDEBAR

**WITH THE RELEASE** of WordPress version 2.5, Blogroll was renamed 'Links', which promoted Links to a content type to sit alongside Pages and Posts. Initially when WordPress was created, it was specifically aimed at bloggers; this is evident within the Links section of the admin Dashboard, where the default category is called 'Blogroll'. It was intended to allow bloggers to create communities between friends' blogs, their favourite websites or interesting stories that they might have found – much like a roll of honour, hence the name.

The flexibility in the Links section, however, means you may want to set up links for alternative means. For example, it could be used to simply tidy up a collection of links by organising them into categories. Or you may wish to offer affiliate links to other websites, which could generate revenue for your site.

In this tutorial we will take you through all of the basic methods for adding, editing and removing links in the WordPress Dashboard, along with adding and managing different categories for your links.



## 01 Adding links

In the 'Links' drop-down menu, click on the 'Add New' option to open up the Add New Link interface. In here we can enter a name for our link, enter the web address, provide the link with a description, select a category and provide a target window for our link to open in. To save the new link, click on the blue 'Add Link' button, top right of the page.

## 04 Removing links

If you have a link that you no longer need, open the Edit Link interface and hover the mouse pointer over the link to be removed. Use the Delete option, which will prompt a pop-up box to appear requesting that you confirm the action. Click OK to confirm, and discard the link permanently.

## 07 Add links to the category

By following the same process as the 'Add New' link from our first step, you will see that your new category is available to select in the 'Categories' section. As before, enter the information for your link and then select your created category by clicking on the tick box next to the category name.

Bulk Actions	Name	URL	Categories
<input type="checkbox"/>	Blogroll	http://www.example.com	Blogroll
<input type="checkbox"/>	Don't Miss	http://www.example.com	Don't Miss
<input type="checkbox"/>	Get Inspired	http://www.example.com	Get Inspired
<input type="checkbox"/>	Get Polling	http://www.example.com	Get Polling
<input type="checkbox"/>	Get Support	http://www.example.com	Get Support
<input type="checkbox"/>	Learn WordPress.com	http://www.wordpress.com	Learn WordPress.com
<input type="checkbox"/>	Theme Showcase	http://www.wordpress.com	Theme Showcase
<input type="checkbox"/>	WordPress Planet	http://www.wordpress.org	WordPress Planet
<input type="checkbox"/>	WordPress.com News	http://www.wordpress.com	WordPress.com News

## 02 Editing existing links

To edit an existing link, click All Links to display a list of all existing links, some of which may have been included by the WordPress developers. When you roll your mouse over a link, the Edit and Delete options appear. Select Edit to view the Edit Link interface to make changes, which can be saved using the Update Link button in the top right of the page.

## 05 Creating new categories

New categories for links can be created in the Link Categories sub-menu. This page – like the post category screen – features a straightforward form for creating a new category, where you should enter the link category name and add an optional description. When you're done, click the Add New Link Category button.

Bulk Actions	Name	Description	Slug	Links
<input type="checkbox"/>	Blogroll		blogroll	7
<input type="checkbox"/>	Don't Miss		don't-miss	2
<input type="checkbox"/>	Name	Description	Slug	Links

## 08 Removing a category

If you have created a category that you no longer require, open up the Link Categories interface and role over the category you would like to remove. Much like removing a link, an option to 'Delete' will appear; when clicked, you will be asked to confirm your action, so click 'OK' and the category will be removed.

## 03 Setting a target

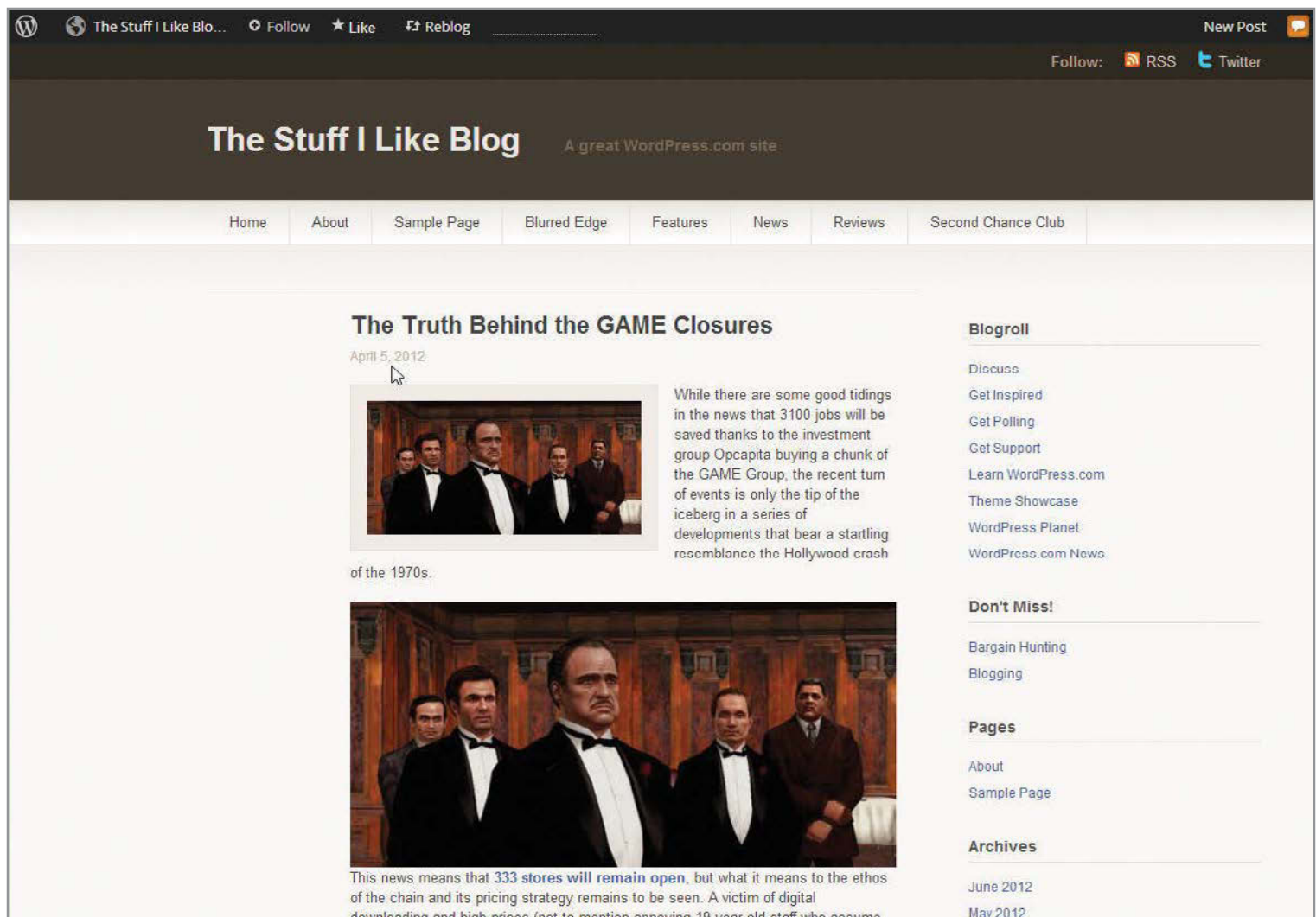
In the Add New or Edit Link interfaces you might have noticed the 'Target' section. Here are three options: '\_blank', '\_top' and '\_none'. All three options have an explanation as to what each option represents next to them, so it is just a matter of personal preference of whether you would like the link to open in a new window or within the same window.

## 06 Add a category differently

You will notice in the 'Categories' section of the Add New Link interface the option to '+ Add New Category'; this is a different and potentially quicker way of adding an extra category. When this has been clicked a 'New category name' box will appear. Enter a category name and click on the 'Add' button.

## 09 View the site

To view your newly created links, click the title of your blog in the top-left hand corner of the window. The new link will appear in the sidebar, listed under the newly added category. Test that the links open as intended, according to the target you chose in Step 3.



## TUTORIAL OBJECTIVE

Making permalinks more sophisticated to reflect the content of your blog and drive visitors to your site

## TIME REQUIRED

30 mins

## SKILL LEVEL

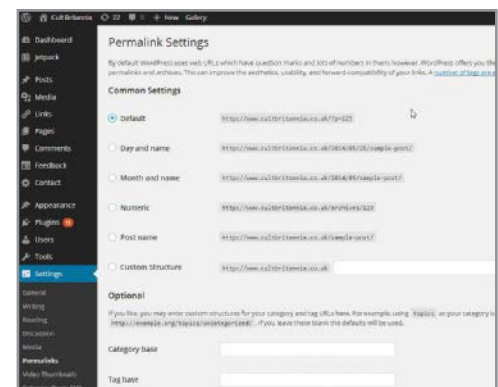


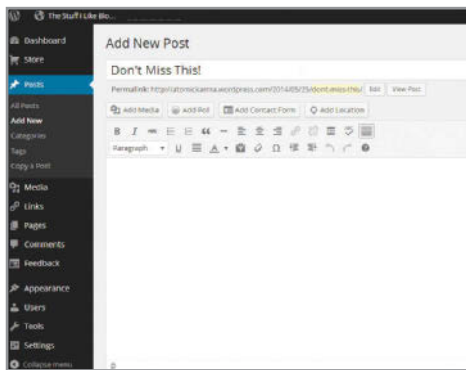
# Improve your permalinks and drive visitors to your blog

IF YOU RUN A BLOG, YOU WANT VISITORS TO COMMENT AND SEND PEOPLE TO YOUR POSTS, SO MAKE FULL USE OF THE POWER OF PERMALINKS

**WEB URLS ARE** the road signs of the internet, enabling web users to navigate to websites that are of most interest to them. All very familiar these days, but what happens when you want to direct people to your WordPress blog site or more commonly a blog post or a specific page of your blog? Thankfully, WordPress is very usefully set up to offer this service automatically. Write and publish a new post on your blog and you will notice that the URL has automatically been given the suffix `/?p=1` (or any other number). This is known as a WordPress permalink, a permanent URL for that individual blog post.

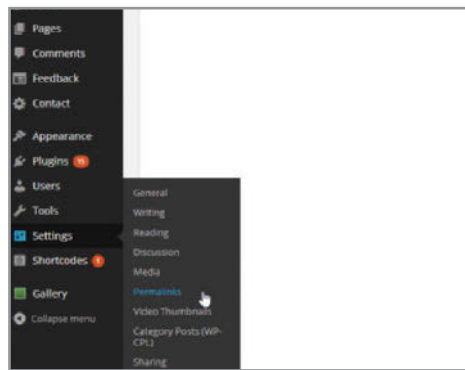
It needs to be permanent because you (and WordPress) will need to know where to find it if you or other bloggers reference the post from elsewhere on the internet. However, a permalink doesn't have to be ugly, so we will show you in this tutorial how to give these fixed pointers a bit of a facelift. As an added bonus, it will also make your blog more search-engine friendly.





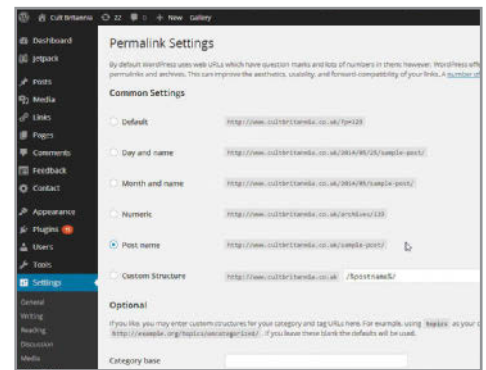
## 01 First steps

Go to your WordPress Control Panel and add a new post to your site. You'll see, situated under the title field, that the new post is automatically assigned a URL that contains a question mark and numbers. This is the permalink you are going to work with. This is the permalink that will be associated with the post.



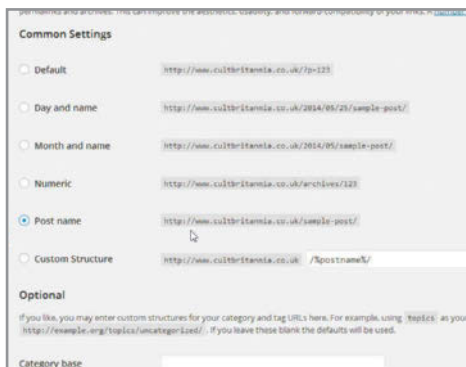
## 02 Permalink Settings

To view the Permalink settings go to the menu system on the left and click on Settings and select Permalinks. As you can see the Default setting looks fairly uninformative. You can instead choose a Day and Name or Month and Name setting, which will reflect the time you added the post, as well as making it easier to remember.



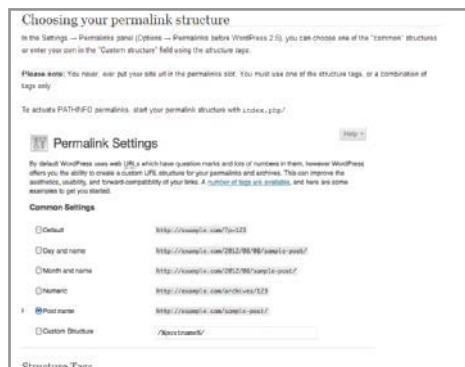
## 03 Custom structure

The Custom Structure field enables you to add a more descriptive permalink. As well as being better for search engine optimisation, this can improve the aesthetics and usability of your links. WordPress offers a number of preset 'tags' for this, marked at the beginning and end with a percentage character. For example: %postname%.



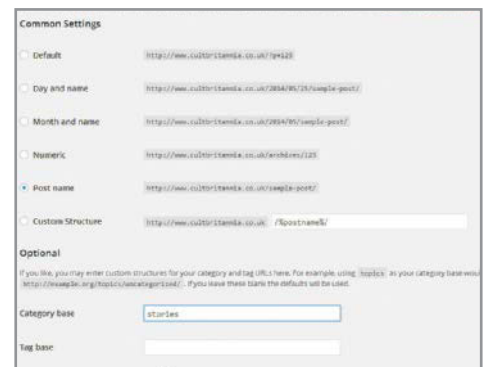
## 04 Making changes

Whenever you make an alteration to the Permalinks Settings, click the Save Changes button to ensure any changes you make are saved to your database. You should see a message that says 'Permalink structure updated'. To see how permalinks can be improved click the 'A number of tags are available' link just above Common Settings.



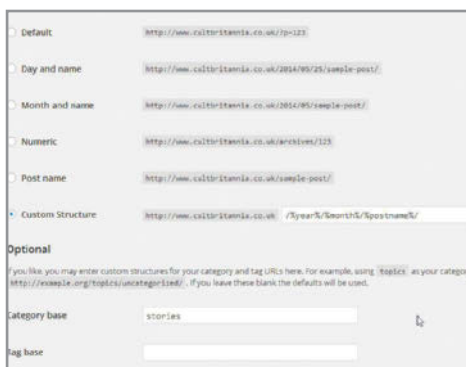
## 05 Choosing your structure

To get the best out of permalinks visit the link mentioned in the previous step. If not available in your version visit [http://codex.wordpress.org/Using\\_Permalinks](http://codex.wordpress.org/Using_Permalinks). This gives an insight on how to set up permalinks and how they operate. There is also information on the structure of the tags, what they mean and how they should be used.



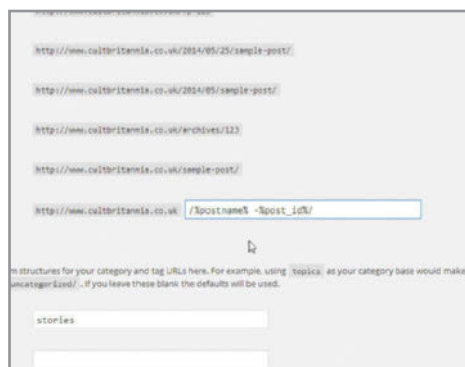
## 06 Category Base

The Permalink Settings page lets you add a custom prefix for categories. So instead of [www.yourblog.com/category/excitingpost1](http://www.yourblog.com/category/excitingpost1), you can substitute a more descriptive word, like 'stories', and the resulting URL would become [www.yourblog.com/stories/excitingpost1](http://www.yourblog.com/stories/excitingpost1). To remove this prefix, use a plugin such as WP No Category Base.



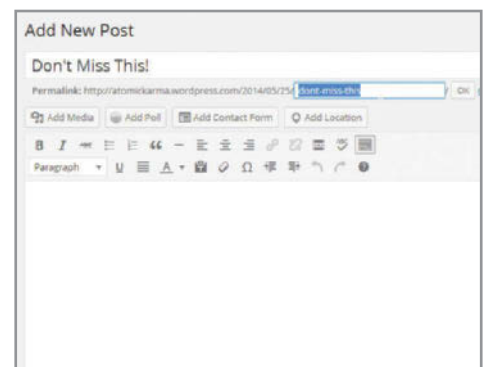
## 07 Performance

Though more aesthetic, structures starting with %category%, %tag%, %author%, or %postname%, require more server resources to resolve than structures such as Day and Name, Month and Name. A mixture may be useful, eg /%year%/%month%/%postname%. With this format users can shorten permalinks to see all posts for that month.



## 08 SEO friendly

Making your permalinks friendly to search engines and aggregator sites is a key factor in driving visitors to your blog. The very concise /%postname%/ should be all that's needed. However, aggregators like Google News need a three-digit number in the URL, so /%postname%-%post\_id%/ might be better for this reason.



## 09 Edit permalinks

Head back to the post created at the beginning of this tutorial. Alternatively select any post you want to edit. Each post will have a unique identifier, such as a name or number, dependent on the permalink setting. Permalinks can be edited on individual posts by simply selecting the Edit button and modifying.



# Customising WordPress

**122** WordPress themes – a complete guide

**132** Add a new WordPress theme to your website

**134** Learn how to use the new Theme Customizer

**136** Modify your blog's theme

**138** Customise your themes with widgets

**142** Understanding the basics of CSS

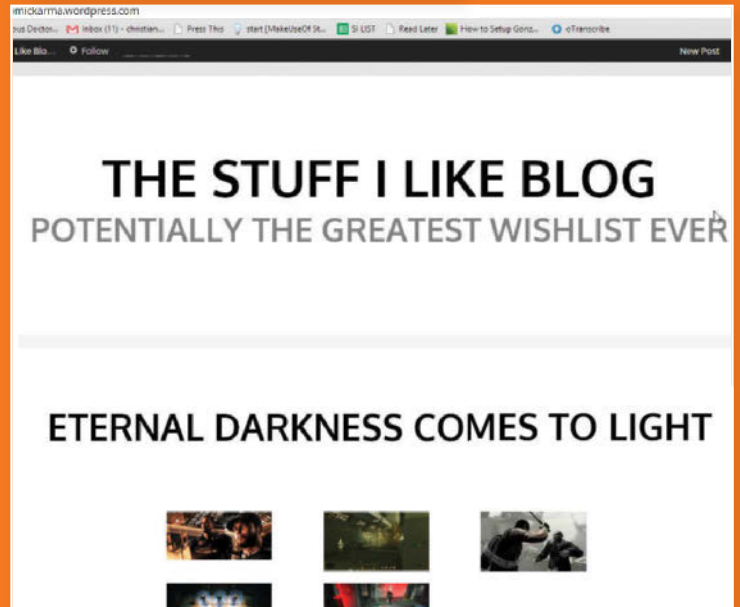
**144** Discover the flexibility of WordPress plug-ins and how they can benefit your site

**146** The theory of type and text

“In the last couple of years, advances in web technology have meant that we’ve been spoilt for choice when it comes to font choices”

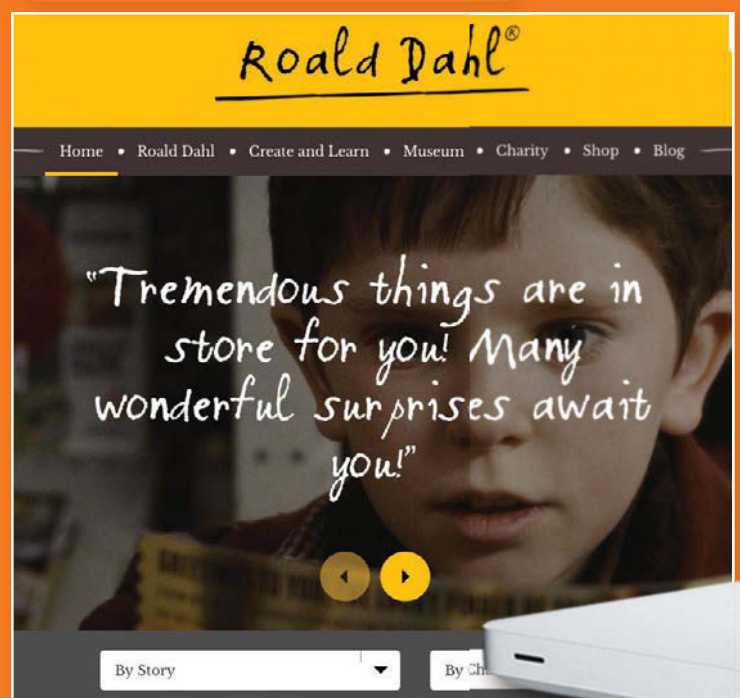
## 136 MODIFY YOUR THEME

Change your blog's theme to look exactly how you want



## 146 ELEGANT TYPOGRAPHY

Apply elegant typography to your website with the use of Photoshop



## 122 ULTIMATE THEME GUIDE

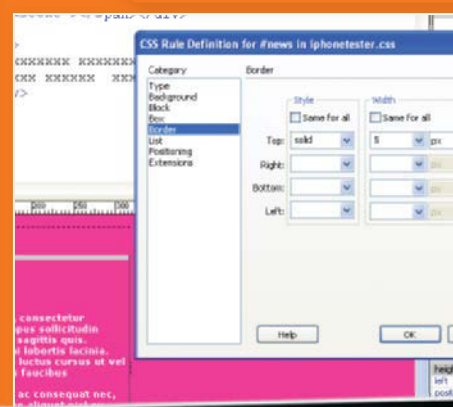
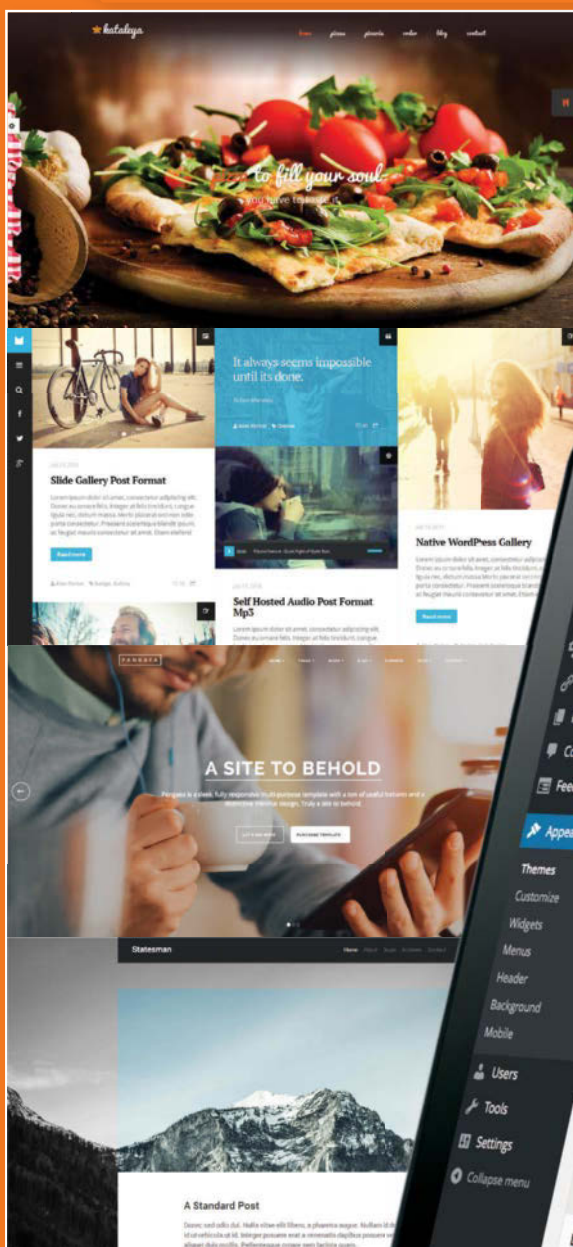
The essential look at themes, including theme frameworks and how to build one from scratch

## 138 PERSONALISE YOUR SITE

Add widgets to your site to customise it and add your own personal touch

## 142 BASIC CSS

Learn the basics of CSS to customise your layouts



## 134 THEME CUSTOMISER

Learn how to use the latest WordPress tool to your enhance your website



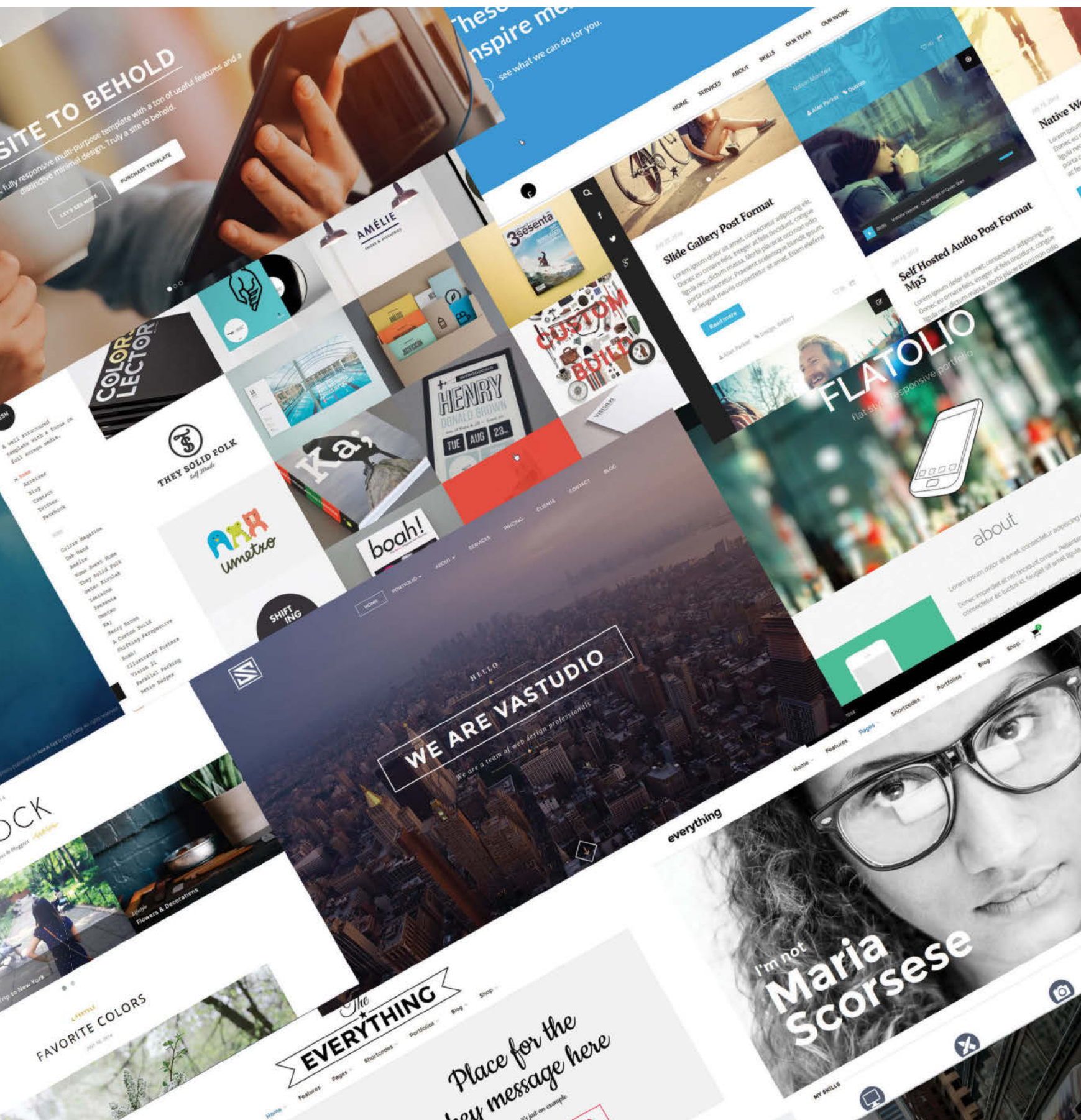




# The 20 best WordPress Themes

THEMES AND WORDPRESS GO HAND-IN-HAND. HERE, WE REVEAL THE SCIENCE BEHIND CHOOSING THE RIGHT THEME FOR THE RIGHT JOB







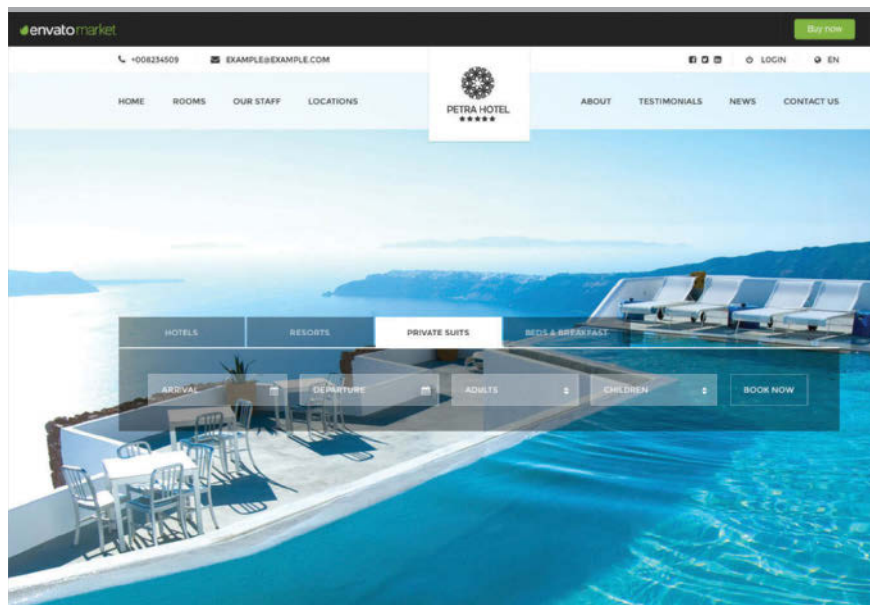
# Customising WordPress

## Petra

**Source:** [bit.ly/1NLoQJM](http://bit.ly/1NLoQJM)

**Price:** \$59

**Best used for:** Hotel/property brochures



THE PETRA – Hotel, Resort, Bed & Breakfast WP theme is designed to show off holiday resorts, places to stay or simply a single room or flat to rent, and help sell them to potential customers. The general layout is bright and airy, providing enough space for the images to breathe while providing essential, at-a-glance info to the audience.

The theme includes built-in features for potential customers to book online, including full search and filtering system and block-booking facilities and the general appearance of the theme is timeless – and once you start adding your own images it really comes alive. It even features a complete icon system to list the various services that your facility offers, such as Air Conditioning, TV & Audio and Wi-Fi. Using the theme is very intuitive – everything just drops right into place and before long you will have a visually appealing digital showcase of your establishment. Like we said, Petra is perfect for showcasing hotels, holiday resorts or simply a vacant room in your house that you wish to rent out.

The price of the theme includes a DG-booking plugin and ngfilter plugin, both of which are worth \$22, so you're definitely getting value for money. Thanks to the eye-catching visual aesthetics that Petra offers, you can be confident that you're showing off your property in the best possible light and it's surely only a matter of time, then, until those bookings start flooding in thick and fast!

## Hemlock

**Source:** [bit.ly/1qOoZlz](http://bit.ly/1qOoZlz)

**Price:** \$38

**Best used for:** Personal blog



HEMLOCK IS A classic-style blog with a touch of style and class that makes it clean and contemporary. Rarely has a standard blog theme looked this good. It is refined, sleek and doesn't have a mass of annoying additions to distract users. The standard blog style uses wide images, classy serif fonts and a simple colour combination that adds that little bit of elegance. Individual posts retain the same style, but include neatly styled pullquotes, subtle social media buttons and biographies.

There is the option to change from the classic layout, if you really need to, and adopt the classic WordPress sidebar. This gives the option to include more content on the home page without spoiling the style. For more flexibility there is the option for different style posts such as video, music and gallery.

## Mesh

**Source:** [demo.themexilla.com/](http://demo.themexilla.com/)

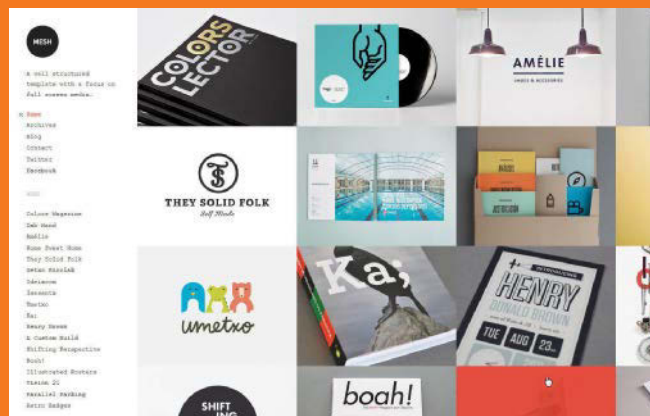
**Price:** \$59

**Best used for:** Personal

FOR THOSE LOOKING to display their portfolio in a clean and contemporary style the Mesh theme is a great starting point. The theme adopts a simple left-sided navigation system while the main presence of the sites is dedicated to an image-based grid.

Mesh is fully responsive and has a lightweight backend meaning that the theme is quick and nimble. The image grid is conveniently filterable so visitors can instantly decide which elements they wish to view.

Mesh has a number of customisable elements which gives the option to take the theme to a new level. It includes a number of custom-built widgets to add Twitter, Flickr, video and advertising. There is also a collection of custom pre-built page elements to ensure that you get the layout you want.



# Kataleya

**Source:** [anpsthemes.com/demo/?theme=kataleya](http://anpsthemes.com/demo/?theme=kataleya)

**Price:** \$48

**Best used for:** Business



THE KATALEYA THEME has a very specific purpose and if that purpose is exactly what you are looking for then it is perfect. It has three main core options: restaurant, pizza place and coffee shop. The main page uses a fullscreen image to display the core product. These are easily changed to include more custom photography. But it's not the image that makes this theme different it's the elements tailored to suit the subject. What do a restaurant, coffee shop and pizza place all have in common? The need for a menu. Access is neatly tucked to the side of the page. This is obviously customisable and searchable. Sitting alongside the more aesthetic elements, the theme also includes some very useful additions such as the Make a reservation option.

The blog option is an effective way to highlight the latest additions to a menu or reveal the latest offers. The design is neatly laid out so that there is yet more scope for some great photography. While the theme has a core purpose, it still has the potential for a plethora of different site styles. It is fully responsive, has a number of different colour schemes and extended documentation. Simply use your imagination to see how it could work.

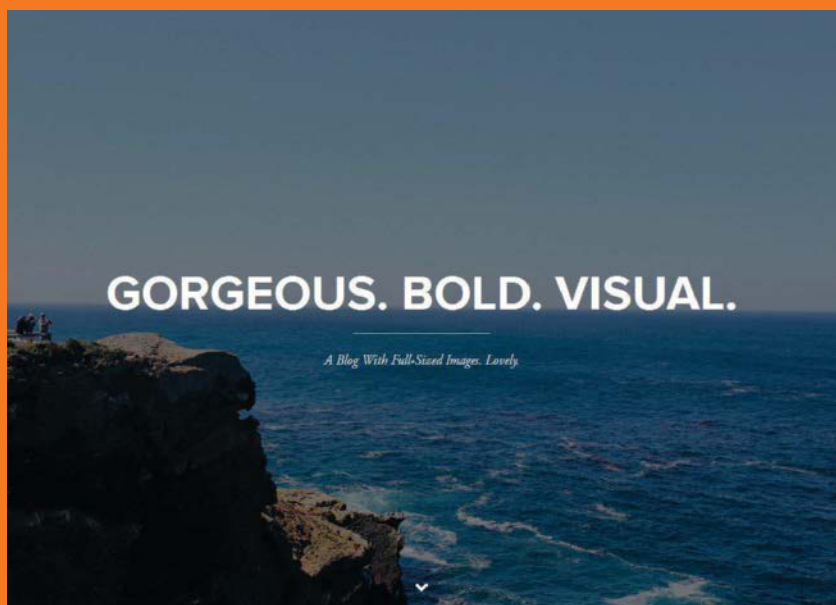
“While the theme has a core purpose, it still has the potential for a plethora of different site styles. Simply use your imagination”

## JRNY

**Source:** [jrny.wpengine.com](http://jrny.wpengine.com)

**Price:** \$43

**Best used for:** Photo blog



SOME THEMES ARE just gorgeous to look at and JRNY is one of those themes. It uses beautiful fullscreen photography combined with contemporary fonts to create an experience definitely worth looking at. While the image grabs a user's attention the theme is effectively very simple. Each image is accompanied by a title and other typical post text. A rollover effect is used which brings the text into play. Scrolling down the page reveals more fullscreen images.

Delving into the individual post design reveals more of the same with the featured images topping the page and well thought out typography adding to the ambience. To keep the style consistent throughout the theme, images are not constricted to the boundaries of the text but are let free to fill the full width of the page. Sitting neatly at the bottom of individual posts is the popular related post option. But, this is a single option, once again taking on the full width image persona.

To keep in fitting with the fullscreen and full width imagery an off canvas menu is used. This slides into view when called, pushing the content aside and disappearing when no longer needed.

Customising the theme is quick and easy. There are four grid layouts to call into action, a bespoke Theme Customizer and the option to add a Load More facility to keep the posts manageable.



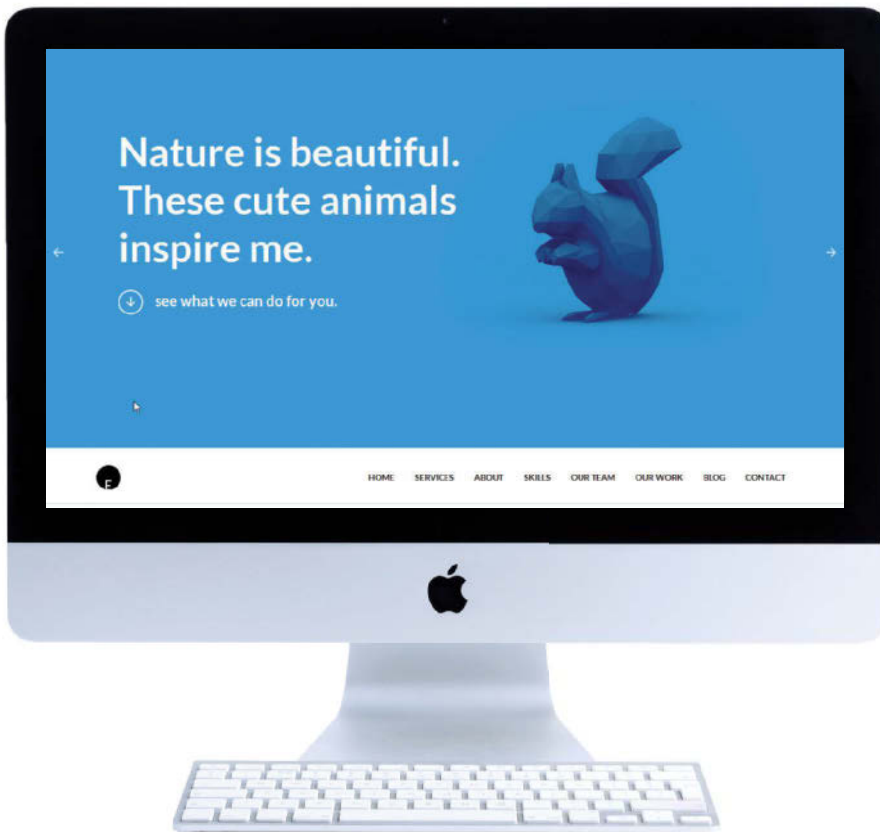
# Customising WordPress

## OneEngine

**Source:** [demo.enginethemes.com/oneengine/](http://demo.enginethemes.com/oneengine/)

**Price:** Free

**Best used for:** Multi-purpose



FINDING A TOP-QUALITY free theme is never an easy task, but OneEngine not only fits the free bill, it also has an abundance of style and ability. The theme adopts the one-page style meaning that its many talents are all on display with some simple scrolling.

So what does the theme have to offer? For those who want a contemporary style then the design does the job. It uses popular and current fonts along with simple and subtle colour palettes. Integrated into OneEngine are over 600 Google fonts and an unlimited number of colour schemes. If you want to add the popular parallax effect you will find this is included in the theme line-up. Another popular addition is a smart slider which is responsive and touch-friendly, crucial for today's websites.

To make sure that you get the right layout OneEngine offers a layout builder. This uses drag and drop blocks to quickly create a custom and unique layout. Alternatively, a simple blog style layout, the choice is yours. To add a splash of the wow factor there are over 60 animation effects built into the theme, simply apply and impress. Finally, alongside this impressive collection of features OneEngine has an easy to tweak collection of theme options. Download and test this theme without spending a penny.

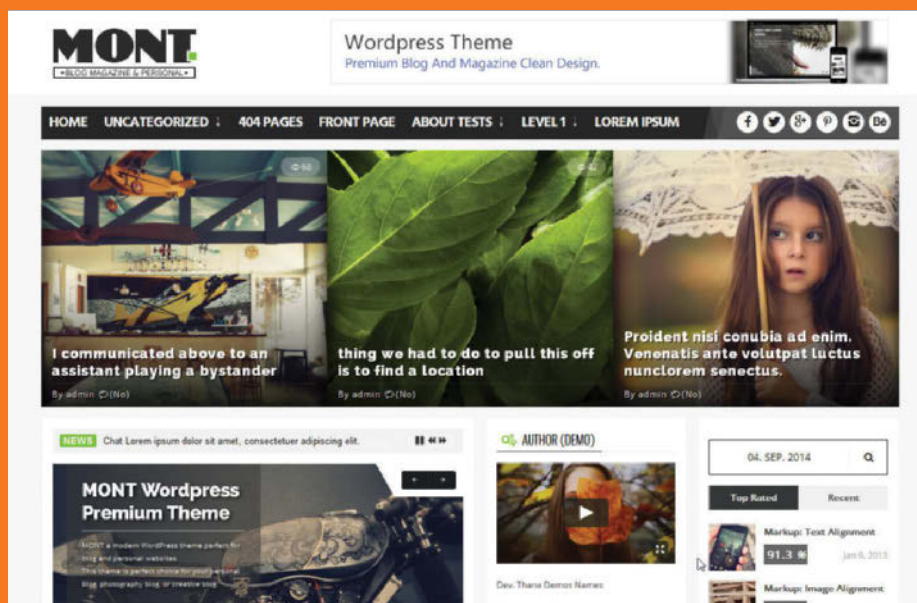
“Integrated into OneEngine are over 600 fonts and an unlimited number of colour scheme to choose from”

## Mont

**Source:** [bit.ly/1AbF4Fr](http://bit.ly/1AbF4Fr)

**Price:** \$41

**Best used for:** Magazine/blog



THE MONT THEME adopts the magazine style but adds a modern twist to make it a comprehensive and content heavy option. For those who are looking to create a magazine-based site then Mont is the perfect answer, but it is no one-trick pony. It has a number of layout options that instantly offer a different style to present any content. For example, there is the magazine all module option which embraces all the elements that the theme has to offer. Users get a pride of place image slider to present content, a news ticker, a host of category based options and reviews. This can be manipulated and rearranged to fine-tune the layout. The alternative is to select one of the other layout options. These provide the option to put sidebars left, centre or right along with the content. If these layouts don't exactly match your preferences they can be tweaked to suit. Whatever option is selected there is no doubt that the theme gives the impression there is a lot going on, a lot for viewers to absorb.

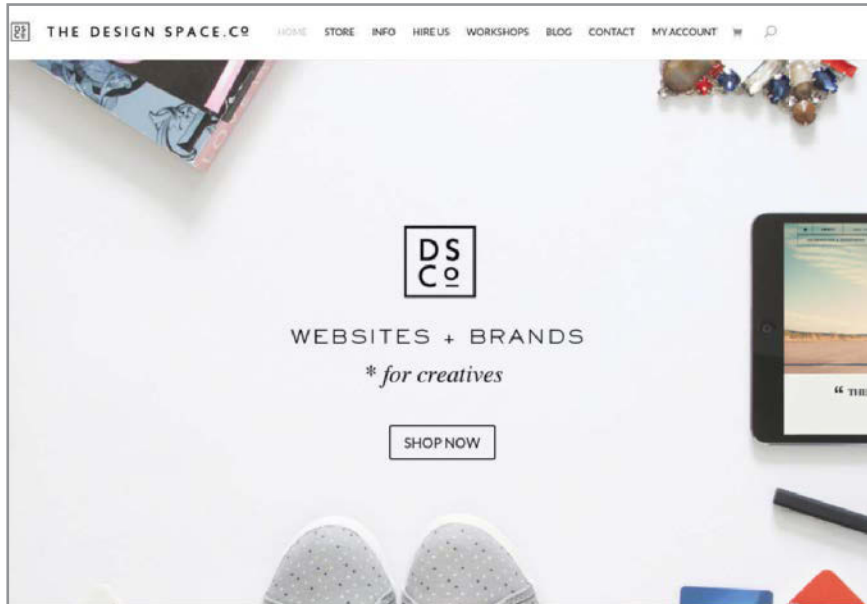
Mont, like all good themes, is fully responsive and includes a theme customiser which makes it easy to find the perfect variation of theme that you want.

# Divi

**Source:** [bit.ly/1d1m8wM](http://bit.ly/1d1m8wM)

**Price:** \$69 per year up to \$249 for lifetime access

**Best used for:** Everything



DIVI IS SOMETHING of a revelation, a smart and wholly flexible theme that can be used for any purpose. We'll get the awkward cost issue out of the way first because Divi isn't a cheap solution. For personal use the package will cost \$69 a year, and for developer use it will cost \$89 a year. However, for a one-off fee of \$249 you get a lifetime access to the theme and full access to all of its features – and there are many to enjoy.

Included in the package is the Divi Builder, which allows you to create eye-catching web layouts without touching a single line of code. There are 18 pre-made layouts accompanying Divi, and the selection on offer will allow you to quickly jumpstart your web development. They are all fully customisable and can act as handy building blocks to help you develop your own designs.

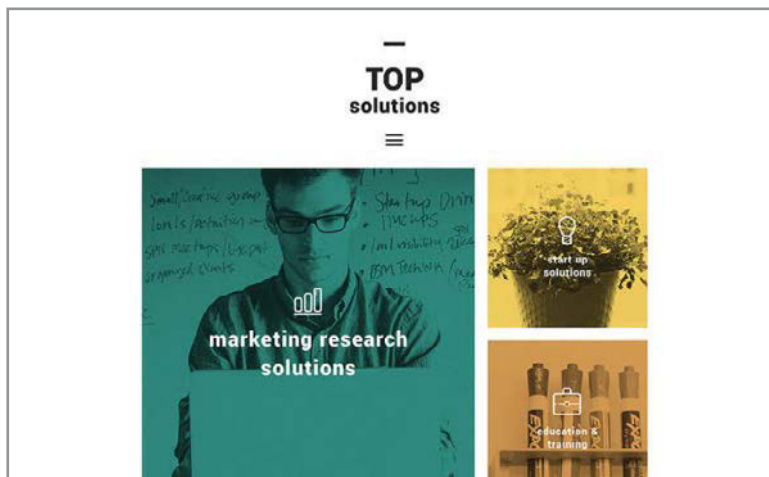
Divi is amazingly responsive to whatever you throw at it, and it allows you to build and configure every facet of your website. The Divi Builder utilises a simple drag-and-drop system, so you can add or delete elements from your page with ease. It is a very versatile system and there are no limitations as to how the elements you include can be customised and arranged – so you can reap the benefits without getting your hands dirty by diving into the code. Sadly there is no free trial, but you can view the Live Theme Demo from the website to see exactly how Divi works.

## Top Solutions

**Source:** <http://bit.ly/1IGGWG5>

**Price:** \$79

**Best used for:** Business



**SHARP AND EYE-CATCHING**, the Top Solutions Wordpress theme can help get any online business noticed. The flat design features an array of coloured blocks to give the layout a modern look and the main menu can be hidden, providing much more onscreen real estate to your site, which is especially useful for mobile devices where screen space is at a premium. The theme also offers a neat parallax effect that really brings the content to the fore.

Building your webpage is a quick and easy process thanks to Top Solutions's drag-and-drop construction system. As well as a great look, Top Solutions also provides a responsive interface that is effortless to navigate thanks to everything being within easy reach thanks to concealed mega-menus that house all of the options. So if you want your online business to reach the masses then this could be the theme for you.

## Roua

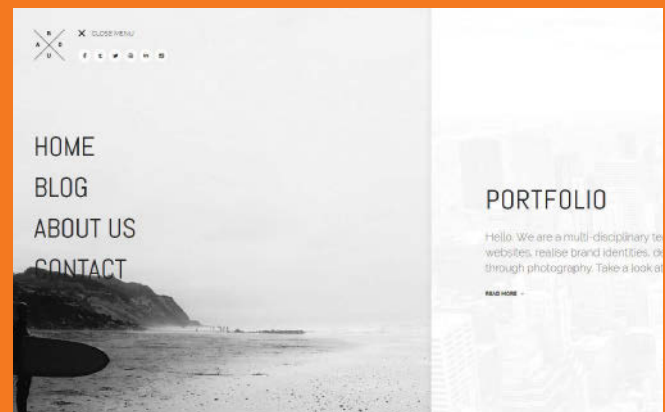
**Source:** [demo.stylishthemes.co/roua/](http://demo.stylishthemes.co/roua/)

**Price:** \$43

**Best used for:** Portfolio/Personal Blog

**BUILT BY STYLISH themes**, the Roua theme fits the bill perfectly. It is undoubtedly stylish and brings together a host of popular and contemporary elements that set it apart from many other themes. Roua adopts the popular fullscreen opener but it adds a subtle touch to the premise. There is a faded background image coupled with minimal text to ensure that the content is the focus.

The content is accompanied by a simple menu icon, keeping the menu hidden until called upon. The menu uses the off canvas style and pushes the content to the side when active. The theme also adds in a host of social media icons. The blog element is portrayed as simple text until rollover when a full screen background image makes an appearance and adds a touch of class.



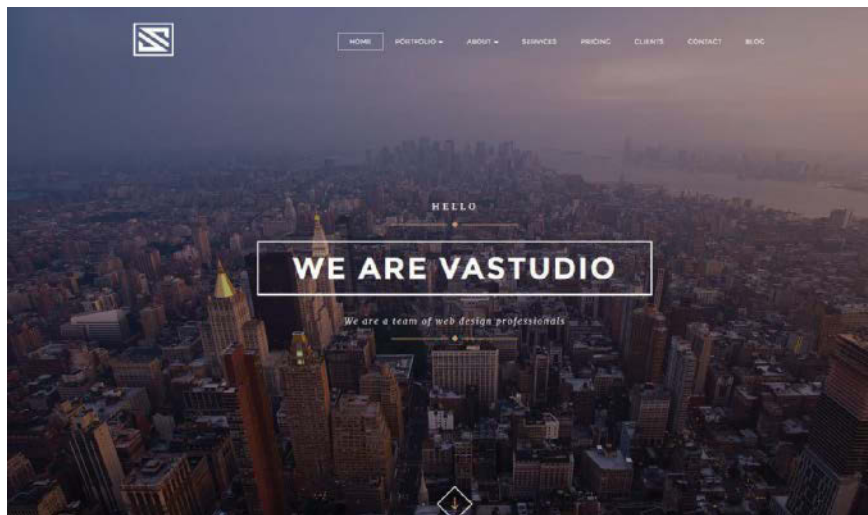
# Customising WordPress

## VAstudio

**Source:** [themes.fastwp.net/vastudio1](http://themes.fastwp.net/vastudio1)

**Price:** \$43

**Best used for:** Portfolio/Agency site



THE VASTUDIO THEME is another one of those multi-talented themes that give the owner a host of different options. It is at its core a creative one page theme with a focus on creative agencies, digital studios, personal freelancers and photographers. On offer is a fullscreen parallax option along with fullscreen video background, fullscreen background slider and custom height parallax. Each of the different options adds a twist on the primary focus which is a fullscreen home page.

To compliment the different design option there are a host of pages including contact, about us, services, clients, portfolio, blog and pricing.

Behind the scenes the theme uses a visual composer, which makes it even easier to create a unique layout. Plus, the theme includes a host of icon fonts, CSS3 effects and animations, optimised code and is fully responsive.

## Flatolio

**Source:** [athemes.com/theme/flatolio/](http://athemes.com/theme/flatolio/)

**Price:** Free

**Best used for:** This theme offers



THE FLATOLIO THEME instantly gives users a quick hint of what is to come with its carefully chosen name. The theme adopts the popular flat design style which gives it a contemporary edge. Plus, it's responsive and favours the one page portfolio style to add to its credibility.

The theme's style and colour scheme make it cool and classy, but it is its simplicity that adds to its overall appeal. The theme splits into all the popular sections you would expect to see in a modern WordPress theme. On offer are about, portfolio, quote, services, video, promotion and blog.

The blog section is simple and straightforward, it offers the basic you would hope to see, image, title and a text excerpt. The individual posts are again simple but well-laid out and make good use of typographical hierarchy to create very readable content.

## Stack

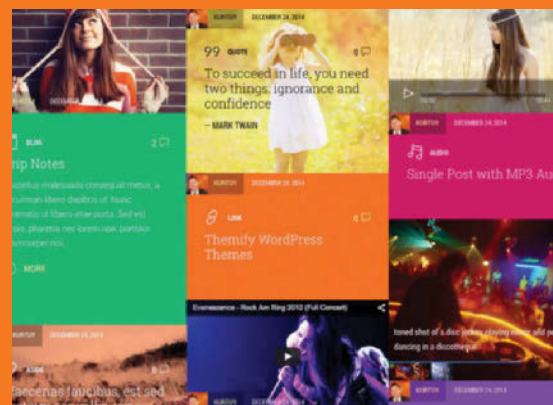
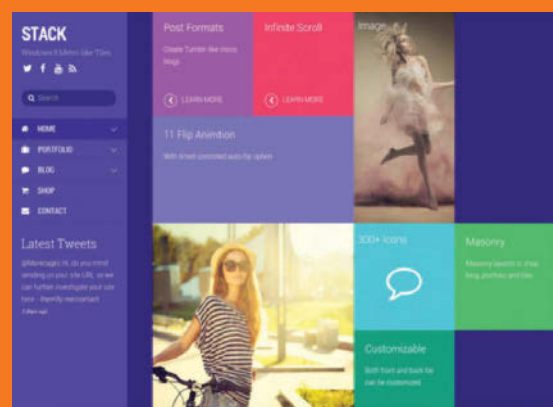
**Source:** [bit.ly/1OdMIdC](http://bit.ly/1OdMIdC)

**Price:** \$49-\$69

**Best used for:** Design and photo portfolios

EYE-CATCHING AND EFFECTIVE, the Stack WordPress theme was inspired by the Metro design used by Windows 8. The similarities are certainly evident, as Stack brings a colourful and familiar look to your website that is fun and engaging.

This theme is designed to work seamlessly with the Tiles add-on (which is included in the package), which allows you to create great-looking metro layouts using a simple drag-and-drop builder. Perhaps best used to showcase design and photography portfolios, there is no reason why this format can't be adapted to show off pretty much anything. The Stack theme features a fixed sidebar to the left panel that makes navigation easy and the theme supports WooCommerce, the popular free plugin that allows you to add an eCommerce shop to your WordPress site.



“With its colourful and engaging look, you can create great-looking metro layouts using a simple drag-and-drop builder”

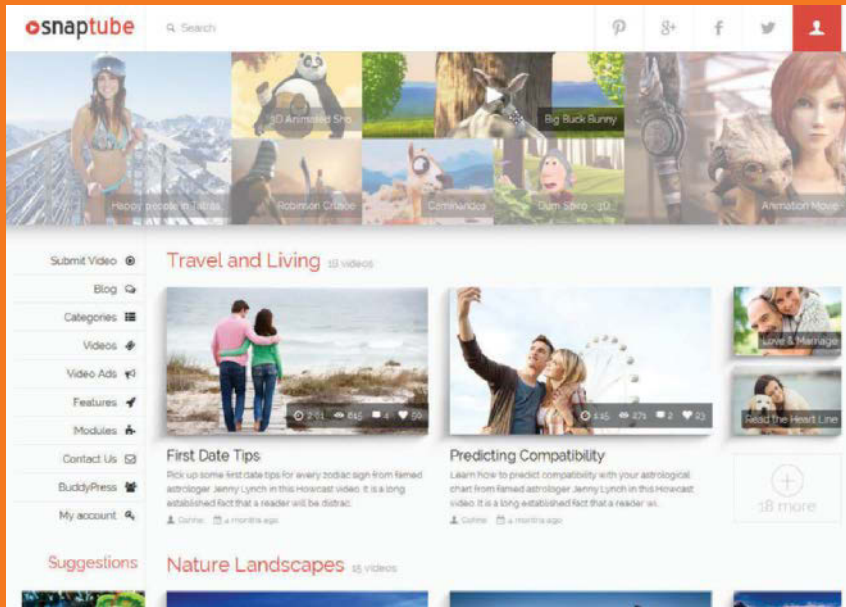


# Snaptube

**Source:** [bit.ly/1unY3fc](http://bit.ly/1unY3fc)

**Price:** \$48

**Best used for:** Video



THE VIDEO IS an often forgotten element of the WordPress theme. It makes it as a background and often makes itself known in most posts. However, a dedicated theme is a rarity, but Snaptube happily fills the void left by others. The theme makes sure that its core focus, video, is very much in evidence on the home page. The popular image slide concept is called into action, substituting images for video. The full width slider gives users plenty of space to present a video collection, while giving the user plenty to contend with.

The basic layout is standard stuff with videos neatly separated into a host of categories. There are no simple images here; users can get direct access to any video on the home page if desired. Individual posts add more credence to the video watching experience supplying descriptions and embed codes.

If the layout is not what you are looking then this is when the theme's features can be called into action. You can build your own custom layouts using the drag and drop interface. The theme is responsive and includes a host of features that add to its appeal. The addition of Google fonts support, retina ready and good video support make this a must for those looking to create a YouTube sensation that is easily customisable.

# ReBLOOM

**Source:** [bit.ly/WhEl8u](http://bit.ly/WhEl8u)

**Price:** \$43

**Best used for:** Multi-purpose

WHEN IT COMES to WordPress themes it can be difficult to find a theme that has that spark of originality that will set your site apart from others. It is difficult to come up with a unique and interesting angle of the standard WordPress theme but Rebloom does a good job of trying. The standard home page adopts the popular fullscreen image and couples this with an animated vertical navigation menu. The placement makes for a good user experience but it could offer more potential. And, this is exactly what Rebloom does. It offers a variation of the home page with image slider and Ken Burns effect, plus there is the far more creative alternative layout. This offers a central navigation system which opens up the page and gives users two options to view simultaneously. Another useful addition is the simple Chapters layout, again an interesting addition to a theme definitely worth a first, second and third look. These are not the only features/ designs that grab the attention. The blog, while simple, still manages to be creative and functional. On the more practical side the responsive theme works really well on all desktop, tablet, smartphone and is also retina ready.



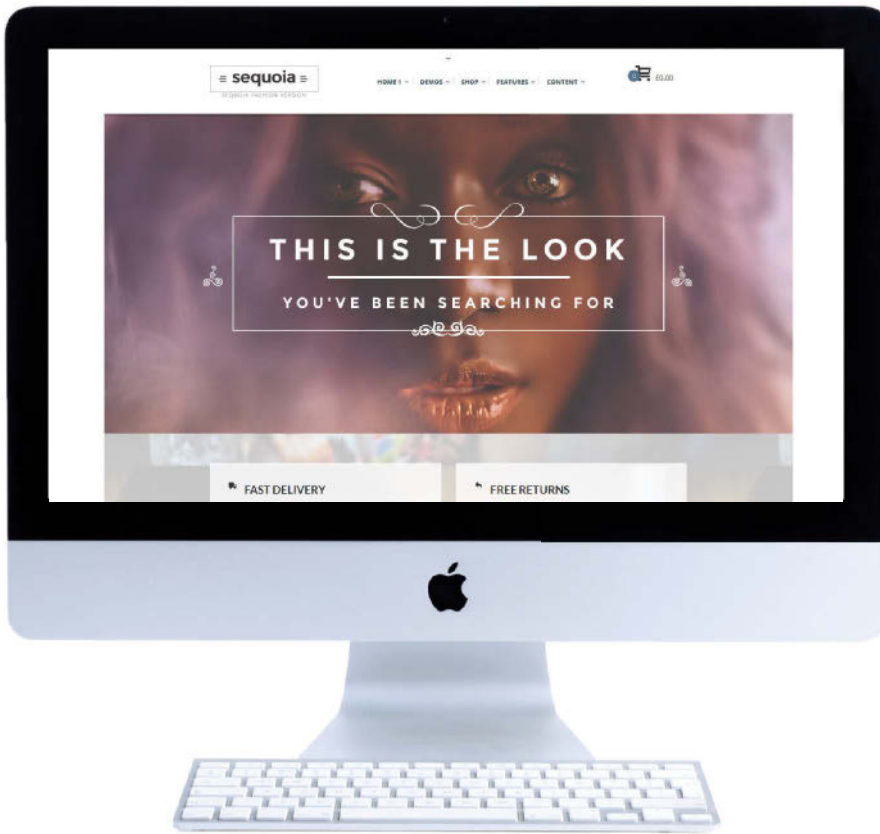
# Customising WordPress

## Sequoia

**Source:** [bit.ly/1ro2ypX](http://bit.ly/1ro2ypX)

**Price:** \$58

**Best used for:** Online shop



THE SEQUOIA THEME is at its very core an e-commerce theme, making it the perfect option for those who are looking to get online and start selling, but with an added touch of style and sophistication. The theme is described as 'A WordPress theme mainly designed for usage with a WooCommerce plugin powered e-commerce site'. With the main parent theme there are an additional three child themes for starting with a specific site or e-shop category – Fashion, Food or Handmade products.

This means that it has a core theme with a host of themes that can be used in conjunction with the core theme. Each of the child themes has a number of different styles. For example, Fashion has four built-in choices, while Food and Handmade have a couple each. These are all well-presented with contemporary styling, on trend fonts, typography and colour schemes. Plus, six header styles ensure that the ideal option is found for the shop.

On a more practical level and to provide stability and peace of mind the build of the theme is based on the very popular responsive 'mobile first' framework Zurb. This is extremely well-supported and documented if you fancy making any changes.

However, we will leave it to the creators of Sequoia to perfectly describe its talents, 'There are no limits to what kind of sites can be created with Sequoia'. Enjoy.

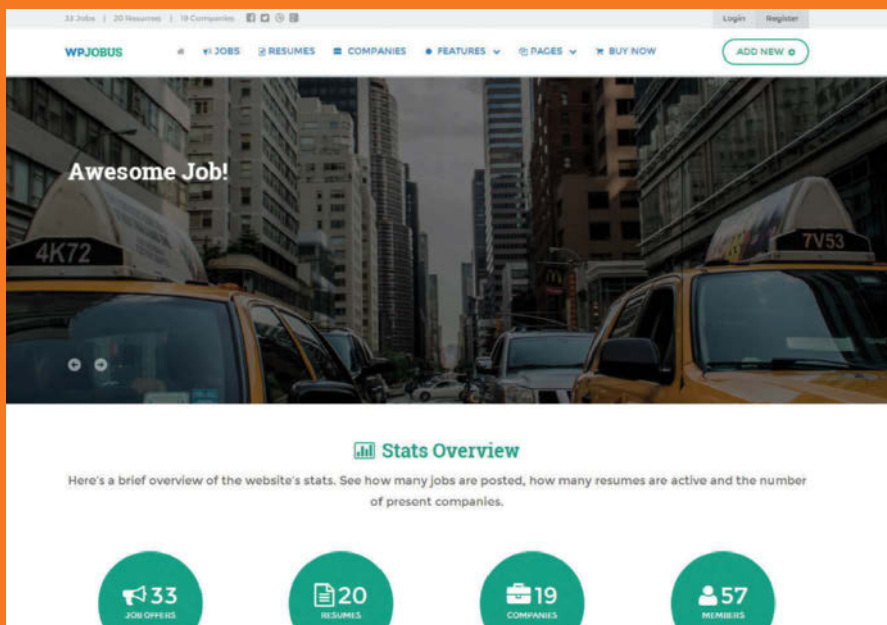
“With the main parent theme there are an additional three child themes”

## WPJobus

**Source:** [alexgurhis.com/themes/wpjobus/](http://alexgurhis.com/themes/wpjobus/)

**Price:** \$53

**Best used for:** Business



THE WPJOBUS IS a theme with more than just one purpose. It has an overall focus but at its heart it acts as a job board, personal resume and company profile. If you run your own business or company and want to tell everyone who you are, what you can do and even let other people know what jobs you have on offer, this is the theme for you.

The beauty of the theme is its flexibility and functionality. The job board provides the option to browse, search, filter and refine. And there is no reliance on third-party plugins to power the functionality. The options are specifically coded for the theme. Another noteworthy feature is that it is Stripe ready. This means that it has an instant monetisation model built-in.

The functionality of the theme is equally matched by its styling. It boasts all the latest and popular UI elements which mean that it won't look out of place on today's web. Plus, the professional layout and design will give the right impression and encourage users to want to interact.

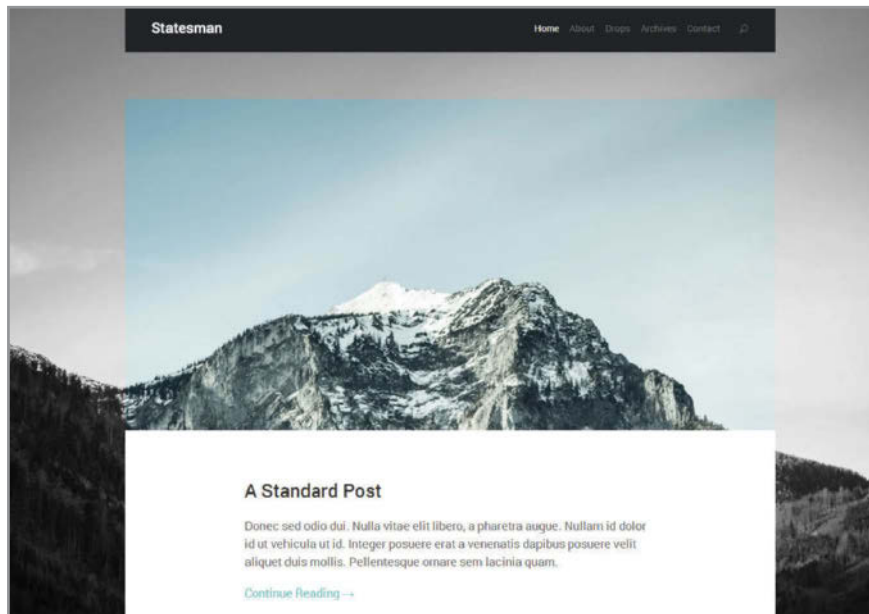
Finally, if you want to get more out of the theme it can be used as a base to create something similar. All it needs is a little imagination to take beyond its very useful core.

# Statesman

**Source:** [demo.themezilla.com/statesman](http://demo.themezilla.com/statesman)

**Price:** \$38

**Best used for:** Personal blog



THE STATESMAN THEME is described as elegant and demure with a special focus on the written word. There is no doubt that this theme is aimed at those who are looking for a more traditional or proper bloggers' theme with a touch of class and style. The format, design and layout of the Statesman are simple and straightforward. The home page presents the first post, mimics the style of the one-page portfolio with a big image as the background and text simply placed in a white box with the popular Roboto taking over the fonts and typography duties.

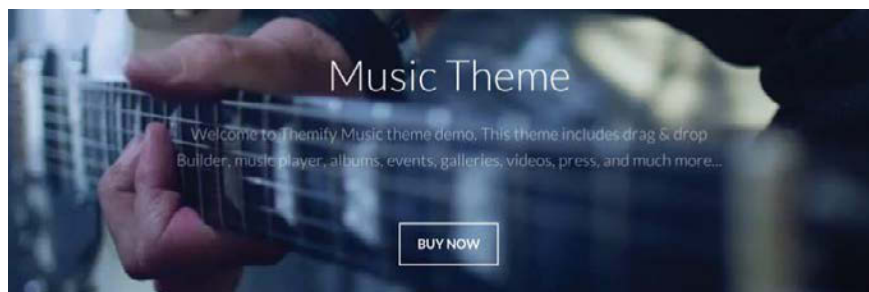
Rollover images that switch to colour in the posts add a touch of style and the responsive design means that the theme looks well-manicured wherever it is being viewed. If you want a simple, classy theme with a focus on content then start here.

# Music

**Source:** [bit.ly/1lfzuky](http://bit.ly/1lfzuky)

**Price:** \$49-\$69

**Best used for:** Band promotion



IF YOU ARE a budding musician, then the Music theme is tailored to help you get noticed. Also suitable for artists, events, portfolios and apps, the Music theme allows you to embed a music player to blast out your tunes, an album playlist and even fullwidth video backgrounds. So you can create attention-grabbing webpages with your own music videos playing in the background.

The intuitive build system allows you to piece together an unlimited number of layouts using simple drag-and-drop. Everything, from the fonts to the colour scheme can be tailored to suite your intended style and you can really make the templates your own in just a few minutes – all without having to touch a single line of code. All aspects of your music can be promoted through this eye-catching theme, even forthcoming gig dates because you can also include a Google Map view of the venue.

# Literatum

**Source:** [kohette.com/wpthemes/literatum](http://kohette.com/wpthemes/literatum)

**Price:** \$43

**Best used for:** Personal blog

LITERATUM IS AN excellent theme for those who want to present their written work in a contemporary and clean magazine-style. The layout of the theme is simple, smart and engaging thanks to its use of large photos and images. These offer instant impact and are combined with neat, well proportioned text. The home page is image overload, but delving into the individual posts reveals a more sedate and minimalist approach to the content. Each post kicks off with a fullscreen image before revealing a column of neatly stacked text interspersed with images. So, what features does the theme have?

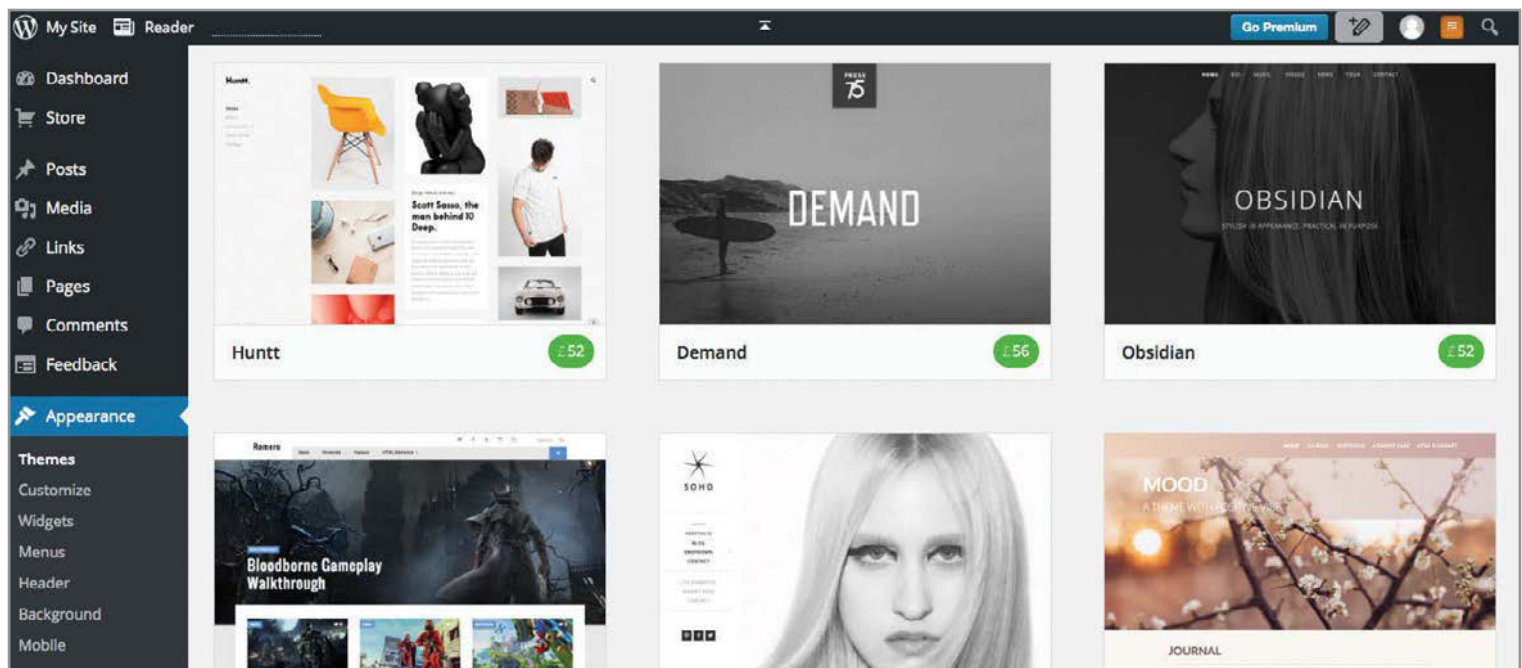
It offers the option to replace the featured image with a video, giving fullscreen video at the top of each post. There is comment integration via Facebook and Disqus plus over 400 different icon fonts to add a little extra visual interest with ease.



“Literatum offers the option to replace the featured image with a video at the top of each post”



# Customising WordPress



## TUTORIAL OBJECTIVE

We've shown you the best websites for free themes; now we show you how to apply them to your pages

## TIME REQUIRED

10 mins

## SKILL LEVEL

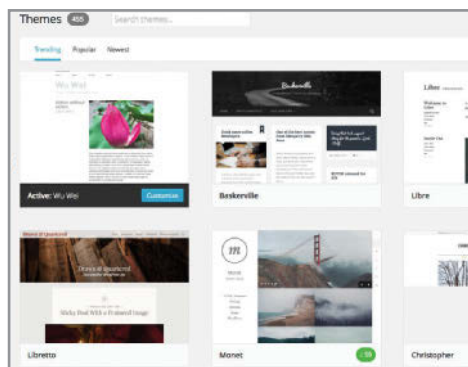


## Add a new WordPress theme to your website

A BLOG TENDS TO BE A PERFECT OUTLET FOR CREATIVE EXPRESSION AND CONVEYING PERSONALITY, WHICH YOU CAN ENHANCE BY USING A NEW THEME

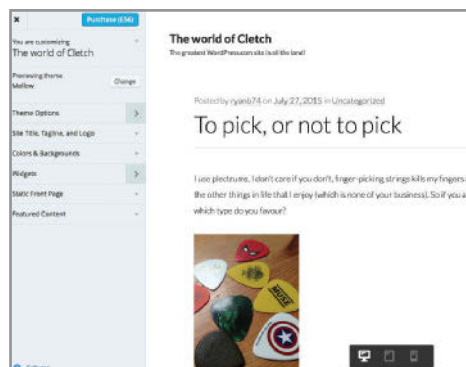
**THEMES ARE A** great way to not only change the look and style of your weblog – in relation to the various pieces of page furniture – but also provide greater control over how the information is presented. A theme is essentially a group of files that work in unison to produce a new graphical interface. Mercifully, finding and installing them is relatively quick and easy – especially as since WordPress 2.8 there is the option to search for and add themes within WordPress itself.

This feature allows users to search, preview, download and install themes directly from within the dashboard, making the whole process quick and easy. However, the 'Add New Theme' feature is restricted solely to the WordPress Theme Directory and so themes outside of the directory will need to be downloaded and installed manually – which provides a lot more variety, but requires slightly more effort. Here we show you how to do both.



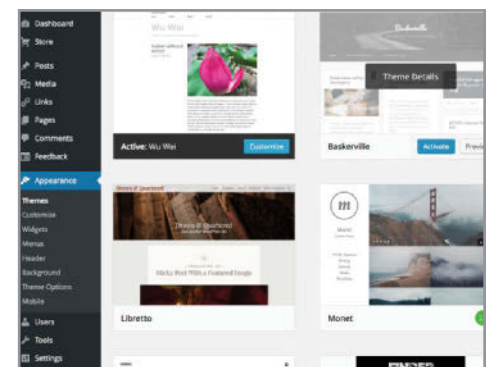
### 01 Find a new theme

When you first start using WordPress, two themes will be available to use as standard: Twenty Fourteen and Twenty Fifteen. However, more themes can be searched for and installed. Open the Appearance menu, then Themes and click Add New to get started.



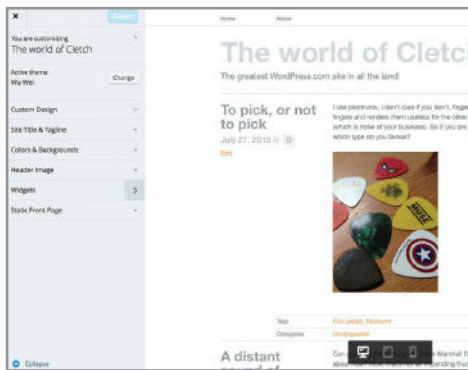
### 02 Preview a theme

You can browse themes by categories such as 'Trending', or trawl through an A-Z. If you're after something more specific, enter keywords into the Search window. When you have a list of options, click on the Preview link beneath the accompanying image to get a zoomed-in view of that theme so you can gauge if it is appropriate to your needs.



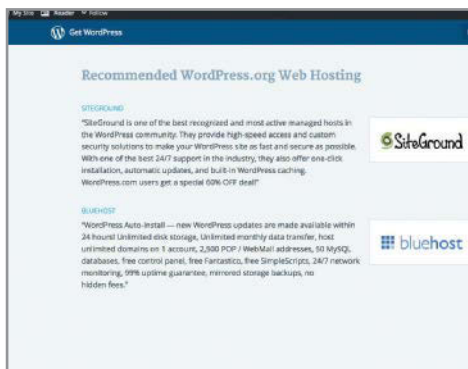
### 03 Install a theme

Once you have found a theme to suit your requirements, click on Purchase, if it is a paid-for theme, or Activate, if it's free. To review the new theme options, click Themes, where you will find the newly downloaded theme listed as the first option, with the Active label striped across the bottom of the theme image.



## 04 Activate a theme

Once the theme has been installed, you'll have a number of actions available. Click the Customize button to get started, where a live preview of the new site theme will be displayed alongside several options. This view can also be activated in sites you find in search results by clicking Preview.



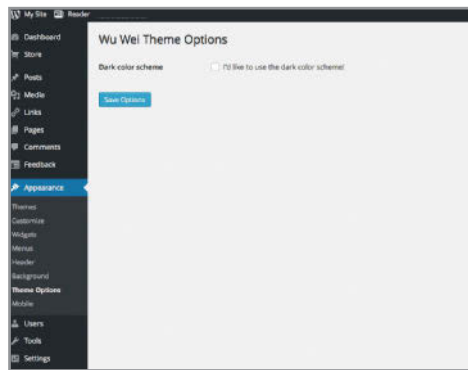
## 07 Add an original theme

Original themes cannot be uploaded to pages hosted at WordPress.com. Instead, if you wish to apply a custom theme then you will need to move your blog to a self-hosted WordPress installation. You can find examples of hosts on page 80, or check the <http://get.wp.com/hosting> page.



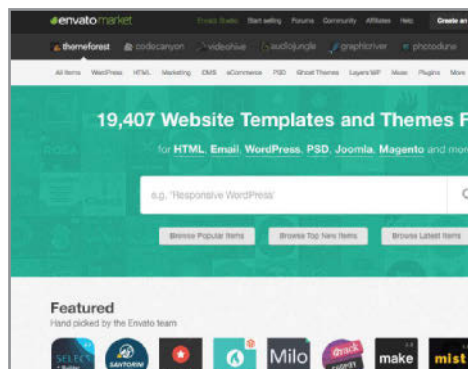
## 10 Upload new themes

After downloading your new theme, you will need to upload it to your WordPress web host. This will require an FTP client such as Fetch or FileZilla, both of which can be downloaded for free. Search the web for the current link and follow the appropriate instructions to download and install.



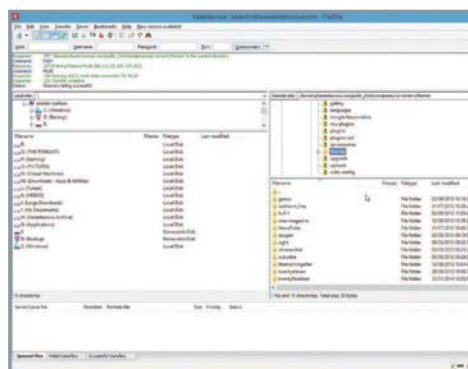
## 05 Theme options

If your chosen theme has specific options that you can tailor, a new link will appear in the Appearance menu. Click on the link to show the options and make any changes needed. The options you will be presented with vary depending on which theme has been selected. If you make any changes, be sure to hit the Save Options link to keep them.



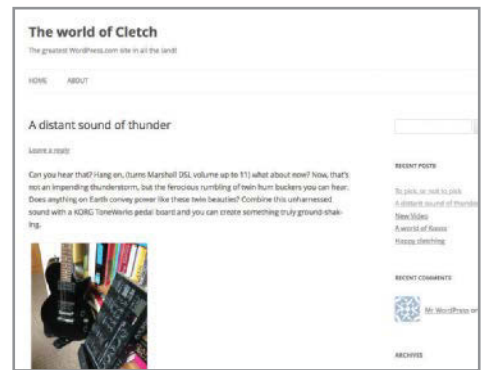
## 08 Other theme sites

If you cannot find the theme that you are looking for in the WordPress catalogue, you can always search online for suitable options. There are many sites offering free themes, so take a little bit of time to browse, and when you find one that you like, locate the Download link and save it to your desktop.



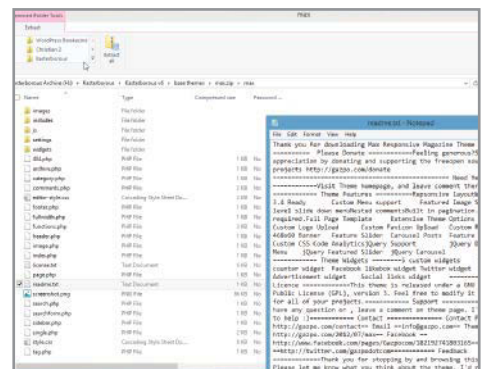
## 11 Transfer themes

You'll need to configure your FTP client with your web hosting account details. With a connection established, use the FTP client to browse to the downloaded theme on your computer and upload it to wp-content/themes. Once uploaded, login to your Dashboard and check Appearance > Themes to check that the theme has been uploaded.



## 06 Your theme in action

Once a new theme has been activated and its options set, you can start adding posts to your page to see how your theme looks in use. Go to Posts, highlight any added posts and click on View. You'll now be able to see how your posts look in your new theme. If you are unhappy with any aspect, choose a new theme and start afresh.



## 09 Decompress and read

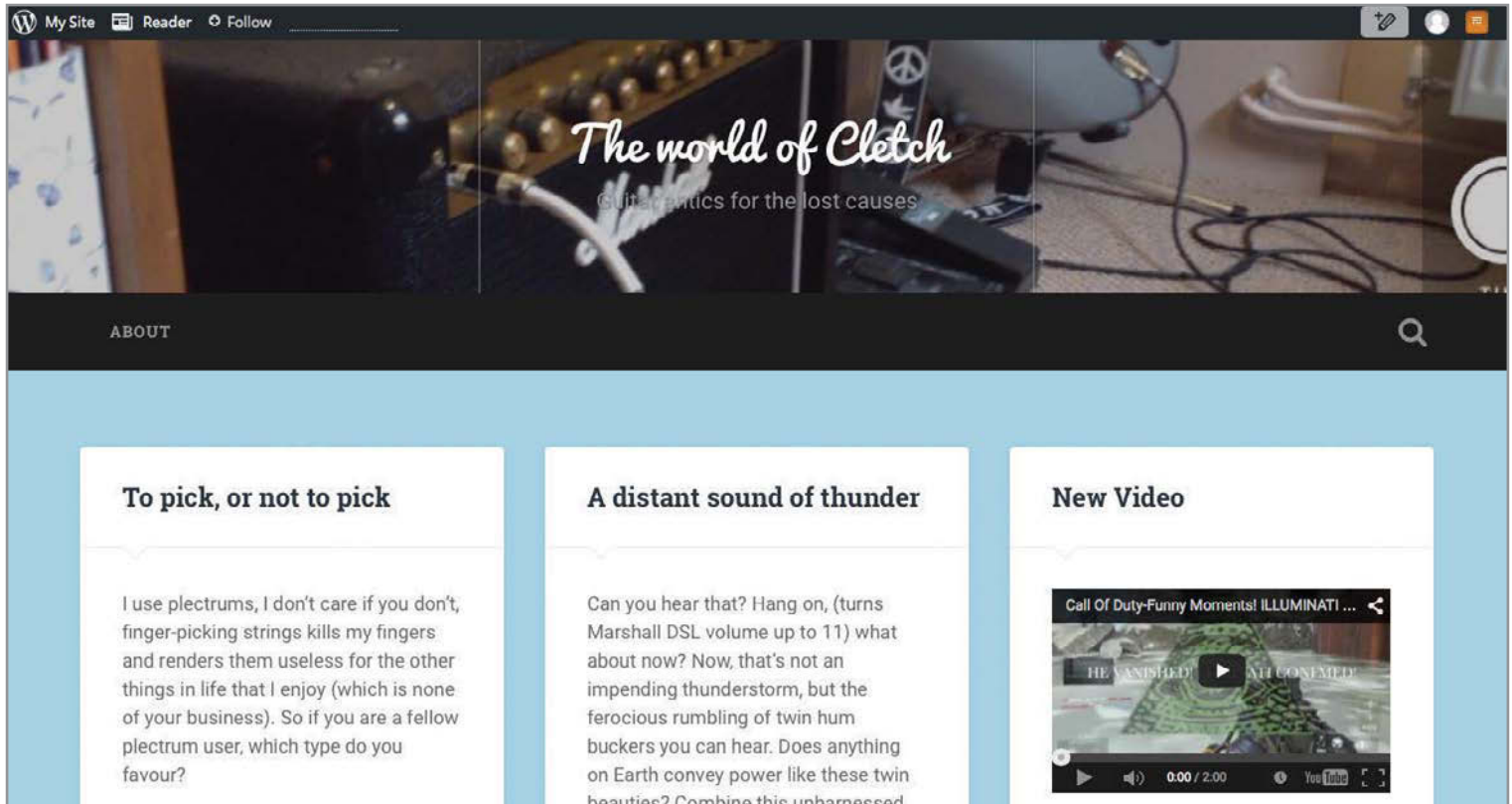
Most themes are downloaded as zipped files to reduce the time they take to download. Locate the downloaded file on your computer and unzip the folder, then check the contents for a 'ReadMe' file. Open this and study it well to find out how the theme is allowed to be used and what the features are.



## 12 Activate new theme

With the new theme uploaded, you can instantly resign your blog by clicking Activate. If you're not 100% certain (some themes need further configuration) click Preview. When the theme is finally activated, spend some time checking different post and page types on your blog to ensure everything is working correctly.

# Customising WordPress



## TUTORIAL OBJECTIVE

Editing and preview your WordPress themes by using the new Theme Customizer feature.

## TIME REQUIRED

10 mins

## SKILL LEVEL

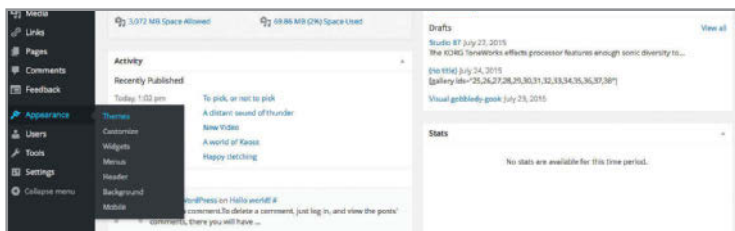


## Learn how to use the Theme Customizer

THANKS TO WORDPRESS 3.4, YOU HAVE MORE FREEDOM TO MAKE YOUR MARK ON THEMES. HERE WE GUIDE YOU THROUGH THE PROCESS OF ALTERING THEMES TO SUIT YOUR OWN NEEDS

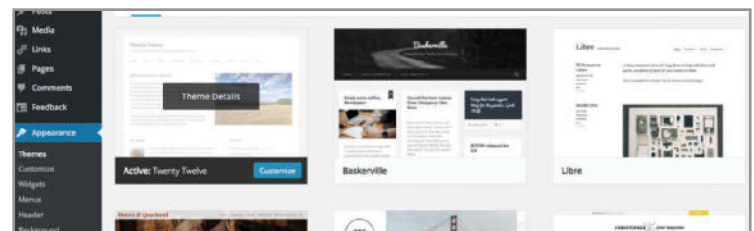
**WHEN WORDPRESS 3.4** was introduced, the biggest changes over its predecessor centred around installing and using themes. In the 'Themes' section of your site, you will see a new option called 'Customize' underneath each theme and by clicking on this you can tailor various aspects of the theme to suit your own needs. A column on the left-hand side of the screen focuses on various aspects of the theme and what you see, and these include 'Site Title & Tagline', 'Colors', 'Header Image', 'Background Image' and 'Static Front Page'. Also, the right-hand side of the screen is a live preview of your

website, so you can browse it as normal and any changes that you make via the customisation menu will automatically be applied, making it easy to see what works and what doesn't. Of course, there is still room for improvement – especially in regards to choosing header images. It's worth bearing in mind that any images you wish to import for this purpose have to be in a 1000 x 288 pixel format, otherwise they simply won't be displayed. As long as you are working in these parameters then you shouldn't have too much trouble, and everything else in the Theme Customizer is easy and straightforward to apply.



## 01 Click on Appearance

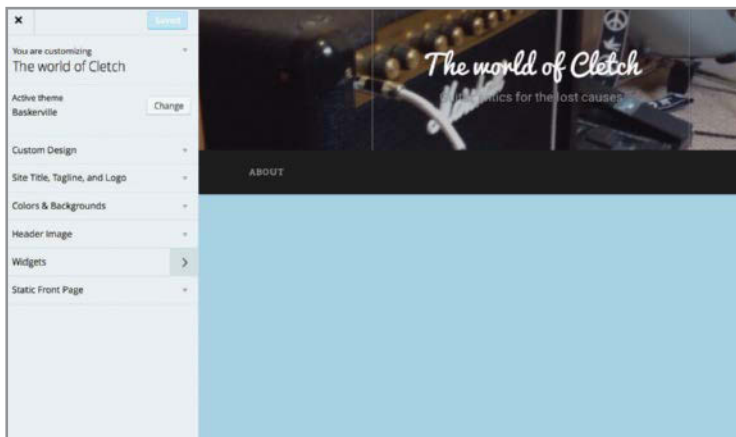
On the main WordPress Dashboard page, open Appearance and then Themes to open the theme management screen. Here you will find a list of installed themes, they are the themes that you have used at some point on your site, or installed previously and not used. The one that is currently live on your site will be displayed first, labelled as Active.



## 02 Select Customizer

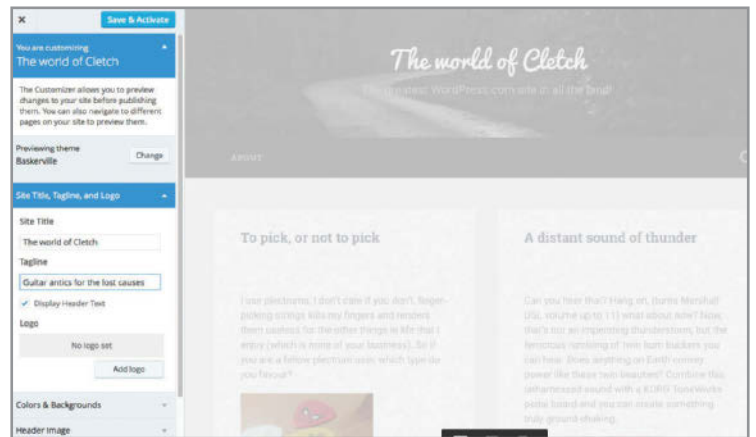
Upon landing on the 'Manage Themes' page, you will see the new 'Customize' feature below the summary of your current theme. Click on this to be able to change the header, background, title and menus of the current theme. Select a theme and then click on the new 'Customize' option that will be selectable beneath the theme you have selected.





## 03 Preview information

At the top of the left-hand column is a section called 'You are customizing' and the name of the current theme. Click on this to be provided with an overview of the current theme and the various aspects of it that you can customize using this feature.

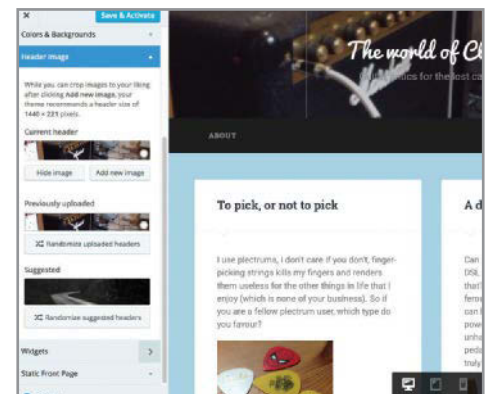
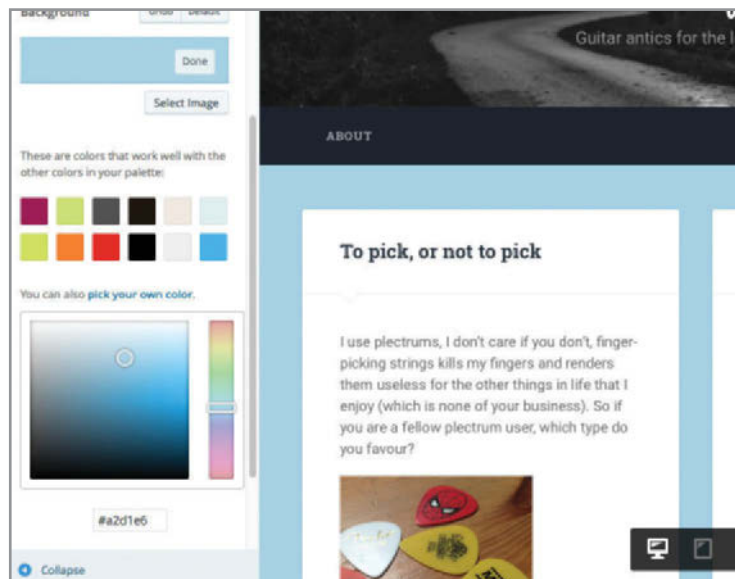


## 04 Customise title and tagline

The various aspects of the theme that you can customize will now be accessible from the left-hand column. Start off by clicking on the 'Site Title & Tagline' option and two text boxes will appear that allow you to enter a new title and tagline.

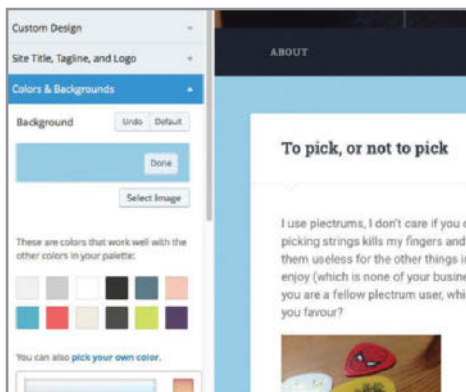
## 05 Customise colours

Next, click on the 'Colors' section and options to change the header text colour and the background colour will appear. By clicking on either option you will bring up a colour spectrum, making it easy to find the colour you are looking for.



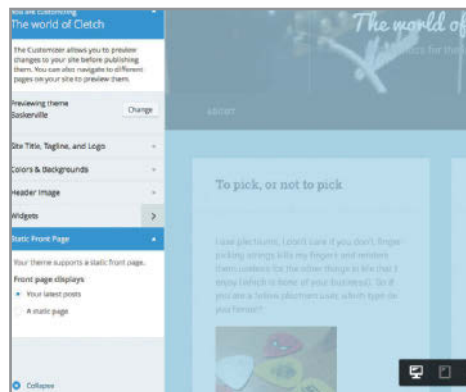
## 06 Customise Header Image

Expand the Header Image section to import your own image to set as a custom header. Click on the arrow on the default image and then either drag a new image from your computer into the space provided or click the Add new image button to browse your computer for the new image.



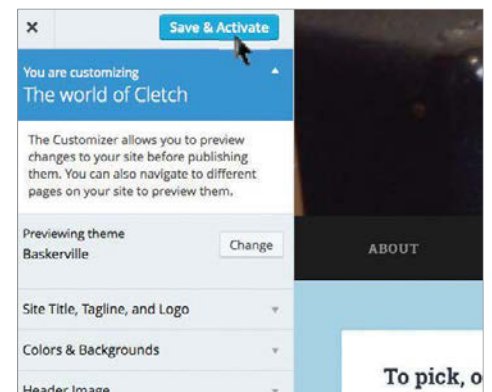
## 07 Customise the Background

If you would like to set an image to use as a background on your page, click on the 'Background Image' section and, much like the 'Header Image' section, you can either drag a new image into the space provided or click the 'select a file' link to find the new image.



## 08 Customise Front Page

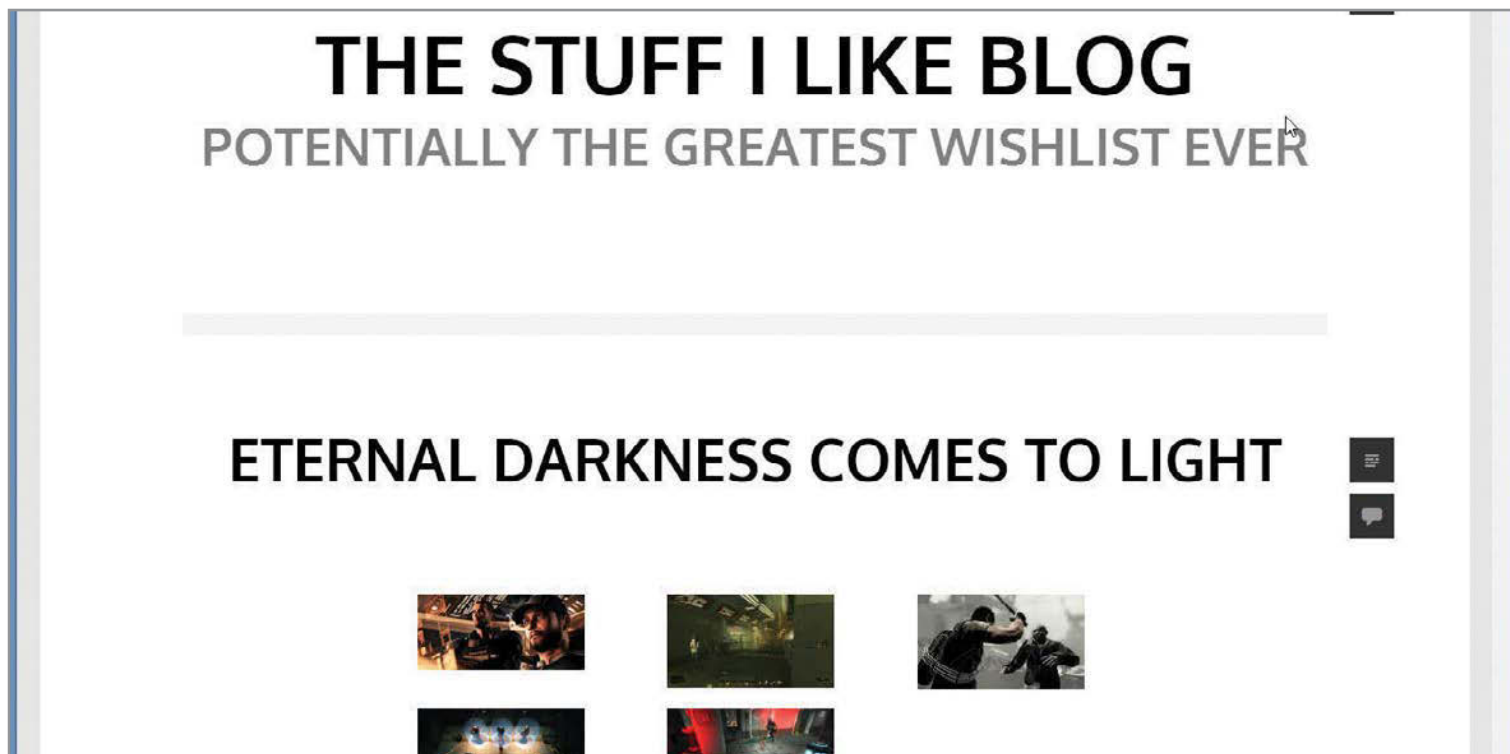
The last option in this section is dedicated to choosing what appears on your site's front page. By clicking on this section you can either select your latest posts or simply display a static page. Click on your preferred option and then review all of your selections before making them live.



## 09 Save & Activate

Once you have reviewed all of your customisations and are happy with them, click the Save & Activate button at the top of the column to apply the changes. Any problems? Don't worry – you can change them again whenever you wish!

# Customising WordPress



## TUTORIAL OBJECTIVE

Quick tips for modifying a WordPress theme and giving your site a unique, standout look

## TIME REQUIRED

30 mins

## SKILL LEVEL



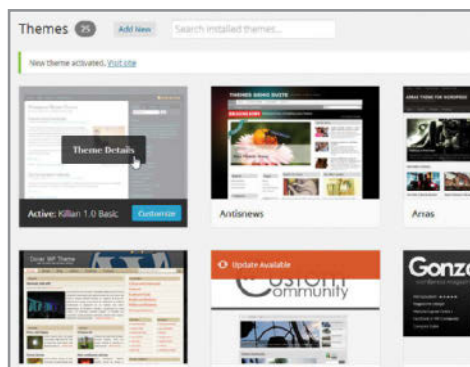
## Modify your blog's theme

WITH A LITTLE PATIENCE, KNOWLEDGE AND GUIDANCE, A WORDPRESS THEME CAN BE MODIFIED TO CREATE A NEW LOOK IN LESS THAN AN HOUR

**THEMES ARE THE** style icons that drape themselves across the underlying framework, making them exactly what the users see. There are thousands available on the web, whether premium or free. Typically, premium themes offer more features and style, but there are plenty of free themes that make the grade, it's just a matter of finding them.

Once a theme has been found and installed it can be used immediately. However, the colours, fonts and background

images might not be exactly what is wanted. For a quick fix makeover, the simple answer is to modify the style sheet (style.css). This is common across all WordPress themes, but the naming conventions, apart from HTML tags, are almost guaranteed to be different. Thankfully, a browser and a visual HTML authoring tool can assist with the identification process. With tags identified and styles in mind a theme can be changed very quickly.



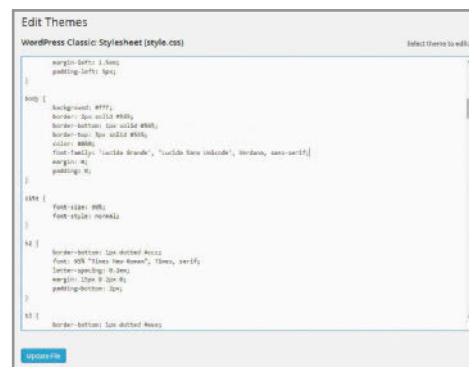
## 01 Select a theme

There are thousands of themes out there, ready to be given a makeover. For this tutorial we have downloaded the Killian theme from Solostream ([www.solostream.com](http://www.solostream.com)). Install the theme, head to the Dashboard and activate the theme. Now click Appearance>Editor and select Stylesheet (style.css) from the Edit Themes screen.



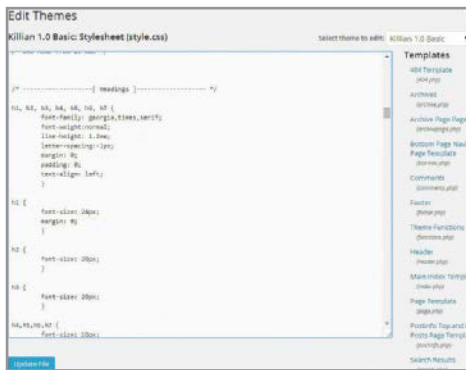
## 02 Easy to identify

To help identify the different elements, you can save the page in your browser and open it in a developer program or the developer tools option in your browser. Chrome and Firefox both have a built-in feature, which will help to identify the tags. Open Appearance>Editor and copy the content from style.css and back it up to your computer.



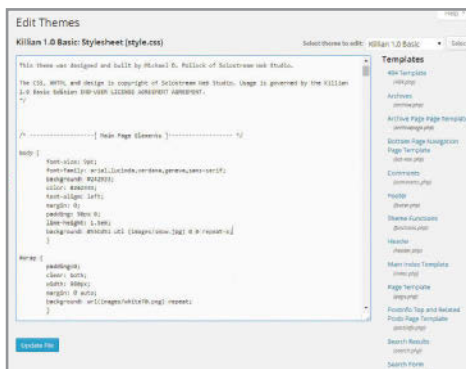
## 03 Body text

To view changes immediately, open two browser windows, one code and other URL, and place side-by-side. Alternatively, open two tabbed windows. The body tag contains the default font and font size. Change font-size to 10pt and font-family: Verdana, lucinda, arial, geneva, sans-serif. Click Update file and refresh the page.



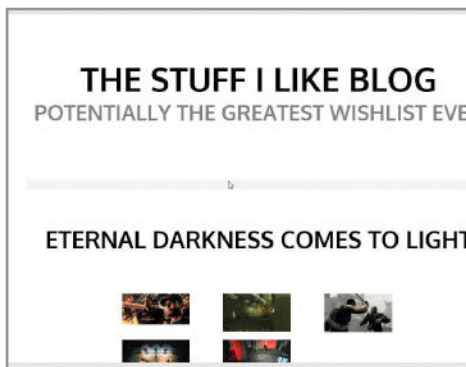
## 04 Post title

To modify the post title text head back to style.css and locate Headings. The first class, h1, h2, h3, h4, h5, h6, h7, determines the font. Change font-family: georgia, times, serif; to font-family: Verdana, georgia, times, serif; Now head to the h2 tag and change the font-size to 24px. To change to a different size font simply modify to suit.



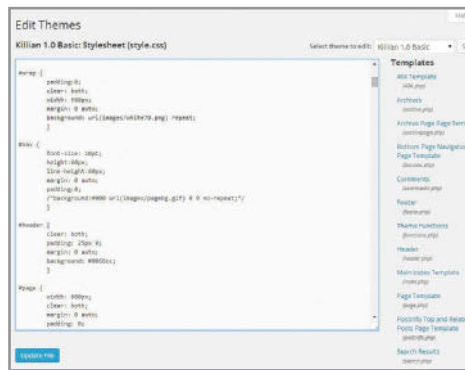
## 07 New background

Here we have chosen a vector-style winter themed image at 1500x1500 pixels to help compensate for different resolutions. Add background: #55C5D1 url(images/snow.jpg) 0 0 repeat-x; This will add a horizontal repeating background image and a coloured background that matches the image.



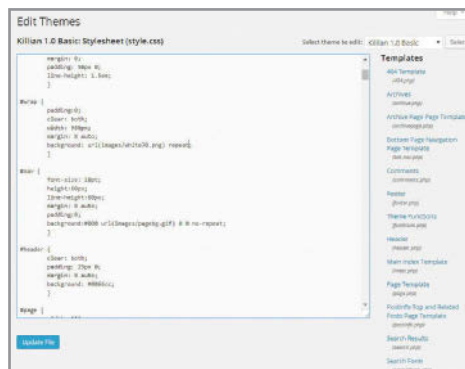
## 10 RSS feed

With your new-look theme almost done, create a preview image by viewing your blog and taking a screen shot. Save the image as a PNG-24 format file and save it as "screenshot.png". Using your FTP software, upload this file to the theme folder on your server. When you preview the theme in WordPress, this image will be displayed.



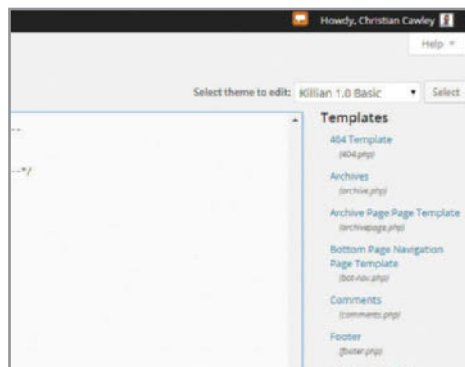
## 05 Remove backgrounds

The current theme uses a selection of background images to add the curved corners. Head to the #nav tag and comment out the background by adding /\* before and \*/ after. This leaves the text there should it need to be put back into place at a later date, but also means it doesn't display in the live page.



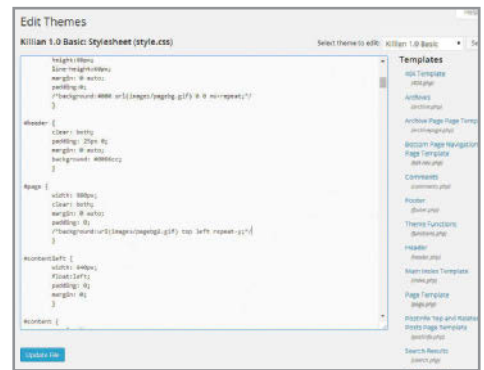
## 08 Transparent background

The main content area theme is now all one colour, but not a complimentary one. This is to be changed to a transparent white to give a subtle blend and make the background visible. Create a 10x10 pixel image with a transparency of 70-80% and save as a PNG-24. Now add: background: url(images/white70.png) repeat;



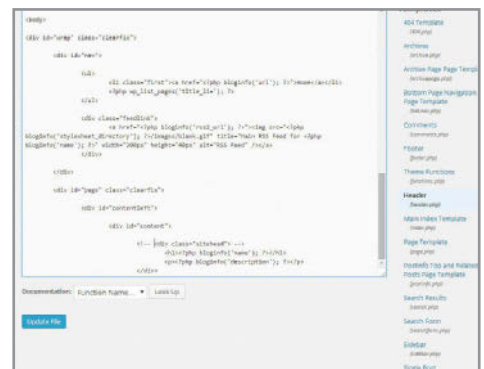
## 11 Search bar

To modify the search bar colours, scroll down style.css and first locate ul.tabbernav under the Tabber section. Change the background to #55C5D1 and the border: 1px solid #39C; This will change the tab section. Now go to .tabberli .tabbertab and set the background and border to the same as above.



## 06 More backgrounds

The previous step gets rid of the background image at the top of the page. To remove the other main background images scroll down to #page and comment out the background. Finally, head to #footer and comment out the background image here too, giving you a clean slate to work with.



## 09 Big head

The default theme incorporates the blog title at the head of the posts. To remove this, head to Settings>General and delete the Blog Title. To remove it altogether open the Header (header.php) template, scroll down and locate the <div class="sitehead">. Add the following <!-- before the opening tag and --> after the closing tag.



## 12 Link styles

To modify the link styles locate .tabbernav li.tabberactive a and change the background colour. Do the same to .tabbernav li.tabberactive a: hover. Finally, change the background colour of .tabbernav li a: hover to the same colour as the hover state. That's it, a completely new theme in no time at all!



## Customise your themes with widgets

TAKE CONTROL OF YOUR WIDGETISED AREAS BY PLACING THEM ANYWHERE INSIDE YOUR THEME, FROM CENTRE STAGE TO THE WINGS

**MOST WORDPRESS THEMES** make it very simple for users to control elements on their website's sidebar using a system of widgets. A drag-and-drop interface allows users to easily add, move or remove these widgets, which provide functionality such as a list of the most recent posts, a rolling Twitter feed or a newsletter sign-up form.

While widget areas – the sections of the Widgets admin screen where you place and position the widgets – were originally developed for the sidebar, they can in fact be inserted virtually anywhere in a design. As long as they are functional and not too distracting, you can be really creative.

This tutorial will show you how to customise a theme by adding a widget area to the region just above the main content section. The principles are the same whether you're adding one widget area or 20, and whether you're creating your own parent theme that you use for all your clients or simply modifying an existing theme used by a client.

Note that, in the WordPress codex, any location where widgets can be placed is referred to as a sidebar, which can be confusing since they may be placed anywhere on the page and not just to the left or right. In this guide we use the term 'widget area' rather than sidebar to avoid this potential mix-up.

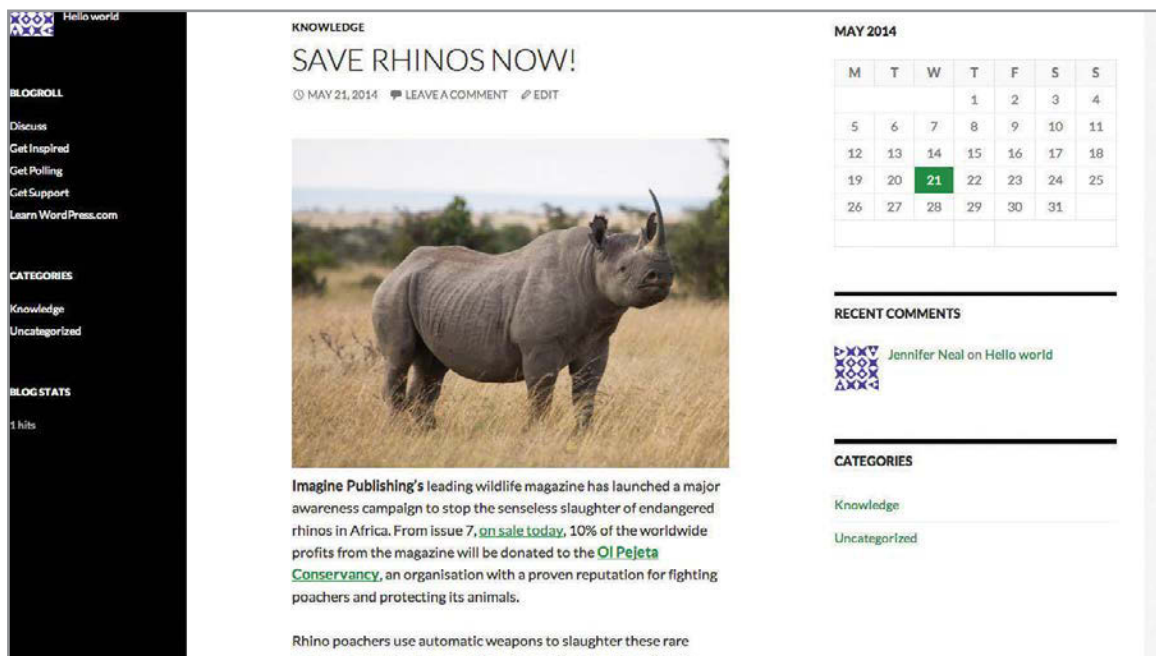
### TUTORIAL OBJECTIVE

Learn how to add widgets to your WordPress theme

### TIME REQUIRED

1 hour

### SKILL LEVEL



“The principles are the same whether you're creating your own parent theme... or simply modifying an existing one”

*The widget area we create will sit just above the content area of all WordPress pages; we are using the Foodiary theme by simplyWP*

### 01 Choose a location

Determine where you want to create a widget area within your design. It can be anywhere except inside the content area generated by WordPress, but you can have widget areas directly above and below the content area. In this tutorial we'll add one immediately above the content on pages but not on posts.

### 02 The register\_sidebar() function

To enable your widget area in WordPress you must 'register' it in the functions.php file of your theme. This is done using the register\_sidebar() function (shown in the code below), which instantiates a single widget area. If you want more than one area, just call the function for each of them individually

```
register_sidebar(array(
    'name' => 'RightSideBar',
```

```
'id' => 'right-sidebar',
'description' => 'Widgets in this area will be shown on
the right-hand side.',
'before_widget' => '<div id="%1$s"
class="widget %2$s">',
'after_widget' => '</div>',
'before_title' => '<h3>',
'after_title' => '</h3>'
));
```

### 03 Avoid a similar function

Don't confuse register\_sidebar() with another WordPress function called register\_sidebars(). The difference between them is that register\_sidebars() can create multiple widget areas at a time, all with the same name and HTML markup. Since most of the time you'll want to control those parameters on an individual basis, it's probably best to avoid

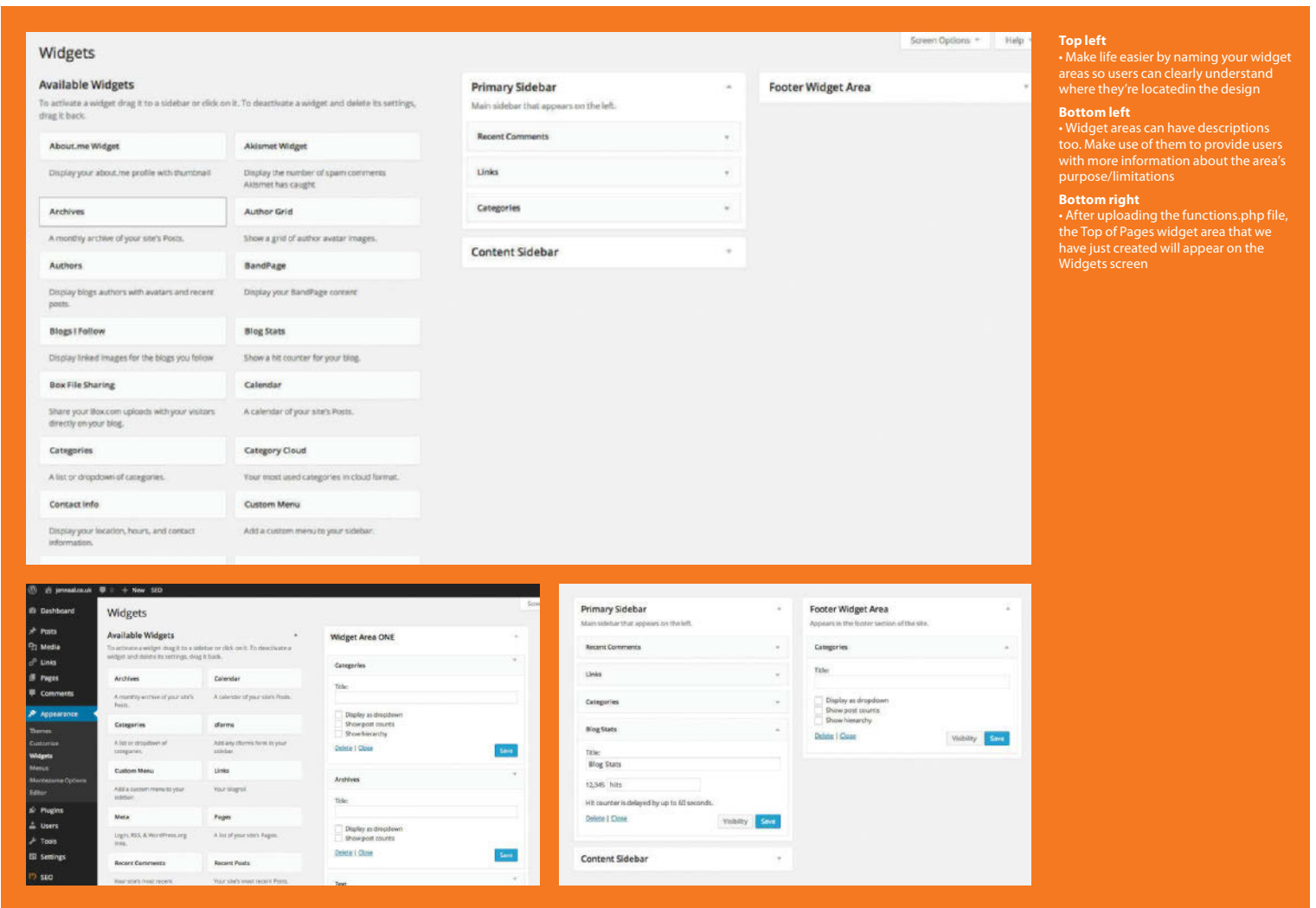
```
register_sidebars().
```

```
<?php register_sidebars( $number, $args ); // Number
is the quantity of widget areas ?>
```

### 04 Default settings

There are seven possible arguments you can pass in the register\_sidebar() function, allowing detailed control of the markup for the widget area and the widgets active within it, and we'll go through each in turn. All of the default arguments are shown in the following code example.

```
register_sidebar(array(
    'name' => sprintf(__('Sidebar %d'), $i),
    'id' => 'sidebar-$i',
    'description' => '',
    'before_widget' => '<li id="%1$s"
class="widget %2$s">',
    'after_widget' => '</li>';
```



- Top left**
- Make life easier by naming your widget areas so users can clearly understand where they're located in the design
- Bottom left**
- Widget areas can have descriptions too. Make use of them to provide users with more information about the area's purpose/limitations
- Bottom right**
- After uploading the functions.php file, the Top of Pages widget area that we have just created will appear on the Widgets screen

```
'before_title' => '<h2
class="widgettitle">',
'after_title' => '</h2>'
));
```

## 05 Widget area ID

The `id` argument of `register_sidebar()` is used internally by WordPress to identify a widget area and, as you will see in the upcoming steps, it's used as a parameter in template tags dealing with widget areas.

Although WordPress will create a default id, assigning your own is a good habit to get into because it will make later revisions much easier.

```
'id' => 'page-content-top';
```

## 06 Widget area name

The `name` argument of `register_sidebar()` is used as the title of the widget area on the Widgets admin screen. It's important to assign a good descriptive name so that users will easily remember the role of the widget area.

If no name is given, WordPress uses the default name `Sidebar` along with a number based on how many widget areas are registered.

```
'name' => __( 'Top of Pages' ),
// For more about this code format, see Step 8.
```

## 07 Widget area description

The `description` argument of `register_sidebar()` appears below the title of an expanded widget area. It's useful for providing more details about where the widget area displays within the theme design. It's also helpful to put any instructions to users, such as sizing limitations for the widget area. The default for this argument is an empty string.

```
'description' => __( 'Add a widget above
the content area on all Pages.' ),
// For more about this code format, see Step 8.
```

## 08 Multilingual option

You may want to internationalise the name and description arguments for your widget area – that is, make them translatable. All you need to do is wrap them in the following way: `__( 'This Sidebar' )`.

## 09 Before and after widgets

The `before_widget` and `after_widget` arguments of `register_sidebar()` insert HTML at the start and end of any widgets. The respective defaults are: `<li id="%1$s" class="widget %2$s">` and `</li>`. If you specify a different HTML block element, be sure to include the `id` and `class` attributes exactly like the default; plug-ins rely on them.

```
'before_widget' => '<div id="%1$s"
class="widget %2$s">',
'after_widget' => '</div>';
```

## 10 Before and after titles

Most widgets allow users to create a title, and the `before_title` and `after_title` arguments of `register_sidebar()` control the HTML surrounding that title. The defaults are: `<h2 class="widgettitle">` and `</h2>`, respectively. You'll probably want to insert your own HTML here, in particular to create a better class name.

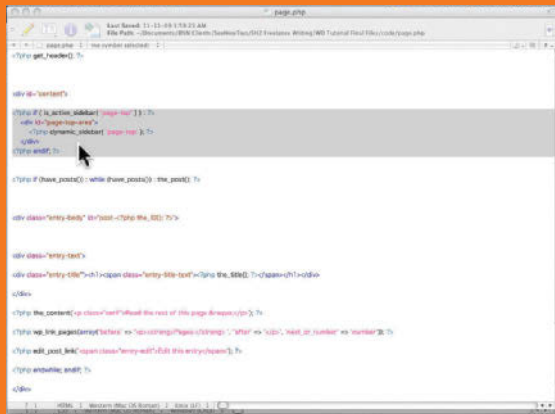
```
'before_title' => '<h2 class="widget-title">',
'after_title' => '</h2>'
```

## 11 Completed register\_sidebar() function

Now that you've finished your `register_sidebar()` function, you could just paste it into your `functions.php` file, however there's actually a better way to proceed. WordPress has a number of built-in 'hooks', which provide a standardised way of inserting code into the flow. We're going to register our widget area through one of these hooks.

```
register_sidebar( array(
'id' => 'page-content-top',
```

# Customising WordPress

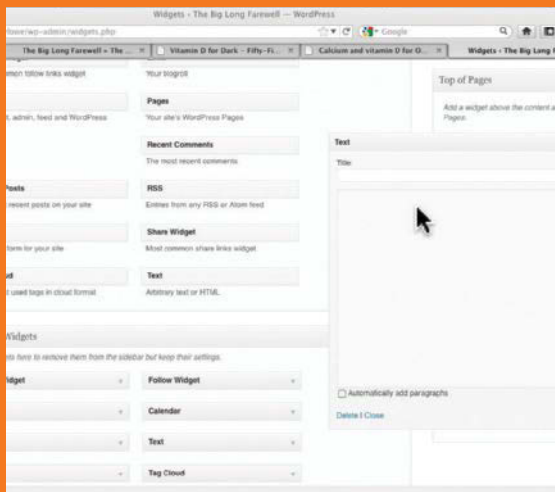


## Top to bottom, left

- Here you can see the before and after shots of our page.php file as the coding for displaying the widget area gets inserted
- Dragging a widget to a widget area automatically opens it up, ready for us to enter some text in this case

## Below

- On the live site, the text we entered in the widget is now showing, but it needs to be 'prettified'



```
'name' => __('Top of Pages'),  
'description' => __('Add a widget above the  
content area on all Pages'),  
'before_widget' => '<div id="%1$s"  
class="widget %2$s">',  
'after_widget' => '</div>',  
'before_title' => '<h2 class="widget-title">',  
'after_title' => '</h2>' )  
);
```

## 12 A single registration function

In your functions.php file, if there isn't already one, create a master registration function like the one in the example step code. You can name the function anything you like. Next, place any register\_sidebar() functions within this master function (at the moment you will only have one).

```
function master_registration() {  
    // Put all your register_sidebar() functions between  
    these two brackets  
}
```

## 13 Hooking into WordPress

Now you need to tell WordPress to run this master registration function and insert it into a hook called widgets\_init; that's

what the line of code shown below is for. Place it before the master registration function, and be sure that the name of the second argument matches the name of your master registration function.

```
add_action('widgets_init','master_registration');
```

## 14 Save and test

Save your functions.php file. Upload it if you're not running on a local server, and now you're ready to test whether your widget area is working as it should be.

In WordPress admin, navigate to Appearance > Widgets and see if the widget area is displayed on the right-hand side of the screen. If not, simply go back through these steps and double-check that the code is all correct.

## 15 No functions.php file?

If you're working with a child theme and it does not already have a functions.php file then you will need to create one (as we have demonstrated in the sample code below). Bear in mind that unlike other files in a child theme, the functions.php file does not replace the parent theme's file – what actually happens is that the two are combined and work together.

So the key thing to remember is that there is no need to copy the contents of the parent functions.php, as this would be a tautology.

```
<?php
```

// Add your functions below at the end of the file you do not need to close out the php tag.

## 16 Display the widget area

While the widget area has been created, currently any widgets that are placed there will not be displayed.

We need to tell the appropriate theme template to show those active widgets by using the WordPress template tag: dynamic\_sidebar(). You'll be pleased to hear that this tag takes just one parameter: the id of the widget area.

```
<?php dynamic_sidebar('page-content-top'); ?>
```

## 17 But first, a conditional

Before inserting dynamic\_sidebar(), you should wrap it in a conditional, using the WordPress function is\_active\_sidebar(). This tests whether a widget area has any widgets in it.

We're not interested in an empty widget area, so testing only for its existence, for example, with the commonly used conditional 'if (!dynamic\_sidebar('header-right'))' does not help us at all in this instance.

```
<?php if (is_active_sidebar('page-content-top')) : ?>
```

Insert a call to the widget area and any other coding here  
<?php endif; ?>



“Stylesheets can help to minimise potential problems, but you’ll need to make the client aware of what will and won’t work in their new widget area”

## 18 Widgets gone a-wanderin’?

Now that you’re testing whether the widget area is active, you’ll need to decide what happens if it’s not active. There are two basic choices, each requiring a different coding of the template file: 1) provide default content; and 2) prevent anything from displaying. An example of each is shown in the code below:

Provide Default Content:

```
<div id="page-content-top">

<?php if ( is_active_sidebar( 'page-content-top' ) )
?>

<?php dynamic_sidebar( 'page-content-top' ); ?>

<?php else : ?>

<!-- Place your alternative content here -->

<?php endif; ?>

</div>
```

Or:

Don't Show Anything If Widget Area Inactive:

```
<?php if ( is_active_sidebar( 'page-top' ) ) : ?>

<div id="page-top-area">

<?php dynamic_sidebar( 'page-top' ); ?>

</div>

<?php endif; ?>
```

## 19 Paste into the template

Once you’ve got your conditionals sorted out, paste the code at the appropriate place in the relevant template file – in this case the page.php file, at the point just after <div id="content">. The screenshots opposite show the before and after for page.php.

## 20 Try using a widget

Save the template file (and then upload it if necessary). Now go to the Widgets admin screen and test out the new widget area by dragging a widget onto it. In the screengrab on page 188 we’ve added a Text widget which has a title (though we won’t need it for this widget area) and a place to enter HTML, though feel free to find your own widget at [wordpress.org/extend/plugins/tags/widget](http://wordpress.org/extend/plugins/tags/widget).

## 21 Almost there...

View the live site with the added widget. If it worked you should now be able to see the message that we entered into the text widget. However, it doesn’t look very good. It’s time for some styling, using the id attribute that we assigned to this text area.

## 22 Finishing touches

With some styling added, the box is looking more like it belongs with the design, while the client is free to change the text at any time without worrying about how it will look. If you had multiple widgets in a widget area, you could style them individually using the attributes of each one.

“If you had multiple widgets in a widget area, you could style them individually”



## Widget power corrupts absolutely

Expanding widgets to areas of a site other than the sidebar offers even more flexibility to WordPress users, but, be warned, there is the occasional danger. You and the client, for example, have something specific in mind for the new widget area, but six months from now things get forgotten.

Now the client drags the calendar widget into an area meant only for a single line of text or a banner image. You can see the result in the above screenshot. This danger with widgets has always been there, but sidebars can be more forgiving. Luckily, widgets are as easily removed as they are added, but a more subtle problem could go unnoticed, so be vigilant.

Stylesheets can help to minimise potential problems, but you’ll need to make the client aware of what will and won’t work in their new widget area.



A quick border, some padding, a bit of colour and resizing, and our widget area is taking shape

# Customising WordPress

```
<!DOCTYPE html>
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
<title>Unoffical Football Site | Sea, Sea Seaside</title>
<link href="style.css" rel="stylesheet" type="text/css" />
</head>

<body>
<div id="wrapper">
  <div id="eddie"></div>
  <div id="news"><span class="newstitle">XXXXXXXXXX</span><br />
    <span class="newstitle">XXXXXXXXXXXX XXXXXXXX XXXXXXXX XXXXXX XXXX</span>
    <span class="newstext">XXXXXXXXXXXX XXXXXXXX XXXXXXXX XXXXXX XXXX
XXXXXXXXXXXX XXXXXXXX XXXXXXXX XXXXXX XXXX</span>
    <span class="newstitle">XXXXXXXXXXXX XXXXXXXX XXXXXXXX XXXXXX XXXX</span>
    <span class="newstext">XXXXXXXXXXXX XXXXXXXX XXXXXXXX XXXXXX XXXX </span></div>

<div id="strip">

```

## Understanding the basics of CSS

### TUTORIAL OBJECTIVE

Learn and understand the basic elements of CSS and unlock the power behind customising your site

### TIME REQUIRED

10 mins

### SKILL LEVEL



CSS IS THE KING OF STYLING WHEN IT COMES TO WORDPRESS. HERE WE INTRODUCE THE BASIC PRINCIPLES THAT ALL USERS NEED TO KNOW

**CSS IS THE** language that styles HTML and is the principle component that ensures a WordPress blog looks its best. The publishing platform uses themes to create the overall look of a blog, and it is CSS that powers a theme. CSS – standing for Cascading Style Sheets – determines the colour, size and font of text, the colour of a page, how a blog or website is laid out and much more. We will be using CSS in a few of the upcoming tutorials, so it's important to grasp the basics.

CSS is made up of three components known as a selector, property and value. The selector is the identifier, while the property is a CSS component which then has a value. A typical example would look like this: `body {background: #FFFFFF;}`. Body is the identifier while background is the property that has the value of #FFFFFF. Simply put, the body has a background colour that is white. Every WordPress installation has a CSS file called 'style.css' and it is here that all the CSS can be found.

```
selector {
  property: value;
}
```

### 01 CSS syntax

To get started it is important to understand the basic rule of CSS is that all code follows the following syntax: selector (property: value). Whatever the CSS code is, it will always be made up of these three core components. The selector can either consist of a standard HTML tag (like body) or a user-created title (like post\_title).

```
body {
  margin-left: 0px;
  margin-top: 0px;
  margin-right: 0px;
  margin-bottom: 0px;
}
#wrapper {
  float: left;
  height: 480px;
  width: 320px;
  background-image: url(images/image);
  background-repeat: repeat;
  z-index: 1;
```

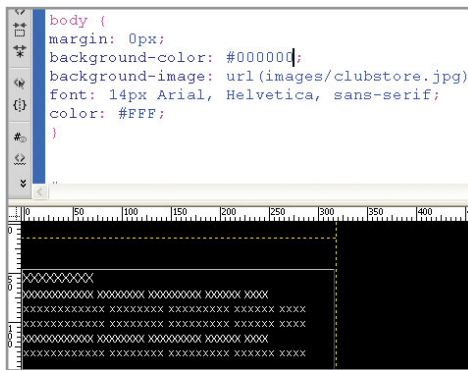
### 02 Properties

It is the property combined with a value that has the power in CSS. A property is a defined element of CSS, and some commonly used properties include body, background, font-family, font-size, h1, h2, h3, border, margin and padding. The value determines how the property is actually displayed, like height: 50px.

```
#999;
url(images/clubstore.jpg);
Helvetica, sans-serif;
```

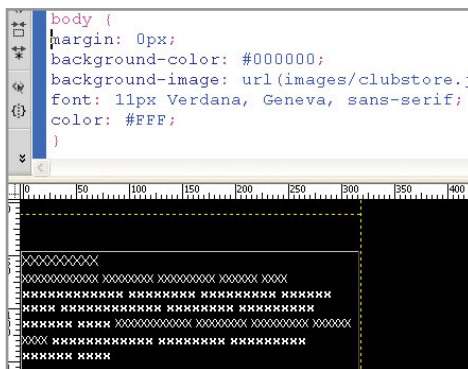
### 03 Body tag

The main component of a WordPress page is the HTML tag, called 'body'. This encompasses all the other elements that appear within a page. This is typically used to determine the background colour of a page and/or the background image, the default font and also the default margins. It is an important aspect, that's for sure.



## 04 Typical CSS

Using the body tag as an example, the property and value applied would typically look like the following: body {background-color: #000000}. This statement would style the background colour of a page. 'Body' states which element to style, and 'background-color' and '#000000' combine to determine the colour.



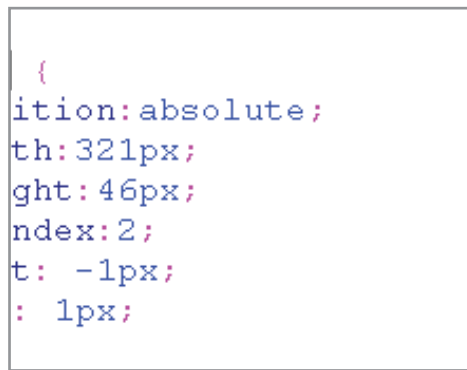
## 07 Body style

Elements defined within the body tag effectively take precedence over all elements. Commonly used elements are fonts, backgrounds and margins. The most common elements defined in the body are font, background colour and margins. The font defined in body will apply to all text unless a new style is applied.



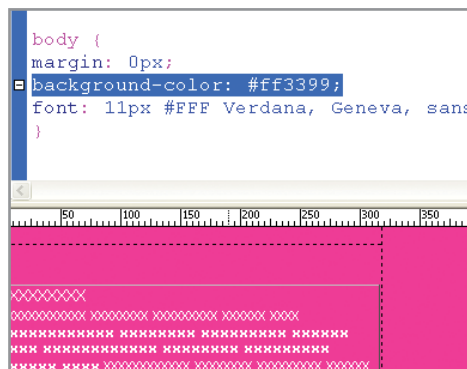
## 10 Headers

The HTML header tag consists of h1, h2, h3, h4, h5, h6. These typically apply to text within a tag and are applied as follows <h1>A title</h1>. h1 is at the top of the hierarchy and is considered the most important tag of the set by search engines. Standard practice is to make the h1 the largest text size, h2 slightly smaller, and so on.



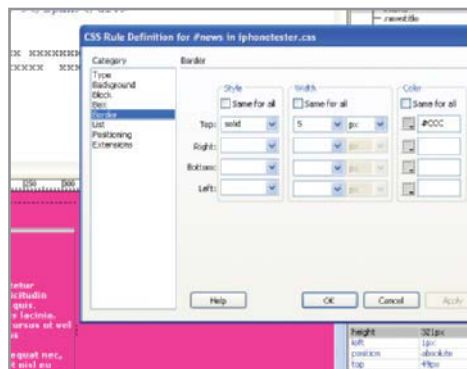
## 05 Div Tags

CSS combines with what are known as Div Tags to position and style page elements. These still retain the three core components: selector, property and value. Div Tags are typically used to create unique elements, like #header, #footer. They are then defined using CSS as shown in the screenshot above.



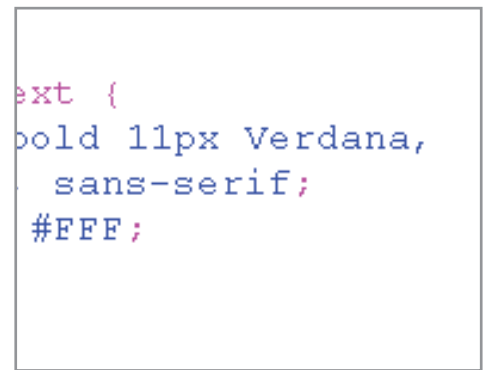
## 08 Backgrounds

Background colour and background images are integral to WordPress pages. To define the background colour of an element the background property is used, for example: body {background: #333333}. To extend a selector the background image property is used: background-image: url(images/image.jpg);



## 11 Borders

Borders bring definition to a Div Tag or can be applied to images. Within CSS, these can be applied to all four sides of an element or applied individually. A border is defined by style, size and colour. A typical example would be the following: #featured {border-top-width: 1px; border-top-style: dashed; border-top-color: #666}.



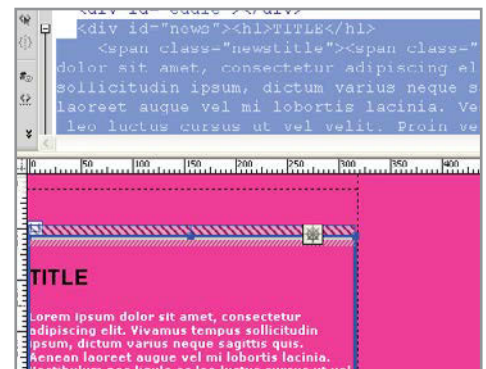
## 06 Classes

Classes are created to be used on any number of elements of your page. Typically, a class will be created to style a font or a repeating element. A class name is preceded by a dot and has a property and value. A typical example is: .featuretitle {font-family: Arial, Helvetica, sans-serif; font-size: 14px; font-weight: bold;}.



## 09 Fonts

Fonts are an extremely important component of any WordPress blog. These are typically defined by font-family, size and colour. For example, .featured {font-family: Arial, Helvetica, sans-serif; font-size: 11px; color: #FFF;}. To ensure that a page renders across all platforms, pick a font such as Arial, Georgia or Verdana.

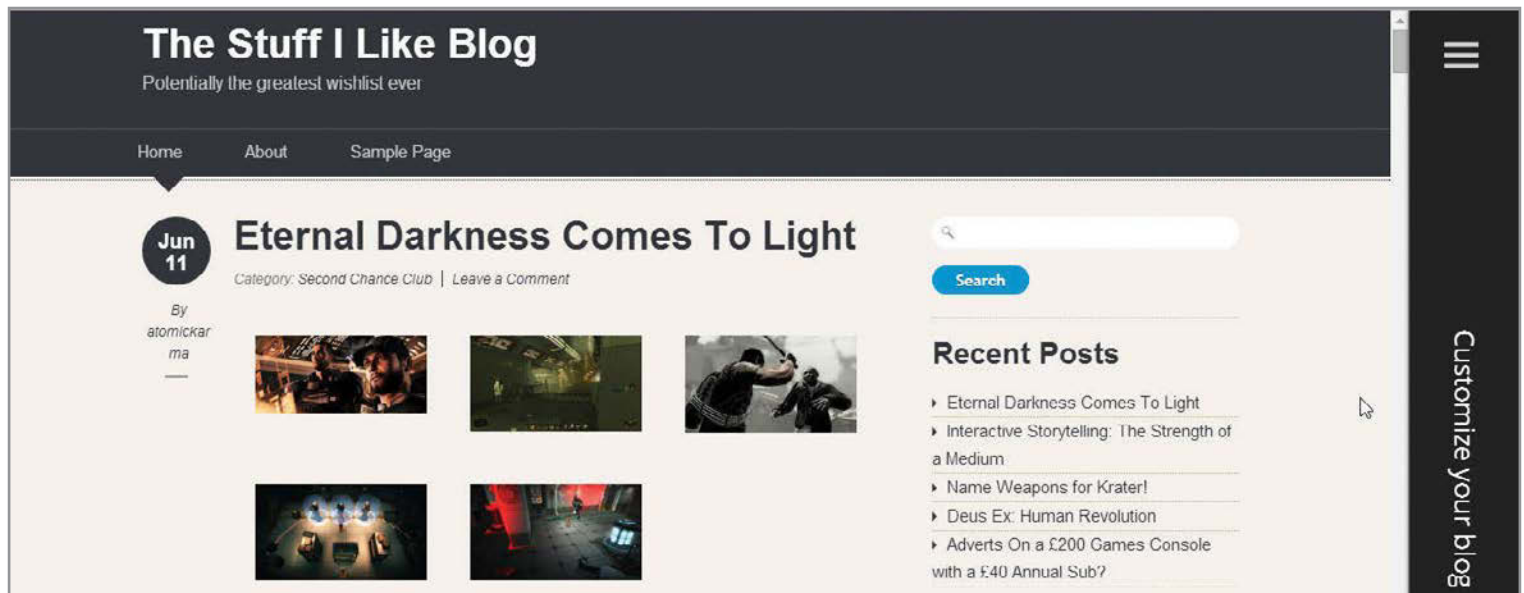


## 12 Margins and padding

Margins and padding are used to position elements on a page and can be applied to all sides or individual sides like borders. Margins add space to the outside of an element and padding adds spacing inside an element. To apply a 5px margin to all sides of a Div Tag the code is: #boxout {margin: 5px;}.



# Customising WordPress



## TUTORIAL OBJECTIVE

Learn how you can add, edit and download handy widgets into the WordPress dashboard

## TIME REQUIRED

20-25 mins

## SKILL LEVEL

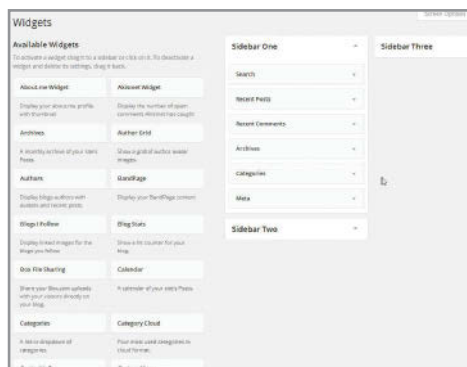


# Discover the flexibility of WordPress plug-ins and how they can benefit your site

WORDPRESS HAS MANY FUNCTIONS, ONE OF WHICH IS A USEFUL TOOL KNOWN AS WIDGETS. WIDGETS CAN BE DRAGGED AND DROPPED INTO YOUR TEMPLATE SIDEBAR WITH EASE

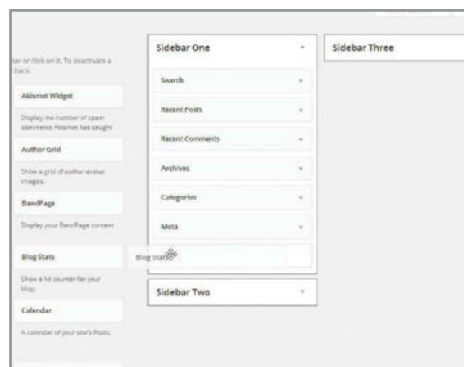
**WIDGETS ARE A** lot like plug-ins, but they're easier to add and customise. Here we'll look at the various widgets available and the simple ways to add, edit and customise widgets to benefit the functionality and user experience of your WordPress website. One of the main benefits of using widgets is you're not required to change any of the Theme code. If you wish to use widgets in your website, it is important to select a widget-enabled WordPress

theme which supports the use of widgets and is flexible enough to allow for the sidebar customisation you require. WordPress.com offers a list of widget-compatible themes, located at <http://widgets.wordpress.com/tag/themes>. With the vast amount of widget plug-ins available, all of which have their own unique benefit, it is important to spend time researching and finding the right one to fulfil the specific requirements of your website.



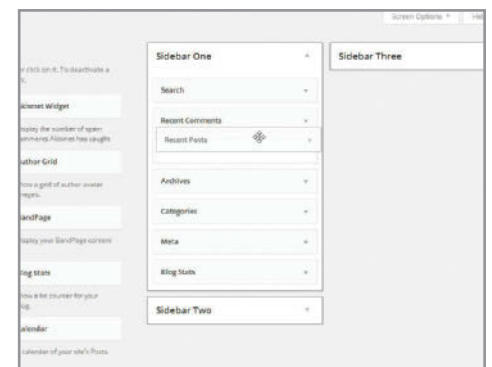
## 01 The Widgets interface

Once logged into the Dashboard admin area, locate and click on the 'Appearance' button which can be found in the left-side menu. A drop-down sub-menu will appear revealing the link to 'Widgets', when clicked, the widgets interface will appear showing the standard widgets available to use within WordPress.



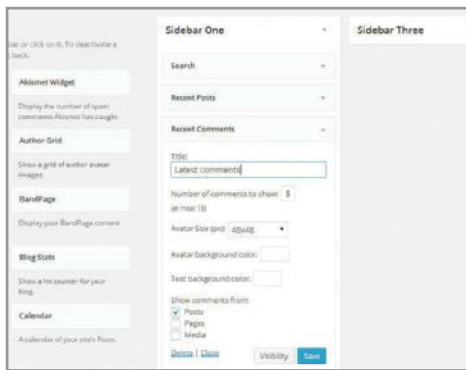
## 02 Adding widgets

Each widget has its own unique function and can be applied to your website depending on what functionality your site actually requires. To add widgets to the sidebar, simply drag your chosen widget into the sidebar box located on the right side of the screen and drop it in where you want it to appear.



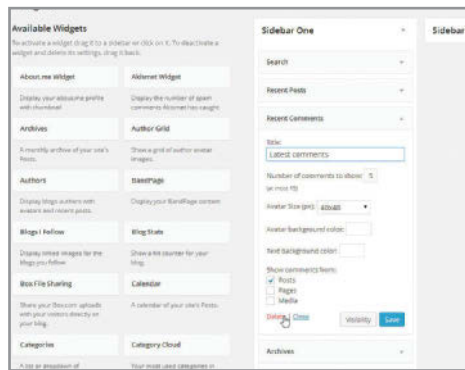
## 03 Organising widgets

Now that you have collected a group of widgets and have them showing in your sidebar, you are now able to organise these widgets into the order that you would like them to appear on your website. Simply click and drag the widget and place it in the position you would like it to appear on the website.



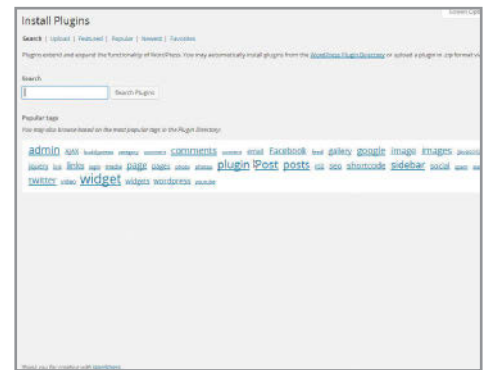
## 04 Editing widgets

Opening up a widget in the WordPress sidebar gives the user the option to edit the content contained within the widget. In the example shown, we're editing the Recent Comments widget. In this widget you can set a title, alter the size of commenter avatars and make various other customizations.



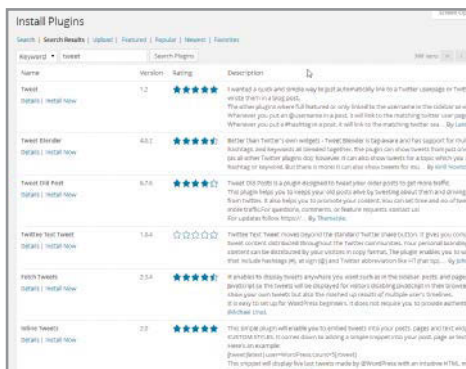
## 05 Removing widgets

There are two different ways that you can remove widgets from your sidebar. The first option is to use the delete link that is located at the bottom of the widget when open. The second way you can remove a widget is to click and drag the widget out of the sidebar, this will deactivate the widget automatically and remove it from the website.



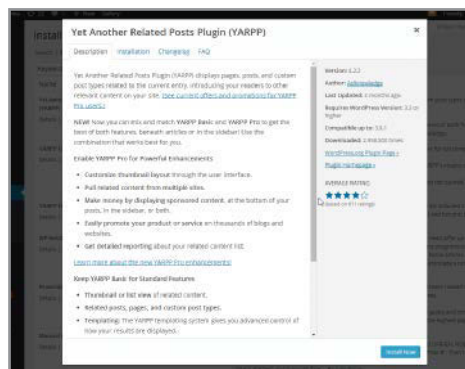
## 06 Downloading widgets

Below the Appearance section in the Dashboard menu you should see Plugins. When this is expanded you will see the Add New option, which takes you to the Install Plugins interface. Here, you can search for a widget plugin using a keyword search or by selecting from one of the Popular tags.



## 07 Finding the right widget

In this example we're going to search for a related posts plugin by entering the word "related" in the search bar. Of the various plugins that appear in the search results, we're going to download the first choice, YARRP, which based on user rating and its description looks like the best option for our blog.



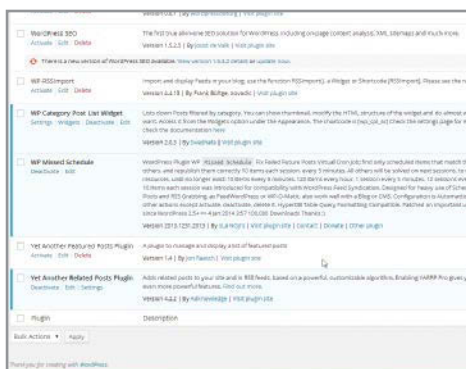
## 08 Installing a new widget

Clicking on the Details link directly under the plugin title will display a pop-up window, in which you will find a detailed description, installation instructions, screenshots and other relevant information. Click on the Install Now button in the bottom-right corner of the pop-up window to download the plugin to your website.



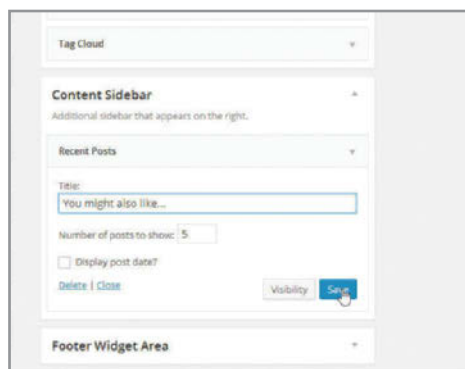
## 09 Activating plug-in

When the plug-in has downloaded, a new window in the dashboard will appear giving you the option to 'Activate Plugin' or 'Return to Plugin Installer'. Click on the 'Activate Plugin' link and the activation will commence. When complete you will be redirected to the Plugins interface, where your new plug-in will be visible and ready to use.



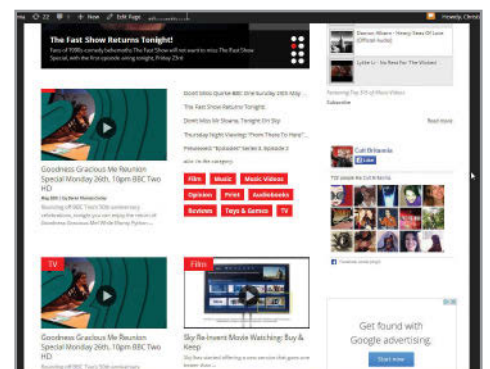
## 10 Manage widget plug-ins

In the Plugins interface the new plugin Yet Another Related Posts Plugin is displayed as active and highlighted by the white background. Inactive plugins have a coloured background, while those with available updates have a grey bar across the bottom. You can Activate, Deactivate, Edit and Delete any plugin that has been installed from this page.



## 11 Adding plug-in to sidebar

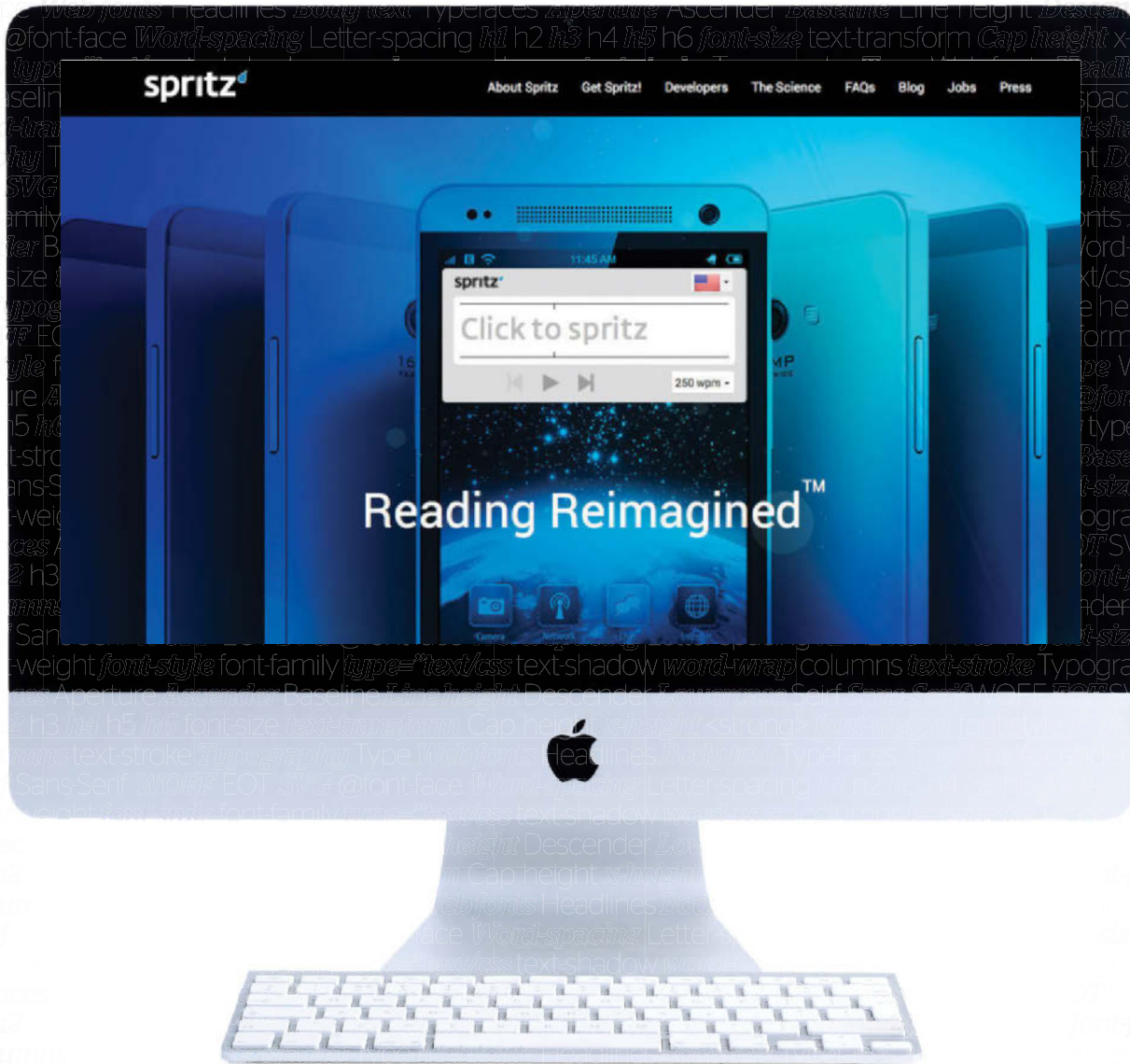
Returning to the Widgets interface, our new Twitter widget is available to add to the sidebar. As before, click and drag into the sidebar and place it in your desired location. Open up the widget and enter any Twitter feeds that you wish to pull into your website, in our example, we have chosen the feeds @webdesignermag and @iCreateMagazine.



## 12 View site

Switch back to the Widgets interface, where the new YARPP widget is available to add to the sidebar. Click and drag it into place. Expand the widget to make any changes, such as giving it a title or changing the number of posts to display. You can also customise the widgets visibility. Click Save when you're done.

# Customising WordPress



## The Theory of Text and Type

"THE PERFECT TYPEFACE DOES NOT EXIST YET," PROCLAIMED LEGENDARY TYPOGRAPHER JAN TSCHICHOLD IN 1925. IN THIS ARTICLE WE DELVE INTO MODERN WEB TYPOGRAPHY AND REVEAL HOW TO CREATE BEAUTIFUL WEB TYPE



# Getting web fonts and typography right

**IN THE LAST** couple of years, advances in web technology have meant that we've been spoilt for choice when it comes to font choices. As a result there's been a surge in popularity around the subject of type. But is the popularity a passing fad in the ever-changing world of web design, or is there something more at the core that relates back to the actual tenets of typography?

Truth is, most people don't notice typefaces. This is not necessarily a bad thing for if they do notice it, it might be because they can't see what they're meant to be reading. Just like in film scores, if you notice the music then it's missed the mark. A good typeface should enhance the ability to read, not detract from it. It doesn't need to show off; the font itself is not the star of the show here. If you remember that, and continually remember to check whether you find something easy or difficult to read, then you'll be running along the right lines.

It's also about remaining in context. If you're dealing with an in-depth report to be read by people on their phones, where clarity and ease is key, then it'll be quite different to someone reading a poem designed as part of a brand's story page, where you can afford to be much more elegant.



Tom Wittlin Creative director at Folk, wearefolk.com

"For me it's not necessarily about great fonts, although they can make a big difference. It's more about what you do with them. Any font (including Times) can look good if laid out correctly. Leading (spacing between lines) is very important - the wider the better in my opinion. A leading of 160 per cent may seem too much for some people to cope with. My advice - try it.

## Font of Knowledge

### Fonts vs Typefaces

An oft misunderstood area (and one that today only really bothers typographic geeks), it's still useful to know the difference and it's really rather simple. A typeface relates to the overall 'family', whereas a font relates to a specific version of the typeface. For example, Helvetica is a typeface, Helvetica Bold is a font.

The simplest way to remember it is to consider the typeface as an album and the fonts are the tracks contained on it.

### Legibility vs Readability

Legibility relates to the clarity of the typeface itself. Blackletter typefaces have low legibility thanks to their decorative nature. Their ancient style - featuring heavy serifs or accents that often contain ligatures (the joining of letters together) - reduce clarity and should be reserved strictly for the design of old English pub signs.

Readability, on the other hand, is about typesetting. It refers to the individual elements that can be adjusted with the font itself - size, line height, letter spacing, contrast, colour, and more. It's possible to make a very legible font (Times, let's say) completely unreadable by setting it at a tiny size, reducing letter spacing to -4px, and finishing it off with everything in lowercase in a light grey on a white background.

### Leading vs Tracking (vs Kerning)

In the old days of hand-typesetting, physical blocks of lead were placed between lines of type to create the vertical space within a block of text on a page, and that's where leading obtained its name. Although seldom used now, the phrase stuck. In CSS, leading had its name changed to the rather more obvious "line-height".

Tracking is the overall adjustment of the space between individual letters. Titles often get tracked out to give impact and you may reduce tracking to body copy if the type appears too spacious. This is configurable in CSS, using the "letter-spacing" property.

Incidentally, kerning is something else again that involves the space between two individual characters. Not something that can be adjusted as simply in CSS, this is generally more concerned with design for logotypes, heavily designed titles, and particularly large type where additional control is required.



The Guardian website uses their own in-house typeface for its masthead. They also have a sparing approach towards bolding for serif and sans serif typefaces

## The Headline Act

Selecting the right headline font is not as simple as you might think. Follow these suggestions to find the perfect option

The art to selecting the right headline font is having a good understanding of the subject and being sympathetic to the tone of the writing (or the company/brand). This is where your inherent skill as a designer or creative is required. You have to 'feel' your way through potentially hundreds of typefaces before you know you've hit upon the right one.

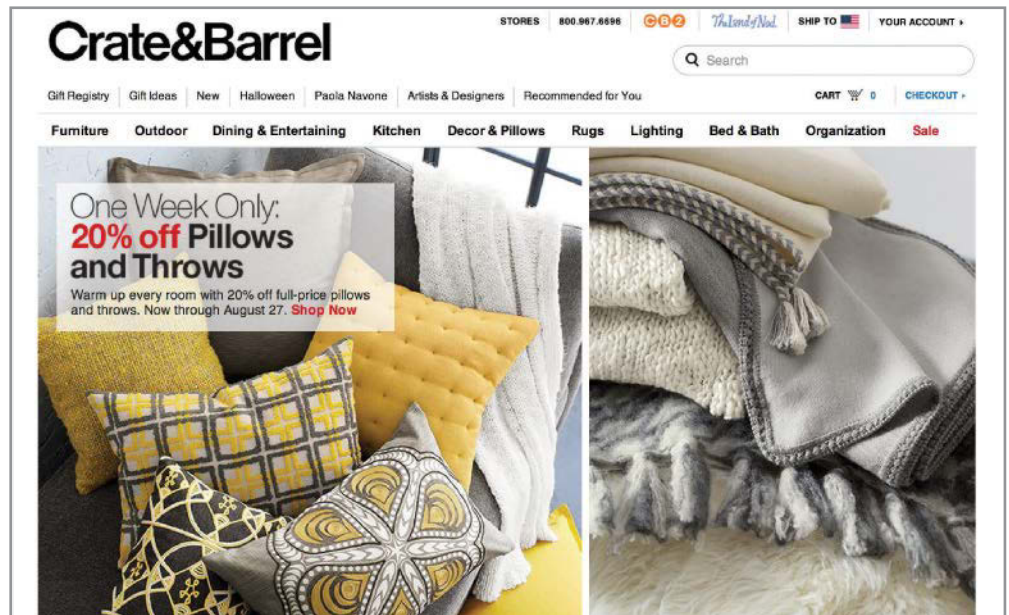
This is something that only improves with time, and the quickest way to get better at finding the right typeface is to do as much work as you can and to keep practicing. Each time you read an article, see a design or open a magazine, notice the font that's been selected and how it relates to the subject. Ask yourself how you'd do it if you had the chance or how it has inspired you.

### No codes or protocols

There are no hard and fast rules that must be applied to selecting headline type, but there's a few guidelines that can assist in adding that touch of professionalism to your design. Focus on readability first (see previous page), test out lots of different typefaces, use a type testing tool like Typecast app, and ensure they also have the right feel for the design of the site.

### Tabloid headlines

If we look at newspapers for their approach to titles you'll notice tabloids generally favour large sans serif, impact fonts set in uppercase while more traditional broadsheets opt for serifs set in lowercase. This comes



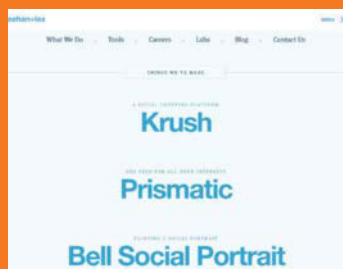
The sans serif for the offer shown above immediately grabs the attention of potential customers

back to the content; tabloid headlines tend to be more sensationalist with attention grabbing phrases, whereas broadsheets have more subtlety, which is reflected in the fonts they have chosen.

### Tip

If using all caps on titles, be sure to play with letter spacing in CSS to ensure the greatest readability. Also, if your design looks great with a title on one line, how might it look if titles are longer and run onto two lines, or more?

## Great headline fonts



### Helvetica

Sans serif

[www.fonts.com](http://www.fonts.com)

No prizes for originality but it wouldn't be right to not mention this milestone of design in an article about type. Helvetica is to type what black is to fashion – it goes with anything. Coupled with its vast range of variations from extra-light through to rounded bold, Helvetica gives instant gravitas to any design.



### Glober

Sans serif

<http://bit.ly/1vq61ap>

Despite being a new typeface, Glober has an instantly familiar look with a wide variety of feels thanks to its 18 available weights (two of which are free). Based on simple geometric shapes, Glober's modern design is also optimised for web, making it an ideal consideration if you're after something a little different.



### Baskerville

Serif

<http://bit.ly/1tGCmry>

For class and tradition you can't go far wrong with Baskerville. It works as well in uppercase writing as it does in lowercase. While it's not ideal for smaller body copy, its unique characteristics, such as its beautifully distinctive capital Q and lowercase 'g', make your headlines stick out a mile.



### Adobe Caslon Pro

Serif

[www.adobe.com](http://www.adobe.com)

Simple, classic and inherently legible, Adobe's Caslon has some of the most inspiring italics and small caps around that can offer a real sense of calm to any page design. This face has a certain maturity about it that instantly brings respect to your designs across all platforms at varying sizes.



# Get the best body

Arguably one of the first questions designers face is whether to opt for a system or web font when choosing body type. There's definitely a warm sense of comfort knowing you'll be safe with Arial, Georgia or Verdana – with fewer concerns for rendering thanks to being designed expressly for screen. Screen fonts generally have higher x-heights (a standard type measurement of a lowercase x that determines the height of all letters excluding ascenders or descenders) and greater letter spacing than traditional typefaces designed for print.

## What to consider

But with all the beautiful alternatives to system fonts available you'll want to branch out and experiment – and why not? What's stopping you? Just ensure you consider a few things.

First make a decision on serif or sans serif. After this, things are considerably easier. To aid in this decision, just come back to asking who it's for; what is the message, what is the tone, will it suit the overall feel?

Once you've committed to one, begin your search by testing legibility. If you're set on using a web font, be sure not to design purely in Photoshop (or any design application for that matter). Most design programs' ability to render type leave a lot to be desired and never provide a real measure of how the end result will look. Use something like Typecast that allows you to see how type renders in HTML. Alternatively, jump

Are system fonts the answer to a great body. Or, should you consider an alternative?



Choose your family: Arial or a new kid-on-the-block?

into creating HTML prototypes (though Typecast's service is way simpler).

## Looking for legibility

Compare and contrast. Remember, you're looking for legibility. Reduce the type to a smaller size than you might ordinarily have it set (10px or so) to see how it performs at lower levels - necessary for microcopy and so on.

Give thought for download times and the weight of the web font you're selecting. Most subscription services give the physical sizes, so compare these as you go. A tip to keep weight down is to not always select all the available variants unless you absolutely need them - can you get away with just italic and not bold italic?

# The perfect body

Here we choose excellent choices for creating great-looking body copy

AaBbCcDd

## Arial

### Sans serif

Although generally considered to be a poor man's Helvetica, Arial is still a workhorse of screen typefaces. It also comes with the advantage of displaying on screen better at smaller sizes than its Swiss counterpart, and can again be used in email design without concern for the user owning the typeface.

AaBbCcDd

## Proxima Nova

### Sans serif

To many, this has become the new standard Arial replacement and it's easy to see why. Beautifully designed, taking inspiration from greats such as Futura and Akzidenz-Grotesk, Proxima Nova is perfect for web body copy thanks to its high readability at smaller sizes.

AaBbCcDd

## Roboto

### Sans serif

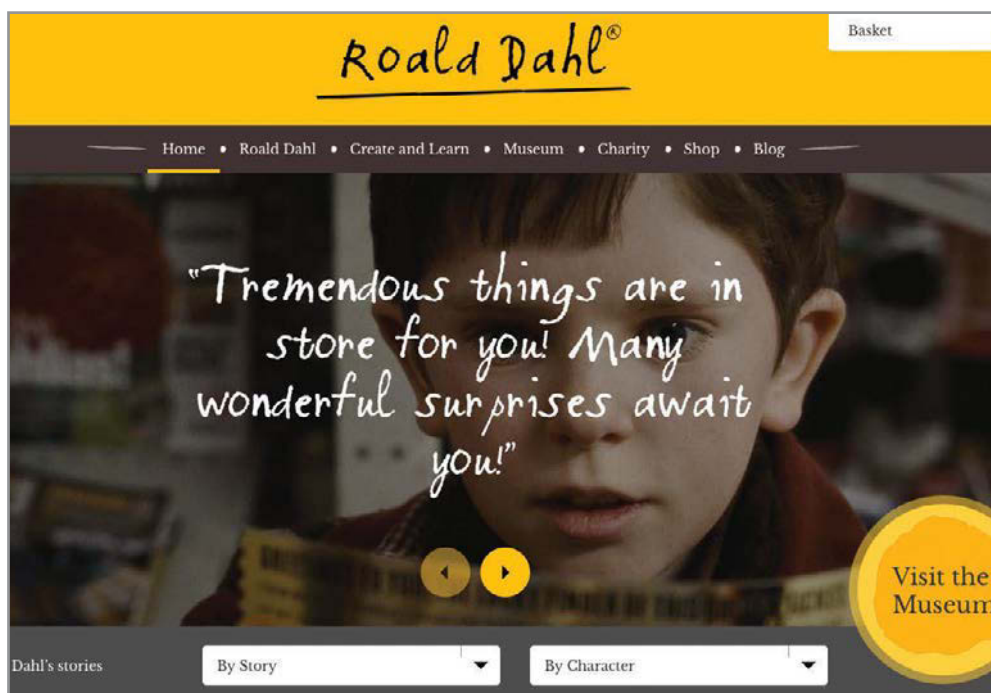
The original system font designed for Android OS by Google was slammed for its awkward and overly digital appearance. However, thanks to an overhaul just this year, Roboto has now been transformed into a thing of beauty. Designed uniquely as a UI typeface, it's guaranteed to work at all sizes on all screens; from a television to a watch.

AaBbCcDd

## Georgia

### Serif

Destined to be a classic yet still only 21-years-old. Originally designed for Microsoft as a partner for their Verdana typeface, Georgia works well in upper and lower case. Out of all the serifs, it's highly readable at most sizes and, usable on webpages and in emails safely as it's a system typeface.



The Roald Dahl site combines hand-written fonts with Baskerville to create a timeless and classic style



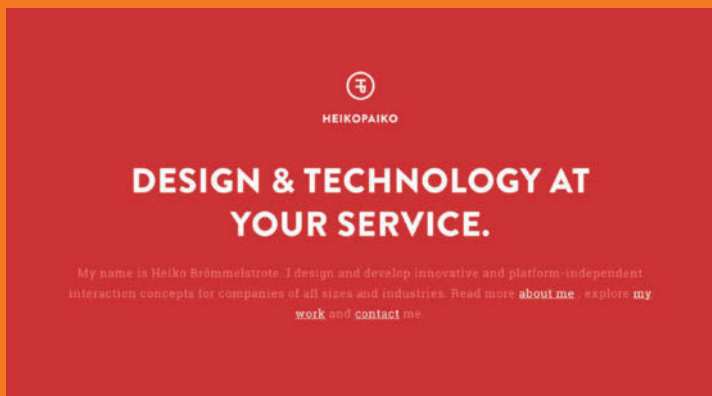
# Customising WordPress

## The perfect match

**JUST LIKE THE** great movie star duos – Butch and Sundance, Thelma and Louise, Han and Chewie – there are some typefaces that just share a natural chemistry. Opposites very much attract and there's a

real art to selecting a good pairing. A well matched pair of typefaces can instantly enhance a webpage through harmony and balance. Finding two typefaces that work well together whilst not looking

too similar, but equally aren't too far apart, sounds awfully confusing. Though it does have a fuzzy logic to it. Here are a few examples of classic pairings to get you started.



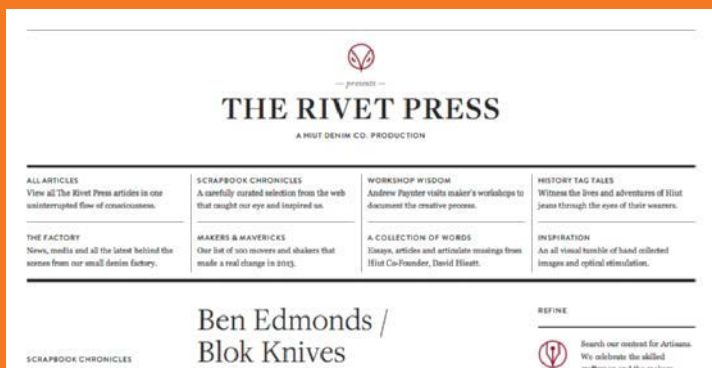
### Headline: Brandon Groteske Body: Roboto Slab

A nice contrast between the bold rounded nature of Brandon Groteske and the angular edges of slab serif, Roboto. Easy to read on full desktop view at 20pt but watch for how well slab serifs translate at smaller sizes as well as on mobile or tablets.



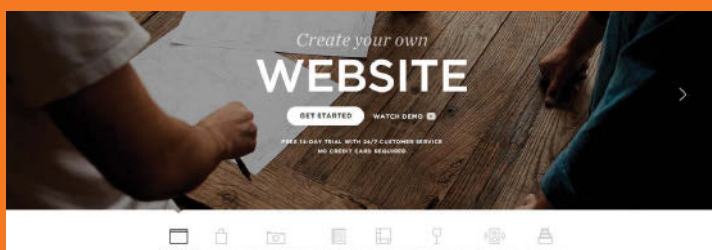
### Headline: Avenir Body: Georgia

Again, similar to the above, punchy headlines make way for a more subtle readable typeface. The feel of the site as a whole is very clean and modern. Using the italicised serif for the kicker works well for the title sequence.



### Headline: Freight Display Body: Georgia

Rare for a duo of serifs to work exceptionally, but this carries it off well. Freight Display brings clarity to the titles on a text heavy design. The additional white space given allows it to breathe and the condensed space is filled with the ever-legible Georgia. A classic look, popular at the moment for that old field notes/journal vibe.



### Headline: Museo Sans Body: Adobe Calson

This combination has been used to create a much more classic feel. The serif callouts give an editorial feel and the size plays a vital role in the visual hierarchy. When it comes to using a sans serif as the title, the punchier Museo at smaller sizes brings clear and concise subtitles and navigation.

### Headline: Gotham Body: Chronicle

With a very minimal theme and colour palette, Gotham seems the ideal choice to get that clean polished look easily. The font allows the medium weight to be scaled up to gigantic proportions without looking overwhelming and can be tracked as to not feel too cumbersome. The book weight is ideal for body copy with its light appearance and wide, spacious characters.

# Type for all screens

Type needs to be perfectly formed for more than just the desktop. Find out what you need to know to get it right on all screens

**ONE OF THE** biggest challenges facing designers today is the number of platforms that their work could potentially be seen on. How type appears on everything from a widescreen TV to a pair of glasses should be part of the consideration. While this sounds daunting, provided you spend a bit of time ensuring your selected typeface works well at all sizes then you should be safe.

We're still at a stage where to test on absolutely everything is nigh on impossible, if not from a cost standpoint of owning all devices, then certainly a time one, which is precisely what responsive design sets out to deal with. There are many apps available to allow you to quickly test on multiple platforms, but there's nothing like moving a design into an HTML prototype and testing on a mobile and tablet to really give you a feel for readability.

To help with getting your font size right on all platforms, there's several interesting developments in the responsive web typography field. Fit Text ([fittextjs.com](http://fittextjs.com)) for example, effectively does the same for type that percentages do for your images in that it makes font sizes flexible.

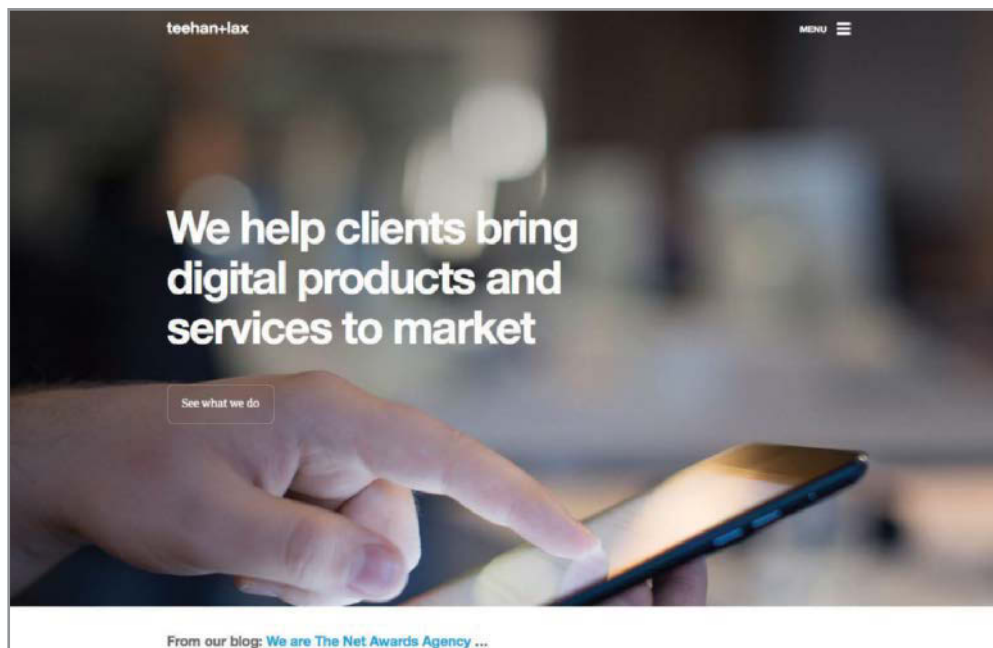
It's important to play about with media queries to ensure line lengths meet your desired limit. Trent Walton's article on Fluid type (<http://trentwalton.com/2012/06/19/fluid-type/>) which, despite being a couple of years old, offers a neat solution for this.

In terms of typeface selection, bear in mind most typefaces were designed with a specific use in mind, so you'll often need to make adjustments in CSS as to how they display. Line height should be adjusted to between 140 to 160 per cent depending on your preference – but this again may need to change depending on the platform.

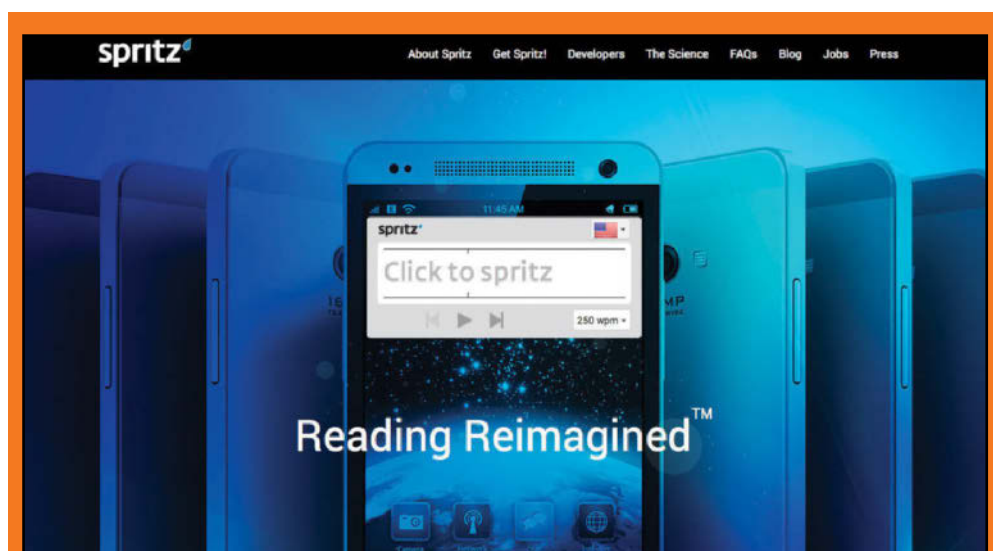
Remember, not all fonts were designed for screen, so spend time early on in the design process selecting typefaces that you're certain will translate to devices and not just the computer you're designing on. Many of the larger foundries have been redesigning their most popular typefaces to adapt for screen reading, so where possible check to see if screen specific versions of the font you're looking for is available.

## Tip

When testing type, don't use lorem ipsum – use real copy and read it. Relax your gaze on the screen to see how the typeface feels. If you find it difficult or you're straining in any way, look at something a little less busy or up the point size.



*Remember to test your chosen typeface on multiple platforms. It's imperative when creating a responsive design*



## What next for web type?

With increasing browser standards we can expect more interesting developments for reading and absorbing the written word in the future. CSS and JavaScript have reached a stage where things that can be achieved now were only actually achievable in Flash previously. With CSS

shapes lurking on the horizon we'll begin to see enhanced visual storytelling (check out the Alice in Wonderland CSS shapes demo) and with apps like Spritz ([www.spritzinc.com](http://www.spritzinc.com)) we may even begin to change the way we read altogether.

# Going further

**154** The best WordPress plugins

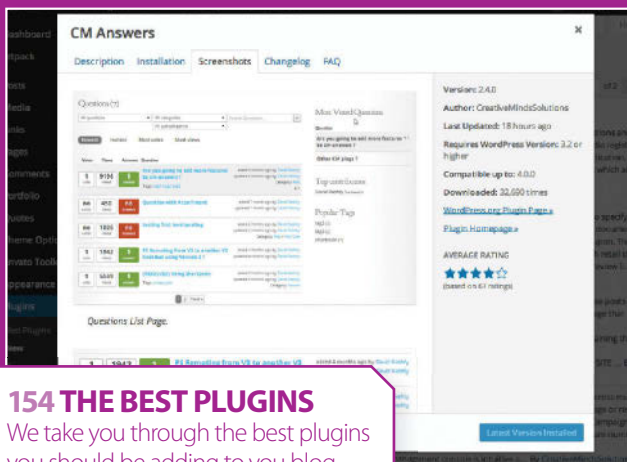
**162** Animate typography and text effects

**166** Create on-click fading transitions

**168** Craft supercharged web animations

**172** Create a flickering background image

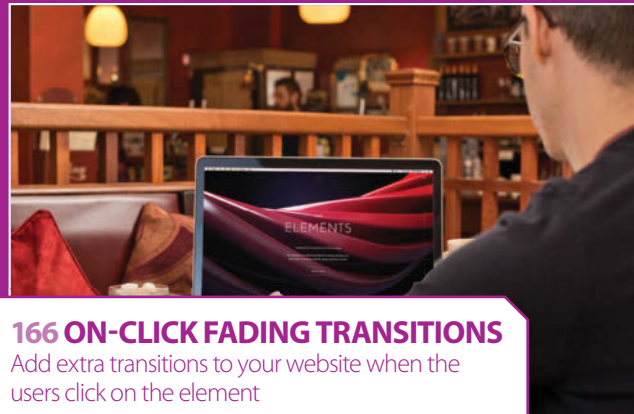
**174** Make your WordPress theme adapt to any screen



## 154 THE BEST PLUGINS

We take you through the best plugins you should be adding to you blog

“Break the ties by managing and posting to your blog directly from your smartphone”



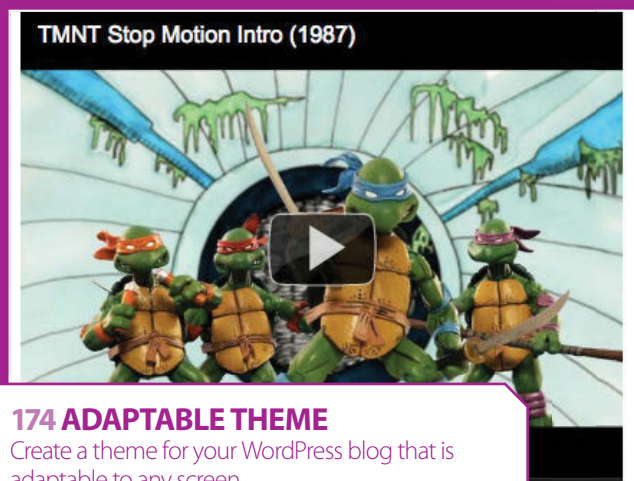
## 166 ON-CLICK FADING TRANSITIONS

Add extra transitions to your website when the users click on the element



## 162 ANIMATE TYPOGRAPHY

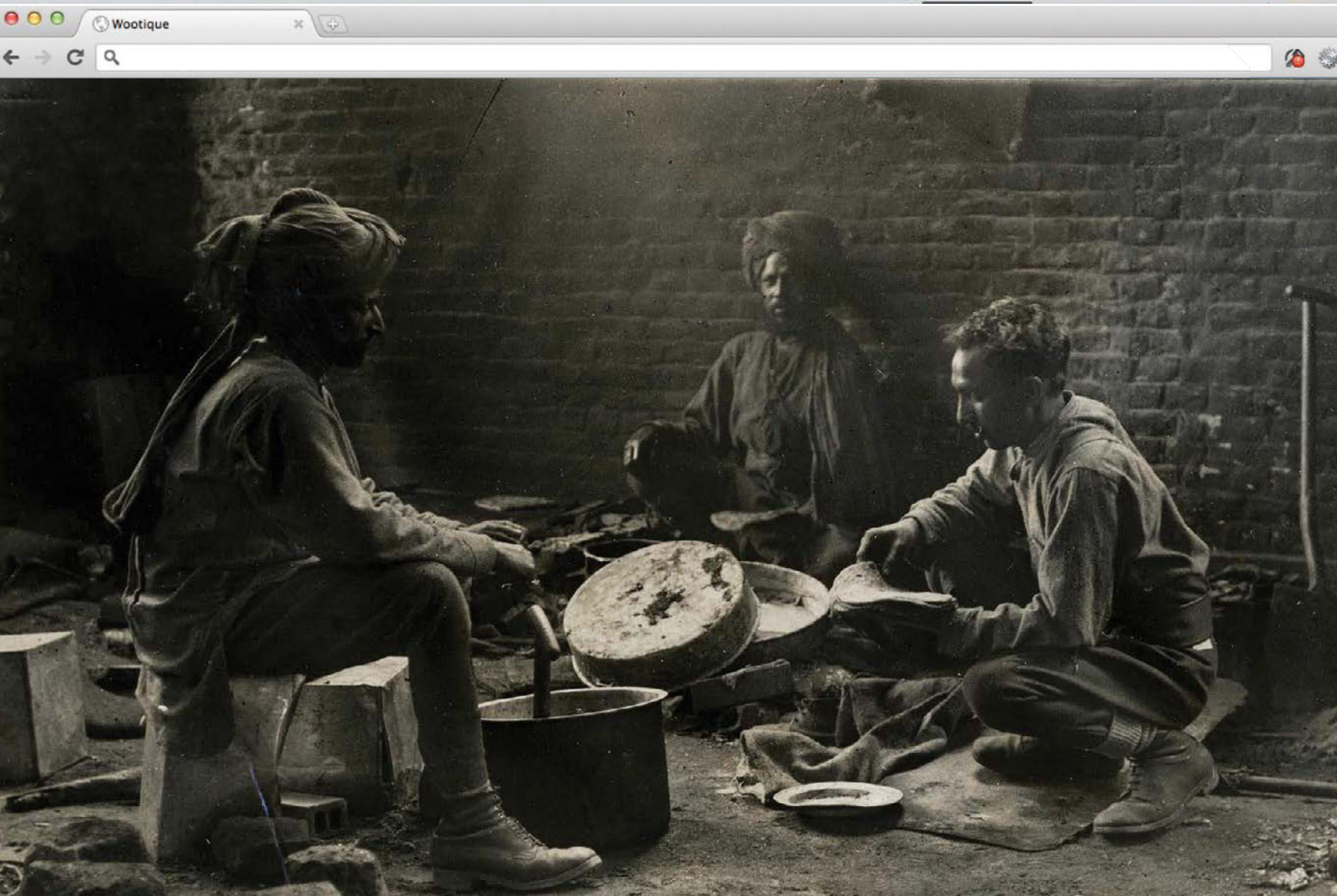
Give your typography the attention it truly deserves by animating it effectively



## 174 ADAPTABLE THEME

Create a theme for your WordPress blog that is adaptable to any screen

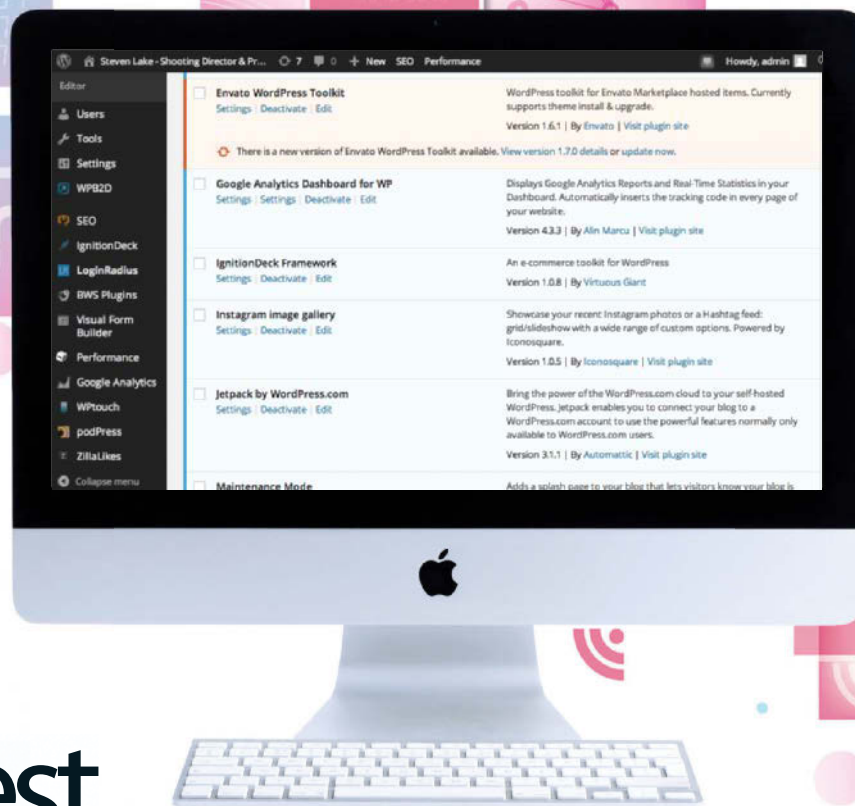




### 172 FLICKERING BACKGROUND

Recreate this brilliant effect as seen on STR's website

# Going further



# The Best WordPress Plugins

FIND OUT ABOUT THE TOP TWENTY PLUGINS TO BE FOUND ON WORDPRESS. BREAK THE MOULD WITH YOUR WORDPRESS WEBSITE USING SOME OF THE MOST ADVANCED AND ACCESSIBLE PLUGINS CURRENTLY AVAILABLE

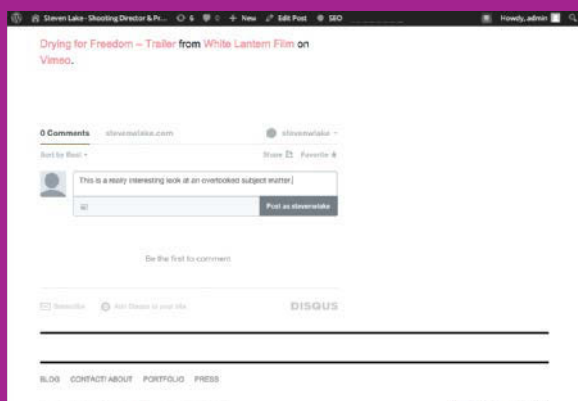
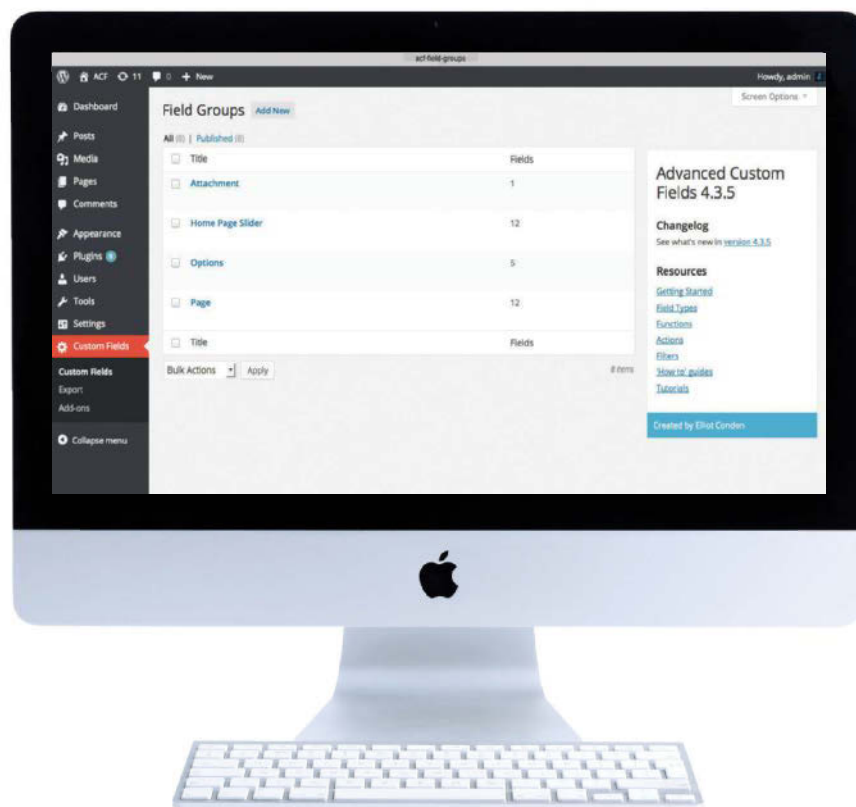
**SETTING UP A** theme for your WordPress site is only the beginning of your journey into making a blog or website. There are thousands of plugins available to be installed onto your theme and implemented within your site, each one offering a very specific tool or function to help you run the back end of your site, or to make things easy for those visiting it. SEO optimisation, improved loading time, interactive image galleries, podcasting tools and the promotion of social networks are just a handful of options made available

to you when you start dabbling with some of the most advanced and up-to-date plugins currently available on WordPress. Whether you're an advanced PHP coder or you are an absolute beginner to WordPress there are plenty of amazing plugins for you to choose from to help you build the site you want. These twenty plugins are just the tip of the iceberg. Whatever it is that you want implemented onto your site the chances are there is already a plugin available waiting for you.

[www.wordpress.org/plugins/advanced-custom-fields/](http://www.wordpress.org/plugins/advanced-custom-fields/)

If your website needs more flexible data, then this plugin allows you to create custom fields to suit your needs. You can select from multiple input types (such as text, image, file, page link, date picker, true/false and many more) and you can assign your fields to your Wordpress page quickly and easily. The sheer range of fields available for you to use on your pages means that you can collect and collate as much data as you wish and the free version of this plugin helps you restructure Wordpress and take it to a whole other dimension.

The plugin has been tested to work on most popular web browsers and it is very easy to get up and running. Once installed, you simply have to create a field group, add your preferred fields and then define the location rules. Once done your fields will have appeared and be ready for data. There are over 20 different field types (free, premium and user-submitted) to choose from, so you should definitely find what you need for your Wordpress pages. Massively popular with Wordpress developers, Advanced Custom Fields should definitely be added to your arsenal of plugins.



**Disqus** [www.disqus.com](http://www.disqus.com)

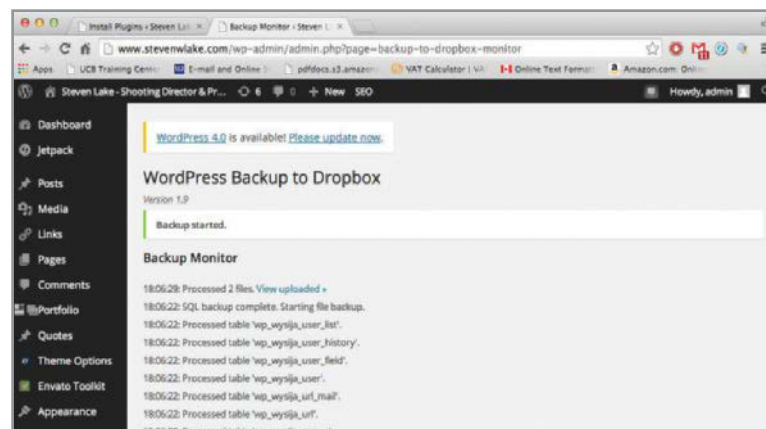
If you're running a blog where people are commenting on and discussing your posts it's worth exploring a few of the **comment management plugins available for WordPress**. You can make commenting and interacting with your site easier for visitors with Disqus. Disqus gives you the tools you need to make commenting on your blog as easy as possible for visitors. With Disqus you can start to build a community around your blog where people can discuss and share thoughts between each other in relation to your posts. Once you've registered with Disqus it's comment system will be implemented into your site, replacing your current theme's comment area. Visitors can the comment, respond to comments, add images, share and favourite post all within in the comment window. Comments can also be sorted with various filters. Moderating your Discus comments can be done at [disqus.com](https://disqus.com). You will be linked to the moderator dashboard from the comment section of your WordPress tool bar.

# WordPress Backup to Dropbox

[www.wordpress.org/plugins/wordpress-backup-to-dropbox/](http://www.wordpress.org/plugins/wordpress-backup-to-dropbox/)

## It's time to start utilising cloud storage systems to back up your entire WordPress site.

With the WordPress Backup to Dropbox plugin you can link your WordPress account with your Dropbox account. Once linked you can review your Dropbox's capacity for space and schedule automatic backups. It's up to you how frequently a backup occurs, whether it is daily, weekly or monthly. You can also opt to exclude certain files from the backup process. Once your backup begins you can monitor its progress ensuring that every single file and directory is backed up. For more options visit the Premium Extensions subsection of the plugin. Here you can purchase email notification, zip backup tools, and set up backups for multiple sites.

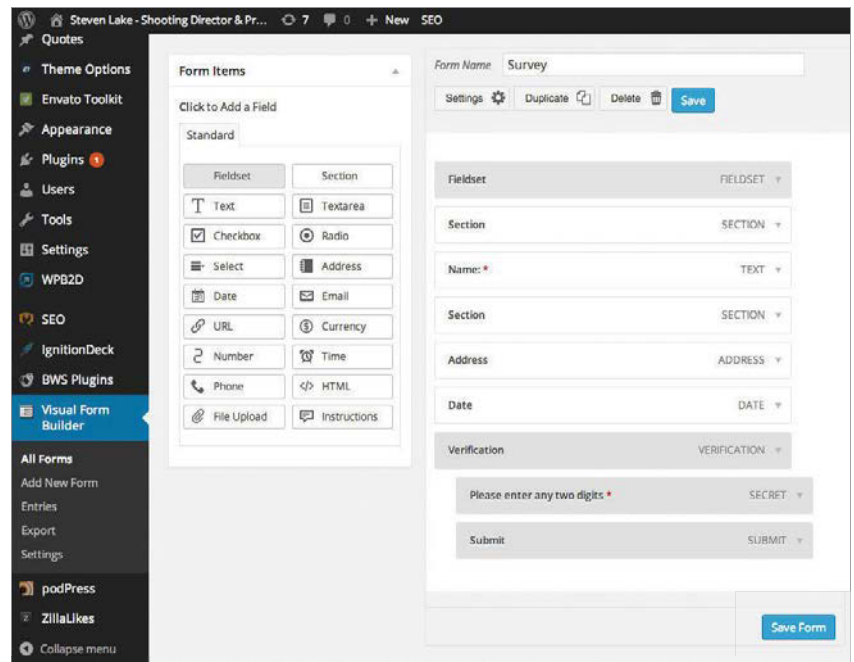




## Visual Form Builder

[www.wordpress.org/plugins/visual-form-builder/](http://www.wordpress.org/plugins/visual-form-builder/)

Forms on your blog or site are a useful way to obtain data from your visitors, whether someone is signing up to become a member of your site and you want to log their details, or you are asking your visitors to perform surveys. Form building for your website used to be a painstaking process of complicated coding. The Visual Form Builder plugin can help you put together a custom built form in no time at all, without the fuss. Forms are built within a widget style setup. By default a new form will include a verification field to avoid spamming, as well as a submit button. Form items can include text boxes, checkboxes, radio buttons, address, URL, number and date requests and a file upload option. Each form item comes with its own collection of sub-settings so you can customise the way an item behaves. For example, inserting a date requirement, you can then be setup as a way of recording the date of birth of someone filling in the form. Once a form has been created it can easily be added to posts and pages using the Add Form icon that appears above the post window. This way, the Visual Form Builder plugin not only simplifies a complicated process, it is also extremely versatile.

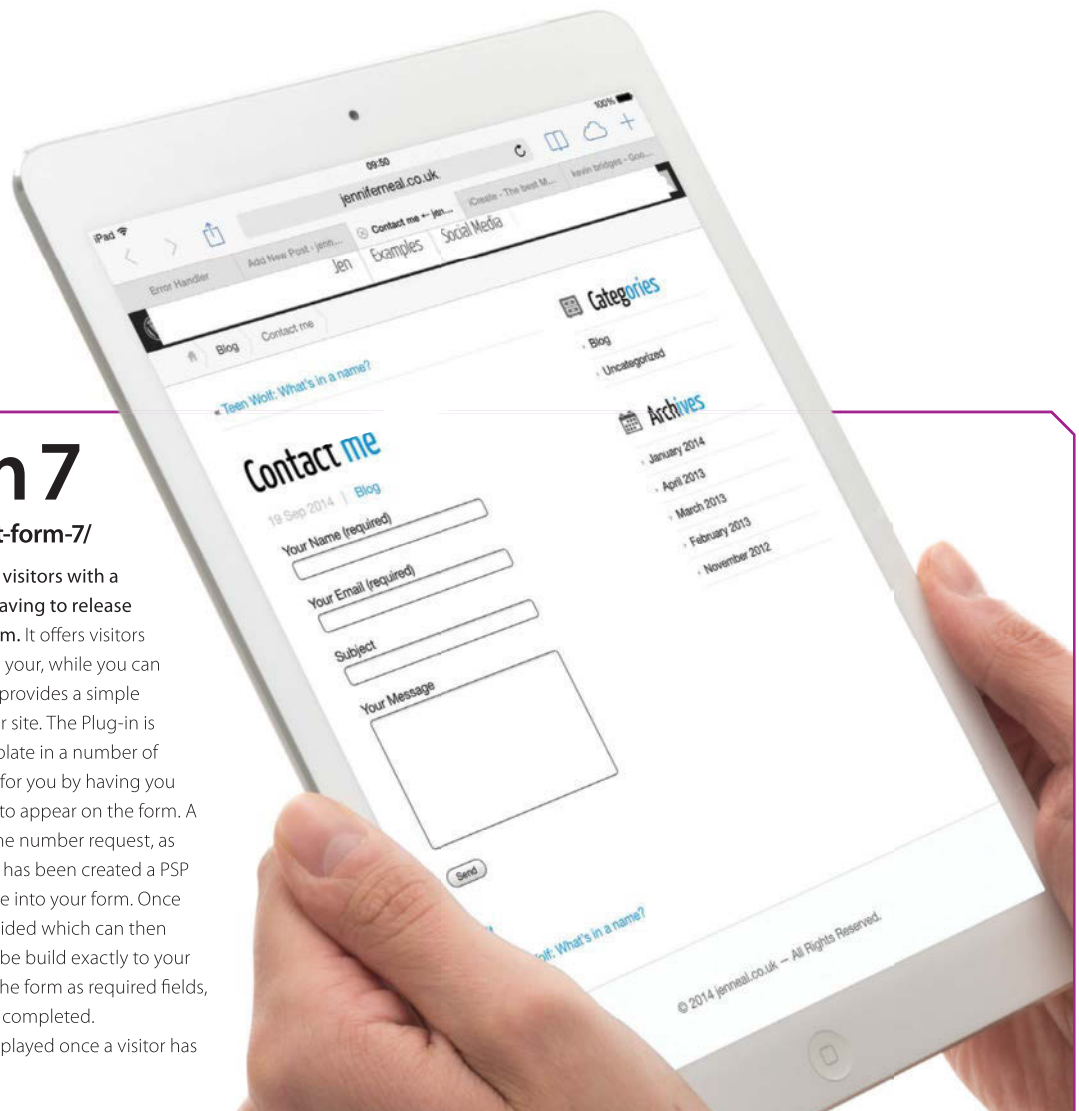


“The Visual Form Builder plugin can help you put together a custom built form in no time at all, without the fuss”

## Contact Form 7

[www.wordpress.org/plugins/contact-form-7/](http://www.wordpress.org/plugins/contact-form-7/)

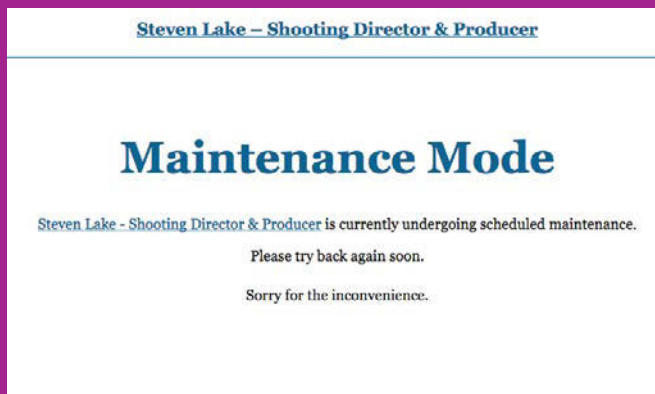
Contact forms are a safe way for you to provide visitors with a way to contact you through your site without having to release your email address, making it vulnerable to spam. It offers visitors a simple and reliable way of getting in touch with you, while you can remain more or less anonymous. Contact Form 7 provides a simple product to help you create a contact form for your site. The Plug-in is multilingual allowing you to setup a starting template in a number of different languages. Contact Form 7 builds forms for you by having you generate a Tag for each entry type that you want to appear on the form. A Tag can consist of an Email address, URL, telephone number request, as well as other requests for information. Once a tag has been created a PSP code will be provided that you can copy and paste into your form. Once a form has been created a short code will be provided which can then be pasted into a post or page. Contact forms can be build exactly to your specification. You can also setup certain parts of the form as required fields, so the form can't be sent without that field being completed. Completion messages can also be setup to be displayed once a visitor has completed the form.



# Maintenance Mode

[www.sw-guide.de/wordpress/plugins/maintenance-mode/](http://www.sw-guide.de/wordpress/plugins/maintenance-mode/)

Maintenance Mode by Lalamios is a very simple plugin that allows you to temporarily shut down your site whilst you update it. As soon as the plugin is activated your site will go into maintenance mode. When someone visits your site they will be presented with a holding page that states that the site is currently under construction. In your WordPress tool bar go to Settings>Maintenance Mode. Here you can customise the maintenance mode holding page, adding a personal message as well as a Backtime so visitors know when your site will be live again. In the settings window you can also activate and deactivate the mode without having to deactivate the entire plugin.

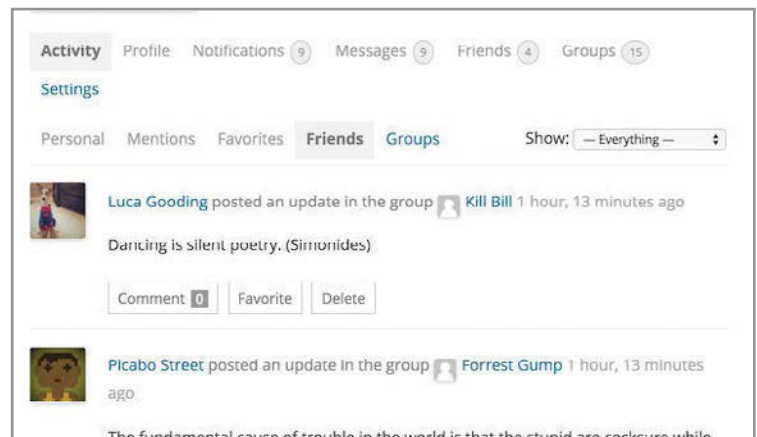


# BuddyPress

<https://wordpress.org/plugins/buddypress/>

BuddyPress helps you run any kind of social network on your WordPress. It seems that our lives are becoming governed by social networks, so to keep up with the trends, this plugin lets you add and run any kind of social network on your pages. You can enable registered members to create profiles, engage in private conversations, make connections, create and interact in groups and much more – it's like an entire social network in a box that you just unpack and bolt onto your Wordpress site.

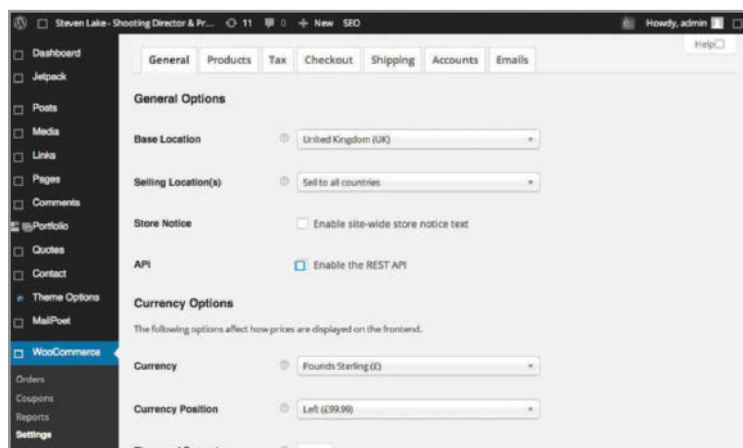
The intuitive set-up process means that you can add social networking elements to any site and an ever-increasing array of features, developed by an active plugin development community, means that it's getting better all the time.



# Woocommerce

[www.woothemes.com/woocommerce/](http://www.woothemes.com/woocommerce/)

With Woocommerce you can build your own customisable e-commerce site from scratch. Woocommerce gives you all of the necessary tools to put together an online store. Woocommerce allows you to build a product list with detailed information in the same format you would create posts. You can then apply a series of eCommerce themes to your site to better present your available products. Once you have your Woocommerce store setup visitors will be able to place orders and make payments through the plugin, as well as rate and review your products. The plugin comes with everything you could possibly need to start up your own online store covering payments, shipping, reporting and marketing all through this simple easy to setup plugin.



# NextGEN Gallery

<https://wordpress.org/plugins/nextgen-gallery/>

If you want to add galleries to your Wordpress sites then NextGEN Gallery is the most popular plugin fit for the purpose. NextGEN Gallery provides a powerful engine for uploading and managing galleries of images, with the ability to batch upload, import meta data, sort images, edit thumbnails and much more besides.

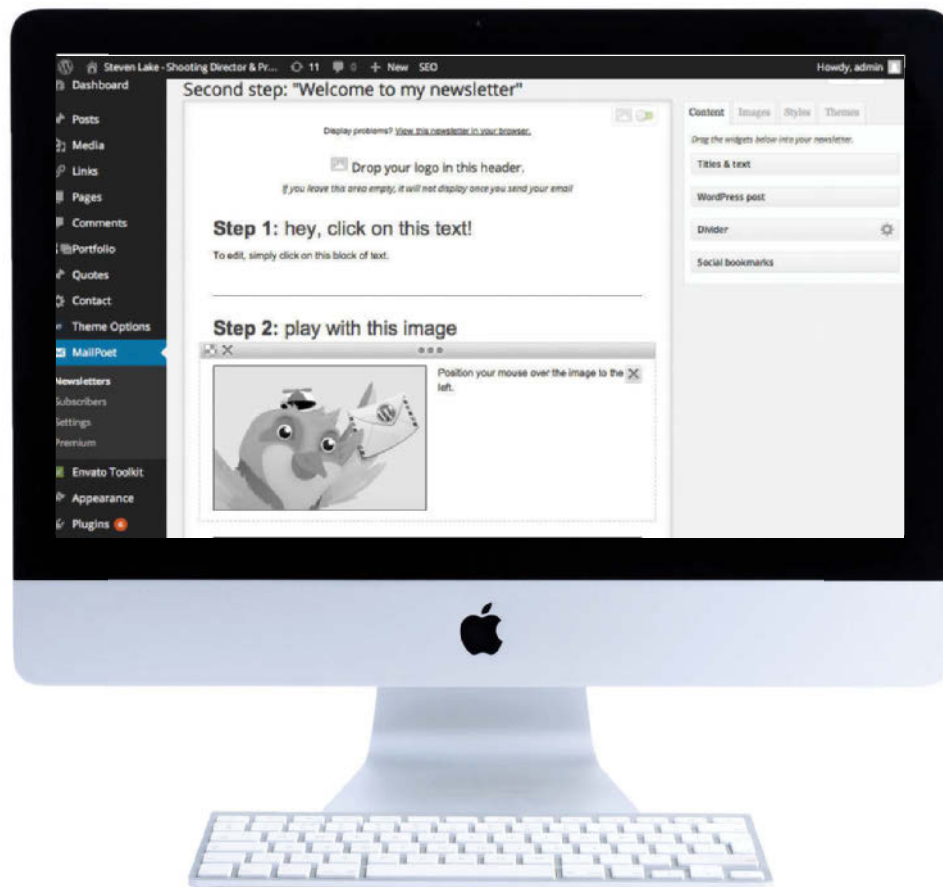
It also provides to front-end display styles (slideshows and thumbnail galleries), both of which come with a wide array of options for controlling size, timing, transitions and more. Adding a gallery is a great way to add intrigue and interactivity to your Wordpress, and this plugin makes the whole process a quick and altogether painless experience.



## MailPoet Newsletters

[www.wordpress.org/plugins/wysija-newsletters/](http://www.wordpress.org/plugins/wysija-newsletters/)

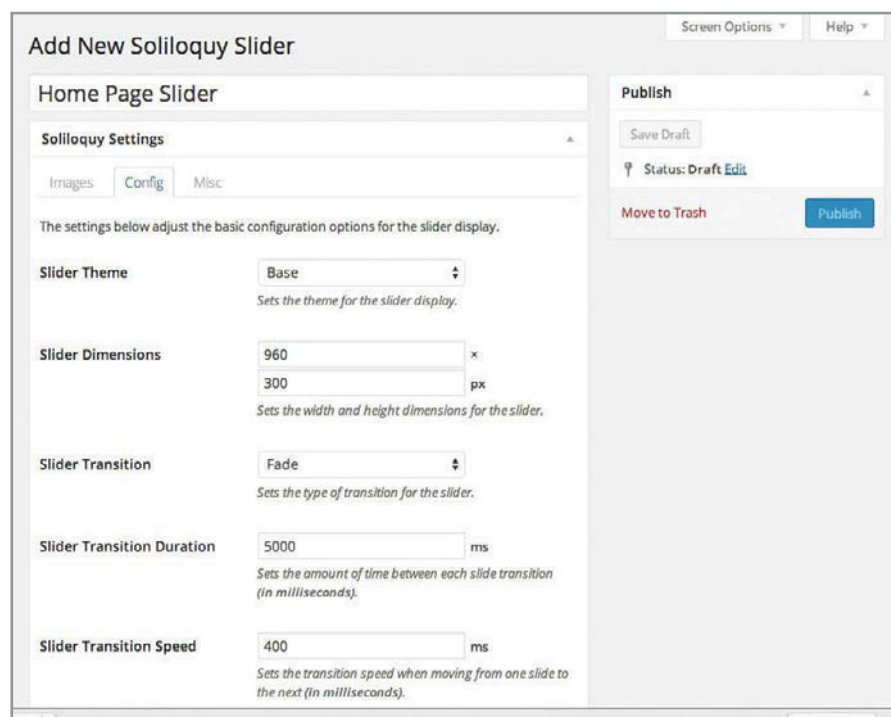
You can contact your frequent visitors more directly by using newsletters, which offers you an alternative way to get your content out there. If you do choose to start running a newsletter for your site then you can do this via WordPress, rather than having to work through a third party site. MailPoet takes you through a step-by-step process for building a newsletter. Once you've selected a subject line MailPoet will display a basic starting template for your newsletter. Here you can create a title, add a logo, a main image, an opening paragraph and main content. Different preset themes can be added or you can build an entire newsletter from scratch adjusting every single part of the formatting, style and composition of your newsletter. Newsletters can be built using a widget style technique, allowing you to drag and drop content, media and social links into your template. You can also build a subscriber list in MailPoet. Once a list has been created your newsletter can be assigned to that list and it will be posted out to contacts on that list. Multiple subscriber lists can be created so you can assign different newsletters to different contacts.



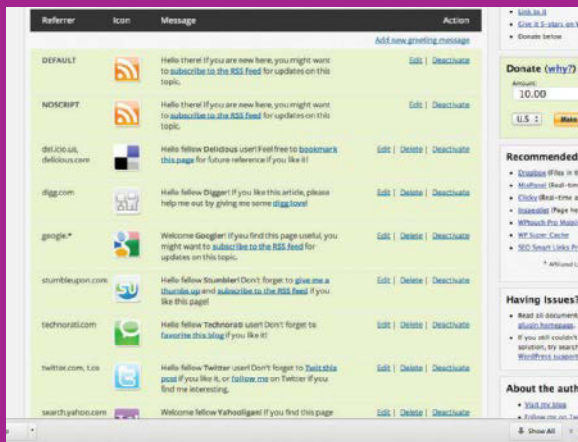
## Soliloquy

[www.soliloquywp.com](http://www.soliloquywp.com)

Implementing a slider into your site is an easy way of presenting your top content to a visitor as soon as the site loads. Sliders are best placed at the top of your home page, and they traditionally will slide through a selection of images and titles that then link to your most recent, popular or important posts. Soliloquy Slider comes in both a lite and premium version. Soliloquy lets you drag and drop a selection of images into the plugin. Once uploaded your slider can then be configured by its theme, dimensions, transition style, duration and speed. Each image can have a title, description and a hyperlink attached to it, so that when clicked on, it will link to that specific URL. Sliders are also a great way to provide navigational options to visitors. Once published Soliloquy will provide you with a shortcode to paste into your posts and pages, as well as a tag for inserting into your theme's template. Soliloquy pro provides you with even more features for building a slider, including thumbnail carousels and mobile support. The premium plugin can be purchased from [soliloquywp.com](http://soliloquywp.com).







## WP Greet Box

[www.wordpress.org/plugins/wp-greet-box/](http://www.wordpress.org/plugins/wp-greet-box/)

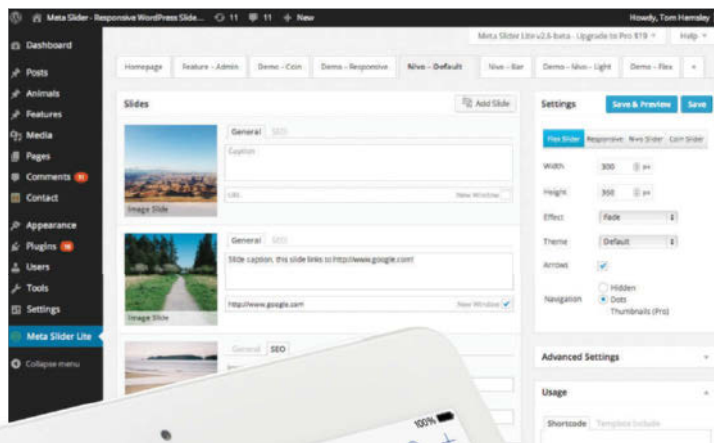
One of the easiest ways to get visitors to return to your site is to have them subscribe to your site's RSS feed. There are plenty of RSS subscription plugins available for WordPress. If you want to refine the way that your site communicates with visitors to persuade them to subscribe then try out WP Greet Box. This plugin displays a different subscription message to visitors depending on where they linked to your site from. If they found you on Google then the subscription invitation will reference this. The same applies for Facebook. WP Greet Bot provides you with thirty six preset greetings, all from different sites. You can manage and edit all of the greetings, as well as create your own. Once the plugin is installed you can manage your Greetings and subscription invitations by going to Settings>WP Greet Box in your wordpress tool bar.

## Meta Slider

<https://wordpress.org/plugins/ml-slider/>

This easy to use Wordpress slider plugin helps you to create SEO optimised responsive slideshows with Nivo Slider, Coin Slider and Responsive Slides. Creating slideshows with Meta Slider is a quick and easy process. Simply select images from your Wordpress Media Library and then drag and drop them into place. You can set slide captions, links and SEO fields from one page and choose from four different slideshow types (including Flex Slider) and use the shortcode provided, or template, to effortlessly embed slideshows into your blog.

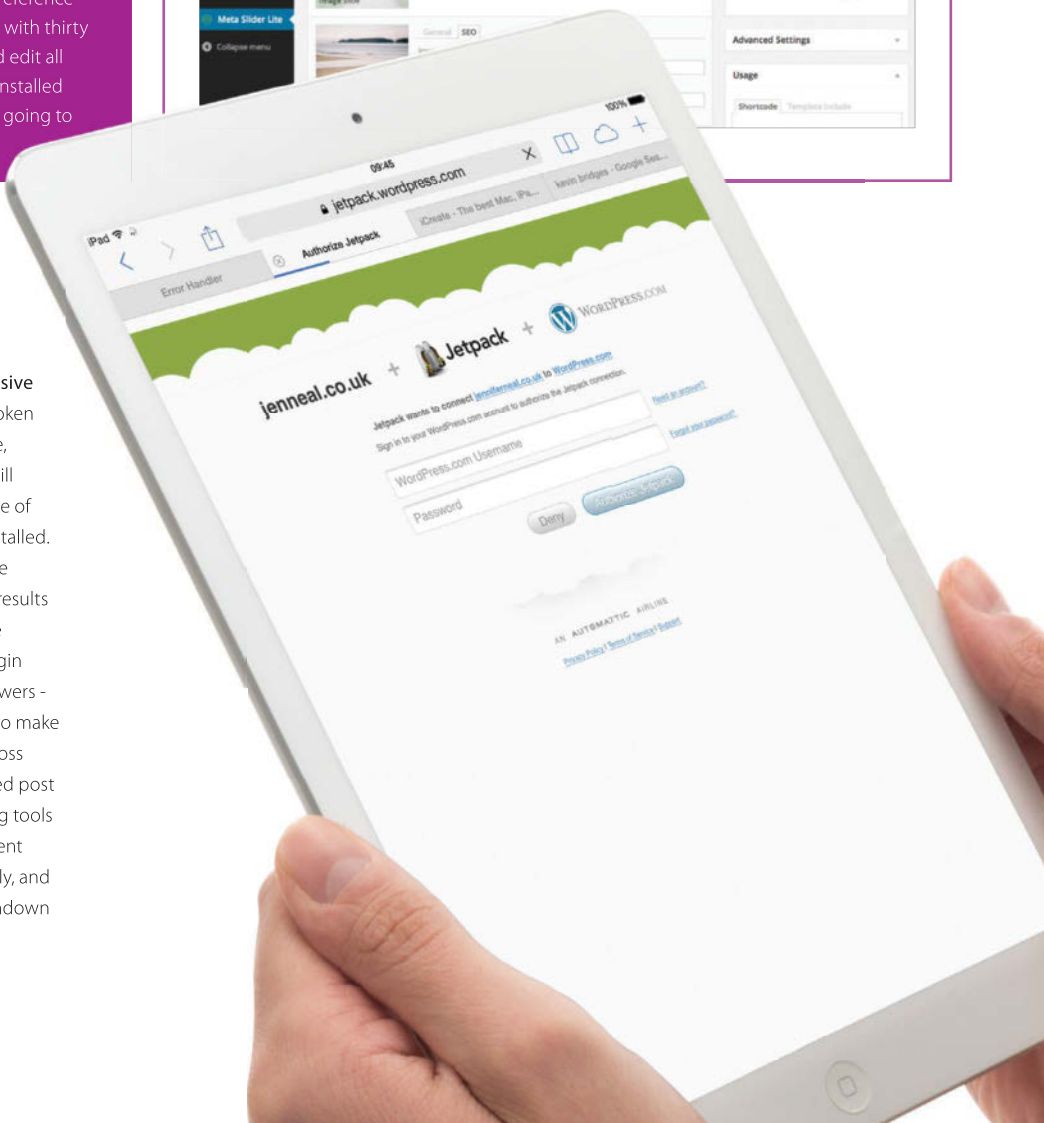
The simple interface makes this plugin perfect for novices and experienced developers alike and setting up your slideshows couldn't be easier. You can drag and drop to reorder slides, crop them and use the unrestricted support to supply captions, titles, links and more.



## Jetpack

[www.jetpack.me](http://www.jetpack.me)

Jetpack from WordPress provides WordPress users with an extensive library of versatile tools to use with their site. Jetpack tools are broken down into key categories including appearance, developers, mobile, photos and videos, social and many more. Once installed Jetpack will appear near the top of your WordPress tool bar. The Site Stats feature of Jetpack will start tracking your sites stats as soon as the plugin is installed. Jetpack also provides an Omniseach tool allowing you to search the entirety of your WordPress site for keywords, providing categorised results such as posts, pages, comments. JetPack can also help you with site verification for external services such as Google, Yahoo etc. The plugin provides a lot of back-end support for getting your site as many viewers - and hits - as possible. Jetpack also comes with a collection of tools to make your site easier for visitors to navigate and to share your content across social media websites. Creating social links, a "like" option and related post windows on your site can all be done with Jetpack. Jetpack's sharing tools also make it easy for you to automatically share your own new content onto all of your social networks and promote it to your friends, family, and maybe even fans. If you visit [jetpack.me](http://jetpack.me), you will find a detailed rundown of the plugin's features.

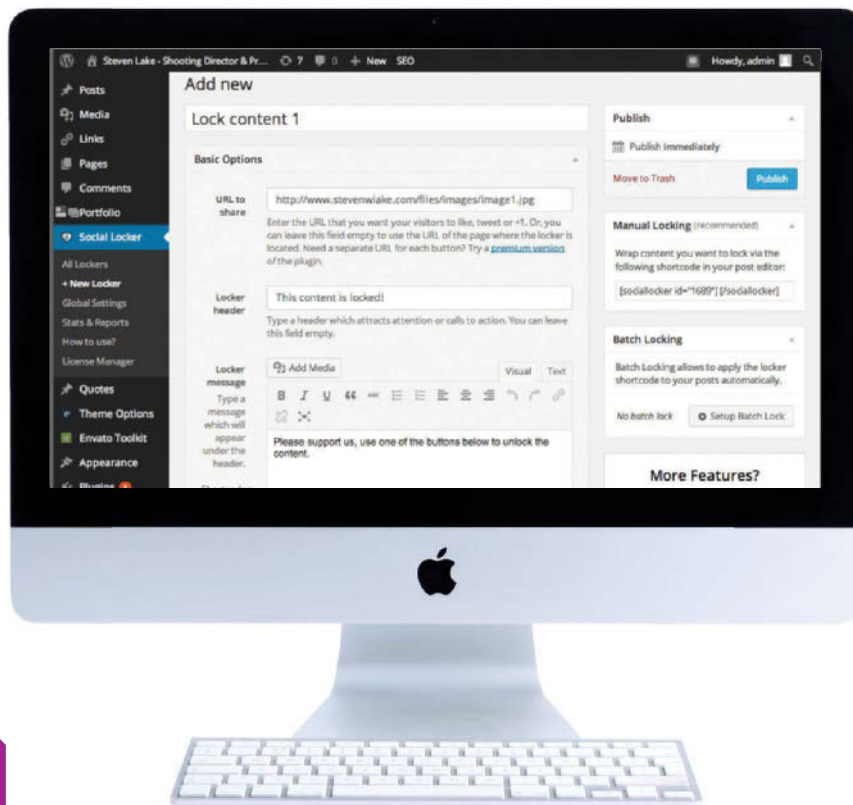


# Going further

## One Press Social Locker

[www.wordpress.org/plugins/social-locker/](http://www.wordpress.org/plugins/social-locker/)

A simple approach for getting people to click on your social links whilst visiting your blog is to provide a good incentive to do so. With the OnePress Social Locker plugin you can lock content on your site that will then become visible once a social link has been clicked. Of course it's a fine balance as to how much content you lock, as you don't want to frustrate or overly restrict your visitors, but with the Social Locker tool you can lock URLs mentioned in your posts, thus promoting a visitor to like your page to be able to visit the link. The Social Locker is SEO friendly, so content that is locked is still available for search engines to see. URLs, images, video content, text and other media can be locked. Once you've created a new locker you can then paste it into a blog post with a shortcode that, when viewed, will provide users with links to all of your available social links, that they can then click on to unlock the content and keep reading.

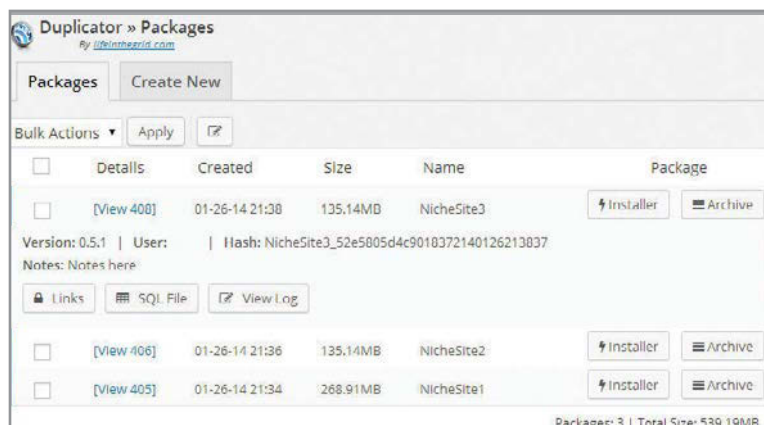


## Duplicator

<https://wordpress.org/plugins/duplicator/>

This useful plugin gives Wordpress administrators the ability to migrate, copy or clone a site from one location to another, while also serving as a simple backup utility. If you need to move your blog to a different location, such as from a local MAMP installation to the live server, then this plugin acts as the removal force, packaging everything up and then shifting it to the new location, stock and barrel.

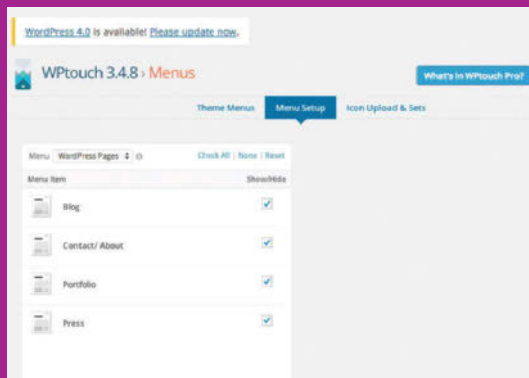
Already tested and trusted by the Wordpress community, Duplicator is incredible easy to use and can handle most migration jobs – although larger sites have been known to cause issues. However, any problems or feedback you provide is used to help develop the plugin further, so it certainly can't harm trying it out to see if it meets your needs. Any issues you do encounter will be swiftly dealt with by the attentive support crew.



## Google Analytic Dashboard

[www.wordpress.org/plugins/google-analytics-dashboard-for-wp/](http://www.wordpress.org/plugins/google-analytics-dashboard-for-wp/)

If you don't have Google Analytics setup for your site then do so at [www.google.com/analytics/](http://www.google.com/analytics/). Google Analytics is a free service for tracking your site visits. Once you've gotten started with Google Analytics it'll be worth your while to install the Google Analytics Dashboard for WordPress. Once installed the plugin can be accessed as its own standalone tool in the WordPress toolbar. The Dashboard is built as a widget, which can be accessed by yourself as an admin or authorised members who will be able to see the analytical data when it is placed into pages and posts in the form of a widget. Analytics will appear as graphs, charts and maps and can be fully customised to match your colour themes. The Google Analytics Dashboard gives you a tidy presentation of all your stats and makes tracking the activity around your site easier than ever.



## WPTouch

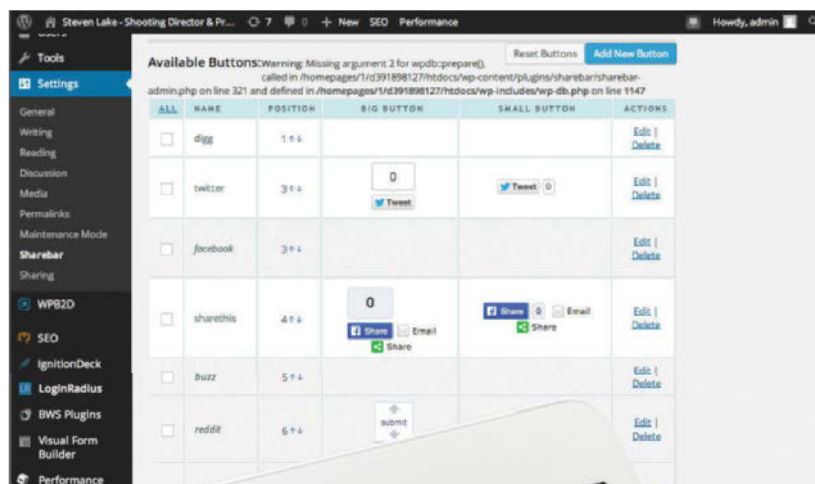
[www.wordpress.org/plugins/wptouch/](http://www.wordpress.org/plugins/wptouch/)

Certain themes aren't always amazingly compatible with **mobile browsing**. If you've found the perfect theme for your WordPress site, but you've found that it doesn't have the mobile support you need, why not try setting up a separate theme for mobile browsing. The WPTouch plugin lets you apply an entirely different theme for mobile browsing than the one that is used when visited from a desktop browser. Only one theme is available with the lite version of the plugin, although there are enough modifying options for you to give it the look you want. Setting up a theme is easy, and within the back-end desktop interface of WordPress you can apply a variety of different settings to your mobile-based theme. Custom HTML and JavaScript can also be applied to tweak the theme as necessary. Position menus, posts, pages and content exactly how you want them to be displayed to mobile visitors, then preview your setup theme to see how it will look on various devices.

## Sharebar

[www.wordpress.org/plugins/sharebar/](http://www.wordpress.org/plugins/sharebar/)

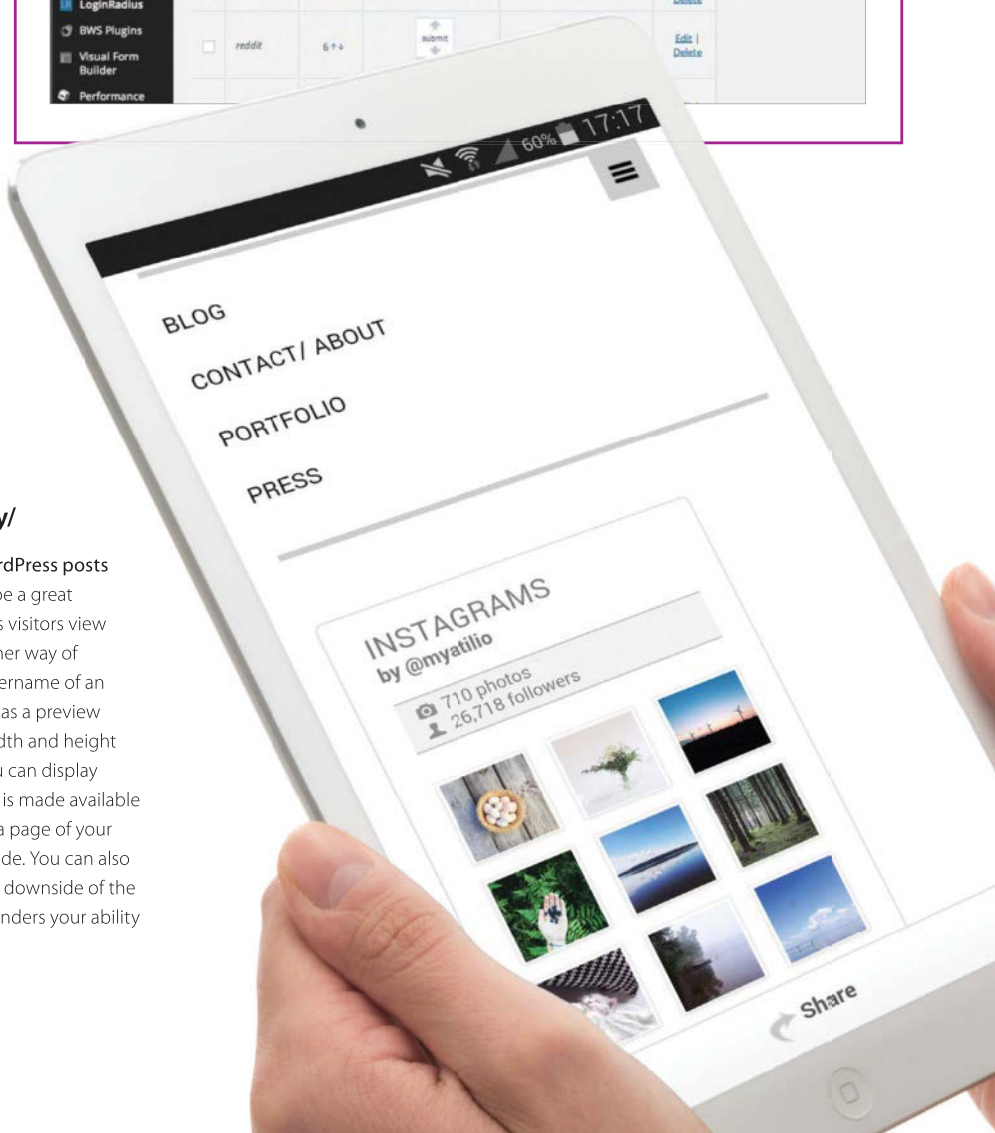
Probably one of the simplest and most important plugins for your site is the **Sharebar**. Sharebar presents viewers with all of your social links in a responsive vertical bar that doesn't intrude on your sites content. Giving visitors a way to share your content easily is the fastest way to seed your posts across the net. The Sharebar will appear on your site as soon as it's been activated. In your WordPress settings you can then order, add and remove social links as necessary. When ordering your buttons you can preview how content will be presented in the social networks that people are sharing the page through so you can make amendments. You are not limited to the available social links either, you can create as many custom links with your own icons as you like.



## Instagram image gallery

[www.wordpress.org/plugins/instagram-image-gallery/](http://www.wordpress.org/plugins/instagram-image-gallery/)

You can embed a variety of different social network sites into your WordPress posts with the **right plugin**. With the popularity of Instagram networks, it can be a great idea to add a gallery to your blog. The Instagram Image Gallery plugin lets visitors view a thumbnail gallery of your instagram account from your site. This is another way of increasing your social networks' reach. All you have to do is type in the username of an Instagram account within the plugins settings and the gallery will appear as a preview for you to see how it will appear on your post. You can then adjust the width and height and layout type (grid or slideshow) as you like. With these preferences you can display hundreds of thumbnails or one large image. The Instagram Image Gallery is made available in the WordPress widget tool where it can be dragged and dropped into a page of your choosing. Instagram accounts can also be pasted into a post with shortcode. You can also display a hashtag gallery from Instagram rather than an account. The only downside of the plugin is that you can't add multiple Instagram accounts, which slightly hinders your ability to utilise the plugin with more than one post.





## Animate typography and text effects with CSS3

GIVE YOUR TYPOGRAPHY THE ATTENTION IT DESERVES WITH THESE MUST-SEE ANIMATED EFFECTS WITH CSS3

ONE OF THE biggest evolutions with CSS3 has been the ability to write behaviours for transitions and animations. These animated effects are a must-know for any designer or front-end developer as they unlock all kinds of interactive possibilities and visual feedback options.

In this tutorial the focus is on text with three different effects that offer some great possibilities. The first actually will not use standard text on the page, but will instead create the text inside an SVG element. The reason for this is that SVG enables strokes on text which is not

possible to do with regular HTML text, and sometimes you may just need strokes with text. Using the SVG right in your HTML will keep your text accessible and will stop you having to rely on GIFs. Once the stroke is in place, it will be given five different colours and set to march around the text with animation. The next text effect shows how to make a text rotator so that different words can be cycled through on the screen. The final effect will use text clip to clip the image to the text so that the image only shows inside the text. This will be turned into a call-to-action button with a sliding image effect.

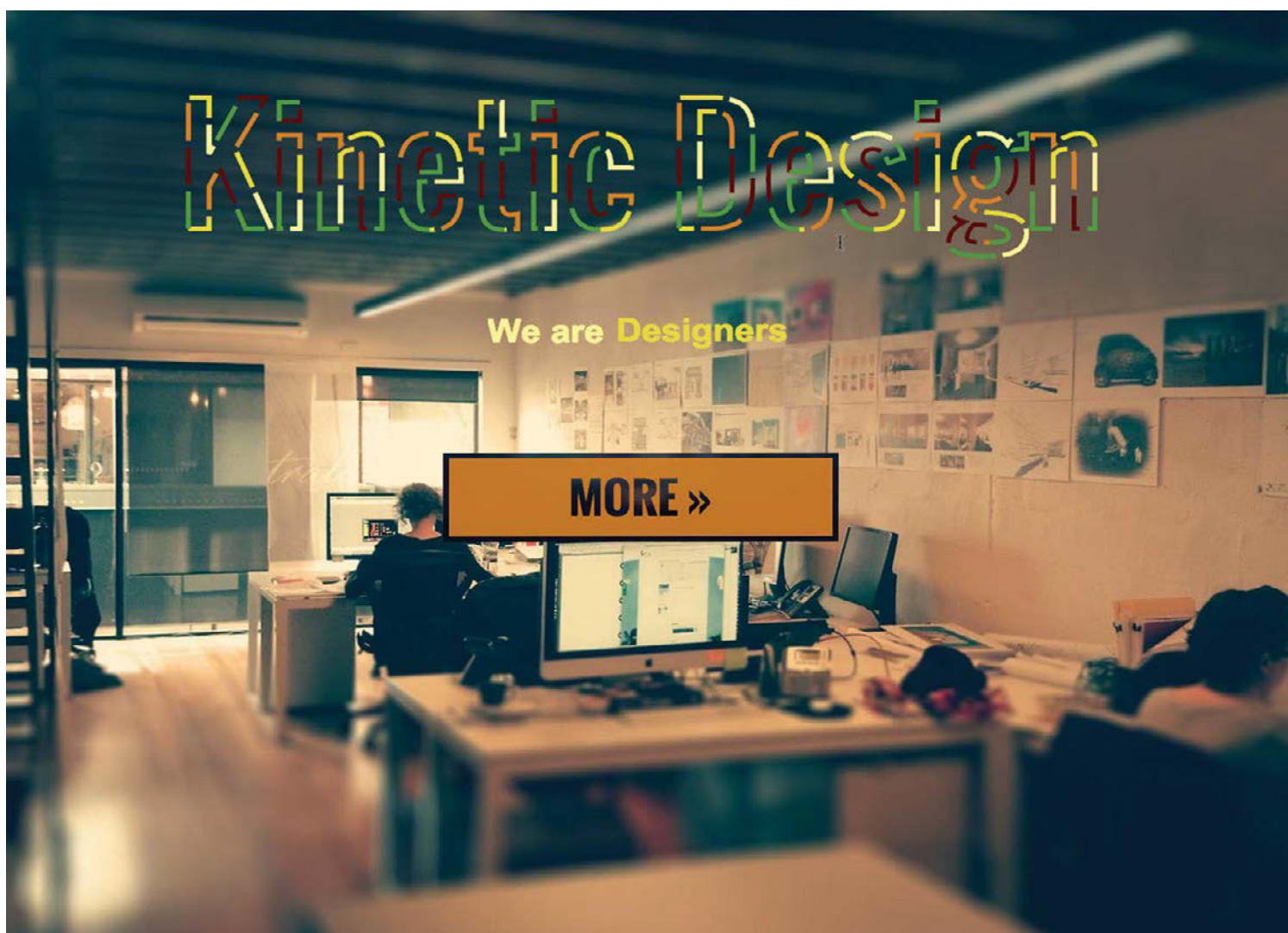
### TUTORIAL OBJECTIVE

Give your text an extra kick, using CSS to add animation

### TIME REQUIRED

1 hour

### SKILL LEVEL



## 01 Set up the document

Open the project folder in Brackets or a similar code editor and then open start.html.

Create style tags in the head section and add the CSS shown. This will import the right typeface that will be used from Google and sets up the basic HTML settings for the pages.

```
@import url(http://fonts.googleapis.com/
css?family=Oswald:400,700);
html, body {
height: 100%;
font-weight: 800;
}
body {
background: #35483e;
background-image: url(img/bg.jpg);
background-size: cover;
font-family: Arial;
}
```

## 02 Write an SVG graphic

As SVG graphics are written with tags they can be easily authored without any graphics application. Move to the body tag and add the start of this SVG graphic, which creates text to display in the browser. Later this will get styling from the CSS that will animate this.

```
<svg viewBox="0 0 960 300">
<symbol id="s-text">
<text text-anchor="middle" x="50%" y="80%">Kinetic
Design</text>
</symbol>
```

## 03 Create graphic lines

The next code that is added finishes off the SVG, more importantly though it creates five graphics nodes that will be styled using CSS to create five different coloured strokes.

These target the text that was created in Step 2.

```
<g class="g-ants">
<use xlink:href="#s-text" class="text-copy"></use>
<use xlink:href="#s-text" class="text-copy"></use>
<use xlink:href="#s-text" class="text-copy"></use>
<use xlink:href="#s-text" class="text-copy"></use>
<use xlink:href="#s-text" class="text-copy"></use>
</g>
</svg>
```

## 04 Add the CSS for the SVG

Move back to the CSS section of the page and add the rule for the SVG. This will display the object as a block element so that it can be centred on the page with the margin set to auto. The font for this element is set to Oswald and a large text size.

## 05 Style specific text

Now the CSS is targeting the specifics of the text and the fill is turned off while a white stroke is added to the text. The stroke isn't applied all the way around the text by using the dash array. The stroke is widened and told to take five seconds to apply the animation.

## 06 Start the animation

By adding keyframes the stroke will immediately start animating around the edge of the text. Now each graphic element is given colour and a slight delay in its movement to create the basis for the rotating stroke around the outside. At present there are orange and dark red strokes.

```
@keyframes stroke-offset {
100% { stroke-dashoffset: -35%;}
}
.text-copy:nth-child(1) {
stroke: #5c0404;
```

```
animation-delay: -1s;
}
.text-copy:nth-child(2) {
stroke: #d6801c;
animation-delay: -2s;
}
}
```

## 07 Finish the stroke

As in the previous step, the CSS here is targeting the different children of the graphics object and they are given different colours and offset in their own animation. This now gives the effect of five different colours marching around the edge of the text.

```
.text-copy:nth-child(4) {
stroke: #ffff9e;
animation-delay: -4s;
}
.text-copy:nth-child(5) {
stroke: #55981b;
animation-delay: -5s;
}
@keyframes stroke-offset {
100% { stroke-dashoffset: -35%;}
}
```

## 08 Second effect

That completes the first effect that is being added to text, so now move down to the body tag and add our code from

## CSS keyframes

The CSS keyframes rule enables the designer to specify either 'from' or 'to' values, or alternatively it enables them to use a percentage that states what should happen.



### Left

The next text elements are added to the HTML and given some basic styling for us to place the text under the animated heading

### Top left

The SVG element is added to the page, and basic CSS styling places this in the correct position on the page

### Top right

The fill colour is removed and a stroke is added that is not shown all around the edge of the text elements, which is still an interesting look

# Going further

FileSilo to the SVG added earlier. This readies the setup of a text rotator that will move through the different list elements with animation, great for showing off a range of skills.

## 09 Style up the text

With the next content in place, move back to the CSS style tags and our code on FileSilo places the text in the centre of the page under the animated heading created earlier. At the moment this still looks like a list, but that will all change as more CSS is added to complete the effect.

## 10 Static section

The text is made to float left, where one half of the text is static, ie not moving, hence the name of the class that is controlling it here. Once floated to the left, the overflow is hidden. The height is set up so that only one line of the moving section can be seen.

```
.static {  
  float: left;  
  overflow: hidden;  
  height: 40px;  
}
```

## Naming keyframes

Notice that the keyframes in Steps 14 and 6 have been given a unique name so that they can be called by the right piece of animation.

## 11 Paragraph style

The paragraph tag is targeted and given a light yellow colour that has also been used in one of the strokes around the edge of the previous text, just to keep consistency with the colours. Again this text is floated to the left so that the list can sit alongside it.

```
p {  
  display: inline;  
  float: left;  
  margin: 0;  
  color:  
  #ffff9e;  
}
```

## 12 Set the unordered list

Now with this rule targeting the unordered list, you will notice that the text for the first element is sitting alongside the static text. The other list elements are below this but because the overflow is cut, it isn't being displayed until the animation is added.

```
ul {  
  margin-top: 0;  
  padding-left: 130px;  
  text-align: left;  
  list-style: none;  
  animation: 6s linear 0s normal none infinite change;  
}
```

## 13 Size up the height

Styling up the list elements applies the right colour for

these elements and more importantly sets the line height so that the text moves to the right section and can only see that section at any one given time. If the line height was smaller it might be possible to see parts of the other text on the screen.

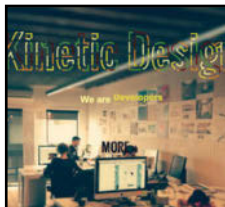
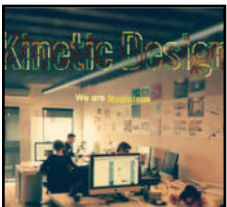
## 14 Make it move

The final setup for the CSS part is to make it move by defining the keyframes called 'change'. Step 12 calls for these keyframes and adding these will immediately start the text rotator sliding up and down to show the text. Because the animation was set to infinite, this will just keep looping.

```
@keyframes change {  
  0% { margin-top: 0; }  
  15% { margin-top: 0; }  
  25% { margin-top: -40px; }  
  40% { margin-top: -40px; }  
  50% { margin-top: -80px; }  
  65% { margin-top: -80px; }  
  75% { margin-top: -40px; }  
  85% { margin-top: -40px; }  
  100% { margin-top: 0; } }
```

## 15 Call to action

That completes the second animation that we are exploring. Now it's time to add the final animation, which will be for an animated rollover button, using a newer CSS command: clip text. In the body add the HTML from FileSilo below the other content that is on the page.



### Top left

Keyframes are added to the animation and each list element is cycled through by sliding down to the next and back up again. The text is now about to slide up

### Top right

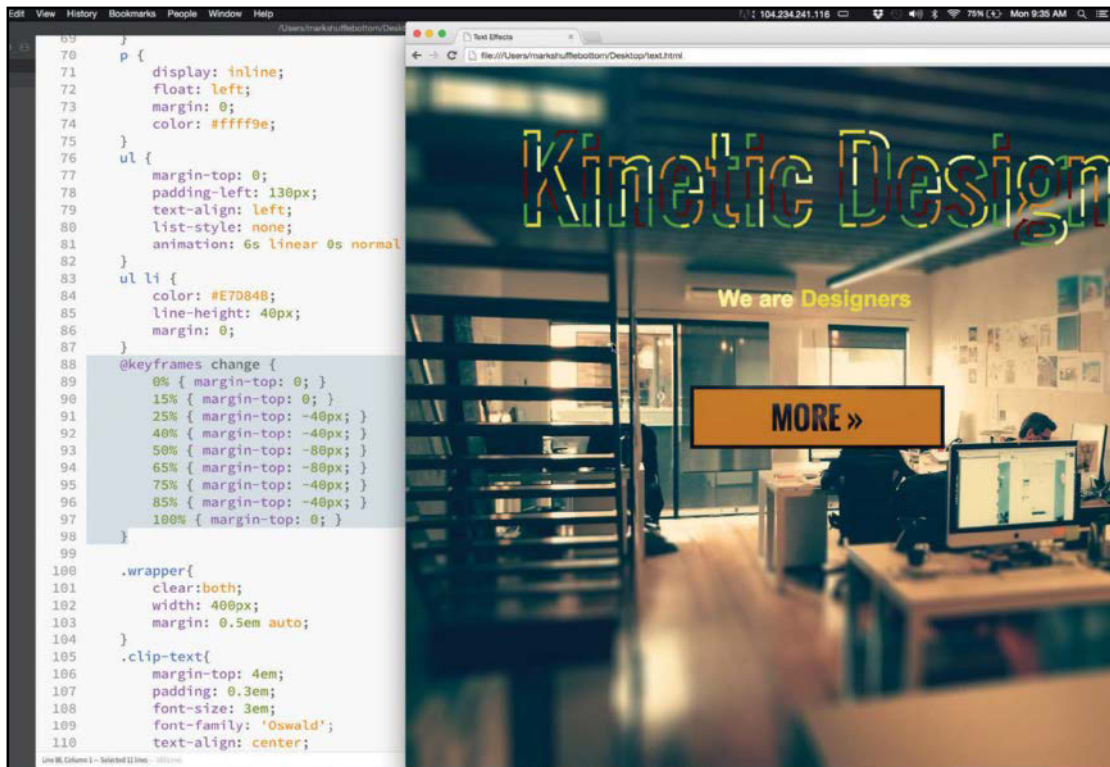
A 'more' button is being styled up and the background image is only visible through the text. The image will animate when the user rolls over

### Right

At this stage this image rollover is working. The colour is different from the previous step, but it needs to stand out and look more like a call-to-action button







## CSS animation

To take advantage of the CSS animation, instead of relying on JavaScript, it is important to understand exactly what is going on. Transitions provide a change from one state to another, while animations can set multiple keyframes of transition.

Transitions must have a change in state, and you can do this with :hover, :focus, :active and :target pseudo-classes. The most popular is hover as this provides rollover changes. There are four transition related uses, transition-property, transition-duration, transition-timing-function and transition-delay.

Animations set multiple keyframes that tell an element what change they should undergo with @keyframes and called by the animation using it. Only individual properties may be animated.

## 16 Centre the box

The first part of this is simply to centre the box and for us to clear the floated elements in the content above. This box is going to be quite small on the screen so it is being made to be 400 pixels wide. The auto margin centres the div box on the screen.

```
.wrapper{
clear:both;
width: 400px;
margin: 0.5em auto;}
```

## 17 Start the clipping

The next rule will set up the clipping of the text. Firstly the right typeface is applied to this and the type is given quite a prominent size of 3ems. The text is centred with the block and some margin and padding sets this up nicely on the screen.

```
.clip-text{
margin-top: 4em;
padding: 0.3em;
font-size: 3em;
font-family: 'Oswald';
text-align: center;
position: relative;
display: block;}
```

## 18 Apply the image

Now for the real nuts and bolts of the process. Here the clip-text rule is continued and the background image is set to display, however instead of it being in the background like normal, the text is set to clip it. This means that the background only appears inside the text.

```
background-image: url(img/text-bg.jpg);
background-position: bottom;
background-size: cover;
-webkit-background-clip: text;
-webkit-text-fill-color: transparent;
transition: 2s ease all;
}
```

## 19 Rollover effect

Adding the code here will set the rollover for the text and the background image. The image will be set to be positioned at the top in the background. Previously it was set to the bottom so the text will have the image slide through the text as the user rolls over it with the mouse.

```
.clip-text:hover, .clip-text:hover::before {
background-position: top;
} .clip-text:before, .clip-text:after {
position: absolute;
content: "";
}
```

## 20 Create a border

This code is the first step in creating a border around the text. This is achieved by placing the image behind the text. The downside at this point is that the text is invisible as the image is there. The final step will correct this.

```
.clip-text:before {
z-index: -2;
top: 0;
right: 0;
bottom: 0;
left: 0;}
```

```
background-image: inherit;
background-position: bottom;
background-size: cover;
transition: 2s ease all;
}
```

## 21 Clip the image

The final part is to place a semitransparent background colour behind the text and to give this a slightly smaller size than the box. The result is that the text and border now both clip the image so that it is only visible where they are. Save this now and test it in the browser.

```
.clip-text:after {
position: absolute;
z-index: -1;
top: .125em;
right: .125em;
bottom: .125em;
left: .125em;
background-color: rgba(214, 128, 28, 0.9);
}
```

“The final part is to place a semitransparent background colour behind the text and to give this a slightly smaller size than the box”

## Create on-click fading transitions

AS SEEN ON GROBA.TV

### Fading transition

When the site loads, the user is required to click the screen to make the preloading panel fade out and the content fade in.

### Preview your content

You can get an idea of how your added content will look by clicking the 'Preview' button. This will open a new tab without losing your current post edit

### Navigation

There is an icon in the bottom left of the screen showing that keyboard cursor keys can be used to navigate as well.

### Rollover effect

As the user rolls their mouse over the burger menu the lines crinkle up, giving a great effect to highlight the interactivity.

## TUTORIAL OBJECTIVE

Recreate the look of Groba.TV

## TIME REQUIRED

1 hour

## SKILL LEVEL



### Navigation system

The area selected is shown with a cross icon. When the user clicks on a new section, the diamond animates into a cross.

### EXPERT ADVICE

#### Keyboard control

The groba.tv website also features keyboard control, as well as the standard mouse control and clicking as found on other websites. This works because the site has transitions to content both horizontally and vertically, using the keyboard cursor keys gives a quick way to get around the site.

AS AN ART director, illustrator and animator, Airtion Groba has worked in a variety of visual arts from designing to digital advertising and interactive content. Through working with a number of international clients, Airtion knows that it's important to pay attention to visual extras that enhance the way content works.

Bringing this experience to his own portfolio site groba.tv there is wealth of extras in here that really enhance the way the content is displayed with animated icons, transitions between icons and sliding transitions between content that works both horizontally and vertically. The right-hand side menu switches to the

bottom when content is sliding left and right as this enables the user

to locate themselves in the overall site without getting lost and shows a good understanding of considering the user experience.

The illustrated content appears as the background on each section of the site and this is great because the content fills the background but has the downside of having the text over the top.

To solve this, each page has a minus icon inside a diamond and when the user clicks on this, the content over the top fades out to reveal the illustration in all its digital glory.

## 01 Fade out/in click

The groba.tv site features a preloading effect that fades out when the user clicks to reveal the site fading in. To start this effect, add the HTML content and image available on FileSilo.

## 02 Set up the CSS

In the head section of your page add some style tags and then add the CSS to style up the page. This includes setting the background to black, removing the padding and margin – this enables the preloader overlay to work.

## 03 Overlay a preloader panel

While a site loads, the preloader needs to sit over the top of the rest of the page to hide it. This is positioned absolutely over the other content with a higher z-index. The background is set to black to hide content below.

```
#preloader {
  position: absolute;
  top: 0; left: 0;
  width: 100%;
  height: 100%;
  z-index: 100;
  background-color: #000;
}
```

## 04 Style the page

The rest of the content will sit in the 'content' div tag. Here the background image is made to cover the entire webpage and this div tag is given the width and height of the browser viewport in order to support that.

```
#content {
  background: url(img/bg.gif) no-repeat center center
  fixed;
  -webkit-background-size: cover;
  -moz-background-size: cover;
  -o-background-size: cover;
}
```

```
background-size: cover;
width: 100%;
height: 100%;
}
```

## 05 Finish CSS touches

The last CSS rules position content in the middle of the page by centring the content vertically within the browser. The last rule hides the content of the page so that it can be faded in using jQuery to fade out the preloader and then fade in the page content.

```
.middle {
  position: relative;
  top: 50%;
  transform: translateY(-50%);
}
.hide {
  display: none;
}
```

## 06 Bring it all together

The groba.tv site requires a click to move past the preloader so once everything has loaded, add the click function to the preloader, which fades it out and when that's finished the page content fades in. Load the page into your web browser to see the effect.

```
<script src="https://code.jquery.com/jquery-2.1.3.min.
js"></script>
<script>
$(function() {
  $("#preloader").click(function() {
    $(this).fadeOut("slow",function() {
      $("#content").fadeIn("slow");
    });
  });
});
</script>
```

"The illustrated content appears as the background on each section of the site and this is great because the content fills the background"



## Craft supercharged web animations

FIND OUT HOW TO CREATE HIGH-PERFORMANCE ANIMATIONS FROM BASIC STATE CHANGES TO SIMPLE PHYSICS WITH THESE TECHNIQUES

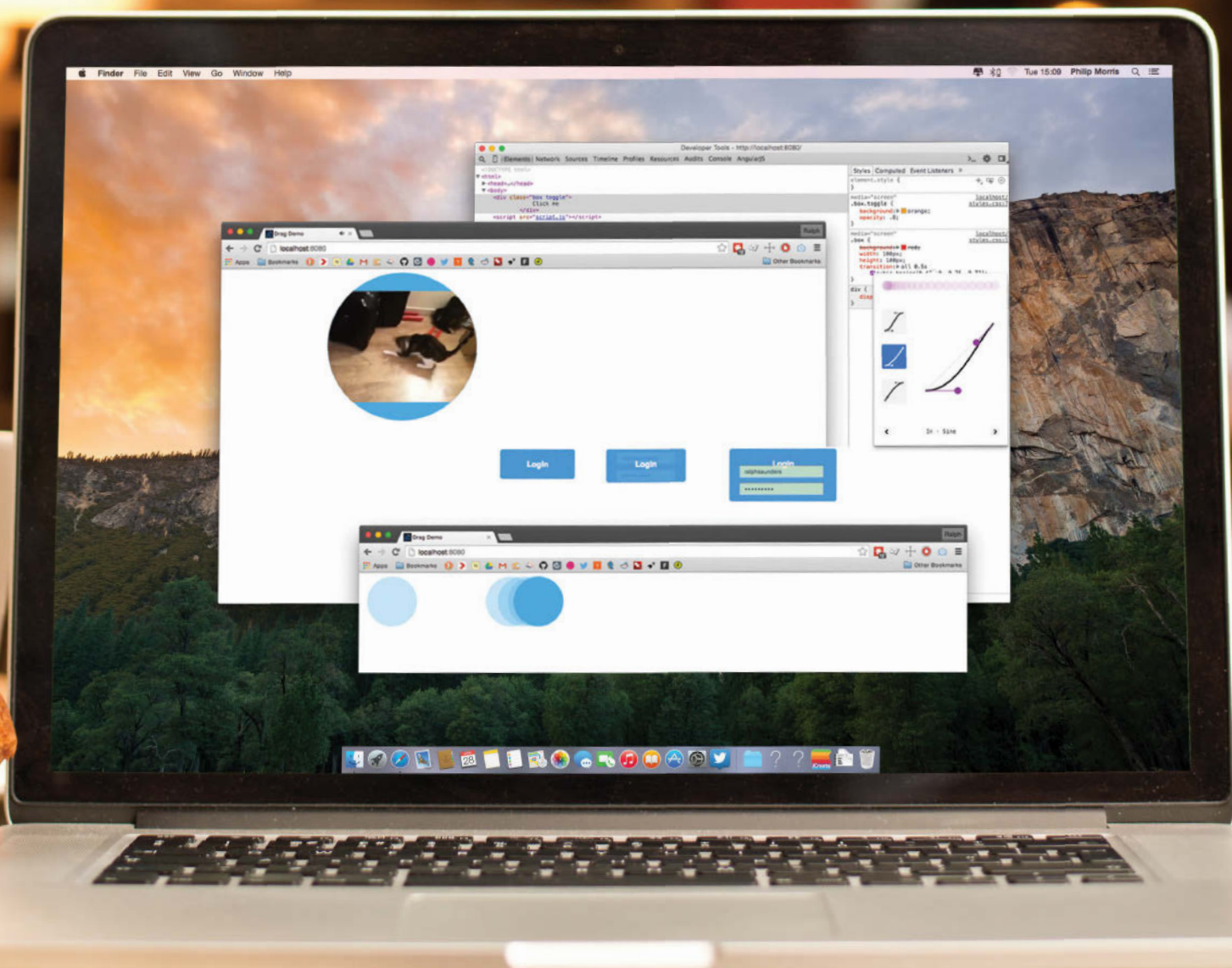
### TUTORIAL OBJECTIVE

Create high performance animations with these techniques

### TIME REQUIRED

2 hour

### SKILL LEVEL



**ANIMATION ON THE** web has always been fairly computationally expensive and while devices have gotten a lot faster overall, we still have to be very careful about how we craft our animations for maximum performance. The bottleneck is often how long it takes to render or 'paint' a frame of the animation. This painting process is very expensive so anything else going on, like JavaScript for example, can cause it to spill into the next frame. When lots of frames are 'dropped' like this you get janky animation, which no one likes.

It's for this reason that a lot of jQuery \$(element).animate animations get janky. It's very easy to interact with the DOM more than the ideal amount, leaving less time for the painting process to complete.

In this tutorial we cover basic and complex animations using CSS to do the heavy lifting and JavaScript to retain the state. We also cover how you can use JavaScript to craft more advanced web animations that are interaction driven, without impacting performance.

It's important to craft animations for your target devices. It's no good achieving 60FPS on a powerful desktop if you're building for mobile. For that reason, it's important to use powerful remote debugging tools, for example you can use those provided by ghostlab ([vanamco.com/ghostlab](http://vanamco.com/ghostlab)).

## TECHNIQUE 1 Basic animation

### 01 Animation between states

The source files for this are under the 'basic animation demo' folder on FileSilo. Please look there to see the full source for this technique and for these tutorial pages. First, let's create a simple box that will animate between two states when clicked.

```
<div class="box">
```

```
Click me
</div>
```

### 02 The two states

There are two states here: the box and then the box when it's 'toggled'. Notice that the box will transition all CSS properties that change over half a second with ease-in easing. We're expecting the box to change colour and opacity when clicked. The CSS is doing all of the heavy lifting here.

```
.box {
  background: red;
  width: 100px;
  height: 100px;
  transition: all 0.5s ease-in;
}

.box.toggle {
  background: orange;
  opacity: .8;
}
```

### 03 JavaScript to change state

We want to interact with the DOM as little as we possibly can. The JavaScript isn't actually doing a lot here – what it does though is that it interacts once with the DOM on page load and then it interacts again subsequently every time that the box has been clicked. This leaves the CSS to figure out everything else, which is a more efficient option for the browser.

```
function bindToggle() {
  var box = document.querySelector('.box');
  box.addEventListener('mousedown', toggle, false);
}

function toggle(e) {
  e.target.classList.toggle('toggle');
}
```

### 04 Timeline of animation

The associated tutorial files on FileSilo include examples of a timeline that shows the animation that occurs when the box has been clicked once. We have given the browser as much time as possible to render each animation frame by using as little JavaScript as possible here. This has meant that we have been able to achieve frame rates of 60FPS on our device.

### 05 Use easing curves

Chrome DevTools have a handy curves pallet for adjusting easing on CSS animations. Here we're using it to make most of the animation happen in the first half. The element feels like it responds immediately, but still has a satisfying transition.

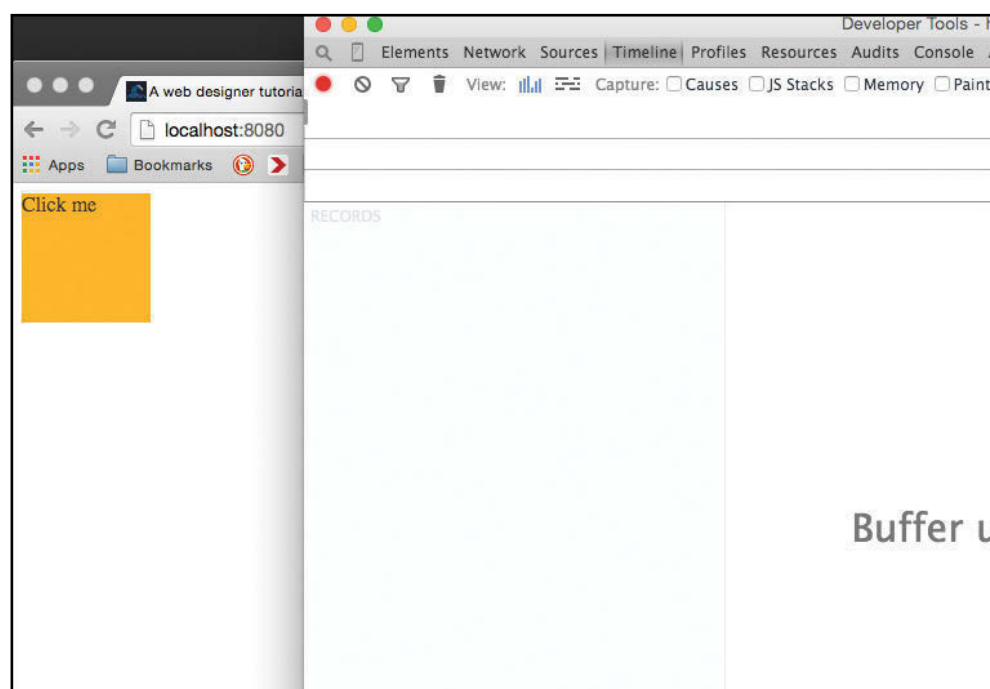
### 06 Add easing to our transition

The cubic-bezier function shares its basic premise with the curves tool in Photoshop. The ease-in property we had before is essentially a preset and is still a cubic-bezier behind the scenes.

```
.box {
  transition: all 0.5s cubic-bezier
(0, 1, 1, 1);
}
```

## Design animations

The curves pallet provides an excellent way to design your animations that simply isn't possible with a tool like Photoshop. Get your designers to sit with you and craft the ideal animation.



#### Left

To capture interactions, start recording and then interact with the page. For more detailed information you can check the Capture options at the top of the panel

#### Top left

Along with custom curves, Chrome DevTools also has a handful of handy presets. Here's what a Sine-in curve actually looks like

#### Top right

This is the timeline panel in Chrome DevTools. It enables us to record what's happening on the webpage we're interacting with and then analyse the results

# Going further

## TECHNIQUE 2

### Complex state transitions

#### 01 Transitions for animations

We can run multiple transitions from one change in state, and this will enable us to build more intricate UI animations. The full demo code is under the 'complex state transitions' folder on FileSilo and is required for reference in this section. Here's the HTML we'll be working with.

```
<article class="form-transform">
<button class="trigger">Login</button>
<form class="form">
<input type="email" name="email"
placeholder="email@example.com">
<input type="password" name="password"
placeholder="password">
</form>
</article>
```

#### 02 Initial state

Now we move on to the initial state of our form component. The full styles are in the demo folder and we'll highlight some of the key ones in the next steps.

#### 03 Initial CSS states

We want the log-in form to transition in when the button is toggled. To make space for that the width and height of the

container will change and the form will need to fade in. These are the initial states required:

```
.form-transform {
width: 150px;
height: 60px;
transition: all 1s;
}
.form {
position: absolute;
opacity: 0;
transition: all 1s;
}
```

#### 04 Second states

When the widget gets expanded the container will now grow to accommodate the form. The form itself will also grow, move in from the top, and fade in – all at the same time. If this were JavaScript animation we may expect to see a performance hit with simultaneous animations.

```
.form-transform.expanded {
width: 250px;
height: 130px;
}
.form-transform.expanded .form {
width: 200px;
top: 50px;
opacity: 1;
}
```

#### 05 Add interaction

With the CSS set up we will now need to make the state change. It's similar to last time, but with a subtle difference. Instead of toggling a class on the element that has been clicked, we toggle a class on the container

element instead – allowing us to structure the CSS in the way we did.

```
function bindToggle() {
document.querySelector('.trigger').
addEventListener('mousedown', toggle, false);
}
function toggle() {
document.querySelector('.form-transform').classList.
toggle('expanded');
}
```

#### 06 Button in mid-transition

The animation had to be slowed down to get the button in mid-transition. It's worth considering what your UI states will look like while animating and perhaps designing with it in mind.

## TECHNIQUE 3

### Breaking the rules!

#### 01 Leave the DOM alone

So long as we stay away from the DOM, we can still use JavaScript to aid us in creating animations on the web. The rest of the tutorial will be focused on adding physics to the x axis of this circle.

#### 02 The variables

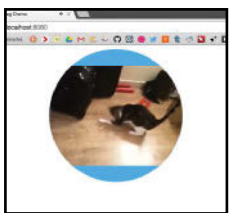
The full source for this technique is under 'drag demo' on FileSilo. These are the main variables we'll work with to implement simple physics. It's worth taking time to understand these because they can get complex.

#### 03 Render and update

The render function is expensive because it interacts with

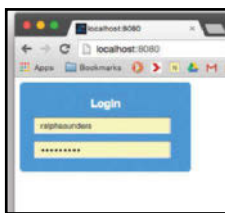
## Care with the loop

The animation loop will run as many times as possible per second. If we want to achieve 60FPS we have ~16ms to run all the JavaScript, update the DOM, and paint the frame. Be efficient.



##### Top left

The physics technique isn't just for basic DOM elements or even static media. Modern devices are even capable of applying it to <video> tags

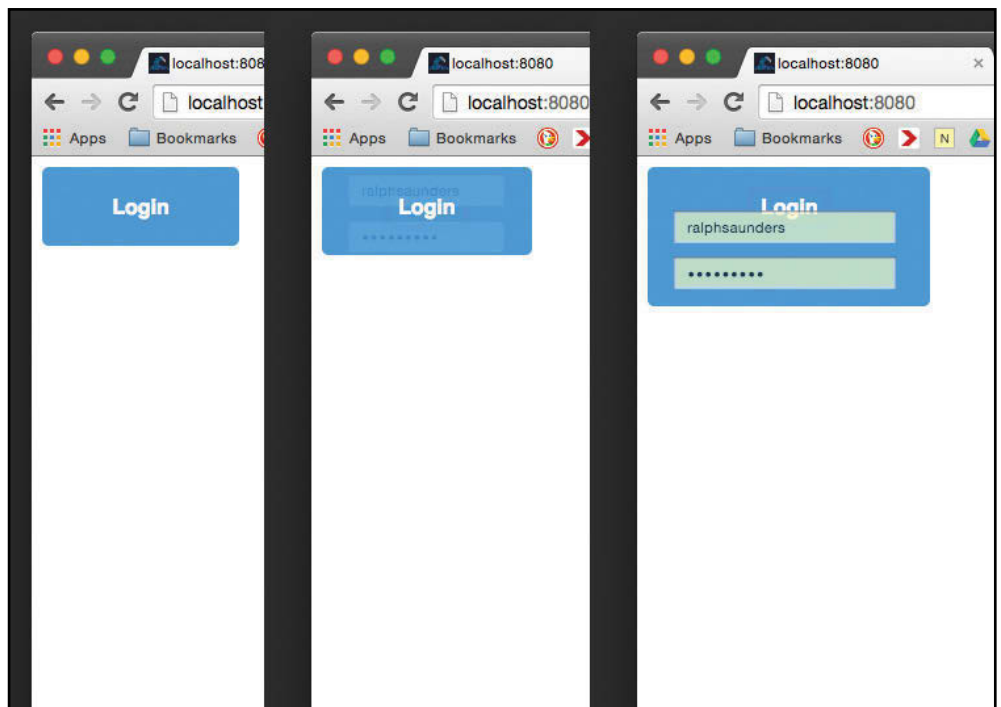


##### Top right

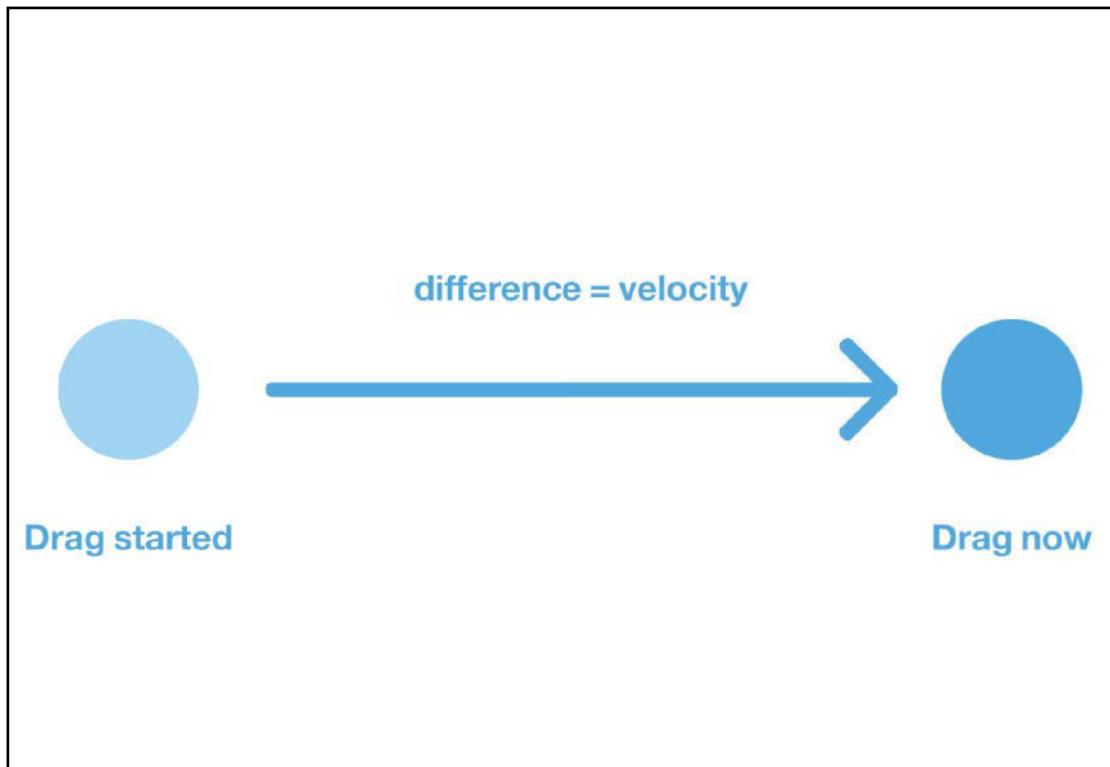
After the animation the form looks like it has been a form all along, although submitting it may present a few issues

##### Right

Here is what that form animation looks like across a few points in its animation. Looking at it frame by frame, it's clear the log-in text gets obscured which looks poor







#### Is that really velocity?

Don't mistake velocity for speed. Speed refers to how fast an object is moving, whereas velocity is the rate at which an object changes its position. First we will calculate the rate at which the object is changing its position during the drag and call it `dragVelocity`. We then take the difference between that and the current velocity to get a 'force'. We apply this force as acceleration for this frame only.

None of this is really of any importance when the object is being dragged because it will all get recalculated in the next frame anyway. It's only when the mouse is released that this acceleration matters. Upon the mouse being released, the only forces left acting on the object are velocity and friction.

the DOM. `UpdatePosition` calculates the position of the item every frame based on the velocity, acceleration, friction, and current position of the item.

```
function render() {
  element.style.transform = 'translateX(' + positionX +
  'px)'; // update DOM
};
function updatePosition() {
  velocityX += accelX;
  velocityX *= friction; // friction always present
  positionX += velocityX; // where the item will be
  rendered this frame
  accelX = 0; // the further acceleration is from 0 the
  faster the item is
};
```

## 04 Apply force

When the item is dragged we want to apply a force to it. To do this we calculate how far the item has been dragged (drag velocity) and then how it should be applied as acceleration. We do this by taking into account the current velocity.

## 05 The animate function

We have to create a loop for animation to exist. This function will call itself as quickly as possible applying any forces, updating the position of the item, and then rendering to the DOM. All code inside this loop needs to be fairly efficient for smooth animation.

```
function animate() {
  applyDragForce(); // apply any forces
  updatePosition(); // calculate position of item for this
```

```
frame
render(); // update the DOM
requestAnimationFrame(animate) // do it all again
};
```

## 06 Mouse bindings!

This is our mousedown handler. When the user starts dragging we will update some variables to be able to later calculate the 'drag force'.

We also bind a `mousemove` listener to keep the 'drag force' updated and a `mouseup` listener to clean everything up once the drag is over.

```
function onMouseDown(e) {
  dragStartX = e.pageX;
  elementDragStartX = positionX;
  isDragging = true;
  setDragPositionX(e);
  window.addEventListener('mousemove',
  setDragPositionX, false);
  window.addEventListener('mouseup', onMouseup,
  false);
};
```

## 07 Mousemove and mouseup

When the drag has ended we unbind the listeners we set at the beginning of the drag, lest we have the item we're animating stuck to our cursor. We also update `dragPositionX`, which is used in the drag force calculation in the animation loop.

```
function onMouseup() {
  isDragging = false; // finish drag and clean up event
  listeners
```

```
window.removeEventListener('mousemove',
setDragPositionX, false);
window.removeEventListener('mouseup',
onMouseup, false);
};
function setDragPositionX(e) {
  var moveX = e.pageX - dragStartX; // how far mouse
  has been dragged
  dragPositionX = elementDragStartX + moveX; // how
  far element has been dragged
};
```

## 08 Kicking it off

When the document is ready for interaction set the element we're applying physics to. Then set the animation loop going. Lastly, bind `onMouseDown` to `mousedown` on the element we're applying physics to.

```
document.onreadystatechange = function() {
  if(document.readyState === "interactive") {
    element = document.querySelector('drag-me');
    animate(); // start animating
    element.addEventListener('mousedown',
    onMousedown, false);
  }
};
```

## 09 The affect of friction

Multiplying the velocity of the item by a number less than 1 will make it slower every frame. This mock friction allows our item to slowly glide to a halt – interesting things happen when you make the friction variable greater than one.

## Create a flickering background image

AS SEEN ON THESTLBROWNS.COM/#/HISTORY/THE-EARLY-YEARS

### Vintage film effect

The background image is given a greater vintage impact with a flickering, film-scratched movie over the top with a low opacity.

### Reactive logo

The main logo on the screen moves around as the user moves their mouse around the screen, reacting to user input.

### Menu rollover icon

As the user rolls their mouse over the burger menu, the circle becomes a baseball in keeping with the site theme.

### Outer border

The border around the page is orange, but as the user scrolls down, the border adjusts to the new coloured background.

### Historical timeline

As the user scrolls down, a timeline appears on the left of the screen showing where the user is in the history of the team.

## TUTORIAL OBJECTIVE

Recreate this effect as seen on STR Browns website

## TIME REQUIRED

1 hour

## SKILL LEVEL



**WITH THE WEB** being such a new medium and it only existing on shiny screens, it is important that websites are able to capture the mood of what is trying to be designed, going beyond the gloss that computers bring. The St. Louis Browns baseball team have a great microsite dedicated to the historical society of the team.

As the site is dealing with history it chronicles the team's story through a timeline approach using a single-page scrolling design. To give maximum impact to the page, the first image takes up exactly the size of the browser window and there is a lovingly crafted vintage, film grain and scratches effect over the top of

the image. This is created by stretching an MP4 movie with dust and scratches over the top of the image, with a very low opacity that allows the original image to show through.

The effect is subtle due to the low opacity – it is not distracting to the viewer but at the same time it instantly communicates a sense of age and the historical legacy of the team.

To continue this theme, all of the images used have a slightly worn look to them as if the ink hasn't quite adhered to the block when printed. This takes the design beyond shiny computer graphics and reinforces the theme to the user.

"This is created by stretching an MP4 movie with dust and scratches over the top of the image, with a very low opacity that allows the original image to show through"

## 01 Create a composition

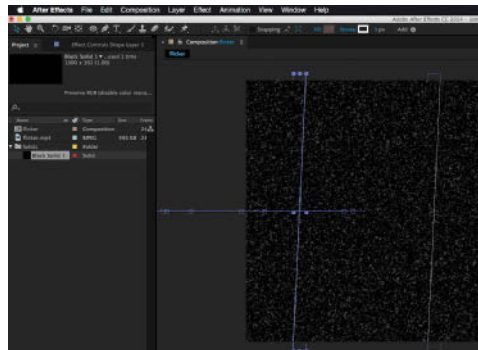
In After Effects create a new composition 1000 x 562 pixels, 24 frames per second with a duration of 2 seconds and 1 frame. Click OK to create this, then go to Layer>New>Solid and choose black as the layer colour.

## 02 Add noise

Add a Tint effect to this layer. Turn on the stopwatch to add keyframes and at different points along the timeline change the tint colour to different greys or blacks. Now use the Add Grain effect, then make the noise monochromatic and turn the intensity up.

## 03 Random lines

Deselect all layers and grab the Pen tool. Click at the top and then the bottom to draw a line. Make sure it has a white stroke. Now add keyframes for it at different places along the timeline, moving the line on the screen for each keyframe. Repeat this step with another layer.



## 04 Add to render queue

Next we will go to Composition>Add to Render Queue. Here we will leave all of the options at default and then just hit the Render button. After that we will put the video through Miro Video Converter ([mirovideoconverter.com](http://mirovideoconverter.com)) to get an MP4 file that is more suitable for playing on the web.

## 05 Over to CSS

In the CSS for your web project add the following rules. The body is set to have an image covering the background, while the video is set to have a very low opacity, stretched over the top of the image, to give the flicker effect over the top.

```
body, html{
margin: 0; padding: 0;
background: url(img/bg.jpg) no-repeat center center
fixed;
background-size: cover;
}
video {
position: absolute;
z-index: 100;
top: 0; left: 0;
min-width: 100%; min-height: 100%;
opacity: .0875; filter: alpha(opacity=8);
}
```

## 06 Add the video tag

In the body section of your code add the video tag as shown below. The CSS will automatically place this over other content and stretch to fill the screen. Save the file and view it in a web browser to see the flicker effect over the top of the image.

```
<video src="img/flicker.mp4" loop autoplay></video>
```



## EXPERT ADVICE

### Reduced colour palette

The St. Louis Browns' site features duotone images in the background. This means that there is one colour and a greyscale image – so the image is made out of two colours. This is a great way to keep file size of images down because there is less information to store and it doesn't interfere with text over the top.



## Make your WordPress theme adapt to any screen

HATE IT WHEN YOU FIND A WP THEME YOU LOVE, BUT THEN REALISE IT LOOKS AWFUL ON A SMARTPHONE? WE FIX THAT PROBLEM HERE

**MOBILE DEVICES ARE** eating away at the visitor logs for websites all over the internet. Sure, most sites will look decent enough on your smartphone, but it's a nuisance to have to pinch and zoom to actually read something, right? This means mobile iterations of websites are more important than ever, and obviously this is something you don't want to miss out on. There are many ways to make your website mobile accessible. If we look at WordPress, you'll see there are

several plug-ins serving mobile-friendly versions of your site. Not everybody wants to use a plug-in though. In this tutorial we use media queries to make the Twenty Ten theme responsive. That is to say, if the visitor is viewing via a small screen we'll make the theme adapt. Since we don't want to ruin the Twenty Ten template itself with our edits, we'll create a child theme to keep additions separate. So grab your site and let's get started!

### TUTORIAL OBJECTIVE

Make your site respond to the size of the screen on which it is being viewed

### TIME REQUIRED

45 mins

### SKILL LEVEL



### Limbo

Just another WordPress site



### Hello world!

Posted on March 4, 2012 by tdh

Welcome to WordPress. This is your first post. Edit or delete it, then start blogging!

Posted in [Uncategorized](#) | [1 Comment](#) | [Edit](#)

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- [Hello world!](#)

#### Recent Comments

- Mr WordPress on [Hello world!](#)

#### Archives

- [March 2012](#)

#### Categories

- [Uncategorized](#)

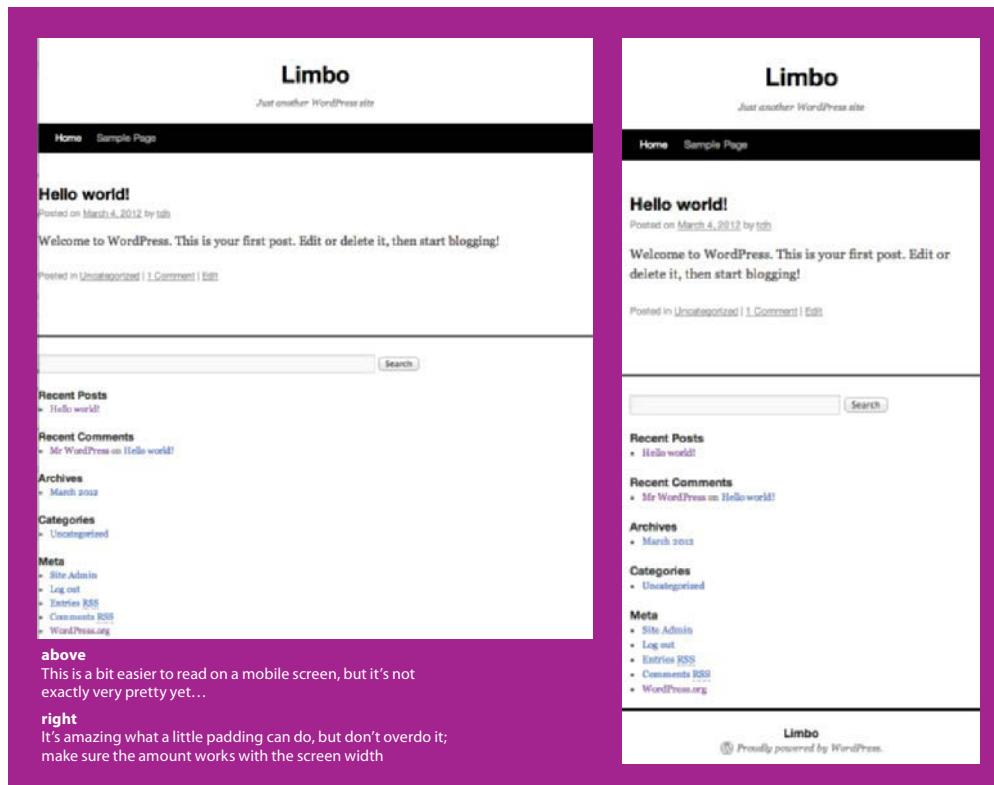
#### Meta

- [Site Admin](#)
- [Log out](#)
- [Entries RSS](#)
- [Comments RSS](#)
- [WordPress.org](#)

Limbo

Proudly powered by [WordPress.](#)

The site still looks exactly like Twenty Ten, despite the child theme having been activated



```

/* 320 px and up */
@media only screen and (min-width: 320px) {

    /* This goes for everything 320 pixels and up
    */

}

/* Up to 480 px */
@media only screen and (max-width: 480px) {

    /* Up to 480 pixels */

}

/* From 481 px and upwards */
@media only screen and (min-width: 481px) {

    /* For screens 481 pixels and wider */

}

/* From 640 px */
@media only screen and (min-width: 640px) {

    /* Special styling from 640 pixels and up */
029
}

/* 980 px and up */
@media only screen and (min-width: 980px) {

    /* Where we set everything straight again */

}

```

## 06 Decide what to hide

The key to getting the versions for smaller screens to both look good and work well is to make sure you hide unnecessary elements, and find new places for essential ones. In this example we'll hide the header on top up until the desktop version, and we'll float the right-hand column to the bottom of the page. Sometimes you'll be better off with other priorities, but deciding which elements are crucial is key so make sure that you think things through fully before touching any code.

## 07 Mobile first

There is a reason there is so much talk about 'mobile first'. The first media query – 320 pixels and up – will basically strip away everything we don't want or need from Twenty Ten's layout, and reposition other things. These rules will apply at min-width: 320px, which is the standard for our smallest browser windows, those on smartphones, so we'll have to make some more tweaks to our edits later. For now, let's get rid of some stuff from Twenty Ten that isn't suitable for small screens. You'll find these referenced styles in Twenty Ten's style.css, which we must import to the top of our child theme's style.css file.

```

/* 320 px and up */
@media only screen and (min-width: 320px) {

```

## 01 Make a child theme

First of all we need to create our child theme. As implied, child themes rely on parent themes which means that everything that doesn't appear in the child will be loaded from the parent, so you only need to specify the differences in the child. It is a good way to protect your blog's theme when working on changes. A child theme sits in its own folder in wp-content/themes/ and is activated just like any other theme. First, create a folder called 'twentyten-responsive' and, within a file called 'style.css', insert the following code:

```

/*
Theme Name: Twenty Ten Responsive
Theme URI: http://tdh.me/wordpress/twenty-
ten-responsive/
Description: A child theme that makes Twenty Ten responsive.
Author: Thord Daniel Hedengren
Author URI: http://tdh.me/
Template: twentyten
*/

```

```

@import url("../twentyten/style.css");

```

## 02 Activate the child theme

Use a development install of WordPress that has the Twenty Ten theme, which is shipped with WordPress by default but can also be downloaded from [wordpress.org/extend/themes/twentyten](http://wordpress.org/extend/themes/twentyten). Upload the twentyten-responsive folder to wp-content/themes/ and then activate the Twenty Ten Responsive theme from within WordPress. When you load the site you'll notice that it still looks just like Twenty Ten, since at this point we haven't done anything but import Twenty Ten's stylesheet.

## 03 We need header.php too

Before we can do any fun stuff with media queries in style.css we first need to add a tiny bit of code to header.php. Touching Twenty Ten itself is a big no-no, so instead just copy the header.php file from the wp-content/themes/twentyten/ folder and then place it inside the twentyten-responsive folder. In the meta section of our own header.php, around line 14, add the following line of code which will let us play with the viewport:

```

<meta name="viewport" content="initial-scale =
1,user-scalable=no,maximum-scale=1.0"/>

```

## 04 Decide on the media queries

In this tutorial we're not going for a fully fluid version of Twenty Ten but rather adapting the layout for various set widths. The default site width is 980px, which most modern displays will be able to handle. We'll have a media query for 320px width and up, and then we'll add some additional rules for 480px and up. The next step is 640px, and then we'll go over the 980px width rules as well (ie the default width). Each of these widths corresponds to a popular screen size, all of which are outlined on page 241.

## 05 Set up the media queries

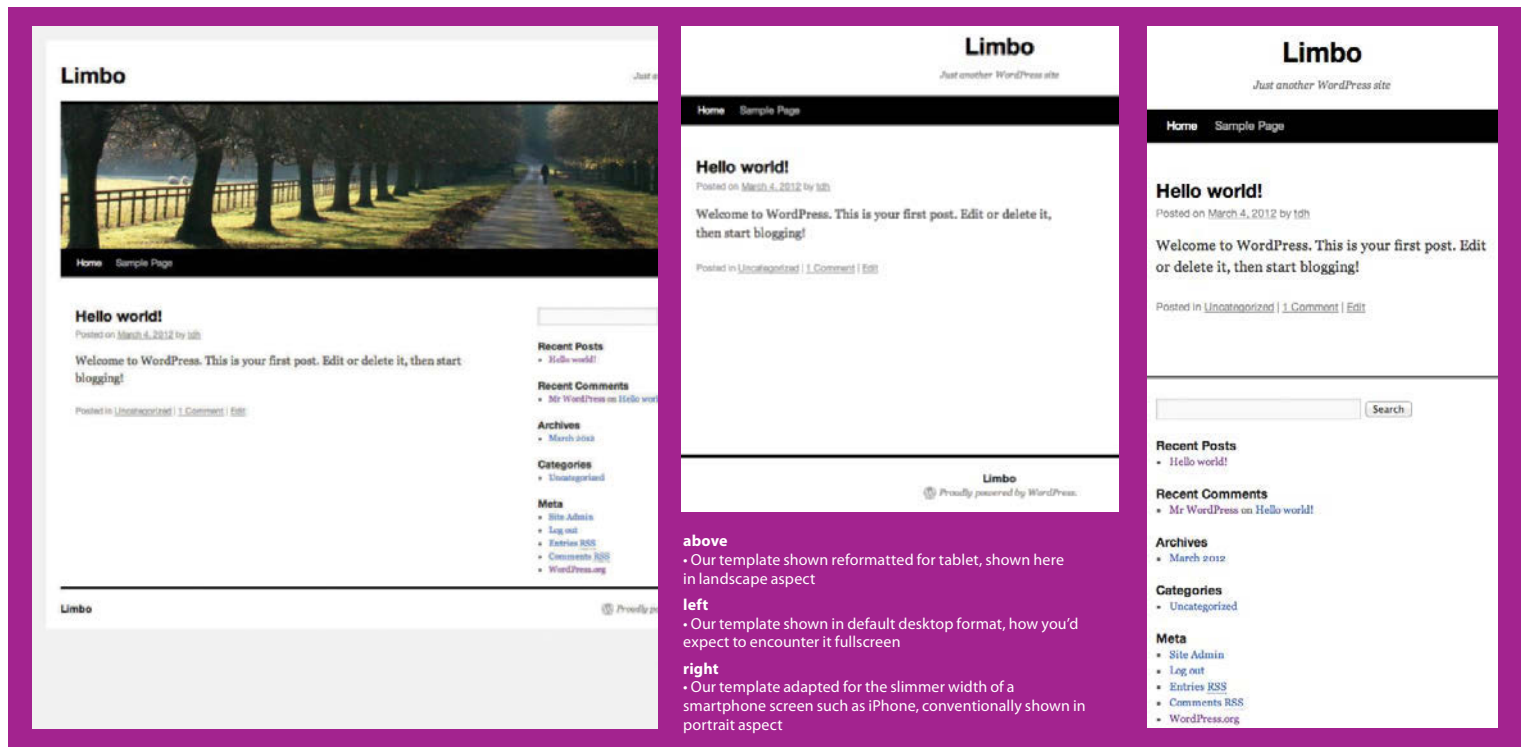
With our plan decided, let's start to write the media queries. This is done in the child theme we set up in step 1 since all edits should be kept free from the parent theme. Open style.css from the twentyten-responsive folder and add the following queries. Do read the comments which signpost the code for a quick insight as to what each media query is meant to do.

```

/* =====
MEDIA QUERIES */

```

# Going further



```
#wrapper {  
    margin: 0;  
    padding: 0; }
```

```
#site-title {  
    width: 100%;  
    margin-bottom: 0;  
    text-align: center; }
```

```
#site-description {  
    width: 100%;  
    float: left;  
    margin-top: 10px;  
    text-align: center; }
```

```
#access, #access .menu-header, div.menu,  
#colophon, #branding, #main, #wrapper {
```

```
@media only screen and (min-width: 481px) {  
    width: 100%; }
```

```
#branding img {  
    display: none; }
```

```
div#content {  
    width: 100%;  
    margin: 0; }
```

```
div#primary {  
    width: 100%;  
    margin-top: 20px;  
    padding-top: 20px;  
    border-top: 3px double #000; }
```

```
#main .widget-area ul {  
    padding-right: 0; }
```

```
#footer {  
    margin-bottom: 0; }
```

```
#site-info, #site-generator {  
    width: 100%;  
    float: left;  
    text-align: center; }
```

## 08 Make it pretty for small screens

While this simple piece of code (which basically just overwrites the original styles from the Twenty Ten theme) will make the site infinitely more readable when viewed on mobile devices, it is in need of a good deal of beautifying by us. Let's add some spacing in the next media query. The reason we're doing it here and not on top is that we'll have different amounts of space later, so it's not as global as the above changes.

```
/* Up to 480 px */  
@media only screen and (max-width: 480px) {
```

```
.post, div.page, li.widget-container {  
    padding: 0 10px; }
```

## 09 Make it pretty for slightly larger screens

Screens that are larger than 480px but smaller than 640px, such as that of a Samsung Galaxy SII held in the landscape position, might benefit from a little more spacing, so let's increase the padding we just set for the up-to-480px screens in the previous step, from 10px to 15px.

```
/* From 481 px and upwards */
```

```
@media only screen and (min-width: 481px) {
```

```
.post, div.page, li.widget-container,  
#comments {  
    padding: 0 15px; }
```

## 10 Reposition the sidebar

You might wonder why we have a media query from 640px and up? The reason is that from this size it works with the sidebar positioned on the right-hand side. Our problem is, we need it to scale appropriately, so the width will be listed in the form of a percentage.

```
/* From 640 px */
```

```
@media only screen and (min-width: 640px) {
```

```
#container {  
    width: 62.5%;  
    margin: 0; }
```

“Galleries need a bit of loving to look good on smaller screens too”



```
.post, div.page, li.widget-container {
    padding: 0 20px; }
```

```
div#primary {
    width: 32.5%;
    margin-top: 0;
    padding-top: 0;
    border: 0; }
```

```
}
```

## 11 Back to normal

Right now, the desktop version of the site looks pretty bad, much like the screenshots shown across the page. This is normal – we have overwritten a lot of styles after all! In our final media query – the one for 980px and up – we'll set things straight again, basically reverting to the standard Twenty Ten.

```
/* 980 px and up */
```

```
@media only screen and (min-width: 980px) {
```

```
    #access, #menu-header, div.menu, #colophon,
    #branding, #main, #wrapper {
        width: 940px; }
```

```
    #wrapper {
        margin: 20px auto;
        padding: 0 20px; }
```

```
    #site-title {
        width: 700px;
        margin-bottom: 18px; }
```

```
float: left;
text-align: left; }
```

```
#site-description {
    width: 220px;
    float: right;
    text-align: right; }
```

```
#branding img {
```

```
display: block; }
```

```
#footer {
    margin-bottom: 20px; }
```

```
#site-info {
```

```
width: 700px;
float: left;
text-align: left; }
```

```
#site-generator {
    width: 220px;
    float: right;
    text-align: right; }
```

```
}
```

## 12 What we've got so far...

At this stage we actually have a pretty decent mobile version of the site, along with a middle ground for mid-sized, and the standard setup for desktop. You would think we could stop here, and if you only used text that would be the case, but alas, images and other things need to behave as well. We haven't looked at single posts and pages either, so there's still work to do.

## 13 Single posts and pages

A quick look at a single post tells us that the comments are in need of styling; at the moment, they hit the outer margins of the window and need to be sorted out. Luckily this is easy enough to take care of, since the comments section sits in `div#comments`. Remember the padding code introduced in step 7, and added to in steps 8 and 9? Find that, and add `#comments` to it and you'll be fine. The code from step 7 would look like this:

```
/* Up to 480 px */
```

```
@media only screen and (max-width: 480px) {
```

```
.post, div.page, li.widget-container, #comments {
    padding: 0 10px; }
```

```
}
```

## 14 Getting the navigation links right

It's not just the comments code that needs to be positioned, as other elements will show up when you're making an existing theme responsive as well. In Twenty Ten, one such element is the navigational links, linking to the previous page in archives as well as to the previous post on single posts. We only need to worry about these when `#wrapper` is set to no

padding, so to take care of this all you need to do is add the `.navigation` class to the same media queries as you did in step 13, like this:

```
/* Up to 480 px */
```

```
@media only screen and (max-width: 480px) {
```

```
.post, div.page, li.widget-container,
#comments, .navigation {
    padding: 0 10px; }
```

```
}
```

## 15 Dealing with embedded video content

Embeds are something that you'll almost certainly have to handle when it comes to making your site responsive. After all, when they are embedded into your width they'll be in a set width and most likely that's a wee bit more than the 320px width of an iPhone, for example. For embedded video this is simple enough; just by adding the following code to our first media query – the one for 320px and up – YouTube videos and their like will be optimally presented:

```
embed, iframe, object {
```

```
width: 100%; }
```

## 16 Scale your imagery

By default the Twenty Ten theme already scales images so that they won't be wider than the content column. That means that we won't have to fiddle with them, but in

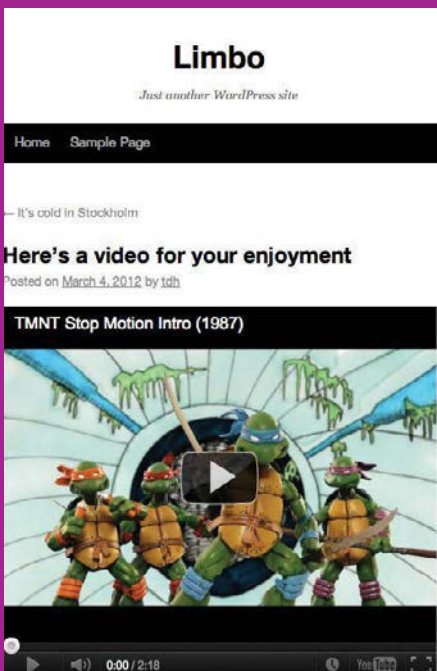


## The Internet Explorer solution for your HTML5 needs

Twenty Ten isn't coded in HTML5 so you won't find this problem here, but more and more WordPress themes are. The thing is, Internet Explorer just doesn't play nicely with HTML5 and CSS3 all the time. You'll be fine from version 9 and up, but prior to that you'll have problems. There are numerous boilerplates that solve this in a more or less elegant fashion, but the best solution is perhaps Remy Sharp's excellent JavaScript HTML5 shim, which is hosted for free at Google Code. It will make the HTML5 tags behave as expected in IE6-8. You can include it in any project, using the IE conditional tag:

```
<!--[if lt IE 9]>
<script src="http://html5shiv.googlecode.com
/svn/trunk/html5.js"></script>
<![endif]-->
```

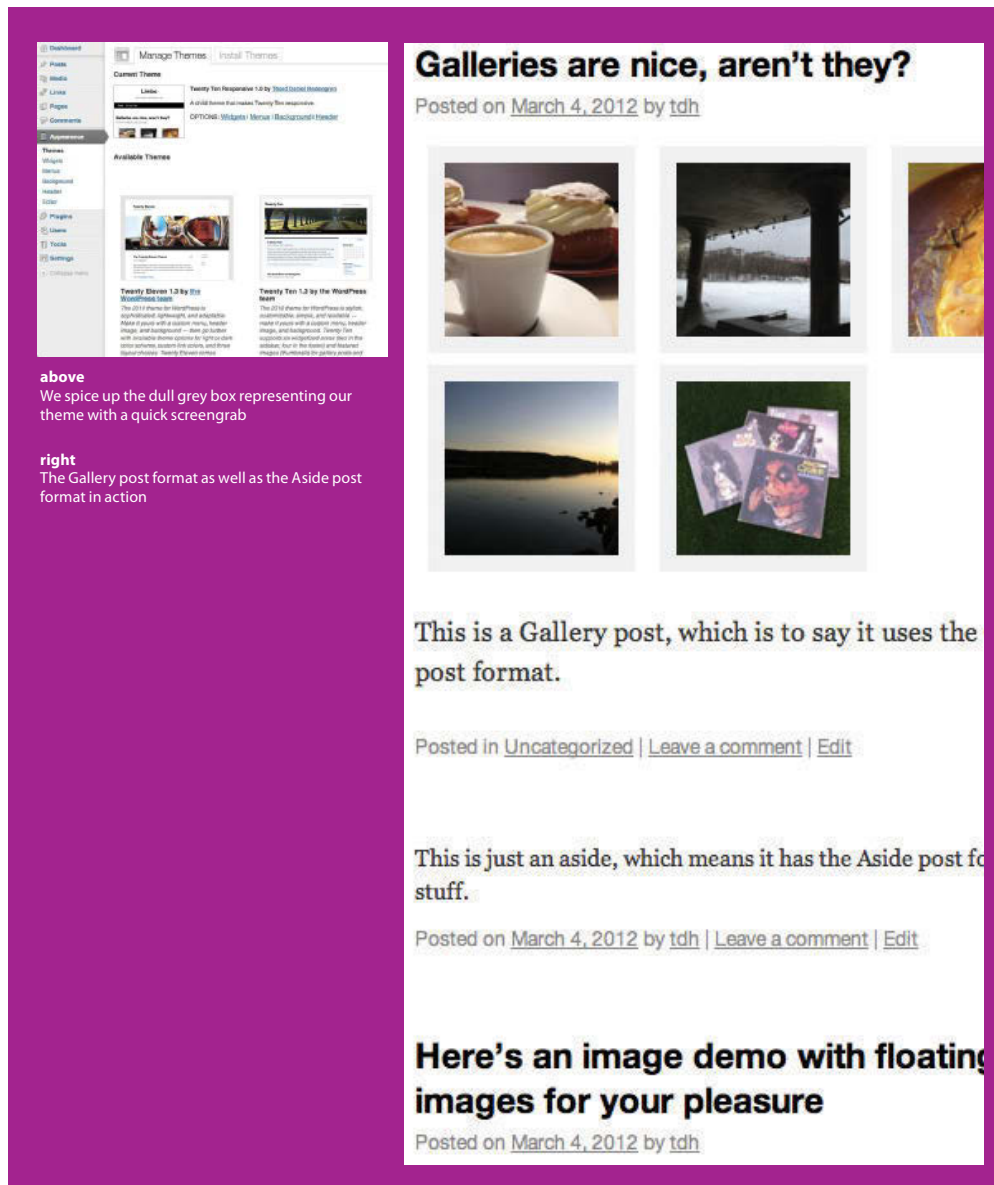
It works perfectly well with WordPress themes as well, although you should consider using `wp_enqueue_script()` and possibly `wp_register_script()` to queue the HTML5 shim script with your theme.



above

• Watch embedded videos on screens ranging from 320px to 980px thanks to our now responsive theme

# Going further



#### above

We spice up the dull grey box representing our theme with a quick screengrab

#### right

The Gallery post format as well as the Aside post format in action

other cases you'd want to add a max-width to `.aligncenter` and `.alignnone` most likely. What Twenty Ten won't take care of is images floating to the left or right, which will have to be scaled down in order to make sense of them on smaller screens.

First there's the up-to-480px resolution, where we'll scale the images to 35%:

```
img.alignleft, img.alignright {
    width: 35%;
    height: auto; }
```

Then there's 481px and upwards:

```
img.alignleft, img.alignright {
    width: 40%;
    height: auto; }
```

Next, there's 640px and up:

```
img.alignleft, img.alignright {
    width: 45%;
    height: auto; }
```

Finally, let's reset the whole thing in the 980px-and-

upwards media query:

```
img.alignleft, img.alignright {
    width: auto;
    height: auto; }
```

## 17 Tighten up the menu

Another object that will need some attention is the menu, as it won't fit too many things per row on a smartphone. Since this is mostly an issue on really small screens, let's just reduce the font size and the spacing a bit, as well as the line height. If you have an extensive menu you might have to create a completely different solution altogether. Adding this to the up-to-480px media query should do the trick:

```
div.menu {
    font-size: 11px; }

#access a {
    padding: 0 8px;
    line-height: 32px; }
```

## 18 Aside posts

Twenty Ten supports the Aside post format, and by default so does our responsive child theme. We need to make sure that these posts adhere to the new margin positioning as well, which unfortunately isn't as easy as just adding `.format-aside` to the padding blocks introduced in step 7, due to specific Twenty Ten styling for asides. Luckily we can use margins instead, so add this code to the up-to-480px media query:

```
.format-aside {
    margin-left: 10px;
    margin-right: 10px; }
```

Then we'll apply 15px instead of 10px to the 481px-and-up media query, and 20px for the 640px-and-up version, all corresponding to their respective padding values, of course. It's as simple as that.

## 19 Gallery tweaks

Galleries need a bit of loving to look good on smaller screens too. The easiest solution is to change the size of `img.attachment-thumbnail` on the media queries, starting with the one up to 480px.

```
img.attachment-thumbnail {
    width: 75%;
    height: auto; }
```

For 481px and upwards, make it slightly bigger:

```
img.attachment-thumbnail {
    width: 80%;
    height: auto; }
```

Then up in size again for 640px and above:

```
img.attachment-thumbnail {
    width: 75%;
    height: auto; }
```

Lastly, revert to default for 980px and over:

```
img.alignleft, img.alignright {
    width: auto;
    height: auto; }
```

## 20 Add screenshot.png

Finally, the grey box representing the Twenty Ten Responsive theme on the Themes page within WordPress looks a bit bland at the moment. Let's screengrab the theme when it is smaller and create a 300 x 225px PNG from the shot. Name this 'screenshot.png' and add it to the `twentyten-responsive` folder. The preview box on the Themes page now looks a lot more appealing, we're sure you'll agree.

"If you make things bigger and have less columns then you'll provide mobile users with a more intuitive experience"

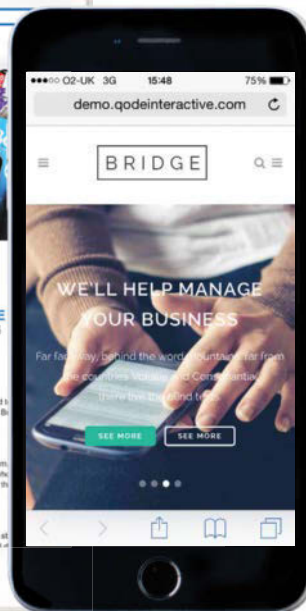
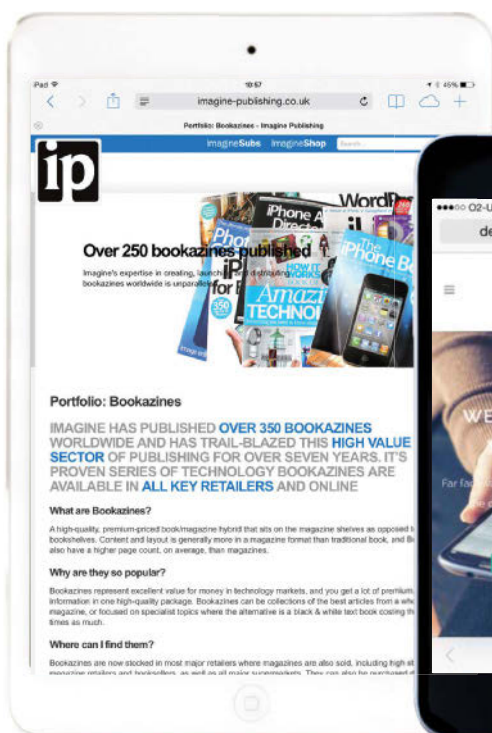
# Getting your web pages onto smartphones and tablets

KEEP YOUR BLOG BEAUTIFUL NO MATTER WHICH DEVICE IT IS BEING VIEWED FROM

**WHEN A WEBSITE IS 'responsive',** the layout and content responds or adapts to the size of the screen they are presented on. A responsive website automatically changes to fit the device you're reading it on. Typically, there have been four general screen sizes that responsive design has been aimed at – the widescreen desktop monitor, the smaller desktop or laptop, the tablet and the mobile phone.

If a user is browsing web content on a mobile phone then they generally don't have a lot of screen space to work with. Modern phones zoom out automatically, so that the entire website can be seen onscreen. Although this gives the reader access to the entire site, it can be tricky finding information that is located in a small part of the screen. So if you can move things around, make things bigger and not have as many columns then you'll provide the mobile user with a more intuitive experience.

In order to get your sites to scale correctly on the intended mediums then it is important to know what dimensions the screens of the most popular mobile devices are. Here is a rundown of the most common screen dimensions that you will be working towards.



## Apple iPad

**Height:** 2048 pixels **Width:** 1536 pixels

Please note though that the above dimensions take into account the basic Safari screen without the bookmarks bar factored in. The new iOS 7 Safari allows for a less intrusive look with the URL and bookmark bar disappearing.

## Apple iPhone 5

**Height:** 1136 pixels **Width:** 640 pixels

The full pixel height of an iPhone screen is 480, but you have to deduct the space required for the status bar (20 pixels), in iOS 7 and beyond the address bar and buttons at the bottom disappear, impeding less on the screen space.

## Samsung Galaxy S5

**Height:** 1920 pixels **Width:** 1080 pixels

The browser status bar on a Galaxy S5 is quite unintrusive compared to the iPhone and as such only 60 pixels need to be deducted for the URL text field.





# Your WordPress questions answered

ALL YOUR PROBLEMS SOLVED WITH THIS GUIDE TO  
COMMON WORDPRESS QUERIES AND CONCERNS

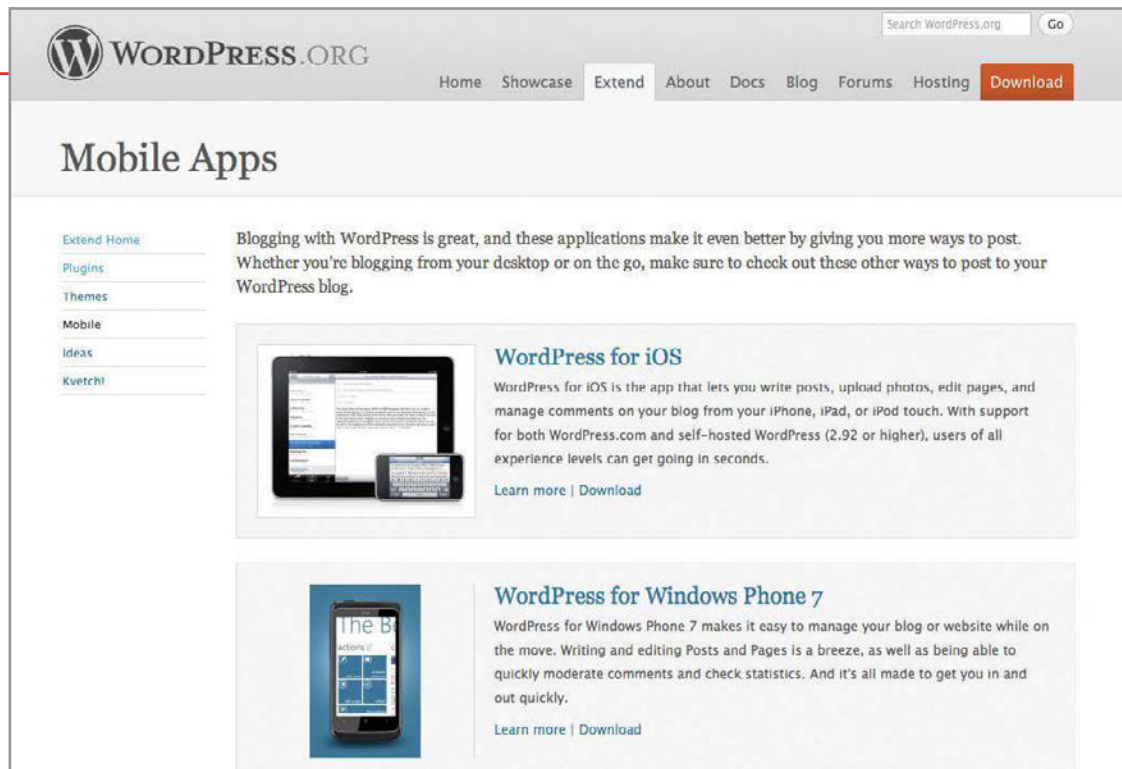
**E**ven after following all the guides in this book, you may still come across problems from time to time that will have you scratching your head and beating your hands down on the desk in frustration. There are hundreds of potential dilemmas that may arise, as WordPress is a dense and feature-packed platform. But fret not, as we are on hand to take you through some of the key problems and questions that can arise for beginners when using WordPress for the first time.

Sometimes it may be just a simple case of an edit or tweak that you make not producing the results that you were after, or you may simply be having trouble understanding the concepts behind the whole thing in the first place. For example, what's the difference between a self-hosted blog or a [wordpress.com](http://wordpress.com) account, and which is the best option for you? Or you may be worried about how much your all-singing, all-dancing website is going to cost you in the long run. It can be a confusing program to use

sometimes, but we put your mind at ease as we take you through these nagging fears and answer all your questions in this easy-to-follow troubleshooting guide.

On top of all this, we give you some top tips to common queries, such as how to back up your blog and how to use WordPress on a mobile device. There are even step-by-step instructions in here to help you along the way. With our advice, you'll be solving these problems quickly and on your way to creating the perfect blog in next to no time at all.

"Offers the ability to access and manage your blog any time, anywhere"



## Can I edit WordPress on a mobile device?

The great thing about blogging is that you can write about whatever you are interested in. But if you are a keen blogger, you don't want to be chained to your desk for hours on end. Well, with WordPress you don't have to: the WordPress app offers the ability to access and manage your blog any time, anywhere, through your smartphone or mobile tablet. The WordPress app is available for all of the major mobile platforms for free through their app stores. With a simple change in the admin dashboard, you can allow your site to be accessed remotely. The WordPress app is constantly under development and has been well refined since its launch. The open

source nature of the software means there is a solid and vocal community of users. Now, with the rising popularity of tablet devices, the app has been optimised for bigger touch-screen usability. There are lots of advantages to using the WordPress app; it gives you more freedom to write and upload posts wherever you want. Maintaining blogs can be a huge task, especially if you are the only one running them. Having the ability to read and moderate comments on the go is an indispensable feature.



### 01 Install the app

The first step is to download the app for your mobile device. The WordPress app is available for free through the Apple, Android, Nokia and BlackBerry app stores for smartphones. It has also been well optimised for tablet devices for a more intuitive blogging experience.

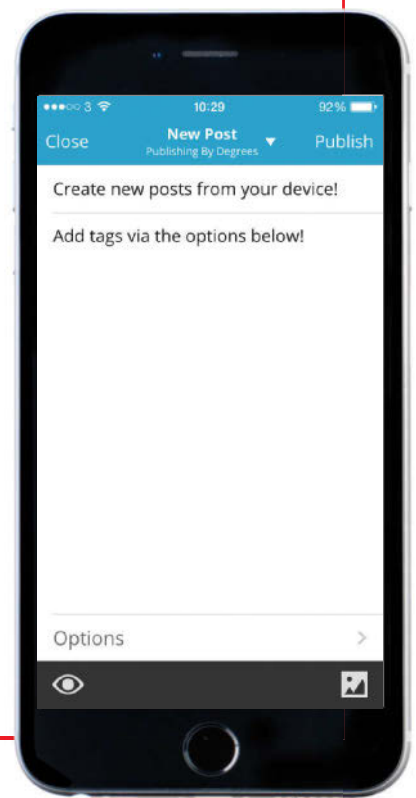


### 02 Log into accounts

To log into your WordPress accounts, you will need to enable XML-RPC in the Writing section of your blog. Then, through the app, you can use multiple logins so you can log into all your accounts and manage them from the main dashboard.

### 03 Start mobile blogging

When you have set up your blogs, the WordPress app offers the ability to write and edit posts and pages. Keeping on top of the sites by reading and moderating comments is now easy to do on the move. There is also geotagging support and image upload options.





# Does it cost anything to use WordPress?

Technically, no: the WordPress core is available for free from [wordpress.org](http://wordpress.org) – but there are other expenses to think about, like domain names, server space and databases. Domain names are relatively cheap; in most cases the higher-priced names will end in .com and will cost around £10 a year. Prices vary from site to site and annual prices will be reduced if bought for longer amounts of time. The domain name can be anything currently not registered. Server space can be bought from hosts as a single site package from as little as a few pounds per month. In the case of running more than one site, it is worth looking for something a little more flexible that you can group all your sites together on. Web and email forwarding will usually be thrown in as an extra. Databases will be often be sold separately. It is recommended to really use one database per site, but there are options to host multiple blogs from one. Outside of running costs, another thing that can cost money is the themes. Standard WordPress themes are free and there is a huge selection of them available, but premium themes will cost extra. All fees for websites are recurring, so it is really advised to find the solution that suits you and get it from one place if possible.

The screenshot shows the WordPress.org website's 'WordPress Web Hosting' page. At the top, there's a navigation bar with links like Home, Showcase, Extend, About, Docs, Blog, Forums, Hosting, and Download. The main heading is 'WordPress Web Hosting'. Below this, there's a paragraph explaining that there are hundreds of thousands of web hosts, and choosing one can be a chore. It mentions that WordPress works best in a rich hosting environment. A section for 'Bluehost' is highlighted, showing their 'WordPress Auto-Install' feature and a '1-Click Auto Install WordPress Fast Updates!' button. To the right, there's a 'Host Feedback' section with a note about helping create a wholesome and hassle-free hosting environment. At the bottom, there's a 'DreamHost' logo.

## My links are broken since I changed the permalinks, what is wrong and can this be fixed?

It is important before you start writing your posts and pages for your blog to set a good permalink structure. Setting up a good permalink structure can make or break a website in terms of search engine optimisation, and nine times out of ten this is why people go back and change them. The popular formatting for good SEO is something along the lines of `/%category%/%postname%` depending on your site content. If you go back and change your permalink structure once you have written posts and pages on your blog, it will break the existing links within your site, as well as search engine links or links from external sites. This may

The screenshot shows the WordPress 'Permalink Settings' page. On the left is a sidebar menu with options like Dashboard, Posts, Media, Links, Pages, Comments, Appearance, Plugins, Users, Tools, and Settings (which is highlighted). The main content area is titled 'Permalink Settings' and explains that by default, WordPress uses web URLs with question marks and numbers. It offers the ability to create a custom URL structure. Under 'Common Settings', there are radio buttons for 'Default', 'Day and name', 'Month and name' (which is selected), 'Numeric', 'Post name', and 'Custom Structure'. Each option has a corresponding URL example. Below this, there's an 'Optional' section with fields for 'Category base' and 'Tag base', and a 'Save Changes' button at the bottom.

also harm your search engine rankings if you do not remedy it quickly. This will affect your traffic and any advertising on the site. If you have any programming experience then this can be done in the .htaccess file. Alternatively, if you have no experience in this or you cannot directly access and edit it, you can use the free Permalinks Migration plug-in.

Install and activate the plug-in and then all you need to do is enter your old structure and the new structure and this will make sure that all the links are redirected appropriately. The plug-in will only allow you to change the permalink structure once, so be sure to do it right this time otherwise you'll have to look in to doing this the hard way instead.

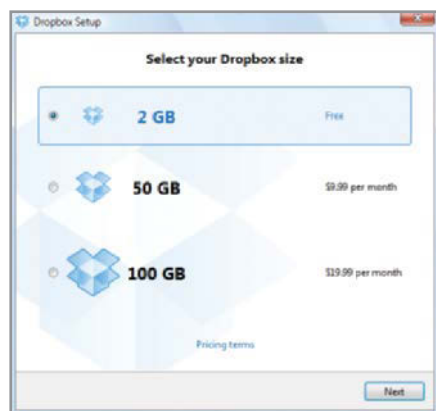
# How can I back up my

Back up your important WordPress files and SQL database using a plug-in and Dropbox for free

## 01 Download and install the Dropbox application

The first thing to do is to download the Dropbox application from [www.dropbox.com](http://www.dropbox.com). It is available for PC, Mac and Linux as desktop versions. A mobile version is also available for iPhone, iPad, Android and BlackBerry through their respective app stores. Ideally you will need access to a desktop version for the purpose of this tutorial.

“Each time you use the machine, it will sync itself to keep the files up to date”

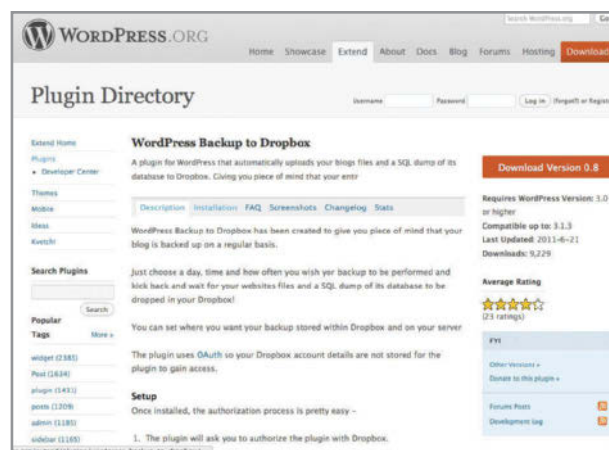


## 02 Install and configure your Dropbox

During the installation you will be asked to create a username and password. Then you will be asked how much space you want; you are given 2GB of free storage, while there is a monthly charge for 50GB or 100GB. Then you need to choose where you want to keep your Dropbox folder on your computer.

## 03 Sync up your Dropbox account

Now you have your Dropbox account, you can repeat the installation on other machines using the same account details. Each time you use the machine, it will sync itself to keep the files up to date. You can also download your files from the Dropbox website using your account details.



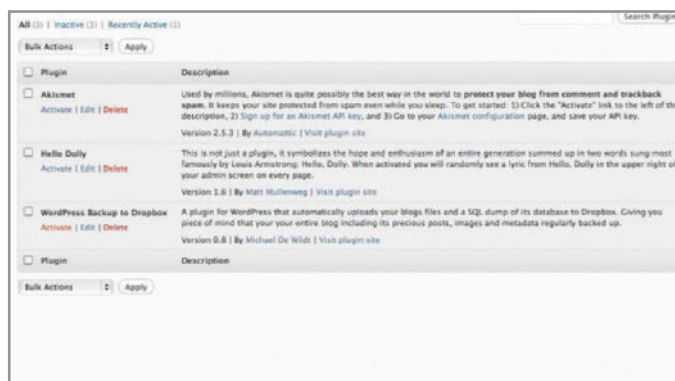
## 04 Download WordPress Backup to Dropbox plug-in

Download the WordPress Backup to Dropbox plug-in through the Plugins section of the WordPress dashboard. If you can't install it this way, go to the [wordpress.org](http://wordpress.org) site to download the file. Unzip the folder and upload it to your plug-ins folder inside wp-content on the server through your FTP.

# blog and database?

## 05 Activate the Dropbox backup plug-in

Once you have the plug-in uploaded, you will be able to find it in the Plugins menu. Click on the Activate button and then you'll be able to configure the plug-in. Once activated, the plug-in will not work but can be found in the Settings menu under 'Backup to Dropbox' in the WordPress dashboard.



## 06 Set up plug-in

When first activating the plug-in, you will be asked to set up the plug-in using your Dropbox account details. You will only need to enter these details once so you can access and customise all the backup options available. Make sure your Dropbox account isn't already full or the backups will not be able to complete, once set up.



## 07 Select a database backup location

Once you are in the Settings for the plug-in, you will see an option that says 'Locally store backup in this folder'. This option is asking you where you want to back up your SQL database. The default is 'wp-content/backups', but the location and folder name can be changed if preferred.

## 08 Configure your backup folder name

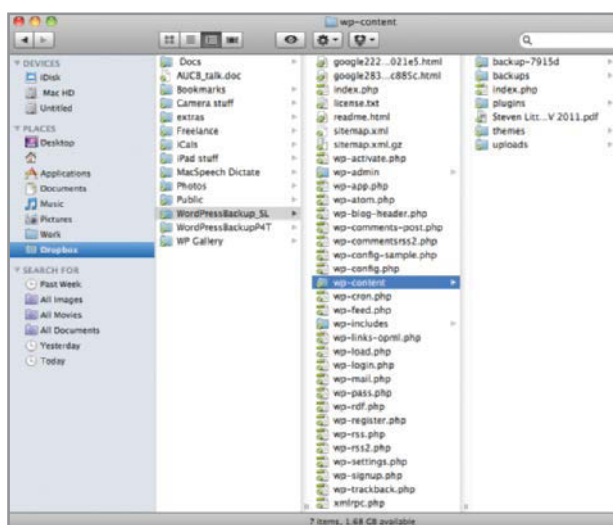
The next option is 'Store backup in this folder within Dropbox'. The default folder name will be 'WordPressBackup' but this can be changed if required. You will need to make sure to change this if you plan to back up multiple sites or they will overwrite each other. Also be sure to save the changes before backing up or the changes will not be registered.



“You will be asked to set up the plug-in using your Dropbox account details”

## 09 Set a frequency for automatic backup

You can set the time and day you want the backups to take place. Make sure to set it at a time when you will not be working on your site. The cycle can be set as regularly as once a day to as long as every 12 weeks. Once you are finished, press 'Save Changes' and then select 'Backup Now'.



## 10 Check your backup was successful

Once your backup is complete, it will tell you if there were any backup errors. At this point, it is a good idea to go to your Dropbox account and check that everything is exactly as it should be. You should now have a full WordPress backup with your SQL backup in the folder that you selected earlier. So you are now protected against data loss.



# WordPress glossary

HERE'S A QUICK CRASH-COURSE IN SOME OF THE POPULAR LINGO ASSOCIATED WITH WORDPRESS BLOGGING. LEARN THE VARIOUS DEFINITIONS FOR EACH TERM AND YOU'LL BE A BLOGGING MASTER IN NO TIME!

## **Autocast**

Autocasts are also known as 'Podcasts'. These are audio or video recordings that are released and downloaded via the internet. Radio stations often use them to provide highlights of a presenter's show; others may use it to broadcast a discussion or debate on a certain topic.

## **Archive**

If you would like to organise your past blog posts then the Archive widget will help you do this. You can customise the title, decide whether or not you'd like to display the amount of posts in each month, or opt for a drop-down menu to display this information.

## **Avatar**

An avatar is an image that represents you as a user online for things like your blog, forums and other online communities you may have joined. You can choose to use a picture of yourself or a particular animal or object that you like. In addition to the static avatars, there is the possibility of using an animated image or a 3D model of yourself if you wish to.

## **Blog**

'Blog' is a shortened version of the word 'weblog', which is essentially an online diary written by an individual or group of people on a chosen topic. Many companies

use them to communicate the very latest news on projects they are working on – as a kind of informal press release – to their clients, fans and the media. Meanwhile, individuals often use blogs as a creative outlet to communicate their thoughts and knowledge on a particular subject and share them with the world. This is what WordPress is all about.

## **Blogosphere**

This term is in reference to a collection of websites on the internet that are related to, or encourage blogging.

## **Blogroll**

This is a list of links to other people's blogs – kind of like a 'favourites' list from the person whose blog you're reading. You'll normally see it in its own column down the side of their blog page. The blogroll can also include various websites that the blogger likes to visit.

## **Category**

Categories can be used to organise your blog. Every time you write a post, you'll have the option to file it under a category. It's best to create one that is relevant to the subject of the text to help your readers navigate their way around your site. You will find that most of your posts can be grouped under just a few headings, but if they don't then you can always add more categories whenever you want.

## **Category cloud**

This is a widget you can add to your blog via the sidebar; it can be found under the Appearance header in your main WordPress Dashboard. Depending on which theme you choose, category clouds will appear on your blog page – the larger the word, the more blog posts under that category.

## **cPanel**

This is a tool that your web host will offer as part of the paid-for hosting you subscribe to. A cPanel, or 'control panel', interface should be easy to use and help you to organise your blog and/or hosting account.

## **Comments**

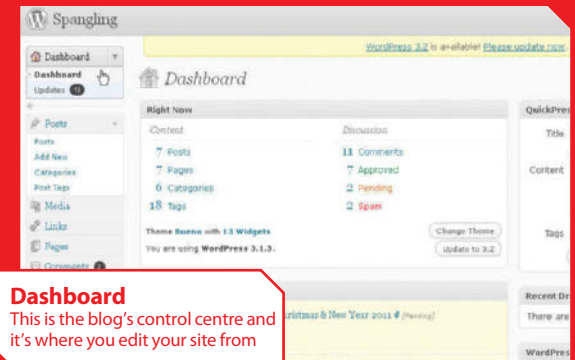
This is a feature you can enable on your blog posts. It's where the readers can add their thoughts on an article you've written, as well as providing feedback on your blog in general. Comments can also be set up so that you have to authorise them before they're visible on your page, which is helpful to prevent offensive remarks or spam.

## **Content management system (CMS)**

A CMS, or content management system, is a piece of software that enables you to add to, edit and organise the information on your site. They are present in WordPress blogs and are great because it means you need no knowledge of HTML code to set up a blog or keep it updated.

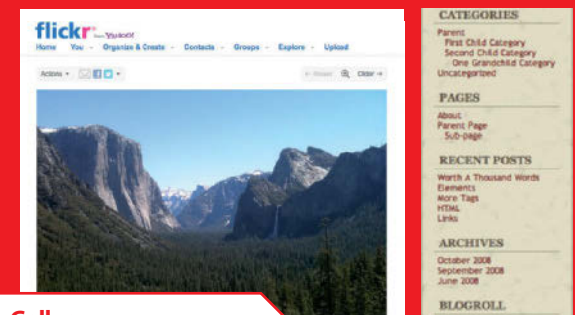
### Header

This is the top of your blog and it often displays the site's name



### Dashboard

This is the blog's control centre and it's where you edit your site from



### Gallery

A collection of images on your website are called a gallery

### Sidebar

This is the bar that is located either on the left or right of the page

## Custom CSS

CSS, or Cascading Style Sheets, can be customised in WordPress using a Custom CSS upgrade. This means that you can change the look, style and layout of your blog.

## Dashboard

This is the control centre of your blog. It's normally the first thing you see after you log onto your blogging account. Here you can do such things as view your blog's stats, add or edit posts and change its appearance. In a WordPress blog you'll have all the sections you can click on down the left-hand side of the page, and in the middle will be a summary of all your blog details, such as number of posts, categories and tags, plus any recent comments.

## Domain name

These can be names of blogs, people or organisations that are used in web addresses to link to certain web pages, such as WordPress and [www.wordpress.com](http://www.wordpress.com).

## Draft

Blog posts that haven't yet been published are called 'Drafts'. These are visible in the Posts section of your WordPress Dashboard. The status of your blog is also visible as you're typing your text in; simply look to the Publish panel on the right and save, preview or publish as and when necessary.

## Edit comments

You're gifted control over any and all the comments that users add to your blog posts. Click on Comments to view them all then 'unapprove', 'approve', 'mark as spam' or 'delete' as appropriate. You have the ultimate say on what's on your site.

## Excerpt

This is a short summary of your blog post visible on your homepage. It's a great way to entice people into your latest published post and ensures a nice, tidy homepage. It can only be used with a certain selection of standard free WordPress themes, though.

## Feed (RSS)

This piece of software keeps people up-to-date with any changes to your blog. Readers can subscribe to the RSS feed and then receive summaries of what's been added to the site. Many people choose to add the RSS feed option to their blog as it's a great way for visitors to stay informed and encourages revisits.

## Feed reader

A feed keeps people updated with any changes that you make to your blog, but a feed reader is an application that combines the feeds from several blogs a user is interested in. Typically, a user will need to subscribe to a set of providers who provide the desired content.

## Gallery

A gallery is a collection of images that are attached to any particular blog post. When you click on the Upload/Insert button, you will be presented with an 'Add an image' window. Along the top of that is a selection of tabs, one of which is labelled 'Gallery'. By clicking on this you will be able to see all the images that you've uploaded to that particular post.

## Gravatar

Globally Recognised Avatars, or 'Gravatars', are pictorial representations of individuals online. A Gravatar means it's possible a user can have just one avatar for all the forums and websites they visit.

## Header

This is the top of your blog. The header displays the name of your blog and sometimes, depending on the template or layout you choose, your blog's tagline (which is a small snippet or summary of what the website is actually all about). Some templates will allow you to customise the header with a background image too.

## HTML

Its full name is 'hypertext markup language', which is used to create graphic effects and layouts on webpages. You can view and edit the code by clicking on the HTML tab in the Add New Post tab section.

# Troubleshooting

## Link

If you would like to direct your readers to a website that you mention in your blog post then a link will help you do just this. Simply highlight the word or website address and click on the chain image in the Text Edit palette, then enter the relevant details (for example, 'Title') in the Insert/Edit Link pop-up dialog box.

## Mass edit tags

There's the option in WordPress to tweak each and every one of your tags on every post that you make on your blog at once. The post titles are displayed in the form of the table, along with the tags in another column. You can change the text as you wish and it will update each post accordingly.

## Moblogging

Blogs that are made from a mobile phone or smartphone are called moblogging, or mobile blogging. If you are using an iPhone, it is possible to write the whole blog, upload an accompanying photo (taken with your handheld device) and even publish it without the need for a computer at all.

## mShots

These will display mini previews of any websites you link to in your blog. If you enable them within your Dashboard settings, your users will be able to take a peek at the page simply by hovering their mouse over the link.

## Nextpage

This extremely handy command can be used to break up a lengthy post into a series of separate pages when viewed in Preview mode. Simply insert `<!--nextpage-->` into the desired line of your post code to force a page break and automatically add subsequent page links to the post.

## Page

Unlike a post, a WordPress page is used for information that you'd like to be kept aside from the more time-sensitive information you add on a regular basis. Pages are best used to provide details on yourself or the blog, such as an 'About me' or 'Contact us' page.

## Page jump

These will, when clicked, move you to a different part of a page. It's particularly useful when you've got a really long post; people can click on the page jump and it'll take them to the top, bottom, or another destination on the page without them having to scroll up or down.

## Permalink

A permalink is an individual web address for every single article you have produced. The post is permanently stored at this location and another permalink is created each time you add a new article. They are particularly helpful since users can bookmark a specific blog post they particularly like or find useful, without its address ever changing.

## PHP

PHP stands for Hypertext Pre-processor. It's a scripting language that is designed to be integrated with HTML and used with content management systems. WordPress is actually written using this language. PHP is a piece of open-source software that is available on Windows, Mac OS X and Linux.

## Pingback

A pingback lets you know if anyone links to an article of yours. If they see something they like and then decide to comment on it while providing a link then you'll be notified. It does it automatically and it's great because you can see who's writing what about you.

## Plug-in

These are a group of PHP functions, or small files, that add new features and better functionality to your blog. It helps expand a standard blog, adding in all sorts of fun extras and generally making life easier. Popular WordPress plug-ins include WP Super Cache, which helps your blog load faster, and TweetMeme – reducing a ReTweet to one click of a button.

## Post

These are individual articles that form your blog. You can create a post on any subject you like and then edit or add new tags and categories to it. When you've written your post you can preview it first or simply go ahead and publish it. There are plenty of options to format the text, add things like bullet points and insert images into the article.

### Domain names

These are names used in web addresses to link to pages

A screenshot of the Host Internet website. The header features the 'internet' logo and navigation links for Home, Domain Names, Web Hosting, Reseller Hosting, and Dedicated Servers. A search bar is present. The main content area is divided into four colored boxes: 'DOMAIN NAMES' (green, £2.79 per year), 'WEB HOSTING' (blue, £2.49 per month), 'RESELLER HOSTING' (orange, £1 first month), and 'DEDICATED SERVERS' (red, £79.99 per month). Each box lists features and includes a 'Find out more' and 'Buy Now' button. Below these are promotional banners for '5 Star Customer Service', 'Reseller Hosting E1', and 'Powerful, Feature Rich Web Hosting with...'. The footer includes a 'Web Hosting Blog' link, an 'OpenCart' promotion, and a 'Reseller Hosting' offer with a 'resellerdeal' code.

A screenshot of the Twitter website. The top section shows the 'Resources &gt; Tweet Button' page, which includes instructions on how to add a tweet button to a website and a 'Choose your button. Customize it (optional)' section with options for button style, text, URL, and language. Below this is a grid of various social media and utility widgets, including buttons for Facebook, Twitter, RSS, and others. A red callout box labeled 'Plug-ins' points to the 'Tweet Button' section, stating: 'These can be used to add extra content to your site, such as Twitter buttons'. Another red callout box labeled 'Widgets' points to the grid of widgets, stating: 'These are panels that specialise in particular uses on your blog'.



## Post scheduling

WordPress offers you the option to choose when to publish your blog posts. You can decide to schedule your posts to be published while you're away on holiday, or simply over the weekend if you have other things to do, just by editing the date in the Publish box.

## Post Slug

This is created when you type the title of your post into the header bar. It forms the last part of the permalink, which is directly underneath your main post header when you're adding or editing a post. Click on Edit to change it to a more memorable or search-engine friendly URL, then save your changes.

## Post Status

Your post can have the status of 'Draft', 'Pending review' or 'Published'. You can edit this status depending on what stage you're at with your blog post. It's possible to check the status of any of your posts; you just need to click on the Posts header and the status is located under the date of each post.

## QuickPress

This is a mini-post creator on the main Dashboard. It enables you to post instantly, rather than going through the usual Posts>Add New method. You can't set a future publish date or add categories, but you can write a post, add a title, tags and publish it.

## Sidebar

This is essentially the menu for your blog. It's where a lot of information is stashed away and, depending on which theme or template you choose to go for, it will appear on the left or the right-hand side of your blog site.

## Smiley

These are also known as emoticons and they represent a human face. They're normally constructed with the colon, semi-colon and bracket symbols to display a particular emotion, such as :) or :( but some plug-ins and even WordPress itself turns them from pieces of punctuation to little graphic faces by default.

## Spam

It can come in the form of emails or comments on your blog site, but spam is essentially unsolicited advertising, and is unwelcome by the majority of people. WordPress features a handy spam blocker to prevent such comments making it to your site, and you can take a look at this by clicking on the Comments section of your blog at any time.

## Tag

Tags are keywords that are relevant to each blog post. They tend to vary a lot more than categories, since each piece of text you write is likely to be different. Tags are formed by simply typing them in the Post Tags bar and separating each one with a comma.

## Tag Cloud

This is a widget you can add to your blog; it's a collection of all the tags you've applied to your blog posts. It's useful for readers visiting your site because it can provide an at-a-glance guide of what your posts are about.

## Tagline

A tagline, or phrase, sums up your blog in just a few words. It's a handy piece of info for new visitors to your site and, depending on which theme you choose, is normally displayed underneath the main blog name or header.

## Tag Surfer

To find WordPress posts covering similar topics as you, click on the Tag Surfer button from your Dashboard. Down the left-hand side you'll see the many tags you've added to your posts, and to the right there will be a list of posts covering these topics.

## Task-based documentation

A tutorial, step-by-step, or less-commonly known 'task-based documentation' gives instructions to people on how something is done. The text should be clear, concise and include pictures where necessary.

## Themes (Templates)

A theme or a template is how you can go about altering your blog's appearance. WordPress provides free themes, which vary to suit people's needs and tastes. To choose them, just visit the Appearance tab down the left-hand side of the Dashboard. If you're not sure that one will suit your blog, simply click on the Preview button to take a gander first.

## Trackback

This lets a blog author know that you have written something related to his or her blog post, and it doesn't necessarily mean that you have to provide a link to their site. It's nice for them because they are being recognised for something that they have written, which may also lead to them taking a look at your post and increasing your traffic.

## URL

URL, which is less commonly known as Uniform Resource Locator, is a location or address directing you to a website where a company or a particular piece of information can be found on the internet – for example: <http://wordpress.com> or [www.imagine-publishing.co.uk](http://www.imagine-publishing.co.uk).

## Widget

Widgets are panels specialising in a particular use on your blog. So, for example, you can choose widgets for Twitter, Tag Clouds and a Search bar from the Appearance section of your Dashboard.

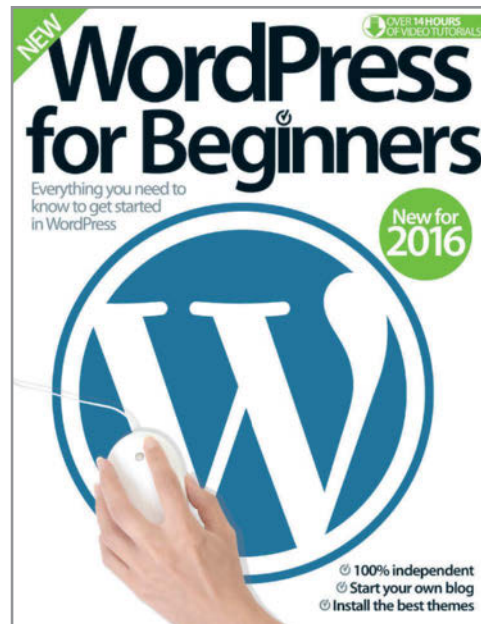
The screenshot shows a WordPress blog theme called 'Art Themes'. The theme features a colorful, artistic design with a header area displaying various art pieces. The main content area includes a 'Welcome' message, a 'Masterpieces of alltime' post, and a 'Renaissance art review' post. The sidebar contains a 'Categories' list, an 'Archives' list, and a 'Links' list. The footer includes a 'Page jump' widget and a 'WordPress' link.

**Themes**  
These are templates that dictate your blog's appearance

**Page jump**  
Page jumps will move you to a different part of a page

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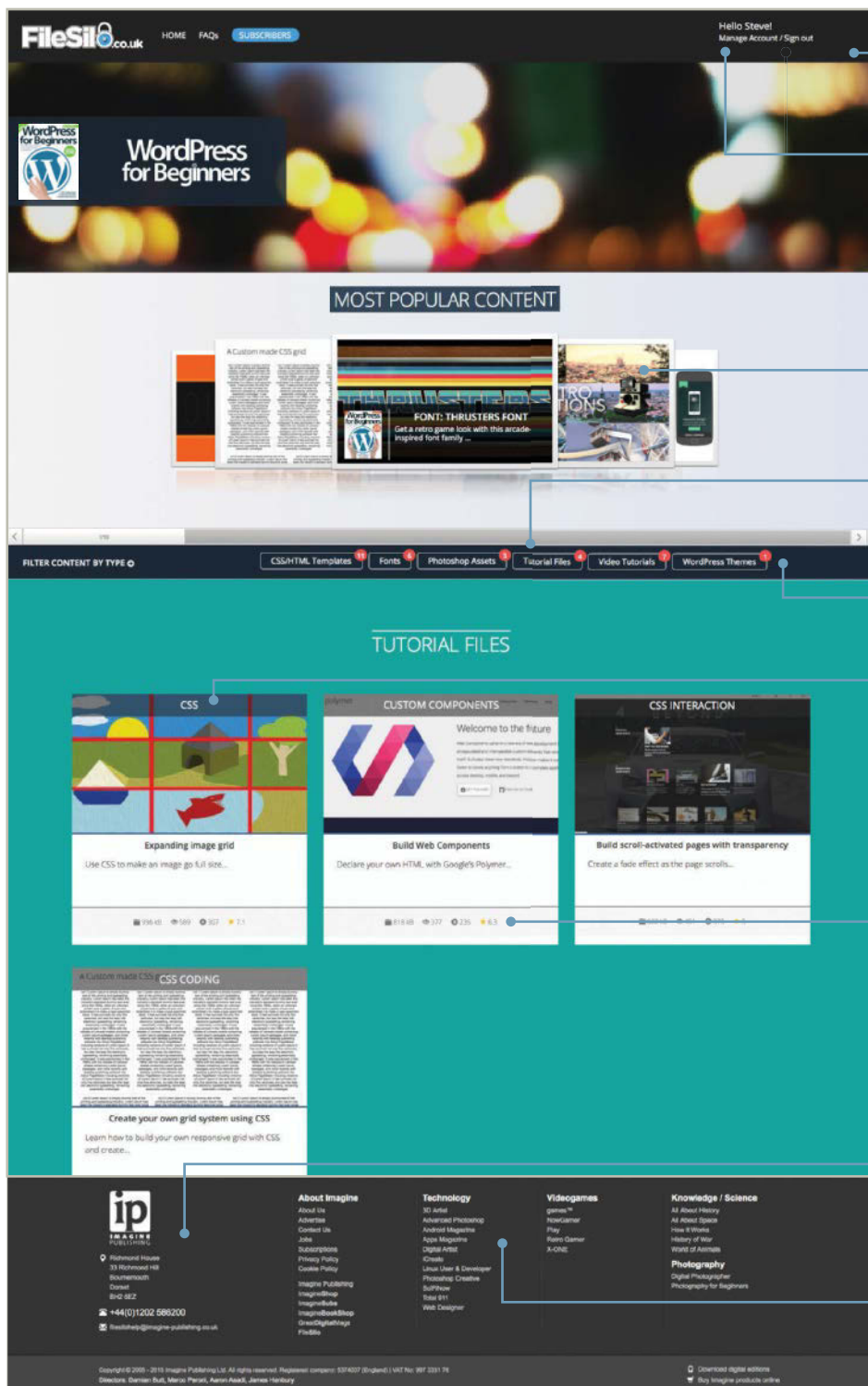
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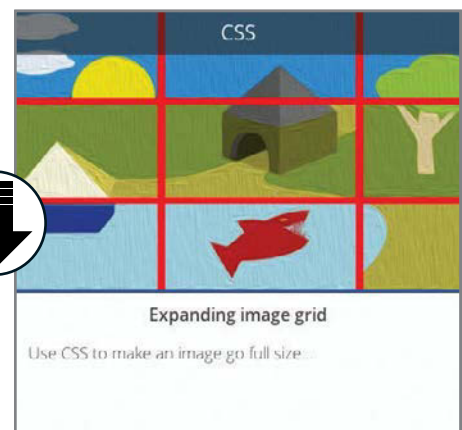
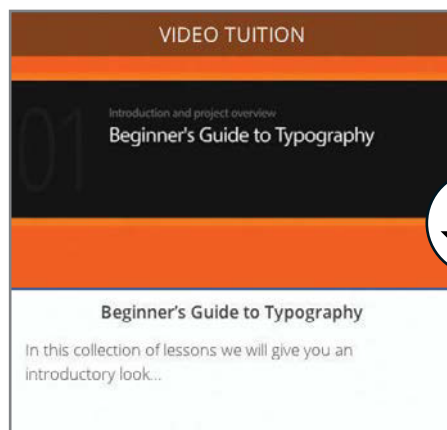
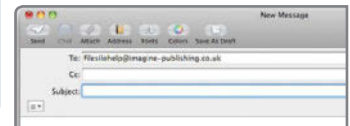
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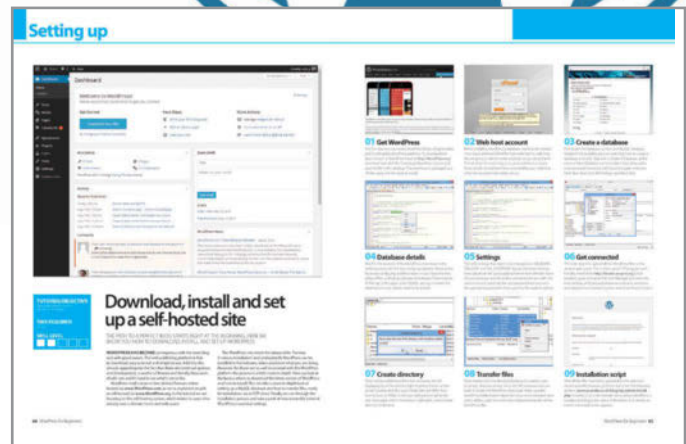
# WordPress for Beginners

Everything you need to know to get started in WordPress



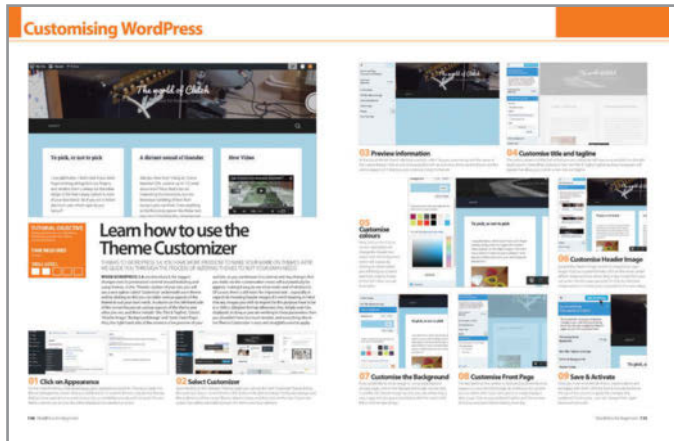
## Grasp the WordPress basics

Get your WordPress blog up and running



## Get your WordPress site hosted

Find a host and organise your WordPress blog



## Customise your WordPress blog

Make your website stand out from the crowd



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The next steps to successful blogging

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