

# **Getting Started with WordPress: Content Management**

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## **I. Greetings & Introductions**

- A. A Little About Me**
- B. A Little About You**

## **II. A Preview of the Day Ahead**

- A. Learn About WordPress, Basic Concepts & Fundamentals**
- B. Walk Through the WordPress Dashboard Content Sections**
- C. Talk About Themes and Theme Customization Options**
- D. Learn How to Create Menus and Widgets for Content Asides**
- E. Optimize the WordPress Settings to Meet Your Needs**
- F. Answer Any Questions You May Have About WordPress**
- G. An Hour Lunch and 2 - 10 Minute Breaks**

## **III. So, What is WordPress?**

- A. WordPress Began as a Blogging Platform**
- B. WordPress is Also a CMS (Content Management System)**

## **IV. WordPress.com vs WordPress.org**

- A. WordPress.com**
  - 1. Hosted Service**
  - 2. Free\***
  - 3. Ad Supported (sometimes)**
  - 4. Limited Features\***
  - 5. No Plugins**

## **B. WordPress.org**

1. Requires your own hosting + domain
2. Free\*
3. No ads!
4. Limitless Functionality\*
5. Tens of Thousands of plugins
6. WordPress Support Codex & User Forums

## **v. How Does WordPress Work?**

- A. All Content (pages, posts, menus, etc..) is Stored in a Database
- B. All Media (images, audio, video, documents) are Stored as Files
- C. Media File Path Names are Stored in the Database
- D. The Design of the Site is Contained Within the Theme (or set of templates)
- E. Functionality Outside the Core of WordPress is Contained Within a Plugin

## **vi. How Do I Get Started?**

- A. Get a Web Hosting Account (PHP, MySQL, Linux)
- B. Many Hosts Offer 1-Click WordPress Setup
- C. Alternatively, Download from WordPress.org & Upload to the Server
- D. Follow the Install Instructions

## **vii. Hosting & Domains**

- A. Some Hosting Options
  1. I Use [GoDaddy](#) - Good Customer Service
  2. [Blue Host](#) - WordPress optimized
  3. [Host Gator](#)

4. [WebFaction](#)
5. Find Many More Options with a Google Search for "Hosting"

## B. Register your domain

1. With Your Host
2. From Other Domain Provider
3. Try [NameCheap.com](#)

## C. Additional Reading on Choosing a Hosting Account

1. [WP Beginners Site on Hosting](#)
2. [Article on WP Hosting by Yoast](#)

# VIII. WordPress Content Sections

## A. WordPress Posts

1. "Timely" content, has a published date
2. News, Blog, Updates, Events etc.
3. Can be scheduled in the future or pre-dated in the past
4. Contained in Categories or tags

## B. WordPress Dashboard New Posts

1. Title Field and Permalink
  - a. The Title Displays Throughout the Theme
  - b. The Slug
  - c. Editing the Slug
2. Tiny MCE Text Editor
  - a. The Editor Icons One-at-a-Time
  - b. Visual Versus Text Tabs
  - c. Adding Media to a Post
  - d. Adding YouTube Videos
3. Organize with Formats
  - a. Some Themes Have Specific Templates

*b.* Can Use to Organize your Post by Format

*c.* Themes May Offer Format Links

#### **4. Organize with Categories**

*a.* Organize Your Posts with Categories

*b.* Use for Primary Site Topics

*c.* Categories are Hierarchical

*d.* Managing Categories

#### **5. Organize with Tags**

*a.* Organize Your Posts with Tags

*b.* Use for Non-Primary Topics

*c.* Tags are Not Hierarchical

*d.* Managing Tags

#### **6. The Featured Image**

*a.* Themes Usually Use for Blog Roll

*b.* Some Themes Also Use in Individual Post Templates

#### **7. Publishing & Updating**

*a.* Post Status

*b.* Post Visibility

*c.* Post Publish Date

#### **8. Screen Options**

*a.* Excerpts

*b.* Send Trackbacks

*c.* Custom Fields

*d.* Discussion

*e.* Slug

*f.* Author

*g.* Revisions

### **C. WordPress Pages**

1. **Static content, no publish date**
2. **About Us, Contact, etc**
3. **Parent / Child Pages Hierarchy**

#### **D. WordPress Dashboard New Pages**

1. **Title Field and Permalink**
  - a. **The Title Displays On It's Corresponding Page**
  - b. **The Slug**
  - c. **Editing the Slug**
2. **Tiny MCE Text Editor Same as for Posts**
3. **Page Attributes**
  - a. **Parent/Child Hierarchy**
  - b. **Multiple Templates**
  - c. **Page Order**
4. **The Featured Image**
  - a. **Some Themes May Use in Individual Page Templates**
5. **Publishing & Updating**
  - a. **Post Status**
  - b. **Post Visibility**
  - c. **Post Publish Date**
6. **Screen Options**
  - a. **Custom Fields**
  - b. **Discussion**
  - c. **Comments**
  - d. **Slug**
  - e. **Author**
  - f. **Revisions**

#### **E. WordPress Media**

1. **Images (JPG, PNG, GIF)**

2. Documents (DOC, XLS, PDF)
3. Audio (MP3)
4. Video (MP4)

#### **F. WordPress Dashboard Media Library**

1. View as Tiles or List
2. Attachment Post/Page Status
3. Captions
4. Alternative Text
5. Description
6. File Information
7. Pre-Determined Image Sizes
8. Image Editing Capabilities
9. Settings >> Media

#### **G. WordPress Comments**

1. Users Can Comment on Posts/Pages (if you let them)
2. You Can Perform All Mediation Tasks for Comments
3. Disabled on Most Business Sites
4. Comment Plugins are a Good Option

#### **H. WordPress Dashboard Comments**

1. Mediate Comments
2. Commenter Information
3. Comment Status
4. Comment Editing
5. Settings >> Discussion

### **IX. WordPress Dashboard Appearance**

#### **A. WordPress Themes**

1. **A Theme is a Collection of Templates Dictating the Look and Feel of Your Site**
2. **Can Be:**
  - a. Purchased
  - b. Downloaded for Free
  - c. Custom Designs
3. **.COM Has Limitations on Which Themes You Can Use**
4. **May provide functionality...**

## **B. WordPress Theme Sources**

1. **3,000+ Free Themes are Available on WordPress.org**
2. **Commercially Supported GPL Themes**
3. **5,308 Premium Themes on [ThemeForest](#)**
4. **87 Themes with Support! for \$69? [Elegant Themes](#)**

## **C. WordPress Dashboard Appearance >> Themes**

1. **New WordPress Install Always Has 3 Themes Included**
2. **The First Theme Listed is the Active Theme**
3. **Only 1 Theme Can be Active**
4. **The Theme Details Button**
  - a. Theme Title
  - b. Theme Version
  - c. Theme Author
  - d. Theme Description
  - e. Theme Rating
  - f. Deleting a Theme
5. **The Live Preview Button**
6. **The Activate Button**
7. **Good Practice to Delete Unused Themes**
8. **Adding a New Theme**

- a. Add New Button
- b. Search Themes on [WordPress.org](https://WordPress.org)
- c. Upload Theme (zip file)

#### **D. WordPress Theme Customization**

1. Utilized Heavily by Some Themes, Others Not so Much
2. Options Vary Based on Theme Support
3. Options May Include:
  - a. Background Colors & Images
  - b. Fonts & Font Colors
  - c. Logos & Header Images
  - d. Custom Navigation
  - e. Page Layout Options
4. Hire a WordPress Developer to Make Custom Changes Not Offered by Theme

#### **E. WordPress Dashboard Appearance >> Customize**

1. Lists Available Customization Options on Left Side
2. Provides Live Preview with Your Content on Right Side
3. Some Options are Also Found in Settings or Appearance Menu
  - a. Site Identity (title, tagline, favicon)
  - b. Static Front Page
  - c. Menus
  - d. Widgets
4. Make Sure to Save Your Changes!

#### **F. WordPress Menus**

1. This is Where You Create Your Site Navigation
2. Link Within Your Site; Posts, Pages & Media
3. Link Outside Your Site



4. Indent or "Nest" Items to Create Dropdowns
5. Some Themes Have Multiple Menu Locations
6. Some Themes Offer Social Media Icon-Based Menus

## **G. WordPress Dashboard Appearance >> Menus**

1. Create a New Menu
  - a. Give the Menu a Name
  - b. Click Create Menu Button
2. Menu Item Source Links
  - a. Pages
  - b. Posts
  - c. Custom Links
  - d. Categories
  - e. Tags
  - f. Formats
3. Menu Structure
  - a. Drag and Drop Menu Items
  - b. Drag Menu Items to Order
  - c. Indent Menu Items for Sub Menus (dropdowns)
  - d. Always Save Your Menu!
4. Individual Menu Item Settings
5. Menu Settings
  - a. Auto Add Pages
  - b. Theme Location
6. Manage Menu Locations
7. Manage Menus with Customizer
8. Screen Options
  - a. Add/Remove Menu Item Source Links
  - b. Advanced Menu Properties

## **H. WordPress Widgets**

- 1. What the Heck is a Widget? Where Do They Go? What Do They Do?**
- 2. A WordPress Widget is a Small Block that Performs a Specific Function**
- 3. A Widget Can be Informational Only (menus) or Have Functionality (Twitter)**
- 4. Many Blog Features Come Standard with a WordPress Installation**
- 5. There are Many Plugins that Can Add widgets (Twitter, Facebook, etc)**

## **I. WordPress Dashboard Appearance >> Widgets**

- 1. Available Widget Areas**
  - a. Governed by the Theme**
  - b. Theme May Have One or More Widget Areas**
- 2. Available Widgets**
  - a. Archives**
  - b. Calendar**
  - c. Categories**
  - d. Custom Menu**
  - e. Meta**
  - f. Pages**
  - g. Recent Comments**
  - h. Recent Posts**
  - i. RSS**
  - j. Search**
  - k. Tag Cloud**
  - l. Text**
  - m. Can Add More Widgets with Plugins**
  - n. Widgets May Have Customizable Settings**
- 3. Inactive Widgets**
  - a. Place Widgets Here to Preserve Settings**

***b.* Great for Widgets that are Reused**

**4. Manage Widgets with Customizer**

**J. WordPress Dashboard Appearance >> Editor**

**1. "SCARY CODE PLACE"**

**2. Always Opens on the Style.css File**

**3. Allows You to Edit Your Site's Template Files**

**4. All Template Files for Your Theme are Listed on the Right**

**5. If You Don't Know What You are Doing it is Best to Not Go Here!**