

WordPress User Guide

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Version 3.0

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Introduction

The first of our WordPress User Guides was originally written for clients of Interconnect IT's who had specified a website using WordPress. Of course, what happened is that soon enough the guide was linked to and downloaded many times. Several thousand times, which surprised us.

Clearly, there was a level of demand for this information, and we do like to make people happy – so we decided to continue updating this guide and releasing it. For free.

This guide doesn't cover WordPress installation – installation is well documented on wordpress.org, and if you wish you can go for a hosted solution on wordpress.com. If you need help installing, migrating or upgrading your WordPress installation you should get in touch with us for a quote. You'll need to contact us through our website's contact form at <http://www.interconnectit.com/contact/> We may well add installation information at a later date, but time, at the moment, doesn't allow.

The guide also doesn't cover configuration of WordPress – all those lovely options in the settings page. However, we're planning to add something about them – perhaps more a 'frequently asked questions' section, with simple answers.

If you want further, personal training, we run both one-to-one courses here at our Liverpool base or in your office, or we have classroom courses where you'll be able to learn a range of WordPress skills – from beginner to advanced. We even offer developer training, though at the moment we tend to work with experienced developers, providing them with a helping hand, rather than a full ground-up training – it's a big subject.

Guide Method

This guide covers the basics in each section, trying to take a progressive approach so that each section builds on knowledge and skill acquired earlier in the guide.

Our screenshots and usage all come from WordPress installed on a local computer, but they apply equally to WordPress installed on normal web server.

One new change in this version is to include a series of exercises which are aimed at developing the reader's skills.

Please note that this is a guide for people learning about WordPress – it's not a complete manual. If you find any errors or omissions. The best thing to do if you find one is to go to either <http://www.interconnectit.com> and let us know through the contacts page, or to <http://spectacu.la> where you can join in and download the original Word document which you can edit and submit as a new version. Spectacu.la members can even re-brand this document and use it for their own purposes – such as training or support.

Using WordPress

First Concepts

WordPress has really moved the game forward for non-experts who want to maintain their own websites. Previously they had to either write their sites with clunky, proprietary site-builder software, or use expensive and difficult to learn packages like Dreamweaver which could require an understanding of often difficult to grasp languages and code such as HTML and CSS. With WordPress you have the system to manage the content, and easy to download and install attractive themes that look after the visual presentation of the site. These can be paid for, or download for free from sites such as <http://wordpress.org> or themes clubs such as <http://spectacu.la>, <http://woothemes.com>, <http://ithemes.com> and more.

What WordPress also does is to make possible the building of a semantically and chronologically structured website or blog which makes the job of search engines easier. It provides an excellent platform for building everything from simple blogs, to significant news platforms like <http://politicsandthecity.com>. The biggest limit, usually, is the imagination of the developers and designers creating themes and plugins, and of the content writers.

Great Things About WordPress

1. It's easy to learn
2. It's stable and relatively bug free
3. It's used by millions of people around the globe
4. It scales well – you could run a hugely popular blog on your site, with a hundred thousand visitors a day and WordPress will still be adequate – and it should still work on a light-duty single server... and even if it doesn't, you can always balance the load across multiple machines
5. It's simple, yet flexible – and developers love it
6. It has a huge range of free and premium themes which can add functionality and style to your site
7. It has a huge selection of plugins that can add new features and tricks to your site
8. Once you've learned html, css and php you can really do almost anything with WordPress.
9. The addition of the Custom Menu feature in Wordpress 3 goes a long way to alleviating the menu management limitations of Version 2.9.

As you learn more about WordPress you'll learn a lot about what it can (and can't) do. But work within its relatively few limitations and you have a powerful and flexible friend managing your website.

But let's just cover a few things WordPress doesn't do well...

1. Workflow is relatively unsophisticated, and although you now have versioning it won't support much workflow on pages that have already been published. You can either edit them live, or you can't.
2. The content editor is still rather unsophisticated, limiting the options you have when formatting the content of your posts and/or pages. Creating and editing tables in Posts and Pages, for example, remains problematic.

Getting Started

When you get WordPress installed you won't have any content in your site beyond what comes as vanilla – which is a single category, a set of blog links you probably don't want, a page and a post.

So the first thing to do is: Log In!



If you haven't got a login link on your site's front page, simply add /wp-admin to the root address and you'll arrive at the login page as above. The default themes always show login links in their initial configuration.

During installation you will have set up a username and been told of your password which will have been auto-generated. Alternatively, if someone installed the site for you he or she will have given you the login and password details for you. If you lose your details, you can click on "Lost your password?" and a new password will be generated and e-mailed to you. You'll need to change this to something more memorable. Enter your details, select "Remember me" if your computer is secure and only used by you and you'd like not to have to log in each time, and click on the Login button.

Now you're logged in, you'll arrive at the Dashboard – a screen that gives a range of information about your website:

Wordpress Sandbox Search Engines Blocked New Post Howdy, admin | Log Out Screen Options Help

Dashboard

Right Now

Content	Discussion
0 Posts	0 Comments
2 Pages	0 Approved
4 Categories	0 Pending
56 Tags	0 Spam

Theme **Twenty Ten** with 0 Widgets Change Theme

You are using **WordPress 3.0.1**.

Recent Comments

No comments yet.

Plugins

Most Popular
[SexyBookmarks \(Install\)](#)
 Adds an attractive social bookmarking menu to your posts, pages, index, or any combination of the three.

Newest Plugins
[Press This Reloaded \(Install\)](#)
 Press This, using the regular Add New Post screen

Recently Updated
[Compartir en Tuenti \(Install\)](#)
 Este plugin coloca un boton para compartir en Tuenti debajo de cada entrada o pagina de tu blog.

Incoming Links

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

QuickPress

Recent Drafts

There are no drafts at the moment

WordPress Development Blog

Other WordPress News

[Weblog Tools Collection: Common WordPress Multisite Problems and Solutions](#)

[Weblog Tools Collection: Drive Traffic to Old Content with "Tweet Old Post" Plugin](#)

[Dougal Campbell: My Portfolio Site: dougal.us](#)

[Weblog Tools Collection: WordPress Theme Releases for 08/18](#)

[WordPress Podcast: Matt Mullenweg interview – Part II](#)

Thank you for creating with WordPress. | [Documentation](#) | [Feedback](#) Version 3.0.1

You'll notice here that there's a great deal of information showing here in a series of widgets. You can organise this information to best suit you, moving widgets around and expanding or contracting them in whichever you find appropriate.

To move a widget, click and drag the bar of the widget around. To roll it up, simply click on the right hand edge of the bar where you'll see an arrow appear.

On the left hand side, you'll notice that there's a large list of links such as Posts, Media, Links and so on. What you see here will depend a lot on the user level you have on your blog. Administrators can see everything and subscribers the least.



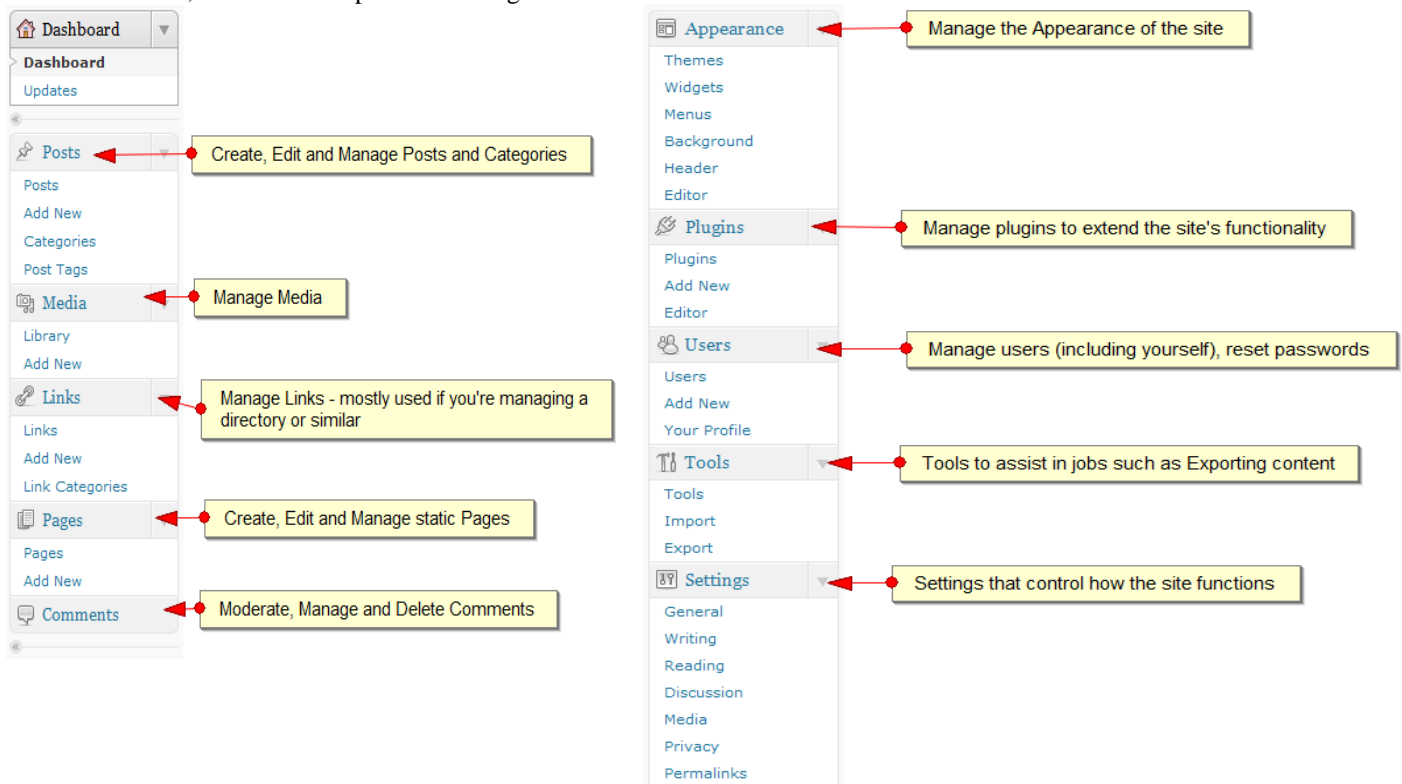
QUICK EXERCISES:

1. Try moving the widgets around – for example, place Recent Comments at the bottom of the right hand column. What happened?
2. Extend the QuickPress Box – what do you think this is for? Try writing something there. What happened?
3. Arrange the entire page in a way you feel would be most useful to you. Experiment – you can always change this page again in the future.

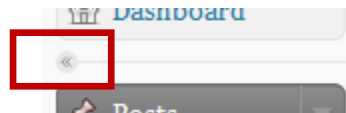
Navigating Around the Administration Panel

Navigation of the admin panels in WordPress is pretty straightforward, but it can feel like there are a bewildering range of options to choose from.

You'll notice that to the left of the dashboard you have a series of links that you can quickly and easily click on – these then expand out to show you other sub pages. The quick reference below reveals the range of functions, with a brief explanation alongside:



If you notice, there's an alternative, less screen hungry option which is great for those of you with smaller monitors – simply click on the little slider you see in parts of the menu to make it smaller:



When you click it, you will get a smaller icon-only version of the menu with the options appearing in a little pop-up.

Understanding the difference between pages and posts

Before we start working on your site, it's important to have a clear understanding of the difference between pages and posts:

Pages are usually those which have a static purpose in life. For example an about page, resumé page or contact forms. They do not usually contain information about news items, for example, which are added to the site on a regular basis. Pages are generally defined so that they are always accessible from the front page. Some people build entire sites with just Pages – this is especially the case for sites with little need for dynamic content and is very popular with small businesses who simply want an online brochure.

Posts usually contain semantically and chronographically arranged information – for example, news reports, event results, and of course blog entries! The semantic structure is defined by categories and tags, and whilst making it easy for people to navigate your site will also help search engines to understand the content of your site and so improve the relevance of search results.

Adding and Editing Content

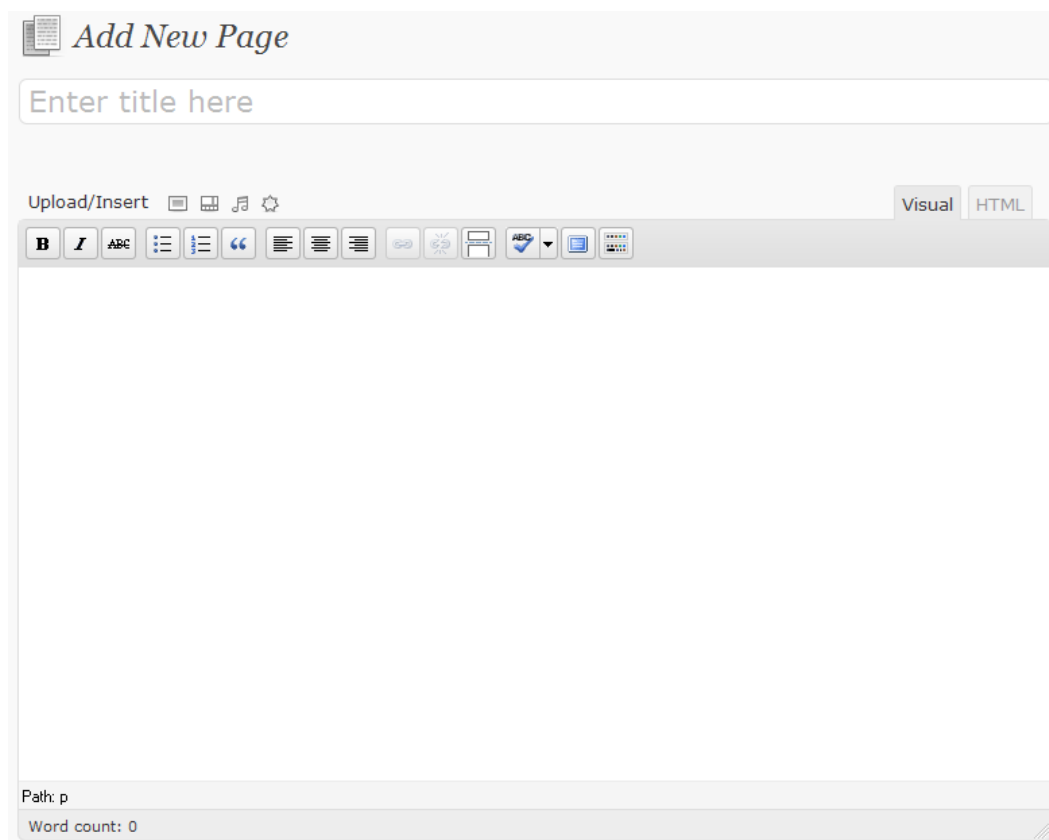
Rather than drone on about concepts, structure and methods, let's start to get some content into the site right away.

WordPress provides a number of tools – for editing, and for image management. It allows you to easily manage your content with a familiar editing interface. You don't need to learn HTML – just the skills you've already acquired using word processors like Microsoft Word.

Formatting text using the rich editor

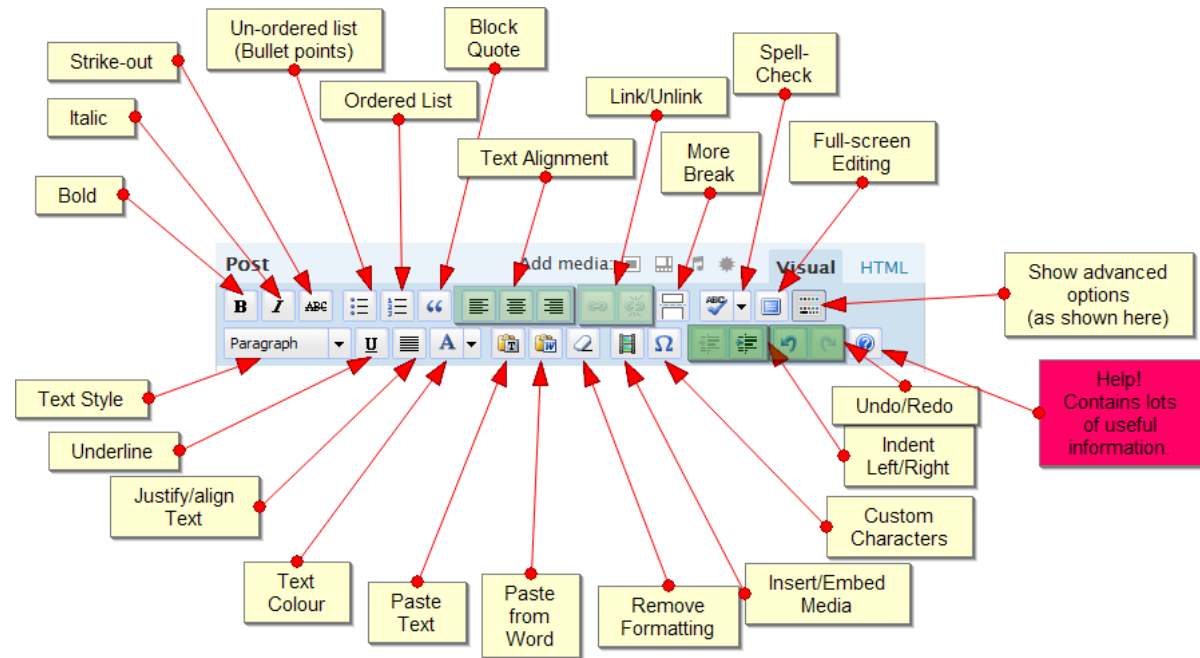
You can easily enter format text using the rich editor if you're familiar with any word processing packages.

Let's create a news article – just go to Posts and Add New in the left hand toolbar (if you're writing a static Page, you go to Pages and Add New instead):



As you can see from the buttons, it's possible to format text in a number of ways using the buttons and they'll be familiar to any user of word processor software. You can also extend the size of the box by dragging on the bottom right of it.

By default you'll only see one line of buttons, not the two below – that's because you need to press the Advanced Options button on the far right to see them.



Don't forget – if you get stuck, hovering over the buttons will describe what they do, and the short cut to use them quickly from the keyboard.

Essentially, what you're working with should be familiar to you – it's rather like using Wordpad or some other similar low-end word processor.

On the page you'll also see the usual Tags and Categories options. You'll see a full description of all these options in [Setting Posting and Page Options](#)

Text Styling Notes:

When you're writing you may have a style guide to work with. If this is your own site, the following will be useful to you when choosing what text styles to apply in your content:

1. Heading 1 through to Heading 6 – in most themes headings within a post or page will start at Heading 3 (H3), going down to H6. The higher the value, the more important a search engine will consider it, but remember that H1 is usually reserved for the site title at the top of the page, and H2 for the post or page's title. Interfering with that order can result in search engine penalisation.
2. Use Unordered or Ordered lists for lists that are relatively short, but resist the temptation to use them for lists of paragraphs – instead, use the Heading styles.
3. Use Bold and Italic in moderation. Do NOT use bold as a substitute for heading styles – bold is not as important to a search engine.
4. Some themes may override your styling decisions – for example, enforcing alignment, what an italic actually looks like and so on. You should experiment with this.
5. Most themes will highlight links in a different colour and with hover properties – you shouldn't need to worry too much about these.
6. What something looks like in the visual editor and how it will look on the page are quite different, unfortunately – make good use of the Preview button before publishing.

Formatting text using the HTML editor

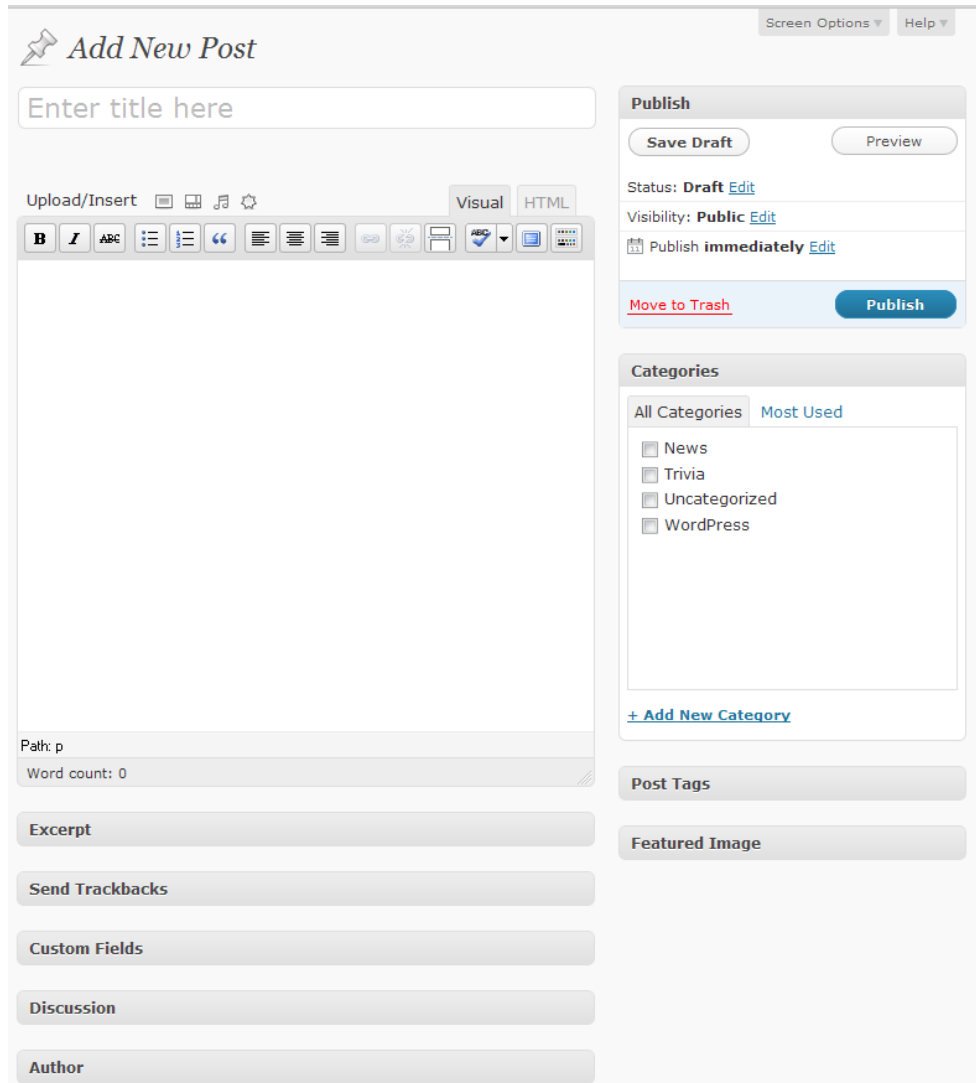
You can also click on the HTML tab on the editor and input text in HTML – the language that describes web pages. This is for the more technically inclined and does have the advantage of making it easier for you to create more sophisticated designs. It's worth noting that WordPress MU (used on sites such as WordPress.com and Edublogs) will, by default, filter out a lot of HTML, which will limit your options.

IMPORTANT: When using the html editor it's essential that you close all tags, or ask WordPress to do it for you by pressing the 'Close Tags' button. If you don't then your site's layout will be broken whenever that posting or page is displayed.

IMPORTANT (2): If a page or posting has been written using the html editor then any attempt to edit that article using the visual rich editor may result in content or formatting being lost. This isn't the problem it used to be.

Writing a post

As you can see from the screenshot down below, writing a post is just the same as a page – but it’s something that, if you’re using WordPress for blogging, is going to be far more important for you. To get there, select Write, then, if it’s not already on Post, select Post. Some options are slightly different, because posts are organised differently. If you are an Editor or Administrator on the site, you have a Publish button. Once pressed the post becomes available on the website. Before the post is ready, however, you can save it and keep it as a draft. Since WordPress 2.5, autosave came into place, and since 2.6 you then had a revision history, making it possible to see changes and revert to older versions of posts and pages.



In the example above, you can see the Categories box to the bottom-right of the editor window. Select a category of ‘news’.

Let’s make this a short article about launching the website. Place the text below into it the text box, with the title **Our First News**:

Today we launched a new website. We'll be producing news and articles here for your enjoyment.

Scroll back up and press Publish. Your article is on the website!

Now create a couple of articles for testing with – one called “Interesting cats for 2010”, and one called “WordPress Is Great”. Enter any text you like in the post box. Make sure that these two posts are in Trivia and WordPress categories respectively. Don’t forget to add tags as well!

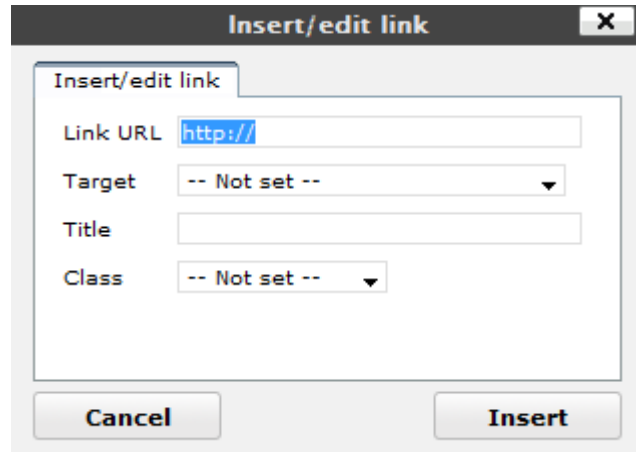
Adding links to your posts

One of the most important things you can do on your website is to link out to other sites. Those other sites will appreciate the links, but it also shows where you get your information from. This is useful to the reader and also a sign of an experienced and skilful blogger who cites his references. There’s also absolutely nothing wrong with linking within your own site. Of course, it takes a little extra time, but it’s worth it for the extra engagement.

To create a link in text, highlight the text you wish to link, and then click on the link icon in the editor:



Once the link icon is selected, you have a pop-up dialog:



Simply insert the web address you want to link to in Link URL, choose the Target (ie, open in a new window or use the current browser window), a Title to give meaning to the link and which will show on hovering over the link, and a Class which is generally used most when linking an image and may give some alignment options and styling's – do be careful with it, few people use it as it can cause issues with styling on some sites.

Once you're done, click Insert and the link has been created. It's always worth testing links in case a mistake was made.

Opening a link in a new window vs. Using the current window

Many site owners are tempted to open links in new windows, because then it means their site remains in the browser. However, web convention is that a link should keep you in the current window – otherwise after an hour of browsing the user could have dozens of windows open that all need to be closed down. In other words, opening a link in a new window is usually an inconvenience for a site visitor.


There are some situations where a new window works – usually this is to pop something up where you just know that the visitor will want to quickly look at and then close – however, in blogging this is relatively rare, so the best advice is to try and stick to opening links in the current window.

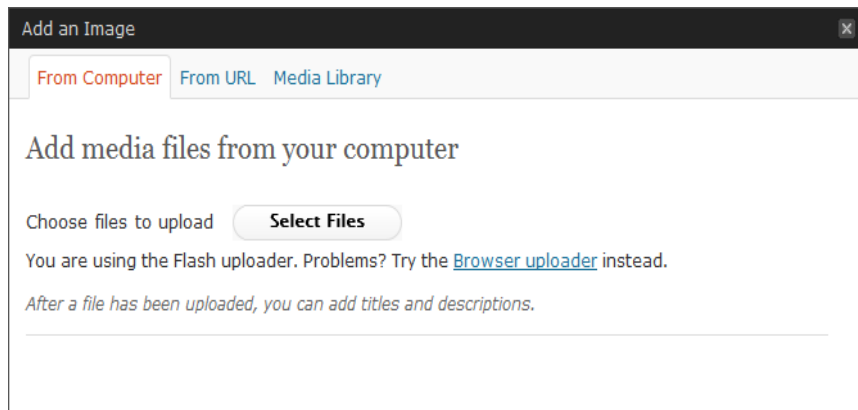
Adding images to your posts

You can easily add images using the standard WordPress tools. Again, like so much of WordPress, there have been some dramatic improvements in recent versions – including the automatic sizing of images, thumbnailing and image management.

To add media to your post, you'll see a number of tools added. You may find that on a lot of custom installations of WordPress MU you only have the small button that looks like a sun, on the right. If that's the case then for most things you can use that image, but you may be limited with items such as YouTube videos. This is often done for security reasons. If the feature is necessary, speak to your support team.



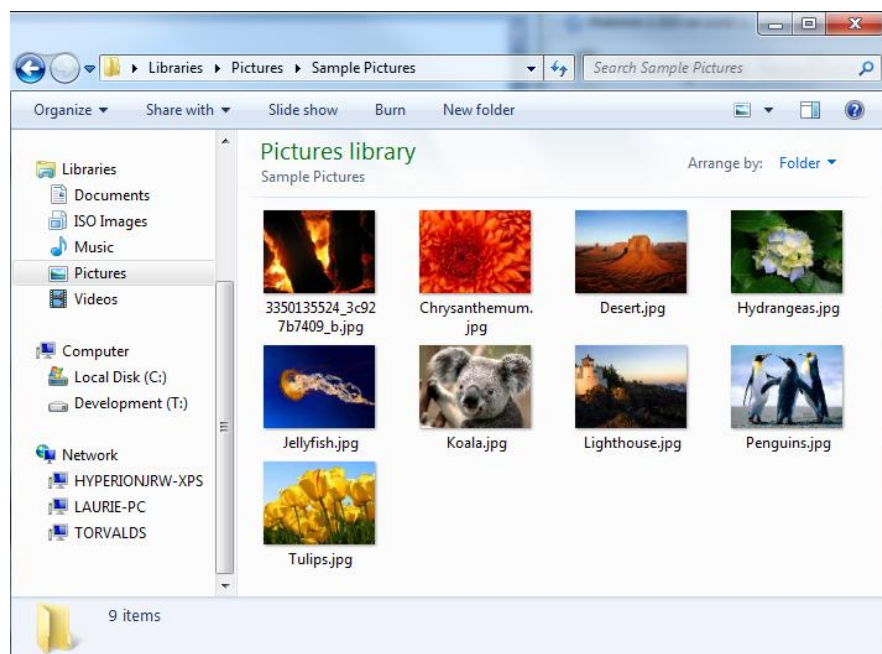
If you press the Add Image button  you'll be presented with a pop-up window:



You can close this window with the small X in the top-right corner, or by clicking outside of the box.

Generally you won't upload images from a URL and will use the button 'Choose files to upload'. Here you can upload one or many images. On most servers you'll be limited to images of 2MB or less in size, so if you have a high-res digital camera you might need to resize the images before uploading.

You can upload multiple images with the Flash uploader. Simply selected the different images while holding CTRL:



Once you've selected the images, simply press the Open button, and you'll see the window come back with the following showing in it as it uploads and resizes the images:

From Computer From URL Media Library

Add media files from your computer

Choose files to upload [Select Files](#)

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

After a file has been uploaded, you can add titles and descriptions.


hong-kong-dawn-medium	Show
IMG_0796 (Medium).jpg	
<div></div>	

[Save all changes](#)

Once done, you'll see a list of the images you've just attached to the post.

This shows the thumbnails created. If something went wrong at this stage and no thumbnails were created, there may be a problem with your connection or with the server's configuration.

So – click on 'Show' for each image and you'll get a dialog expanding into place:

Media	Order	Actions
Jellyfish		<input type="checkbox"/> Hide
<div>  <div> <p>File name: Jellyfish.jpg</p> <p>File type: image/jpeg</p> <p>Upload date: July 28, 2010</p> <p>Dimensions: 1024 × 768</p> </div> </div> <p>Edit Image</p> <p>Title * <input type="text" value="Jellyfish"/></p> <p>Alternate Text <input type="text"/> <small>Alt text for the image, e.g. "The Mona Lisa"</small></p> <p>Caption <input type="text"/></p> <p>Description <input type="text"/></p> <p>Link URL <input type="text" value="http://localhost.localdomain/wp-content/uploads/2010/07/Jellyfish.jpg"/> <input type="button" value="None"/> <input type="button" value="File URL"/> <input type="button" value="Post URL"/> <small>Enter a link URL or click above for presets.</small></p> <p>Alignment <input checked="" type="radio"/> None <input type="radio"/> Left <input type="radio"/> Center <input type="radio"/> Right</p> <p>Size <input type="radio"/> Thumbnail (150 × 150) <input checked="" type="radio"/> Medium (300 × 225) <input type="radio"/> Large <input type="radio"/> Full Size (1024 × 768)</p> <p>Insert into Post Use as featured image Delete</p>		

This dialogue provides a lot of options and controls – let’s go through them:

Title – this is the title of the image.

Alternative Text- a brief description of the image.

Caption – the caption text for the image.

Description – the description. Not used by all themes, but handy to complete and may be used further in the future. It’s often just seen when you view an image as an attachment.

Link URL – this is the address of the original image you’ve uploaded, by default, but it also allows you to create a link to another website here – quickly and effectively. You can also press the three buttons – None, meaning the image has no link, File URL, the default, and Post URL which will show your image within the design of the site rather than as an image on its own.

Alignment – This allows you to set how the image is aligned. The small icons show the effect on the text-wrapping.

Size – you’ll want to choose how big the image is. If it’s not too massive, you can use the Full Size image – just make sure it fits into the space available. Otherwise, a Thumbnail, by default is a 150x150px square, and Medium is cropped to fit in a 300x300px space.




Once you’ve selected your options, you press the Insert into Post button to add the image to where your cursor was when you chose to Add Images. In this example we’ve gone for a thumbnail to the right, with a caption.

In the editor it now looks like this:

Add New Post

Post With Image

Permalink: <http://localhost.localdomain/?p=781> [Change Permalinks](#)

Upload/Insert    

Visual [HTML](#)



Jellyfish

Path: p

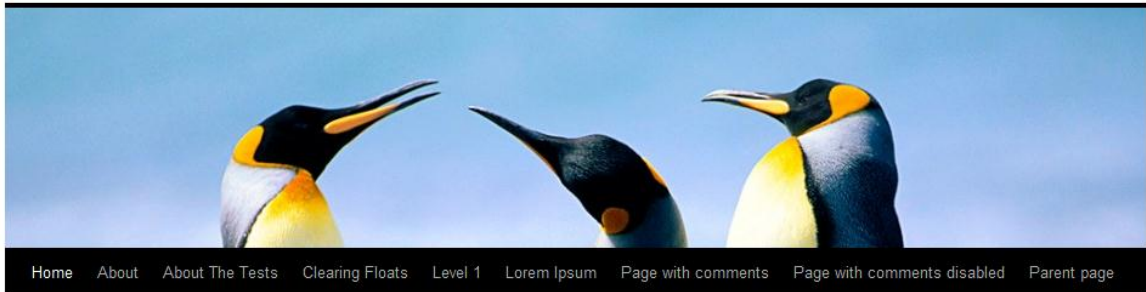
Word count: 0

Draft saved at 8:51:04 am.

And if you press the preview button, you can see that on the website, it looks like:

Wordpress Sandbox

Just another WordPress weblog



Layout Test

Posted on [September 6, 2008](#) by [Chip Bennett](#)

This is a sticky post!!! Make sure it sticks!

This should then split into other pages with layout, images, HTML tags, and other things.

Pages: [1](#) [2](#) [3](#)

Posted in [Cat A](#), [Cat B](#), [Cat C](#), [aciform](#), [sub](#) | Tagged [tag1](#), [tag2](#), [tag3](#) | [10 Comments](#) | [Edit](#)

Search

Archives

- [August 2010](#)
- [July 2010](#)
- [March 2010](#)
- [September 2008](#)
- [July 2008](#)
- [May 2008](#)
- [April 2008](#)
- [March 2008](#)

Meta

- [Site Admin](#)
- [Log out](#)

Post With Image

Posted on [August 19, 2010](#) by [admin](#)

New Post with an image imported into it.



Jellyfish


Posted in [Uncategorized](#) | [Leave a comment](#) | [Edit](#)

It's worth noting that deleting a captioned image from the post can appear a little tricky if you try and do it the same way as you might in Word. Instead, if you click on the picture you'll see two icons appear as shown to the right, one a red circle with a line, and another a little panorama. The red circle is for deleting the image, and the panorama (which is mostly used only by advanced users) allows you to change some settings in the image, but without actually changing the attachment details.



After uploading, if you forgot to add images to a post you can still press the Add Images button and then click on the Gallery tab. In there you can see all images attached to this post, and insert them individually.

Next we want to experiment with a couple of other features, so press Edit to edit this post and let's do some more:

Click on the Add video button 

Now, you can upload a file, but if your site isn't set up with a suitable player, it'll just create a link to the file or page which your user can visit. This is OK, but not amazing. There are plugins to help this along, but that's for you or your systems administrator to arrange.

The same applies to the Add Audio Button, and add Media. In essence, they allow you to upload files, but mostly leave you just on links unless you use suitable plugins.




Adding a gallery of images

One new feature that came with WordPress 2.5 was galleries – this allows you to present a grid of image thumbnails in a post or page which people can click on to enlarge.

To insert a gallery into a post, you can upload a number of images (which are then attached to this post), click the **Save All Changes** button in the bottom left-hand corner and then click on the Gallery tab:

Add an Image

From Computer From URL **Gallery (3)** Media Library

Media	Order
 img_0871-medium	<input type="checkbox"/> Show
 img_0796-medium	<input type="checkbox"/> Show
 hong-kong-dawn-medium	<input type="checkbox"/> Show

Save all changes

Gallery Settings

Link thumbnails to: ☐ Image File ☒ Attachment Page

Order images by:

Menu order

Order: ☒ Ascending ☐ Descending

Gallery columns:

3

Insert gallery

From here, you can adjust the order by dragging and dropping, insert the individual images into the post or, insert a gallery of attached images.

To insert a gallery, click on the ‘Insert gallery into post’ image and then a shortcode of [gallery] will be inserted into your content. Now, one thing you’ll notice – if you’ve been using the Post we created before, is that the output will be a mess. The Gallery function doesn’t like to share space with an image – it must be clearly after any other images or problems will occur and you’ll get something like this:

« [Test images](#)

WordPress Post

Welcome to a post on WordPress.



Hong Kong Dawn



Hong Kong Dawn



A right mess, we think you'll agree. So instead, delete that first image that we added to the post, and go take a look and you'll see it's much improved:

« [Test images](#)

WordPress Post

Welcome to a post on WordPress.



Hong Kong Dawn

However – it’s still not perfect – the images are actually slightly too large. This is because this theme is designed for narrower content. You can fix this several ways:

7. In settings, set the thumbnail size to be something smaller, for example 120x120px
8. Use a theme that has more space for images – you may not have much control over this if you’re using a corporate theme.
9. Present you galleries in two columns – if you noticed when you added the gallery there was an option for the number of columns.

Here’s how a gallery with three columns will look in a theme where the images have a little more space to breathe:

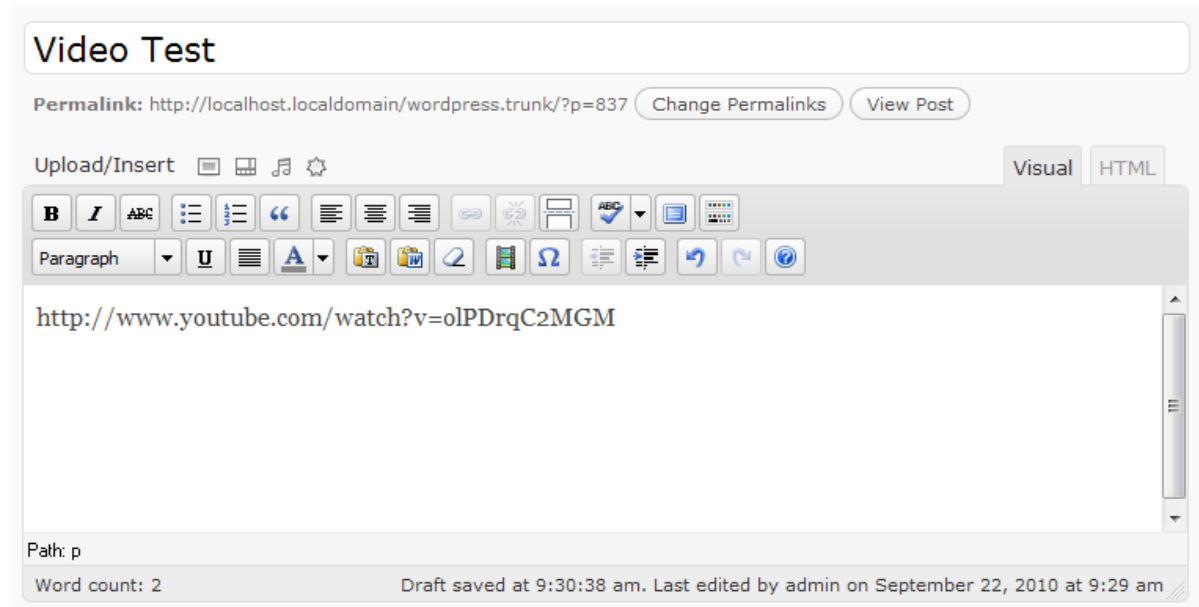


You’ll have noticed that the picture of the Hong Kong dawn is captioned in the gallery, because you gave it a caption when you uploaded the image.

Adding video clips to your posts

Since WordPress 2.9, new video embedding facilities have been added to WordPress. Simply put, all you need to do now is get the link for a video on a website and click on the video link button. Let's take the video Dot that was recently released as a way of advertising a new mobile phone. The link is <http://www.youtube.com/watch?v=olPDqC2MGM> and to embed it into your WordPress site is really easy.

Simply put, all you need to do is to copy (ctl+c) the URL from the browser bar, and then paste it into the text editor as so:




And now, if you look at the post, it should look something like the following image:

Video Test

Posted on September 22, 2010 by admin



This entry was posted in [Uncategorized](#). Bookmark the [permalink](#). [Edit](#)

Other forms of video upload are beyond the current scope of this document – however, lots of help is available on WordPress’s support forums. One thing worth noting is that with most methods you need to upload first to a media server (via whichever means you prefer) and then use the embed media button in the editor . This is, I’m afraid, one of those things that is hard to describe clearly, but once you’ve done it a couple of times will come easily and naturally.

A shortcut for video embedding is to use a plugin called Viper’s Video Quicktags – this gives more control over embeds from different sources, allowing for different sizes.

Setting posting and page options

There is a large range of posting options that are available to you if you look around the writing area and which give you finer control over how your content is presented. The order can change according to user preferences – what’s important are the titles.

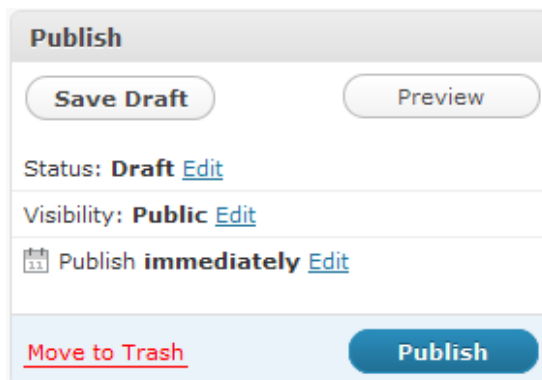
Excerpt		Use this to create a short introductory text (you can add HTML if you desire) about your post. This is used by some themes and plugins, as well as by your site’s RSS feed.
Send Trackbacks		Not often used these days, but this allows trackbacks to be sent to a specific location. You can use it to notify certain sites of your new post. Other WordPress blogs, and sites that support a protocol called XML-RPC are automatically informed if you happen to link to them.
Custom Fields		Custom fields are used by certain themes and plugins. Some will use these fields but you won’t ever have to touch them, others will require you to input values. Information on this should be included in your theme or plugin instructions. Top-of-the-range themes tend to add boxes for you to tick but use custom fields – you may see values added automatically. In some cases being able to edit these values will give you finer control over your posting, or allow you to fix problems that might come up.
Discussion	Allow Comments on This Post	If checked, allows a visitor to add comments to the posting albeit according to rules defined in Settings Discussion
	Allow Trackbacks and Pingbacks on this post	This means that if someone links to the posting from another website using similar software you will be notified on the Dashboard page and the trackback may show in the comments section if authorised.
Comments		Since WordPress 2.9 you can view, reply to, moderate and edit comments from the edit panel.
Author	Allows you to set a Post Author	If your site has multiple authors, you can change them here if you have a suitable user rights – generally Editor and above although this can change on some configurations.
Revisions		You can revert to an old version of your post or page, and can track the changes made to a post. This option will not normally be visible when you are creating a new post/page.

Roughly the same fields are available in Page writing, with some added and some removed. Some themes and plugins may return some options – such as excerpts for pages which are used by some themes.

The additional options for writing pages are covered in the section [Writing Pages](#).

Saving & publishing your post or page

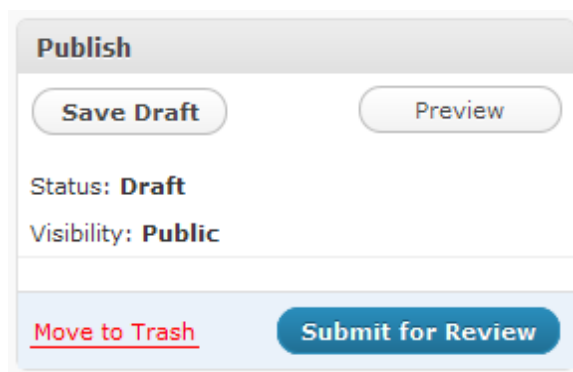
Once you've written your masterpiece you'll want to save it... and then publish it (ie. Make it visible on the site) for the whole world to see – you've probably already pushed that publish button, but we're returning to it because there are various options that are worth learning:



The Publish box above is usually at the top right of the page. By default it looks like the above.

As you can see, the simplest way to publish your content is simply to press that big blue Publish button.

If you're a contributor, you'll have found that you can't do much in WordPress beyond contribute words, and your Publish box will actually look like this:



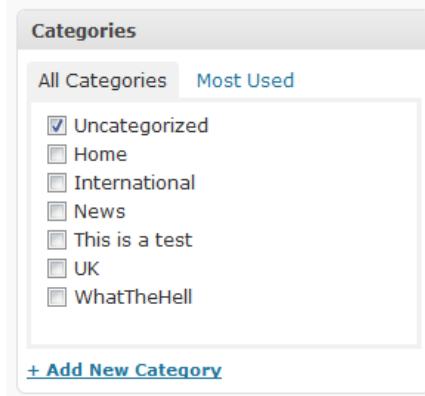
The following table gives a breakdown of the different functionality available here:

Preview		This button allows you to preview how the content will look.
Status		This shows the Status of your post, for example, whether it is visible
Publish (immediately) edit	Private	If you want to keep the post from prying eyes you can do this. If a post is private only registered members of the site can see it. Making a post private means it can't be published – you'll see the button change to reflect this.
	Public	If you click on Edit the box will expand to offer you the facility to edit the date on which this page will become published. This allows you to create content in advance – handy for holidays or embargoes.
	Password Protected	You can also create posts that are protected with a password which you will have to distribute amongst readers. This can be useful where you want to give a selected few advance access to content.
Save Draft		This saves the post or page, instead you will be working on the currently live version of the page (WordPress only has modest workflow and versioning capabilities) and the Publish button will change to say Update Post or Update Page.
Publish/Submit for Review		The moment you push this button, the content becomes visible on the site. If you're a Contributor you will not be able to Publish but instead only submit for review.
Move To Trash		This option will move the post/page to the "Trash" area (the "Trash" area is a bit like the Recycle Bin in Windows.)

Creating and managing your categories

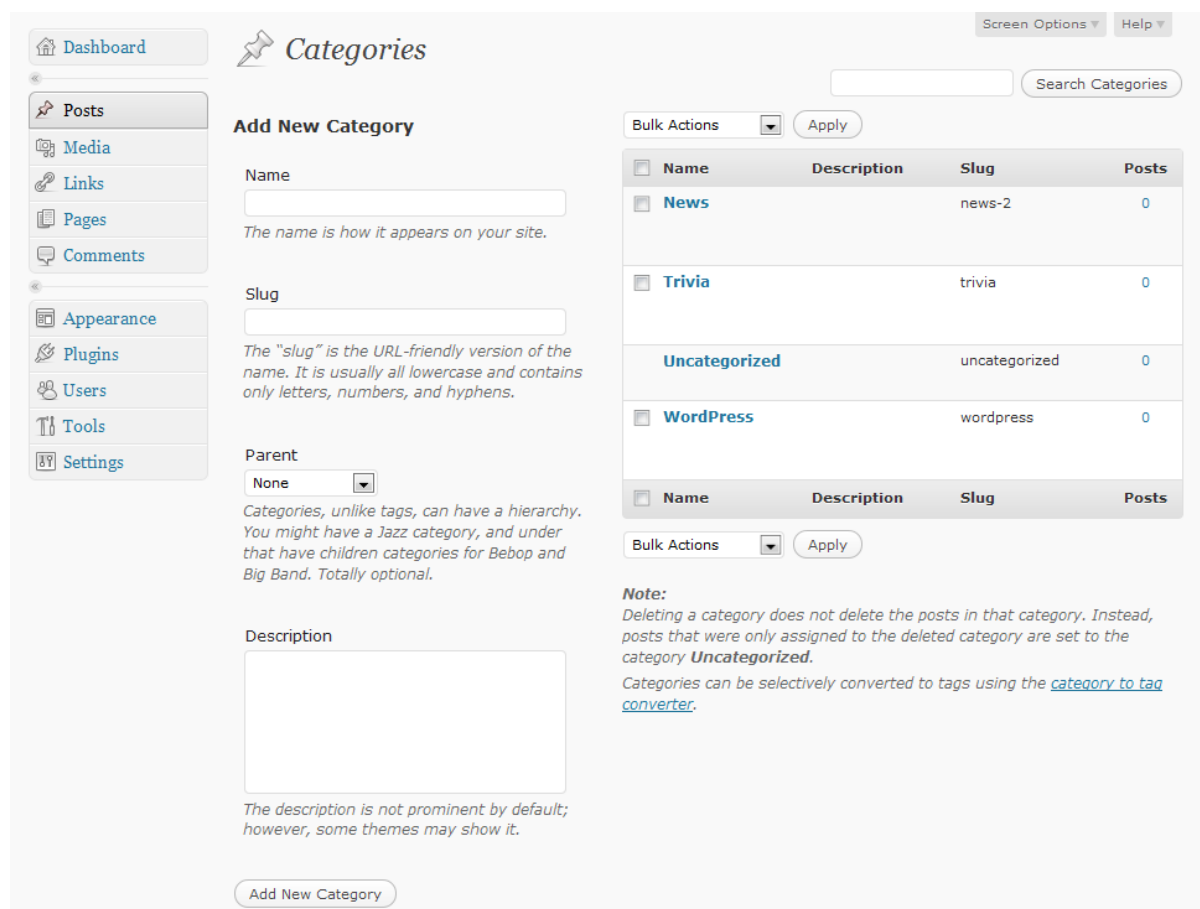
Organising categories can be one of the greatest influences in how easy it is to navigate your site. It can also be one of the hardest things to get right, and there's many a blog owner who wishes they'd done it differently

You can always reorganise the categories at a later date, but that can be quite a tedious task as you will often need to re-categorise each and every posting that is affected. However, **adding** a new category is always easy and straightforward and can even be done while you create a post, if you have the appropriate user level:



For the categories we're going to use we need to go to Posts and then Categories in the WordPress administration area. For this site we want to create categories called 'Editing', 'Comments', and 'Presentation'. As well as those, we want to create a subcategory of Editing called 'Advanced'.

To do this, go back to your site Admin and click on Posts, and then the Categories link beneath that. You should see something like the screenshot below:



Categories

Screen Options Help

Search Categories

Bulk Actions Apply

Name	Description	Slug	Posts
<input type="checkbox"/> News		news-2	0
<input type="checkbox"/> Trivia		trivia	0
<input type="checkbox"/> Uncategorized		uncategorized	0
<input type="checkbox"/> WordPress		wordpress	0

Bulk Actions Apply

Note:
Deleting a category does not delete the posts in that category. Instead, posts that were only assigned to the deleted category are set to the category **Uncategorized**.
Categories can be selectively converted to tags using the [category to tag converter](#).

Add New Category

Name

The name is how it appears on your site.

Slug

The "slug" is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphens.

Parent
None
Categories, unlike tags, can have a hierarchy. You might have a Jazz category, and under that have children categories for Bebop and Big Band. Totally optional.

Description

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

As you can see, there's already a category called Uncategorized which comes with the standard installation of WordPress.

You now need to add a series of new categories. It's easy – simply go down to the area of the screen marked Add Category, and get started. You have the following fields to consider:

Category Name	This is the nice, short name of the category. Try to avoid length descriptions. One or two words are best, and easiest to read on most websites
Category Slug	This is an advanced option – it's automatically populated if you don't put anything in. Until you get to more advanced techniques you can leave this field alone. It describes the permalink path to the category when the permalinks option in WordPress is set. Read the permalinks section of this document to learn more about the subject.
Category Parent	If you're creating a subcategory, this allows you to define which category is a parent.
Description	Optional, but can be helpful – especially if you have multiple contributors to your site. Explain concisely but clearly what the purpose of the category is.

Let's create three categories on this site – called News, Trivia, and WordPress. Your Categories screen should look like this now:

<input type="checkbox"/> Name	Description	Slug	Posts
<input type="checkbox"/> WordPress		wordpress	0
<input type="checkbox"/> Trivia		trivia	0
<input type="checkbox"/> News		news-2	0
<input type="checkbox"/> Uncategorized		uncategorized	0
<input type="checkbox"/> Name	Description	Slug	Posts

If you create a category in error, you can also delete it here by selecting the category you want to delete in the box to the left, then clicking the delete button. Be careful – there's no undo function here!

You'll notice you can't delete Uncategorized – that's because it's the default category used if you don't assign one to a post. You can change your default category in Settings | Writing.

You also have the possibility of creating a hierarchical tree for your categories – for example, under News you could have Politics and Entertainment.

Wordpress Sandbox

Just another WordPress weblog



WordPress Is Great

Posted on [July 28, 2010](#) by [admin](#)

Ut vitae tellus non mi sollicitudin tincidunt. Praesent adipiscing sollicitudin felis, a pharetra purus molestie sit amet? neque ipsum, suscipit ultrices arcu.

Posted in [Trivia](#), [WordPress](#) | Tagged [great](#), [is](#), [wordpress](#) | [Leave a comment](#) | [Edit](#)

Archives

- [July 2010](#)
- [March 2010](#)

Meta

- [Site Admin](#)
- [Log out](#)

Interesting cats for 2010

Posted on [July 28, 2010](#) by [admin](#)

Sed et pellentesque ante. Phasellus nulla enim, suscipit id interdum at, cursus eget justo. Proin lacinia tempus fermentum. Aliquam non felis consequat sem tincidunt pulvinar eget et augue?

Posted in [Trivia](#), [WordPress](#) | Tagged [cats](#), [trivia](#), [wordpress](#) | [Leave a comment](#) | [Edit](#)

Our First News

Posted on [July 28, 2010](#) by [admin](#)

Today we launched a new website. We'll be producing news and articles here for your enjoyment.

Posted in [news](#) | [Leave a comment](#) | [Edit](#)

And wow! Suddenly your website is looking a lot more complete and full.

You've now completed the basic part of how to structure your website. There are a range of tasks that you will need to do and these are covered in forthcoming sections. Depending on your user level these include setting up users, how to do more sophisticated formatting in posts, uploading images, administering the options for how the site is laid out, advanced publishing options and so on.



QUICK EXERCISES:

1. Create an article with an introduction (you can cut and paste the actual text for the purposes of this exercise) and break it up with titles for each section.
2. Highlight in bold the lead sentence. Italicise some words for emphasis.
3. Create some links to external sites.
4. Create an image gallery using some of the images on your computer.
5. Add your favourite YouTube video to a post.

Writing Pages and Structuring Them

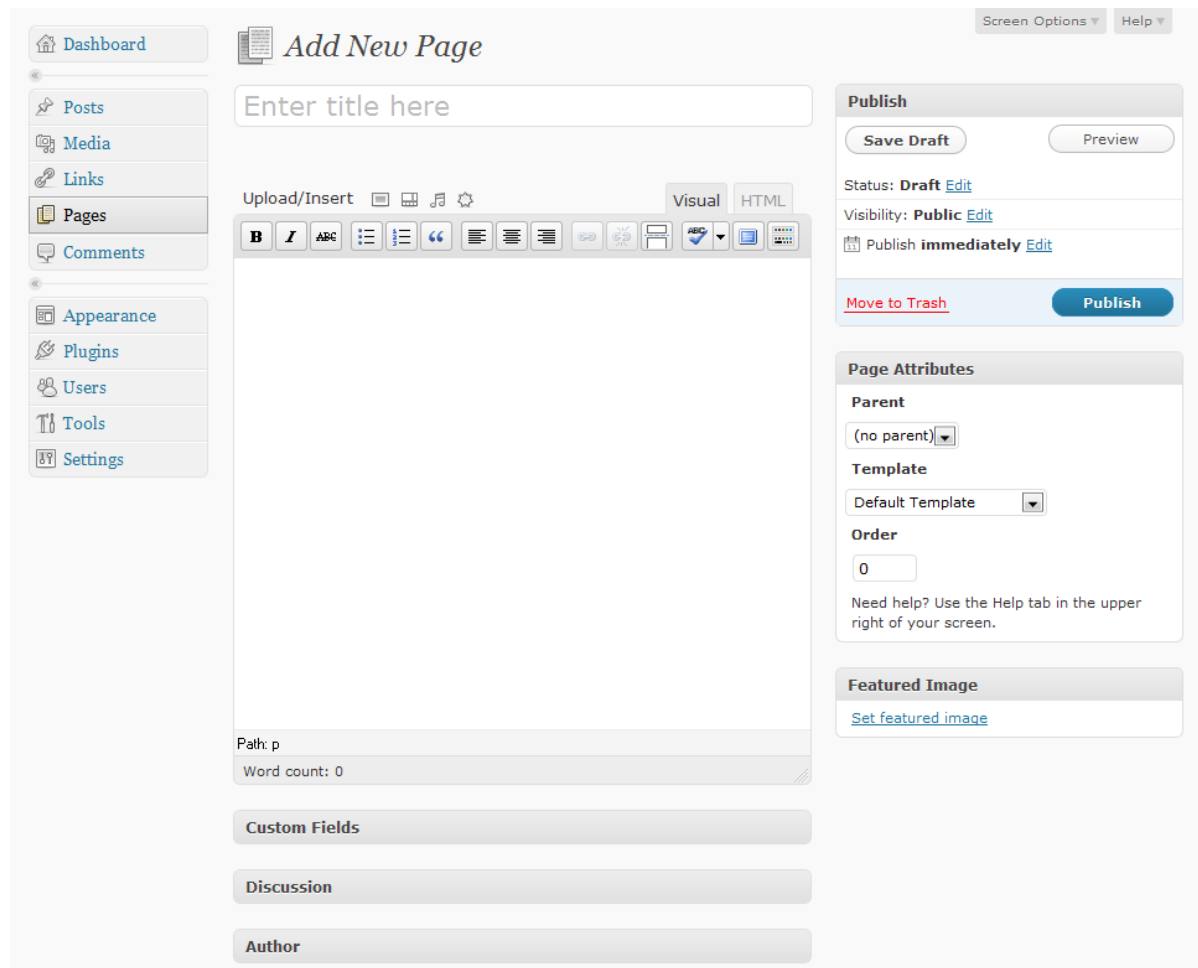
Pages are essentially similar to Posts, but as explained in [Understanding the difference between pages and posts](#) they differ in that they contain information that is by and large static – your resumé, your contact details, your terms and conditions – that kind of thing.

Writing Pages

Writing a page is essentially the same as writing a post, so there's little to learn, but we'll go through some things again.

Already on the site is a page called About – every default WordPress install has such a page. You don't need to edit it immediately – let us, instead, create a page called My Beliefs.

So – it's already time to write your first page! Click on Page and then Add New:



If you need help with the editor and advanced options read the section [Adding and Editing Content](#) for more information.

You now just need to add a Title, put in some content and you're building the static content.

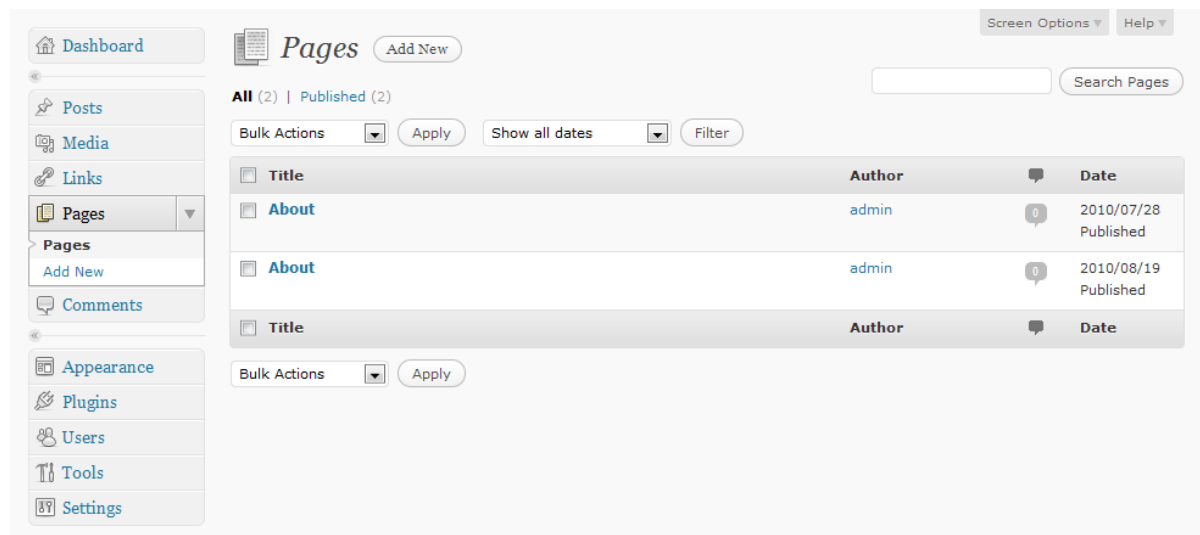
Type in the title of your page (in this case, 'About') and a little content about your website and why it's there. For now don't worry too much about getting clever with your text formatting, adding images and files and so on – we'll cover the editor in much more depth later on.

Once you've completed your About page, press the Publish button to the right but while you're writing and before you press Publish you can always click on Preview this Page to see how it's looking.

You can Save at any point *without* publishing, and that will create a draft of the page if it hasn't yet been published.

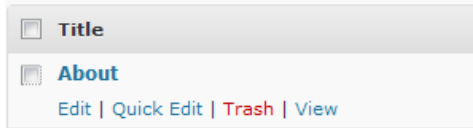
So, where is the link to the page you've just created? In some themes, you'll be able to see a list of links to the sites pages on the right-hand side. However, in the theme that we're using here (the Twenty Ten Theme) such a list is not displayed on the site by default. It is possible to display a list of pages on the right-hand side in the Twenty Ten Theme by using Widgets. We'll be covering widgets later on in this guide.

If you now have another look at the list of pages on the site you will see that there are two 'About' pages - But don't worry – that's because the default installation of WordPress includes an About page that you now need to remove. And it's not difficult to do. First you need to go back to Pages, and Edit, to see a list of pages available to edit. In the example underneath you can see a list of the pages currently on the site.



In this case, you'll need to remove the earlier page – you don't need it. When you remove a page, or indeed a post, in the way this guide will show you, the page or post itself is not permanently deleted but retained in WordPress "Trash" area. A page or Post only becomes lost forever when you delete it from the "Trash" area.

There are two ways you can do this: The first way is to place the mouse pointer over the page entry you want to remove (which will result in the options in the screenshot below being displayed) then click the **Trash** option.



This method is fine for removing a single post or page at a time, but what if we wanted to remove many posts or pages quickly? To do this, select the check box next to the post(s) or page(s) you want to remove, select the **Move To Trash** option, then press the **Apply** button next to it.

Be sure to empty the “Trash” area if you’re sure you no longer want the pages/posts moved there. You can use the same approach for doing this as you did for the previous step.

So, after you’ve removed the extra ‘About’ page entry you don’t need, go back to your website and you’ll now see just the one ‘About’ page displayed in the **Pages** menu on the right. Click on it and you’ll see the page you just created.

Page Attributes

We’ll now create the first subordinate page to ‘About’ – called Interconnect IT. In there you can put some information about us, the providers of this guide. You’ll also need to set the page hierarchy accordingly, so...

First things first, you need to create your ‘Interconnect IT’ page if you haven’t already done so before continuing.

In the dashboard, select Pages from the Pages menu and hover over the mouse pointer over the page entry titled “**Interconnect IT**” to bring up the menu (As you did when removing posts.)

From the menu, click the Quick Edit option. A number of options should now appear, as shown the screenshot below:

The three options we need to concern ourselves with here are Parent, Template and Order. The Parent option lets you select the hierarchical level of your page. The Template option allows you to choose a design for your site and the Order option selects the order in which your page appears (more of that later).

To set the parent option for a page, you need to click on the corresponding drop down box and change its value from Main Page to the page you want to be the parent. In this case, the About page is going to be our parent here, so we can just select the **About** option from the drop down box then click the Update button in the bottom right-hand corner to save the changes.

Explanation of Page Attributes

Page Parent		This allows you to set a parent page that introduces a navigational hierarchy. Most themes will display subpages either in drop-down menus, on alternative pages, or indented in lists of pages.
Page Template		Your website's theme design may include templates – for example with contact forms. Other forms – for example application forms and similar, can be designed in this way.
Page Order		By assigning numbers to pages in this field, you can set the order of pages. We suggest you use increments of 10 when setting page orders. That way if you wish to insert a page between one identified as 10 and another identified as 20 you can just use the number 15, rather than finding yourself changing all the page numbers.



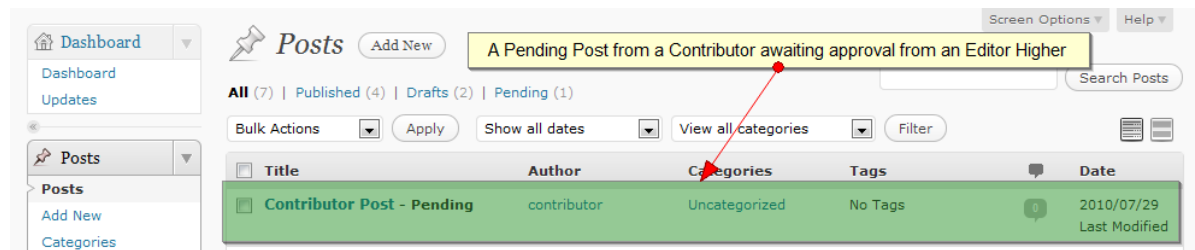
QUICK EXERCISES:

1. Write another page, called Contact Details and put your contact details in there. Publish it, and see it appear on the site.
2. Create a subpage to the About page, called WordPress where you can say a few nice things about WordPress.

Publishing Content Created by Other Contributors

If you're an Administrator or Editor you can publish the work created by Contributors. Authors can publish their own work but cannot publish the work of other users.

As an Editor you'll need to be aware of drafts that are awaiting publication. Usually the contributor should inform you that they've completed a document and, when you select Posts and Edit in the administration panel you will see a list of Other's Drafts as pending:



When you select a draft you will be taken to page where you can review the contribution, see the preview, edit it if necessary, add media and publish – just like it was your own post.

You can also change the post author if you have multiple users defined who have the facility to create posts, should you require it, and any other details, including post-dating the article so it appears after an embargo, for example.

Moderating Comments

One of the tasks an Editor or Administrator may do, so long as the 'moderate comments' option is switched is to check that comments that have been made against posts are suitable for publication. We recommend you always opt to moderate comments as otherwise you may find problems with people using the facility to advertise their companies – 'comment spam' as it's known. You may also wish to implement some anti-spam filtering. WordPress comes with Akismet included as a plugin, which does an excellent job. If you run a personal blog it's free, and if you run a commercial blog you can pay for various license levels. Alternatively, 'Captcha' plugins are available.

When a user posts a comment, they will be able to see their own comment and a line telling them that their comment is awaiting moderation. By default, you will receive an e-mail to the administrator's e-mail account advising you that a comment is waiting to be approved (this e-mail can be turned off) and you can click directly on a link within the email in order to approve the comment. Once signed in you will be asked for confirmation – click yes and the comment will now be visible to all site visitors.

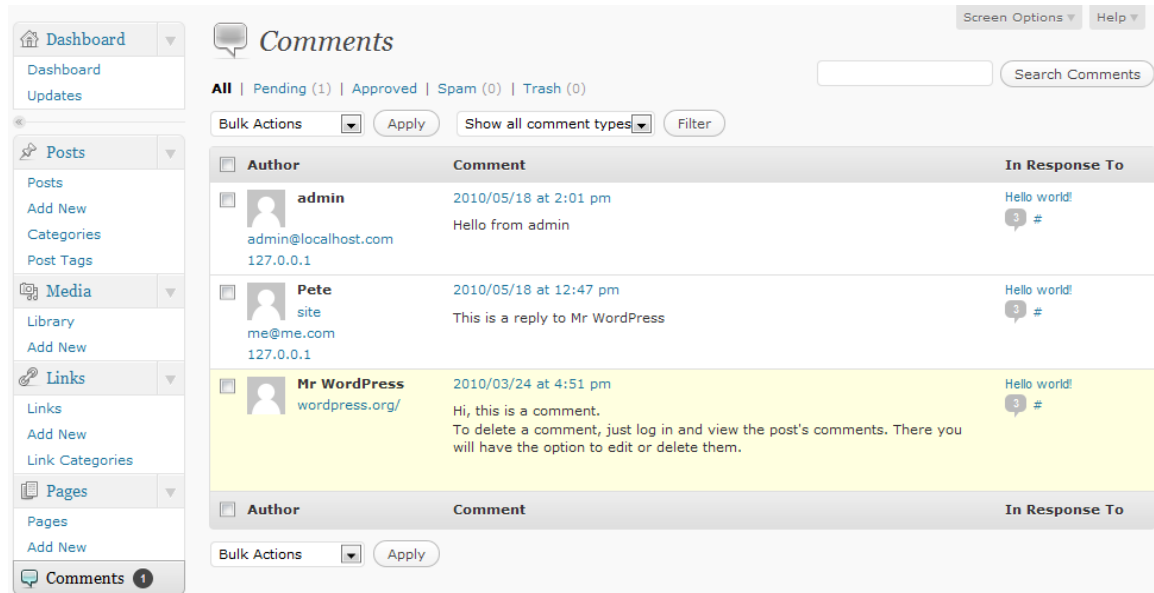
You can also carry out bulk moderation by going to the Comments link.

If you have comments to moderate the tab will show the number of comments waiting. Click it and you'll see a list of comments awaiting moderation in the queue.

Here you'll have a set of options for each comment ('Approve', 'Reply', 'Quick Edit', 'Edit', 'Spam' and 'Trash') which you can also access by placing the mouse pointer over each comment. You can also edit comments to remove unsuitable words or information, and you can delete individual comments.

You can mark all comments in one block as well – that's useful when you get some spam bots that cheerfully comment a load of marketing nonsense all over your site and needs to be deleted quickly. Just press the links at the bottom of the screen.

Once you've set all the options for each comment, press the Moderate Comments button and the changes will be saved.









Comments

Screen Options Help

All | Pending (1) | Approved | Spam (0) | Trash (0)

Bulk Actions Show all comment types

Author	Comment	In Response To
 admin admin@localhost.com 127.0.0.1	2010/05/18 at 2:01 pm Hello from admin	Hello world!  #
 Pete site me@me.com 127.0.0.1	2010/05/18 at 12:47 pm This is a reply to Mr WordPress	Hello world!  #
 Mr WordPress wordpress.org/	2010/03/24 at 4:51 pm Hi, this is a comment. To delete a comment, just log in and view the post's comments. There you will have the option to edit or delete them.	Hello world!  #

Bulk Actions

As you can see, the facility is designed to work with quiet and busy sites alike. As some of the internet's busiest sites run WordPress the software has been well designed for this kind of use.

QUICK EXERCISES:

1. Write an offensive (we don't mean with swear words, just something harsh!) comment on your blog. Then delete it through comment moderation!

2. Add a few comments on your blog while signed out.

3. Reply to a comment on your blog (even if it's one of your own!) to see how it looks.

Managing Links

Most websites run a links section. With many it's simply a page or a post full of links and connections. With WordPress you can do this if you wish, but a more powerful feature is to use the proper link management tools. Then you can display your links in the site's sidebar or, if the theme provides it, using a links page template. In the administration menu, click on Links then Edit to manage your links, and you will see the following:

The screenshot shows the WordPress administration interface for managing links. The sidebar on the left contains navigation links: Dashboard, Posts, Media, Links (selected), Pages, and Comments. The main content area is titled 'Links' and includes an 'Add New' button. Below this, there are filters for 'Bulk Actions', 'Apply', 'View all Categories', 'Order by Name', and 'Filter'. A search bar labeled 'Search Links' is also present. The central table lists the following links:

Name	URL	Categories	Relationship	Visible	Rating
Development Blog	wordpress.org/development	Blogroll		Yes	0
Documentation	codex.wordpress.org	Blogroll		Yes	0
Plugins	wordpress.org/extend/plugins	Blogroll		Yes	0
Suggest Ideas	wordpress.org/extend/ideas	Blogroll		Yes	0
Support Forum	wordpress.org/support	Blogroll		Yes	0
Themes	wordpress.org/extend/themes	Blogroll		Yes	0
WordPress Planet	planet.wordpress.org	Blogroll		Yes	0

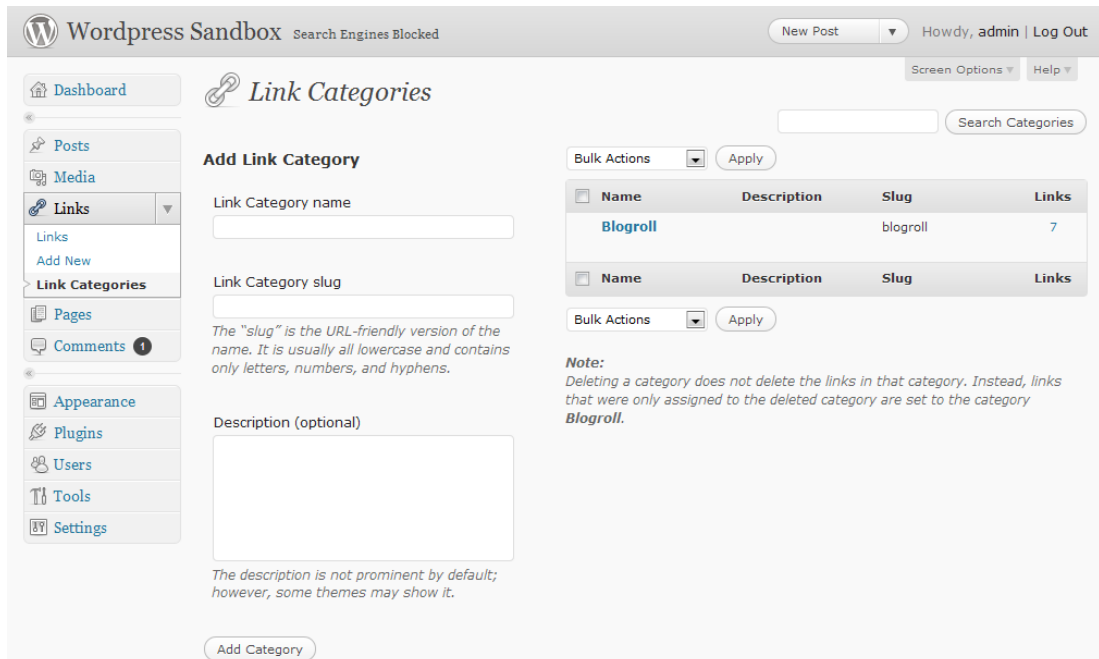
At the bottom of the table, there are additional controls for 'Bulk Actions' and 'Apply'.

As you can see, the initial installation is already populated with links. As these aren't relevant to your website, you can delete them all if you wish: Simply select each link you don't want, then select Delete in the Bulk Actions drop down and click the Apply button.

You'll see also that you can filter this view – particularly useful if you manage a large number of links.

Creating link categories

Before creating new links, you need first to create some suitable categories, so click on the 'Link Categories' link in the menu to do this.



Wordpress Sandbox Search Engines Blocked New Post Howdy, admin | Log Out

Dashboard Posts Media Links Add New Link Categories Pages Comments 1 Appearance Plugins Users Tools Settings

Add Link Category

Link Category name

Link Category slug

The "slug" is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphens.

Description (optional)

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

Add Category

Bulk Actions Apply

Name	Description	Slug	Links
Blogroll		blogroll	7

Bulk Actions Apply

Note:
Deleting a category does not delete the links in that category. Instead, links that were only assigned to the deleted category are set to the category **Blogroll**.

In here, create a link category called News, and another called WordPress so the list looks as follows:

<input type="checkbox"/>	Name	Description	Slug	Links
<input type="checkbox"/>	WordPress		wordpress	0
<input type="checkbox"/>	News		news	0
<input type="checkbox"/>	Blogroll		blogroll	7
<input type="checkbox"/>	Name	Description	Slug	Links

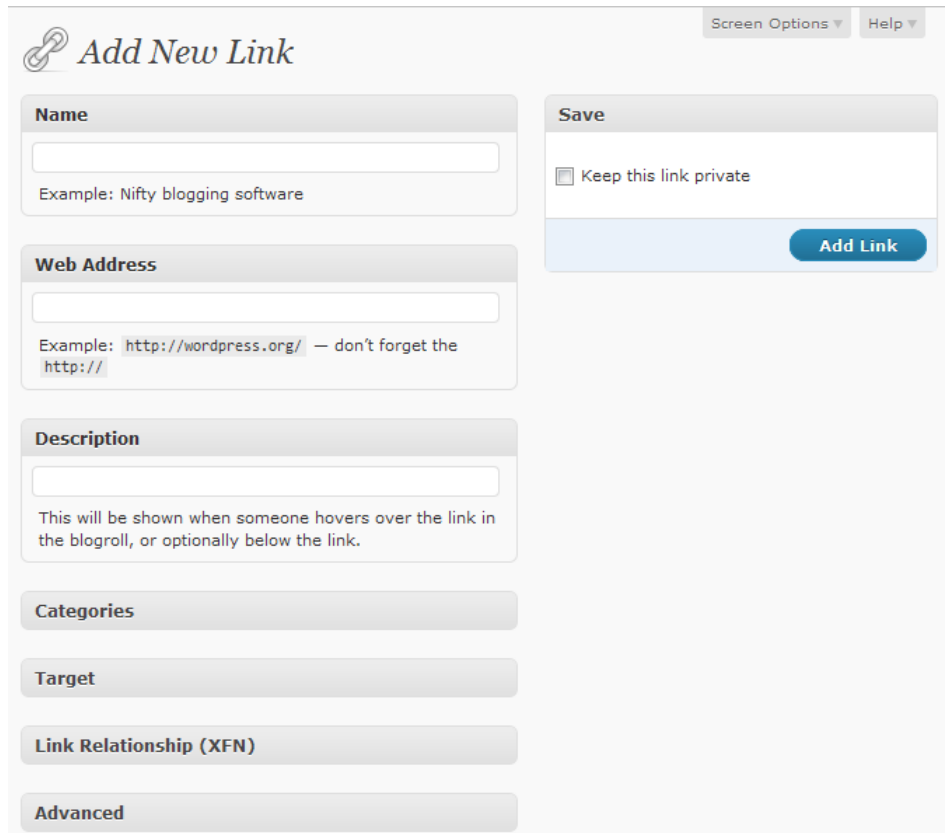
It's also possible to create categories on the fly – just like when writing posts. This is more limited in power, but useful.

You can't delete the Blogroll category while it's the default category. To change your default category go to Settings, then Writing and change the Default Link Category value. For now we'll leave it at Blogroll.

Creating links

Now we've created our Link Categories above, you can create some links quickly and easily.

To create a new one, click Add New and you'll see the following



The screenshot shows the 'Add New Link' interface in the WordPress admin dashboard. At the top, there's a title 'Add New Link' with a link icon and two buttons: 'Screen Options' and 'Help'. The form is divided into several sections: 'Name' with a text input field and an example 'Nifty blogging software'; 'Web Address' with a text input field and an example 'http://wordpress.org/ — don't forget the http://'; 'Description' with a text input field and a note 'This will be shown when someone hovers over the link in the blogroll, or optionally below the link.'; 'Categories' with a dropdown menu; 'Target' with a dropdown menu; 'Link Relationship (XFN)' with a dropdown menu; and 'Advanced' with a dropdown menu. On the right side, there's a 'Save' section with a checkbox 'Keep this link private' and a blue 'Add Link' button.

The most commonly used items are on display first and you should create the link and categorise it accordingly. Let's create a link the BBC News website:

Name

Example: Nifty blogging software

Web Address

Example: <http://wordpress.org/> — don't forget the <http://>

Description

This will be shown when someone hovers over the link in the blogroll, or optionally below the link.

Categories

+ Add New Category

All Categories
[Most Used](#)

☐ WordPress
☒ News
☐ Blogroll

Save
☐ Keep this link private

You also have a number of advanced options available to you which are in the extending boxes below – Target, Link Relationship, and Advanced. Please note the importance of using <http://> before a link.

Target

Target is a strangely marked and named option if you're new to the web:

Target
☐ `_blank` — new window or tab.
☐ `_top` — current window or tab, with no frames.
☐ `_none` — same window or tab.
Choose the target frame for your link.

The following table illustrates the different effects of each target option:

<code>_blank</code>	Will open the link in a new window – handy where you need a link to not take someone away from your website, but should only be used with good reason as people hate getting a new window after following every link.
<code>_top</code>	Opens the link in the top most frame or window. This is very rarely used and should only be considered if you've got good reason for it – it can be incredibly annoying to visitors!
<code>_none</code>	Conventional behaviour – the link will open in the current window – this is generally the best option to use.

Link relationship (XFN)

Links can be related to your site – you can either create your own relationship, or use one of those attached. They're mostly ignored and little used, however, and will make little difference to visitor experience. They can, however, help to inform search engines and directories of the relationships between websites which may help with search engine performance.

Link Relationship (XFN)

rel:

identity

☐ another web address of mine

friendship

☐ contact
☐ acquaintance
☐ friend
☒ none

physical

☐ met

professional

☐ co-worker
☐ colleague

geographical

☐ co-resident
☐ neighbor
☒ none

family

☐ child
☐ kin
☐ parent
☐ sibling
☐ spouse
☒ none

romantic

☐ muse
☐ crush
☐ date
☐ sweetheart

If the link is to a person, you can specify your relationship with them using the above form. If you would like to learn more about the idea check out [XFN](#).

Advanced

In the Advanced Links options you have a range of options:

Image Address	You can insert a link to an image here – be careful, you should prepare images with care – to the correct size and resolution, in order for them to look good. Many people who use this option tend to end up with untidy websites.
RSS Address	If there is also an RSS feed available at the site you're linking to, you can include it here. Some themes, widgets and plugins will use this information and show an RSS icon to match.
Notes	You can keep notes about links here.
Rating	This is used in some themes, widgets and plugins as a way of ordering links.

Administering WordPress

This section describes the range of tasks that usually carried out only by Administrators.

Managing Users

WordPress has the incredibly useful ability to define different levels of users. It doesn't have the level of power that you get with full content management systems where tens of pages of content are being created daily. However, managing users in a complex system can quickly become a full time job and the level of control in WordPress is usually perfect for the smaller organisation.

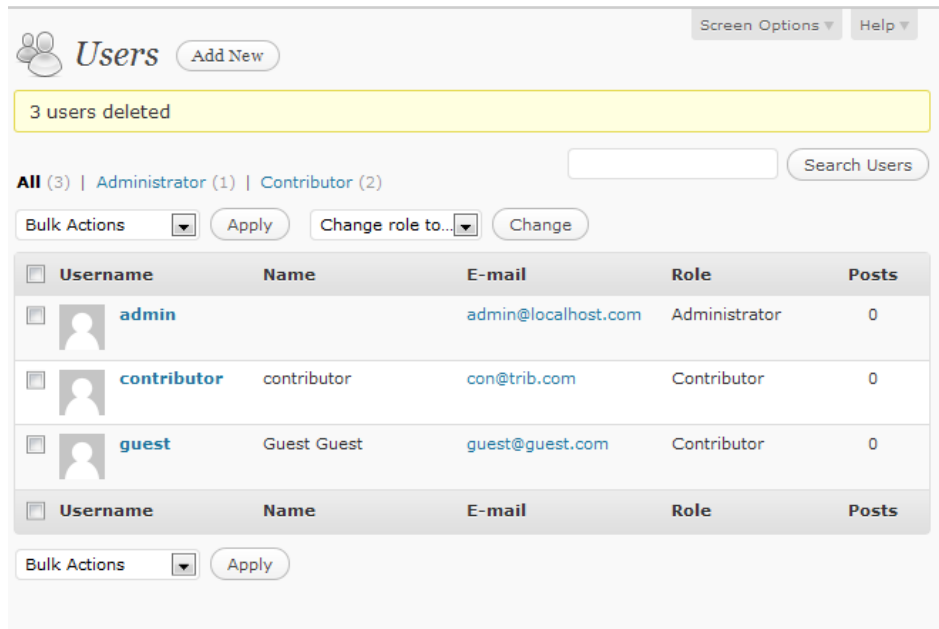
You have five levels (roles) of user:

Administrator	<p>The very highest level of user – the Administrator can do anything other users can do, as well as:</p> <ul style="list-style-type: none"> • Change all settings • Switch themes • Activate & edit plugins • Edit users • Edit files • Manage options • Import
Editor	<p>We recommend that the highest level that someone is assigned is Editor – even the administrator will find that the Editor level is adequate for most tasks while preventing the possibility of inadvertently making a critical change to the site. An Editor can do anything a lower level of user can do as well as:</p> <ul style="list-style-type: none"> • Moderate comments • Manage categories • Manage links • Enter unfiltered html (as in html with any content at all – a potentially dangerous facility!) • Edit published posts • Edit other contributor's posts • Edit pages
Author	<p>Most people creating content through posts on the website will be Authors. An Author can do anything a lower level of user can do as well as:</p> <ul style="list-style-type: none"> • Upload files • Publish posts
Contributor	<p>A contributor really doesn't have a great deal of power. Contributors can create and edit their own posts, but they can't upload images. They can still insert images that have already been uploaded.</p>
Subscriber	<p>A subscriber can read content on the website and make comments. Although depending on your settings for your site, it's possible for non-subscribers to make comments also.</p>

There are a number of tasks around users that you may wish to carry out:

1. Update your own details
2. Add new users
3. Remove users
4. Edit the details of a user
5. Manage the content created by a user

You can manage and set up users by clicking on the Users link in the menu:



The screenshot shows the WordPress 'Users' management interface. At the top, there's a 'Users' header with an 'Add New' button. Below it, a yellow notification bar states '3 users deleted'. A filter bar shows 'All (3) | Administrator (1) | Contributor (2)' and a 'Search Users' input. Below the filter bar, there's a 'Bulk Actions' dropdown menu and an 'Apply' button. The main table lists three users:

Username	Name	E-mail	Role	Posts
admin		admin@localhost.com	Administrator	0
contributor	contributor	con@trib.com	Contributor	0
guest	Guest Guest	guest@guest.com	Contributor	0

At the bottom of the table, there's another 'Bulk Actions' dropdown menu and an 'Apply' button.

Adding users

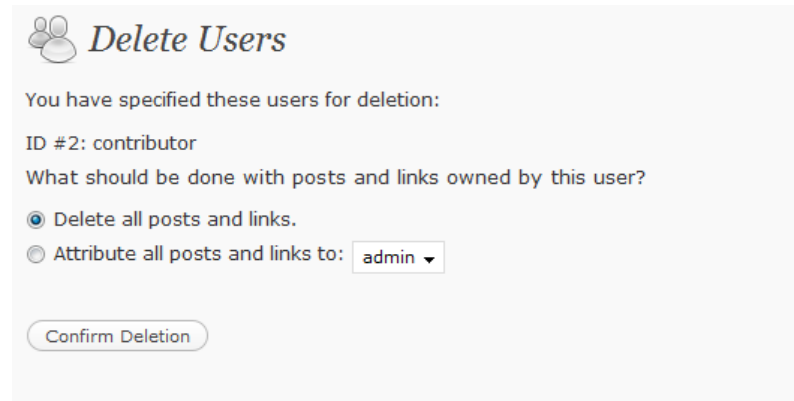
It's very simple to add a new user to WordPress, simply select Add New (as for Posts, Pages, etc) and then fill in the user's details, making sure you get the correct user level. You'll also need to set a password here – make sure it's a strong one!


Remove users

To remove a user select the 'Users' link from the Users menu in the dashboard.

On this page you will see a list of users and the roles which they have. Select the check box on the left of the Username. Further down you will see the Bulk Actions Drop Down. Select delete then press apply.

You will then be asked for confirmation, as well as a request as to whether to delete all the posts and links belonging to the user, or to transfer the users' posts and links to another user. **Be careful!** Delete all posts and all the content by that author will be removed from your website. It's usually better, unless that user was filling your site with nonsense, to attribute their posts to another user:



 *Delete Users*

You have specified these users for deletion:

ID #2: contributor

What should be done with posts and links owned by this user?


☒ Delete all posts and links.

☐ Attribute all posts and links to:

Once you're satisfied with the selection, press the Confirm Deletion button. Don't forget you can do this for multiple users.



Edit the details of a user

You may wish to change details and settings relating to a user, in which case when you hover over a user's details you'll see the 'edit' link pop into existence. Click Edit and you should then see the Edit User screen. From here, you can see and edit the user details.

 **Edit User**
Help

Personal Options

Visual Editor ☐ Disable the visual editor when writing

Admin Color Scheme
☐  Blue
 ☒  Gray

Keyboard Shortcuts ☐ Enable keyboard shortcuts for comment moderation. [More information](#)

Name

Username Names cannot be changed.

Role:

First Name

Last Name

Nickname (required)

Display name publicly as

Contact Info

E-mail (required)

Website

AIM

Yahoo IM

Jabber / Google Talk

About the user

Biographical Info

Share a little biographical information to fill out your profile. This may be shown publicly.

New Password If you would like to change the password type a new one. Otherwise leave this blank.

Type your new password again.

Strength indicator

Hint: The password should be at least seven characters long. To make it stronger, use upper and lower case letters, numbers and symbols like ! " ? \$ % ^ &).

From this page you can set various options which are generally self-explanatory, such as name, whether that user is using the visual editor, what colour scheme they use in the administration panels and so on.

Manage the content created by a user

You will see that in the User List you have a number against each user in the Posts column. This shows the number of postings made by that user. If you click on that number you will be taken to the Posts page, showing the posts as made by that user and from there you can edit or delete posts to your heart's content.

Managing Options and Settings


The WordPress software allows you to control many settings on your website. Click on Settings, and you will see seven links, within which you can change many options. Most are clearly explained on the control panels, but for extra detail we believe you may find useful see below:


General	Allows you to set the title of your website, its tagline, URI (the web address) information and date representation.
Writing	<p>Here you can set the various options surrounding how you can write posts. It also allows you to set the size (number of lines) of the textbox in the Post editor, as well as the default category used for newly created links and posts.</p> <p>You can also create a secret email address to which you can send new entries for your site – this can be good if you need to update the site from difficult locations or via a smartphone.</p>
Reading	<p>This shows settings for reading the website – for example how many posts will be shown at a time on a page. You can also select a Post or Page to be displayed on the front page of the site.</p> <p>It also sets options for syndication – this is a system that allows people to use readers to access your information remotely.</p>
Discussion	Here you will set options relating to how people can make comments, for example whether the comments need authorising before showing on the site (advisable to prevent comment spam), the default comment settings for articles, and so on.
Media	Here you will be able to set the default sizes for images in Posts or Pages, the path to the 'wp-content/uploads' folder on the server and specify whether you want uploaded files to be organised into month and year based folders.
Privacy	This sets up how the site is seen by search engines. However, hiding from Google doesn't mean every search engine will skip you – some aren't very good at using these settings and still go ahead – the result is that you can still be indexed – so your content isn't ever 100% private.
Permalinks	Permalinks are a way of structuring your website so that the address to an article makes some sense to humans and search engines. So instead of www.website.com/?p=101 the permalink could read www.website.com/index.php/news-feature as defined in the post's slug (created when writing, or automatically from the title). You may need to modify a file on your system called .htaccess – if in doubt, simply ask your administrator or friendly techie to help.


Managing the Look & Feel of your website

Appearance


In WordPress you have the easy facility to switch between different layouts for your site. Select the Themes option from the Appearance menu and you will see a list of available themes on your installation. Usually that will include the themes installed on your server, and usually the default theme (known as the “Twenty Ten” theme) that is supplied by default with WordPress. It's possible that your WordPress installer has supplied you with variations on your theme – perhaps a Xmas one or another designed for special company occasions like product launches or for sponsors.

 **Manage Themes**

 **Install Themes**

 Help

Current Theme



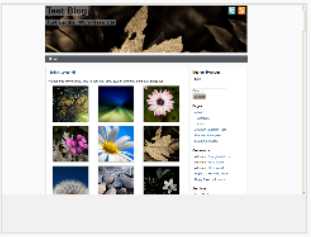
Twenty Ten 1.1 by the WordPress team

The 2010 theme for WordPress is stylish, customizable, simple, and readable — make it yours with a custom menu, header image, and background. Twenty Ten supports six widgetized areas (two in the sidebar, four in the footer) and featured images (thumbnails for gallery posts and custom header images for posts and pages). It includes stylesheets for print and the admin Visual Editor, special styles for posts in the “Asides” and “Gallery” categories, and has an optional one-column page template that removes the sidebar.

All of this theme's files are located in `/themes/twentyten`.


Tags: black, blue, white, two-columns, fixed-width, custom-header, custom-background, threaded-comments, sticky-post, translation-ready, microformats, rtl-language-support, editor-style

Available Themes



ClearBlog 1.0.2 by Peter Lavelle

ClearBlog is a fixed-width, minimalist Wordpress 3.0-only theme which has support for threaded comments, custom header and background, Wordpress 3.0 navigation menus, Iframe embedding within post content and widgetised sidebar and footer areas. There is also an integrated mobile device version of the theme which is optimised for small-screens and will automatically load when a mobile



Neutralis 1.1 by thundercow@yahoo.com

A simple, clean, neutrally-colored theme based on the default Wordpress template.

[Activate](#) | [Preview](#) | [Delete](#)

All of this theme's files are located in `/themes/neutralis`.

Tags: white, brown, two-columns, fixed-width

To select a theme, simply click on it – this will then give you a preview of how your site will look using that theme in a pop-up window.

If you like the look, you can then activate the theme by clicking on the ‘Activate’ link in the top right-hand corner of the preview box.

An expert can actually edit their themes from the Theme Editor tab. However, we don't recommend doing it this way. You may also find that your webserver configuration will prevent this as it can, in certain circumstances, present a security threat to your site if .php files can be modified from a webpage.

If you have an advanced theme, such as many of those from Spectacu.la or other premium theme suppliers and developers you will find that there may be additional options available to you, for example during the writing of a page or post, in category management, and through a control panel.

Widgets

Since WordPress introduced widget support they have become increasingly used as a way to display additional information on the website – sometimes to a very sophisticated degree. If you look at a site like <http://www.telecoms.com> you quickly realise that most sections and feature pages are complex arrangements of widgets that go beyond the conventional single sidebar arrangement.

A widget is simply a block, usually with control over what it displays, which can be moved around. For example, you can place in a sidebar a widget that displays the latest comments on your site. Some themes provide a large selection of widget spaces which allow you to place content in a wide range of spaces. Really advanced themes create widget spaces on the fly – for example, if you create a page according to a certain template. That can make for a very sophisticated website.

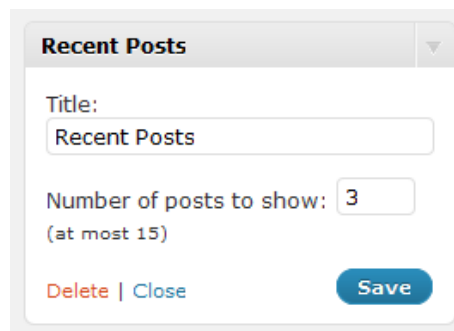
With the theme we're using (the default WordPress Twenty Ten theme), you have two sidebar areas, which can contain as many widgets as you like as well as four footer widget areas. Different themes will have other numbers/types of widget areas. If you have a fresh install and no widgets have been installed you will see that the sidebar is empty.

However, you'll remember that there's definitely content in the sidebar of the site. Why is that? Well, it's because most themes insert default items into the sidebar when there's nothing set in the widgets. Now let's have some fun with the sidebar.

If you look at the screen, you have widgets that are available to you on the left, and places to put them on the right. To add them to the sidebar you simply grab a widget and drag it across, dropping it into the widget space. If you have multiple widget spaces, you have more choice as to where to place the widgets.

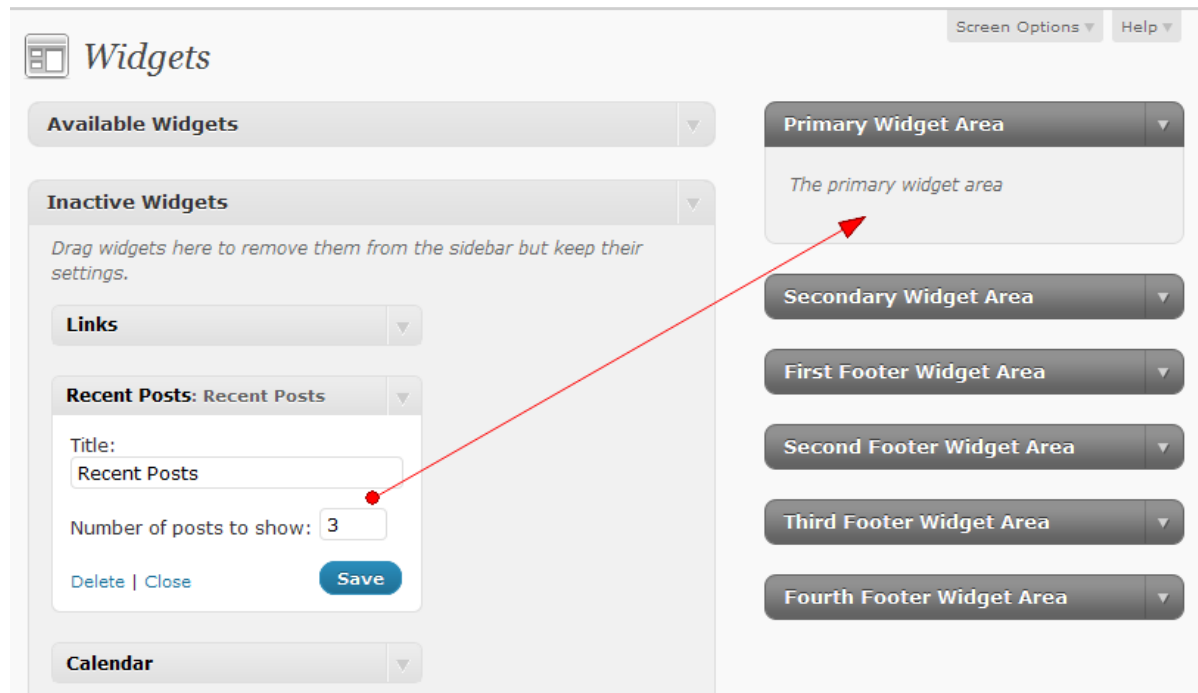
You also have an 'Inactive Widgets' space that lets you store widgets that have been configured but which you don't want to display at the moment. A very useful tool for some busier sites because you can use this area to set up a widget before making it visible to everyone. This is a good practice to get into.

Let's try adding the Recent Posts widget to your sidebar. First, drag it the widget into the Inactive Widgets section. Then set it up as below:



As you can see, you can set the title and the number of posts to display. Now press Save.

Next you need to move it into the sidebar. Simply drag the widget from the Inactive Widgets space and into the Sidebar widget space:



Right, now you know how to use widgets we can now turn our attention to getting the Page and Category lists to show in the sidebar by dragging the “Links” and “Categories” widgets into the Primary Widget Area.

You can specify your own titles for the Categories and Links widgets if you want and these titles will appear as headings on the sites sidebar above the content generated by the Widget.

Wordpress Sandbox

Just another WordPress weblog



[Home](#) [About](#)

WordPress Is Great

Posted on [July 28, 2010](#) by [admin](#)

Ut vitae tellus non mi sollicitudin tincidunt. Praesent adipiscing sollicitudin felis, a pharetra purus molestie sit amet? neque ipsum, suscipit ultrices arcu.

Posted in [Trivia](#), [WordPress](#) | Tagged [great](#), [is](#), [wordpress](#) | [Leave a comment](#) | [Edit](#)

Interesting cats for 2010

Posted on [July 28, 2010](#) by [admin](#)

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- [Our First News](#)

Categories

- [news](#)
- [Trivia](#)
- [Uncategorized](#)
- [WordPress](#)

Categories Widget content

Pages

- [About](#)
- [Interconnect IT](#)

Pages Widget content

If you have the appropriate rights you can install a great many widgets through plugins and themes. These can dramatically enhance the features and usability of your blog or website.

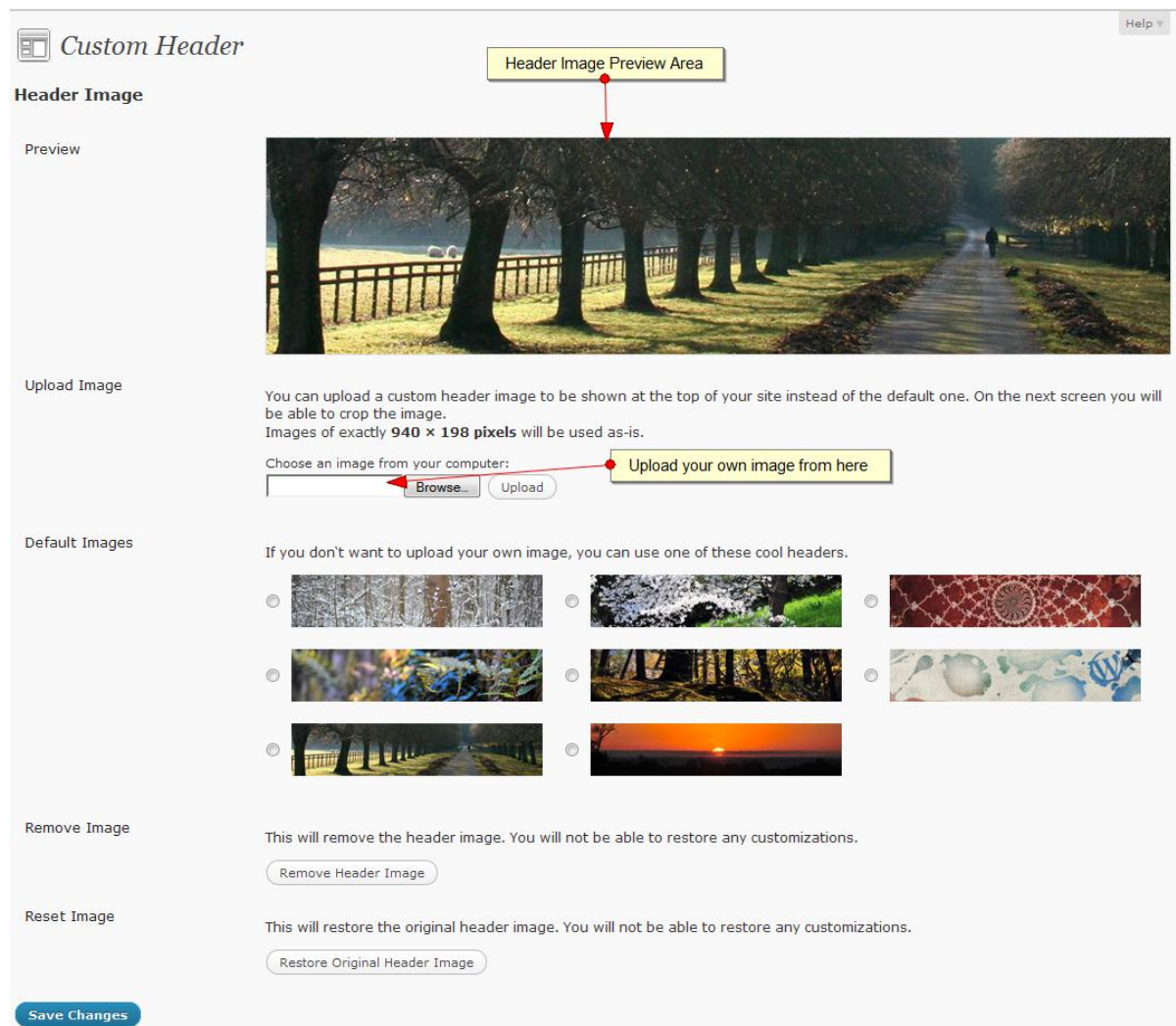
One thing worth noting is that not all themes have styling for every widget to fit in every space – be careful, some widgets will look terrible until you’ve had a web designer add suitable styling to your theme. It’s often worth checking new widgets out on a development environment for aesthetics and performance. Testing things out on a live site isn’t the best thing for performance and reliability.

Custom Headers

The Custom Header feature allows you to change the look of your sites header area from the Wordpress dashboard without you having to work with image editors or delve into HTML code.

This feature must be supported by the theme you are using. In the case of the Twenty Ten theme (which we're using in the examples shown here) there is support for this feature.

To access the Custom Header options, select the Header option from the Appearance menu. You should then see the Custom Header options.

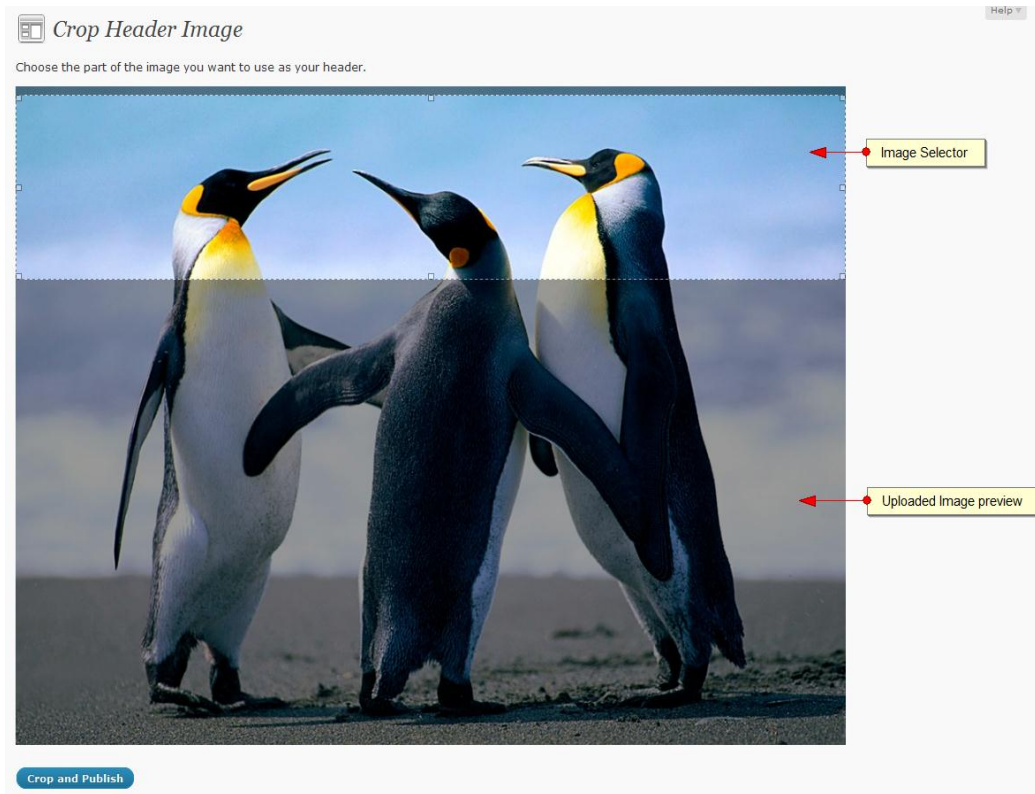


The options available in the Twenty Ten theme allow you to set the background image used in the Header section. We can use a pre-supplied image (as you can see in the Default Images section) or upload your own image.

In this part of the guide we will upload our own image, crop it using the integrated cropping tool and get it to display on the site....All from the comfort of your Web Browser!

The first step is to upload the image you plan on using: To so this, click the Browse button in the Upload Image section. This will bring up an Explorer window from which you can select the image you want to upload from your PC.

When you have selected the image, click the Upload button. Uploading the image may take a while if you have slow Internet connection. When the image has been uploaded, you should now see the Crop Header Image screen. See the screenshot below.



You should be able to see a preview of the image you have just uploaded. In order to crop the image to the appropriate dimensions you alter the size and position Image Selector box with the mouse to select the portion of the image you want to use. Any portion of the image within the image selector box will be used, while everything else outside it will be discarded - then click the Crop and Publish button.

You should now be back at the Custom Header screen. If you look at the image preview window should now see the cropped selection of the image you selected earlier.


Custom Header

Header updated. [Visit your site](#) to see how it looks.

Cropped Image Preview.

Header Image

Preview






Upload Image




You can upload a custom header image to be shown at the top of your site instead of the default one. On the next screen you will be able to crop the image.
Images of exactly **940 x 198 pixels** will be used as-is.



Choose an image from your computer:

Default Images

If you don't want to upload your own image, you can use one of these cool headers.

Remove Image

This will remove the header image. You will not be able to restore any customizations.

Reset Image

This will restore the original header image. You will not be able to restore any customizations.

Click the Save Changes button in the bottom-left corner and visit your site to view your newly-customised header.

Some themes also have support for setting the font colour for text within the header section as well. Be sure to check that the theme you are using has support for the features you need.

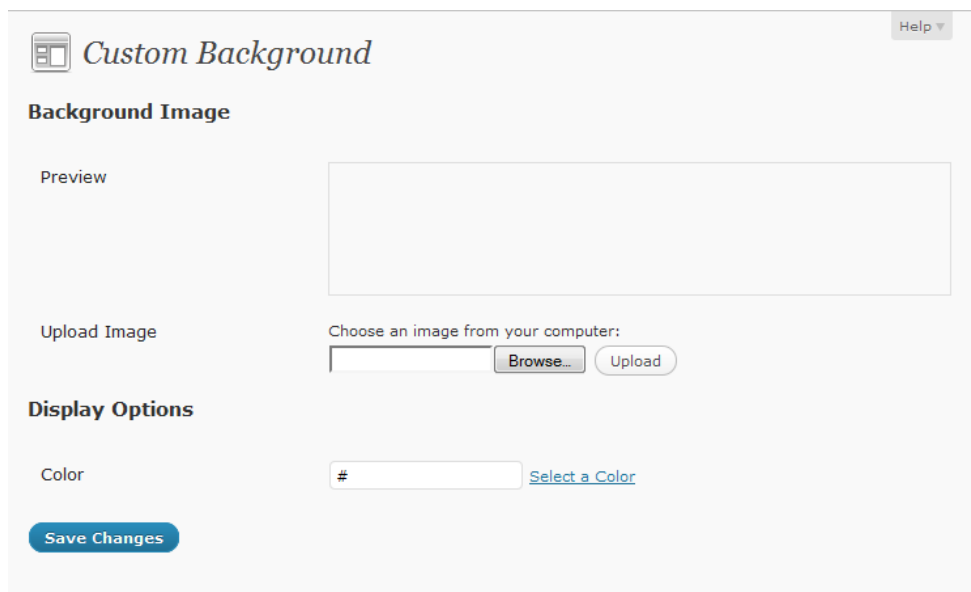
Custom Backgrounds

The custom backgrounds feature allows you to set the sites' background colour or upload a background image of your choice to use as the background for the site.

The Twenty Ten theme has support for both custom background colours and images and both of these options will be covered in this section of the guide.

Setting a Custom Background Colour

The first thing we'll cover here is setting a background colour, which can be done from the background options screen in the Dashboard. To access the custom background options, select the Background option from the Appearance menu. You should see something similar to the screenshot below.



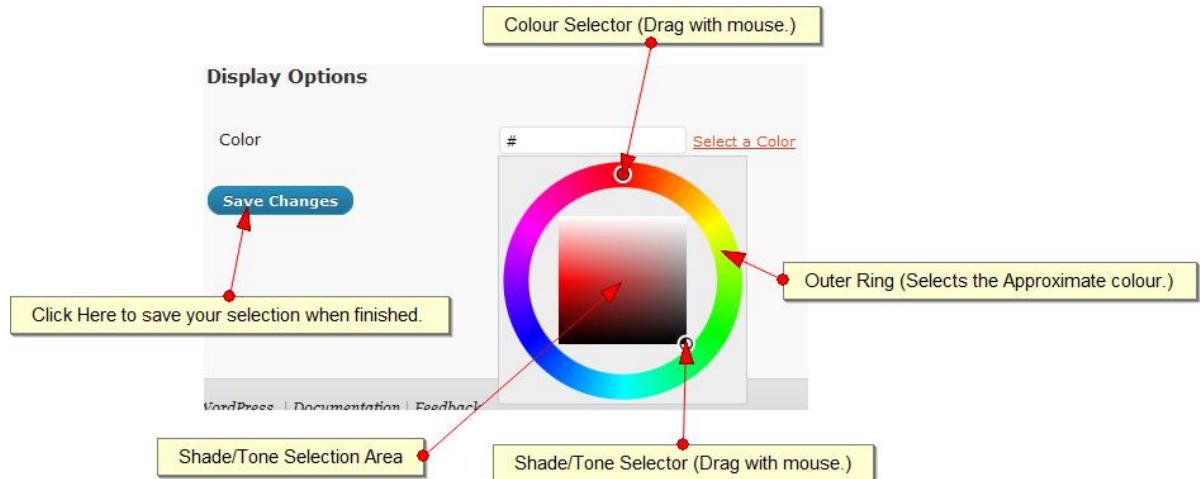
The screenshot shows the 'Custom Background' settings page in WordPress. At the top, there's a 'Help' link. Below it, the 'Background Image' section includes a 'Preview' area (currently blank) and an 'Upload Image' section with a text input, a 'Browse...' button, and an 'Upload' button. The 'Display Options' section features a 'Color' label, a hex color input field (starting with '#'), and a 'Select a Color' link. At the bottom left of the settings area is a 'Save Changes' button.

If you have not already configured any Custom Background options, you will see the default settings shown for the theme you are using.

You can set the background colour using one of two methods: Using the integrated colour picker or inputting the hexadecimal value of the colour you want to use manually into the 'Color' option textbox.

We'll be covering the colour selector method in this guide as it's the most intuitive. If you prefer to enter the hexadecimal colour code manually, you may find it useful to visit: <http://html-color-codes.info/> to obtain the relevant hexadecimal codes for the colour you want.

To select the colour you want to use, click on the [Select a Color](#) link to bring up the Colour Picker. You should see something similar to the screenshot below:



For the sake of this example, set the background colour to blue. Place the mouse cursor over the Colour Selector, contained in the Outer Ring, and drag it to where the blue area is on the left. As you do this, you will see that the colour in the Image Preview area will change to reflect the selection you have made.

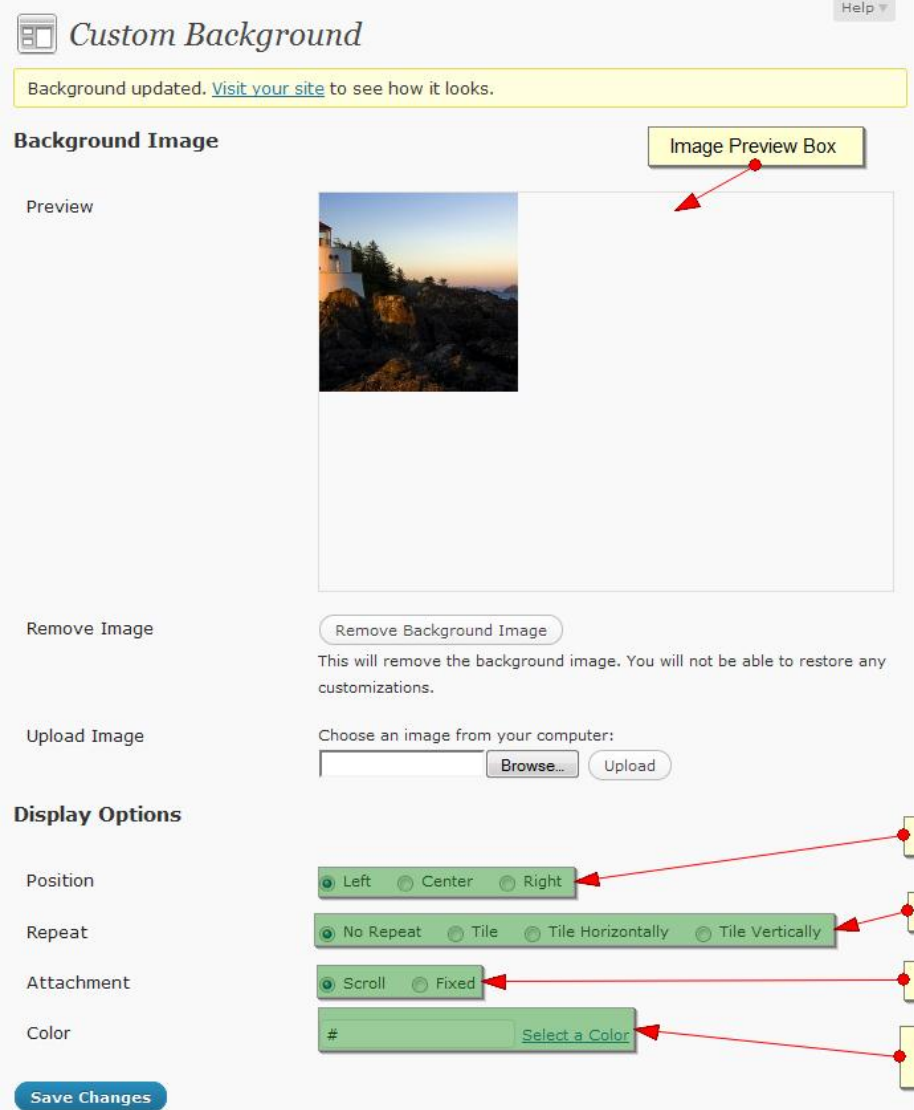
If you want to alter the shade/tone of the colour you have just selected, then the process is much the same as what you did in the previous step, but this time you will have to use the Shade/Tone selection area.

When you have made your selection, click on the Save Changes button then take a look at the site. You should now have a nice blue background instead of the plain boring one that was there before.

Setting a Custom Background Image

The first thing you will need to do here is upload an image from your own PC to use as the background image. To do this click the Browse button, select the image you want to use from the Explorer window and click upload.

When the upload has finished, you will see a preview of your image, as well as various other options. See the screenshot below for an example:



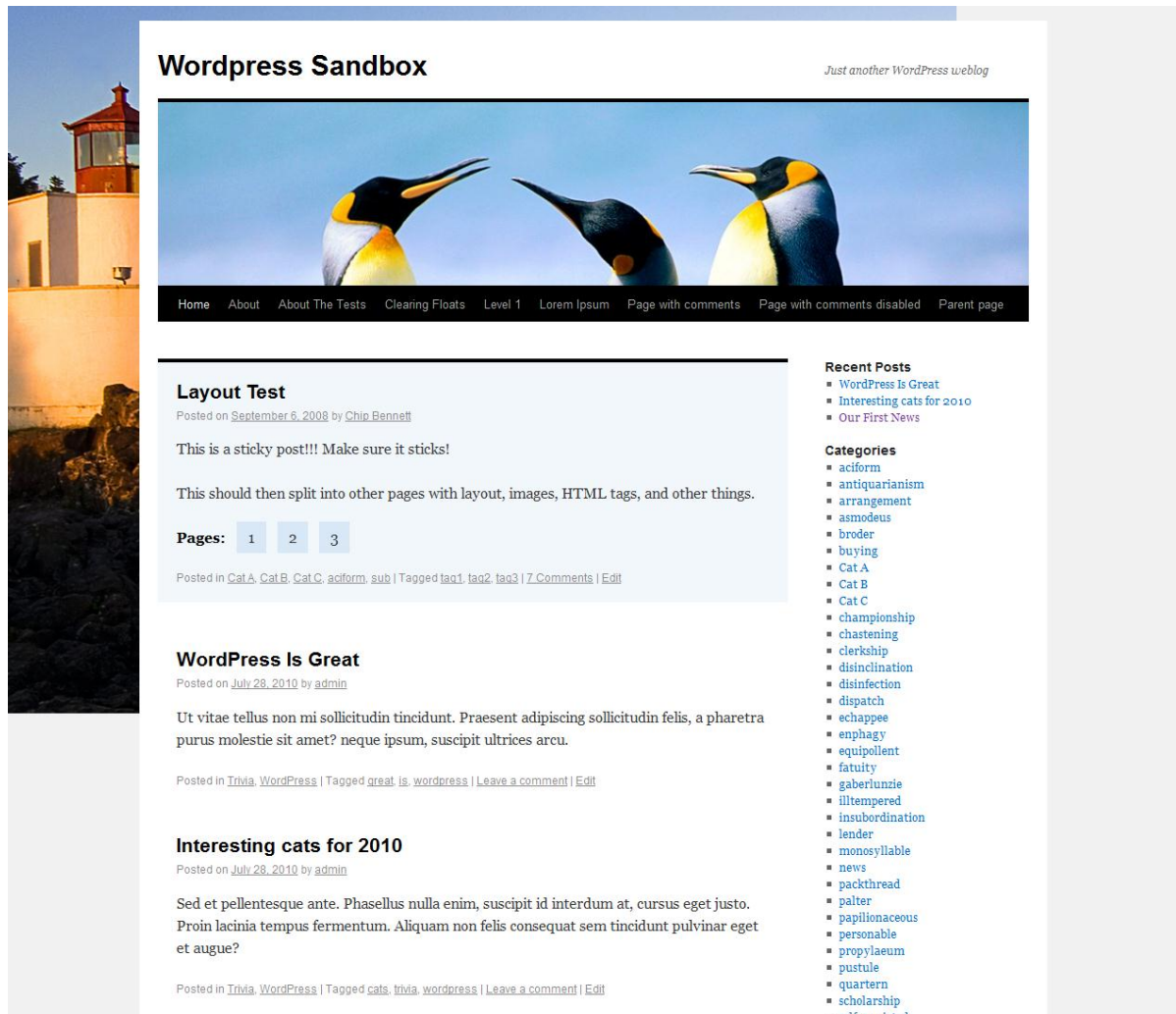
The screenshot shows the 'Custom Background' WordPress admin interface. A yellow notification bar at the top states 'Background updated. Visit your site to see how it looks.' The main section is titled 'Background Image' and contains a 'Preview' area showing a landscape image. To the right of the preview is an 'Image Preview Box' label with a red arrow pointing to the preview area. Below the preview are buttons for 'Remove Image' and 'Remove Background Image'. The 'Remove Background Image' button has a warning: 'This will remove the background image. You will not be able to restore any customizations.' Below this is the 'Upload Image' section with a text input, a 'Browse...' button, and an 'Upload' button. The 'Display Options' section includes:

- Position:** Radio buttons for Left (selected), Center, and Right. An annotation 'Image Positioning Options' points to these buttons.
- Repeat:** Radio buttons for No Repeat (selected), Tile, Tile Horizontally, and Tile Vertically. An annotation 'Image Repeat Options' points to these buttons.
- Attachment:** Radio buttons for Scroll (selected) and Fixed. An annotation 'Attachment Options' points to these buttons.
- Color:** A text input with a '#' symbol and a 'Select a Color' button. An annotation 'Background colour for area not occupied by image' points to this section.

 A 'Save Changes' button is at the bottom left.

You should be able to see a smaller version of your image in the Image Preview box. If you want to use another image, you can just click the Remove Background Image button and repeat the Upload process again.

If you take a look at how your site looks at this point, you may see that the background image is shown in one corner of the screen and the rest of the background is blank. See the screenshot below.



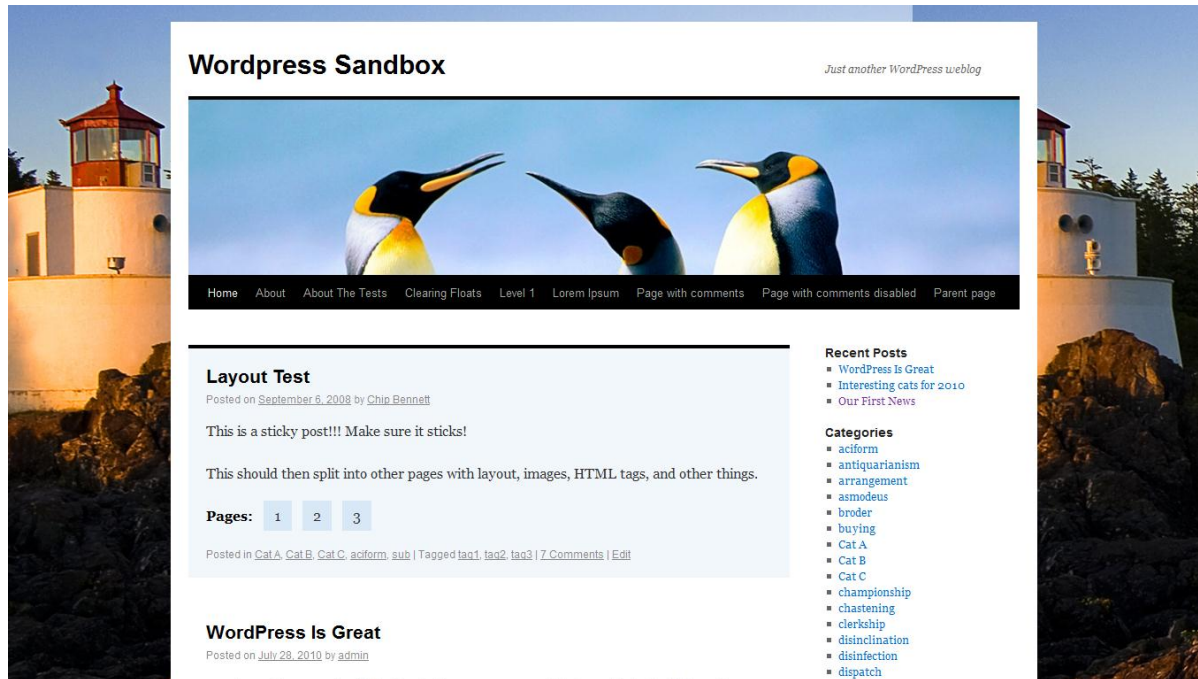
Don't worry about how it looks now; we're going to fix this using the Display Options later on. Before we do this however, we need to know a little about each of the Display Options (**Position**, **Repeat**, **Attachment**, **Color**) and what they do:

Display Option	Description
Position	Sets the position of the image on the page. You can set the position to Left, Centre or Right.
Repeat	<p>Specifies whether the image should be 'repeated' (that is, displayed multiple times in the background.)</p> <p>You can specify one of four values for this option: 'No Repeat', 'Tile', 'Tile Horizontally' and 'Tile Vertically'</p> <p>Selecting 'No Repeat' will set the background image to be displayed only once.</p> <p>The 'Tile' Option will set the background image to be repeated (or Tiled) from the left corner of the browser window all the way to the right corner of the browser window.</p> <p>The 'Tile Horizontally' and 'Tile Vertically' options cause the background image to repeat from left-to-right and from top-to-bottom, respectively.</p>
Attachment	<p>The 'Scroll' option will cause the background image to scroll along with the page content.</p> <p>The 'Fixed' option will stop the background image scrolling along with the page content.</p>
Color	This option will allow you to set the colour which fills the space unoccupied by the background image. We won't be using this in this guide.

Right, let's make that background look a little better. What we want to do here is to left-align the image, cause it to repeat from left to right and stop it from scrolling along with the page content.

So, set the options as follows: set Position option to **Left**, the Repeat option to **Tile** and the Attachment option to **Fixed**. When you have finished setting the relevant options, click the Save Changes button in the bottom-left corner.

Depending on the image you have used, you should see something similar to the screenshot below:

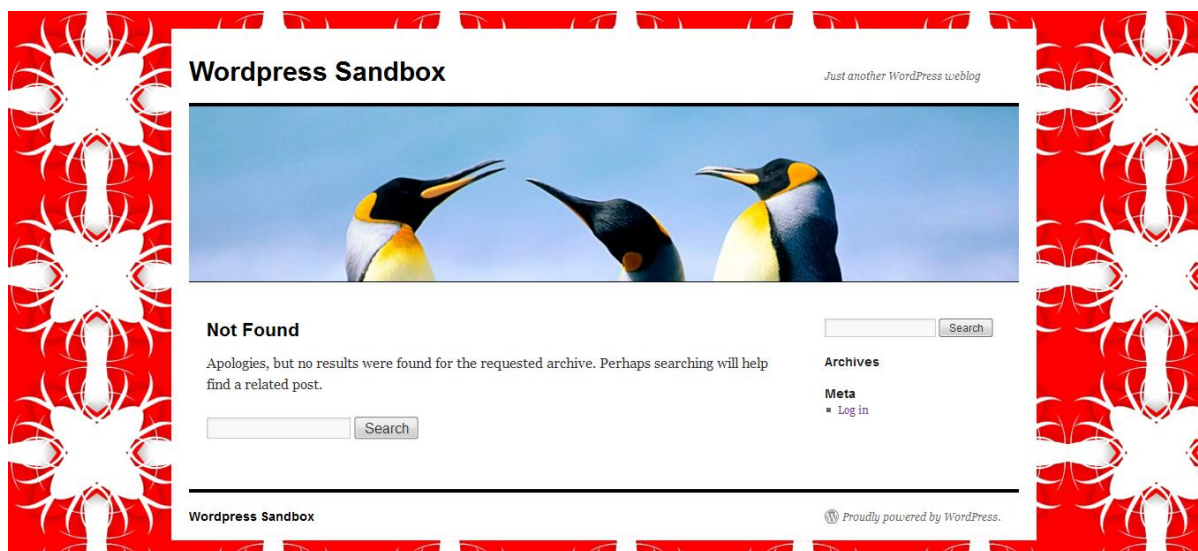


Now, the background image fills the entire background area of the page. If you try scrolling down the page, you will see that the background stays put, while the page content moves down the page.

So, our site background looks a little better now but can you see how the top-right portion of the background looks as if it came from a separate image?

The way around this problem is use a background image with a repeating pattern. There are websites (like <http://repeatxrepeaty.com/> for example) which offer such ready-made image which you are free to use on your own site.

You can see how different the result is when you use a background image with a repeating pattern (especially one as psychedelic as this one) in the screenshot below:



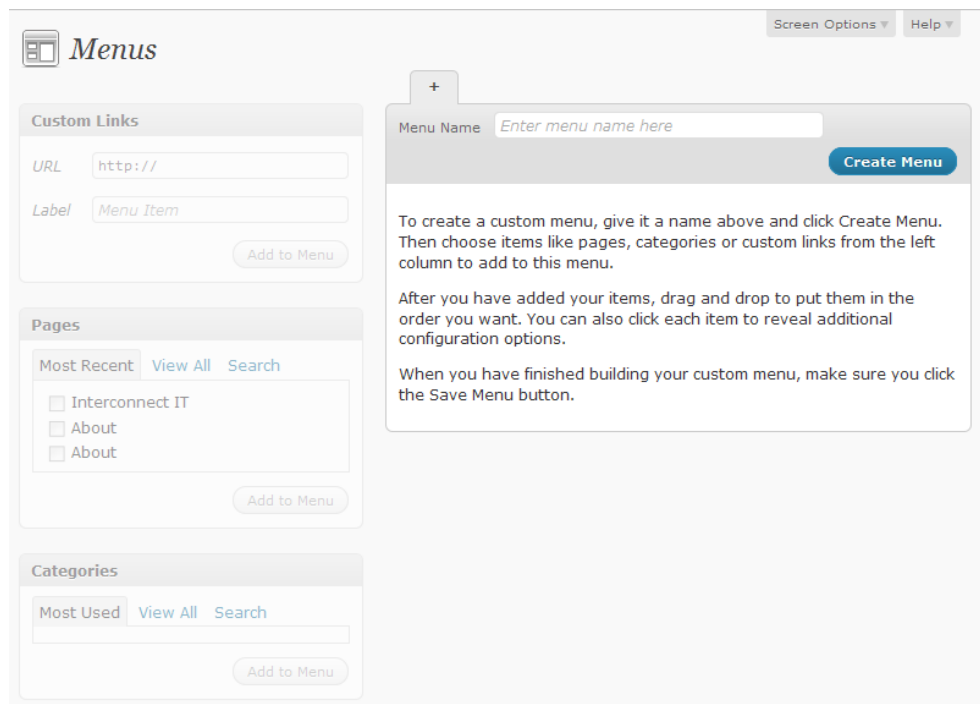
Creating Custom Menus

This guide to the WordPress 3.0 Menu system covers the basic tasks a user may carry out when using the built-in menu editor such as: Defining a menu, adding items to a menu, customising menu items using the 'Navigation Label' and 'Title Attribute' options, deleting menu items and creating multi-level menus.

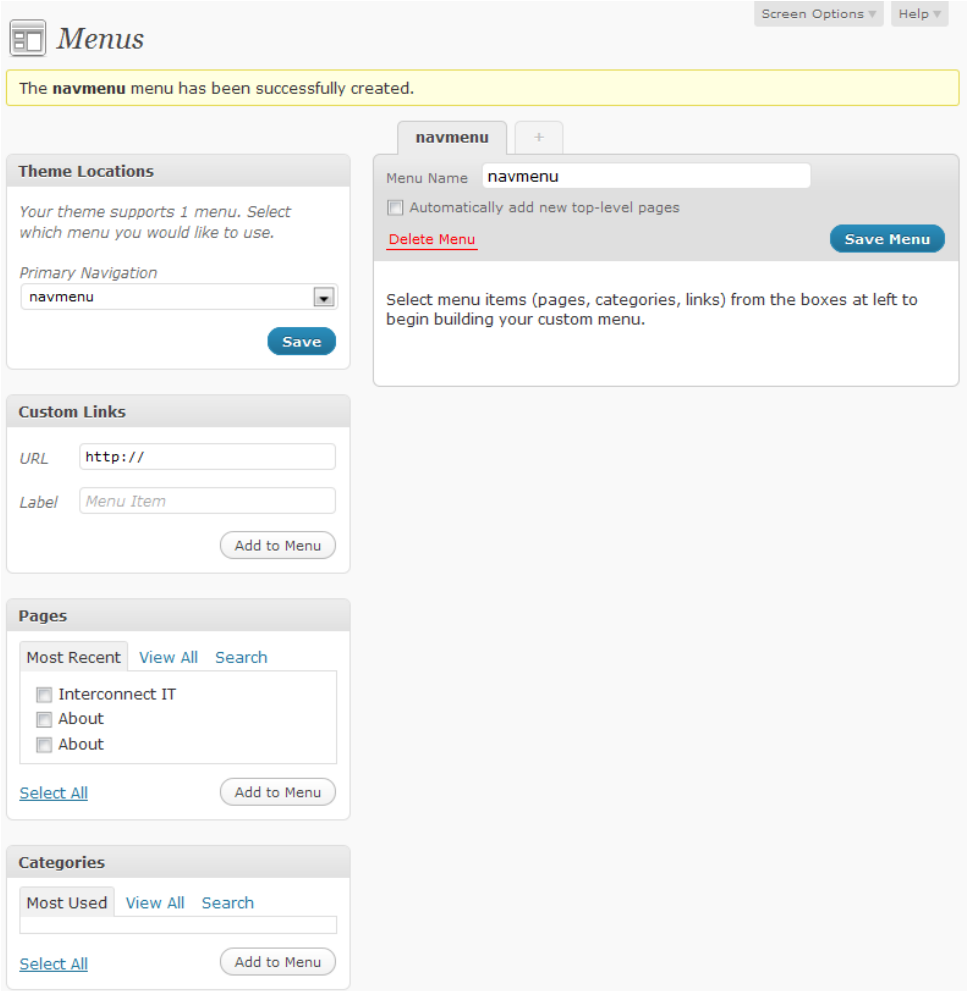
Defining a Menu

You will have to define a menu before you can work on it. The steps below outline this process:

1. Login to the WordPress Dashboard.
2. From the '**Appearance**' menu on the left-hand side of the Dashboard select the '**Menus**' option to bring up the menu editor. You should see something similar to the screenshot below in your browser window:



3. Enter a name for your new menu in the **Menu Name** box then click the **Create Menu** button. For the sake of this example, we'll give this menu the name **navmenu** but you can give it any name you want. The menu editor should now look something like the screenshot below:



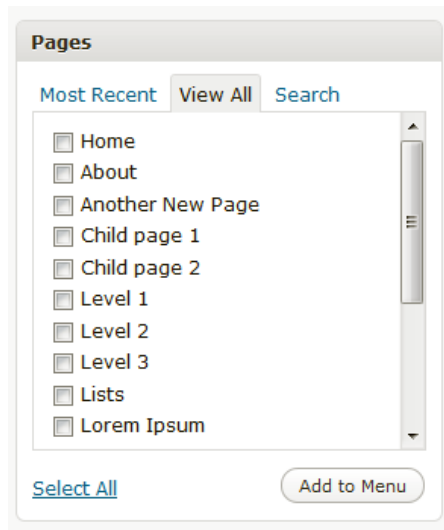
The screenshot shows the WordPress 'Menus' screen. At the top, a yellow message box states: 'The navmenu menu has been successfully created.' Below this, the 'navmenu' menu is selected. The 'Menu Name' field contains 'navmenu'. There is a checkbox for 'Automatically add new top-level pages' which is unchecked. A 'Delete Menu' link is visible. A 'Save Menu' button is present. The main area contains instructions: 'Select menu items (pages, categories, links) from the boxes at left to begin building your custom menu.' On the left sidebar, there are four sections: 'Theme Locations' with a dropdown set to 'Primary Navigation' and a 'Save' button; 'Custom Links' with fields for 'URL' (http://) and 'Label' (Menu Item), and an 'Add to Menu' button; 'Pages' with a list of 'Interconnect IT', 'About', and 'About', and 'Add to Menu' and 'Select All' buttons; and 'Categories' with 'Add to Menu' and 'Select All' buttons.

Adding Items to a Menu

In this example, we'll add 6 pages to the menu we created in the previous section. One of the pages added in this example will point to the 'Home' page of the site. The steps you will need to take are listed below:

- In the left-hand corner of the menu editor screen, you should see a sub-menu titled '**Pages**'

In this sub-menu, click the [View All](#) link. This will bring up a list of all the pages that are currently published on your site/blog. (See the screenshot below.)



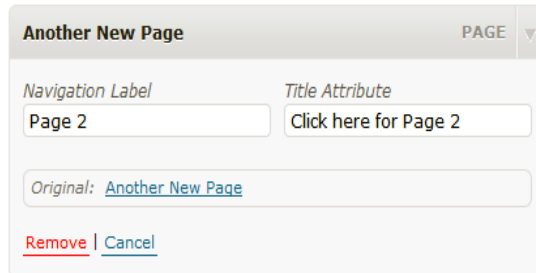
- Select the pages you want to add to your menu by clicking the checkbox to the left of each item's title. In this example, the '*Home*', '*About*', '*Another New Page*', '*Child Page 1*', '*Child Page 2*', and '*Level 1*' Pages will be used.

When you have selected the pages you want to include, click the **Add to Menu** button located in the bottom right-hand corner. You should now see a series of boxes, with the page titles of the items you added in the previous step on the left-hand side of each box.

- Click the **Save Menu** button to save the changes.

Deleting a menu item

- To access the options for the relevant menu item, find the corresponding menu item box in the right-hand corner of the menu editor window and left-click on the arrow icon in the top right-hand corner of it. The menu item box should then expand and the options we need to edit should be visible. See the screenshot below for an example.



The screenshot shows a menu editor window titled 'Another New Page' with a 'PAGE' dropdown menu. Below the title, there are two input fields: 'Navigation Label' with the value 'Page 2' and 'Title Attribute' with the value 'Click here for Page 2'. Below these fields is a text field labeled 'Original:' with the value 'Another New Page'. At the bottom of the window, there are two links: 'Remove' (in red) and 'Cancel' (in blue).

- Click on the [Remove](#) link in the bottom left-hand corner. The menu item box for the menu item you deleted should no longer be displayed.
- Click the **Save Menu** button to save the changes you have made.

Customising Menu Items

Before we jump to the example, a little explanation about the '**Navigation Label**' and '**Title Attribute**' options is needed.

The '**Navigation Label**' option specifies the title of the menu item as it appears on the navigation menu. This is what your users will see displayed on the navigation menu when they visit your site/blog.

The '**Title Attribute**' option specifies the Alternative (or 'Alt') text for the menu item. This is what will be displayed when a users' mouse hovers over a menu item, or if the user is accessing the site using screen reader software, for example.

In the example for this section, we'll be using the menu item titled '**Another Test Page**'. The '**Navigation Label**' option will be given value of 'Page 2' and the '**Title Attribute**' value will be changed to a value of 'Click here for Page 2'

The steps you will need to take are listed below:

- Left-click on the arrow in the top right-hand corner of the menu item box. The menu item box should then expand and the options we need to edit should be visible.
- Enter the values for the **Navigation Label** and **Title Attribute** that you want to assign to the menu item and then click the **Save Menu** button to save the changes.

In the menu editor, the title for the menu item you edited should have now been changed to the value you entered for the **Navigation Label** option. In the case of this example, it now has the label '**Page 2**' instead of '**Another Test Page**'.

Creating multi-level menus

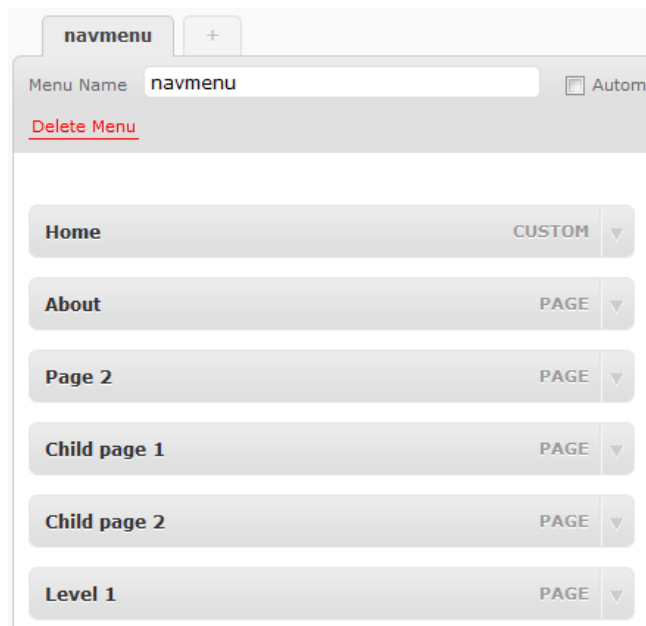
When planning the structure of your menu, it helps to think of each menu item as a heading in a formal report document.

In a formal report, main section headings (Level 1 headings) are the nearest to the left of the page; sub-section headings (Level 2 headings) are indented slightly further to the right; any other subordinate headings (Level 3, 4, etc) within the same section are indented even further to the right of the page.

The WordPress 3.0 menu editor allows you to create multi-level menus using a simple ‘drag and drop’ interface. You can drag menu items up or down to change their order of appearance in the menu, or you can drag them left or right in order to create a multi-level menu structure.

To make one menu item a subordinate of another item, then position it underneath, and drag it slightly to the right of, the main menu item.

This section will build on the example menu used in the previous section. Currently the menu only consists of main menu (Level 1) items, as can be seen in the screenshot below:



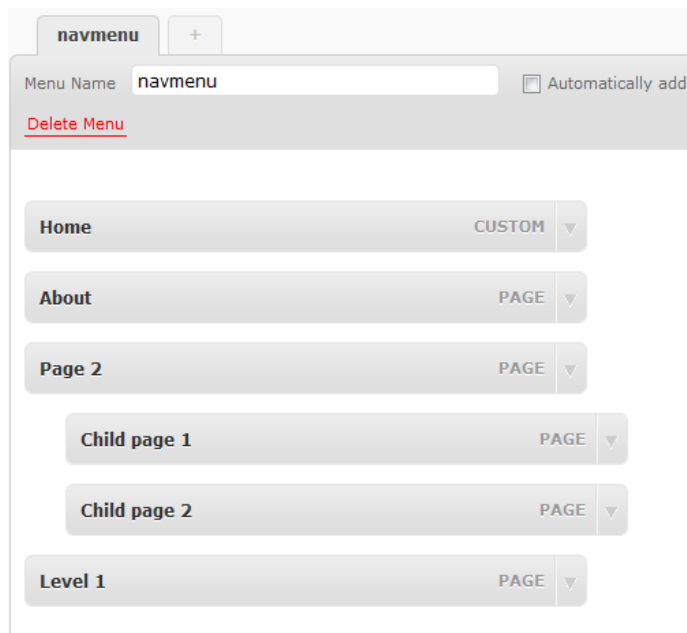
So, with our report analogy in mind, the menu in this example will be re-structured as follows:

1. **Home**
2. **About**
3. **Page 2**
 1. **Child Page 1**
 2. **Child Page 2**
4. **Level 1**

In this example, the menu items '**Home**', '**About**', '**Page 2**' and '**Level 1**' will be the main menu (Level 1) items, while '**Child Page 1**' and '**Child Page 2**' will be sub-items, subordinate to '**Page 2**'

The steps you will need to take can be found below:

- Position the mouse over the menu item box for 'Child Page 1'. While holding the left mouse button, drag it to the right then release the mouse button.
- Repeat the above step for 'Child Page 2' and make sure that 'Child Page 1' and 'Child Page 2' are both indented the same distance from the left. Your menu should now look like the one the screenshot below:

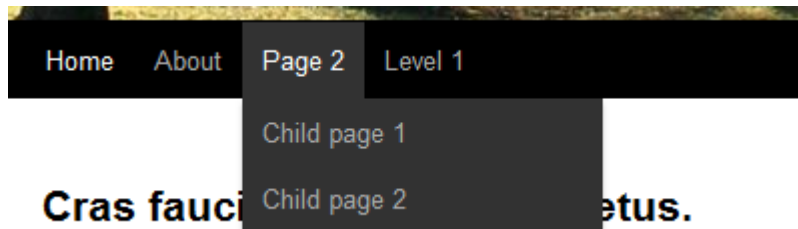


- Click the Save Menu button to save the changes. Your new menu, with the structure described in the example, should now be created.

The Menu in Action

OK, you should be all done with creating the menu now. If the theme you use supports WordPress menus (in this example I'm using the Twenty Ten theme, which does include menu support) then you should only see the four main (Level 1) options.

The two sub-menu (Level 2) items created in the example should appear in a separate sub-menu when you place your mouse cursor over the 'Page 2' menu item. See the screenshot below:



Site Tips

Structuring a Site

One of the most important things to get right with a website or blog is the structure of its content. This can make an incredible difference to usability and search engine performance – do it well and users will be able to navigate your content easily and quickly. Fortunately, with WordPress the navigation of your site will usually follow a fairly standard route.

Simple Structuring Rules:

1. ***Categorise and tag your content*** so that it's clear and easy to find without resorting to the search tool. For example, if the main source of traffic to your site is interested in your stories about knitting, then a category called knitting, along with perhaps some relevant tags against posts such as 'crochet' and 'machine knit' could be the way to go.
2. ***Resist the temptation to clutter*** your website with logos, affiliate links and advertising. There's nothing at all wrong with links and logos, but a sea of them is confusing and distracts people away from the main purpose of your site.
3. ***Edit your content carefully*** for spelling, grammar and suitable content. When you publish – whether it's within a magazine or on the internet you take a certain level of responsibility for the information you disseminate.
4. ***The front page of your site is important*** and should contain at least some information about what/who you are and what you do – this can help not only site visitors to know what it is you're doing online, but will also help search engines to find the content on your website.

To help you in this task, this document will take you through the creation of a simple blog website. The website initially will be based around the default theme. Later on we'll go into changing the look and feel of your site using Themes which can dramatically change your site without you having to do anything more than a quick install.

Engaging with visitors

You can be writing the most beautiful prose in the world but if nobody knows about it then it's only your mother who's going to be reading. No, what you have to do is find ways to draw people to your site.

1. ***Comment on other blogs*** and other blog writers may visit your site to see what you're about. If they find your content interesting. If your comment is interesting, the blog writer's visitors will be interested to see what else you might discuss. Blogs relevant to your discussion area are the most useful.
2. ***Reply to insightful comments on your blog*** because people like to feel they're involved in a conversation with you, not just talking to some computer somewhere.
3. ***Link to other blogs when you talk about things that are connected*** and that way the blog authors know your linking and will also be flattered about it. This may make them more likely to about what you write about too.

4. **Use other social media** because everything's interconnected. When I blog, my Twitter feed is filled in. You can do this with WordPress plugins, or by using a service such as Twitterfeed. Your followers, who are clearly interested in what you say on Twitter, are likely to be interested in what's said on your blog.

Search Engines

Search engines will bring your website traffic. Typically around 25%-35% of it. In some cases, it will bring a lot more, and in other cases a lot less. But if search engines bring 95% of your traffic then you're probably doing something wrong. The following tips describe how to maximise your site for search engine performance, but it's not the be all and end all.

1. **Don't write for the search engines** because when you do that, visitors are quickly aware of your attempts to stuff keywords into every sentence.
2. **Keywords are more important in headers and titles** but in body text they quickly lose their power except when linking to other pages in your site and to other websites. For example, if you write 'click here to read about Britney's latest escapade' and link that it will perform worse than a paragraph with a link that reads "when Britney Spears fell out of a taxi drunk".
3. **Get inward bound links** by commenting on other blogs, engaging with other bloggers, and generally making an effort to be an active part of the community.
4. **Don't solicit links from other bloggers** because it just annoys them.
5. **Use optimisation plugins** but sparingly. It's not unknown for performance to go down after popular plugins have been utilised. However, consider All-in-One SEO and HeadSpace 2 as the two leading SEO plugins available, with the former being the most popular and reliable so far.
6. **Don't engage in link-farming** if you create a site that's purely there to link to you the search engines will eventually pick up on this and you will be heavily penalised.
7. **The search engines don't like being gamed** any underhand tricks used to increase your ranking could eventually lead to a de-listing. That can include inappropriate link-purchasing, spam blogging, e-mail spam, Twitter spam and so on. Be careful.
8. **If your site is hacked it can be really bad** because many spammers try to hack WordPress sites in order to insert their own hidden links. If you have a lot of poor quality links on your site you risk losing page rank.
9. **Some themes perform better than others** because the way content is output is very important. Certain layouts perform worse than others too. It's a bit of a black art, but a good theme alone can make a dramatic difference.
10. **Concentrate on great content** rather than working the search engines – trust me, people link a lot to good stuff.

Going Further

WordPress is an incredibly powerful and flexible tool which is only just starting to be exploited by web builders and designers. It provides easy functionality for the end-user, whilst also giving developers tight control over the display of information.

There are a range of resources – some related to us as providers of this guide:

Free (GPL Licensed Themes), information and plugins.	http://wordpress.org
Hosted WordPress (with some limitations and lack of control, but free and easy)	http://wordpress.com
WordPress Themes and Plugins Club (including support and GPL items)	http://spectacu.la
WordPress MU information	http://mu.wordpress.org/
Custom WordPress, bbPress and WordPress MU design and development	http://www.interconnectit.com
bbPress – a related, fast and clean Forum application	http://bbpress.org

You can also find many more resources on the net. People often design their own sites and then offer their themes freely – some searching on Google will quickly reveal some interesting options and answers.

If you're running a website, there's a lot to consider without even thinking about technicalities – you have performance, search engine optimisation, future proofing and so on. Getting the best out of a website takes time, experience and sometimes just a bit of luck. Consider going to experts if your site's underperforming – it could save you a lot of time and grief.

Training

As the authors of this guide, we offer a number of course, at different levels and for different prices.

Our WordPress training courses are available in a number of formats:

- One-to-One intensive one day courses
 - These are popular because they can be tailored specifically to your own requirements.
- We offer a build and learn service where your site can be installed, configured and laid out with the client alongside one of our team. The client then leaves with a much stronger understanding of how to manage and update their website.
- Classroom courses
 - We only run a few of these each year. They're for a limited number of students and tend to run over two days. If you like, we can come to your offices to teach a number of people and you'll be charged our usual day training rate, plus expenses.
- Telephone courses
 - These can be quite tiring if extended and we recommend they're limited to one hour at a time... They can also be useful with regards to support.

Do you need something special?

If you need more from your WordPress installation, you may need some custom plugins or themes written, or you may need to integrate your site with other tools such as membership subscription systems or similar. For that you will need to approach a developer or company with suitable skills. Be careful in choosing – make sure you go to someone reputable, reliable and professional. The best will often be the most difficult to deal with – they'll want to know exactly what you need, so that they can deliver. The worst will throw something together that may not suit your needs, could easily fail to work in the long term, and which could end up being an expensive mistake.

Beware of strangers bearing gifts

Apologies for the odd title, but this is worth noting:

Not all people providing free themes and plugins are honest and reputable.

Of course most of them are. But the Internet is a dangerous place. People write code with malicious or greedy intent – you could install a theme which is used by somebody in order to make your server deliver spam, promote other people's websites or similar. And if you're not confident of looking at the code, you can't be sure.

Consequently the safest approach is to use the likes of WordPress's own Extend library – here code is reviewed by others and rated. Anything malicious, or even just insecure, is more likely to be noticed here than elsewhere. There are no guarantees, of course – everything there is GPL and that means that if you get it from someone without any other contract in place there is no support or warranty.

It's not all bad, however. There are professional designers and developers who provide WordPress related services, themes and plugins. You can also pay to join some of the clubs such as Spectacu.la or Woothemes. Alternatively you can visit the Automattic site (they're the company behind WordPress) and go to the page <http://automattic.com/services/wordpress-consultants/> in order to see a list of recognised WordPress consultants around the world.

All Done!

Thank you for reading this guide. The original pdf can always be found at either <http://www.interconnectit.com> or at <http://spectacu.la> – members of the latter can download the original Word Document in order to re-brand it for their own use.

Credits

David Coveney
James Whitehead
Romana Dworak
Automatic & Friends

Writing, screenshots, images, funding
General all round brilliance, advice on the community and so much more
Patience
For developing WordPress and making a lot of what we do possible