

{ WordPress Crash Course }

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#WPLC

{ What is WordPress? }

WordPress (the software) is:

— [a free and open source blogging tool and publishing platform (GPL license)

— [powered by PHP and MySQL, coded with TLC by hand

— [a content management system (CMS)

— [extensible with themes and plugins

— [used by over 14.7% of Alexa Internet's "top 1 million" websites

— [powering 22% of all new websites

— [currently the most popular CMS in use on the Internet

Source: Wikipedia, the free encyclopedia

{ Why Use WordPress? }

- [Ease of use

- [Supportive community

 - Codex

 - Forums

 - WordCamps

{ WordPress - .com vs .org }

— [WordPress.com

- Simple setup, create an free account
- yoursitename.wordpress.com
- Hosted on WordPress.com servers
- Limited theme (look/feel) choices
- No plugins, aka additional functionality
- Non-commercial use

{ WordPress - .com vs .org }

— [WordPress.org (aka self-hosted WordPress)

- Need to purchase domain & hosting plan (<\$60/yr.)
- yoursitename.com
- One-click install WordPress, or manual install
- Total flexibility in look/feel and functionality
- Web developer should be consulted to ensure proper setup

{ So which is right for me? }

— [.com is great for the casual blogger

— family or personal blog

— no monetization **ever** desired

— easy to maintain

— [.org is necessary for the current or aspiring business blogger

— ad revenue, e-commerce, paid membership, or even supporting your business

— start building search engine clout here

— may desire a developer

{ WordPress.org }

— [Dashboard

— [Pages vs. Posts

— [Categories vs. Tags

— [Plugins & Widgets

— [Check Your Site Health

{ The Dashboard }

— [Home

— Your site at a glance

— Drag/drop/collapse modules

— Screen Options

{ The Dashboard }

— [Updates

- When an update is available, install it!
- Always back up your site first

{ The Dashboard }

— [Poke around to learn!

— Appearance

— Settings

{ Pages vs. Posts }

- [Pages = Static, dateless content

- About Us, Contact Us

- Probably accessible via navigation

- [Posts = “Blog”-like content

- Daily, weekly, monthly content added

- Displayed newest to oldest

- Use categories and tags to organize

{ Categories vs. Tags }

Categories

- Big buckets to organize posts
- Hierarchical
- Good practice: 10 categories or less per **blog**

Tags (NOT keywords)

- Topics covered in your posts
- Good practice: 10 tags or less per **post**

Resource: <http://en.support.wordpress.com/posts/categories-vs-tags/>

{ Plugins vs. Widgets }

— [Plugins

- Extend the functionality of WordPress
- E-Commerce, fancy comments, SEO help, etc.
- <http://wordpress.org/extend/plugins>

— [Widgets

- Drag/drop modules that go in your sidebar or other “widgetized” areas of your website

{ Site Health Checklist }

Security

- Strong username & password
- Routine backups scheduled (BackupBuddy)
- WP version, theme, and plugins all up-to-date

SEO

- WordPress SEO by Yoast plugin
- Enable sitemap in Yoast & submit to search engines
- Permalinks set to `/%postname%/`

Social

- Links to social sites
- Easy social sharing of posts, done right

Theme

- Secure, reputable, supported, flexible
- Theme modifications done in child theme

Analytics & Tracking

- Google Analytics installed
- Feed redirected to Feedburner feed