

By Christopher Masiello

Build Your Own Blog



WordPress: From Beginner to Expert

*Everything you need to know to create a
customized, professional blog using
WordPress, the free, open-source software.*

VitaminCM.com

WordPress: From Beginner to Expert

Everything you need to know to create a customized, professional blog using WordPress, the free, open-source software.

Learn everything you need to create your very own blog from scratch. See how to use WordPress, the free, open-source software to build a professional blog with your own domain name.

You will learn how to perform every single step, through 128 pages of detailed instructions. These instructions explain each task, action, and decision using hundreds of full-color screen shots containing circles, arrows, and highlights so you never miss a thing. As if that's not enough, there are 13 narrated videos that show each phase of the process being performed in a logical step-by-step manner.

All tasks are covered in an appropriate level of detail, with mountains of additional resources in the Appendix.

By ***Christopher Masiello***

Author of the Software Tutorial blog/podcast VitaminCM.com

About the Author

I have spent the last 15 years helping others learn things. I have taught and mentored people ranging from pre-kindergarten kids in the projects to corporate executives on a wide range of topics. The bulk of my career has been spent doing instructional design, e-learning development, and classroom facilitation on large-scale financial systems.

I have been involved in web design and development for the last ten years on numerous corporate intranet and personal Internet sites using various technologies. For the last several years I have run the software tutorial blog VitaminCM.com, which runs on WordPress software. I have installed, configured, troubleshot, and upgraded every version of WordPress from version 1.0 on up to the current version on numerous sites for others and myself.

If you have any questions, suggestions, or comments, please contact me at cm@vitamincm.com.

Thanks for taking the time to read my book.

Christopher Masiello

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Introduction

Creating your own Blog

So you want to share your thoughts with the rest of the world? Well, starting your own blog will give you the power and flexibility to publish text, photos, video, and much more to the Internet.

Now, you're probably thinking that all of this power and flexibility comes with a high price tag and steep learning curve. Fortunately, nothing could be further from the truth.

I'm going to show you how to go from someone with interesting ideas to share, to a full-fledged blogger in no time flat. You will learn how to perform every single task involved in creating, configuring, writing, and maintaining very own fully customized blog.

Best of all, it will cost you *nearly nothing. (\$5.00 or less per month)

Every bit of the process is covered through step-by-step explanations, annotated screen shots, and video demonstrations.

Why you should own your Blog

Many people have free blogs on sites like **Blogger**, **Tumblr**, or **WordPress.com**. These free services have simple, effective functionality, but they don't have the flexibility and power that you may need. You can't have your own domain name on these services, or customize to your heart's content. Even more important; you don't own your data.

If you want to have a blog that you own, has your own domain name, and allows you to make unlimited customizations, you need to host your own blog. This tutorial will show you how to install, configure, customize, and publish your own blog using free software and inexpensive web hosting.

Getting Started

Before you get started with software, servers, and writing, you need to get organized. You need to know what you are going to be doing. Let's look at a few things that you need to consider before writing your first brilliant article.

Start by asking a few very basic, but critically important questions:

1. *What is your blog about? This is the very first thing that you should consider.*
2. *What ideas and concepts are you going to write about? Laser focus or potpourri?*
3. *What categories will you use to group your articles? (Music, Art, Politics, Sports, etc.)*
4. *What interesting features do you want to have on your blog? (Photos, video, reader polls, etc.)*

Once you've hammered that out, you should start to generate a few ideas for names.

What You Will Need:

You will need a combination of services and software to perform all of the subsequent steps in this tutorial.

Getting your Domain Name and Hosting

After you determine your concept and topics, start to brainstorm good domain names. Yes, the first few good ones that you come up with will already be taken. You should make every effort to get a domain name that ends in .COM (.NET is worse, but acceptable) Try to make the name short, with keywords that relate to your topic. By all means, DO NOT get a domain name with a HYPHEN in it!

If you want to think long term, you may want to spend a few extra dollars to grab the .NET and .TV versions of your name too. This will allow you to extend your offerings down the road.

You can buy your domain name from lots of places. It will be less than \$10 for the year. Many web-hosting companies give you one free domain name as part of your hosting package. (I would recommend this route.) There is a list of reliable, inexpensive web hosting companies in the [Appendix of this book](#).

Web Services

Web Hosting: You will need to pay a web host to store your site's pages and files on a server. There are thousands of web hosting companies available from \$5/month on up.

Select one that has the following options:

- **PHP Server:** *(this is the server software that processes the commands that make your blog work.)*
- **MySQL Database Server:** *This is the free, open source database that runs just about every blog on the internet*
- **FTP Server:** *This is the service that will allow you to move files from your local computer to the web server.*
- **Scalability:** *If your website takes off, you may need to move to a bigger server. Make sure that your host has several packages so that you can gradually move up the ladder as needed.*

Desktop Software

Once you buy your domain and web hosting, you will need to set up your FTP software. Just about every web-hosting provider has a **Help** or **FAQs** section that will show you how to set up your FTP client. Follow their instructions so that you will be ready to start working.

- *FTP Software: Your web host will have an FTP service that will allow you load your files to their server. You need an FTP Client (software on your computer) to connect to the server and move the files. There are several FTP clients available. Some are free and others are not. Every one has a camp of supporters and detractors, so I'll just recommend the one I use. I like Filezilla, because it is free, Open Source and works on Windows, Mac, and Linux. ([Get Filezilla here.](#)) If you don't like it, just search Google for another one that meets your specific needs.*
- *Zip Software: Most of the files that you need to set up a WordPress blog are contained in a Zip archive. You need an application to open and extract files in Zip archives. Mac and Linux have them built in. If you are on Windows, download [7-Zip](#). It's free and works very well.*
- *Text Editor: The beauty of working Content Management System is that inexperienced users don't "have to" get their hands dirty in any code. However, advanced users still have that option. You should still always have a good text editor at your disposal, 'cause ya never know. All three Operating Systems (Windows, Mac, and Linux) come with built-in text editors, but there are better ones available for free.*
- *Windows – [NotePad++](#)*
- *Mac – [Smultron](#) or [Text Wrangler](#)*
- *Linux – [Emacs](#), [Vim](#), or [Gedit](#)*
- **I'm sure that there are even better choices available, but these should handle your needs just fine.*

Blog Software

Blogs are run on Content Management System (CMS) that store, organize, and display your information. The CMS software will reside and run on your server.

- *WordPress: The Content Management System (CMS) software that will run your blog. WordPress is free, open-source software that you will download and set up on your web server.*

Chapter 1

Installing the WordPress Software on your Web Server

All of the files to create a WordPress blog are available for free on WordPress.org (make sure that you don't go to .com). Go to the Documents tab and print the "[Famous 5 Minute Installation Guide](#)". These simple instructions are a lifesaver. I will be using the summarized version below as the basis for this tutorial.

1. Download and unzip the WordPress package from the home page at WordPress.org.
2. Create a database for WordPress on your web server. Then, create a MySQL user who has admin privileges
3. Create a MySQL database on your web server
4. Prepare the WordPress Configuration file.
5. Load the WordPress files to your web server
6. Run the installation script from your browser

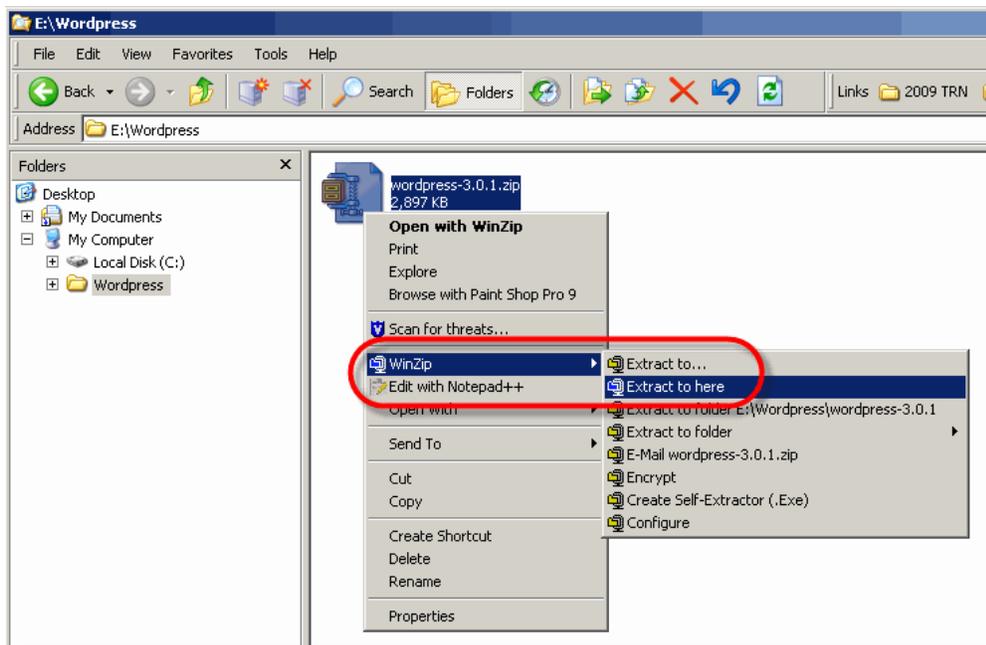
Download and Unzip the WordPress Software

You have to get the software files for your blog from the WordPress site. Download the latest WordPress Zip file from the [WordPress.org](#) site. The link will be right on the home page.

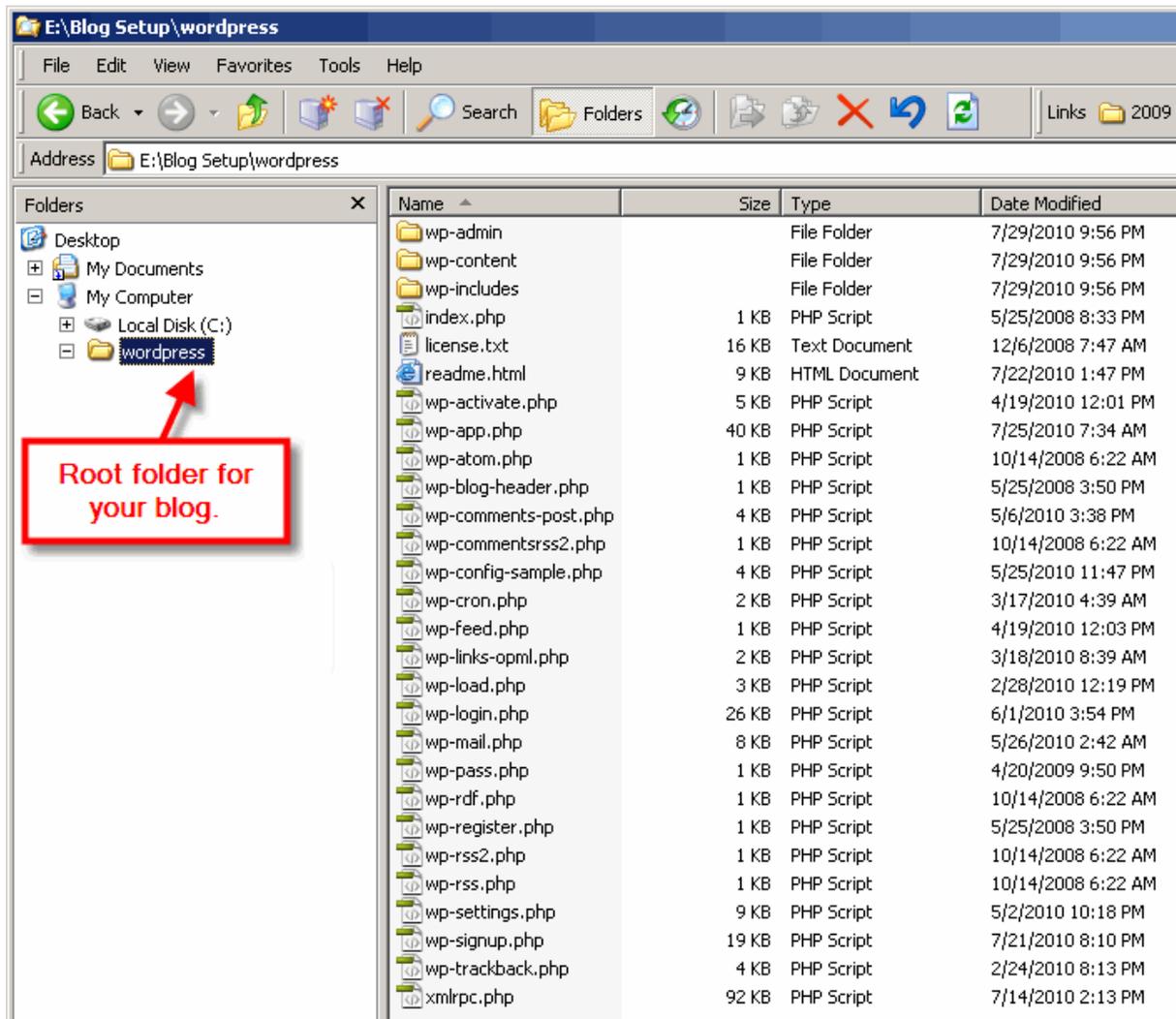
Create a folder on your hard drive where you will place all of your WordPress files. (i.e. **C:\Desktop\Wordpress**)

Unzip the WordPress files into your "Blog" folder. Right click on the "**WordPress.zip**" file and select **Open With** (your Zip software of choice).

Extract the contents of the Zip archive into the "**WordPress**" folder that you created.



The files that will run your blog will be contained in the **WordPress** folder.



Close your Zip application.

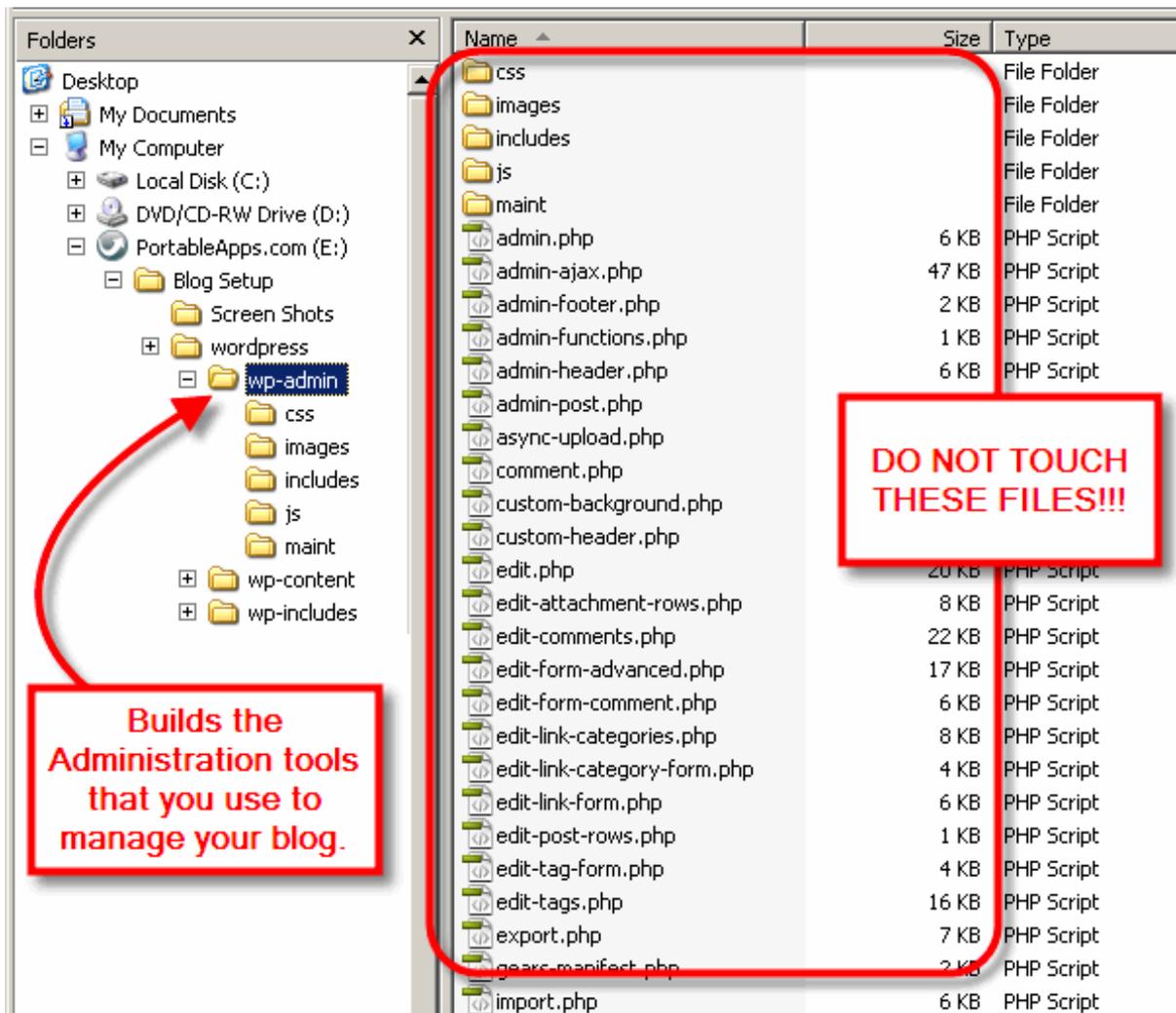
The following video shows all of the steps in the process of **Downloading and Unzipping the WordPress Software**.

Explanation of the WordPress Installation Files

What do All of these Files Do Any Way? There are lots of files that go into building a WordPress site. Let's take a look at what types of files your site contains and how they are organized. There are four important groups of files that are stored in the following folders: **Root**, **wp-admin**, **wp-content**, and **wp-includes**.

The **Root** folder is the top folder of your blog. (The WordPress folder on your desktop for now.) When someone visits your blog, the files in the root will launch your site and grab the other necessary files to build your pages and display your content.

The **wp-admin** folder contains the files that build the screens, menus, and functionality that allows you to administer your blog behind the scenes.

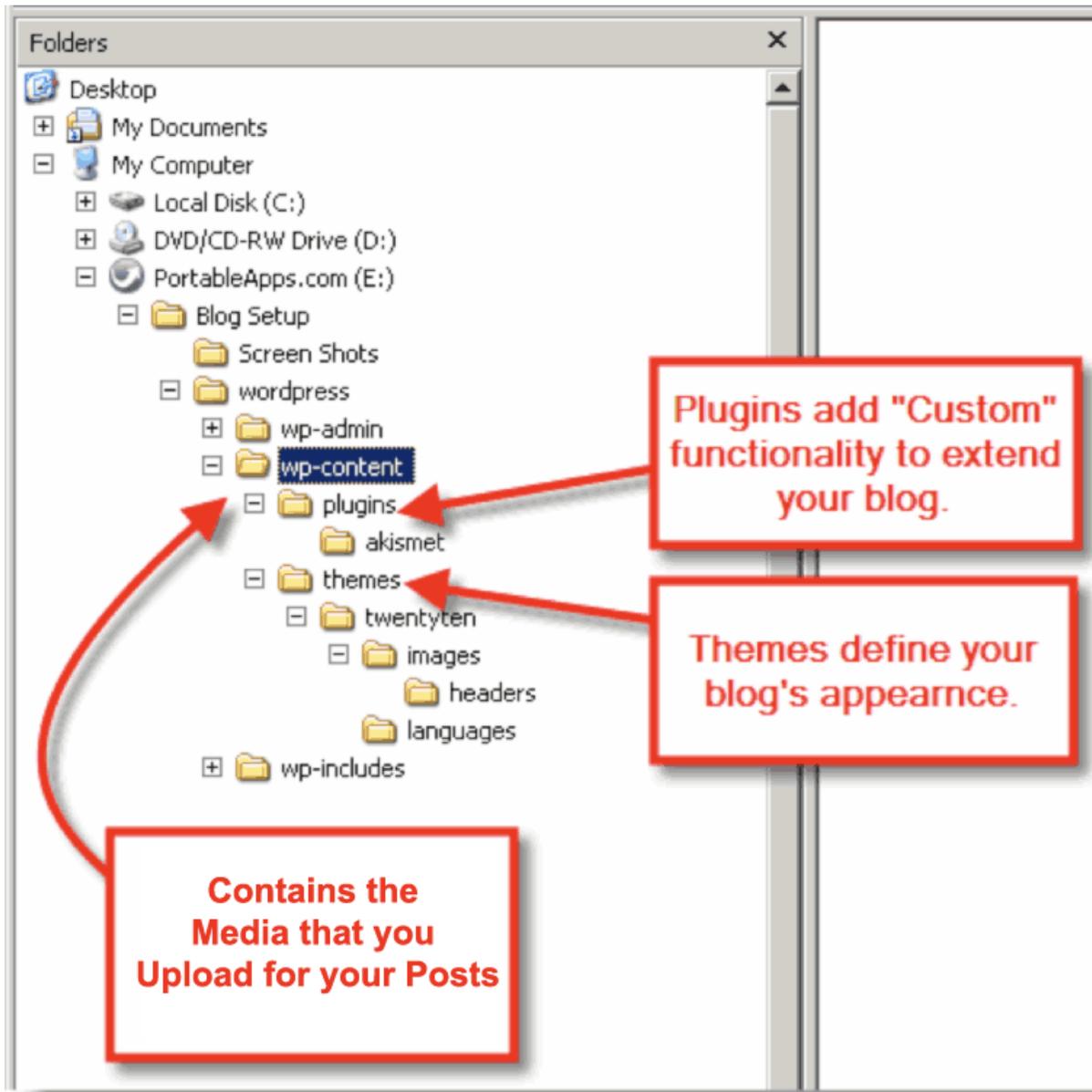


The **wp-content** folder contains a few very important things that store, organize, display, and manipulate the content that users see when they view pages on your blog.

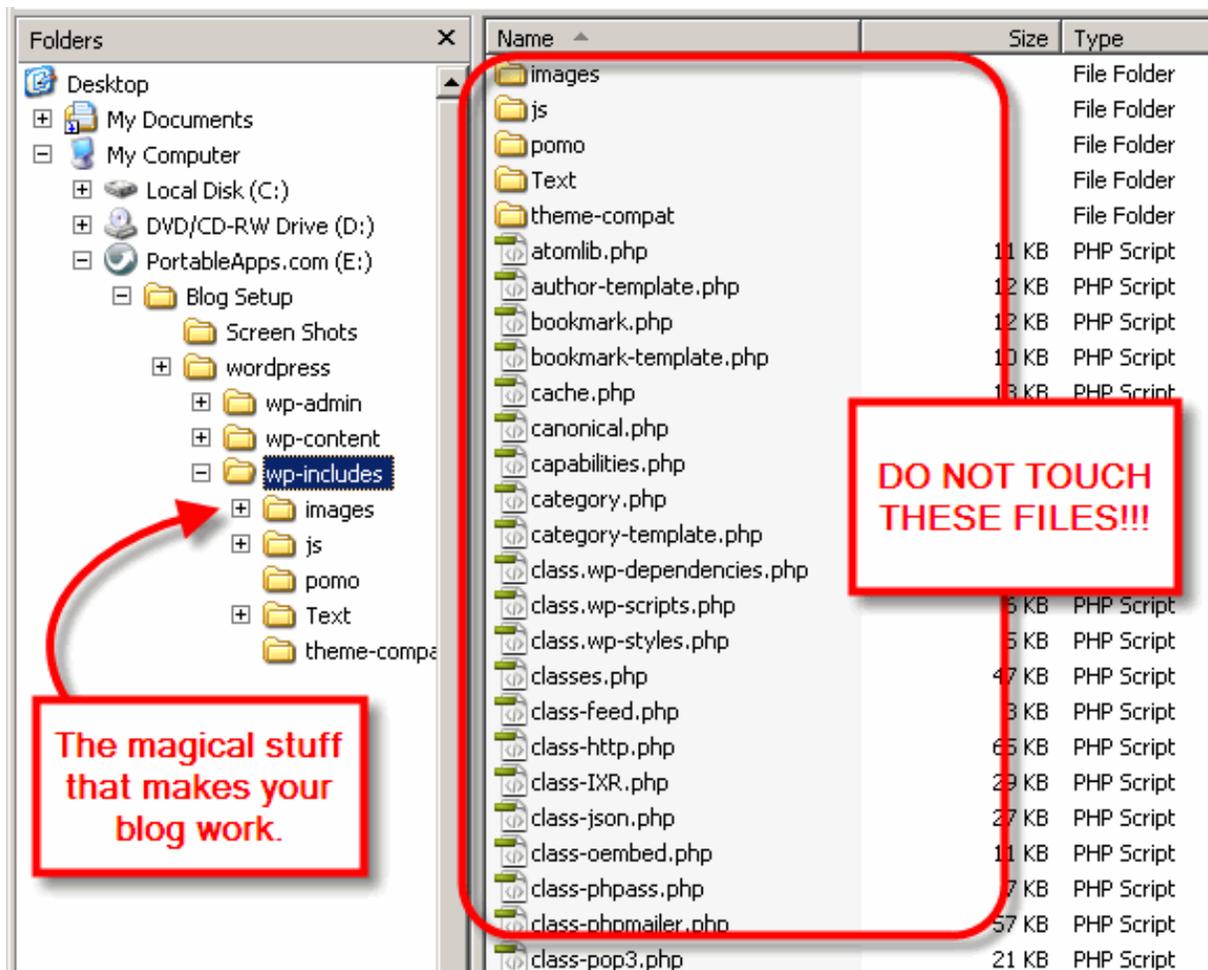
The **Plugins** folder stores files that you add to your site to create custom functionality that is not contained in the standard software.

The **Themes** folder contains files that control the look-and-feel of your blog. You can choose from numerous themes that can give your blog limitless appearance options.

The **Uploads** folder, which does not get created until you start writing articles, holds content like images, videos, audio, and documents that you insert into your articles. All of the custom code, formatting themes, and media that you upload to your blog.



The **wp-includes** folder contains the programming code that handles all of the complicated inner workings of your blog. This is one area that is best left untouched.



You will learn how to **carefully** do things that impact many of these files and folders as we move through this guide.

Create a MySQL Database on your Web Server

WordPress uses a database to store your blog's content. You need to create a database on your web server and a user that can access the database.

You can control the MySQL database on your web server using the **phpMyAdmin** application.

Log in to your web host's **Control Panel**.

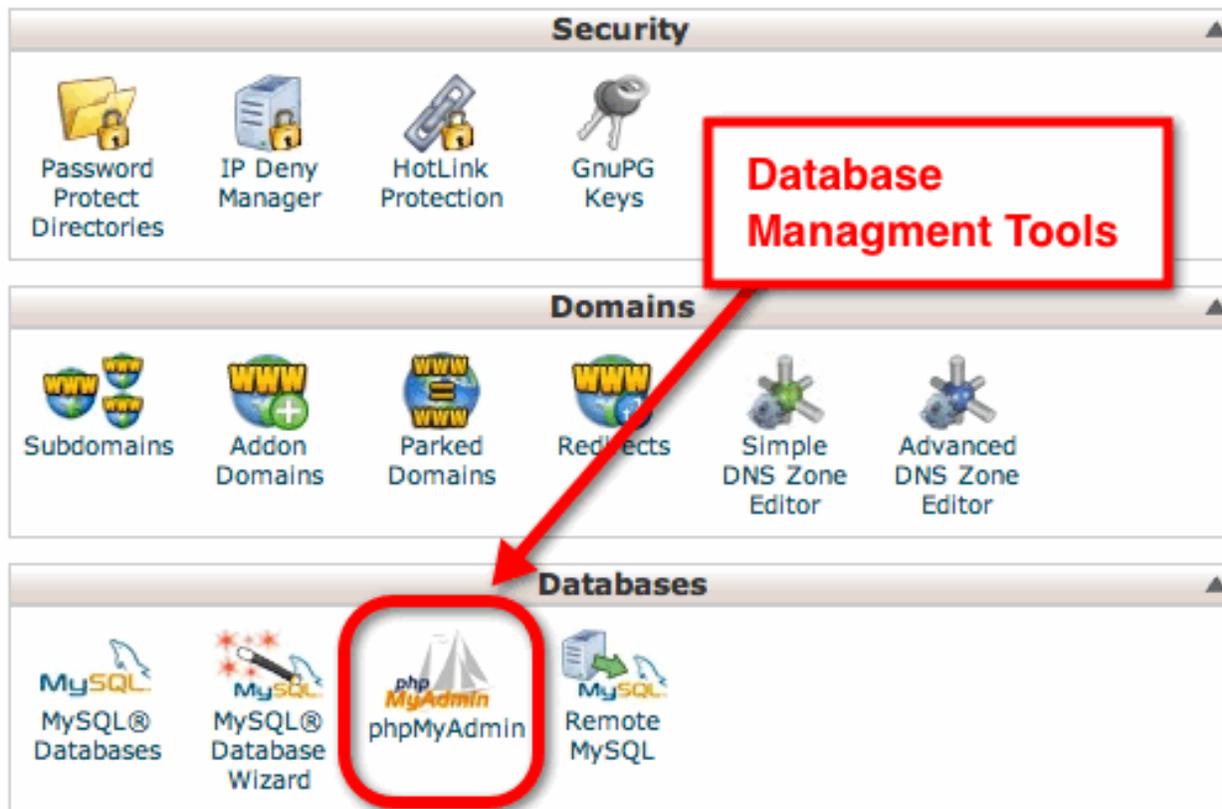
C-Panel is a Control Panel that is used by many popular web-hosting providers. These instructions will use C-Panel. (Each web host's control panel works differently. See their **Help** or **FAQs** section for specific instructions.)

The screenshot shows the cPanel Accelerated 2 control panel interface. The interface is divided into several sections:

- Switch Theme:** A dropdown menu showing 'x3'.
- Switch Account:** A dropdown menu with a red box labeled 'Your Domain Name' pointing to it.
- Find:** A search bar.
- Frequently Accessed Areas:** A list of links including File Manager, Legacy File Manager, Addon Domains, Simple DNS Zone Editor, and Awstats.
- Stats:** A section showing various statistics with a red box labeled 'Root Folder' pointing to the 'Main Domain' field.
- Preferences:** A section with icons for Getting Started Wizard, Video Tutorials, Change Password, Update Contact Info, Change Style, Branding Editor, Change Language, Shortcuts, and RVSkin Theme Changer.
- Mail:** A section with icons for Email Accounts, Webmail, BoxTrapper, SpamAssassin, Forwarders, Auto Responders, Default Address, Mailing Lists, User Level Filtering, Account Level Filtering, Email Delivery Route, Import Addresses/Forwarders, Email Authentication, and MX Entry.
- Files:** A section with icons for Backups, Backup Wizard, File Manager, Legacy File Manager, Web Disk, Disk Space Usage, FTP Accounts, FTP Session Control, and Anonymous FTP.
- Logs:** A section at the bottom with a red box labeled 'Scroll down to Manage your Databases' pointing to it.

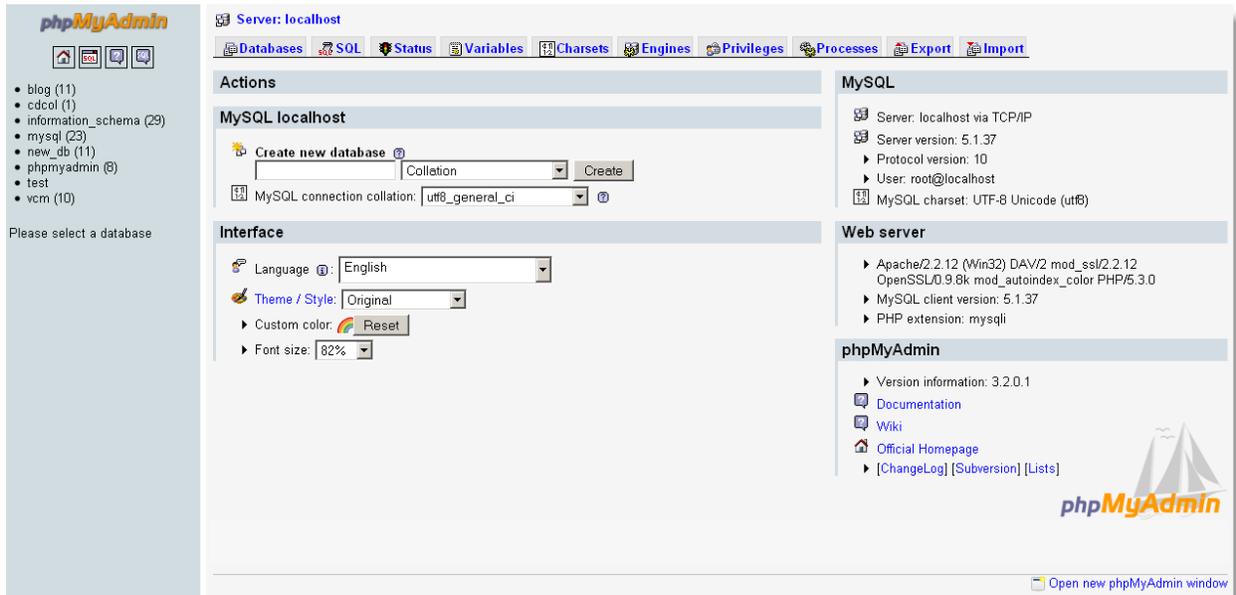
There are lots of options available on your C-Panel. Most of them are pretty straightforward and easy to use. You will probably need to scroll down the page a little to get to the database management tools.

Your web-hosting provider may supply a few different tools for managing your MySQL databases. You can use the **phpMyAdmin** tool to do everything necessary for a WordPress/MySQL database.



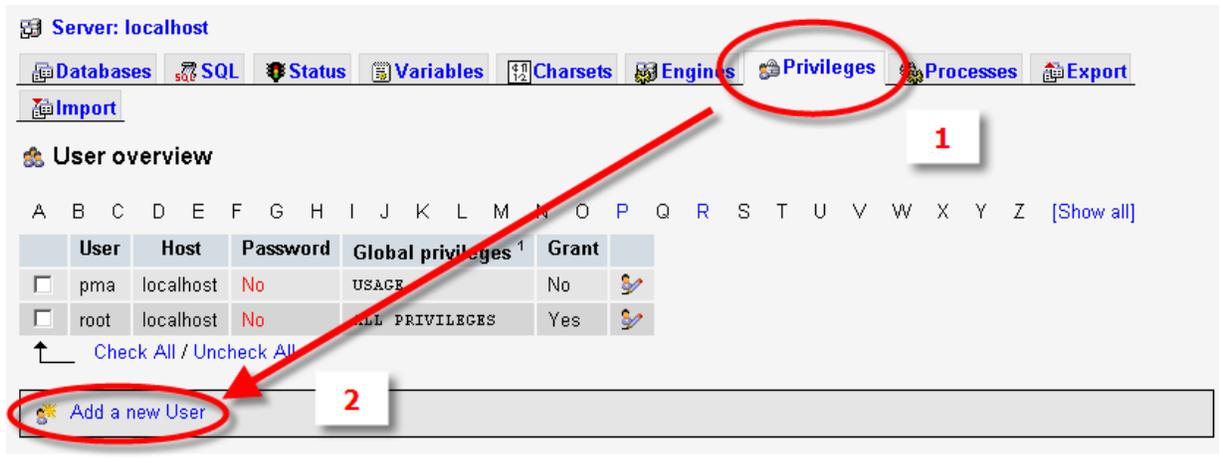
Click the **phpMyAdmin** icon.

The **phpMyAdmin** page will open.



You can create database users from the **Priviledges** tab.

1. Click the **Priviledges** tab. This will display the **User Overview**.
2. Click the **Add a new User** link.



This **Add a new User** menu will open.

Add a new User

Login Information

User name: **1**

Host: **2**

Password: **3**

Re-type:

Generate Password:

Database for user

None

Create database with same name and grant all privileges **4**

Grant all privileges on wildcard name (username_%)

Global privileges (Check All / Uncheck All)

Note: MySQL privilege names are expressed in English

Data	Structure	Administration	Resource limits
<input type="checkbox"/> SELECT	<input type="checkbox"/> CREATE	<input type="checkbox"/> GRANT	<small>Note: Setting these options to 0 (zero) removes the limit.</small> MAX QUERIES PER HOUR <input type="text" value="0"/> MAX UPDATES PER HOUR <input type="text" value="0"/> MAX CONNECTIONS PER HOUR <input type="text" value="0"/> MAX USER_CONNECTIONS <input type="text" value="0"/>
<input type="checkbox"/> INSERT	<input type="checkbox"/> ALTER	<input type="checkbox"/> SUPER	
<input type="checkbox"/> UPDATE	<input type="checkbox"/> INDEX	<input type="checkbox"/> PROCESS	
<input type="checkbox"/> DELETE	<input type="checkbox"/> DROP	<input type="checkbox"/> RELOAD	
<input type="checkbox"/> FILE	<input type="checkbox"/> CREATE TEMPORARY TABLES	<input type="checkbox"/> SHUTDOWN	
	<input type="checkbox"/> SHOW VIEW	<input type="checkbox"/> SHOW DATABASES	
	<input type="checkbox"/> CREATE ROUTINE	<input type="checkbox"/> LOCK TABLES	
	<input type="checkbox"/> ALTER ROUTINE	<input type="checkbox"/> REFERENCES	
	<input type="checkbox"/> EXECUTE	<input type="checkbox"/> REPLICATION CLIENT	
	<input type="checkbox"/> CREATE VIEW	<input type="checkbox"/> REPLICATION SLAVE	
	<input type="checkbox"/> EVENT	<input type="checkbox"/> CREATE USER	
	<input type="checkbox"/> TRIGGER		

5

1. Populate the **User Name** field.
2. Select a **Host** (“local host”)
3. Use the **Generate** button to create a super-secure password
4. Select the **Create Database with the same name and grant all privileges** radio button under the **Database for User** section.
5. Click the **Go** button.

Your new database and the user that can access it will be created.

IMPORTANT: Write the **Database Name**, **Host**, **User Name**, and **Password** down on a piece of paper and log out of your web host’s Control Panel. (You will need this information during the next step.)

See it in Action

The following video shows all of the steps in the process of **Creating a MySQL Database**.



Click the link below to watch a video walkthrough.

<http://vitamincm.com/wordpress-ebook-video-tutorials>

Prepare the WordPress Configuration file

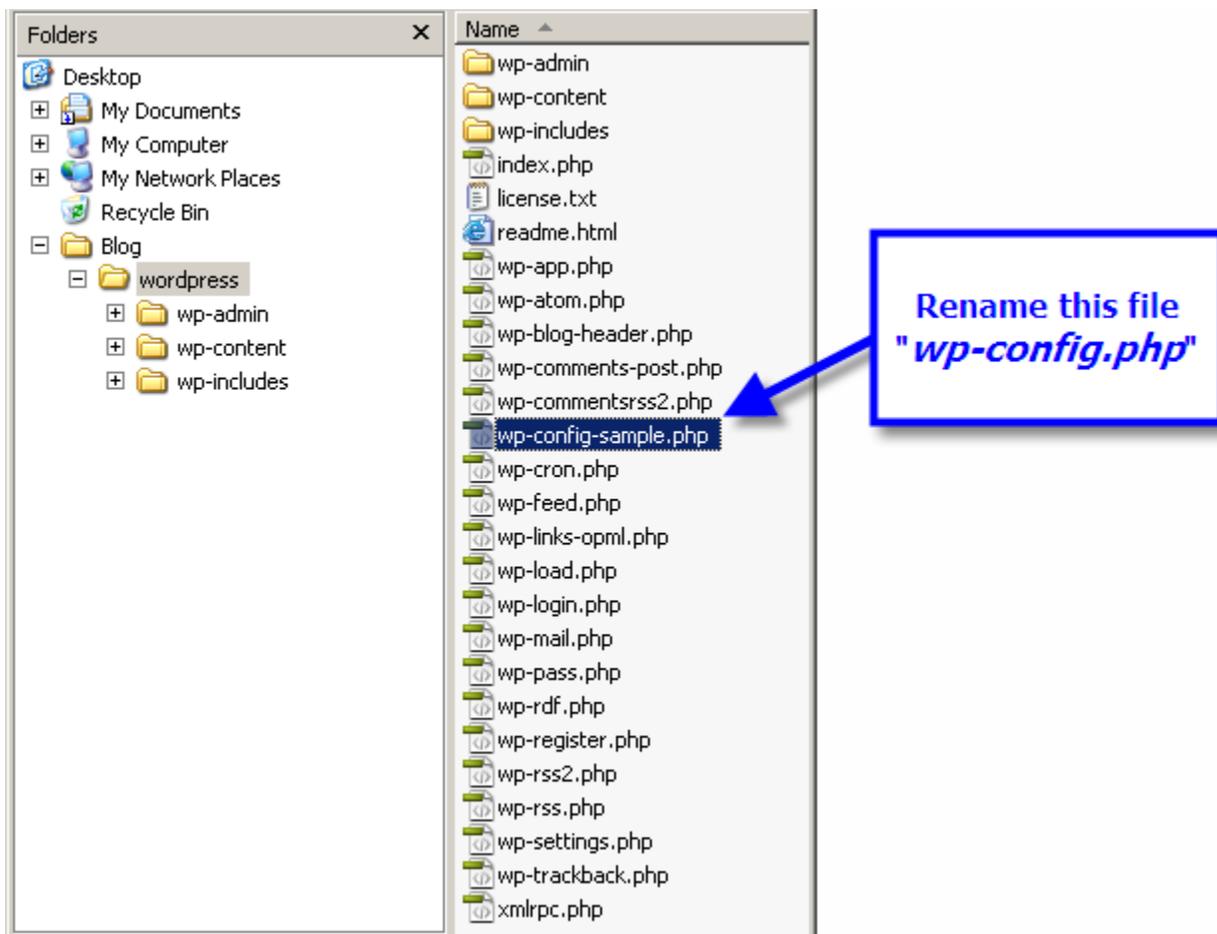
WordPress uses a “*config*” file to store some key configuration information that will allow the application to access the MySQL database that you just created. This file is located in the root of the WordPress directory.

Go into the WordPress folder in your Blog folder and look for the following file:

“*php-config-sample.php*”

This file contains the settings that tell WordPress how to connect to the database. You will need to modify a few of these settings now.

Start by changing the name of the file to “*wp-config.php*”. (Just delete “-sample” from the file name.)

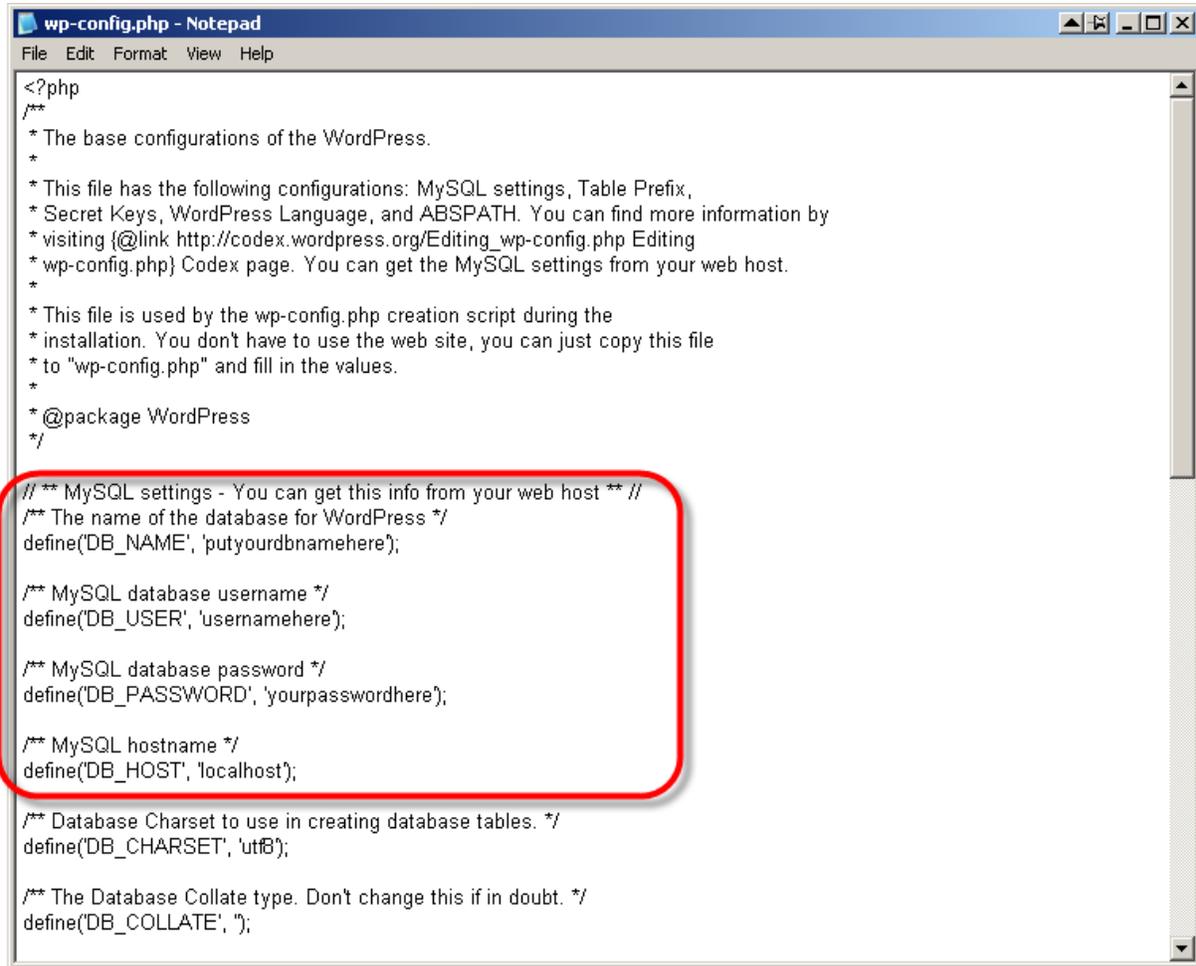


You will also need to modify a few lines of code in the **wp-config.php** file.

Open the wp-config.php in a text editor. (Right click on the file and select “**Open with** (your text editor)”).

Scroll down to the line that contains the following text:

```
define('DB_NAME', 'putyourdbnamehere');
```



```
wp-config.php - Notepad
File Edit Format View Help
<?php
/**
 * The base configurations of the WordPress.
 *
 * This file has the following configurations: MySQL settings, Table Prefix,
 * Secret Keys, WordPress Language, and ABSPATH. You can find more information by
 * visiting {@link http://codex.wordpress.org/Editing_wp-config.php Editing
 * wp-config.php} Codex page. You can get the MySQL settings from your web host.
 *
 * This file is used by the wp-config.php creation script during the
 * installation. You don't have to use the web site, you can just copy this file
 * to "wp-config.php" and fill in the values.
 *
 * @package WordPress
 */

/** MySQL settings - You can get this info from your web host **/
/** The name of the database for WordPress */
define('DB_NAME', 'putyourdbnamehere');

/** MySQL database username */
define('DB_USER', 'usernamehere');

/** MySQL database password */
define('DB_PASSWORD', 'yourpasswordhere');

/** MySQL hostname */
define('DB_HOST', 'localhost');

/** Database Charset to use in creating database tables. */
define('DB_CHARSET', 'utf8');

/** The Database Collate type. Don't change this if in doubt. */
define('DB_COLLATE', '');
```

```
define('DB_NAME', 'putyourdbnamehere');
```

This is where you will need the Database information that you just wrote down.

Change “*putyourdbnamehere*” to the name of the **Database** that you just created.

Change “*usernamehere*” to the name of the **Database User** that you just created.

Change “*yourpasswordhere*” to the **Database User Password** that you just created.

* Leave “*localhost*” alone. **Note:** Some hosting providers will require you to add the address of the database server here. Set this to whatever you entered when you created the database/user.

Save and close the *wp-config.php* file.

See it in Action

The following video shows all of the steps in the process of **Preparing the wp-config File**.



Click the link below to watch a video walkthrough.

<http://vitamincm.com/wordpress-ebook-video-tutorials>

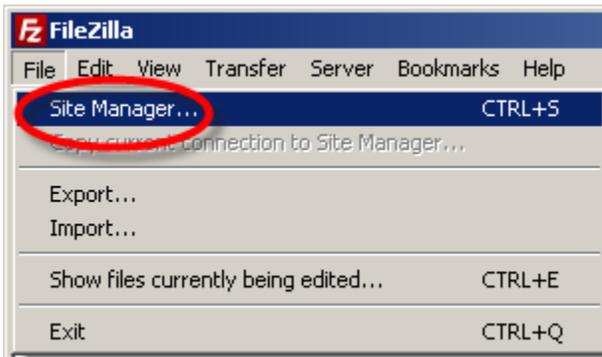
Loading the WordPress Files to Your Web Server

You will need to use FTP software to load the WordPress files from your computer to your web server. There are numerous FTP applications available use whichever one you prefer. I use Filezilla because it's free and works the same on my Mac, PC, and Linux machines. ([Get Filezilla here.](#))

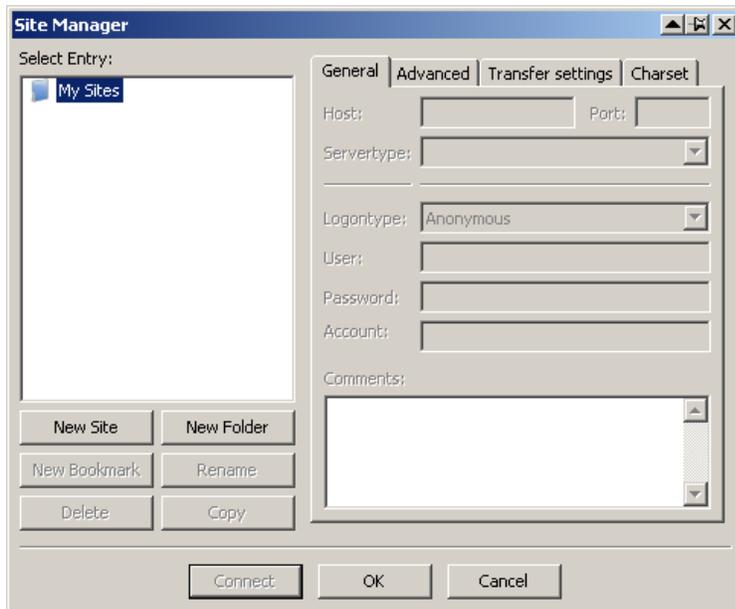
Launch your FTP software and connect to your web server. (You can find instructions and settings on your web hosting provider's site.)

Configuring the FTP Settings

Click **File> Site Manager**

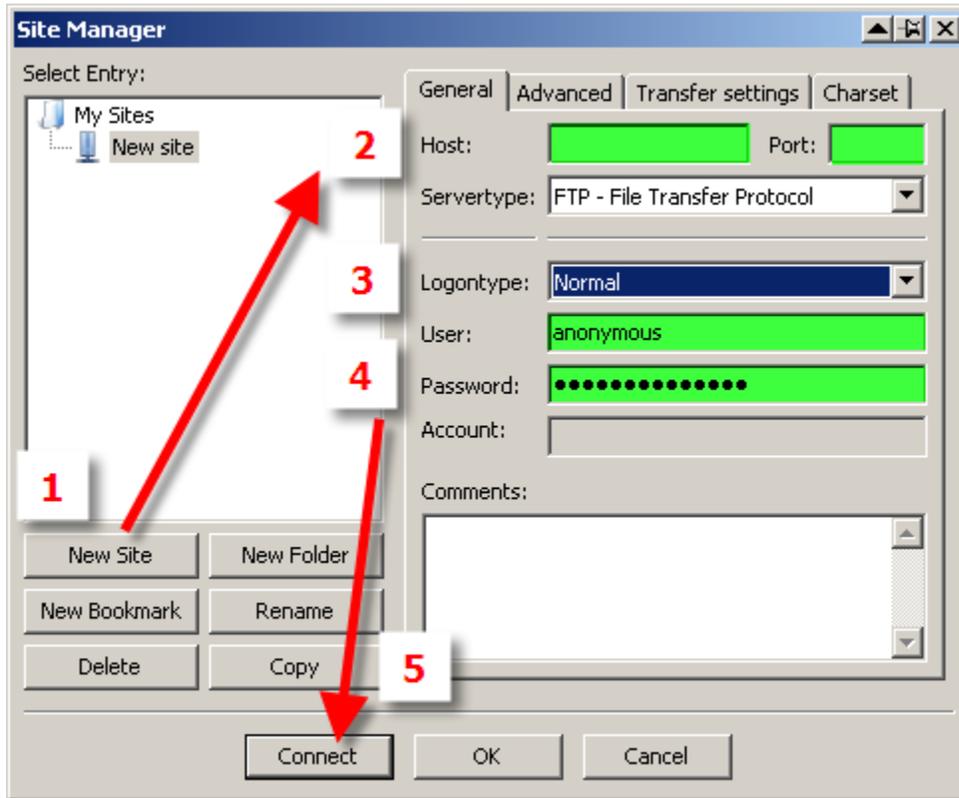


Filezilla's **Site Manager** will open.

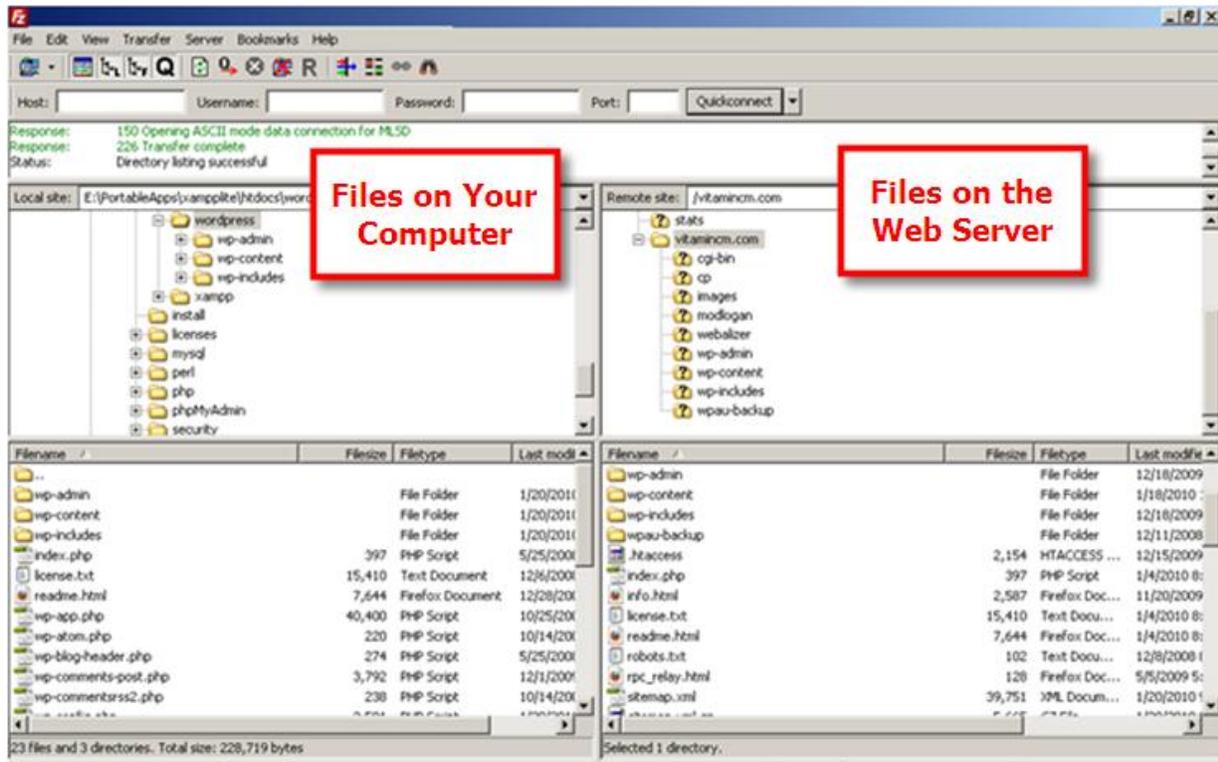


Configure your web server's settings.

1. Click the New Site button.
2. Enter the Host and Port information from your hosting provider.
3. Select Normal from the Logon Type dropdown list.
4. Enter your FTP User Name and Password from your hosting provider.
5. Click the Connect button.



Once your connection is made you will see two file panes. The Left pane shows the folder and files on your **Local** Computer and the Right pane shows your **Server**.



Local Pane: Browse down to the folder where your WordPress files are located:
(*C:\Desktop\WordPress*)

Server Pane: Browse to the "root" folder where your files belong. This may be the highest folder in the FTP pane or there may be a sub-folder that has your domain name.

There will be an "**Index**" file in that directory that is named either "**index.htm**" or "**index.html**". This is the page that your domain name will display by default when a browser goes to your URL.

Delete this file. (Yes, this is a little scary, but just does it!) You will replace the file in just a moment.

Local Pane: click in the grouping of files inside the "**WordPress**" folder and select them all.
(**Edit**> **Select All**)

Drag the selected files and folders across to the Server pane and drop them. This will start copying all of the WordPress files from your computer to the server. It will probably take a few minutes.

Close your FTP application when the files are finished copying.

See it in Action

The following video shows all of the steps in the process of **Using Filezilla to Load the WordPress Installation Files to your Server via FTP.**



Click the link below to watch a video walkthrough.

<http://vitamincm.com/wordpress-ebook-video-tutorials>

Run the WordPress Installation Script

Now that all of the WordPress files are on your server you are ready to run the installation script that builds the application on your server.

1. Open your browser and type the following into the Address bar: "*http://www.YOUR-DOMAIN-NAME.com* " (Substitute your actual domain name for *YOUR-DOMAIN-NAME*.)
2. Enter the name of your blog in the **Site Title** field
3. Enter your User ID in the **Username** field
4. Type your desired password in the **Password, twice** fields
5. Enter your email address in the **Your E-mail** field
6. Click the **Install WordPress** button

Information needed

Please provide the following information. Don't worry, you can always change these settings later.

Site Title	<input type="text" value="My New Blog"/>
Username	<input type="text" value="chris"/> <small>Usernames can have only alphanumeric characters, spaces, underscores, hyphens, periods and the @ symbol.</small>
Password, twice <small>A password will be automatically generated for you if you leave this blank.</small>	<input type="password" value="....."/> <input type="password" value="....."/> Strong <small>Hint: The password should be at least seven characters long. To make it stronger, use upper and lower case letters, numbers and symbols like ! " ? \$ % ^ &).</small>
Your E-mail	<input type="text" value="chris@gmail.com"/> <small>Double-check your email address before continuing.</small>
<input checked="" type="checkbox"/> Allow my site to appear in search engines like Google and Technorati.	
<input type="button" value="Install WordPress"/>	

Your blog is now created and you will see the **Confirmation** message.



Success!

WordPress has been installed. Were you expecting more steps? Sorry to disappoint.

Username	chris
Password	<i>Your chosen password.</i>

The WordPress Administration Interface

Now that your blog is created, you can log in and begin configuring its settings.

Click the **Log In** button.



The image shows the WordPress login interface. At the top left is the WordPress logo, a circular 'W' icon, followed by the word 'WORDPRESS' in a blue serif font. Below the logo is a rounded rectangular login box. Inside this box, there are two input fields: the first is labeled 'Username' and contains the text 'chris'; the second is labeled 'Password' and contains seven black dots. Below the password field is a checkbox labeled 'Remember Me' which is currently unchecked. To the right of the checkbox is a blue button with the text 'Log In' in white. Below the login box, there is a blue hyperlink that reads 'Lost your password?'.

The WordPress Dashboard

When you log in to WordPress, you will see the **WordPress Dashboard**. The Dashboard is the home page for WordPress' administrative tasks.

The screenshot shows the WordPress Dashboard for a blog named "My New Blog". At the top right, there is a "New Post" button, the user name "Howdy, chris", and a "Log Out" link. Below this are "Screen Options" and "Help" menus. On the left side, there is a vertical menu with the following items: Dashboard (selected), Updates, Posts, Media, Links, Pages, Comments, Appearance, Plugins, Users, Tools, and Settings. The main content area is titled "Dashboard" and features several widgets:

- Right Now**: A summary table showing content and discussion statistics.

Content	Discussion
1 Post	1 Comment
1 Page	1 Approved
1 Category	0 Pending
0 Tags	0 Spam

Theme **Twenty Ten** with **6 Widgets** [Change Theme](#)
You are using **WordPress 3.0.1**.
- QuickPress**: A form for quickly creating a new post, including fields for Title, Content, and Tags, with "Save Draft", "Reset", and "Publish" buttons.
- Recent Comments**: A list of recent comments, showing one from "Mr WordPress" on "Hello world! #". A "View all" button is present.
- Recent Drafts**: A message stating "There are no drafts at the moment".
- WordPress Blog**: A section for news from the WordPress blog.
- Other WordPress News**: A section for other news related to WordPress.
- Incoming Links**: A section for incoming links.
- Plugins**: A section showing "Loading..."

The **Dashboard** has a menu down the left side, which groups your blog's functionality under the following headings:

Posts, Media, Links, Pages, Comments, Appearance, Plugins, Users, Tools, and Settings

These are the default sections. WordPress allows you to make numerous customizations that can add more menu items.

When you click on a heading, you will see items that allow you to work with contents, settings, functionality, etc. The standard WordPress functionality will be covered in the next few chapters.

See it in Action

The following video shows all of the steps in the process of **Running the WordPress Installation Process**.



Click the link below to watch a video walkthrough.

<http://vitamincm.com/wordpress-ebook-video-tutorials>

Chapter 2

Configuring your Blog's Settings

After you install the WordPress software on your web server, there are some configuration steps that you need to perform on your blog. Let's take a look at some of the basic configuration steps that you should perform from the WordPress Dashboard.

The Dashboard is the web based Administration Console that allows you to control and configure settings for your WordPress blog.

You are going to need to do the following things on your blog:

- *Create and Manage User Accounts*
- *Create the Categories for to group your articles*
- *Create the Static Pages for your site*
- *Configure the basic Settings that control certain aspects of how your blog works*

Let's get started!

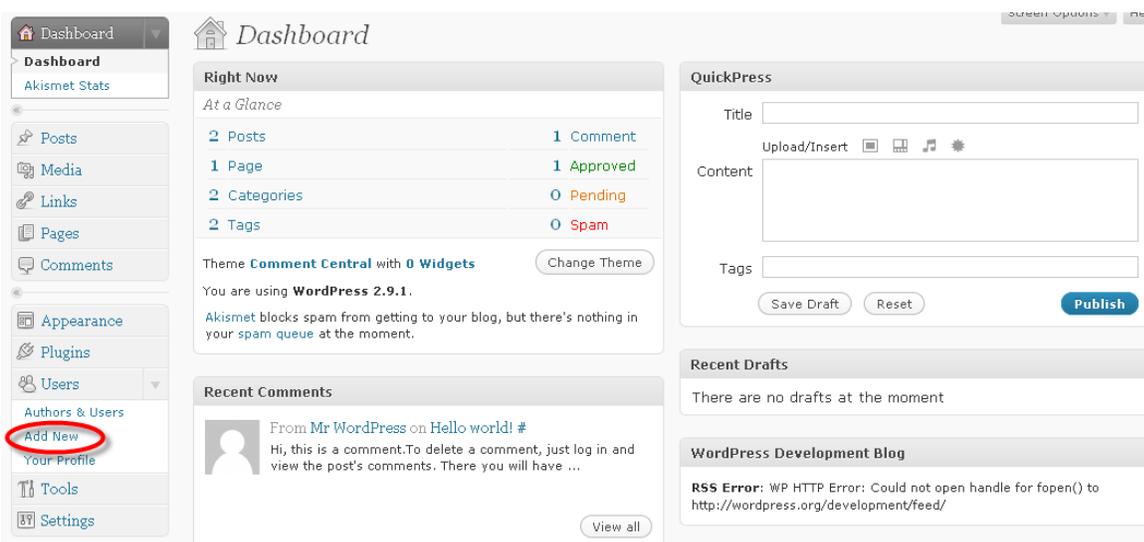
Managing Users in WordPress

For security purposes, it is not a good idea to keep the “**admin**” user. You can manage user accounts from the **Users** menu in WordPress. Let's see how to create an Administrative account with your own user name.

Adding New Users to WordPress

The following steps will show you how to add new users to your WordPress blog.

Click the **Add New** link under the **Users** heading.



The screenshot shows the WordPress Dashboard interface. On the left sidebar, the 'Users' menu item is highlighted, and the 'Add New' link below it is circled in red. The main content area displays the 'Right Now' summary, 'QuickPress' editor, 'Recent Drafts', and 'Recent Comments' sections. The 'Recent Comments' section shows a comment from 'Mr WordPress' on the post 'Hello world! #'. The 'QuickPress' section shows a form for creating a new post with fields for Title, Content, and Tags, and buttons for 'Save Draft', 'Reset', and 'Publish'. The 'Recent Drafts' section shows 'There are no drafts at the moment'. The 'WordPress Development Blog' section shows an 'RSS Error' message: 'WP HTTP Error: Could not open handle for fopen() to http://wordpress.org/development/feed/'.

This will open the **Add New User** menu. You can create accounts for users from this menu.

Dashboard **Add New User**

Users cannot currently [register themselves](#), but you can manually create users here.

Username (required)

E-mail (required)

First Name

Last Name

Website

Password (twice, required)

Send Password? Send this password to the new user by email.

Role

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

1. Click the **Add New** link under the **Users** heading of the Dashboard
2. Enter the new user's account information (**Username**, **First Name**, **Last Name**, **E-mail Address**, **Website**, and **Password**)
3. Set the user's **Role** (see below)
4. Click the **Add User** button

User Roles in WordPress

WordPress assigns security privileges to users by placing them into “**Roles**”. For instance, an **Administrator** has access to every task that can be performed within a WordPress blog. Conversely, the **Author** role allows the execution of just a small subset of tasks.

There are five **Roles** in WordPress:

Administrator - Can access to all the administration features

Editor - Can publish posts, manage posts as well as manage other people's posts

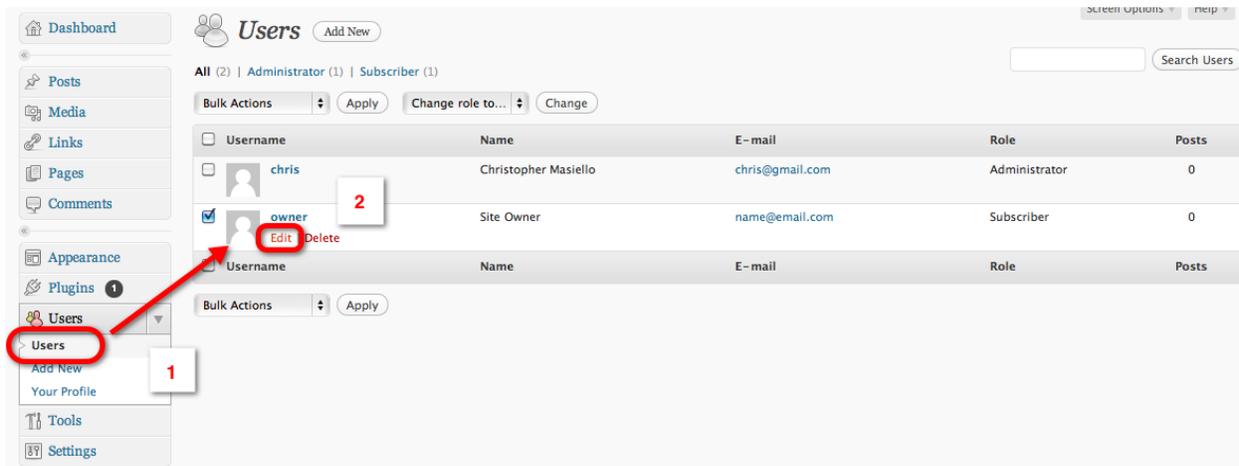
Author - Can publish and manage their posts

Contributor - Can write and manage their posts but not publish posts

Subscriber - Can read comments/comment/receive newsletters

Deleting a User Account

Administrators can delete any user accounts from the **Users** menu.



1. Click the **Users** link under the **Users** heading of the Dashboard
2. Select the checkbox to the left of the accounts to be deleted
3. Select **Delete** from the **Bulk Actions** dropdown list
4. Click the **Apply** button

Note: You can also place your cursor over a user's name and click the **Delete** link that appears to delete a single user account.

Other Important Security Tips

There are numerous other things that you can and should do to secure your WordPress blog. There are additional resources in the [Appendix of this book](#).

Creating Categories for your Blog

Categories are used to group and label the articles based on topics. You will need to create the Categories that your articles fit into from the Dashboard.

Click the **Posts** heading on the right side of the Dashboard page, then the **Categories** link to open the **Categories** menu.

The screenshot shows the WordPress dashboard's 'Categories' page. On the left, the 'Categories' menu item is circled in red. The main content area is divided into two sections. The top section, 'Existing Categories', contains a table with the following data:

Name	Description	Slug	Posts
Uncategorized		uncategorized	1

The bottom section, 'Add New Category', is highlighted with a red box. It contains the following fields:

- Name:** News
- Slug:** news
- Parent:** None
- Description:** News is the basic "catch-all" category for posts that don't fit into any of the other categories. This is the default category for unspecified posts.

Red arrows point from the 'Existing Categories' box to the 'Uncategorized' row in the table, and from the 'Creating a NEW Category' box to the 'Add New Category' form.

Populate the **Category Name**, **Slug**, and **Description** fields click the **Add Category** button.

What's a Slug? This is part of the URL for the Category.

http://DomainName.com/category/SLUG

I recommend creating your list of Categories and their descriptions, along with any organizational hierarchy in a word processor or text editor in advance. Then you can just paste them into the **Categories** menu. This is a lot quicker and easier than typing it all into the web interface off the top of your head.

See it in Action

The following video shows all of the steps in the process of **Creating Categories for your Blog**.



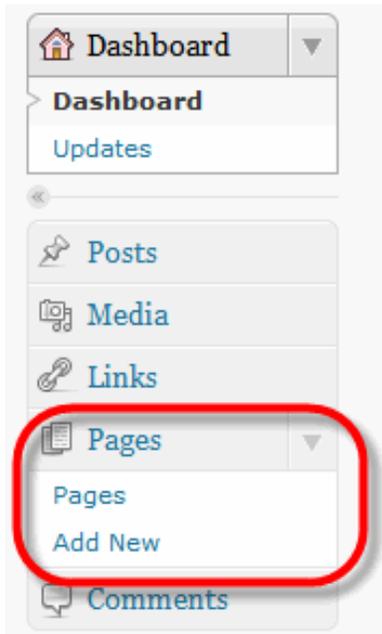
Click the link below to watch a video walkthrough.

<http://vitamincm.com/wordpress-ebook-video-tutorials>

Creating “Static” Pages in WordPress

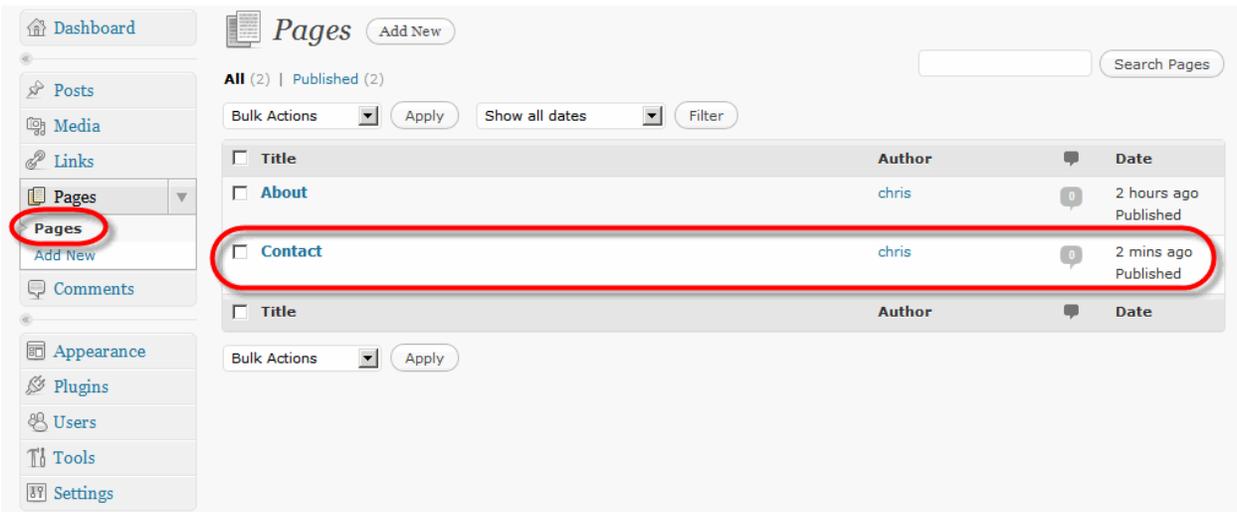
There are certain pages that you will want on your blog. These are not individual articles that each have their own dynamic pages, rather pages that are permanent and don't get updated (very often). For example, you may want to create a **Contact** page or an **About** page that contain information about you and your blog.

These are static pages that are created from the **Pages** menu of the WordPress Dashboard.



Click the **Pages** heading on the right side of the **Dashboard** page, then the **Add New** option to open the Page Creation menu.

Click the **Publish** button to create your static page.



Dashboard Pages Add New

All (2) | Published (2)

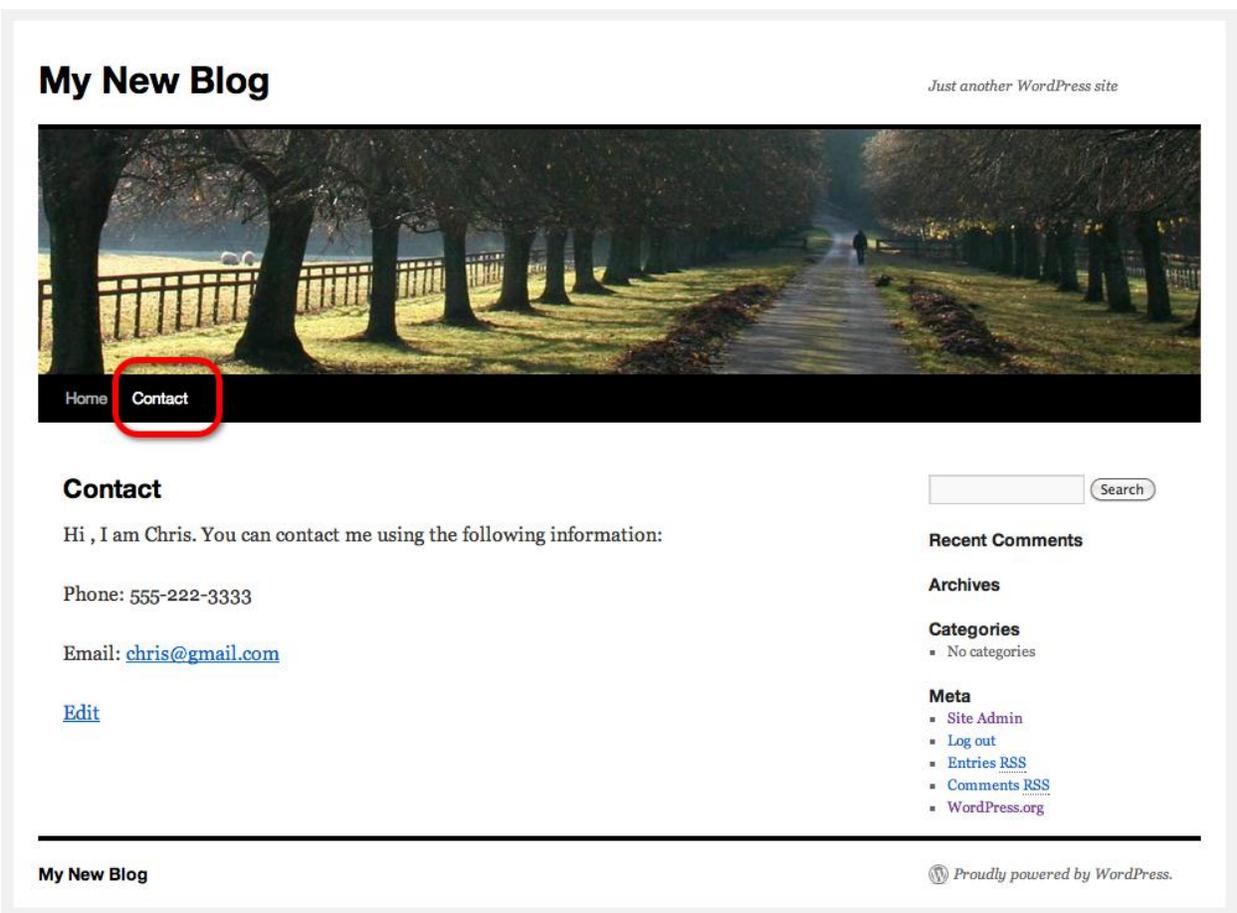
Bulk Actions Apply Show all dates Filter

<input type="checkbox"/>	Title	Author	Date
<input type="checkbox"/>	About	chris	2 hours ago Published
<input type="checkbox"/>	Contact	chris	2 mins ago Published
<input type="checkbox"/>	Title	Author	Date

Bulk Actions Apply

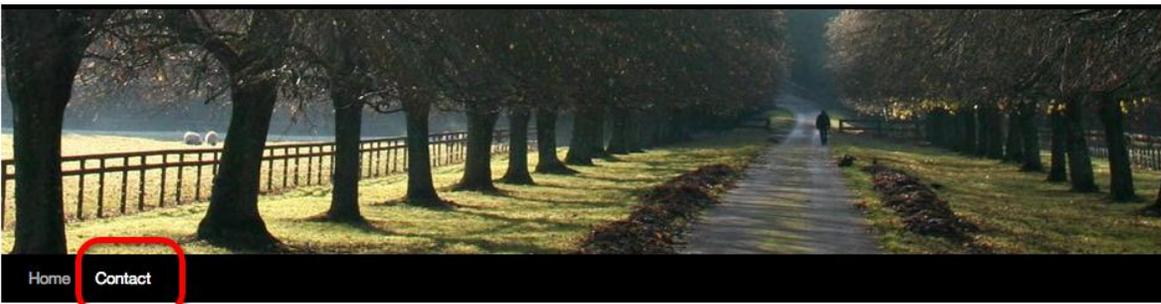
Your new page is created.

Click the **View Page** link to see how the page is displayed on your blog.



My New Blog

Just another WordPress site



Home **Contact**

Contact

Hi , I am Chris. You can contact me using the following information:

Phone: 555-222-3333

Email: chris@gmail.com

[Edit](#)

Recent Comments

Archives

Categories

- No categories

Meta

- Site Admin
- Log out
- Entries RSS
- Comments RSS
- WordPress.org

My New Blog Proudly powered by WordPress.

Note: This is the default WordPress theme. You will learn how to change this in the ## chapter.

See it in Action

The following video shows all of the steps in the process of **Creating Static Pages in WordPress**.



Click the link below to watch a video walkthrough.

<http://vitamincm.com/wordpress-ebook-video-tutorials>

Configure the WordPress Settings

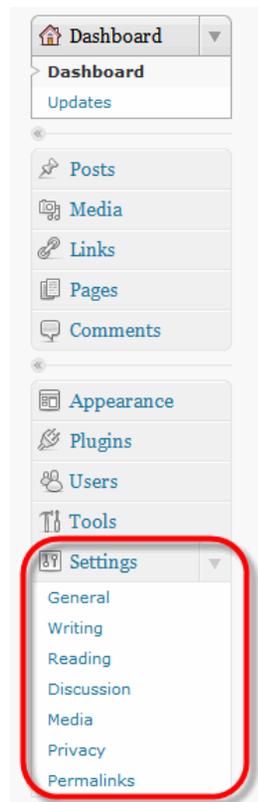
The Settings heading contains many options that allow you to control the way that your WordPress blog looks and functions. You will need to go through all of the Settings options to see which options that you would like to use and how they should be configured.

There are 8 links under the Settings heading:

- *General*
- *Writing*
- *Reading*
- *Discussion*
- *Media*
- *Privacy*
- *Permalinks*
- *Miscellaneous*

Note: These are the standard configuration settings that you can use to control how your blog functions. Later on, when you learn how to use Plugins, there may be many more options under the **Settings** heading.

Let's take a look at each of the **Settings** menus.



General

The **General Settings** menu allows you to configure some very basic settings that apply to your blog.

General Settings

Site Title: My New Blog

Tagline: This is my new blog In a few words, explain what this site is about.

WordPress address (URL): http://Your-Domain-Name.com

Site address (URL): Enter the address here if you want your site homepage to be different from the directory you installed WordPress.

E-mail address: chris@gmail.com This address is used for admin purposes, like new user notification.

Membership: Anyone can register

New User Default Role: Subscriber

Timezone: New York UTC time is 2010-11-24 16:47:11
Choose a city in the same timezone as you.

Date Format: November 24, 2010
 2010/11/24
 11/24/2010
 24/11/2010
 Custom: F j, Y November 24, 2010
[Documentation on date formatting.](#) Click "Save Changes" to update sample output.

Time Format: 4:47 pm
 4:47 PM
 16:47
 Custom: g:i a 4:47 pm

Week Starts On: Sunday

[Save Changes](#)

The following list explains the main options on the **General Settings** menu:

Site Title – Your blog’s title. This is a field that will be used by your theme.

Tagline – Your blog’s tagline acts as a brief slogan or description. This is a field that can be used by your theme.

WordPress address – The location of your blog in relation to the root of your site. If your entire site is a blog make it “<http://www.yourdomainname.com>”. If it is in a sub directory like “blog”, make it <http://www.yourdomainname.com/blog>”.

E-mail address – The official contact address for the blog.

Membership – Determines if users can register (create accounts).

Date and Time Settings – Select the options that make the most sense to you and your readers.

New User Default Role – The role that will be applied to any new user accounts.

Click the **Save Changes** button to apply your settings.

Writing

The **Writing Settings** menu allows you to configure settings that control how you can write and publish articles to your blog.



The screenshot shows the 'Writing Settings' menu in WordPress. It includes the following options:

- Size of the post box:** A text input field containing '10' followed by the text 'lines'.
- Formatting:** Two checkboxes. The first is checked and labeled 'Convert emoticons like :-) and :-P to graphics on display'. The second is unchecked and labeled 'WordPress should correct invalidly nested XHTML automatically'.
- Default Post Category:** A dropdown menu with 'Uncategorized' selected.
- Default Link Category:** A dropdown menu with 'Uncategorized' selected.

The following list explains the main options on the **Writing Settings** menu:

Size of the post box – This controls how high the Post Writing box is in text lines.

Formatting – Turns WordPress' ability to automatically convert emoticons and improperly formatted XHTML code on or off.

Default Post Category – Controls the default category that gets assigned to new posts.

Default Link Category – Assigns a link category to links that you create.

Post via e-mail – Allows you to set up an email address that will automatically post received emails to as articles to your blog.

Remote Publishing – Allows you to write and post to your blog using external software.

Post via e-mail

To post to WordPress by e-mail you must set up a secret e-mail account with POP3 access. Any mail received at this address will be posted, so it's a good idea to keep this address very secret. Here are three random strings you could use: 6G5MzWRRe , sWYUUb , 97eNMbwi .

Mail Server Port

Login Name

Password

Default Mail Category

Remote Publishing

To post to WordPress from a desktop blogging client or remote website that uses the Atom Publishing Protocol or one of the XML-RPC publishing interfaces you must enable them below.

Atom Publishing Protocol Enable the Atom Publishing Protocol.

XML-RPC Enable the WordPress, Movable Type, MetaWeblog and Blogger XML-RPC publishing protocols.

Update Services – Automatically sends a notification to “indexing” services whenever you post a new article. This will help search engines find out about your articles faster.

Update Services

When you publish a new post, WordPress automatically notifies the following site update services. For more about this, see [Update Services](#) on the Codex. Separate multiple service URLs with line breaks.

```
http://rpc.pingomatic.com/
```

Save Changes

Here is a large list of Update Services that you can use.



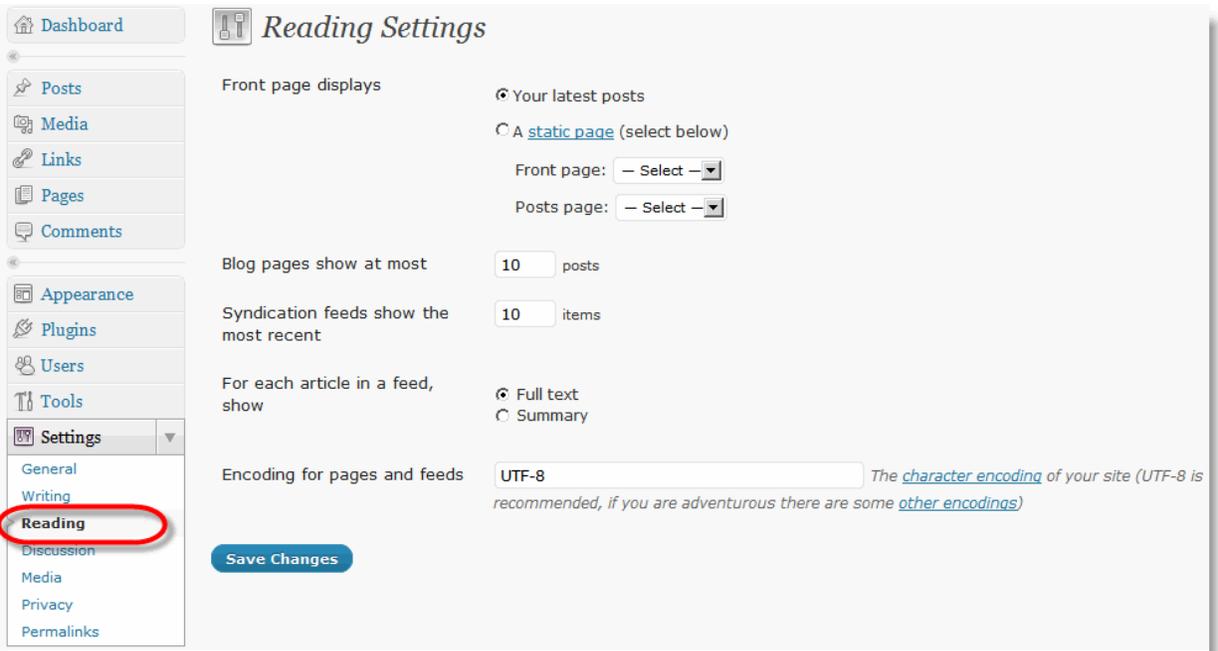
Ping Services.txt

Double click to open the file. Then, copy and paste them into the **Update Services** field.

Click the **Save Changes** button to apply your settings.

Reading

The **Reading Settings** menu allows you to configure settings that control how information on your blog appears to readers.



The following list explains the main options on the **Reading Settings** menu:

Front page displays – Allows you to select which page readers see when they arrive at your blog's **Home** page.

Blog pages show at most – Controls how many articles will be displayed on certain pages of your blog. (Home, Categories, Tags, etc.)

Syndication feeds show the most recent – Controls how many posts will be contained in your blog's RSS feed. Don't go above 10 or you may run into problems.

For each article in a feed, show – Controls whether RSS feeds display the full text of a post or just a brief summary. (I prefer full text, but experiment to see what is best for you.)

Encoding for pages and feeds – Just leave this at **UTF-8**.

Click the **Save Changes** button to apply your settings.

Discussion

The **Discussion Settings** menu allows you to configure how your blog handles inbound links and comments.

The screenshot shows the WordPress Discussion Settings page. The left sidebar contains a menu with the following items: Dashboard, Posts, Media, Links, Pages, Comments, Appearance, Plugins, Users, Tools, Settings (highlighted with a red circle), Media, Privacy, and Permalinks. The main content area is titled 'Discussion Settings' and is divided into several sections:

- Default article settings:**
 - Attempt to notify any blogs linked to from the article.
 - Allow link notifications from other blogs (pingbacks and trackbacks.)
 - Allow people to post comments on new articles
 - (These settings may be overridden for individual articles.)*
- Other comment settings:**
 - Comment author must fill out name and e-mail
 - Users must be registered and logged in to comment
 - Automatically close comments on articles older than days
 - Enable threaded (nested) comments levels deep
 - Break comments into pages with top level comments per page and the page displayed by default
 - Comments should be displayed with the comments at the top of each page
- E-mail me whenever:**
 - Anyone posts a comment
 - A comment is held for moderation
- Before a comment appears:**
 - An administrator must always approve the comment
 - Comment author must have a previously approved comment
- Comment Moderation:**
 - Hold a comment in the queue if it contains or more links. (A common characteristic of comment spam is a large number of hyperlinks.)
 - When a comment contains any of these words in its content, name, URL, e-mail, or IP, it will be held in the [moderation queue](#). One word or IP per line. It will match inside words, so "press" will match "WordPress".

The following list explains the main options on the **Discussion Settings** menu:

Default article settings – Turns inbound link trackbacks and commenting on or off.

Other comment settings – Controls who can comment and how comments are displayed.

E-mail me whenever – Sends email notifications to the administrator's email address when comments occur.

Before a comment appears – Turns comment approval on or off.

Comment Moderation – Allows you to automatically flag comments containing links for moderation. (Helps with spam)

Comment Blacklist

When a comment contains any of these words in its content, name, URL, e-mail, or IP, it will be marked as spam. One word or IP per line. It will match inside words, so "press" will match "WordPress".

Avatars

An avatar is an image that follows you from weblog to weblog appearing beside your name when you comment on avatar enabled sites. Here you can enable the display of avatars for people who comment on your site.

Avatar Display

Don't show Avatars
 Show Avatars

Maximum Rating

G — Suitable for all audiences
 PG — Possibly offensive, usually for audiences 13 and above
 R — Intended for adult audiences above 17
 X — Even more mature than above

Default Avatar

For users without a custom avatar of their own, you can either display a generic logo or a generated one based on their e-mail address.

 Mystery Man

 Blank

 Gravatar Logo

 Identicon (Generated)

 Wavatar (Generated)

 MonsterID (Generated)

[Save Changes](#)

You can use the **Comment Blacklist** later on if you notice spam comments showing up. The built in **Akismet** plugin usually makes this unnecessary.

Avatars will appear next to comments that people make. Configure these settings if you want them to be displayed.

Click the **Save Changes** button to apply your settings.

Media

The **Media Settings** menu allows you to configure default sizes for images and embedded media on your blog.

The screenshot shows the WordPress Media Settings page. The left sidebar has a 'Settings' menu with 'Media' highlighted in a red circle. The main content area is titled 'Media Settings' and contains the following sections:

- Image sizes**: The sizes listed below determine the maximum dimensions in pixels to use when inserting an image into the body of a post.
 - Thumbnail size**: Width Height Crop thumbnail to exact dimensions (normally thumbnails are proportional)
 - Medium size**: Max Width Max Height
 - Large size**: Max Width Max Height
- Embeds**:
 - Auto-embeds**: Attempt to automatically embed all plain text URLs
 - Maximum embed size**: Width Height If the width value is left blank, embeds will default to the max width of your theme.
- Uploading Files**:
 - Store uploads in this folder**: Default is `wp-content/uploads`
 - Full URL path to files**: Configuring this is optional. By default, it should be blank.
 - Organize my uploads into month- and year-based folders

At the bottom of the page is a blue 'Save Changes' button.

The following list explains the main options on the **Media Settings** menu:

Images

Thumbnail size – The size that thumbnails of full-sized images will display.

Medium size – The size that inserted images set to “medium” will display.

Large size – The size that inserted images set to “large” will display.

Embeds

Auto-embeds – Allows you to paste the URL of a video or image (think YouTube and Flickr) and have it automatically embedded into your post.

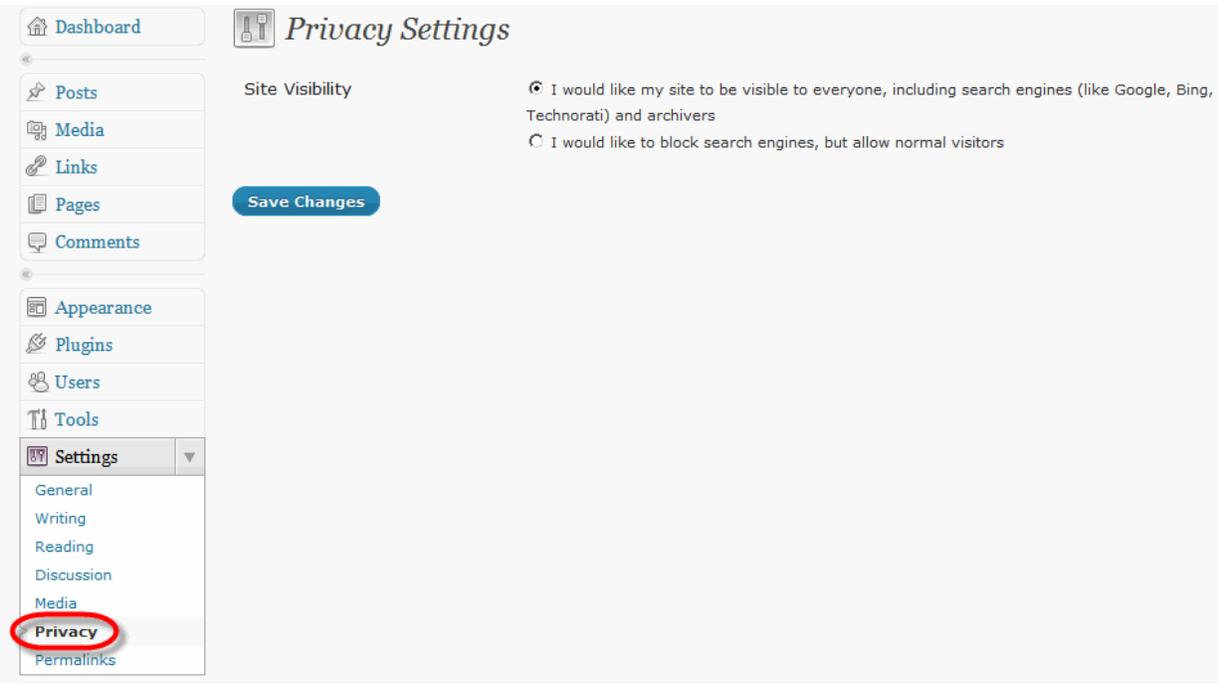
Maximum embed size – Controls the maximum Width and Height of embedded media.

Uploading Files – Controls where files that accompany your posts get uploaded. Leave these at the default settings. Also check the **Organize my uploads into month- and year-based folders** checkbox.

Click the **Save Changes** button to apply your settings.

Privacy

The **Privacy Settings** menu allows you to configure whether or not search engines can see your blog.

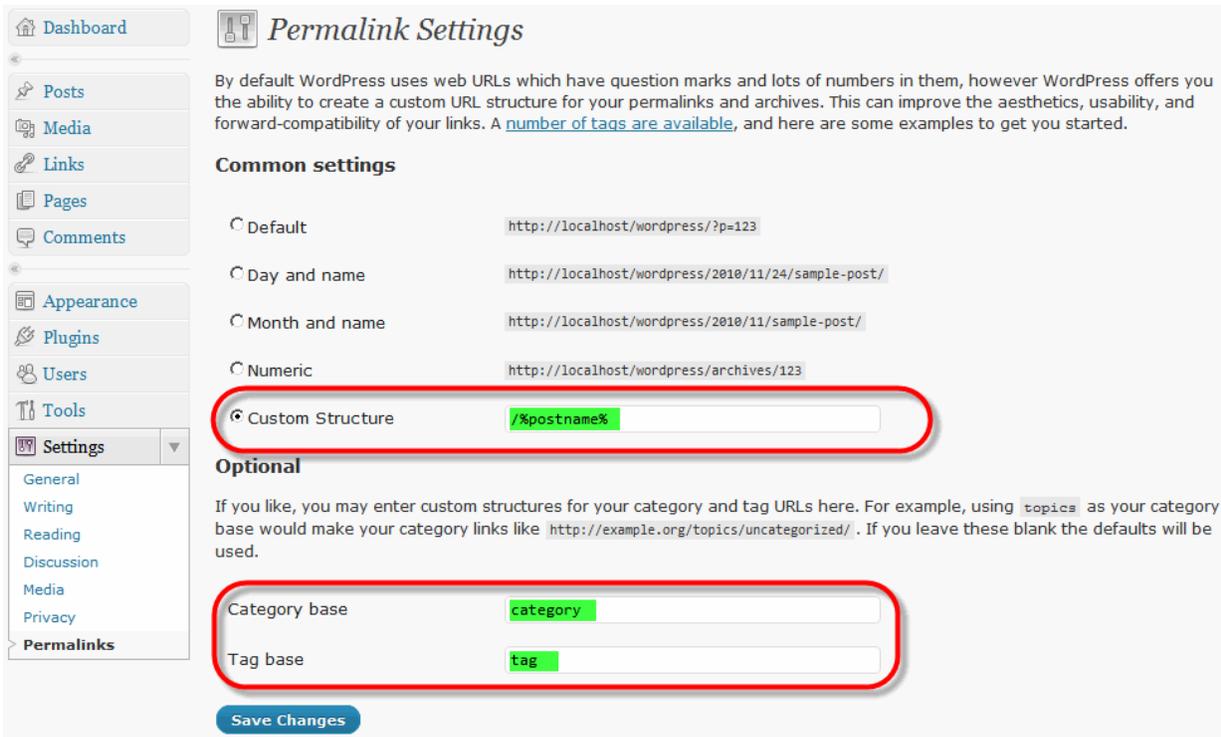


Here's a thought: if you don't want anyone to find the things you write, buy a diary and keep it in your nightstand.

Click the **Save Changes** button to apply your settings.

Permalinks

The **Permalinks Settings** menu allows you to configure how the URLs to your blog's posts, category pages, and tag pages are displayed.



The following list explains the main options on the **Permalinks Settings** menu:

Common Settings – I recommend using the **Custom Structure** option with the following value:

/%postname%

This will make the URLs of your posts appear as follows:

<http://www.yourdomainname.com/your-article-title>

This makes the most sense to readers and is the best approach for Search Engine Optimization.

Optional – Category and Tag base will put text between your domain name and the category or tag name. For example:

<http://www.domainname.com/category/robots/>

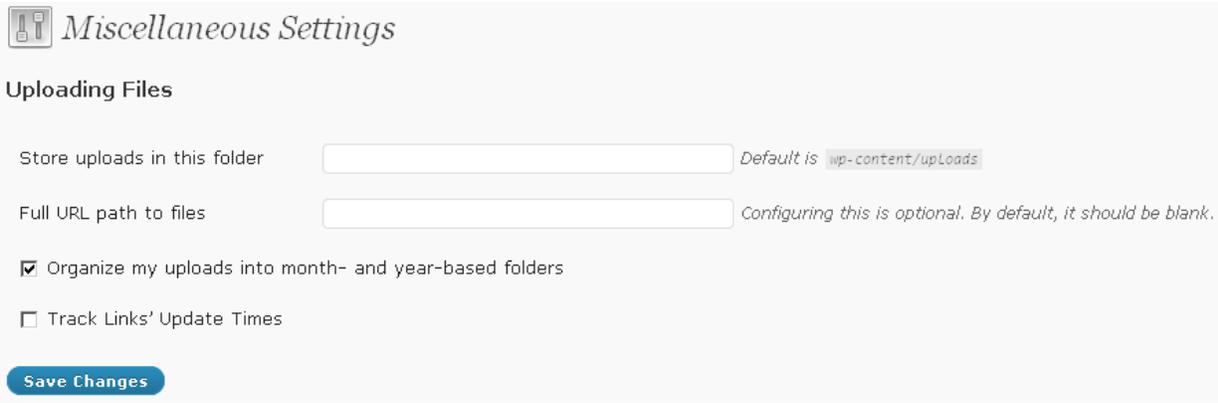
<http://www.domainname.com/tag/robots/>

I usually just leave this blank.

Click the **Save Changes** button to apply your settings.

Miscellaneous

The **Miscellaneous Settings** menu allows you to configure where files that are uploaded to your blog will be stored.



The screenshot shows the 'Miscellaneous Settings' interface. At the top, there is a title 'Miscellaneous Settings' with a gear icon. Below it, the section 'Uploading Files' is visible. There are two input fields: 'Store uploads in this folder' with a default value of 'wp-content/uploads' and 'Full URL path to files' with a note that it is optional and should be blank by default. There are two checkboxes: 'Organize my uploads into month- and year-based folders' which is checked, and 'Track Links' Update Times' which is unchecked. A 'Save Changes' button is located at the bottom left of the settings area.

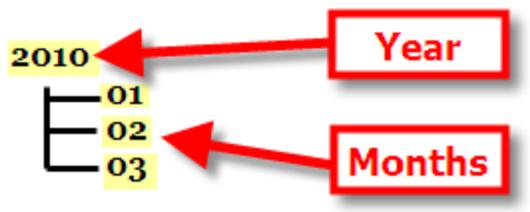
The following list explains the main options on the **Miscellaneous Settings** menu:

Store uploads in this folder – Sets the root folder where your uploaded files will be stored. Leave this at the default (blank).

Full URL path to files – Leave this at the default (blank).

Organize my uploads into month- and year-based folders – Stores your uploaded files in “monthly” folders (01, 02, 03, etc.) inside of yearly folders (2009, 2010, etc.).

WordPress will the following directory structure for your uploaded files:



This is a nice way to keep everything organized.

Track Links' Update Times – Leave this OFF.

Click the **Save Changes** button to apply your settings.

See it in Action

The following video shows all of the steps in the process of **Configuring the Standard WordPress Settings Menu**.



Click the link below to watch a video walkthrough.

<http://vitamincm.com/wordpress-ebook-video-tutorials>

See it in Action

The following video shows all of the steps in the process of **Updating your WordPress Installation**.



Click the link below to watch a video walkthrough.

<http://vitamincm.com/wordpress-ebook-video-tutorials>

Chapter 3

Publishing Blog Posts in WordPress

Now that you have your WordPress Blog installed and configured, you are ready to start writing and publishing articles. WordPress has a web-based interface that allows you to write, edit, and publish articles to your blog.

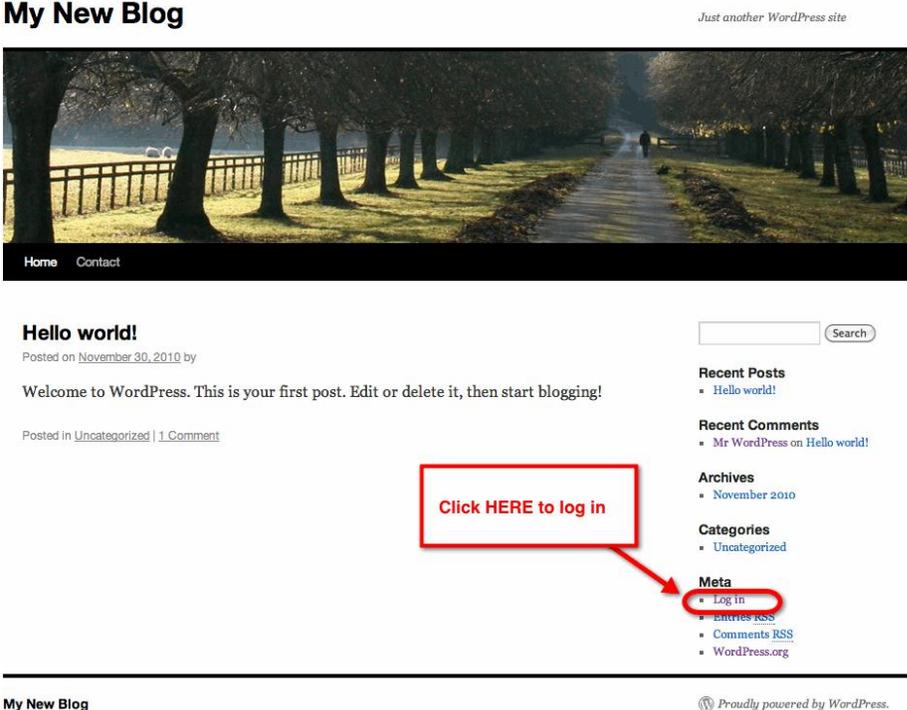
I'm going to cover the steps involved in publishing your first article from your WordPress Web Interface. You will perform the following steps:

- *Log In to your WordPress site*
- *Navigate to the Add New Post menu*
- *Enter the information for your post*
- *Insert Media into your Post*
- *Publish your post*
- *Edit and update your post (if necessary)*

Accessing the WordPress Post Menu

You need to log in to your WordPress Site Administration area to begin writing and publishing a blog post.

Click the **Log In** link under the **Meta** heading in your site's sidebar.



The screenshot shows a WordPress blog homepage titled "My New Blog" with the tagline "Just another WordPress site". The main content area features a large image of a tree-lined path and a "Hello world!" post. The sidebar on the right contains several widget areas: "Recent Posts" (Hello world!), "Recent Comments" (Mr WordPress on Hello world!), "Archives" (November 2010), "Categories" (Uncategorized), and "Meta". The "Meta" section includes links for "Log In", "Entries RSS", "Comments RSS", and "WordPress.org". A red box with the text "Click HERE to log in" and a red arrow points to the "Log In" link in the Meta section. The footer includes "My New Blog" and "Proudly powered by WordPress."

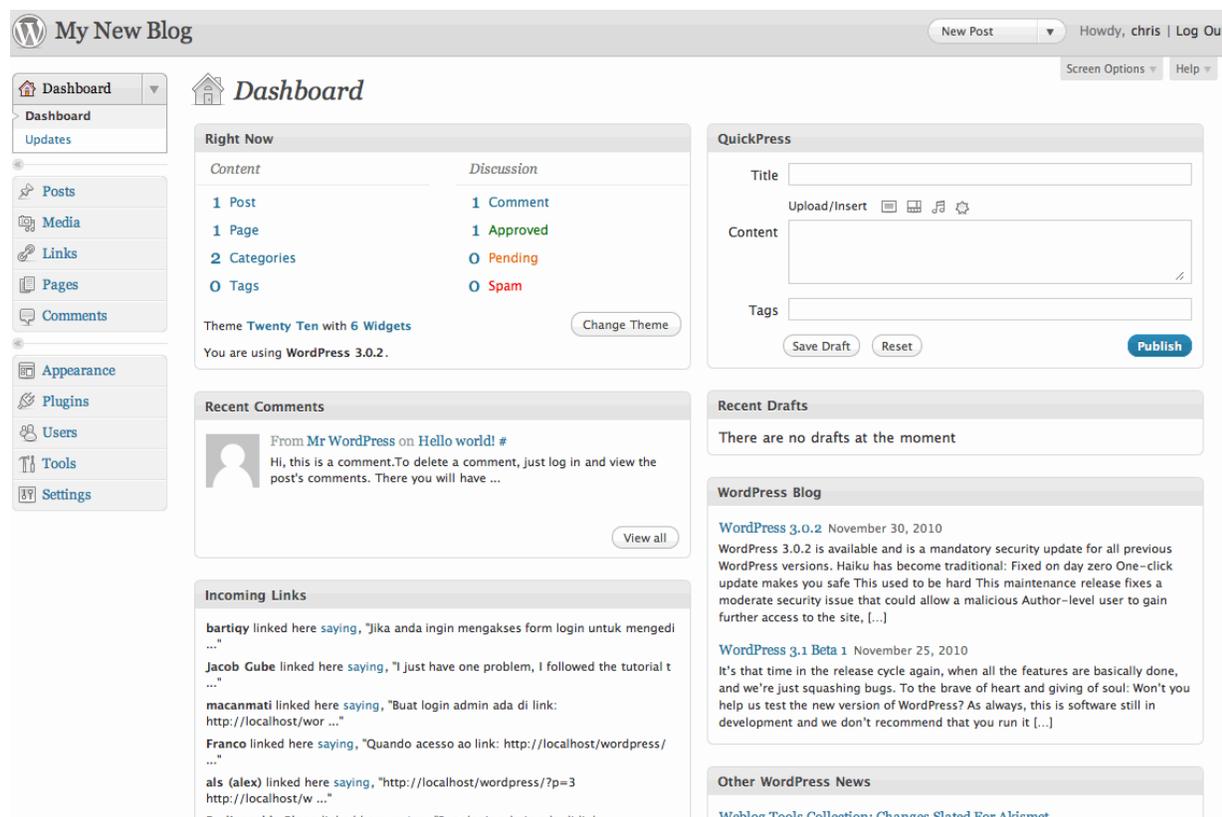
You will see the **Login** page.



The image shows the WordPress login page. At the top is the WordPress logo and the word "WORDPRESS" in a large, blue, serif font. Below this is a white login box with a rounded border. Inside the box, there are two input fields: "Username" with the text "chris" and "Password" with a masked password of ten dots. Below the password field is a checkbox labeled "Remember Me" and a blue "Log In" button. At the bottom left of the login box is a blue link that says "Lost your password?".

Enter your **Login** and **Password** information and click the **Log In** button.

This will bring you to the **WordPress Dashboard**. You can access the **Posts** menu from the Dashboard.



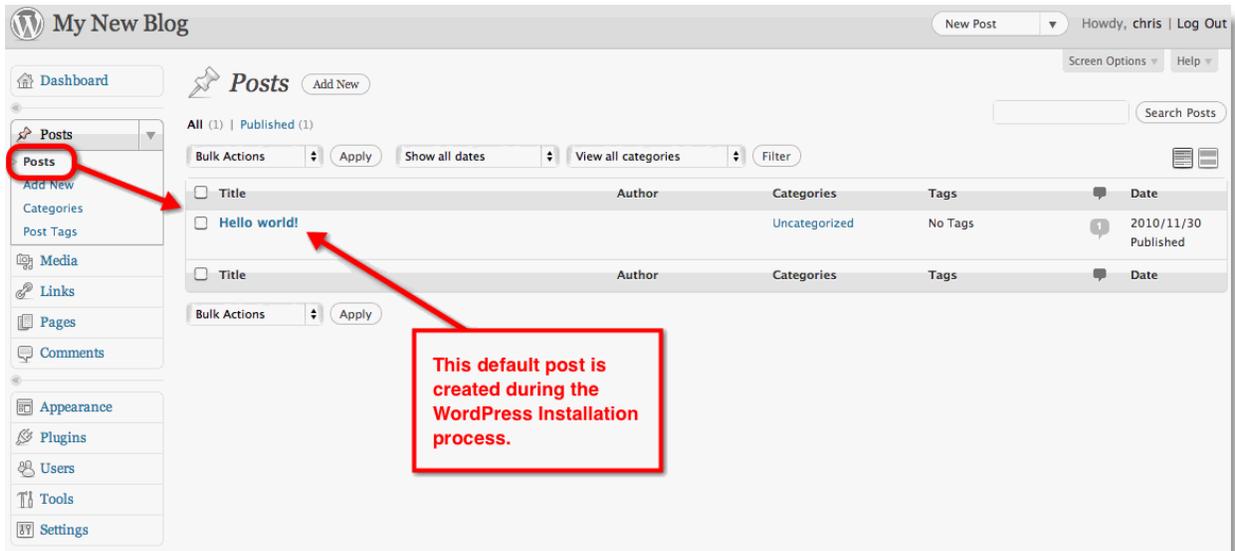
The image shows the WordPress Dashboard for a user named "chris". The dashboard is titled "My New Blog" and includes a navigation menu on the left with options like Dashboard, Posts, Media, Links, Pages, Comments, Appearance, Plugins, Users, Tools, and Settings. The main content area is divided into several sections:

- Right Now:** A summary of site statistics showing 1 Post, 1 Page, 2 Categories, and 0 Tags. It also shows 1 Comment, 1 Approved, 0 Pending, and 0 Spam.
- QuickPress:** A section for creating new posts, including fields for Title, Content, and Tags, and buttons for Save Draft, Reset, and Publish.
- Recent Comments:** A list of recent comments, including one from "Mr WordPress" on "Hello world!".
- Incoming Links:** A list of links from other websites, such as "bartiq" and "Jacob Gube".
- Recent Drafts:** A section indicating there are no drafts at the moment.
- WordPress Blog:** A section with news articles, including "WordPress 3.0.2" and "WordPress 3.1 Beta 1".
- Other WordPress News:** A section with additional news, including "Weblog Tools Collection: Changes Slated For Akismet".

Writing a Blog Post in WordPress

There is one default post that is created during the WordPress installation process. You can view any existing posts from the **Posts** menu to view existing posts.

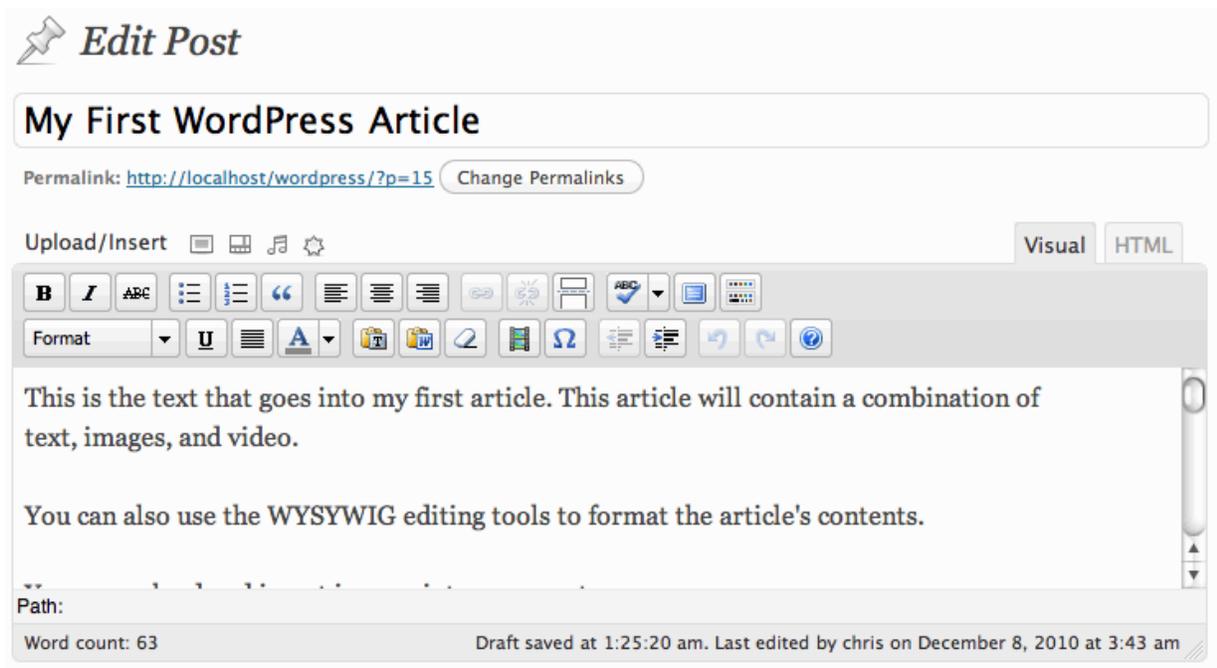
Click the **Posts** heading and select **Posts**.



The screenshot shows the WordPress dashboard for 'My New Blog'. The left sidebar contains a menu with 'Posts' highlighted in a red circle. A red arrow points from this menu item to the 'Hello world!' post in the main content area. The post list shows one published post with the title 'Hello world!', category 'Uncategorized', and date '2010/11/30'. A red callout box with a white background and red border contains the text: 'This default post is created during the WordPress installation process.'

Editing an Existing Post

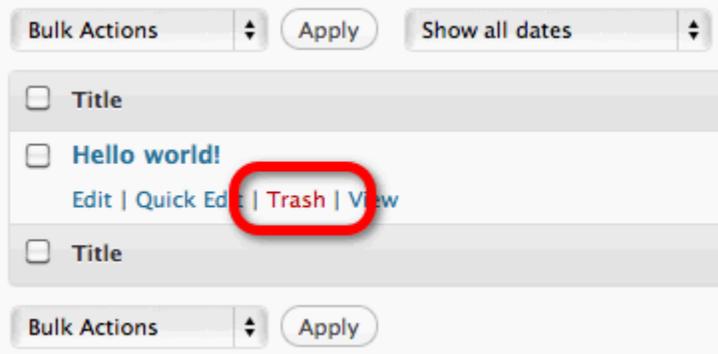
You can edit any saved or published posts on your blog. Click on a post's title to access the **Edit Post** menu.



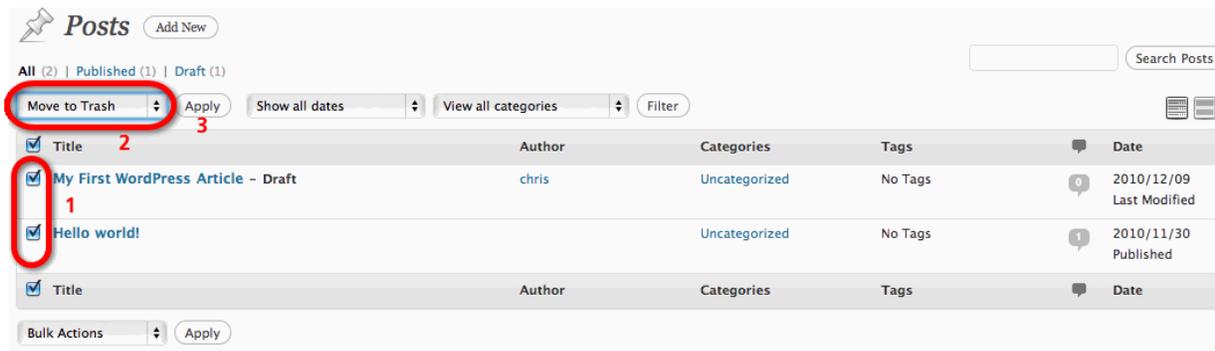
The screenshot shows the 'Edit Post' screen in WordPress. The title is 'My First WordPress Article'. Below the title is the permalink: <http://localhost/wordpress/?p=15>. The content area is divided into 'Visual' and 'HTML' tabs. The 'Visual' tab is active, showing a rich text editor with various formatting tools. The text in the editor reads: 'This is the text that goes into my first article. This article will contain a combination of text, images, and video. You can also use the WYSIWIG editing tools to format the article's contents.' At the bottom, it shows 'Word count: 63' and 'Draft saved at 1:25:20 am. Last edited by chris on December 8, 2010 at 3:43 am'.

Deleting Existing Posts

You can delete this or any other post by hovering over the post's **Title** and clicking the **Trash** link that appears.



You can also delete multiple posts from the **Posts** menu.



1. Select the checkboxes next to the posts' titles
2. Select **Move to Trash** from the **Bulk Actions** dropdown list
3. Click the **Apply** button

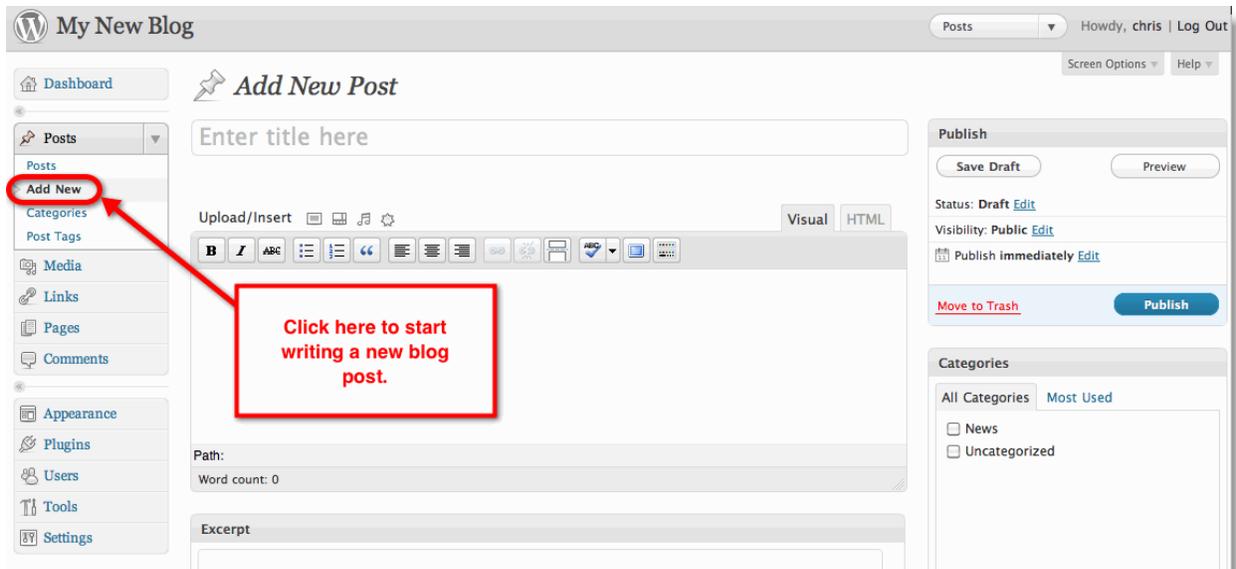
The posts will be moved to the trash. A new link will appear after the **All**, **Published**, and **Draft** links called **Trashed**. You can restore “trashed” posts just like deleted files in your computer's **Recycle Bin**.

Writing a Blog Post in WordPress

WordPress has a menu where you can write and publish your blog's posts.

Click the **Posts** dropdown on the sidebar and select **Add New** link.

This will open the **Add New Post** menu.



The **Add New Post** menu is broken into several sections where you will enter your post's content and metadata (information about your post).

Entering Your Post Information

You will enter all of the information and metadata for your post on the **Add New Post** menu. Populate all of the fields with the information for your post.

The screenshot shows the WordPress 'Add New Post' editor. Three red callout boxes with arrows point to specific fields:

- Title of your Post**: Points to the title input field at the top.
- Your Post Content (Text, Images, Video, etc.)**: Points to the main content editor area, which includes a rich text toolbar and a 'Visual'/'HTML' toggle.
- Post Summaries & Information displayed in RSS Feed**: Points to the 'Excerpt' text area.

Other visible elements include the 'Publish' sidebar with 'Save Draft', 'Preview', 'Status: Draft', 'Visibility: Public', and 'Publish' buttons; the 'Categories' section with 'All Categories' and 'Most Used' tabs; and the 'Post Tags' section with an 'Add New Tag' input and 'Add' button.

Enter a Title for your post in the **Title** field. Titles are not only used to identify your posts; they also create the Permalink (*unique URL for each post*) if you use the custom setting that I covered in the [Permalinks](#) section of this book.

Entering the Post Content

You can create and edit your post's content using a combination of **Visual** and **HTML** "views".

Using the Visual View

The **Visual** view is a "What You See Is What You Get" (WYSIWYG) editor that gives you formatting options that are similar to typical word processors like Microsoft Word.

Add New Post

My First WordPress Article

Permalink: <http://localhost/wordpress/?p=15> [Change Permalinks](#)

Upload/Insert Visual HTML

B *I* ABC [List] [List] [Quote] [Text] [Text] [Text] [Link] [Image] [Media] [More]

This is the text that goes into my first article. This article will contain a combination of text, images, and video.

You can also use the **WYSIWYG** editing tools to format the article's contents.

Path: p

Word count: 34 Draft saved at 1:11:00 am.

Use the WYSIWYG controls to format the contents of your post. - or - Click the HTML tab to write/edit HTML code.

There are additional formatting options that can be displayed by clicking the **Kitchen Sink** button.

Upload/Insert Visual HTML

B *I* ABC [List] [List] [Quote] [Text] [Text] [Text] [Link] [Image] [Media] [More]

This is the text that goes into my first article. This article will contain a combination of text, images, and video.

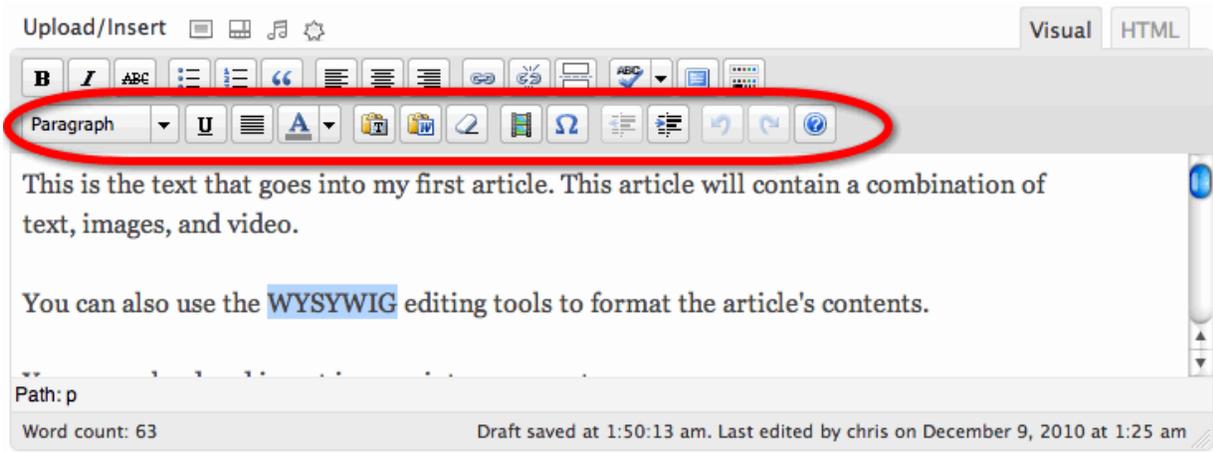
You can also use the **WYSIWYG** editing tools to format the

Path: p

Word count: 34 Draft saved at 1:12:00 am.

Click to see even more editing options

A second row of editing buttons will become available.



You can perform several other functions to compose your post using these options.

The following table describes the additional formatting options:



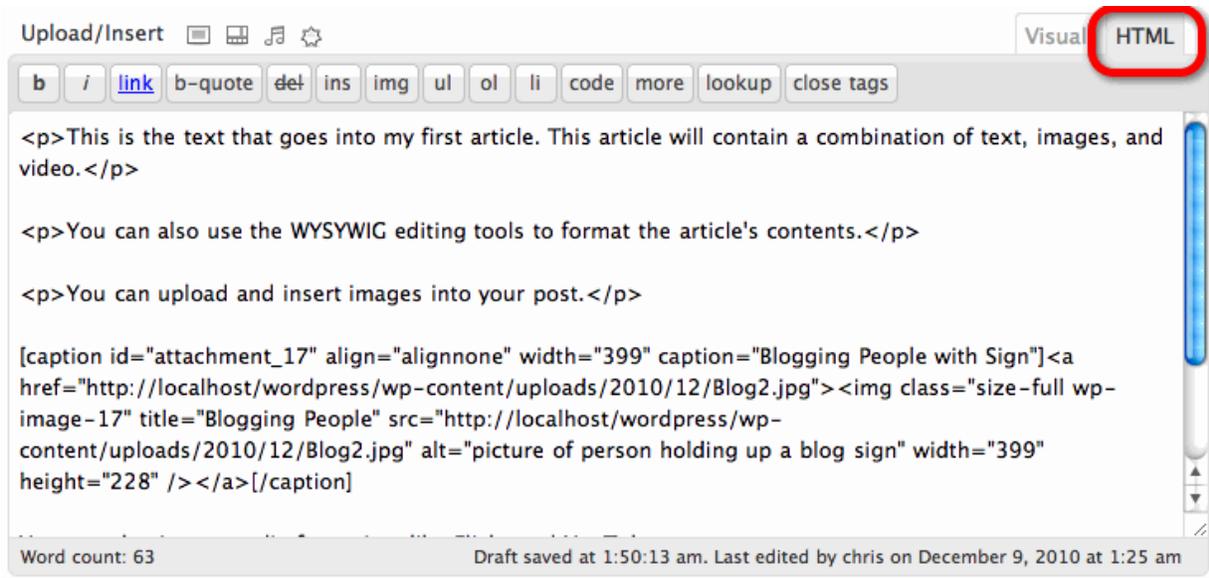
Button	Name	Use
	Apply HTML Format	Applies HTML tags to selected information. (Headings, Paragraph, etc.)
	Underline Text	Underlines selected text.
	Align Full	Aligns text to both edges. (Magazine style)
	Select Text Color	Changes the default text color.
	Paste as Plain Text	Takes formatted text from the clipboard and pastes it as plain text.
	Paste from Word	Pastes text copied from Microsoft Word and applies the proper HTML formatting.
	Remove Formatting	Removes any formatting from selected text.

	Insert Embedded Media	Allows you to insert media from sites like YouTube and Flickr by pasting the media's URL.
	Insert Special Characters	Inserts special characters using the proper HTML code.
	Outdent	Moves previously indented text out one tab position.
	Indent	Indents selected text one tab position.
	Undo	Reverses the previous formatting action.
	Redo	Reapplies an undone formatting action.
	Help	Opens the WordPress Help utility.

Using the HTML View to Edit your Post

The **HTML** view allows you to see your post's content as raw HTML code.

Click the **HTML** tab to edit your post's content in HTML code.

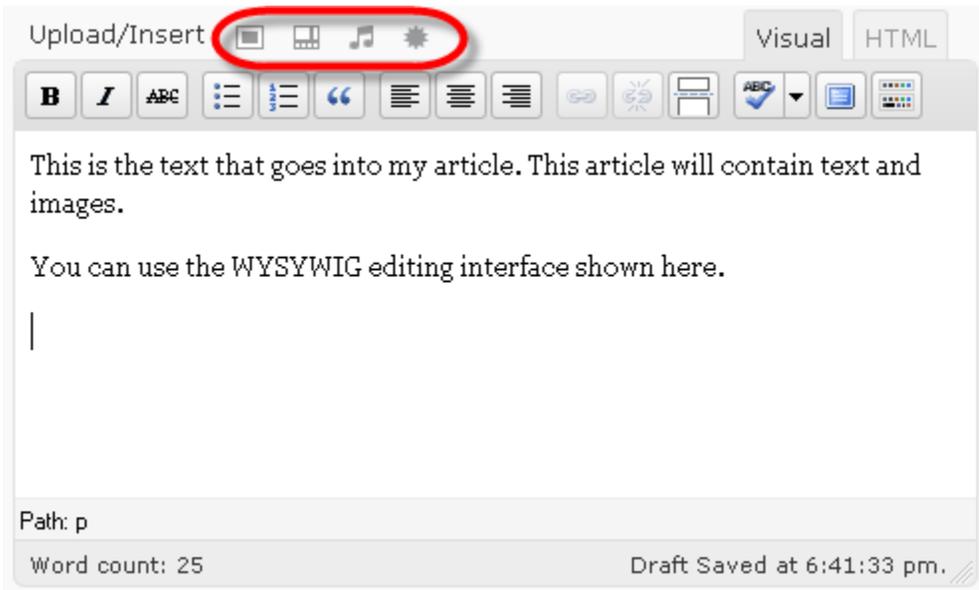


You can alternate between the **Visual** and **HTML** views while creating your post to utilize the different advantages of each.

Inserting Media into Your Posts

An interesting blog post contains more than just text. You can use WordPress' media capabilities to insert images, video, audio, and document into your posts.

The **Add New Post** menu (and **Edit Post** menu) allows you to upload, manage, and insert media into your posts.



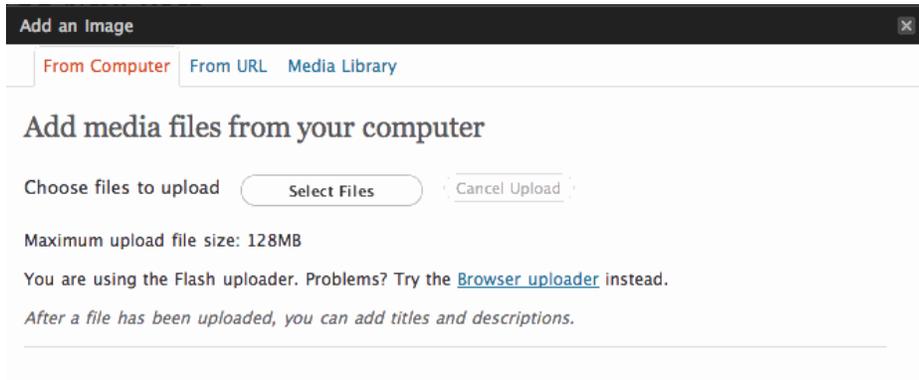
There are four options for uploading, managing, and inserting media:

-  – Upload, manage, and insert **images**.
-  – Upload, manage, and insert **videos**.
-  – Upload, manage, and insert **audio**.
-  – This will allow you to upload, manage, and insert any combination of images, video, and audio files from the same menu. (Use this for multiple files of different types of media.)

Determine the type(s) of media that you want to upload and click the appropriate icon.

Inserting Images into Posts

Click the  icon to open the **Add an Image** menu.

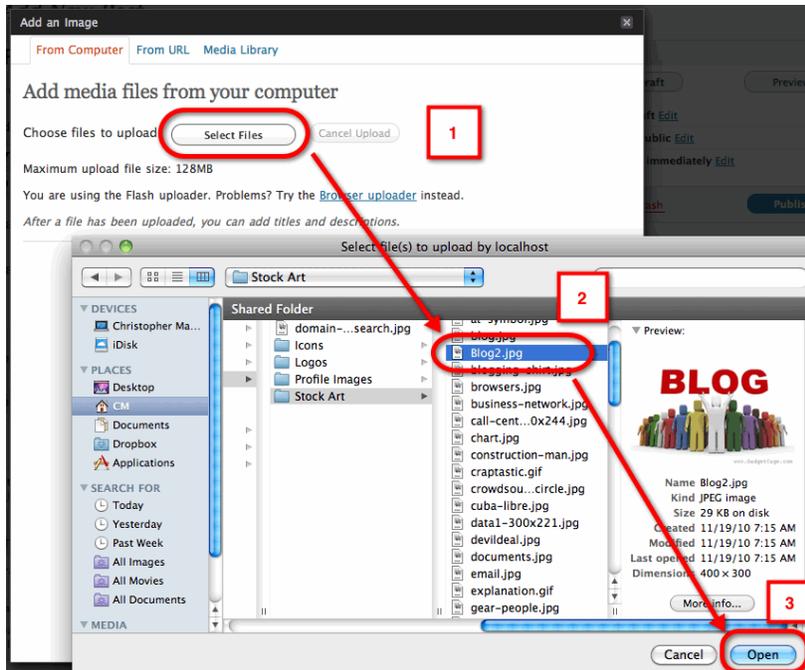


You can get the image(s) to be inserted into your post from three sources:

- *Your Computer*
- *A URL (somewhere on the Internet)*
- *Your blog's Media Library (media that you previously uploaded)*

Inserting Media from your Computer

Stay on the **From Computer** tab to insert media from your computer.



1. Click the **Select Files** button
2. Browse to and select the file on your hard drive
3. Click the **Open** button

A thumbnail of your image and will be displayed along with fields that will allow you to enter metadata.

The screenshot shows the WordPress Media Library interface for an image named "Blog2.jpg". The interface is divided into several sections:

- Image Thumbnail:** A small preview of the image showing a group of stylized figures holding up a sign that says "BLOG".
- Image Metadata:** Fields for Title, Alternate Text, Caption, and Description. The Title is "Blogging People", Alternate Text is "picture of person holding up a blog sign", Caption is "Blogging People with Sign", and Description is "This is an image that I am uploading for this post.".
- Image Formatting:** Fields for Link URL and Alignment/Size. The Link URL is "http://localhost/wordpress/wp-content/uploads/2010/12/Blog2.jpg". The Alignment is set to "None" and the Size is set to "Full Size (399 x 228)".

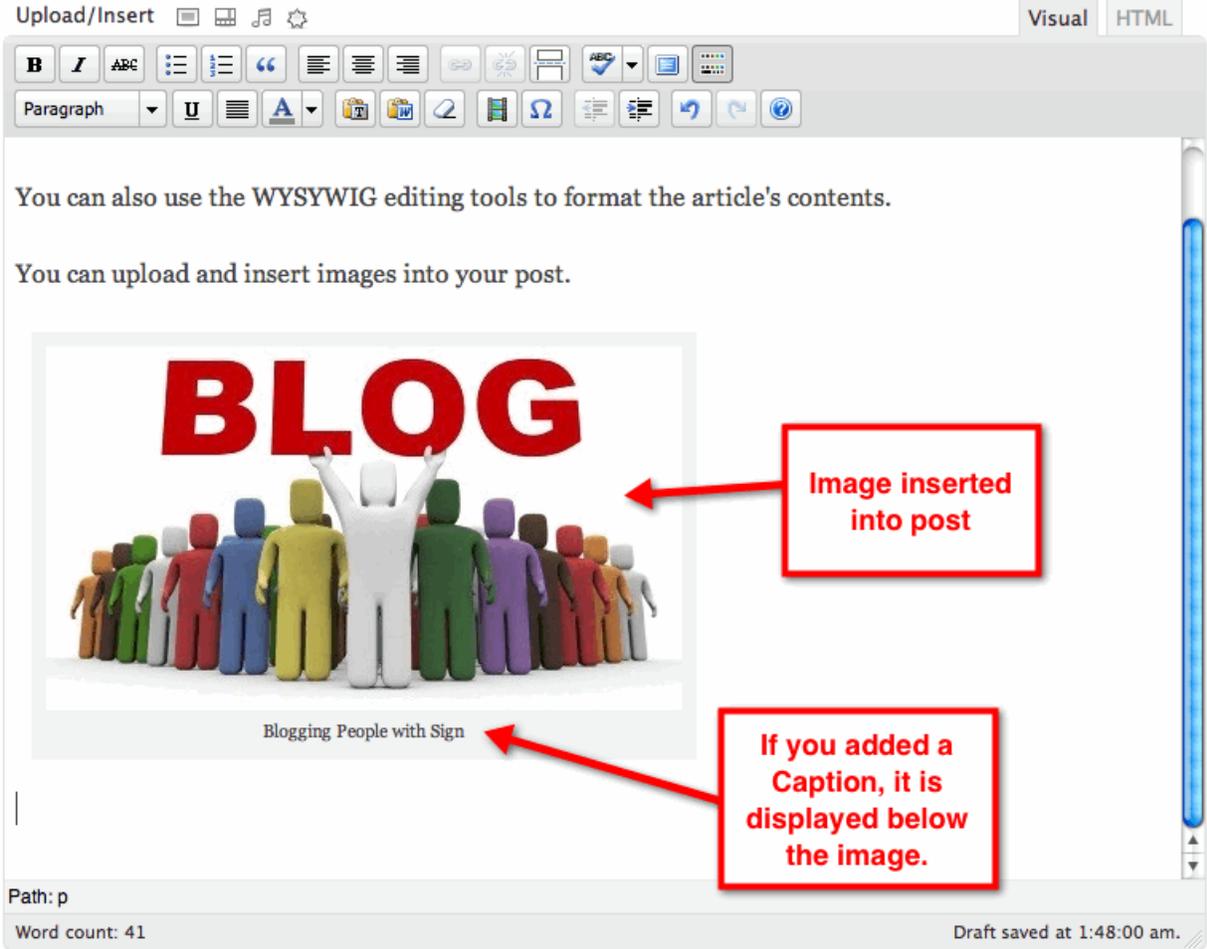
Red callouts and circles highlight specific areas:

- Image Thumbnail:** A red box labeled "Image Thumbnail" points to the image preview.
- Image Metadata:** A red box labeled "Image Metadata" points to the Title, Alternate Text, and Caption fields.
- Image Formatting:** A red box labeled "Image Formatting" points to the Alignment and Size options.
- 1:** A red circle labeled "1" encompasses the Title, Alternate Text, and Caption fields.
- 2:** A red circle labeled "2" encompasses the Alignment and Size options.
- 3:** A red circle labeled "3" encompasses the "Insert into Post" button.

Save all changes

1. Populate the image's metadata
2. Select the image formatting (**Alignment** and **Size**) that will be applied to the image
3. Click the **Insert into Post** button

The image will be inserted into your post.



The screenshot shows the WordPress Visual editor interface. At the top, there are tabs for 'Visual' and 'HTML'. Below the tabs is a toolbar with various editing tools. The main content area contains two paragraphs of text: 'You can also use the WYSIWIG editing tools to format the article's contents.' and 'You can upload and insert images into your post.' Below the text is an image of a group of colorful 3D figures standing in a line, with the word 'BLOG' in large red letters above them. A red arrow points from a red-bordered box containing the text 'Image inserted into post' to the image. Below the image is a caption that reads 'Blogging People with Sign'. A second red arrow points from a red-bordered box containing the text 'If you added a Caption, it is displayed below the image.' to the caption. At the bottom of the editor, there is a status bar showing 'Path: p', 'Word count: 41', and 'Draft saved at 1:48:00 am.'

You will see the **Caption** (if you added one) displayed below the image. The **Alternate Text** (if you added any) will be displayed when you hover your cursor over the image.

Feature Images

The concept of **Feature Images** was introduced in version 3.0 of WordPress. Feature Images can be used by WordPress themes to display an image that represents a post. These images are typically used on a blog's Categories, Tags, Archives, and Home pages.

For example, I use Feature Images on the Category pages of my blog. The theme displays the Feature Image, Title, Author, Date, and Summary of each post.

See the example below:

The screenshot shows the VitaminCM.com website with a navigation menu at the top. The main content area displays a list of tutorial posts under the heading "Tutorials". Three posts are visible, each with a feature image highlighted by a red box:

- How to Link Cells in Different Excel Spreadsheets** (November 13, 2010): The feature image shows a screenshot of an Excel spreadsheet with red arrows indicating linking between cells.
- Find the Best Gadget Christmas Gift in Any Price Range** (November 9, 2010): The feature image shows a white iPhone and a black iPhone.
- Fix the Missing Tags in your iTunes Library** (October 6, 2010): The feature image shows a screenshot of the iTunes library interface.

A red text box with the text "Feature Images for these posts" is positioned to the right of the second and third posts. Red arrows point from this box to the feature images of the second and third posts. The right sidebar contains social media subscription options for Email, RSS, YouTube, and Twitter.

You can set an image as a post's Feature Image by clicking the **Use as a featured image** link before you insert it into your post.

Link URL

Enter a link URL or click above for presets.

Alignment None Left Center Right

Size Thumbnail (150 x 150) Medium (300 x 171) Large Full Size (399 x 228)

The Feature Image will be displayed on the **Add New Post** menu.

The screenshot shows the WordPress post editor interface. A red box highlights the 'Use as featured image' button in the top section. A red arrow points from this button to the 'Featured Image' field in the right sidebar. The 'Featured Image' field contains a placeholder image with the word 'BLOG' in large red letters and a group of colorful figures below it. A red box also highlights this 'Featured Image' field. A text box in the center of the editor reads: 'The Featured Image will be displayed in the lower right corner of the Add New Post menu.'

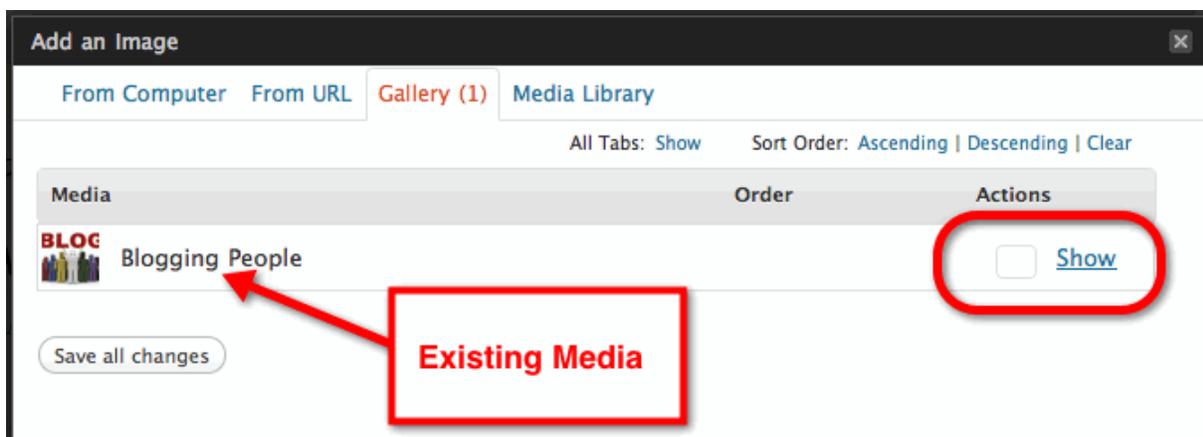
Inserting Media from your Blog's Media Library

All of the media files that you upload and insert into your posts get stored in your **Media Library**. You can quickly find and reuse this media in other posts.

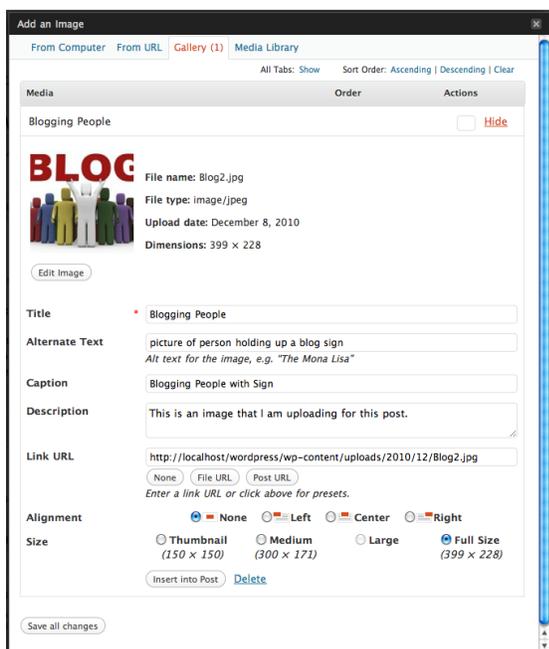
Click the  icon to open the **Add an Image** menu.

Click the **Media Library** tab.

You will be able to search for and select media that you previously uploaded.



Click the **Show** button to move the media from the **Media Library** to the **Add an Image** menu.



You can make any necessary changes to the media's metadata and insert it into your post.

Click the **Insert into Post** button.

The media will be inserted into your post.

Embedding Media from Social Media Sites like YouTube or Flickr

There are many social media sites that have interesting content that can be embedded into your blog posts. You can display media in your post that is located on other media sharing sites like Flickr, YouTube, or Last.FM.

The following steps show how to embed a YouTube video into this post.

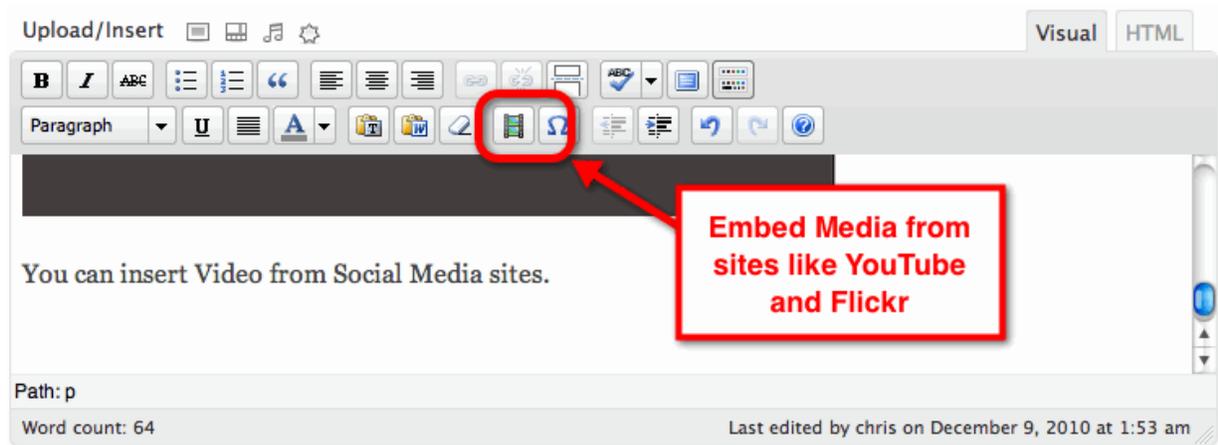
Start by finding the media that you want to embed on the appropriate Social Media site.



Copy the URL from the page that has the media to your clipboard.

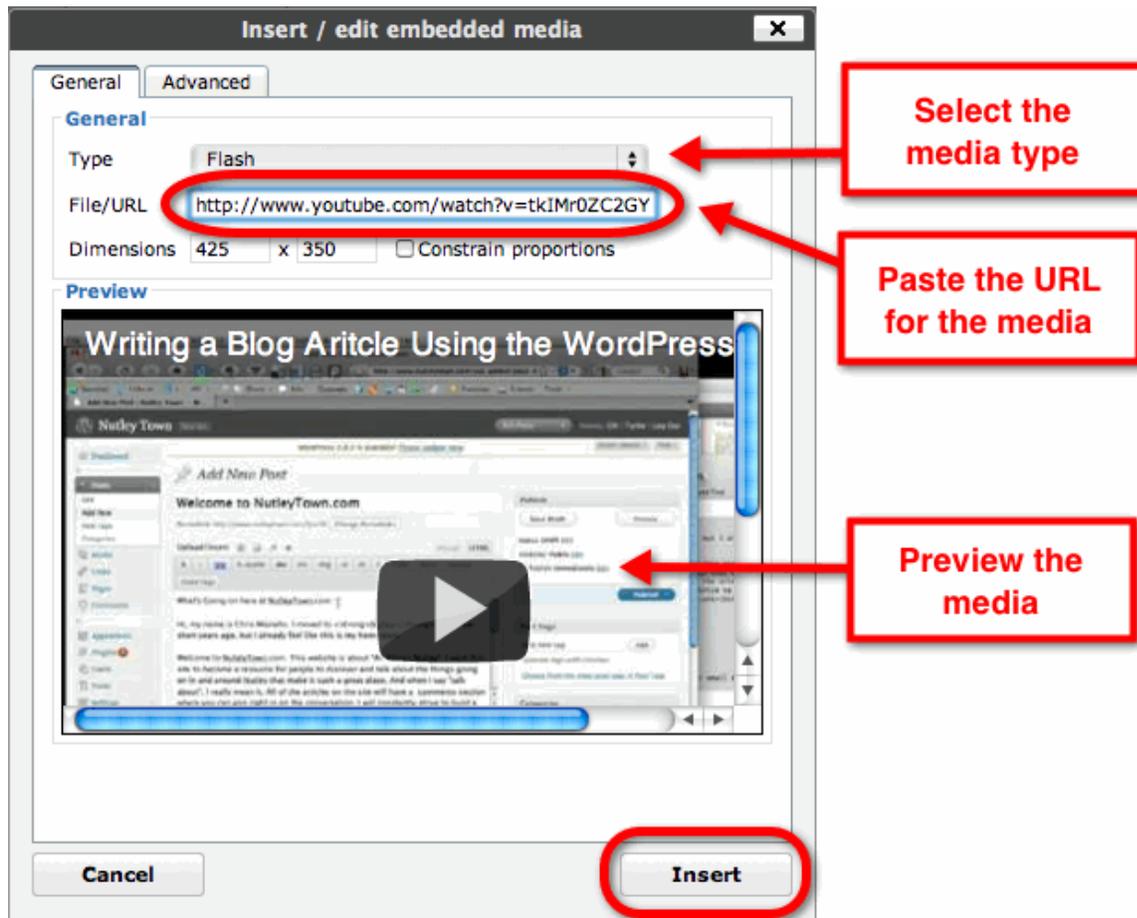
Switch back to your post and click the  icon to open the **Add an Image** menu.

Click the **Kitchen Sink** button to expose the extra Visual view options



Click the **Embed Media** button.

The **Insert / edit embedded media** menu will open.



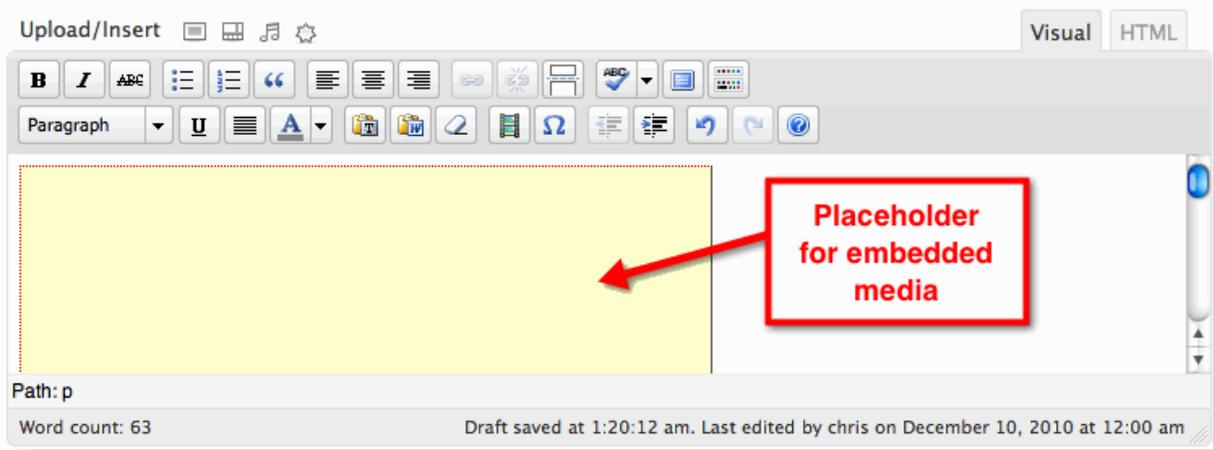
Select the media format from the **Type** dropdown list. (Most will be Flash)

Paste the media's URL into the **File/URL** field.

You will see a preview of the media in the **Preview** field.

Click the **Insert** button.

The media will be inserted into your post.



A placeholder will represent some media types. Click the **Save**, and then **Preview** buttons to see what it will look like when the post is published.

The image below shows what the three different types of embedded media look like to your readers.

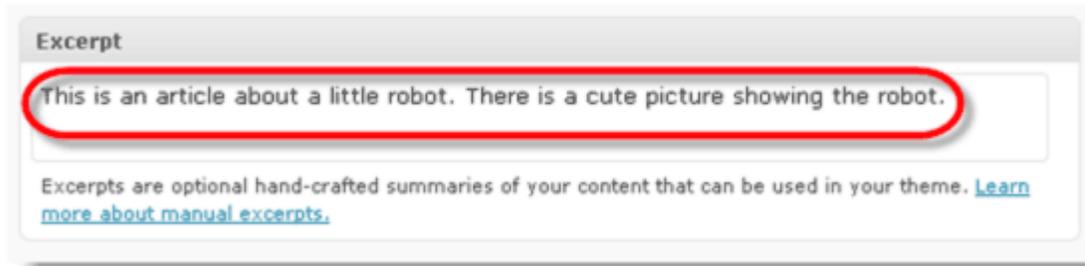


Creating Post Excerpts

A WordPress Excerpt is an optional summary or description of a post that has two primary functions:

- *Replace the entire post content in RSS feeds (only if the option to display summaries is selected in Dashboard › Settings › Reading).*
- *Display short summaries instead of posts' full content (an option that some themes use).*

Type the brief summary into the **Excerpt** field.



I typically just past the text from the post editor above into the **Excerpt** field when I am done writing my post.

Assigning Your Post to a Category

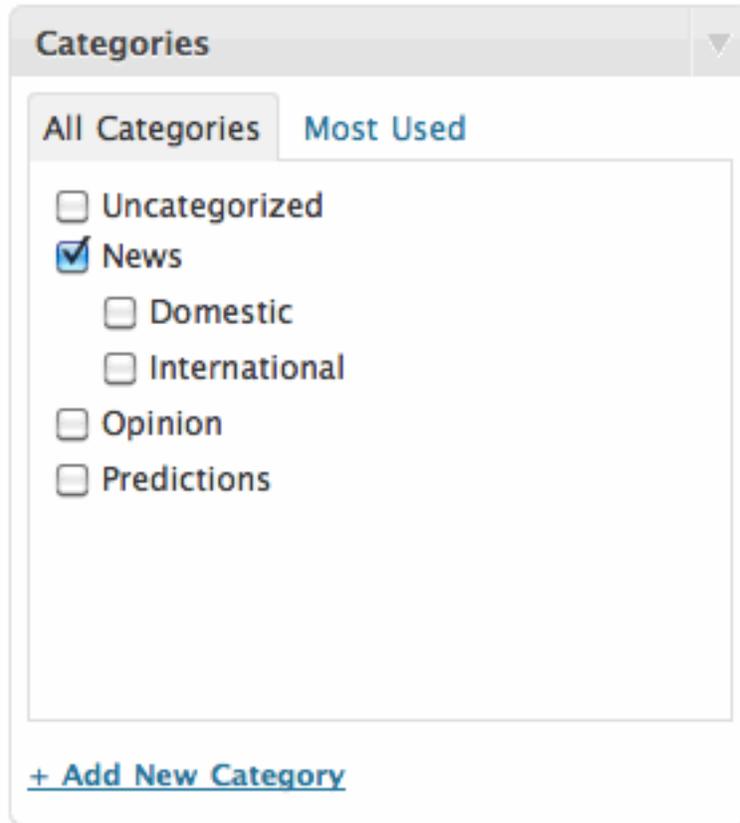
Categories are used by your blog to group posts by topic. Your site should only have a few clearly defined categories.

Tags vs. Categories: Typically a post will only belong to one Category, but have multiple Tags. For instance, if you had a sports blog, you may have the following Categories: Baseball, Football, and Basketball. A post about “*Baseball Salaries in the Free Agency Era*” would only belong to the **Baseball** category; but may have the following tags: *salaries, free agency, and sports economics*.

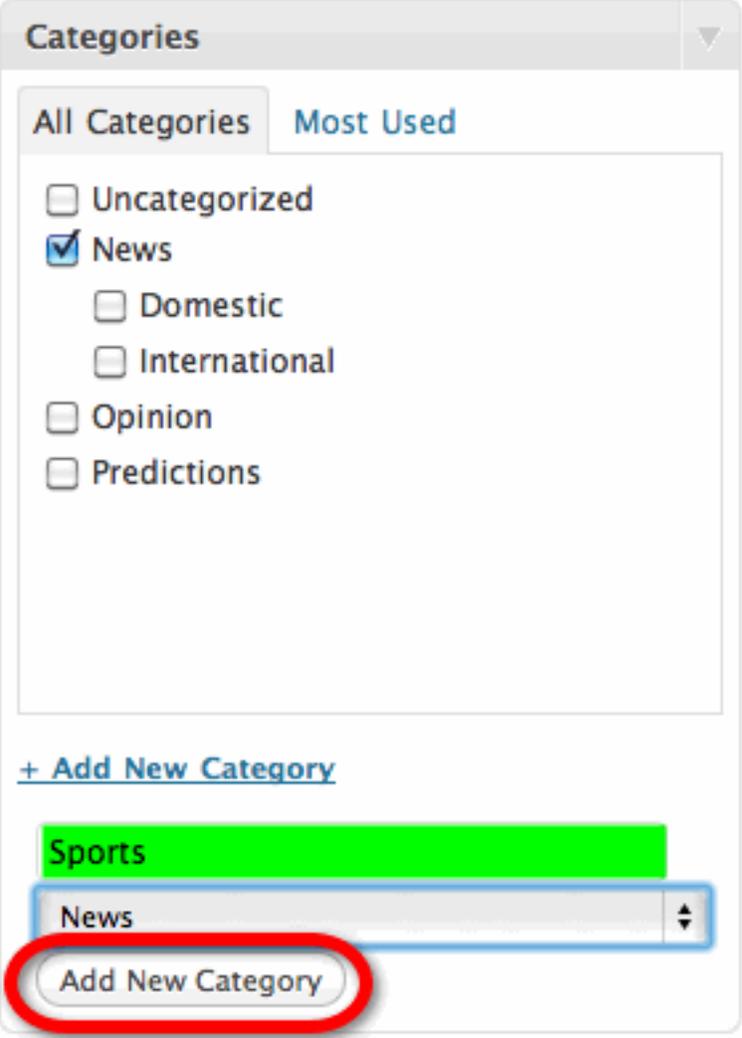
Select the checkboxes next to the category to which your post belongs.

Adding New Categories from the Post Menu

If you realize that you need to add a new category while you are writing a post, you can do it directly from the **Post** menu.



Click the **Add New Category** link underneath the existing categories.

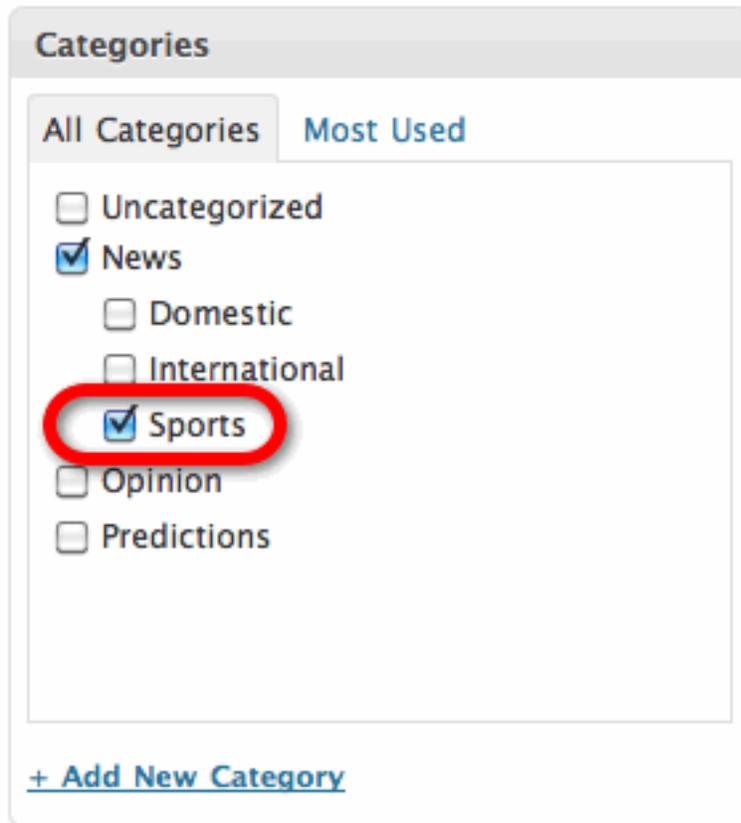


The screenshot shows the 'Categories' management interface in WordPress. It features two tabs: 'All Categories' (active) and 'Most Used'. Under 'All Categories', there is a list of categories with checkboxes: 'Uncategorized', 'News' (checked), 'Domestic', 'International', 'Opinion', and 'Predictions'. Below the list, there is a link '+ Add New Category'. Underneath this link, there is a text input field containing the word 'Sports'. Below the text field is a dropdown menu currently displaying 'News'. At the bottom of this section, there is a button labeled 'Add New Category', which is circled in red.

Type your new category into the text field. If this category is going to be a child of another category, select the **Parent Category** from the dropdown list.

Click the **Add** button.

The new category will be added to the list.



Adding Tags to your Post

Tags are a way to add descriptive keywords to your posts. If a reader clicks a tag's link, they will see a list of posts with that tag applied. Tags also help search engines determine what your posts are about.



Type your post's tags into the text field under the **Tags** heading on the right side of the **Post** menu.

Separate each tag with a comma.

Click the **Add** button.

Your tags will be added to the post.



Post Tags

Separate tags with commas
✕ blogging ✕ people ✕ signs
[Choose from the most used tags](#)

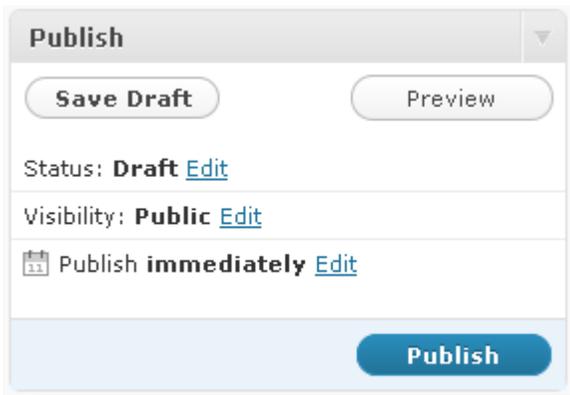
You can click the “X” button to remove any unwanted tags.

You can also select from a list of the most frequently used existing tags.

Click the **Choose from the most used tags** link to select existing tags.

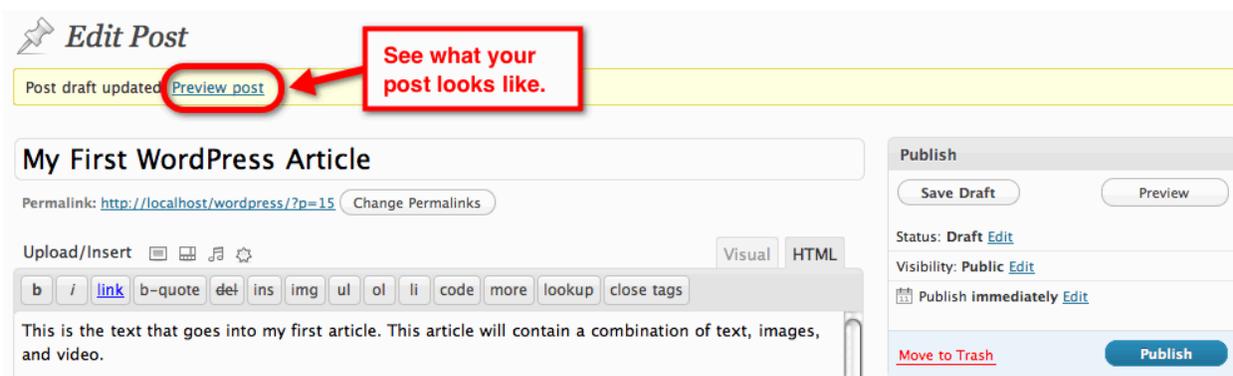
Previewing your Post

You can click the Preview button to see what your post currently looks like, before you actually post it. I highly recommend doing this to make sure you get what you expect.



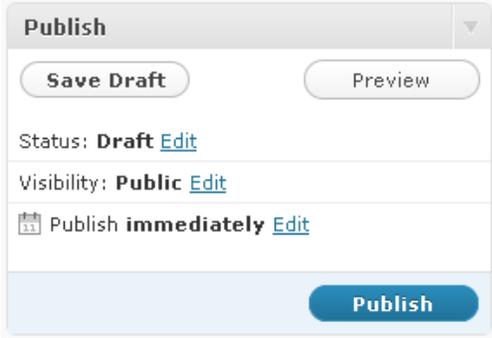
Click the **Save Draft** button to save your post.

You will see a message confirming that your post was saved. Click the **Preview post** link or the **Preview** button to see a preview of your post.



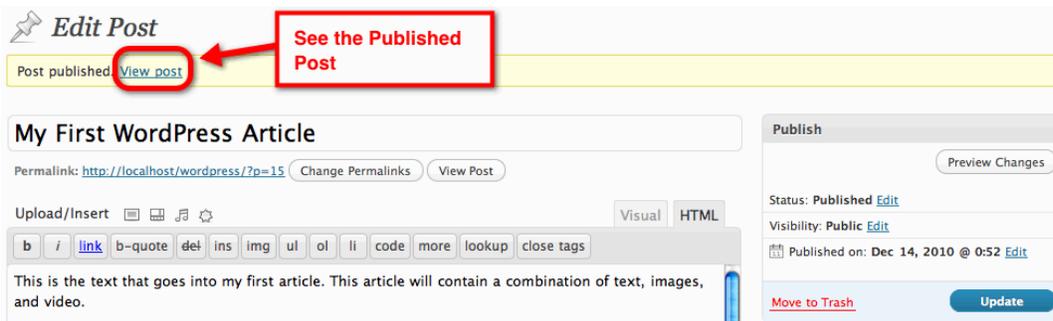
Publishing Your Article

Once you are satisfied with your article, you are ready to publish it. Click the Publish button to make your new article go live. There is also a calendar button that allows you to schedule the date and time that a post will be published.

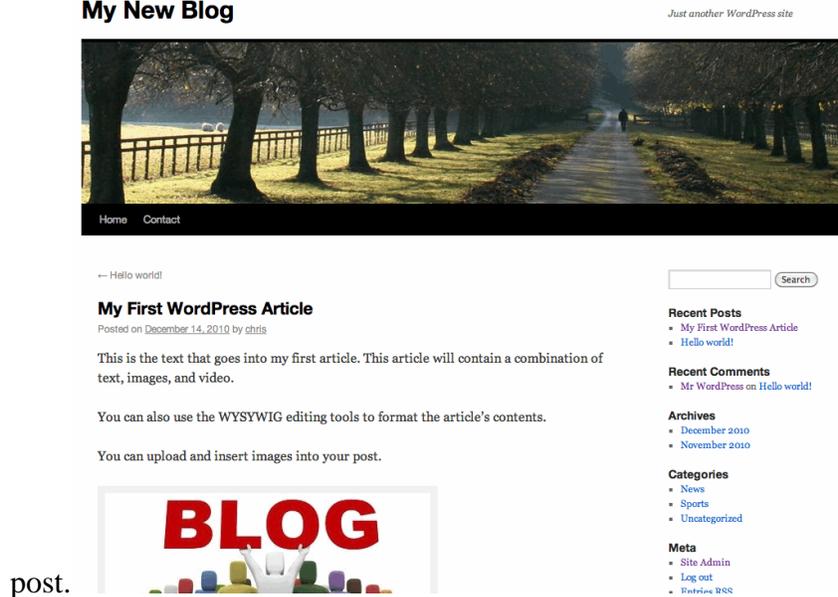


Click the **Publish** button.

You will see a message confirming that your post was published.



Click the **View post** link see the **My New Blog**



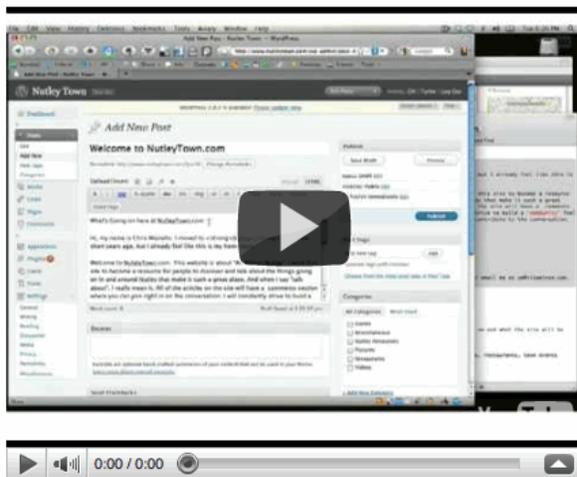
Editing a Published Post

Sometimes after you publish a post, you need to make changes or modifications. You can open the published article and edit any information. Then, you can make your changes go live instantly.

Accessing the Edit Post Menu from the Post's Page

If you are logged in to your blog, you can edit any post from a link on the post's page. There will be a link titled “**Edit this Entry**” at the bottom or top of the post. (This link is named and located differently by different WordPress themes.)

You can also insert media from sites like Flickr and YouTube.



Edit this Post

This entry was posted in [News](#), [Sports](#) and tagged [blogging](#), [people](#), [signs](#). Bookmark the [permalinks](#). [Edit](#)

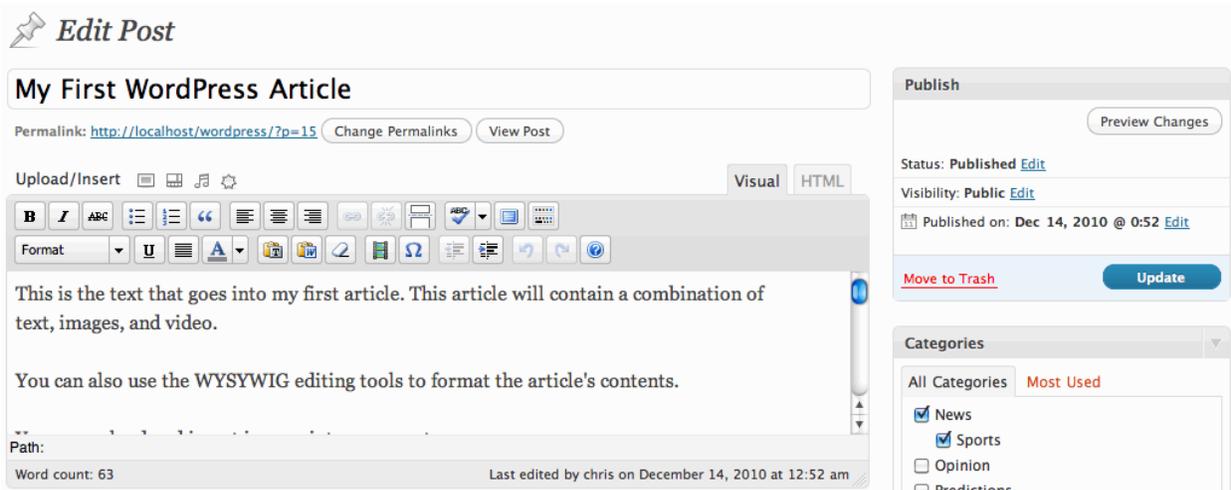
← Hello world!

Leave a Reply

Logged in as [chris](#). [Log out?](#)

Click the “**Edit**” link on your post's page.

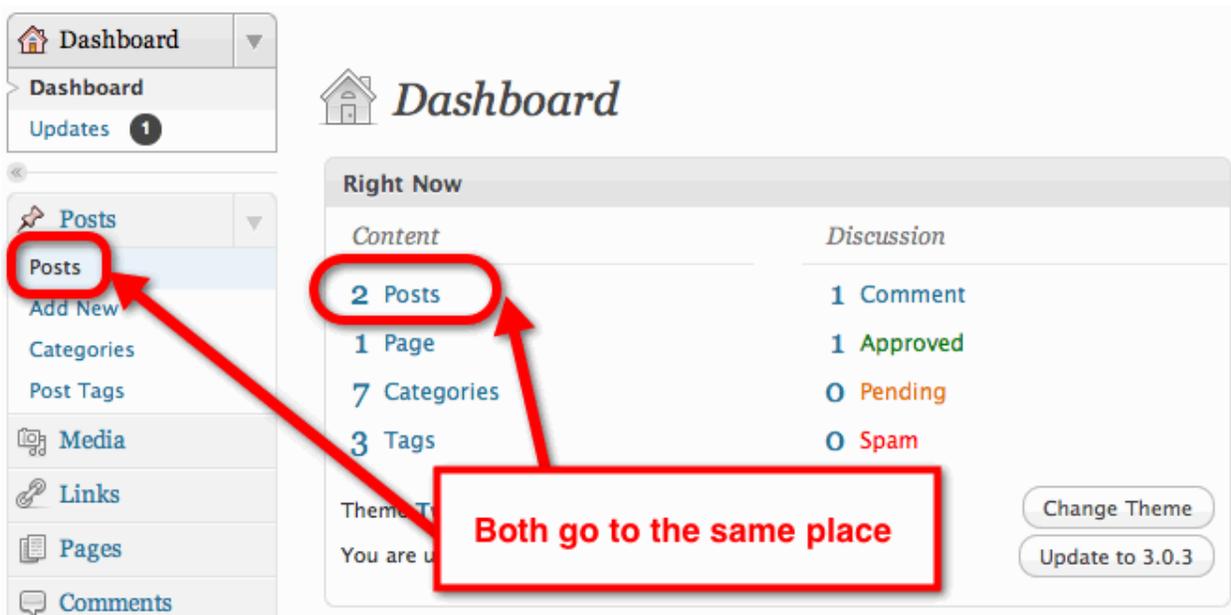
You will be brought to the **Edit Post** menu.



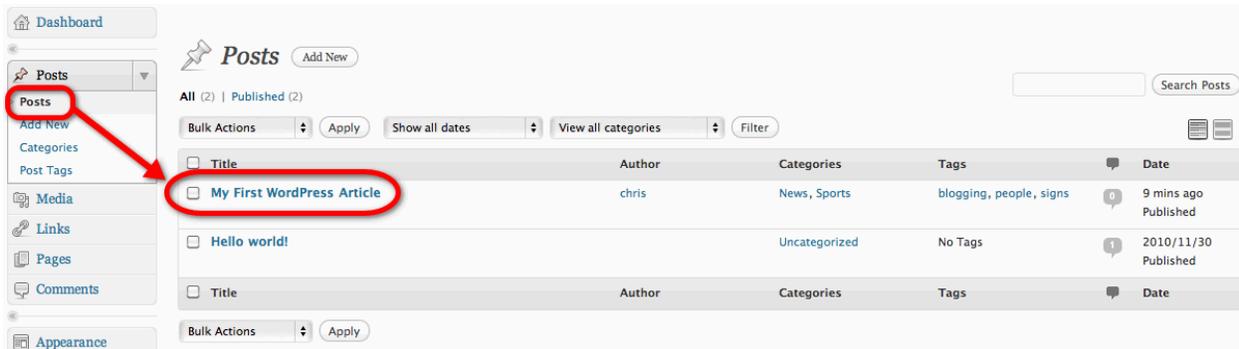
Accessing the Edit Post Menu from the WordPress Dashboard

You can also access the **Edit Post** menu from the **Dashboard**.

Click the **Edit** link under the **Posts** heading.



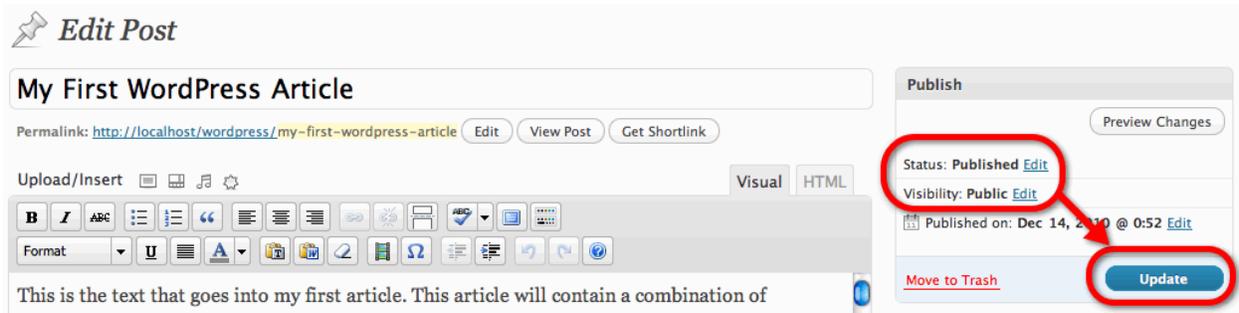
You will see a list of your most recent posts. You can use the **Search Posts**, **Dates**, or **Category** filters to locate the post that you want to edit.



The screenshot shows the WordPress dashboard with the 'Posts' menu item circled in red. The main content area displays a list of posts. The first post, 'My First WordPress Article', is circled in red. The table below shows the details of the posts:

Title	Author	Categories	Tags	Date
<input type="checkbox"/> My First WordPress Article	chris	News, Sports	blogging, people, signs	9 mins ago Published
<input type="checkbox"/> Hello world!		Uncategorized	No Tags	2010/11/30 Published
Title	Author	Categories	Tags	Date

Once you locate the desired post, click on the post's name to open the **Edit Post** menu.



The screenshot shows the 'Edit Post' screen for 'My First WordPress Article'. The 'Update' button in the bottom right corner is circled in red. The 'Publish' sidebar on the right shows the status as 'Published' and the visibility as 'Public'. The 'Update' button is also circled in red.

Make any necessary changes to the post and click the **Update** button.

You will see the following confirmation indicating that your post was updated.



The screenshot shows the 'Edit Post' screen with a confirmation message: 'Post updated. [View post](#)'. The message is displayed in a yellow box. Below the message, the title 'My First WordPress Article' is highlighted in blue. The 'Permalink' and 'Edit' buttons are also visible.

See it in Action

The following video shows all of the steps in the process of **Publishing your First Article on a WordPress Blog**.



Click the link below to watch a video walkthrough.

<http://vitamincm.com/wordpress-ebook-video-tutorials>

Chapter 4

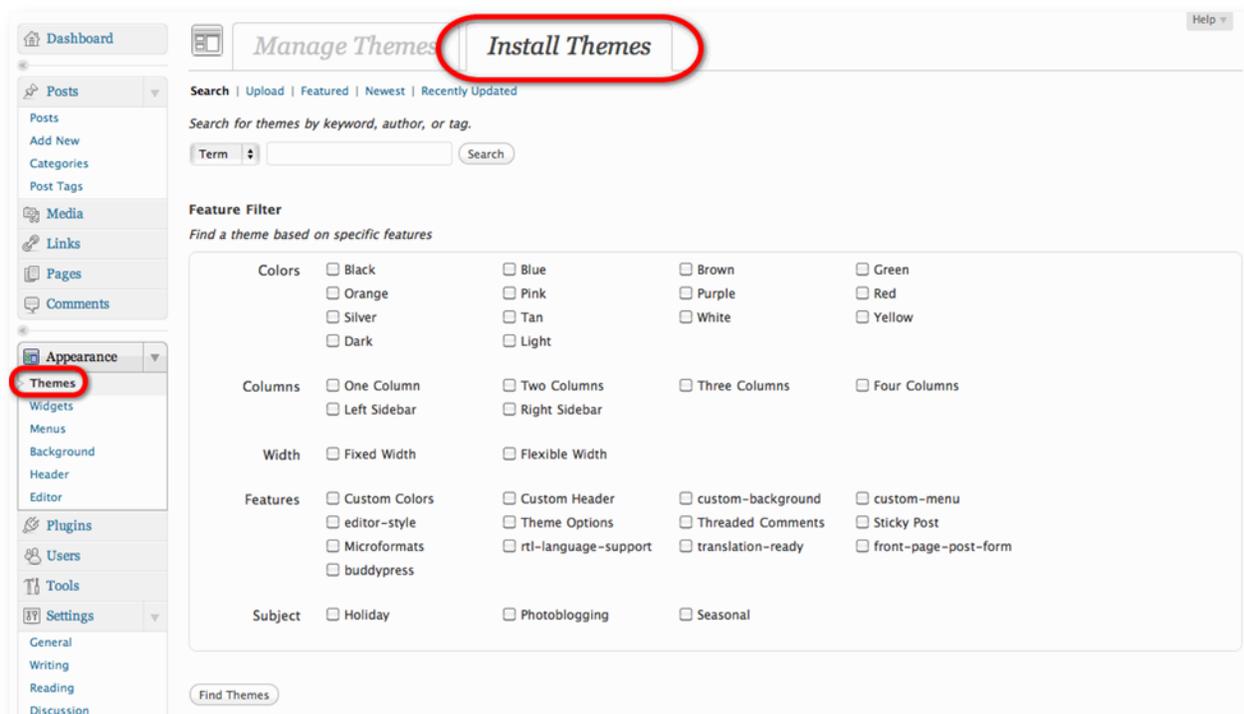
Controlling the Look of a WordPress Blog Using Themes

When you start writing articles on your WordPress blog, you'll probably want to change its appearance. The look and feel of a WordPress blog is controlled by Themes. A WordPress theme is a collection of files that include PHP Pages, images, Cascading Style Sheets (CSS), and other files. These files create the pages that display the contents of your blog and apply styling and other functionality to the content.

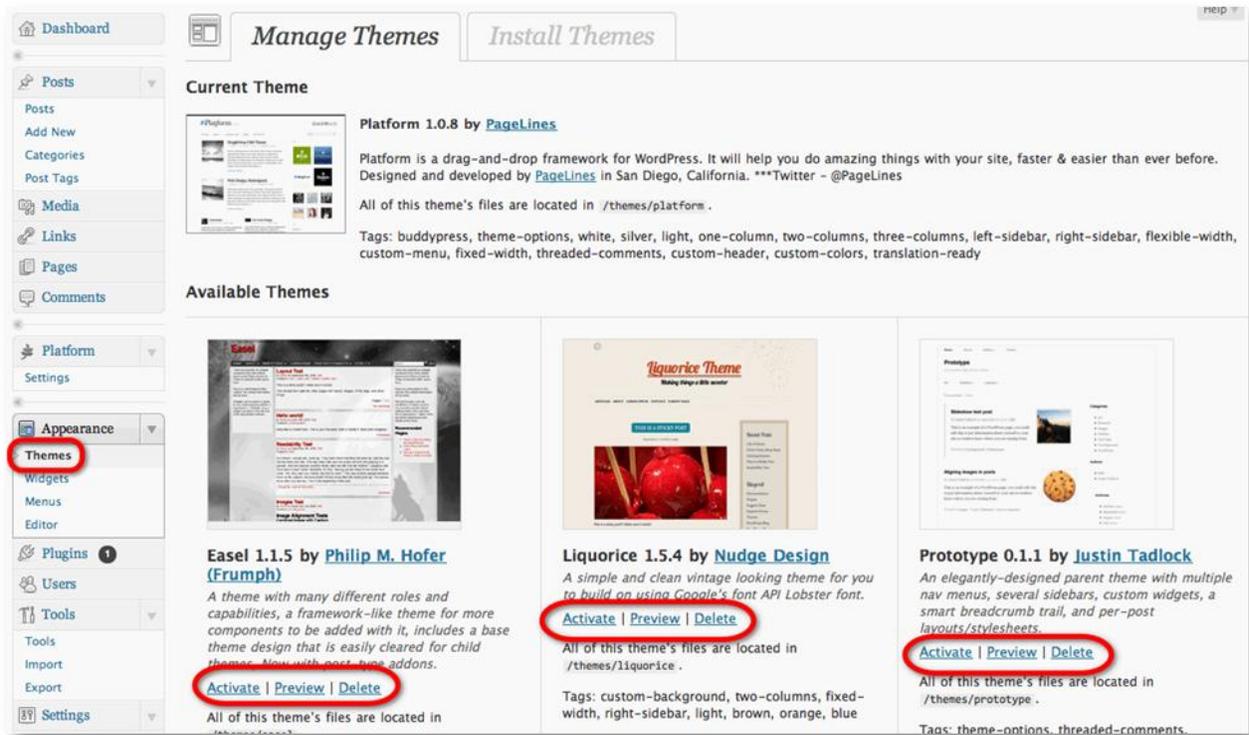
Working With Themes in the WordPress Dashboard

You can easily **control**, **add**, and **delete** themes from the **Themes Manager** menu.

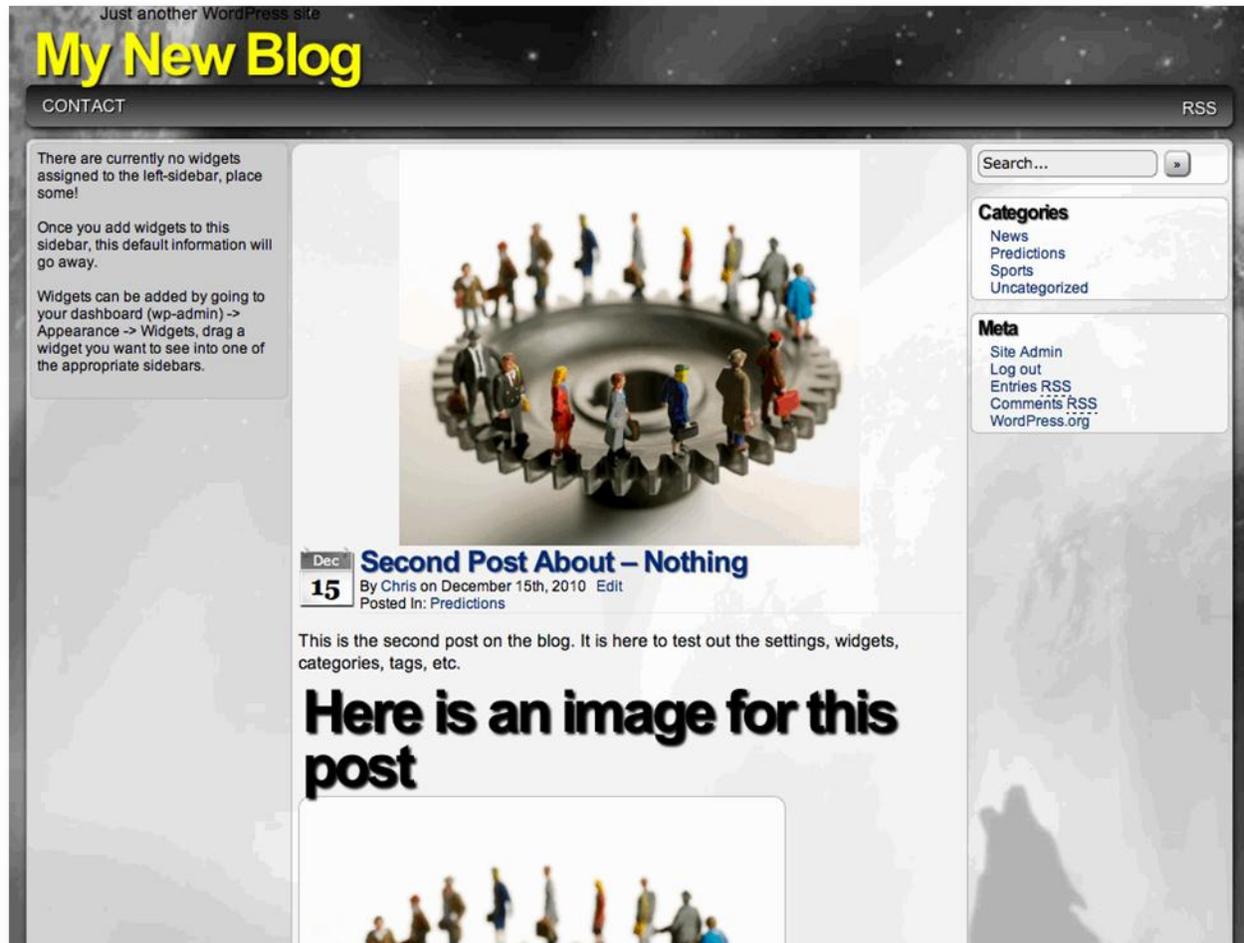
Click the **Appearance** heading on the left side of the Dashboard.



You will see the themes the "**Default**" and "**Classic**" that were installed with your WordPress software. You can activate a theme by clicking the Activate link under the theme's thumbnail. If you want to see what the theme will look like first, just click on the theme's thumbnail.



A preview of your Home page will display reflecting the appearance of that theme. There will be an Activate link in the upper left corner and an "X" in the upper left corner of the theme preview.



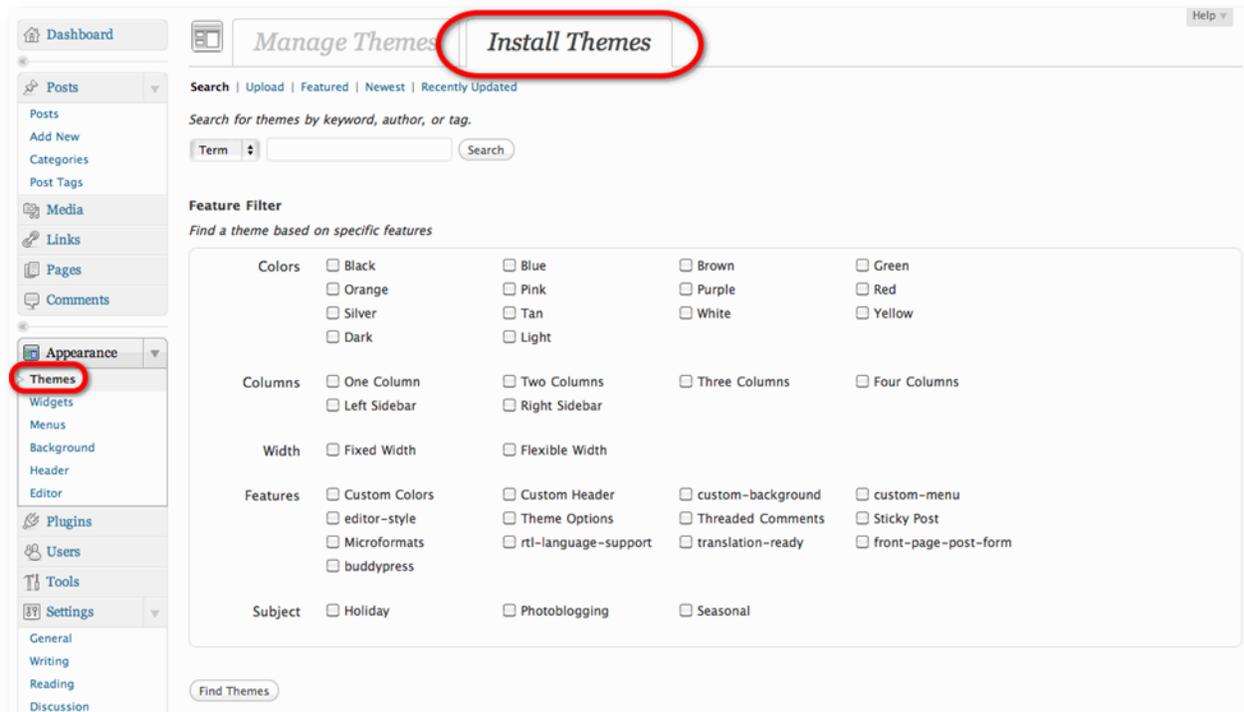
Click the "X" button to reject the theme or click the Activate link to apply this theme to your blog.

Once you activate a new theme, just go to your blog's **Home** page and **Refresh** your browser. You will see the new theme applied to your blog.

Getting More Themes for Your Blog

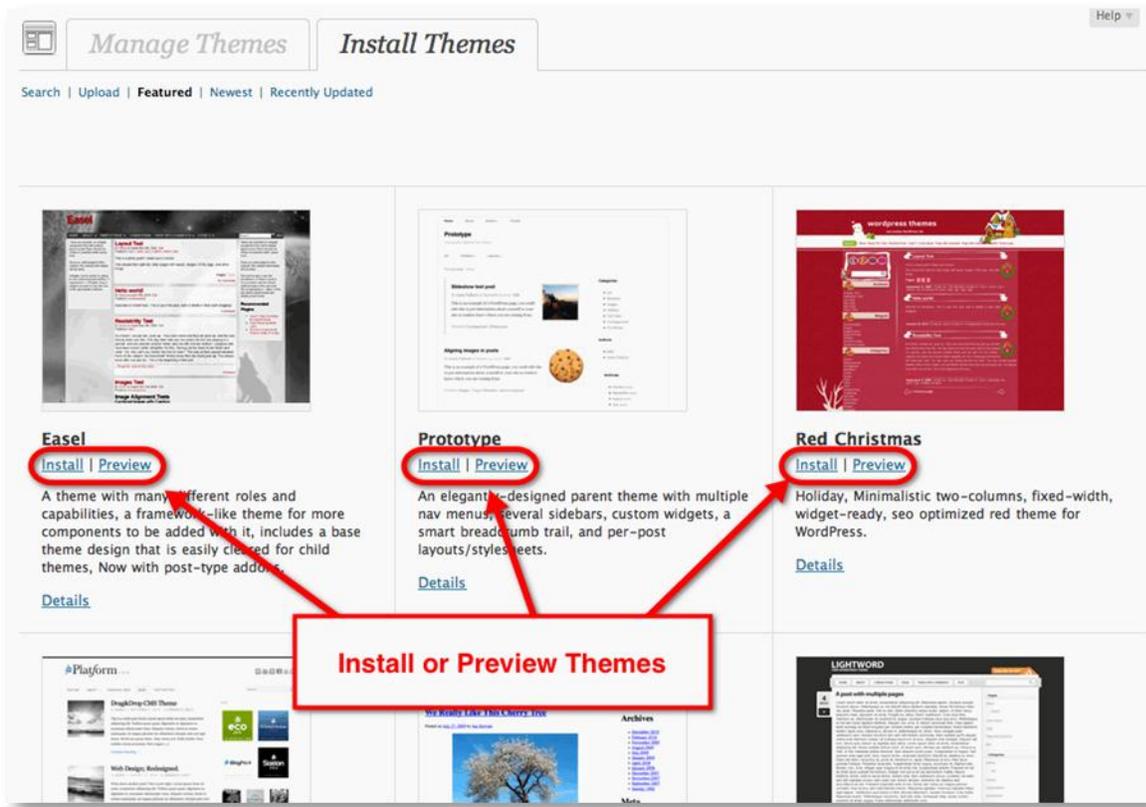
When you install WordPress, there are two themes "Default" and "Classic". They're both boring and lame. You're going to want to get yourself some new themes. WordPress.org has thousands of free themes that you can easily install on your blog.

Click the **Add New Themes** link under the **Appearance** heading on the left side of the dashboard. This will open the **Install Themes** menu.



You can find new themes using numerous techniques. The default Search allows you to search by **Color**, **Layout Options**, and Other Features that a theme has. You can also view themes that are **Featured by WordPress**, along with **New** or **Newly Updated** themes. I like the **Featured** option because they are usually really nice themes.

Once you locate interesting theme, you can **Install** or **Preview** it effortlessly.



Previewing a WordPress Theme

Click the **Preview** link under the theme's thumbnail.

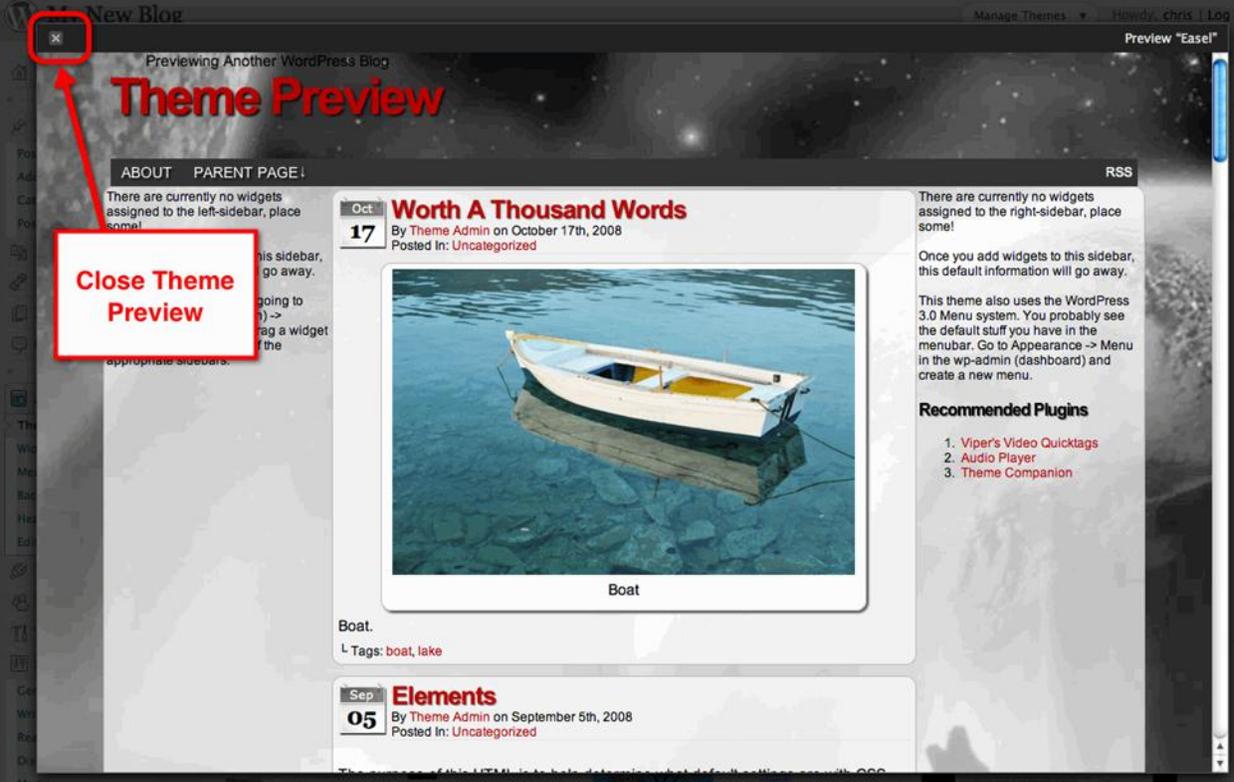


Easel

[Install](#) [Preview](#)

A theme with many different roles and capabilities, a framework-like theme for more components to be added with it, includes a base theme design that is easily cleared for child themes, Now with post-type addons.

[Details](#)



Close Theme Preview

Theme Preview

ABOUT PARENT PAGE: RSS

There are currently no widgets assigned to the left-sidebar, place some!

There are currently no widgets assigned to the right-sidebar, place some!

Once you add widgets to this sidebar, this default information will go away.

This theme also uses the WordPress 3.0 Menu system. You probably see the default stuff you have in the menubar. Go to Appearance -> Menu in the wp-admin (dashboard) and create a new menu.

Recommended Plugins

1. Viper's Video Quicktags
2. Audio Player
3. Theme Companion

Oct 17 **Worth A Thousand Words**
By Theme Admin on October 17th, 2008
Posted In: Uncategorized

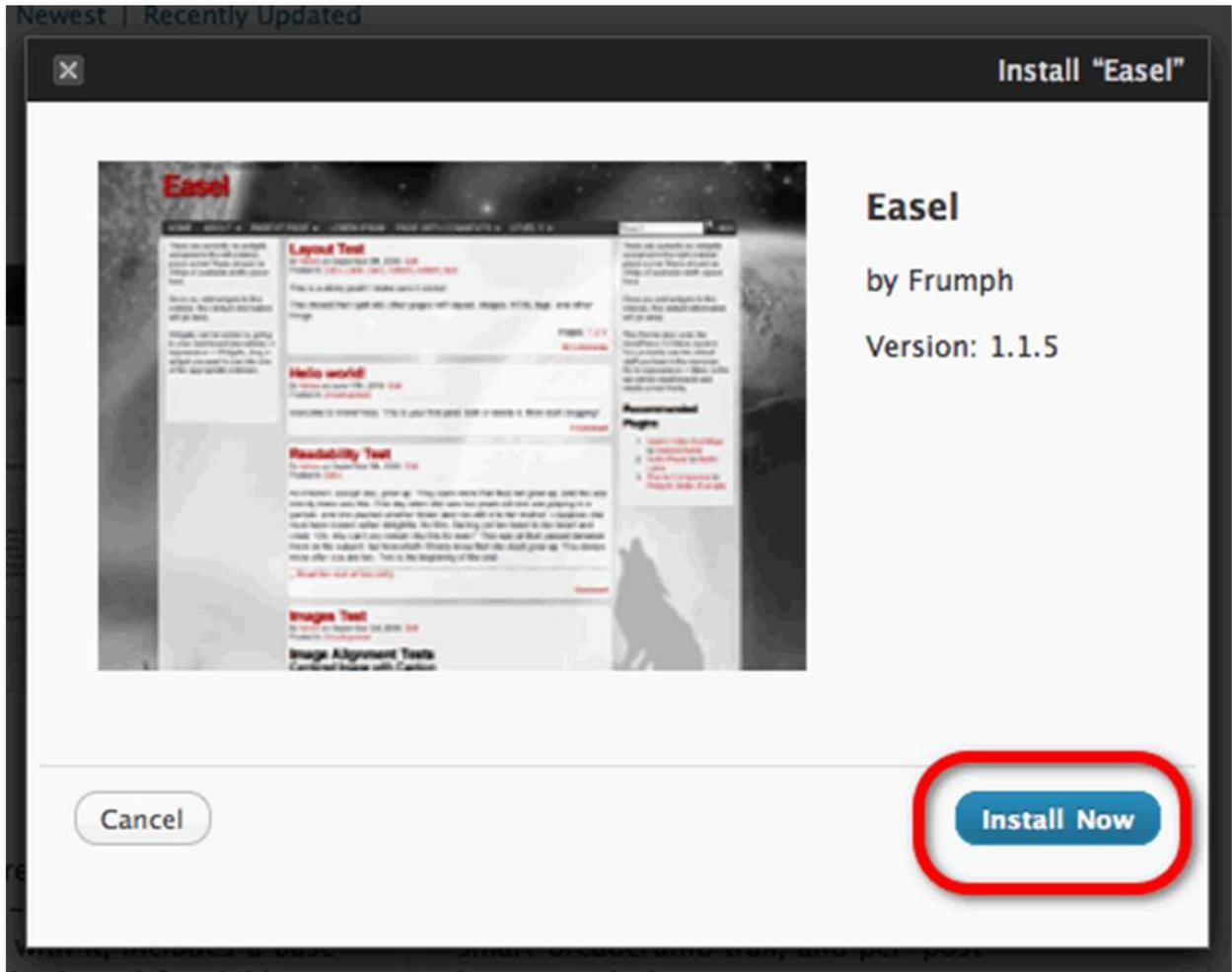


Boat

Boat.
Tags: boat, lake

Sep 05 **Elements**
By Theme Admin on September 5th, 2008
Posted In: Uncategorized

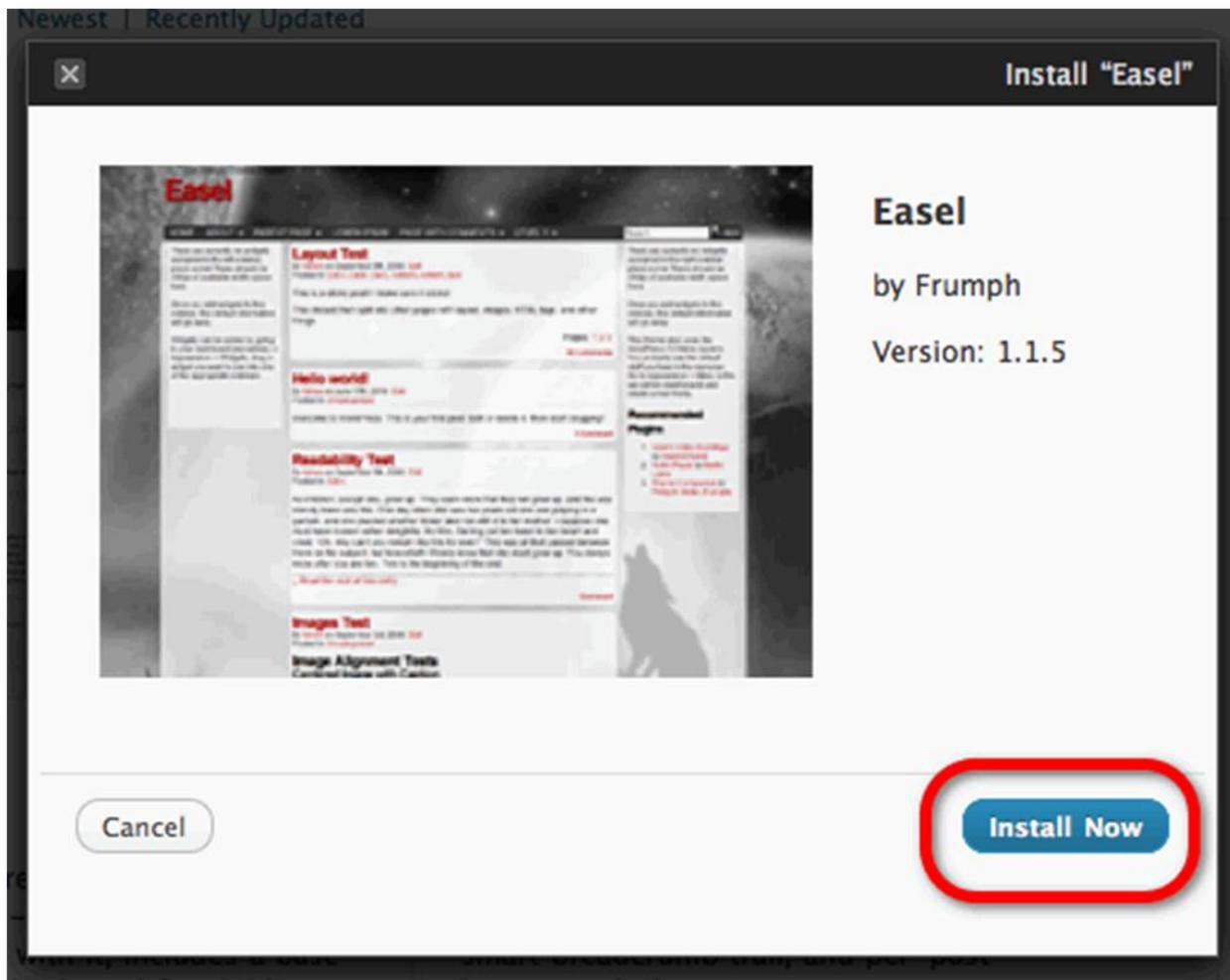
Click the **Install Now** button to install the theme or click the “X” button in the upper left corner to exit the preview without installing it to your blog.



Installing a New Theme

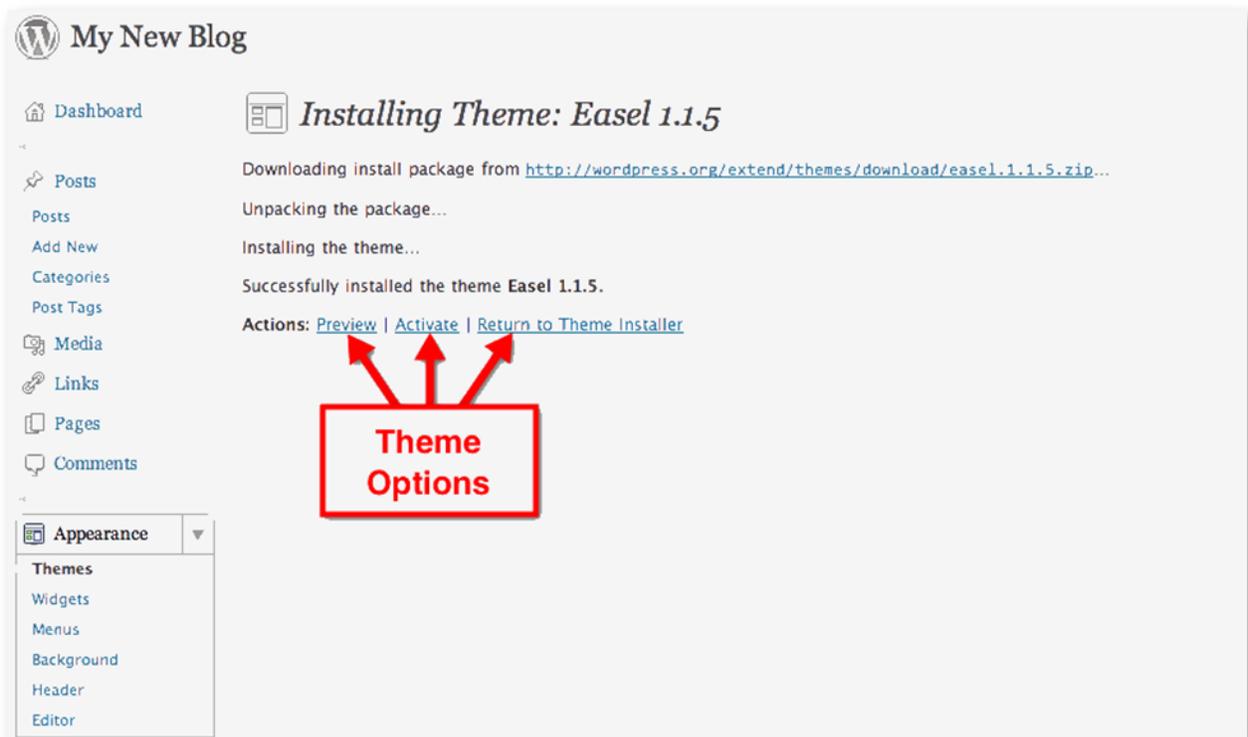
Click the **Install** link.

A pop-up window will open that allows you to complete the installation.



Click the **Install Now** button.

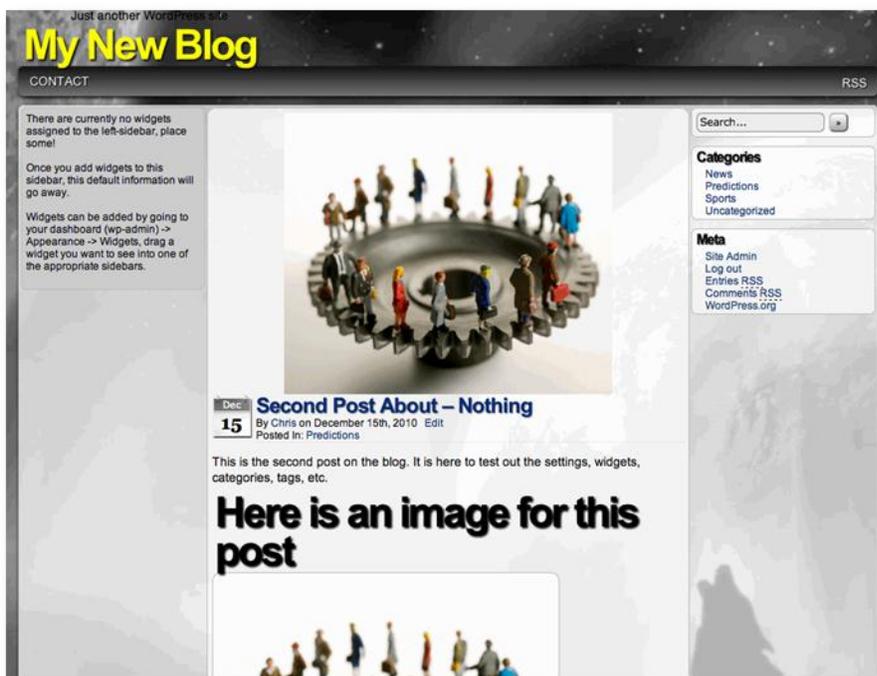
The theme will be installed on your WordPress server.



You will have a choice of Actions that you can perform now that the theme is installed.

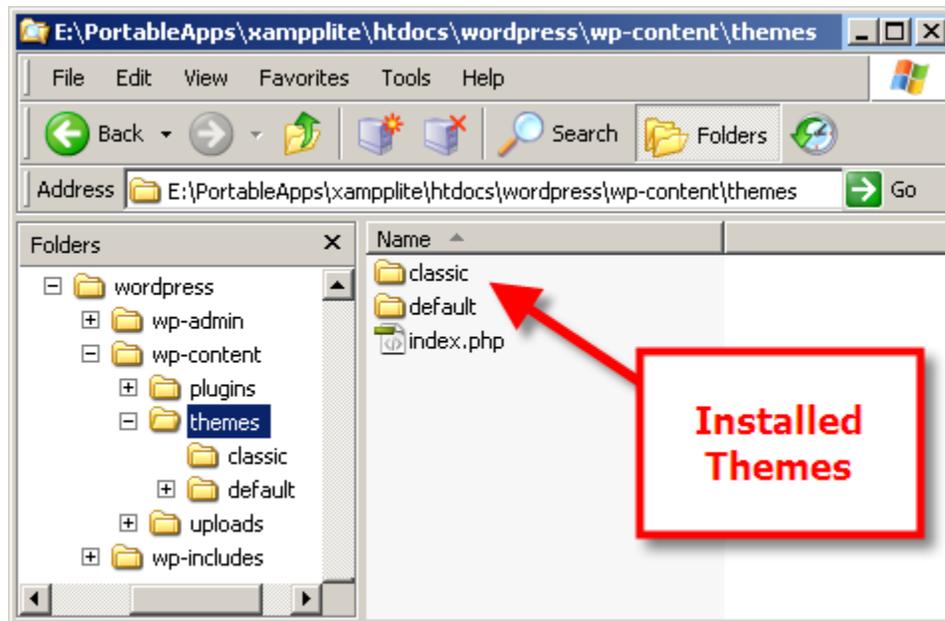
Click **Activate** to apply the theme to your blog.

Go to your blog's **Home** page and refresh the browser to see the new theme in action.



Manually Adding Themes to WordPress

WordPress themes are each contained in their own folder. These folders are located in the "**wp-content/themes**" folder of your WordPress installation.



You can manually upload themes to this folder from your desktop using your FTP software. These themes will then be available the next time you go to the **Theme Manager**.

Finding High Quality Themes on the Internet

In addition to the thousands of free themes that are available on the WordPress.org you can find tons of great free and paid themes on the Internet. Just go to Google and search for something like "free premium WordPress themes". You can also find numerous professional themes that will cost money by searching for "premium WordPress themes" or "professional WordPress themes". They typically cost \$20 to \$100. (Sometimes more if you hire someone to design and build you a custom theme.)

There are additional sources of information on WordPress Themes in the [Appendix section of this book](#).

See it in Action

The following video shows all of the steps in the process of **Using Themes to Control the Look and Feel of your WordPress Blog**.



Click the link below to watch a video walkthrough.

<http://vitamincm.com/wordpress-ebook-video-tutorials>

Chapter 5

Add Content to Areas of your Blog using Widgets

When you set up your WordPress blog, you select a Theme to control the look and feel of the site. WordPress themes create a sidebar (or two) on the right and/or left side of your screen. You can add further styling, information, and functionality to your site using Widgets.

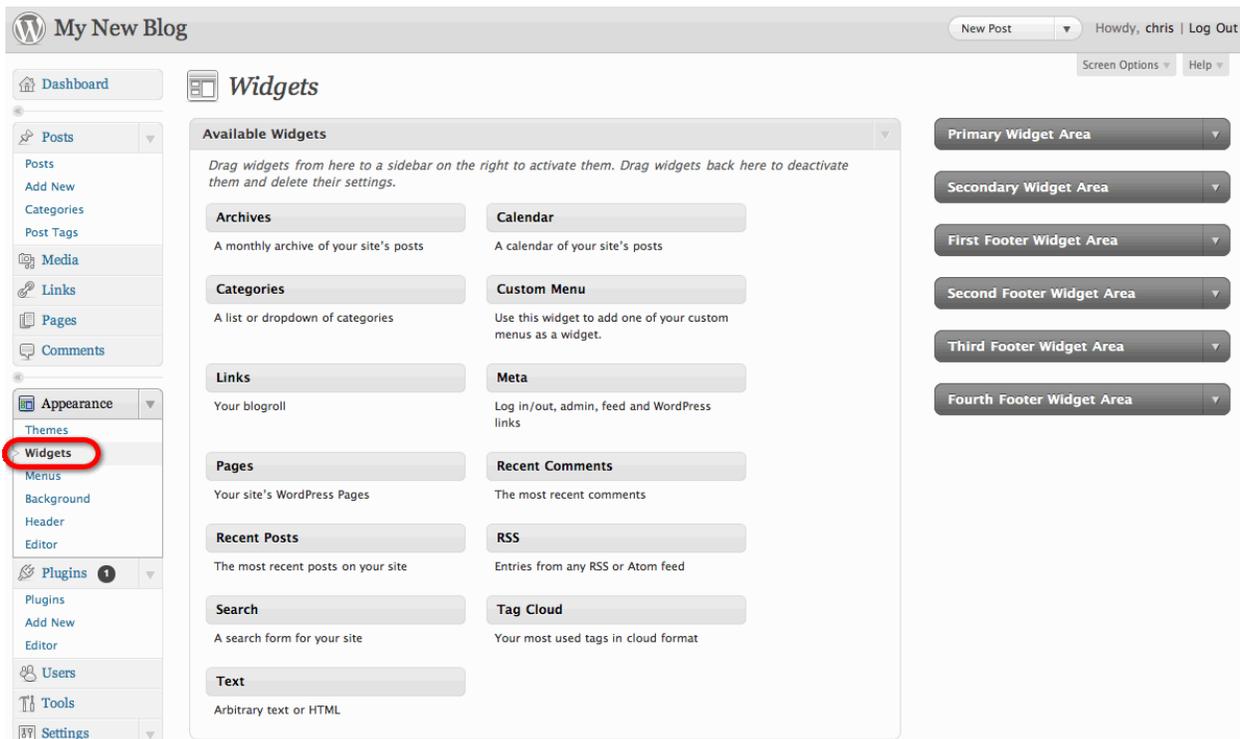
WordPress Widgets are designed to provide a simple way to arrange the various elements of your sidebar content without having to change any code. The **Widgets** menu explains how to use the various Widgets that come delivered with WordPress, and the **Widgets page at Automattic.com** explains how to ‘*widgetize*’ themes and plugins.

Adding Widgets to Your Site

You can **add**, **remove**, or **modify** Widgets from the **Widgets** menu.

Click on the **Widgets** link under the **Appearance** heading along the right side of the page.

This will open the **Widgets** menu.

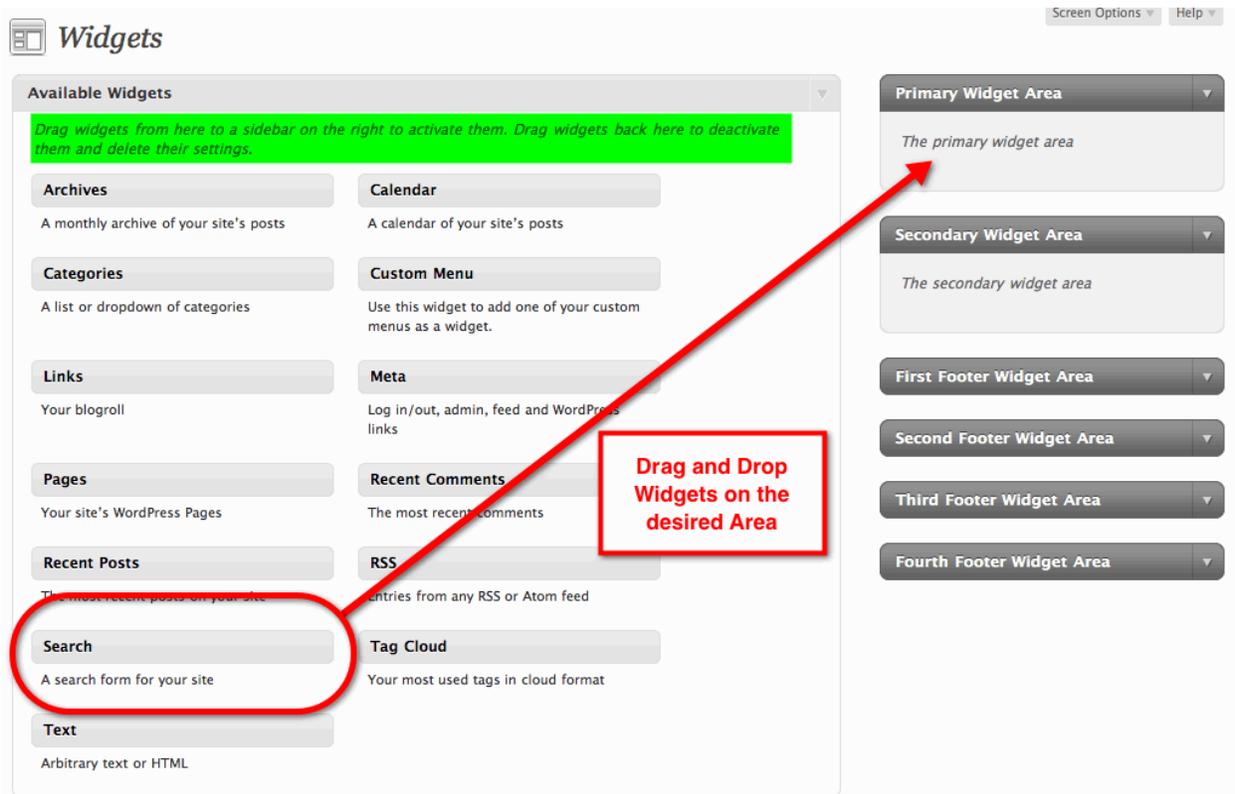


You will see all of the standard Widgets in the center of the page.

Your site's Sidebar(s), and Footer will be represented on with containers on the right side of the screen.

Determine the Widget(s) that you want to add to the Sidebar.

Drag the Widgets (one at a time) to the Sidebar container and drop them.



You can drag Widgets above or below other Widgets in the Sidebar container to rearrange their order.

Determine the Widget(s) that you want to add to the Footer and repeat the previous process.

Go to your site and refresh the page to see what the new Widgets look like.

Removing Widgets from the Sidebar and Footer

You can remove Widgets just as easily as you added them. If you want to remove them and any settings that you configured, drag and drop them in the Available Widgets container in the middle of the page. If you want to remove them, but save the configured settings (for future use) drag and drop them in the Inactive Widgets container immediately below the Available Widgets container.

Adding Custom Code to Text Widgets

While there are several Widgets that come configured with your WordPress installation, they are hardly "all encompassing". You can add custom Widgets to your blog in two ways:

Paste HTML code into the Text Widget

Install Plugins that are specifically meant to work as Widgets

Using the Custom Text Widget

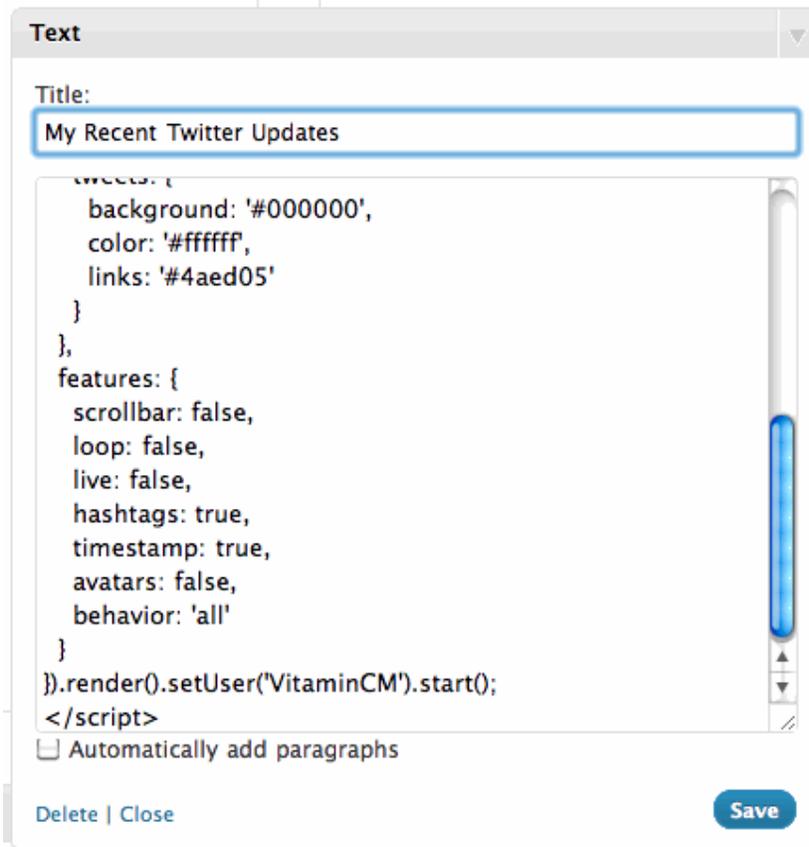
The Text Widget allows you to display any HTML code (including Flash and JavaScript) in your site's sidebar.

Click and drag the Text Widget to the Sidebar container.

The Text Widget will open up allowing you to type in a Title and paste in HTML code.

Paste in the HTML code that you wrote from scratch or obtained elsewhere.

Click the **Save** button.



There are a lot of interesting things that you can do with the Text Widget. Some things that I have seen included:

- *YouTube Videos*
- *Flickr Slideshows*
- *Advertisements*
- *Twitter Feeds*
- *RSS News Feeds*

Widgets are a great and simple way to add extra content and functionality to your site.

There are additional resources on Widgets in the [Appendix section of this book](#).

See it in Action

The following video shows all of the steps in the process of **Adding Widgets to your WordPress Blog**.



Click the link below to watch a video walkthrough.

<http://vitamincm.com/wordpress-ebook-video-tutorials>

Chapter 6

Add Custom Functionality to your WordPress Blog with Plugins

Plugins are tools to extend the functionality of WordPress. This article contains a list of plugins by category, and links to other plugin repositories. The core of WordPress is designed to be lean, to maximize flexibility and minimize code bloat. Plugins offer custom functions and features so that each user can tailor their site to their specific needs.

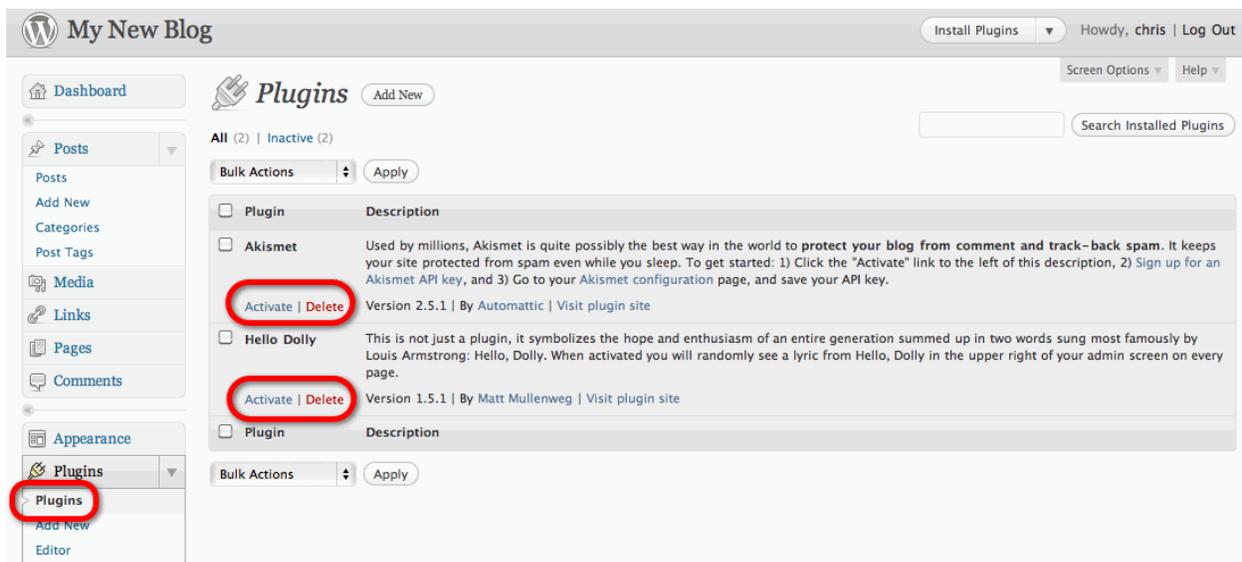
Plugins can extend WordPress to do almost anything you can imagine.

Managing WordPress Plugins

You can manage your blog's plugins from the **Plugin** menu via the **Dashboard**.

From the Dashboard, click the **Plugins** heading on the left side of the page.

The Plugins Management panel will open.



You will see all of the plugins that are installed on your blog. There are only two that are installed by default:

Askimet: Eliminates spam from your blog's comments. Probably the most useful plugin you can have.

Hello Dolly: Displays lyrics from the stupid song "Hello Dolly" on the top of your Admin pages. It is useless and must be deleted at once.

You can perform the following actions from the **Plugin** menu:

- **Activate Plugins:** Turn on plugins that are already installed.
- **Deactivated Plugins:** Turn off plugins that are installed and activated.
- **Delete Plugins:** Remove all the plugins files from your server.
- **Add New Plugins:** Load the files that power a plugin onto your server.



Let's see how to perform each of these tasks.

Activating Plugins

When you open the Plugins Panel, you will see all of the plugins that are installed on your blog. There is an **Activate** link next to any plugins that are not already activated.

Click the **Activate** link to turn on a plugin.

Deactivating Plugins

When you activate a plugin, you may decide that you want to turn it off. This is simple. Any plugins that are activated will have a Deactivate link next to them on the Plugins Panel.



Click the **Deactivate** link to turn off a plugin.

Adding Plugins to Your Site

The two plugins that are installed on your site by default won't get you very far. There are literally thousands of plugins available that will add just about any functionality imaginable to your blog. Let's take a look at some of the ways that you can add new plugins to your site.

Adding Plugins from the WordPress Plugin Directory

WordPress.org has a massive directory of plugins that you can search, install, and research.

<http://WordPress.org/extend/plugins/>

The best thing is, you can search and install them right from your WordPress Admin Panel.

Click **Plugins > Add New**

This will open the Install **Plugins** page.

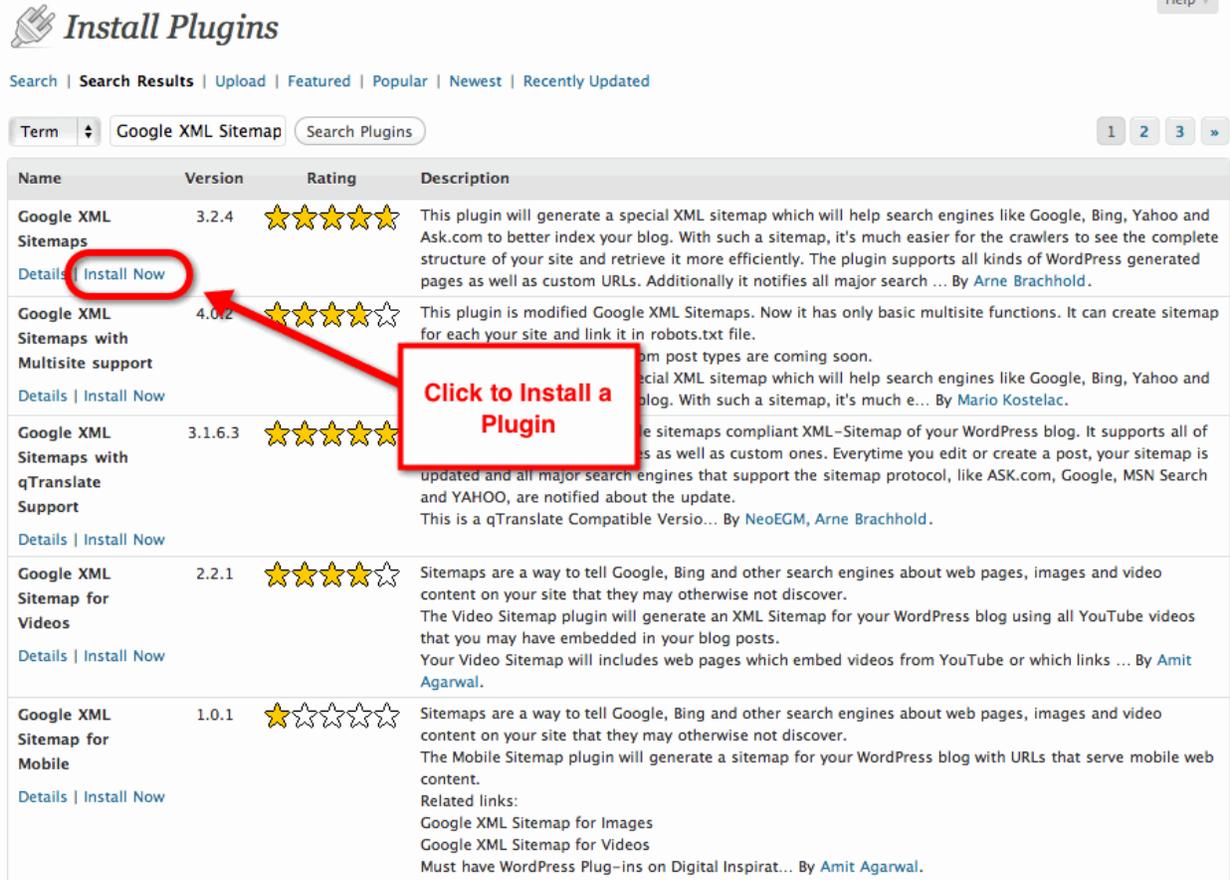


You can search or browse WordPress' massive directory using the following methods:

Search for a plugin by name, description, or keyword.

Browse by **Featured**, **Popular**, **Newest**, **Recently Updated**, or **Tagged** criteria.

Once you find a plugin that you want to install, just click the Install link to the right of the plugin's description.



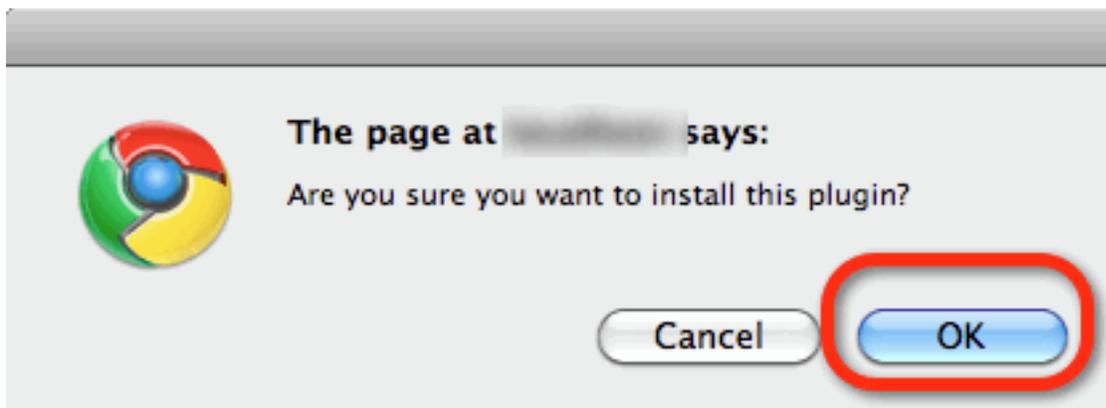
Install Plugins

Search | **Search Results** | Upload | Featured | Popular | Newest | Recently Updated

Term: Google XML Sitemap Search Plugins 1 2 3 »

Name	Version	Rating	Description
Google XML Sitemaps	3.2.4	★★★★★	This plugin will generate a special XML sitemap which will help search engines like Google, Bing, Yahoo and Ask.com to better index your blog. With such a sitemap, it's much easier for the crawlers to see the complete structure of your site and retrieve it more efficiently. The plugin supports all kinds of WordPress generated pages as well as custom URLs. Additionally it notifies all major search ... By Arne Brachhold.
Google XML Sitemaps with Multisite support	4.0.2	★★★★☆	This plugin is modified Google XML Sitemaps. Now it has only basic multisite functions. It can create sitemap for each your site and link it in robots.txt file.
Google XML Sitemaps with qTranslate Support	3.1.6.3	★★★★★	... sitemaps compliant XML-Sitemap of your WordPress blog. It supports all of ... as well as custom ones. Everytime you edit or create a post, your sitemap is updated and all major search engines that support the sitemap protocol, like ASK.com, Google, MSN Search and YAHOO, are notified about the update. This is a qTranslate Compatible Versio... By NeoEGM, Arne Brachhold.
Google XML Sitemap for Videos	2.2.1	★★★★☆	Sitemaps are a way to tell Google, Bing and other search engines about web pages, images and video content on your site that they may otherwise not discover. The Video Sitemap plugin will generate an XML Sitemap for your WordPress blog using all YouTube videos that you may have embedded in your blog posts. Your Video Sitemap will includes web pages which embed videos from YouTube or which links ... By Amit Agarwal.
Google XML Sitemap for Mobile	1.0.1	★☆☆☆☆	Sitemaps are a way to tell Google, Bing and other search engines about web pages, images and video content on your site that they may otherwise not discover. The Mobile Sitemap plugin will generate a sitemap for your WordPress blog with URLs that serve mobile web content. Related links: Google XML Sitemap for Images Google XML Sitemap for Videos Must have WordPress Plug-ins on Digital Inspirat... By Amit Agarwal.

A popup window will open displaying **information and instructions about the plugin**.



Click the **OK** button to complete the plugin's installation.

Now you can **Activate** and **Configure** the plugin on your site.



My New Blog New Post

Dashboard

Installing Plugin: Google XML Sitemaps 3.2.4

Downloading install package from <http://downloads.wordpress.org/plugin/google-sitemap-generator.3.2.4.zip...>

Unpacking the package...

Installing the plugin...

Successfully installed the plugin **Google XML Sitemaps 3.2.4**.

Actions: [Activate Plugin](#) | [Return to Plugin Installer](#)

Posts

- Posts
- Add New
- Categories
- Post Tags

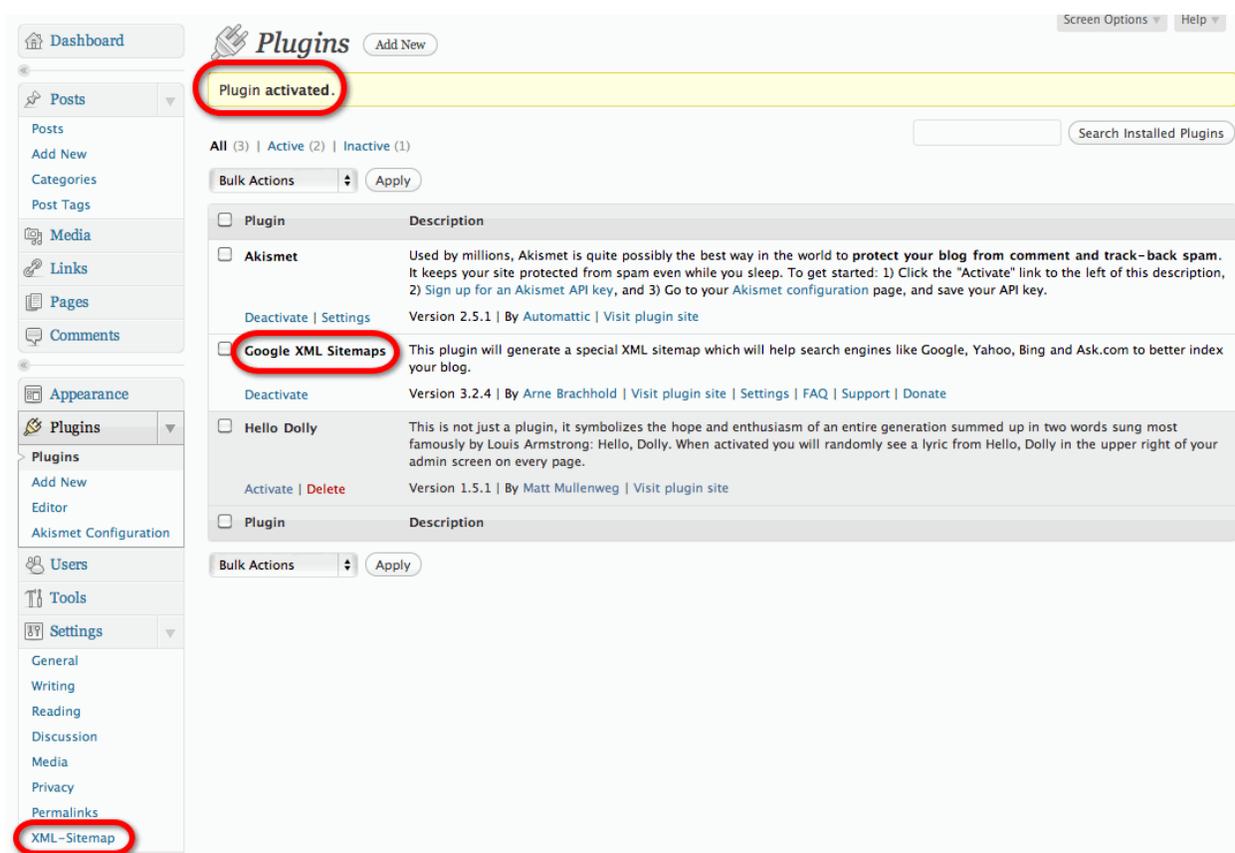
Media

Links

Pages

Comments

Click the **Activate Plugin** link.



Dashboard Plugins Add New Screen Options Help

Plugin activated.

All (3) | Active (2) | Inactive (1)

Bulk Actions Apply

Plugin	Description
<input type="checkbox"/> Akismet	Used by millions, Akismet is quite possibly the best way in the world to protect your blog from comment and track-back spam. It keeps your site protected from spam even while you sleep. To get started: 1) Click the "Activate" link to the left of this description, 2) Sign up for an Akismet API key, and 3) Go to your Akismet configuration page, and save your API key. Deactivate Settings Version 2.5.1 By Automattic Visit plugin site
<input checked="" type="checkbox"/> Google XML Sitemaps	This plugin will generate a special XML sitemap which will help search engines like Google, Yahoo, Bing and Ask.com to better index your blog. Deactivate Version 3.2.4 By Arne Brachhold Visit plugin site Settings FAQ Support Donate
<input type="checkbox"/> Hello Dolly	This is not just a plugin, it symbolizes the hope and enthusiasm of an entire generation summed up in two words sung most famously by Louis Armstrong: Hello, Dolly. When activated you will randomly see a lyric from Hello, Dolly in the upper right of your admin screen on every page. Activate Delete Version 1.5.1 By Matt Mullenweg Visit plugin site
Plugin	Description

Bulk Actions Apply

Appearance

Plugins

- Plugins
- Add New
- Editor
- Akismet Configuration

Users

Tools

Settings

- General
- Writing
- Reading
- Discussion
- Media
- Privacy
- Permalinks
- [XML-Sitemap](#)

The plugin will be activated.

Dashboard

Posts

Media

Links

Pages

Comments

Appearance

Plugins

Users

Tools

Settings

XML - Sitemap

XML Sitemap Generator for WordPress 3.2.4

Help

The sitemap wasn't generated yet.

The sitemap wasn't built yet. [Click here](#) to build it the first time.

If you encounter any problems with the build process you can use the [debug function](#) to get more information.

Basic Options

Sitemap files: [Learn more](#)

Write a normal XML file (your filename)

Write a gzipped file (your filename + .gz)

Building mode: [Learn more](#)

Rebuild sitemap if you change the content of your blog

Enable manual sitemap building via GET Request [?](#)

Update notification: [Learn more](#)

Notify Google about updates of your Blog
No registration required, but you can join the [Google Webmaster Tools](#) to check crawling statistics.

Notify Bing (formerly MSN Live Search) about updates of your Blog
No registration required, but you can join the [Bing Webmaster Tools](#) to check crawling statistics.

Notify Ask.com about updates of your Blog
No registration required.

Notify YAHOO about updates of your Blog
Your Application ID:

Don't you have such a key? [Request one here!](#) ([Web Services by Yahoo!](#))

Add sitemap URL to the virtual robots.txt file.
The virtual robots.txt generated by WordPress is used. A real robots.txt file must NOT exist in the blog directory!

Advanced options: [Learn more](#)

Limit the number of posts in the sitemap: (Newer posts will be included first)

Try to increase the memory limit to: (e.g. "4M", "16M")

Try to increase the execution time limit to: (in seconds, e.g. "60" or "0" for unlimited)

Include a XSLT stylesheet: (Full or relative URL to your .xsl file) Use default

Enable MySQL standard mode. Use this only if you're getting MySQL errors. (Needs much more memory!)

Build the sitemap in a background process (You don't have to wait when you save a post)

About this Plugin:

- [Plugin Homepage](#)
- [Suggest a Feature](#)
- [Notify List](#)
- [Support Forum](#)
- [Report a Bug](#)
- [Donate with PayPal](#)
- [My Amazon Wish List](#)

Sitemap Resources:

- [Webmaster Tools](#)
- [Webmaster Blog](#)
- [Site Explorer](#)
- [Search Blog](#)
- [Webmaster Tools](#)
- [Webmaster Center Blog](#)
- [Sitemaps Protocol](#)
- [Official Sitemaps FAQ](#)
- [My Sitemaps FAQ](#)

Recent Donations:

S. du Preez

Desmond Rennebohm

Eugenio Perinelli

Leonard Kutchma

[Hide this list](#)

Thank for your support!



Adding Plugins from Other Web Sites

You can also find plugins on numerous developers' sites. You can download these plugins to your computer as zip files.

Once you download a plugin, click the **Browse** button on the **Install Plugins** page.



Navigate to the zip file on your computer and click the **Install Now** button.

The plugin will be uploaded, unzipped, and installed on your site. Now you can **Activate** and **Configure** the plugin on your site.

Adding Multiple Plugins using FTP Software

You can also upload multiple plugins to your site from your computer in one step. Let's say you have a bunch of plugins that you test on a local server. Once you determine the ones that you want to use on your web server, you can upload them all using your FTP site.

Plugin files are located in the following location on your Web server: **Site Root > wp-content > plugins**

Open your FTP client

Navigate to the Plugins directory on your web server

Select the desired plugins on your computer

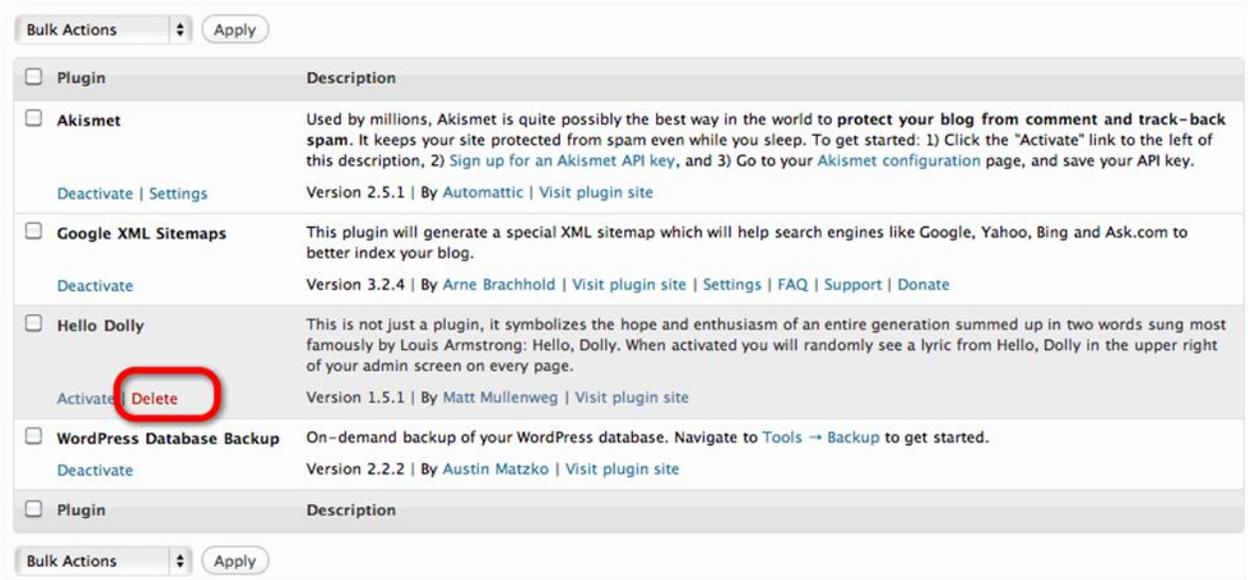
Drag the plugins to your web server

If you are setting up more than one WordPress site or relocating an existing one, this can save you a lot of time.

Removing Unwanted Plugins

If you install a plugin, but no longer have any use for it, you can remove it in a few simple clicks.

Go to the **Plugins** Panel



Deactivate the unwanted plugin

There will be a Delete link next to the Activate link.

Click the **Delete** link.

A window will ask you to confirm your intention to delete the plugin.



Click the **Yes Delete the Files** button.

The plugin and all of its files will be deleted from your server.

See it in Action

The following video shows all of the steps in the process of **Using Plugins to Extend the Functionality of your WordPress Blog**.



Click the link below to watch a video walkthrough.

<http://vitamincm.com/wordpress-ebook-video-tutorials>

Chapter 7

Posting to WordPress Using Desktop Software

The WordPress web interface gives you everything you “need” to write and publish blog posts. Just because the web interface can do a lot, does not mean that it is the “best” tool for everyone. Many people prefer to write and publish their posts from a desktop blogging editor. There are numerous applications that provide you a powerful set of tools for writing and publishing posts directly from your desktop.

There are a few significant advantages to writing your posts using a desktop blog editor:

- *You can still write when you are not connected to the internet*
- *Feature-rich desktop publishing experience*
- *The performance is MUCH faster than the web interface*
- *Excellent media insertion, editing, and management*
- *Support for plugins that provide tailored functionality*

Here are some of the more popular desktop blogging editors.

Top of the Heap – Desktop Blogging Apps

There are only about three apps that I think are sure things.

- *Windows Live Writer*
- *MarsEdit*
- *Zoundry Raven*

Windows Live Writer - This is my favorite desktop blogging tool on any operating system at any price. Best of all, it's free! Every possible feature that you could want is included in Live Writer. I use a Mac to write my blog posts, but I run Parallels (virtual machine) to run this Windows only app. Yes, it's that good. I just hope that they make a Mac version some day.

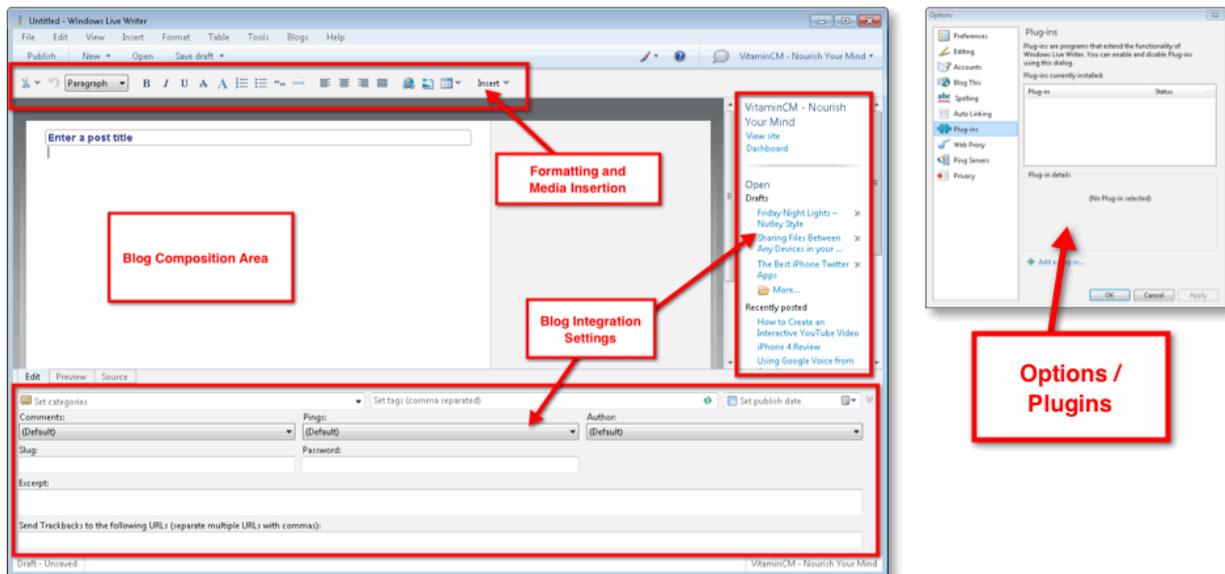
What I Love:

- *Publish posts as DRAFT status and opens the web-based post editor in one click*
- *Plugins – an increasing amount of useful tools that make the rich get richer*
- *Compose posts with your blog theme's formatting applied in real-time*
- *Edit existing posts*
- *Very polished interface and user experience*

Could be Better:

- *It occasionally adds some funky code*
- *No version for Mac*

Windows Live Writer Interface



MarsEdit - MarsEdit is a half-step behind Windows Live Writer, but it's still the best blogging tool available for Mac. It costs \$30, but it's definitely worth it if you want to avoid the hassle of running a Windows Virtual Machine. I think it's about one version away from being truly awesome.

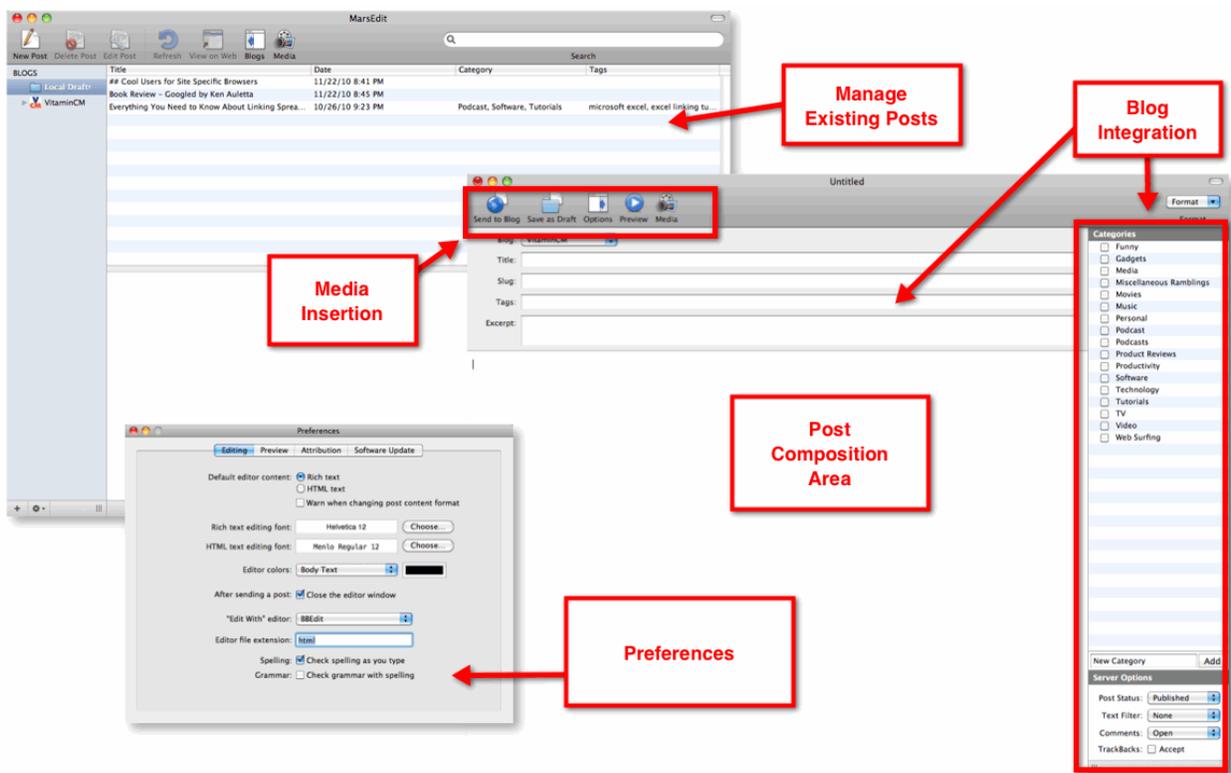
What I Love:

- *You can edit code in the app or your favorite code editing app*
- *Nice smooth working experience*
- *You can add a lot of Post metadata directly in the interface*

Could be Better:

- *The ability to Post as Draft instead of Published*
- *It seems like there are always about 12 windows open*
- *No Windows version*

MarsEdit Interface



Zoundry Raven - This is a pretty good (Windows only) tool if you're on a PC and you don't want to use Windows Live Writer. (Not quite sure who would do that; but I digress.) It has almost all of the "must-have" features that I typically look for in a slightly less polished package. The one nice thing I like is that there is a portable version that can be run on any Windows machine, right from a USB Flash drive. ([See how to set up Portable Apps on a USB drive here.](#))

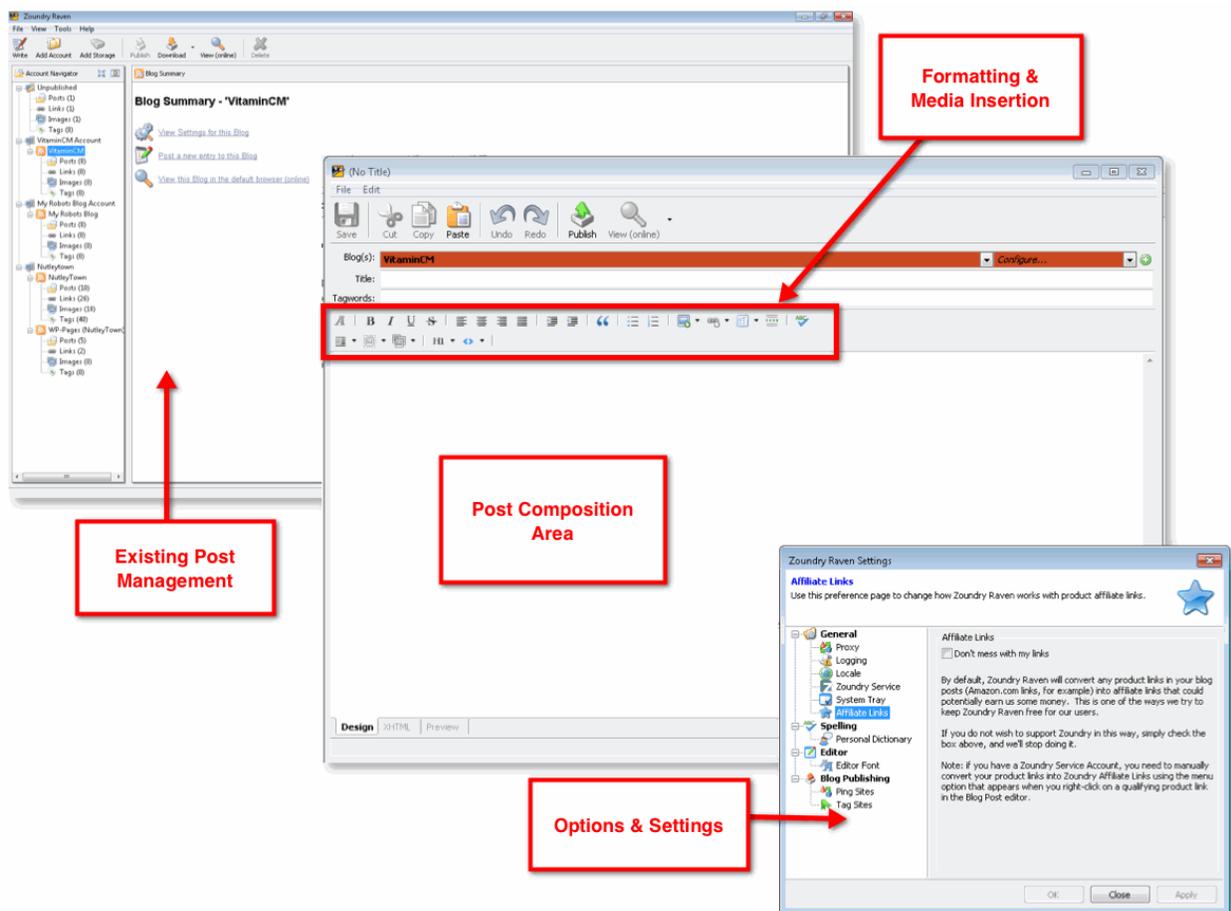
What I Love:

- *Very clean, sensible writing interface*
- *Contains a ton of features, even compared to the paid apps*
- *You can get a portable version that loads on a USB drive and runs on any Windows machine*

Could be Better:

- *No Mac Version*
- *No plugins or extensions*

Zoundry Raven Interface



They Could Have Been Contenders

These apps could be good if they just add some of the features and stability of the big dogs. Close, but no cigar.

- *Ecto*
- *Qumana*
- *Blog Desk*
- *Blog Jet*

Ecto - \$20 - I used Ecto for a little while (right after Qumana) to write posts. It has a few more features than Qumana, but it's not nearly as good as MarsEdit. Believe me, the extra \$10 is well worth it.

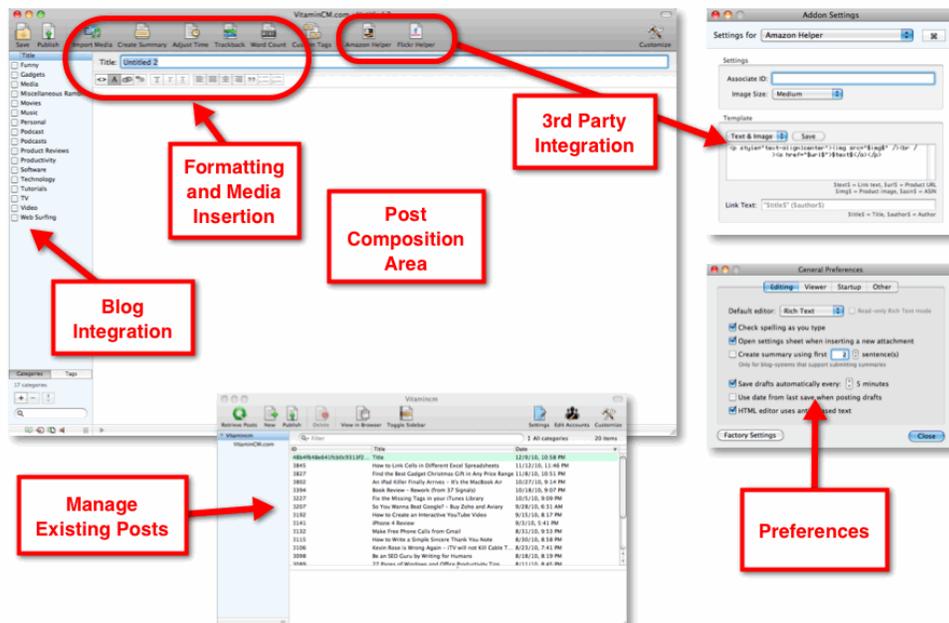
What I Love:

- *It has a decent WYSIWIG interface*
- *It integrates with Flickr and Amazon*

Could be Better:

- *Not great options for working with Code and Design views*
- *No upload as draft*
- *It's just not-quite-right*

Ecto Interface



Qumana - I actually used this app for a brief time when I switched from Windows to a Mac. This was the first Mac based blogging tool that I found fairly useable. I've moved on to some better options, but it's not the worst tool I've seen.

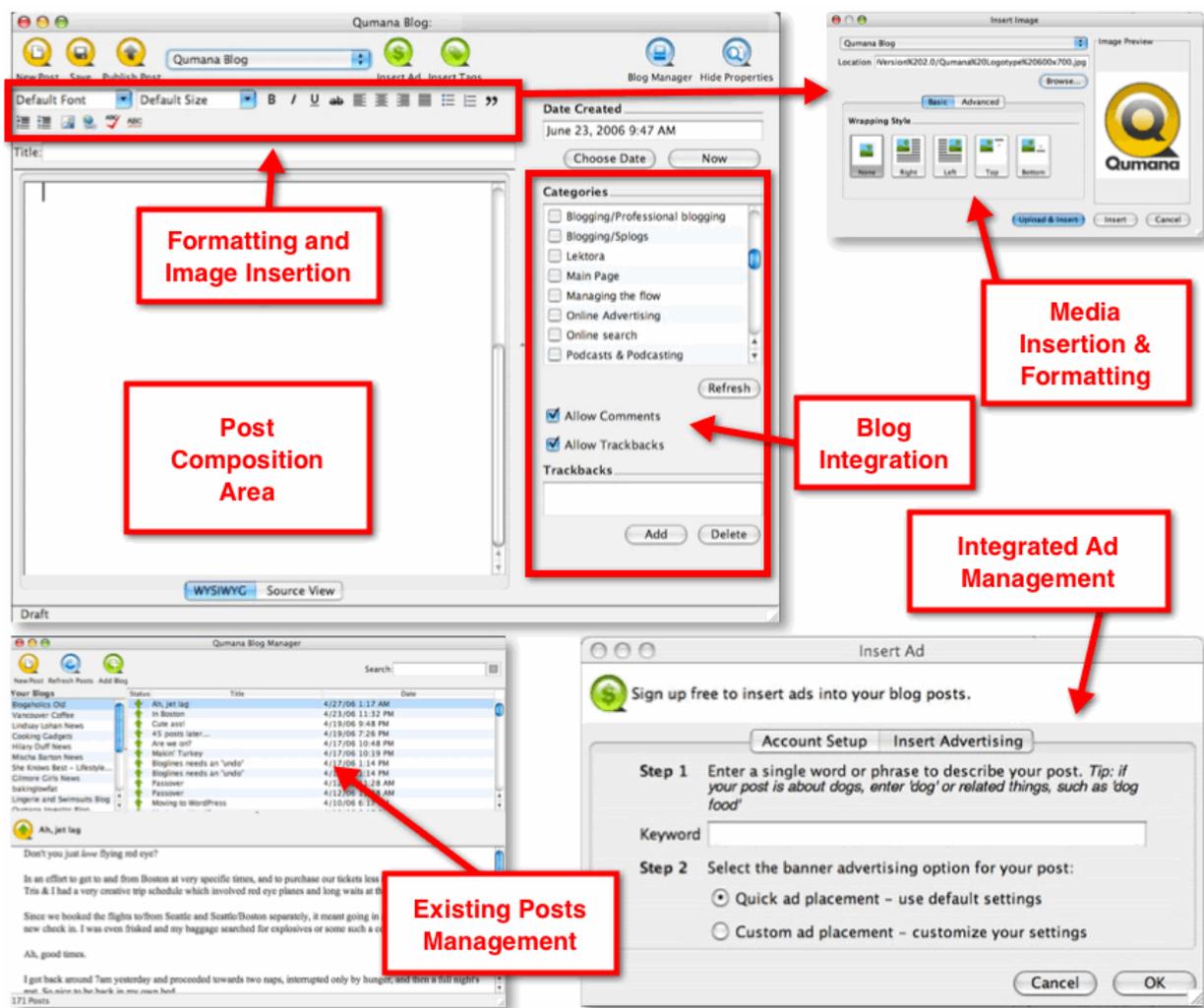
What I Love:

- *Decent Media Insertion and Formatting*
- *The have good integration with their own advertising platform*
- *Con – it's their own platform. Adsense please.*
- *Runs on Windows and Mac*

Could be Better:

- *No easy way to add CSS Styles to content. (Headings, etc.)*
- *No plugins*

Qumana Interface



Blog Desk – Blog desk is a pretty good Windows blogging app. The interface is laid out in a sensible way that will be easy to figure out. It's not as good as my favorite blogging apps, but it's usable.

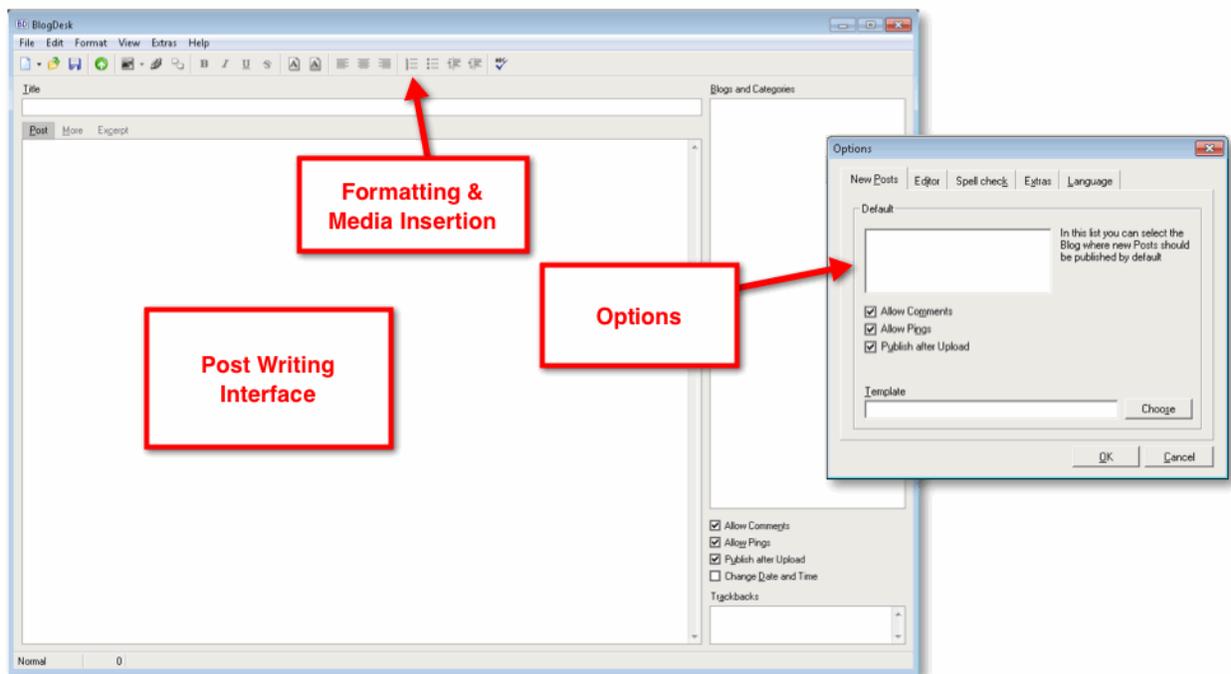
What I Love:

- *Simple and easy to use*
- *Integrates well with WordPress features*

Could be Better:

- *Not as full featured as some of the other options*

Blog Desk Interface



Blog Jet - The name sounds like BlogDesk and the interface and features look alike too. It's pretty good and free, but there are a few better choices for the same great price. Good, not great.

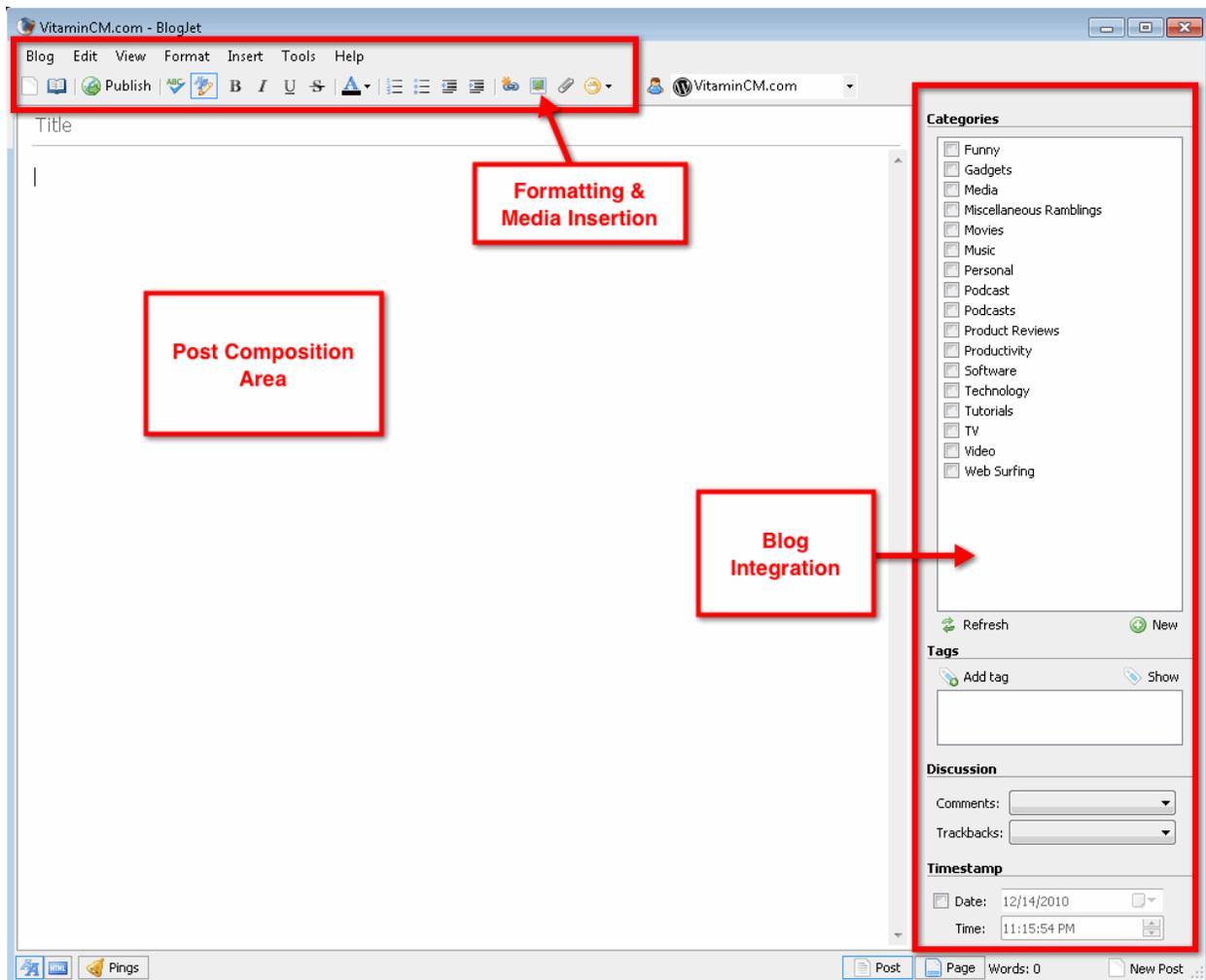
What I Love Like:

- *Clean, simple interface.*
- *Media insertion and management*

Could be Better:

- *Added CSS styles*
- *Source Code editing*

Blog Jet Interface



Not Quite Ready for Prime Time

These apps are just not worth a look.

- *Thingamablog*
- *Bleezer*

Thingamablog – I didn't like Thingamablog at all. It was buggy and clunky. It also was flaky when I was trying to set up my sites. ThingamaBLOB is more like it.

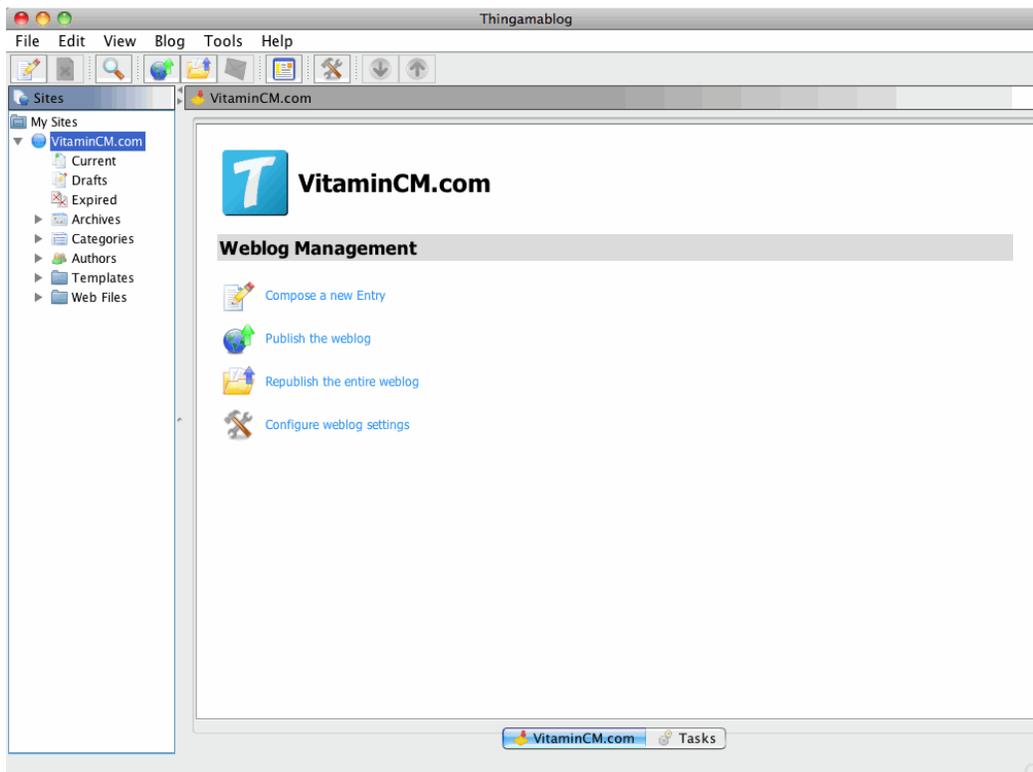
What I Love Like:

- *It does support Windows, Mac, and Linux*

Could be Better:

- *Multi-platform support means that you get a bad app on any computer that you use*
- *No features – no fun!*

Thingamablog Interface



Bleezer - This was another disappointment. It runs as a self-contained Java app from anywhere on any Operating System. Java apps kinda suck for a variety of reasons. They are slow and ugly, to name a few. Bleezer is no exception.

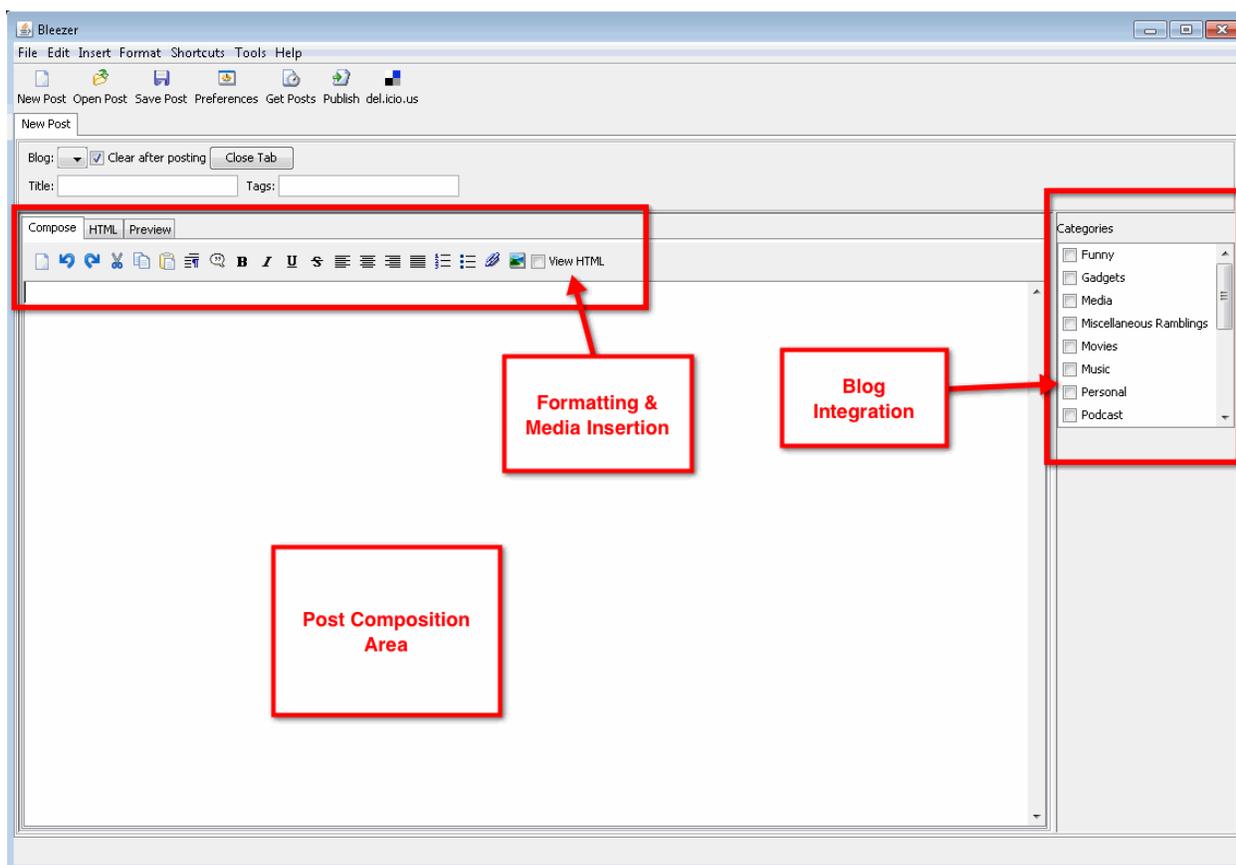
What I Love Like:

- *Multi-platform support*
- *Not much else*

Could be Better:

- *Java is slow and flaky*
- *It doesn't have a compelling feature set*
- *No fun to use*

Bleezer Interface



Desktop Blogging Application Feature Comparison

The table below compares the desktop blogging applications covered here on some critical features.

Features	Windows Live Writer	Ecto	Mars Edit	Blog Desk	Qumana	Blog Jet	Zoundry Raven	Thingamablog
Cost	Free	\$20	\$30	Free	Free	\$40	Free	Free
Operating Systems	W	M	M	W	W, M	W	W	W, M, L
WYSIWYG / HTML Editing	Y	Y	N	Y	Y	Y	Y	Y
Multiple Blog Mgmt	Y	Y	Y	Y	Y	Y	Y	Y
Code Snippets	Y	N	Y	Y	N	Y	Y	N
Publish as Draft	Y	Y	Y	N	N	N	Y	N
Plugins Support	Y	N	Y	N	N	N	N	N
Rich Media Management	Y	Y	Y	Y	Y	Y	Y	Y

Additional Resources

Here are a few articles that go into more detail on desktop blogging editors:

[WordPress Desktop Blogging: 5 Tools Reviewed](#) - Centernetworks.com

[15 Desktop Blogging Tools Reviewed](#) - SmashingMagazine.com

[Desktop Blogging: 20 Best Blogging Software To Help You Blog From Your Desktop](#) – WebDesignBooth.com

[Desktop blog editor comparison](#) – Lifehacker.com

[Desktop Blogging Clients for Linux](#) ? Labanol.org

Appendix

A Collection of Additional Resources

Even though this book covered a lot of information, there is no end to the amount of things to know about WordPress and Blogging. The **Appendix** has several additional resources to help you go from novice to expert and beyond.

Additional resources are grouped by the following topics:

- [WordPress Hosting](#)
- [WordPress Security](#)
- [Themes](#)
- [All about Plugins and Widgets](#)
- [Blogging Tips](#)

WordPress Hosting

Here are a few reputable and affordable web-hosting companies that will be able to host your WordPress blog. Many of them will even install WordPress for you for free.

[Bluehost.com](#) - Hosting over 750,000 web sites since they were formed in 1996, Blue Host has become one of the most recognizable names in the web hosting market today. Blue Host has become renowned for providing some excellent features and benefits in their low-cost packages, which you would usually only find in more expensive products.

[HostMonster.com](#) - Their web hosting packages are regarded as some of the best available, and provide a great product at an extremely affordable price. With unlimited bandwidth, unlimited disk space and an unlimited number of add-on domains, Host Monster packages boast some great features.

[HostGator.com](#) - Hostgator offers web hosting through three different plans with names that fit the company logo: Hatchling, Baby and Swamp. All these plans include unlimited disk space and bandwidth. For customers with higher demands, there are several packages for reseller hosting and dedicated servers.

[GoDaddy.com](#) - Their tradition of providing an affordable blizzard of shared hosting plans, domain services, email services, virtual and dedicated servers, and business solutions makes them great for the person who wants to do one-stop-shopping.

[1&1.com](#) - This is not the best web host in the world, but they are just about the cheapest. \$3.99 per month. Skip just one Soy Latte every four weeks and you've got free web hosting!

WordPress Security

There are many different approaches to securing web servers and applications like WordPress. Here are some places to find excellent tips on battening down the hatches.

- [**11 Ways To Secure Your WordPress Blog**](#) by *Make Tech Easier*
- [**9 easy ways to secure your WordPress blog**](#) by *SimpleHelp.net*
- [**How to Secure Your WordPress Blog**](#) by *TheSiteWizard.com*
- [**How to Keep WordPress Secure**](#) by *WordPress.org*
- [**35 Security Plugins to Make Your WordPress Bulletproof**](#) by *1stWebDesigner*

Themes

You can find many attractive, functional themes in the WordPress Theme Directory. However, if you want your site to stand out in a crowd, you may want to look for something a little more special. Here are some places that provide free and paid themes of very high quality.

- [**The Most Creative 50 WordPress Themes of 2009 / Inspired Magazine**](#)
- [**Best WordPress Themes**](#)
- [**100 Amazing Free WordPress Themes for 2009 - Smashing Magazine**](#)
- [**Top WordPress Themes - Best Free Themes for WordPress**](#)
- [**45 Best Free WordPress Themes of All Time / WordPress Resources**](#)
- [**85 best beautiful free WordPress Themes**](#)

Build your own WordPress Themes

If you want to roll up your sleeves and get your hands dirty, here are some places that will help you get started on building your own custom theme. Build your own

- [**Theme Development « WordPress Codex**](#)
- [**How To Create Your Own WordPress Theme**](#)
- [**WordPress Theme Generator - Create your own WordPress Theme**](#)
- [**Build Your Own WordPress Themes the Easy Way**](#)
- [**20+ Tutorials for Create your own WordPress Themes**](#)

All about Plugins and Widgets

If themes give your blog form, plugins give it function. They are the secret sauce that makes WordPress so flexible and extensible. Here are a few places to get started with plugins.

- [Ultimate Collection of WordPress Plugins](#)
- [Best WordPress plugins – 18 most downloaded WordPress plugins ever](#)
- [The 15 Best WordPress Plugins to Use in 2010](#)
- [The best WordPress plugins](#)
- [48 WordPress Plugins to Branding Perfect Blog](#)
- [The Best WordPress Plugins for a New Blog](#)
- [WordPress SEO Plugins – 2010](#)

Blogging Tips

WordPress is a great tool to manage your blog, but it's not going to write it for you. If you're looking for tips, techniques, or inspiration on being a better blogger, take a look at a few of my favorite sources.

- [WordPress Codex](#) - *This is the horse's mouth. Get help directly from the people who make WordPress.*
- [WPbeginner.com](#) - *Tips on everything a beginner needs to know to get going with WordPress.*
- [HowToMakeMyBlog.com](#) - *Free online blog ideas, tips, tools and tutorials. This is a great resource.*
- [CopyBlogger.com](#) - *Content strategies and copywriting skills. I read this site every single day and you should too.*
- [ProBlogger.net](#) - *Blog tips to help you make money blogging. With a name like "Pro Blogger" don't you think you should read it? Seriously, this is one of the best sources of information on blogging anywhere.*
- [DailyBlogTips](#) - *Guess how often I go here for blogging tips. That's right, daily. Check out their list of the [HYPERLINK](#) "<http://www.dailyblogtips.com/top-25-blogs-about-blogging/>" [Top 25 Blogs About Blogging](#). There are more great sources of info and inspiration there than you could read in a year.*

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