

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

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*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](http://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](mailto:cm@vitamincm.com).

Thanks for taking the time to read my book.

**Christopher Masiello**

## Connect with Christopher Masiello

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# Table of Contents

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<b>WordPress: From Beginner to Expert .....</b>	<b>2</b>
Connect with Christopher Masiello .....	3
<b>Table of Contents .....</b>	<b>4</b>
<b>Introduction .....</b>	<b>7</b>
<b>Creating your own Blog.....</b>	<b>7</b>
<b>Why you should own your Blog.....</b>	<b>7</b>
<i>Getting Started .....</i>	<i>7</i>
<i>What You Will Need: .....</i>	<i>8</i>
<i>Getting your Domain Name and Hosting .....</i>	<i>8</i>
<b>Chapter 1.....</b>	<b>10</b>
<b>Installing the WordPress Software on your Web Server .....</b>	<b>10</b>
<i>Explanation of the WordPress installation Files.....</i>	<i>12</i>
Create a MySQL Database on your Web Server .....	15
Prepare the WordPress Configuration file .....	20
Loading the WordPress Files to Your Web Server .....	23
<i>Configuring the FTP Settings .....</i>	<i>23</i>
Run the WordPress Installation Script .....	27
<i>The WordPress Administration Interface .....</i>	<i>29</i>
<i>The WordPress Dashboard .....</i>	<i>30</i>
<b>Chapter 2.....</b>	<b>32</b>
<b>Configuring your Blog's Settings.....</b>	<b>32</b>
Managing Users in WordPress .....	32
<i>Adding New Users to WordPress .....</i>	<i>32</i>
<i>User Roles in WordPress .....</i>	<i>33</i>
<i>Deleting a User Account.....</i>	<i>34</i>
Creating Categories for your Blog.....	35
Creating "Static" Pages in WordPress.....	37
Configure the WordPress Settings.....	41
<i>General.....</i>	<i>42</i>
<i>Reading.....</i>	<i>45</i>

<i>Discussion</i> .....	46
<i>Media</i> .....	48
<i>Privacy</i> .....	49
<i>Permalinks</i> .....	50
<b>Chapter 3.....</b>	<b>54</b>
<b>Publishing Blog Posts in WordPress .....</b>	<b>54</b>
Accessing the WordPress Post Menu.....	54
Writing a Blog Post in WordPress .....	56
<i>Editing an Existing Post</i> .....	56
<i>Deleting Existing Posts</i> .....	57
Writing a Blog Post in WordPress .....	58
<i>Entering Your Post Information</i> .....	59
<i>Entering the Post Content</i> .....	60
<i>Using the Visual View</i> .....	60
<i>Using the HTML View to Edit your Post</i> .....	63
<i>Inserting Media into Your Posts</i> .....	64
<i>Inserting Images into Posts</i> .....	65
<i>Inserting Media from your Computer</i> .....	65
<i>Feature Images</i> .....	68
Inserting a Link to Media on Other Web Sites.....	70
Inserting Media from your Blog's Media Library.....	72
<i>Creating Post Excerpts</i> .....	76
<i>Assigning Your Post to a Category</i> .....	76
<i>Adding New Categories from the Post Menu</i> .....	77
<i>Adding Tags to your Post</i> .....	79
Previewing your Post.....	81
Publishing Your Article .....	82
Editing a Published Post.....	83
<i>Accessing the Edit Post Menu from the Post's Page</i> .....	83
Accessing the Edit Post Menu from the WordPress Dashboard .....	84
<b>Chapter 4.....</b>	<b>87</b>
<b>Controlling the Look of a WordPress Blog Using Themes .....</b>	<b>87</b>
Working With Themes in the WordPress Dashboard.....	87
<i>Getting More Themes for Your Blog</i> .....	90
<i>Previewing a WordPress Theme</i> .....	92

Installing a New Theme .....	94
<i>Manually Adding Themes to WordPress.....</i>	<i>96</i>
Finding High Quality Themes on the Internet.....	96
<b>Chapter 5.....</b>	<b>98</b>
<b>Add Content to Areas of your Blog using Widgets .....</b>	<b>98</b>
Adding Widgets to Your Site .....	98
Removing Widgets from the Sidebar and Footer.....	99
<i>Adding Custom Code to Text Widgets.....</i>	<i>99</i>
Using the Custom Text Widget.....	100
<b>Chapter 6.....</b>	<b>102</b>
<b>Add Custom Functionality to your WordPress Blog with Plugins.....</b>	<b>102</b>
Managing WordPress Plugins.....	102
<i>Activating Plugins .....</i>	<i>103</i>
<i>Deactivating Plugins .....</i>	<i>103</i>
Adding Plugins to Your Site .....	104
<i>Adding Plugins from the WordPress Plugin Directory.....</i>	<i>104</i>
<i>Adding Multiple Plugins using FTP Software .....</i>	<i>108</i>
Removing Unwanted Plugins.....	109
<b>Chapter 7.....</b>	<b>111</b>
<b>Posting to WordPress Using Desktop Software.....</b>	<b>111</b>
<i>Top of the Heap – Desktop Blogging Apps.....</i>	<i>111</i>
<i>They Could Have Been Contenders .....</i>	<i>115</i>
<i>Not Quite Ready for Prime Time.....</i>	<i>119</i>
Desktop Blogging Application Feature Comparison.....	121
Additional Resources .....	121
<b>Appendix .....</b>	<b>122</b>
<b>A Collection of Additional Resources .....</b>	<b>122</b>
<i>WordPress Hosting.....</i>	<i>122</i>
<i>WordPress Security.....</i>	<i>123</i>
<i>Themes.....</i>	<i>123</i>
<i>All about Plugins and Widgets .....</i>	<i>124</i>
<i>Blogging Tips.....</i>	<i>124</i>
Connect with Christopher Masiello .....	125

# Introduction

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## 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

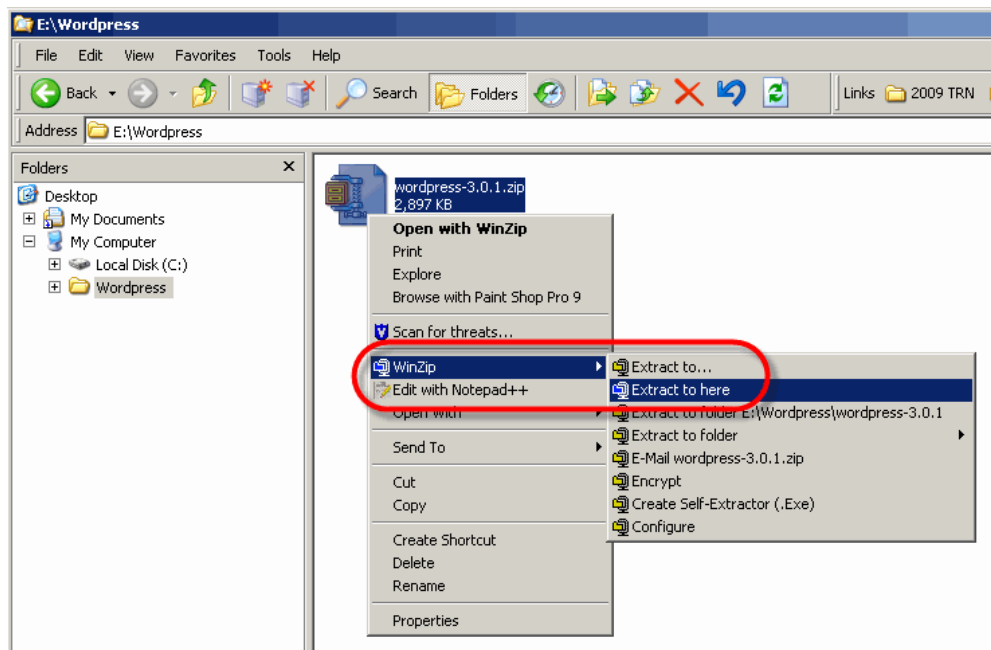
### Download and Unzip the WordPress Software

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.

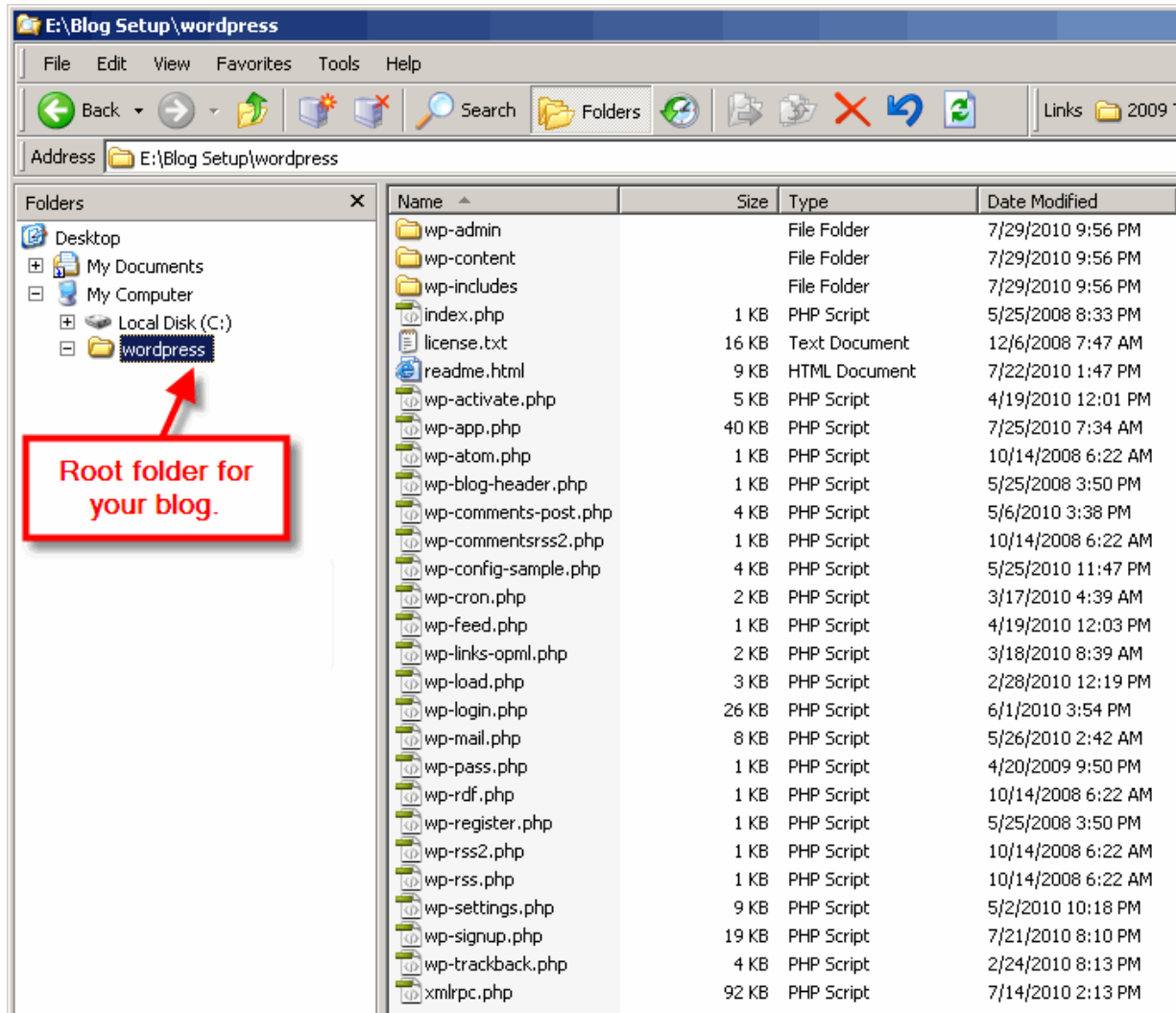
Create a folder on your hard drive where you will place all of your WordPress files. (i.e. **C:\Desktop\Wordpress**)

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.

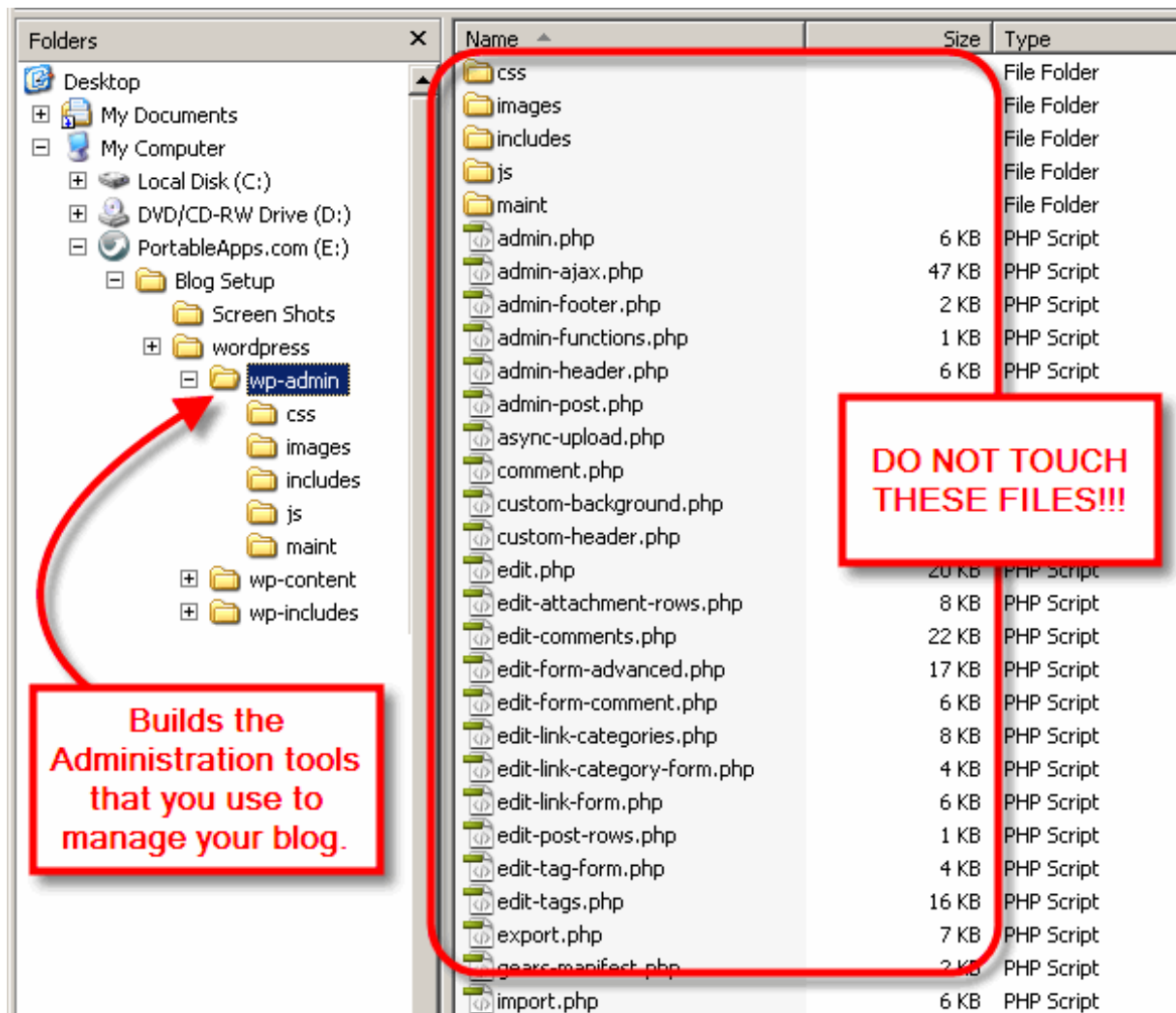
The following video shows all of the steps in the process of **Downloading and Unzipping the WordPress Software**.

## 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.

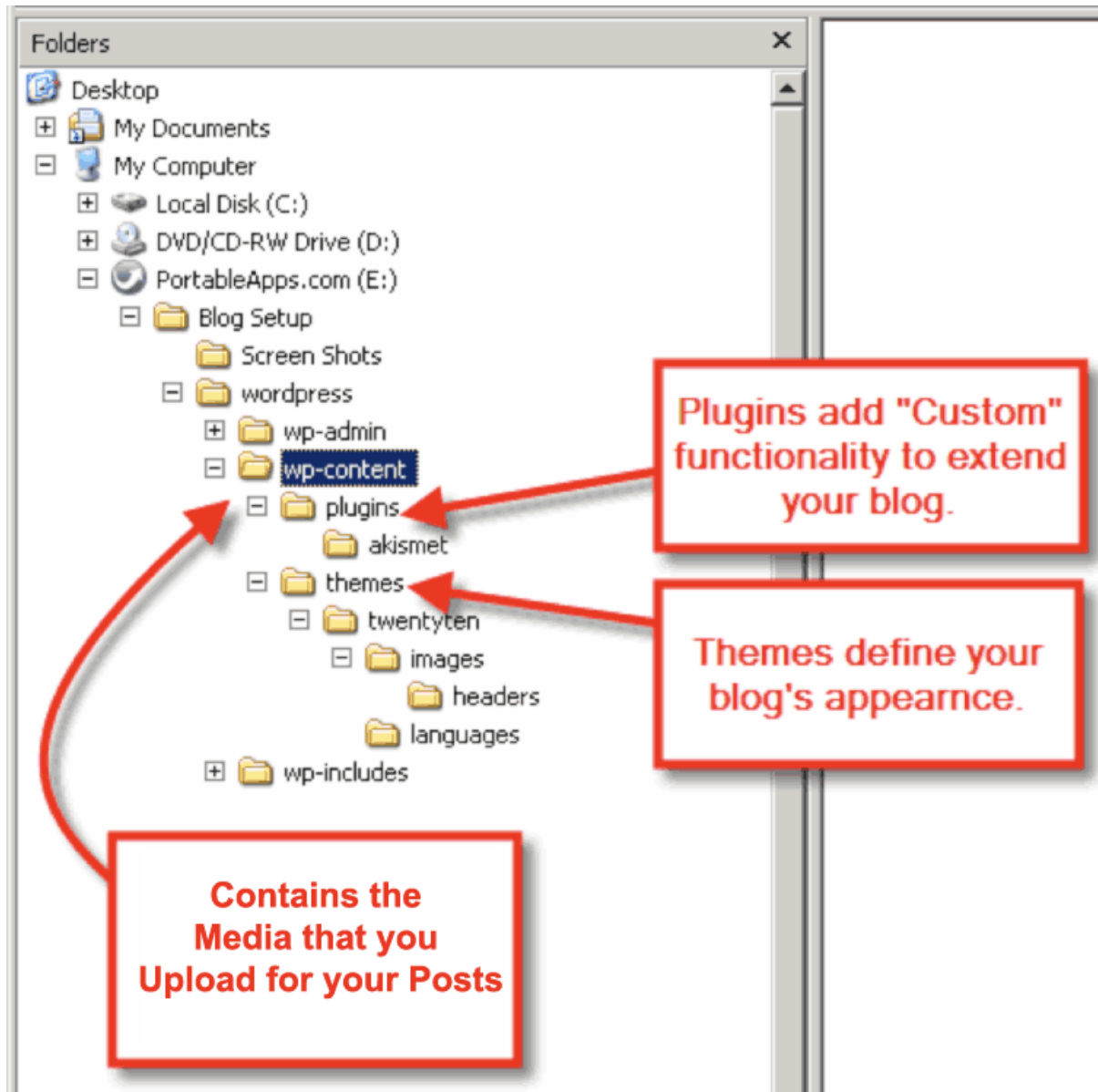


The **wp-content** folder contains a few very important things that store, organize, display, and manipulate the content that users see when they view pages on your blog.

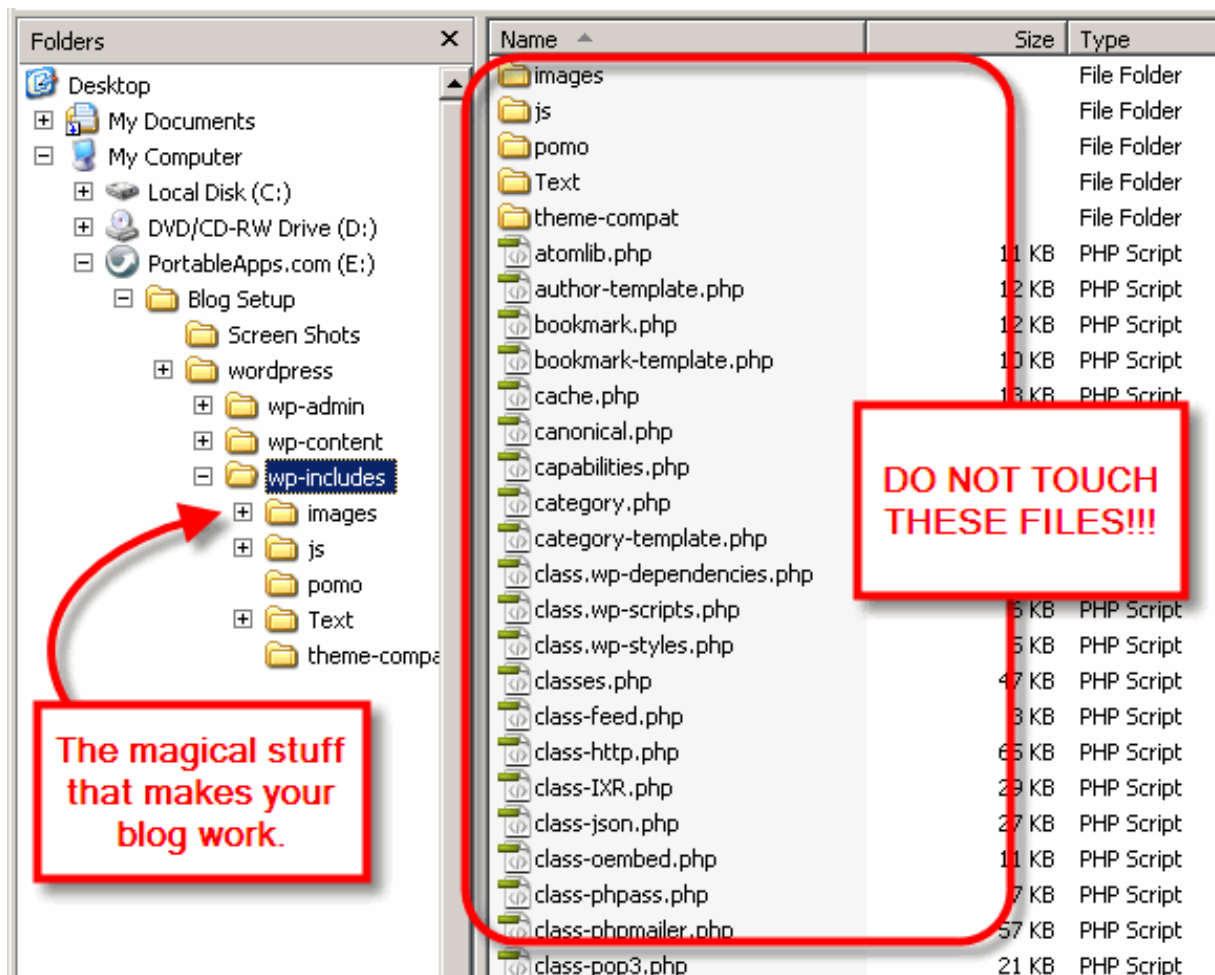
The **Plugins** folder stores files that you add to your site to create custom functionality that is not contained in the standard software.

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.

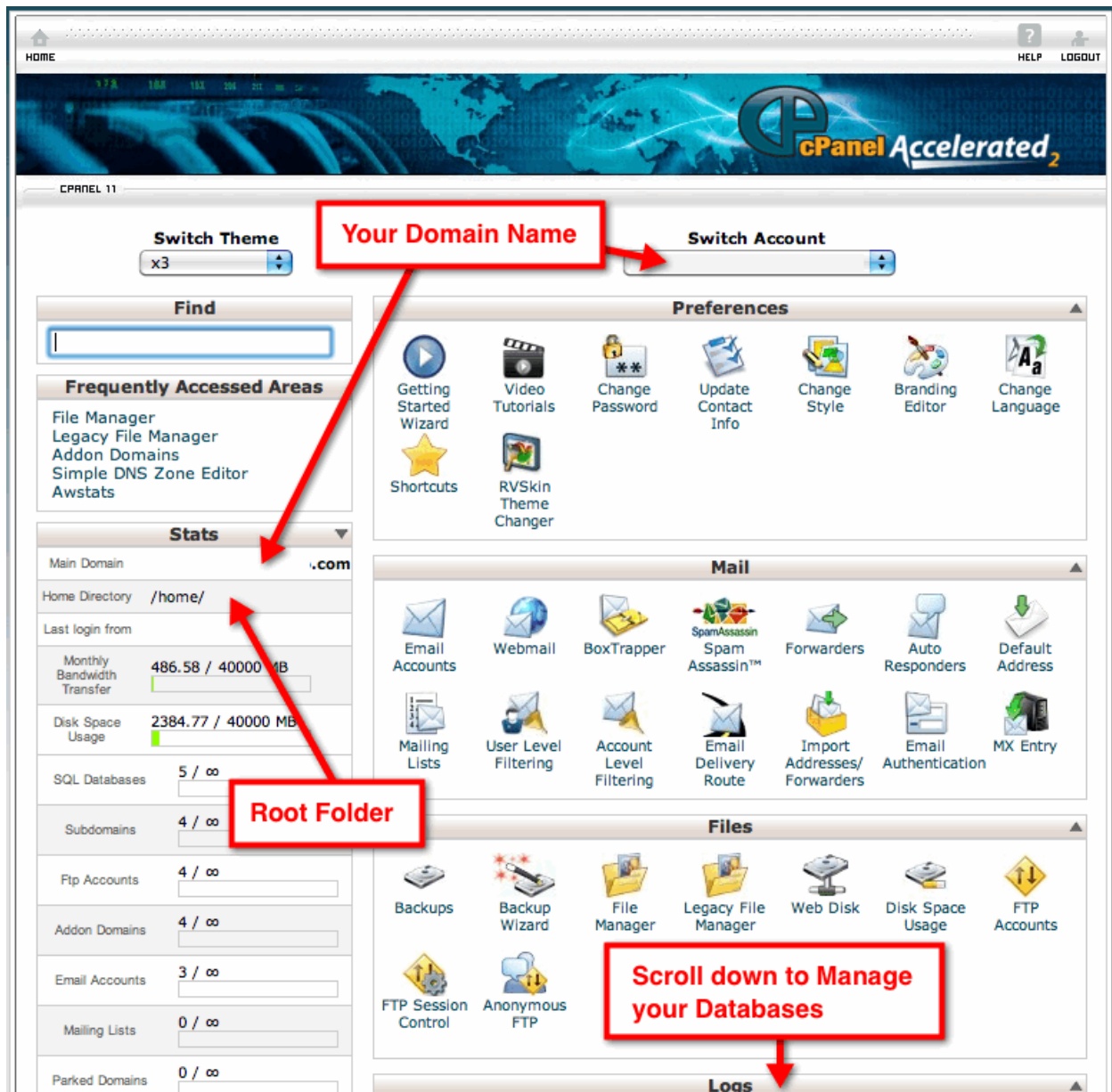
## Create a MySQL Database on your Web Server

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**.

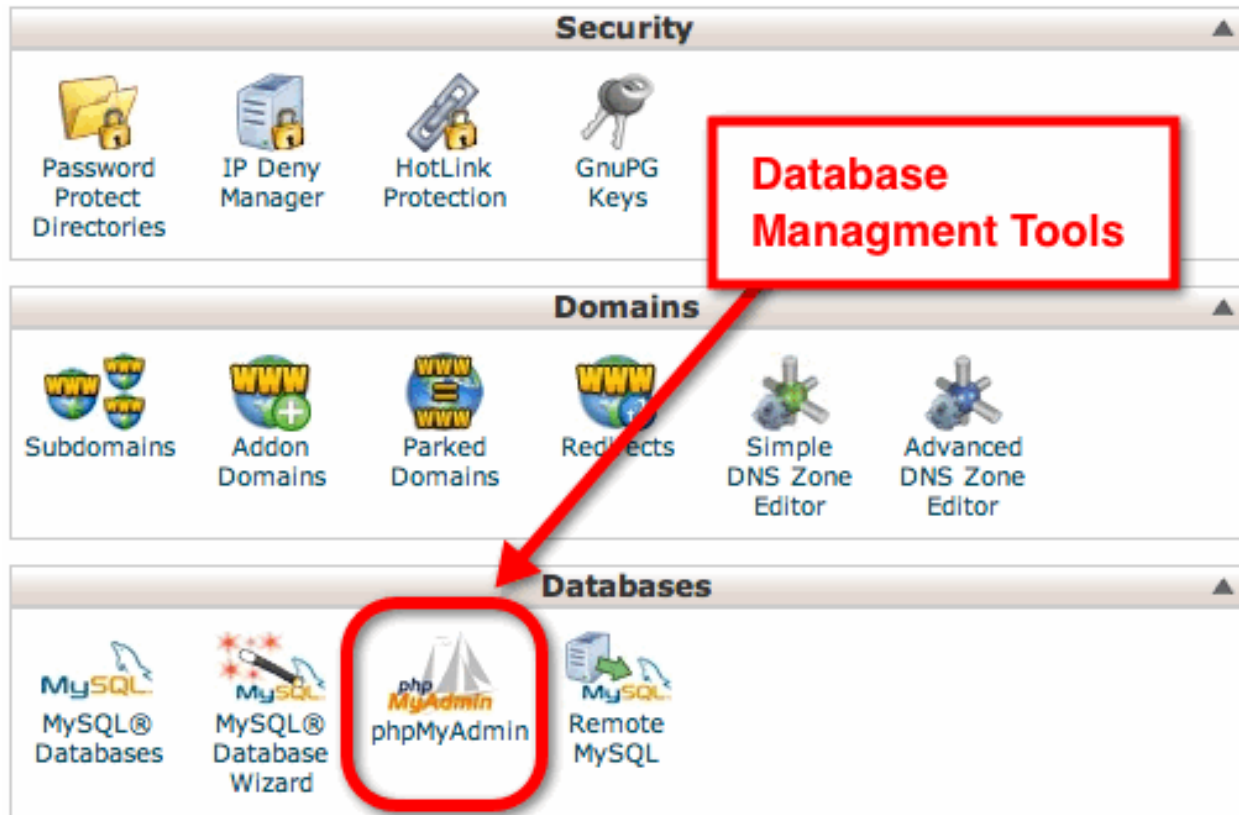
C-Panel is a Control Panel that is used by many popular web-hosting providers. These instructions will use C-Panel. (Each web host's control panel works differently. See their **Help** or **FAQs** section for specific instructions.)





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.

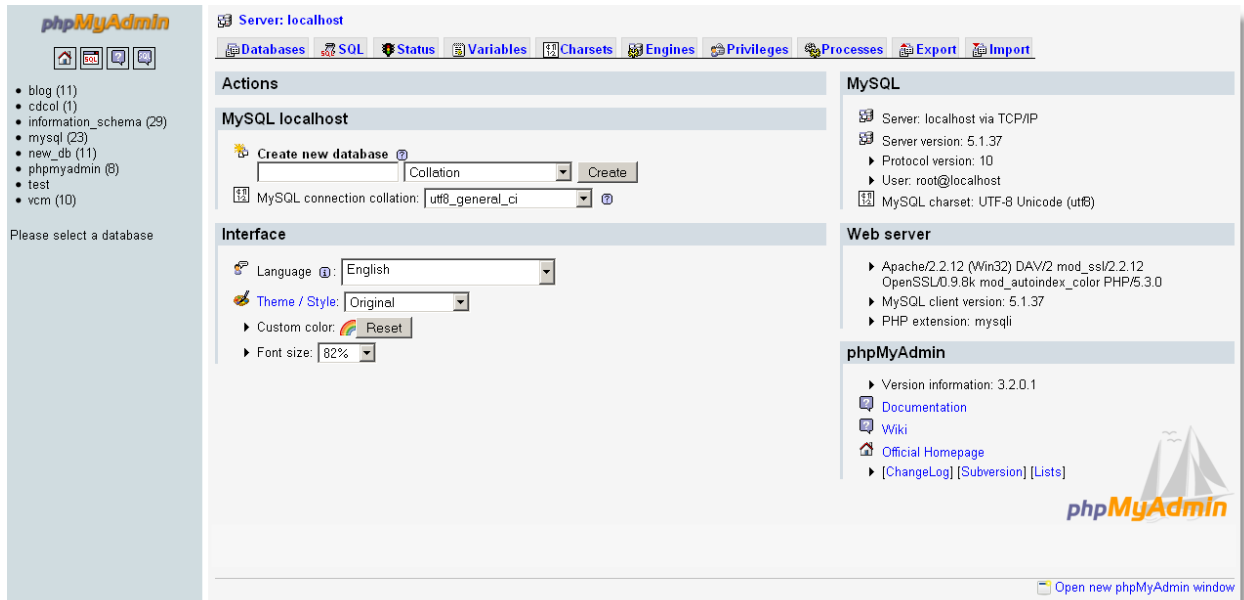
Your web-hosting provider may supply a few different tools for managing your MySQL databases. You can use the **phpMyAdmin** tool to do everything necessary for a WordPress/MySQL database.



Click the **phpMyAdmin** icon.

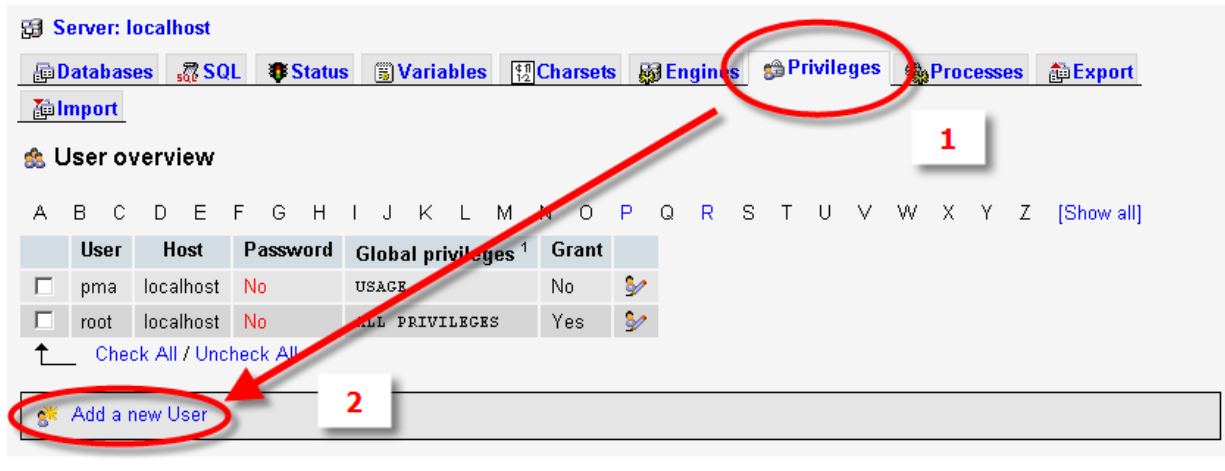


The **phpMyAdmin** page will open.



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

1. Click the **Privileges** 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		

**Go** **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

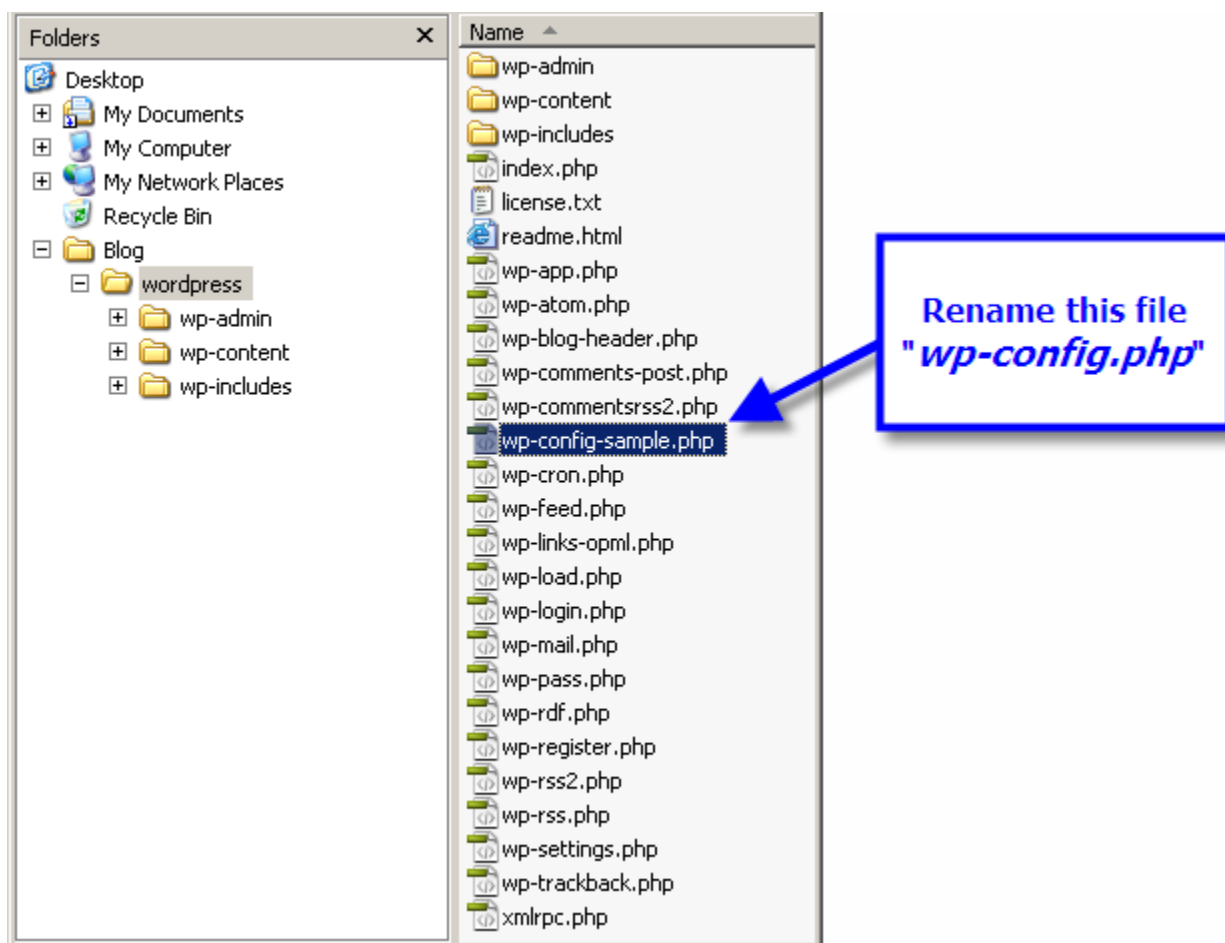
WordPress uses a “*config*” file to store some key configuration information that will allow the application to access the MySQL database that you just created. This file is located in the root of the WordPress directory.

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.)

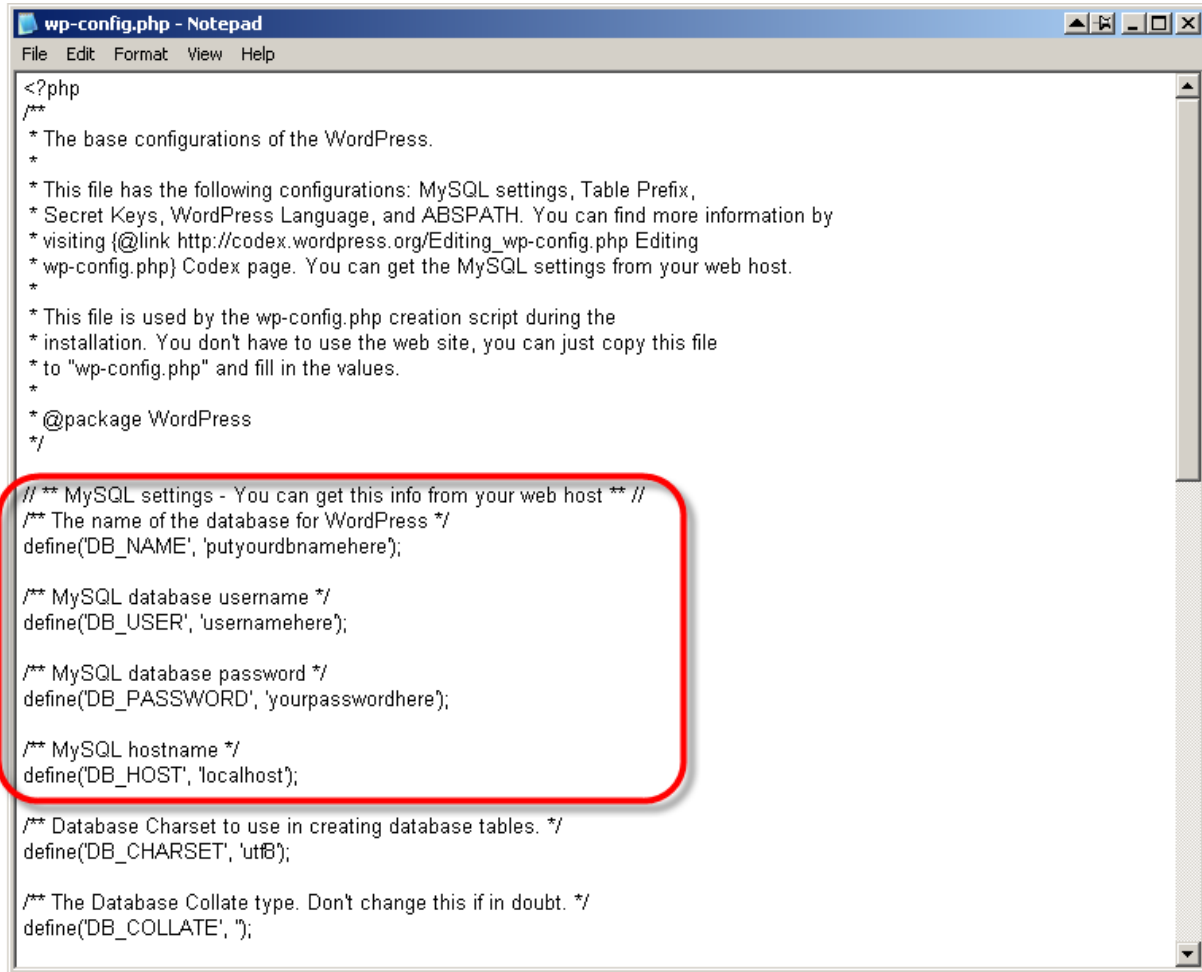


You will also need to modify a few lines of code in the **wp-config.php** file.

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');
```



```
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>

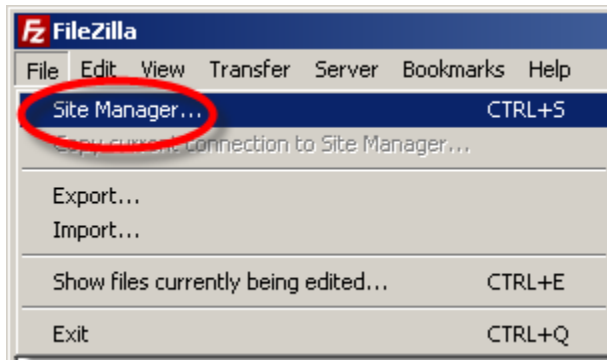
## Loading the WordPress Files to Your Web Server

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.](#))

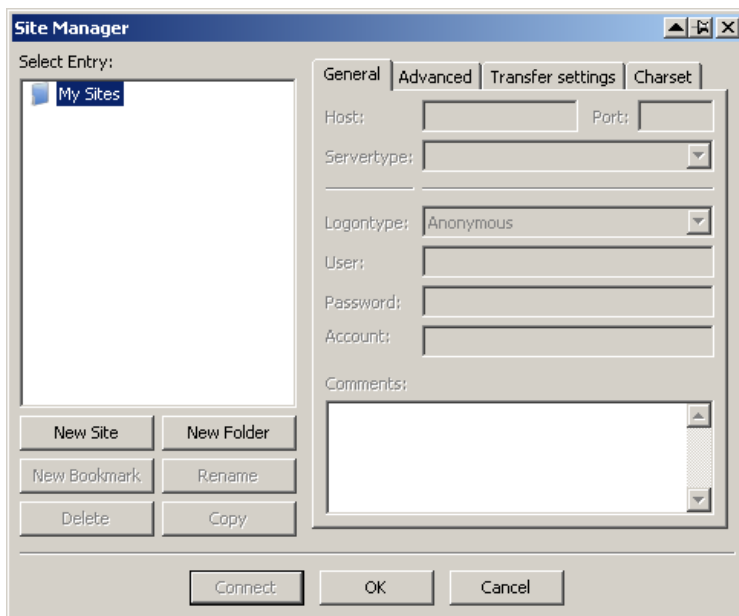
Launch your FTP software and connect to your web server. (You can find instructions and settings on your web hosting provider's site.)

### Configuring the FTP Settings

Click **File> Site Manager**

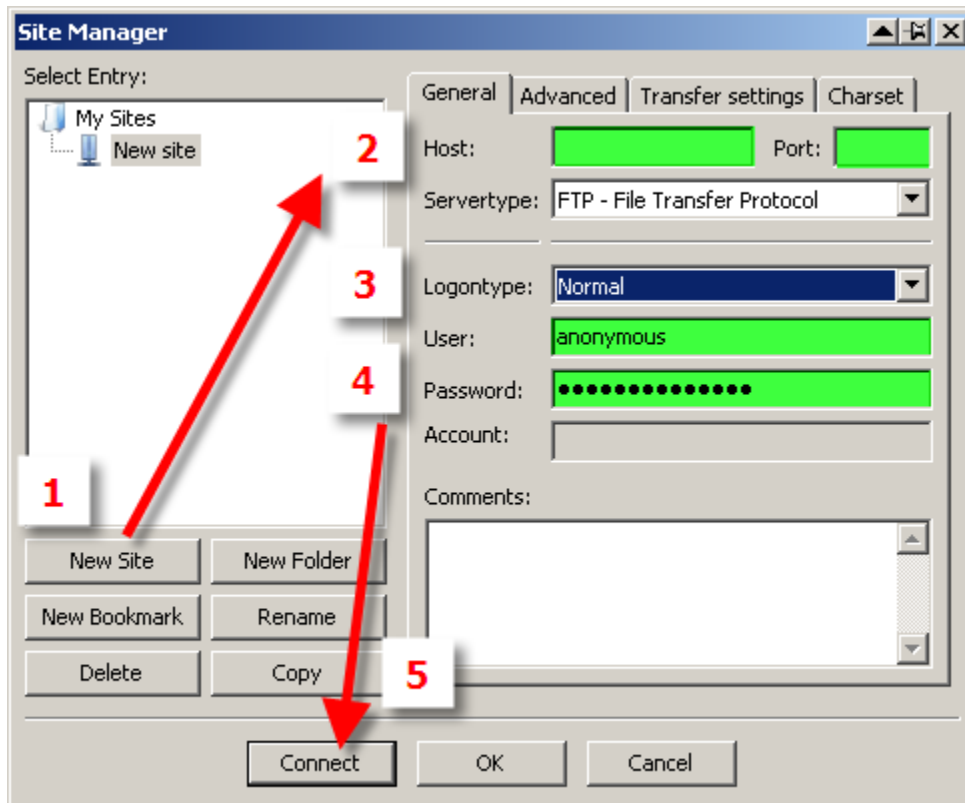


Filezilla's **Site Manager** will open.



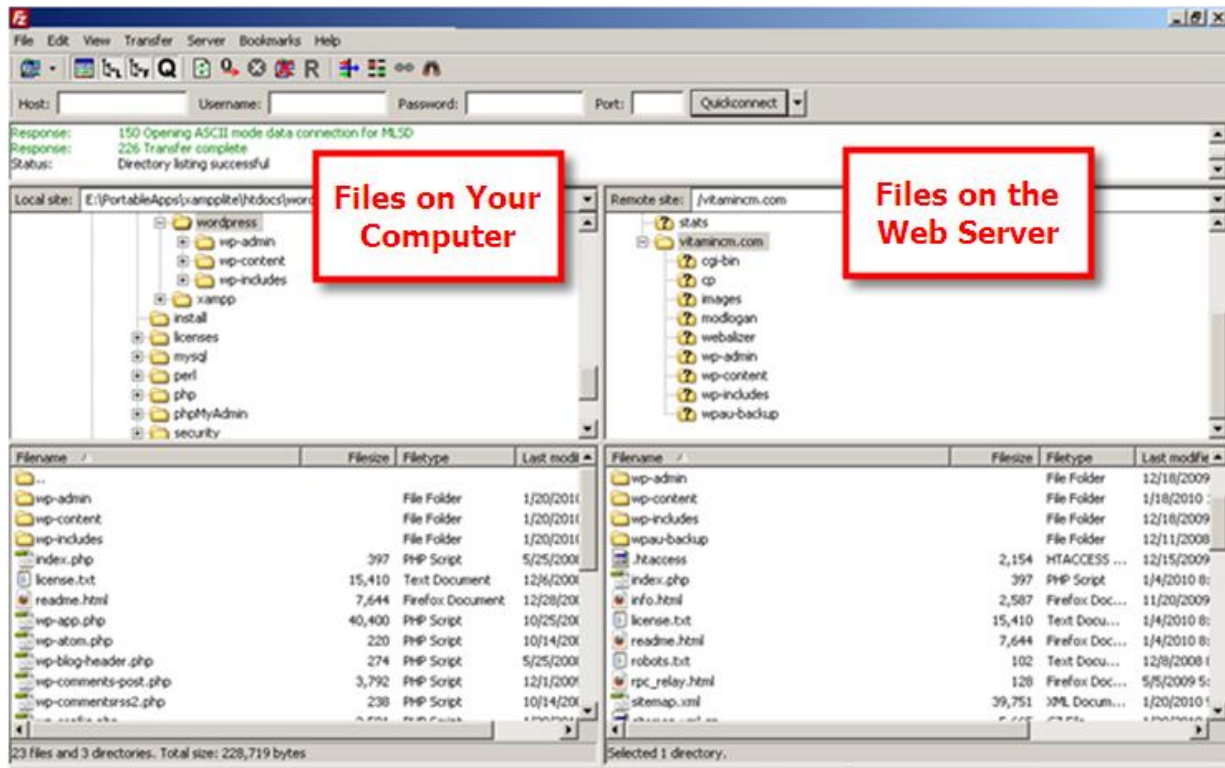
Configure your web server's settings.

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.

<b>Site Title</b>	<input type="text" value="My New Blog"/>
<b>Username</b>	<input type="text" value="chris"/> <small>Usernames can have only alphanumeric characters, spaces, underscores, hyphens, periods and the @ symbol.</small>
<b>Password, twice</b> <small>A password will be automatically generated for you if you leave this blank.</small>	<div><input type="password" value="....."/> <input type="password" value="....."/> <div>Strong</div></div> <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 ! " ? \$ % ^ &amp; ).</small>
<b>Your E-mail</b>	<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.

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

## 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, there is the WordPress logo, which consists of a circular icon with a 'W' and the word 'WORDPRESS' in a serif font. Below the logo is a login form with a light gray background and rounded corners. The form contains two input fields: 'Username' with the text 'chris' and 'Password' with a masked password represented by seven dots. Below the password field is a checkbox labeled 'Remember Me'. To the right of the checkbox is a blue button with the text 'Log In'. At the bottom of the form, there is a link that says 'Lost your password?'.

Username

chris

Password

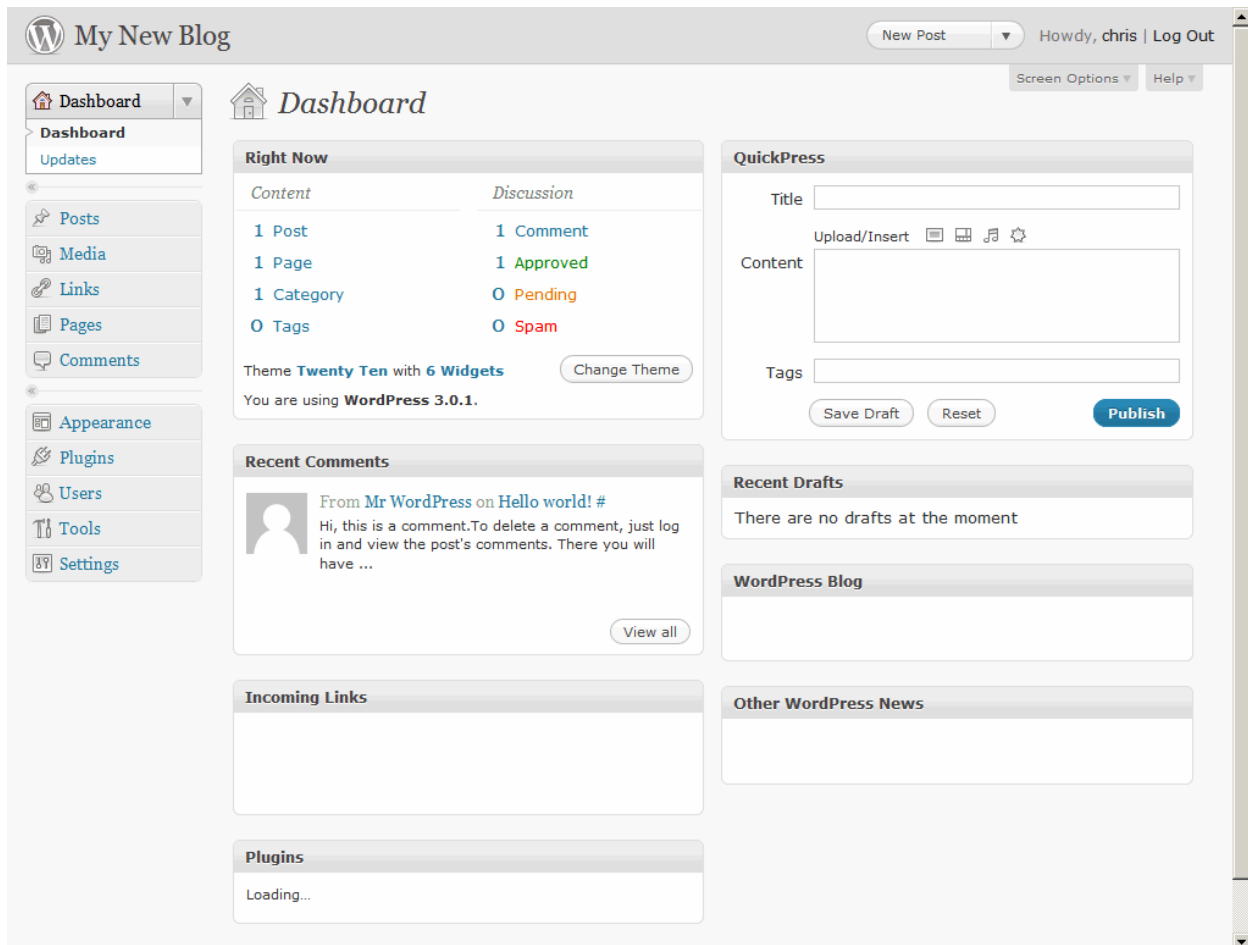
☐ Remember Me

Log In

[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 **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!

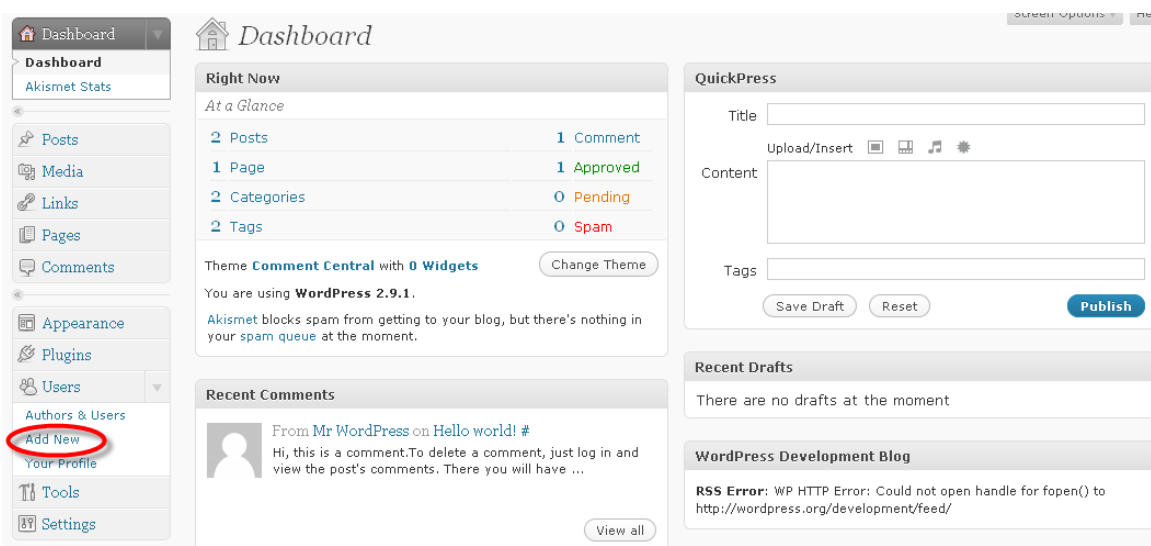
## Managing Users in WordPress

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.





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

The screenshot shows the WordPress 'Add New User' interface. A red box highlights the main form area, and numbered callouts indicate the steps:

- 1**: Points to the 'Add New' link in the left sidebar under the 'Users' heading.
- 2**: Points to the input fields for 'Username (required)', 'E-mail (required)', 'First Name', 'Last Name', 'Website', and 'Password (twice, required)'.
- 3**: Points to the 'Role' dropdown menu, which is currently set to 'Subscriber'.
- 4**: Points to the 'Add User' button at the bottom of the form.

Additional details visible in the form include a 'Send Password?' checkbox (checked), a 'Medium' password strength indicator, and a hint: 'The password should be at least seven characters long. To make it stronger, use upper and lower case letters, numbers and symbols like ! " ? \$ % ^ & .'. The top of the page shows the 'Dashboard' and 'Add New User' tabs.

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

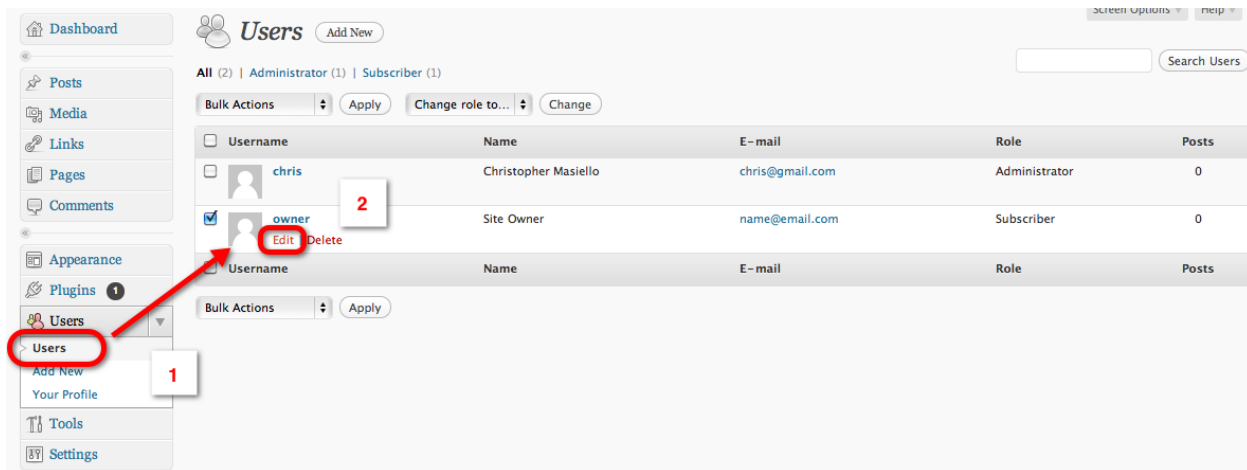
**Author** - Can publish and manage their posts

**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.

**Existing Categories**

Name	Description	Slug	Posts
Uncategorized		uncategorized	1

**Creating a NEW Category**

**Add New Category**

Name:

The name is how it appears on your site.

Slug:

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

Parent:

Categories, unlike tags, can have a hierarchy. You might have a Jazz category, and under that have children categories for Bebop and Big Band. Totally optional.

Description:

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

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

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**.



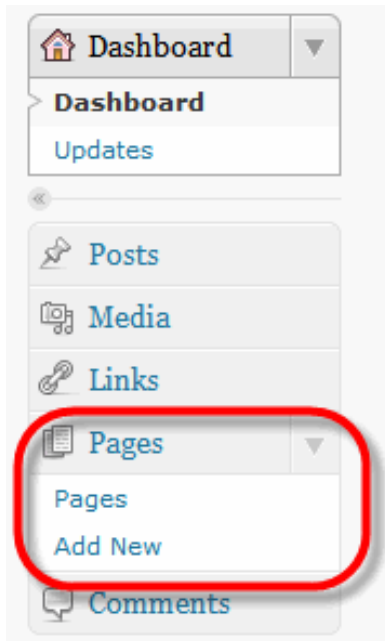
Click the link below to watch a video walkthrough.

<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.

**Add New Page**

**Contact**

Permalink: <http://localhost/wordpress/contact> [Edit](#)

Upload/Insert [Image](#) [Text](#) [Link](#) [Media](#) [More](#)

**Visual** **HTML**

**B** **I** **ABC** [List](#) [List](#) [Quote](#) [Table](#) [Code](#) [Image](#) [Link](#) [More](#)

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

Phone: 555-222-3333

Email: chris@gmail.com

Path: p

Word count: 13 Draft saved at 1:15:20 pm.

**Custom Fields**

**Add New Custom Field:**

Name	Value
<input type="text"/>	<input type="text"/>

[Add Custom Field](#)

Custom fields can be used to add extra metadata to a post that you can [use in your theme](#).

**Discussion**

☐ Allow comments.

☐ Allow [trackbacks and pings](#) on this page.

**Author**

chris

**Publish**

[Save Draft](#) [Preview](#)

Status: **Draft** [Edit](#)

Visibility: **Public** [Edit](#)

[Publish immediately](#) [Edit](#)

[Move to Trash](#) [Publish](#)

**Page Attributes**

**Parent**

(no parent) [▼](#)

**Template**

Default Template [▼](#)

**Order**

0

Need help? Use the Help tab in the upper right of your screen.

**Featured Image**

[Set featured image](#)

Populate the **Page Title** and **Page Body** fields. I usually uncheck both checkboxes under the **Discussion** section.

You can configure the **Page Attributes** section to arrange pages hierarchically or assign a custom template to individually control their designs. (I usually leave this blank.)

The **Feature Image** section allows you to associate an image with a page. This can be used by custom WordPress Themes for Navigation purposes. (**Feature Images** will be covered in the **Writing Posts** chapter.)

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

The screenshot shows the WordPress 'Pages' dashboard. On the left sidebar, the 'Pages' menu item is circled in red. The main content area displays a table of pages. The 'Contact' page is highlighted with a red rectangle. The table has columns for 'Title', 'Author', and 'Date'.

Title	Author	Date
About	chris	2 hours ago Published
Contact	chris	2 mins ago Published

Your new page is created.

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

The screenshot shows the front-end of a WordPress blog. The 'Contact' link in the navigation bar is circled in red. The page content displays contact information for 'Chris'.

## 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](mailto: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

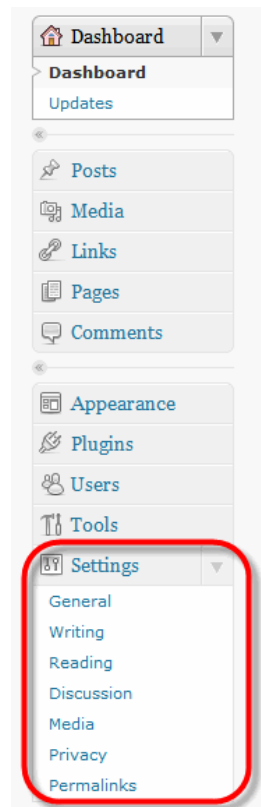
The Settings heading contains many options that allow you to control the way that your WordPress blog looks and functions. You will need to go through all of the Settings options to see which options that you would like to use and how they should be configured.

There are 8 links under the Settings heading:

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

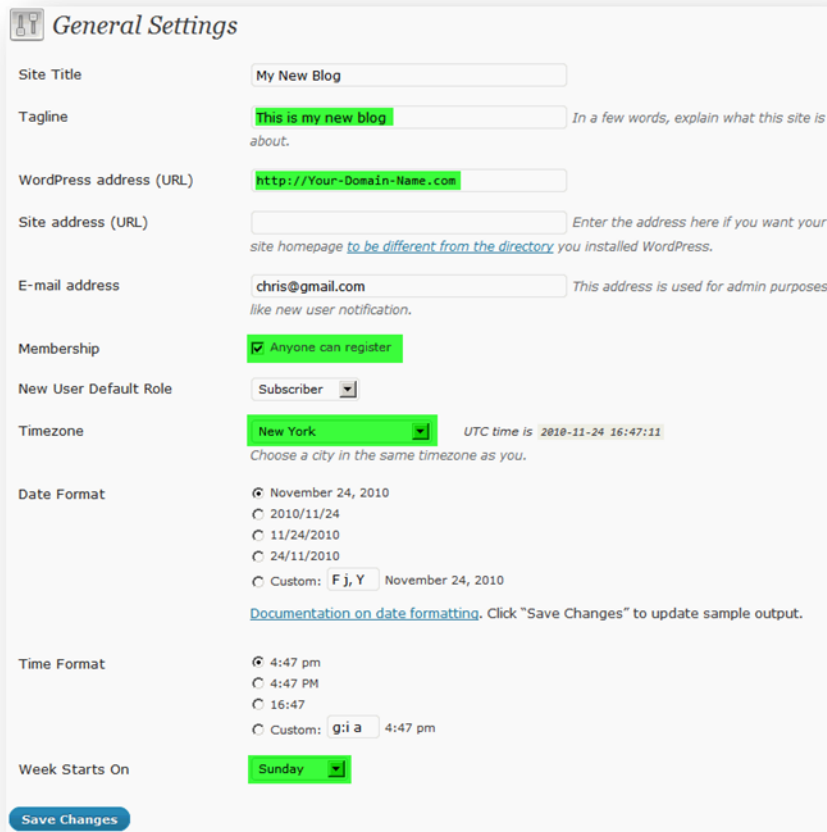
**Note:** These are the standard configuration settings that you can use to control how your blog functions. Later on, when you learn how to use Plugins, there may be many more options under the **Settings** heading.

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.



The screenshot shows the 'General Settings' page in WordPress. It includes fields for Site Title, Tagline, WordPress address (URL), Site address (URL), E-mail address, Membership, New User Default Role, Timezone, Date Format, Time Format, and Week Starts On. A 'Save Changes' button is at the bottom.

**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.



### Writing Settings

Size of the post box  lines

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

Default Post Category

Default Link Category

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: 6G5MzWRe, sWYUuoVb, 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.



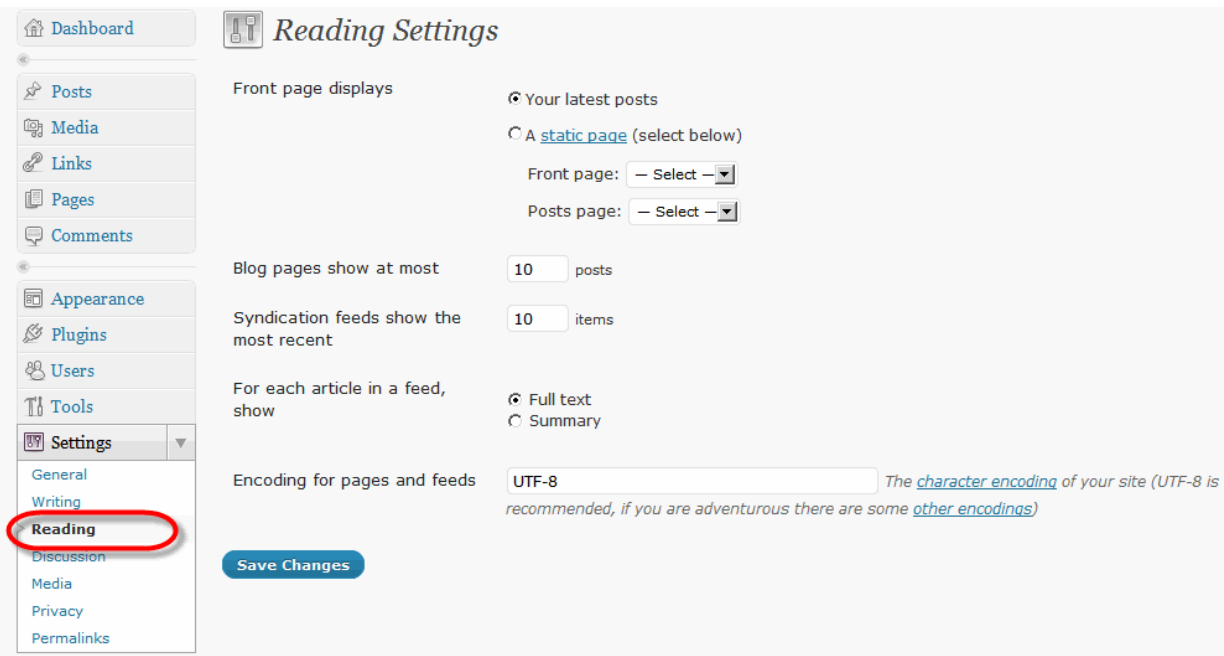
Ping Services.txt

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.

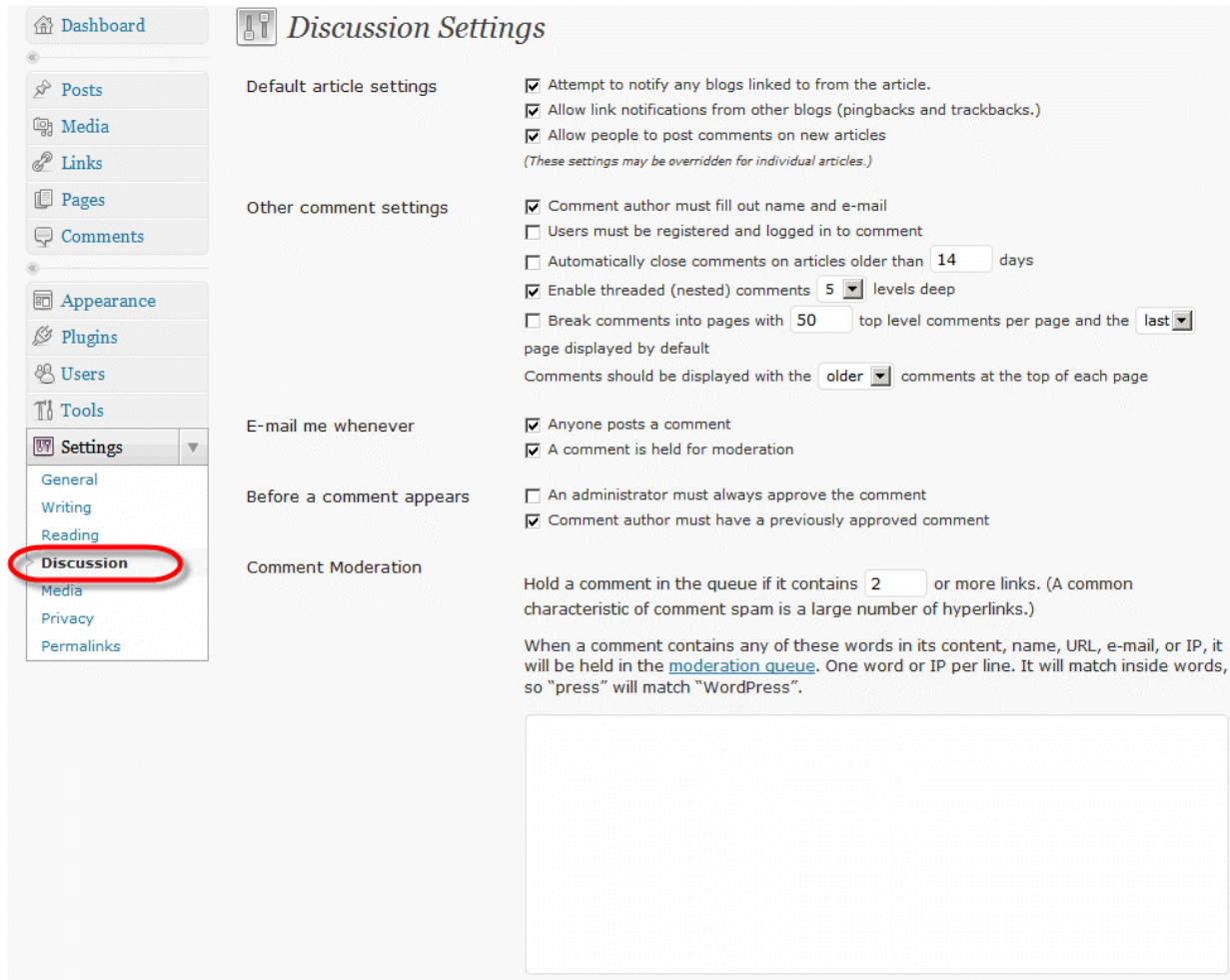
**For each article in a feed, show** – Controls whether RSS feeds display the full text of a post or just a brief summary. (I prefer full text, but experiment to see what is best for you.)

**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 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

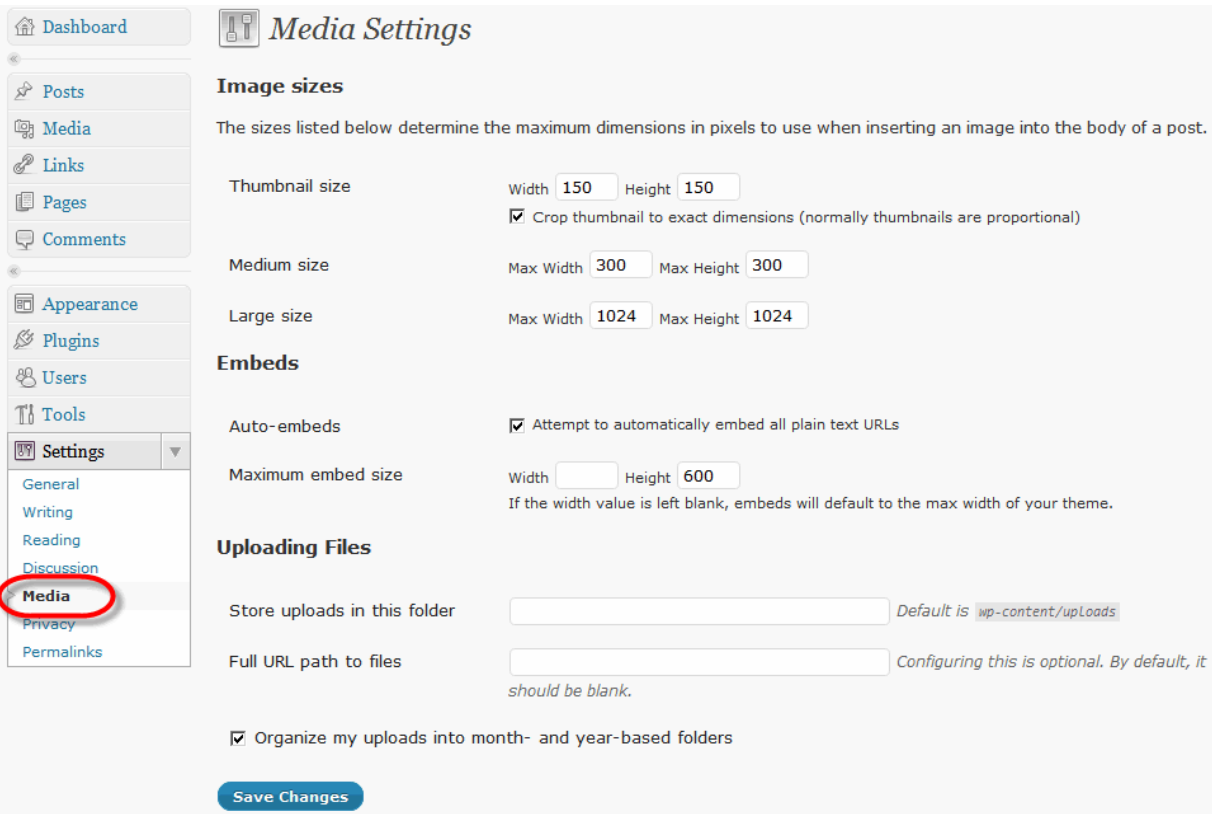
You can use the **Comment Blacklist** later on if you notice spam comments showing up. The built in **Akismet** plugin usually makes this unnecessary.

**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 dashboard with the **Media Settings** menu item highlighted in the left sidebar. The main content area displays the **Media Settings** page, which is divided into three sections: **Image sizes**, **Embeds**, and **Uploading Files**.

**Image sizes:** This section allows you to configure the maximum dimensions in pixels for images inserted into the body of a post. It includes settings for **Thumbnail size** (Width: 150, Height: 150), **Medium size** (Max Width: 300, Max Height: 300), and **Large size** (Max Width: 1024, Max Height: 1024). A checkbox labeled **Crop thumbnail to exact dimensions (normally thumbnails are proportional)** is checked.

**Embeds:** This section allows you to configure the maximum dimensions in pixels for embedded media. It includes settings for **Auto-embeds** (checkbox checked, labeled **Attempt to automatically embed all plain text URLs**) and **Maximum embed size** (Width: blank, Height: 600). A note states: "If the width value is left blank, embeds will default to the max width of your theme."

**Uploading Files:** This section allows you to configure where files that accompany your posts get uploaded. It includes settings for **Store uploads in this folder** (text input field, default is `wp-content/uploads`) and **Full URL path to files** (text input field, default is blank). A checkbox labeled **Organize my uploads into month- and year-based folders** is checked.

A **Save Changes** button is located at the bottom of the settings page.

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.

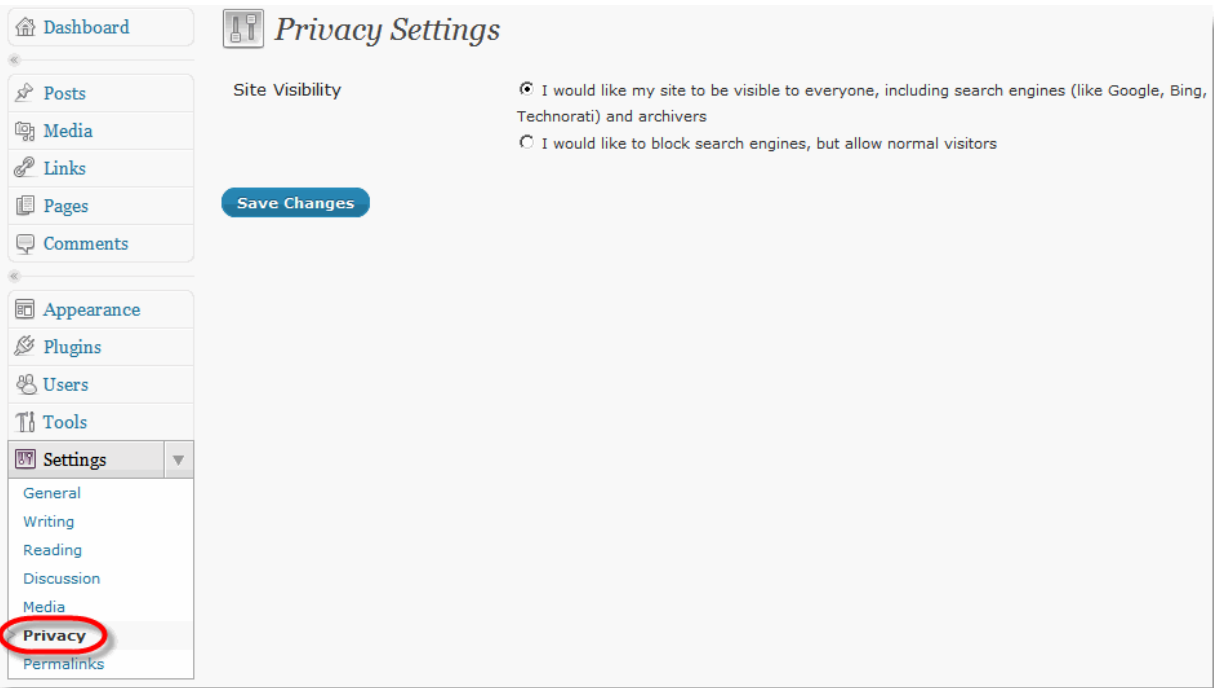
**Uploading Files** – Controls where files that accompany your posts get uploaded. Leave these at the default settings. Also check the **Organize my uploads into month- and year-based folders** checkbox.

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.

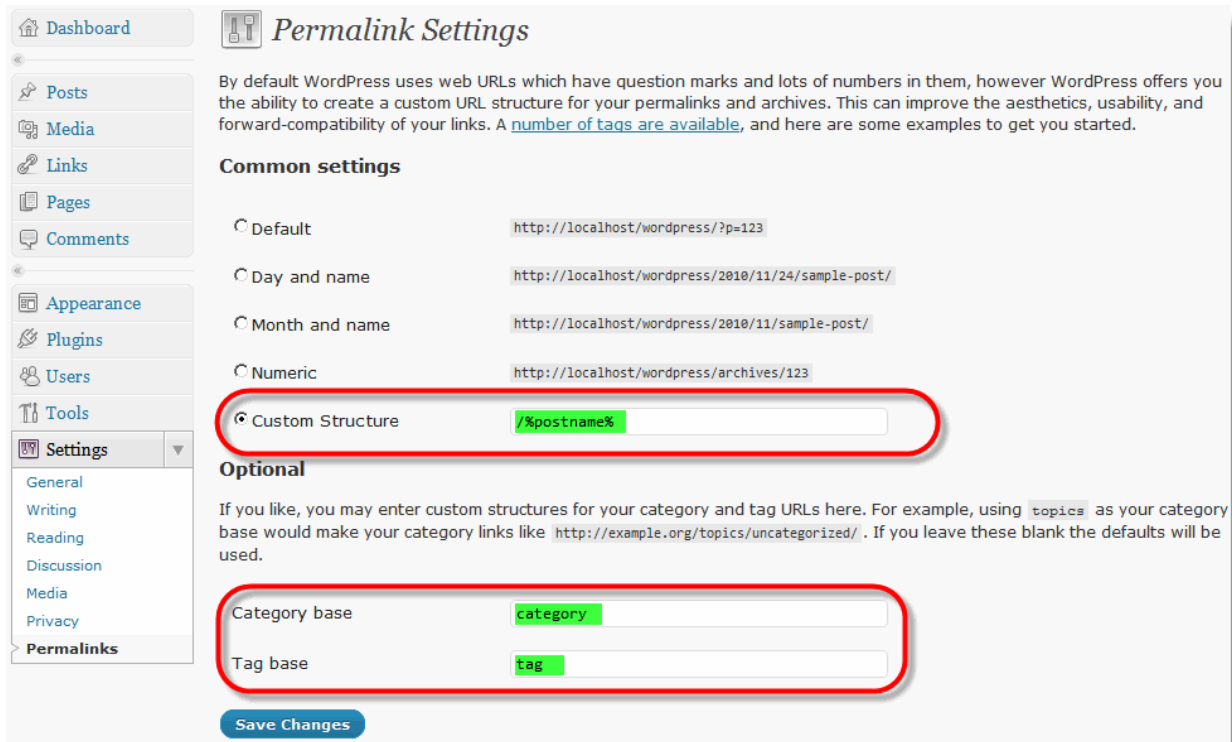


Here's a thought: if you don't want anyone to find the things you write, buy a diary and keep it in your nightstand.

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/>

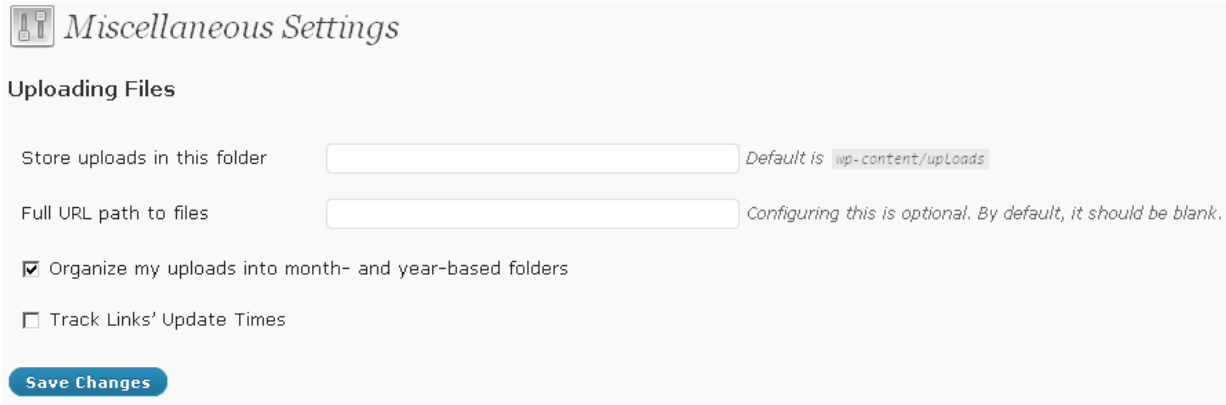
<http://www.domainname.com/tag/robots/>

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' page in WordPress. It has a title bar with a key icon and the text 'Miscellaneous Settings'. Below this is a section titled 'Uploading Files'. It contains two text 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's 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. At the bottom is a blue 'Save Changes' button.

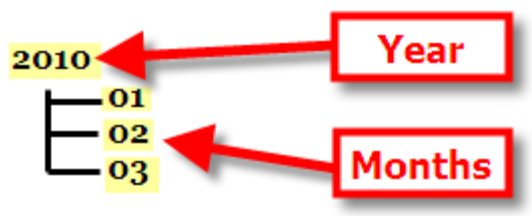
The following list explains the main options on the **Miscellaneous Settings** menu:

**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.

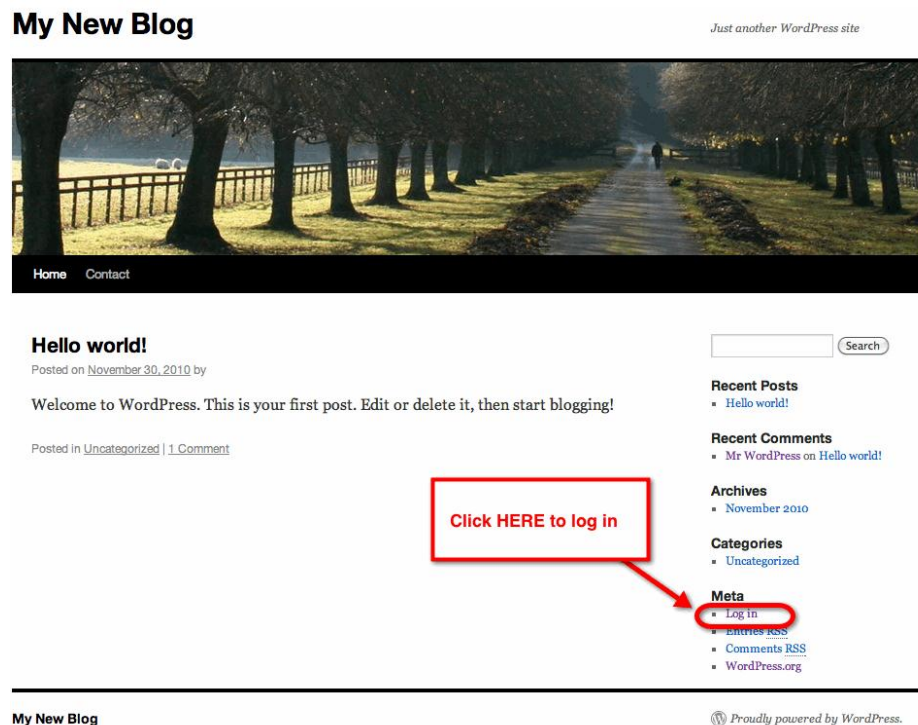
I'm going to cover the steps involved in publishing your first article from your WordPress Web Interface. You will perform the following steps:

- *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.



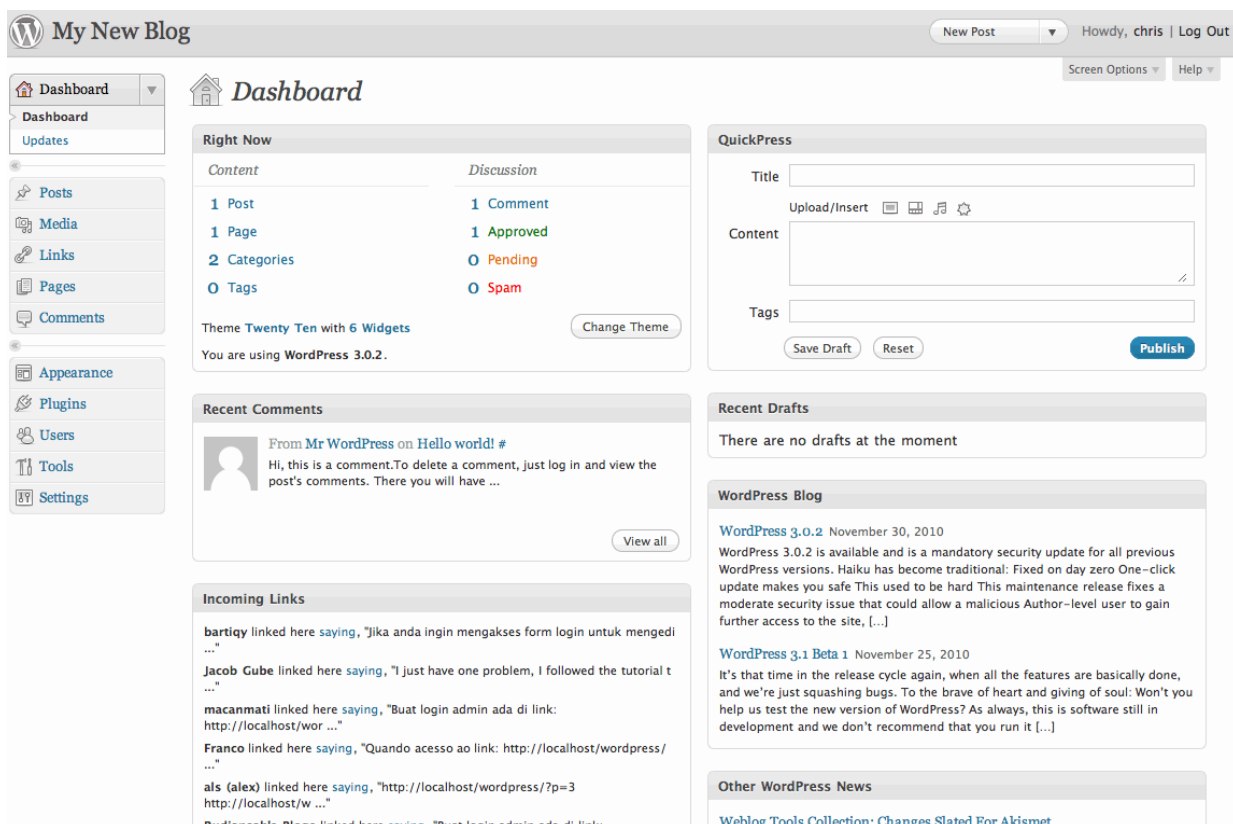
You will see the **Login** page.



The image shows the WordPress login page. At the top is the WordPress logo. Below it is a login form with two input fields: 'Username' containing the text 'chris' and 'Password' which is masked with dots. There is a 'Remember Me' checkbox and a blue 'Log In' button. Below the form is a 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.

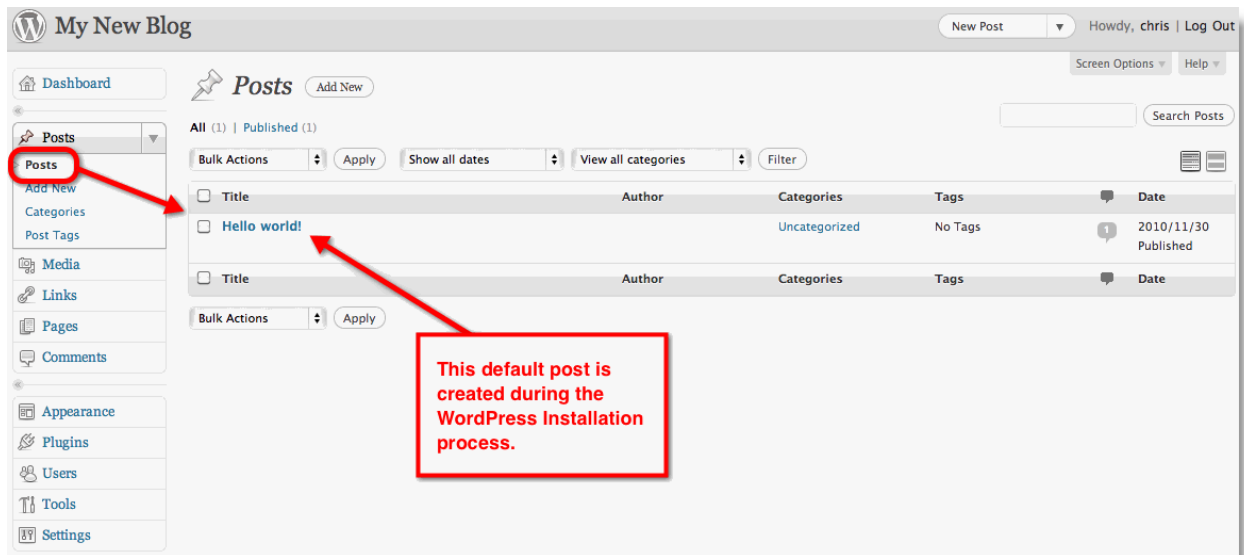


The image shows the WordPress Dashboard for a user named 'chris'. The top bar includes the site name 'My New Blog', a 'New Post' button, and user information 'Howdy, chris | Log Out'. The left sidebar contains a menu with options like Dashboard, Posts, Media, Links, Pages, Comments, Appearance, Plugins, Users, Tools, and Settings. The main content area is titled 'Dashboard' and includes several widgets: 'Right Now' showing site statistics (1 Post, 1 Page, 2 Categories, 0 Tags, 1 Comment, 1 Approved, 0 Pending, 0 Spam), 'QuickPress' for creating new posts, 'Recent Comments' showing a comment from 'Mr WordPress', 'Incoming Links' listing recent visitors, 'Recent Drafts' (empty), 'WordPress Blog' with news about version 3.0.2 and 3.1 Beta 1, and 'Other WordPress News'.

## 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**.



This default post is created during the WordPress installation process.

## Editing an Existing Post

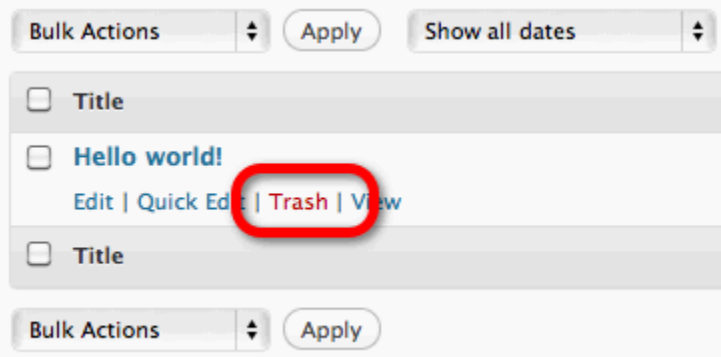
You can edit any saved or published posts on your blog. Click on a post's title to access the **Edit Post** menu.



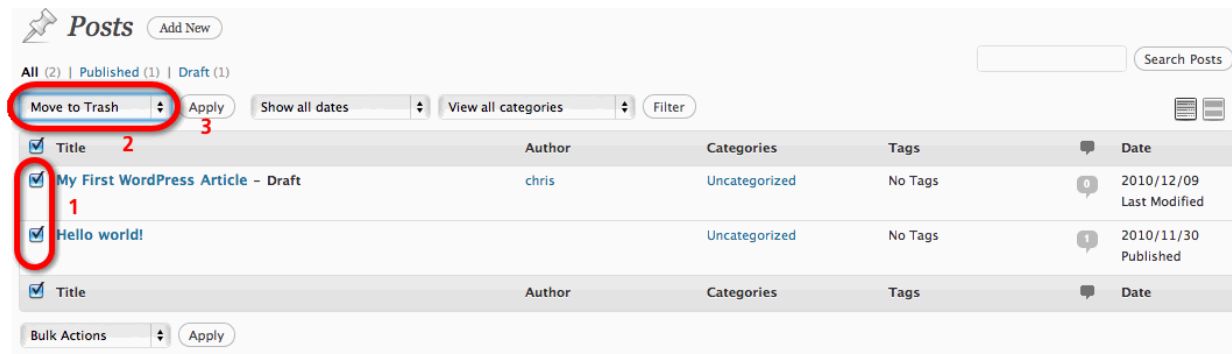


## Deleting Existing Posts

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

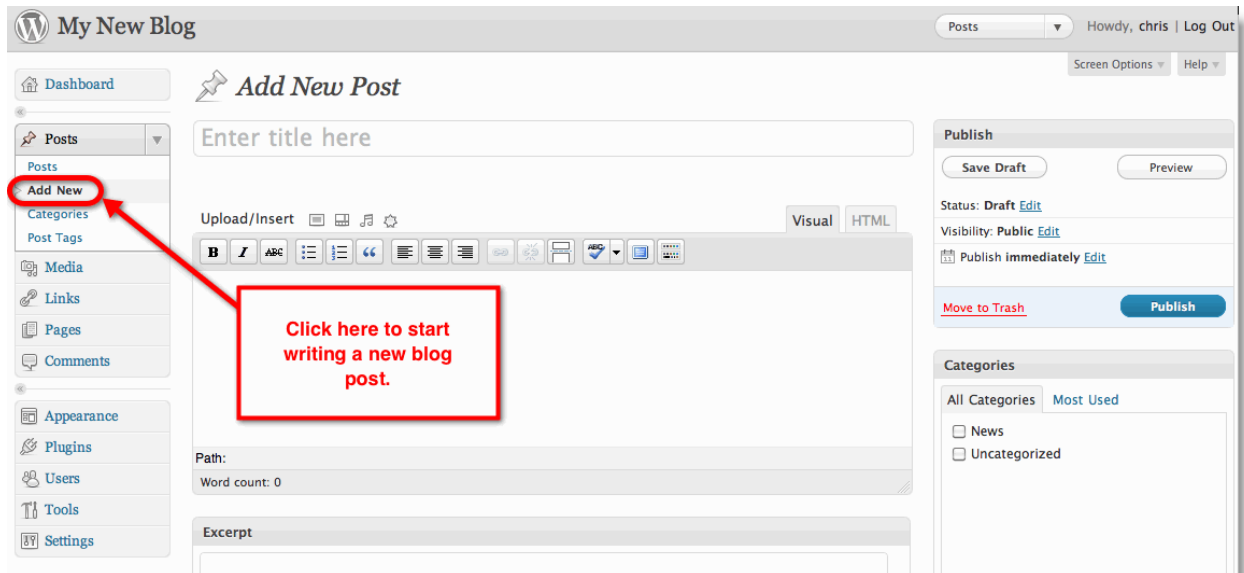
The posts will be moved to the trash. A new link will appear after the **All**, **Published**, and **Draft** links called **Trashed**. You can restore “trashed” posts just like deleted files in your computer’s **Recycle Bin**.

## 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' interface. Red callout boxes with arrows point to the following 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 toolbar with 'Visual' and 'HTML' tabs.
- Post Summaries & Information displayed in RSS Feed**: Points to the 'Excerpt' text area.

Other visible elements include:

- Path:** Word count: 0
- Send Trackbacks**: Section for sending trackbacks to other sites.
- Categories**: Section for selecting categories (e.g., News, Uncategorized).
- Post Tags**: Section for adding tags.
- Publish**: Buttons for 'Save Draft', 'Preview', 'Publish', and 'Move to Trash'.

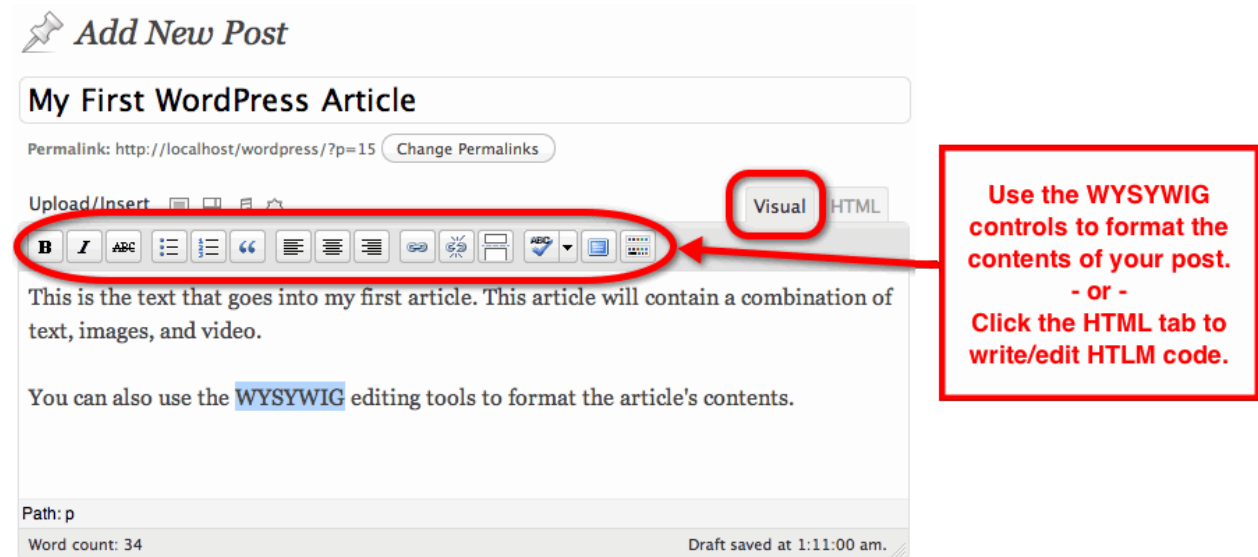
Enter a Title for your post in the **Title** field. Titles are not only used to identify your posts; they also create the Permalink (*unique URL for each post*) if you use the custom setting that I covered in the [Permalinks section of this book](#).

## Entering the Post Content

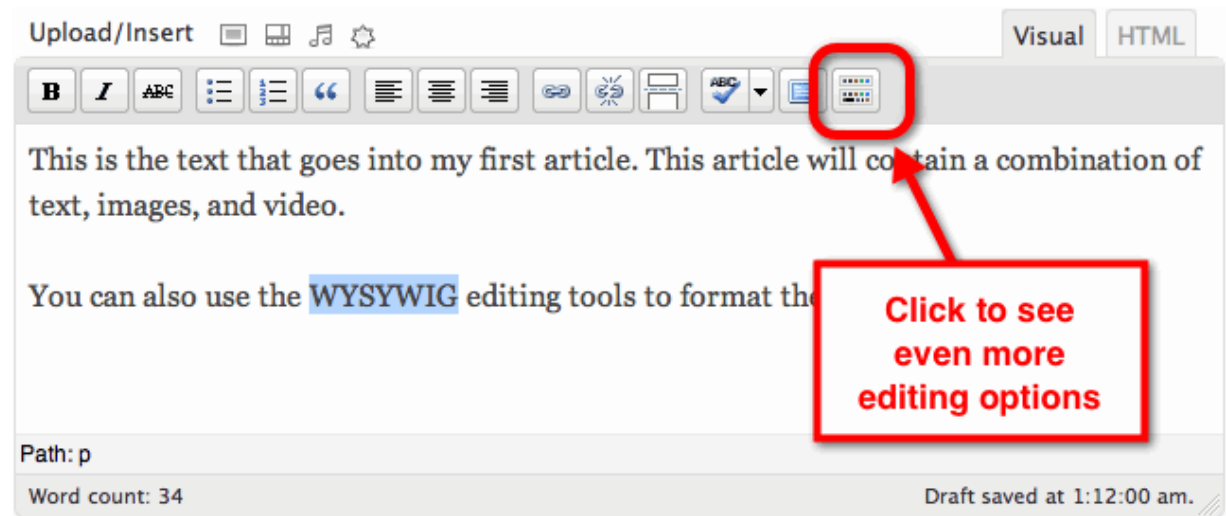
You can create and edit your post's content using a combination of **Visual** and **HTML** “views”.

## Using the Visual View

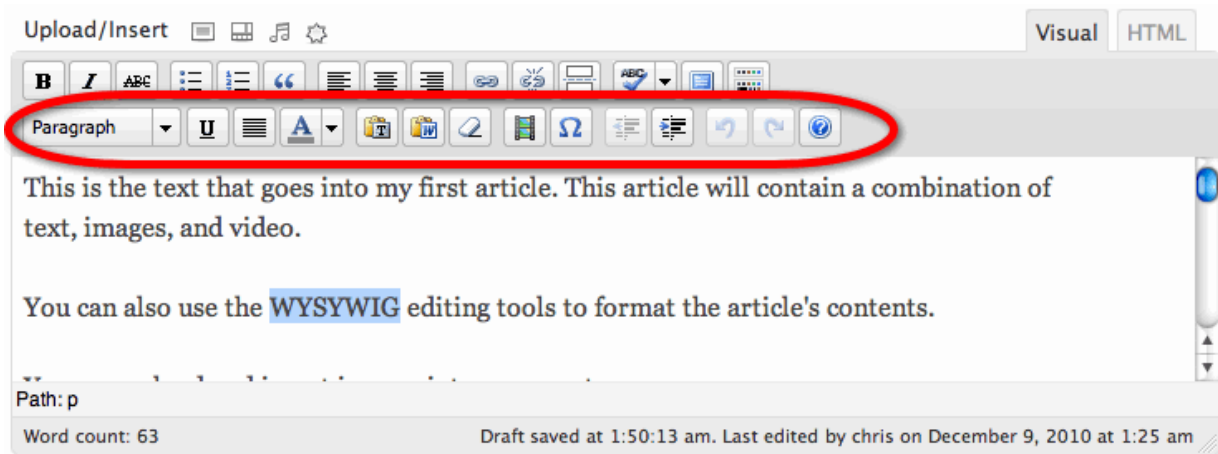
The **Visual** view is a “*What You See Is What You Get*” (WYSIWYG) editor that gives you formatting options that are similar to typical word processors like Microsoft Word.



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










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

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

## 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.

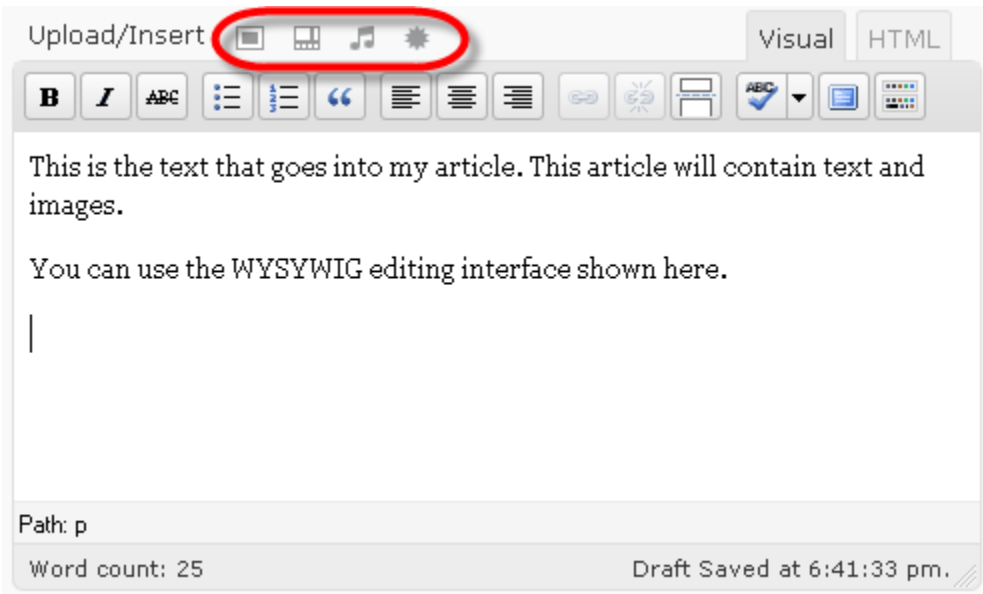


You can alternate between the **Visual** and **HTML** views while creating your post to utilize the different advantages of each.





## 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:

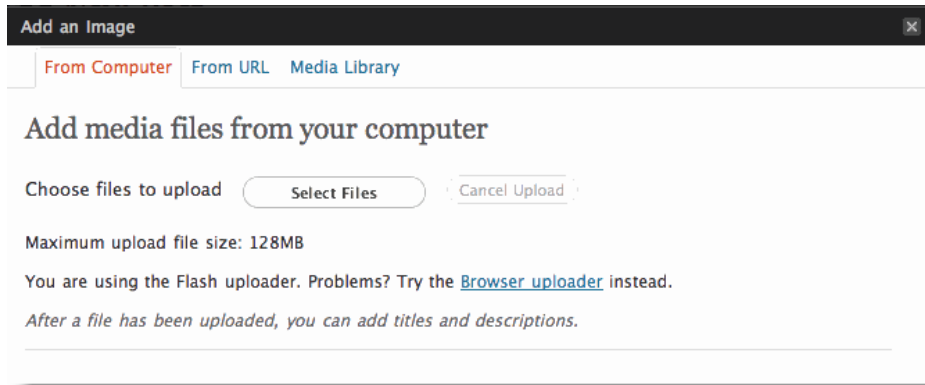
-  – Upload, manage, and insert **images**.
-  – Upload, manage, and insert **videos**.
-  – Upload, manage, and insert **audio**.
-  – This will allow you to upload, manage, and insert any combination of images, video, and audio files from the same menu. (Use this for multiple files of different types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

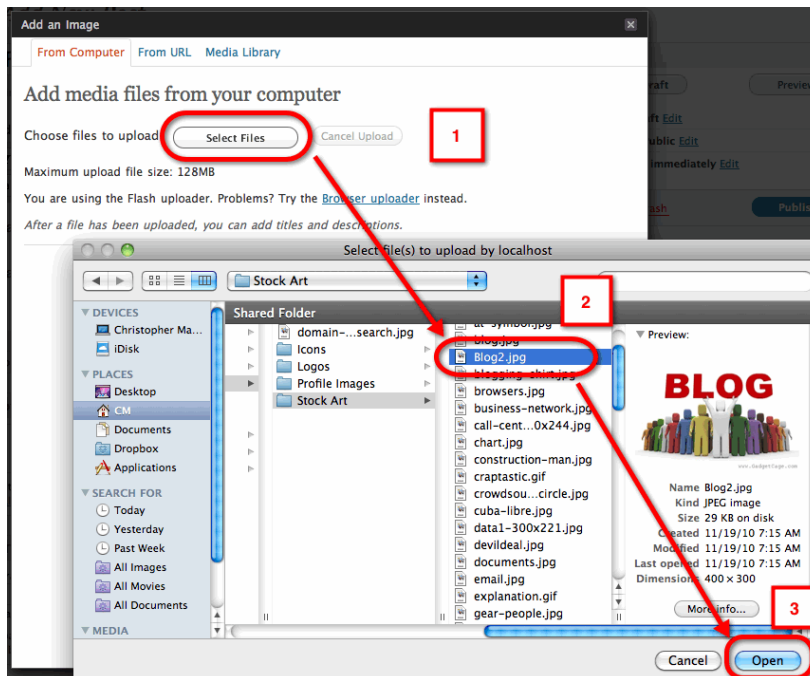


You can get the image(s) to be inserted into your post from three sources:

- *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. At the top, there are tabs for 'Media', 'Order', and 'Actions'. Below the tabs, the image 'Blogging People' is displayed with a thumbnail. To the right of the thumbnail, the following metadata is shown: File name: Blog2.jpg, File type: image/jpeg, Upload date: December 8, 2010, and Dimensions: 399 x 228. Below the metadata, there is an 'Edit Image' button. The image is titled 'Blogging People' and has an alternate text of 'picture of person holding up a blog sign'. The caption is 'Blogging People with Sign' and the description is 'This is an image that I am uploading for this post.' 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)'. At the bottom, there are buttons for 'Insert into Post', 'Use as featured image', and 'Delete'. A 'Save all changes' button is also present at the bottom left.

**Image Thumbnail**

**Image Metadata**

**Image Formatting**

**1**

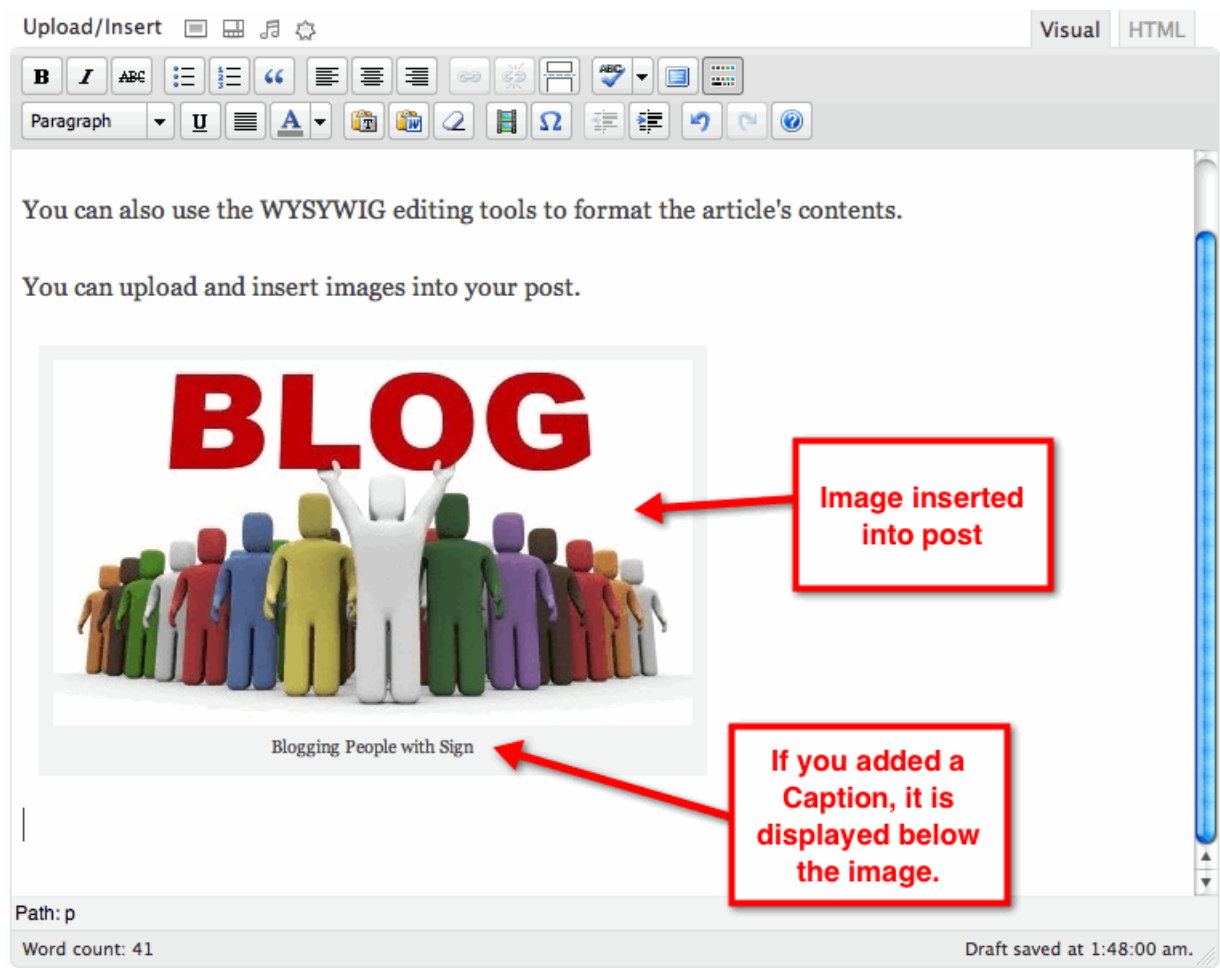
**2**

**3**

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.



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:



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**

☐ None ☐ File URL ☐ Post URL

Enter a link URL or click above for presets.

**Alignment** ☒ None ☐ Left ☐ Center ☐ Right

**Size** ☐ Thumbnail (150 × 150) ☐ Medium (300 × 171) ☐ Large ☒ Full Size (399 × 228)

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

Upload/Insert

**Visual** **HTML**

**b** **i** **link** **b-quote** **del** **ins** **img** **ul** **ol** **li** **code** **more** **lookup** **close tags**

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

<p>You can also use the WYSIWIG editing tools to format the

<p>You can upload and insert images into your post.</p>

[caption id="attachment\_17" align="alignnone" width="399" ca href="http://localhost/wordpress/wp-content/uploads/2010/ image-17" title="Blogging People" src="http://localhost/wordpress/wp-content/uploads/2010/12/Blog2.jpg"

Word count: 63 Last edited by chris on December 9, 2010 at 1:53 am

**Excerpt**

Excerpts are optional hand-crafted summaries of your content that can be used in your theme. [Learn more about manual excerpts.](#)

**Send Trackbacks**

Send trackbacks to:

(Separate multiple URLs with spaces)

Trackbacks are a way to notify legacy blog systems that you've linked to them. If you link other WordPress sites they'll be notified automatically using [pingbacks](#), no other action necessary.

**Custom Fields**

Name	Value
Add New Custom Field:	
<input type="text"/>	<input type="text"/>
<input type="button" value="Add Custom Field"/>	

**Categories**

All Categories Most Used

☒ Uncategorized

☐ News

[+ Add New Category](#)

**Post Tags**

Separate tags with commas

[Choose from the most used tags](#)

**Featured Image**

[Remove featured image](#)

**The Featured Image will be displayed in the lower right corner of the Add New Post menu.**

You can display links to media located on other web sites using the **From URL** tab. Start by copying the URL of the image that you would like to embed or link to.



**Add an Image**

From Computer From URL Gallery (1) Media Library

## Add media file from URL

Insert an image from another web site 1

**Image URL** ✔

**Image Title** \*

**Alternate Text**   
*Alt text for the image, e.g. "The Mona Lisa"*

**Image Caption**

**Alignment**

☒ None ☐ Left ☐ Center ☐ Right

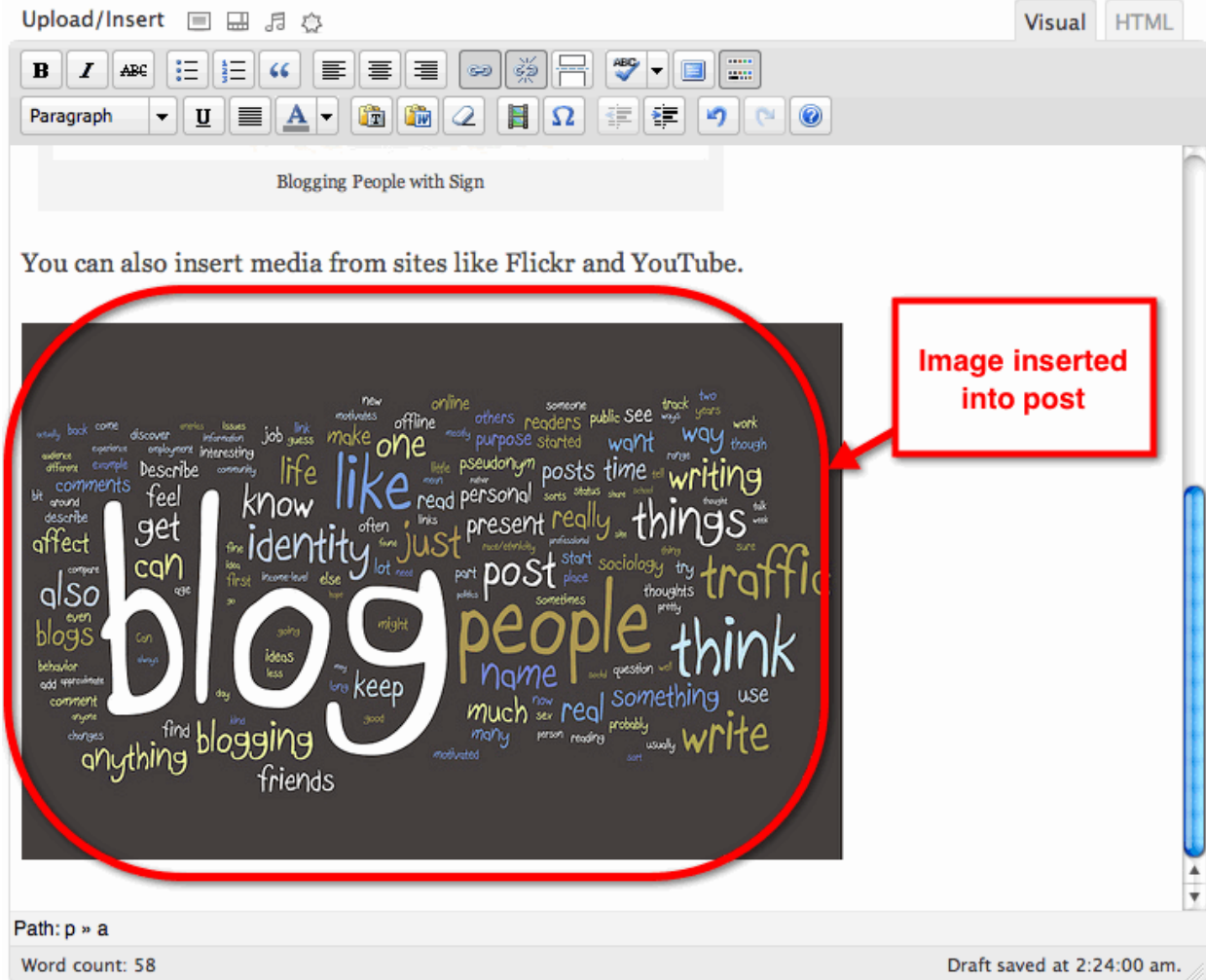
**Link Image To:**   
   
*Enter a link URL or click above for presets.*

2

1. Paste the image's URL into the **Image URL** field
  - a. Enter a **Title** for the link to the media
2. Click the **Insert into Post** button




The image will be inserted into your post with a link back to the original URL.



**NOTE:** Embedding images in this manner will leave the file on the other site's server, but display it on your page. This is known as "Hot-Linking". This will place a bandwidth and processing burden on the original site without their permission. Hot-Linking is generally frowned upon and will not win you any friends. **DON'T DO IT.**

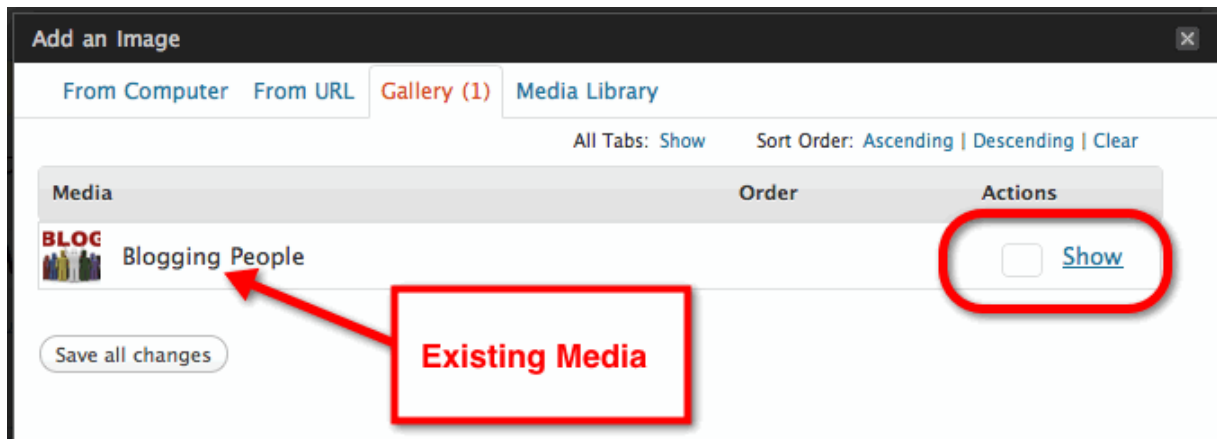
## Inserting Media from your Blog's Media Library

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.

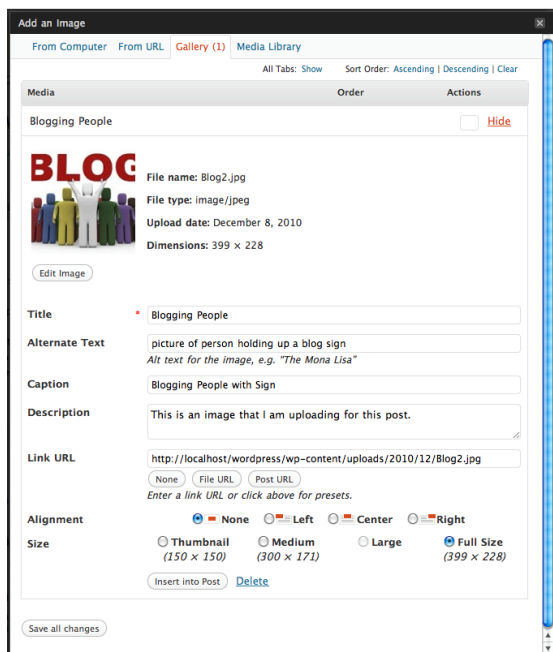
Click the  icon to open the **Add an Image** menu.

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.

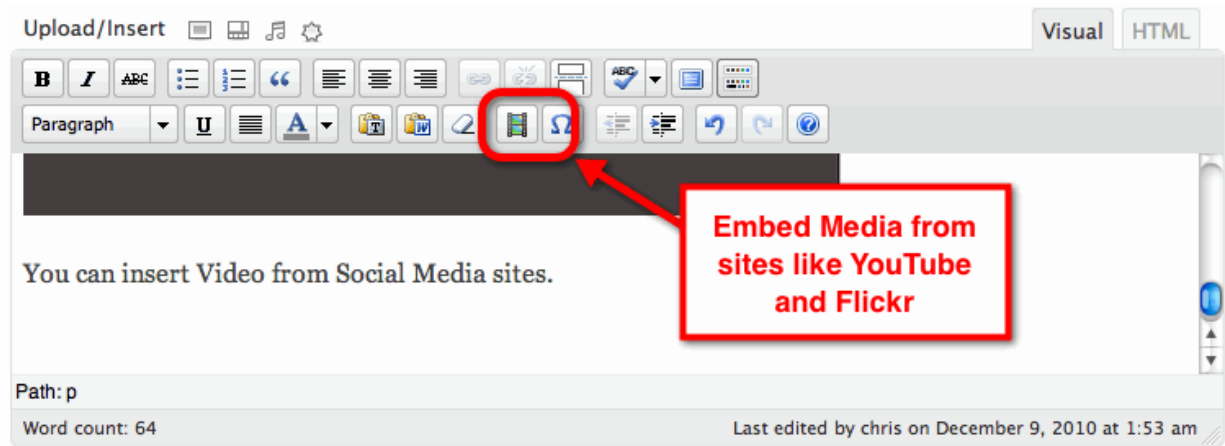
Start by finding the media that you want to embed on the appropriate Social Media site.



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

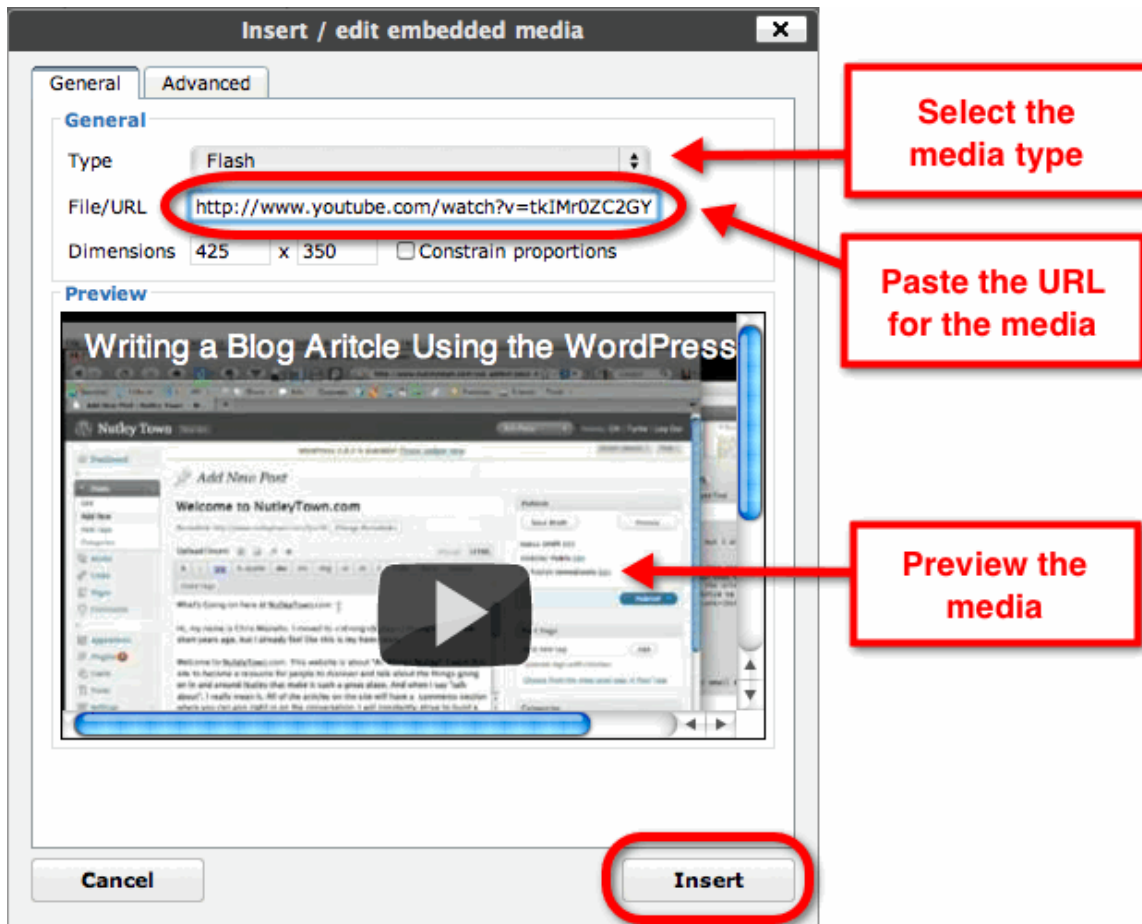
Switch back to your post and click the  icon to open the **Add an Image** menu.

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.



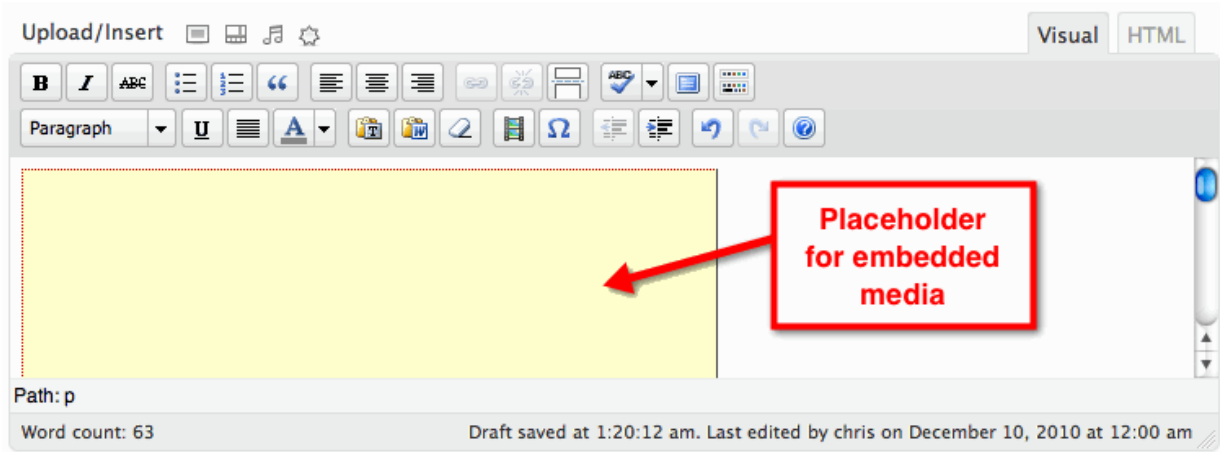
Select the media format from the **Type** dropdown list. (Most will be Flash)

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.



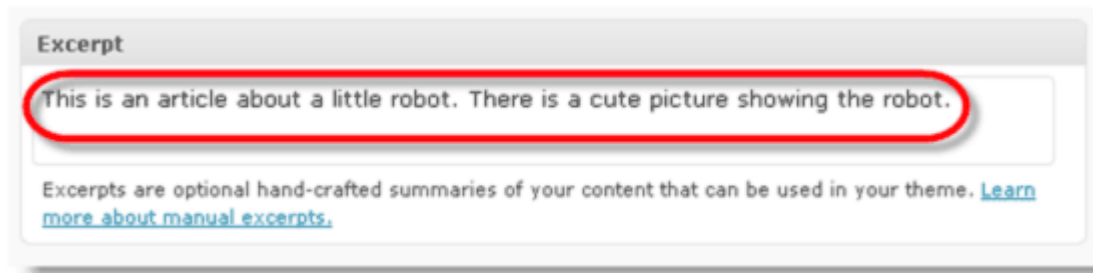
You can also insert media from sites like Flickr and YouTube.

## 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.

A screenshot of the WordPress 'Excerpt' field in the post editor. The field is a text input box with a light gray border and a title 'Excerpt' in the top left corner. Inside the box, the text 'This is an article about a little robot. There is a cute picture showing the robot.' is entered. A red oval highlights the text. Below the text box, there is a small line of text: 'Excerpts are optional hand-crafted summaries of your content that can be used in your theme. [Learn more about manual excerpts.](#)'

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

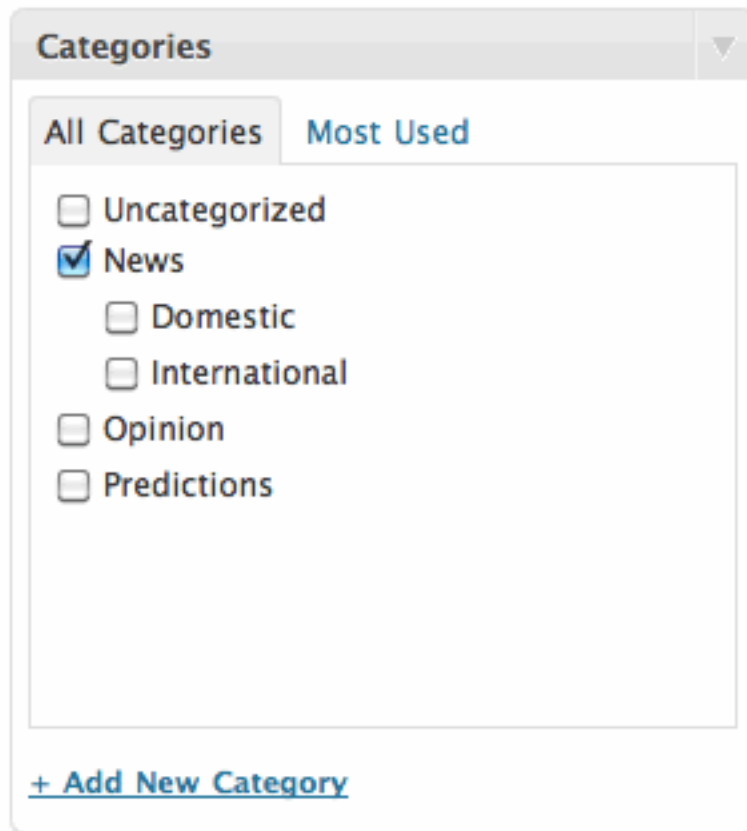
Categories are used by your blog to group posts by topic. Your site should only have a few clearly defined categories.

**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; buy may have the following tags: *salaries, free agency, and sports economics*.

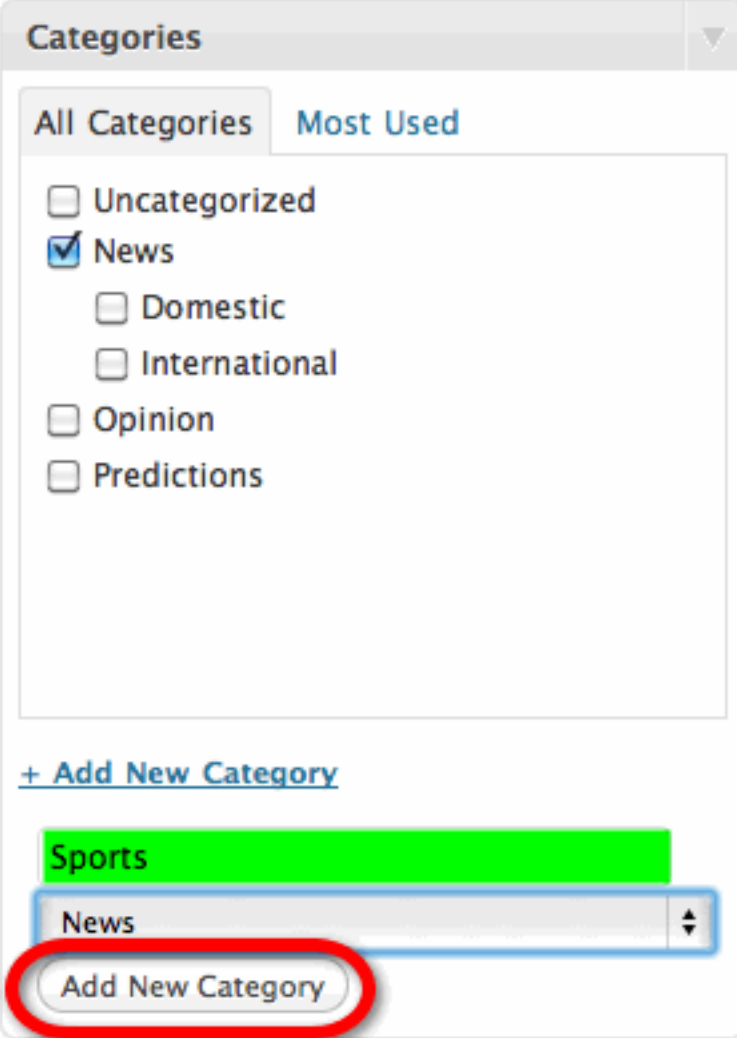
Select the checkboxes next to the category to which your post belongs.

## 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.



**Categories**

All Categories Most Used

- ☐ Uncategorized
- ☒ News
  - ☐ Domestic
  - ☐ International
- ☐ Opinion
- ☐ Predictions

[+ Add New Category](#)

Sports

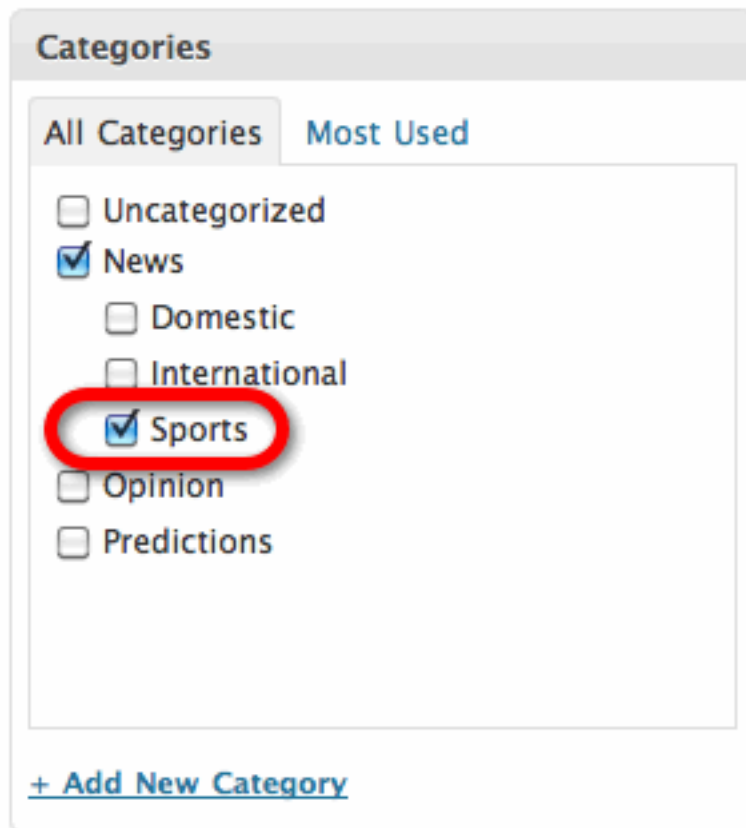
News

Add New Category

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.

The image shows the 'Post Tags' section of a WordPress post editor. It features a text input field with a blue border and a cursor, followed by an 'Add' button. Below the input field is the instruction 'Separate tags with commas'. Underneath this, three tags are displayed: 'blogging', 'people', and 'signs', each preceded by a small 'X' icon. A red oval highlights these three tags. At the bottom of the section is a blue link that reads 'Choose from the most used tags'.

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

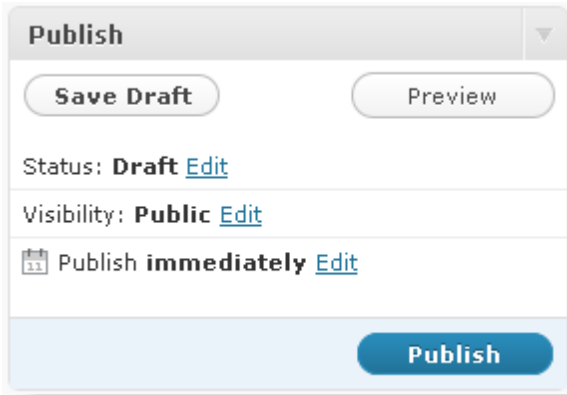
You can also select from a list of the most frequently used existing tags.

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



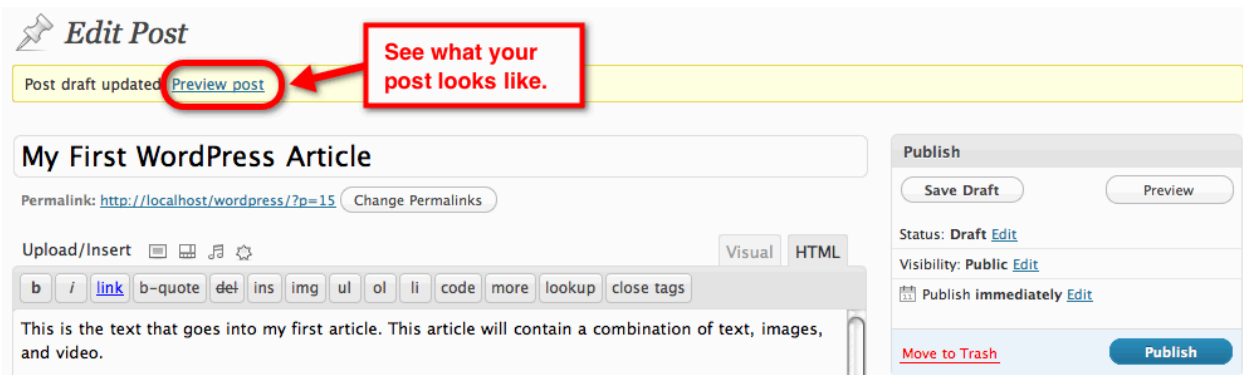
## Previewing your Post

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.



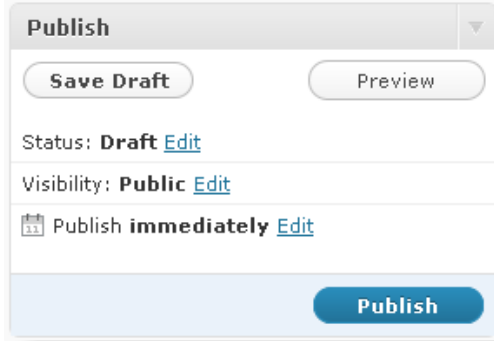
Click the **Save Draft** button to save your post.

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.



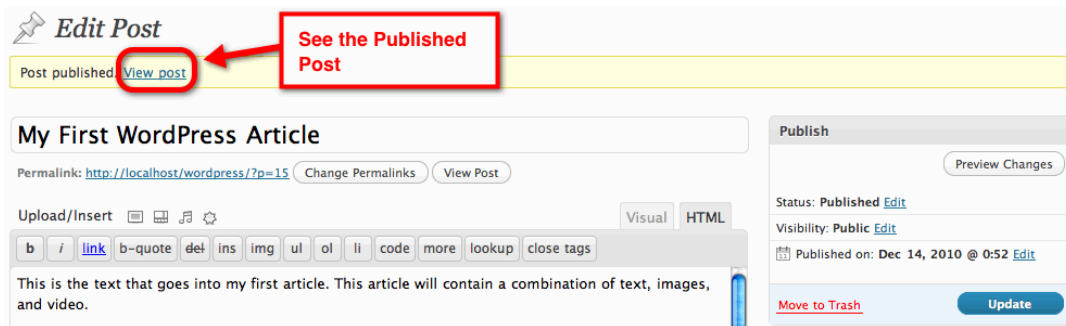
## Publishing Your Article

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**



post.

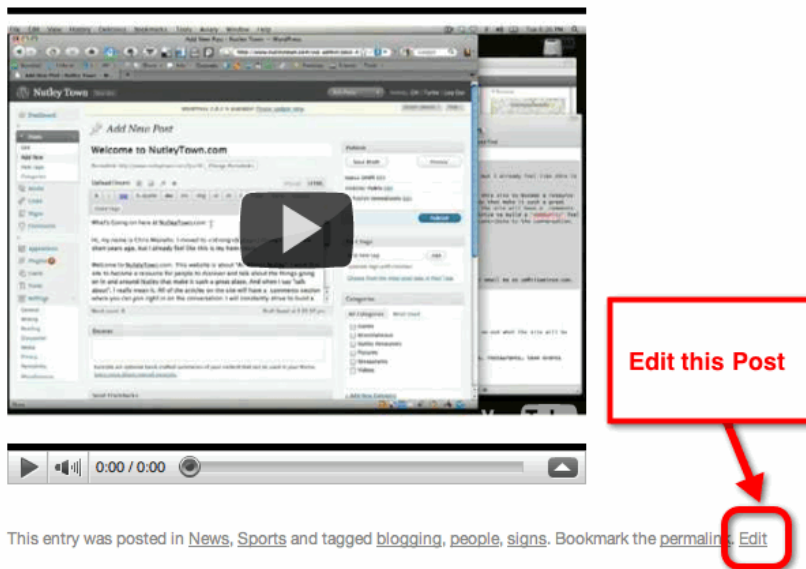
## Editing a Published Post

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.

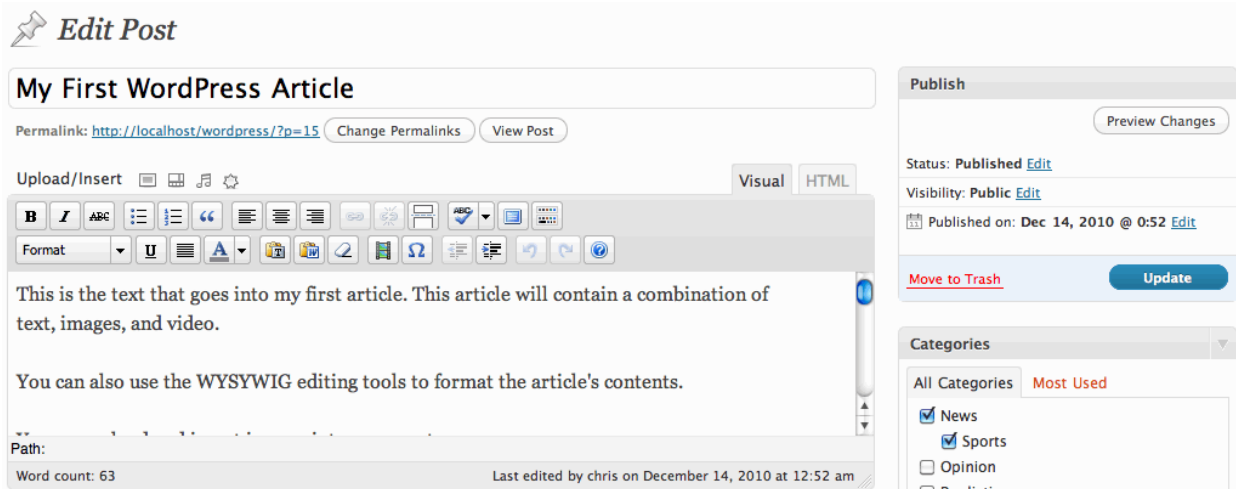


### Leave a Reply

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

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

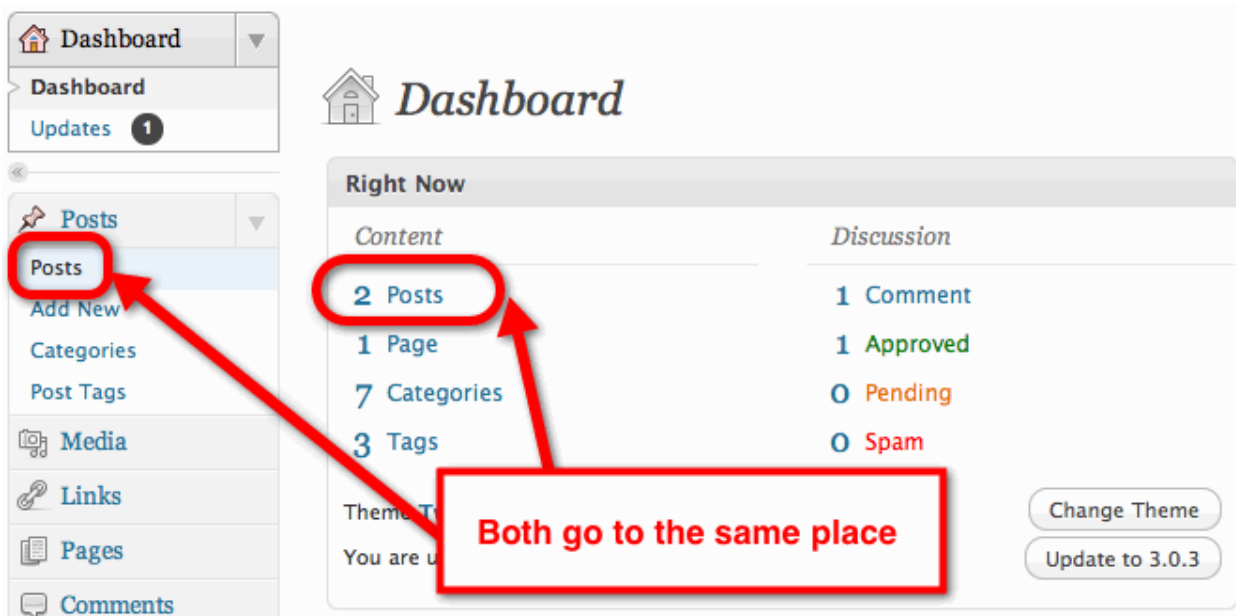
You will be brought to the **Edit Post** menu.



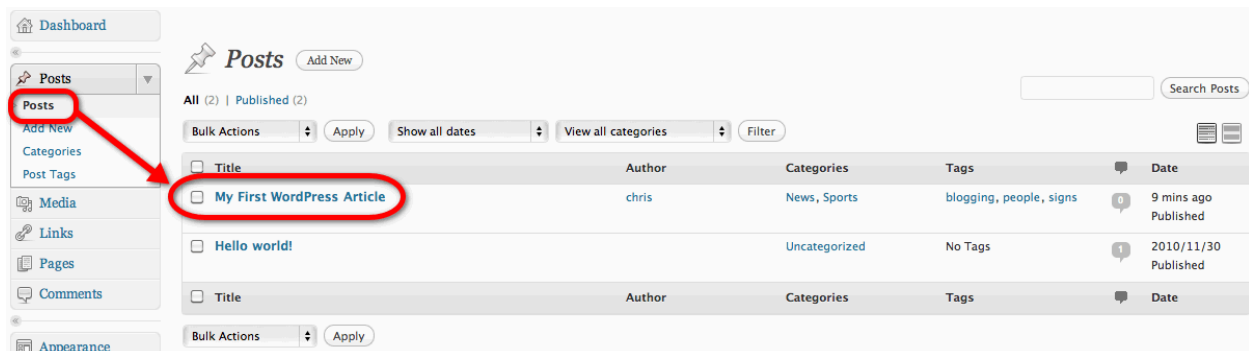
## Accessing the Edit Post Menu from the WordPress Dashboard

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

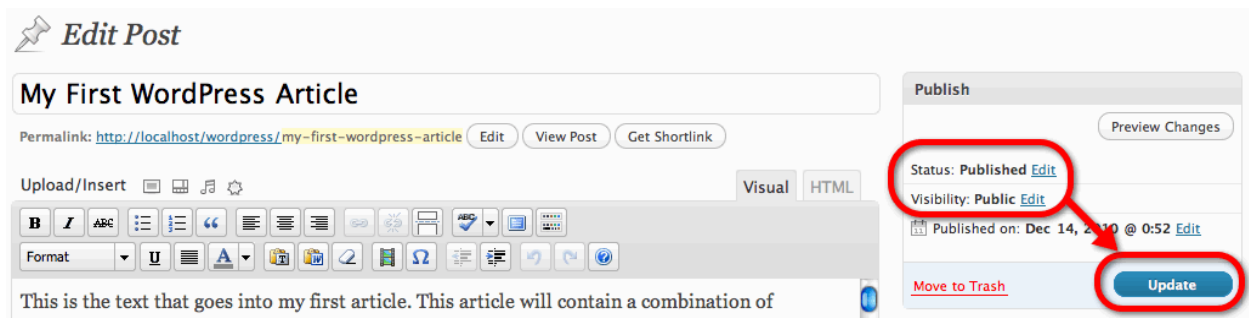
Click the **Edit** link under the **Posts** heading.



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.



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



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

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



## 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

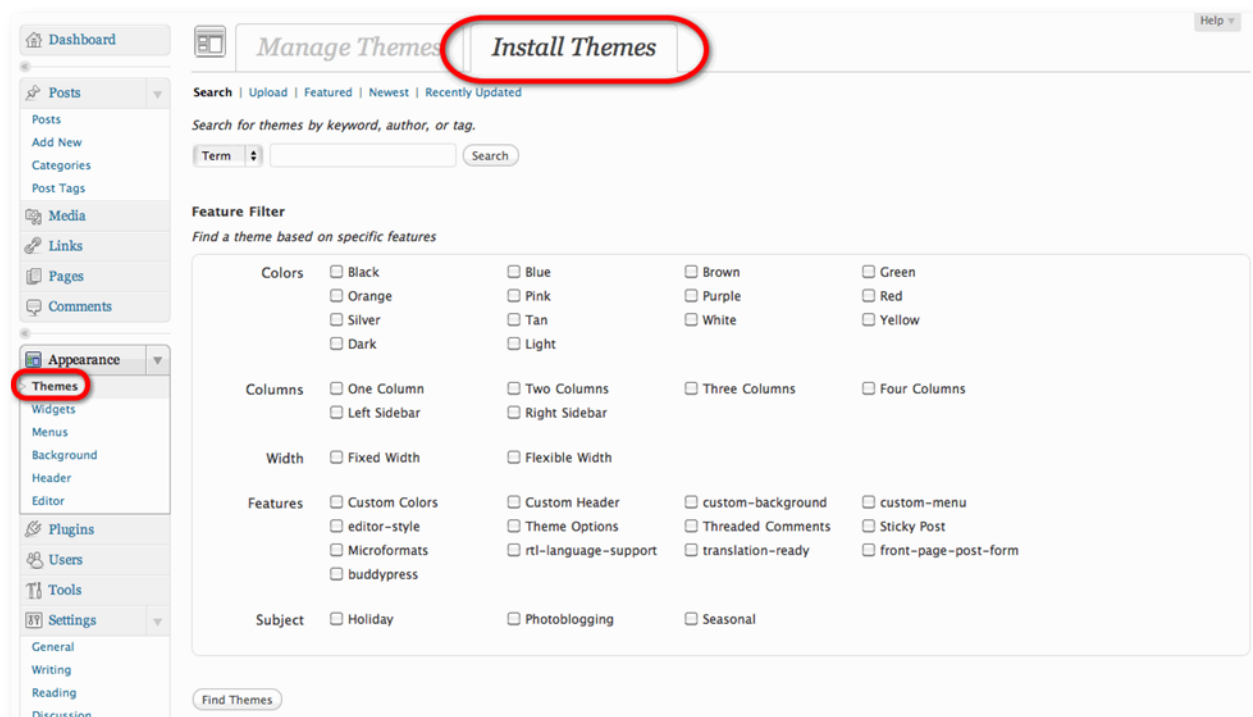
### Controlling the Look of a WordPress Blog Using Themes

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.

**Dashboard** | **Manage Themes** | **Install Themes** | **Help**

**Current Theme**

**Platform 1.0.8** by [PageLines](#)

Platform is a drag-and-drop framework for WordPress. It will help you do amazing things with your site, faster & easier than ever before. Designed and developed by [PageLines](#) in San Diego, California. \*\*\*Twitter - @PageLines

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

Tags: buddypress, theme-options, white, silver, light, one-column, two-columns, three-columns, left-sidebar, right-sidebar, flexible-width, custom-menu, fixed-width, threaded-comments, custom-header, custom-colors, translation-ready

**Available Themes**

**Easel 1.1.5** by [Philip M. Hofer \(Frumph\)](#)

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.

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

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

**Liquorice 1.5.4** by [Nudge Design](#)

A simple and clean vintage looking theme for you to build on using Google's font API Lobster font.

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

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

Tags: custom-background, two-columns, fixed-width, right-sidebar, light, brown, orange, blue

**Prototype 0.1.1** by [Justin Tadlock](#)

An elegantly-designed parent theme with multiple nav menus, several sidebars, custom widgets, a smart breadcrumb trail, and per-post layouts/stylesheets.

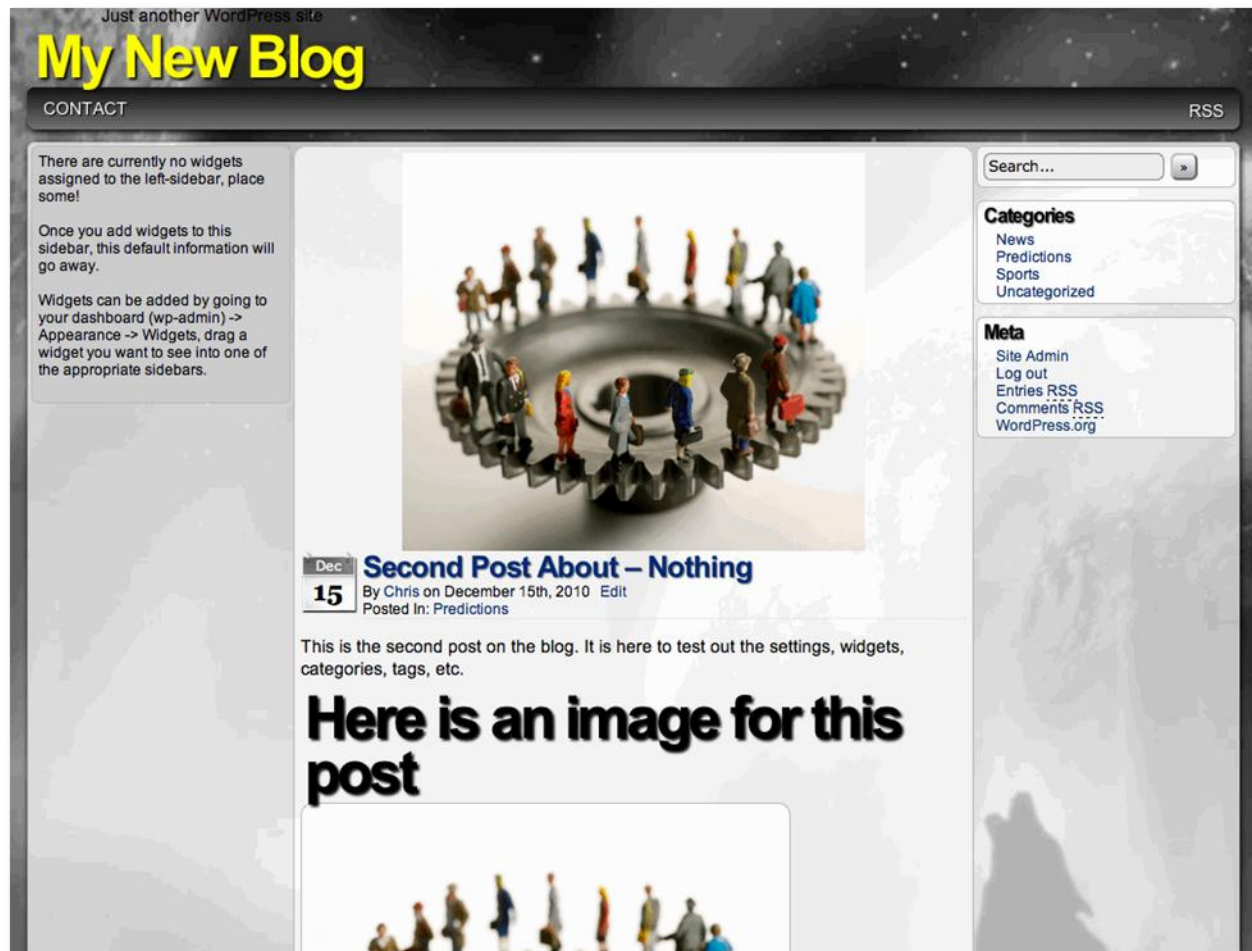
[Activate](#) | [Preview](#) | [Delete](#)

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

Tags: theme-options, threaded-comments

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.





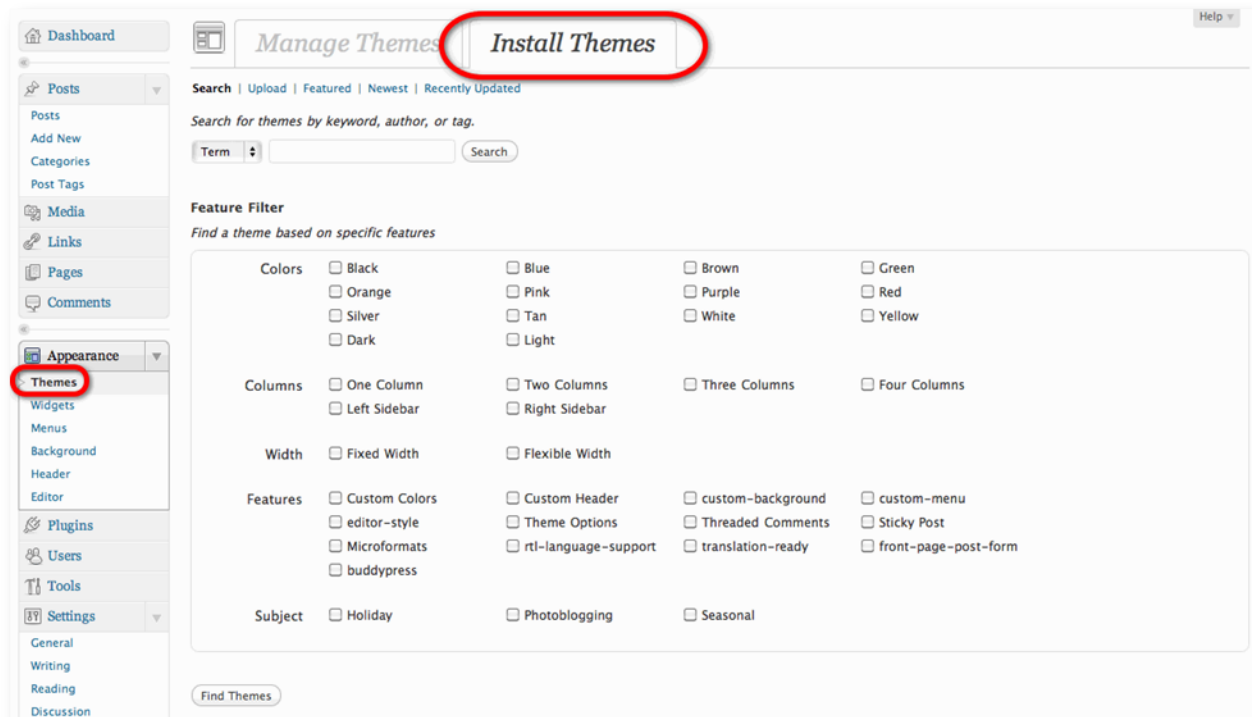
Click the "X" button to reject the theme or click the Activate link to apply this theme to your blog.

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

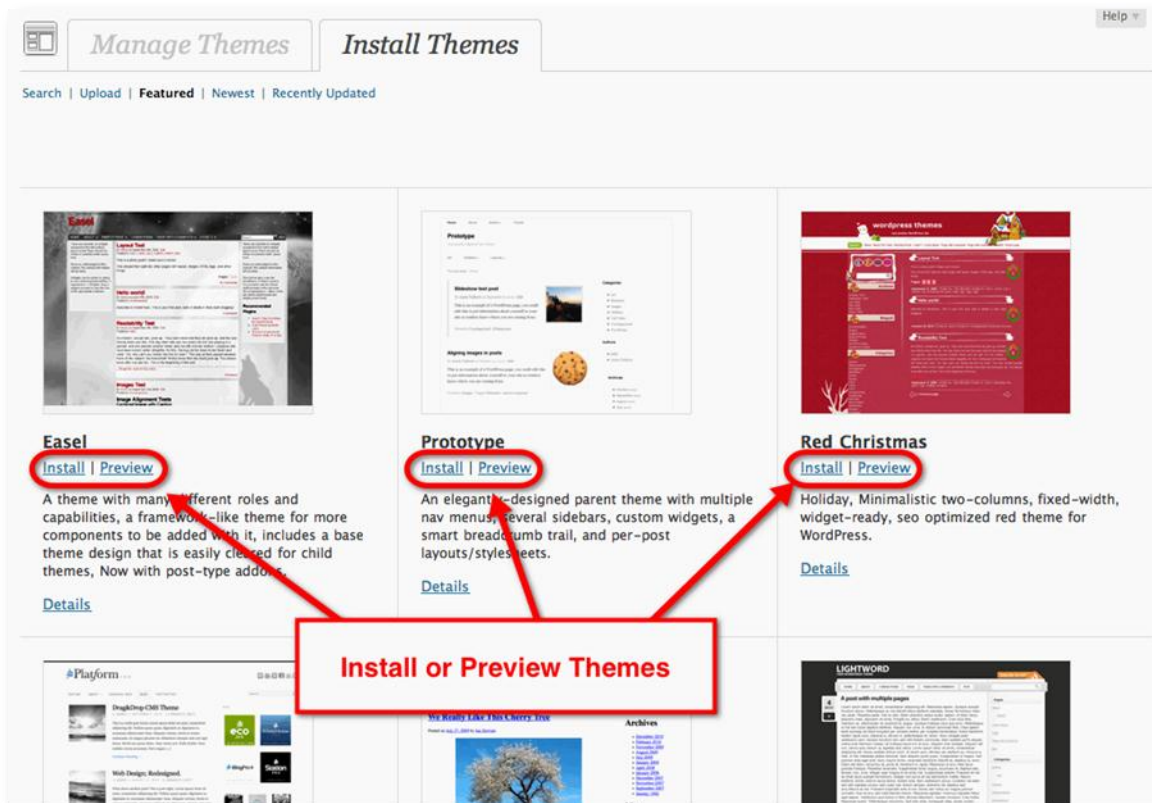
When you install WordPress, there are two themes "Default" and "Classic". They're both boring and lame. You're going to want to get yourself some new themes. WordPress.org has thousands of free themes that you can easily install on your blog.

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.

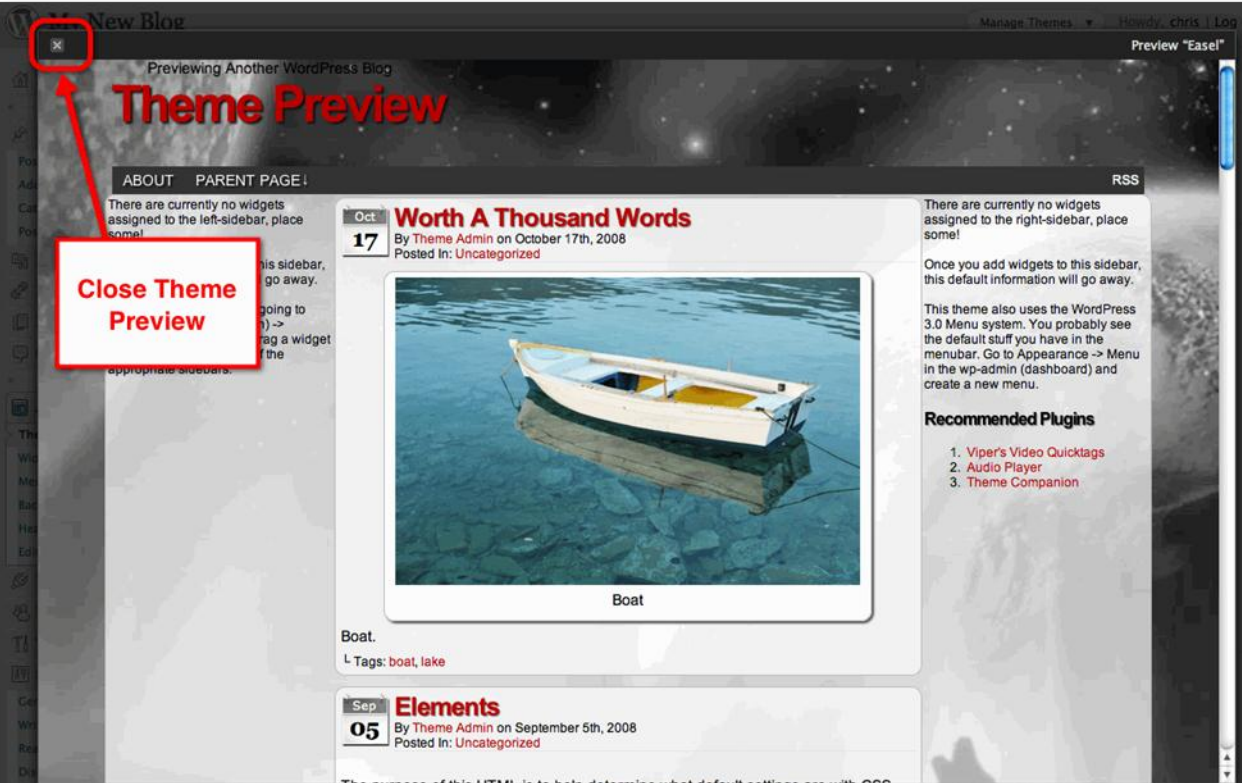


**Easel**

[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](#)



New Blog

Manage Themes | Howdy, Chris | Log Out

Preview "Easel"


Theme Preview

ABOUT PARENT PAGE: RSS

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

Close Theme Preview

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

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

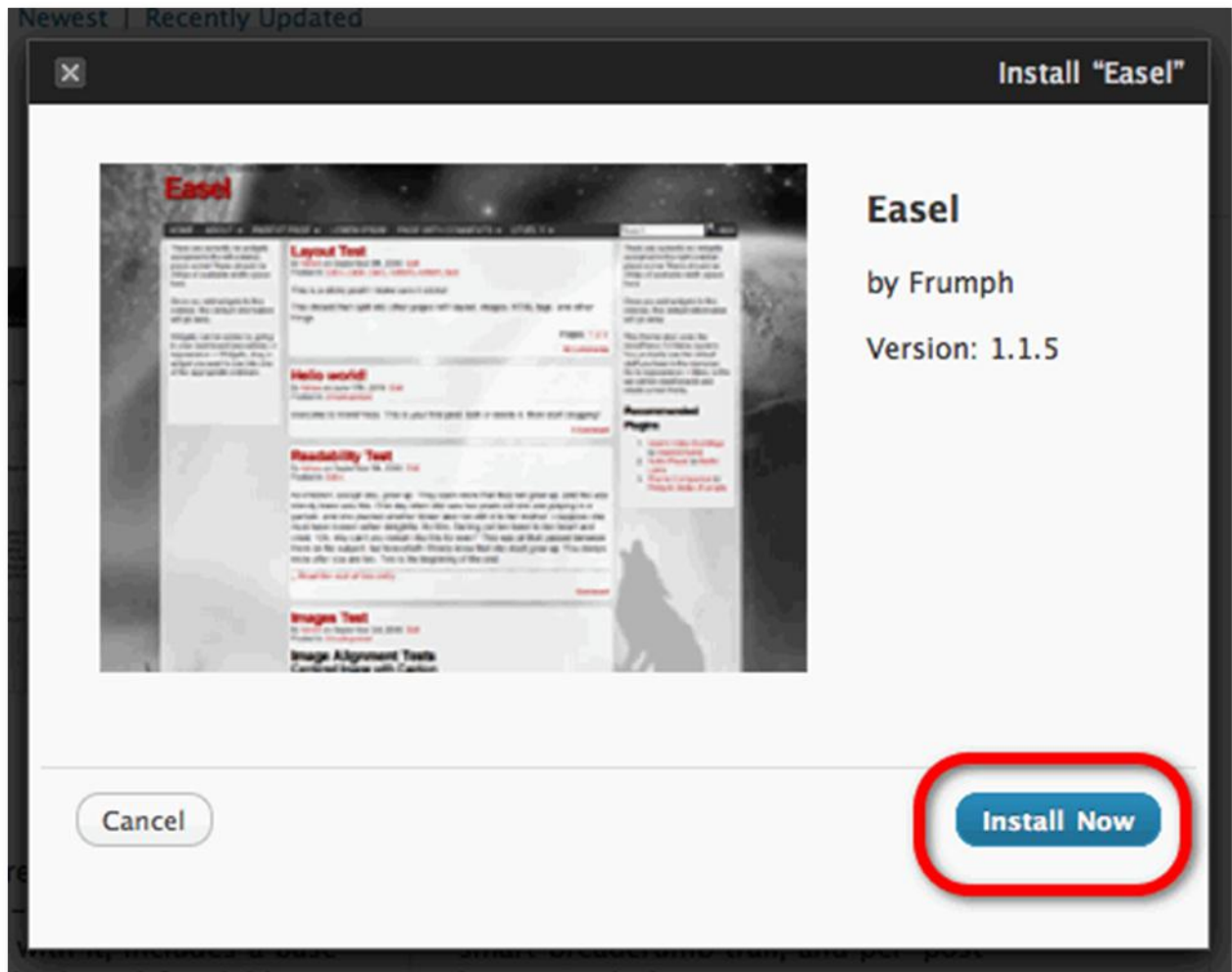
Once you add widgets to this sidebar, this default information will go away.

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

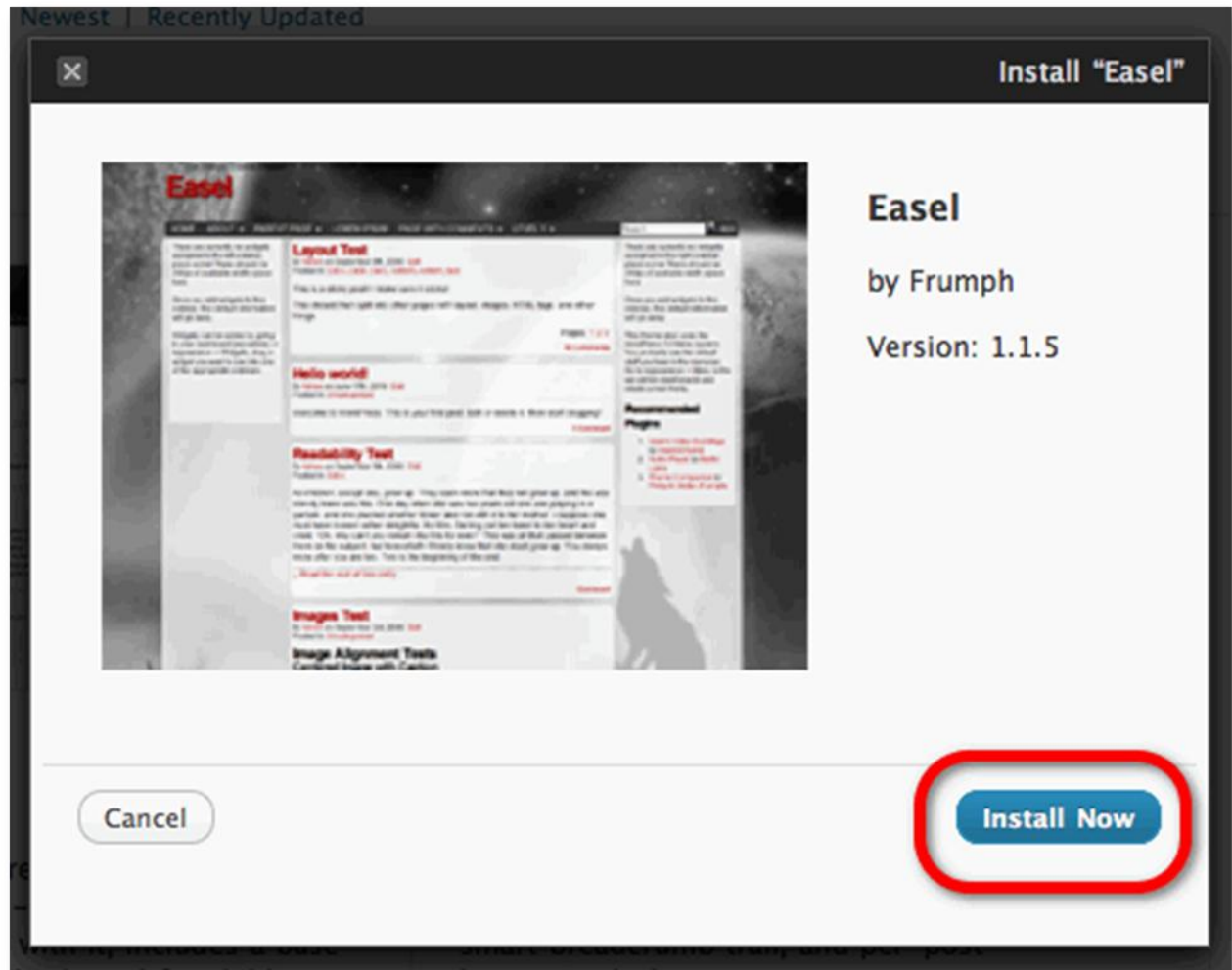
Click the **Install Now** button to install the theme or click the “X” button in the upper left corner to exit the preview without installing it to your blog.



## Installing a New Theme

Click the **Install** link.

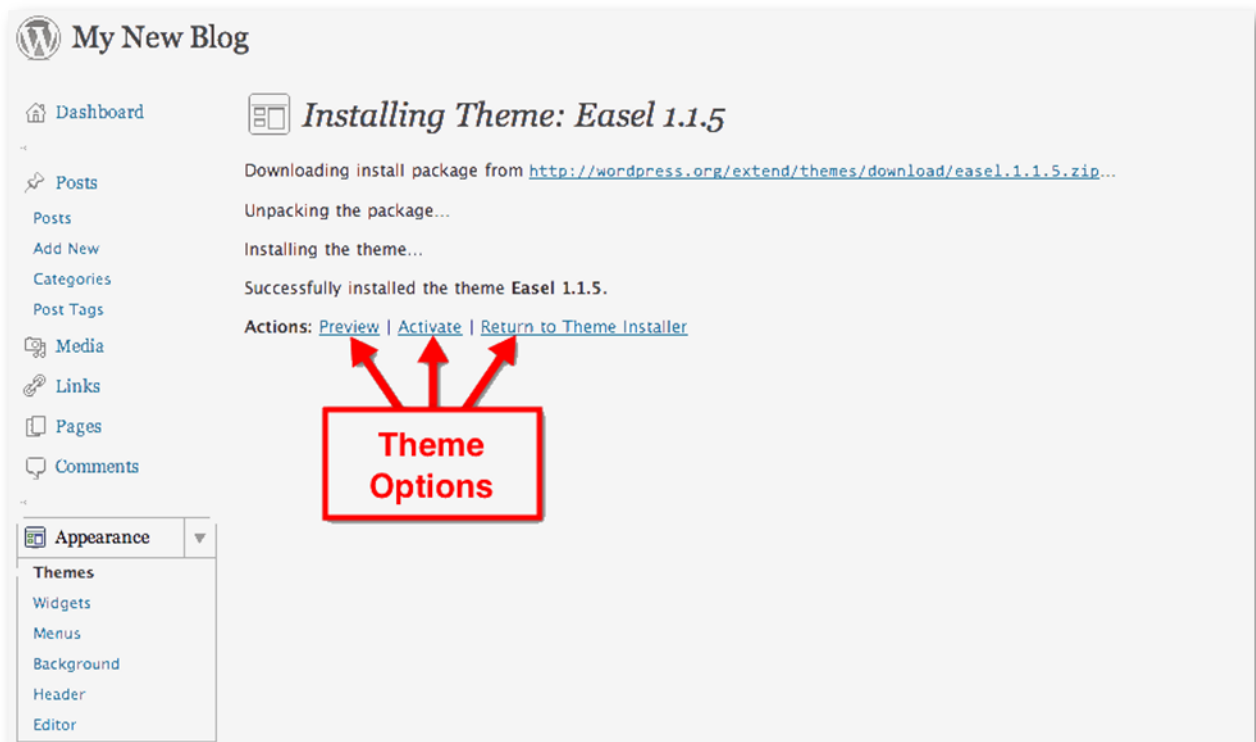
A pop-up window will open that allows you to complete the installation.



Click the **Install Now** button.



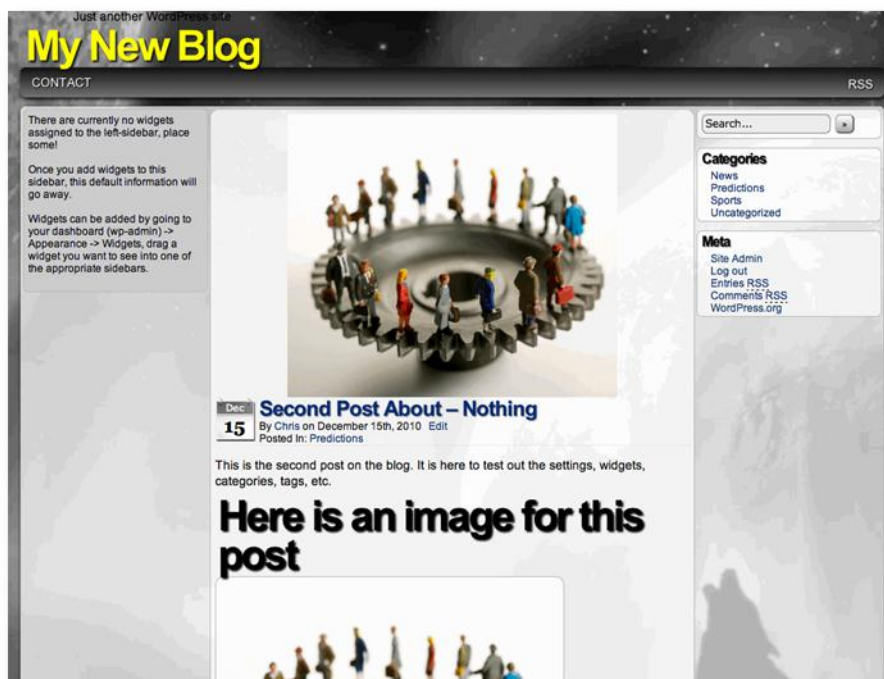
The theme will be installed on your WordPress server.



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

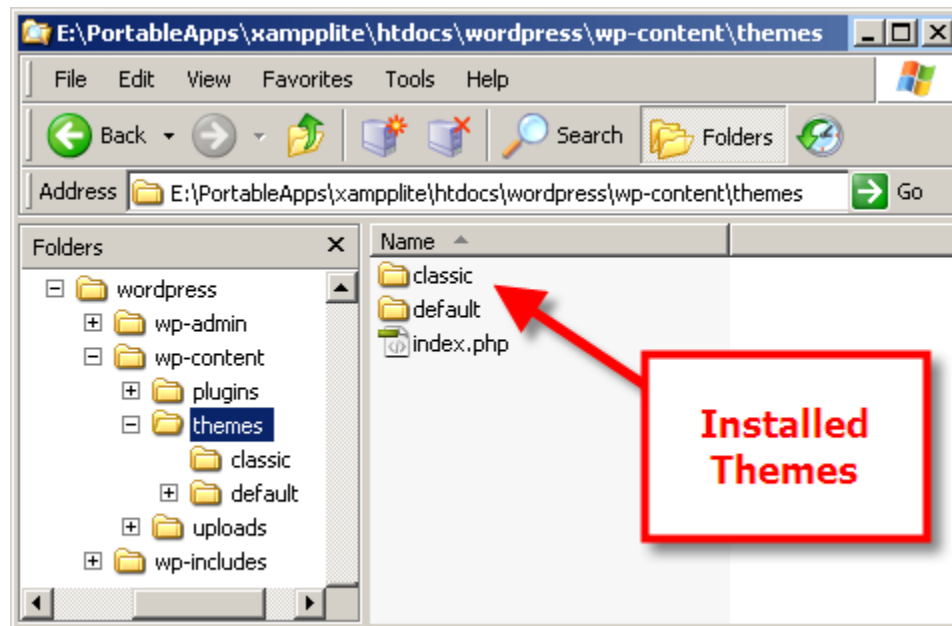
Click **Activate** to apply the theme to your blog.

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.

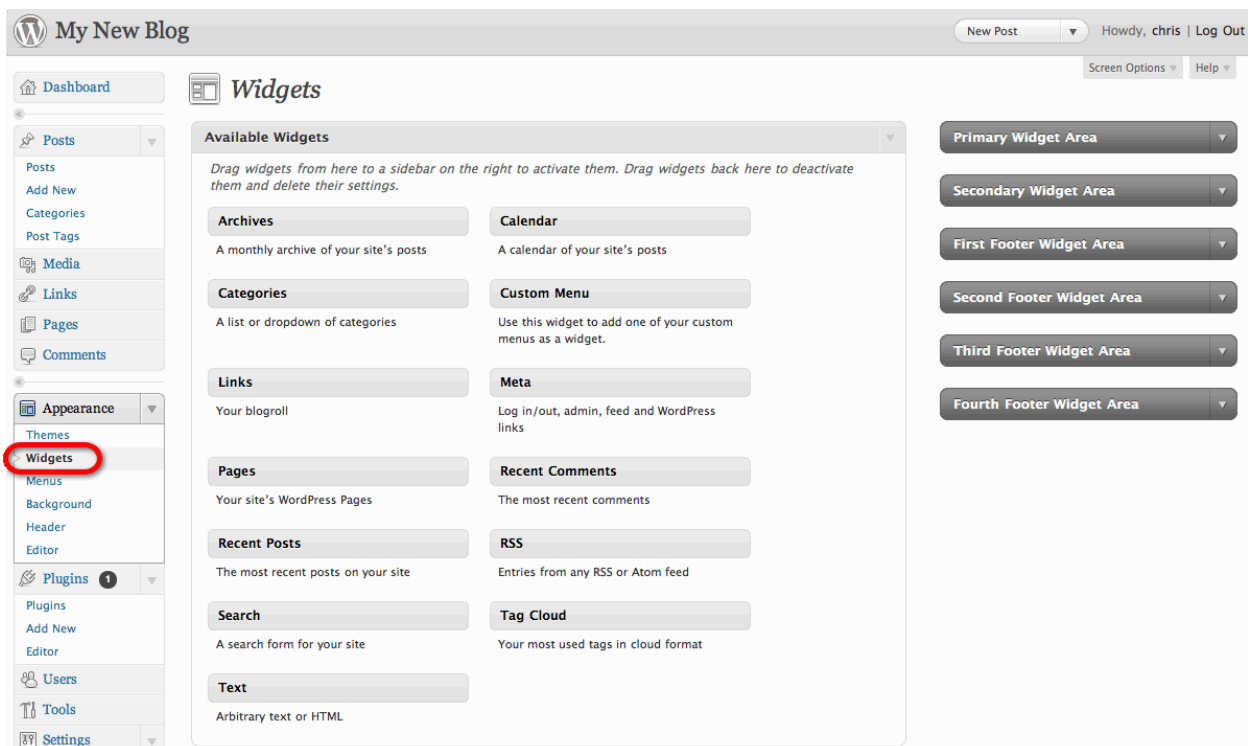
WordPress Widgets are designed to provide a simple way to arrange the various elements of your sidebar content without having to change any code. The **Widgets** menu explains how to use the various Widgets that come delivered with WordPress, and the **Widgets page at Automattic.com** explains how to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

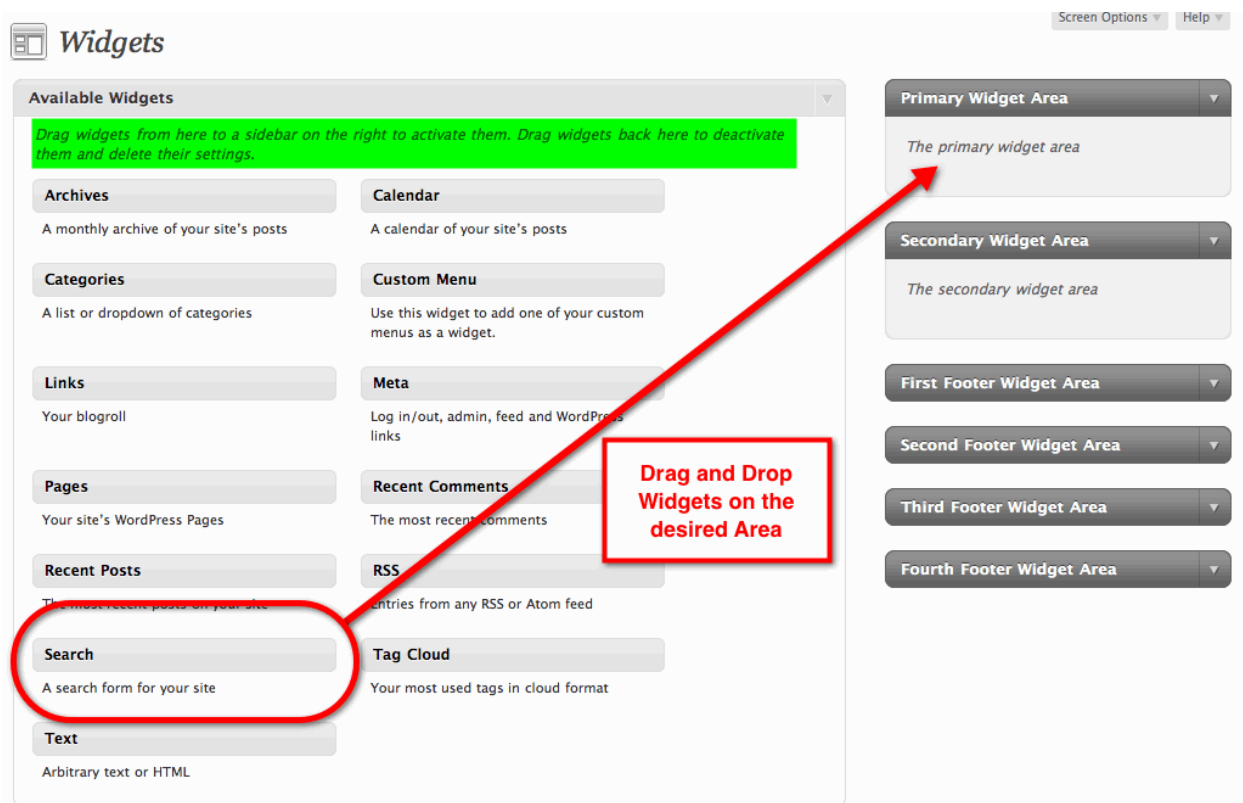


You will see all of the standard Widgets in the center of the page.

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

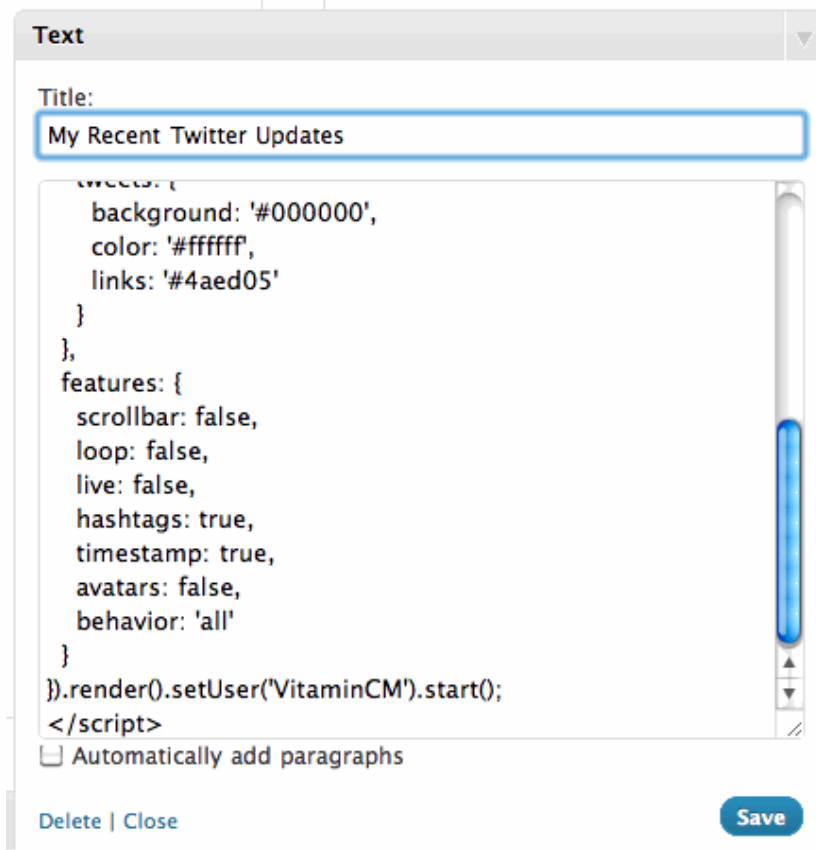
The Text Widget allows you to display any HTML code (including Flash and JavaScript) in your site's sidebar.

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.

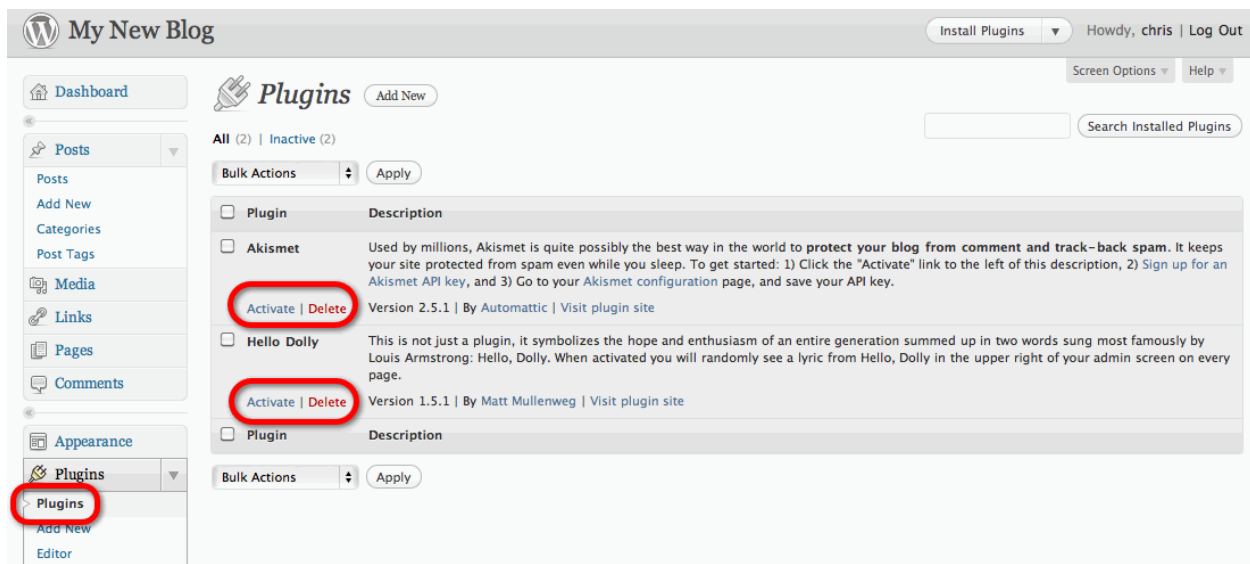
Plugins can extend WordPress to do almost anything you can imagine.

#### 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.



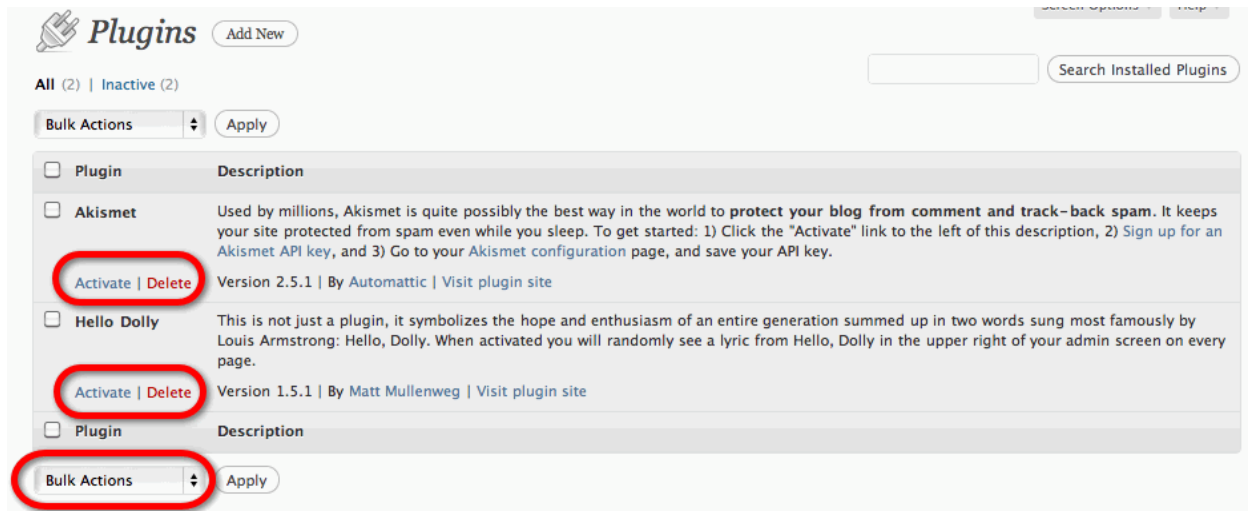
You will see all of the plugins that are installed on your blog. There are only two that are installed by default:

**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.



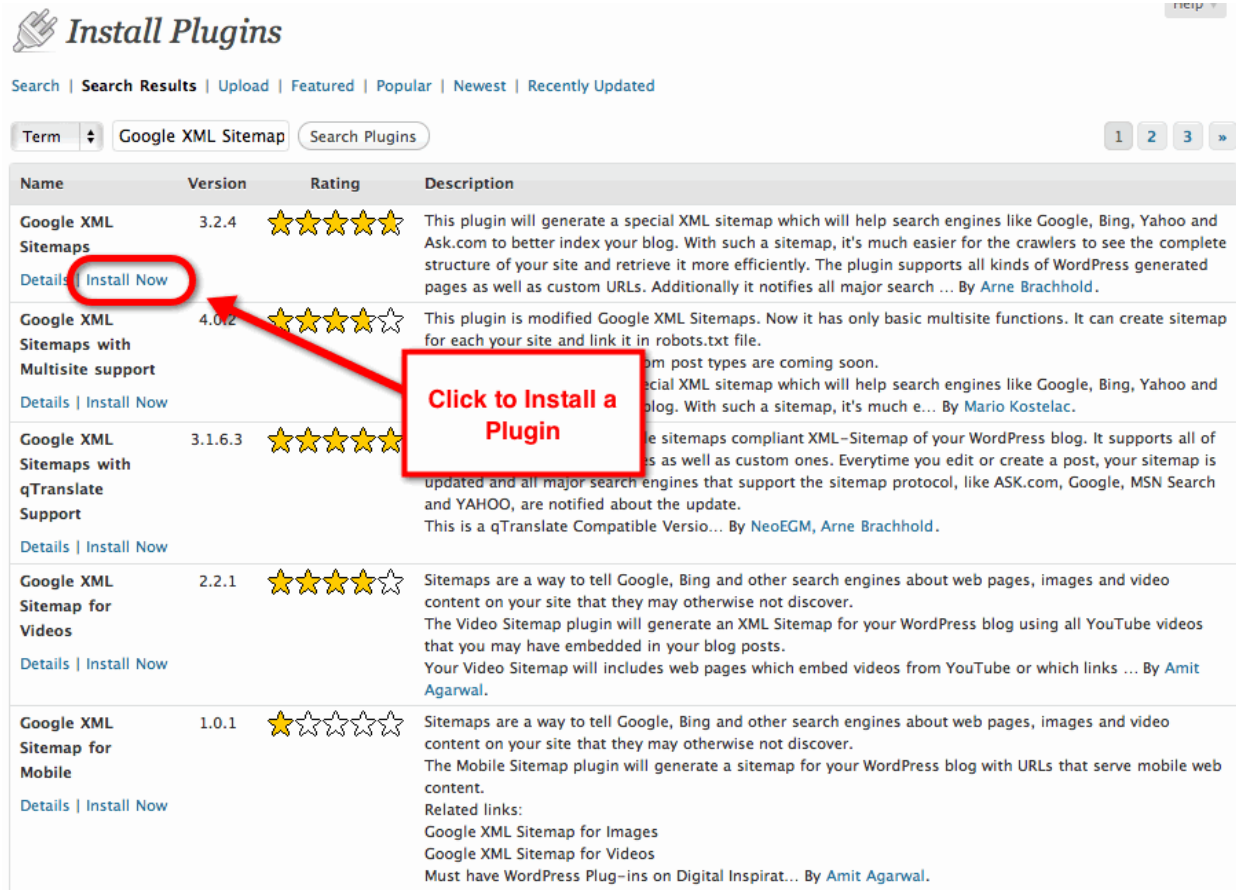
You can search or browse WordPress' massive directory using the following methods:



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

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

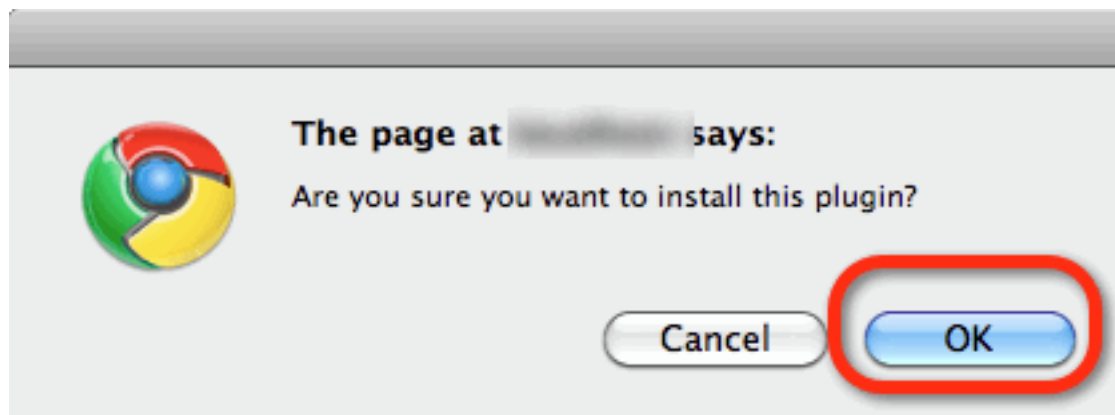
Once you find a plugin that you want to install, just click the Install link to the right of the plugin's description.



The screenshot shows the WordPress 'Install Plugins' interface. At the top, there's a search bar with 'Google XML Sitemap' entered. Below the search bar, a table lists several plugins. The first plugin, 'Google XML Sitemaps', is highlighted with a red box around its 'Install Now' link. A red arrow points from this link to a red box containing the text 'Click to Install a Plugin'. The table has columns for Name, Version, Rating, and Description. The first plugin has a rating of 4.0/5 stars. The second plugin, 'Google XML Sitemaps with Multisite support', has a rating of 4.0/5 stars. The third plugin, 'Google XML Sitemaps with qTranslate Support', has a rating of 4.0/5 stars. The fourth plugin, 'Google XML Sitemap for Videos', has a rating of 4.0/5 stars. The fifth plugin, 'Google XML Sitemap for Mobile', has a rating of 4.0/5 stars.

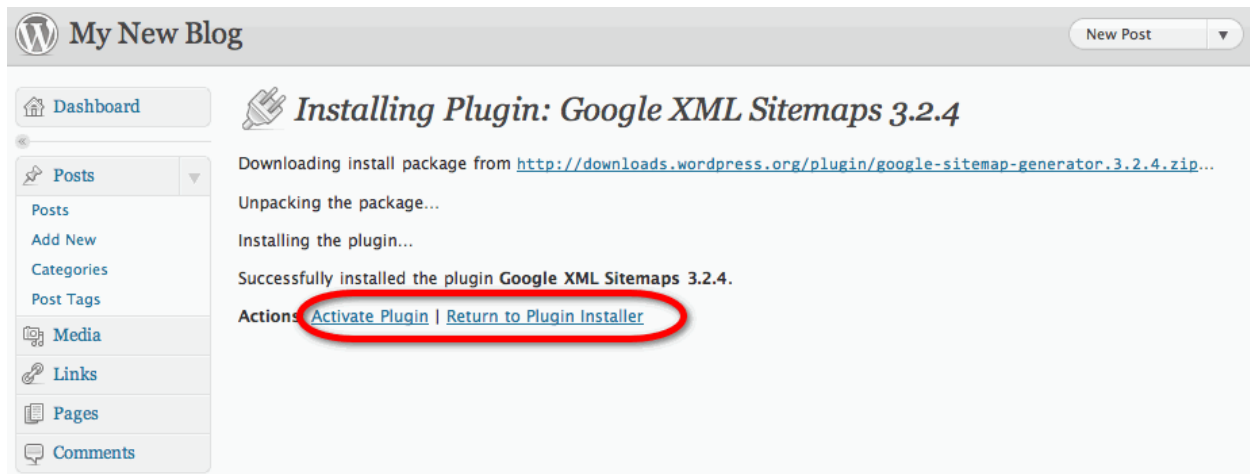
Name	Version	Rating	Description
Google XML Sitemaps	3.2.4	★★★★★	This plugin will generate a special XML sitemap which will help search engines like Google, Bing, Yahoo and Ask.com to better index your blog. With such a sitemap, it's much easier for the crawlers to see the complete structure of your site 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	★★★★★	... from post types are coming soon. Special XML sitemap which will help search engines like Google, Bing, Yahoo and ... blog. With such a sitemap, it's much e... By Mario Kostelac.
Google XML Sitemap for Videos	2.2.1	★★★★★	... e 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 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 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.

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](#)

[Add New](#)

[Categories](#)

[Post Tags](#)

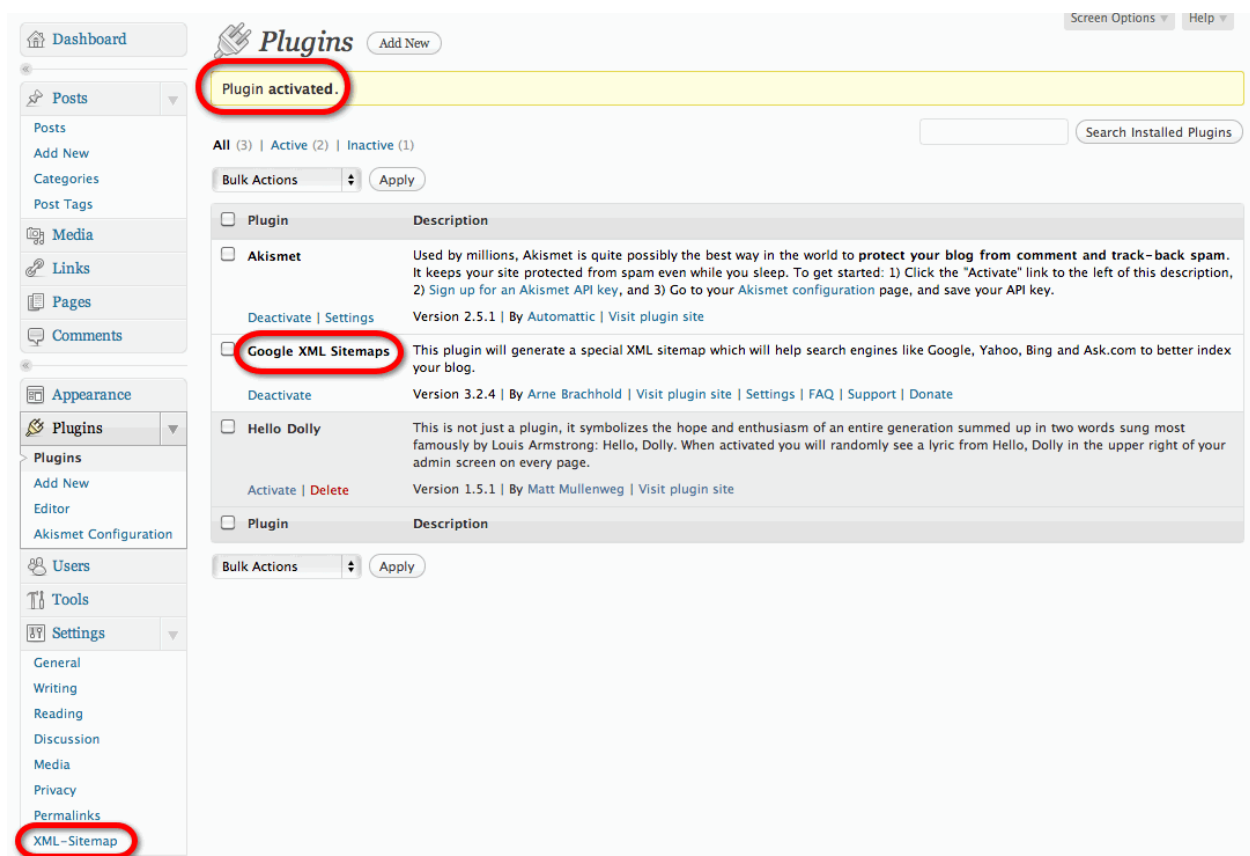
[Media](#)

[Links](#)

[Pages](#)

[Comments](#)

Click the **Activate Plugin** link.



[Dashboard](#)

**Plugins** [Add New](#)

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. <a href="#">Deactivate</a>   <a href="#">Settings</a> 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. <a href="#">Deactivate</a> Version 3.2.4   By Arne Brachhold   Visit plugin site   <a href="#">Settings</a>   <a href="#">FAQ</a>   <a href="#">Support</a>   <a href="#">Donate</a>
<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. <a href="#">Activate</a>   <a href="#">Delete</a> Version 1.5.1   By Matt Mullenweg   Visit plugin site
Plugin	Description

[Bulk Actions](#) [Apply](#)

[Appearance](#)

**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

Posts

Add New

Categories

Post Tags

Media

Links

Pages

Comments

Appearance

Plugins

Plugins

Add New

Editor

Akismet Configuration

Users

Tools

Settings

General

Writing

Reading

Discussion

Media

Privacy

Permalinks

XML - Sitemap

## XML Sitemap Generator for WordPress 3.2.4

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](#)

PayPal

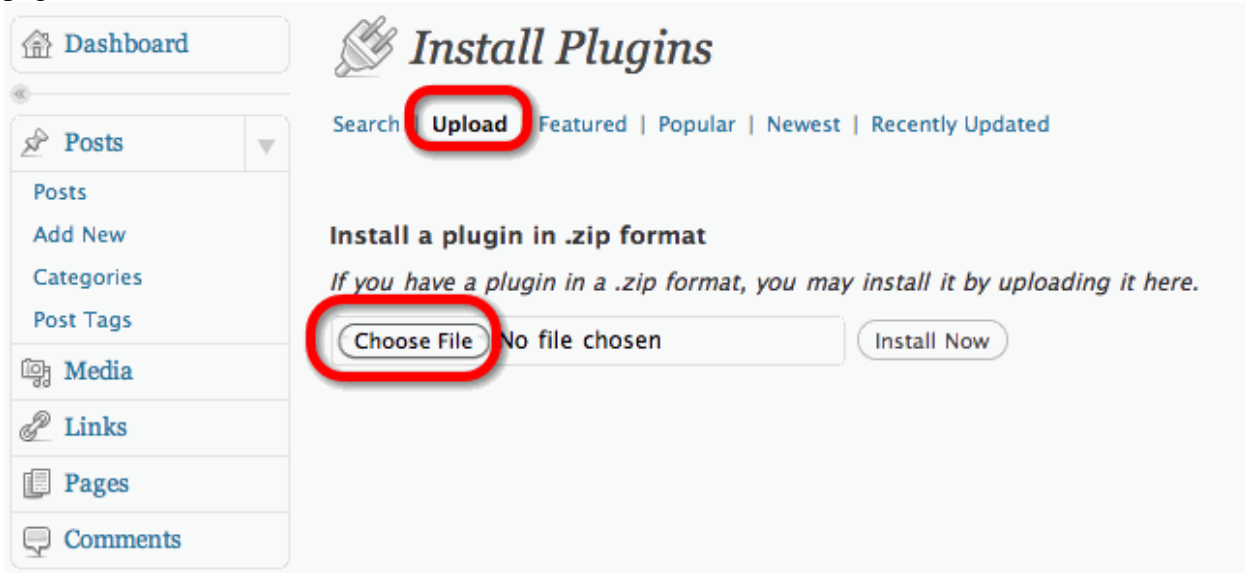
Thank you for your support!

DONATE

## 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

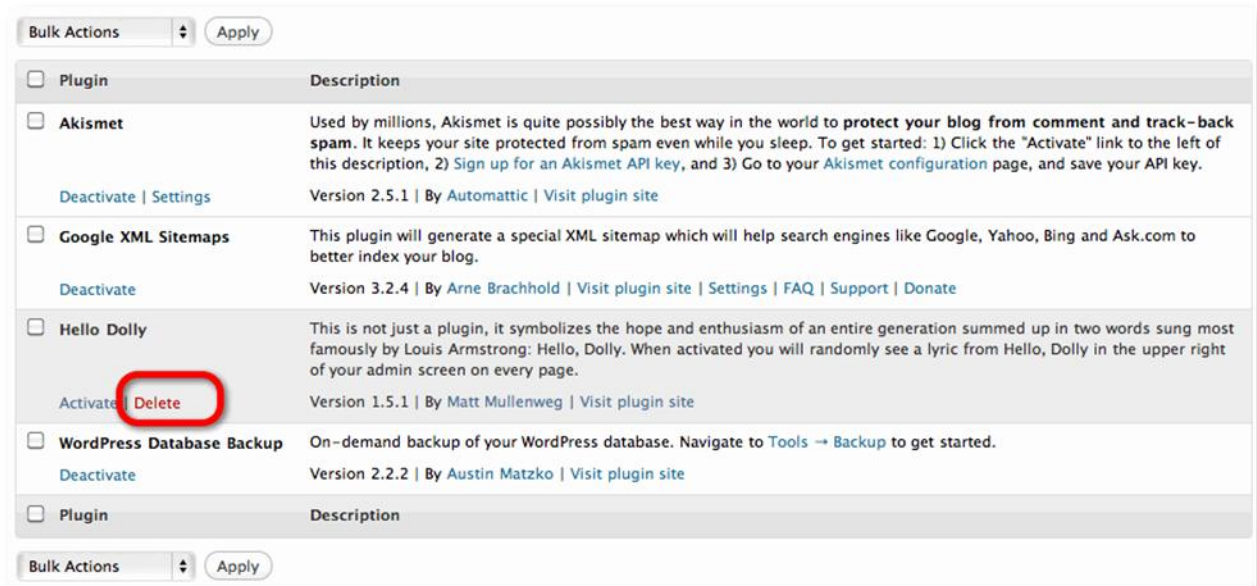
Drag the plugins to your web server

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

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## 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.

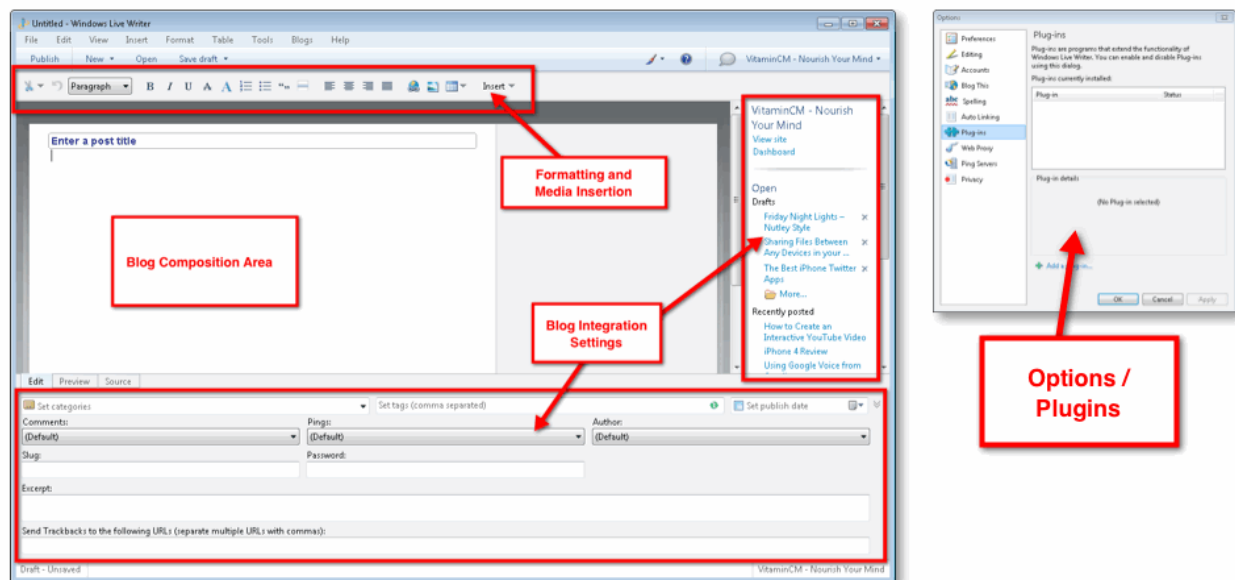
### What I Love:

- *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.

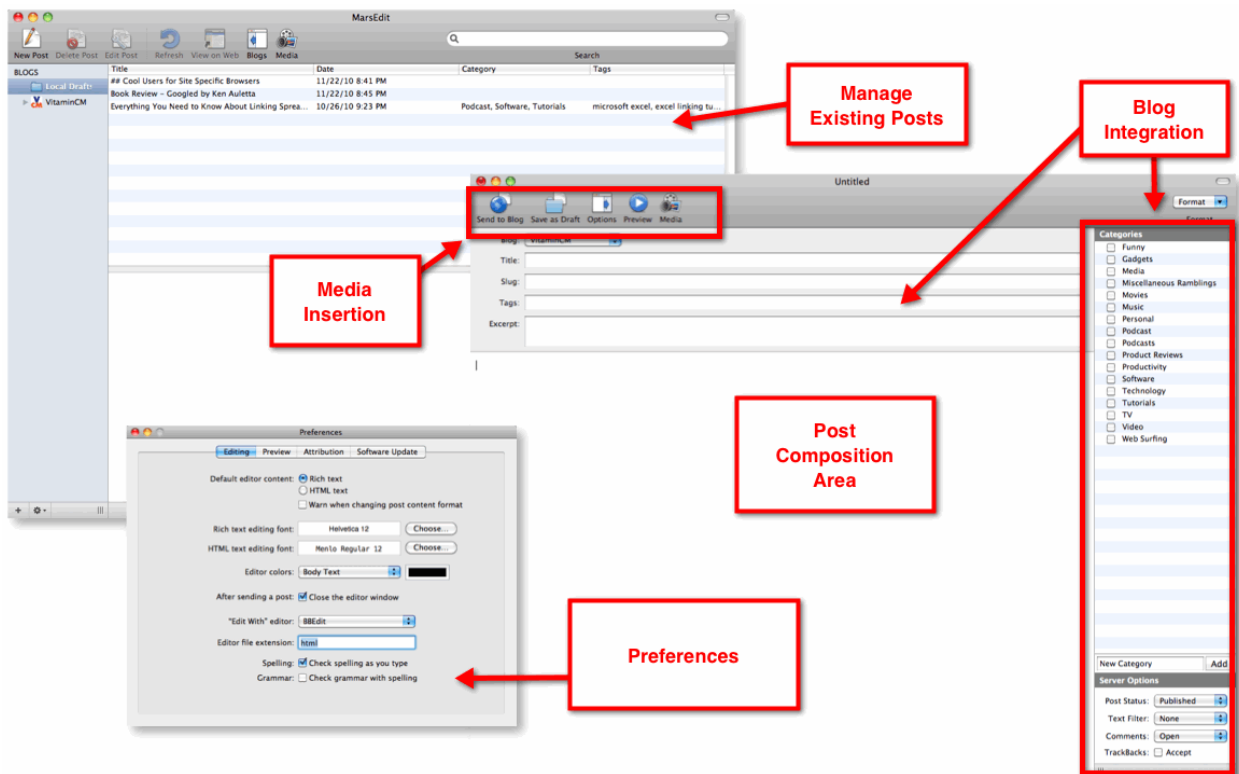
### What I Love:

- *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.](#))

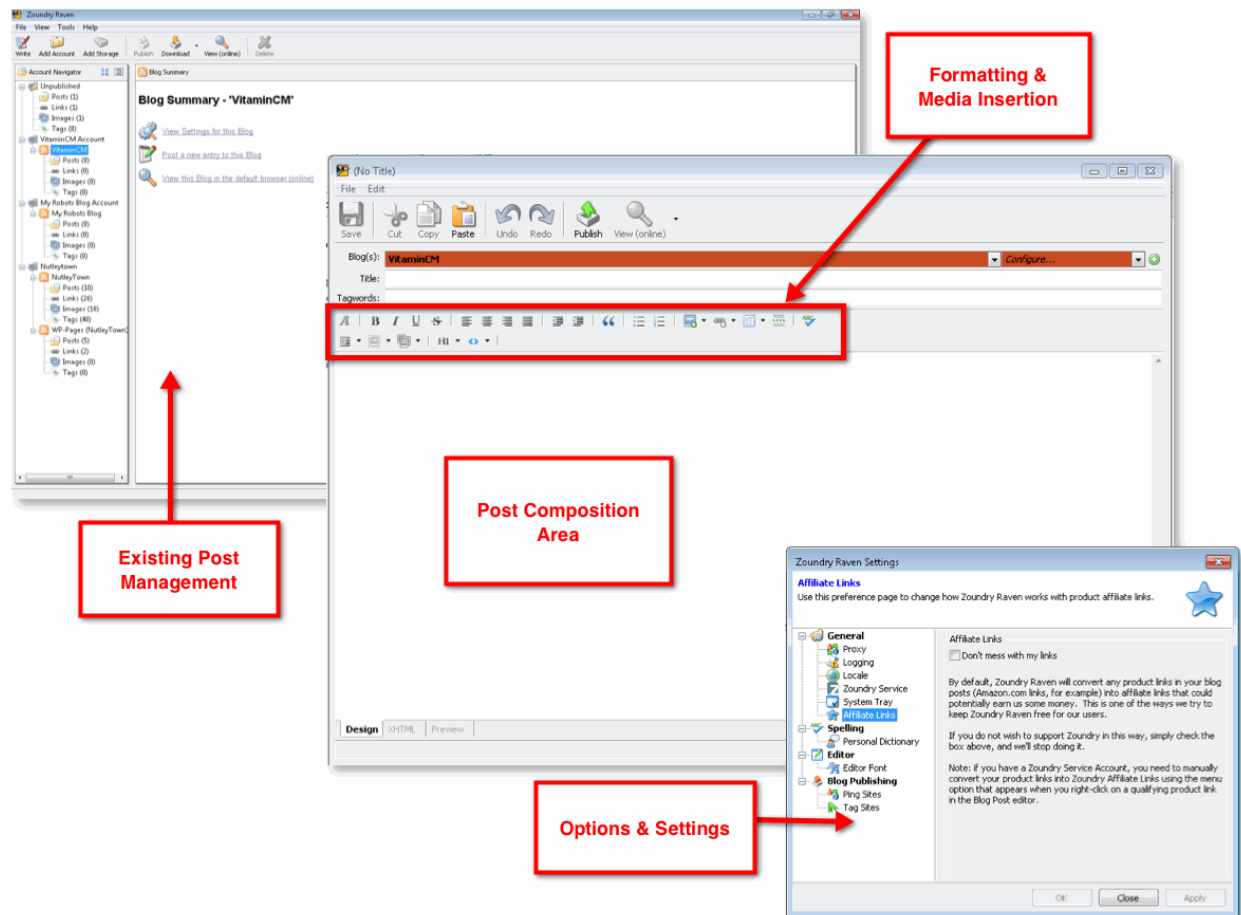
### What I Love:

- *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.

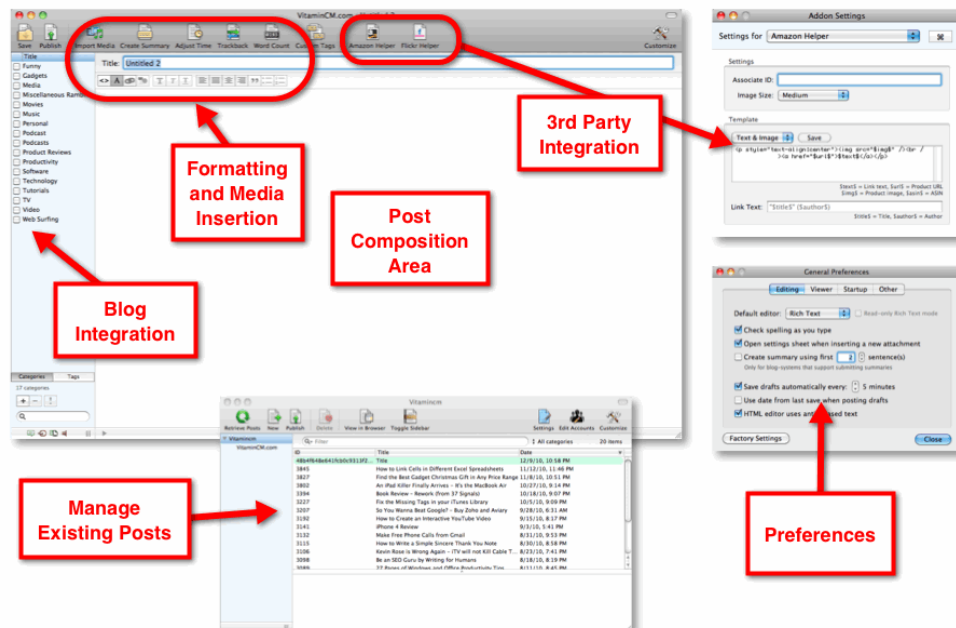
### What I Love:

- *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.

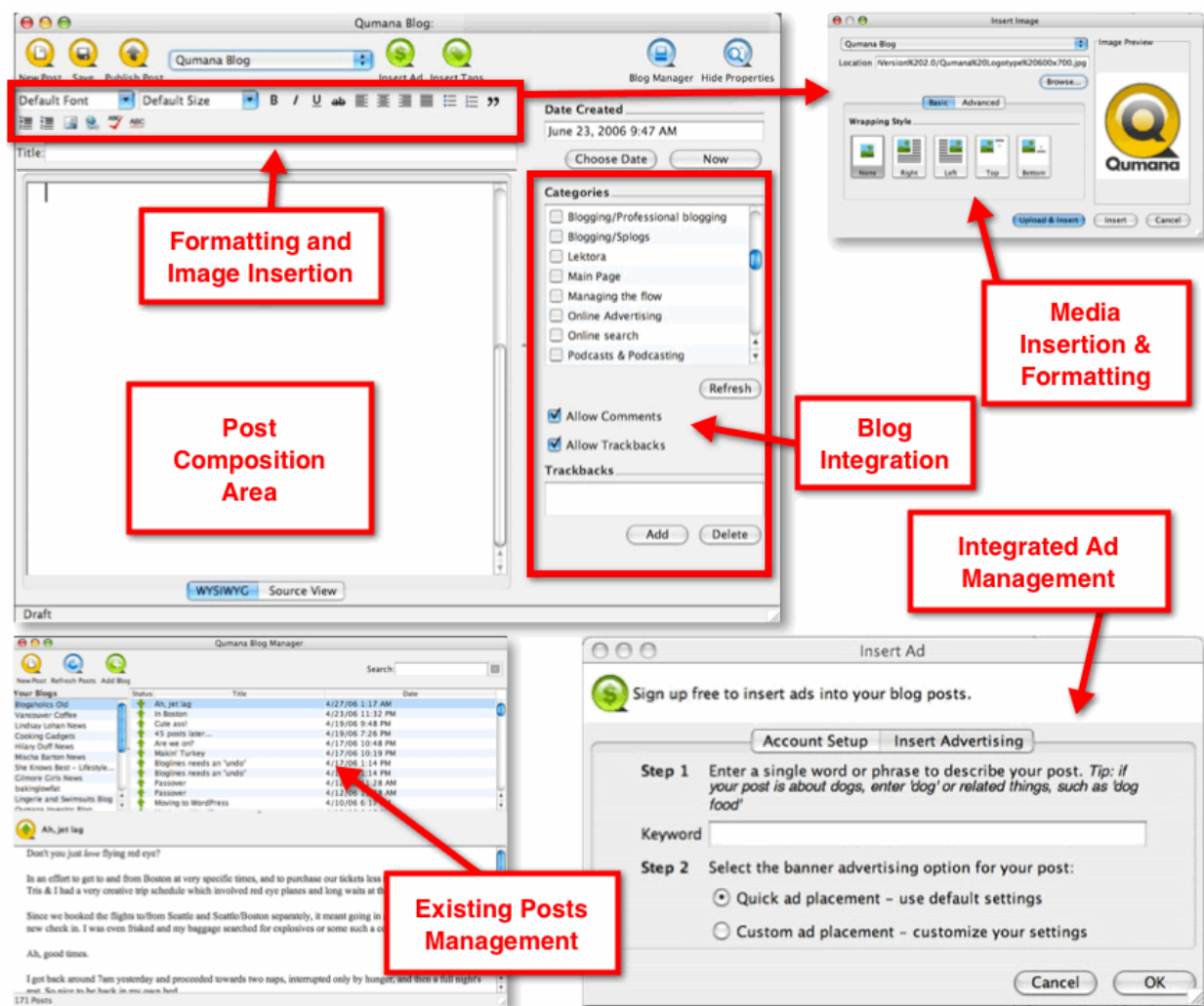
### What I Love:

- *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.

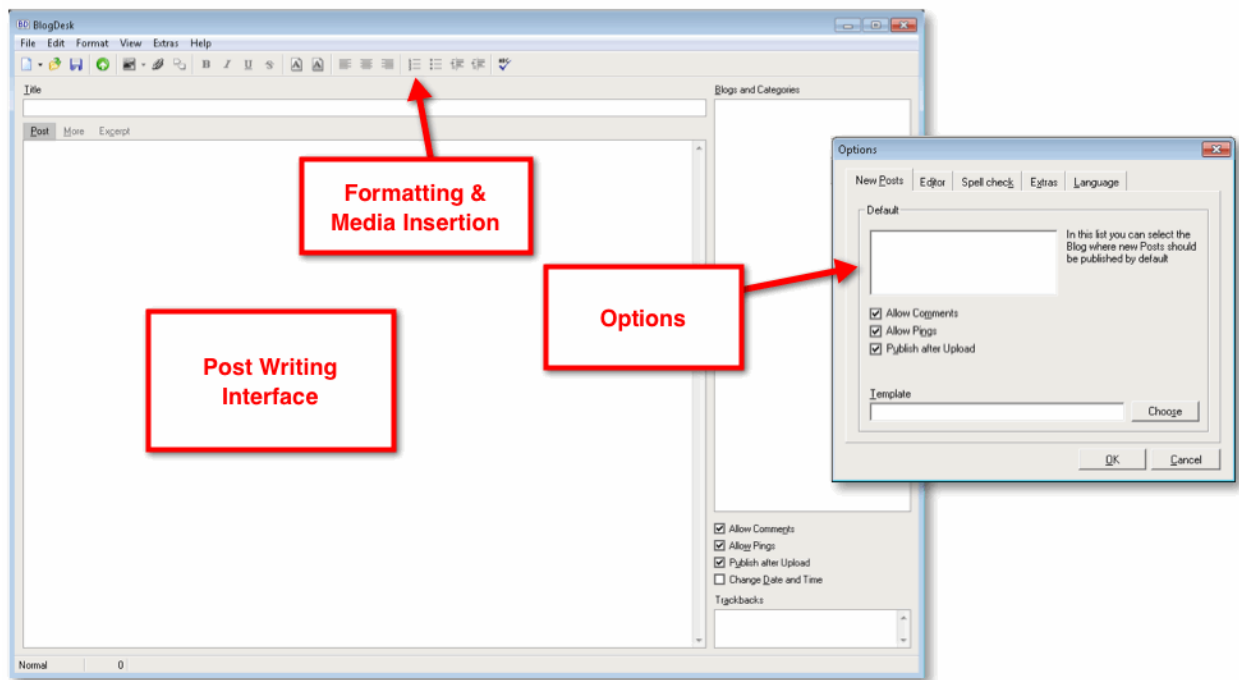
### What I Love:

- *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.

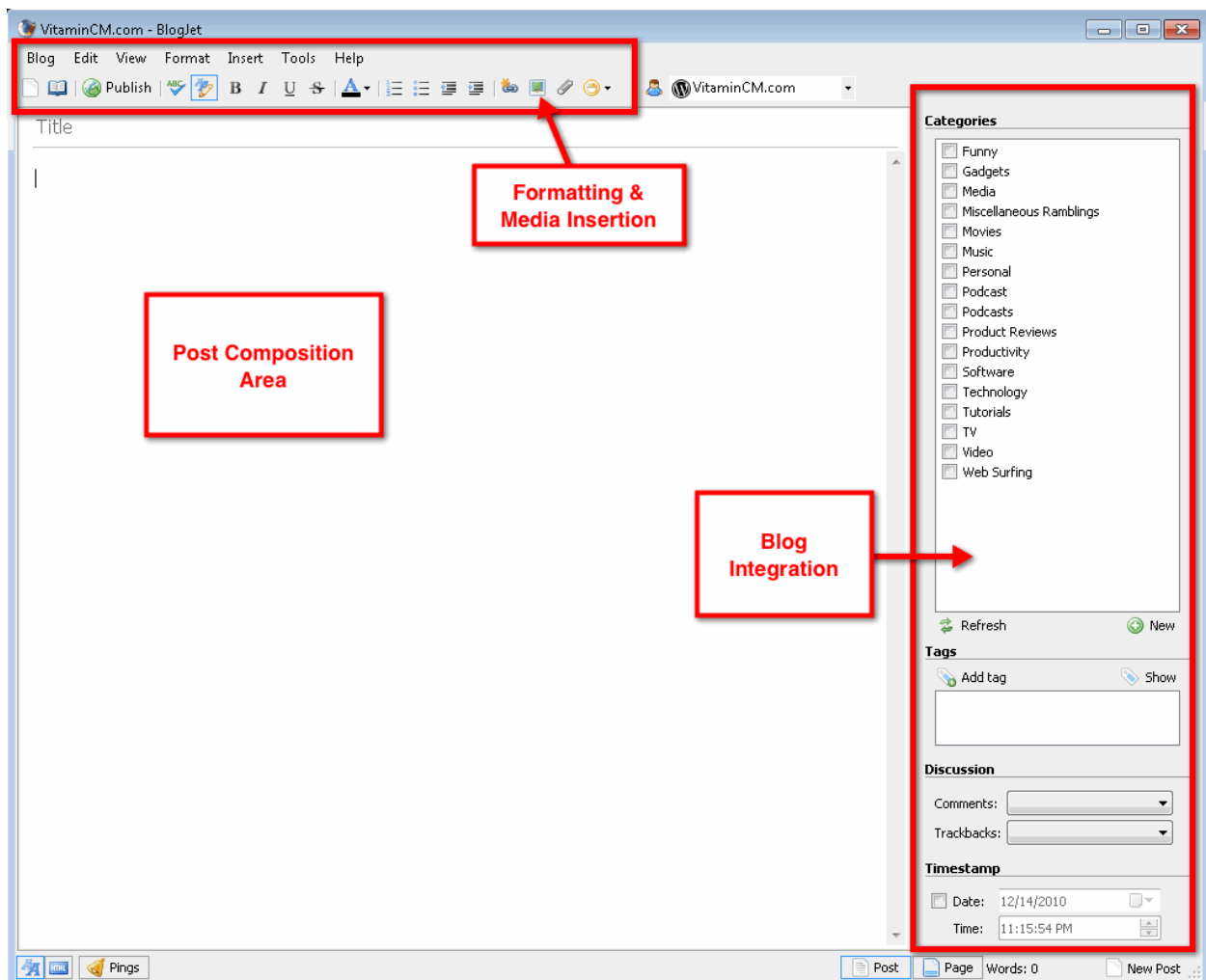
### What I Love Like:

- *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.

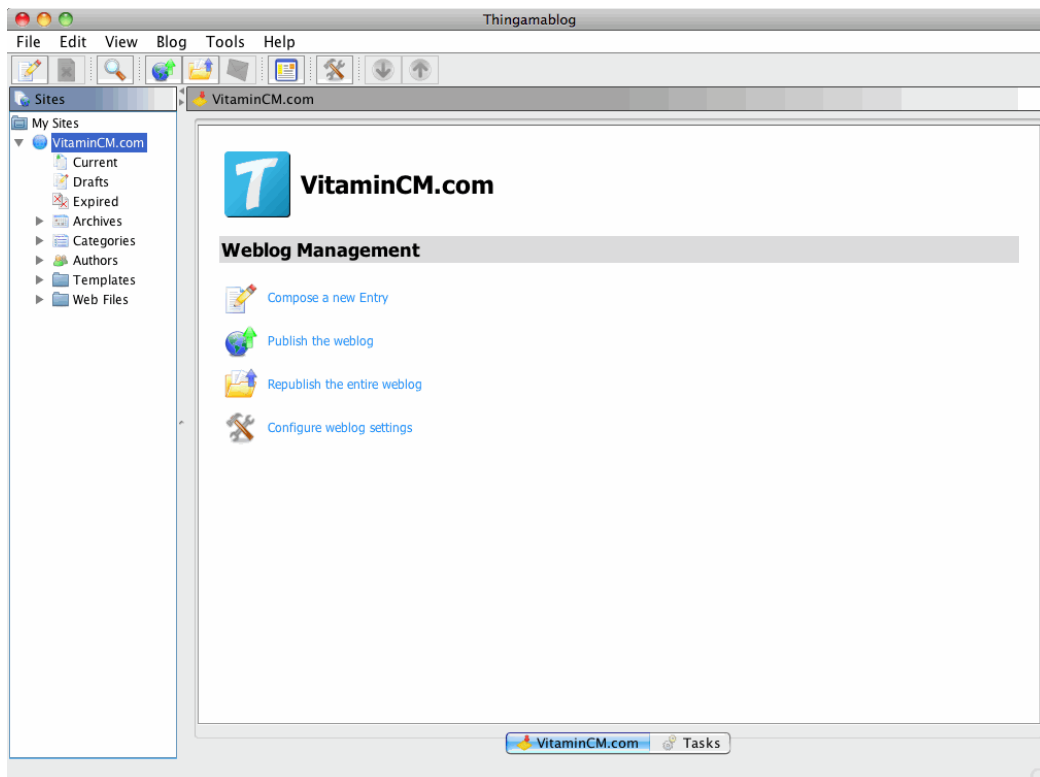
### What I Love Like:

- *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.

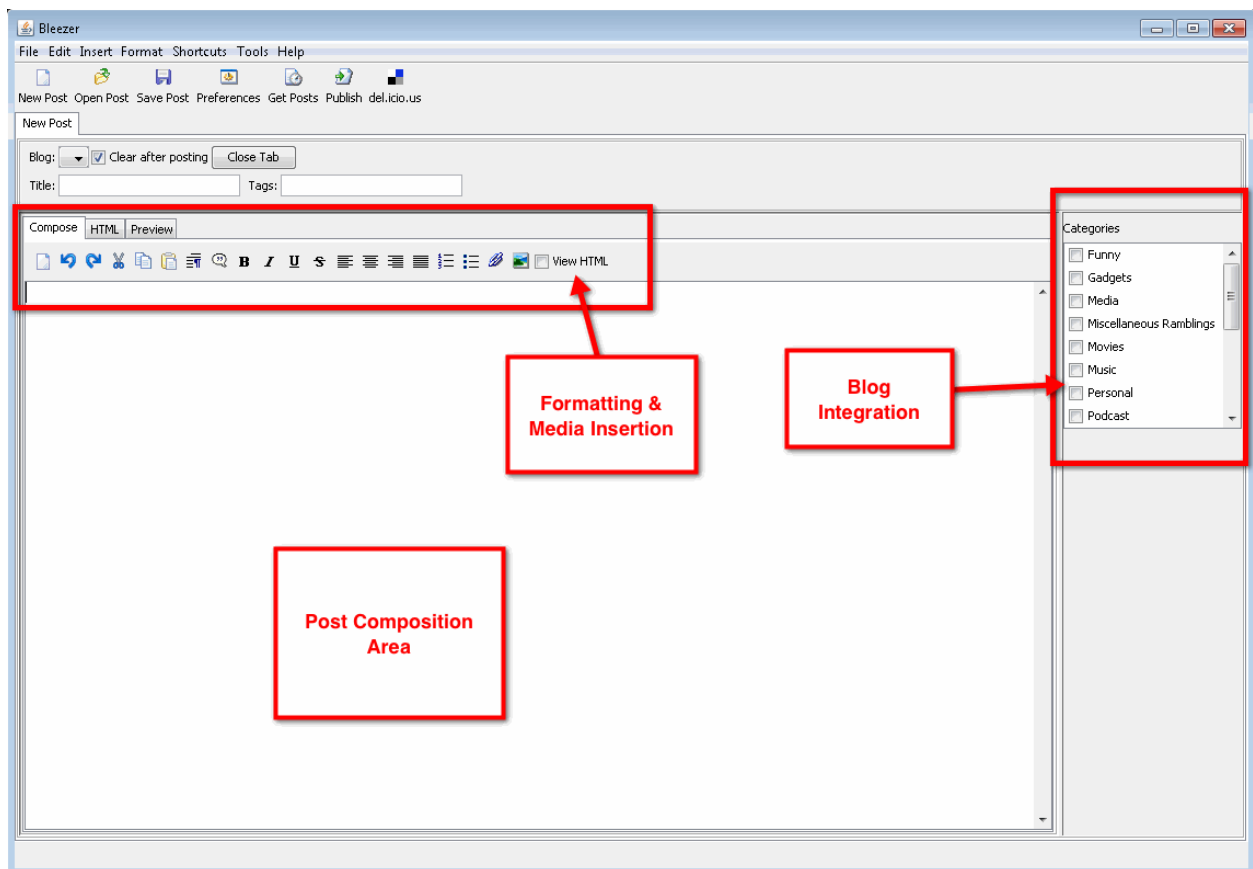
### What I Love Like:

- *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
<b>Cost</b>	Free	\$20	\$30	Free	Free	\$40	Free	Free
<b>Operating Systems</b>	W	M	M	W	W, M	W	W	W, M, L
<b>WYSIWYG / HTML Editing</b>	Y	Y	N	Y	Y	Y	Y	Y
<b>Multiple Blog Mgmt</b>	Y	Y	Y	Y	Y	Y	Y	Y
<b>Code Snippets</b>	Y	N	Y	Y	N	Y	Y	N
<b>Publish as Draft</b>	Y	Y	Y	N	N	N	Y	N
<b>Plugins Support</b>	Y	N	Y	N	N	N	N	N
<b>Rich Media Management</b>	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

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## 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 *1<sup>st</sup>WebDesigner*

## 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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