

# Setting Up A Web Site

- Plan ahead
- Draw your web site

# Plan Ahead

Make a list of your features, what's going on the site, how it's grouped, what is updated regularly, what is more static and infrequently updated.

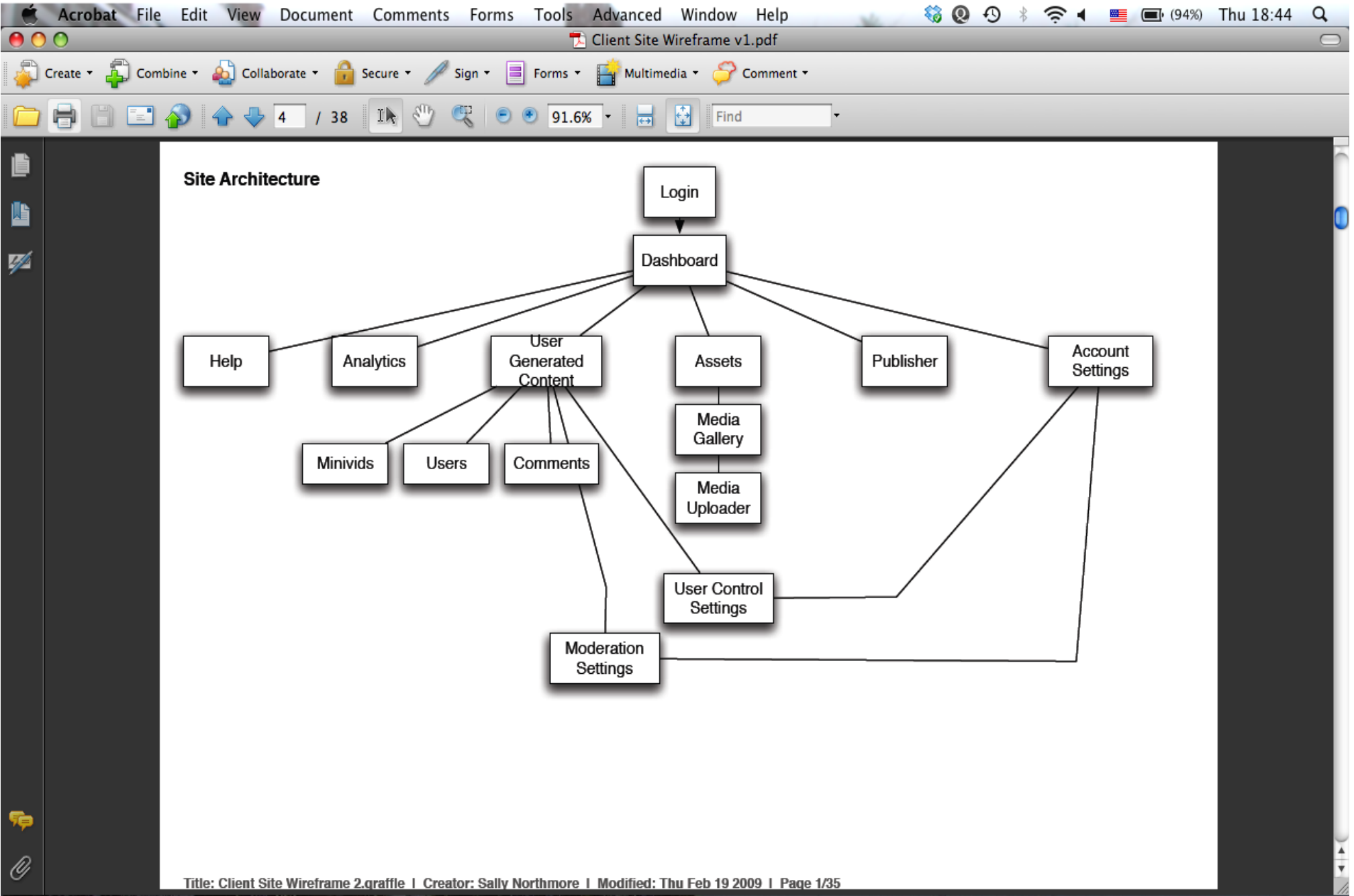
What pages will you have? What will be on each page? Headers? Footers? A navigation menu? A search box?

Where will content be different? Where will it be the same?

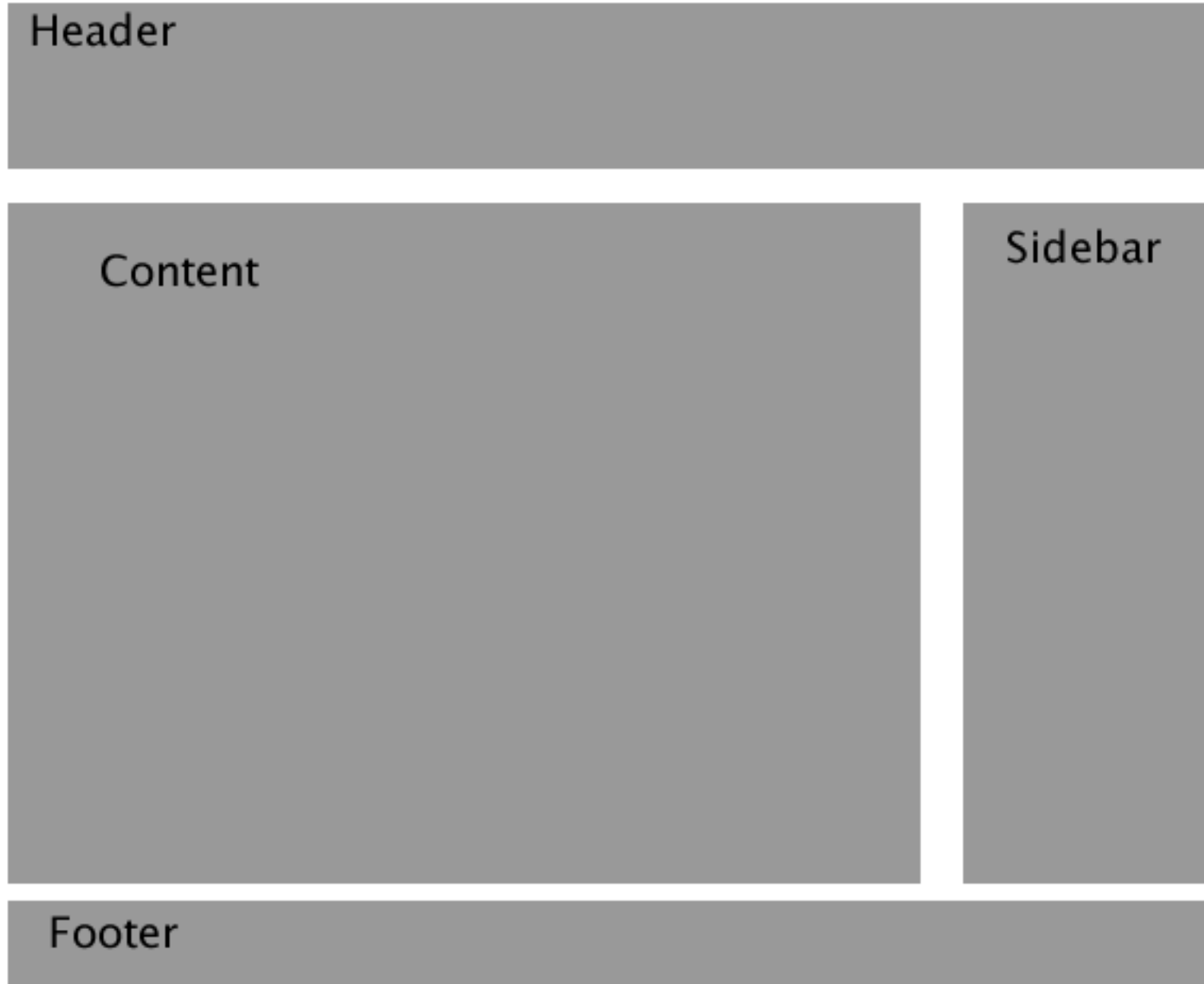
# Draw Your Web Site

- Draw your web site.
- Plot how and where your features will appear on each page. You'll discover some are redundant, some things don't need to be separate pages.
- You'll use your drawing later when you're working out the CSS stuff. This is soooo helpful to keep you organized so you can work fast and accurately, saving you tons of time fixing things down the road

# A Wireframe



# Drawing Your Site



Header

Menu

Content

Your posts

Sidebar

widgets

lists

etc.

Footer

# What is WordPress?

Use it for web site or blog (time based content or not)

Templates

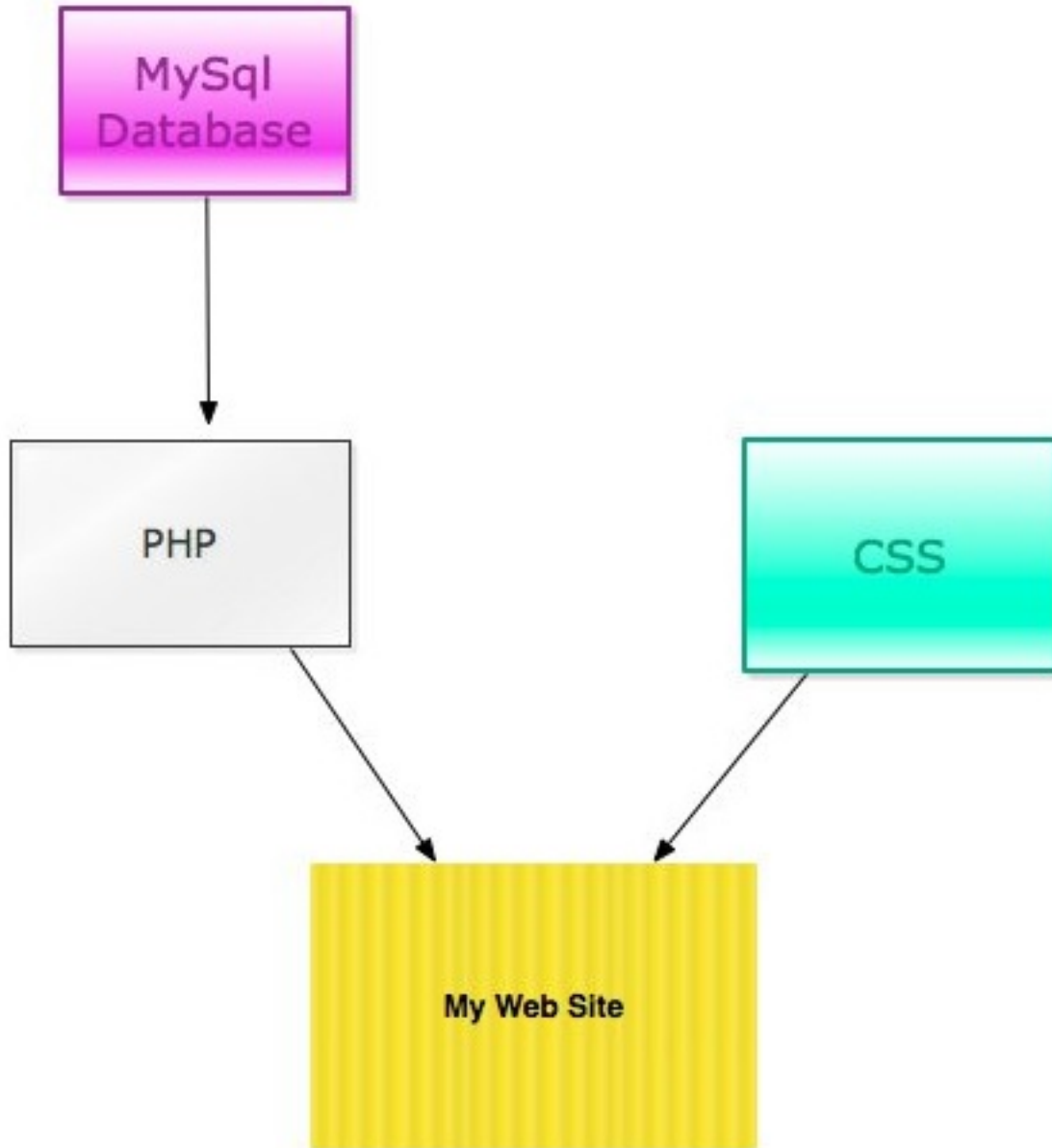
Content management system

# Components of WordPress

- PHP
- HTML
- CSS
- MySQL (hosted on your site)
- plugins
- widgets

All of these types of files work together to create content, and determine the appearance of your site.

# How these work together



# Wordpress.com Vs Self-Hosted WP

**wordpress.com** : myblog.wordpress.com

**self-hosted wordpress site** : www.myblog.com

## Why self-host?

- Self hosting a site allows ease and greater control in designing your blog
- Self hosting makes it easier to backup your files, safer to edit files, and easier to fix errors
- Content you produce - posts, pages - are created via your dashboard, but you can edit the design files in your theme folder and plugin folders

## Switching from wordpress.com to a self-hosted site:

If you have a wordpress.com site and you're switching, under "tools" in your dashboard, you can export your content.... then import on your self-hosted site... "import ? install wordpress"

# WordPress Content Organization

Pages vs Posts

Categories vs Tags

When you're starting a WordPress site, it's worth taking some time before you start to think about how you're going to use these features.

# Pages vs Posts

## Pages

- non time based content
- pages live outside chronological content
- no categories or tags
- you can have comments, but you generally don't
- Typical content: about you or your site, contact, important easy-to-access info that won't change too often

## Posts

- time based content
- they're listed chronologically from most recent, and they eventually scroll off the page (but can be accessed in archives)
- categories and tags

# Categories vs. Tags

## Categories

- Categories allow you to group related posts so that they can be displayed in archive pages.
- They're required:, you have to categorize your posts, even if it's "uncategorized".
- If you're on wordpress.com, it'll only list your posts.
- Categories don't help search engines find information.
- Posts are usually in one to four categories.
- Categories help visitors find related information on your site.

## Tags

- Tags are a looser, optional way of organizing content based on topic.
- Tags will bring up different posts on wordpress.com, not necessary your posts... (if you're hosted by wordpress.com)
- Tags help search engines and tag directories catalog your site.
- A single post can list as many tags as you want.
- Tags help visitors find related information on your site and on other sites.

# Using Dreamweaver & WordPress

- exploring the file types
- putting / saving files

# What's a theme?

- a collection of template files (mostly php & css), usually free
- can download tons from the wordpress theme directory ( "Get more themes" )
- Download a theme, upload it to your site host, and activate it in your wp-admin panel. Or, "install" it directly from your online admin page.
- Make sure you use one compatible with the version of wordpress you're using (better to use a recent theme.)

Basic components:

- PHP
- CSS
- image folder

Where your theme folder is:

<http://myblog.com/wp-content/themes/mytheme/>

\*\* Keep a backup of your files as you're working, in case you need to recover from an error

# How to Add A Theme

Choose one from the WordPress theme directory //  
Manage Themes (under "appearance")

Download a theme, duplicate it. Save one folder as a backup, and put the other into your site root folder (wp-content/themes/)

Upload the files on your site root folder to your host.

Activate the theme in your admin panel

\*\*Keep a backup copy of your files as you're working, in case you need to recover from an error.

- Dashboard ▾
  - Dashboard
  - Akismet Stats

- Posts
- Media
- Links
- Pages
- Comments

- Appearance ▾
  - Themes
  - Widgets
  - Editor
  - Header Image and Color
- Plugins 4
- Users
- Tools
- Settings
- TDO Mini Forms

## Manage Themes

### Current Theme



Sally 2 1 by [Sally Northmore](#)

Based on the default WordPress theme

All of this theme's files are located in `/themes/sally2`.

Tags: black, custom header, fixed width, two columns, widgets

### Available Themes



#### [Sally](#)

Sally's edit of classic theme

Tags: mantle color, variable width, two columns, widgets



#### [Sally 2](#)

Based on the default WordPress theme

Tags: black, custom header, fixed width, two columns, widgets



#### [WordPress Classic](#)

The original WordPress theme that graced versions 1.2.x and prior.

Tags: mantle color, variable width, two columns, widgets

# Customize A Theme

When you customize a theme, you're editing the CSS and PHP files in the theme folder.

Two ways of editing these files:

- directly in your wordpress theme editor panel online
- using a text editor like dreamweaver, and uploading the files when you make changes

The best way to customize a theme is locally, on your computer.

If you edit it in your online editor, and make a mistake, you won't be able to "undo". This is why it's really great to use a text editor and store your files locally.

*Text editors:* TextWrangler (mac only, but free!), BBEdit, or Dreamweaver. Don't use Word.

index.php / page.php

**Header** header.php

**Menu**

**Content**

**Your posts**

the\_post()

comments.php

**Sidebar**

sidebar.php

**widgets**

**lists**

**searchbar**

**Footer** footer.php

- Dashboard
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## Edit Themes

### Stylesheet (style.css)

Select theme to edit: Sally 2

```
/*  
Theme Name: Sally 2  
Theme URI: www.sallynorthmore.com  
Description: Based on the default WordPress theme  
Version: 1  
Author: Sally Northmore  
Author URI: www.sallynorthmore.com  
Tags: black, custom header, fixed width, two columns, widgets  
*/  
  
/* Begin Typography & Colors */  
body {  
    background: #000;  
    color: #000;  
    font-family: 'Lucida Grande', 'Lucida Sans Unicode', Verdana, sans-serif;  
    margin: 0;  
    width:100%;  
}  
  
#page { background-color:#000;  
  
}
```

### Theme Files

#### Templates

- 404 Template (404.php)
- Archives (archive.php)
- Archives Page Template (archives.php)
- Comments (comments.php)
- Footer (footer.php)
- Header (header.php)
- Image Attachment Template (image.php)
- Links Page Template (links.php)
- Main Index Template (index.php)
- Page Template (page.php)
- Popup Comments (comments-popup.php)
- Search Results (search.php)
- Sidebar (sidebar.php)
- Single Post (single.php)
- Theme Functions (functions.php)

#### Styles

- RTL Stylesheet (rtl.css)
- Stylesheet (style.css)

## Files

Show: MzTek

Remote Site

	Size	Type	Modified
/public_html/			
.htaccess	1KB	HTACCE...	19/02/2009 02:43
400.shtml	1KB	SHTML File	07/07/2005 00:00
401.shtml	1KB	SHTML File	25/06/2003 00:00
403.shtml	1KB	SHTML File	25/06/2003 00:00
404.shtml	1KB	SHTML File	24/06/2003 00:00
500.php	1KB	PHP File	27/10/2007 00:00
500.shtml	1KB	SHTML File	24/06/2003 00:00
cgi-bin		Folder	17/01/2009 10:48
default.html	4KB	HTML File	23/05/2007 00:00
index.php	1KB	PHP File	18/02/2009 08:56
license.txt	16KB	TXT File	18/02/2009 08:56
readme.html	8KB	HTML File	18/02/2009 08:56
sallynorthmore		Folder	18/02/2009 16:38
ss_filelist.txt	25KB	TXT File	20/01/2009 03:39
wp-admin		Folder	16/02/2009 10:21
wp-app.php	40KB	PHP File	18/02/2009 08:56
wp-atom.php	1KB	PHP File	18/02/2009 08:56
wp-blog-header.php	1KB	PHP File	18/02/2009 08:56
wp-comments-post.php	4KB	PHP File	18/02/2009 08:56
wp-commentsrss2.php	1KB	PHP File	18/02/2009 08:56
wp-config-sample.php	3KB	PHP File	18/02/2009 08:56
wp-config.php	3KB	PHP File	20/01/2009 03:39
wp-content		Folder	18/02/2009 09:09
wp-cron.php	2KB	PHP File	18/02/2009 08:56
wp-feed.php	1KB	PHP File	18/02/2009 08:56
wp-includes		Folder	10/12/2008 20:13
wp-links-opml.php	2KB	PHP File	18/02/2009 08:56
wp-load.php	2KB	PHP File	18/02/2009 08:56
wp-login.php	20KB	PHP File	18/02/2009 08:56
wp-mail.php	7KB	PHP File	18/02/2009 08:56
wp-pass.php	1KB	PHP File	18/02/2009 08:56
wp-rdf.php	1KB	PHP File	18/02/2009 08:56
wp-register.php	1KB	PHP File	18/02/2009 08:56
wp-rss.php	1KB	PHP File	18/02/2009 08:56
wp-rss2.php	1KB	PHP File	18/02/2009 08:56

Local Files

	Size	Type	Modified
Site - MzTek (Macintosh HD:Users:sally:D...			
cgi-bin		Folder	18/02/2009 08:56
default.html	4KB	HTML File	21/01/2009 03:39
images		Folder	23/05/2007 00:00
index.php	1KB	PHP File	22/01/2009 10:21
license.txt	16KB	TXT File	10/12/2008 20:13
readme.html	8KB	HTML File	10/12/2008 20:13
sallynorthmore		Folder	10/12/2008 20:13
ss_filelist.txt	25KB	TXT File	21/01/2009 16:38
Templates		Folder	04/02/2009 10:21
test.html	7KB	HTML File	26/01/2009 16:38
wp-admin		Folder	21/01/2009 16:38
wp-app.php	40KB	PHP File	10/12/2008 20:13
wp-atom.php	1KB	PHP File	10/12/2008 20:13
wp-blog-header.php	1KB	PHP File	10/12/2008 20:13
wp-comments-post.php	4KB	PHP File	10/12/2008 20:13
wp-commentsrss2.php	1KB	PHP File	10/12/2008 20:13
wp-config-sample.php	3KB	PHP File	10/12/2008 20:13
wp-config.php	3KB	PHP File	20/01/2009 03:39
wp-content		Folder	21/01/2009 16:38
wp-cron.php	2KB	PHP File	10/12/2008 20:13
wp-feed.php	1KB	PHP File	10/12/2008 20:13
wp-includes		Folder	21/01/2009 16:38
wp-links-opml.php	2KB	PHP File	10/12/2008 20:13
wp-load.php	2KB	PHP File	10/12/2008 20:13
wp-login.php	20KB	PHP File	10/12/2008 20:13
wp-mail.php	7KB	PHP File	10/12/2008 20:13
wp-pass.php	1KB	PHP File	10/12/2008 20:13
wp-rdf.php	1KB	PHP File	10/12/2008 20:13
wp-register.php	1KB	PHP File	10/12/2008 20:13
wp-rss.php	1KB	PHP File	10/12/2008 20:13
wp-rss2.php	1KB	PHP File	10/12/2008 20:13
wp-settings.php	18KB	PHP File	10/12/2008 20:13
wp-trackback.php	4KB	PHP File	10/12/2008 20:13
xmlrpc.php	91KB	PHP File	10/12/2008 20:13

# PHP

## PHP Syntax:

A PHP scripting block always starts with **<?php** and ends with **?>**.

```
<?php echo "Hello World";?>
```

A PHP scripting block can be placed anywhere in the document.

## WordPress Template Tags

[http://codex.wordpress.org/Template\\_Tags/](http://codex.wordpress.org/Template_Tags/)

Template tags are used within your blog's [Templates](#) to display information dynamically or otherwise customize your blog, providing the tools to make it as individual and interesting as you are.

- [the\\_title](#)
- [get\\_the\\_tag\\_list](#)
- [previous\\_posts\\_link](#)
- [wp\\_list\\_pages](#)

# Edit How Time & Author is Displayed

## *Time Formats*

```
<?php the_time(__('F jS, Y', '')) ?>
```

```
<?php the_time(__('F j, Y g:i a', '')) ?>
```

## *Author*

```
<? php the_author(): ?>
```

*Reference site: [us3.php.net](http://us3.php.net)*

# Display A List of Pages

```
<ul> <?php wp_list_pages('sort_column=menu_order&title_li='); ?> </ul>
```

# How to fix an error

You made a mistake. Your blog isn't showing now, just an ugly error message.

How do you fix it?

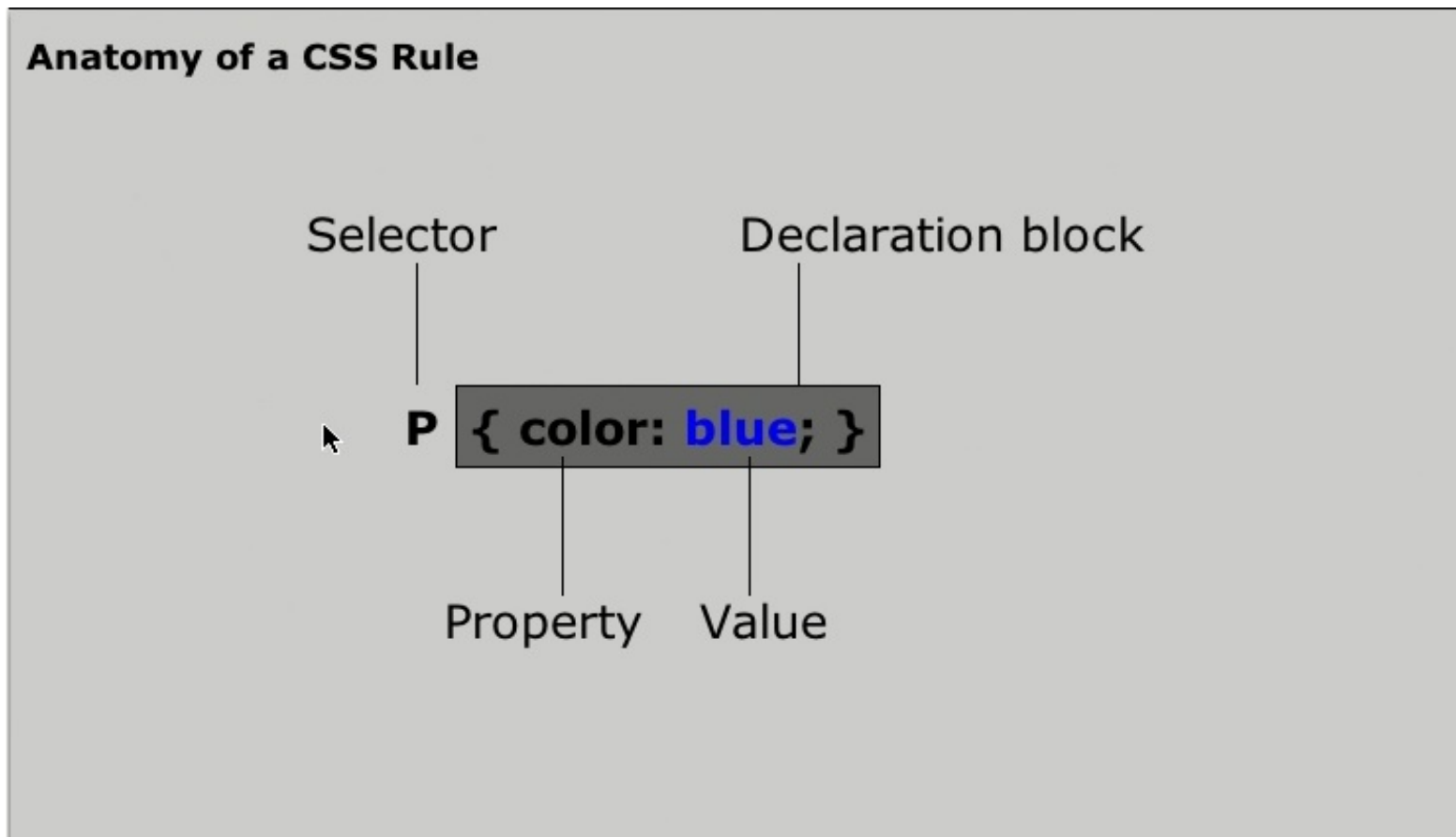
(a) undo your last action on your text editor, save, and upload the file

or

(b) replace the evil file that's messing your site with the original file from the template download (in your backup template copy) to restore your site. Note that you'll lose all your work on that page.

# CSS

- style.css is the main document (style sheet) you will edit to adjust CSS styles on your site
- the style sheet is a document comprising of CSS "rules"



# Standard elements

```
body { background:#FFF; }
```

```
h1, h2, h3 { color:#000}
```

```
p { margin: 10px 5px;}
```

```
a, a:hover, a:visited { text-decoration: underline; color: blue;}
```

```
ul { margin: 2px 5px 10px 3px; padding: 5px;}
```

```
li { list-style-type: circle;}
```

# IDs vs. Classes

```
#sidebar {  
    width: 200px; float:  
left;  
}
```

- you can only use an ID once on a page
- ids (#) are used a lot in things like ajax and javascript to identify elements on a page they're talking to

```
.title {  
    font-size: 18px;  
}
```

- you can use classes many times on a page
- classes you can use on many elements on your page, and you can use more than one for one element

- Elements in your HTML document can have both an id and classes

```
<div id="sidebar" class="prettytxt">
```

- When you're writing CSS, you can do the same with the id as you can the class

```
#sidebar { padding: 5px; background-color:#000;}  
.prettytxt {  
    padding: 1px; background-color:#000; color:#FFF;  
}
```

```
#sidebar .prettytxt { background-color:#000;}
```

# "Commenting Out"

```
#sidebar {  
width: 200px; /*margin-left: 50px;*/  
}
```

Tips: use code commenting as much as possible. This way you don't end up deleting something that's actually pretty important to your layout, somewhere else in your site.

<body>

Header

DIV ID = "header"

Content

DIV ID = "content"

Sidebar

DIV ID =  
"sidebar"

Footer

DIV ID = "footer"

<body>

DIV ID = "page"

Header

DIV ID = "header"

DIV ID = "menu"

Content

DIV ID = "content"

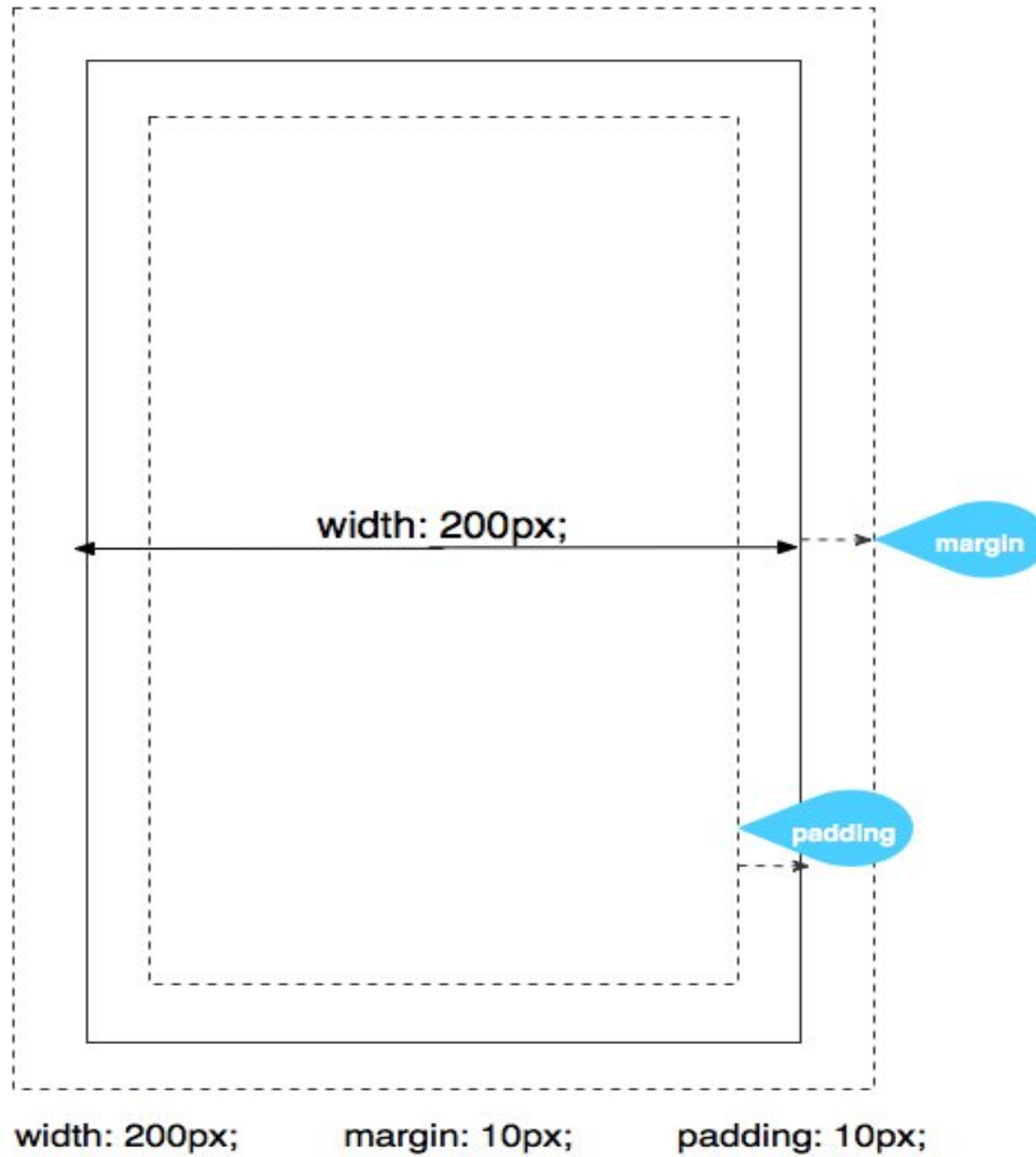
Sidebar

DIV ID =  
"sidebar"

Footer

DIV ID = "footer"

## Anatomy of a DIV

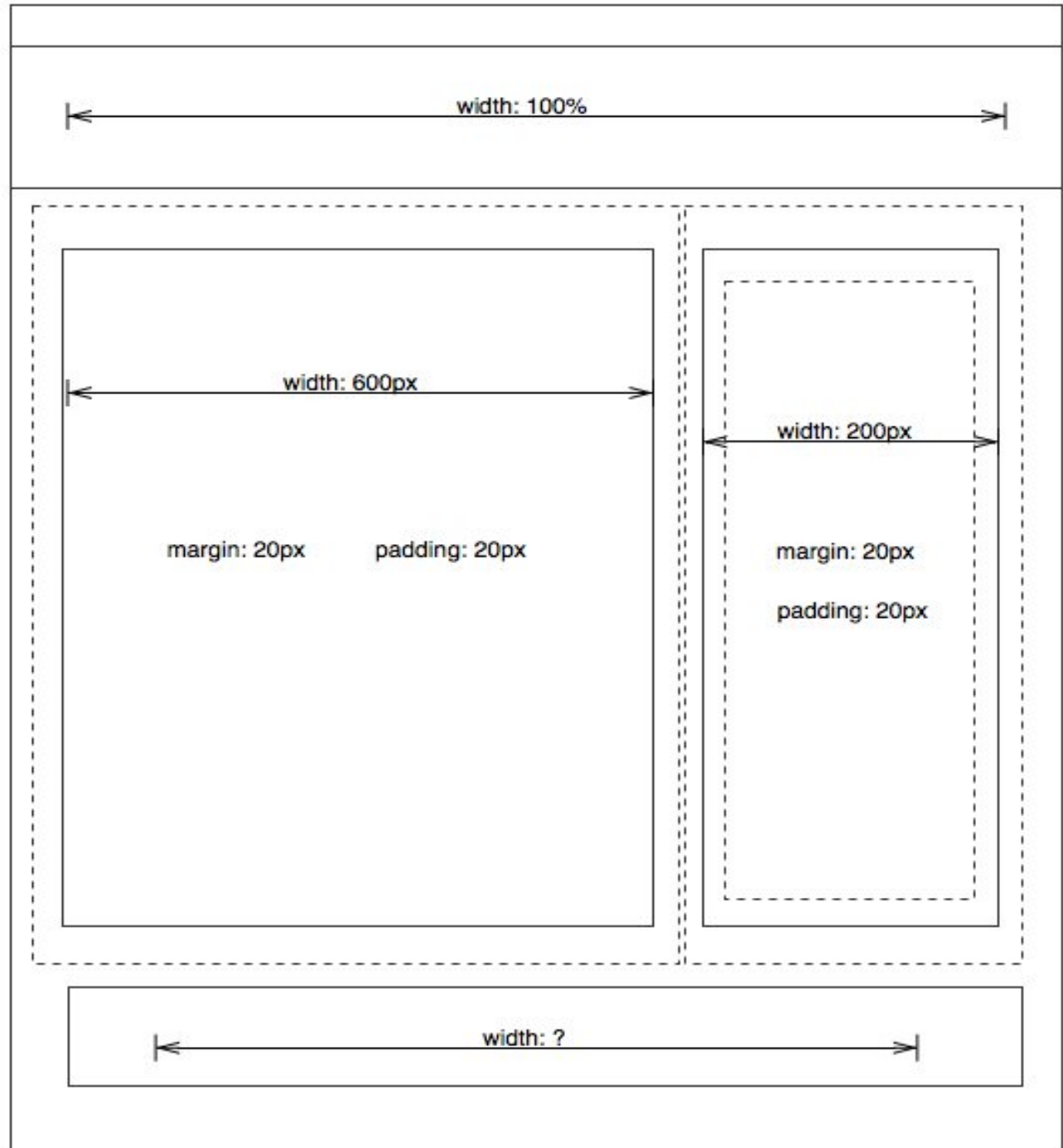


Actual width of the div:  $200 + 10 + 10 = 220\text{px}$

# Plotting DIVS

- draw your site!
- plot your widths, heights, margins and padding for every main element
- write out your classes/ids

```
#sidebar {  
  width:200px; margin:  
  20px; padding: 20px;  
}
```



# CSS Exercises

changing background color

changing font type

Customizing links <a>

adding a background image

adding a border

depth of field

*document flow*

positioning: fixed (floats above content, stays in ONE place in the browser window) / absolute (positioned in relation to any positioning context, taken out of the flow) / relative (positioned relative to the normal flow where it would've been on the document)

*creating/editing divs for layout*

offsets: left, top, right, bottom

margins

padding

floating divs

creating a list, removing/changing bullets

creating a vertical menu

creating a horizontal menu

# Troubleshooting CSS

After a few hours editing CSS, your page starts going all wonky. You're not sure which element is screwing it all up.

*A few tips to troubleshoot pesky CSS:*

- comment out (`/* */`) all the margins and padding in your CSS. One by one, uncomment them and check your page to pinpoint which rule is the guilty one.
- add borders and background colors to ids and classes that aren't laying out properly to see how they're interfering with one another.
- be sure you're editing the correct class, and there aren't duplicates or conflicting rules
- try using `!important` to force elements to work. remember to remove this though, once you get it working
- google your property to make sure it's browser compatible (IE 6 & 7 are notoriously fickle)

# Plugins!!!!

You probably know what these are.

Basically, they're "add on" features, like site meters, quote generators, widgets, etc.

Technically, they're packets of php and css files (like your theme folder!) that your blog includes into it's basic structure.

# Some Common Plugins

- Akismet
- WP Poles (display poles in your sidebar)
- WP Database Manager (allows you to backup and modify your mysql database)
- Event Calendar

# How to Add Them

Go to Plugins / Manage Plugins

Your plugins are housed under wp-content/plugins/

Make sure they're compatible with your version of  
wordpress

# How To Customize Them

Open the plugin folder in : wp-content/plugins/ or go to the plugin editor from your dashboard

Be really careful!!!

Interesting Fact: sometimes when you deactivate a plugin... every now and then, it'll totally destroy your site and make it a TOTAL bitch to recover. You might have to reinstall wordpress. Which could then eff up your database and content. You might get locked out of your admin pages.

So long story short, make backups of your database and site on your site host so that in the event this happens to you (and I have been the victim of a buggy plugin that totally shut down a client's site for days), you can always revert and recover.

# Awesome Extras

siFR Fonts

google analytics

javascript (add the header rollover craziness)

.ico / icon files