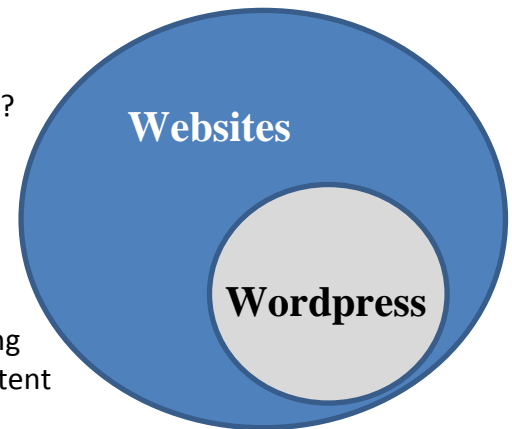# Wordpress Overview

What is Wordpress?

- First Wordpress is often just abbreviated "WP"
- **Defined:** Wordpress is a blogging platform and a light-weight content management system. Simply put, it is an easy to-use system for getting content on the web without requiring knowledge of coding or HTML. It is also highly expandable with a community of developers creating and sharing themes and plug-ins for more advanced applications.
- **Wordpress comes in two flavors:**
  - **Wordpress.org:** Open Source software you can run on your server or host in a datacenter. We will be working with a .org site in this workshop. The most control and flexibility—you own everything
  - **Wordpress.com:** Free blogging hosted on WP's servers. Dead-simple and hassle-free, site lives on WP's servers. This is much like blogger.com

Basic Concepts for the Wordpress User

What is Wordpress and how is it different from a website? This is a great question that a lot of people new to Wordpress have. Wordpress started out as blogging tool but has expanded is framework and is now often referred to as a platform. This platform is useful for creating websites for the Internet. Over 10% of the websites on the Internet are created with Wordpress. Essentially, Wordpress is a convenient tool that can be used to create a website, but not all websites are built using Wordpress. Wordpress is an example of what is known as a Content Management System.

Content Management Systems (CMS)

Content Management System (CMS) makes it very easy for us to create a framework for your site that gives you the ability to directly modify the content on your site without our assistance.

People often use the Wordpress platform as a CMS, which is an acronym for Content Management System. Content Management Systems are great because they allow people without knowledge of computer code languages like CSS, PHP, and other technical junk to be able to manage the "back end" of their websites. One

BACK END | FRONT END

last thing that is helpful know about Wordpress how it works with the "front end" and the "back end" of a website to give someone with very little experience the ability to manage their own website.

In the realm of the Internet and websites the Back End generally refers to the documents that are written in codes or languages (like HTML, CSS, PHP, Java) that web-browsers (like Firefox, Explorer, and Netscape) understand. The web-browsers read those codes and know how to display the content of your website. The

websites that you see on the Internet are also known as the Front End, they are the browser's interpretation of the code that is written on the Back End. A simplified explanation of what Wordpress does is to provide a framework or platform that is easy and intuitive for people to use that modifies specific areas of the code in your Website. In this framework the homepage is called the *Dashboar*d. They main way you area able to get content on your website is by created pages and posts.

The difference between "Pages" and "Posts" Here is a quick and easy explanation between a page and a post.

Page – Typical characteristics of a page are:

- A website is made up of pages. A page is a part of a larger website.
  It is navigated to by the user from your Main Menu
- Has a unique URL or web address. Does not have categories.
- Has tags, which help search engines find your pages.

Post – Typical characteristics of a post are:

- Posts are a part of a blog. A blog is often a page within a website.
  * keep in mind posts can be used to "populate" other parts of a site as well.
- Individual posts are not usually navigated to by your site's Main Menu.
- Has a unique URL or web address
- Has categories, which organize your content and can be used to auto update other pages on your website.
- Has tags, which help search engines find your posts.

Wordpress Terminology

Here is some simple vocabulary that will orient you to working in WP.

- The WP **Codex** is the best source for instructions and information on WP sites. codex.wordpress.org

- The **Dashboard**: this is the place where you will control the action. Access your dashboard by logging in to the **Site Admin** link on your blog

- **Dashboard:** The Dashboard in Wordpress is kind of like the front page. It's kind of your starting point. The Dashboard will be the first page you see when you login. You can always return to the Dashboard as the top left sidebar option will always say Dashboard.

- **Static & Dynamic:** A static link or page is one that goes to a page that does not change unless you edit it. On the other hand a dynamic link in a menu is one that will find all of the post related to a category. Think of it as a preconfigured keyword search. Such as if your default post category is news and you create a dynamic link to news it will find all post related to news.

- **Posts**: a basic blog entry.
  - **Posts** are the bread and butter of WP. **Posts** are organized in reverse chronological order with the most recent posts listed first.
  - A post is basically an article on Wordpress. A post will be the entire package of headline, story and photo or video. You can add posts in a variety of ways, but most of the time you will probably click on "Post" in the left sidebar of the Dashboard.

- **Pages**: static web pages
  - **Pages** are similar to posts, but aren't organized by date. Pages are found using your sites navigation menu. They can be used for static information that you want people to have access to every time they visit the site.

- **Hyperlinks:** also known as a link… A hyperlink is basically active text. Clickable items are hyperlinks. You can use hyperlinks in your story to reference other stories on the site about a similar topic, past stories already written to give added background, or you can even use them to send readers to other sites which would give them more information on whatever is being written about. Highlight text and click on the link icon in the header.

- **Spacing:** Consider readability when placing Web stories. If you look around at different news sites, you will find on many that paragraphs are not indented and stories have double spacing between paragraphs. This is done to help make the story (especially long ones) not as intimidating to look at or as hard to read on a computer screen. Consider using the order list icon to create bullet points.

- **Categories** and **Tags**: how WP entries are organized
  - **Categories** are hierarchical and nested, like the file structure on your hard drive
  - **Tags** are non-hierarchical and can be applied any way you see fit. Flickr and del.icio.us are examples of tag systems.

- **Themes**: pre-built layouts for WP blogs
  - **Themes** are quick and easy ways to change the look and layout of your WP blog.

- **Plugins and Widgets**: software that can be added customizes WP for your individual needs
  - **Plugins** exist for many different uses but generally to add some kind of functionality or fix something. With plugins on Wordpress, it makes it possible to add almost anything to your Web site.
  - **Widgets** are usually where plug-ins are used. They usually show up in a side bar. The Widgets area on Wordpress left-hand navigation is under Appearances > Widgets

- **Open Source Software:** This is software that has its source code freely accessible. Open Source software is created to offer users an alternative to other proprietary offerings. (Examples: Wordpress (CMS), GIMP (Image Editor like Photoshop)

- **Pixel:** A photo is made up of pixels. It is a small square element that contains one color of the image. If you zoom way in on an image you can see its pixels. It's the smallest element of an image.

- **HTML:** This stands for hypertext markup language. It is the main language of Web pages. Wordpress allows you to add HTML content which makes almost anything possible on your site. When you go to add a new Post there is an HTML tab where you can add HTML code. You could use this to post embed code for a video. I used HTML code and the Text widget. I got the HTML code from youtube.com and then put in a video on your site in a page or a post.

- **RSS:** This stand for 'Really Simple Syndication.' Basically, if your Web site displays an RSS feed, other people can subscribe to it. Then, the RSS feed will automatically update whenever you access the site.