

WordPress Workshop @ The Hub



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<http://arrowrootmedia.com/skillshare>

What We'll Do in Class

1 - FIRST - Discuss what WordPress is and Register for a free blog on WordPress.com

2 - SECOND - Discuss Domain Names and Hosting

Review How / Where to Get a Domain name and Hosting.

The company you purchase the domain name is your Registrar). When you're ready, you can get hosting if you don't have hosting setup already.

(hosting recommendations from from WordPress.org : <http://wordpress.org/hosting/>)

[Bluehost](#) - fantastic, available customer service. 1-click install

[Dreamhost](#) - cheap and good. 1-click install. no phone support unless you pay extra

Other Fantastic WordPress hosts include :

WP Engine : <http://wpengine.com/pricing/>

Page.ly : <http://page.ly/plans-pricing/>

3- THIRD - Create Content

a. Login to your WordPress site and Edit your about page

b. Upload an image to your about page, insert links, and try some good stuff out. The more time you spend on this, the more questions you'll have. Which means you'll get more questions answered. * For help on inserting media into your posts, check out these video tutorials: <http://www.arrowrootmedia.com/2009/05/07/how-to-writing-and-publishing-a-post-in-WordPress/>

4 - FOURTH

Customize your site within the Dashboard using Themes and Plugins.

Consider setting up an account on **feedburner** (feedburner.com). You'll need a google/gmail account for this, so if you don't already have one, set one up. Hold onto your username/password.

After setting up your WordPress site , go to your Settings.

1. Settings -> General

a. change your blog name and review your other settings, including tagline

2. Settings -> Permalinks

b. make your permalinks/URL's pretty (I recommend using date/name. For WordPress.com accounts, date/name is already the default

3. Settings -> Privacy

c. Make sure to block search engines - you can always change this when you're ready
<http://www.arrowrootdesigns.com/3rdward/wp-admin/options-privacy.php>

4. Settings -> Reading

d. You can choose to make a static page your landing page.

For a nice rundown of what to do after you setup your self-hosted wordpress.org site, take a look at this post on WPMU.org - some these tips also apply to wordpress.com sites :
<http://wpmu.org/15-point-checklist-wordpress-start-up-guide-after-installation/>

I. Overview of WordPress

a. What is WordPress ?

An online open source content management system - it's online software that runs your website + blog.

b. Other systems include

- drupal : <http://drupal.org>
- squarespace : <http://squarespace.com>
- tumblr : <http://tumblr.com>

c. Overview - why is WordPress popular?

open-source - anyone can modify the code
very large community of developers, designers, and bloggers
economy of free
easy to publish (wysiwyg editor)
syndicates really well (built-in rss feeds)
RSS made simple : <http://www.arrowrootmedia.com/2009/10/23/rss-in-plain-english/>

d. WordPress can run :

- blogs : <http://techcrunch.com>
- portfolio sites : <http://kristoferdanbergman.com>
- multi-author sites / magazines : <http://repairlabs.org>
- online communities (buddypress) : <http://commons.gc.cuny.edu/>

e. More Examples

<http://WordPress.org/showcase/tag/fortune-500/>
<http://magazine.wsj.com/>

And here are some client sites : <http://arrowrootmedia.com/portfolio>

II. Hosting : Setting up WordPress

Self-hosted v. WordPress.com

- Self hosted - You need your own host (recommended)
- WordPress.com - WordPress is your host
- see [WordPress.com v WordPress.org](#)

III. The Inner Guts of WordPress

Reviewing the admin system + logging in

<http://yourwebsite.com/wp-admin>

A. CONTENT

i. Pages and Posts

What's the difference between a Page versus a Post

Adding new blog posts

Adding links to your text

ii. Images + Videos (Media Library)

Inserting new images, videos, and media into your posts :

<http://www.arrowrootmedia.com/2009/05/07/how-to-writing-and-publishing-a-post-in-WordPress/>

iii. Widgets (Appearance -> Widgets)

Sample Widgets

1. Facebook : <http://developers.facebook.com/docs/reference/plugins/activity>
2. Twitter : <http://twitter.com/goodies/widgets>
3. Flickr : <http://www.flickr.com/badge.gne>

iv. Menus (Appearance -> Menus)

B. THEMES

What is a theme?

How do we get them and customize them? <http://www.arrowrootmedia.com/2009/10/09/wordpress-resources/>

Premium (\$) Themes

Thesis : <http://diythemes.com/>

WooThemes : <http://www.woothemes.com/>

StudioPress : <http://www.studiopress.com/>

ThemeForest : <http://themeforest.net>

ThemeTrust : <http://themetrust.com/themes>

Graph paper press : <http://graphpaperpress.com>

Theme Foundry : <http://thethemefoundry.com/>

WPShower (free themes) : <http://wpshower.com/>

C. PLUGINS

Plugins extend the basic functionality of WordPress

D. SETTINGS

Make sure your site is set to "Private" until you are ready to launch.

III. RESOURCES

Delicious : <http://delicious.com/jakilevy/WordPress>

[Articles Tagged as "WordPress" http://arrowrootmedia.com/tag/WordPress](http://arrowrootmedia.com/tag/WordPress)

WordPress Users + Roles

http://codex.WordPress.org/Roles_and_Capabilities#Roles

BOOKS

<http://WordPress.org/about/books/>