

Wordpress Intensive | Week 3 }

Themes+ Plugins

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Week 3

1. Review last week's links & look at sites in progress. Answer questions.
2. Discuss Nice-to-Have Features for your site
3. Finding the right theme to work with
4. Looking for plugins in all the right places

I. Popular Plugins

- a. JetPack
- b. Audio Player - audio for single files
- c. Yoast SEO - search engine optimization
- d. Akismet - prevent blog spam
- e. Contact Forms (Gravity Forms)
- f. W3 Total Cache - improve site performance
- g. WooCommerce
- h. Google Analytics for Wordpress [by Yoast](#)

III. Modifying your Site with 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>

Create an authors.php page - a listing of authors + their bios

http://codex.wordpress.org/Author_Templates

Creating Page Templates

http://codex.wordpress.org/Pages#Creating_Your_Own_Page_Templates

Week 3 Assignments

1. Locate your Stats

For Self-hosted sites : setup + install google analytics on your site

- a. Go to <http://google.com/analytics> and start going through the process of setting up an analytics account. You'll need a google account for this too.

- b. notate your UA account #
- c. install the plugin "Google Analytics for Wordpress" plugin by Yoast
- d. insert your google UA # into the Analyticator plugin settings
- e. Refer to the documentation for help : <http://yoast.com/wordpress/google-analytics/>

2. Research a few plugins + install plugins you need

MY WORDPRESS RESOURCES / LINKS

<http://delicious.com/jakilevy/wordpress>

<http://arrowrootmedia.com/tag/wordpress>

More Resources -

ADD URL TO SEARCH ENGINES:

Do this AFTER your site is ready for traffic

<http://www.bing.com/webmaster/SubmitSitePage.aspx>

<http://www.google.com/addurl/>

<http://www.google.com/webmasters/>

Modifying Themes

http://codex.wordpress.org/Pages#Page_Templates

http://codex.wordpress.org/The_Loop#Multiple_Loops_Example_1

FTP Clients

Fetch for Mach (default on your mac)

FileZilla : <http://filezilla-project.org/>

Cyberduck : <http://cyberduck.ch/>

Backdating (or future dating) a post :

<http://en.support.wordpress.com/posts/schedule-a-post/>

For more info on the post screen : <http://en.support.wordpress.com/posts/post-screen/>