



## **WordPress Workshop @ The Hub Instructor : Jaki Levy**

<http://arrowrootmedia.com>

### **OVERVIEW - 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](http://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](http://wordpress.org) site, take a look at this post on WPMU.org - some these tips also apply to [wordpress.com](http://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](http://codex.WordPress.org/Roles_and_Capabilities#Roles)

### **BOOKS**

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