

The Beginner's Guide to WordPress

A simple guide on how to use the WordPress platform.



BY
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Introduction

If you're reading this book, it's safe to assume you've heard at least a little bit about the WordPress platform. But before I jump into the technical stuff, I want to make it clear what WordPress is and why you should use it.

What Is WordPress?

When you hear people talking about blogging, the first thing you'll often hear is the term WordPress. It's no secret that WordPress is the most popular blog platform available. However, it's important to mention that there are a couple of versions of WordPress available:

WordPress.com and WordPress.org

What's the difference? WordPress.com is very similar to Google's Blogger service, which allows you to sign up and create as many blogs as you want. There's no cost to you because they provide hosting as well as a domain name, such as `yourblog.wordpress.com`.

However, the *WordPress.com* version is limited in features. It does not allow you to utilize plugins or custom themes. Therefore, this book is geared towards the self-hosted *WordPress.org* version.

If you decide to use the *WordPress.com* version, you can still use the majority of this book since the main features are exactly the same.

With the *WordPress.org* version, you simply install it on your own hosting account and domain name. The self-hosted version of WordPress is a fully capable content management system that can expand far beyond a typical blog. Matter of fact, it's now one of the **BEST** ways to manage your content. Best of all, it's **FREE** to use on your website or blog for both personal and commercial use. So you can spend your money on better things, like an all-inclusive trip to Costa Rica.

WordPress is a simple to use platform that allows even the most technically inclined people to manage their websites and blogs. If you can use a simple text editor, you can use WordPress. It's that simple!

Not only can you create blog posts and pages in a matter of minutes, but you can also go in and edit them at anytime. Without the need for any expensive web design software! You won't even need a web designer to get started. What more can you ask for?

Since WordPress runs on the Internet, you can also access it from anywhere in the world. You don't even have to be on your own computer to login and manage your content.

It's the perfect solution to managing your online content.

Who Uses WordPress?

Millions of bloggers around the world use WordPress everyday to publish new articles for everyone to see. It's been around for over 6 years now and has been growing rapidly over the past few years.

Besides bloggers, WordPress is also used by some of the largest companies in the World including CNN and the United States government. It even runs some University websites and blogs.

Still not sold?

Check out the next section for 9 more reasons why I **HIGHLY** recommend using the WordPress platform.

Why WordPress?

For those of you who still aren't sure if WordPress is right for you, here's 9 reasons why I recommend using WordPress:

1. Did I Mention It's **FREE**?

Don't forget it's free to use the WordPress platform. So you can put the hammer down and put your piggy bank back on the shelf.



All you need to get started with WordPress is a domain name and compatible hosting account. If you need help with this, check out these recommended resources for a list of a few compatible services:

<http://www.zoopmedia.com/resources/>

2. It's Open Source

One of the best things about WordPress is the fact that it's Open Source. In other words, it's free to use, regardless if you are running a personal website or a commercial one.

Why pay a company for software that isn't nearly as good? Instead, you can spend your money on a WordPress developer that can help

<http://www.zoopmedia.com>

you get your website or blog done the way you want it. From that point on, you can manage it on your own.

3. It's Easy To Update

Since WordPress is Open Source, there are constantly new versions available as bugs are reported and fixes are made. That way you always have up to date software that is secure and stable.

Even better, upgrading WordPress is super easy. You can do it with a click of a button, which makes staying up to date really easy.

4. It's Secure

Despite what people may tell you, WordPress is a very secure platform. Almost all WordPress hacking incidents are related to users running older versions or using very simple passwords. If you keep your blog or website up to date, you shouldn't have any issues with security.

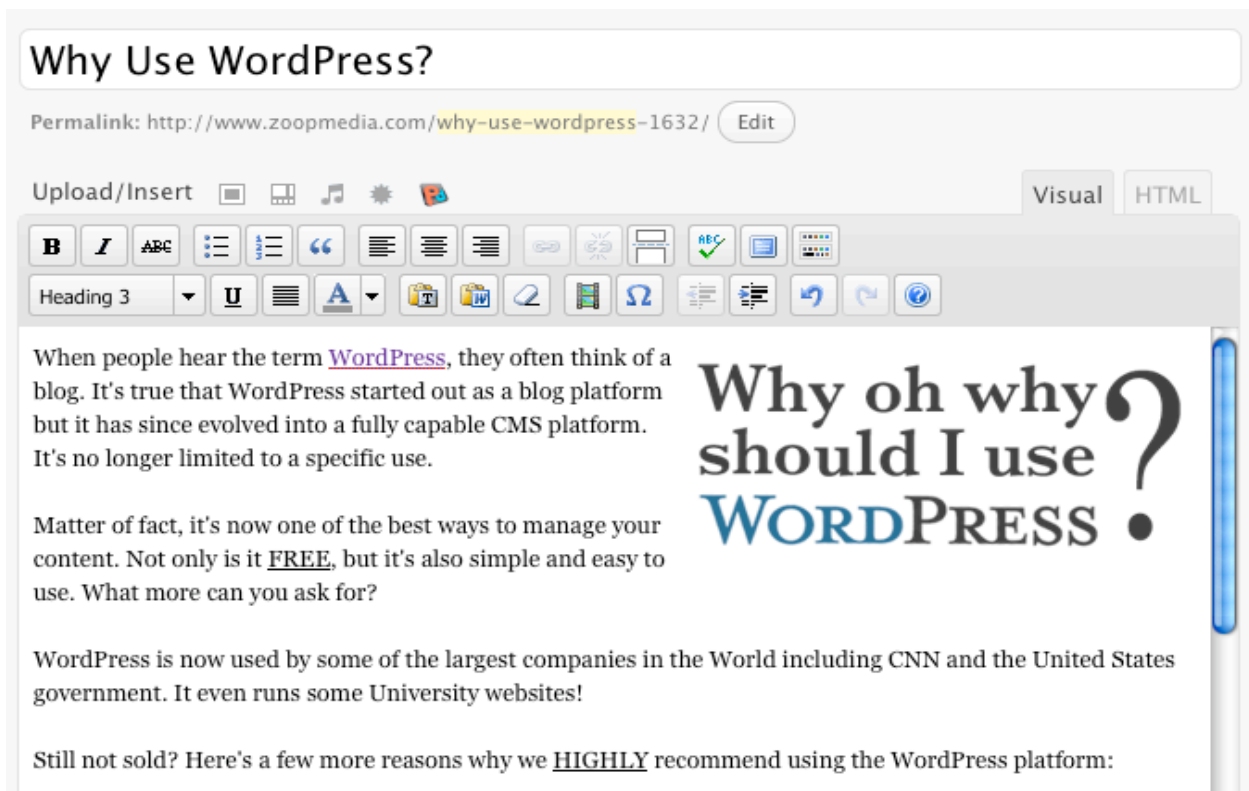
5. It's User Friendly

Another great thing about WordPress is its ease of use. You don't have to be an experienced computer expert to understand how to use it. Setting it up is also easy since most web hosts now offer one-click installations of WordPress. That way you can spend more time creating content instead of messing around with your server settings.

Once you get WordPress up and running, it's even easier to learn. Simply poking around the different sections of the dashboard will prove

how easy it is to use. You'll start to understand where everything is and be an expert in no time at all.

Just look how easy it is to create a blog post:

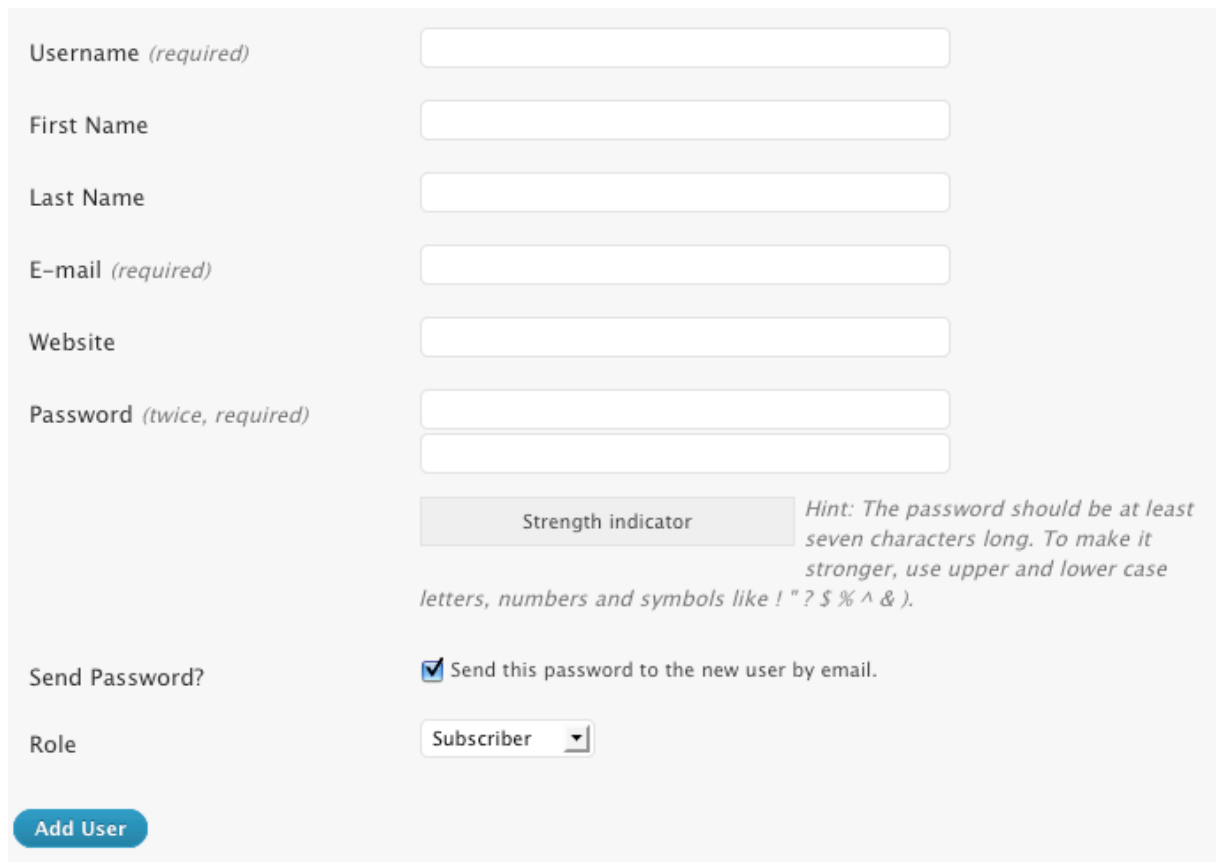


As you can see, it's just like creating a text document in a simple text editor application. Simply hit publish and the post will go live. It really is that simple!

6. It's Got Built In User Registration

One feature that is often overlooked with WordPress is the user registration system. You can create user accounts that have different levels of privileges, which makes it a perfect platform to do multi-author publishing.

It's also super easy to add a new account, just take a look at the screenshot below:



The screenshot shows the WordPress user registration form. It includes the following fields and options:

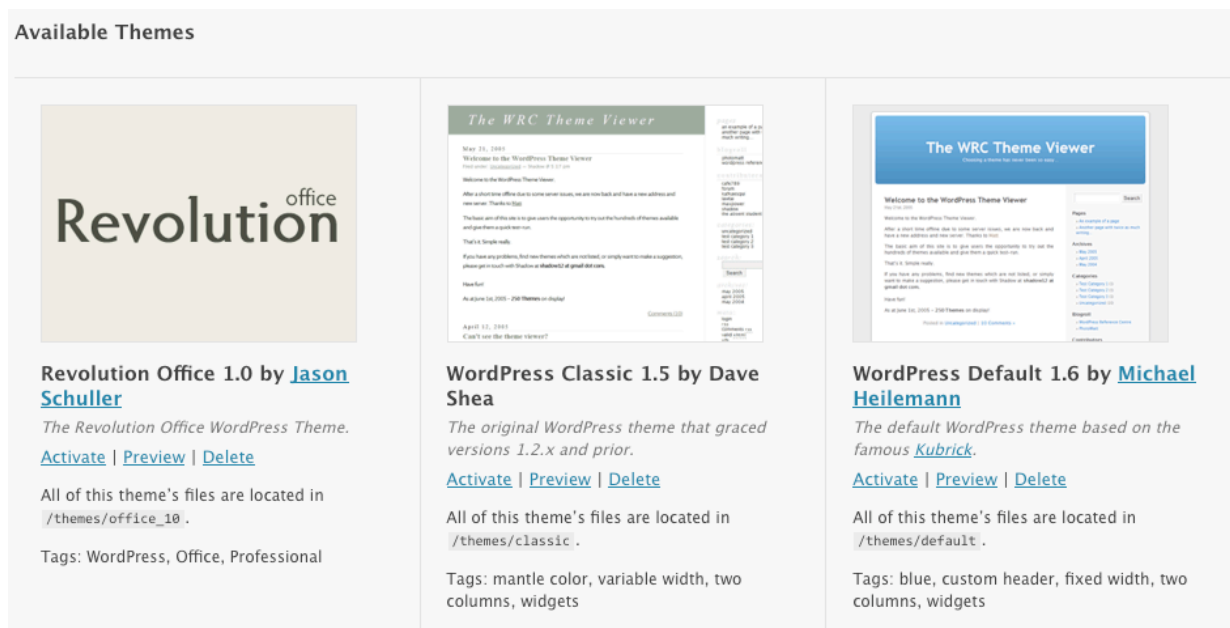
- Username (required)**: A text input field.
- First Name**: A text input field.
- Last Name**: A text input field.
- E-mail (required)**: A text input field.
- Website**: A text input field.
- Password (twice, required)**: Two stacked text input fields for password confirmation.
- Strength indicator**: A grey box with the text "Strength indicator".
- Hint**: A text block stating: "Hint: The password should be at least seven characters long. To make it stronger, use upper and lower case letters, numbers and symbols like ! " ? \$ % ^ &)."
- Send Password?**: A checkbox labeled "Send this password to the new user by email." which is checked.
- Role**: A dropdown menu currently set to "Subscriber".
- Add User**: A blue button at the bottom left.

7. It Uses Themes

When it comes to design, WordPress has it covered. There are literally thousands of WordPress themes available that can be installed in a matter of minutes (if not seconds). There are tons of free themes available, as well as a handful of premium themes that offer more flexibility.

<http://www.zoopmedia.com/premium-wordpress-themes/>

Once a theme is installed, you can simply click activate to instantly change the entire look of your website or blog. Here's what you'll see when you have a few themes installed:



If

you ever get sick of a theme, you can simply install another one and change it up. If for some reason you can't find a theme you like, a designer can easily customize one to fit your needs. That way you can get the **EXACT** design you are looking for.

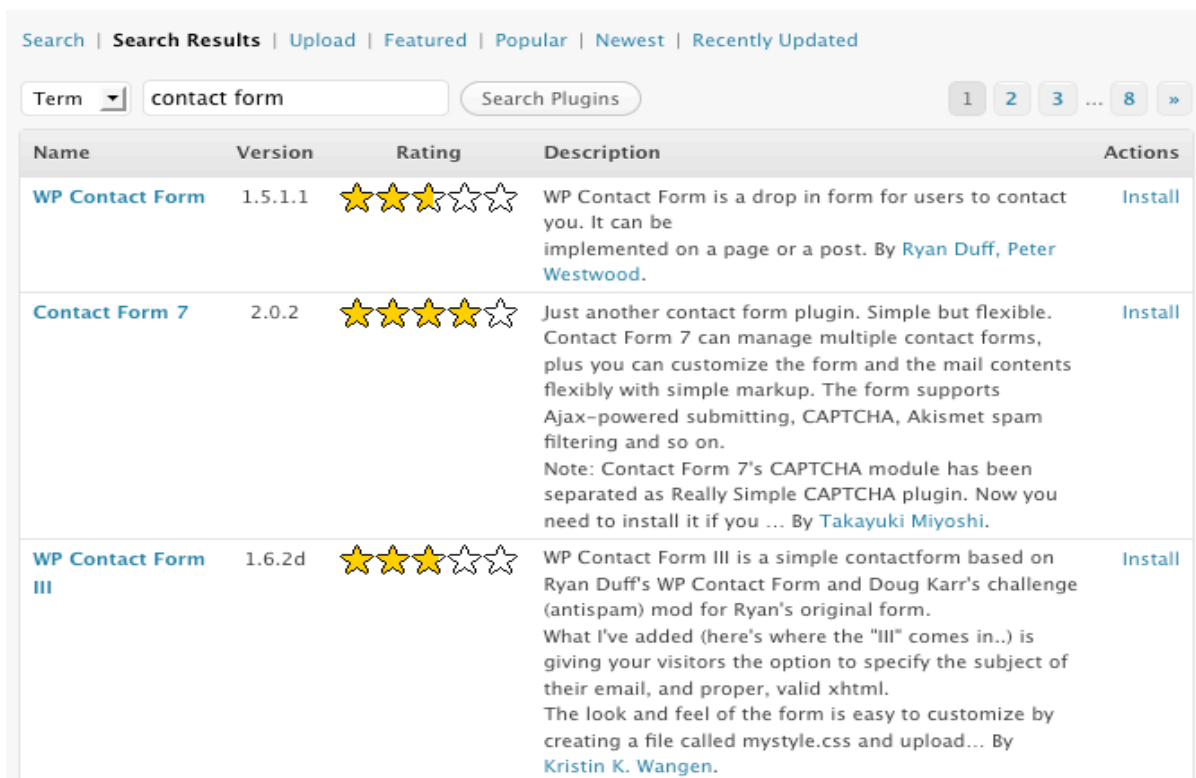
<http://www.zoopmedia.com>

8. It Uses Plugins

Plugins help add different functions to your blog that do not come pre-packaged with WordPress. So if you ever run in to something WordPress can't do, you'll more than likely be able to find a plugin that does what you are looking for.

Just like themes, WordPress plugins are available all over the web and are super easy to install. With the newest version of WordPress, you can now install plugins with the click of a button. Simply type in a keyword to find a plugin and you will get a list of plugins that match your search.

Here's an example of a search for a contact form plugin:



The screenshot shows a search interface for WordPress plugins. At the top, there are navigation links: Search, Search Results, Upload, Featured, Popular, Newest, and Recently Updated. Below this is a search bar with the term 'contact form' entered and a 'Search Plugins' button. To the right of the search bar are pagination buttons for pages 1, 2, 3, ..., 8, and a '»' button. The search results are displayed in a table with the following columns: Name, Version, Rating, Description, and Actions.

Name	Version	Rating	Description	Actions
WP Contact Form	1.5.1.1	★★★★☆	WP Contact Form is a drop in form for users to contact you. It can be implemented on a page or a post. By Ryan Duff , Peter Westwood .	Install
Contact Form 7	2.0.2	★★★★☆	Just another contact form plugin. Simple but flexible. Contact Form 7 can manage multiple contact forms, plus you can customize the form and the mail contents flexibly with simple markup. The form supports Ajax-powered submitting, CAPTCHA, Akismet spam filtering and so on. Note: Contact Form 7's CAPTCHA module has been separated as Really Simple CAPTCHA plugin. Now you need to install it if you ... By Takayuki Miyoshi .	Install
WP Contact Form III	1.6.2d	★★★★☆	WP Contact Form III is a simple contactform based on Ryan Duff's WP Contact Form and Doug Karr's challenge (antispam) mod for Ryan's original form. What I've added (here's where the "III" comes in..) is giving your visitors the option to specify the subject of their email, and proper, valid xhtml. The look and feel of the form is easy to customize by creating a file called mystyle.css and upload... By Kristin K. Wangen .	Install

It will even give you ratings from other WordPress users, that way you can tell which plugins are the best.

Best of all, most plugins are **FREE** to use. So you don't have to get out your wallet every time you want to add a certain function.

9. It Kills Spam (And Eats It For Dinner)

If you plan to run a blog on WordPress, you might be worried about spam. Luckily, WordPress comes with a built-in spam protection plugin called Akismet. It works like a charm and does exactly what it's supposed to, block spam!

Here are the current spam stats for one of my websites:

The Akismet logo is displayed in a blue, sans-serif font.

It

540 spams caught, 16 legitimate comments, and an overall accuracy rate of 99.281%. automatically marks spam comments and gets rid of them after a certain amount of days. It's very accurate and makes moderating comments a breeze.

These are just some of the reasons why I **HIGHLY** recommend using the WordPress platform.

Getting Started

Whew! Now that we have all the basics of WordPress covered, let's get started. In this chapter, I'll cover the basic requirements of the *WordPress.org* version and walk you through the process of installing it on your own hosting account.

Requirements

Another great thing about WordPress is the fact that it doesn't take much to run it. The only requirements to install it are a web server and a domain name. Here are the server requirements to run WordPress:

1. PHP Version 4.3 or Greater
2. MySQL Version 4.0 or Greater

If you need some help finding a hosting provider, check out our recommended hosts:

<http://www.zoopmedia.com/wordpress-hosting/>

It's also worth mentioning that you will need a text editor to modify the configuration file, as well as FTP access to your server. For a list of recommended FTP applications, check out BLANK.

Installation

Now that we have the requirements out of the way, let's get WordPress up and running! Depending on your hosting provider, you may have the option to install WordPress with the click of the button.

For those of you who do not have the one click install option (or prefer installing it yourself), I'll walk you through the entire process below.

Step 1. Download WordPress

The first step in installing WordPress is downloading the latest version from the WordPress.org website. Once the download completes, simply unzip the file and you'll be left with a folder called WordPress.

Step 2. Create A MySQL Database

Since the process of creating a database varies from host to host, I will not go into any details. Please consult your hosting provider if you need help setting up a database.

**Note – Keep track of your database name, as well as create a MySQL user with all privileges for accessing and modifying it.*

Step 3. Rename The Configuration File

If you take a look inside the WordPress folder you unzipped in step one, you'll see a file called: `wp-config-sample.php`. You will need to rename this file to `wp-config.php` in order to install WordPress.

Step 4. Enter In Your Database Information

Now that you have the configuration file renamed, open it using a text editor such as notepad (Windows) or TextEdit (Mac). Once you have it open, look for the section below:

```
// ** MySQL settings - You can get this info from your web host ** //  
/** The name of the database for WordPress */  
define('DB_NAME', 'putyourdbnamehere');  
  
/** MySQL database username */  
define('DB_USER', 'usernamehere');  
  
/** MySQL database password */  
define('DB_PASSWORD', 'yourpasswordhere');  
  
/** MySQL hostname */  
define('DB_HOST', 'localhost');
```

You will need to fill in the following areas with your information:

`putyourdbnamehere` – Enter the name of the database you created.

`usernamehere` – Enter the username of the MySQL user.

`yourpasswordhere` – Enter the password for the MySQL user.

**Note – You might have to change the localhost depending on your hosting provider.*

Step 5. Upload The WordPress Files

Once your database information is entered into the configuration file, it's time to upload the WordPress files to your server. In order to do this, you will need FTP access to your server, as well as an FTP program. I recommend Cyberduck for Mac users and SmartFTP for Windows users.

Once you're connected to your server, the next step is deciding **WHERE** you want WordPress installed.

If you want WordPress installed on the root of your domain (yourdomain.com), you'll want to upload all the contents of the unzipped WordPress folder (excluding the folder itself) into the root directory of your server.

If you want to install WordPress in its own subdirectory (yourdomain.com/blog), simply rename the WordPress folder to whatever you want the subdirectory to be. Then upload the entire folder to the root directory of your web server.

Step 6: Run The Installation Script

Once you're finished uploading all of the WordPress files, the next step is to kick off the installation process. Don't worry; it's actually **REALLY** simple.

If you installed WordPress in the root directory of your web server, simply go to: <http://yourdomain.com/wp-admin/install.php>

If you installed WordPress in a subdirectory, enter in the following:
<http://yourdomain.com/SUBDIRECTORY/wp-admin/install.php>

Once you enter the URL, you will be taken to the WordPress installation screen seen below:



Welcome

Welcome to the famous five minute WordPress installation process! You may want to browse the [ReadMe documentation](#) at your leisure. Otherwise, just fill in the information below and you'll be on your way to using the most extendable and powerful personal publishing platform in the world.

Information needed

Please provide the following information. Don't worry, you can always change these settings later.

Blog Title	<input type="text"/>
Your E-mail	<input type="text"/> Double-check your email address before continuing.
<input type="checkbox"/>	Allow my blog to appear in search engines like Google and Technorati.
<input type="button" value="Install WordPress"/>	

Simply enter in a title for your blog (or website), as well as a valid email. You'll also want to check the "allow my blog to appear in search engines" box (unless you're trying to hide).

Make sure to write down your password so you can log in for the first time. It's also **VERY IMPORTANT** that you change the auto-generated password as soon as possible. This will make your blog or website much more secure.

That's It!

You now have WordPress up and running on your own server. To log in, simply go to: `yourdomain.com/wp-login.php` or `yourdomain.com/SUBDIRECTORY/wp-login.php` depending on where you installed WordPress.

From this point on, the book will focus on using WordPress.

First up, the dashboard...

The Dashboard

When you first log in to WordPress, the first screen you see is the WordPress dashboard. It's essentially the backend homepage of WordPress. The dashboard displays recent activity about your blog/website, as well as information about the WordPress community.

Here's a quick look at the dashboard:

The screenshot shows the WordPress dashboard interface. At the top, there's a navigation bar with the WordPress logo, 'Visit Site', 'New Post', and user information 'Howdy, Justin | Turbo | Log Out'. Below this is a sidebar with menu items: Dashboard, Posts, Media, Links, Pages, Comments, Appearance, Plugins, Users, Tools, and Settings. The main content area is titled 'Dashboard' and features several widgets: 'Right Now' (At a Glance) showing 2 Posts, 6 Pages, 2 Categories, 0 Tags, 0 Comments, 0 Approved, 0 Pending, and 0 Spam; 'Theme Naked with 3 Widgets' with a 'Change Theme' button; 'Recent Comments' (No comments yet); 'Recent Drafts' (There are no drafts at the moment); 'Other WordPress News' with links to various articles; 'QuickPress' (Title, Content, Tags, Save Draft, Reset, Publish buttons); 'WordPress Development Blog' with recent posts; and 'Plugins' with sections for 'Most Popular' (WPTouch iPhone Theme), 'Newest Plugins' (TwitVid), and 'Recently Updated' (VideoSurf Video Link Enhancer).

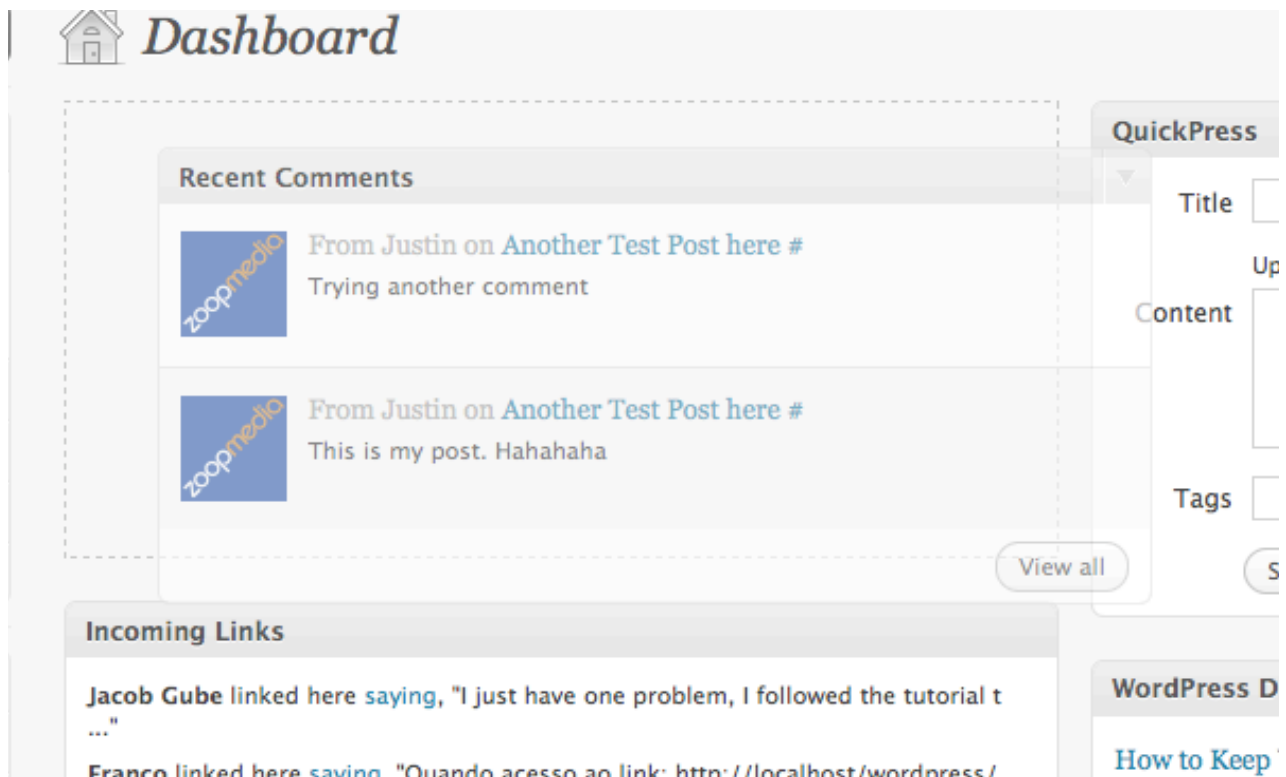
Dashboard Overview

In this section, I will go through the various sections and features of the dashboard and what they do.

Drag And Drop Customization

Before I go in to detail about all the widgets featured on the dashboard, I want to point out that all of them can be rearranged to suit your needs. Simply click on the gray title area of any widget and your cursor will turn into a hand icon. From there, hold down the mouse button and drag the widget anywhere on the screen.

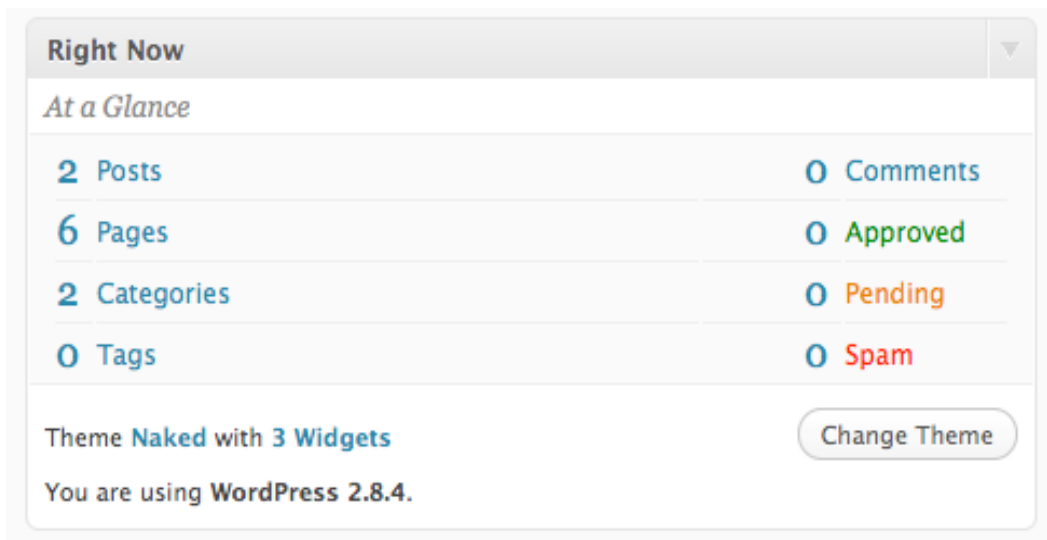
Here's what a widget looks like when dragging it:



The drag and drop customization feature works on any page within the WordPress administration panel. It also saves your settings to your user account, so you don't have to do it everytime you log in.

Now let's take a look at all the widgets available on the dashboard:

Right Now



Right Now

At a Glance

2 Posts	0 Comments
6 Pages	0 Approved
2 Categories	0 Pending
0 Tags	0 Spam

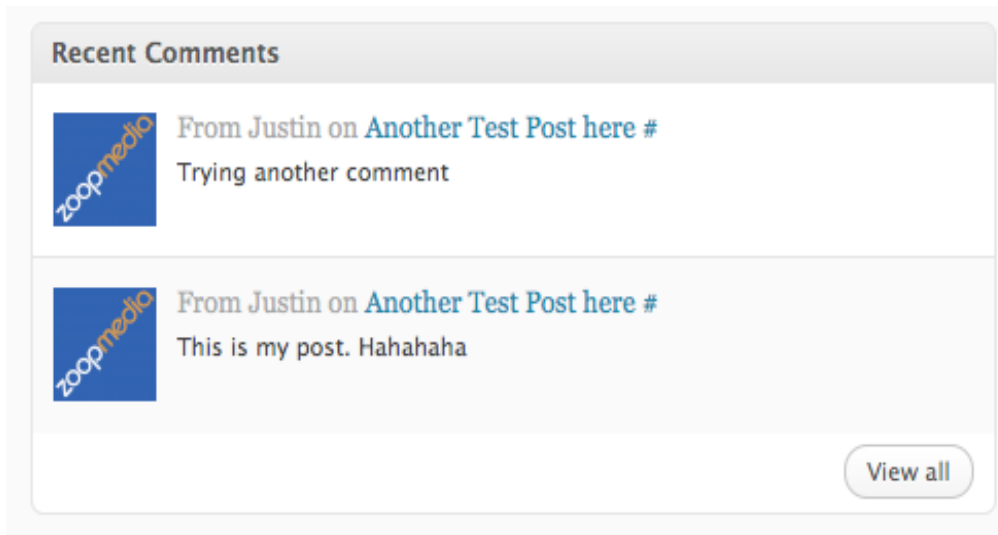
Theme **Naked** with 3 Widgets Change Theme

You are using **WordPress 2.8.4**.

The right now section gives you data about your blog/website. It shows you how many posts, pages, categories, and tags you are currently using. You can also see how many comments you have, as well as how many have been approved, are currently pending, or have been marked as spam.

It also shows you which theme is activated, how many widgets you are using, as well as the version of WordPress you are using.

Recent Comments



The recent comments feature is a simple to use widget that shows you the latest comments on your blog posts/pages. By hovering over a single comment, you are given the following options:

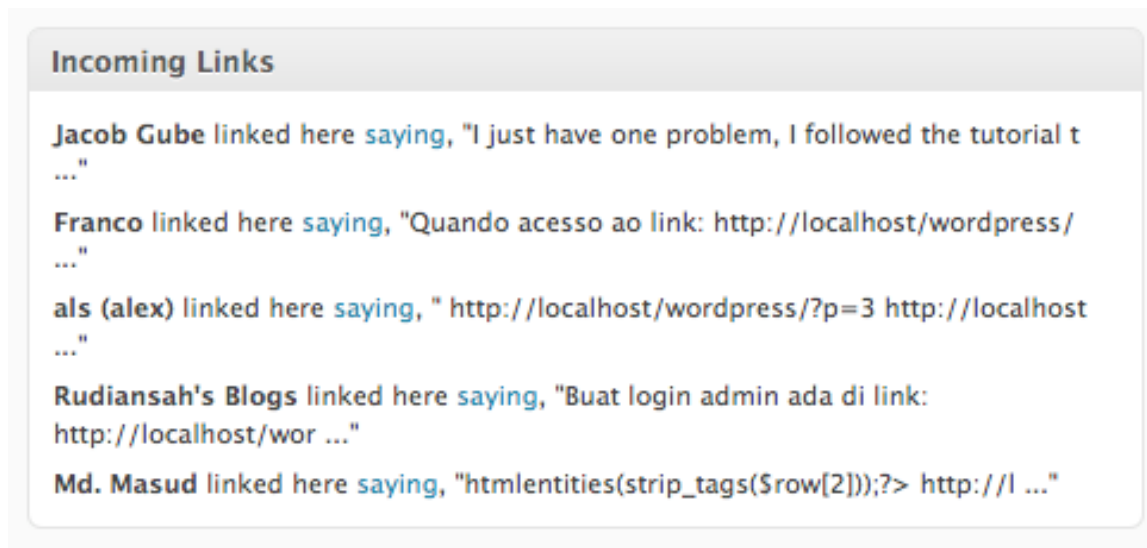
- **Approve** – Approves the comment.
- **Edit** – Allows you to edit the comment.
- **Reply** – A Quick way to respond to a specific comment.
- **Spam** – Marks the comment as spam.
- **Delete** – Deletes the comment.

Recent Drafts



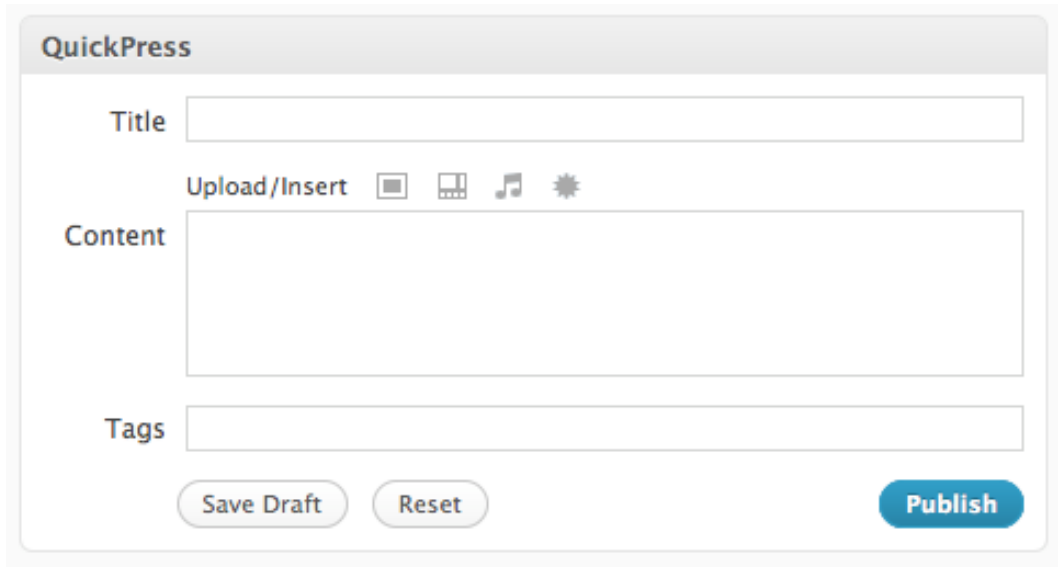
The recent drafts section allows you to easily see your latest drafts. If you click on a title, it will take you to the edit post screen where you can modify the post. If you do not have any, it will simply say there are no drafts at the moment.

Incoming Links



The incoming links feature makes it really simple to see who's linking your blog/website. You can simply click on the "saying" link to visit the website that links to you.

QuickPress



The image shows the QuickPress interface in WordPress. It features a title input field, a content area with an 'Upload/Insert' toolbar containing icons for image, video, audio, and link, and a tags input field. At the bottom, there are three buttons: 'Save Draft', 'Reset', and 'Publish'.

If you want to publish a blog post really quickly, the QuickPress feature is your friend. It allows you to enter a post title, embed media, type content, and add tags. Once you're done entering the information, hit the publish button and the post will go live.

It's the easiest way to publish a blog post and does not require you to go to the write post screen. However, it does limit you from adding specific things like custom slugs, excerpts, and custom fields.

WordPress Development Blog

WordPress Development Blog

[How to Keep WordPress Secure](#) 09 05 2009
A stitch in time saves nine. I couldn't sew my way out of a bag, but it's true advice for bloggers as well — a little bit of work on an upgrade now saves a lot of work fixing something later. Right now there is a worm making its way around old, unpatched versions of WordPress. [...] [...]

[WordPress 2.8.4: Security Release](#) 08 11 2009
Yesterday a vulnerability was discovered: a specially crafted URL could be requested that would allow an attacker to bypass a security check to verify a user requested a password reset. As a result, the first account without a key in the database (usually the admin account) would have its password reset and a new password [...] [...]

This feature shows you the recent posts from the WordPress development blog. It comes in handy when you want to see what's happening in the world of WordPress.

Plugins

Plugins

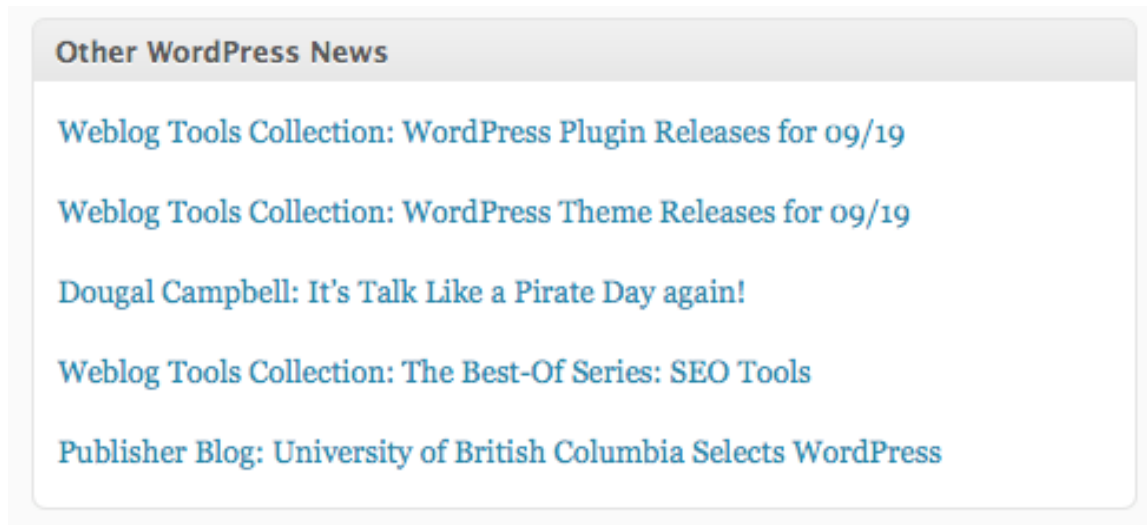
Most Popular
[WPtouch iPhone Theme \(Install\)](#)
WPtouch automatically transforms your WordPress blog into an iPhone application-style theme, complete with ajax loading articles and effects, when vie

Newest Plugins
[WPLastfm \(Install\)](#)
Displays recent tracks from your last.fm account.

Recently Updated
[JR qTip for Wordpress \(Install\)](#)
JR qTip for Wordpress is a plugin that uses qTip to display nice looking, user friendly tooltips. Colors and position are easily changeable.

If you're looking for WordPress plugins, this is the place to find them. It displays the most popular plugin, along with the newest plugins and recently updates plugins.

Other WordPress News

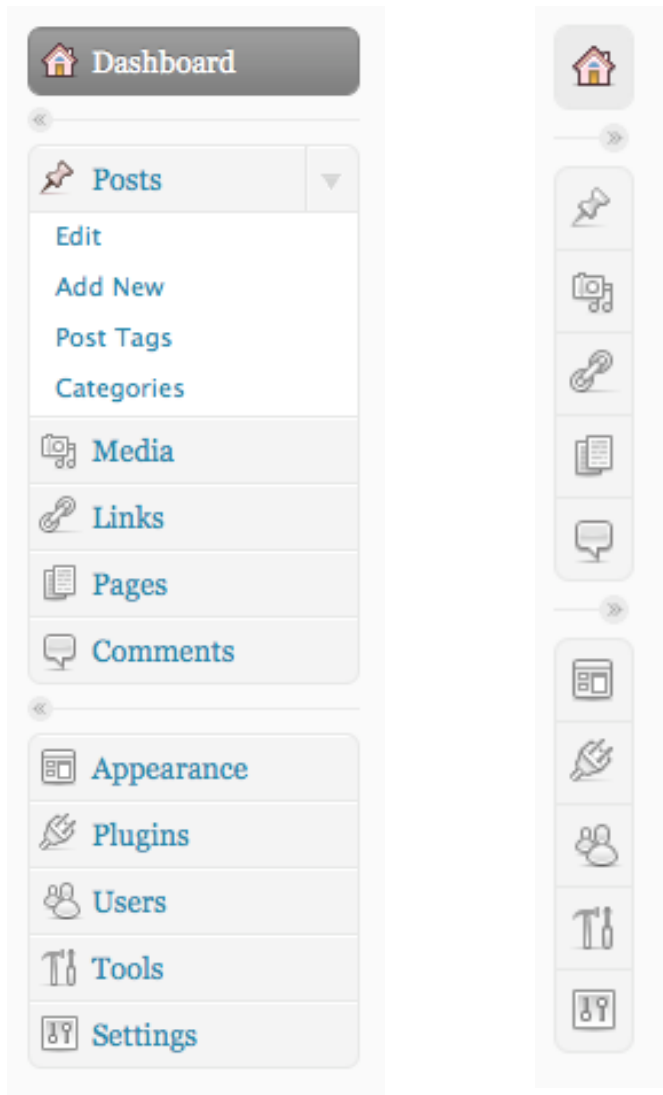


This section links to relevant articles relating to WordPress. It's a great place to find tutorials, theme reviews, and other WordPress related news.

Navigation

The dashboard also features a navigation menu which can be found on the lefthand side of the screen. This is where you can access all of the features of the WordPress Administration Panel.

Here's a look at the navigation menu: The left image shows the regular navigation bar, while the right side shows the minimized version. (Click either the arrow below the dashboard or below the comments section to minimize/expand the bar):



All of the options can be expanded (except the dashboard and comments sections) by clicking the down arrow to the right of the title.

As you can see in the picture, the Posts section is expanded to show four more options.

Here's a quick look at what each section contains when expanded:

Posts:

- Edit
- Add New
- Tags
- Categories

Media:

- Library
- Add New

Links:

- Edit Add New
- Link Categories

Pages:

- Edit
- Add New

Appearance:

- Themes
- Widgets
- Editor

Plugins:

- Installed
- Add New
- Editor

Users:

- Authors & Users
- Add New
- Your Profile

Tools:

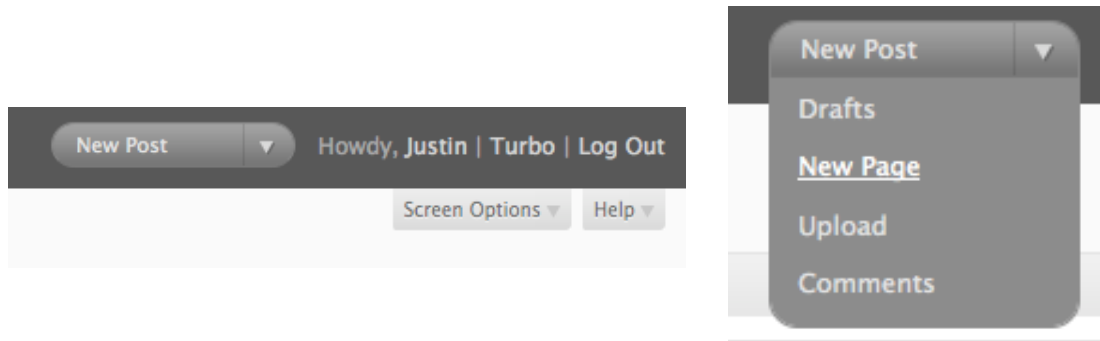
- Tools
- Import
- Export
- Upgrade

Settings

- General
- Writing
- Reading
- Discussion
- Media
- Privacy
- Permalinks
- Miscellaneous

Quick Links

Besides the left navigation, WordPress also has a quick links section where you can access the most commonly used features. It can be found at the top right section of the screen.



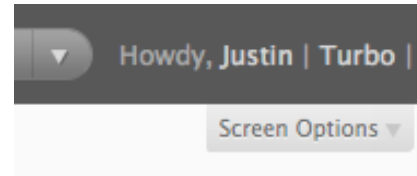
By clicking the down arrow, you are given a few more options which are described in detail below:

- **New Post** – Goes to the write post screen.
- **Drafts** – Takes you to your saved drafts.
- **New Page** – Jumps to the write page screen.
- **Upload** – Goes to the media uploader.
- **Comments** – Takes you to the comments section.

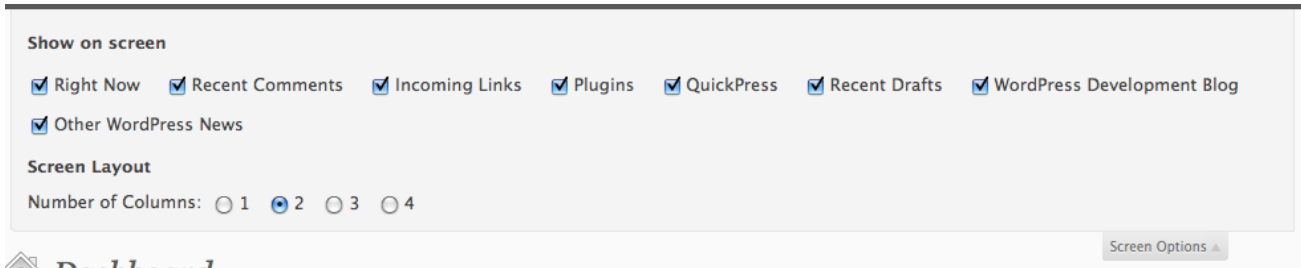
When navigating between various pages in the administration panel, you will also notice that the quick links change depending on where you are. This makes it really easy to find the options you need.

Screen Options

Another feature you may have noticed on the dashboard is the screen options tab, which can be seen to the right. It's located right below the quick links section.



Once you click the screen options button, it will expand to show the following options:



- **Show on screen** – Here you can check which widgets you would like to display on the page. If there are some you do not want to use, simply uncheck them and they will become hidden.
- **Screen Layout** – Here you can customize the dashboard to have one, two, three, or four columns.

The screen options also function on any page within the WordPress administration panel. However, the options do change depending on which page you are on.

Turbo

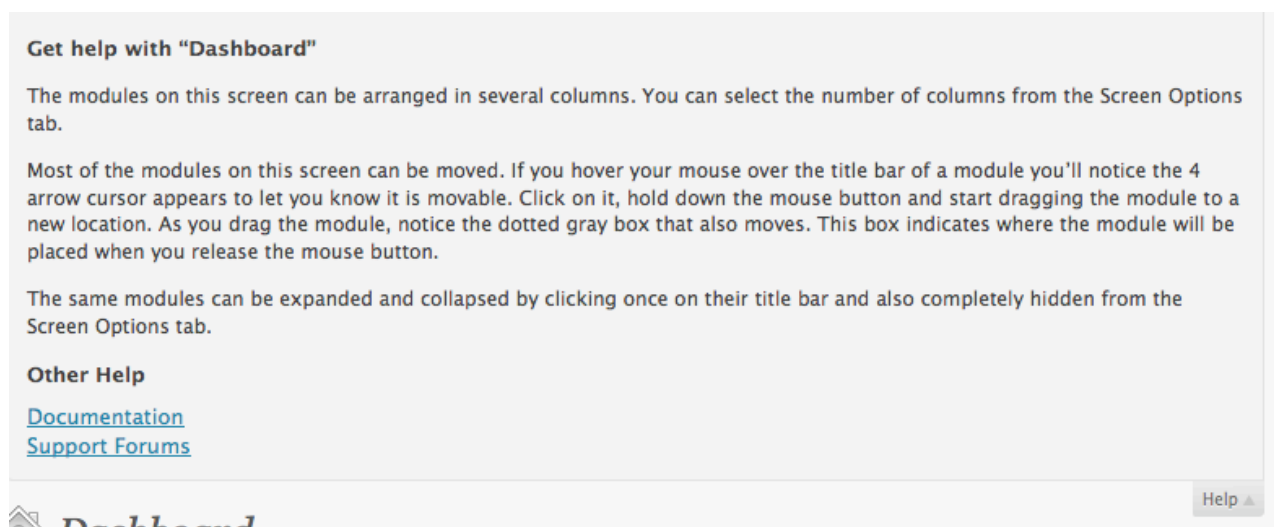
If you haven't noticed, there is a Turbo link directly to the left of the log out button. This allows you to install Gears, which stores your images, scripts, and CSS files locally on your computer. This makes page load times faster.

**Note - Do not install Gears on a public or shared computer.*

Help

The last feature of the dashboard is the help tab, which can be found to the right of the screen options tab. The help tab gives you useful links to various support and documentation pages. It also changes depending on the page you are on.

Here what the help tab looks like when expanded on the dashboard:



We've officially covered everything you need to know about the WordPress dashboard. In the next chapter, I'll walk you through the process of creating and editing a blog post.

That way you can start pumping out content for your blog or website!

Posts

Now we're getting somewhere. This is one of the most important chapters in this book, because without content, you don't have much of a blog or website.

I'll start out this chapter by walking you through the process of creating a new post. From there, I'll show you how to edit an existing post and how to manage tags and categories.

So let's get started.

Add A New Post

Writing a post is actually a lot easier than you would think. It's a lot like creating a normal text document using a text editing application. You can simply hit a button to make text bold, underlined, or a different color. You can also adjust titles to be different sizes so they stick out in your content.

There's a few different ways you can create a new blog post. As mentioned in the last chapter, you can use the QuickPress feature on the dashboard to create a quick post. There's also the Add New Post screen, which we'll use in this chapter.

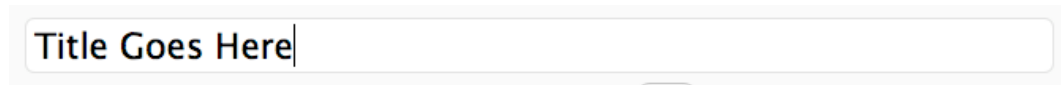
To create a new post, you can either use the quick link on the top right corner of your screen or click on the add new link which can be found under the posts section in the navigation menu.

Here's what you will see once you click on either of the links:

The screenshot shows the WordPress 'Add New Post' editor interface. At the top left, there is a pin icon and the text 'Add New Post'. In the top right corner, there are links for 'Screen Options' and 'Help'. The main content area is a large text editor with a rich text toolbar. The toolbar includes options for 'Upload/Insert' (image, audio, video), 'Visual' (bold, italic, text color, background color, bulleted list, numbered list, quote, link, unlink, insert link, insert image, insert video, insert audio, insert gallery, insert table, insert code), and 'HTML' (source code). Below the text editor, there are fields for 'Path: p' and 'Word count: 0'. To the right of the main editor, there are several sidebars: 'Post Tags' with an 'Add new tag' input and an 'Add' button, 'Publish' with 'Save Draft' and 'Preview' buttons, 'Categories' with a list of categories (Services, Uncategorized) and an '+ Add New Category' link, and 'Send Trackbacks' with a text input field and explanatory text. The interface is clean and modern, typical of WordPress 4.x.

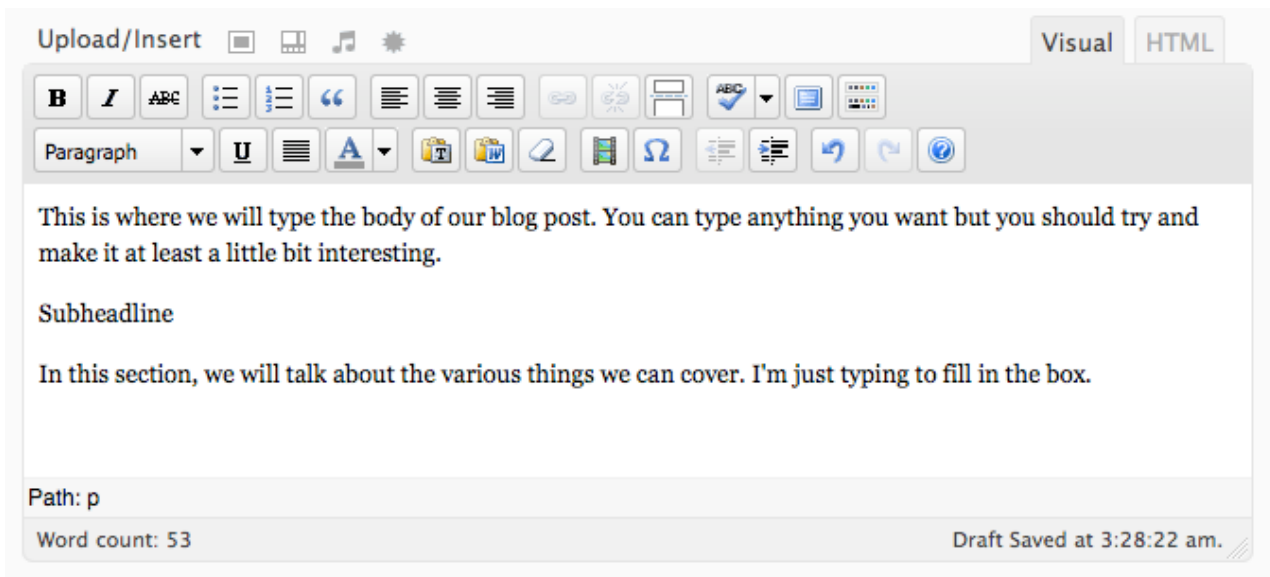
I will now go through each element within the Add New Post Screen:

Title



The first thing you'll want to do is type a post title into the very first box, located directly below the Add New Post text. This can be anything you wish, but I often recommend using "catchy" titles that attract readers (ex. 7 Ways To Rob A Bank Without Getting Caught).

Post Editing Area



From there, we'll head down to the main content area. This is where you will type the body of a blog post. When writing out your blog post, you can either use the visual or HTML editor. You can toggle between the two using the tabs located at the top right of the post editing area.

What's the difference?

The visual editor allows you to use really simple buttons to format your blog post and shows you the post as is. What you see is usually what you get with this mode.

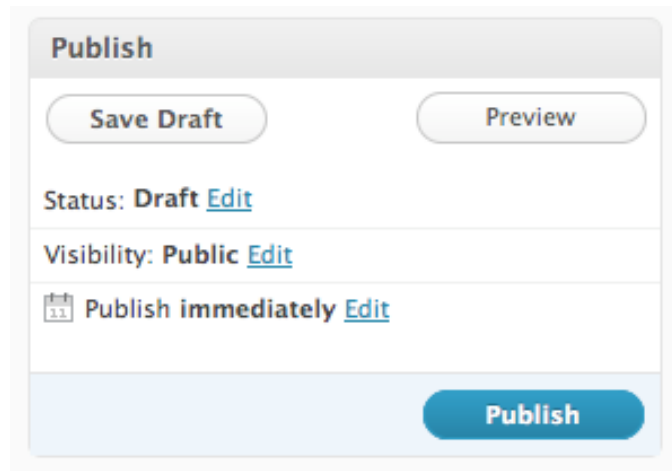
Within the visual editor, you will see two rows of formatting buttons. If for some reason you only see one row of buttons, click the far right button to expand your formatting toolbar. You can also hover over any button to see a description of what it does.

The HTML mode shows the actual HTML code of a blog post, and requires more knowledge of HTML.

However, it's often better to use the HTML editor since you will run into less formatting issues. It's especially useful if you plan on embedding a lot of video, since the visual editor can sometimes strip certain code from your post.

Publish

The next section I'll walk you through is the publish box. This is where you can access the various publishing options for your blog post.



You can save a post as a draft if you plan to go back and edit it later. You can also click the preview button to see what the post will look like once you publish it.

The status feature allows you to change the status of a post. Visibility gives you a few options in terms of who can see your blog post. By default the post will be set to public. If you prefer, you can make it password protected. Another option is to make it private, which restricts access to only those who are logged in to your WordPress blog/website.

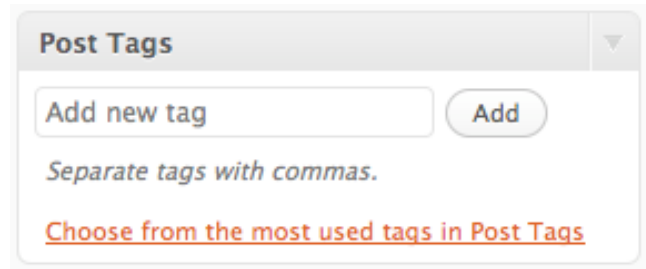
Another cool feature under visibility is the option to make a post stick to the front page. What this does is sticks a blog post to the top of the page, regardless of the date. This is very useful if you want a certain blog post to be at the top of your blog.

You'll also see an edit link directly after Publish immediately. By clicking this link, you can change the date and time for your blog post. By setting it in the future, the post will automatically be published at the

time you specify. If you prefer to publish the post immediately, simply hit the publish button.

Post Tags

The post tag box allows you to tag a blog post with specific tags. This is very useful since it makes navigation your content easy for your readers.



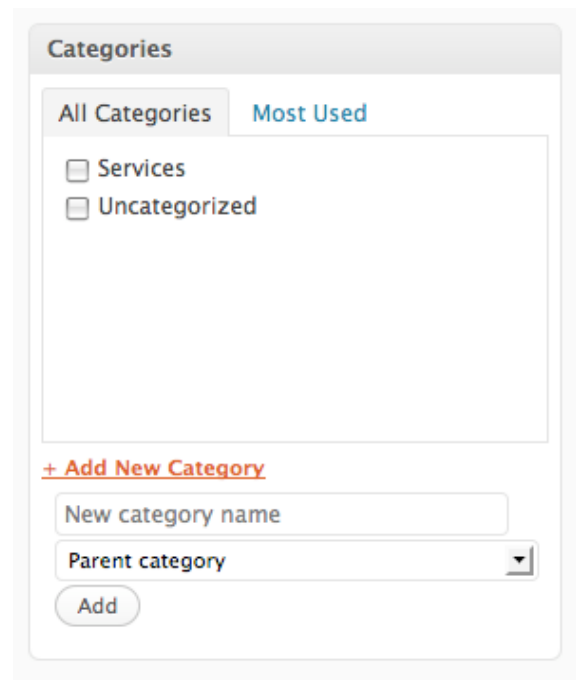
The screenshot shows the 'Post Tags' widget. It has a title bar 'Post Tags' with a dropdown arrow. Below the title bar is a text input field labeled 'Add new tag' and a rounded 'Add' button. Underneath the input field is the instruction 'Separate tags with commas.' and a red link that says 'Choose from the most used tags in Post Tags'.

To see a list of your most common tags, simply click the link to expand the post tag box.

Categories

Relatively similar to tags, categories allow you to file blog posts into certain categories. That way readers can view your posts based on categories.

You can simply check a box to add the post to that category. You select as many as you wish for any given blog post.



The screenshot shows the 'Categories' widget. It has a title bar 'Categories' with a dropdown arrow. Below the title bar are two tabs: 'All Categories' and 'Most Used'. Under the 'Most Used' tab, there is a list of categories with checkboxes: 'Services' and 'Uncategorized'. Below the list is a red link that says '+ Add New Category'. Underneath the link are two input fields: 'New category name' and 'Parent category' with a dropdown arrow. At the bottom is a rounded 'Add' button.

You can also click the Add New Category link to add a new category. Simply type in a category name and choose whether or not the category should be a parent or a child of another one.

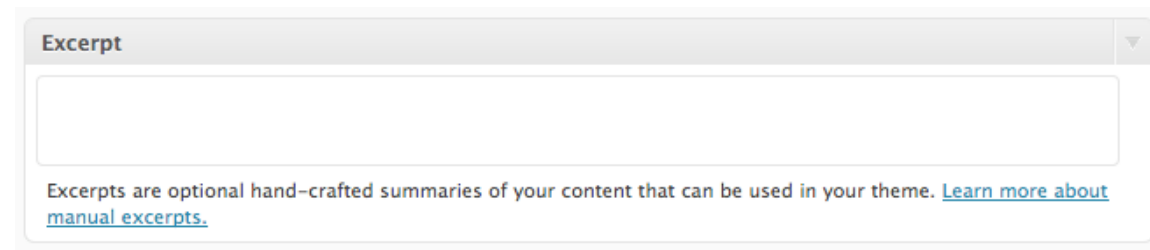
Permalink



One of the coolest features within the Add New Post screen is the ability to customize your permalink. In other words, you can control what the URL of your blog post will be.

However, this option varies depending on the way you have permalinks configured. If you would like to read more about permalinks, check out chapter 13.

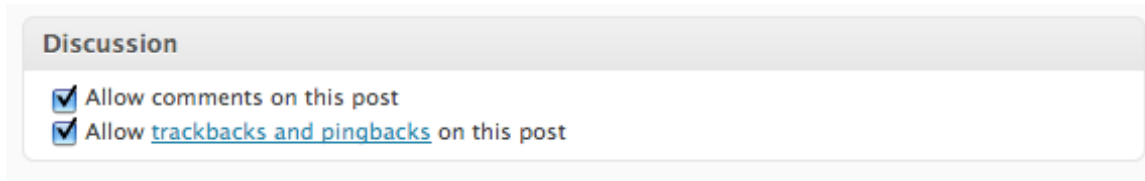
Custom Excerpt



The custom excerpt box allows you to type in a blog post summary. This is useful if you want to display summaries on your blog's main page instead of the full post.

Many premium WordPress themes use the excerpt feature for the homepage since they do not display full blog posts.

Discussion




Discussion

- Allow comments on this post
- Allow [trackbacks and pingbacks](#) on this post

The

discussion section allows you to change the discussion settings for a specific post. By default, both boxes will be checked which will allow comments as well as trackbacks and pingbacks.

Post Author



Post Author

Justin ▾

If you run a blog with more than one author, this feature makes it simple to select which author should be listed for the blog post. You can simply click the dropdown arrow to see a list of authors that are registered on your blog/website.

Send Trackbacks



Send Trackbacks

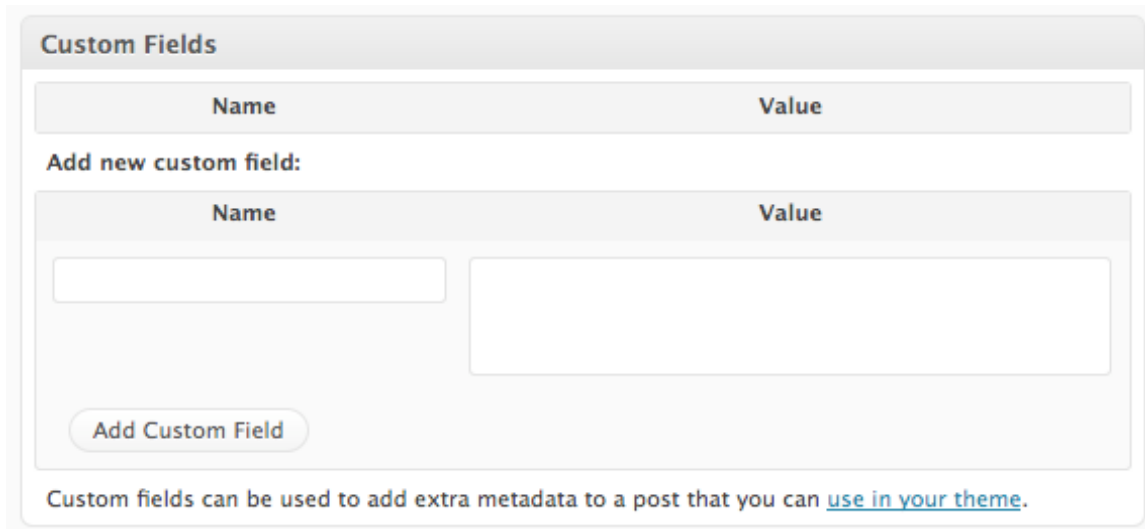
Send trackbacks to:

(Separate multiple URLs with spaces)

Trackbacks are a way to notify legacy blog systems that you've linked to them. If you link other WordPress blogs they'll be notified automatically using [pingbacks](#), no other action necessary.

This feature is used to notify older blog systems that you've linked to them in your post. WordPress automatically used pingbacks.

Custom Fields



The screenshot shows the 'Custom Fields' section in the WordPress admin interface. It features a table with two columns: 'Name' and 'Value'. Below the table, there is a section titled 'Add new custom field:' with two input fields for 'Name' and 'Value'. A button labeled 'Add Custom Field' is positioned below the input fields. At the bottom of the section, there is a note: 'Custom fields can be used to add extra metadata to a post that you can [use in your theme.](#)'

Name	Value

Add new custom field:

Name	Value
<input type="text"/>	<input type="text"/>

Custom fields can be used to add extra metadata to a post that you can [use in your theme.](#)

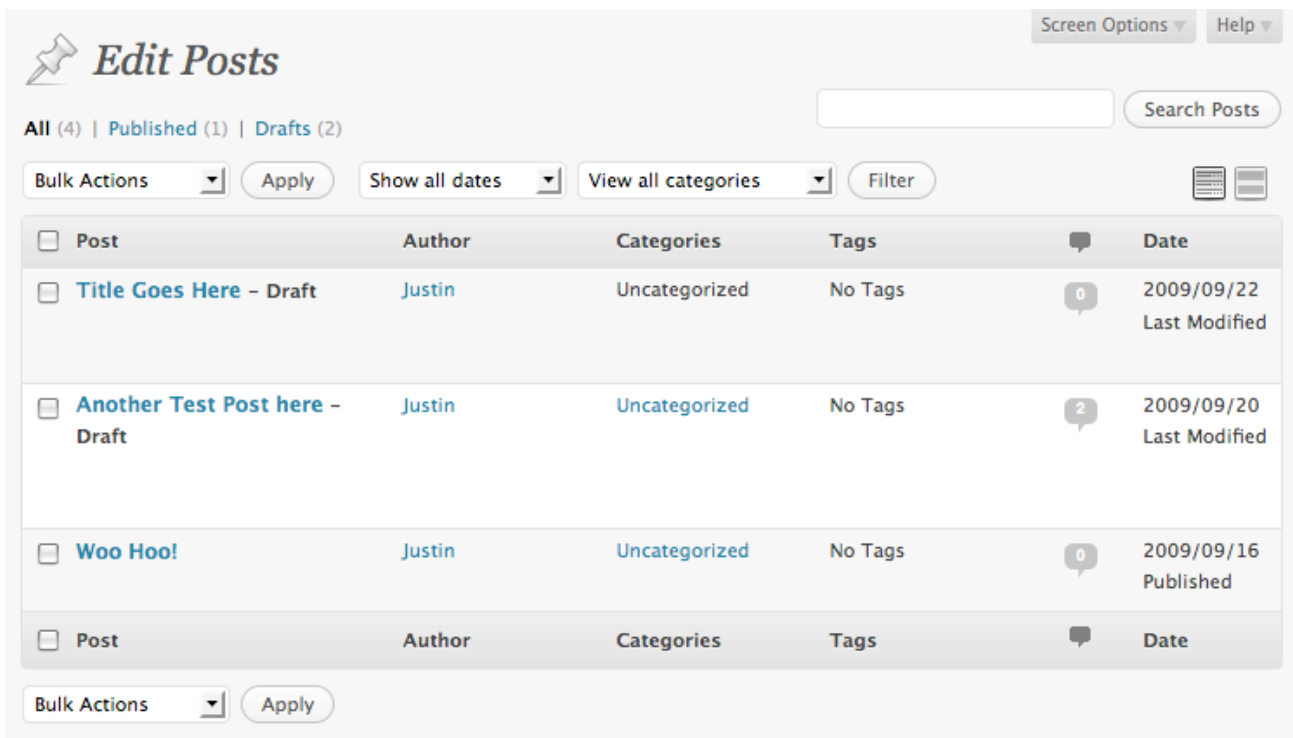
Custom fields allow you to add extra data to any blog post. Many WordPress themes utilize custom fields for thumbnail and featured images.

That officially covers everything within the Add New Post screen. As you can see, it's actually really easy to create a new blog post. As you write more and more, it becomes even easier as you get used to the various options.

Edit An Existing Post

The great thing about WordPress is that it is really easy to go back and edit any posts that you've already published. To manage your existing posts, click on the edit link which can be found under the posts section in the navigation menu.

Here's what the edit posts screen looks like:



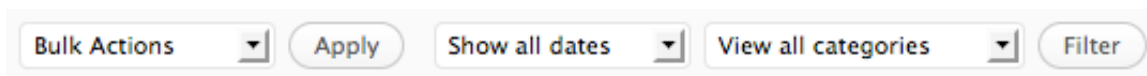
WordPress will show you a list of all the posts you have published on your blog. If you have any drafts, it will also display them with – Draft after the title.

Here's a look at the options available to you on the edit posts screen:

All | Published | Drafts

Directly below Edit Posts, you'll see three links. By default, WordPress will show you all of your existing posts. If you prefer, you can click on published or drafts to see blog posts based on their currently status.

Dropdown Options



The first thing you'll notice when viewing your existing posts are the dropdown options. The bulk actions allow you to bulk edit blog posts. Simply check the box next to any post(s) you want to modify, then select the option you want to perform from the dropdown menu.

This filter options allow you to view posts based on dates, as well as categories. This makes it easy to find a group of posts that fall within a certain category.

Search Posts

The search feature allows you to search through your existing posts. It can really save you time, especially if you have a lot of existing blog posts.

Hover Options



If you hover over any given blog post, you'll notice that a few links pop up. Here's a breakdown of what each one will do:

- **Edit** – This will take you to the edit post screen, which is just like the add new post screen.
- **Quick Edit** – Quick edit gives you a few options that you can perform, without having to go to the edit post screen.
- **Delete** – This will delete the blog post.
- **Preview** – View the blog post and see how it looks.

When it comes to making changes to an existing post, it works exactly the same way as creating a new blog post. The screen is identical and has all of the same features as mentioned in the add a new post section.

Post Tags

The screenshot shows the WordPress 'Tags' management page. On the left, there's a sidebar with a 'Tags' icon and title. Below it, 'Popular Tags' are listed as links: humor, money, random, stuff, things, Videos. The 'Add a New Tag' section has three input fields: 'Tag name' (with a note: 'The name is how the tag appears on your site.'), 'Tag slug' (with a note: 'The "slug" is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphens.'), and 'Description' (with a note: 'The description is not prominent by default, however some themes may show it.'). An 'Add Tag' button is at the bottom of this section. The main content area features a search bar and a 'Search Tags' button. Below that is a table with columns: Name, Description, Slug, and Posts. The table lists six tags: humor, money, random, stuff, things, and Videos, each with a checkbox and a count of 1 post. At the bottom of the table, there are 'Bulk Actions' and 'Apply' buttons.

<input type="checkbox"/>	Name	Description	Slug	Posts
<input type="checkbox"/>	humor		humor	1
<input type="checkbox"/>	money		money	1
<input type="checkbox"/>	random		random	1
<input type="checkbox"/>	stuff		stuff	1
<input type="checkbox"/>	things		things	1
<input type="checkbox"/>	Videos		videos	1

The third option you will see listed under the posts section in the navigation menu is Post Tags. This is where you can manage the tags you are using on your WordPress blog.

If you're unfamiliar with tags, they are basically keywords that are assigned to your blog posts. However, they are not to be confused with categories. Unlike categories, tags do not have any sort of hierarchy or relationships between one another. Tags are primarily used

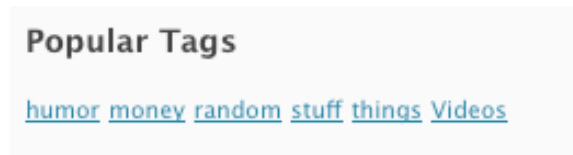
as a way of allowing your readers to view posts that are related based on specific keywords.

Below is an overview of all the features available within the Post Tags area of WordPress:

Popular Tags

The popular tags section simply displays the most popular used

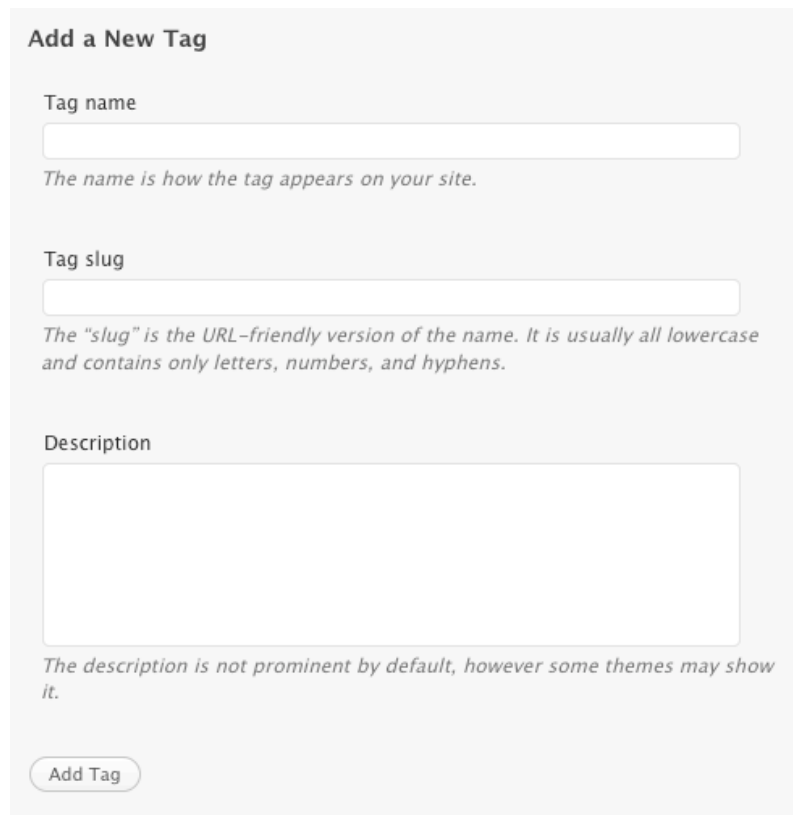
tags are your blog. This is really helpful feature if you like to monitor your tag use.



Add A New Tag

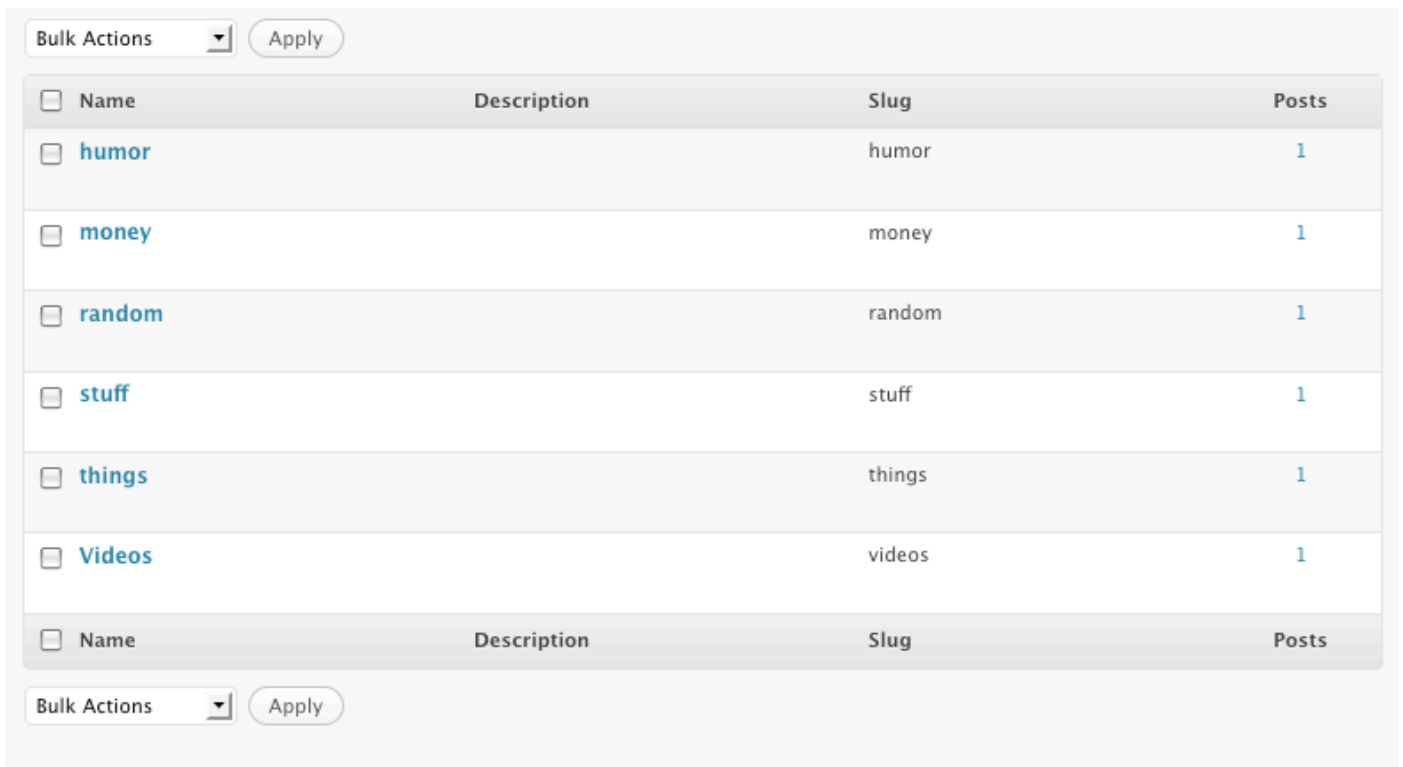
The add a new tag section allows you to add new tags.

All you need to do is specify a name for your tag. If you prefer, you can also customize the slug for the tag. The slug is simply the URL that the tag will be give

A screenshot of the 'Add a New Tag' form in WordPress. The title 'Add a New Tag' is at the top. Below it are three input fields: 'Tag name' with a text input box and a note 'The name is how the tag appears on your site.', 'Tag slug' with a text input box and a note 'The "slug" is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphens.', and 'Description' with a larger text area and a note 'The description is not prominent by default, however some themes may show it.' At the bottom is an 'Add Tag' button.

(ex. Yourdomain.com/tags/SLUG). You can also add a tag description, which may or may be displayed on your blog. Some themes display them, while others do not.

Bulk Actions



<input type="checkbox"/> Name	Description	Slug	Posts
<input type="checkbox"/> humor		humor	1
<input type="checkbox"/> money		money	1
<input type="checkbox"/> random		random	1
<input type="checkbox"/> stuff		stuff	1
<input type="checkbox"/> things		things	1
<input type="checkbox"/> Videos		videos	1
<input type="checkbox"/> Name	Description	Slug	Posts

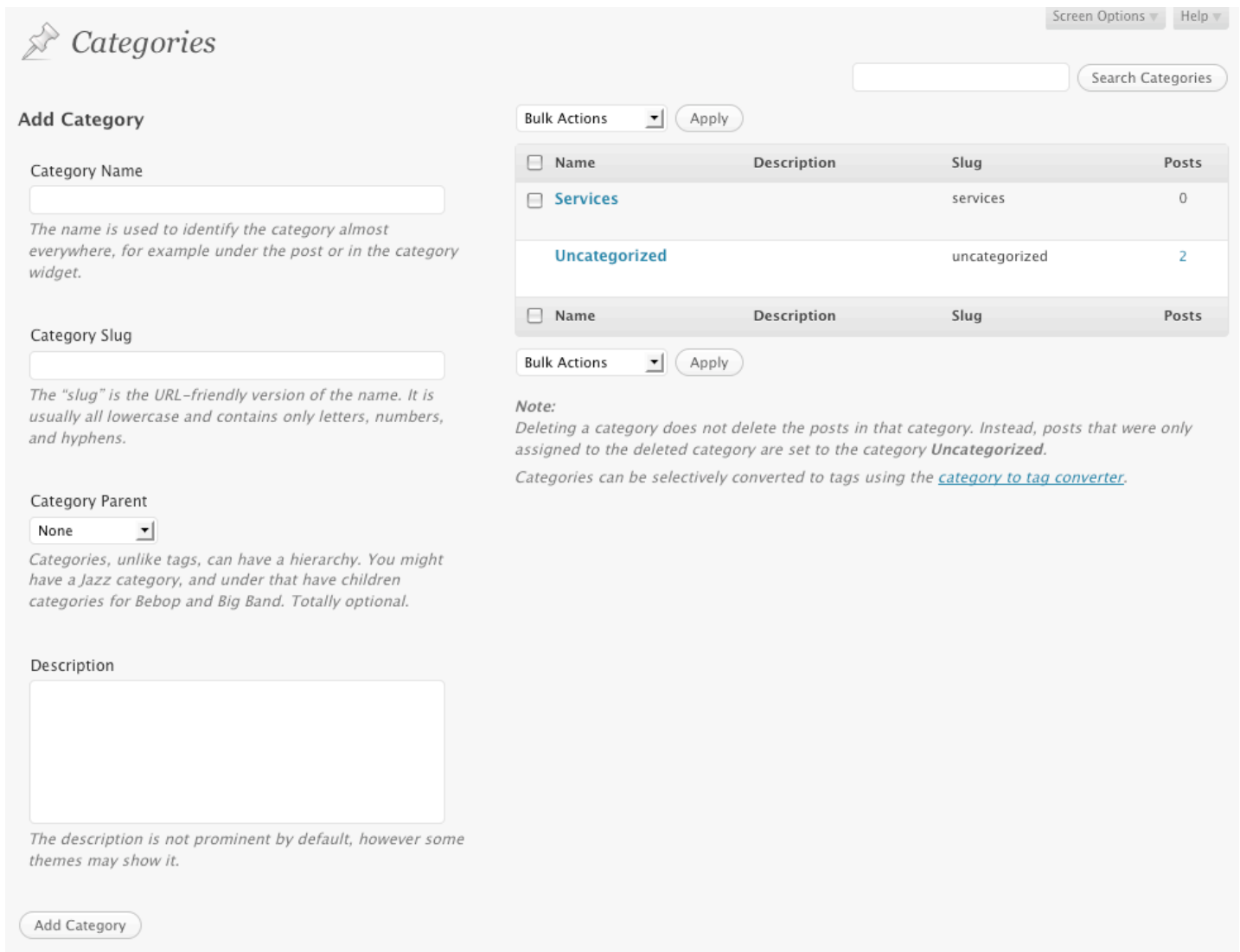
Just like managing posts, you can also bulk manage tags. However, the only bulk action available for tags is delete. Simply check all of the tags you want to delete and choose the delete option from the dropdown menu.

You can also click quick edit when hovering over any tag. This allows you to change the name and slug of the tag. If you want to make a

change to the description, simply click the name of a tag to go to the edit tag screen.

Categories

The final option available under the posts section is categories. It's almost identical to the tags section as you can see below:



The screenshot shows the WordPress 'Categories' management page. On the left is the 'Add Category' form with fields for Name, Slug, Parent, and Description. On the right is a table listing existing categories: 'Services' (0 posts) and 'Uncategorized' (2 posts). A note explains that deleting a category does not delete its posts, which are moved to 'Uncategorized'.

Add Category

Category Name

The name is used to identify the category almost everywhere, for example under the post or in the category widget.

Category Slug

The "slug" is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphens.

Category Parent
None
Categories, unlike tags, can have a hierarchy. You might have a Jazz category, and under that have children categories for Bebop and Big Band. Totally optional.

Description

The description is not prominent by default, however some themes may show it.

Categories List:

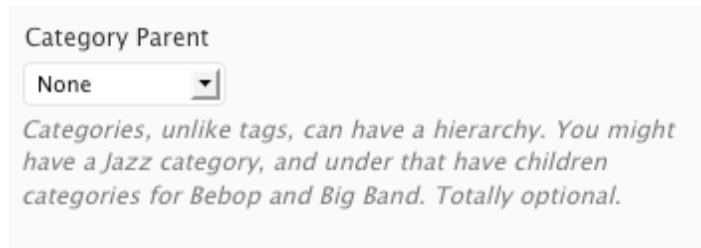
<input type="checkbox"/>	Name	Description	Slug	Posts
<input type="checkbox"/>	Services		services	0
<input type="checkbox"/>	Uncategorized		uncategorized	2

Note:
Deleting a category does not delete the posts in that category. Instead, posts that were only assigned to the deleted category are set to the category **Uncategorized**.
Categories can be selectively converted to tags using the [category to tag converter](#).

Since the categories section is so similar to the tags section, it's not worth going through all the options. Instead, I will focus on the one difference between the two sections.

Category Hierarchy

As I mentioned in the last section, the main difference between tags and categories is the fact that categories have a hierarchy system.



When creating a new category, you'll notice the Category Parent section. This allows you specify whether or not a category is a parent or a child. Here's the difference between the two:

Parent Category – A parent category is at the top level in terms of categories. The category will be accessed using a URL similar to this one:

Yourdomain.com/category/PARENTNAME/

Child Category – A child category is a subcategory that falls under a parent category. A child category will be accessed using a URL like this one:

Yourdomain.com/category/parentname/CHILDNAME/

Categories are one of the best ways to organize your content. It not only makes it easy for your readers to browse by topic, but it also makes it easy for you two find your content later on.

Well that wraps it up for the post section. We've gone through everything you need to start writing, managing, and organizing your blog posts.

In the next chapter, we'll take a look at the built-in WordPress media library.

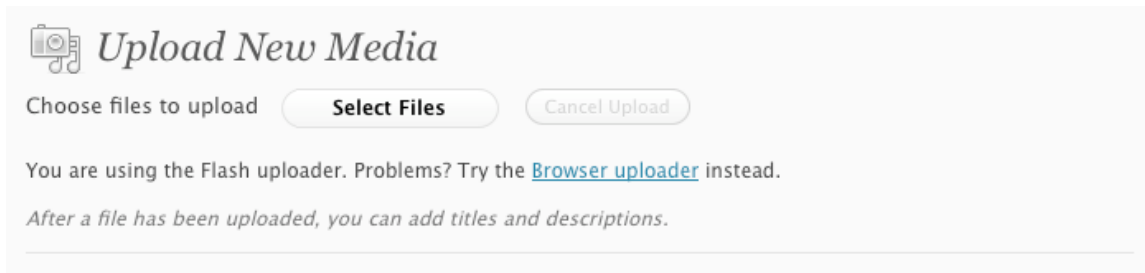
Media

In this chapter, I'll cover the built-in media options available within WordPress. The media library allows you to edit, delete, or view media that has been previously uploaded. It also has an add new feature which allows you to upload new media to the library.

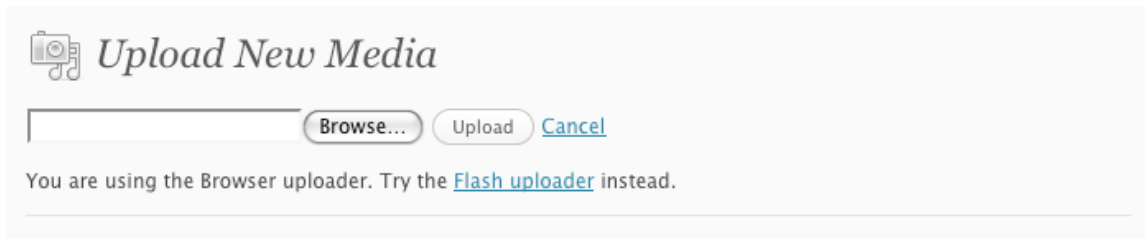
Add New

To get started, choose the add new link found below the media section in the navigation menu. Here's what you should see:

Flash Uploader:



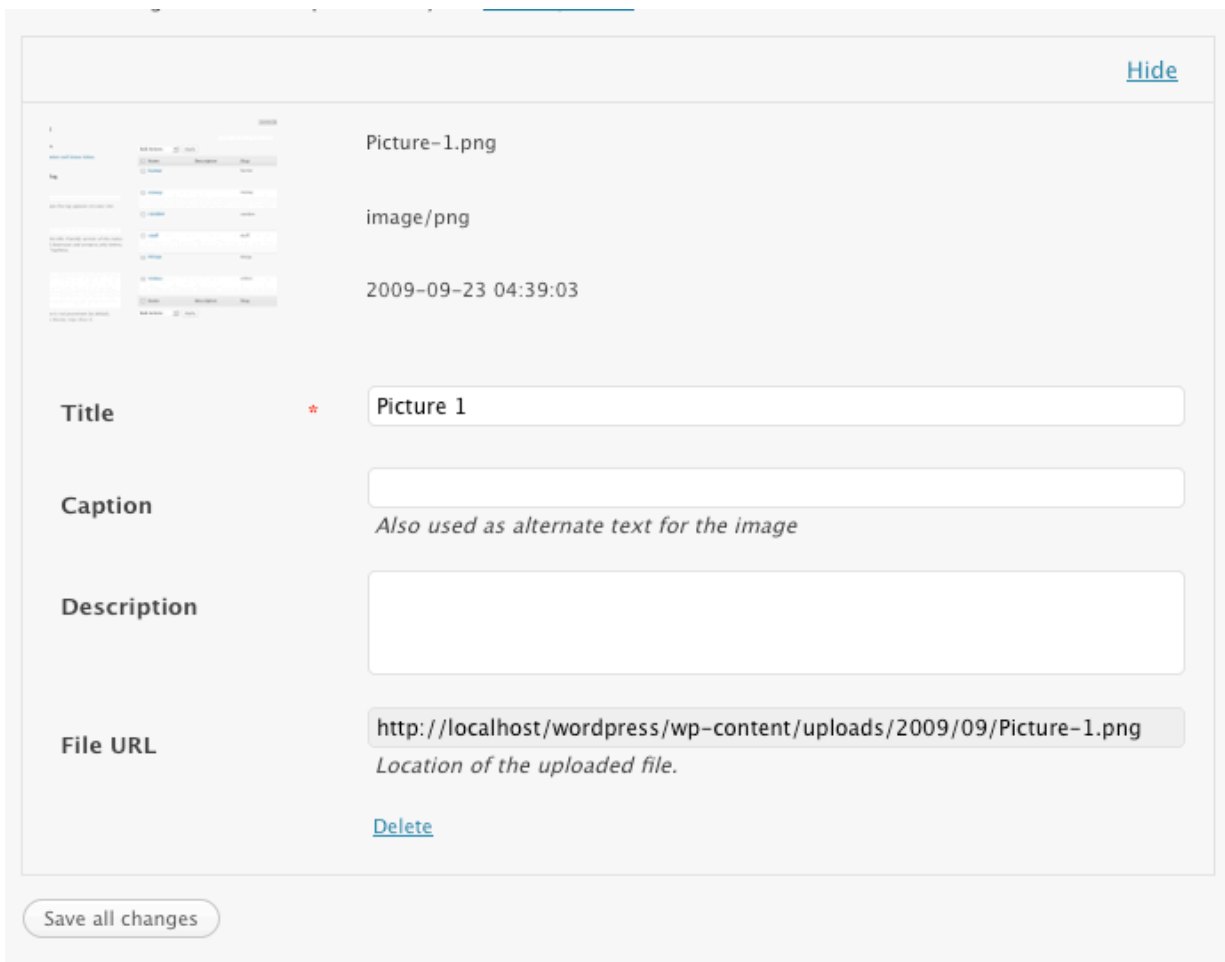
Browser Uploader:



Notice that there's two variations of the uploader tool. You will see one or the other depending on the browser you are using.

To choose the media to upload, simply hit the select files (or browse) button. A box will then pop up that will allow you to select the file(s) you would like to upload to WordPress. Once you have the file(s) selected, hit the select (or open) button to start the upload process.

Once the upload completes, you will see a screen like this:



The screenshot shows the WordPress media upload completion interface. At the top right, there is a "Hide" link. The main content area displays the following information:

- File Name:** Picture-1.png
- File Type:** image/png
- Uploaded Date:** 2009-09-23 04:39:03
- Title:** * Picture 1 (with a red asterisk indicating it is required)
- Caption:** (empty text box) *Also used as alternate text for the image*
- Description:** (empty text box)
- File URL:** http://localhost/wordpress/wp-content/uploads/2009/09/Picture-1.png *Location of the uploaded file.*

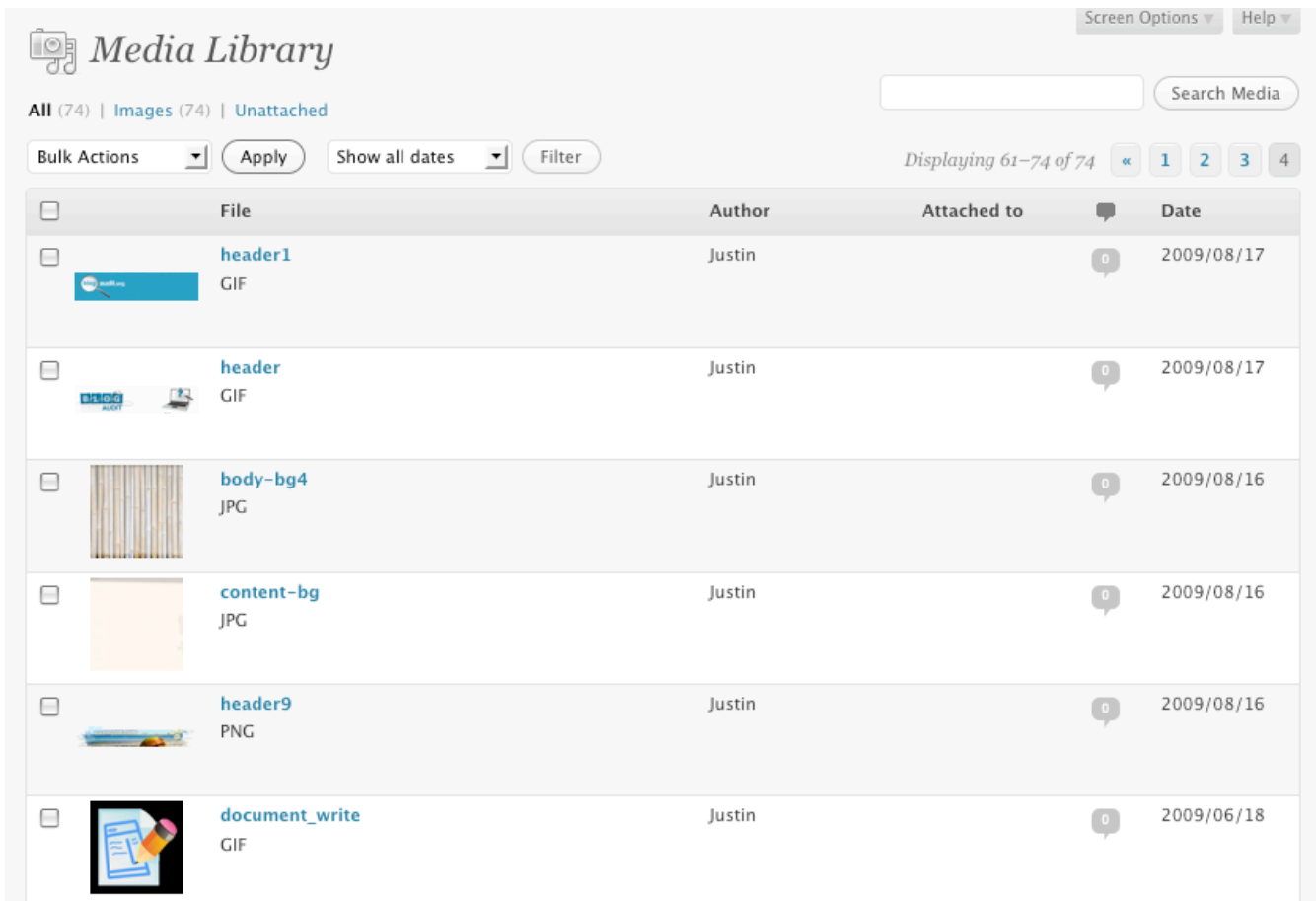
At the bottom left, there is a "Save all changes" button. At the bottom center, there is a "Delete" link.

Here you can specify the title, caption, and description for your media. You can also see the file URL, which is the direct link to the media you just uploaded.

Hit the save all changes button to save your changes and you're all set. Your media is now uploaded to the media library. Now you can select media library when adding media to a post and browse for the file you just uploaded. If you forget how to do this, head back to Chapter 3.

Media Library

The media library allows you to edit and manage your existing media. When you click on the media library link found under media, the first screen you will see looks like this:



The screenshot shows the WordPress Media Library interface. At the top, there's a camera icon and the text "Media Library". To the right, there are "Screen Options" and "Help" dropdown menus. Below this, there's a search bar with the text "Search Media". The main content area shows a list of media items with columns for "File", "Author", "Attached to", and "Date". The items listed are:

File	Author	Attached to	Date
<input type="checkbox"/> header1 GIF	Justin		2009/08/17
<input type="checkbox"/> header GIF	Justin		2009/08/17
<input type="checkbox"/> body-bg4 JPG	Justin		2009/08/16
<input type="checkbox"/> content-bg JPG	Justin		2009/08/16
<input type="checkbox"/> header9 PNG	Justin		2009/08/16
<input type="checkbox"/> document_write GIF	Justin		2009/06/18

If you didn't notice, the media library looks very similar to the manage posts screen we covered in chapter 3. Here's a quick overview of all the features available from within the media library:

All | Images | Unattached

The first thing you will see directly below the Media Library text is the view options. This allows you to view all media, images only, or only media that is not attached to a blog post or page.

Dropdown Options



The bulk actions dropdown allows you to delete multiple items at once by checking the media you wish to delete. You can also filter media based on the date you select from the dropdown.

Hover Options

Another familiar feature is the hover options. By hovering over any media in the table, you will be given the option to:

- **Edit** – Takes you to the edit media screen where you can change the title, caption, or description.
- **Delete** - Deletes the item you are hovering over.
- **View** – Allows you to view the media within your theme.

That's it in terms of media. WordPress has a very simple media interface that's relatively simple to use. I highly suggest optimizing any images or video prior to uploading them as WordPress does not have any features that are capable of doing this.

That's It...

While I know this book did not cover everything, I really hope it helped you to get a start on using WordPress. Once you understand the basics covered in this book, you will have no problems learning everything else that the WordPress platform has to offer.

If you need any help, feel free to use the following links:

- [Find A WordPress Theme](#)
- [Find A WordPress Plugin](#)
- [WordPress Services](#)
- [WordPress Tutorials](#)

Thanks again for taking the time to download and read the book, I really appreciate it.

Wish you the best of luck,

Justin Wright

Founder - ZoopMedia