

Table of Contents

INTRODUCTION	1
About This Book	1
Foolish Assumptions	2
Icons Used in This Book	2
Beyond the Book	3
Where to Go from Here	3
BOOK 1: WORDPRESS BASICS	5
CHAPTER 1: Exploring Basic WordPress Concepts	7
Discovering Blogging	8
Understanding WordPress Technologies	9
Archiving your publishing history	10
Interacting with your readers through comments	12
Feeding your readers	12
Tracking back	13
Dealing with comment and trackback spam	14
Using WordPress as a Content Management System	15
CHAPTER 2: Exploring the World of Open-Source Software	19
Defining Open-Source	20
Understanding WordPress Licensing	23
Applying WordPress Licensing to Your Projects	25
CHAPTER 3: Understanding Development and Release Cycles	29
Discovering WordPress Release Cycles	30
Upgrading your WordPress experience	30
Understanding the cycles of a release	31
Finding WordPress release archives	32
Keeping Track of WordPress Development	33
Downloading Nightly Builds	35
CHAPTER 4: Meeting the WordPress Community	37
Finding Other WordPress Users	38
Finding WordPress news and tips on community websites	38
Locating users on social networks	39
Users Helping Users	39
WordPress support forums	39
WordPress user manual	41
WordPress mailing lists	41

	Discovering Professional WordPress Consultants and Services.	41
	WordPress designers	43
	Developers	44
	Consultants.	45
	Contributing to WordPress	45
	Participating in Live WordPress Events	46
CHAPTER 5:	Discovering Different Versions of WordPress	49
	Comparing the Two Versions of WordPress	50
	Choosing the hosted version from WordPress.com	51
	Self-hosting with WordPress.org.	53
	Hosting Multiple Sites with One WordPress Installation	56
	Discovering WordPress VIP Services.	58
	BOOK 2: SETTING UP THE WORDPRESS SOFTWARE	61
CHAPTER 1:	Understanding the System Requirements.	63
	Establishing Your Domain	64
	Understanding domain name extensions	64
	Considering the cost of a domain name	65
	Registering your domain name.	65
	Finding a Home for Your Blog	66
	Getting help with hosting WordPress.	68
	Dealing with disk space and bandwidth.	70
CHAPTER 2:	Using Secure File Transfer Protocol	73
	Understanding SFTP Concepts	73
	Setting Up SFTP on Your Hosting Account.	74
	Finding and Using Free and Easy SFTP Programs.	77
	Connecting to the web server via SFTP	78
	Transferring files from point A to point B	81
	Editing files by using SFTP	82
	Changing file permissions	83
CHAPTER 3:	Getting to Know PHP and MySQL.	87
	Understanding How PHP and MySQL Work Together	88
	Exploring PHP Basics.	89
	Trying Out a Little PHP	90
	Managing Your MySQL Database	92

CHAPTER 4:	Installing WordPress on Your Web Server	97
	Exploring Preinstalled WordPress	98
	Installing WordPress Manually	100
	Setting up the MySQL database	101
	Downloading the WordPress software	103
	Uploading the WordPress files via FTP	103
	Running the installation script	105
CHAPTER 5:	Configuring WordPress for Optimum Security	111
	Understanding the Basics of Web Security	111
	Preventing Attacks	113
	Updating WordPress	113
	Installing patches	114
	Using a firewall	114
	Using Trusted Sources	115
	Managing Users	116
	Generating passwords	116
	Limiting built-in user roles	116
	Establishing user accountability	117
	Staying Clear of Soup-Kitchen Servers	117
	Hardening WordPress	118
	Enabling multifactor authentication	119
	Limiting login attempts	123
	Disabling theme and plugin editors	125
	Filtering by IP address	126
	Killing PHP execution	127
CHAPTER 6:	Updating WordPress	129
	Getting Notified of an Available Update	130
	Backing Up Your Database	132
	Updating WordPress Automatically	134
	Updating WordPress Manually	136
CHAPTER 7:	Backing Up, Packing Up, and Moving to a New Host	139
	Migrating Your Existing Site to WordPress	140
	Movin' on up	140
	Preparing for the big move	141
	Converting templates	142
	Moving your site to WordPress	143
	Importing from Blogger	144
	Importing from LiveJournal	145
	Importing from Movable Type and TypePad	147
	Importing from Tumblr	148

Importing from WordPress	150
Importing from an RSS feed	151
Finding other import resources	152
Moving Your Website to a Different Host	152
Creating a backup and moving manually	153
Moving the database and files to the new host	154
BOOK 3: EXPLORING THE WORDPRESS DASHBOARD	157
CHAPTER 1: Logging In and Taking a Look Around	159
Logging In to the Dashboard	160
Navigating the Dashboard	161
Welcome to WordPress!	162
At a Glance	163
Activity	165
Quick Draft	166
WordPress News	166
Arranging the Dashboard to Your Tastes	166
Changing the order of modules	167
Removing Dashboard modules	168
Finding Inline Documentation and Help	168
CHAPTER 2: Exploring Tools and Settings	171
Configuring the Settings	172
General	172
Writing	176
Reading	177
Discussion	179
Media	185
Permalinks	186
Creating Your Personal Profile	192
Setting Your Blog's Format	195
Posts	195
Media	196
Pages	196
Comments	196
Appearance	197
Plugins	198
Users	199
Tools	199
CHAPTER 3: Managing Users and Multiple Authors	201
Understanding User Roles and Capabilities	202
Allowing New User Registration	203
Adding New Users Manually	204

Editing User Details	206
Managing a Multiauthor Site	208
Tools that help authors communicate	208
Tools to promote author profiles	209
Tools to manage multiauthor blog posts.	210
CHAPTER 4: Dealing with Comments and Spam	213
Deciding to Allow Comments on Your Site	214
Positive aspects of allowing comments	214
Reasons to disallow comments.	215
Interacting with Readers through Comments.	216
Tracking back	216
Enabling comment and trackback display.	217
Managing Comments and Trackbacks	218
Tackling Spam with Akismet	221
Activating Akismet.	222
Configuring Akismet	224
Rescuing nonspam comments and trackbacks.	225
CHAPTER 5: Creating Categories and Tags	227
Archiving Content with WordPress.	227
Building categories	230
Changing the name of a category	231
Creating new categories.	233
Creating and Editing Tags.	236
BOOK 4: PUBLISHING YOUR SITE WITH WORDPRESS	239
CHAPTER 1: Writing Your First Post.	241
Composing Your Post	241
Refining Your Post Options	247
Publishing Your Post.	250
Being Your Own Editor	252
Creating Your Own Workspace for Writing	253
Adjusting screen options	254
Arranging post modules.	254
CHAPTER 2: Creating a Static Page.	257
Understanding the Difference between Posts and Pages.	257
Creating the Front Page of Your Website.	258
Creating the static page	260
Setting page options	261
Assigning a static page as the front page.	262
Adding a Blog to Your Website	264

CHAPTER 3:	Uploading and Displaying Photos and Galleries	267
	Inserting Images into Your Posts	267
	Adding an image from your computer	268
	Aligning your images through the stylesheet	272
	Inserting a Photo Gallery	273
CHAPTER 4:	Exploring Podcasting and Video Blogging	279
	Inserting Video Files into Your Content	280
	Adding a link to a video from the web	280
	Adding video with Auto-Embed	281
	Adding video from your computer	282
	Inserting Audio Files into Your Blog Posts	283
	Podcasting with WordPress	283
	Keeping Media Files Organized	284
CHAPTER 5:	Working with Custom Fields	289
	Understanding Custom Fields	290
	Exploring the Custom Fields Interface	290
	Adding Custom Fields to Your Template File	293
	Entering the code in the template file	294
	Getting WordPress to check for your Custom Field	297
	Exploring Different Uses for Custom Fields	298
CHAPTER 6:	Using WordPress as a Content Management System	303
	Creating Different Page Views Using WordPress Templates	304
	Uploading the template	305
	Assigning the template to a static page	306
	Creating a Template for Each Post Category	308
	Pulling in Content from a Single Category	309
	Using Sidebar Templates	311
	Creating Custom Styles for Sticky, Category, and Tag Posts	312
	Working with Custom Post Types	314
	Optimizing Your WordPress Site	321
	Planting keywords in your website	322
	Optimizing your post titles for search engine success	322
	Writing content with readers in mind	323
	Creating categories that attract search engines	323
	Using the <ALT> tag for images	324

BOOK 5: EXAMINING SEO AND SOCIAL MEDIA	327
CHAPTER 1: Exposing Your Content	329
Understanding the Three Cs of the Social Web	330
Content	330
Communication	332
Consistency	333
Making It Easy for Users to Share Your Content.....	335
Enable the user to share content	336
Don't overwhelm the user with choices.....	336
Put sharing buttons in the right place	337
Think about the user, not yourself	338
Determining Where You Need to Participate	339
Finding Influencers	342
Leveraging Twitter for Social Media Success.....	344
Building your Twitter account by using automated tools	344
Updating Twitter from your WordPress blog	346
Engaging with Facebook.....	347
CHAPTER 2: Creating a Social Media Listening Hub	349
Exploring Reasons for a Social Media Listening Hub	350
Eavesdropping on yourself	350
Keeping tabs on your brand	350
Exploring Different Listening Tools.....	351
Monitoring with Google Alerts.....	352
Tracking conversations on Twitter with RSS	354
Searching communities with Boardreader	354
Microblog searching with Twingly.....	355
Creating Your Own Personal Monitoring Mix	356
Editing the Dashboard to Create a Listening Post	358
CHAPTER 3: Understanding Analytics	361
Understanding the Importance of Analytics	362
Exploring the Options for Tracking Data	362
Understanding Key Analytics Terminology	365
Adding Google Analytics to Your WordPress Site.....	368
Signing up for Google Analytics.....	368
Installing the tracking code	370
Verifying that you installed the code properly	371
Installing and configuring the Analytics plugin	372
Using the data from the plugin	374

CHAPTER 4:	Search Engine Optimization	377
	Understanding the Importance of Search Engine Optimization	378
	Outlining the Advantages That WordPress Presents for SEO	378
	Understanding How Search Engines See Your Content	380
	Using links as currency	382
	Submitting to search engines and directories	383
	Optimizing Your Site under the Hood	384
	Metadata	384
	The robots.txt file	385
	Researching Your Niche	385
	Creating Search Engine Strategies	386
	Setting up your site	387
	Improving your site's design	388
	Dealing with duplicate content	390
	Creating an editorial SEO list/calendar	391
	Establishing a routine for publishing on your site	391
	Creating a link-building strategy	392
CHAPTER 5:	Exploring Popular SEO Plugins	395
	Exploring Must-Use Plugins for SEO Best Practices	395
	Yeast SEO	396
	Google XML Sitemaps for WordPress	400
	Redirection	401
	WP-PageNavi	402
	BOOK 6: CUSTOMIZING THE LOOK OF YOUR SITE	405
CHAPTER 1:	Examining the Default Theme:	
	Twenty Seventeen	407
	Exploring the Layout and Structure	408
	Customizing the Header Media	410
	Uploading a header image	410
	Including a header video	413
	Customizing the Colors	413
	Including Custom Navigation Menus	415
	Enhancing Your Website with Widgets	419
	Adding widgets to your sidebar	420
	Using the Text widget	422
	Using the RSS widget	424
CHAPTER 2:	Finding and Installing WordPress Themes	427
	Getting Started with Free Themes	428
	Understanding What to Avoid with Free Themes	430

Installing a Theme	431
Browsing the free themes	433
Previewing and activating a theme	435
Exploring Premium Theme Options	436
CHAPTER 3: Exploring the Anatomy of a Theme	443
Starting with the Basics	444
Understanding the Stylesheet	447
Exploring Template Tags, Values, and Parameters	449
Understanding the basics	450
Using parameters	451
Customizing common tags	452
Creating New Widget Areas	453
Registering your widget	453
Displaying new widgets on your site	454
Simplifying customization with functions	455
Exploring common problems	456
Examining the Main Index and The Loop	456
Header template	459
Sidebar template	463
Footer template	464
Examining Other Template Files	464
Customizing Your Posts with Template Tags	465
Putting It All Together	466
Connecting the templates	466
Using additional stylesheets	475
CHAPTER 4: Customizing Your Theme	477
Changing Your Background Graphic	478
Uploading an image for background use	480
Positioning, repeating, and attaching images	481
Changing Your Header Graphic	483
Considering the image dimensions	484
Uploading a header image	484
Personalizing Your Theme with CSS	486
CSS selectors	488
CSS IDs and classes	489
CSS properties and values	489
Understanding Basic HTML Techniques	490
Changing Basic Elements for a Unique Look	491
Background colors and images	491
Font family, color, and size	492
Borders	494
Finding Additional Resources	495

CHAPTER 5:	Understanding Parent and Child Themes	497
	Customizing Theme Style with Child Themes	498
	Creating a child theme	499
	Loading a parent theme's style	500
	Customizing the parent theme's styling	502
	Using images in child theme designs	503
	Modifying Theme Structure with Child Themes	507
	Overriding parent template files	507
	Adding new template files	508
	Removing template files	509
	Modifying the functions.php file	509
	Preparing a Parent Theme	511
CHAPTER 6:	Digging Into Advanced Theme Development	513
	Getting Started with Advanced Theming	514
	Finding a good starting point	514
	Customizing the theme to your needs	515
	Adding New Template Files	516
	Creating named templates	516
	Creating and using template parts	517
	Exploring content-specific standard templates	522
	Using page templates	524
	Adding Theme Support for Built-In Features	525
	Adding support for custom menus	526
	Adding support for custom post types	534
	Adding support for custom taxonomies	542
	Adding support for post formats	543
	Adding support for post thumbnails	551
	Exploring Theme Options	555
	Understanding theme-options basics	556
	Building a simple theme-options page	556
	Using theme options in the theme	560
CHAPTER 7:	Using Theme Frameworks to Simplify Customization	563
	Understanding Theme Frameworks	564
	Discovering Popular Frameworks	564
	Hybrid Core	564
	Genesis	566
	Using Common Framework Features	567
	Theme functions	567
	Hooks	568

	Child themes	569
	Layout options	569
	Styling	569
	Customizing Theme Frameworks	570
BOOK 7: USING AND DEVELOPING PLUGINS		571
CHAPTER 1:	Introducing WordPress Plugins	573
	Finding Out What Plugins Are	574
	Extending WordPress with Plugins	575
	Identifying Core Plugins	575
	Distinguishing between Plugins and Themes	577
	Finding Plugins in the WordPress Plugin Directory	578
	Searching for plugins from the Dashboard	580
	Finding plugins through WordPress.org	582
	Finding and downloading the files	582
	Evaluating plugins before installing	585
	Reading the instructions	588
	Finding Plugins outside the Plugin Directory	590
	Comparing Free and Commercial Plugins	591
CHAPTER 2:	Installing and Managing Plugins	595
	Installing Plugins within the WordPress Dashboard	595
	Installing Plugins Manually	597
	Upgrading Plugins	598
	Updating from the Updates screen	600
	Updating manually	602
	Activating and Deactivating Plugins	602
	Deleting Plugins	604
	Deleting via the Dashboard	604
	Deleting manually	605
	Exploring the Plugins Included with WordPress	606
	Incorporating Akismet	606
	Saying Hello Dolly	609
CHAPTER 3:	Configuring and Using Plugins	611
	Exploring Activate-and-Go Plugins	611
	Discovering Settings Pages	612
	Akismet	613
	Google XML Sitemaps	613
	All in One SEO Pack	615
	Using Widgets	617
	Akismet	617
	Twitter Widget Pro	618
	Additional widgets to try	621

Enhancing Content with Shortcodes	621
Gallery shortcode	622
Embed shortcode	622
Twitter Widget Pro shortcode	624
WP Google Maps shortcode	625
CHAPTER 4: Modifying Existing Plugin Code	629
Setting the Foundation for Modifying Plugins	630
Removing Part of a Form	631
Modifying the Hello Dolly Plugin's Lyrics	633
Changing a Shortcode's Name	635
CHAPTER 5: Creating Simple Plugins from Scratch	637
Understanding Plugin Structure	638
Inspecting WordPress's core plugins	638
Knowing the requirements	640
Following best practices	641
Creating Your First Plugin	643
Uploading the plugin file to a directory	643
Adding the file header	644
Testing the plugin	644
Fixing Problems	645
White screen of nothingness	645
Unexpected output error	646
Filtering Content	647
Creating a plugin that filters content	648
Testing the filter	649
Replacing contractions in your content	650
Creating Shortcodes	654
Setting up the shortcode plugin	654
Building a simple shortcode	655
Using shortcode attributes	657
Adding content to shortcodes	658
Adding Widgets	661
Coding a simple widget	661
Adding an options editor to a widget	665
Building a Settings Page	673
Setting up a plugin with a settings page	673
Adding a new Admin menu entry	674
Creating a settings form	676
Configuring default settings	683
Adding settings functions	684
Creating the MSP_Form class	685
Making sure the settings page works	689

CHAPTER 6:	Exploring Plugin Development Best Practices	691
	Adding a File Header	692
	Creating a readme.txt File	695
	Setting up the header section	697
	Adding other sections	698
	Internationalizing or Localizing Your Plugin	701
	Using GetText functions for text strings	701
	Creating the POT file	703
CHAPTER 7:	Plugin Tips and Tricks	707
	Using a Plugin Template	707
	Making Your Plugin Pluggable	710
	Enhancing Plugins with CSS and JavaScript	712
	Calling stylesheets within a plugin	712
	Calling JavaScript within a plugin	715
	Working with Custom Post Types	715
	Using Custom Shortcodes	718
	Adding Functionality to Profile Filters	721
	Correcting Hyperlink Problems	723
	BOOK 8: RUNNING MULTIPLE SITES WITH WORDPRESS	725
CHAPTER 1:	An Introduction to Multiple Sites	727
	Deciding When to Use the Multisite Feature	728
	Understanding the Difference between Sites and Blogs	730
	Setting Up the Optimal Hosting Environment	730
	Checking out shared versus dedicated hosting	731
	Exploring subdomains versus subdirectories	732
	Choosing Linux, Apache, MySQL, and PHP server environments	732
	Adding a virtual host to the Apache configuration	734
CHAPTER 2:	Setting Up and Configuring Multisite Features	737
	Enabling the Multisite Feature	738
	Installing the Network on Your Site	739
	Disabling the Network	742
	Dealing with Common Errors	743
CHAPTER 3:	Becoming a Network Admin	745
	Exploring the Network Admin Dashboard	745
	Managing Your Network	748
	Settings	748
	Sites	753
	Users	756

Themes	760
Plugins	760
Updates	762
Stopping Spam Sign-Ups and Splogs	762
Diverting sploggers with settings and code	762
Preventing spam with plugins	763
CHAPTER 4: Managing Users and Access Control	765
Setting Default User Permissions	766
Registering users	767
Controlling access to sites	768
Changing Defaults	770
Making sign-up site-specific	770
Changing roles on sign-up	771
Locking down menus	772
Exploring Default Site Settings	772
CHAPTER 5: Using Network Plugins and Themes	775
Using One Theme on Multiple Sites	776
Enabling themes for individual sites	778
Installing themes for network use	779
Setting the default theme for sites	781
Gathering and Displaying Networkwide Content	782
Adding posts from network sites	782
Listing network sites	782
Displaying most-commented posts	783
Using sitewide tags and categories	783
Using and Installing Networkwide Plugins	787
Discovering Handy Multisite Plugins	788
CHAPTER 6: Using Multiple Domains within Your Network	789
Finding Your Way with Domain Mapping	789
Adding domains	790
Editing domain name server records	792
Installing the Domain Mapping Plugin	793
Obtaining your IP address	794
Mapping a domain to a site	795
Mapping a Large Volume of Domains	796
Configuring Apache	797
Hiding the original installation domain	799
Setting Up Multiple Networks	801
INDEX	803