

WordPress

Blog and Content Management for the Rest of Us

No more is a blog just a single page with a “what I did at the store today” kind of dialog. Blogs are the lifeblood of the Internet, bringing publishing to the masses. Gone are the days of individual page creation to post an entry too. With WordPress you can have Enterprise-level content management capabilities for your blog and Web site, for the same cost as the air you breathe. Free!

So what the heck is WordPress, anyway?

WordPress is a Web-publishing platform frequently used for web logs, or “blogs”, that focuses on speed, ease of use and one of the best user experiences available. With WordPress you can manage anything from a simple personal site with just a few pages, all the way up to a commercial site with hundreds of pages. The sky is the limit with WordPress, and thanks to that ease of use, it doesn't matter if you're a Web expert or just getting started. Anyone can create a fantastic Web site using WordPress.

WordPress is an Open Source project, which means there are hundreds of people all over the world working on it. (More than most commercial platforms.) It also means you are free to use it for anything from your dog's home page to a Fortune 500 web site without paying anyone a license fee.

Started in 2003, WordPress has since grown to be the largest self-hosted blogging tool in the world, used on hundreds of thousands of sites and seen by tens of millions of people every day.

How is it different than Quick Blogcast?



VS.



Both WordPress and **Quick Blogcast** are fantastic blogging solutions, but as with many things, the difference lies in the details.

Quick Blogcast is “turnkey” blogging. It's quick, it's easy and it's fast to get up and running. With a Quick Blogcast blog, we take care of all of the heavy lifting for you. Designs and themes are all built in

and selected using templates. There's no need to worry about hosting paths, and managing your blog is all done through our integrated dashboard.

WordPress requires a little more tinkering, but with that you get a lot more flexibility. Where Quick Broadcast is a blog, WordPress can manage your entire site. There's no need to worry about integrating your blog into your site, because it's all run from the same place (if you so desire). WordPress also offers no limit to its customization options. With literally tens of thousands of user generated themes available on the Web, most of which are freely customizable, you can make your blog or Web site look like none other.

Okay, that sounds great! How can I get it?

I bet you knew we would have an answer for that, right?

Well, first you'll need a domain and a hosting account. Got that domain and hosting account burning a hole in your virtual pocket? Great! Let's move on.

Thanks to Hosting Connection, installing WordPress is really simple. All you need to do is go to the Hosting Connection, search for **WordPress**, click **Install Now** and follow the instructions. Easy, right? Here's some more detail on that:

Install WordPress into your Hosting Account

1. Log in to your Account Manager.
2. In the My Products panel, select **Hosting**.
3. Next to the hosting account you want to install WordPress into, click **Manage Account**.
4. In the Content panel of the Hosting Control Center, click the **Your Applications** icon. The Hosting Connection displays.
5. In the category panels, click **Blogs**, then click **WordPress**.
6. On the WordPress information page that displays, click **Install Now**.
7. Choose the domain you want to install WordPress into and click **Continue**. The Set up database window displays.
8. Enter a database description and passwords for the database. Click **Continue**. The Choose install directory page displays.
9. Choose a directory to install WordPress into and click **Continue**. The Configuration page displays.
10. Enter your Admin name, password, email and Blog title. This creates the first user for WordPress so you can login to it the first time. Don't worry about the Blog title, you

can change that later if you want, remember, WordPress is really customizable! When you're done click **Finish**. A confirmation screen will appear and we'll get cracking on installing your brand new copy of WordPress with the options details you supplied. When we're done, we'll send you an email to let you know.

See, told you that was going to be easy. Now, go grab a coffee and a danish and after you get the completion email we'll meet back here and talk about some first steps for your new WordPress site.

Next, we're going to cover installing WordPress manually into your hosting account. If you've already installed WordPress and are ready to move on, [click here](#).

Install WordPress into your Hosting Account Manually

Installing WordPress using Hosting Connection is the easiest way to get WordPress up and running on your domain. However, you can install it manually into your shared hosting account if you want.

To accomplish this, you will need the following items:

- A compatible hosting account which supports PHP and MySQL.
- Your FTP account login information. This includes the FTP User Name and Password for your hosting account.
- A MySQL Database for WordPress and the Database information.
- The latest version of WordPress.

First you'll need to create a database for WordPress to "live" in. WordPress uses MySQL format databases, and thanks to the Hosting Control Center, creating one is a breeze.

Create a MySQL Database for WordPress

1. Log in to your Account Manager.
2. In the **My Products** section, select **Hosting**.
3. Next to the hosting account you want to modify, click **Manage Account**.
4. In the **Databases** section of the Hosting Control Center, click the **MySQL** icon.
5. Click **Create New Database**.
6. Enter a description, WordPress for instance.
7. Enter a user name and password.
8. Specify your MySQL version (choose 5 unless you have a specific reason otherwise).

9. Specify whether you want to allow Direct Database Access.

► **TIP** Direct Database Access is a less secure way to manage your hosted databases which most users do not require. If you do not need to access your database remotely, then you should not enable Direct Database Access.

10. Verify your MySQL database settings. If everything looks OK, click **OK**.

It may take a few minutes to create your database. Click your browser's Refresh button to check if your database is ready.

Once you have set up a database for your account, you can find your host name information by clicking the Pencil icon next to the name of your database. Note the following items, as they will be needed later in the install process:

- Host Name
- Database Name
- Database User Name

Now, you need to download the latest version of WordPress from their servers. This can be found at WordPress.org.

Modify wp-config.php

Extract the WordPress ZIP file you downloaded and open the WordPress folder. Locate wp-config-sample.php and open it with a text editor like Notepad. Save a copy of the file as wp-config.php. You will be working in this file from now on.

In wp-config.php, locate the section that looks like this example:

```
/** 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');
```

Enter the Database information from your newly created Database as follows:

* **putyourdbnamehere** is your MySQL Database Name

* **usernamehere** is your MySQL User Name

* **yourpasswordhere** is your MySQL password

* **localhost** is your MySQL Host Name

WordPress includes security keys which add encryption of information stored in user's cookies. These must be set manually in the wp-config.php file. Locate the section of the file that looks like this:

```
define('AUTH_KEY', 'put your unique phrase here');  
  
define('SECURE_AUTH_KEY', 'put your unique phrase here');  
  
define('LOGGED_IN_KEY', 'put your unique phrase here');  
  
define('NONCE_KEY', 'put your unique phrase here');
```

Go to [WordPress' online key generator](#) and insert the keys in place of the placeholder text in the wp-config.php file. When you are finished, save and close the wp-config.php file.

Install WordPress

Using an FTP client such as FileZilla, Fetch or gFTP, FTP into your server and copy the WordPress folder to your hosting account. This directory can be stored anywhere in your account, in this example it will be in the root (<http://www.coolexample.com>).

1. Begin the WordPress installation by going to <http://www.coolexample.com/wp-admin/install.php>, where coolexample is the name of your domain. This will launch the WordPress installation process where you'll be asked for your Blog Title and Email address.
2. Enter this information and click Install WordPress.
3. The next screen will provide you with a username and password to log into your blog for the first time. Note that information, then click Log in.
4. Enter the username and password you just noted and click Log In. The WordPress Dashboard will display. This is the main administration center for your blog.

Your WordPress blog is now installed the old fashioned way! Now, let's move on to the fun part!

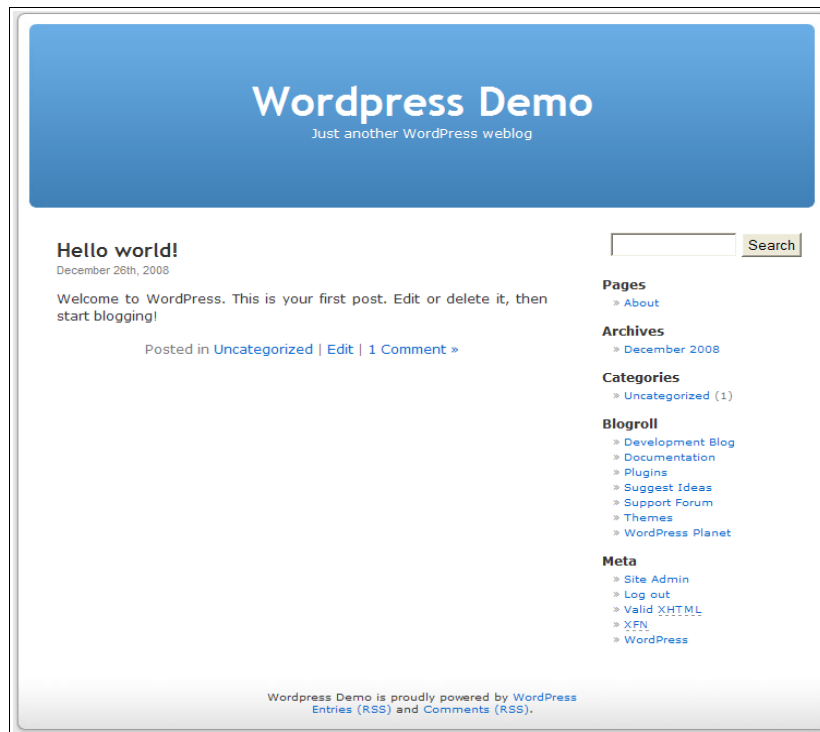
What's Next?

After WordPress is installed and you get the email from us telling you that everything is ready (or you've installed it manually), it's time to log into the WordPress Dashboard for the first time.

Open your Web browser of choice and go to the domain where you installed WordPress. For example:
<http://mycoolnewblog.coolexample.com/>

► **TIP** If you've forgotten the address where you installed WordPress, just look in the email we sent to tell you the install was complete.

Get to know the layout of WordPress



The default WordPress theme

You'll notice that your new blog looks pretty basic. Before you dive in and start to change the look of things, have a look around at the layout. This will help you later when you do start to customize your site, as you'll know where everything is, and most importantly, what everything is called.

The layout you are looking at is called a "Theme". The default WordPress theme features a blue header at the top with the title placeholder of your site. Along the side you will see some titles and links. This is your "Sidebar" menu. Within the main middle section of the page is the post. At the bottom of the page is the footer.

Let's look at the post for a moment. There is a title, and below the title is some information. This is called the *post meta data* and contains information about the post such as the date and time the post was made, the author, and the categories the post is in.

Scroll down the page and notice the bar at the end of the page. This is called the "footer", and for now it says "(your blog) is proudly powered by WordPress."

Back to the sidebar, you will see different sections with information. Among these you may find a list of Pages, Categories, Archives, Calendar, and Dates. This is part of the menu or navigation panel that people will use to move around your site, visiting posts from different categories or time periods.

Now that we've got the lay of the land down, let's log into the WordPress Dashboard and have a look there.

The WordPress Dashboard and Administration Panel

On the right-side of your blog, in the sidebar, is a section called Meta. In that section you'll see a link labeled, **Site Admin**. Click that link and you'll be whisked away to your site's Administration login page. Log into your site using the username and password you selected during the install process.



WordPress login screen

► **TIP**

You can also go straight to the login page by adding /wp-admin to the end of your site address. For example: <http://mycoolnewblog.coolexample.com/wp-admin>

Once you're logged in, the first thing you will see is the Dashboard of the Administration Panel. The Administration Panel is the brain behind your website. This is where the organization of your site begins.

The screenshot displays the WordPress Dashboard. At the top, there's a header with the site name 'Wordpress Demo', a 'New Post' button, and user information 'Howdy, admin | Turbo | Log Out'. Below the header is a sidebar with navigation links: Dashboard, Posts, Media, Links, Pages, Comments, Appearance, Plugins, Users, Tools, and Settings. The main content area is divided into several widgets: 'Right Now' (At a Glance) showing site statistics; 'QuickPress' for creating new posts; 'Recent Comments' showing a comment from 'Mr WordPress'; 'Recent Drafts' (none); and 'WordPress Development Blog' with a post about 'Thank a Plugin Developer Day'.

The WordPress Dashboard

The Administration Panel provides access to the control features of your WordPress installation. Each Administration Panel is presented in sections, the header, the main navigation, the work area, and the footer.

On the left side of the screen is the main navigation menu detailing each of the administrative functions you can perform.



WordPress' main navigation menu

Two expand/collapse arrows just below Dashboard and Comments allow the navigation menu to collapse to a set of icons, or expand (fly-out) to show an icon and description for each major administrative function. Within each major function, such as Posts, a pull-down arrow is presented upon hovering mouse hovers over the title area. A click of that arrow expands the menu to display each of the sub-menu choices, referred to as SubPanels. Clicking that arrow again collapses the sub-menu.

The large area in the middle of the screen is the work area. It is here the specific information relating to a the particular navigation choice, such as adding a new post, is presented and collected.

Settings, settings and yes, more settings...

All of the configuration for your blog is handled through the Settings menu. You can access it at any time in the WordPress Dashboard by clicking the Settings tab in the left navigation.

Clicking the Settings tab will take you to the General Settings pane where you can change your blog title (see, told you that would be easy to change later), your email address, time zone settings and lots more.

The screenshot shows the WordPress dashboard's 'General Settings' page. The top navigation bar includes 'New Post', 'Howdy, admin | Turbo | Log Out', and 'Help'. The left sidebar lists various dashboard sections: Dashboard, Posts, Media, Links, Pages, Comments, Appearance, Plugins, Users, Tools, and Settings (selected). Under 'Settings', the 'General' sub-panel is active, showing the following settings:

- Blog Title:** Wordpress Demo
- Tagline:** Just another WordPress weblog (with a note: *In a few words, explain what this blog is about.*)
- WordPress address (URL):** http://demo.opensourcecms.com/wordpress
- Blog address (URL):** http://demo.opensourcecms.com/wordpress (with a note: *Enter the address here if you want your blog homepage to be different from the directory you installed WordPress.*)
- E-mail address:** demo@demo.com (with a note: *This address is used for admin purposes, like new user notification.*)
- Membership:** Anyone can register
- New User Default Role:** Subscriber
- Timezone:** UTC -6 hours (with a note: *UTC time is 2009-02-03 23:29:31 UTC -6 is 2009-02-03 17:29:31. Unfortunately, you have to manually update this for Daylight Savings Time. Lame, we know, but will be fixed in the future.*)
- Date Format:** February 3, 2009 (with other options: 2009/02/03, 02/03/2009, 03/02/2009, and Custom: F j, Y February 3, 2009. A note: *Documentation on date formatting. Click "Save Changes" to update sample output.*)
- Time Format:** 5:29 pm (with other options: 5:29 PM, 17:29)

WordPress General Settings

The other sub-panels let you configure authoring settings, display settings and discussion options. Check them out!

► **TIP** More information on all of the details of the settings panel can be found at WordPress' Web site on the subject here: http://codex.wordpress.org/Administration_Panels

So who are you, anyway?

If you're going to post, you want to get credit for it, right? WordPress attributes every post to a user, and you certainly don't want to look like a WordPress rookie and have every post labeled “admin”. Let's create a user for you, shall we?

Open the Your Profile sub-panel by clicking **Users** in the left navigation. The Users pane will display. At first you'll only see the users you created at install, or perhaps just the “admin” user. Clicking on your name opens the Profile pane where you can set your color scheme, set your name preferences and contact info, as well as tell WordPress how to display your name next to your posts.

The screenshot shows the WordPress Profile settings page. The top navigation bar includes 'New Post', 'Howdy, admin | Turbo | Log Out', and 'Help'. The left sidebar contains a navigation menu with 'Users' selected, showing sub-options for 'Authors & Users' and 'Add New'. The main content area is titled 'Profile' and contains the following sections:

- Personal Options:**
 - Visual Editor: Disable the visual editor when writing
 - Admin Color Scheme: A color picker showing 'Blue' (selected) and 'Gray' options.
 - Keyboard Shortcuts: Enable keyboard shortcuts for comment moderation. [More information](#)
- Name:**
 - Username: admin (highlighted in yellow) with a note: 'Your username cannot be changed.'
 - First name: [Empty text field]
 - Last name: [Empty text field]
 - Nickname: admin
 - Display name publicly as: admin (dropdown menu)
- Contact Info:**
 - E-mail: demo@demo.com (Required.)

WordPress Profile settings

► **TIP** You can also change your password in the Profile pane, something you should do regularly.

If you're going to have more than one person posting to your blog, this is where you'd set that up. To create a new user just click **Add New** under Users in the left navigation. This opens the **Add New User** pane where you can enter their details and assign them a password. When you're done, click **Add User**.

Your first post!

You're anxious, right? "This is supposed to be my blog and I haven't written anything!" You cry.

Fear not, the blogging is just about to start. It's time to post.

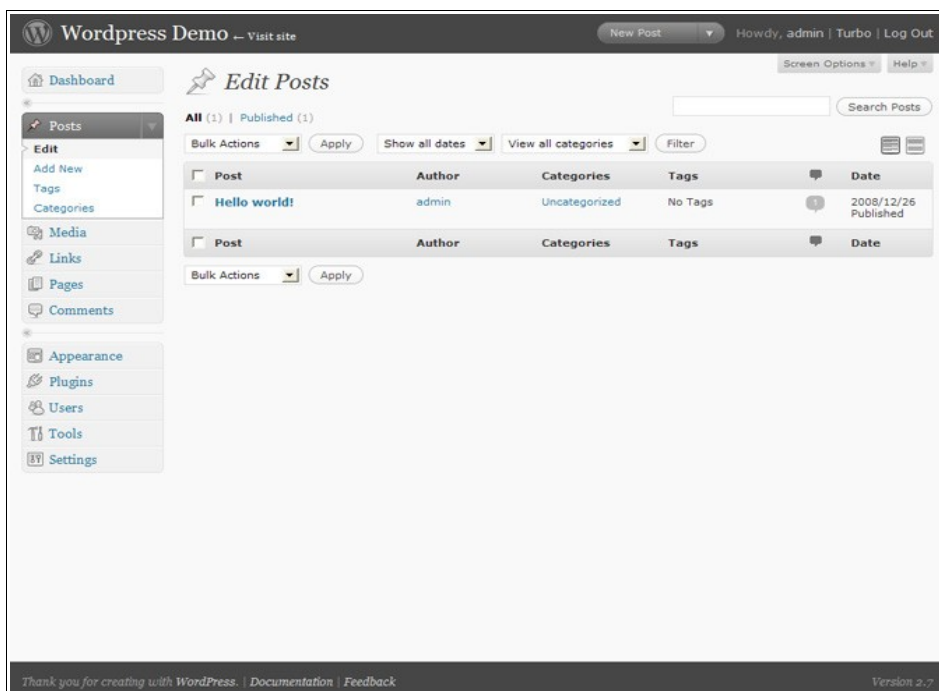
Posts are the entries that display in reverse chronological order on your home page. In contrast to pages, posts usually have comments fields beneath them and are included in your site's RSS feed. In the left navigation, click **Add New** under the Posts section. The Add New Post pane displays.

The screenshot shows the WordPress 'Add New Post' interface. At the top, there's a navigation bar with 'New Post' and user information. The left sidebar contains a menu with 'Dashboard', 'Posts' (with sub-items: Edit, Add New, Tags, Categories), 'Media', 'Links', 'Pages', 'Comments', 'Appearance', 'Plugins', 'Users', 'Tools', and 'Settings'. The main content area is titled 'Add New Post' and features a rich text editor with a toolbar for text formatting, links, images, and media. Below the editor, there are sections for 'Path' and 'Word count', 'Excerpt', 'Send Trackbacks', 'Custom Fields', and 'Discussion'. The right sidebar contains 'Publish' (with 'Save Draft' and 'Preview' buttons), 'Status' (set to 'Draft'), 'Visibility' (set to 'Public'), 'Publish immediately', 'Tags' (with an 'Add' button), and 'Categories' (with an 'Add New Category' link). The footer includes a thank you message and the version number 'Version 2.7'.

Start filling in the blanks; enter a title for your post, and what you want to say in it in the body section of the page. If you want, select or create a category in the Categories section, and add a tag or two. When your masterpiece passes muster, click **Publish** to release your words to the world! Your post will be added to the front page of your Web site and can be viewed by clicking the **View Site** link at the top of the Dashboard.

Editing posts

“Hey, there's still a post that says 'Hello World' on the front page of my site! How do I get rid of that?”



The Edit Posts Pane

Easy, just click **Edit** in the left navigation under Posts. The Edit Posts pane opens with a list of all of your posts. From here you can edit, view and delete posts at will. This page will also tell you what categories posts belong to as well as the tags assigned to them, the date they were published and how many comments they've received (hopefully lots!). To edit a specific post, just click on its title.

Posts vs. Pages

Post are on pages, but pages aren't necessarily posts only.

Huh?

Pages are like posts, but they aren't included in the chronology of the rest of your blog posts. What that means, is that pages can be static (never change) and aren't dated or have time stamps like your blog posts. Pages are great for “About Me” pages or contact forms.

You can add or delete pages by clicking on **Pages** in the left navigation. This opens the Edit Pages pane.

The screenshot shows the WordPress admin interface. At the top, it says 'WordPress Demo' with a 'Visit site' link. On the right, there are links for 'New Post', 'Howdy, admin | Turbo | Log Out', 'Screen Options', and 'Help'. The left sidebar contains a menu with 'Pages' selected. The main area is titled 'Edit Pages' and shows a list of pages. The first page is 'About', published on 2008/12/26. There are search and bulk action buttons above the list.

Edit Pages pane

► TIP

For more info on pages, check out WordPress' Pages page:
<http://codex.wordpress.org/Pages>

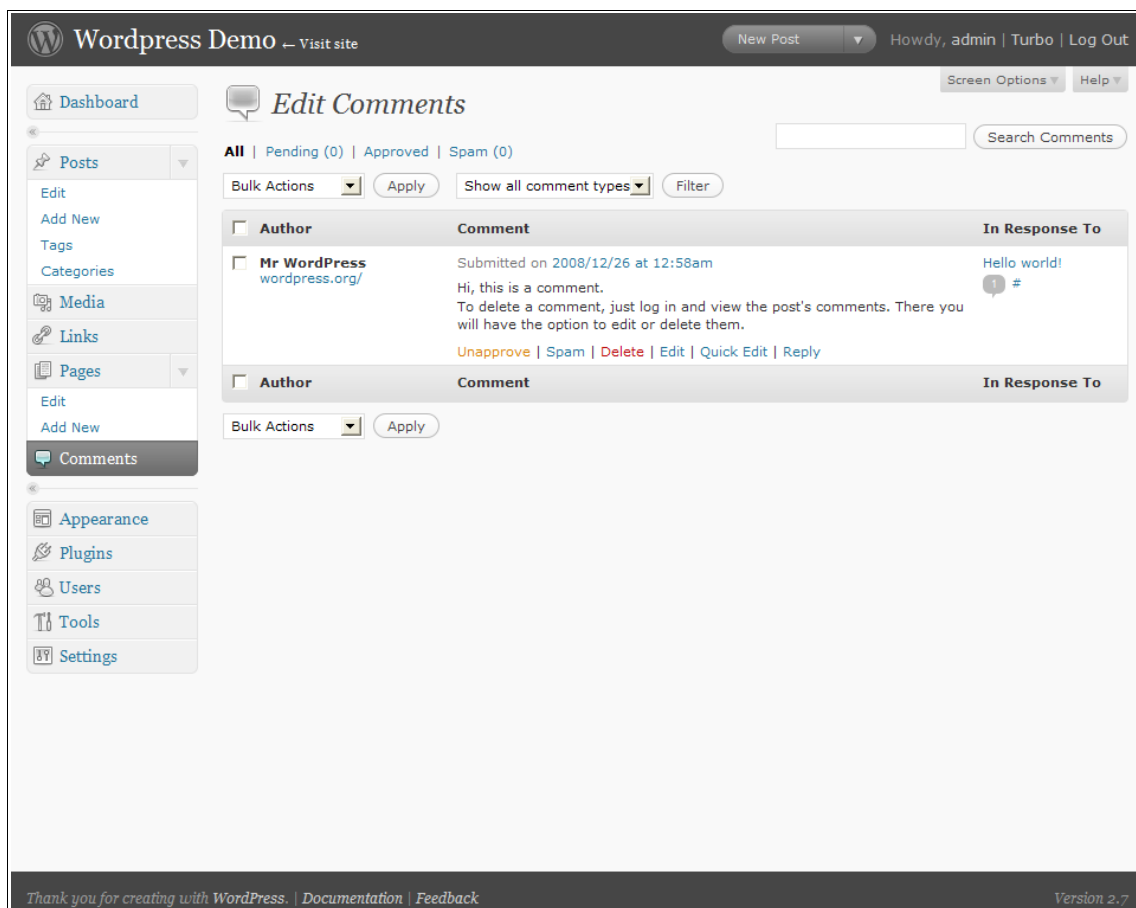
Comments

What would a blog be without a place for your readers to give their two cents on your posts? Comments allow your users to comment on individual posts in an open forum where other users can see and comment on their comments. It's almost like every post is its own little forum. Cool!

“But, what if I don't like what people say?”

Don't worry, WordPress has you covered. You can manage all of the comments made on your blog right from the Dashboard (bet you saw that coming, right?).

Click **Comments** in the left navigation panel. The Edit Comments pane opens with a list of all of the comments made to your blog. From here you can see the author info, including the date and time of their comment, as well as the comment itself and what post it was made from. You can delete comments one at a time, or en masse from here using the actions menu at the top of the page.



Edit Comment pane

Depending on the settings you set in the Discussions section of the Settings menu, comments listed here may or may not already be public. If you set the option that the Administrator Must Approve All Comments to yes, then this is where you'll go to approve/disapprove comments made to your posts.

Spam, it's not just for dinner

No matter what you do on the Internet, there's going to be spam. That's a given. Unfortunately, that includes your WordPress site. Spammers spend countless hours creating robots, or "bots", that crawl the web 24-hours a day looking for places to spread their wares, and your new WordPress site won't stay off their radar for long.

WordPress comes pre-installed with Akismet, a top-notch spam filter installed by default. Akismet references a community-created database to "learn" which comments are comment spam and which are legitimate. It's a real time saver. Because there are three things that are for sure in this life. Death, taxes, and spam on your blog. To enable Akismet on your WordPress blog, go to the Plugins panel and activate the Plugin. A menu is added to the Comments Panel and holds a list of "caught" comment spam.

If comment spam gets through Akismet's net, mark it as comment spam in your Comments Panel, but don't delete it. Marking it "comment spam" sends the info to Akismet and it gets added to the community-created database, thus reducing more spam for others. So you're helping yourself, and everyone else at the same time!

Be sure to check the Akismet list to make sure it hasn't marked legitimate comments as spam. It's good, but it's not perfect, and again, doing so will help the community at large.

Troubleshooting...

"Why is my site so slow?"

There are a lot of things that may slow down your site. The usual culprits are improperly configured or misbehaving plugins or using images that are hosted on other, slower servers. Try these solutions to speed up your site:

- Install and configure [WP-Cache](#), [WP-Super-Cache](#), [WP-DBManager](#), and [BadBehavior](#) plugins.
- Replace links to external images with images uploaded to your WordPress site.
- Disable all plugins.
- Re-enable plugins one-by-one to see which causes the slowing.

•More details/Advanced settings

That about covers the basics, but there is lots, lots more to WordPress. A quick trip to their fantastic support site at http://codex.wordpress.org/Main_Page will show you everything you could possibly want to know (and probably a few things you don't) about this super-powerful, but easy to use, Web publishing platform.

Here, you'll learn about many of the super cool things you can do with WordPress such as:

- Changing Themes
- Adding super-cool plugins
- Ways to customize your site to make it like no other

And much, much more!

Have fun with your site, and remember:

Write often, because the pixel is mightier than the sword!