

**·CAMP TECH·**

**WORDPRESS  
FOR BEGINNERS**

**CAMPTECH.CA**

# WHILE YOU'RE GETTING ORGANIZED...

1. Go to [camptech.ca/wordpress](https://camptech.ca/wordpress) and download the PDF of slides.
2. If you have to leave early, please remember to fill out the (100% anonymous) feedback form on the [camptech.ca/wordpress](https://camptech.ca/wordpress) page. It doesn't take long and it's massively helpful for us!

# HELLO MY NAME IS



**Linn Øyen Farley**

Web designer & developer

Making WordPress websites since 2007

Enthusiastic about cats, IKEA, bacon-related cooking

@LinnOyenFarley

[drollic.ca](http://drollic.ca)

# THE PLAN FOR TODAY

1. What's the internet? What's a website?
2. WordPress basics
  - What is WordPress?
  - WordPress.org vs WordPress.com
  - Installing WordPress
3. Add your content
  - Posts, pages, menus, and settings
4. Customizing WordPress
  - Themes and plugins
5. Security and backups

# TECH STUFF THAT'S GOOD TO KNOW

What's the internet?

What's a website?

# WHAT'S THE INTERNET?

Yep, we're really starting with the basics here. The internet is a bunch of computers, all connected to each other.

# WHAT'S A WEBSITE?

A website is a folder containing website files. It can be very simple – a one page website might only have one file. Or it can be crazy complex, with lots of different files and subfolders.

But at its heart, a website is just a file folder.

When you make that folder available to other computers, you're displaying your website online.

# DOMAINS? HOSTING? SERVERS? HUH?

**HOST** = the computer that your website (the actual website files) lives on.

Often, that computer is called a **SERVER**, since its job is to “serve up” data to other computers (whether those computers are nearby, or on the other side of the world, through the magic power of the internet!)

Technically, you could host a website off your computer at home, but it’s a bit complicated. So we pay a **HOSTING COMPANY** to do it for us.

When you buy a hosting package from a hosting company, you’re renting space on their computers for your website files. It’s kind of like renting a storage locker – they give you the space and promise to keep it safe, but you technically own the stuff (your website).



# DOMAINS? HOSTING? SERVERS? HUH?

**DOMAIN NAME** = your address on the internet, e.g. camptech.ca

Your domain name isn't your website. It's just the address where the website files live. A domain name "points" to wherever the website files live.

When you type in a domain name in your web browser, your computer is "pointed" to the server that "hosts" that website.

(Kind of like the address to your house. The address isn't actually your house, it just tells Canada Post where to send you junk mail)

# DOMAINS? HOSTING? SERVERS? HUH?

Often, you can register your domain name and buy a hosting package from the same company. You'll probably only need a basic hosting package, and it will cost you around 10 USD a month.

Domains on their own can cost anything from 10 USD/year (for common extensions like .com, .org, or .net) up to 2500 USD/year (for new extensions like .auto, .cars, or .security)

Basic Hosting Packages (just hosting, no backups):

- DreamHost

Managed Hosting (backups, security, updates):

- WP Engine

If you just want to register domain names:

- Hover (use our promo code **camptech** for 10% off!)

# WORDPRESS BASICS

What is WordPress?

WordPress.org vs WordPress.com

Installing WordPress

# WHAT IS WORDPRESS?

WordPress is:

- web software
- open source
- free!

Originally used to power blogs, now it's more than powerful enough to run large websites.

WordPress is used on over 65 million websites, including many Fortune 500 companies (see [wordpress.org/showcase/tag/fortune-500/](https://wordpress.org/showcase/tag/fortune-500/)).

# WORDPRESS.ORG VS WORDPRESS.COM

hosted by you (on your web host)	hosted for you (no hosting required)
you might need help setting it up	you can set it up yourself, since it's hosted for you
the full version of WordPress	a "light" version of WordPress
allows for crazy customization	limited customization

# INSTALLING WORDPRESS

**Installing WordPress is a little technical. But once you're up and running, you don't have to do it again.**

Two options:

1. Recommended option: do a “one click install” with your hosting company, or ask them to install WordPress on your server/hosting package for you.
2. Not-so-recommended option: install WordPress on your website yourself, using the WordPress “Famous 5-minute install” ([codex.wordpress.org/Installing\\_WordPress](https://codex.wordpress.org/Installing_WordPress))

# ADD YOUR CONTENT

Posts, pages, menus, and settings

# LET'S GET STARTED WITH WORDPRESS!

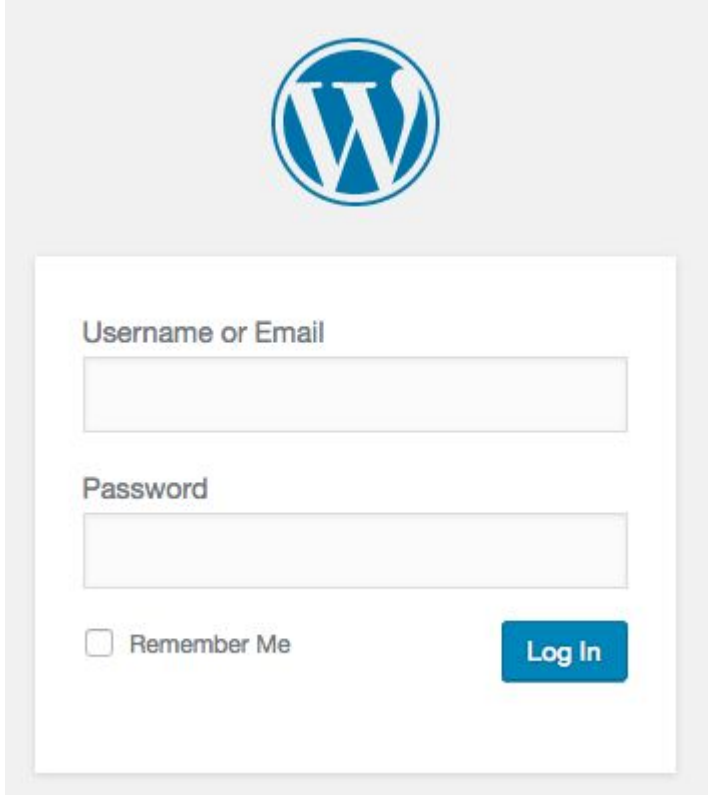
Go to: **[your first name].camptechwebsite.com/wp-admin**

You should see a login page like this →

Then log in with the following info:

Username: **[your first name]** (lowercase)

Password: **wordpressrocks** (lowercase)



The image shows a screenshot of the WordPress login interface. At the top center is the WordPress logo, a blue circle with a white 'W'. Below the logo is a white rectangular box containing the login form. The form has two input fields: 'Username or Email' and 'Password'. Below the 'Password' field is a checkbox labeled 'Remember Me'. To the right of the checkbox is a blue button with the text 'Log In' in white.



# WELCOME TO THE DASHBOARD

Main  
Admin  
Menu



The screenshot shows the WordPress dashboard for a user named 'Linn Loves WordPress'. The left sidebar contains the main admin menu with items: Dashboard, Home, Updates, Posts, Media, Pages, Comments, Appearance, Plugins, Users, Tools, Settings, and Collapse menu. The main content area is titled 'Dashboard' and features a 'Welcome to WordPress!' message with a 'Dismiss' button. Below the welcome message are three sections: 'Get Started' with a 'Customize Your Site' button and the text 'or, change your theme completely'; 'Next Steps' with links to 'Write your first blog post', 'Add an About page', and 'View your site'; and 'More Actions' with links to 'Manage widgets or menus', 'Turn comments on or off', and 'Learn more about getting started'. The dashboard also includes several widgets: 'At a Glance' showing 1 Post, 1 Page, and 1 Comment; 'Quick Draft' with a title field, a text area, and a 'Save Draft' button; 'Activity' showing a 'Recently Published' post titled 'Hello world!' from 'Today, 11:51 am'; and 'Recent Comments' showing a comment from 'A WordPress Commenter' on the 'Hello world!' post. At the bottom right, there is a 'WordPress News' section with a link to 'WordPress 4.6.1 Security and Maintenance Release' dated September 7, 2016.

# THE MAIN ADMIN MENU

Posts = Date-based content

Media = Pictures and other files

Pages = Static content

Comments = Nice things people say about you

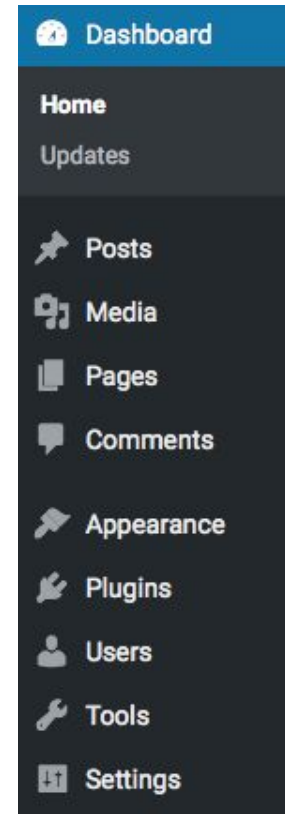
Appearance = Themes, Widgets, Menus

Plugins = Add-ons

Users = Peeps who can log in to your site

Tools = Don't go there, unless you're moving

Settings = Settings. Obviously.



# LET'S MAKE SOME POSTS

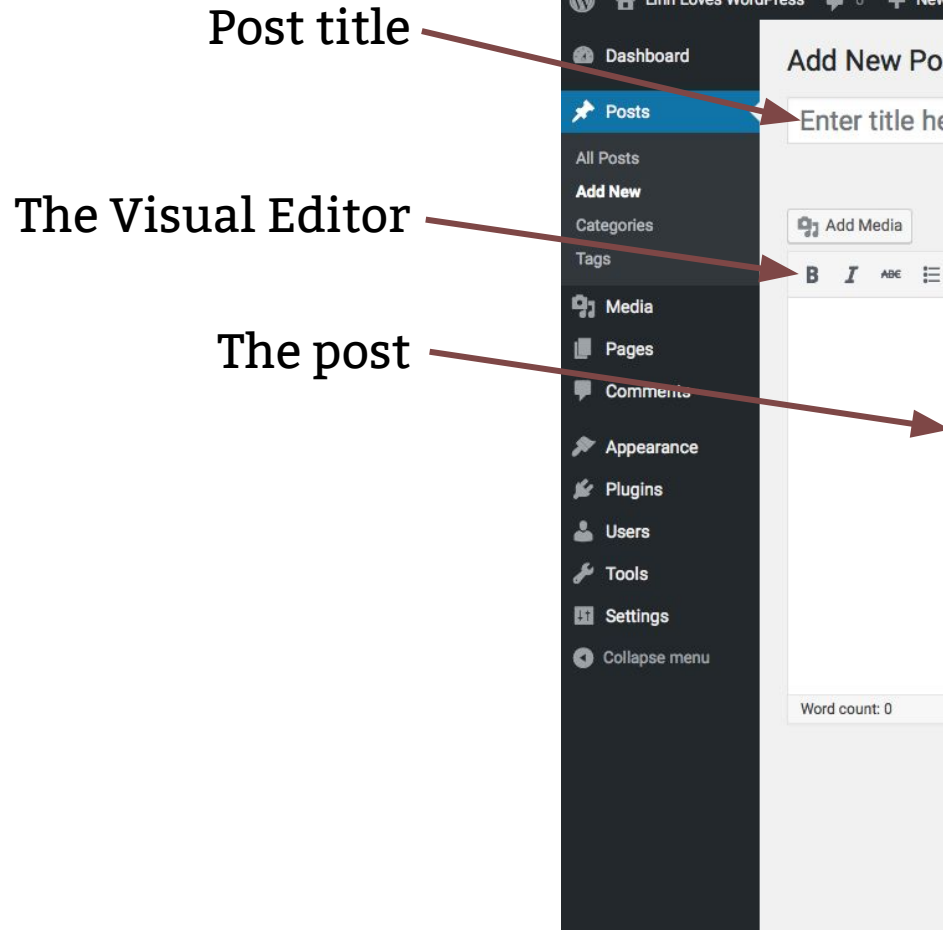
Select Posts

Then, Add New  
(3 different places you can do this!)

The screenshot shows the WordPress dashboard for a user named 'linn'. The sidebar on the left has the 'Posts' menu item highlighted. The main content area shows the 'Posts' section with an 'Add New' button in the top right. Below this, there is a table of posts. The first post is titled 'Hello world!' and was published 11 minutes ago. The table has columns for Title, Author, Categories, Tags, and Date. There are also 'Bulk Actions' and 'Apply' buttons above the table. At the bottom of the dashboard, there is a message 'Thank you for creating with WordPress.' and the version number 'Version 4.6.1'.

<input type="checkbox"/>	Title	Author	Categories	Tags	Date
<input type="checkbox"/>	Hello world!	linn	Uncategorised	–	Published 11 mins ago
<input type="checkbox"/>	Title	Author	Categories	Tags	Date

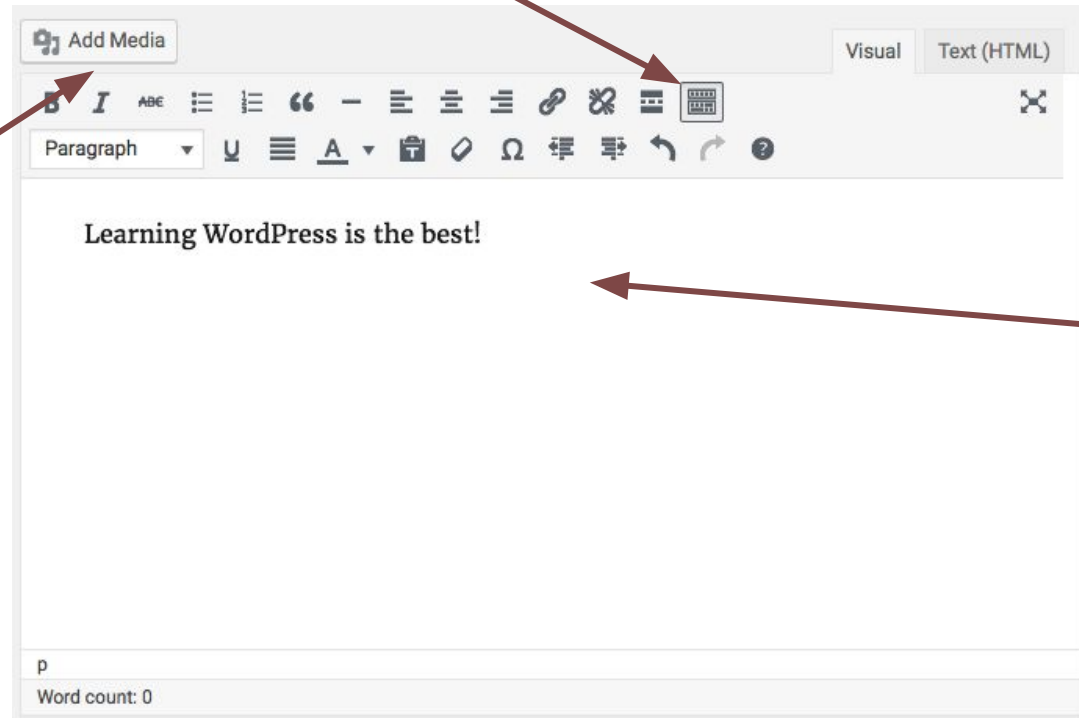
# LET'S MAKE SOME POSTS



# THE VISUAL EDITOR

Can't see two lines of cool stuff in the Visual Editor? Click here (Toolbar Toggle)

Insert a picture



The post

# OVER TO YOUR RIGHT...

Save, Preview, or  
Publish Your Post

Categories and Tags to  
help organize your posts

The image shows a vertical screenshot of the WordPress 'Publish' and 'Format' sections. The 'Publish' section at the top includes buttons for 'Save Draft', 'Preview', and 'Publish', along with status and visibility options. The 'Format' section below it lists various post formats like Standard, Aside, Image, Video, Quote, Link, Gallery, Status, Audio, and Chat. Below 'Format' are sections for 'Categories' and 'Tags'. The 'Categories' section has a search box and an 'Add New Category' link. The 'Tags' section has an input field and an 'Add' button. At the bottom is the 'Featured Image' section with a 'Set featured image' link. Four red arrows point from the explanatory text on the left to specific parts of the interface: one to the 'Publish' button, one to the 'Standard' format option, one to the 'Categories' section, and one to the 'Tags' section.

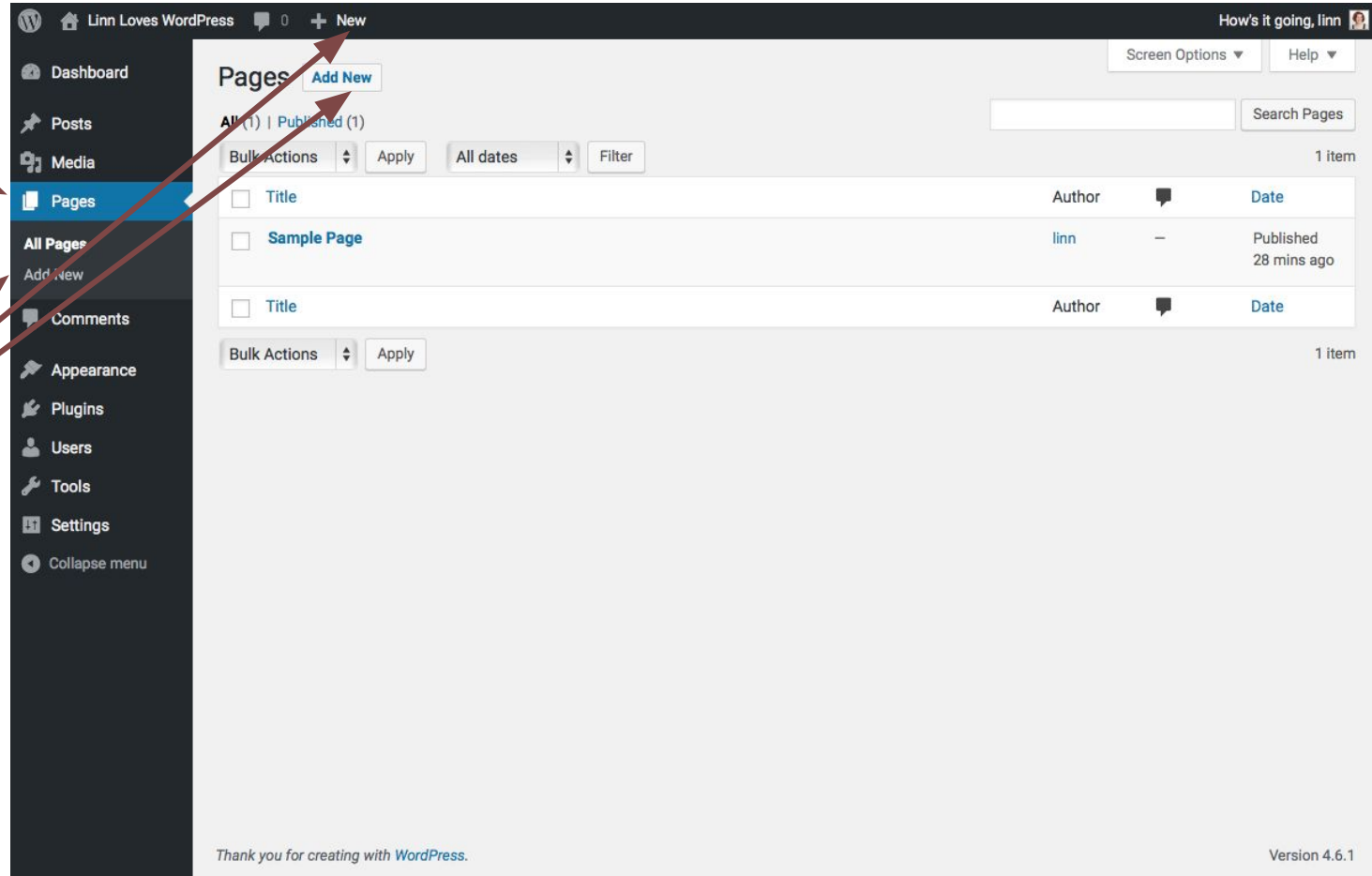
Don't worry about it  
(unless your theme  
calls for it)

# LET'S MAKE PAGES

Select Pages

Then, Add New  
(3 different places you can do this!)

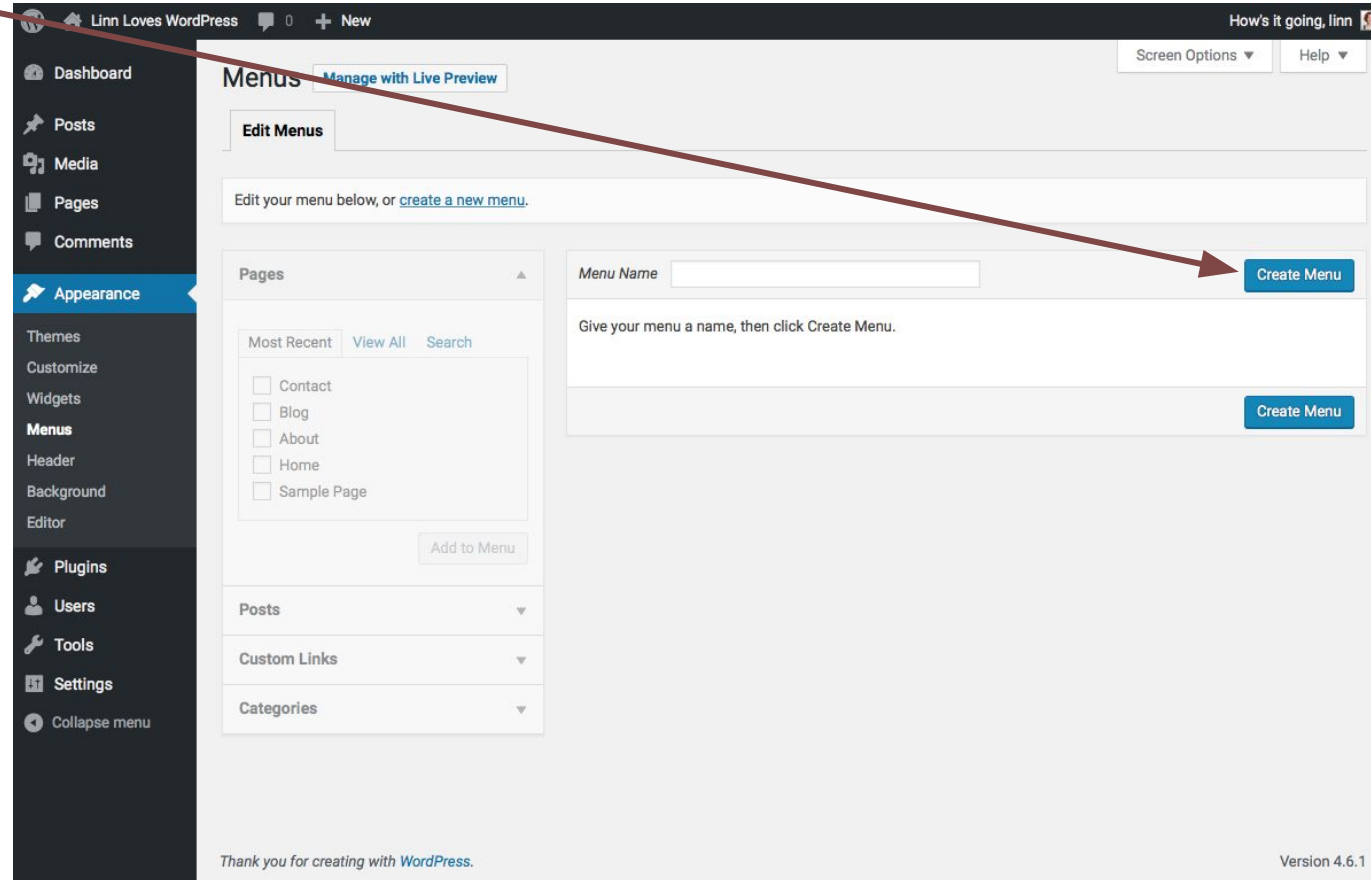
Looks familiar, huh?  
The interfaces for posts and pages are very similar.



Make 4 pages: Home, About, Contact, and Blog. Hit “Publish” once you’ve made a page!

# APPEARANCE - MENU

Create a new menu (give it a name too)





# APPEARANCE - MENU

Add pages, links, or categories to your menu

Drag and drop menu items to change the order

Don't forget to save!

WordPress Admin Interface: Appearance - Menus

Menu Name: Main Menu

Menu Structure:

- Home (Page)
- About (Page)
- Blog (Page)
- Contact (Page)

Menu Settings:

- Auto add pages:  Automatically add new top-level pages to this menu
- Theme locations:  Primary Menu,  Social Links Menu

Buttons: Save Menu, Delete Menu

# APPEARANCE - MENU

Appearance > Menus > Manage Locations

Your theme supports 2 menus. Select which menu appears in each location.

Theme Location	Assigned Menu
Primary Menu	<input type="text" value="— Select a Menu —"/> Use new menu
Social Links Menu	<input type="text" value="— Select a Menu —"/> Use new menu

Save Changes

Some WordPress themes have space for more than one menu (different menu locations). If you want more than one menu on your site, click “Manage Locations” to specify which menu goes in which location.

# SETTINGS - GENERAL

Update your Site Title  
and Tagline

Email Address

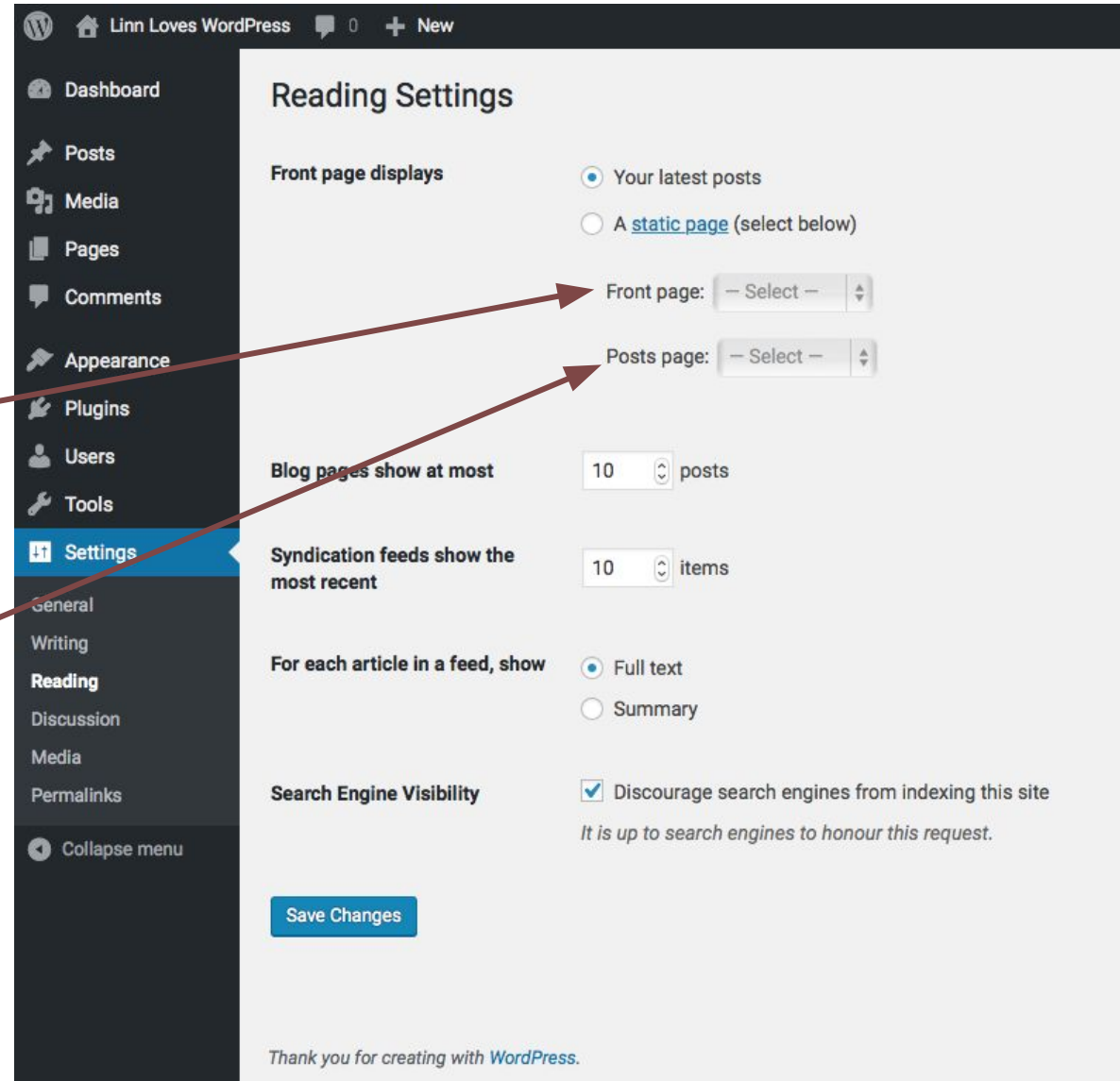
Timezone

The screenshot shows the WordPress 'General Settings' page. The left sidebar contains a menu with 'Settings' highlighted. The main content area is titled 'General Settings' and includes the following fields and options:

- Site Title:** Linn Loves WordPress
- Tagline:** Just another WordPress site. *In a few words, explain what this site is about.*
- WordPress Address (URL):** http://linn.camptechwebsite.com
- Site Address (URL):** http://linn.camptechwebsite.com. *Enter the address here if you want your site home page to be different from your WordPress installation directory.*
- Email Address:** linn@drollic.ca. *This address is used for admin purposes, like new user notification.*
- Membership:**  Anyone can register
- New User Default Role:** Subscriber
- Timezone:** Toronto. *Choose a city in the same timezone as you.* Universal time (UTC) is 2016-10-07 16:33:10. Local time is 2016-10-07 12:33:10. *This timezone is currently in daylight saving time. Standard time begins on: November 6, 2016 2:00 am.*
- Date Format:**  October 7, 2016 (F j, Y),  2016-10-07 (Y-m-d),  10/07/2016 (m/d/Y),  07/10/2016 (d/m/Y),  Custom: F j, Y October 7, 2016
- Time Format:**  12:33 pm (g:i a),  12:33 PM (g:i A),  12:33 (H:i),  Custom: g:i a 12:33 pm
- Week Starts On:** Monday
- Site Language:** English (Canada)

At the bottom of the settings area is a 'Save Changes' button. The footer of the page includes 'Thank you for creating with WordPress.' and 'Version 4.6.1'.

# SETTINGS - READING



Tell WordPress which page to display as the front page,

and which page to display the posts on

# SETTINGS - PERMALINKS

Change from default to your choice (I like post name)

The screenshot shows the WordPress dashboard for 'Linn Loves WordPress'. The left sidebar contains navigation links: Dashboard, Posts, Media, Pages, Comments, Appearance, Plugins, Users, Tools, Settings (highlighted), General, Writing, Reading, Discussion, Media, and Permalinks. The main content area is titled 'Permalink Settings' and includes a 'Help' button. Below the title is an introductory paragraph. The 'Common Settings' section lists five options: Plain, Day and name, Month and name, Numeric, and Post name (selected). Each option has a corresponding URL preview. The 'Custom Structure' option includes a text input field containing '/%postname%/'. The 'Optional' section contains explanatory text and two empty input fields for 'Category base' and 'Tag base'.

# CUSTOMIZING WORDPRESS

Themes and plugins

# LET'S TAKE A MOMENT...

## To talk about themes.

Fundamentally, the WordPress theme system is a way to put a skin on your website. But it's more than just a "skin". A website skin implies that only the design is changed, whereas WordPress themes can change both the look and presentation of the content on your website.

## Theme ≠ Template

A theme is made up of template files.  
(and some other good stuff)

# THE THEME “SITS ON TOP” OF YOUR CONTENT

Themes will change the way your content looks (layout, colours, fonts, etc) but it won't change the content (words, images, and media files) itself.

Good places to get themes:

- [woocommerce.com/woothemes](https://woocommerce.com/woothemes)
- [themify.me/themes](https://themify.me/themes)
- [themezilla.com](https://themezilla.com)
- [organicthemes.com](https://organicthemes.com)
- [themefuse.com](https://themefuse.com)
- [wpzoom.com](https://wpzoom.com)
- [wpexplorer.com/wordpress-themes](https://wpexplorer.com/wordpress-themes)
- [themeforest.net](https://themeforest.net) – be wary... there's good stuff, but also junk



# SHOPPING FOR A THEME

Things to consider:

- Buy from a reputable theme company
- When was the theme last updated? Is it still being supported?
- Ratings and reviews
- Does the theme have different layout options? Colour options? Font options?
- How customizable is the theme (without knowing code)?
- Does the theme come with a responsive design?

# APPEARANCE - ACTIVATE THEMES

Activate a theme you already have installed

The screenshot shows the WordPress dashboard's 'Themes' section. The left sidebar is dark with the 'Appearance' menu highlighted. Under 'Appearance', 'Themes' is selected. The main content area shows three theme cards: 'Twenty Sixteen' (labeled 'Active'), 'Twenty Fifteen', and 'Twenty Fourteen'. A red arrow points from the text 'Activate a theme you already have installed' to the 'Twenty Fifteen' theme card. Below the theme cards is a dashed box with a plus sign and the text 'Add New Theme'. The top navigation bar shows 'Linn Loves WordPress' and 'How's it going, linn'. The bottom right corner shows 'Version 4.6.1'.

# APPEARANCE - INSTALL A THEME

Click "Add New"

The screenshot shows the WordPress dashboard's 'Themes' section. The left sidebar has 'Appearance' selected, with 'Themes' highlighted. The main area displays 'Themes 3' with an 'Add New' button and a search bar. Three theme preview cards are shown: 'Twenty Sixteen' (active), 'Twenty Fifteen', and 'Twenty Fourteen'. A large dashed box with a plus sign and the text 'Add New Theme' is at the bottom. The footer includes 'Thank you for creating with WordPress.' and 'Version 4.6.1'.

# APPEARANCE - INSTALL A THEME

If you have a theme you purchased, upload it here

or search the repository for free themes

The screenshot shows the WordPress 'Add Themes' interface. The left sidebar contains the following menu items: Dashboard, Posts, Media, Pages, Comments, Appearance (selected), Themes, Customize, Widgets, Menus, Header, Background, Editor, Plugins, Users, Tools, Settings, and Collapse menu. The main content area is titled 'Add Themes' and includes an 'Upload Theme' button. Below this, there are tabs for '15', 'Featured', 'Popular', 'Latest', 'Favourites', and 'Feature Filter'. A search bar is present with the text 'Search themes...'. The theme grid displays several theme cards, each with a preview image and a title. The 'Twenty Sixteen' theme is highlighted with a green 'Installed' banner. Other visible themes include 'Bharat', 'metro-pirate', 'Jobile', 'Qwerty', and 'Twenty Fifteen'. A red arrow points from the text 'upload it here' to the 'Upload Theme' button.

# LET'S CUSTOMIZE OUR THEME

Working with the default theme, Twenty Seventeen, we can click Appearance → Customize and change a few things:

- Highlight colours
- Header image
- Homepage sections and columns

But not a ton of options!

- Pick colours: [colourlovers.com](https://www.colourlovers.com)
- Edit images: [picmonkey.com](https://www.picmonkey.com) or [canva.com](https://www.canva.com)
- Make a background image (to tile), if your theme supports it: [bgpatterns.com](https://www.bgpatterns.com)

# WHAT'S IN THAT SIDEBAR?

## Widgets!

A widget is a self-contained plugin that you can drag and drop in your sidebar.

## Plugin?

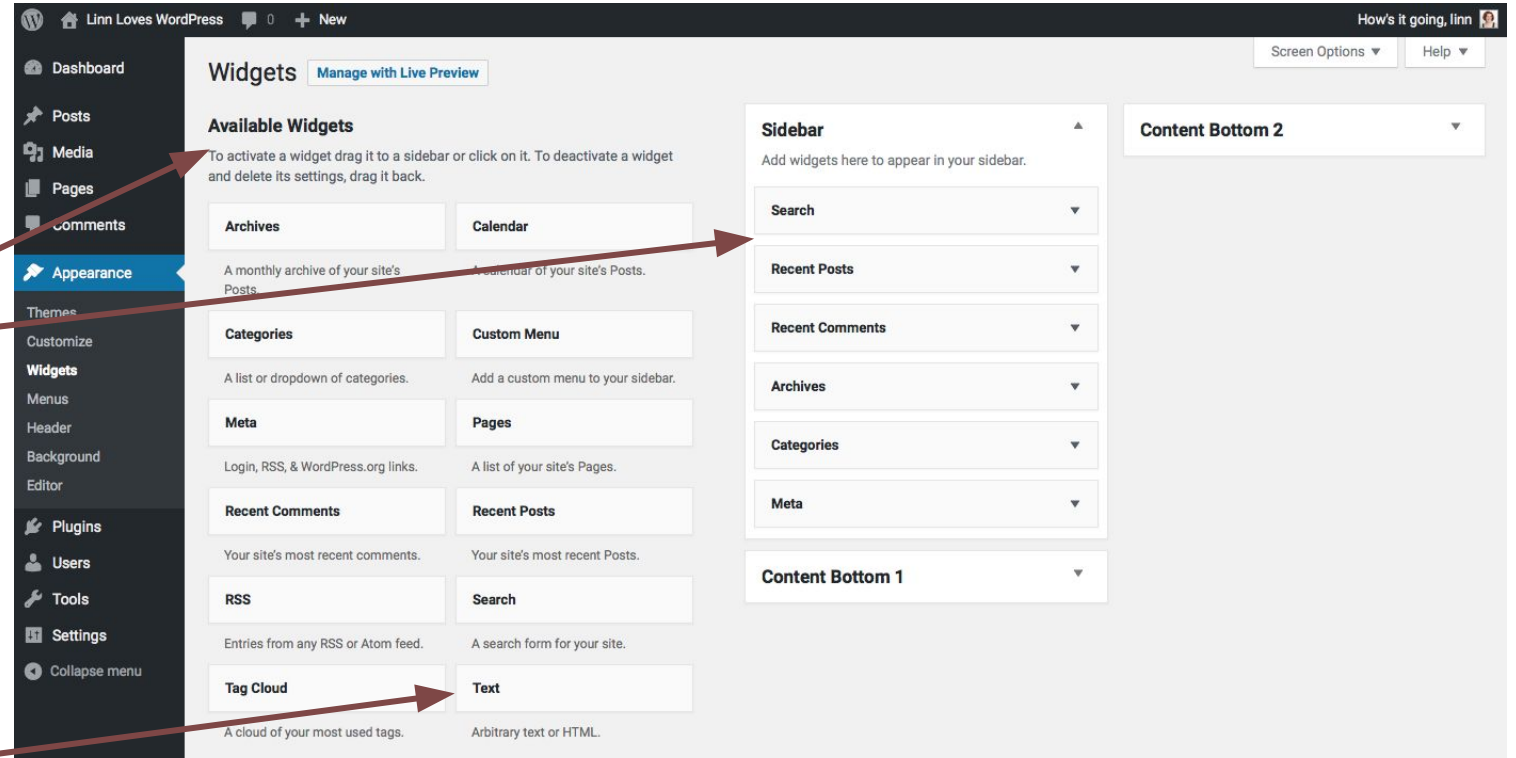
Plugins are tools to extend the functionality of WordPress. A widget is a plugin, but not all plugins are widgets.

We'll come back to plugins in a minute.

# APPEARANCE - WIDGETS

Drag and drop from the available widgets into widget areas

Text Widget: allows you to drop simple HTML into your sidebar



# BACK TO PLUGINS...

Plugins extend what WordPress can do, past its basic functionality. You can use plugins to make your website really powerful.



# “SET IT AND FORGET IT” PLUGINS

- **Akismet**  
Comment spam fighter
- **Email Address Encoder**  
Prevents spam if you're displaying email addresses
- **Google Analyticator**  
Track your web traffic

# SOCIAL/CONTACT PLUGINS

- **ShareThis**  
Add social sharing buttons to your website
- **Contact Form 7**  
Good for building simple contact forms
- **Gravity Forms (\$)**  
Easier to use than CF7, makes more complex forms

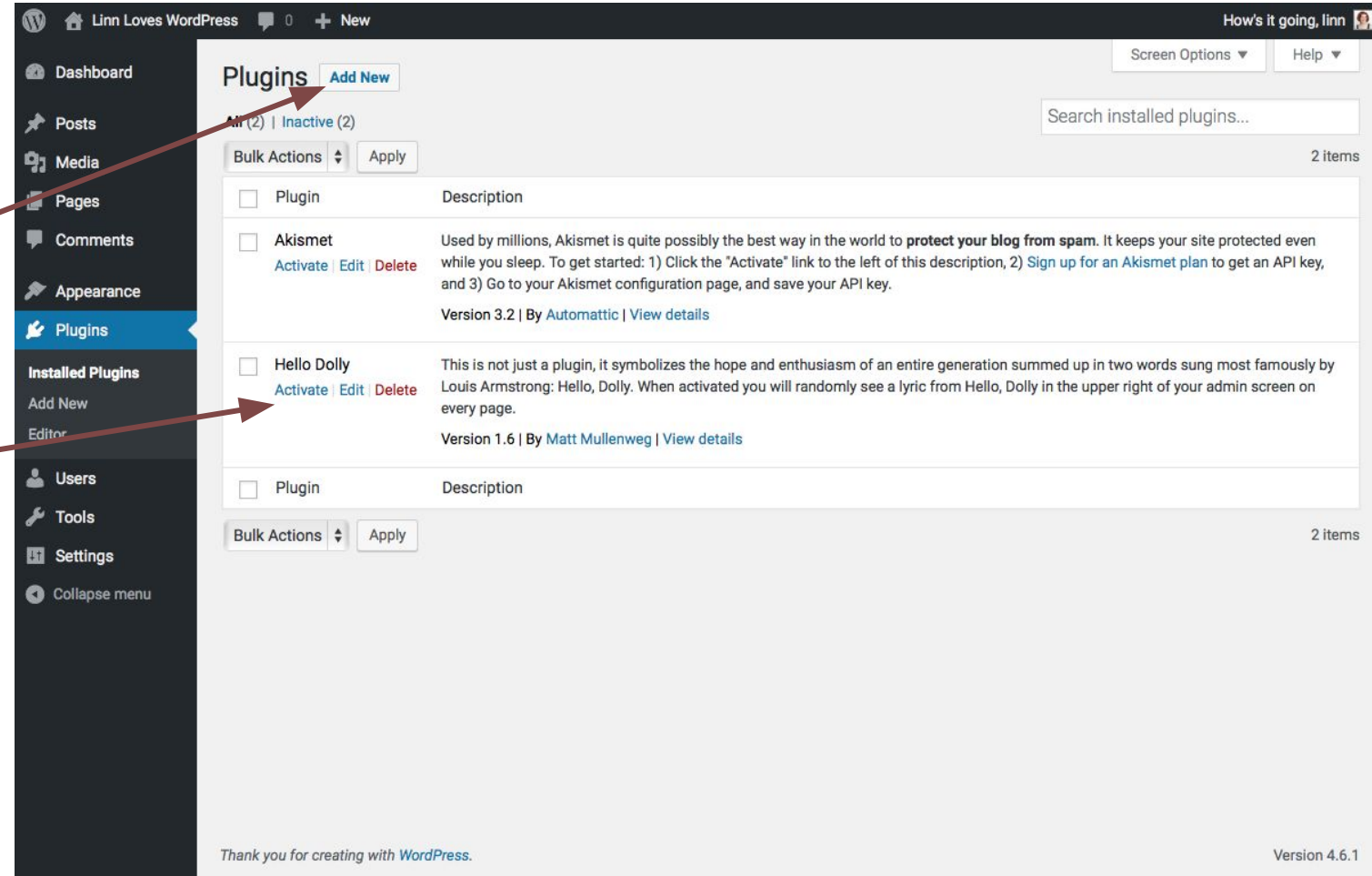
# PLUGINS FOR SPECIFIC NEEDS

- **Password Protected**  
Puts a password screen on your site so people can't see it (good for when you're working on a new site)
- **NextGen Gallery**  
Image gallery plugin – more features than the basic gallery that comes with WordPress
- **SEO by Yoast**  
Allows you to configure SEO settings (check the Camp Tech resources page for a good article about this plugin)
- **WooCommerce**  
Run an online store from your WordPress site
- **BuddyPress**  
Turns your website into a social network

# PLUGINS

Add new plugins

Activate or delete plugins



# IMPORTANT!

Keep your plugins up to date!

# SECURITY & BACKUPS

# LET'S TAKE A MOMENT...

**To talk about security.**

As WordPress gets more popular, websites running WordPress also become more of a target for hackers.

# PREVENT ACCESS VIA THE LOGIN SCREEN

- Use a strong password, and change it regularly
- Create Users for everyone that has access to your site, with appropriate Roles
- Don't use "admin"/"administrator"/your domain as your user name



# PREVENT ACCESS VIA YOUR SERVER/DATABASE

- Host your site with a reputable hosting company that takes security seriously
- Be careful when accessing your site on insecure/public computers or in coffee shops

# PREVENT ACCESS VIA BAD/OUTDATED CODE

- Use a reputable theme and plugins (don't download free ones from random websites)
- Keep everything up to date: WordPress itself, plugins, and themes – set a calendar reminder for yourself, or hire a maintenance service

# IF YOU GET HACKED, HAVE A PLAN

- Keep regular backups offsite (in a different place than your website), using [VaultPress.com](https://VaultPress.com) or DIY with the BackUpWordPress plugin
- Hire [Sucuri.net](https://Sucuri.net) to clean the site for you (\$200)

# BACKING IT UP

To make a complete backup of a WordPress site, you need to back up *both* the files on the server and the database. Without both you'll be missing essential stuff.

## Database contains:

- Pages
- Posts
- Comments
- Menus and widgets
- Settings (for your theme, plugins, website itself)

## Server contains:

- Theme files
- Plugin files
- Media files (images, PDFs, audio files, etc)

**WHAT NOW?**

# WHAT NOW?

## Play with your “sandbox” site

The website you’ve been playing with today will be available to you for a month. Use it as a sandbox to play and test things out!

## Get started with your own WordPress site:

1. Register a domain name and sign up for website hosting
2. Get your website host to install WordPress for you
3. Pick a theme and install it
4. Configure your settings
5. Add content
6. Configure a backup option
7. Add plugins as needed

# RESOURCES

We maintain a list of great resources on the Camp Tech website at [camptech.ca/resources](https://camptech.ca/resources).  
Check back often!

Also, follow Camp Tech on Facebook and Twitter, where we often share WordPress tips and tricks:

[facebook.com/camptechco](https://facebook.com/camptechco)

[twitter.com/camptechco](https://twitter.com/camptechco)