

PART 1

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# What is WordPress

# What is WordPress

- Released in 2003 as a blogging application
- Created by Matt Mullenweg and Mike Little
- Fork of another application: b2/cafeblog.

# What is WordPress

- Key decision to release as open source under GPL license
- Over time, WordPress became a true content management system

# What is a Content Management System (CMS)

- CMS were created to eliminate the need for any kind of programming by the users of a web publishing system.
- CMS allow different users access to different types of content and multiple people can edit at the same time

PART 2

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# WordPress.org vs WordPress.com

# WordPress

## WordPress.org

Open-source

Runs on your own servers

Complete control over the code  
and experience

Custom Themes and Plugins

“With great power comes great  
responsibility”

## WordPress.com

Self-service + easy setup

SaaS: we run the infrastructure

Beginner friendly: highly  
scalable and secure

Limited customization at base

Premium upgrades

NEW: Custom Themes and  
Plugins

PART 3

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What do I need to get started?

# Domain

To host your own WordPress site, you will need a domain name. These are the unique names that end in .com, .org, .net, or any of the other available extensions. These extensions are actually called top level domains (TLD).

Domains are registered and managed through companies called domain registrars. (But can also come from web hosting companies). Some prefer to keep domain registration and hosting separate.



# Web Hosting

Web hosting companies provide space on their computers for the files and databases that make up most websites, including your WordPress site. These computers are usually located in large data centers with multiple power sources and large networks connecting them to the Internet

So many options: Shared, VPS, Managed, etc...

If you go with WordPress.com, they will be your host

PART 4

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# WordPress Building Blocks

# WordPress Core

## The files that make up the WordPress Application

Run on your host's server (but, can run locally)

Download from [WordPress.org](https://wordpress.org) & Install on server

But, most hosts install for you (1-click install)

Written in PHP

**DO NOT** edit WordPress Core Files

**IMPORTANT: DO** update WordPress Software

# WordPress Database

**Stores all of your data for your site in MySQL Database (text, images, settings)**

Automatically created using one-click install

If manually uploading software, create database and wp-config.php file

ONLY core file you should edit is wp-config.php

# Themes

**Controls the way your WordPress Site looks**

Fonts, colors, layout elements

Themes should control design, NOT functionality

Can change themes without redoing content

Thousands and Thousands of free + paid themes or code your own

Want to customize an existing theme? Create a child theme!

**BEWARE** of where your theme comes from!

# Plugins

**Software modules that add  
functionality to your site**

Examples: image galleries, contact forms, eCommerce, anti-spam, video players, etc., etc., etc!

Thousands and Thousands of free and paid plugins

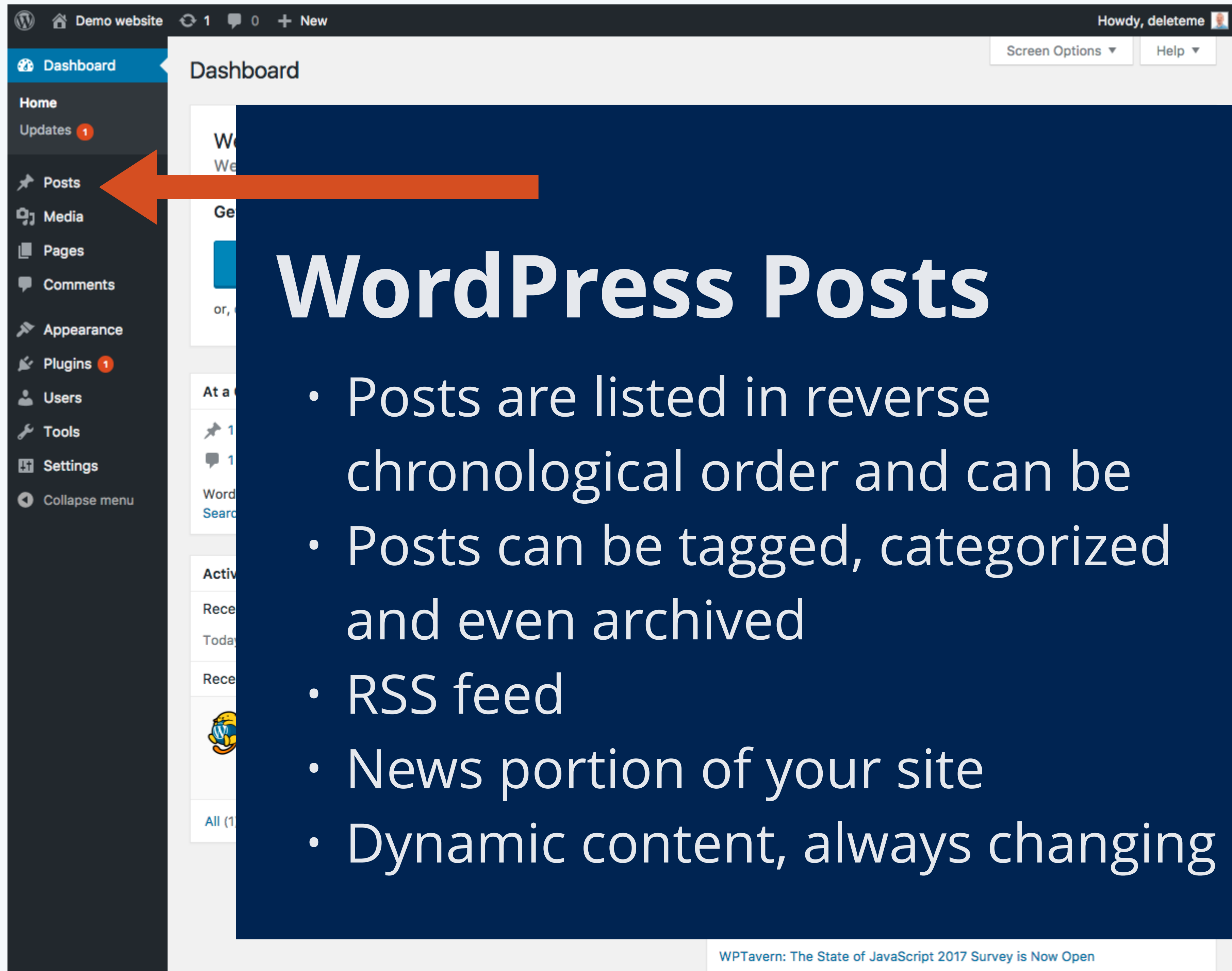
Use trustworthy sources

How many is too many?

PART 5

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# Things to Remember



Demo website 1 0 + New Howdy, delete me

Dashboard

Home

Updates 1

Posts

Media

Pages

Comments

Appearance

Plugins 1

Users

Tools

Settings

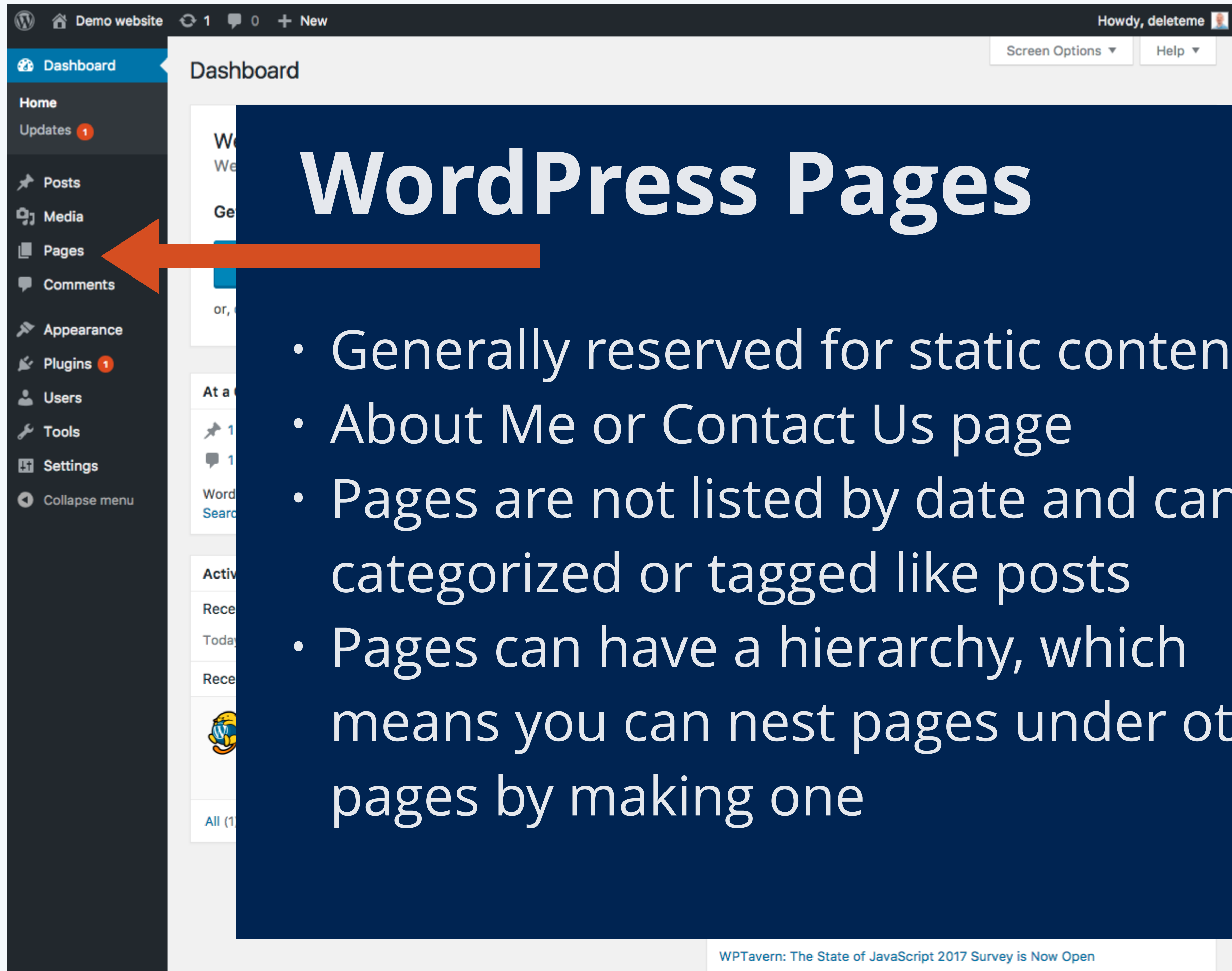
Collapse menu

# WordPress Posts

- Posts are listed in reverse chronological order and can be
- Posts can be tagged, categorized and even archived
- RSS feed
- News portion of your site
- Dynamic content, always changing

WPTavern: The State of JavaScript 2017 Survey is Now Open





Demo website 1 0 + New Howdy, delete me

Dashboard Dashboard

Home  
Updates 1

Posts  
Media  
Pages  
Comments  
Appearance  
Plugins 1  
Users  
Tools  
Settings  
Collapse menu

# WordPress Pages

- Generally reserved for static content
- About Me or Contact Us page
- Pages are not listed by date and can't be categorized or tagged like posts
- Pages can have a hierarchy, which means you can nest pages under other pages by making one

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BONUS CHAPTER!

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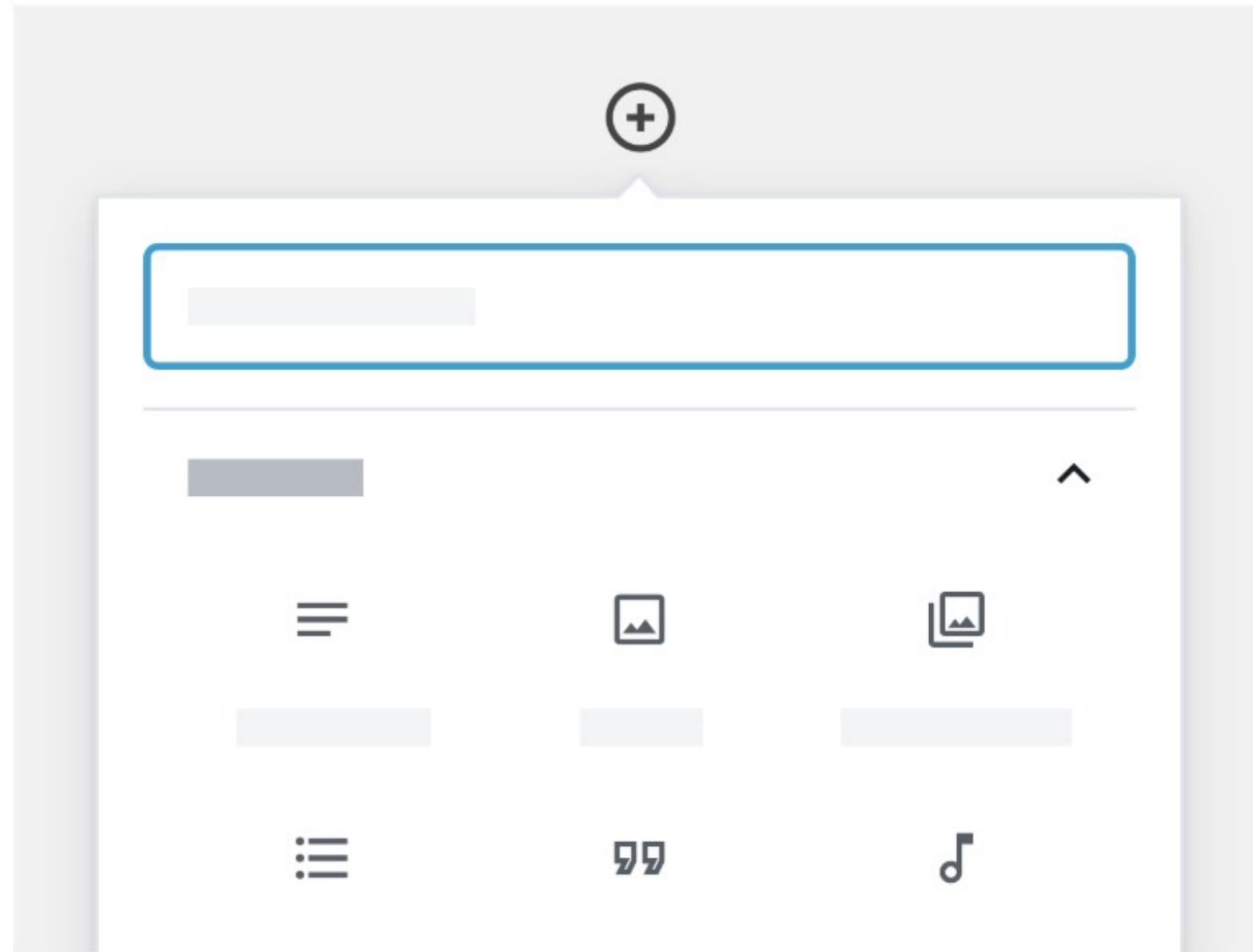
Gutenberg!?

# What is Gutenberg?

A new, modern publishing experience is coming soon.

✕ Dismiss

Take your words, media, and layout in new directions with Gutenberg, the WordPress editor we're currently building.



## Test the new editor today.

You can take Gutenberg for a spin (and share your feedback, if you'd like) before we officially release it, by installing it as a plugin. You can help by [testing](#), [filing bugs](#), or contributing on the [GitHub repository](#).

Install Gutenberg

[Learn more about Gutenberg](#)

## Not quite ready?

The new editor will be enabled by default in the next major release of WordPress. If you're not sure how compatible your current themes and plugins are, we've got you covered. Install the [Classic Editor plugin](#) to keep using the current editor until you're ready to make the switch.

Install the Classic Editor

# Getting Ready

**Test Test and MORE TEST**

**Especially if you have a page builder them that has not been updated**

**Test on a staging server - <https://wordpress.org/plugins/wp-staging/>**



**QUESTIONS?**