

# INTRODUCTION OF WORDPRESS?



**Free Website and Blog Tool**

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## LEARNING TOPICS

- What is Wordpress?
  - History of Worpress
  - Demand of Worpress
- Wordpress Installation
- Wordpress Login
- Wordpress Themes
- Creating posts
- Creating blogs
- Creating Links
- WordPress Plugins

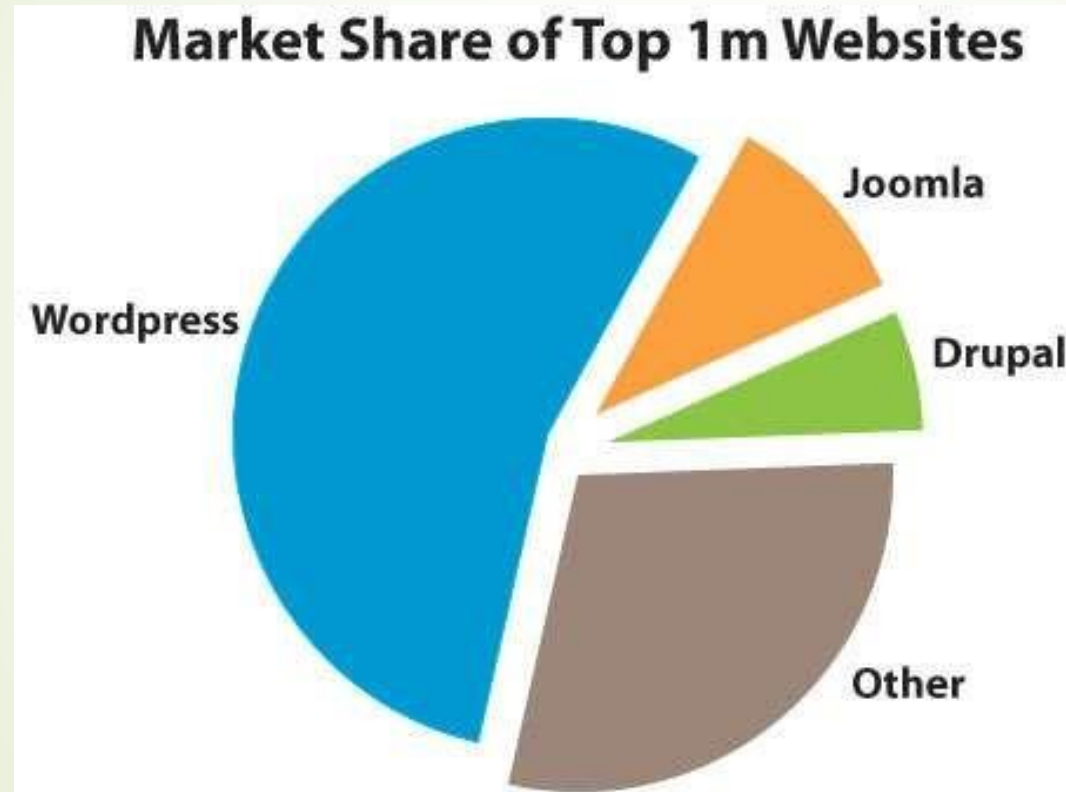
# WHAT IS WORDPRESS?

- Wordpress is powerful CMS for making dynamic and interactive Websites quickly.
- Wordpress allows users to build dynamic websites and blogs that may be updated customized and managed from its back-end.
- Localized in 60 Languages Like Thai, French etc..
- Over 5,00,000 Downloads
- Over 26,000 Plug in
- Over 500+ Themes

# HISTORY OF WORDPRESS

- Wordpress started in 2003 with a single bit of code
- Since then it has grown to be the largest self-hosted blogging tool in the world, used on millions of sites and seen by ten millions of people every day
- Matt Mullenweg and mike little co-founded wordpress

# DEMAND OF WORDPRESS..!!



# FEATURES OF WORDPRESS

FEATURES  
Of  
**WORDPRESS**



# FEATURES OF WORDPRESS



# ADVANTAGE OF WORDPRESS..!!

- ❑ Open source web Application
- ❑ Superb plugins are available
- ❑ Create web application in short period
- ❑ Safe and secure websites
- ❑ Easy to use
- ❑ Create Multi-Author Sites
- ❑ SEO(Search engine optimization) friendly
- ❑ Create Responsive website
- ❑ Best blogging platform



## WHAT IS DIFFERENCE BETWEEN WORDPRESS.COM AND WORDPRESS.ORG



# WHAT IS DIFFERENCE BETWEEN WORDPRESS.COM AND WORDPRESS.ORG

## [WWW.Wordpress.org](http://www.wordpress.org)

- Use your own domain name
- This is used to create Website
- Upload and install themes and plugins
- Edit the code behind your site
- Install a plugin, like Jetpack, to enable sharing functionality on your site. Visit the WordPress.org support forums for assistance.
- No registration with WordPress.org is required.

## [WWW.Wordpress.com](http://www.wordpress.com)

- No hosting costs
- This is used to createblog
- No managing a web server
- Easy to set up
- No Customization option
- No uploading custom theme
- No uploading plugins
- No access to your site's code

## PREREQUISITES-WHAT YOU NEED

- Wamp Server/Xampp Server
- Wordpress Package
- Any smart editor(Dreamweaver and notepad++)

# WORDPRESS-SETUP STEPS



## PRACTICAL STEPS

Step 1:Already Install  
wamp server

Step 2:  
Start Server

Step 3:copy WordPress package  
in directory(www)

Step 4:Goto  
PHPmyadmin and Create  
Database

# CREATE DATABASE



The screenshot shows the 'Databases' page in phpMyAdmin. At the top, there are navigation tabs: Databases, SQL, Status, Binary log, Processes, Privileges, and Export. Below the tabs, the 'Databases' section is visible. It includes a 'Create new database' form with an empty text input field, a 'Collation' dropdown menu, and a 'Create' button. Below the form is a table listing existing databases:

Database	Master replication
<input type="checkbox"/> information_schema	✓ Replicated <a href="#">Check Privileges</a>
<input type="checkbox"/> performance_schema	✓ Replicated <a href="#">Check Privileges</a>
<input type="checkbox"/> testsitesql	✓ Replicated <a href="#">Check Privileges</a>
<b>Total: 6</b>	

Below the table, there are controls for 'Check All / Uncheck All With selected' and a 'Drop' button. At the bottom, there is an 'Enable Statistics' section with a warning note: 'Note: Enabling the database statistics here might cause heavy traffic between the web server and the MySQL server'.

← This is your database

# WORDPRESS INSTALLATION SCREEN

Open wordpress package in browser(localhost/yourfoldername).



# SET DATABASE NAME AND PASSWORD

A screenshot of the WordPress database configuration form. At the top is the WordPress logo and the word "WORDPRESS". Below it is a note: "Below you should enter your database connection details. If you're not sure about these, contact your host." The form contains five rows of input fields with labels and descriptions. The fields are: "Database Name" with the value "testsitesql", "User Name" with the value "root", "Password" which is empty, "Database Host" with the value "localhost", and "Table Prefix" with the value "wp\_". A "Submit" button is located at the bottom left of the form.

 **WORDPRESS**

Below you should enter your database connection details. If you're not sure about these, contact your host.

<b>Database Name</b>	<input type="text" value="testsitesql"/>	The name of the database you want to run WP in.
<b>User Name</b>	<input type="text" value="root"/>	Your MySQL username
<b>Password</b>	<input type="password"/>	...and your MySQL password.
<b>Database Host</b>	<input type="text" value="localhost"/>	You should be able to get this info from your web host, if <code>localhost</code> does not work.
<b>Table Prefix</b>	<input type="text" value="wp_"/>	If you want to run multiple WordPress installations in a single database, change this.



# RUN AND INSTALL



All right sparky! You've made it through this part of the installation. WordPress can now communicate with your database. If you are ready, time now to...

Run the install

# SET SITE TITLE AND SITE USERNAME & PWD

**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.

**Site Title**

**Username**   
Usernames can have only alphanumeric characters, spaces, underscores, hyphens, periods and the @ symbol.

**Password, twice**   
A password will be automatically generated for you if you leave this blank.   
**Very weak**  
Hint: The password should be at least seven characters long. To make it stronger, use upper and lower case letters, numbers and symbols like ! " ? \$ % ^ & ; .

**Your E-mail**   
Double-check your email address before continuing.

**Privacy**  Allow my site to appear in search engines like Google and Technorati.

# INSTALL SUCCESSFULLY..!!

A screenshot of the WordPress installation success screen. At the top is the WordPress logo (a 'W' in a circle) followed by the word "WORDPRESS" in blue. Below the logo is the word "Success!" in a large, bold, black font. A horizontal line separates this from the text "WordPress has been installed. Were you expecting more steps? Sorry to disappoint." Below this text are two rows of information: "Username" followed by "admin" and "Password" followed by "Your chosen password." At the bottom left is a rounded button labeled "Log In".

**WordPress**

**Success!**

---

WordPress has been installed. Were you expecting more steps? Sorry to disappoint.

**Username**            admin

**Password**            *Your chosen password.*

Log In

# LOGIN INTO ADMIN PANEL WITH USERNAME AND PASSWORD

Goto browser

localhost/yourwpname/wp-admin

A screenshot of the WordPress login interface. At the top, the WordPress logo (a 'W' in a circle) is followed by the word "WORDPRESS" in a serif font. Below this is a white login box with a light blue border. Inside the box, there are two text input fields: "Username" and "Password". Below the "Password" field is a checkbox labeled "Remember Me". To the right of the checkbox is a blue "Log In" button. Below the login box, there is a link for "Lost your password?" and a link for "← Back to [Your Site Name]".

 **WORDPRESS**

Username

Password

Remember Me

[Lost your password?](#)

[← Back to \[Your Site Name\]](#)

# VISIT YOUR SITE

## Twenty Fifteen

The WordPress default theme for 2015.

### Home

Welcome to Twenty Fifteen.

### Dropdown

This is dropdown menu demo.

### About

Nice to meet you. [Read more about me.](#)

### Blog

This is my blog.

## ABOUT

Our 2015 default theme is clean, blog-focused, and designed for clarity. Twenty Fifteen's simple, straightforward typography is readable on a wide variety of screen sizes, and suitable for multiple languages.



## The Myth of the Pier

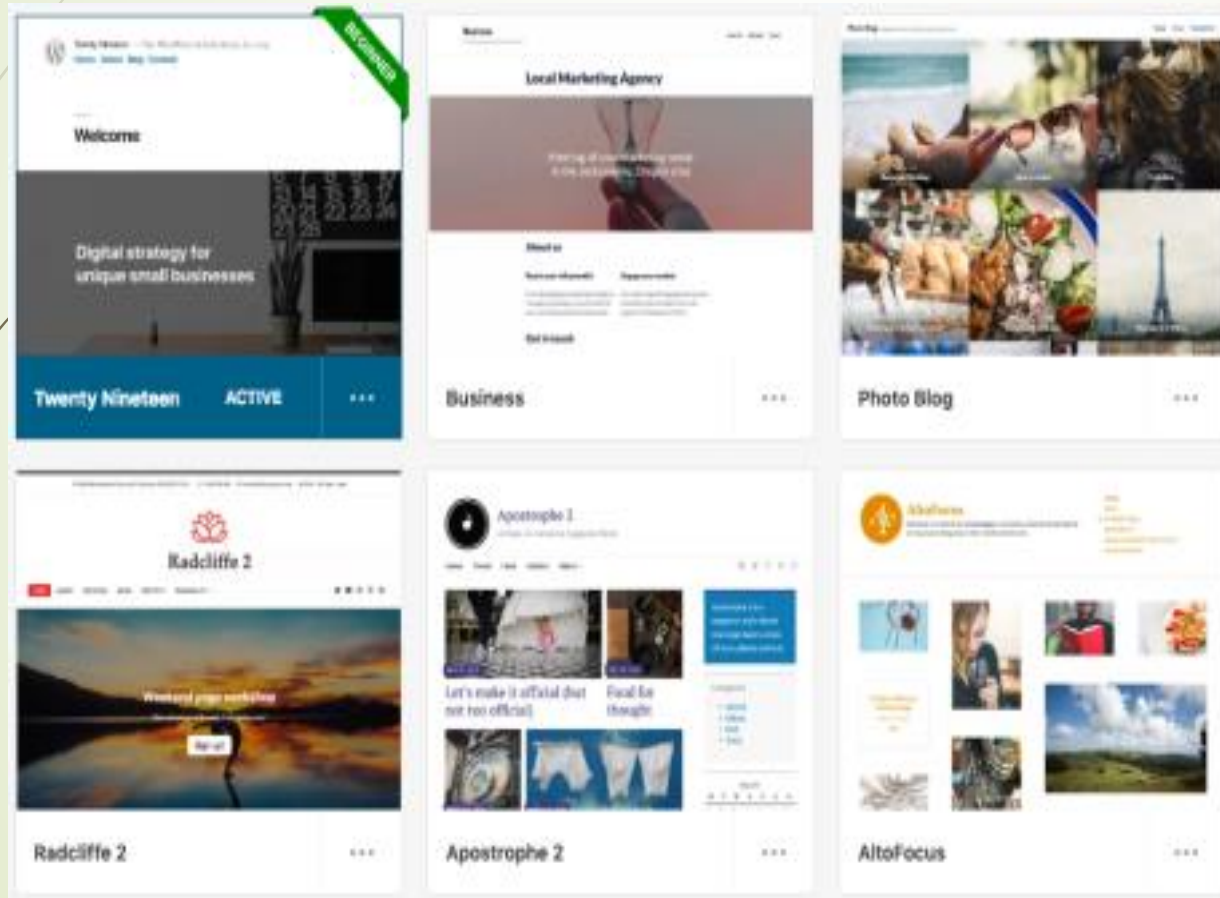
Attired after the fashion of the Middle Ages, they bore upon their shoulders a splendid pair of wings; but what especially distinguished them was the long noses which were fastened to their faces, and the uses which they made of them. These noses were made of bamboo, and were five, six, and even ten feet long, some straight, others curved, some ribboned, and some having imitation warts upon them.

It happened that the performer who had hitherto formed the base of the Car had quitted the troupe, and as, to fill this part, only strength and adroitness were necessary

## WordPress Themes

### What is a Theme?

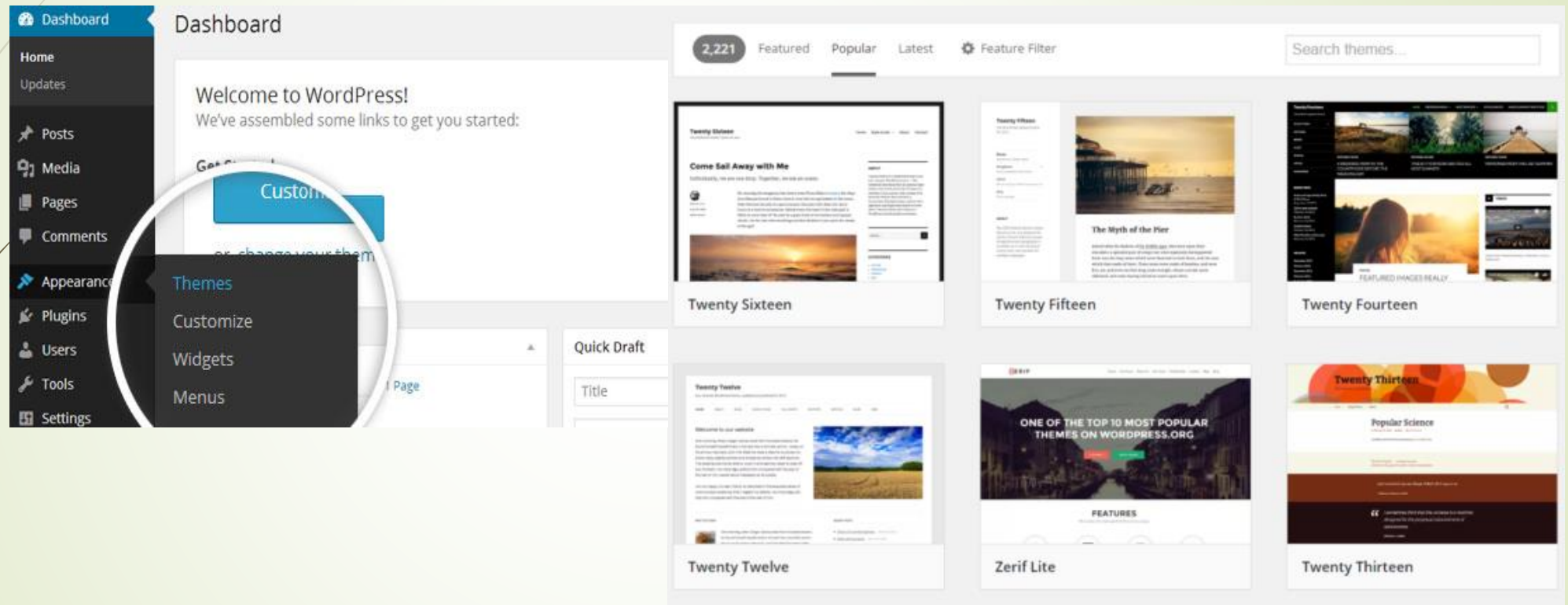
A theme is the overall look and feel of your site. A theme defines where menus and widgets appear on your site, as well as the color scheme and the default layout of pages and posts.



Examples of Themes in our Theme Showcase

## View Themes

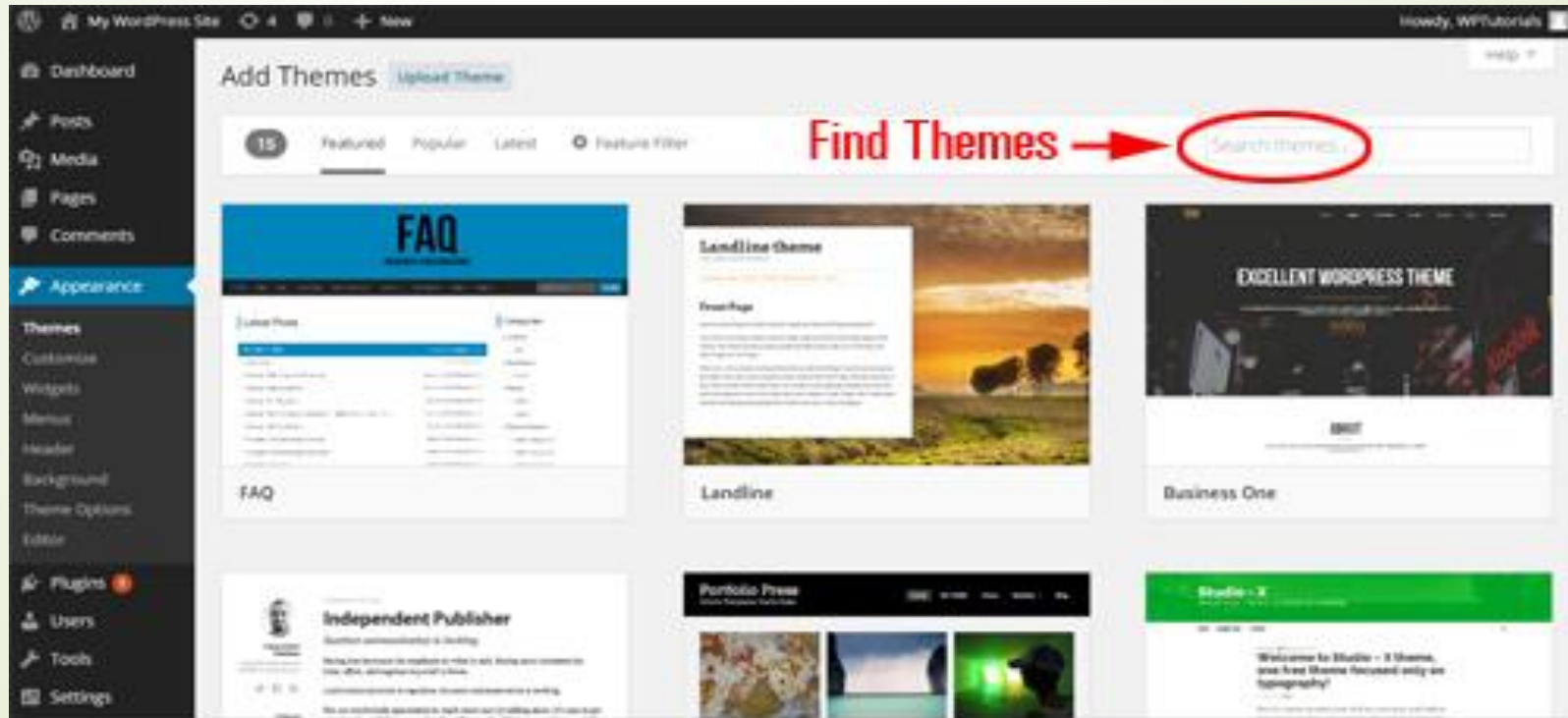
We have a Theme Showcase full of 300 different designs, layouts, and color schemes to suit your site's needs.

The image is a composite of two screenshots. On the left is a portion of the WordPress dashboard. The top navigation bar includes 'Dashboard', 'Home', 'Updates', 'Posts', 'Media', 'Pages', 'Comments', 'Appearance', 'Plugins', 'Users', 'Tools', and 'Settings'. The 'Appearance' menu is expanded, showing 'Themes', 'Customize', 'Widgets', and 'Menus'. A white circle highlights the 'Themes' option. On the right is a screenshot of the WordPress Theme Showcase. At the top, it shows '2,221' themes, with filters for 'Featured', 'Popular', and 'Latest', and a 'Feature Filter' icon. A search bar contains the text 'Search themes...'. Below are six theme preview cards: 'Twenty Sixteen' (sunset over water), 'Twenty Fifteen' (sunset over a pier), 'Twenty Fourteen' (woman's face in a field), 'Twenty Twelve' (field under a blue sky), 'Zerif Lite' (night city street), and 'Twenty Thirteen' (orange and yellow abstract shapes).

## Search for a Theme

Looking for a particular theme or a feature? Enter your keyword in the search box, and you'll only be shown themes that match.

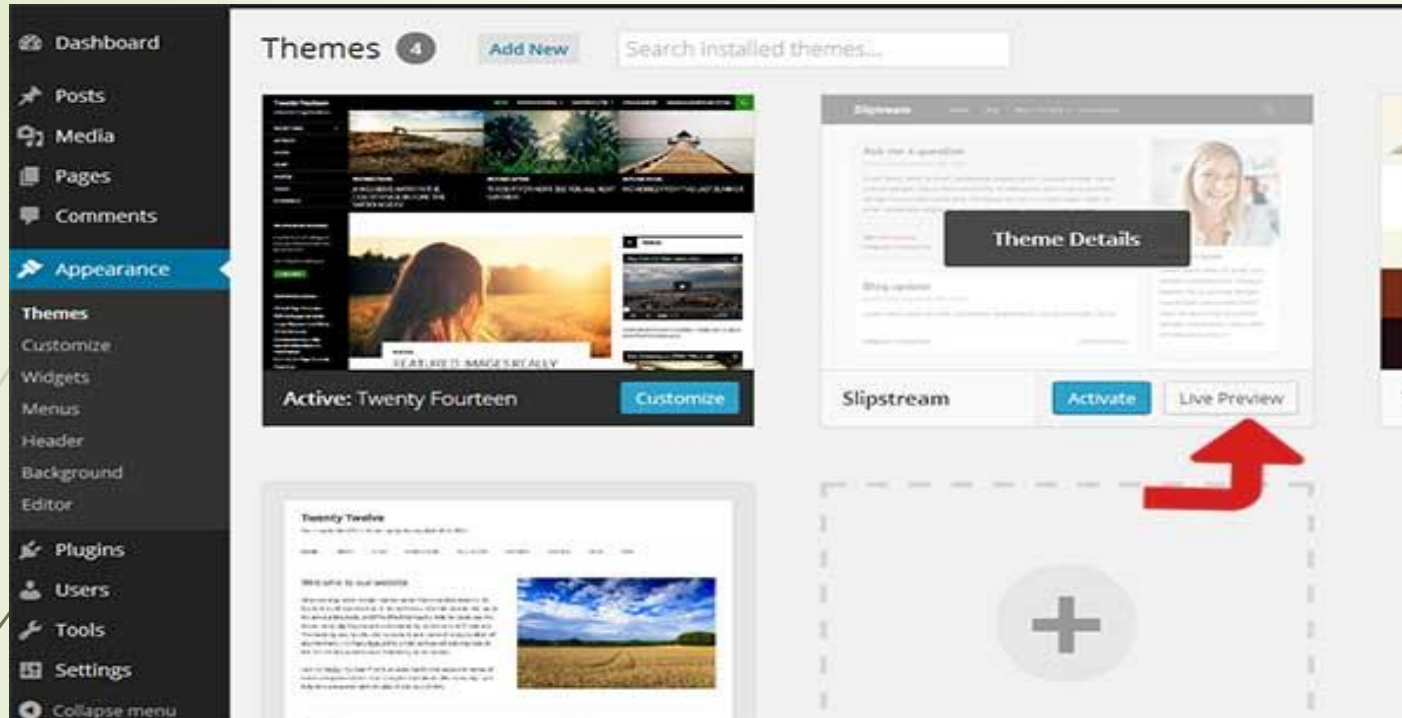
Click on **Feature Filter** to filter to the themes available to all sites, or click on **Popular** to filter to themes included in the [Premium or higher plan](#). Premium themes can also be purchased for use on a site that doesn't have a Premium or higher plan.

A screenshot of the WordPress dashboard's 'Add Themes' section. The left sidebar shows the 'Appearance' menu with 'Themes' selected. The main content area has a search bar labeled 'Search themes...' which is circled in red. A red arrow points to this search bar with the text 'Find Themes'. Below the search bar, there are several theme cards displayed, including 'FAQ', 'Landline', 'Business One', 'Independent Publisher', 'Portfolio Press', and 'Studio - 2'. The top of the dashboard shows 'My WordPress Site' and 'Howdy, WPtutorials'.

**Search For Free WordPress Themes Inside Your WP Dashboard!**

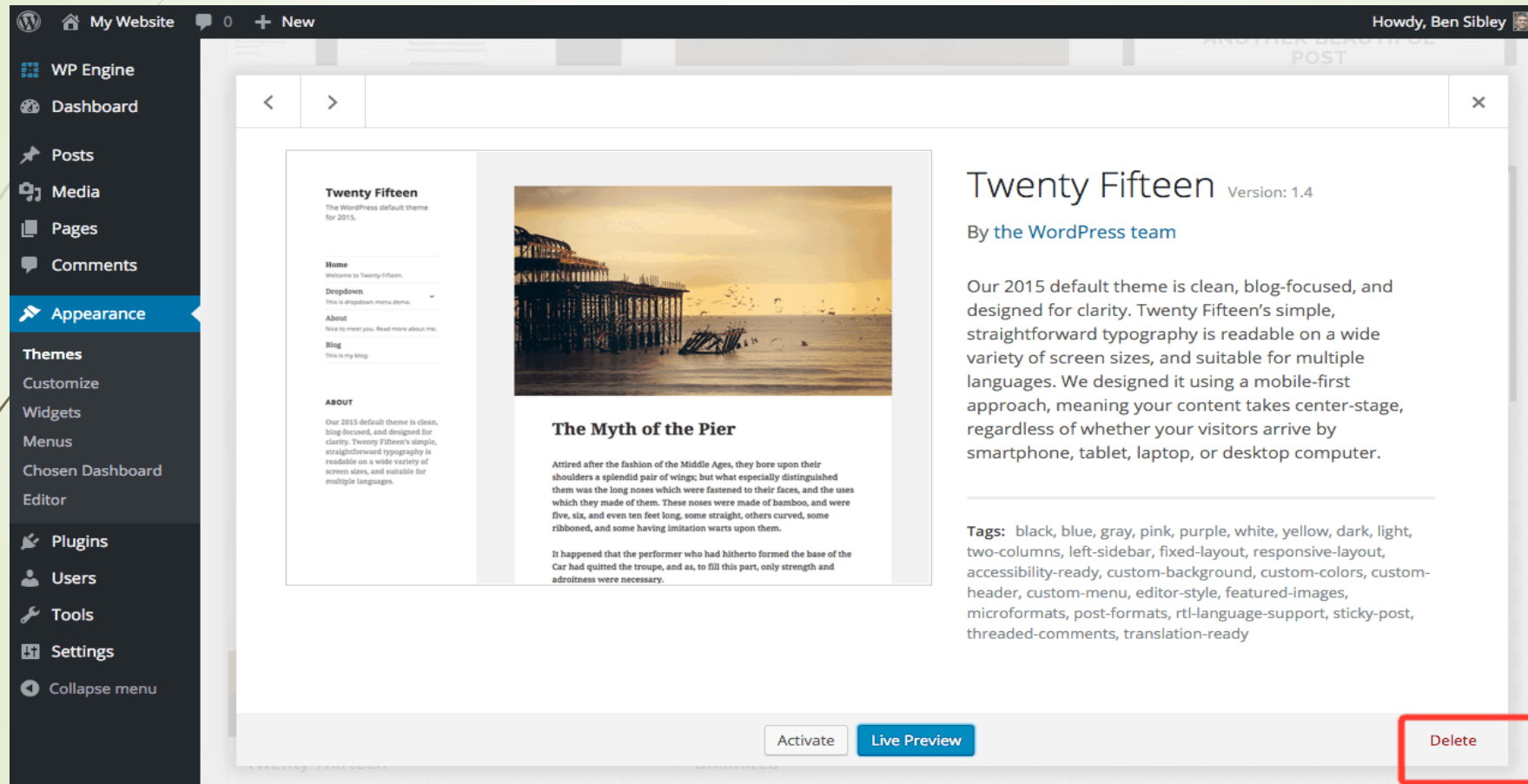


## Theme Menu



- **Live Preview** – A specially designed site showcasing all of the features of a particular theme
- **Activate** – immediately apply the theme to your live site
- **Customize** – view what your site with your content will look like with the new theme

## Preview Menu

A screenshot of the WordPress dashboard's theme preview interface. On the left is a dark sidebar menu with options like WP Engine, Dashboard, Posts, Media, Pages, Comments, Appearance (highlighted), Themes, Customizer, Widgets, Menus, Chosen Dashboard, Editor, Plugins, Users, Tools, Settings, and Collapse menu. The main area shows a preview of the 'Twenty Fifteen' theme. It includes a title 'Twenty Fifteen Version: 1.4', the author 'By the WordPress team', a description of the theme's features, a list of tags, and three buttons at the bottom: 'Activate', 'Live Preview', and 'Delete' (which is highlighted with a red border).

My Website 0 + New

Howdy, Ben Sibley

WP Engine

Dashboard

Posts

Media

Pages

Comments

Appearance

Themes

Customize

Widgets

Menus

Chosen Dashboard

Editor

Plugins

Users

Tools

Settings

Collapse menu



### Twenty Fifteen

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Attired after the fashion of the Middle Ages, they bore upon their shoulders a splendid pair of wings; but what especially distinguished them was the long noses which were fastened to their faces, and the uses which they made of them. These noses were made of bamboo, and were five, six, and even ten feet long, some straight, others curved, some ribboned, and some having imitation warts upon them.

It happened that the performer who had hitherto formed the base of the Car had quitted the troupe, and as, to fill this part, only strength and adroitness were necessary.

## Twenty Fifteen Version: 1.4

By the [WordPress team](#)

Our 2015 default theme is clean, blog-focused, and designed for clarity. Twenty Fifteen's simple, straightforward typography is readable on a wide variety of screen sizes, and suitable for multiple languages. We designed it using a mobile-first approach, meaning your content takes center-stage, regardless of whether your visitors arrive by smartphone, tablet, laptop, or desktop computer.

**Tags:** black, blue, gray, pink, purple, white, yellow, dark, light, two-columns, left-sidebar, fixed-layout, responsive-layout, accessibility-ready, custom-background, custom-colors, custom-header, custom-menu, editor-style, featured-images, microformats, post-formats, rtl-language-support, sticky-post, threaded-comments, translation-ready

Activate

Live Preview

Delete

## THE DO'S AND DON'TS OF CHOOSING A WORDPRESS THEME

1. Make a list of all the features you're looking for in a theme. The WordPress feature filter makes it easy for you to customize your theme search based on the features you want.
2. Choose a theme with a responsive design. It should be compatible with various devices and also, mobile-friendly.
3. Go for a paid theme. While you may be looking to create a website on a budget, free themes are not regularly updated and they lack support. Premium themes are updated, offer more features, are customizable, and are supported.
4. Ensure the theme works on various browsers such as Mozilla and Google Chrome.
5. Read online reviews before choosing a certain theme. This way, you'll get firsthand information on how the theme is.
6. Test a potential theme thoroughly before putting it to actual use.
7. Do not choose a theme which is not SEO friendly.

## **THE DO'S AND DON'TS OF CHOOSING A WORDPRESS THEME (CONTD..)**

1. Don't go for a bloated theme. While these themes may have lots of features, they tend to run slow and distract users.
2. Don't choose a theme with hard-to-read fonts. The fonts should be easily readable and simple.
3. Don't forget to consider its color. Visual appearance plays a big role when it comes to website design. Don't choose extremely bright or extremely dark colors; they should appeal to every user.
4. Don't forget to choose a theme that supports various plugins such as Yoast and others.
5. Don't choose a theme without examining your competitors. If you're looking to stand out from the rest, conduct research on your competitors. This way, you will know what to improve and what to add to your theme so that you can beat them.

These are some of the dos and don'ts you need to consider before choosing a WordPress theme. There are lots of them available and it's up to you to choose the right one.

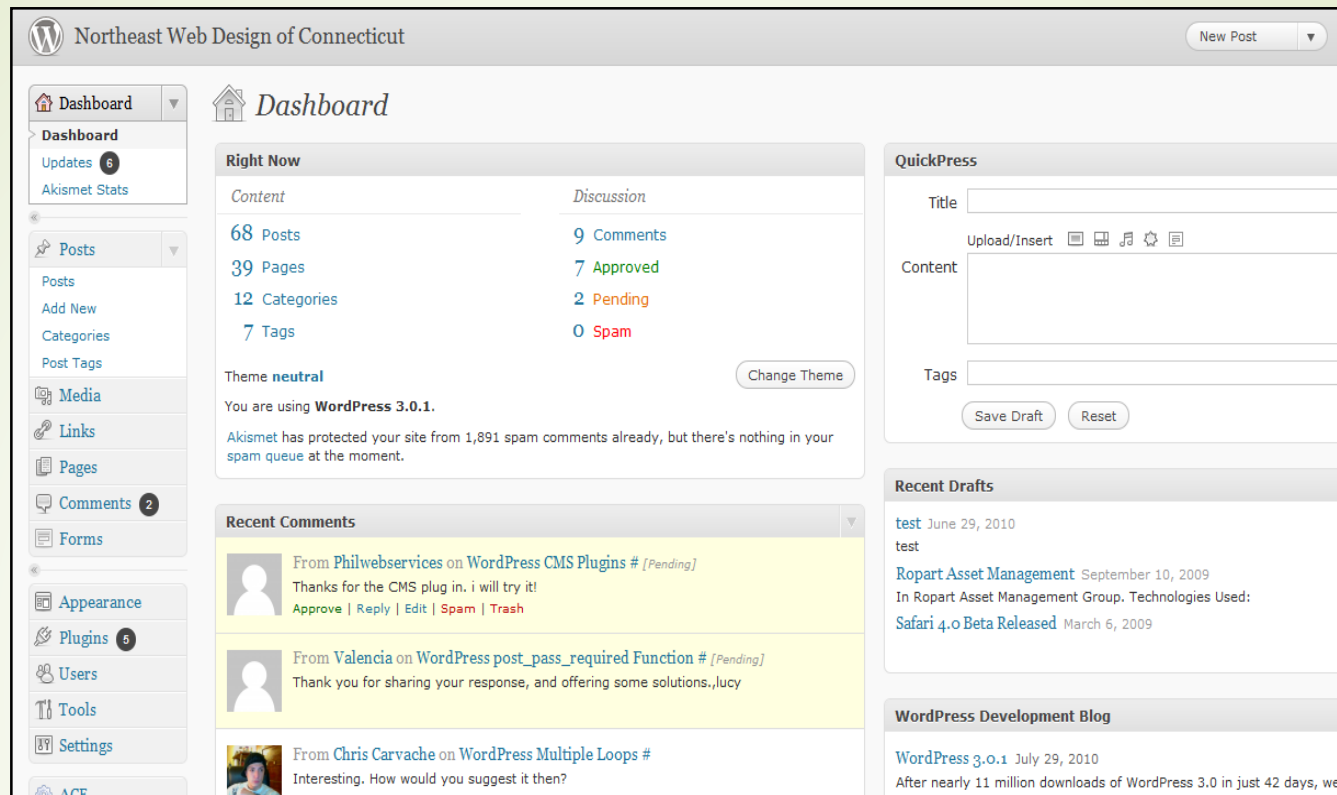


Fig. 4

## The Dashboard

- The Dashboard is the entry page to the Administration portion of Wordpress (Fig. 4). You can ignore most of the information here for now. As you become more comfortable with basic writing and editing of your posts, pages and links, you may wish to use the additional information for managing your site.
- **For now, notice the second navigation box on the left-hand side of the screen (A)**

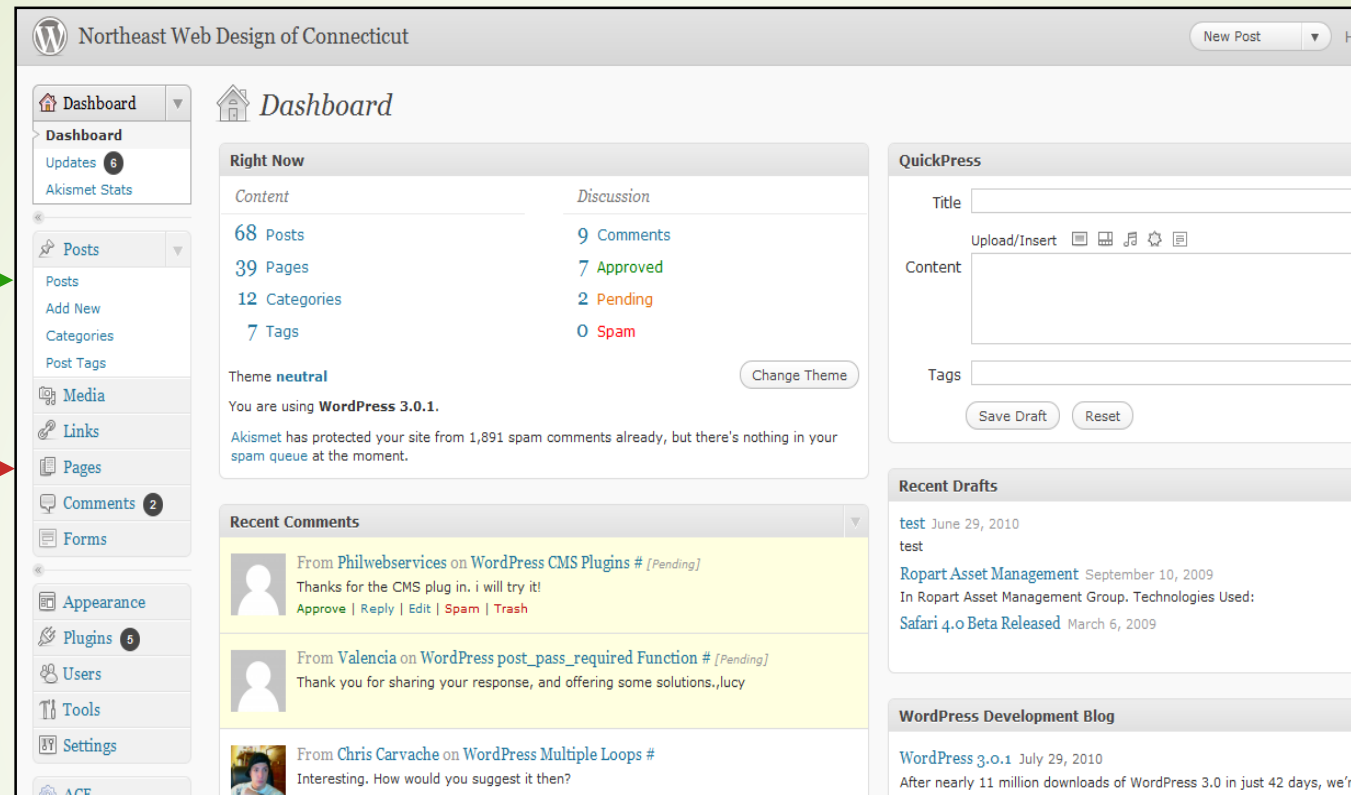


Fig. 4

## The Dashboard

Let's clarify the terms "Posts" (A) and "Pages" (B) in Wordpress. Normally, you will want to write a new Post. "Posts" are organized around categories (e.g., Blog, News, Products, Articles, Services, Resources, Healthy Snacks) while "Pages" have no category and stand alone (e.g., Contact Us, Legal Disclaimer, Terms of Service, Thank You for Shopping With Us).

## Why Write Posts instead of Pages?

- ▶ If you use “posts” and “categories”, Wordpress can organize your site navigation and information architecture for you. This is one of the biggest advantages to using a Content Management System (CMS) program instead of coding individual web pages by hand.
- ▶ Organizing around posts can also improve your SEO rankings, especially if you create categories based on your keyword phrases.
- ▶ Don't be surprised if you never write a “page” after your site is set up. **So plan on writing a new post.** Let's write one now!

*\*Note: Posts are entries organized by categories automatically making the site more user-friendly for you, your visitors and search engines.*

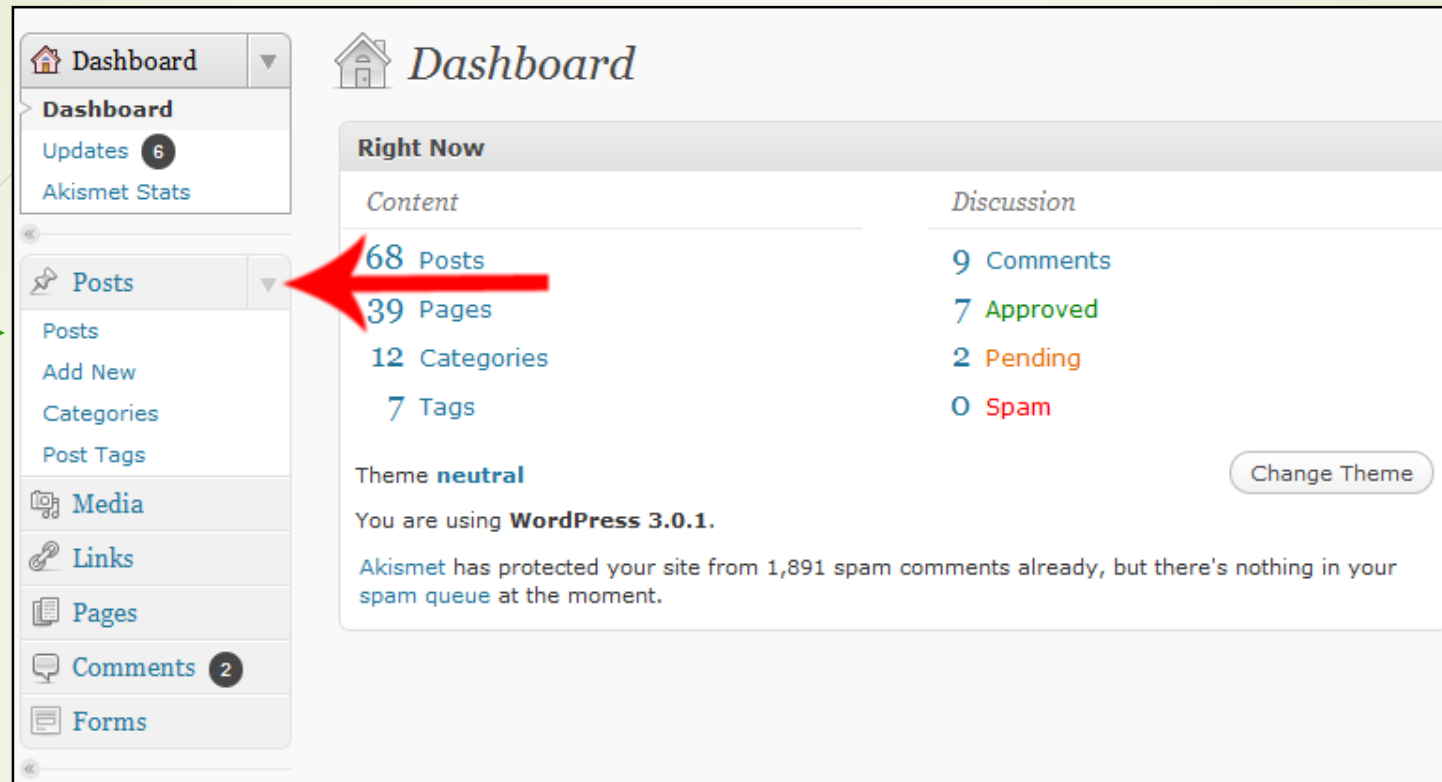


Fig. 5

## Writing a New Post

To start writing a new post for your web site, click the Add New link in the Posts menu (Fig. 5 (A)).

If you don't see, the Posts menu, click on the Expand/Contract triangle which is located where the red arrow is pointing.



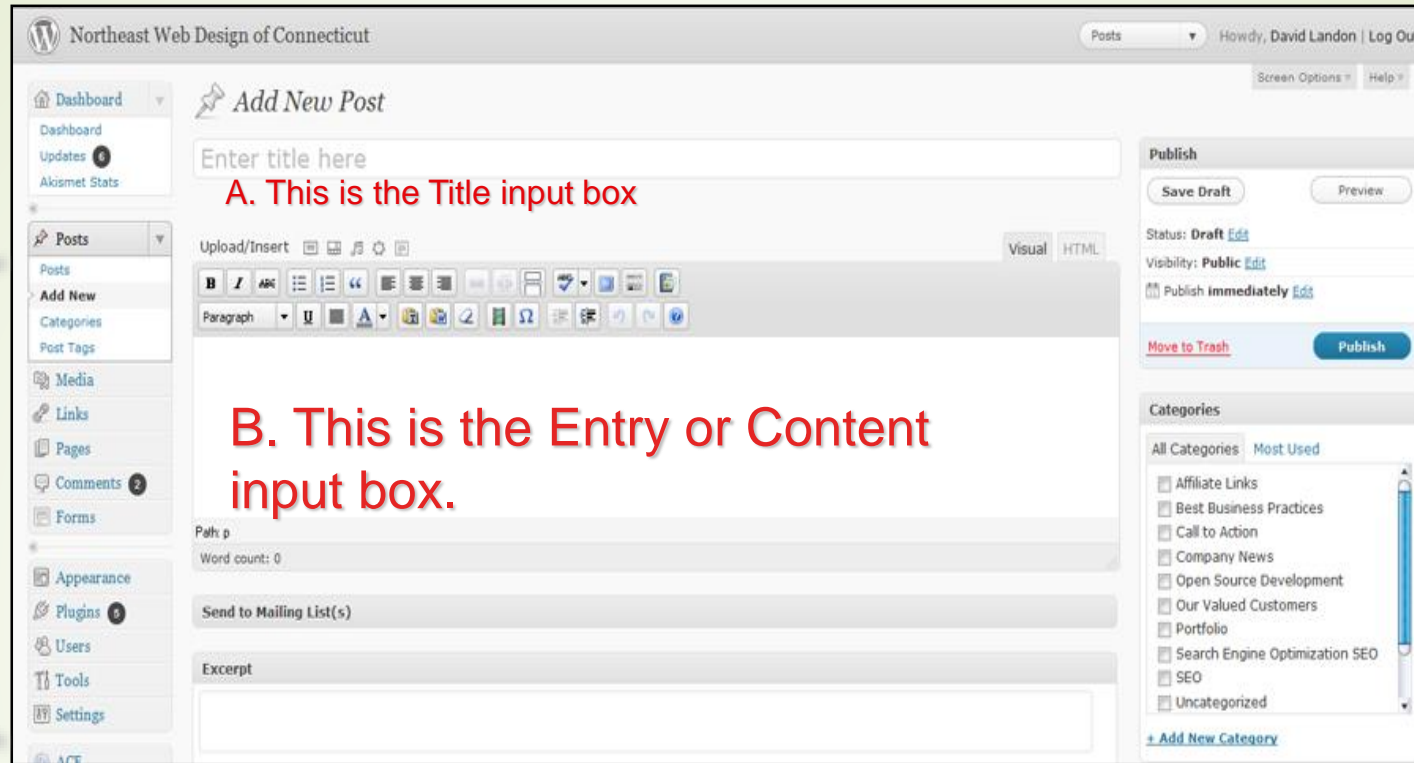


Fig. 6

## Writing a New Post

- ▶ You are now at the “Add New Post” screen. Before you start typing, notice that the left-hand navigation menus remain the same. Also, notice the names of your input boxes: Title and Entry. The Title will be the title of your posts while the Entry will be the content or body of your post.
- ▶ Before you type your entry, let’s talk about the importance of Titles.

## Tips On Titles

- § Ideally, **your post title should contain at least one of your keywords or phrases.** This improves your SEO (search engine optimization).
- § **Don't make the title too long or keyword stuffed.** Assuming “aging” is one of your keywords, “Top 10 Tips for Healthy Aging” is better than “Top 10 Aging Tips for Optimal Aging No Matter What Your Age”.
- § **Choose your title before you start to write.** Otherwise, Wordpress's auto-save feature may assign the title before you've perfected it.
- § **Always spell-check your title before saving.** Why? Because you should...
- § **NEVER change the title of a post** once **you have saved** and published it (i.e., made it public). Changing a post title can cause all kinds of problems both for your site navigation, and for your SEO. Get your title right before you write.

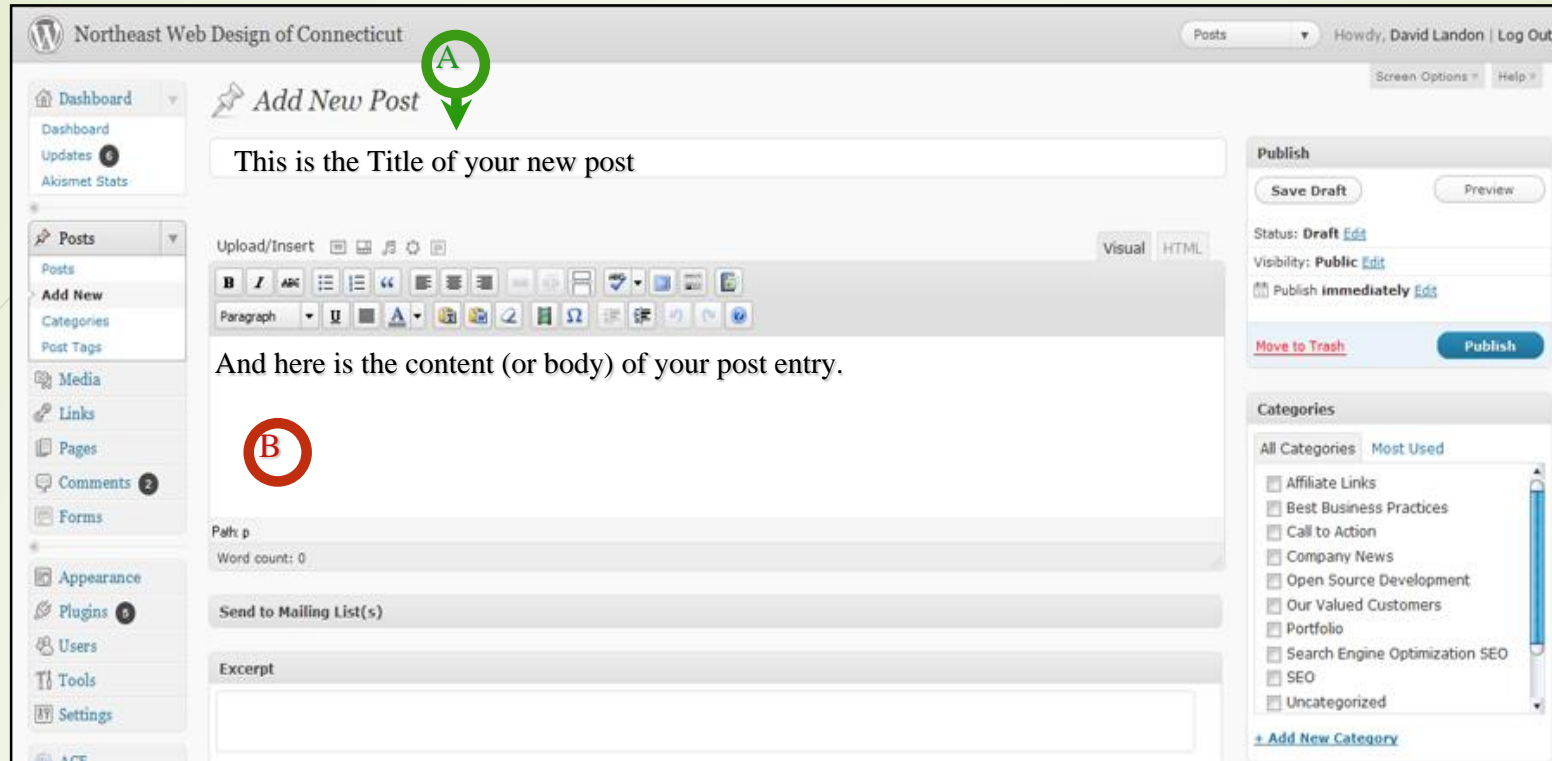


Fig. 7

## Writing a New Post

- **Type your post's title in the Title Input Box (A).**
- **Next, put your text into the Entry/Content input box (B).** You can type the text or copy-and-paste it into the box.
- Next, you'll add some tags.

## Tips On Tags

- § Tags are key words or phrases that help your target audience find the right content. They are used extensively by various search engines. **You should have no more than 2-5 tags per entry.**
- § **Your tags must be relevant to your content** or you will be penalized by the search engines. Your tags should appear in the body of your entry in exactly the same way. For example, the tag “energy therapy” is not the same as “energy therapies” or “energy techniques”.
- § You should be using the tags/keyword phrases that are the most relevant to your target audience and **your content should be built around your tags/keyword phrases.**
- § **You should use a few tags often.** You don't want a bunch of tags that are used only once or twice on your site. The more often you use a tag, the more significant it becomes to the search engines.
- § **You should use tags/keyword phrases that people actually search for.** *It doesn't do any good to use the tag “cooking porcupine” if no one is searching on that phrase.*

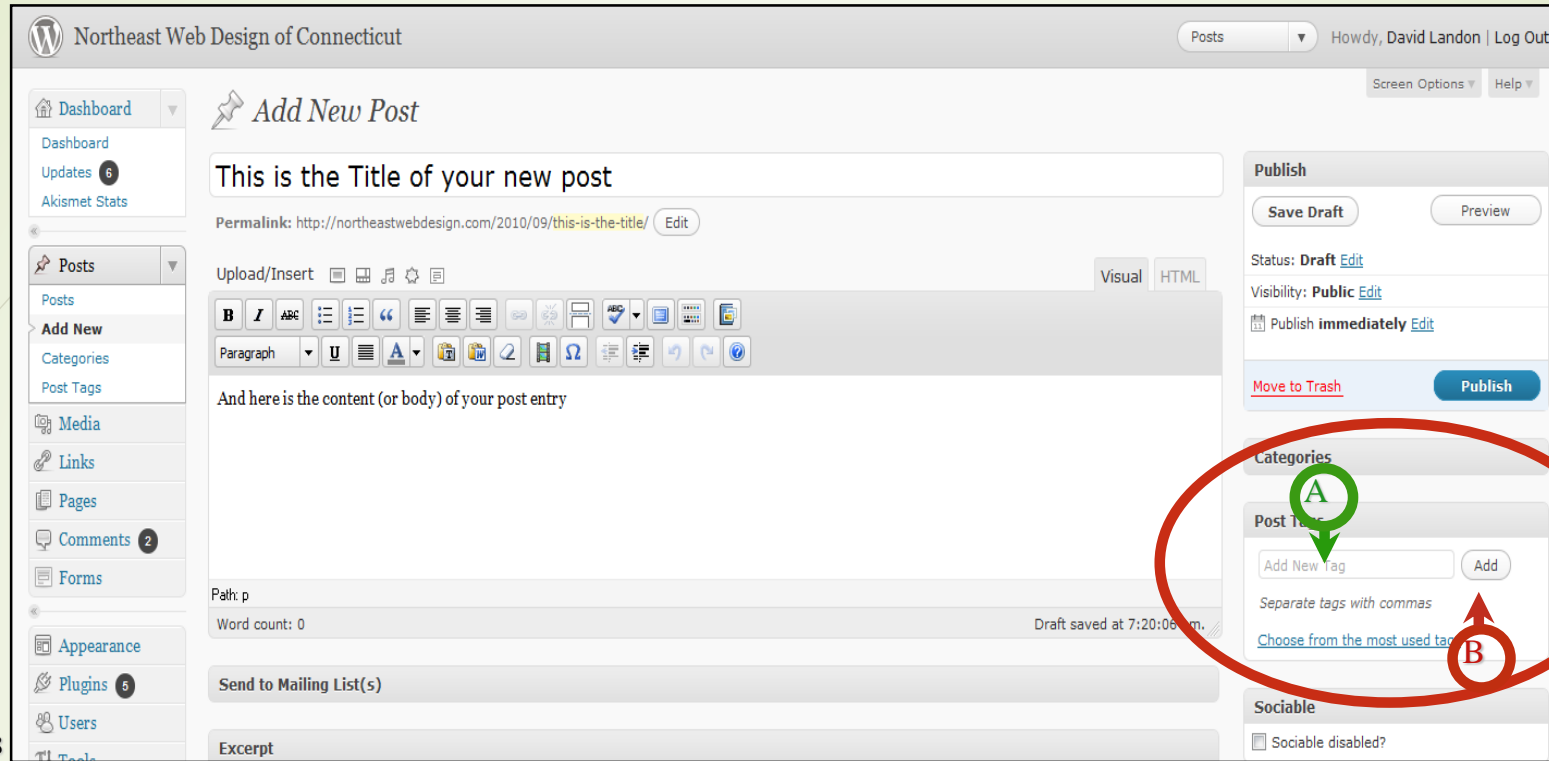


Fig. 8

## Writing a New Post — Adding Tags

- The tag entry box is on the right-hand side of the screen.
- **Type your tags/keyword phrases separated by comas in the Tags input box (A).**
- **Then click on the Add button (B).**

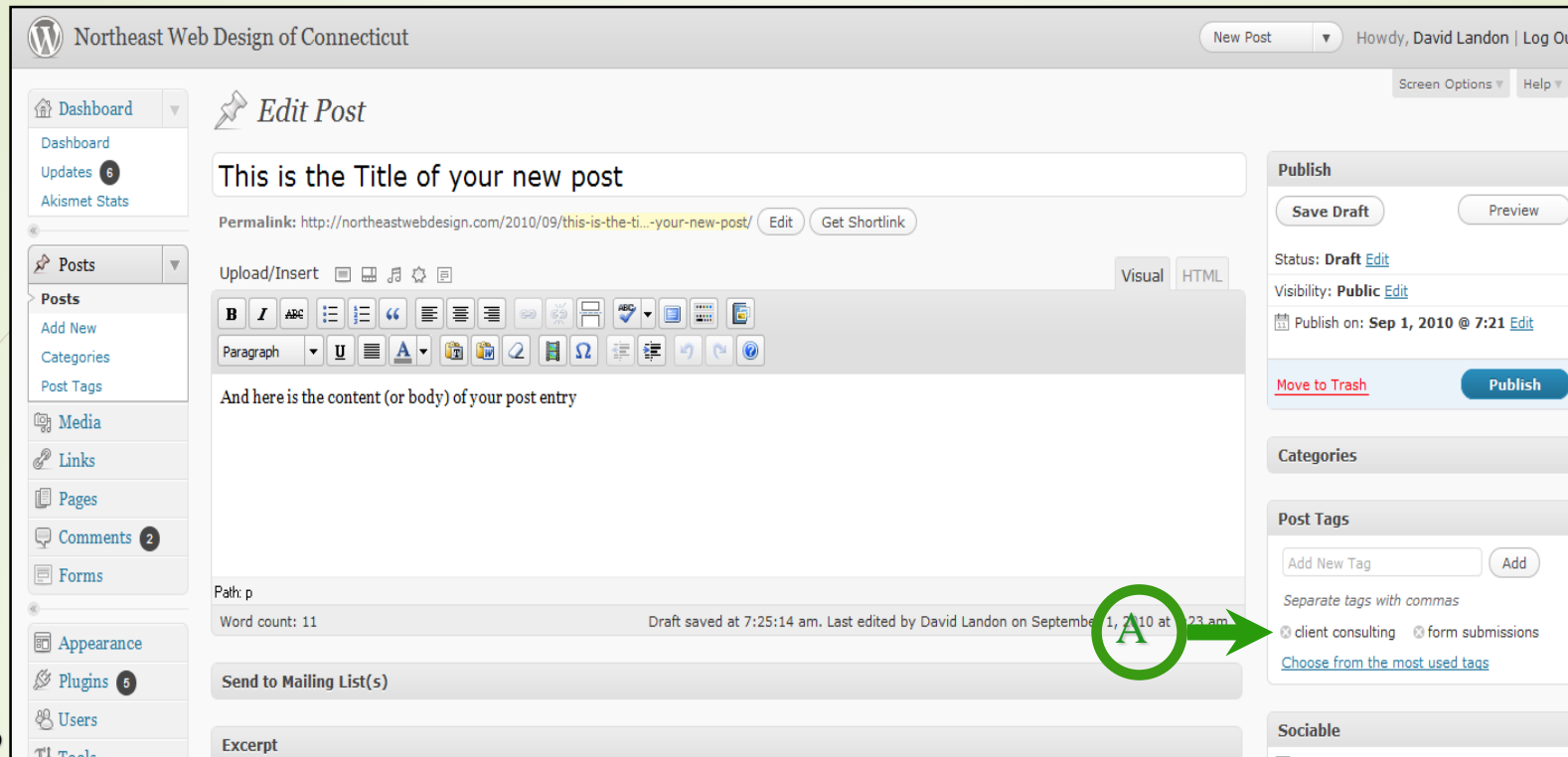


Fig. 9

## Writing a New Post — Adding Tags

- After clicking on the Add button, you should see a list of your tags below “Tags used on this post” (A).
- You're almost done, but before you publish, let's choose a category and decide whether to allow comments or not.

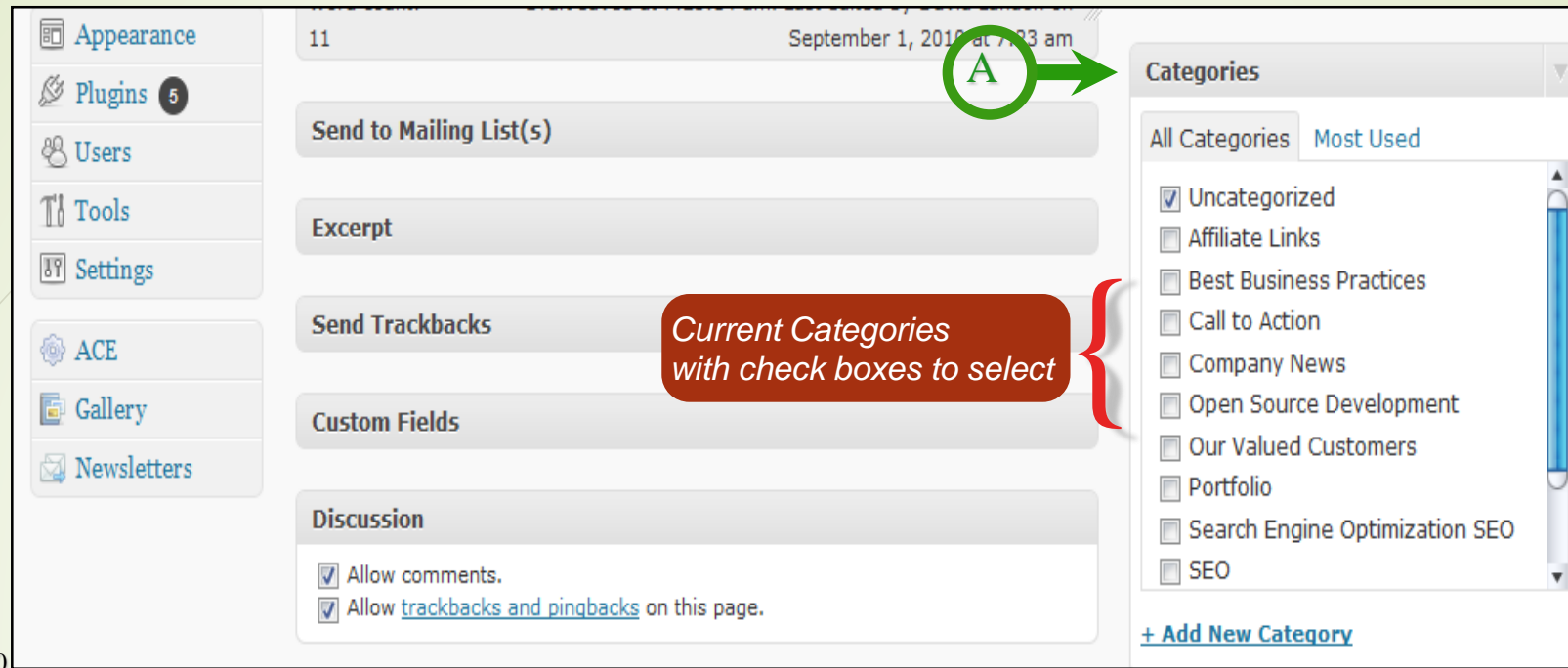


Fig. 10

## Writing a New Post — Selecting a Category

- Scroll down until you see Categories box (A).
- **To select a category for your post, click the check box beside the category name.**
- Your list of categories will be different than the one in Fig. 10. If you have not created any categories, the default category “Uncategorized” will be listed. You’ll learn about adding categories later.

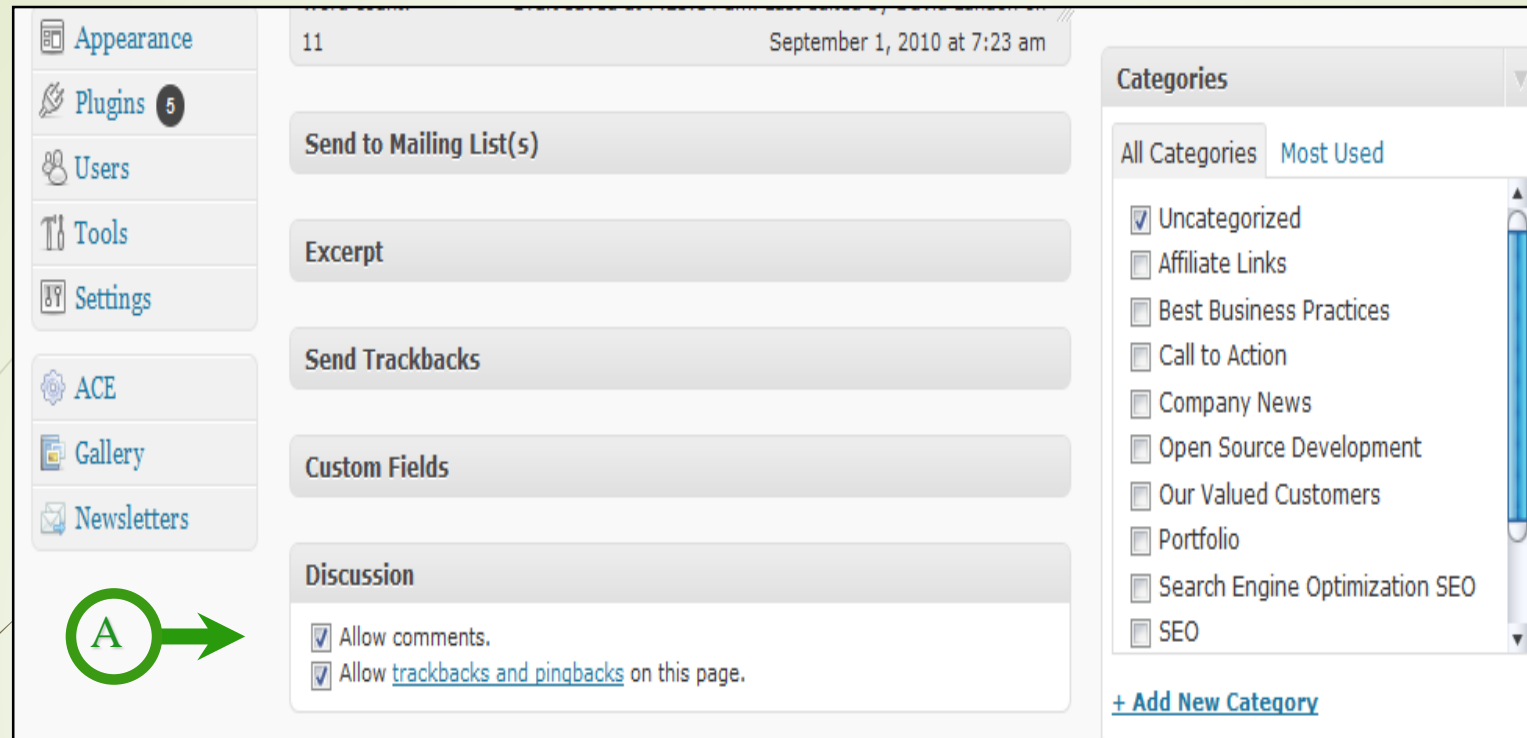


Fig. 11

## Writing a New Post — Comments

- At the bottom of your Post entry screen, you'll see a box labeled "Discussion" with 2 check boxes (A). This allows you to control whether site visitors can submit a comment about this post. The default setting allows comments. There can be SEO advantages to allowing comments, however, **if you do not want to allow comments on this post, click the check box so that the checkbox is cleared.**



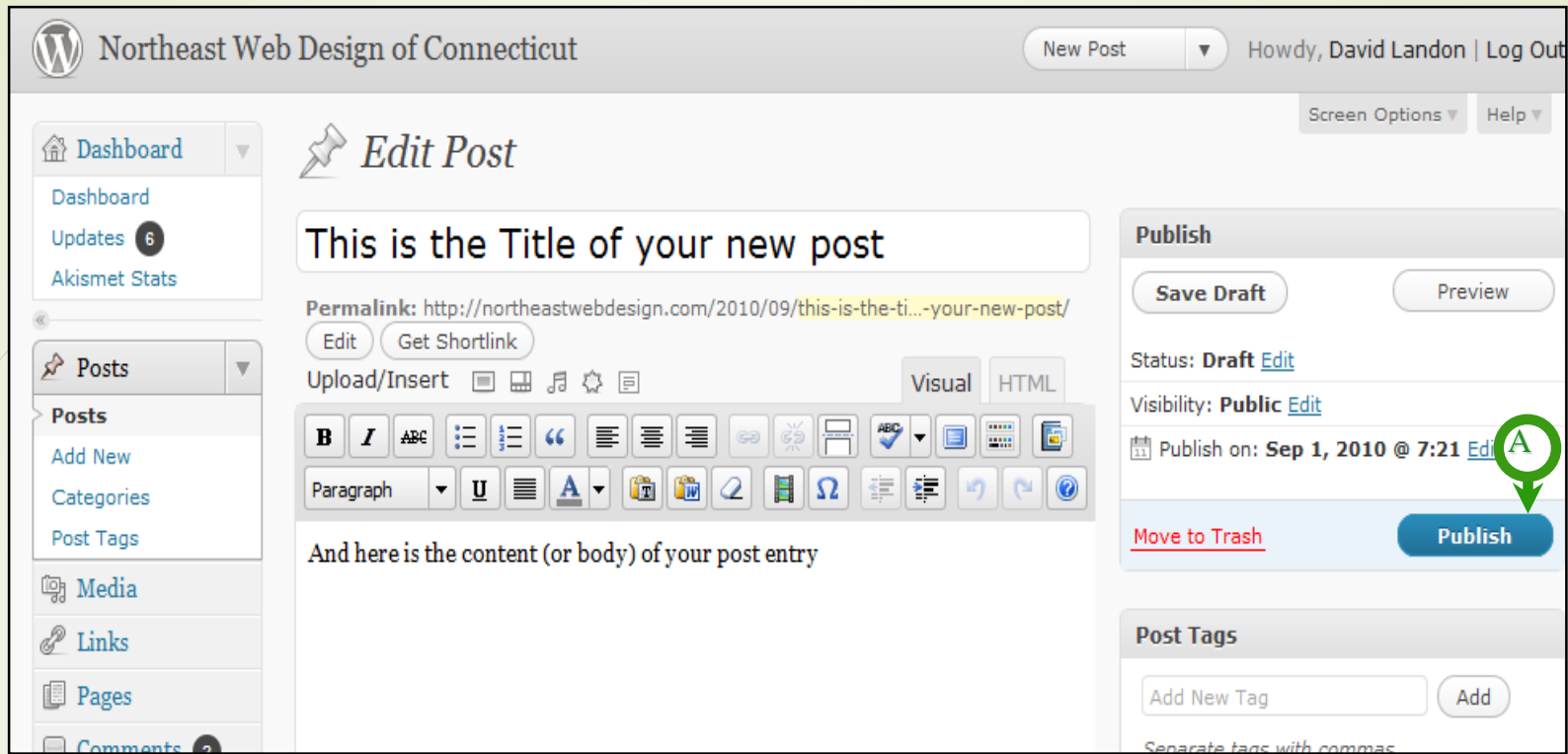


Fig. 12

## Writing a New Post — Publishing

- You have a Title, Body Content, Tags, assigned a Category and decided whether or not to allow comments. You're now ready to publish (i.e. make the post visible on the web) your first post. Scroll back to the top of the page.
- **To publish, click the publish button (A).**



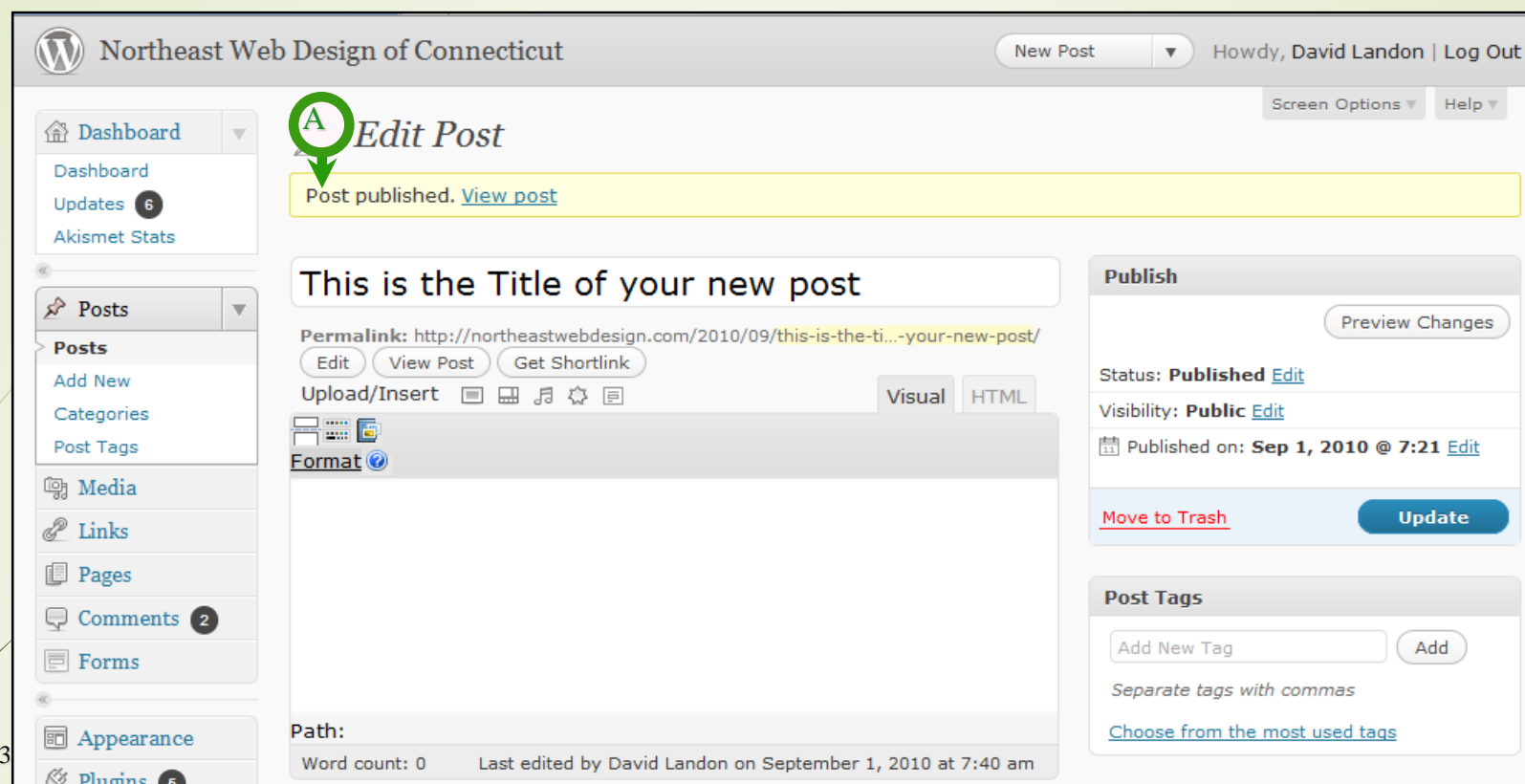


Fig. 13

## Writing a New Post — Publishing

- ▶ A few moments after clicking the Publish button, the screen should refresh and you will see a yellow band across the top with the notice “Post published” and a link to “View post” (A).
- To view your new post, click the View post link.



Fig. 14

## Writing a New Post — Publishing

- And you should see your brand new post on your web site. Congratulations! You've created your first post.
- But wait there's more, (like removing this bogus post from your site). Next we'll look at basic editing.

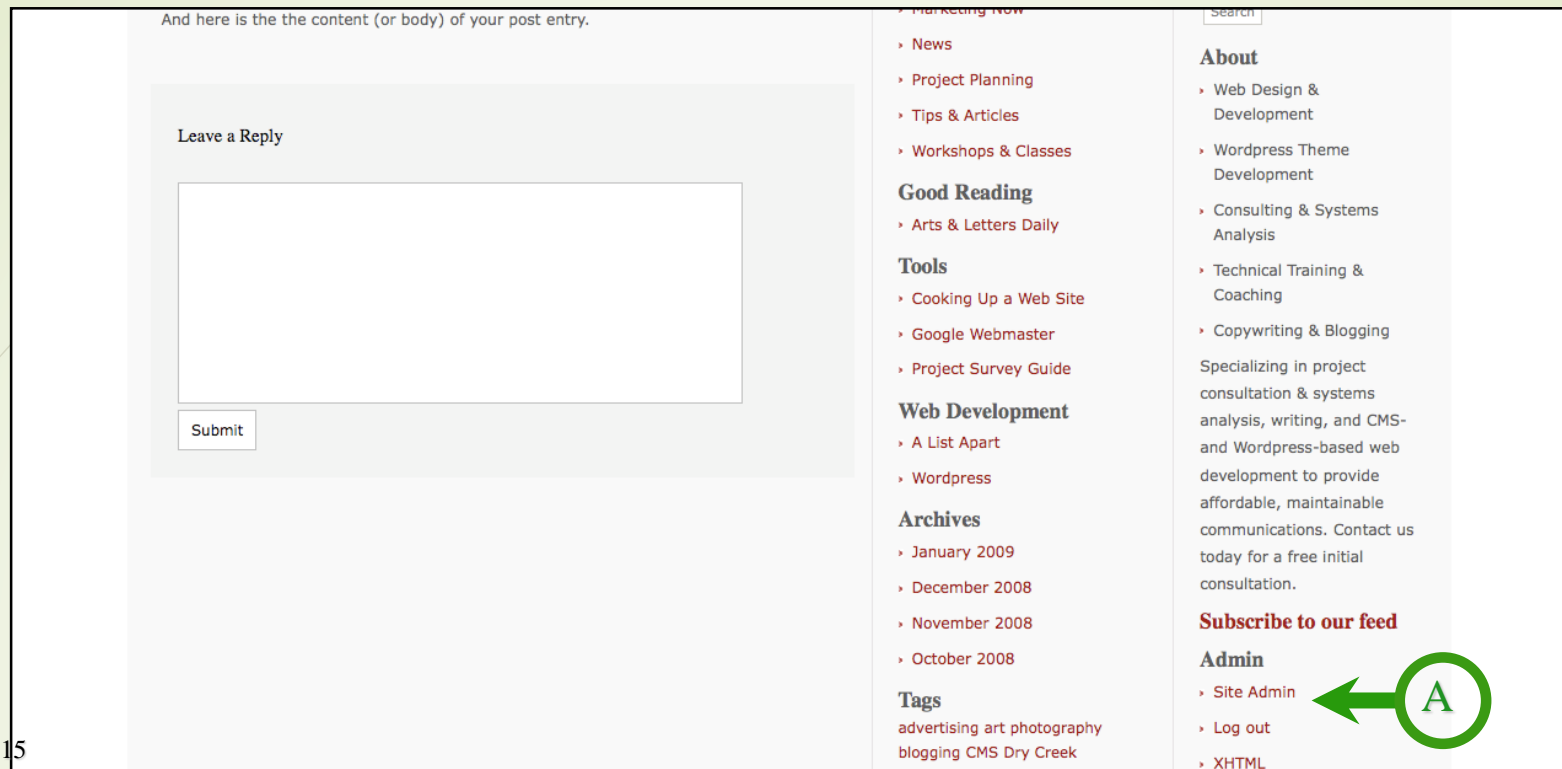


Fig. 15

## Editing a Post

- To begin editing a Post, return to your Wordpress Administration:
- Click the "Site Admin" link of your web site navigation (under Admin or Meta) (for example, (A) ), **OR**
- Click the Back button of your web browser, **OR**
- Type in the URL to you WP Admin in your browser (for example, <http://northeastwebdesign.com/wp-admin>)

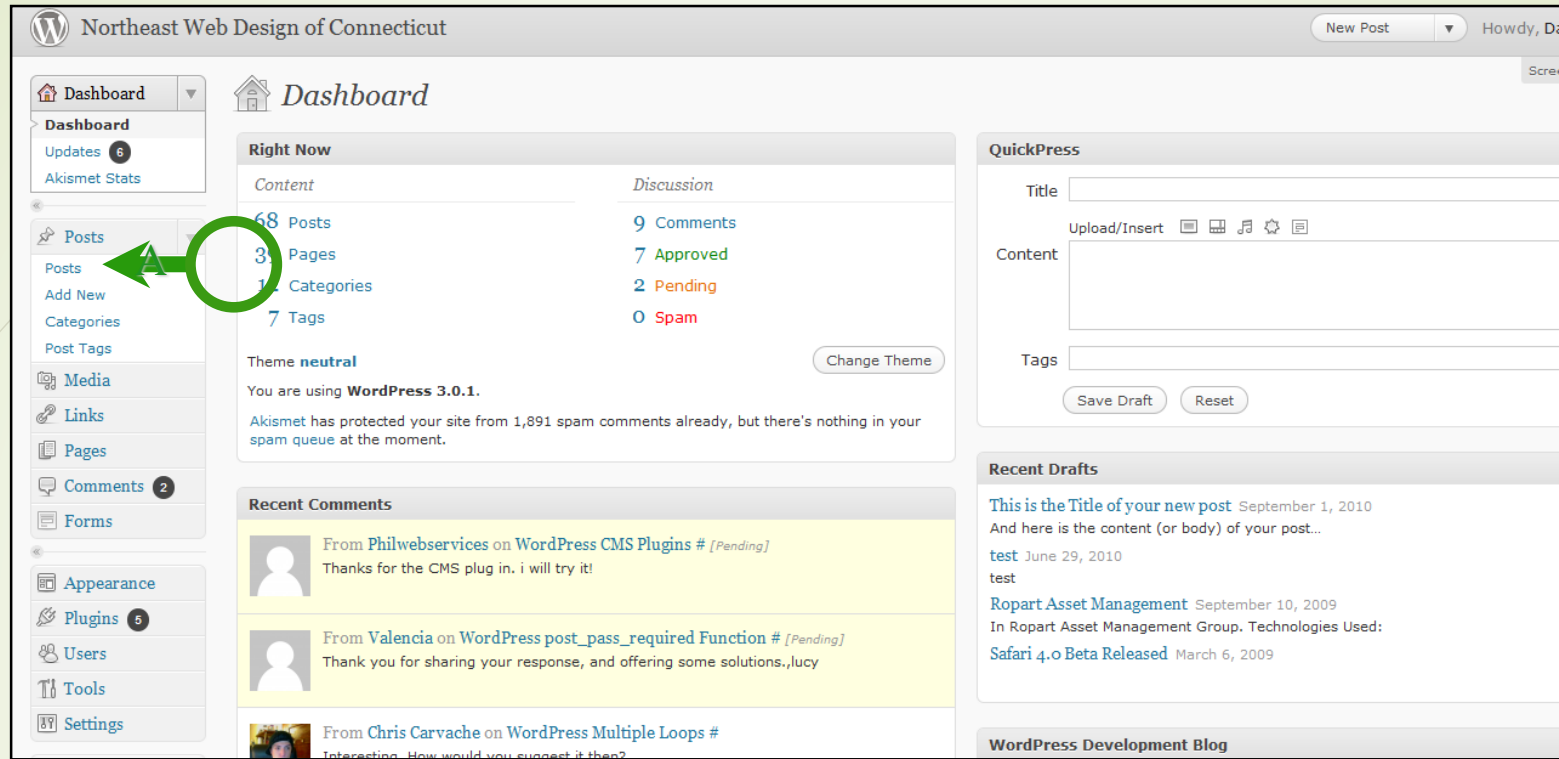
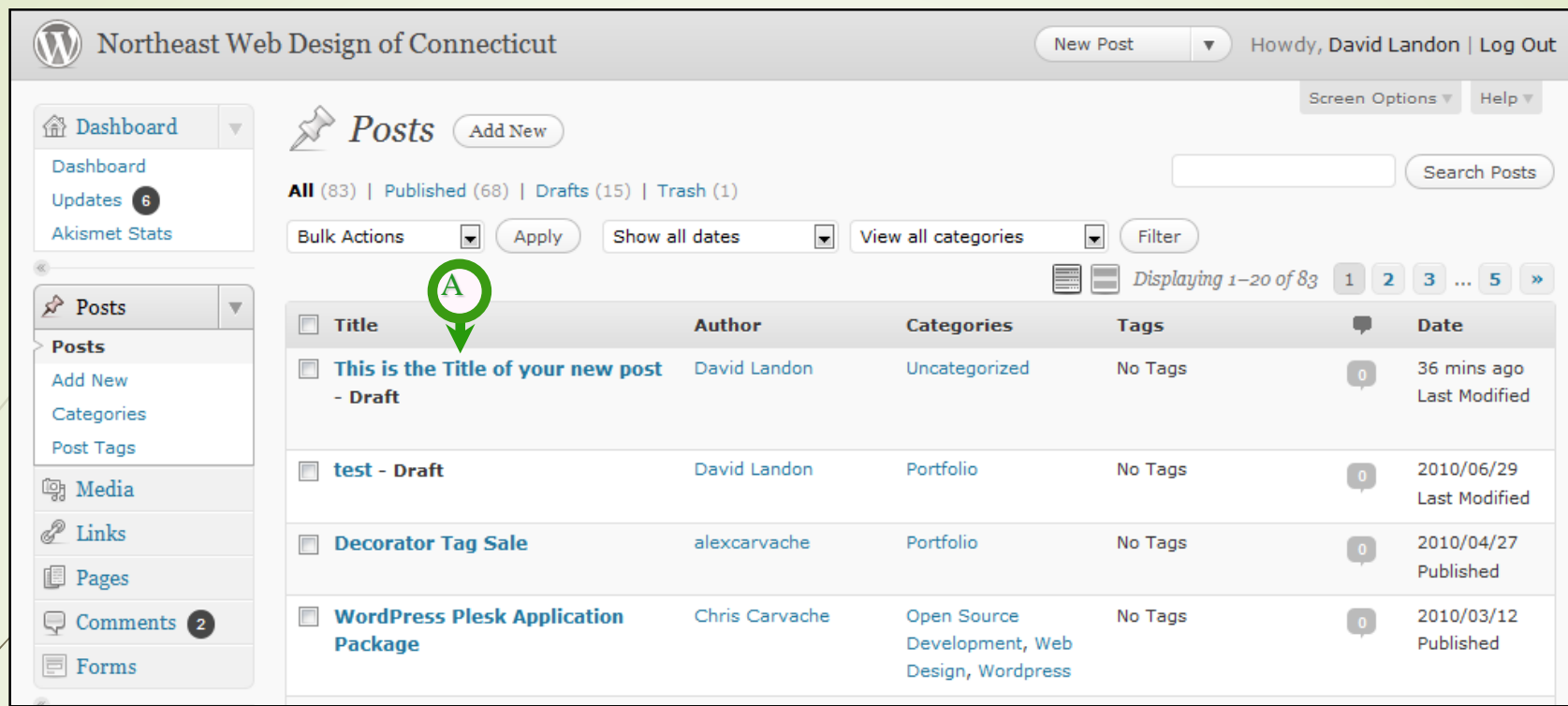


Fig. 16

## Editing a Post

- However, you get to your WP Administration, the important thing is the Posts link in the left-hand Posts navigation box (A).
- **Click on the Posts link.**



Northeast Web Design of Connecticut

New Post Howdy, David Landon | Log Out

Dashboard Updates 6 Akismet Stats

Posts Add New

All (83) | Published (68) | Drafts (15) | Trash (1)

Bulk Actions Apply Show all dates View all categories Filter

Displaying 1–20 of 83

Title	Author	Categories	Tags	Date
<input type="checkbox"/> <b>This is the Title of your new post - Draft</b>	David Landon	Uncategorized	No Tags	36 mins ago Last Modified
<input type="checkbox"/> <b>test - Draft</b>	David Landon	Portfolio	No Tags	2010/06/29 Last Modified
<input type="checkbox"/> <b>Decorator Tag Sale</b>	alexcarvache	Portfolio	No Tags	2010/04/27 Published
<input type="checkbox"/> <b>WordPress Plesk Application Package</b>	Chris Carvache	Open Source Development, Web Design, Wordpress	No Tags	2010/03/12 Published

Fig. 17

## Editing a Post

- ▶ You should see a list of all of your posts similar to Fig. 17. The top-most post should be the one you just published.
- **To edit a post, click on the post's title (A).**



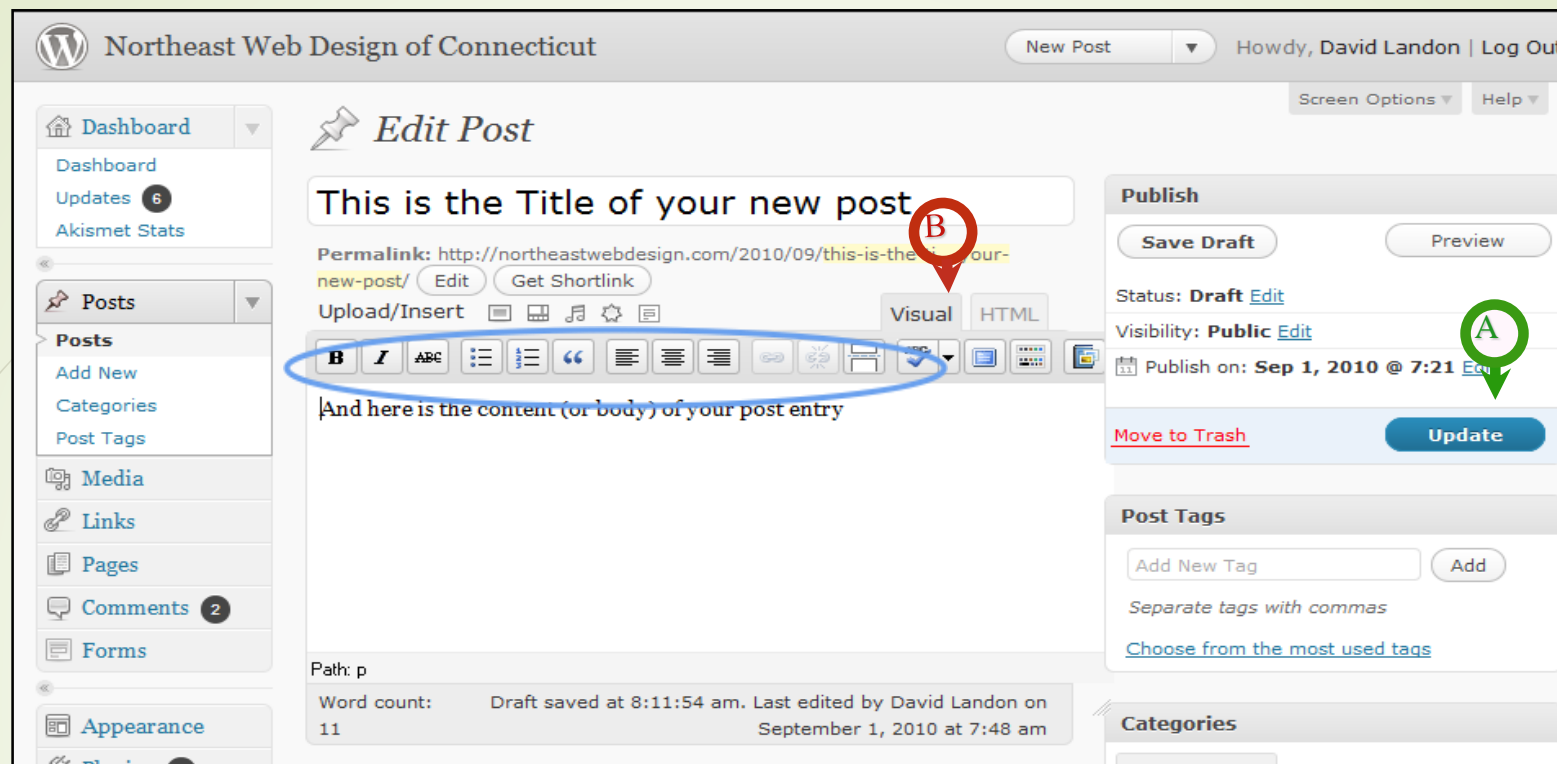


Fig. 17

## Editing a Post

- You should see your example post with the title, content, tags and category filled in. You'll notice one little difference — the Publish box now has an Update Post button instead of Publish (A).
- **Now notice the row of icons just above your body content.** These are your basic editing buttons. [*Do the icon buttons look different?*] Make certain you are in Visual edit mode by clicking on the Visual tab (B). ]

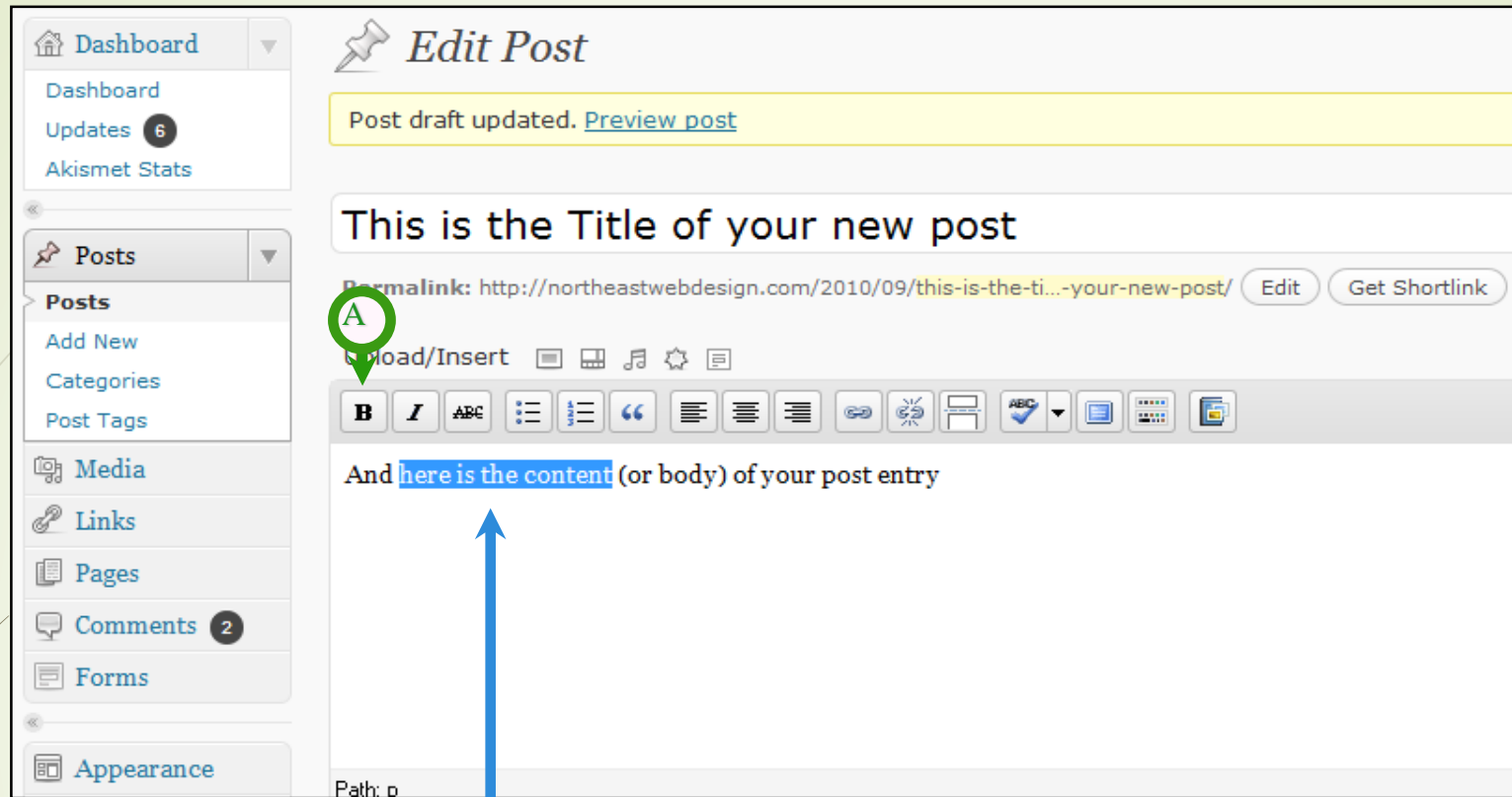


Fig. 18

## Editing a Post

- ▶ Let's format some text.
- Highlight some text and click the Bold button (A).



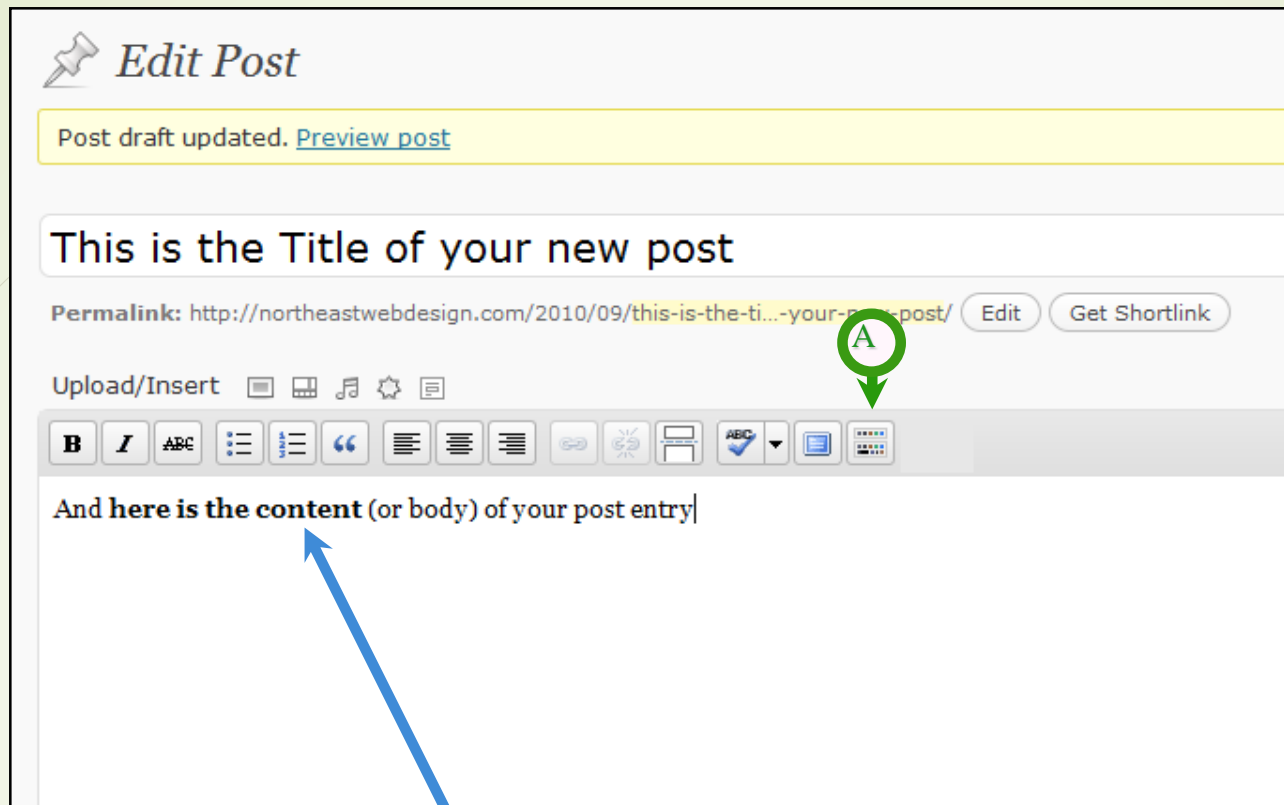


Fig. 18

## Editing a Post

- ▶ Your highlighted text should now appear **bold**.
- ▶ So let's talk about all the icon buttons and what they do.
- **Click on the last icon (A)..**

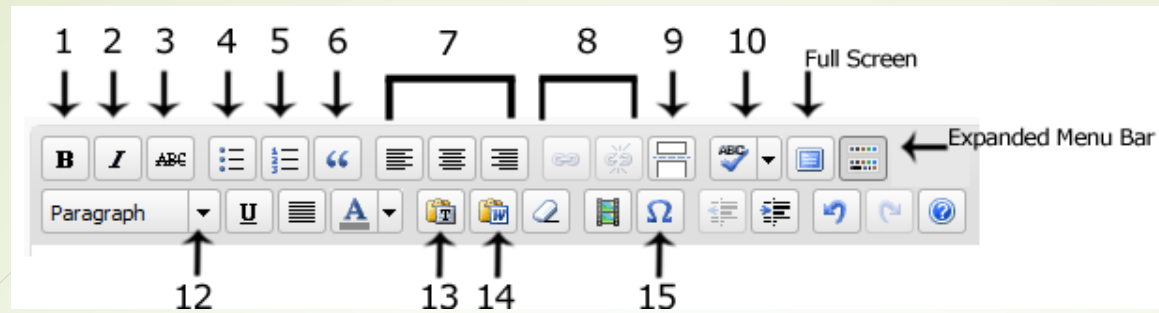


Fig. 19

## Editing a Post — The Editing Icons In Detail

- 1 **Bold**
- 2 *Italic*
- 3 Strikethrough: Used most often to denote a correction or change from the original text.
- 4 Bulleted List
- 5 Numbered List
- 6 Blockquote: Indents a paragraph both right and left. This will look different depending upon your theme's stylesheet.
- 7 Paragraph Alignment: Left, Center, Right
- 8 Link/Unlink: For adding or removing a web hyperlink. The icons are grayed out until text is highlighted.
- 9 More Tag: Inserts the word "More" and a link to the complete post allowing you to set the excerpt for a post ends in archive and other aggregate pages.
- 10 Spellcheck Toggle: Turns the spellchecker on and off. When on, misspelled words are underlined in red.
- 11 **Expanded Menu Bar** — Click on this icon to show (or hide) the second row of icons. There are very few of the additional editing features that you'll need right now, but there are a few useful ones. These include:
- 12 **Formatting List** — This provides a drop-down list of additional HTML codes, such as Headings, that can be used to format text.
- 13 **Copy-and-Paste Plain Text** — Click on this icon when you are pasting plain text, such as text from a web page, into your post.
- 14 **Copy-and-Paste MS Word Text** — Click this icon when you are pasting text that was original written in Microsoft Word to avoid the custom editing code and characters that MS Word uses are not pasted into your post. It also makes for safer posts, ensuring your aren't copying some hidden code that can be carried from MS Word.
- 15 **Special character palette** — If you want to use a special character, such as a foreign character or a financial or math symbol, clicking on this button where give you a pop-up window of HTML entities that you can click on to insert a character.

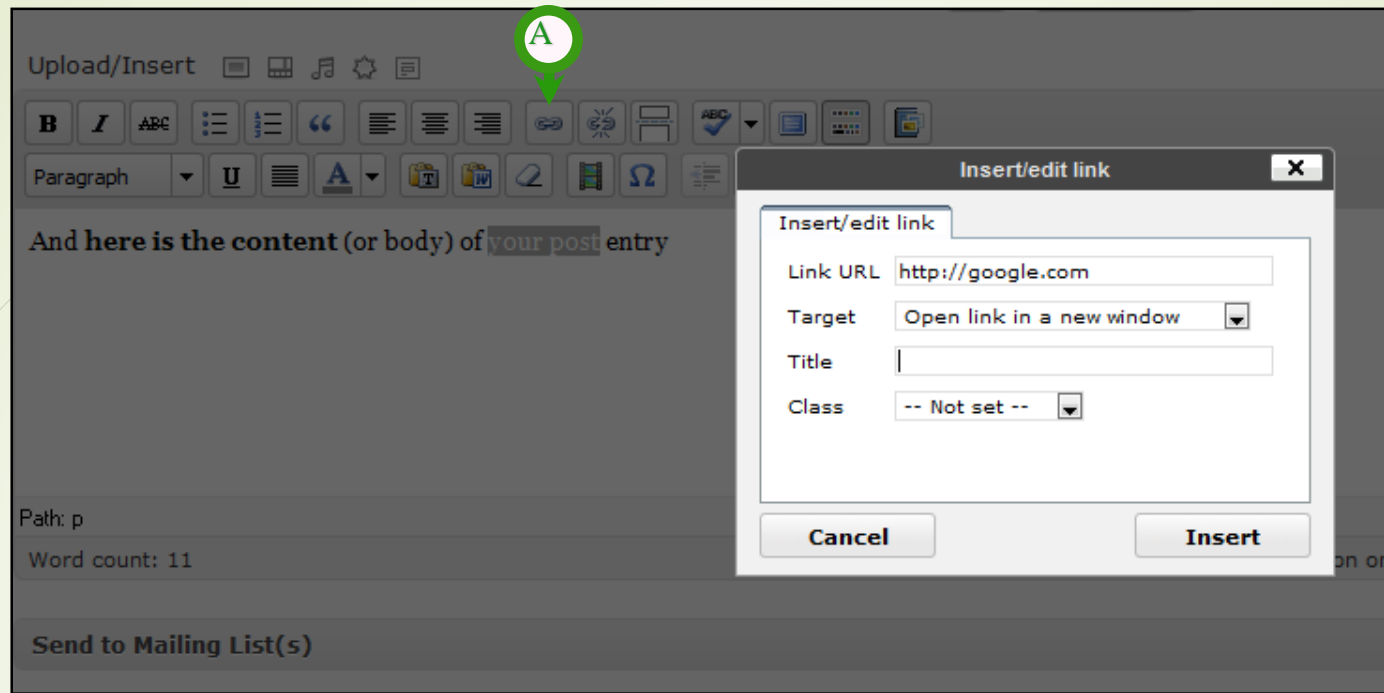


Fig. 20

## Editing a Post — Add a Hyperlink

- ▶ Let's add a hyperlink to our sample post.
- **Highlighted some text and then click the Link icon button (A).**
- A pop-up form should appear. Type in the URL of the link (e.g., <http://google.com>).
- You can also choose the "target window" for your link from the Target drop-down menu if you want the link to open in a new window.
- You don't need to worry about "Title" and "Class" at this point. Just ignore for the moment.

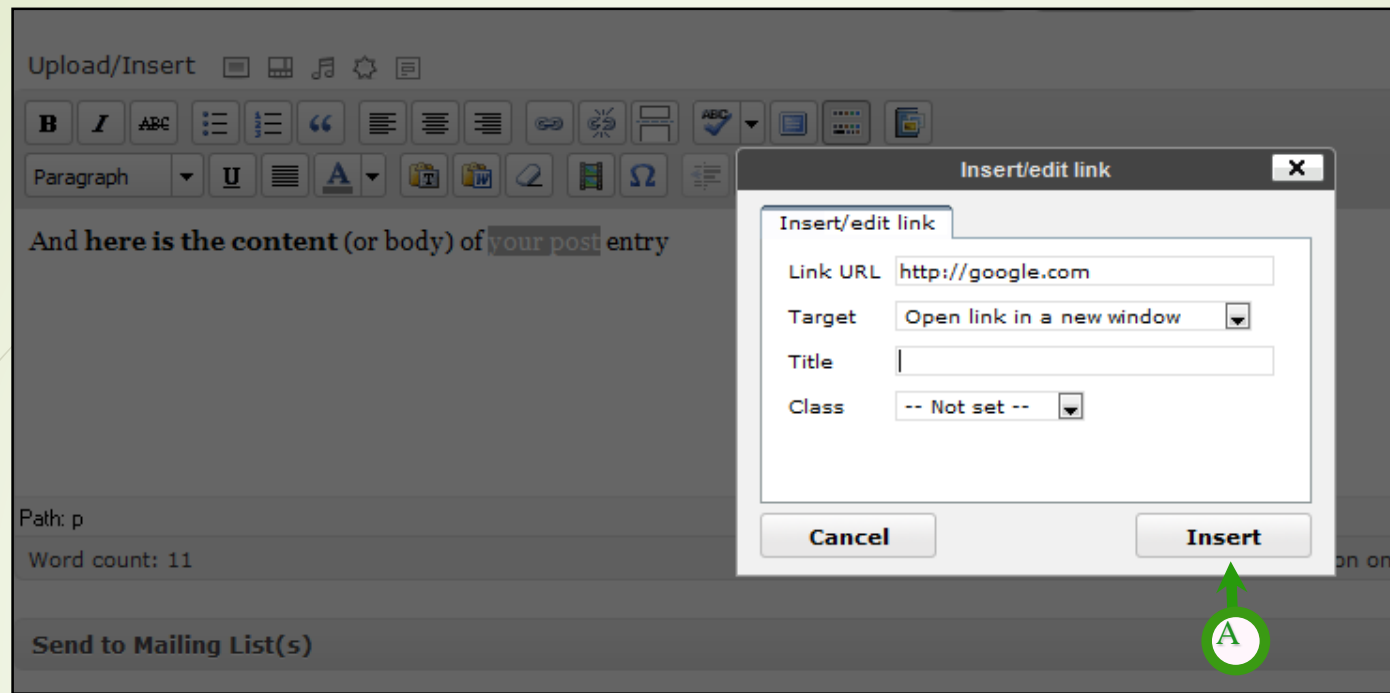


Fig. 21

## Editing a Post — Add a Hyperlink

- ▶ You can always cut-and-paste a URL from your browser which is very helpful for long web addresses (or if you concerned about typos.)
- **Once you have your URL in place, click the Insert button (A).**

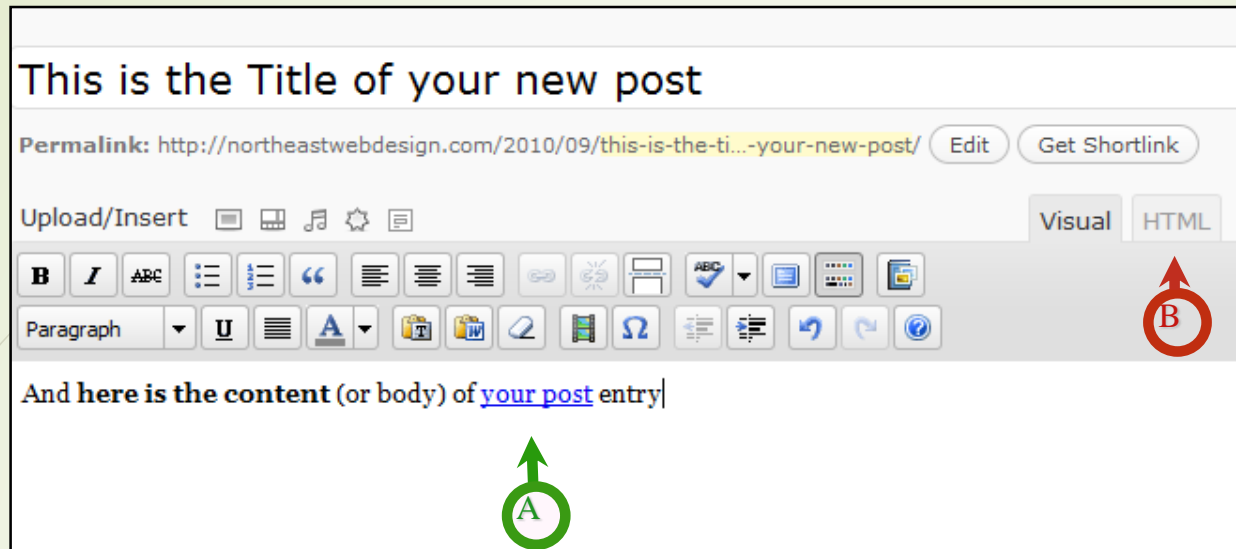


Fig. 22

### Editing a Post — Add a Hyperlink

- ▶ You should see you hyperlink in color and underlined **(A)**.
- ▶ Before we jump into adding photos or other media, let's take a look at what the actual HTML code is looking like.
- **Click on the HTML tab at the top of the input box (B).**

Northeast Web Design of Connecticut

New Post Howdy, David Landon | Log Out

Screen Options Help

Dashboard Dashboard Updates 6 Akismet Stats

Posts Posts Add New Categories Post Tags

Media Links Pages Comments 2 Forms

Appearance Plugins 5 Users

**Edit Post**

Post draft updated. [Preview post](#)

This is the Title of your new post

Permalink: <http://northeastwebdesign.com/2010/09/this-is-the-ti...-your-new-post/> Edit Get Shortlink

Visual HTML

Upload/Insert b i link b-quote del ins img ul ol li code more lookup close tags

And **here is the content** (or body) of [your post](http://google.com) entry

Everything between the strong tags will be bold. "strong" is HTML for bold.

Everything between the anchor or "a" tags is a link.

Word count: 11 Draft saved at 9:23:57 am. Last edited by David Landon on September 1, 2010 at 8:19 am

Send to Mailing List(s)

**Publish**

Save Draft Preview

Status: **Draft** Edit

Visibility: **Public** Edit

Publish on: **Sep 1, 2010 @ 7:21** Edit

Move to Trash Publish

**Post Tags**

Add New Tag Add

Separate tags with commas

Choose from the most used tags

**Categories**

Fig. 23

## Editing a Post — HTML View

- ▶ Aren't you glad you don't have to hand-code the HTML? It can be useful to look at the HTML. Note that each of the HTML code tags come in pairs. If you seem to have a formatting error that you can't correct, be sure you have both tags and that only the text you want is between the tags. Now let's return to Visual view.
- **Click on the Visual tab at the top of the input box (A).**

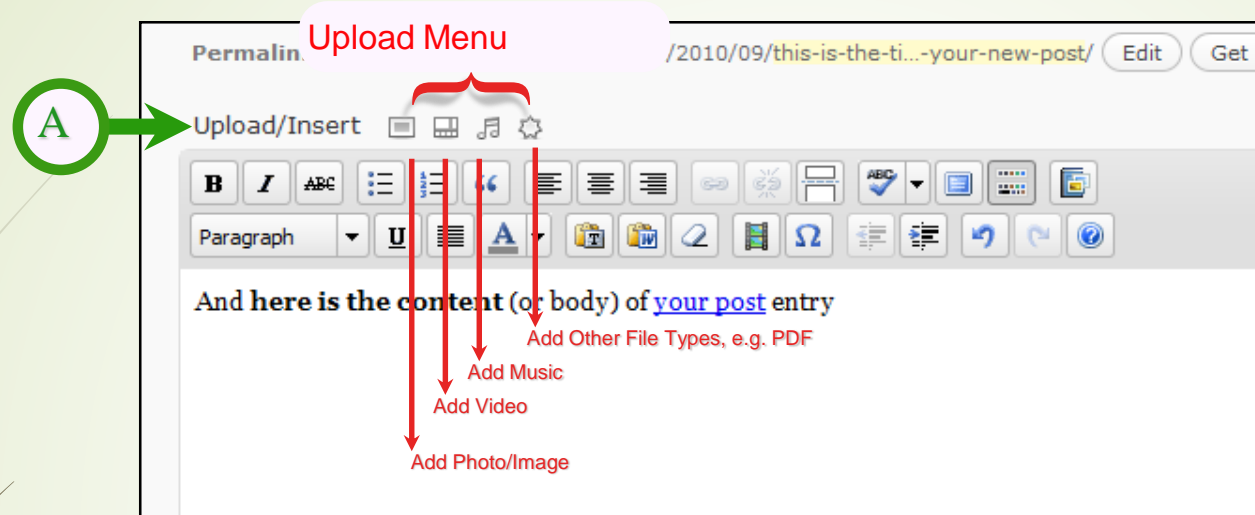


Fig. 24

## Editing a Post — Adding Photos and Other Media

- The Upload/Insert Menu sits just above the editing icons row (A). The first icon looks like a film slide or framed picture, depending upon your view. This is the add photo or image icon button.
- Place your cursor where you want to place your photo in the content body input box.
- Now click on the Add Photo icon button.

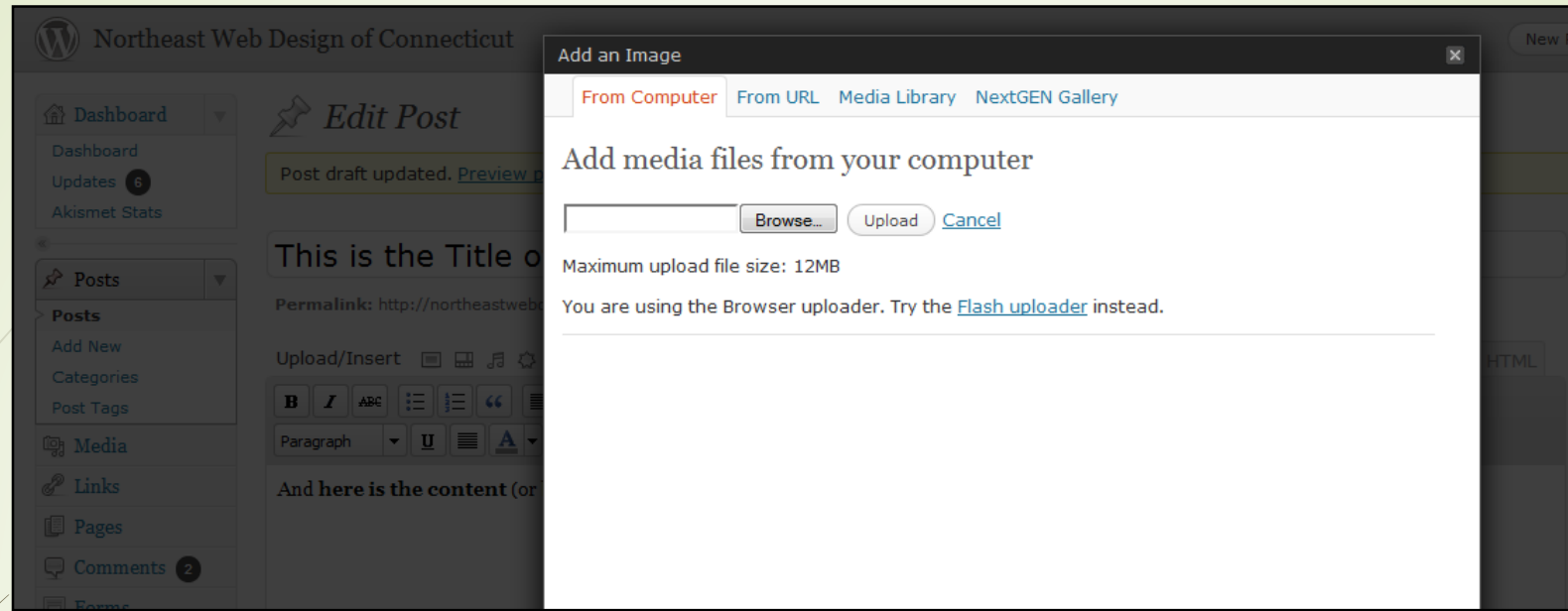


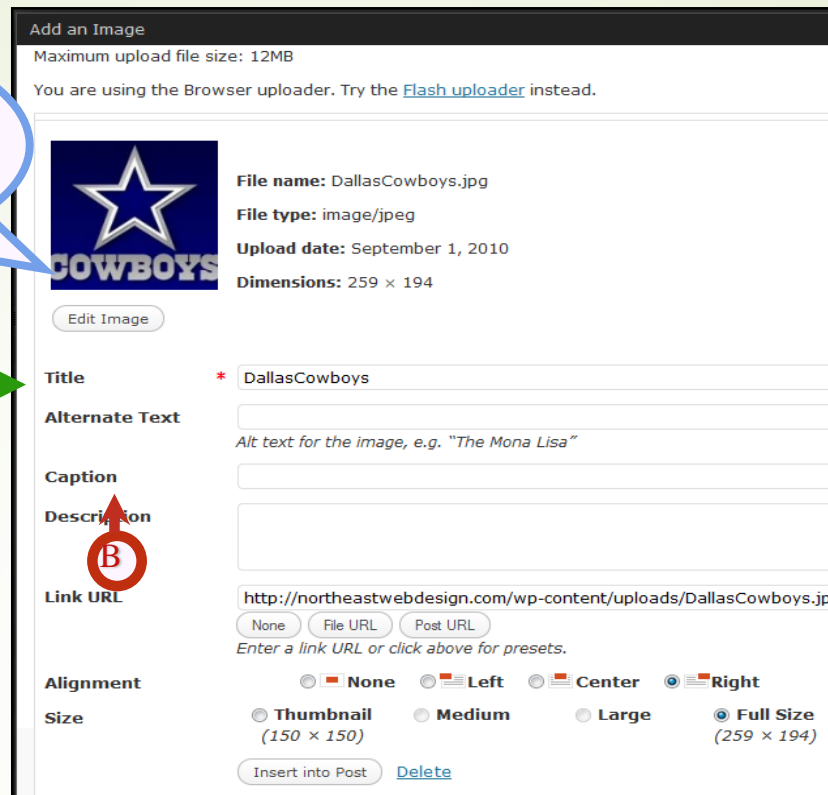
Fig. 25

## Editing a Post — Adding Photos and Other Media

- The Add an Image pop-up form should appear.
- To add a photo/image from your computer, **click the Browse button or select files button.**
- A window of your computer directory should appear. **Navigate to the photo/image that you want to use and double-click on it.** (You also may click on the Open button).  
The photo/image file will be uploaded to the web server.



\*\*If you get a permission error or can't see your photo/image, you may need to set the permission on your /uploads and/or your /wp-content directories to 777. And if you do not know what this means, ask your server administrator or support team. Click the X in the left-hand corner of the input box and go on to the next section for now.



Add an Image

Maximum upload file size: 12MB

You are using the Browser uploader. Try the [Flash uploader](#) instead.

**File name:** DallasCowboys.jpg  
**File type:** image/jpeg  
**Upload date:** September 1, 2010  
**Dimensions:** 259 × 194

**Title** \*

**Alternate Text**  
  
Alt text for the image, e.g. "The Mona Lisa"

**Caption**

**Description**

**Link URL**  
  
    
Enter a link URL or click above for presets.

**Alignment**  
 None  Left  Center  Right

**Size**  
 Thumbnail (150 × 150)  Medium  Large  Full Size (259 × 194)

Fig. 26

## Editing a Post — Adding Photos and Other Media

- Once the photo/image is uploaded, you should see a thumbnail of your photo/image and the information input form.
- The Title field should be filled in with the file name of your photo, but you should change it to something more descriptive and, if possible, using a relevant keyword phrase (A). Search engines check your image title and alt tags.
- The Caption field is very important (B). Let's take a moment to look at why.

## Editing a Post — Adding Photos and Other Media

- ▶ While the photo/image Title field is important because it's also used in determining Page Ranking by search engines, the Caption field is very important for a number of reasons:
- ▶ First, the caption text becomes the alternative (alt) attribute text in the image tag. The alt attribute is used by browsers for the visually impaired or when the image link is broken.
- ▶ Second, **Google and other search engines are giving more weight to the text in the alt attribute** when determining search rankings. Your captions can make a big impact on your SEO.
- ▶ Third, since the 1960's it's been known in marketing that **over 90% will read the caption of a photo even if they don't read anything else.**
- ▶ So **the ideal caption should be relevant to your topic, contain your main point or call to action and include one of your keyword phrases.** It's a lot of work for a short sentence! It's worthwhile to put a little time and thought into your photo/image captions.
- ▶ No matter how tempting, **NEVER keyword stuff your captions.** Google will penalize your Page Rank for attempting to scam them.

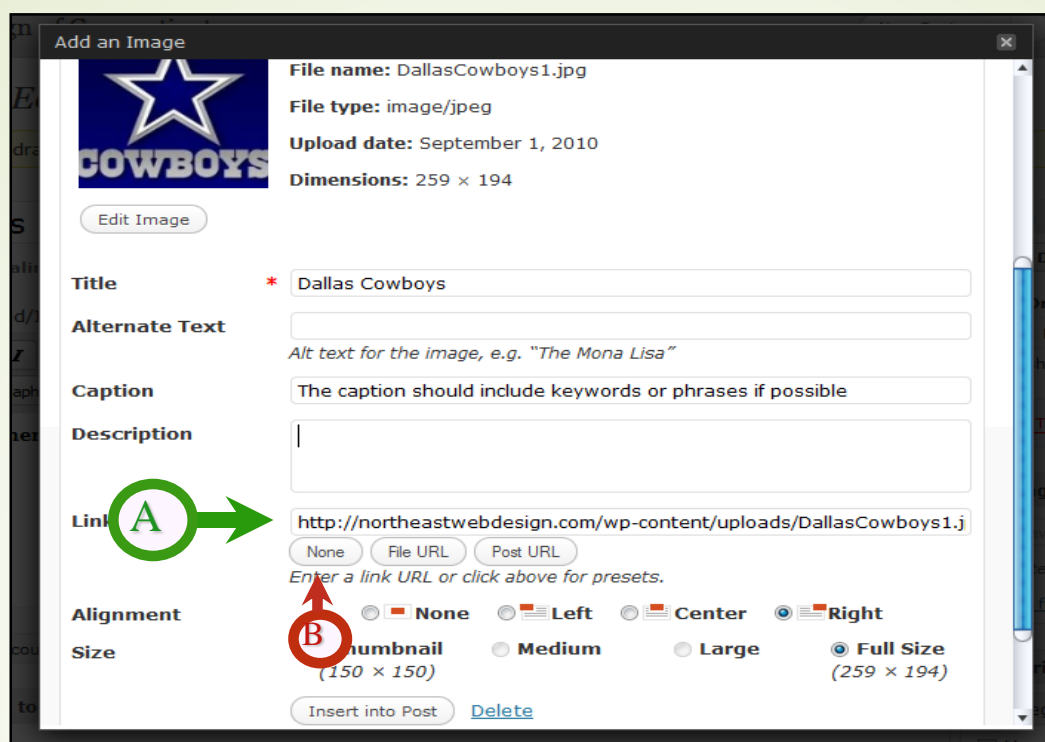
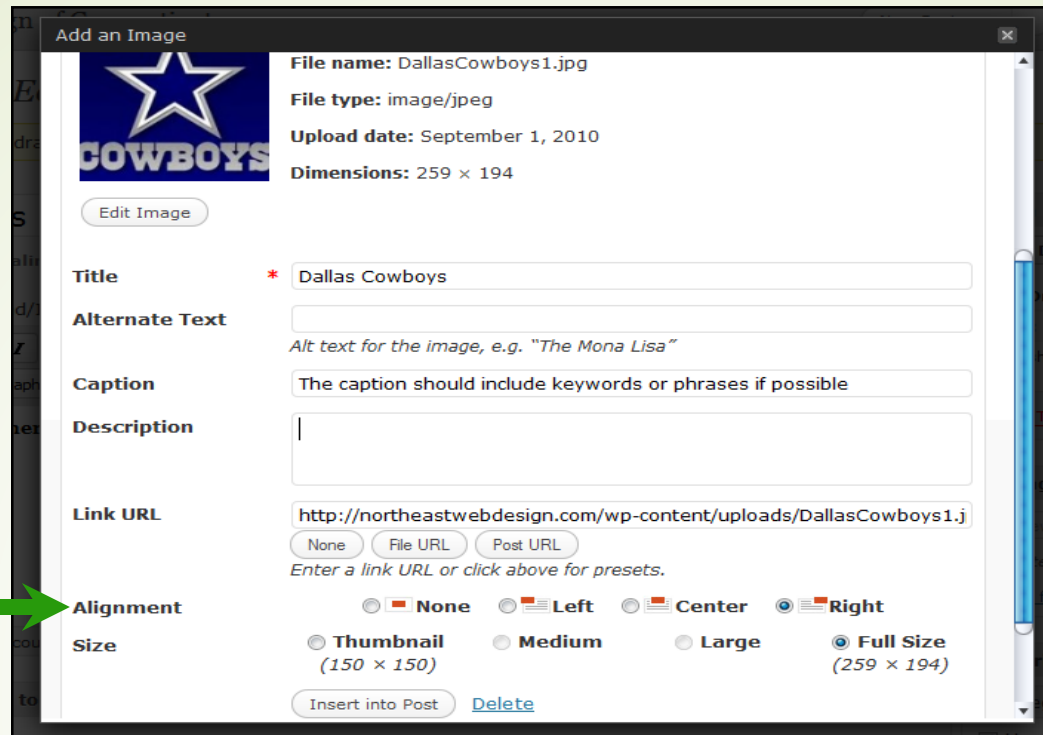



Fig. 27

## Editing a Post — Adding Photos and Other Media

- Now you should have your Title field and your Caption field typed in. The Description field isn't important. It's only used to describe the photo in the WP Administration Media list.
- When the image is placed in your post, a link to another page or to the full-size image can be attached. **You can link your image to any web address by typing or copying-and-pasting the URL in the Link URL field (A).** By default, Wordpress automatically fills in the URL of the full-size image file. **If you don't want any link attached to your image, click the None button (B).**



Add an Image

 **File name:** DallasCowboys1.jpg  
**File type:** image/jpeg  
**Upload date:** September 1, 2010  
**Dimensions:** 259 × 194

Edit Image

**Title** \* Dallas Cowboys

**Alternate Text**  
*Alt text for the image, e.g. "The Mona Lisa"*

**Caption**  
The caption should include keywords or phrases if possible

**Description**

**Link URL**  
http://northeastwebdesign.com/wp-content/uploads/DallasCowboys1.j  
None File URL Post URL  
*Enter a link URL or click above for presets.*

**Alignment**  
 None  Left  Center  Right

**Size**  
 Thumbnail (150 × 150)  Medium  Large  Full Size (259 × 194)

Insert into Post Delete

Fig. 28

## Editing a Post — Adding Photos and Other Media

- ▶ **Alignment (A)** determines how your text wraps around the image in your post:  
**None** means the body text won't wrap around but sit above or below the image.  
**Left** puts the body text to the right side of the image. **Center** means that image will be centered in the body text. **Right** puts the body text to the left side of the picture.
- **Click the radio button next to your choice of image alignment.**

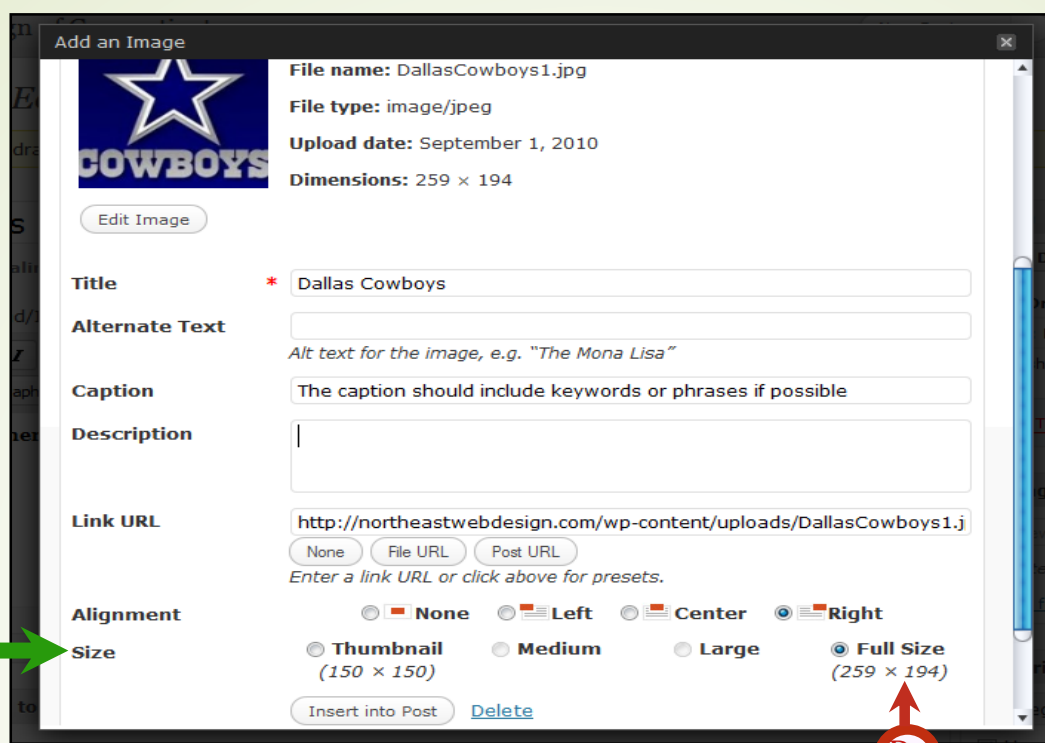


Fig. 29

## Editing a Post — Adding Photos and Other Media

- ▶ You have several choices in display **Size (A)**. **Thumbnail** places small version of the image in the post. **Medium** places a larger version. If the **Large** setting has been specified in your set up, the pixel size will be listed. Or you can place the **Full size** image in the post. WP 2.9 puts the pixel size below each of your options **(B)**. If you don't know the maximum width of your content column, your safest choice is Medium with a link to the full-size image (File URL) in the Link URL field.
- **Click the radio button next to your choice of image size.**

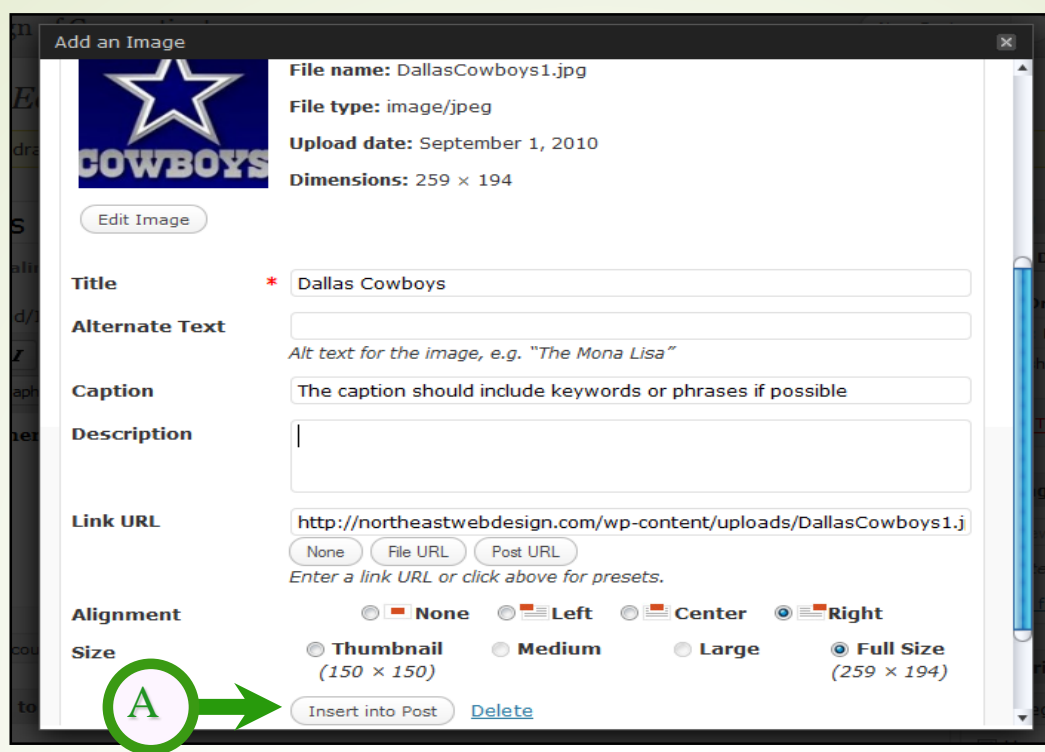
A screenshot of the "Add an Image" dialog box in a WordPress interface. The dialog box has a dark border and a white background. At the top left, there is a small thumbnail of the image being added, which is the Dallas Cowboys logo (a blue star with "COWBOYS" written below it). To the right of the thumbnail, the following information is displayed: "File name: DallasCowboys1.jpg", "File type: image/jpeg", "Upload date: September 1, 2010", and "Dimensions: 259 x 194". Below this information is an "Edit Image" button. The main area of the dialog box contains several form fields: "Title" with a red asterisk and the text "Dallas Cowboys"; "Alternate Text" with a text input field and a small instruction below it: "Alt text for the image, e.g. 'The Mona Lisa'"; "Caption" with a text input field containing the placeholder text "The caption should include keywords or phrases if possible"; "Description" with a larger text input field; "Link URL" with a text input field containing the URL "http://northeastwebdesign.com/wp-content/uploads/DallasCowboys1.j" and three radio buttons labeled "None", "File URL", and "Post URL" below it, with a small instruction "Enter a link URL or click above for presets."; "Alignment" with four radio buttons labeled "None", "Left", "Center", and "Right", where "Right" is selected; and "Size" with four radio buttons labeled "Thumbnail (150 x 150)", "Medium", "Large", and "Full Size (259 x 194)", where "Full Size" is selected. At the bottom of the dialog box, there are two buttons: "Insert into Post" and "Delete". A green circle with the letter "A" inside is positioned over the "Insert into Post" button, with a green arrow pointing from the circle to the button.

Fig. 29

## Editing a Post — Adding Photos and Other Media

- ▶ Once you have the Title, Caption, Link URL, Alignment and Size fields completed, you are ready to place your photo/image into your post — finally!
- **Click the Insert into Post button (A).**

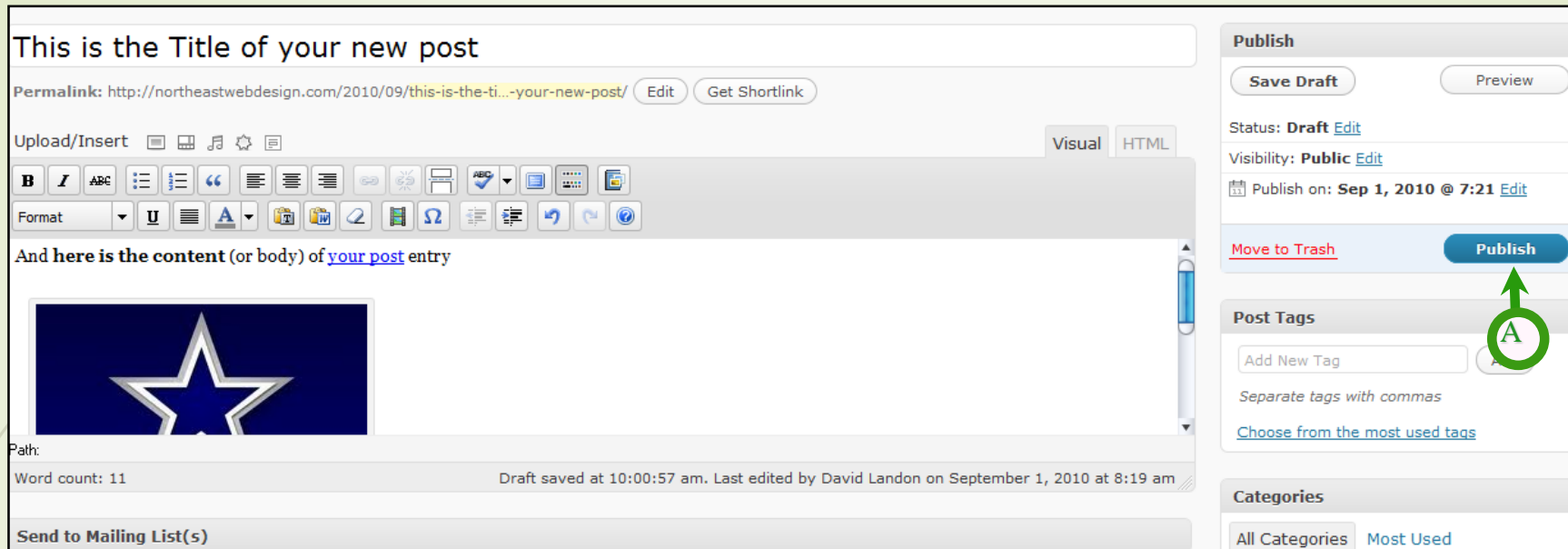
A screenshot of a web editor interface. At the top, there is a title field containing "This is the Title of your new post". Below the title is a permalink field with the URL "http://northeastwebdesign.com/2010/09/this-is-the-ti...-your-new-post/" and buttons for "Edit" and "Get Shortlink". A toolbar with various icons for text formatting and media insertion is visible. The main content area contains the text "And here is the content (or body) of your post entry" followed by a large blue square image with a white star. Below the content area, there is a "Path:" field, a "Word count: 11" indicator, and a "Draft saved at 10:00:57 am. Last edited by David Landon on September 1, 2010 at 8:19 am" message. At the bottom left, there is a "Send to Mailing List(s)" button. On the right side, there is a "Publish" sidebar with buttons for "Save Draft" and "Preview", a "Status: Draft Edit" indicator, a "Visibility: Public Edit" indicator, a "Publish on: Sep 1, 2010 @ 7:21 Edit" indicator, a "Move to Trash" button, and a "Publish" button. A green circle with the letter 'A' and an arrow points to the "Publish" button. Below the "Publish" button, there is a "Post Tags" section with an "Add New Tag" input field, a "Separate tags with commas" instruction, and a "Choose from the most used tags" link. At the bottom of the sidebar, there is a "Categories" section with "All Categories" and "Most Used" options.

Fig. 29

## Editing a Post — Adding Photos and Other Media

- And here we are! A medium-sized photo is now placed in the post.
- There's just one more thing to do to save the changes —
  - **Click the Update Post button in the Publish box (A).**



Fig. 30

## Editing a Post — Adding Photos and Other Media

- Go to your web site and you should see your sample post with your bold text, hyperlink and photo.
- Of course, you don't want to leave this sample post on your site, so let's delete it.
- **Return to the Wordpress Administration.**



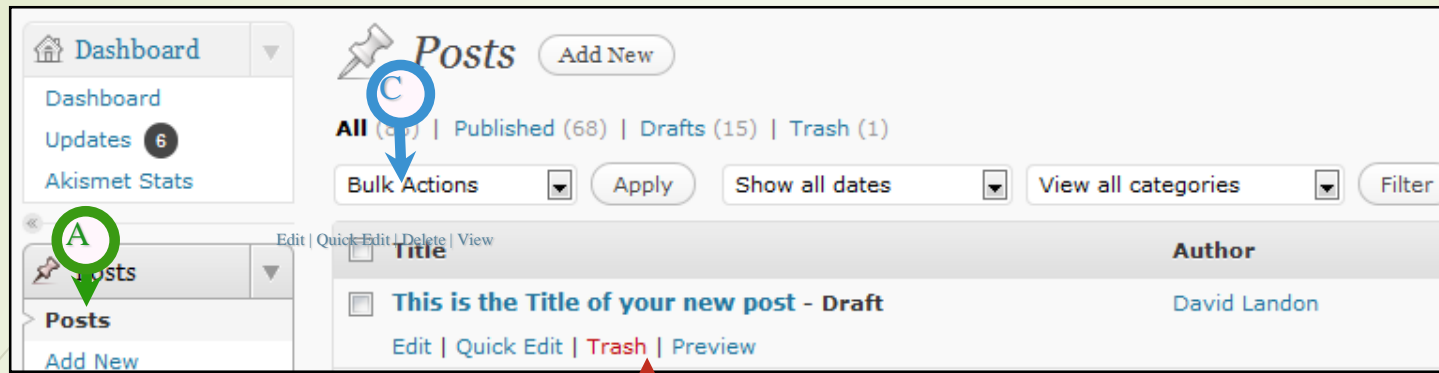


Fig. 31

## Editing a Post — Deleting Post (B)

- Click on the **Posts** link to get your lists of posts (A).
- There are 3 ways to delete a post.
- **Method 1:**
- Place your cursor by the title of the post you want to delete. You should see a list of links: Edit | Quick Edit | Trash | View.
- To delete the post, click on **Trash (B)**.
- **Method 2:**
- Click the check box beside the **Title of the post you want to delete and select Delete from the Bulk Actions drop-down menu (C)**. This is a good way to delete several posts at once, however, you probably don't want to delete posts often. We'll discuss that in a moment.

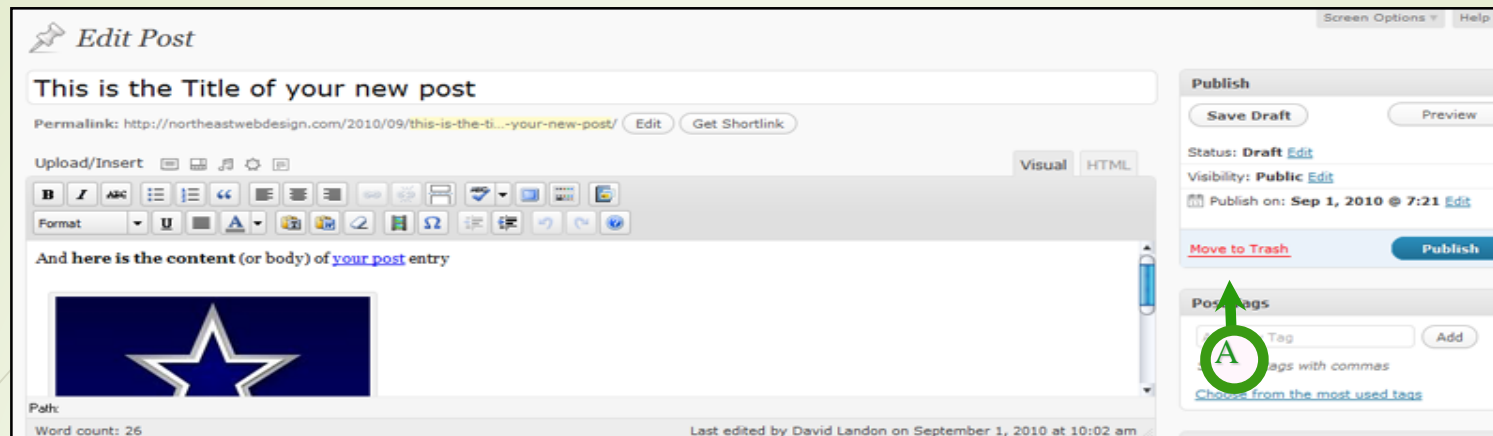


Fig. 31

## Editing a Post — Deleting Posts

### ➤ Method 3:

➤ The 3rd way to delete a post is:

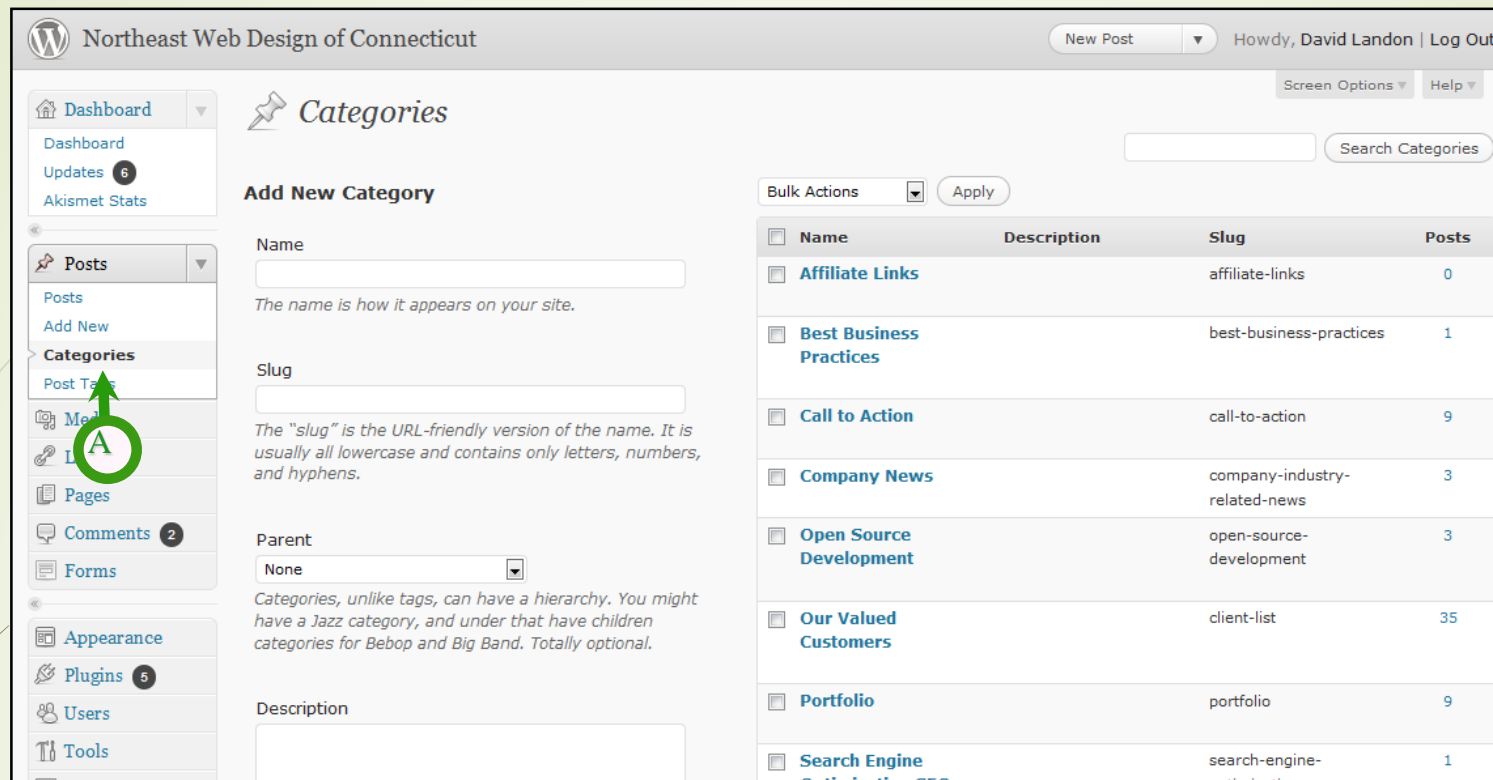
- **Open the post as if you were going to edit it by clicking on the Title.**
- **Click on the Move to Trash link (A) in the Publish form.**
- But you may want to think twice before Deleting.



Fig. 32

## Editing a Post — Deleting Posts

- ▶ There are several reasons why you should limit the number of posts you delete.
- ▶ **SEO & SEM:** When you delete a post, all of the information about the post is removed from the Wordpress database. ***It is irretrievably gone forever. Removing posts from your site can harm your search engine ranking.*** Older, sometimes out of date, pages often get ranked higher than new pages because they have been indexed longer and because there are more links to them. If you delete a page, someone (and search engines) following an older link will get a 404-Page Not Found Error. It's better to simply make a note on the page that the information has been surpassed by new information and provide a link to the new content (or 301 Redirects). In addition, sites with more content rank higher, so you want to keep adding content instead of exchanging it.
- ▶ **Efficiency:** If you have content that is relevant for specific periods of time on a regular basis, for example seasonal content such as event information, holiday information or annual sales, rather than re-write the post from scratch, simply put it in storage and then edit or copy-and-paste bits the next time you need it. How?
- **To change the status of a post, Click on the “Edit” link** beside the Status info in the Publish input box (A) **and select “Draft” from the options menu.**



Name	Description	Slug	Posts
<input type="checkbox"/> Affiliate Links		affiliate-links	0
<input type="checkbox"/> Best Business Practices		best-business-practices	1
<input type="checkbox"/> Call to Action		call-to-action	9
<input type="checkbox"/> Company News		company-industry-related-news	3
<input type="checkbox"/> Open Source Development		open-source-development	3
<input type="checkbox"/> Our Valued Customers		client-list	35
<input type="checkbox"/> Portfolio		portfolio	9
<input type="checkbox"/> Search Engine		search-engine-	1

Fig. 33

## Adding & Editing Categories

- ▶ The ability to organize posts by categories (or subjects) is one of the greatest strengths of a Content Management System (CMS) like Wordpress. Even if you have already published the content, you can change posts categories and re-organize your web site instantly.
- **To get to the Categories administration view, Click on the “Categories” link in the Posts navigation menu (A).**

WordPress Dashboard: Northeast Web Design of Connecticut

Categories

**Add New Category**

Name:

*The name is how it appears on your site.*

Slug:

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

Parent:

*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:

Name	Description	Slug	Posts
<input type="checkbox"/> <b>Affiliate Links</b>		affiliate-links	0
<input type="checkbox"/> <b>Best Business Practices</b>		best-business-practices	1
<input type="checkbox"/> <b>Call to Action</b>		call-to-action	9
<input type="checkbox"/> <b>Company News</b>		company-industry-related-news	3
<input type="checkbox"/> <b>Open Source Development</b>		open-source-development	3
<input type="checkbox"/> <b>Our Valued Customers</b>		client-list	35
<input type="checkbox"/> <b>Portfolio</b>		portfolio	9
<input type="checkbox"/> <b>Search Engine</b>		search-engine-	1

Fig. 34

## Adding & Editing Categories

- It's best to start with a small group of broad categories. If you find that 10% or more of a category is on the same sub-topic, then it might be good candidate for its own category or child category.
- You can also assign a post to more than one category, but beware — to visitors, including search engines, it looks like 2 web pages with the exact same content. Google and other search engines will penalize your ranking for duplicate content on a site.



Northeast Web Design of Connecticut

Dashboard | Updates 6 | Akismet Stats

Categories

Add New Category

Name:  (A)

Slug:  (B)

Parent: None

Description:

Name	Description	Posts
<input type="checkbox"/> Affiliate Links	affiliate-links	0
<input type="checkbox"/> Best Business Practices	business-practices	1
<input type="checkbox"/> Call to Action	call-to-action	9
<input type="checkbox"/> Company News	company-industry-related-news	3
<input type="checkbox"/> Open Source Development	open-source-development	3
<input type="checkbox"/> Our Valued Customers	client-list	35
<input type="checkbox"/> Portfolio	portfolio	9

You can see at a glance how many posts are in each category.

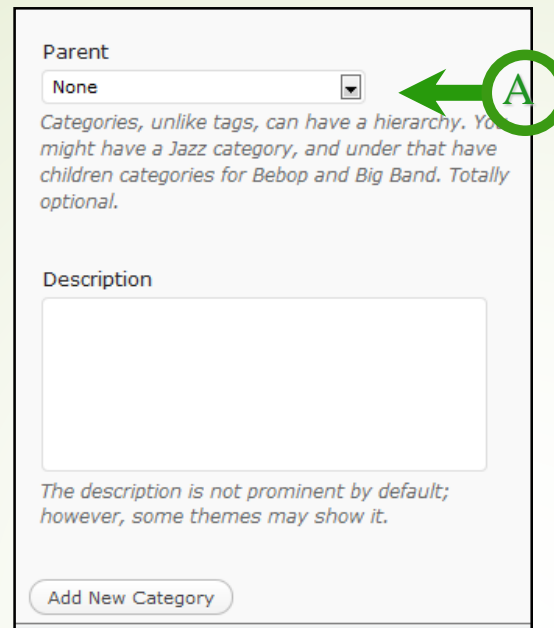
Your default category won't have a check box.

Fig. 35

## Adding & Editing Categories

- **To add a new category:**
  - **Type the category name** as it will appear in the navigation menu on your web site **into the Category Name input box (A).**
  - **Type the slug** — the Internet-friendly version (which means no spaces) — **into the Category Slug input box (B).**



A screenshot of the WordPress 'Add New Category' form. The form has a white background and a thin black border. At the top, the word 'Parent' is followed by a dropdown menu currently showing 'None'. A green circle with the letter 'A' and a green arrow points to this dropdown. Below the dropdown is a text area with a light gray border containing the text: '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.' Below this is another text area labeled 'Description' with a light gray border. At the bottom of the form is a button labeled 'Add New 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

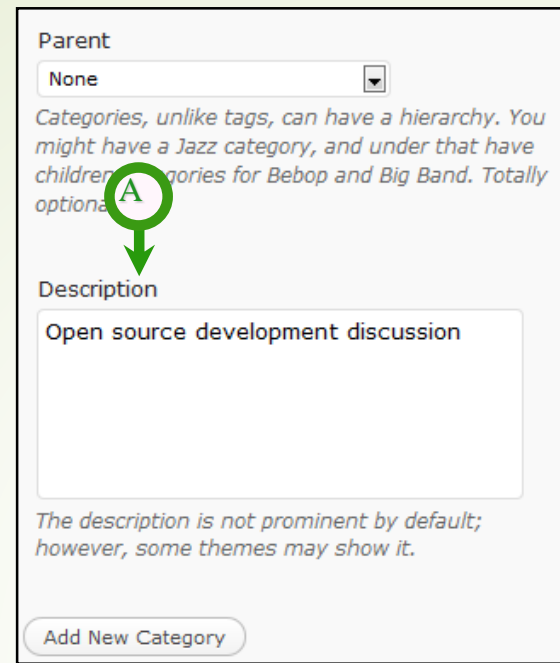
The description is not prominent by default; however, some themes may show it.

Add New Category

Fig. 36

## Adding & Editing Categories

- **To add a new category:**
- Wordpress allows sub- or child- categories under a parent category. For example, you may have a parent-category named “Products” with 2 child-categories of “T-shirts” and “Sneakers.”
- **If you wish to make the new category a child (or sub-category,** select the Parent category from the **Category Parent drop-down menu (A)**. Usually, the Category Parent remains None.

A screenshot of a web form for creating a new category. The form has a light gray background and a thin black border. At the top, it is titled "Parent" and has a dropdown menu with "None" selected. Below this is a paragraph of text explaining that categories can have a hierarchy. A green circle with the letter "A" is placed over the word "categories" in this paragraph, with a green arrow pointing down to the "Description" text input box. The "Description" label is above a large, empty text input box. Below the input box is another paragraph of text stating that the description is optional. At the bottom of the form is a button labeled "Add New 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

Open source development discussion

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

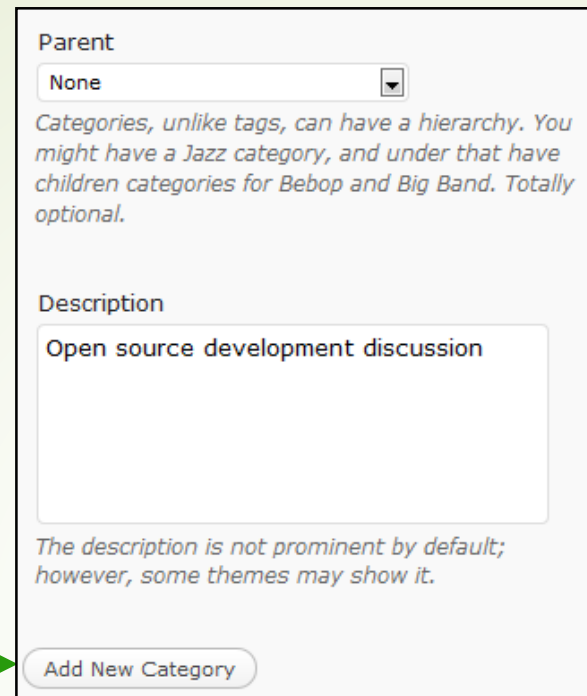
Add New Category

Fig. 37

## Adding & Editing Categories

- ▶ **To add a new category:**
- ▶ The Description is optional. It's useful in giving more detail about a category if multiple people will be contributing to the site.
- **If you wish to add a category description, type it into the Description text input box (A).**



A screenshot of a web form for adding a new category. The form is enclosed in a black border. At the top, it is titled "Parent" and has a dropdown menu with "None" selected. Below this is a text area for a description, containing the text "Open source development discussion". At the bottom of the form is a button labeled "Add New Category". A green circle with the letter "A" inside and a green arrow points to the "Add New Category" button. There is also a red arrow pointing to the right on the left side of the slide.

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

Open source development discussion

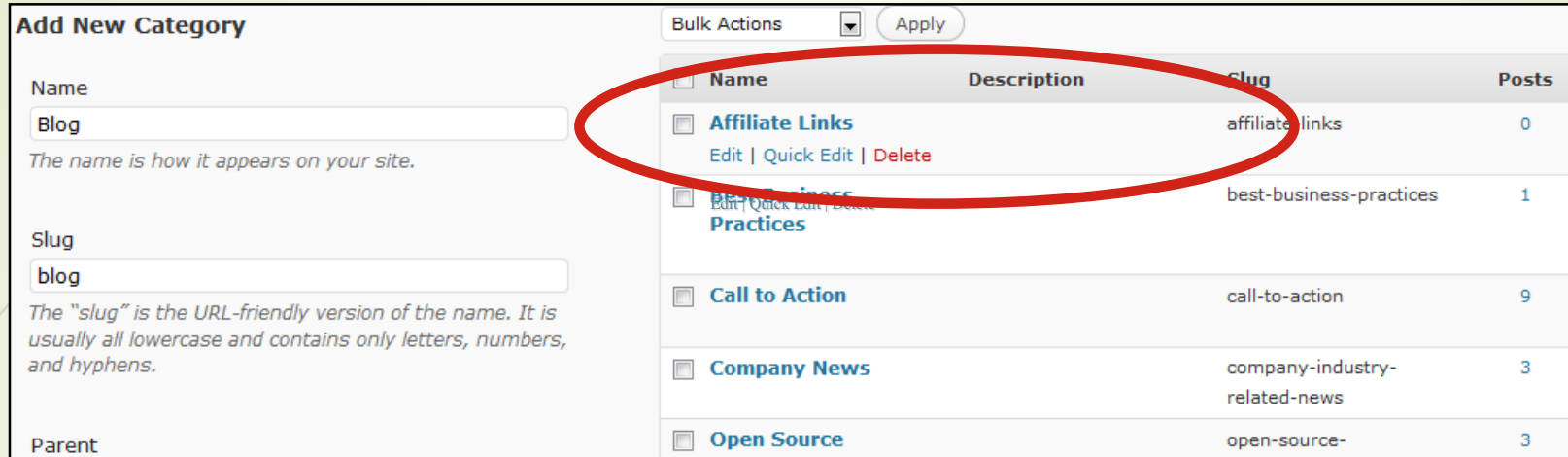
*The description is not prominent by default; however, some themes may show it.*

Add New Category

Fig. 38

## Adding & Editing Categories

- **To add a new category:**
- Once you have entered your Category Name and Category Slug and any of the other category settings your wish,
- **Click the Add Category button (A). 20**

A screenshot of the WordPress 'Add New Category' page. On the left, there are input fields for 'Name' (containing 'Blog') and 'Slug' (containing 'blog'), with explanatory text below each. On the right, there is a table of existing categories. A red oval highlights the 'Name' column header and the first row of the table, which is 'Affiliate Links'.

<input type="checkbox"/>	Name	Description	Slug	Posts
<input type="checkbox"/>	<b>Affiliate Links</b> <a href="#">Edit</a>   <a href="#">Quick Edit</a>   <a href="#">Delete</a>		affiliate-links	0
<input type="checkbox"/>	<b>Best Business Practices</b> <a href="#">Edit</a>   <a href="#">Quick Edit</a>   <a href="#">Delete</a>		best-business-practices	1
<input type="checkbox"/>	<b>Call to Action</b>		call-to-action	9
<input type="checkbox"/>	<b>Company News</b>		company-industry-related-news	3
<input type="checkbox"/>	<b>Open Source</b>		open-source-	3

Fig. 38

## Adding & Editing Categories

- And the new category is added to your category list!
- You can edit or delete categories from the list, the same ways that you edited or deleted posts:
- Click on the Name **OR**
- Hover your cursor by the Name and click on the function you want ( Edit | Quick Edit | Delete ) **OR**
- Bulk Delete by clicking the check boxes by the category names & selecting from the drop-down box.
- The default category will be applied to all posts associated with a deleted category.

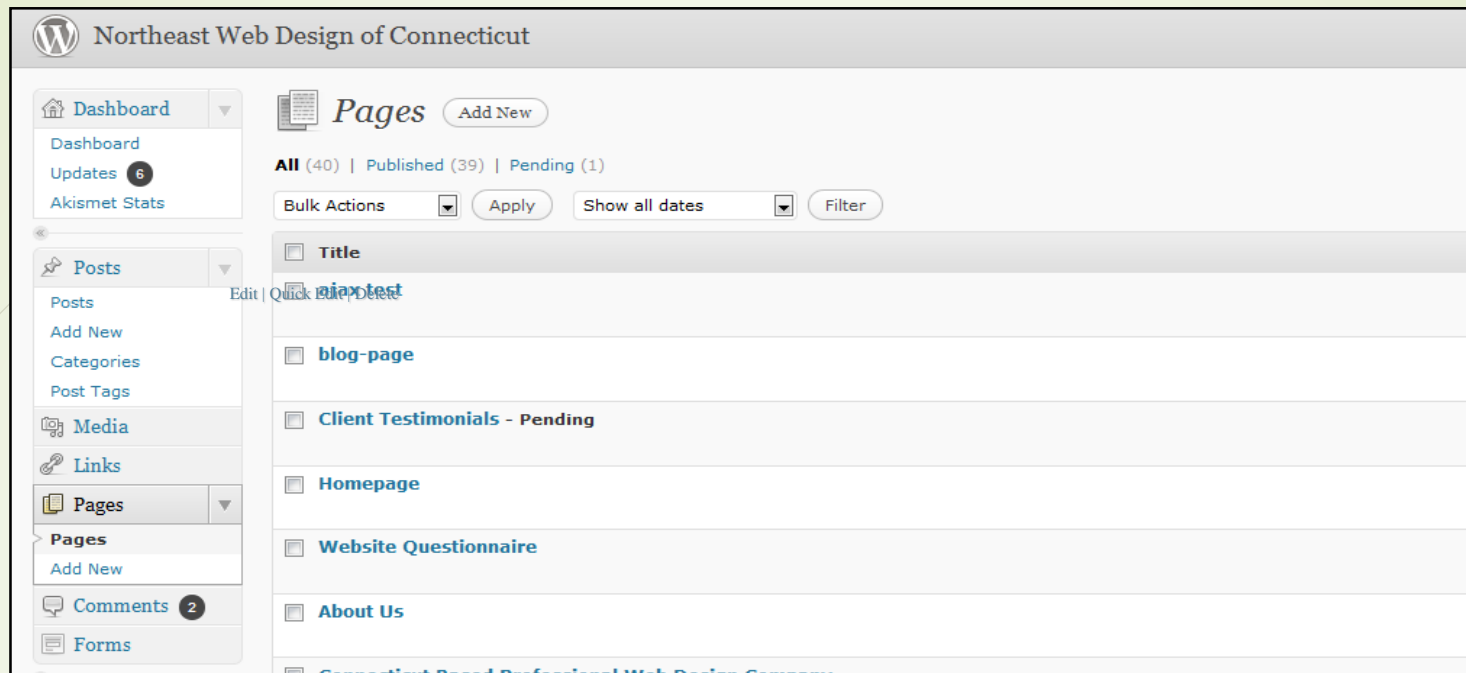


Fig. 39

## Adding & Editing Pages

- Now that you understand creating and editing posts, pages will be a snap!
- **Click on the Pages** in your Administrations left-hand navigation **(A)**.  
You should see a list of your current pages. By default, there should be at least an About page. It works like your Posts list.
- *Click on the Title* **OR**
- *Hover your cursor by the Title and click on the function you want ( Edit | Quick Edit | Delete )* **OR**
- *Bulk Delete* by clicking the check boxes by the page titles & selecting from the drop-down box.
- Let's edit the About page.

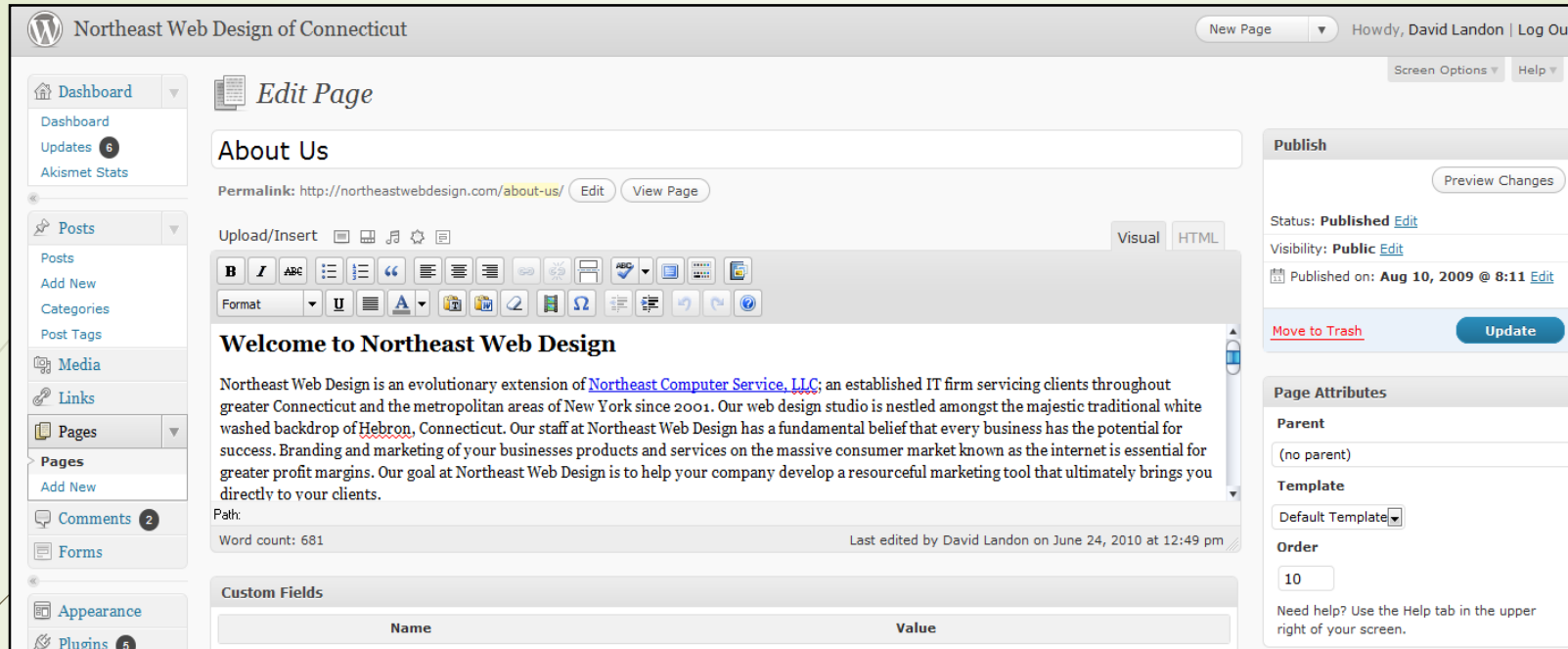
A screenshot of the WordPress 'Edit Page' interface. The page title is 'About Us'. The main content area contains the text: 'Welcome to Northeast Web Design. Northeast Web Design is an evolutionary extension of Northeast Computer Service, LLC, an established IT firm servicing clients throughout greater Connecticut and the metropolitan areas of New York since 2001. Our web design studio is nestled amongst the majestic traditional white washed backdrop of Hebron, Connecticut. Our staff at Northeast Web Design has a fundamental belief that every business has the potential for success. Branding and marketing of your businesses products and services on the massive consumer market known as the internet is essential for greater profit margins. Our goal at Northeast Web Design is to help your company develop a resourceful marketing tool that ultimately brings you directly to your clients.' The interface includes a left sidebar with navigation options like Dashboard, Posts, Media, Links, Pages, Comments, Forms, Appearance, and Plugins. A top navigation bar shows 'New Page' and user information 'Howdy, David Landon | Log Out'. A right sidebar contains 'Publish' options (Preview Changes, Update), 'Page Attributes' (Parent, Template, Order), and a help message.

Fig. 40

## Adding & Editing Pages

- ▶ The Edit Page for should look familiar. The editing options are the same as for a posts — except that you do not choose a category.
- ▶ Remember, **Never** change the Title! If you want to change the page Title, you should create a new page, copy over the text from the current page and delete the page with the wrong title.
- ▶ For now go ahead and make a change in the body content.

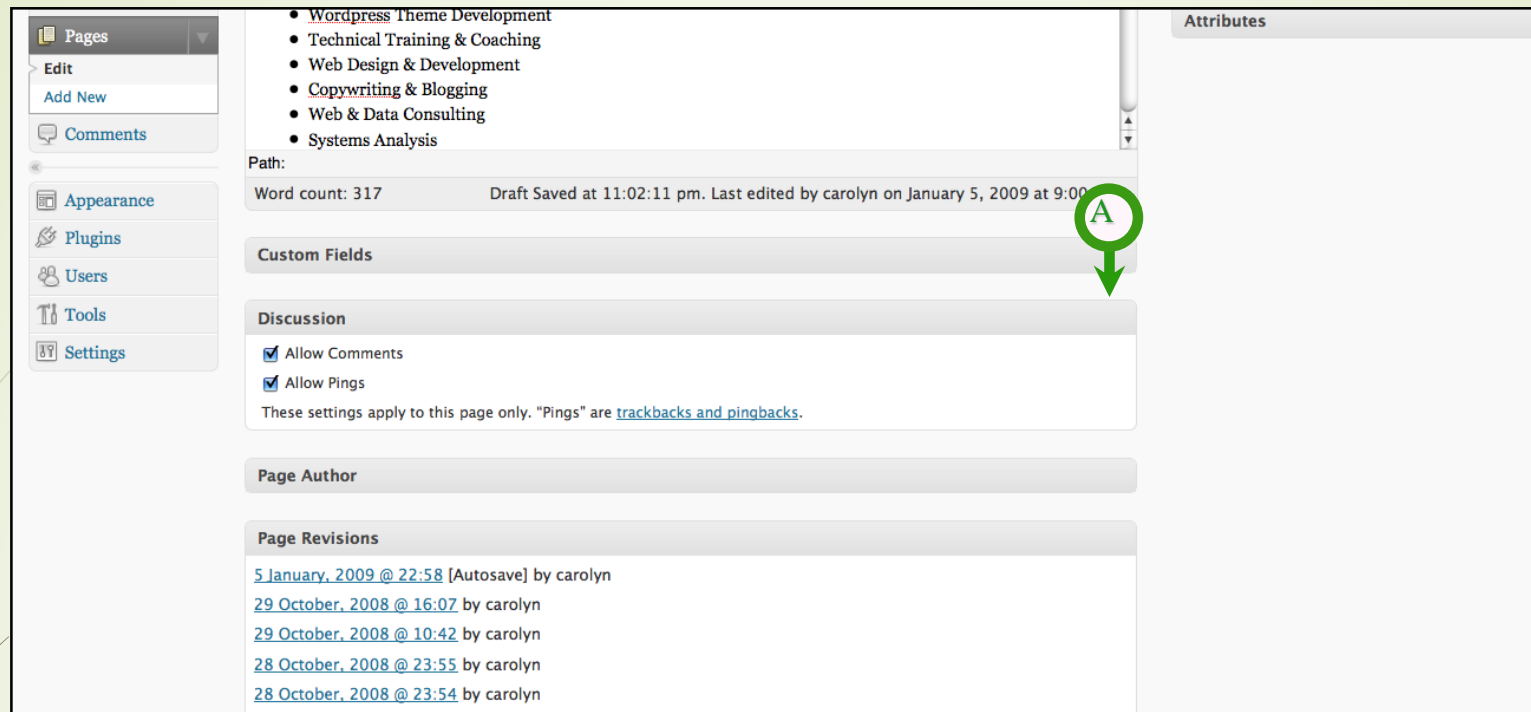


Fig. 41

## Adding & Editing Pages

- Scroll down until you see the Discussion box.
- **If the Discussion box is not open, click on the arrow in the right-hand corner (A).**
- Again, you can decide if you want to allow comments on the page or not.
- Now scroll back up to the top of the page.

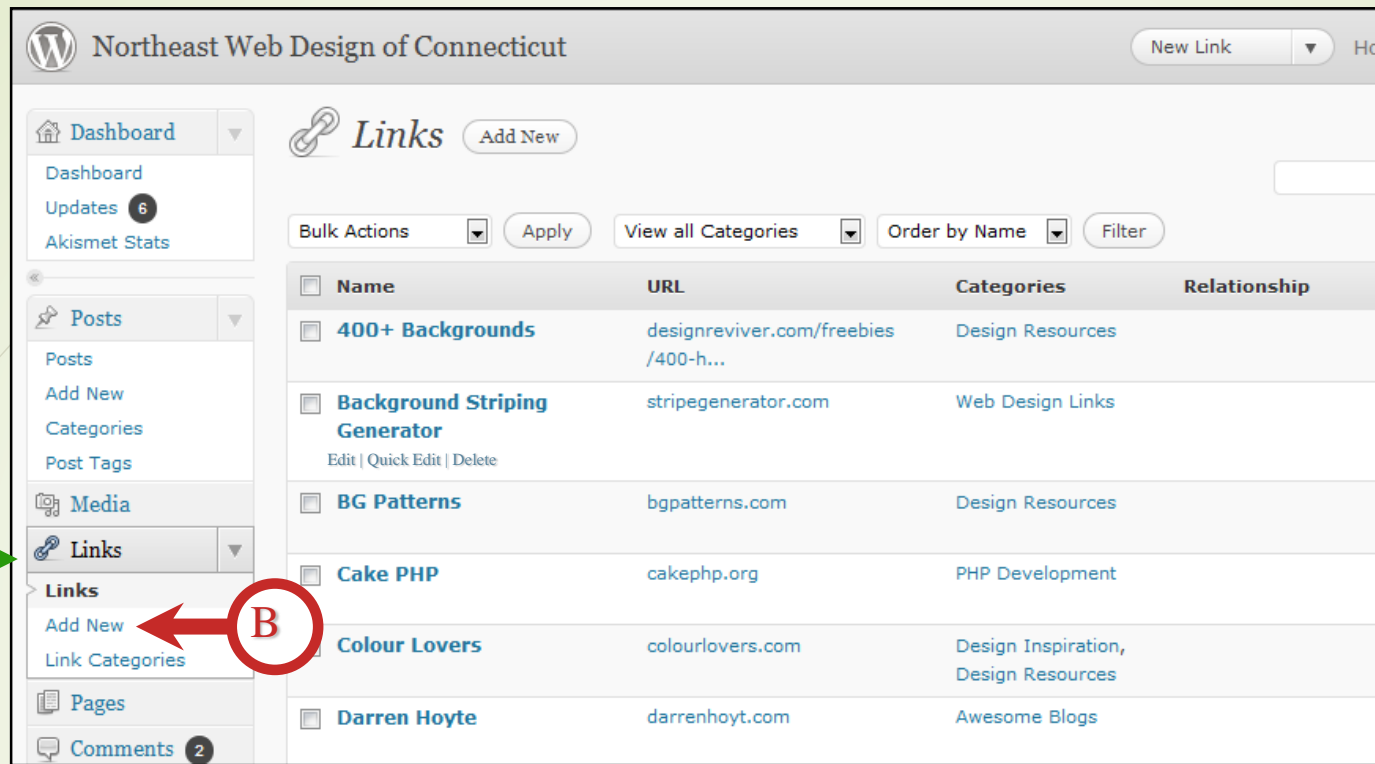


The screenshot shows the WordPress 'Edit Page' interface for the 'About Us' page. The page title is 'About Us' and the permalink is 'http://northeastwebdesign.com/about-us/'. The page content includes a heading 'Welcome to Northeast Web Design' and a paragraph of text. The interface includes a left-hand navigation menu with options like 'Dashboard', 'Posts', 'Media', 'Links', 'Pages', 'Comments', and 'Forms'. The 'Pages' section is expanded, showing 'Add New' and 'Add New' buttons. A red arrow labeled 'B' points to the 'Add New' button in the 'Pages' section. The right-hand side of the interface shows the 'Publish' section with a 'Preview Changes' button and a 'Move to Trash' button. A green arrow labeled 'A' points to the 'Update' button in the 'Publish' section. The page is currently published and visible to the public.

Fig. 42

## Adding & Editing Pages

- To save your page changes, click on the Update Page button (A).
- To add a new page, click Add New in the Pages navigation box in the left-hand column (B).
- Now you know how to add and edit pages. Let's look at one more thing — Links.



The screenshot shows the WordPress 'Links' management interface. The left-hand navigation menu is visible, with the 'Links' option highlighted. A green circle labeled 'A' points to the 'Links' menu item. Below the 'Links' menu item, the 'Add New' link is highlighted with a red circle labeled 'B'. The main content area displays a table of existing links with columns for Name, URL, Categories, and Relationship. The table contains several entries, including '400+ Backgrounds', 'Background Striping Generator', 'BG Patterns', 'Cake PHP', 'Colour Lovers', and 'Darren Hoyte'.

Name	URL	Categories	Relationship
400+ Backgrounds	designreviver.com/freebies/400-h...	Design Resources	
Background Striping Generator	stripegenerator.com	Web Design Links	
BG Patterns	bgpatterns.com	Design Resources	
Cake PHP	cakephp.org	PHP Development	
Colour Lovers	colourlovers.com	Design Inspiration, Design Resources	
Darren Hoyte	darrenhoyt.com	Awesome Blogs	

Fig. 43

## Adding & Editing Links

- Links are sometimes called a “blogroll.” Like posts, they are organized by categories. The blogroll/links are a widget that usually appears in the site’s sidebar navigation.
- **Click on Links button in the navigation box in the left-hand column (A).**
- Once again you see a list. In this case, a list of your current links. And editing or deleting a Link Name is just like editing/deleting posts or pages. So let’s just jump ahead adding a new link.
- **Click on Add New link in the Links navigation box (B).**

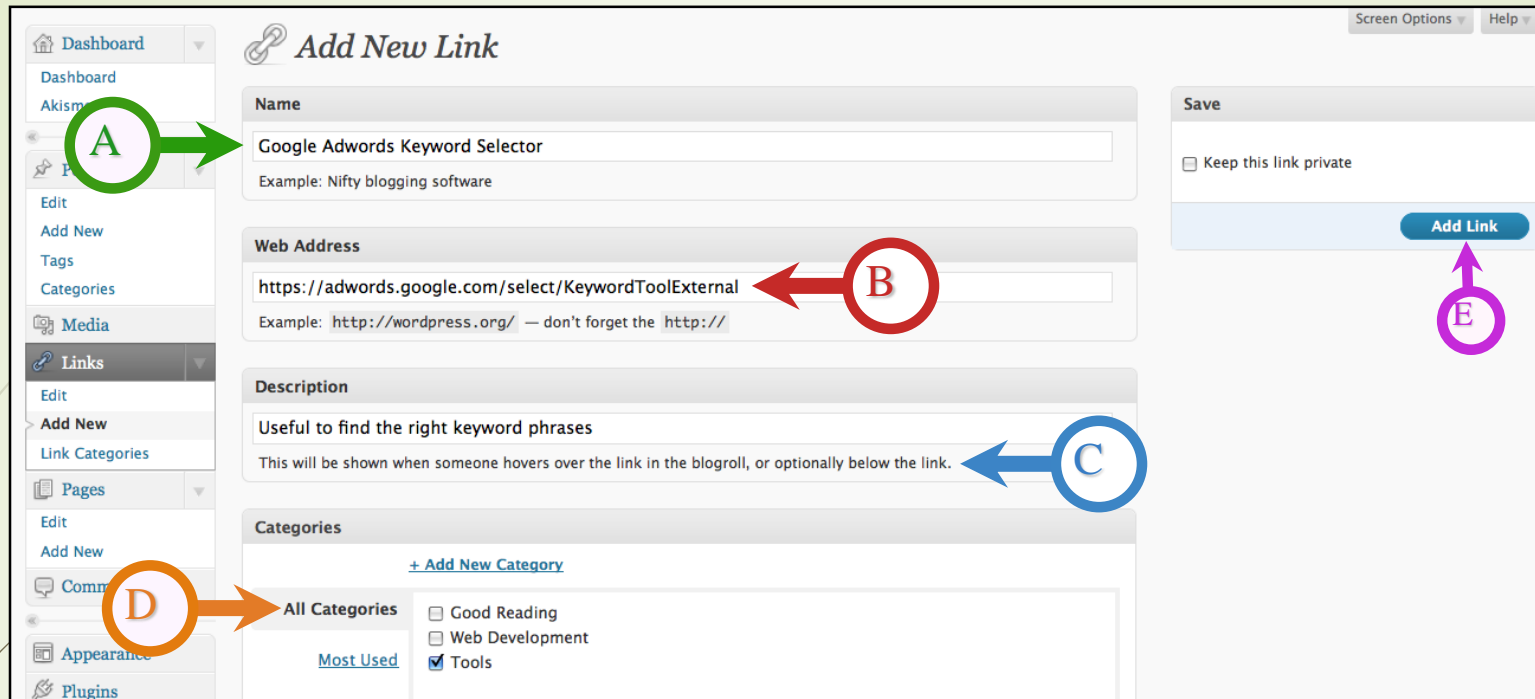


Fig. 44

## Adding & Editing Links

- To Add a New Link:
- Type in the Name of the link as it will appear in the blogroll/link list (A).
- Type or Copy-and-Paste the URL (hyperlink) in the Web Address (B).
- If you want, you can add a description of the link (C).
- Select a category (otherwise the default category will be assigned) (D).
- Click the Add Link button (E).



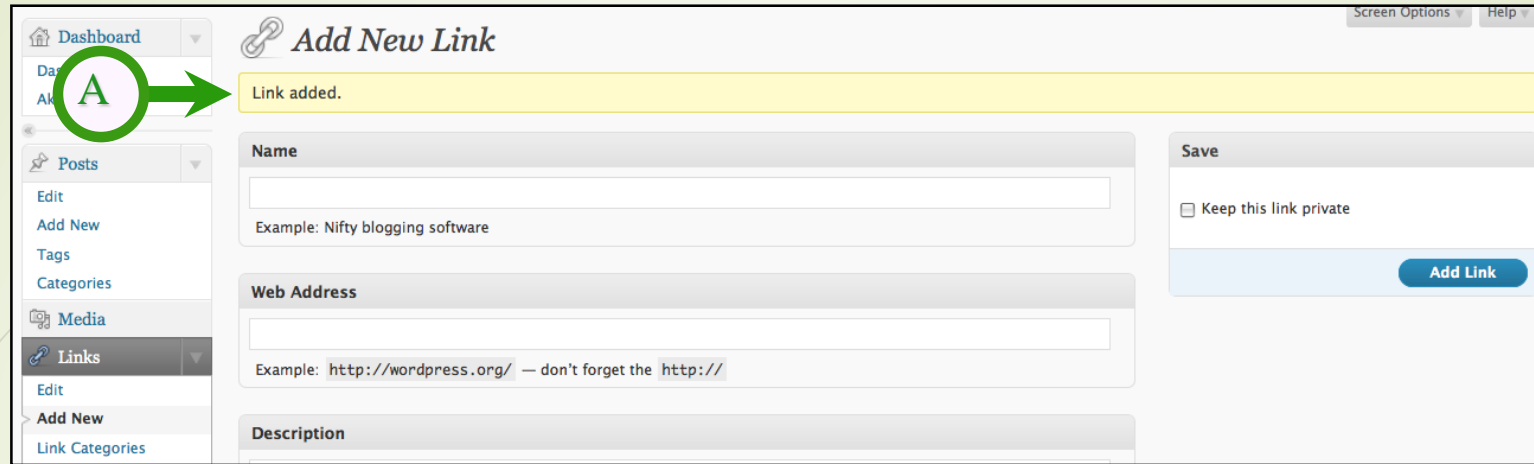


Fig. 45

## Adding & Editing Links

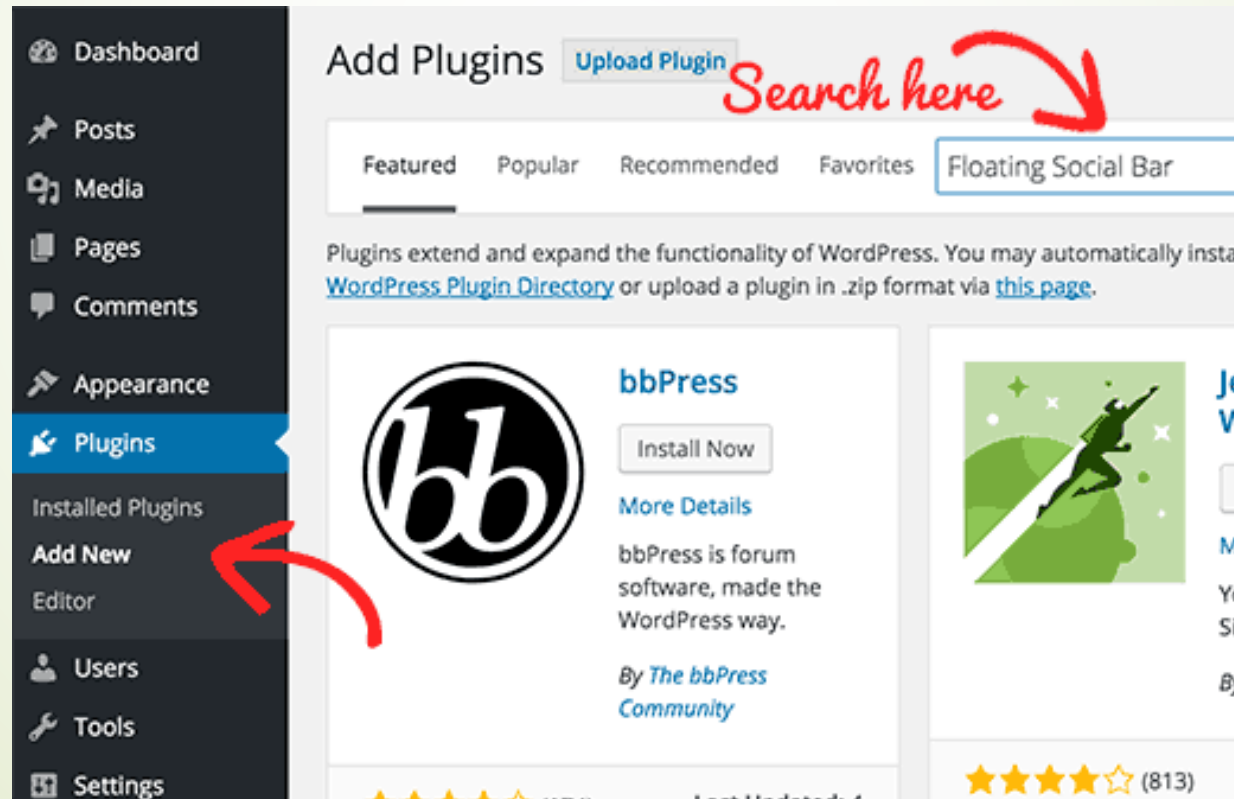
- You should see a yellow band across the top, below the Add New Link heading, that says Link added (A).

## WordPress Plugins

### Install a Plugin using WordPress Plugin Search

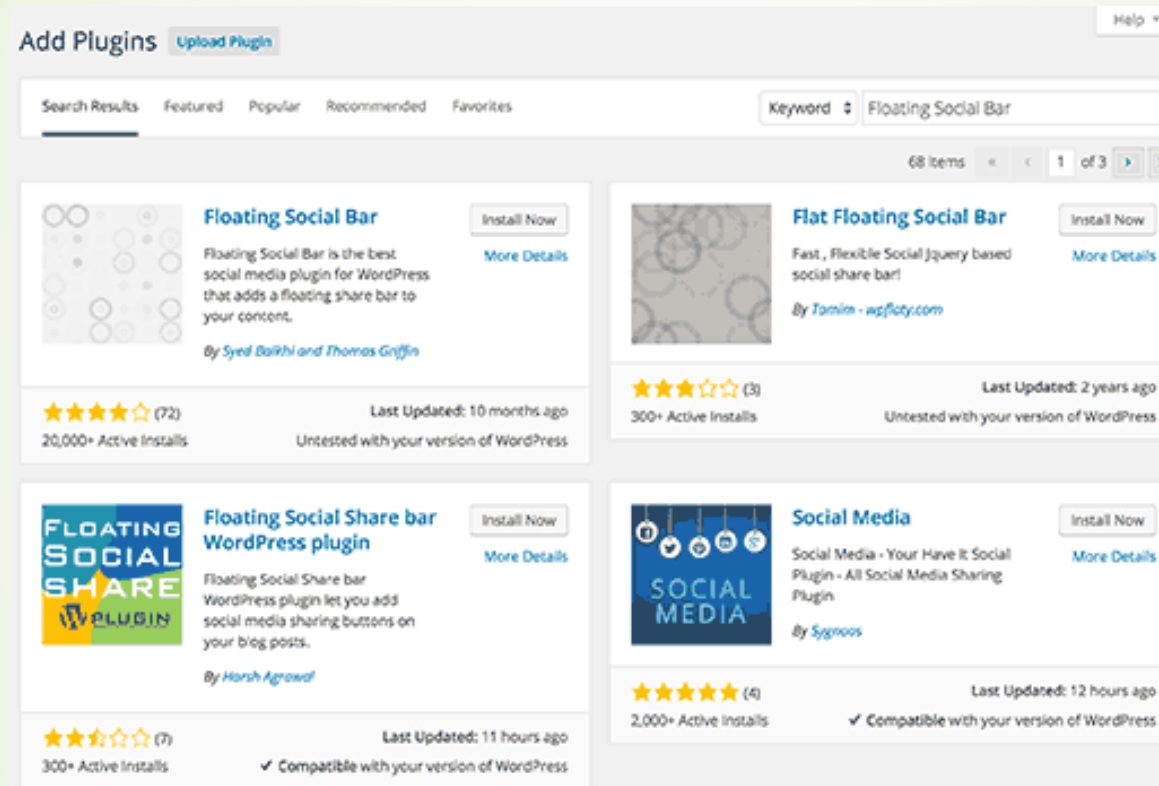
The easiest way of installing a WordPress plugin is to use the plugin search. The only downside of this option is that a plugin must be in the [WordPress plugin directory](#) which is limited to only free plugins.

First thing you need to do is go to your WordPress [admin area](#) and click on **Plugins » Add New**.



The screenshot shows the WordPress Admin Dashboard. On the left sidebar, the 'Plugins' menu item is highlighted in blue. Below it, the 'Add New' option is also highlighted. A red arrow points to the search bar in the main content area, which contains the text 'Search here'. The main content area displays the 'Add Plugins' page, featuring a search bar with the text 'Floating Social Bar' and a list of plugins. The first plugin shown is 'bbPress', which has an 'Install Now' button and a 'More Details' link. The bbPress plugin description states: 'bbPress is forum software, made the WordPress way. By The bbPress Community'. The plugin has a rating of 4.5 stars (813 reviews) and was last updated 4 days ago.

You will see a screen like the one in the screenshot above. Find the plugin by typing the plugin name or the functionality you are looking for, like we did. After that, you will see a bunch of listings like the example below:

A screenshot of the WordPress 'Add Plugins' interface. At the top, there's a search bar with the keyword 'Floating Social Bar' entered. Below the search bar, there are tabs for 'Search Results', 'Featured', 'Popular', 'Recommended', and 'Favorites'. The search results are displayed in a grid of four plugin cards. The first card is for 'Floating Social Bar' by Syed Balkhi and Thomas Griffin, with 20,000+ active installs and a 4.5-star rating. The second card is for 'Flat Floating Social Bar' by Tamim, with 300+ active installs and a 4.5-star rating. The third card is for 'Floating Social Share bar WordPress plugin' by Harsh Agrawal, with 300+ active installs and a 4.5-star rating. The fourth card is for 'Social Media' by Sygroos, with 2,000+ active installs and a 4.5-star rating. Each card includes an 'Install Now' button and a 'More Details' link.

You can pick the plugin that is best for you. Since in our search, we were looking for Floating Social Bar which happens to be the first plugin, we will click the 'Install Now' button. WordPress will now download and install the plugin for you. After this, you will see the success message with a link to activate the plugin or return to plugin installer.

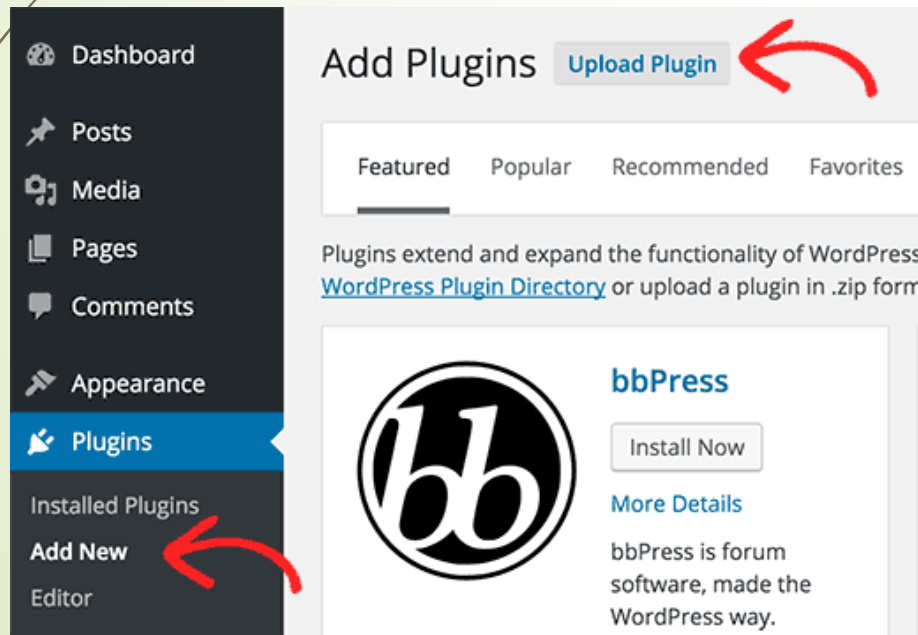
## Install a Plugin using the WordPress Admin Plugin Upload

Paid WordPress plugins are not listed in the WordPress plugin directory. These plugins cannot be installed using the first method.

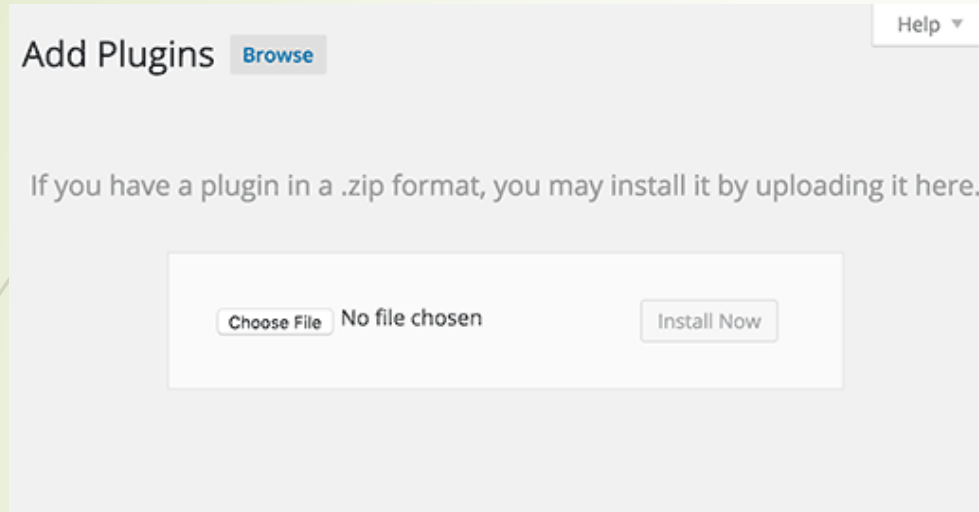
That's why WordPress has the Upload method to install such plugins. We will show you how to install WordPress plugins using the upload option in the admin area.

First, you need to download the plugin from the source (which will be a zip file). Next, you need to go to WordPress admin area and visit **Plugins » Add New** page.

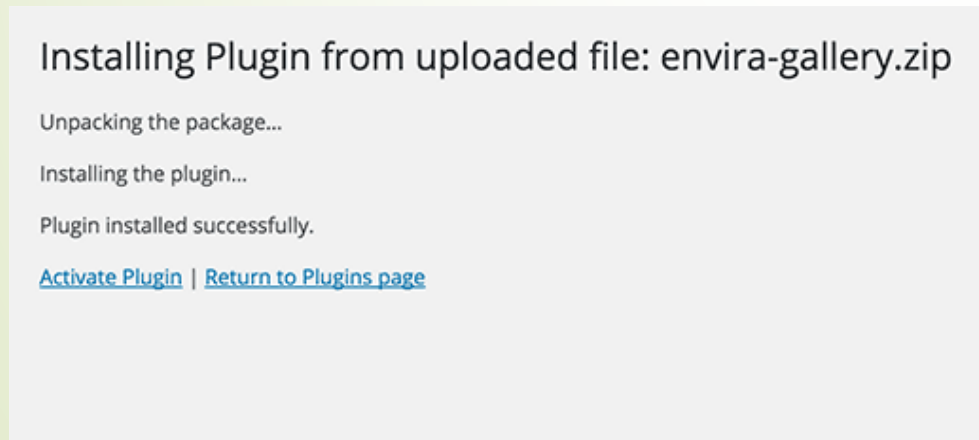
After that, click on the Upload Plugin button on top of the page.

A screenshot of the WordPress Admin interface showing the 'Add Plugins' page. On the left is a dark sidebar menu with 'Plugins' highlighted in blue. Below 'Plugins' are 'Installed Plugins', 'Add New', and 'Editor'. A red arrow points to 'Add New'. The main content area has 'Add Plugins' at the top, followed by a button labeled 'Upload Plugin' with a red arrow pointing to it. Below this are tabs for 'Featured', 'Popular', 'Recommended', and 'Favorites'. A paragraph of text explains that plugins extend WordPress functionality and provides a link to the 'WordPress Plugin Directory'. Below this is a featured plugin card for 'bbPress', showing its logo, the name 'bbPress', an 'Install Now' button, and a 'More Details' link. The description for bbPress reads: 'bbPress is forum software, made the WordPress way.'

This will bring you to the plugin upload page. Here you need to click on the choose file button and select the plugin file you downloaded earlier to your computer.



After you have selected the file, you need to click on the install now button. WordPress will now upload the plugin file from your computer and install it for you. You will see a success message like this after the installation is finished.



Once installed, you need to click on the Activate Plugin link to start using the plugin. You would have to configure the settings to fit your needs. These settings will vary for each plugin therefore we will not be covering that in this post.



# Thank You

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