

Learn WordPress



From beginner to advanced user

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From beginner to advanced user

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Intro

1

Did you ever have the idea of making your own website? A friend who needs a website? To promote a product on the internet? Did you wonder, if I only could make a website! Now you don't need to think like that anymore! With this book you will learn how to make websites with WordPress. Moreover, fast and with ease. In no time you will be able to create a website. You will be able to sell websites as an entrepreneur or freelancer. Making websites for companies or start a website to promote a product or person.

**WordPress is
incredibly useful
and easy to use**



Internet has been so incredibly useful for all kinds of people. It is the place we visit to tell the world about anything. Regardless if you are a user on social media, small business owner or runs a large company. Everyone uses the internet and on the internet we use websites. This is where WordPress comes in. With WordPress we can create websites that are reachable for the entire world. Not only that, in a simple fashion as well! It is easy to wonder, how is this possible? Because WordPress is actively used by millions of users and developers. Many of which help improve WordPress and creates additional functionality. WordPress "Themes" and "Plugins" are widely created by many. This creates an enormous database of functionality to get access to when you build your website. Anyone can add more functionality that other developers can get access to through WordPress own system. More about this further into the book! If you want to learn how to use the world's most talked about tool for website creation you have found the right place!

To create a website, one can think of these 7 steps

1. Choose server / web hosting service
2. Install WordPress
3. Pick type of website

4. Design the website's appearance
5. Install a fitting theme
6. Install plugins that solves what you want to create
7. Add content to your website

During the book I will go through these categories and explain in detail every step.

What is WordPress?

From your computer your laptop, you are able to through WordPress, design and customize your website completely on your own. WordPress is an incredibly good system that makes the whole development simple and easy. The maintenance of a website is one of WordPress strongest points. In such a simple and easy way add new material to your website.



WordPress is designed with the idea of being very user-friendly. It uses a simple interface called Adminpanel. Through this panel you have access to everything in your WordPress site, like content, themes and plugins. Each theme and plugin are designed to fit into WordPress system. Plugins enables your website to get additional functionality and the ability to completely modify your website.

WordPress is different from the traditional way of making websites. The traditional way to make websites is to write code with different programming and script languages. Instead WordPress uses its own graphical interface where the user handles themes and plugins to form the website. After installing WordPress, the user can directly access the Admin interface.

Anyone can create their own themes and plugins to strengthen WordPress. An extremely large database of themes and plugins are available for everyone to download and use. Themes and plugins are made in the traditional way of creating websites with programming languages. You don't need to know this to make websites with WordPress, but it enables you to create your own themes and plugins from scratch. It is a great possibility. Themes and plugins in WordPress follows specific designs and patterns so that it can be integrated in WordPress and developers can easily use them. If you learn the programming language PHP together with HTML you will be able to write your own plugins and themes.

To make it simple. This is WordPress,

1. Themes
2. Plugins
3. Settings

4. Content

These are also the development steps to create a website in WordPress. 1. Find a fitting theme and customize it. 2. Find additional functionality through plugins and adjust them. 3. Set any additional settings. 4. Add content to the website. Done. Very simple.

One can think of step 1. 2. And 3. As the design and functionality of the website. Step 4. Is the content, which means text and images. E.g, if you have a blog and want to add a new post, then each post is defined as content of the website.

When you make a website, you start with the design and functionality and finish with the content. The content is dynamic, especially if it is a blog. Adding content as it goes. A blog is continually updated which means the content is updated continuously.

As a WordPress developer you handle the content and design of the website the most. All design and content is configured by an administrator page called the Adminpanel. You get access to this page after the installation of WordPress. WordPress is a CMS which stands for Content Management System. This means you use an interface and edits content in priority. Programming is “plugins” in WordPress where editing content is prioritized. Plugins are written in the programming language PHP. Themes are written in PHP, HTML, CSS and Javascript. There are countless plugins and themes to use. Dozens of dedicated companies develops quality plugins and themes for people to use. There is a whole established market for themes and plugins. Some are free some are cost money. Most have a free version and a pro version.

WordPress is first installed as a project and can then be modified. Everything is made through the Adminpanel. This panel is accessed by writing /wp-admin in a web browser. In the address bar after your domain name. This brings an interface with buttons and text-fields to make a website.

The design is called “themes” in WordPress. Themes can be found and downloaded inside the Adminpanel. If you want more functionality on your website you can install plugins. Additional functionality could e.g, be the ability to have a user-form, which is very common to have. Just like themes, you can search and find plugins within the Adminpanel. Both themes and plugins are found on other websites to be downloaded and then imported to your project. Often if it is a dedicated company for a theme or plugin, they will have a dedicated website where you can download it. Just simply import them using your Adminpanel. The Adminpanel (wp-admin) is the main page you work with during development and content creation for your website in WordPress.

Summary

WordPress is an incredibly useful tool to know. Millions of users have installed WordPress and uses it. If you have an idea/product and you want a website for it, or to make a website for a person or company, WordPress is an excellent choice. WordPress uses a simple

system with themes and plugins. These are accessed through the Adminpanel. The Adminpanel is a tool to make the website (Also called wp-admin). There are dozens of themes and plugins to download and install for your project. If you want to learn how to code, you can even create your own themes and plugins.



Getting started with WordPress

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Intro

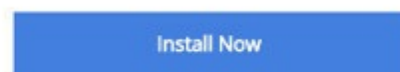
WordPress is very easy to find and install. There are three methods to get WordPress.

- WordPress can be installed on most web hosting services
- WordPress can be manually downloaded from www.wordpress.org
- Create an account online on www.wordpress.com

Pick one and begin to use WordPress after a fast installation.



If you use a web hosting service, there are often a built-in WordPress installation you can use. Often it is through an interface. If you login to your web hosting service, there are often an option to install an app like WordPress. Find a button which says something similar to “Install apps” or “Install WordPress”.



Space Required
Available Space : 19,501.27 MB
Required Space : 22.22 MB

If you have your own server you can download the latest version of WordPress from www.wordpress.org/download completely for free. www.wordpress.org have the latest install of WordPress ready to download as a zip file. Just extract the zip file on your

server and you have the latest version of WordPress completely for free. Start the installation through your web browser.

1. Download WordPress to your server
2. Extract the zip file
3. Install it through your web browser

A simple alternative is to create an account on www.wordpress.com and use WordPress directly on their website. You don't have to download anything, you can instead just login on that website. The downsides of that option to use www.wordpress.com is that it is limited with themes.

If you want more functionality and a complete version of WordPress then I recommend using WordPress on your own server or a web hosting service. This will make you flexible and you can install WordPress on any computer whenever you want completely for free, otherwise pick www.wordpress.com if you just want a simple way to try WordPress.

WordPress is free. It is also “Open Source” and anyone can use it. Open source means the code the project is written in, is available for anyone to view and use. This means programmers can download the source code and use, learn from it or help in the development of WordPress.



There are many web hosting services today. The definition of a web hosting service is “A website that provides a server and creation of websites for users”. A user can register for an account and create a website online. The user don't need to buy an own computer to put in a hall, instead the user can simply create an account on a web hosting service and develop the website remotely. The website will also be available 24/7 as the server is run by the web hosting service.

When creating a website with WordPress, using a web hosting service is the most common. This is because it includes many good tools, including a server. You don't need your own computer which runs 24/7, you can instead pay the service to run everything. A server you control remotely.

What is the difference between different Web Hosting Services?

Web Hosting Services are located on different locations on the earth. They are in different languages. Gives you different functionality and tools. Many Web Hosting Services are very alike. A good way to find a good Web Hosting Service is to read reviews. Reading reviews can give an insight into how the Web Hosting Service might be.

What is the difference between a Web Hosting Service and a server?

Web hosting service is the umbrella term of a service that provides a server, web-space, domain registration, different tools to make a website, statistics, security, support, etc.

A server is a computer that is dedicated to making a website reachable online. When a user enters a website there is always a server running that makes it possible. A computer is needed.

What is a domain?

A domain is the very name of a website e.g, www.dreamhost.com. This is registered through a system that makes it available online worldwide. The domain is linked to your preferred server. When the user enters the domain name in a web browser it loads the correct server to your web browser. All computers that are connected the internet have its own IP-address. This is how the system knows which computer server is going to show the website for the user. It is through the IP-address. An IP-address can e.g, be 127.0.0.1. A sequence of numbers that represent a connected computer to the internet.

How do I get started with WordPress on my Web Hosting Service?

It is very easy to get going with WordPress on a web hosting service. Either the service will have a simple install WordPress button (they usually do), or you can simply download WordPress and upload it yourself.

What Web Hosting Service to pick?

When you pick a web hosting service, a little research about what they provide is never a bad idea. Where is the service located with their servers? In what country? This is good to know because it takes a couple of milliseconds to load a website depending upon where it is located on the earth. If you are in Sweden and load a website that is located in Australia, it will take a longer time than if the server were located in Sweden. When you buy a web hosting service, it is good to consider where your potential customers will be in the world and where your server is located in the world. If your potential users will be in Australia it is better to have a server in Australia, etc. When you search for Web Hosting Service in your language you will likely get results that are from that area. Google also show results from the country where you are located when you make a search.

Tips on Web Hosting Services for Europe and America.

On these providers you can easily install WordPress and get your own domain name.

- [A2Hosting](#)
- [DreamHost](#)
- [HostGator](#)
- [iPage](#)
- [HostWinds](#)
- [SiteGround](#)
- [BlueHost](#)
- [JustHost](#)
- [InMotionHosting](#)

VPS-server

When buying a Web Hosting Service a common choice is “Shared Hosting” for WordPress. Another option other than the common shared hosting, is to buy a VPS-server instead. With a VPS-server you will get access to everything on the server and can install everything you need, if you know how to use a command line terminal. You can buy a domain name and a VPS-server. Shared Hosting is most commonly used on a Web Hosting Service, this gives you the ability to use WordPress. VPS-server gives you the ability to use the server like a computer, which means you can install anything you need. VPS is best if you want to write your own code, for example program your own themes and plugins. Many of the listed Web Hosting Services above also have the option to pick VPS-server. Pick Shared Hosting if you want the cheapest way to use WordPress. Pick VPS-server if you want full access to your server!

Tips on VPS-servers

Alternative to Shared Hosting

- [Virpus](#)
- [QuadHost](#)
- [Time4VPS](#)

Integrate with a Web Hosting Service

It is very easy and most Web Hosting Services are alike. You have bought a domain name, for example www.eliasericson.com and you picked shared hosting on your Web Hosting Service. Maybe you chose [DreamHost](#). You bought an account to login to and get space for files and various tools to use. When you buy an account on Web Hosting Services there is often also the possibility to get a domain name at the same time. If you didn't already pick a Web Hosting Service, start by picking one and buy an account with included domain name. I recommend [DreamHost](#), [HostGator](#) and [A2Hosting](#). You can pick either of both Shared Hosting and VPS-server. Good service in Europe and America. Through your account on the Web Hosting Service you can easily install WordPress with one click and you can directly start using WordPress from your web browser by visiting your domain name.

You can also upload WordPress manually if you'd like. If you upload WordPress manually and extract the zip-file on your server, then visit your website by entering your domain name in the browser (the domain name you bought, www.<???.com>). Either you uploaded WordPress to your first folder or a sub-folder. If it's a sub-folder you simply add that folder-name after your domain name in the address field, e.g. [/my-folder](http://www.<???.com>/my-folder). "www.<???.com>/my-folder", otherwise if you uploaded WordPress directly to the main folder, you will access it directly by writing your domain name "www.<???.com>" in a browser, then your new WordPress-site will show up and an installer will begin. Very easy, simply follow the instructions.



If you have your own computer and want to host or try WordPress without paying for a Web Hosting Service it is possible by installing a program. If you use Windows and want to install it on your own computer, you can download the program “Wamp” which handles the script-language PHP and the database MySQL that WordPress is built on. Very simple installation and works excellently. This is useful if you want to use WordPress completely free on your own computer. If you have a Mac you can download the program “Mamp”. With a program like this your computer acts as a server and you will be able to show your website online by editing your firewall and that the computer is running.

Programs for custom server

- Windows: Wamp
- Mac: Mamp
- Linux: Lamp

How to connect MySQL during manual installation?

When you have installed your own server, e.g, Mamp and downloaded WordPress from www.wordpress.org/download and extracted the files to the correct folder in your Mamp system, then you will be able to start the WordPress-installation through your web browser. During the installation it will ask for what MySQL-database you want to use. You need to create an empty database for your new WordPress-project by opening PHPMyAdmin and then press "New database". That's all. You can then install WordPress with the name of your new database you added.

What is a zip-file?

A zip-file is a collection of files that has been merged into one file. Often it is one folder that a user wants to compress into one file so that it can easily be transferred and will take less space on your hard-drive. It is possible to send all the files as just one file and extract everything wherever needed. After the extraction, the original files and folders are created. There are more terms other than zip. Zip is the most common one. Other common compression-types are Rar, 7z, Gz, Tar.

Summary

There are three ways to use WordPress.

- Web Hosting Service
- Your own computer
- Using www.wordpress.com

The installation of WordPress is super easy, all you do is install it directly on your Web Hosting Service if you are using that, or simply download it and install it on your own computer. With www.wordpress.com you only have to create an account and login.



The Admin-panel

3

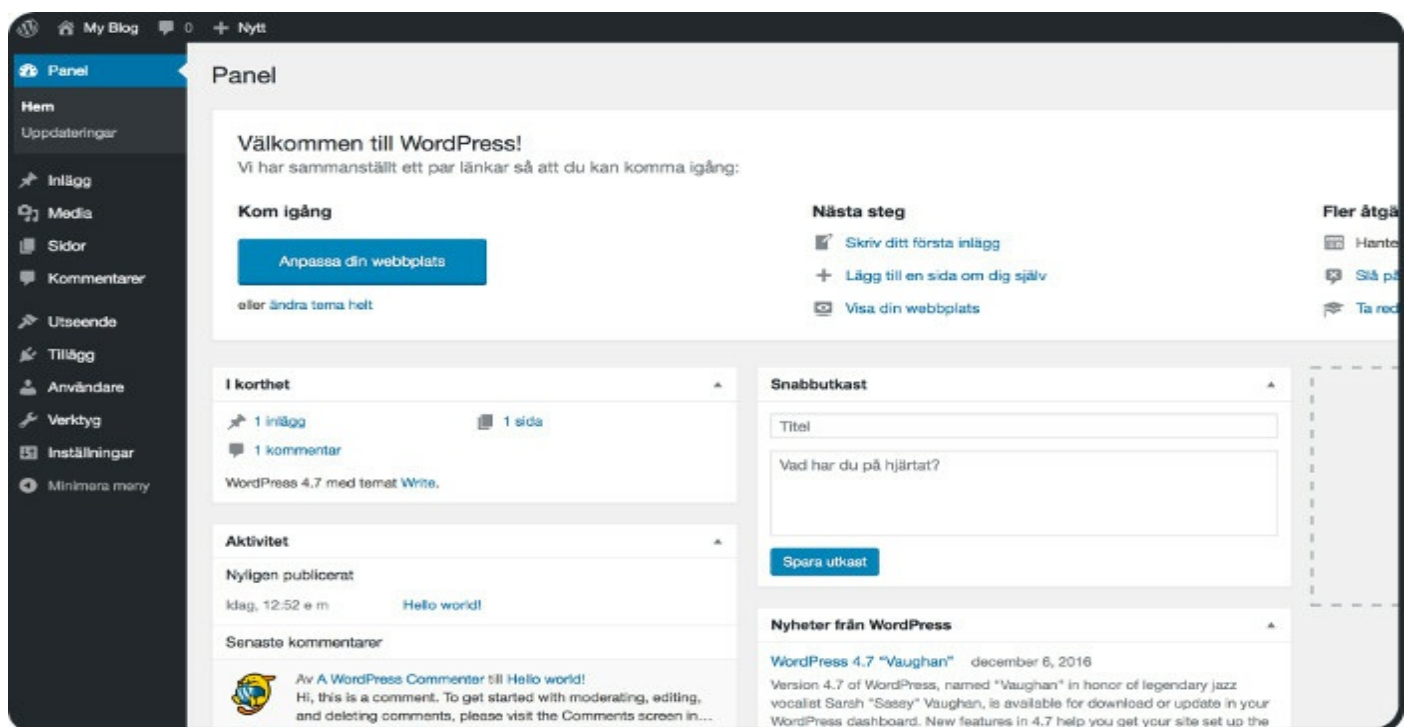
Intro

WordPress uses an interface to make websites. This panel is called "Adminpanel". You use this panel for everything in WordPress. This panel is accessed from your web browser on your newly installed WordPress-project. The Adminpanel gives you various tools to make and customize your website.

Entering the Adminpanel

The process you have done so far is to install WordPress. When your installation of WordPress is done, you will see that you have a simple blog on your website. This means that the installation was good. You are now able to login to your Adminpanel to start making and editing your website. The admin page is found by typing in /wp-admin after your domain name. `www.<???.com/wp-admin`. Enter your username and password you used during the installation of WordPress.

When you login you will enter the Adminpanel. The first page that is shown is called “Dashboard”. There you will see the latest events on your website, e.g, news by WordPress, latest post you made, recent comments by users to review before publishing them and so on.



To the left you have a long menu. This menu is used for making and editing your website. The menu is divided into,

1. Dashboard
2. Posts
3. Media
4. Pages
5. Comments
6. Appearance
7. Plugins
8. Users
9. Tools
10. Settings

This menu is WordPress largely. It lists all the important buttons you need to know to be able to make a website. Great structure that is easy to understand.

1. What is the Dashboard?

The first button is called Dashboard in your admin menu. This button is there if you want to go back to the dashboard if you are editing somewhere else in the admin interface. The dashboard shows the latest on your website. Are there new updates to install for themes and plugins? New comments? Your schedule, todo-list and so on. You can customize this dashboard however you want.

2. What are Posts?

Posts are new material for a blog. With the “Posts” button in your Adminpanel you get a list of all your posts you have made. You get different tools to use such as New, Edit, Remove. You can choose when the posts will publish. E.g, you can create private or draft posts and choose when you want them to be published. A post can be put into a category and marked with search keywords. If you have a blog with many posts, it is a good feature to mark them with keywords and put it in a category so that users can easily find and search for specific posts you’ve made.

3. What is Media?

Media is your library of uploaded material you use within your website. E.g, if you create a new post and upload an image to your post, it will also be placed in your media library so that you can reuse it in another place on your website.

4. What are Pages?

If you create a new page with the name e.g, “MyNewPage” and then enter that name in the web-browser /MyNewPage, you will enter this page directly and see the content of that page. A website is divided into pages. It is like a book where every page have a specific name in the address-bar. You can also link between your pages. You can create links to external websites or pages within your own website. Your WordPress-project always have a base page that is viewed. You can create unlimited number of pages and link between them.

5. What are Comments?

Comments are what users write on your website. You can view all comments ever written on your website by pressing the button “Comments” in your Adminpanel. You can choose if comments will be marked as spam or trash, remove them or publish them. You can also edit comments. A lot of commenters want to promote their website, therefore the option “website” is included when writing a comment. This increases the reason why people want to comment. It is good to install a plugin that handles spam when you website generates more traffic.

6. What is Appearance?

Appearance is how your website looks. This is where you customize your theme. You can download and try different themes. They will be placed in a list where you can view info, activate or deactivate a theme. A theme has its own graphical interface where you can edit the theme to a certain extent. This interface is called “Customize”. Each theme has its own information where you can read about how to use that theme. Many themes have dedicated websites with support, many companies make themes for WordPress. A lot more about themes further into the book!

7. What are Plugins?

There are countless number of available plugins to install. From the Adminpanel you can search and download for plugins. You can also find plugins from external websites. Many companies make plugins for WordPress. Plugins are dedicated for specific purposes. Anything from adding specific buttons to your website, to adding payment option to your website. The plugins you have downloaded are listed within your Adminpanel and can be activated or deactivated. You can have many plugins activated at once. Every plugin works in its own way, as it is designed as an additional functionality for your website. Each plugin has its own information page or a dedicated website where you can learn about how to use that specific plugin. Plugins often creates new buttons and fields in your Adminpanel. They are often added to Tools and Settings, but can also create its own button together with the 10 common ones.

8. What are Users?

Users are people who register themselves on your website. With the button "Users" in your Adminpanel you will come to a page where you can administer these users. You can view a list of all users on your website. You can edit and change privileges of each user. If a user should act as an administrator for example. Users can comment in the essence of WordPress or act as an administrator. It is possible to expand the user-system. There are many plugins that adds functionality to WordPress' user-system. E.g, give the possibility to send private messages between users or create a paid for premium account.

9. What are Tools?

Includes various tools to help you administer your website. You also get an import and export menu which enables you to import or export e.g, posts, comments, media, users, etc., from your system and save it as a file. Many new buttons are placed in "Tools" by new plugins you activate.

10. What is Settings?

This is where you set and adjust various settings for your website. You can set what your website will be called and what slogan it has. These variables are used within themes on your website. There are many variables you can set. E.g, your admin's email-address, what timezone your website has. There are a couple of subcategories in settings, these are,

- General
- Writing
- Reading
- Discussion
- Media
- Permalinks

Because there are many settings to be adjusted when you add plugins and so on they are in different categories to make them easy to find. Plugins may create a new subcategory in settings to adjust that specific plugin. Through these buttons you can adjust specific settings.

These 10 buttons are the common ones to use in WordPress

When you install themes and plugins new buttons are also installed in your Adminpanel. More than 10 buttons will be available to the left in your Adminpanel. Most of the time the buttons are added to Tools and Settings. Your Adminpanel will expand depending upon which themes and plugins you have activated. It is good to know the basic buttons for WordPress then it will be easier to find what buttons are for your newly activated theme or plugin. As a quick test you can deactivate your theme or plugin to see what buttons are changed, and then activate it again. Themes and plugins comes with information, there it will say how it adds buttons to your Adminpanel. It is easy it adds buttons to Tools, Settings or creates a new button in your Adminpanel together with the 10 common ones. Plugins are the ones that oftentimes adds buttons, themes are adjusted with the other interface “Customize” or the subcategories on the button “Appearance”. However, in some cases extensive themes adds new buttons to your Adminpanel. For example, if you install and activate the plugin “PageBuilder”, it will add a button where you write new text for posts and pages. I will talk more about this further into the book. What [PageBuilder](#) does is add a nice way of designing a new post and page.

Summary

With WordPress you get a graphical interface that is called the “Adminpanel”. This interface is included when you install WordPress. It is accessed by entering /wp-admin on your domain name in your web browser. Login with your username and password you entered while installing WordPress. This panel is used for making and editing your website. Everything is accessed from the Adminpanel. From a newly installed WordPress you get 10 buttons in the interface. Your Adminpanel is extended when you activate new themes and plugins.



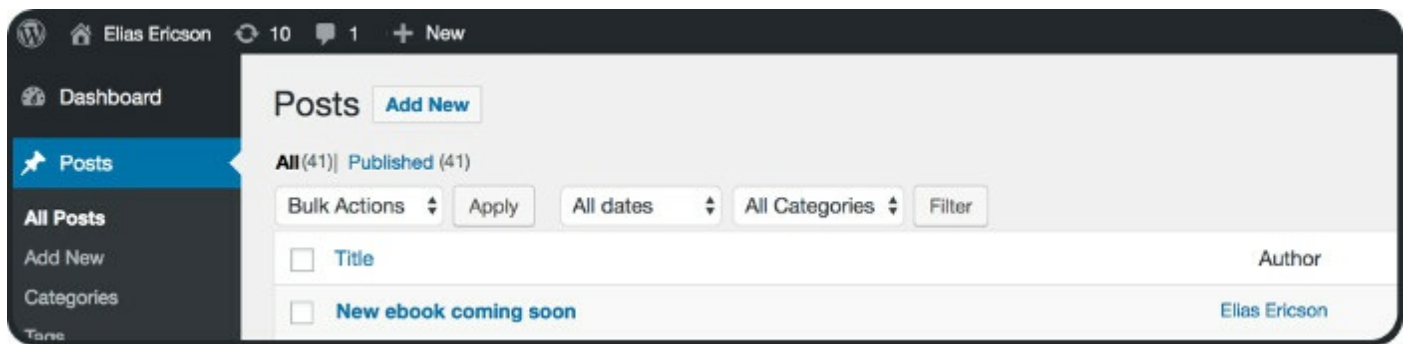
Begin making your website

4

Intro

Now with an installed WordPress-project, you can begin to make your website. If you want a blog all you need to do is to write new posts. We have talked about how the Adminpanel looks like and what buttons are available. Now we can talk about each button more in-depth, how to use each one to make and edit your website. The steps for making a website is very simple in WordPress. Pick a theme, download plugins you need, write and design content for your website. That's it! It's really simple and a smart way for creating a website.

Writing Posts



If you want to try to write posts for your blog, all you have to do is just begin. Press the button "Posts" and then the button at the top "Add New". This will get you to a new window where you can write text. There you pick a title and then the main content of the post. You can include media into your post by adding from your current media library or uploading new material. You also have a menu with text-editing buttons, where you can choose how the text will be shown, font, colors, etc. You can edit your text with either "Visual" or "Text". Visual will show this menu with text-editing buttons. The "Text" option is pure HTML-text. You can use both and alter if you need to include specific HTML into your post.

You can pick what type your post will be defined as. This means that it will be marked as a certain type of post, so that search engines can understand how you want it to show up better in search results.

You can choose to place your post in a category in your website. This makes it easier to later find specific posts you've written. A user might be interested in a certain category you have on your blog and want to read more.

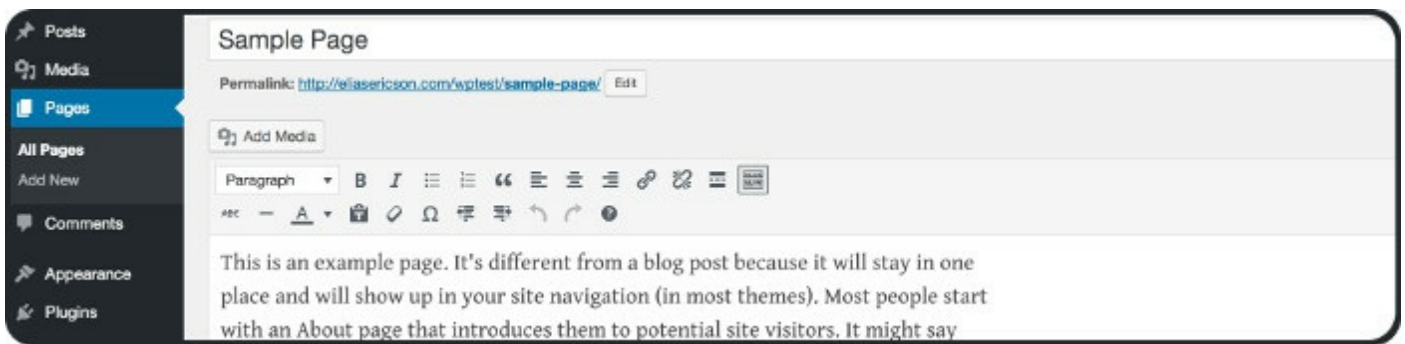
You can add tags to a post. Tags are similar to category, but tags you can have many of. Tags are usually one to three words that each represent what your post is about. Tags are specific to the content in your post and what users might search for when they want to find your post.

At the bottom of you will find a button with the name "Featured Image". With this button you can set the image that will represent your post. This image can be shown in search results and your website. You can choose to display each of your blog posts with their own featured image, certain themes enables this. You can also display this image within your website on pages.

When you are done with your post, you can press any of the buttons, "Save Draft", "Preview Changes" or "Publish". You can also edit the visibility of the post or if you want it to be password protected. You can also schedule it to be published at a certain time automatically.

In the image above you can see that the subcategories in “Posts” are, “All posts”, “Add New”, “Categories” and “Tags”. Categories gives you a new view of all your saved categories you have made in your posts. In categories you can view and edit them. The button tags, the same thing. You get a list of all tags you have used in posts. In the list you can edit them.

Writing Pages



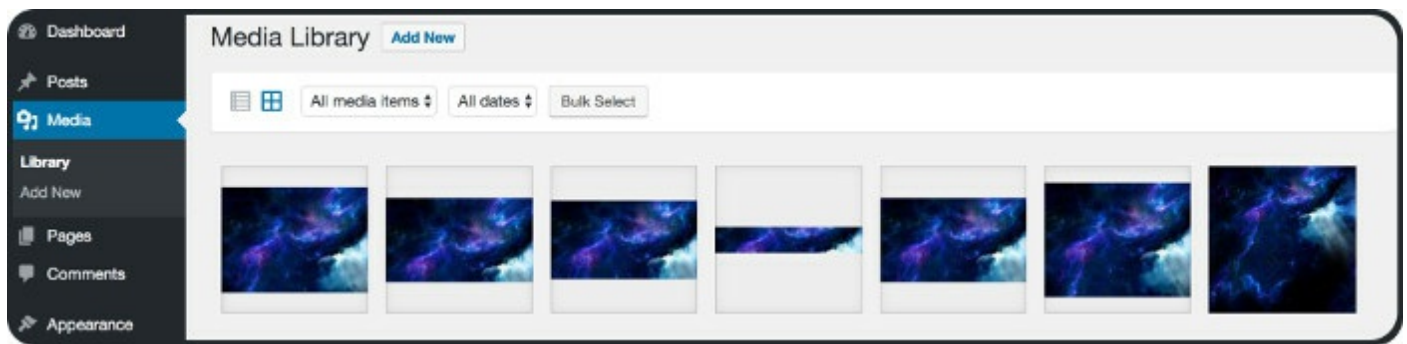
Pages are written in the same way as posts. The difference between writing posts and pages is that posts can be listed in a blog while pages are shown each by themselves. It is common to create a page to tell about who is running the website. That page is usually called “About”. There is also a common to have a contact page.

The plugin "PageBuilder" is strongly recommended installing. This creates an incredibly good functionality to write new posts and pages. What PageBuilder does is to add functionality to design a new page. You can choose what layout the page will have and what elements to show, what widgets to include. Widgets can be plugins you have installed, e.g, RSS-feed, comment-field, email-form, etc. With PageBuilder it is possible to design how it will look with different text-fields, colors, images and widgets. This is also possible with posts. With PageBuilder you can divide the page into a grid and place different widgets into each column.

What does widget mean?

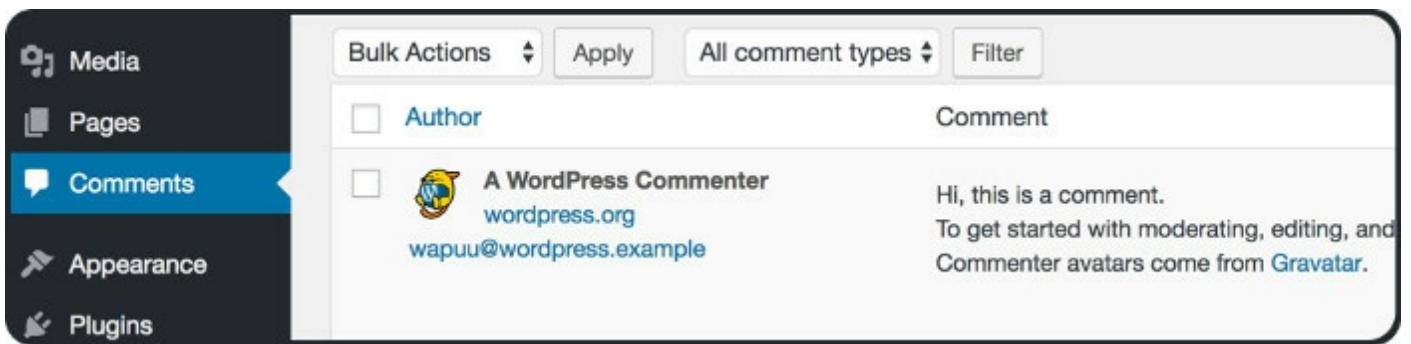
A widget is "a function" you add as a field or box to your page, "a module", "a window". A widget is often interactive and shows something visual. It can be, e.g, a menu, input-field, a clock, RSS-field, calendar, etc. You can install widgets by plugins.

Handle Media



All media you import when creating new posts and pages are put into your media-library. Your media-library is found when you click the button "Media" on your Adminpanel menu. For example, if you install a theme and picks a main header image, the theme can cut and crop the image so that it fits the themes specifications. A new image will then be created, a copy of that image, but with a new format and is added to your media-library. In the image above there are seven different images that has been cropped to different dimensions. With the media-library you can simply reuse any image.

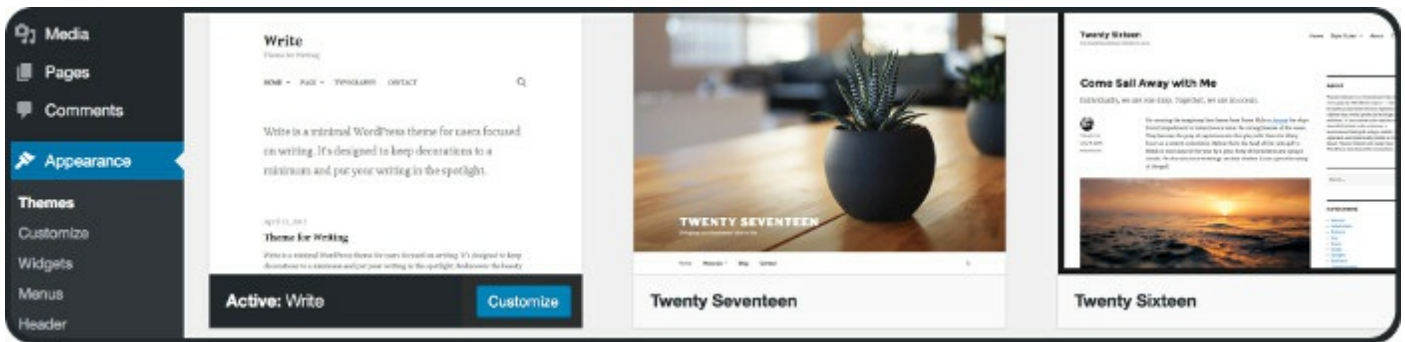
Handle Comments



All comments written on your website can be viewed as a list in your Adminpanel. You can see if it is a registered user or a guest who wrote the comment, what they wrote, on which post, what their email-address is, what website they want to promote, what IP-address they wrote the comment from. You can publish comments, you can choose to edit them, mark them as spam or trash. If you have the plugin Akismet activated, it will take care of most of the spam.

First when a comment is written, it will be placed into a queue. An admin on your website will then choose whether it will be published on your website.

Handle Appearance

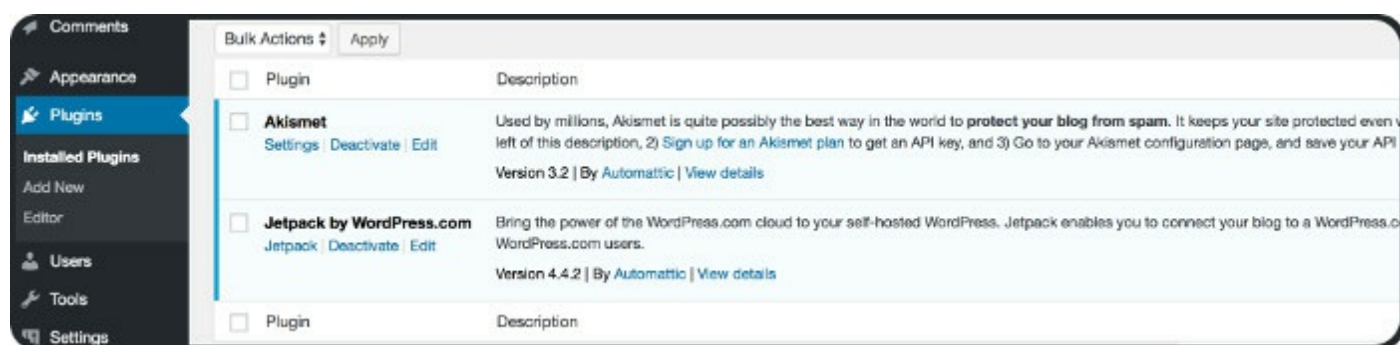


The button "Appearance" handles how your website looks and takes you to themes. It is themes that enables a design for your website. When you install a new WordPress-project you will receive a few pre-installed themes like Twenty Seventeen. You can try to activate them and see how it changes the appearance of your website.

If you want to download new themes, simply press the button "Add New" at the top. This takes you to a list of many themes where you can search for a specific theme. In this view you can download and activate new themes. Many themes are designed for multiple purposes some are designed for blogs, companies, portfolios, e-commerce, etc. You specify what type of website you are looking for in the search-area.

After you have picked a theme and activated it, there is a possibility to customize the theme to your website. There is a button called "Customize". This button becomes available when you activate a theme. When you mark the theme you just installed in your own list of themes. A new button will then be visible with the name Customize instead of Activate. This button Customize, will take you to a new interface, a new panel, where you can customize that theme for your website by adding images, texts, widget and other settings. More about themes further into the book!

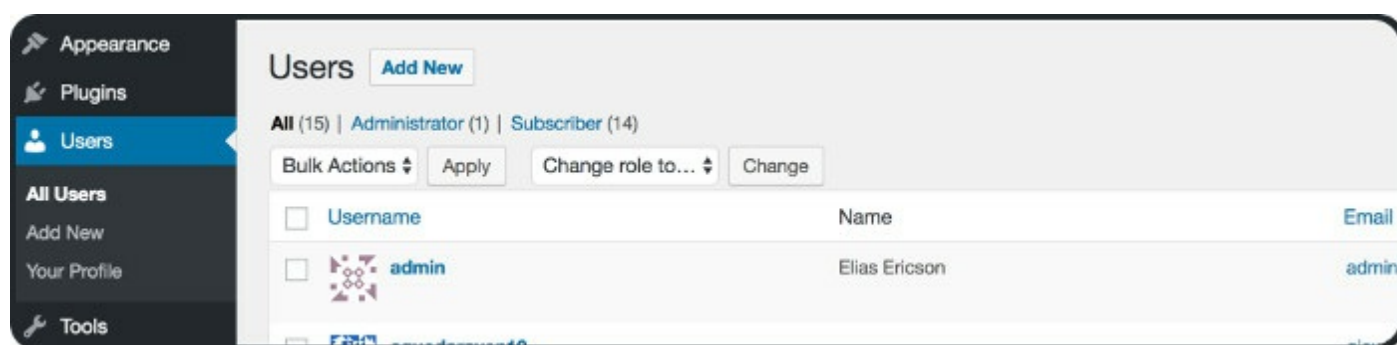
Handle Plugins



Plugins are additional functionality for your website. On your button “Plugins” you can view all your installed plugins as a list, activate and deactivate and add a new ones. You can have unlimited plugins activated.

At the top of the page you have a button that is called “Add New”. That will take you to a view where you can see a list of many plugins to download. Here, you can search for any plugin and read about it. Pick one to install and activate. Each plugin comes with information and how you use it. Plugins are incredibly good and powerful. It enables you to add any type of functionality to your website. More about plugins further into the book!

Handle Users



You get to a view a list of all the users that has registered on your website by pressing the button "Users" in your Adminpanel. You can see information about each user, avatar, name, email-address, privileges on your website, number of posts.

You can view, edit or remove users in this page. You can edit users who might need to setup their profile. You can remove users who are spammers for example. There are many spam-accounts that register as users. Many of these you will be removing. If you have the plugin Akismet it will take care of this.

Handle Accounts

The definition of an account is a collection of user-data that is stored in a database. An account has data that a user can reach. Usually what is stored is the user's name, password, email-address and links to the material the user is creating on the website.

What are users in WordPress?

When you create a website in WordPress you get a system that can handle users. For example, if you create a blog, users will be able to register and write comments. You can have multiple admin accounts that can login through the Adminpanel.

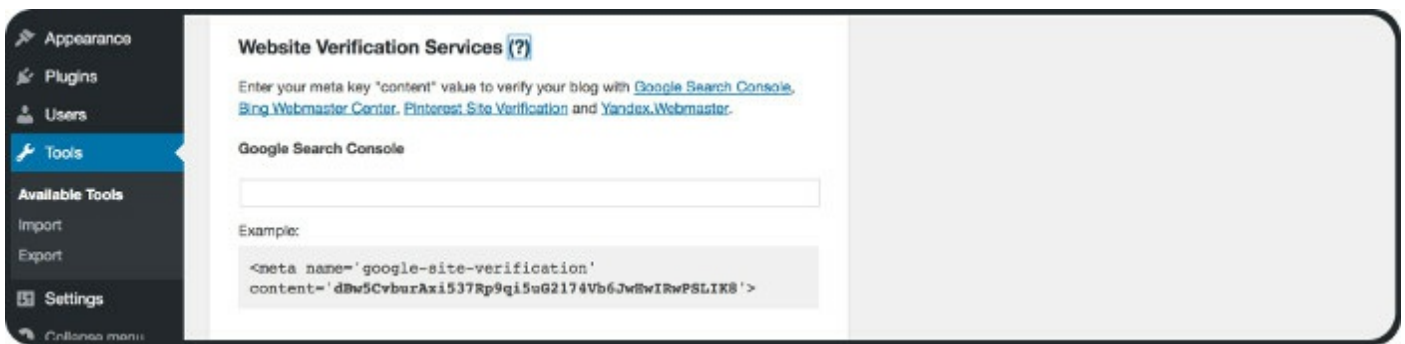
What does CMS stand for?

CMS stands for Content Management System. A system that handles content. Many systems are dedicated directly for programming where the system is designed for code. With CMS, the principle is instead the management of content, where programming is secondary. This means that as a developer of WordPress you handle the graphical interface first and write code as a complement by writing your own themes and plugins.

How to utilize user accounts in WordPress?

WordPress comes with user-accounts preprogrammed. This means that you can use the user-account system directly. Users can create accounts on the website. Accounts are stored on your WordPress-server. When you create your WordPress page, you can choose how users interact. What users can do. WordPress is designed for blogs, product display and business-websites which means users can comment. You can choose what you want users to be able to do. For example, add functionality so that users can communicate with other users. There is a good plugin for that called "BuddyPress".

Handle Tools



You get a page where you have all kinds of good tools in the same place. Tools to improve your maintenance of your website. The button “Tools” takes you to this page. From a new WordPress-installation you have three subcategories in Tools, “Available tools”, “Import” and “Export”.

The first thing you see in the Tools view is “Press This”, which is a service to easily blog things you see when you browse the web. You get the option to paste in texts and images to blog about them on your website.

The second thing in the Tools view is, “Category & tag-conversion”. This tool can convert your added categories to tags and vice versa.

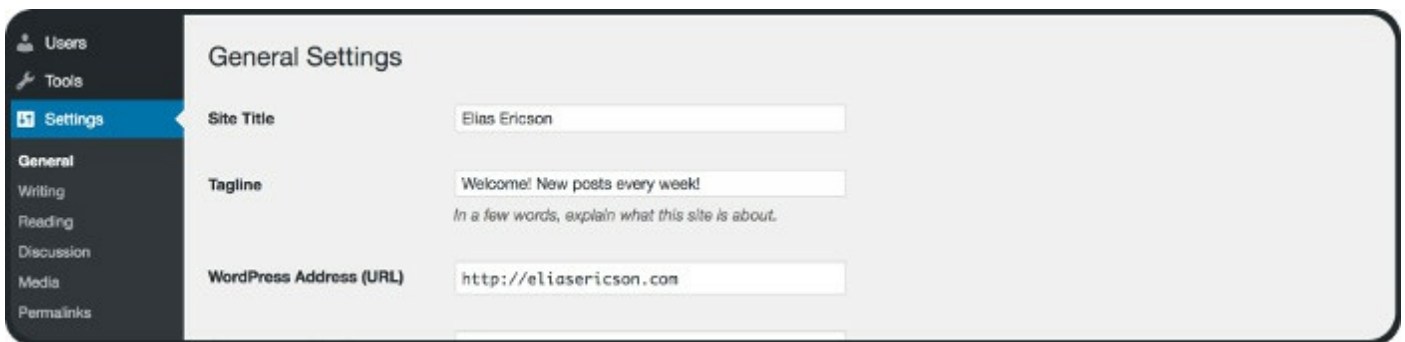
The third thing in the Tools view is, “Service for website control”. This verifies your website with other systems like Google. It is really good to identify your website with Google. What you do to verify yourself with Google's search engine is to just get a line of characters, called a meta-key, you can get this meta-key through your Google-account.

You can install “import-tools” directly to your Tools. “Import-tools” are tools to import data for your project. You can choose to use or install import-tools, by clicking on the subcategory-button “Import”.

This enables you to import specific data to your website. For example, posts, comments and users from other systems into your WordPress-project. If you have data you want to integrate with your project from other systems like, Blogger, Live Journal or another Wordpress-project you can import it with this tool.

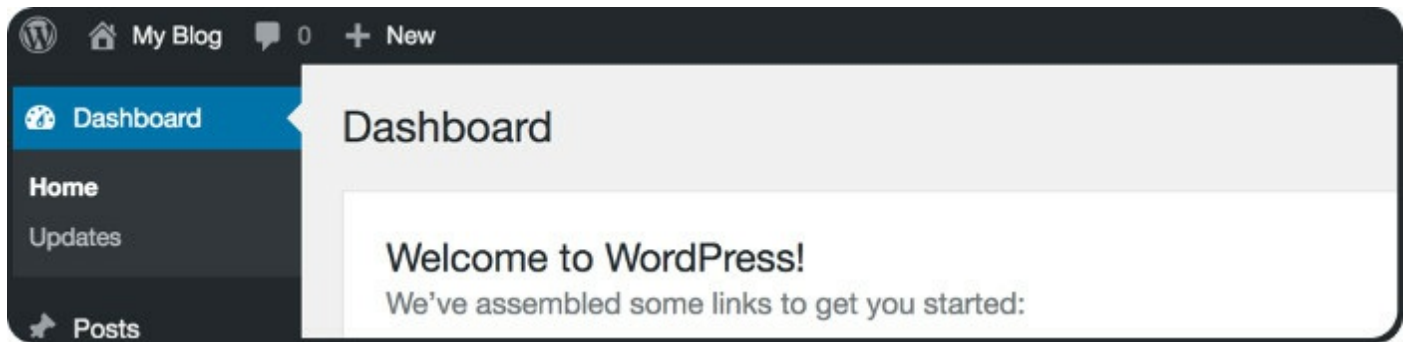
Also within the Tools view many plugins are placed. This is where tools for specific plugins are placed. Many plugins have a subcategory-button added to Tools.

Handle Settings



You have a button called "Settings". This is where all the major settings for your website are located. As you can see in the image above you have a few subcategory-buttons. The first one "General" is where your base settings are located. This is where you can set what your website title is, what slogan your website has, you can set what timezone your website has and your admin email, etc. Under this button you have "Write", where you can adjust how text is shown in your website. The button "Read" is where you adjust how you want it to be shown. As a blog or as a static page. This choice is very common to change as many themes act differently upon this choice. Some themes work if it is set to view as a blog and some themes work if it is set to view as a static page. You can also pick how many blog-posts per page will be listed, if you set your site to display blog-posts. The button "Discussion" is where you adjust some settings for users and comments. For example, if updates will be sent to other blogs, if it will message the admin by email, how users avatars are displayed. The button "Media" is where you adjust settings for images and other media. The button "Permalinks" is where you can adjust how you want links to be generated on your website. If you create a new post or page it will auto-generate a link for it to be used in the web-browser, the address-bar. With these settings, you can choose how the link will be generated.

Topmenu



At the very top of the Adminpanel, you will find the header menu. This header menu has some quick access-buttons you can use any time. It has a links to, visit your website, displays how many updates are available, new comments, add a new post or page. To the very right is a link to your admin account.

Summary

The Adminpanel have 10 basic buttons that are good to know. Learning how to use them from the beginning. They are easy to learn. When you install new plugins, the number of buttons in your Adminpanel will increase. Now we have gone through these 10 buttons more in-depth, how you can use them while making your website.



All about themes

5

Intro

The first major step while making a website with WordPress is to pick a good theme. The theme decides more or less how the website will look. What kind of design the website will have. A good start is to figure out what type of website you want and then pick a fitting theme. Figuring out means to learn what types of websites are available for the web and for WordPress. To pick a type of theme.

Simple and easy design with themes



Type of website

When you create a website, it is good to think from the beginning what type of website you want to create. This will simplify the process. What type from the most common websites fit with your idea? There are a number of website-types available today.

Do you want to create a blog? Do you want to create a portfolio? Do you want an information-site? Do you want a menu on your website? Do you want the option to have payments on your website? Do you want to create an e-commerce? Etc. There are many types of websites. Think about what website you want, the structure of it.

What types of websites exist on the market?

There are many types of websites. The most common ones are,

- Information
- One-pager / business-site
- Blog
- Presentation
- Social network
- Tool
- E-Commerce
- Filemanagement
- Streaming data
- Forum
- Combinations of these

WordPress is used largely by bloggers and business-websites. With a business-website you can promote a product, service or person with a really good presentation. E-Commerce has been very popular, to sell products online. It has become incredibly easy to do with WordPress. One of the most used and popular feature for themes is E-Commerce with "WooCommerce". It creates a swift way to creating an E-Commerce with WordPress. Many types of websites are specified with plugins. Themes are generally very similar to each-other in terms of functionality, most functionality is added with plugins. E.g, a social network is easy to create with plugins like "bbPress" or "BuddyPress". You can create functionality to let users contact each-other on the website or create a forum with these plugins.

A more advanced website like YouTube is a combination of a social network, streaming of data, presentation and tool. A website with presentation, e.g, Wikipedia is a combination of information and a tool. One-pager is a type of website many make to present a project. Many entrepreneurs use one-pagers to quickly make a landing-page with information about a project. One-pager is what it sounds like, a simple page with some images, text and perhaps a button and links. These websites are called one-pager, business-site or landing-page.

How to know what type of website you need?

You need to know what type of websites exist on the web and then pick one that fits the best according to what you want to make. It is, therefore, good to make a small research about what websites exist today. Especially what type of websites that are available in WordPress. WordPress is from the beginning designed for blogs, business-sites, social medias and information-sites. If you want to create a forum you can easily do that with the plugin "bbPress". If you want to create a more advanced website like YouTube, then you will have to program it yourself. It is better to link material from a website like that. WordPress is good if you want to use website types that already exist and are common. It is better to link videos from YouTube if you want to include streaming of video to your website. There is a really good plugin for this that is simply called "YouTube". It adds functions to use when you link material from YouTube to your website.

How to notice similarities between every type?

There are many similarities between every type. A one-pager is a presentation and information website. A forum is a social network. A blog is information, presentation and social network. A presentation-site is also information. They all melt together a bit between the types. You have to look and notice the similarities. It is best to notice what types are common online and then be able to abstract them, take notice of their structure.

What types are best to use in WordPress?

WordPress is designed for blogs and to present something, present a business, a product, images, information and so on. A blog handles users and comments, which means it can be extended to add functionality to create more of a social network. If you can present something you can also sell it which means it is also easy to create an e-commerce.

These types are the most common ones on the web today. If you know how to use WordPress, you can create website types for an incredibly large percentage of the web.

What is best to use for different purposes?

Generally there are two types of websites in WordPress. A blog or a presentation of something. A presentation can be of a business, product, person, images or information.

If you have a newly started company, a startup and you want to quickly be able to show people what your business provides. It is a good option in this that case to create a presentation-site. A one-pager is a good first step to describe what your business is all about. You can also for example give a link to a download. It is common to start your business-website with a one-pager and then develop it further, add a blog, various links and pages like a contact form.

If you want to make a website about yourself, then you can start a presentation-site. A presentation-site. On your presentation-site you can include a menu and let the user press various buttons to access information.

If you have a project that you want to describe it online, you can start a presentation-website. Add a menu with links to information about the project.

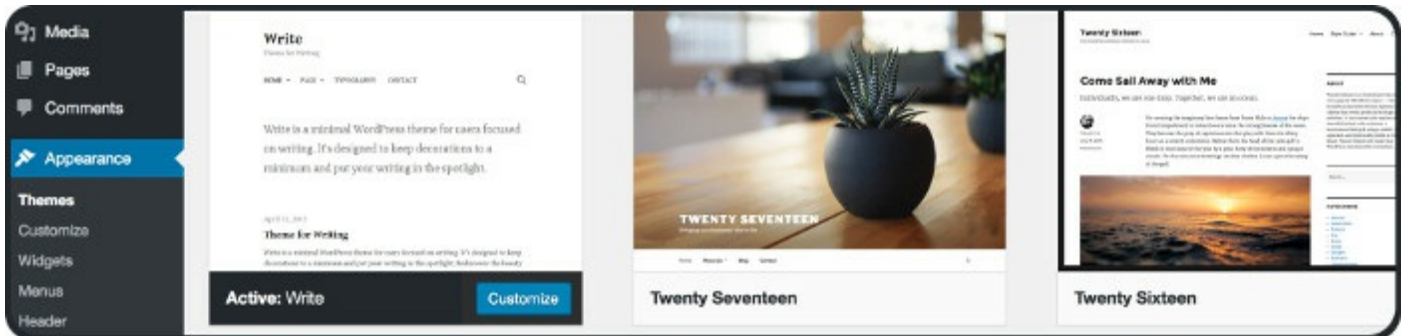
You might want to have a contact form, or a form that saves data on your website. This is created with plugins in WordPress. So the basic types of websites are blogs and presentations. Other functionality is added with plugins.

How to pick a type of website using WordPress?

WordPress utilizes themes and plugins. This means, first pick a fitting theme and then install plugins for functionality. There are thousands of themes. The best option here is to pick a theme that can be both a blog and a presentation-website with a good possibility to customize. There are a few themes that has excellent customization, these are listed further into this chapter.

Appearance

When you are done with what type of website you want to make, you can pick the theme you want to install and activate. For example, try to activate Twenty Seventeen, Writer and download a completely new theme to try.

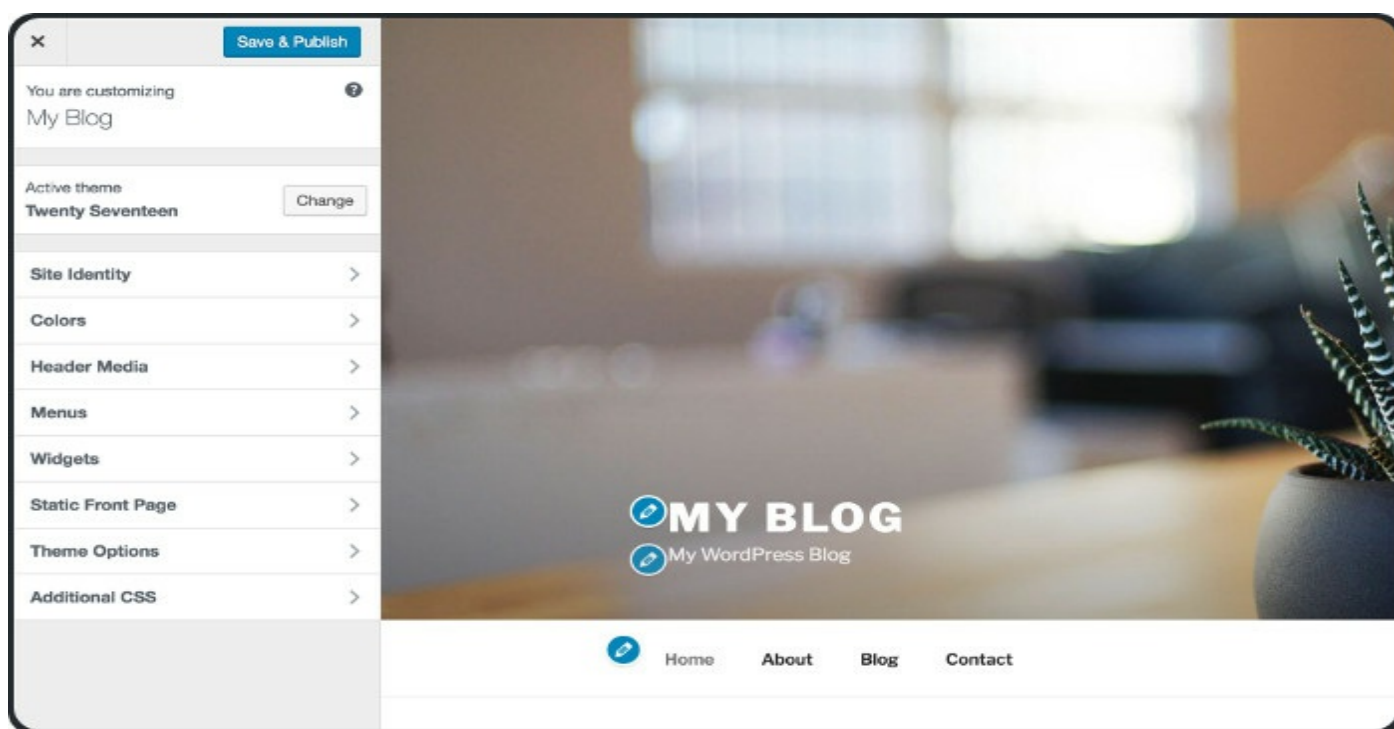


Graphical editing / Customization

After activating a theme, it is possible to edit it to a certain extent. This is done with the button "Customize", that is shown on each theme in your list when selecting a theme you have downloaded. This button takes you to another graphical interface called "Customization", where you get a view of your website together with editing tools. Allowing you to edit your website with ease. You get a side panel to the left with various buttons. These buttons and text-fields varies depending upon the theme you chose to activate.

You can enter the interface "Customize" by either press the button Customize that every theme has under the button Appearance, in your list of installed themes. See the image above. You can also visit your own website when you are logged in as admin and press the button Customize on a top-menu that becomes available.

With the graphical interface "Customize" you are able to edit your theme, how you want it to appear on your website. Each theme comes with its own buttons to the menu that follows WordPress' design structure. See image below.



How you create

How to edit texts? What is a post? What is a page? What is a site? How do you add new posts? How to edit colors? How to add images? How to edit the layout of the site? What are comments? What are users?

From the chapter about the Adminpanel, we learned how to edit texts. This is done with posts and pages. This is where you also edit colors of the text and the type of font. You can also form the posts and pages, the layout of them with the plugin [PageBuilder](#). You can choose if you want your posts and pages to include images and other media and even widgets.

How do you change color of the entire blog?

This is done by first picking a theme and then pressing on the button “Customize” on that theme. Customize takes you to the editing page. There you have various tools to edit the graphical aspects of your website.

How do you insert images?

This depend where you want to insert the image. If you want to change the background on your blog, this is done with the themes' Customize. If you want to insert an image in a post or page, this is done when writing new ones where you can import media.

How to insert a header or footer?

Some themes includes “headers” and “footers”. Find a theme that has this or install a plugin that adds that functionality. A header is the part of the website at the top and often includes a menu and links. A footer is the part of the website at the bottom and often shows links to external websites and a copyright text.

How to handle a theme?

When a theme is downloaded, it is inserted into your list of downloaded themes for your website. You can have any number of themes downloaded, but only one activated. In your list of downloaded themes, you can choose to activate any of them. Each theme comes with information and a button that takes you to the Customization page. First you need to activate a theme, then the button Customize will appear and it will take you to the Customization interface.

How do I edit more specific, is it possible?

Themes are used for the basic layout of your website. Plugins are used to add functionality. To edit very specific, you can use CSS, which is in text format. There is a good plugin for this called [CSS Hero](#) that enables you to edit CSS with a graphical interface. You can also create your own themes and plugins.

How do you make your own theme?

To create your own theme you need to know the script-languages PHP, HTML, CSS and Javascript. More about this further into the book, in the chapter "Intro to script languages".

What does banner mean?

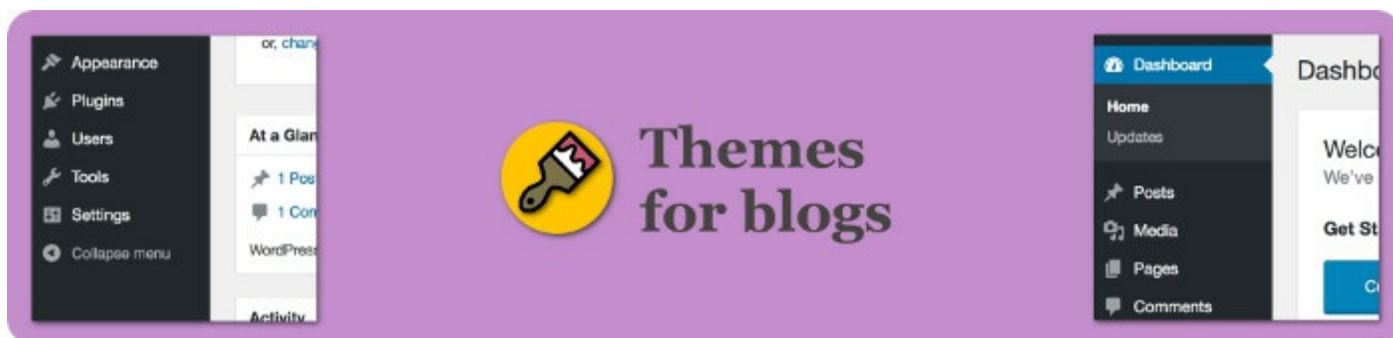
Banner is an image that is placed at the top of a website. The image represents the website. You can create your own banner in Photoshop or Gimp. More about this further into the book, in the chapter “Intro to graphic design”.

The structure of themes

Many themes works in the same way. You get a page with widgets or a blog-feed. You get side-panels. You get menus, headers and footers. Buttons and so on.

List of good themes for 2017

This is a list of good themes to use. Most of the themes follows the same structure. Whether you want to create a website for a business, blog, portfolio, gallery or e-commerce, most themes works in the same way. With themes it is usually about how many of these features are included into a theme. Some themes have most features included and are, therefore, called "Multipurpose themes". Others might lack some features and are only suitable for a blog or a one-page website. Therefore, it is best to find a good multipurpose theme you can use with many websites you want to make.



This is a list of themes suitable for blogs.

GeneratePress

A fast theme that takes minimal space on a hard-drive, good for smartphones, has good SEO and is user-friendly. GeneratePress is compatible with WooCommerce. It is translated to 20 languages. GeneratePress has eight widget areas, five navigations, five side-panels, drop-down menu and a lot more.

Read more & download [GeneratePress](#)

SongWriter

Very easy to customize. Ready for retina screens. Easy to handle on all devices. SongWriter delivers three predefined color-schemes, 220 google-fonts, side-panel widgets, footer widgets, contact information in the header. The theme is compatible with WooCommerce.

Read more & download [SongWriter](#)

Activello

A minimalistic and clean theme for blogs with a premium touch. Perfect for food blogs, traveling, clothes, sport and anything else! The theme is compatible with WooCommerce, translated to various languages and designed with good SEO capabilities.

Read more & download [Activello](#)

Wisteria

A very simple and responsive theme for blogs. A good option to WordPress' own starter themes.

Read more & download [Wisteria](#)



This is a list of free themes designed for businesses, portfolios and product presentations.

OnePress

A flexible theme for businesses, portfolios, digital agencies, product-presentations, freelancers. An elegant and classical design. This is compatible with WooCommerce.

Read more & download [OnePress](#)

Shop Isle

A perfect theme for a business wanting to create an e-commerce. Elegant design for WooCommerce.

Read more & download [Shop Isle](#)

SiteOrigin Unwind

A flexible theme designed for businesses, portfolios and other types of websites. Responsive menu, has animations integrated, good integration with various popular plugins. Works really well with [PageBuilder](#). Good integration with WooCommerce.

Read more & download [SiteOrigin Unwind](#)

Vega

A clean, minimalistic and responsive theme for businesses. This simple theme can also be used for portfolios and blogs. By using Vega, you get a simple and fast user-experience. Without having to adjust many settings. It has predefined color-schemes to pick from. This theme has support for basic WooCommerce. This is a theme to use as a fast way to get a theme for businesses that doesn't require many settings.

Read more & download [Vega](#)



These are the best themes for WordPress on the market. Regardless if it is for businesses, companies, blogs, products or people. These themes work for everything. Each has excellent compatibility with WooCommerce and other popular plugins that are good to have. These themes are free for a lite-version and is paid for the full-version. If you want to invest in a really good theme, then I recommend using one of these.

X-Theme

This theme got a lot of attention when Envato showed that it was their fastest selling WordPress theme. The developers, Theme.co, received a million dollar within the span of six months.

One of the reasons why X-Theme sold so well was because they provide a lot in one theme. This makes X-Theme an incredibly flexible theme that can be used for many purposes, also when you get the X-Theme you also receive extra material and functionality. E.g, 400 icons to use while designing your website. 600 Google-fonts. Custom side panels, short-codes while writing posts and pages. When you buy X-Theme you also receive the original Photoshop (PSD files) to use.

Read more & download [X-Theme](#)

Optimizer

A very good theme that is easy to use. Many options for customization and the result that it creates is fantastic. Super easy to start with and the theme has a very modern and good design for companies. It is easy to add new widgets.

Read more & download [Optimizer](#)

Divi

Divi is a “drag-and-drop” builder in its very core. This means you can edit and create your website with a special interface. In a very simple way. Similar to the plugin “PageBuilder”, Divi has a more advanced builder. It is very user-friendly that enables you to create uniquely looking websites for WordPress in a completely new way. Divi is one of those rare gems that makes the WordPress market continue to expand. With support and endless designs you can create whatever site you want with Divi. To further strengthen the productivity with Divi, it comes with 10 predefined designs you can use from the beginning. A very good theme for all types of projects.

Read more & download [Divi](#)

Customizr

Almost all parts of your website in WordPress can be modified with the theme Customizr. In your menu where you customize a theme, you get incredibly many alternatives and options to pick from. This is a simple and good theme that is compatible with all devices.

Read more & download [Customizr](#)

Find more themes here

- [ElegantThemes](#)
- [ThemeForest](#)
- [ThemeIsle](#)

These websites have a lot of themes ready to be downloaded and installed to your WordPress project. [ElegantThemes](#), [ThemeForest](#) and [ThemeIsle](#). Many companies list their own themes directly on these three websites mentioned. Always with the latest update and good support. You can read about what other people are saying about the themes. Search and read what they offer.

Summary

Themes are the design in WordPress. You can download themes directly within your project, the Adminpanel. WordPress are listing many free themes. You can download many good themes from external sources and import them. You activate the theme you want your website to have, then you can customize that theme with various buttons.

Most good themes are multipurpose that can be used for all types of websites. Whether you want a business-page, blog, product presentation or gallery. Therefore, it is recommended finding a multipurpose theme with high quality that you can easily customize to your needs.

There are two types of websites for WordPress, blogs and presentations. Presentations for companies, businesses, products, images, information and people. This functionality is the design with the help from a theme. Other functionality is added by plugins.



All about plugins

6

Intro

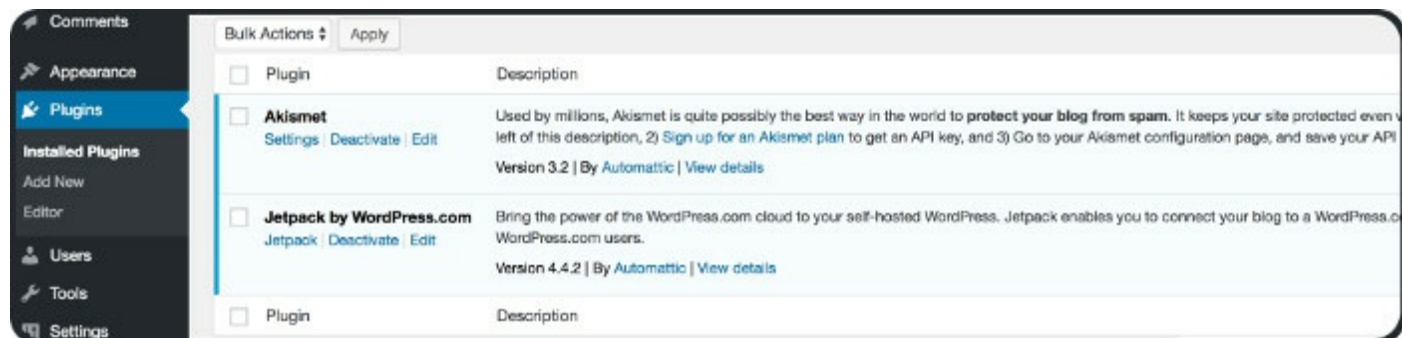
WordPress uses plugins to add more functionality to a website. These are written by users and uploaded to WordPress' system, so that it is easy to find plugins. Some are free while others cost money. Many companies develop plugins and list their own plugins directly on their own websites. Simply download plugins from external sources and import them to your project. Plugins always have an information page on how to use it, or a dedicated website where you can read about the plugin. How to use it within WordPress. Some plugins are very easy to understand while other takes some time to learn how to use. Plugins are made using the script language PHP. When you use them in WordPress, you only need the graphical interface. PHP is the source they are written in. When you have downloaded a plugin, simply install and activate it. You can have any number of activated plugins. Read the information page of the plugin you are activating, about how to use it and how it places buttons in your Adminpanel. Most buttons are placed under Tools and Settings. Some plugins adds their own button, if the plugin is extensive. From a new installation of WordPress, no plugins are activated.

**Extra functionality
with ease**



How do you install a plugin?

It is very easy to install a plugin. There are two methods. Either install it through the WordPress' system, or download a plugin from an external source. Within your Adminpanel you can search for plugins or you can search for plugins on Google and import them to the Adminpanel. After you have installed a plugin, simply press "Activate".



How do you find good plugins?

The same way as just mentioned. You can find plugins by searching within your Adminpanel. Use the filter menu to search for various plugins. You can also use Google to find plugins. A Google search can be “wordpress forms plugin” this will show a list of form plugins to use. The best way to find good plugins is to search for reviews and recommendations on Google.

What is the difference between themes and plugins?

A theme is the appearance of your website. A plugin adds functionality to your website. For example, the possibility to have a user-form. A WordPress project always have one theme activated while plugins can be zero to unlimited. Plugins are simply additional functionality.

How to uninstall a plugin?

In your list of downloaded plugins you can, activate, read, deactivate and uninstall your plugins. To uninstall, first deactivate the plugin, then a button to remove it will appear.

How do you edit a plugin?

Sometimes you find really good plugins that you want to change a specific detail in, or want to continue on the development. This is possible if you learn the scriptlanguage PHP and read the plugin's sourcecode. More about this further into the book.

How do you change the appearance of posts using plugins?

Themes have the possibility to display your posts in different ways. The usual way is to list posts as text and sometimes with an image, various extra data like, author, date, tags, etc. Some themes have the possibility to list the posts in a grid. Some add animations and so on. For this you need to find a theme that can do all you want. This can leave you searching for a long time. A better method is to install plugins that solves what you need to make. If you install the plugin "PageBuilder" you can easily create posts and pages in a smart way, where you are able to change the layout and add widgets.

How to make a form or send email in WordPress?

The common way is to let a customer send email to the admin of a website. Through a contact form. You can install a form plugin easily such as, Ninja Forms, WPForms and Contact Form 7. There is also a possibility to send email from PHP code. This is easy and is done with the function `wp_mail()`.

How to secure specific pages with passwords?

There is already a created system for accounts in WordPress. This can be further extended. There is also an option to set passwords for specific posts and pages you write. If you have an established company with a logo, you might want to change the standard login window with the WordPress logo, this can easily be done. You can also add plugins to enable the ability to register with social media accounts like, Facebook, Twitter, Instagram, Google+, etc.

How to add payment options in WordPress?

The absolute most simple method to implement payment functionality on your website is by using a PayPal plugin. It is simple and there are free versions available. PayPal is a very popular tool to give and accept payments. PayPal makes people all over the world being able to buy from your website if they register with a PayPal account, which is also free. The one who accept payments, pays a percentage to PayPal for every transaction. There you have to make a decision as a company whether you want to use PayPal or not. There are plugins to use credit cards directly. However, there are many types of banks in the world and with PayPal you don't have to worry about all the different types of credit cards and banks. If you want an easy and simple way to accept payments, PayPal is the best choice. There are a few good PayPal plugins ready to download, "WordPress Simple PayPal Shopping Cart" where you can choose on what page or post you want a PayPal field to be shown. You can change in settings how you want the PayPal field will be displayed, e.g, how much something costs, what admin PayPal account is linked. When a user makes a payment, it will go to PayPal's system and the money is transferred there.

How to make an online store with WordPress?

There is a popular plugin called WooCommerce. This enables you to make an e-commerce with WordPress easily. There are a number of additional plugins to use with WooCommerce like its own PayPal plugin. With WooCommerce you get the functionality to handle your products, displaying and selling items, collecting data, you will get a good set of tools to use for your online store.

What type of plugins are available?

There is a great bunch of plugins available. Some are free while others are paid for. Many are developed by dedicated companies with constant updates and support of high quality. There are various types of plugins. The types that are most common can be abstracted into these categories,

1. Forms
2. Widgets
3. Optimization
4. SEO
5. Social Media
6. E-Commerce
7. Payments
8. Security
9. Users
10. Ads

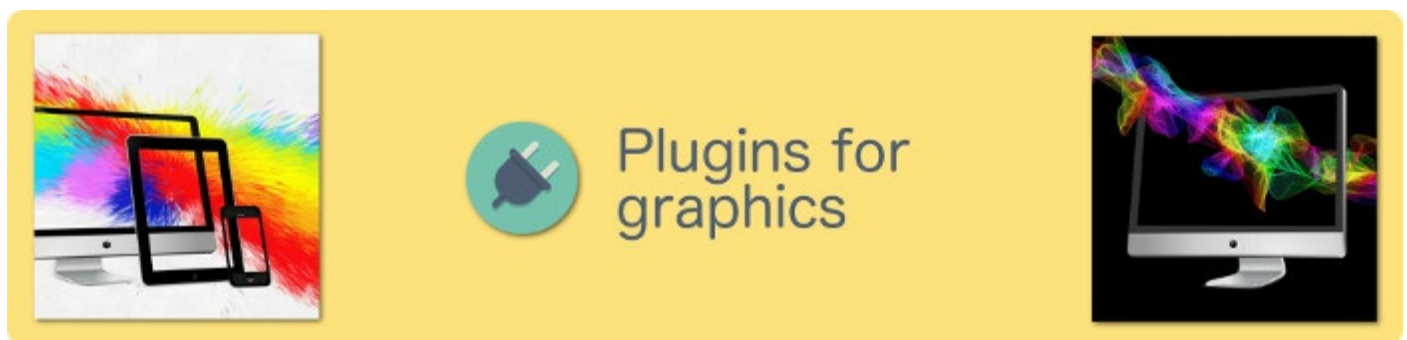
“The Ultimate List of Plugins for WordPress 2017”

What plugins are good to know about?

This is a list of available plugins that are good to know about. This list also gives a picture of what is possible to make with WordPress.

The biggest reason why people want to use WordPress is to create a website that shares information online. As a blog or a presentation.

When you read about these plugins, have in mind how you can use them on your website. How will they improve your website and development process? Read and take notice of what is possible with different plugins for WordPress. Maybe there are some plugins that creates functionality you didn't even know was possible.



There are many good graphical plugins for a website. Here are a few you can install that are among the best.

Envira Gallery

It is possible to create a gallery without plugins in WordPress, but the result becomes very basic. That would be if you add multiple images on a new page. If you want to create a good looking gallery with nice and responsive animations, Envira Gallery is a very good choice.

Read more & download [Envira Gallery](#)

Soliloquy

You can easily add sliders to your website with Soliloquy. Add material you want users to be able to click on. A slider that will show your material at the top of your website. Soliloquy is the best plugin on the market for this. You can easily create good sliders and place them anywhere on your website.

Read more & download [Soliloquy](#)

Max Mega Menu

Makes it possible to create a menu with various buttons and texts. A menu that will be placed at the top of your website. You can set various alternatives like, making it sticky to the screen and following when the user scrolls on the page, it can also have sub-menus within the menu.

Read more & download [Max Mega Menu](#)

MyStickyMenu

If you have a menu on your website, this plugin will make it sticky, this means it will follow the screen as the user is scrolling down or back up on the page.

Read more & download [MyStickyMenu](#)



You can always improve your Adminpanel with many good tools to use. Tools that make your work process better.

Google Apps for Work

With this plugin you gain access to Office products like, docs, email, spreadsheets, etc. Made by Google. Very agile. You get the option to use email in the name of your website as well.

Read more & download [Google Apps for Work](#)

Jetpack

One of the best plugins for WordPress is Jetpack. It enables an integration with

www.wordpress.com where you can see statistics about your website. It increases the speed of your website and security.

Read more & download [Jetpack](#)

CSS Hero

To modify a website's appearance, is CSS the standard way to do that for the entire web. If you have a theme, but you only want to modify a small detail that you can't modify with the themes customization buttons, then you can easily use CSS to do that. With the plugin "CSS Hero" for WordPress you can easily use CSS without having to know the language CSS because CSS Hero uses a graphical interface you can use. This makes it very easy to start using. One of the best plugins if you want to increase the functionality to modify websites with WordPress.

Read more & download [CSS Hero](#)

Google Analytics

If you want the best system to analyze traffic on your website. Google Analytics is the plugin you're looking for. You can see where a user is coming from, what they are doing on your website, etc. With the data you get you can change minor things on your website to improve the user experience. Designing your website further from the data of your users.

Read more & download [Google Analytics](#)

File Manager

"A good to have plugin". You can upload any files you want and view your installation of WordPress directly in your Adminpanel. Upload files, download files, edit files. A good plugin for your Adminpanel.

Read more & download [File Manager](#)



Plugins for widgets



WordPress utilizes widgets to show various elements on the website. You can install more widgets to place anywhere on your website like, posts and pages. This is a list with incredibly worthwhile plugins to use.

Testimonial Widget

If you have created a product and want to display what your customers are saying about it, you can use the Testimonial Widget. People like to see others speak about a product. With Testimonial Widget you can do that.

Read more & download [Testimonial Widget](#)

Display Widgets

Sometimes you want to show or hide widgets on specific pages. With this plugin you can pick what pages specific widgets will be hidden or shown. For example, there are alternatives to show some widgets only for users that are logged in.

Read more & download [Display Widgets](#)

BirchPress

If you need a system to let users book times on your website, you can use BirchPress. This creates a swift system where users can book time directly on your website and where you get a great interface to administer this in your Adminpanel.

Read more & download [BirchPress](#)

Quick and Easy FAQs

If you get a lot of users on your website where you have a service or product, then the

users will probably ask a lot of questions. It is practical to have a section dedicated for FAQ (Frequently Asked Questions). With the plugin Quick and Easy FAQs, you can create a simple list of common questions and answers. The plugin creates a clean structure for your questions and answers about your product that you also can easily update.

Read more & download [Quick and Easy FAQs](#)

WPForms

This is a very good plugin. You can easily create a form like a contact form, where users can send questions. You can create a form for all kinds of purposes. Newbie friendly. You can for example create forms for, contact, email-subscription, ordering, payments.

Read more & download [WPForms](#)

Contact Form 7

The most popular and free plugin to create contact forms in WordPress. A very good plugin. Simple to use and gives the best functions to make a form in WordPress.

Read more & download [Contact Form 7](#)

Ninja Forms

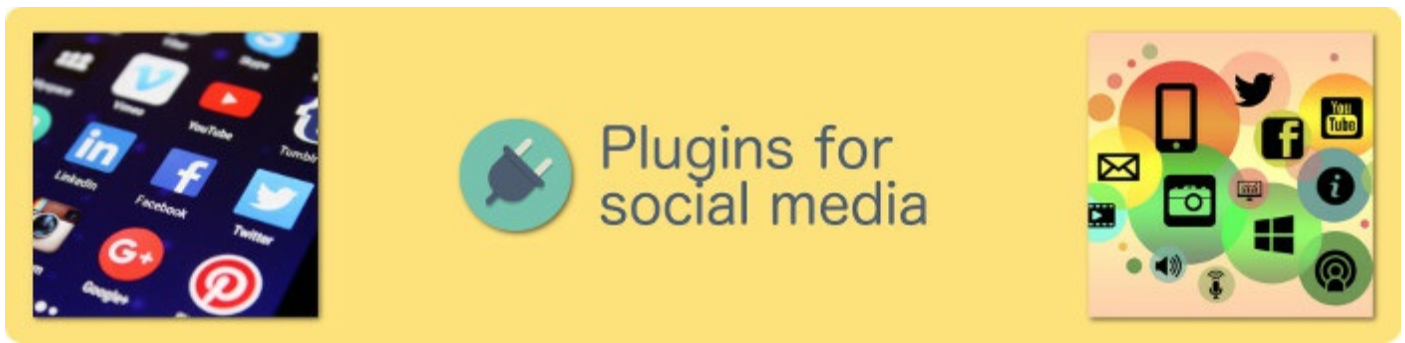
Incredibly good plugin to create custom forms with. If you want a good plugin for making forms with. Adding fields and buttons users can write and click on, then Ninja Forms is the perfect choice. You can easily create a contact form. It is designed to be easily integrated with PHP if you want to create a customized form that is completely fit to your needs. Ninja Forms is the best form to make specific forms for your website.

Read more & download [Ninja Forms](#)

YouTube

A simple way to link YouTube videos to your website. You can also link YouTube playlists, channel information, subscribe button, and a lot more.

Read more & download [YouTube](#)



Today social media is very popular on the internet. One could say that social media is a major part of the internet. There are incredibly many good plugins to integrate social media with your website.

Floating Social Bar

It is good to have a simple way to let users share your posts on your website. There are many alternatives for that and Floating Social Bar is one of the best ones because it is simple and clean. It is optimized for speed, not to slow down your website.

Read more & download [Floating Social Bar](#)

Buffer

You can with Buffer specify a schedule when you want your posts to be published. For instance if you write your posts in the morning and want them to be published at specific times during the day, you can do this with buffer.

Read more & download [Buffer](#)

IFTTT

This is a way to automate events on your social media platforms. For example, if you want to have a specific tweet when you write new posts for your blog. IFTTT stands for If This Then That. This means to create a trigger that has an action. For instance if you write a post and want it to also be published on Facebook. This is something you can do with IFTTT.

Read more & download [IFTTT](#)

Social Metrics Tracker

A plugin to view how your posts are being shared from your website.

Read more & download [Social Metrics Tracker](#)

WordPress Social Login

This plugin enables your user to login and comment with their social media accounts like Facebook, Twitter, Google, etc., on your blog.

Read more & download [WordPress Social Login](#)



A website in WordPress have users. You can extend this system and install additional plugins for more functionality.

BuddyPress

If you have a lot of users on your website and want to allow users to communicate to each other, send private messages. BuddyPress is then the plugin you are looking for. It creates a social community for your website.

Read more & download [BuddyPress](#)

Akismet

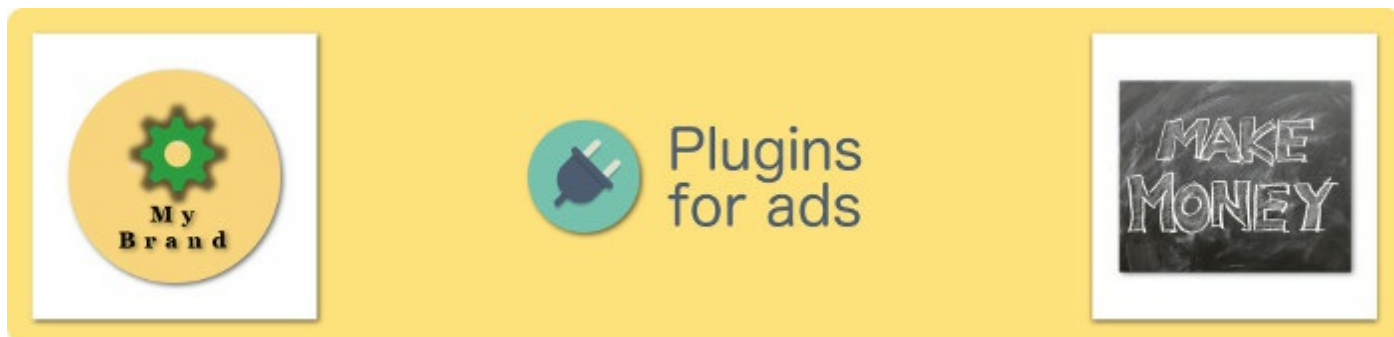
One of the most used plugin for WordPress. Akismet blocks and takes care of spam on your website. It works extremely effectively by scanning the comments through Akismet's own system.

Read more & download [Akismet](#)

bbPress

If you want to create a forum you don't need to install another system like bbForums, you can simply install the plugin bbPress for WordPress. bbPress create a forum that is very simple to use. There are additionally 100 plugins to extend bbPress. bbPress is fast and doesn't take much space. A very good plugin to create a forum for WordPress.

Read more & download [bbPress](#)



You can easily integrate advertisements on your website with plugins and contact various companies you want to make an affiliate with.

AdSanity

If you want to show advertisements on your website, you can use the plugin AdSanity. This plugin works very similar to writing posts. You get a form where you can add and remove advertisements that you can add to posts and pages on your website. You can choose how long an ad will run on your website, or if it will run until you remove it manually.

Read more & download [AdSanity](#)

WPTouch

If you want to make a really good version of your website for smartphones is WPTouch a great choice. It gives extra features like themes don't offer. It has built in support for e-commerce, mobile advertisements, custom content, can offer an app for your website.

Read more & download [WPTouch](#)

Market Press eCommerce

When you want to sell products on your website it is convenient to pick a solution that is simple. A solution that makes it easy to buy for the customer and at the same time be

easy for you to manage. Market Press does exactly this. Making it easy with selling, inventory, shipping information. You can also use an e-commerce network. You can sell physical, digital or external products. You can sell anything with Market Press and it is very easy to use.

Read more & download [Market Press](#)

WooCommerce

The absolute most popular plugin to create an e-commerce and sell products online is WooCommerce. There are many extra plugins to extend the plugin further. Most themes are designed to work with WooCommerce directly. If you want to create an online store, then WooCommerce is the best option. Everything you need to run your own e-commerce is available with WooCommerce. It is easy to integrate with the payment solution PayPal by installing the plugin PayPal for WooCommerce.

Read more & download [WooCommerce](#)

Ad Inserter

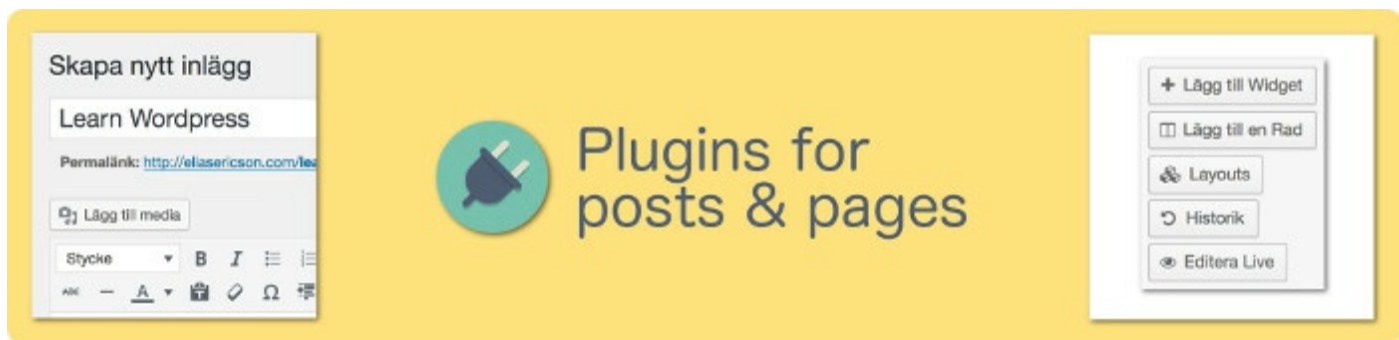
A simple plugin to insert advertisements on your website. It has incredibly many functions for adding ads. You can insert ads with Google AdSense, text ads, banners, image ads, HTML ads, Javascript. You can completely customize how you want the ad to be integrated with your website. You can place the ad in posts, pages, widgets and your theme. A very good and popular plugin for WordPress.

Read more & download [Ad Inserter](#)

SumoMe

An all-in-one marketing plugin. It is a separate service and can be integrated with WordPress using the plugin SumoMe.

Read more & download [SumoMe](#)



Writing posts and pages is something you do to update or add content to a website. You can even design layouts for posts and pages. This is a list of plugins that improves how you make new material for posts and pages.

PageBuilder

A drag-and-drop content creator. The best free plugin on the market. Design posts and pages like if it were a theme. Very efficient. One of the best plugins to use.

Read more & download [PageBuilder](#)

Beaver Builder

Drag-and-drop functionality to make a post or page. If you want to create a more detailed post or page, similar to PageBuilder, you can use Beaver Builder for making sweet designs without the need of a theme.

Read more & download [Beaver Builder](#)

Shortcodes Ultimate

When you write posts and pages you may add widgets and elements by specifying specific words in brackets, with the help from the plugin Shortcodes Ultimate.

Read more & download [Shortcodes Ultimate](#)

TablePress

Makes it possible to write classic tables for your website.

Read more & download [TablePress](#)

Duplicate Post

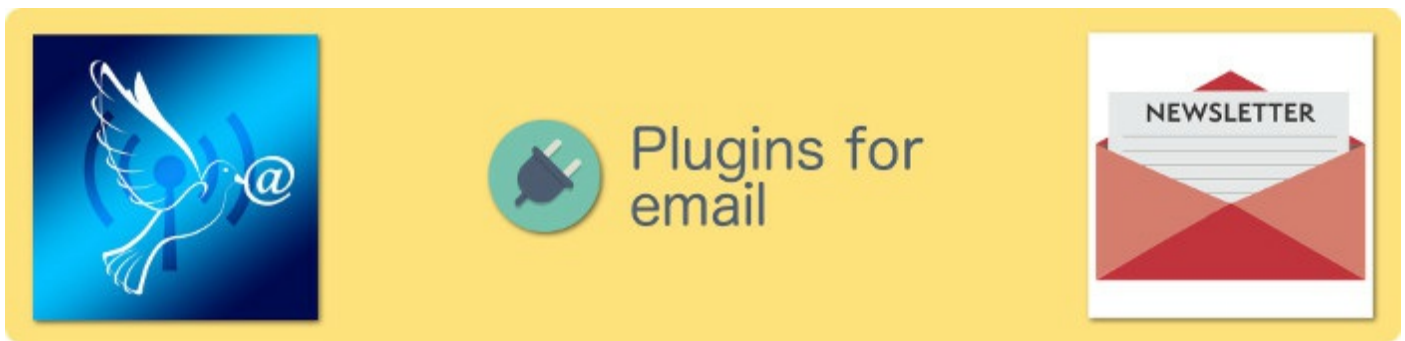
A convenient plugin that makes it possible to simply duplicate a post or page you have written, so that you can make a post with similar content. A simple function that should already exist in WordPress.

Read more & download [Duplicate Post](#)

WP-PostViews

A plugin to view how many times a post or page have been viewed.

Read more & download [WP-PostViews](#)



If you have a business or blog, it is very convenient to make an email-list with followers. This allow you to contact the people who follow you and what you are creating.

Constant Contact

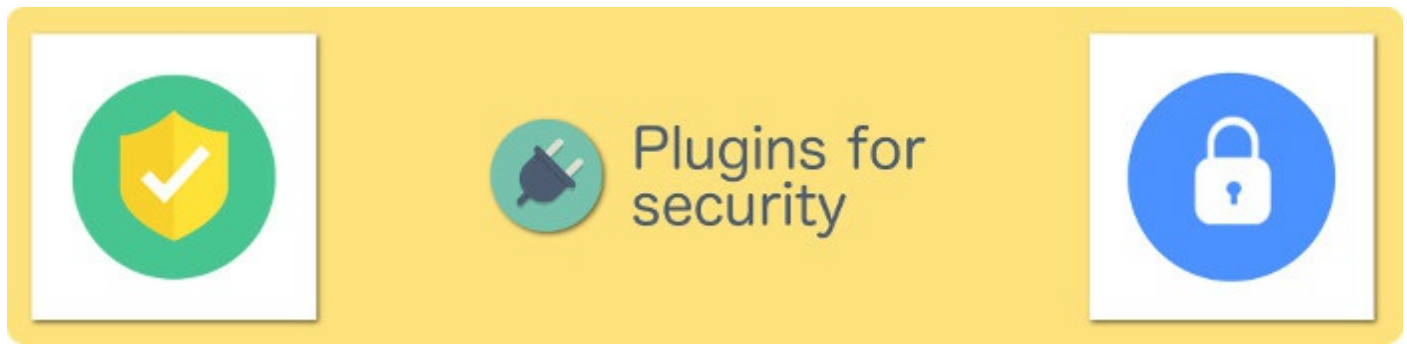
An easy to use plugin for making an email-list of followers, first the form where users sign up and also the admin field where you send email to those who have signed up for your list.

Read more & download [Constant Contact](#)

Bloom

One of the best plugins for making an email-list. It comes with more than 100 designs to choose from, for the form users sign up with. You also choose in what way the user signs up with their email. As a popup, on a post, on a side-panel.

Read more & download [Bloom](#)



Adding security can both be difficult and very easy, this depends on what you want to secure. You will secure a lot with such a small feat by simply installing a good plugin for your website.

Backup & Restore Dropbox

You can upload your project to Dropbox in an automated way. Simply install the plugin and link to a Dropbox account, then your project will automatically be copied to that Dropbox account.

Read more & download [Backup & Restore Dropbox](#)

Clef Two-Factor Authentication

Makes it possible to login with Two-Factor Authentication, without password. You use your smartphone to login by taking a photo of a widget on your website. The picture system is more secure than a password version. Two-Factor Authentication means just that, to use two devices to solve the login, the website and smartphone in this case.

Read more & download [Clef Two-Factor Authentication](#)

Sucuri

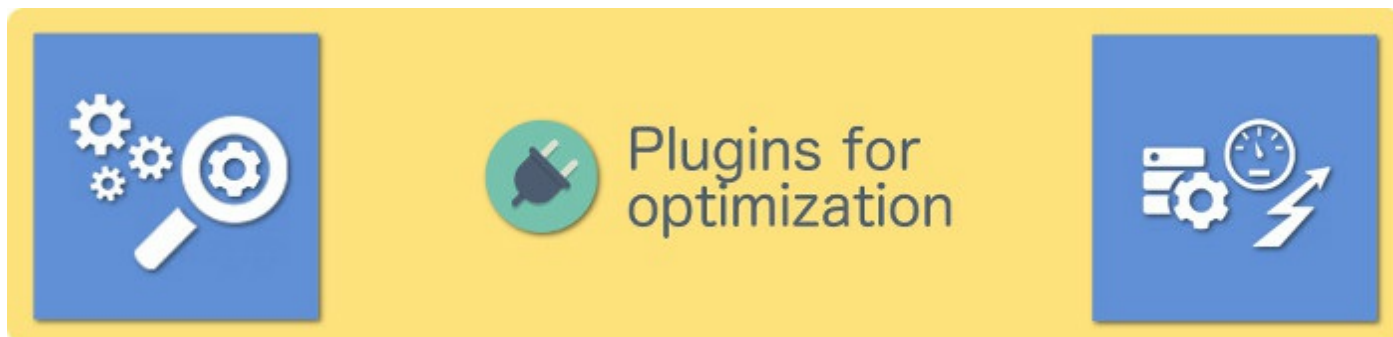
A plugin to handle security on your website. Sucuri is a firewall that handles security risks like e.g, DDos, Malware, CSS, Bruteforce, etc. A very simple plugin that has a lot of good reviews.

Read more & download [Sucuri](#)

Wp-require-login

A plugin that allow you to redirect users that visits certain pages and posts, if they are not logged in. If you want to have pages and posts that require login, this is a good choice. For example, if you want logged in users to be able to download files, but only if they are logged in, then this is a good plugin for this.

Read more & download [Wp-require-login](#)



It is incredibly worthwhile to invest in optimization for your website. Making it as fast and low on resources as possible. This makes users enter and browse your website faster without lag.

W3TotalCache

Regarding SEO is speed one of the most important factors. Websites that load fast ranks higher on Google. This means more visitors and more conversions. W3TotalCache enables compressed files and cached files to make it load faster. This makes your server work faster, it can show a cached files directly instead of reload the website for every visitor.

Read more & download [W3TotalCache](#)

BJ Lazy Load

Lazy loading is a really good way to get your website faster. Lazy loading will load material depending upon where the user is scrolling on the website. If you are not looking at the bottom, then it won't load those images directly. The user does not have to wait for everything to load, instead it will load when necessary. This creates a faster experience for the user. Not only that, but it also saves bandwidth because the user will probably not might load every image.

Read more & download [BJ Lazy Load](#)

P3 Profiler

This plugin lists all your plugins and how they affect your website. How long time each plugin take to load, etc.

Read more & download [P3 Profiler](#)



SEO makes search engines find your website and material better.

All in One Schema.org Rich Snippets

This is a way to define how you want your website to look in search results like Google. You can choose how you want images and text to show up.

Read more & download [All in One Schema.org Rich Snippets](#)

Google XML Sitemaps

Sitemaps makes it easier for search engines to read your website, find posts, pages and other material in a more convenient way. Sitemaps handles all types of generated material on WordPress and URLs.

Read more & download [Google XML Sitemaps](#)

Yoast SEO

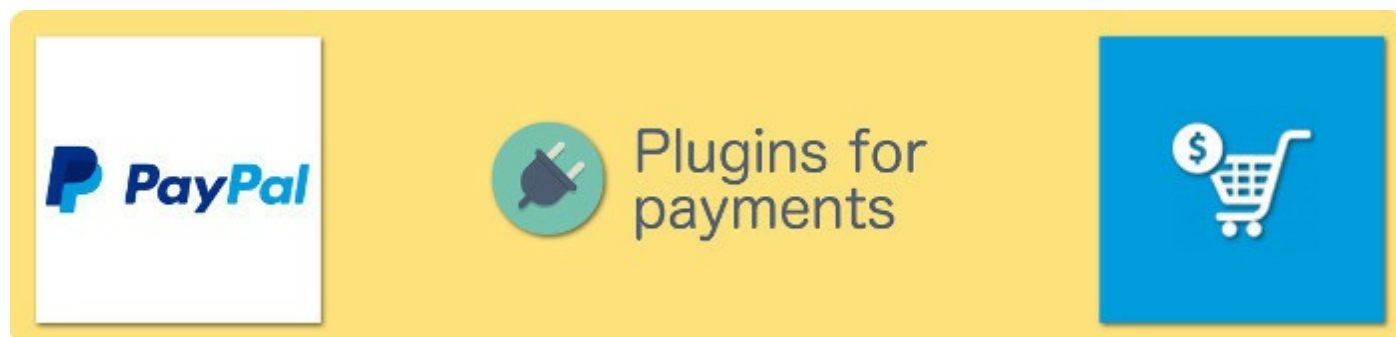
One of the most popular plugins for WordPress. It optimizes the availability for search engines like Google to access the website. It adds meta tags and also optimizes the website. Search engines are programmed to look for specific things on websites it is, therefore, good to optimize the website to make a search engine find everything.

Read more & download [Yoast SEO](#)

Broken Link Checker

If you have a lot of posts and pages where you have linked to other websites it can be good to install the plugin, Broken Link Checker to see if all links are still working. Broken links are worse for SEO. This is the best plugin to fix broken links on your website.

Read more & download [Broken Link Checker](#)



Various plugins that enables users to pay for products on your website.

WordPress Simple PayPal Shopping Cart

A very simple plugin to add payment functionality on your website. The user can simply pick what to purchase, how much of each sort. This integrates with PayPal for easy payments.

Read more & download [WordPress Simple PayPal Shopping Cart](#)

Quick PayPal Payments

Adds a number of good PayPal options like, a thank you for the purchase page, different options like coupons, shipping info. Through your Adminpanel you can adjust how this PayPal widget will appear.

Read more & download [Quick PayPal Payments](#)

PayPal Payment Shortcodes

Adds shortcodes to use in posts and pages. When writing the PayPal shortcodes in brackets it will create a PayPal widget for the post or page. Convenient if you want to adjust PayPal widgets on various areas on your website.

Read more & download [PayPal Payment Shortcodes](#)



If you want users to be able to download or upload files, there are a number of good plugins to use.

CloudWok File-Upload

A plugin that enables your users to upload files to your cloud-accounts like, Google Drive, Facebook Photo Album, Amazon, Dropbox, Box.

Read more & download [CloudWok File-Upload](#)

WordPress File Upload

Enables users the options to upload files directly to your own server. This plugin adds a simple form that users can use to upload files.

Read more & download [WordPress File Upload](#)

Simple File Downloader

A very simple way to add downloadable files to your posts and pages.

Read more & download [Simple File Downloader](#)

WordPress Download Manager

A plugin that enables you to manage downloadable files on your website. Set different themes / images to the downloadable files. You can even sell digital products with this plugin. Keep track of how many downloads each file gets.

Read more & download [WordPress Download Manager](#)

Example Project

Start a new WordPress installation and start testing.

This is a list of example projects you can try to make. This can be a great help, learning to make various types of websites and how WordPress works in practice. When you are able to make these types of websites listed below, then you can make a lot. Take all named themes and plugins mentioned above.

1. Create a blog with another theme
2. Create a one-pager / business website
3. Create a presentation of a person with various buttons
4. Create a page with an image gallery (Can be made with a theme or plugin)
5. Make a page where you can download and upload files (Find the right plugin)
6. Make a form that sends email (Find the right plugin)
7. Make a secured page with a password
8. Make a page with integrated login through Facebook and Twitter (Find the right plugin)
9. Make an online store with WooCommerce
10. Make a page with PayPal payments (Find the right plugin)
11. Make a page with ads from a 3rd part (Find the right plugin)

Steps to take while creating these websites,

1. Find a fitting theme
2. Find a plugin that solves the need
3. Activate and adjust the plugin for your website

This is very easy to create if you know how to customize a theme and install a fitting plugin. A good method to find plugins when you don't know what is available is to use Google. Search for "wordpress plugin forms" for example, to quickly get good alternatives for what you are looking for. Where "forms" is the plugin you need. You can for example write, "wordpress plugin payment" etc.

With the plugins and themes from the mentioned lists above, you will be able to create these example-projects. You can also use a search engine to find more themes and plugins. If you know how to create these example-projects, then you have come very far in your WordPress career and can make all kinds of websites.

Summary

Plugins adds functionality for your website and these can be downloaded directly from your Adminpanel or external links and then just import them to your project. Plugins are made with the programming language PHP. A lot of people are adding functionality to

WordPress by making plugins.



Intro to Graphic Design

7

Intro

Graphic design is used everywhere today and especially on the web. A design is customized to a human's needs and what purpose the creator wants to emphasize. The web is adjusted most of the time to popular design patterns that has been established throughout the years. Design that looks good, works and users like.

Design from your heart



When you create a website, you want it to have a good design. Most themes in WordPress have predefined design. You customize the design by choosing an image, text, font, widgets, etc. It is great to learn an image editing software, if you want to create your own images for your front-page, potential headers for posts, buttons, icons, profiles, background images, etc. To learn how to use the basics of a good image editing software is incredibly useful.

Either you choose to use a pre-designed theme or you design your website on paper and then pick a theme that fits your design.

There are many image editing software to use today, some of them are extra good to learn that are used everywhere, talked about and popular, constantly updated and improved. Photoshop is the most used program, which is paid for if you want the full version. If you want a good free alternative, then use Gimp.

An image editing software creates and modifies digital images. An image editing software uses different methods,

1. Pixelediting

2. Animations
3. Vector graphic
4. 3D graphics

When you design graphic for the web, you can use all four methods, however, what is used the most is pixel-editing.

Animation works by having multiple images showing up after each other to create a sequence, where each image is shown s certain time. This time is usually very fast. The standard is 24-60 images per second.

Vector editing is good when you want to design icons or layouts that can be resized without affecting the quality of the image. This is vector graphics. It is built on points instead of pixels, where a line is drawn between points, or a filling within the points. This is also how 3D graphics work, where the points are called polygons or vertices.

When you want to design graphic for the web then it is enough to use pixel-editing software. You can use vector graphic software to further improve productivity. With vector graphic it is easy to make simple good looking designs with. Today it has been popular with flat design, this means design which has no shade or effects, only a simple flat design. This is very easy to do with vector graphics. Pixel editing is used absolutely the most where you can, cut and paste various imported images, add effects, add filters, draw new material.

What is Photoshop?

Photoshop is an image editing software to create pixel graphics with. Photoshop is the most popular image editing software on the web today. It works on Windows and Mac. The industry standard of editing images.

What is Gimp?

Gimp is an image editing software that can be installed on all operating systems of computers. It is completely free and is open source. Gimp is a pixel editor just like Photoshop.

What is Illustrator?

A vector editor that is one of the best on the market, a good complement to Photoshop.

What is Inkscape?

A free vector editor. A good complement to Gimp.

What to take into consideration?

When you create images for your website, it is good to notice how the design is feeling aesthetically. Taking into consideration how everything is fitting together and has a good feeling. What colors work together. For example, it is a good idea to stick to about three colors on your website. White, black and then e.g. red, blue, green or orange. Anything you like. That the images represents your website. That the images has a simple design. Simple design is becoming more and more popular on the internet. Use a good font on your text. Each theme comes with a predefined design, you may continue from that, and create more material as you progress your website.

Start by choosing whether you want to learn Photoshop or Gimp. Photoshop costs money while Gimp is completely free. Photoshop is more advanced and has more tools. Gimp is also advanced. Both Photoshop and Gimp have simple tools that are good to use, to more advanced tools.

Cut & Paste

A good way to create images with Photoshop and Gimp for WordPress is to download free images to cut and paste. This is a good old technique to make your work easier. Search for good material through Google Images, and download those that are not copyrighted. This is a convenient method for creating good images for your website. You can cut and paste many images, add texts, colors, filters, etc.

There are a couple of really good websites for just this, to find completely free images to use. This is better than Google Images because these websites standard is that every image is free to use,

- www.pixabay.com
- www.pexels.com
- www.unsplash.com
- www.flaticon.net

Edit and design. Then just upload your images to your WordPress project.

Summary

There are many ways to design a website. The web has now many standard patterns, this makes users quickly understand how to use your website. There are many tools to create your own graphics. The best programs for image editing are, Photoshop, Gimp, Illustrator and Inkscape.



Overview on WordPress

8

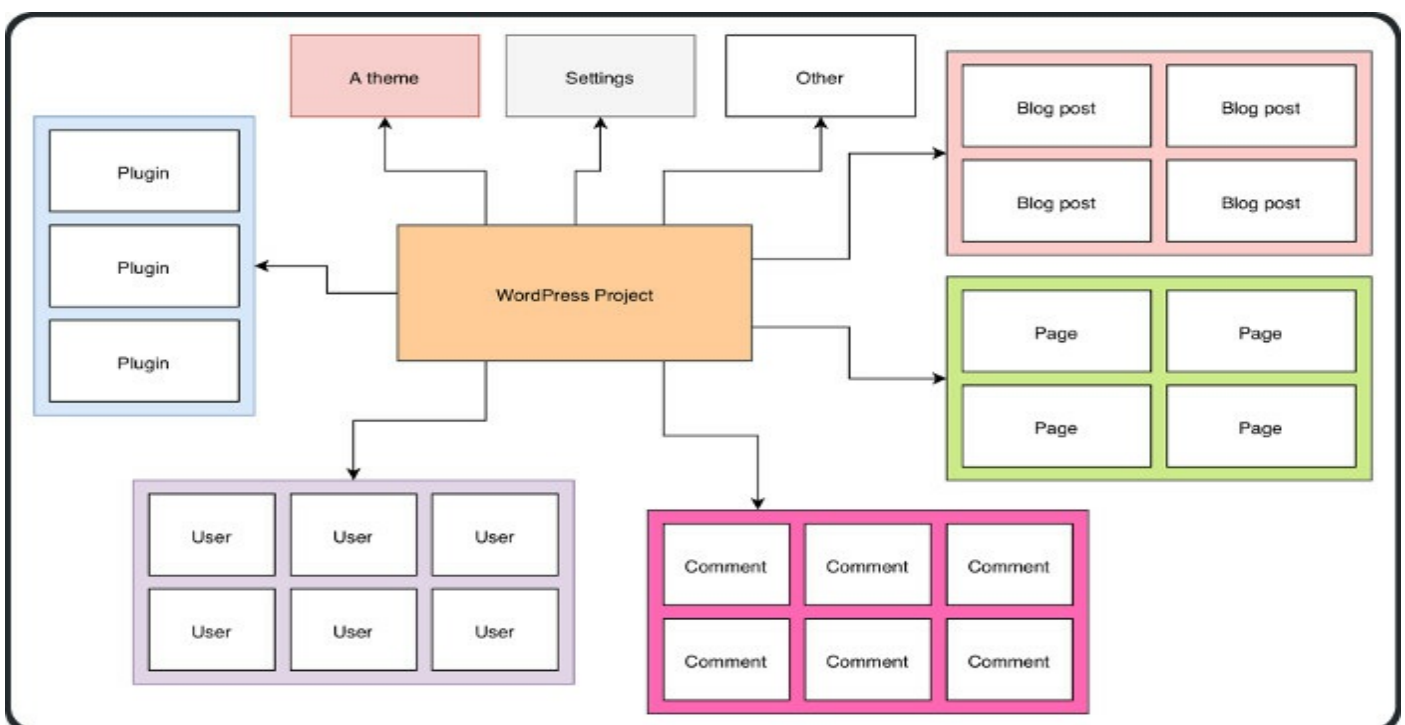
Intro

How does WordPress' structure look like? How does everything work together? Who created WordPress?

WordPress is a simple system that is divided into, posts, pages, users, comments, theme, plugins, media, tools and settings. The project has access to all these parts and if you create your own plugins and themes, then you will get access to all parts of WordPress to use in your code.

WordPress is open source and is being further developed constantly. The essence of WordPress is to let users be able to utilize and create their own plugins and themes, to make the functionality expand.

WordPress is developed with the standard web development tools. PHP, HTML, CSS and Javascript. This is what the whole project is built on and also the developers who creates new themes and plugins to be used in WordPress.

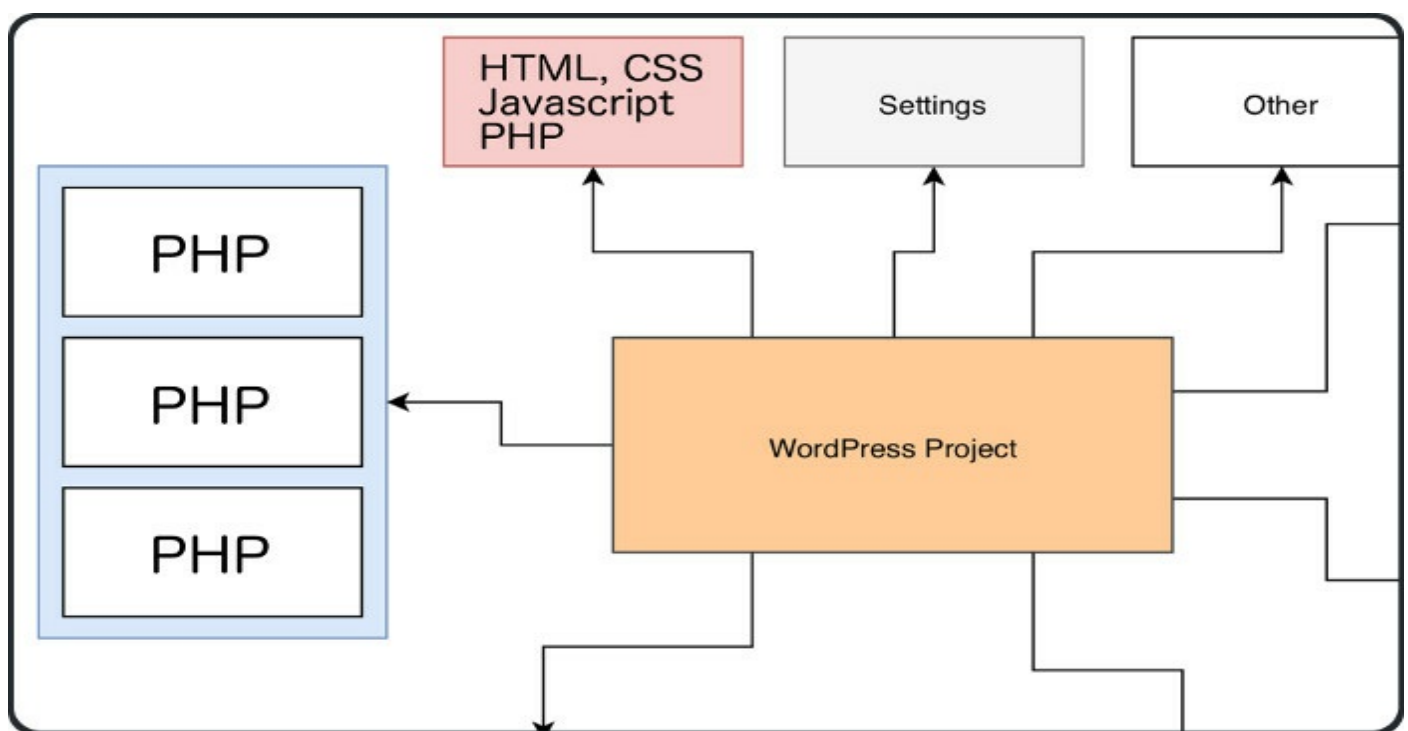


This is how a project works in WordPress. This is the structure to work with. You have a project in WordPress installed that has access to an active theme, multiple plugins, multiple blog posts, multiple pages, multiple users, multiple media files and settings.

We can call each of these boxes for modules. Theme-module, plugin-module, post-module, etc. To make it easier we define it as modules.

Each module is a list, e.g, users. Each user are inserted into a list of users. This is how each module works in WordPress. For example, plugins are inserted into a list of plugins. Posts are inserted into a list of posts, etc. In this way it is easy to locate anything when you develop your own plugins and themes.

You can edit each module with your Adminpanel on various ways, as we talked about in the chapter about the Adminpanel. Everything is edited through the Adminpanel. You can also access other interfaces from the Adminpanel like “Customize” where you can edit a theme. Plugins and themes are programmed by anyone. WordPress has created a system that allows anyone to create their own plugins and themes or edit existing ones.



Plugins and themes can be edited and customized with the Adminpanel. You can also write your own. Plugins are programmed with PHP. Themes are programmed with PHP, HTML, CSS and Javascript. When you are programming for WordPress you get access to all modules in WordPress. You can program and call on each module easily. For example, get access to comments or posts, to let you create plugins and themes that can be integrated to any WordPress project. All this with the help of WordPress own PHP API.

Summary

WordPress' system is very simple and easy to use. It has a simple structure. In a very swift manner, WordPress makes you get access to all important parts directly.



Intro to Script Languages

9

Intro

To learn more about WordPress, how it works and how you can customize your website more, the script language PHP used the most. When you create plugins, PHP is used. When you create themes, PHP, HTML, CSS and Javascript are used.

WordPress is written with standard web development. It uses PHP, which is backend programming. For frontend it uses HTML, CSS and Javascript. Frontend is what a user can see in a web browser like Firefox or Chrome. Backend is the part of the program that runs on a server that only the server has access to.

What is PHP?

The most used programming language for websites throughout this decade is PHP. A simple programming language designed for the web. PHP has a ton of preprogrammed functions, this enables you to quickly form what you have in mind. A lot of PHP-plugins and functions are available to use, because so many people are using PHP.

PHP is a programming language for the web. WordPress is written in PHP that has been around for a long time on the market. It is very good to know how to use it.



What is a database?

A database is a system that stores data. It is stored efficiently. Data can be shown fast. It is also designed for safety. MySQL is a popular database. WordPress is using MySQL. It is very common to use PHP and MySQL for the web. MySQL is a script language. There are also many graphical interfaces to handle the database MySQL. A popular interface is, PHPMysqlAdmin, which is also written in PHP, for using MySQL in a convenient way.



What does PHP and databases have anything to do with WordPress?

WordPress is created with PHP and is using the database MySQL. If you want to create your own themes and plugins, you use PHP. HTML, CSS and Javascript are also used to create themes.

Intro to PHP and development of plugins and themes

PHP is a programming language. PHP is written in a text file. The code you write is translated by each line in the file you have written, from the top to the bottom. In the text file, variables and functions are written. When you write code you have access to pre-programmed functions to handle the web with.

To write plugins and themes for WordPress, it is good to learn how you use various script languages for the web with PHP, HTML, CSS and Javascript. It is good to read about how these four script languages work and interact with each other. I recommend you learning PHP first because then you will be able to make simple plugins for your website directly.

**Skriptlanguages
enables you to write
your own plugins and
themes**



How to create your own plugins with PHP?

If you know how to use PHP, you can begin learning how to make plugins. This is done through a text file. PHP is written directly into a text file and then read by WordPress. PHP is an incredibly popular programming language for the web. PHP by itself has a ton of functions to use when you create a plugin. WordPress' system also has a ton of functions you can use when you create a plugin with PHP. Specific functions for WordPress and your website. Integrated functions for using WordPress.

You can write your plugin directly in a text editor and then import it to your project. A good way is to just place the file in your project's file-structure from the beginning. Just create a new folder where the other plugins are located. Place your PHP file in your WordPress project and start editing the text file from that location. This also enables you to see updates directly in your project. There are many different text editors today. Some of the best are, Sublime text and Notepad++.

How do you get access to the functionality of WordPress within the PHP script? Because you placed the PHP file in WordPress system and it is activated in your Adminpanel, your script will run through the project and therefore all WordPress functionality will be available.

On WordPress.org you can read more about their PHP API, what functions to use while developing your own plugin.

Try PHP

If you have a web hosting service, login on your account and open the file-browser for your server and create a folder in the first directory with the name "php_test". In this folder, create a file with the name "index.php".

To access and run this PHP file, write in your web browser, `www.<???.com/test_php`, then your code you've written in `index.php` will run and display the result in your browser. With other words, just add the name of the new folder you just created to your domain name, in the address-bar as shown above. In this case we called it `test_php`. The content of the folder will be accessed by just adding the folder's name after your domain name. The server will load the file `index.php` automatically when a user is entering that folder through a web browser. "index.php" is the standard name for the main file.

In your `index.php` file, the code you want to be run is written there. You can write any code you want. There is a great library of functions to use. These can be read more about on www.php.net that has an incredible documentation on PHP.

You can create plugins for WordPress in this way as described with the `index.php` file. Where you also get access to more functions from WordPress. This can be read more about on WordPress.org. To make your plugin start, place it in a folder in the plugin directory of your project's directory-tree. You can also install your own plugin like you do with other plugins directly from your Adminpanel.

Intro to writing your own plugins

In the same way we created a test-file for PHP, we can create a file for a new plugin. Begin by creating a new folder for your new plugin and name it to your plugin. In this folder you can create PHP files for your plugin. One file is enough to begin with. Name the file to the name of your plugin you want to create, with the extension “.php”, e.g, “my_plugin.php”.

Plugins for WordPress adds functions to its system. WordPress has a system that runs when you run your website, this system will be expanded with plugins.

WordPress has a complete script API to use directly in your PHP code, documented on www.wordpress.org. It is possible to bind your own functions to events in WordPress, it is also possible to bind plugins to plugins, etc. All this is possible with WordPress PHP API.

Intro to writing your own themes

When you create your own theme, either start from scratch or duplicate an existing theme and continue from there. This is a common choice to duplicate, it is called creating a child theme. Instead of modifying a theme directly it is better to first making a child theme. This is because if the developers choose to update their theme and you have modified it on your installation, it will be overwritten. Therefore, it is better to just create a child theme that has a new name. Your new child theme is a new theme that inherit functions from another theme. This is an excellent way to learn about themes in WordPress.

To create a completely new theme, begin by creating a new folder with the name of your new theme.

Plugins are written in PHP as mentioned above, themes are written in,

- PHP
- HTML
- CSS
- Javascript

HTML is used for structuring the design of the website. HTML is written in a document to mark what headlines are, paragraphs, various texts, images, buttons, fields, etc.

CSS is used for editing the style of what is written in the HTML file.

Javascript is used for adding advanced functions, animations or interactions with the users.

PHP is used for server side functions.

These script languages are usually written in separate files, but it is possible to write everything in one file. To create a good structure it is recommended saving everything in separate files to easier find things when your projects become larger.

Start by creating a new folder with the name of the theme you want to create, then add files and folder to create the foundation of your theme. You can download a template for your theme. These are the files and folders to begin with.

Files

- Style.css
- Comments.php
- Archive.php

- 404.php
- Header.php
- Footer.php
- Search.php
- Index.php
- Page.php
- Single.php
- Sidebar.php

Folders

- Js
- Images
- Css

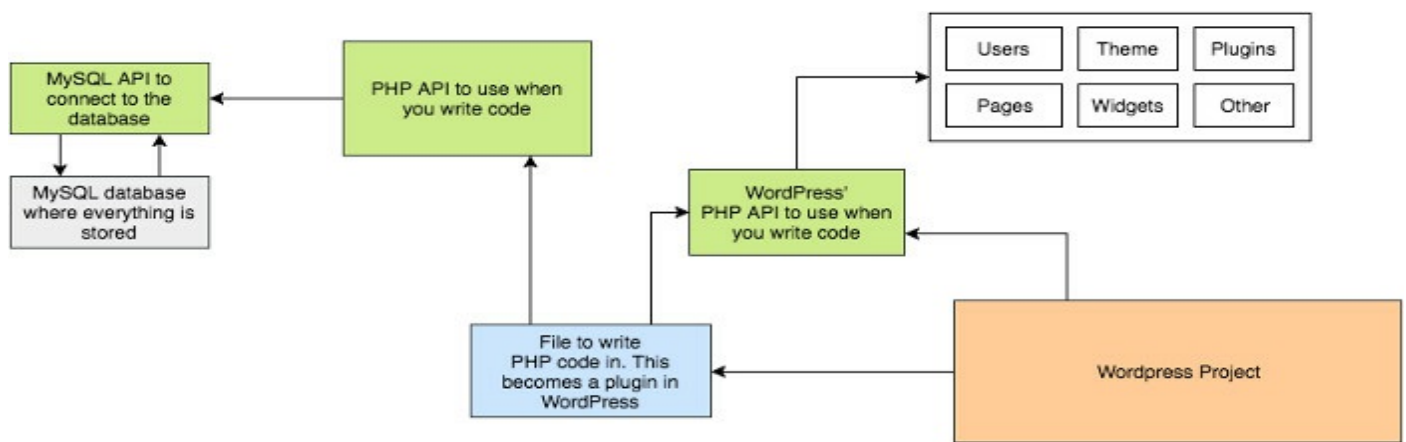
This is placed in the folder you just created for your theme. These files and folder are what you add your functionality to, to begin with when you create your new theme with PHP, HTML, CSS and Javascript. Simply activate it in your WordPress project.

You can read more about the development of themes on <https://codex.wordpress.org>

Overview of how WordPress' PHP system works

WordPress is using PHP to build its system. PHP includes various standard functions to use when you program. WordPress by itself has its own PHP API that includes specific functionality for WordPress. For example, when you write your own theme or plugin with PHP, you will have access to this WordPress API.

Users, themes, plugins, pages, widgets and other things can be defined as parts or modules in a WordPress project. These modules are accessed from PHP. When you write a new script for WordPress, you will get access to all these modules by the WordPress PHP API. Through PHP you will also get access to the database MySQL.



This is a WordPress project with a plugin. This plugin is a common PHP file that has access to WordPress' API and the standard PHP API. The standard API has access to MySQL. WordPress API has access to modules within WordPress.

Summary

If you want to edit or create your own themes and plugins, it is good to learn PHP, HTML CSS and Javascript. Especially PHP because plugins is extensively written in PHP.



Security

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Intro

Security is extra important if you have a website with a lot of users or you have data that you are very careful about. Security is getting better and better. You can install plugins that adds more security. You can also learn more about how security works in a computer. There are many ways on how to secure a website.

How secure is WordPress?

WordPress has been around for over 10 years and is constantly being developed. During the years there has been found a few security-leakages. When this happened, they investigated into what it was and secured it. They are of course prone to fix these kinds of bugs. When you install WordPress, it is good to always have the latest version installed to make sure you have the latest updates on your website. WordPress has been around for a long time, is constantly further developed and is also very popular, this makes the developers invest a lot into security.

What to take into consideration?

WordPress is secure generally speaking, but it is safer to secure it more if you have large website with a lot of visitors or sensitive material.

What security risks are there?

During the years of WordPress, there have been many security risks. These have been resolved, but during the time they were active it created some damage of course for the victims involved. WordPress makes the system more and more secure all the time. This includes all systems on the web.

But sometimes new security leakages are found because there are hackers who search for them. Therefore, it is extra important to update your WordPress to the latest version.

What to do to be secure?

There are many methods for making your website more secure. Here is a list of steps you can take if you want to make your website as secure as possible. The list is in prioritized order,

1. Always update your themes and plugins to the latest version
2. Use hard passwords. In other words, use a long password with 10-30 characters, upper and lower-case letters, numbers, signs, in a random order.
3. Two-Factor Authentication (You can install plugins for this)
4. Install a good plugin with many security measures.
5. Block certain bots. There are bots that scan websites for security risks or to just create accounts and spam. There are many good plugins to block bots.
6. Create automatic backups for your website. This is easily done with a plugin.
7. Use SSL and HTTPS. SSL makes your connection secured with the standard SSL for the web.
8. Change the access of your files on your server. On your server you can adjust the privileges of files. Make only the admin able to access files.
9. Make sure you have security for your database MySQL.
10. Make sure you have a good firewall.
11. Login lock. You can adjust to only allow a few login attempts before the account is locked.
12. Make the file wp-config.php secured.
13. Deactivate XML-RPC.
14. Deactivate JSON REST API
15. Change the name of wp-admin.

What does bot mean?

It is an automated process. A bot can be also be called robot. It scans website for specific information. There are bots that also acts on websites, makes various things that a human being could do. This is an automated process. A process that will run many times repeatedly. Oftentimes bots post comments or posts. Many bots are spammers. It is convenient to have protection against spambots, so you don't have to manually go through each post by yourself. You have probably noticed when you create accounts on websites that there is a field at the bottom, where you write various letters from an image. This is to prevent bots. To make it a better chance of it being a human being.

What does application mean?

An application is a program that runs on a computer that a human being can use. It includes a graphical interface. With the program you are able to do something. This is called an application, also shortened to app on smartphones.

What does XML mean?

XML is used within programming. XML stands for Extensible Markup Language. It is very common and popular to use for structuring data. It's used for programming a program and when the need comes for structuring data and content.

What does RPC mean?

RPC is used within programming or system administration. RPC stands for Remote Procedure Call. When a computer runs programs it will call for procedures. These procedures are commonly written locally within the running program. If you want the program to call for procedures on other computers, this is when RPC is used.

What does API mean?

API is used within programming. This is what programmers are using the most. API stands for Application Programming Interface. There are countless API's to use when programming. It gives a set of functions and procedures to reuse for new applications.

What does JSON mean?

JSON is used within the same area as XML. JSON is meant to be an upgrade from XML. JSON stands for Javascript Object Notation. Javascript is a language that is used for the web, like HTML and CSS. Javascript is used when you want to program more advanced applications for users. JSON is a way to structure data and send between computers online. How you write JSON is similar to Javascript. JSON is very basic and only includes the ability to structure data. It is used together with Javascript a lot.

What does SSL mean?

SSL stands for Secure Socket Layer, which makes internet services for secure.

What does HTTPS mean?

HTTPS stands for HTTP with SSL included. That is HTTP secured with SSL.

Summary

Security is something to add if you have a website with many users or sensitive material. There are many methods for making a website secure like installing plugins or configure your server.



Make money with WordPress

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Intro

Because you can create websites with WordPress, you can also make money using it.

Become a WordPress entrepreneur

With WordPress you can create common websites that enable you to also make money. Today there is an incredible demand on making new websites. With internet you are able to reach an incredible number of people. There are various alternatives for being a WordPress entrepreneur. A good start is to setup ads online where you tell people about yourself as a freelancer or entrepreneur. You can create your own themes and plugins and sell to other developers. There are many jobs offers today in search for skilled WordPress developers. You can also find jobs for other WordPress developers as a recruiter, being the bridge from WordPress developer to customer.

Sell themes and plugins.

WordPress has a market on themes and plugins. You can join this market and become a developer of themes and plugins, sell to other developers of WordPress. Today there are many dedicated companies for specific themes and plugins because there is that large demand of good quality. Many startups buy themes and plugins. If a newly started company wants a good quick website, they often buy themes and plugins to get going fast. This is a good opportunity to sell themes and plugins.

Sell websites to others

A lot of people dream about having their own website, but don't know how it is made. This is a good opportunity for using your WordPress knowledge. Help common people to create their own website. This can be done through friends' friends' or by posting on various forums.

Freelancing

When you start selling websites to common people you have become a freelancer. You can develop on this further and make it into your profession. Using a pretty simple process. From your friends' friends' and posts online on forums and blogs, now you can also post advertisements on websites for freelancers. Create a portfolio online and link to it. Create flyers and business cards. Attends meetups and tell people you are a freelancer. Use social media. You can also create advertisements on websites like Ebay, Craigslist and Fiverr to market about yourself. There are also many free marketing websites you can use. The best option is to pay for Google Adwords to increase the exposure of your website.

Create opportunities for other WordPress developers

You can also become the link between people who need developers and the developer. If you begin attending startup and entrepreneur meetups, you will meet both parts and make contacts. You can then start to recruit WordPress developers for startups.

Summary

WordPress is an incredible tool to know as a business owner, freelancer and web designer. You can create websites in a swift and simple manner. This allows you to make money in various ways. Being a freelancer or if you run your own business.



Concluding Words

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It is very convenient to have knowledge about WordPress in this day and age. It gives you an incredible freedom. When you get an idea of a project to create, it is now easy to begin online. Internet has become the best platform for making yourself heard with your products. To learn WordPress and its terminology around it makes you super flexible.

To be able to install WordPress, find a good theme, directly use good plugins for specific functionality. This enables you to work very agile and fast. To have access to such a great tool and know how to use it. This makes you incredibly sought after on the market. Being a business owner or freelancer with WordPress.

WordPress is super easy to use. You install it with the press of a button, pick a theme, install various plugins you need. Add posts and pages. Design images and insert. Develop specific plugins when it is needed. Everything is done through your Adminpanel.

To create a website, one can think of these 7 steps

1. Choose server / web hosting service
2. Install WordPress
3. Pick type of website
4. Design the website's appearance
5. Install a fitting theme
6. Install plugins that solves what you want to create
7. Add content to your website

This is all you need to think about. Begin with the WordPress making!



About the author

Hello my name is Elias Ericson. I have started various projects and

write books. You can find more about me on my website www.eliasericson.com where I have a blog and tell about my new projects. My books are at www.eliasericson.com/books. You can also find me on my [YouTube-Channel](#). I'm interested in hearing what you think about the book.

Best regards, Elias Ericson

Learn WordPress

From beginner to advanced user

Written by Elias Ericson

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