

WordPress User Guide

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Version 2.7

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Introduction

The first of our WordPress User Guides was originally written for clients of Interconnect IT's who had specified a website using WordPress. Of course, what happened is that soon enough the guide was linked to and downloaded many times. Several thousand times, which surprised us.

Clearly, there was a level of demand for this information, and we do like to make people happy – so we decided to continue updating this guide and releasing it. For free.

This guide doesn't cover WordPress installation – installation is well documented on wordpress.org, and if you wish you can go for a hosted solution on wordpress.com. If you need help installing, migrating or upgrading your WordPress installation you should get in touch with us for a quote. You'll need to contact us through our website's contact form at <http://www.interconnectit.com/contact/> We may well add installation information at a later date, but time, at the moment, doesn't allow.

The guide also doesn't cover configuration of WordPress – all those lovely options in the settings page. However, we're planning to add something about them – perhaps more a 'frequently asked questions' section, with simple answers.

If you want further, personal training, we run both one-to-one courses here at our Liverpool base or in your office, or we have classroom courses where you'll be able to learn a range of WordPress skills – from beginner to advanced. We even offer developer training, though at the moment we tend to work with experienced developers, providing them with a helping hand, rather than a full ground-up training – it's a big subject.

Guide Method

This guide covers the basics in each section, trying to take a progressive approach so that each section builds on knowledge and skill acquired earlier in the guide.

Our screenshots and usage all come from WordPress installed on a local computer, but they apply equally to WordPress installed on normal web server.

One new change in this version is to include a series of exercises which are aimed at developing the reader's skills.

Please note that this is a guide for people learning about WordPress – it's not a complete manual. If you find any errors or omissions. The best thing to do if you find one is to go to either <http://www.interconnectit.com> and let us know through the contacts page, or to <http://spectacu.la> where you can join in and download the original Word document which you can edit and submit as a new version. Spectacu.la members can even re-brand this document and use it for their own purposes – such as training or support.

Using WordPress

First Concepts

WordPress has really moved the game forward for non-experts who want to maintain their own websites. Previously they had to either write their sites with clunky, proprietary site-builder software, or use expensive and difficult to learn packages like Dreamweaver which could require an understanding of often difficult to grasp languages and code such as HTML and CSS. With WordPress you have the system to manage the content, and easy to download and install attractive themes that look after the visual presentation of the site. These can be paid for, or download for free from sites such as <http://wordpress.org> or themes clubs such as <http://spectacu.la>, <http://woothemes.com>, <http://ithemes.com> and more.

What WordPress also does is to make possible the building of a semantically and chronologically structured website or blog which makes the job of search engines easier. It provides an excellent platform for building everything from simple blogs, to significant news platforms like <http://politicsandthecity.com>. The biggest limit, usually, is the imagination of the developers and designers creating themes and plugins, and of the content writers.

Great Things About WordPress

1. It's easy to learn
2. It's stable and relatively bug free
3. It's used by millions of people around the globe
4. It scales well – you could run a hugely popular blog on your site, with a hundred thousand visitors a day and WordPress will still be adequate – and it should still work on a light-duty single server... and even if it doesn't, you can always balance the load across multiple machines
5. It's simple, yet flexible – and developers love it
6. It has a huge range of free and premium themes which can add functionality and style to your site
7. It has a huge selection of plugins that can add new features and tricks to your site
8. Once you've learned html, css and php you can really do almost anything with WordPress

As you learn more about WordPress you'll learn a lot about what it can (and can't) do. But work within its relatively few limitations and you have a powerful and flexible friend managing your website.

But let's just cover a few things WordPress doesn't do well...

1. Workflow is relatively unsophisticated, and although you now have versioning it won't support much workflow on pages that have already been published. You can either edit them live, or you can't.
2. Easy page and menu management – you can't (yet) manage page orders and structures as easily as in some systems, which can be quite limiting in certain circumstances. This is supposed to be coming soon, but they've been saying that for a long time. You can always add a plugin to help, and some are excellent, but many believe that this functionality should be built into the system. Others believe that presentation (which includes the order of the pages) is a problem for the themes, rather than being imposed by the system.

Getting Started

When you get WordPress installed you won't have any content in your site beyond what comes as vanilla – which is a single category, a set of blog links you probably don't want, a page and a post.

So the first thing to do is:

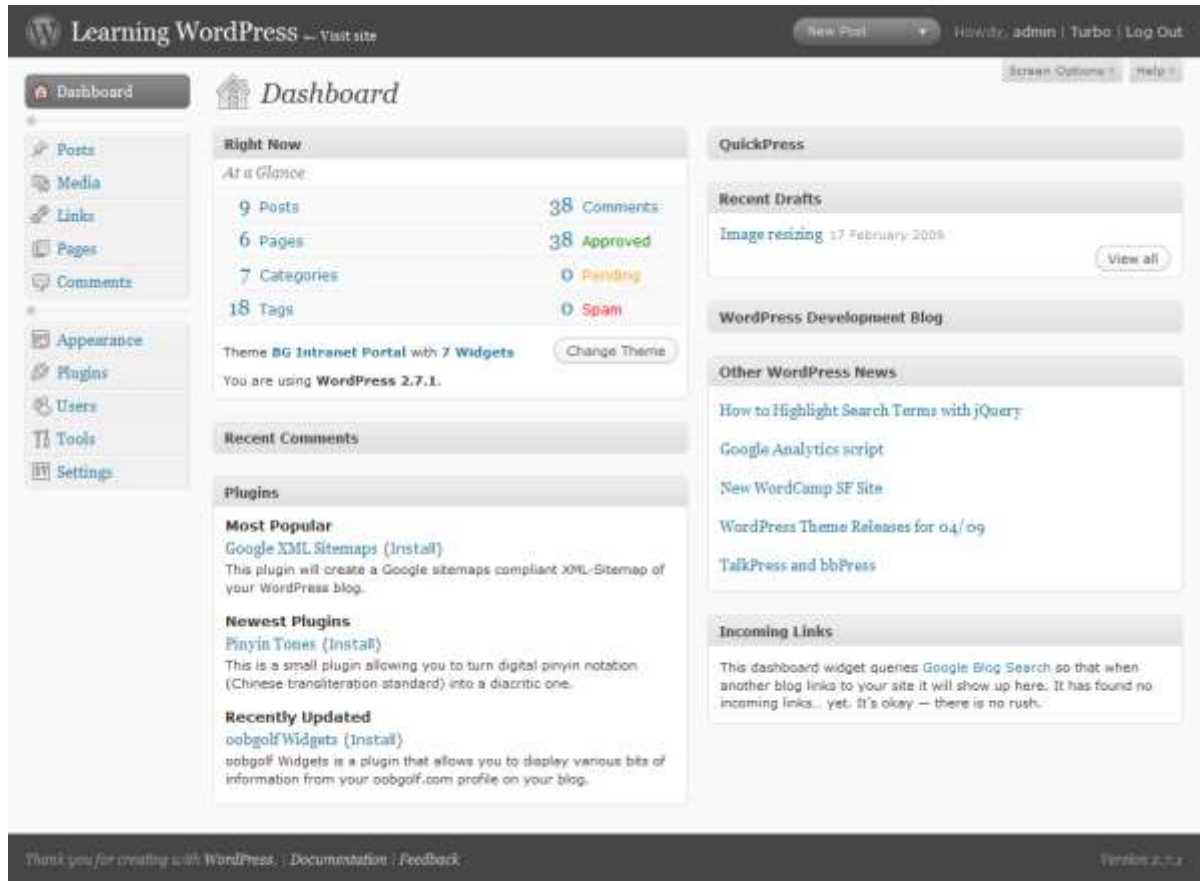
Log In!



If you haven't got a login link on your site's front page, simply add /wp-admin to the root address and you'll arrive at the login page as above. The default themes always show login links in their initial configuration.

During installation you will have set up a username and been told of your password which will have been auto-generated. Alternatively, if someone installed the site for you he or she will have given you the login and password details for you. If you lose your details, you can click on "Lost your password?" and a new password will be generated and e-mailed to you. You'll need to change this to something more memorable. Enter your details, select "Remember me" if your computer is secure and only used by you and you'd like not to have to log in each time, and click on the Login button.

Now you're logged in, you'll arrive at the Dashboard – a screen that gives a range of information about your website:



You'll notice here that there's a great deal of information showing here in a series of widgets. You can organise this information to best suit you, moving widgets around and expanding or contracting them in whichever you find appropriate. In the above example we've rolled-up the Recent Comments, QuickPress and WordPress Development Blog widgets.

To move a widget, click and drag the bar of the widget around. To roll it up, simply click on the right hand edge of the bar where you'll see an arrow appear.

On the left hand side, you'll notice that there's a large list of links such as Posts, Media, Links and so on. What you see here will depend a lot on the user level you have on your blog. Administrators can see everything, and subscribers the least.



QUICK EXERCISES:

1. Try moving the widgets around – for example, place Recent Comments at the bottom of the right hand column. What happened?
2. Extend the QuickPress Box – what do you think this is for? Try writing something there. What happened?
3. Arrange the entire page in a way you feel would be most useful to you. Experiment – you can always change this page again in the future.

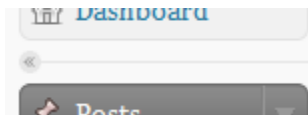
Navigating Around the Administration Panel

Navigation of the admin panels in WordPress is pretty straightforward, but it can feel like there are a bewildering range of options to choose from.

You'll notice that to the left of the dashboard you have a series of links that you can quickly and easily click on – these then expand out to show you other sub pages. The quick reference below reveals the range of functions, with a brief explanation alongside:



If you notice, there's an alternative, less screen hungry option which is great for those of you with smaller monitors – simply click on the little slider you see in parts of the menu to make it smaller:



When you click it, you will get a smaller icon-only version of the menu with the options appearing in a little pop-up.

Understanding the difference between pages and posts

Before we start working on your site, it's important to have a clear understanding of the difference between pages and posts:

Pages are usually those which have a static purpose in life. For example an about page, resumé page or contact forms. They do not usually contain information about news items, for example, which are

added to the site on a regular basis. Pages are generally defined so that they are always accessible from the front page. Some people build entire sites with just Pages – this is especially the case for sites with little need for dynamic content and is very popular with small businesses who simply want an online brochure.

Posts usually contain semantically and chronographically arranged information – for example, news reports, event results, and of course blog entries! The semantic structure is defined by categories and tags, and whilst making it easy for people to navigate your site will also help search engines to understand the content of your site and so improve the relevance of search results.

Adding and Editing Content

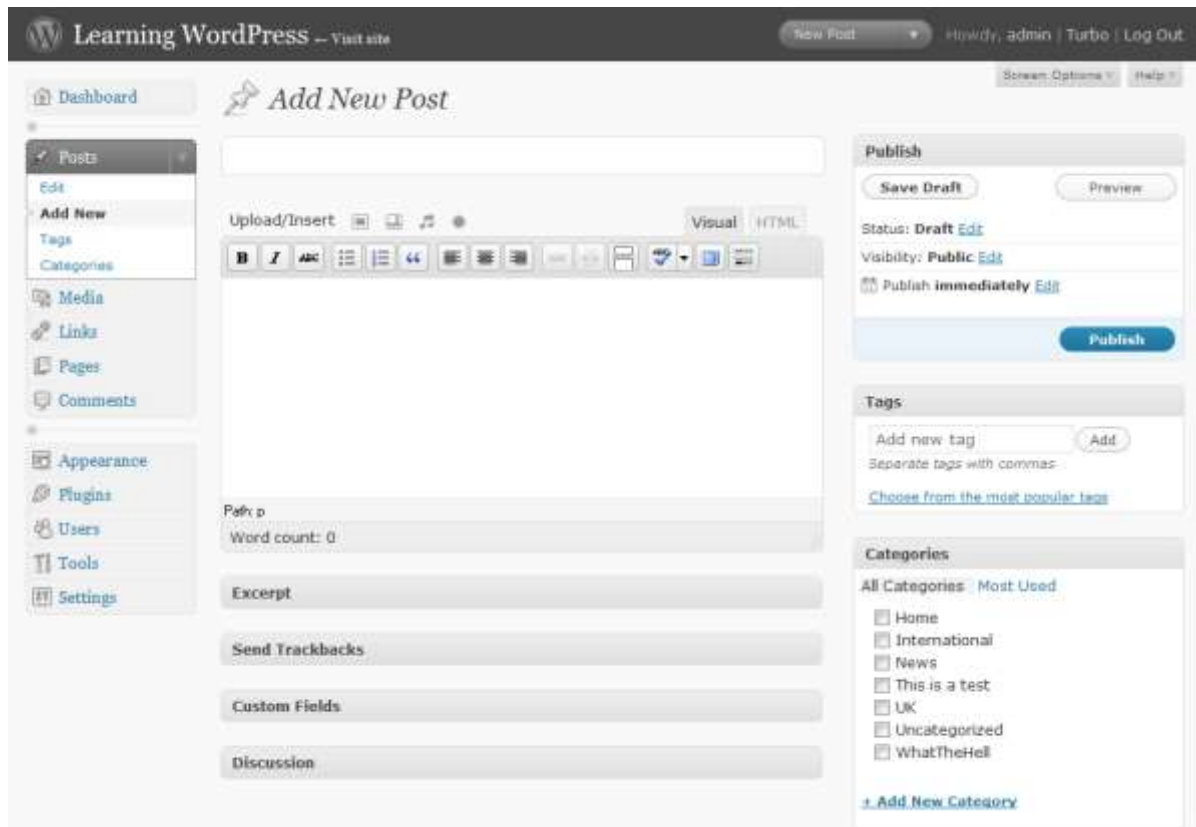
Rather than drone on about concepts, structure and methods, let's start to get some content into the site right away.

WordPress provides a number of tools – for editing, and for image management. It allows you to easily manage your content with a familiar editing interface. You don't need to learn HTML – just the skills you've already acquired using word processors like Microsoft Word.

Formatting text using the rich editor

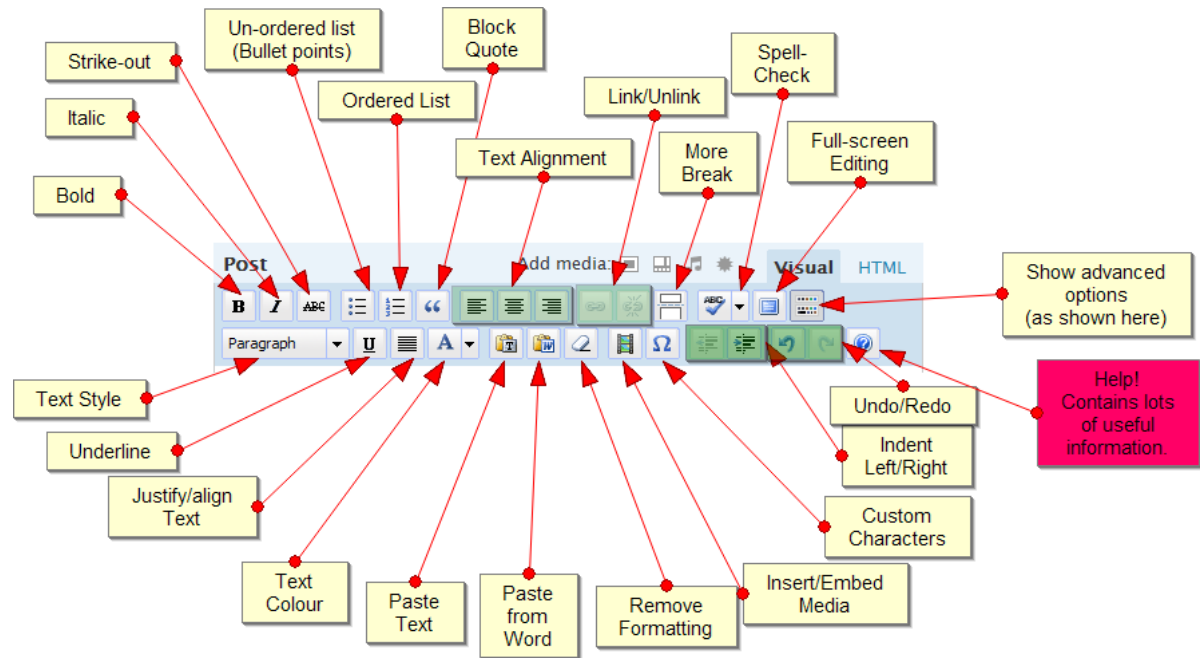
You can easily enter format text using the rich editor if you're familiar with any word processing packages.

Let's create a news article – just Posts and Add New in the left hand toolbar (if you're writing a static Page, you go to Pages and Add New instead):



As you can see from the buttons, it's possible to format text in a number of ways using the buttons and they'll be familiar to any user of word processor software. You can also extend the size of the box by dragging on the bottom right of it.

By default you'll only see one line of buttons, not the two below – that's because you need to press the Advanced Options button on the far right to see them.



Don't forget – if you get stuck, hovering over the buttons will describe what they do, and the short cut to use them from the keyboard.

Essentially, what you're working with should be familiar to you – it's rather like using Wordpad or some other similar low-end word processor.

On the page you'll also see the usual Tags and Categories options. You'll see a full description of all these options in [Setting Posting and Page Options](#)

Text Styling Notes:

When you're writing you may have a style guide to work with. If this is your own site, the following will be useful to you when choosing what text styles to apply in your content:

1. Heading 1 through to Heading 6 – in most themes headings within a post or page will start at Heading 3 (H3), going down to H6. The higher the value, the more important a search engine will consider it, but remember that H1 is usually reserved for the site title at the top of the page, and H2 for the post or page's title. Interfering with that order can result in search engine penalisation.
2. Use Unordered or Ordered lists for lists that are relatively short, but resist the temptation to use them for lists of paragraphs – instead, use the Heading styles.
3. Use Bold and Italic in moderation. Do NOT use bold as a substitute for heading styles – bold is not as important to a search engine.
4. Some themes may override your styling decisions – for example, enforcing alignment, what an italic actually looks like and so on. You should experiment with this.
5. Most themes will highlight links in a different colour and with hover properties – you shouldn't need to worry too much about these.
6. What something looks like in the visual editor and how it will look on the page are quite different, unfortunately – make good use of the Preview button before publishing.

Formatting text using the HTML editor

You can also click on the HTML tab on the editor and input text in HTML – the language that describes web pages. This is for the more technically inclined and does have the advantage of making it easier for you to create more sophisticated designs. It's worth noting that WordPress MU (used on sites such as WordPress.com and Edublogs) will, by default, filter out a lot of HTML, which will limit your options.

IMPORTANT: When using the html editor it's essential that you close all tags, or ask WordPress to do it for you by pressing the 'Close Tags' button. If you don't then your site's layout will be broken whenever that posting or page is displayed.

IMPORTANT (2): If a page or posting has been written using the html editor then any attempt to edit that article using the visual rich editor may result in content or formatting being lost. This isn't the problem it used to be.

Writing a post

As you can see from the screenshot down below, writing a post is just the same as a page – but it's something that, if you're using WordPress for blogging, is going to be far more important for you. To get there, select Write, then, if it's not already on Post, select Post. Some options are slightly different, because posts are organised differently. If you are an Editor or Administrator on the site, you have a Publish button. Once pressed the post becomes available on the website. Before the post is ready, however, you can save it and keep

Date: 21/04/09

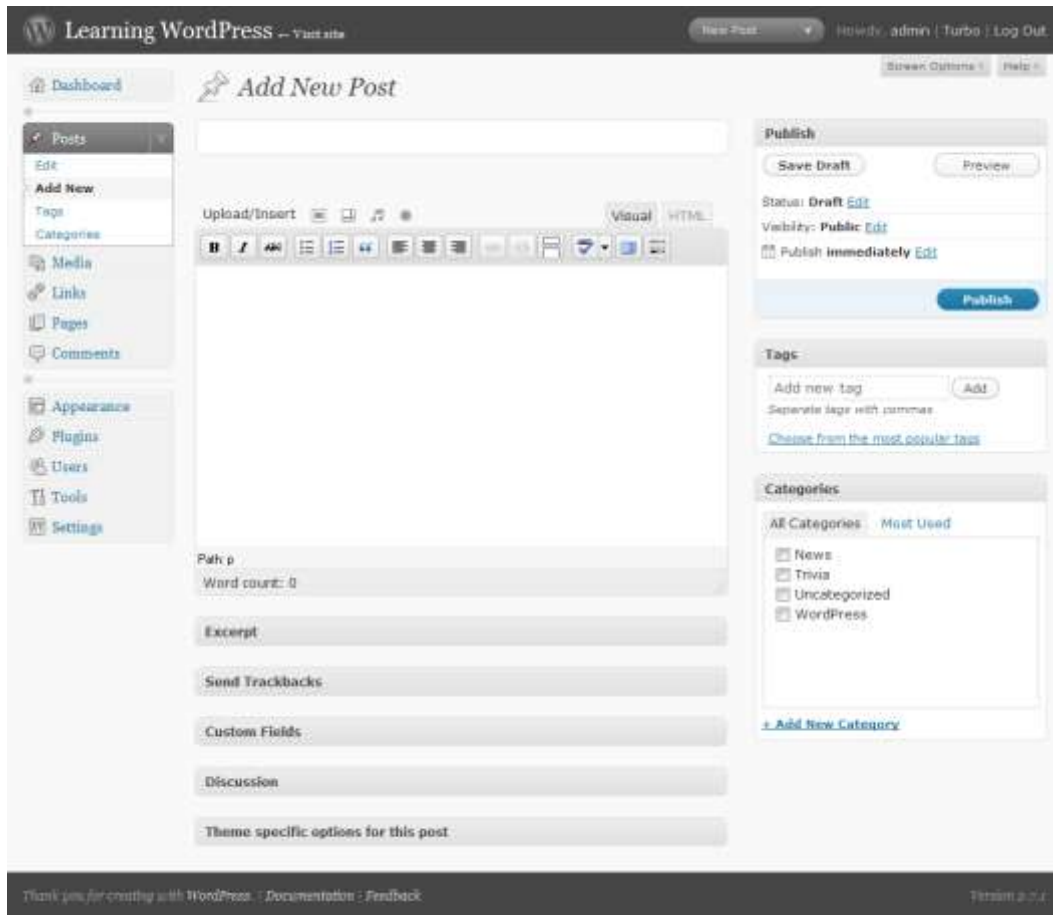
Page 12

Filename: Wordpress-2.7_user_guide_final.docx

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Version: 2.7

it as a draft. Since WordPress 2.5, autosave came into place, and since 2.6 you then had a revision history, making it possible to see changes and revert to older versions of posts and pages.



In the example above, you can see the Categories box to the bottom-right of the editor window. Select a category of 'News'.

Let's make this a short article about launching the website. Place the text below into it the text box, with the title **Our First News**:

Today we launched a new website. We'll be producing news and articles here for your enjoyment.

Scroll back up, press Publish, and hey presto! Your article is on the website and the navigation area has reflected this change with the category of News now appearing:



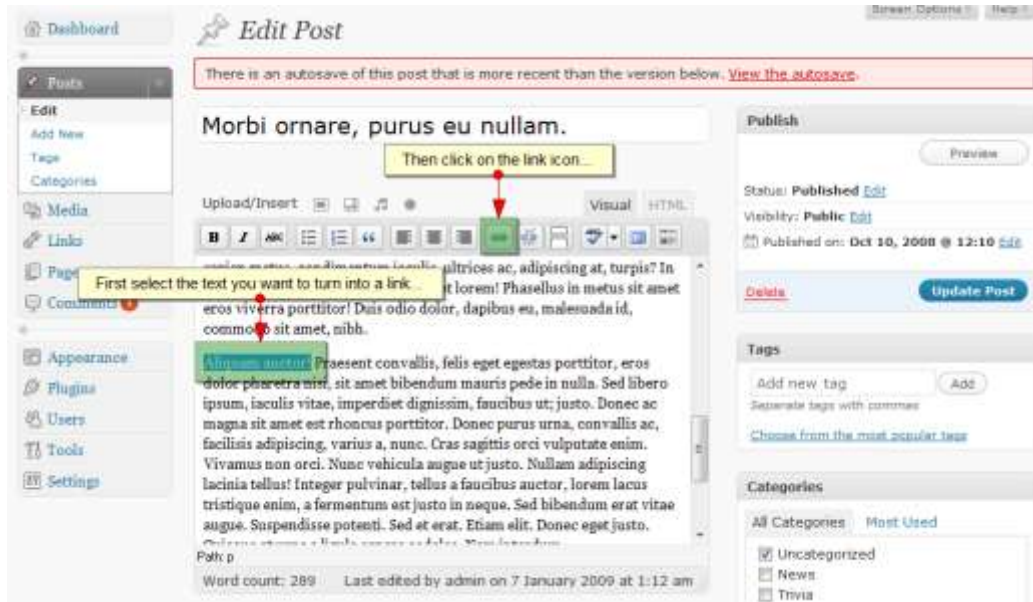
Now create a couple of articles for testing with – one called “Interesting cats for 2009”, and one called “WordPress Is Great”. Enter any text you like in the post box. Make sure that these two posts are in Trivia and WordPress categories respectively. Don’t forget to add tags as well!

So – now you've done all this work, let's take another look at the website.

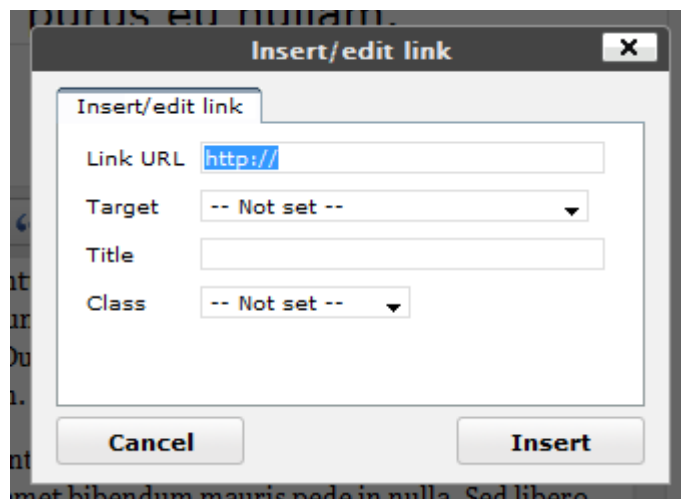
Adding links to your posts

One of the most important things you can do on your website is to link out to other sites. Those other sites will appreciate the links, but it also shows where you get your information from. This is useful to the reader and also a sign of an experienced and skilful blogger who cites his references. There’s also absolutely nothing wrong with linking within your own site. Of course, it takes a little extra time, but it’s worth it for the extra engagement.

To create a link in text, highlight the text you wish to link, then click on the link icon in the editor:



Once the link icon is selected, you have a pop-up dialog:



Simply insert the web address you want to link to in Link URL, choose the Target (ie, open in a new window or use the current browser window) a Title to give meaning to the link and which will show on hovering over the link, and a Class which is generally used most when linking an image and may give some alignment options and stylings – do be careful with it, few people use it as it can cause issues with styling on some sites.

Once you're done, click Insert and the link has been created. It's always worth testing links in case a mistake was made.

Opening a link in a new window vs. Using the current window

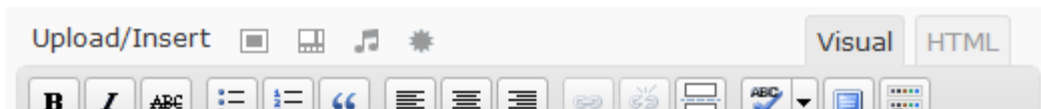
Many site owners are tempted to open links in new windows, because then it means their site remains in the browser. However, web convention is that a link should keep you in the current window – otherwise after an hour of browsing the user could have dozens of windows open that all need to be closed down. In other words, opening a link in a new window is usually an inconvenience for a site visitor.


There are some situations where a new window works – usually this is to pop something up where you just know that the visitor will want to quickly look at and then close – however, in blogging this is relatively rare, so the best advice is to try and stick to opening links in the current window.

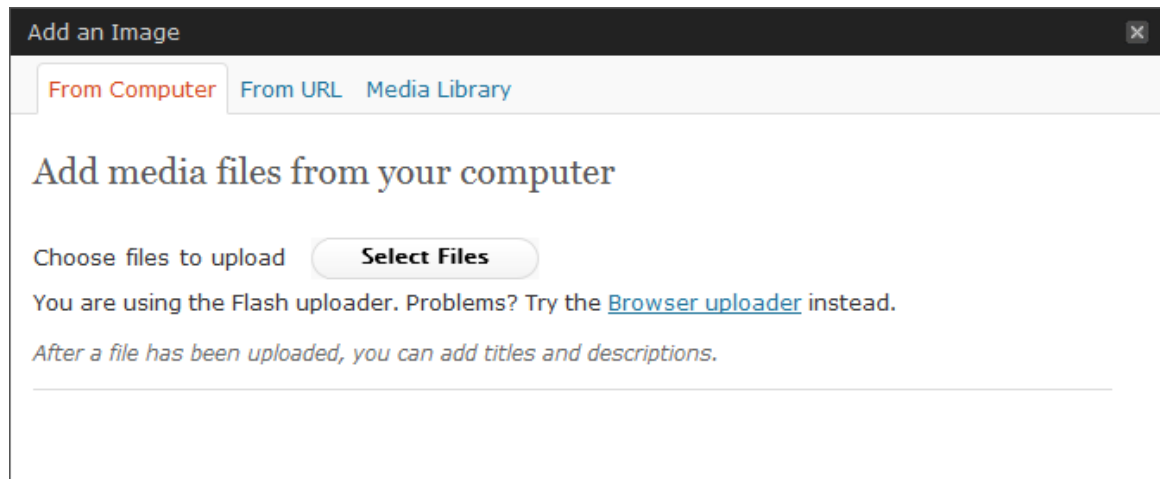
Adding images to your posts

You can easily add images using the standard WordPress tools. Again, like so much of WordPress, there have been some dramatic improvements in recent versions – including the automatic sizing of images, thumbnailing and image management.

To add media to your post, you’ll see a number of tools added. You may find that on a lot of custom installations of WordPress MU you only have the small button that looks like a sun, on the right. If that’s the case then for most things you can use that image, but you may be limited with items such as YouTube videos. This is often done for security reasons. If the feature is necessary, speak to your support team.



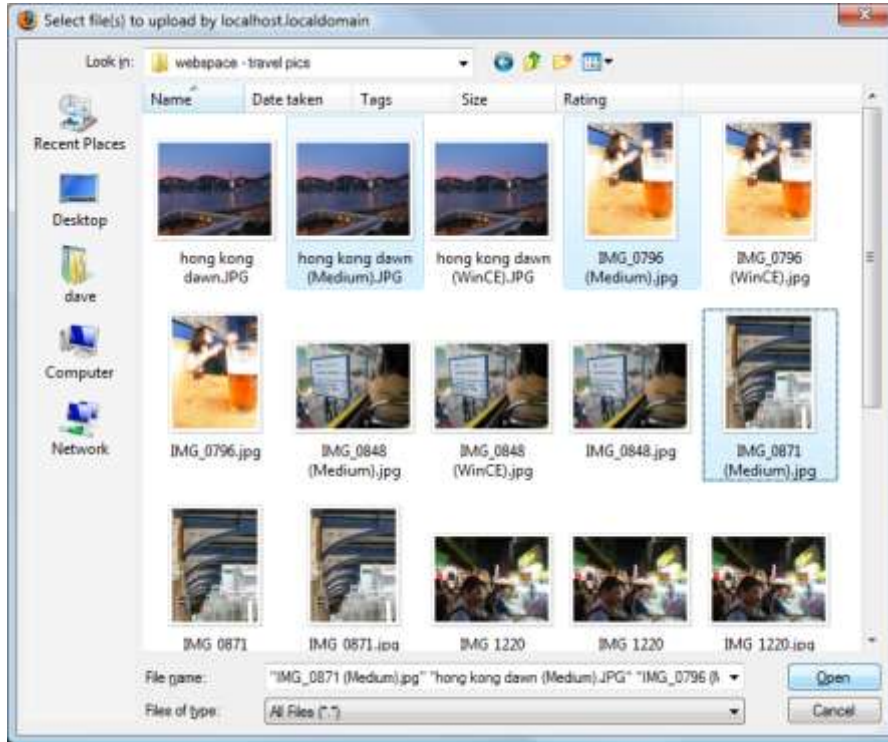
If you press the Add Image button  you’ll be presented with a pop-up window:



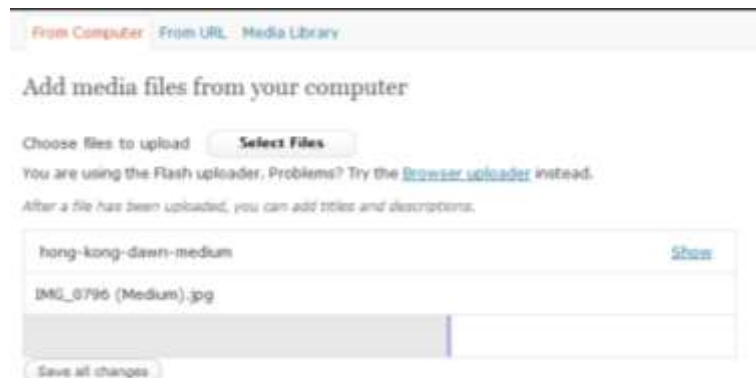
You can close this window with the small X in the top-right corner, or by clicking outside of the box.

Generally you won’t upload images from a URL and will use the button ‘Choose files to upload’. Here you can upload one or many images. On most servers you’ll be limited to images of 2MB or less in size, so if you have a high-res digital camera you might need to resize the images before uploading.

You can upload multiple images with the Flash uploader. Simply selected the different images while holding CTL:



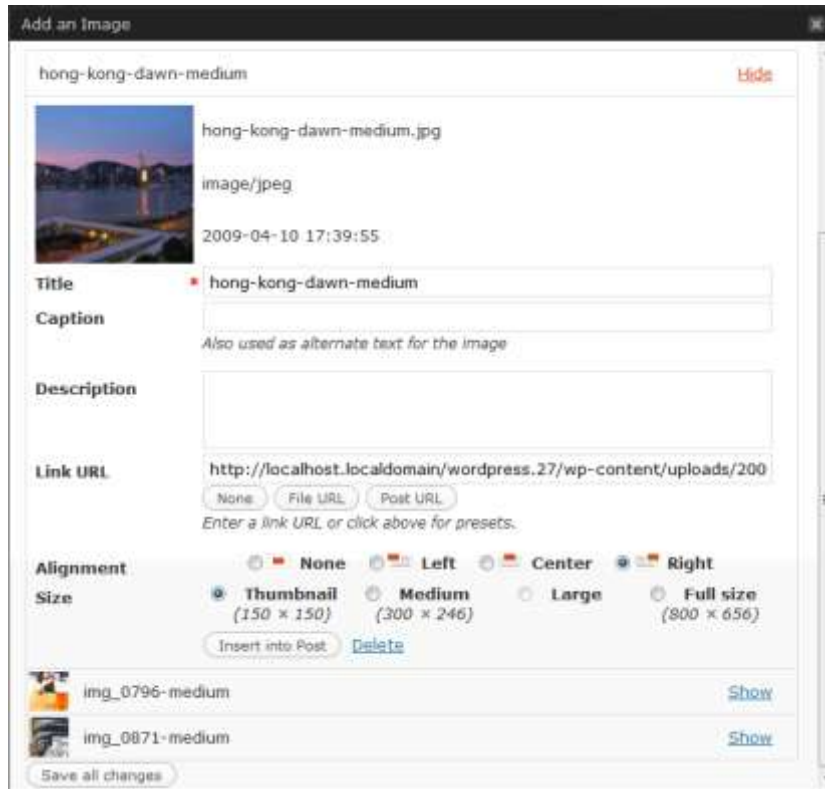
Once you've selected the images, simply press the Open button, and you'll see the window come back with the following showing in it as it uploads and resizes the images:



Once done, you'll see a list of the images you've just attached to the post.

This shows the thumbnails created. If something went wrong at this stage and no thumbnails were created, there may be a problem with your connection or with the server's configuration.

So – click on 'Show' for each image and you'll get a dialog expanding into place:



This dialogue provides a lot of options and controls – let’s go through them:

Title – this is the title of the image.

Caption – the caption for the image. Shows as alternate text, but since WordPress 2.6 if your theme supports captions, it will allow you to caption your image.

Description – the description. Not used by all themes, but handy to complete and may be used further in the future. It’s often just seen when you view an image as an attachment.

Link URL – this is the address of the original image you’ve uploaded, by default, but it also allows you to create a link to another website here – quickly and effectively. You can also press the three buttons – None, meaning the image has no link, File URL, the default, and Post URL which will show your image within the design of the site rather than as an image on its own.

Alignment – This allows you to set how the image is aligned. The small icons show the effect on the text-wrapping.

Size – you’ll want to choose how big the image is. If it’s not too massive, you can use the Full Size image – just make sure it fits into the space available. Otherwise, a Thumbnail, by default is a 150x150px square, and Medium is cropped to fit in a 300x300px space.

Once you’ve selected your options, you press the Insert into Post button to add the image to where your cursor was when you chose to Add Images. In this example we’ve gone for a thumbnail to the right, with a caption.

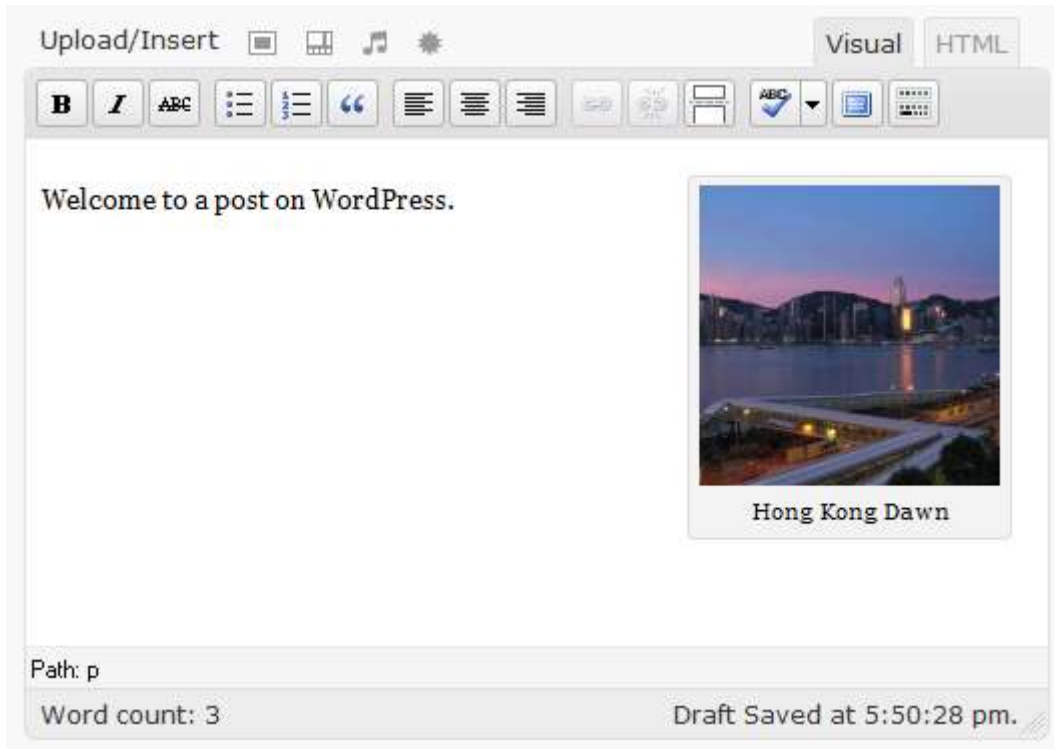
In the editor it now looks like this:

Date: 21/04/09

Filename: Wordpress-2.7_user_guide_final.docx

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Version: 2.7



And if you press the preview button, you can see that on the website, it looks like:




It's worth noting that deleting a captioned image from the post can appear a little tricky if you try and do it the same way as you might in Word. Instead, if you click on the picture you'll see two icons appear as shown to the right, one a red circle with a line, and another a little panorama. The red circle is for deleting the image, and the panorama (which is mostly



used only by advanced users) allows you to change some settings in the image, but without actually changing the attachment details.

After uploading, if you forgot to add images to a post you can still press the Add Images button and then click on the Gallery tab. In there you can see all images attached to this post, and insert them individually.

Next we want to experiment with a couple of other features, so press Edit to edit this post and let's do some more:

Click on the Add video button 

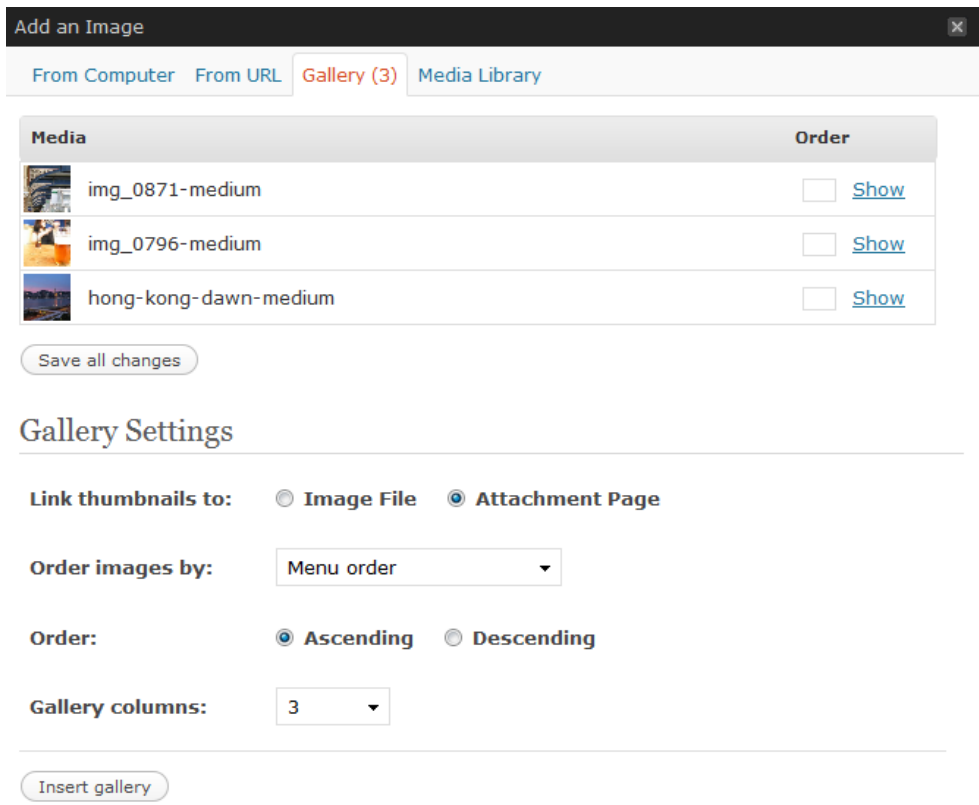
Now, you can upload a file, but if your site isn't set up with a suitable player, it'll just create a link to the file or page which your user can visit. This is OK, but not amazing. There are plugins to help this along, but that's for you or your systems administrator to arrange.

The same applies to the Add Audio Button, and add Media. In essence, they allow you to upload files, but mostly leave you just on links unless you use suitable plugins.




Adding a gallery of images

One new feature that came with WordPress 2.5 was galleries – this allows you to present a grid of image thumbnails in a post or page which people can click on to enlarge.

To insert a gallery into a post, you can upload a number of images (which are then attached to this post) and, then click on the Gallery tab:



The screenshot shows the 'Add an Image' dialog box in WordPress. At the top, there are tabs for 'From Computer', 'From URL', 'Gallery (3)', and 'Media Library'. Below the tabs is a table of media items:

Media	Order
 img_0871-medium	<input type="checkbox"/> Show
 img_0796-medium	<input type="checkbox"/> Show
 hong-kong-dawn-medium	<input type="checkbox"/> Show

Below the table is a 'Save all changes' button. Underneath is the 'Gallery Settings' section with the following options:

- Link thumbnails to: Image File Attachment Page
- Order images by:
- Order: Ascending Descending
- Gallery columns:

At the bottom of the settings section is an 'Insert gallery' button.

From here, you can adjust the order by dragging and dropping, insert the individual images into the post or, insert a gallery of attached images.

To insert a gallery, click on the ‘Insert gallery into post’ image and then a shortcode of [gallery] will be inserted into your content. Now, one thing you’ll notice – if you’ve been using the Post we created before, is that the output will be a mess. The Gallery function doesn’t like to share space with an image – it must be clearly after any other images or problems will occur and you’ll get something like this:

[« Test images](#)

WordPress Post

Welcome to a post on WordPress.



Hong Kong Dawn



Hong Kong Dawn



A right mess, we think you’ll agree. So instead, delete that first image that we added to the post, and go take a look and you’ll see it’s much improved:

[« Test images](#)

WordPress Post

Welcome to a post on WordPress.



Hong Kong Dawn

However – it’s still not perfect – the images are actually slightly too large. This is because this theme is designed for narrower content. You can fix this several ways:

7. In settings, set the thumbnail size to be something smaller, for example 120x120px
8. Use a theme that has more space for images – you may not have much control over this if you’re using a corporate theme.
9. Present you galleries in two columns – if you noticed when you added the gallery there was an option for the number of columns.

Here’s how a gallery with three columns will look in a theme where the images have a little more space to breathe:



You’ll have noticed that the picture of the Hong Kong dawn is captioned in the gallery, because you gave it a caption when you uploaded the image.

Adding video clips to your posts – Other approaches.


Let’s create a new post, called Video Clip. Go to Posts and , and give it a title.

The first video we’ll embed is from YouTube. Visit YouTube and you’ll see that in the right there’s an Embed code. Copy this, then select the HTML tab, and paste the code into the appropriate spot. Ignore the confusing code, save and go to the post and you’ll see something like this:

Video Post



This entry was posted on Tuesday, August 26th, 2008 at 5:54 pm and is filed under [Uncategorized](#). You can follow any responses to this entry through the [RSS 2.0](#) feed. You can [leave a response](#), or [trackback](#) from your own site. [Edit this entry](#).

Other forms of video upload are beyond the current scope of this document – however, lots of help is available on WordPress’s support forums. One thing worth noting is that with most methods you need to upload first to the server (via whichever means you prefer) and then use the embed media button in the editor . This is, I’m afraid, one of those things that is hard to describe clearly, but once you’ve done it a couple of times will come easily and naturally.

Setting posting and page options

There is a large range of posting options that are available to you if you look around the writing area and which give you finer control over how your content is presented. The order can change according to user preferences – what’s important are the titles.

Excerpt		Use this to create a short introductory text (you can add HTML if you desire) about your post. This is used by some themes and plugins, as well as by your site’s RSS feed.
Send Trackbacks		Not often used these days, but this allows trackbacks to be sent to a specific location. You can use it to notify certain sites of

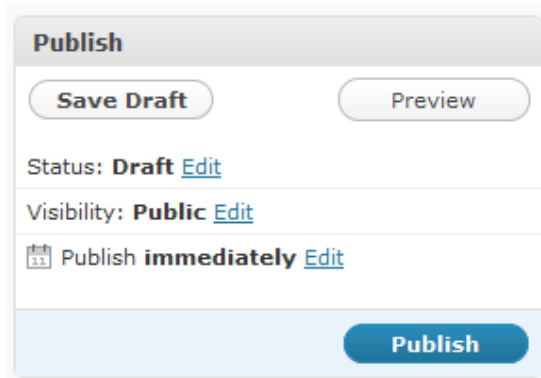
		your new post. Other WordPress blogs, and sites that support a protocol called XML-RPC are automatically informed if you happen to link to them.
Custom Fields		<p>Custom fields are used by certain themes and plugins. Some will use these fields but you won't ever have to touch them, others will require you to input values. Information on this should be included in your theme or plugin instructions.</p> <p>Top-of-the-range themes tend to add boxes for you to tick but use custom fields – you may see values added automatically. In some cases being able to edit these values will give you finer control over your posting, or allow you to fix problems that might come up.</p>
Discussion	Allow Comments on This Post	If checked, allows a visitor to add comments to the posting albeit according to rules defined in Settings Discussion
	Allow Trackbacks and Pingbacks on this post	This means that if someone links to the posting from another website using similar software you will be notified on the Dashboard page and the trackback may show in the comments section if authorised.

Roughly the same fields are available in Page writing, with some added and some removed. Some themes and plugins may return some options – such as excerpts for pages which are used by some themes.

The additional options for writing pages are covered in the section [Writing Pages](#).

Saving & publishing your post or page

Once you've written your masterpiece you'll want to save it... and then publish it (ie. Make it visible on the site) for the whole world to see – you've probably already pushed that publish button, but we're returning to it because there are various options that are worth learning:



The Publish box above is usually at the top right of the page. By default it looks like the above.

As you can see, the simplest way to publish your content is simply to press that big blue Publish button.

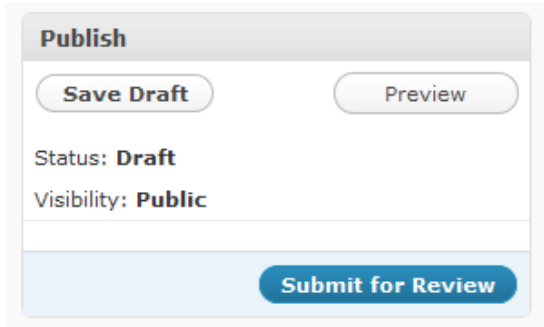
If you're a contributor, you'll have found that you can't do much in WordPress beyond contribute words, and your Publish box will actually look like this:

Date: 21/04/09

Filename: Wordpress-2.7_user_guide_final.docx

Created By: [David Coveney](#)

Version: 2.7



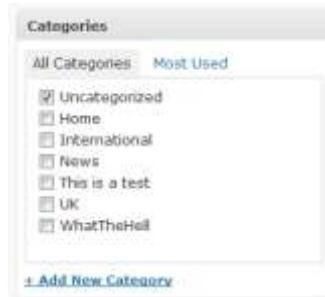
The following table gives a breakdown of the different functionality available here:

Preview		This button allows you to preview how the content will look.
Status		This shows the Status of your post, for example, whether it is visible
Publish (immediately) edit	Private	If you want to keep the post from prying eyes you can do this. If a post is private only registered members of the site can see it. Making a post private means it can't be published – you'll see the button change to reflect this.
	Public	If you click on Edit the box will expand to offer you the facility to edit the date on which this page will become published. This allows you to create content in advance – handy for holidays or embargoes.
	Password Protected	You can also create posts that are protected with a password which you will have to distribute amongst readers. This can be useful where you want to give a selected few advance access to content.
Save Draft		This saves the post or page, instead you will be working on the currently live version of the page (WordPress only has modest workflow and versioning capabilities) and the Publish button will change to say Update Post or Update Page.
Publish/Submit for Review		The moment you push this button, the content becomes visible on the site. If you're a Contributor you will not be able to Publish but instead only submit for review.
Delete		Be careful here – you'll be asked if you really want to delete, but if you click yes there's no Undo or Restore facility. It's permanently removed.

Creating and managing your categories

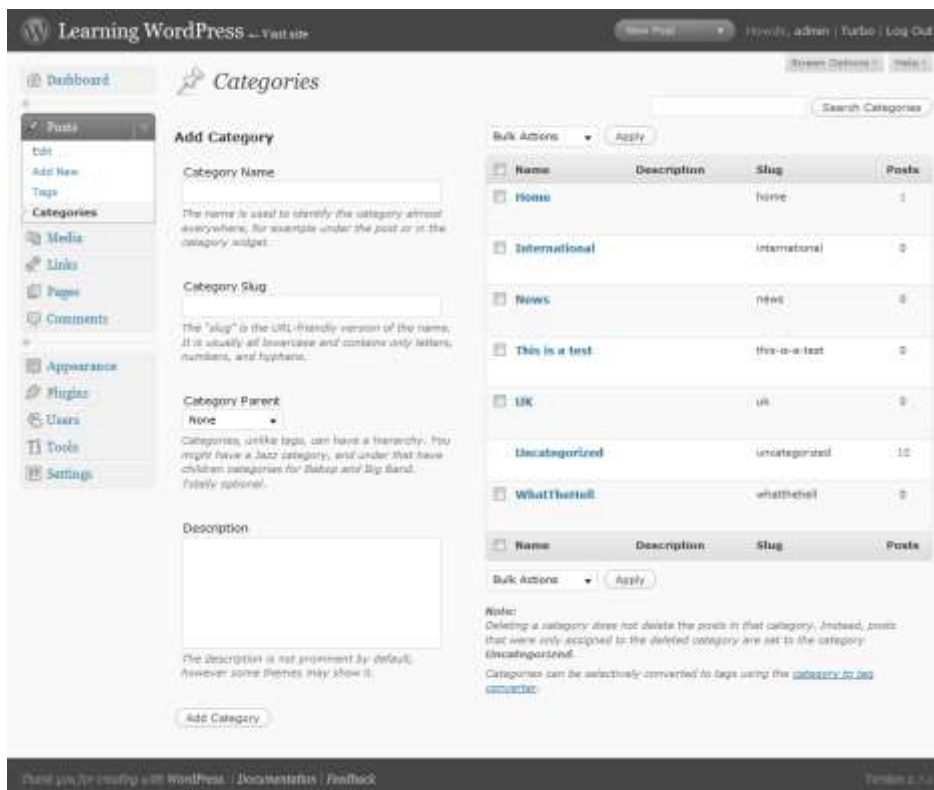
Organising categories can be one of the greatest influences in how easy it is to navigate your site. It can also be one of the hardest things to get right, and there's many a blog owner who wishes they'd done it differently

You can always reorganise the categories at a later date, but that can be quite a tedious task as you will often need to recategorise each and every posting that is affected. However, **adding** a new category is always easy and straightforward and can even be done while you create a post, if you have the appropriate user level:



For the categories we're going to use we need to go to Posts and then Categories in the WordPress administration area. For this site we want to create categories called 'Editing', 'Comments', and 'Presentation'. As well as those, we want to create a subcategory of Editing called 'Advanced'.

To do this, go back to your site Admin and click on Posts, and then the Categories link beneath that. You should see something like the screenshot below:

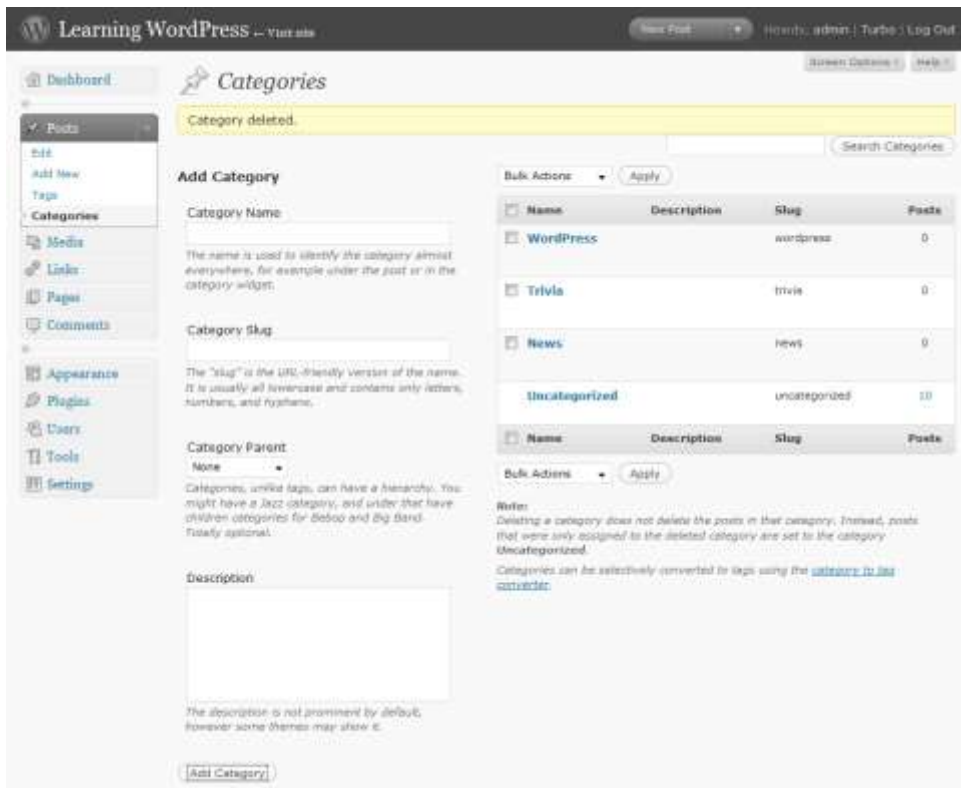


As you can see, there's already a category called Uncategorized which comes with the standard installation of WordPress.

You now need to add a series of new categories. It's easy – simply go down to the area of the screen marked Add Category, and get started. You have the following fields to consider:

Category Name	This is the nice, short name of the category. Try to avoid length descriptions. One or two words are best, and easiest to read on most websites
Category Slug	This is an advanced option – it's automatically populated if you don't put anything in. Until you get to more advanced techniques you can leave this field alone. It describes the permalink path to the category when the permalinks option in WordPress is set. Read the permalinks section of this document to learn more about the subject.
Category Parent	If you're creating a subcategory, this allows you to define which category is a parent.
Description	Optional, but can be helpful – especially if you have multiple contributors to your site. Explain concisely but clearly what the purpose of the category is.

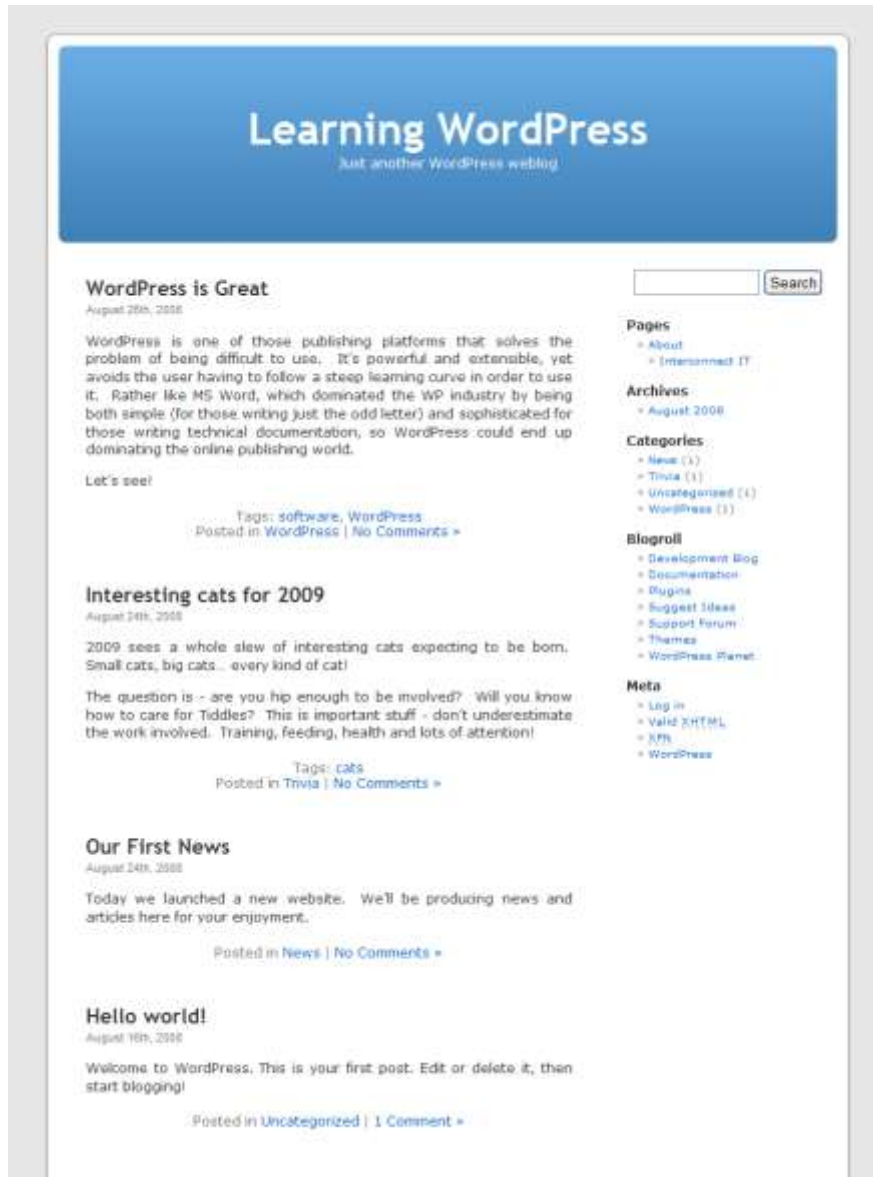
Let's create three categories on this site – called News, Trivia, and WordPress. Your Categories screen should look like this now:



If you create a category in error, you can also delete it here by selecting the category you want to delete in the box to the left, then clicking the delete button. Be careful – there's no undo function here!

You'll notice you can't delete Uncategorized – that's because it's the default category used if you don't assign one to a post. You can change your default category in Settings | Writing.

You also have the possibility of creating a hierarchical tree for your categories – for example, under News you could have Politics and Entertainment.



And wow! Suddenly your website is looking a lot more complete and full.

You've now completed the basic part of how to structure your website. There are a range of tasks that you will need to do and these are covered in forthcoming sections. Depending on you user level these include setting up users, how to do more sophisticated formatting in posts, uploading images, administering the options for how the site is laid out, advanced publishing options and so on.



QUICK EXERCISES:

1. Create an article with an introduction (you can cut and paste the actual text for the purposes of this exercise) and break it up with titles for each section.
2. Highlight in bold the lead sentence. Italicise some words for emphasis.
3. Create some links to external sites.
4. Create an image gallery using some of the images on your computer.
5. Add your favourite YouTube video to a post.

Writing Pages and Structuring Them

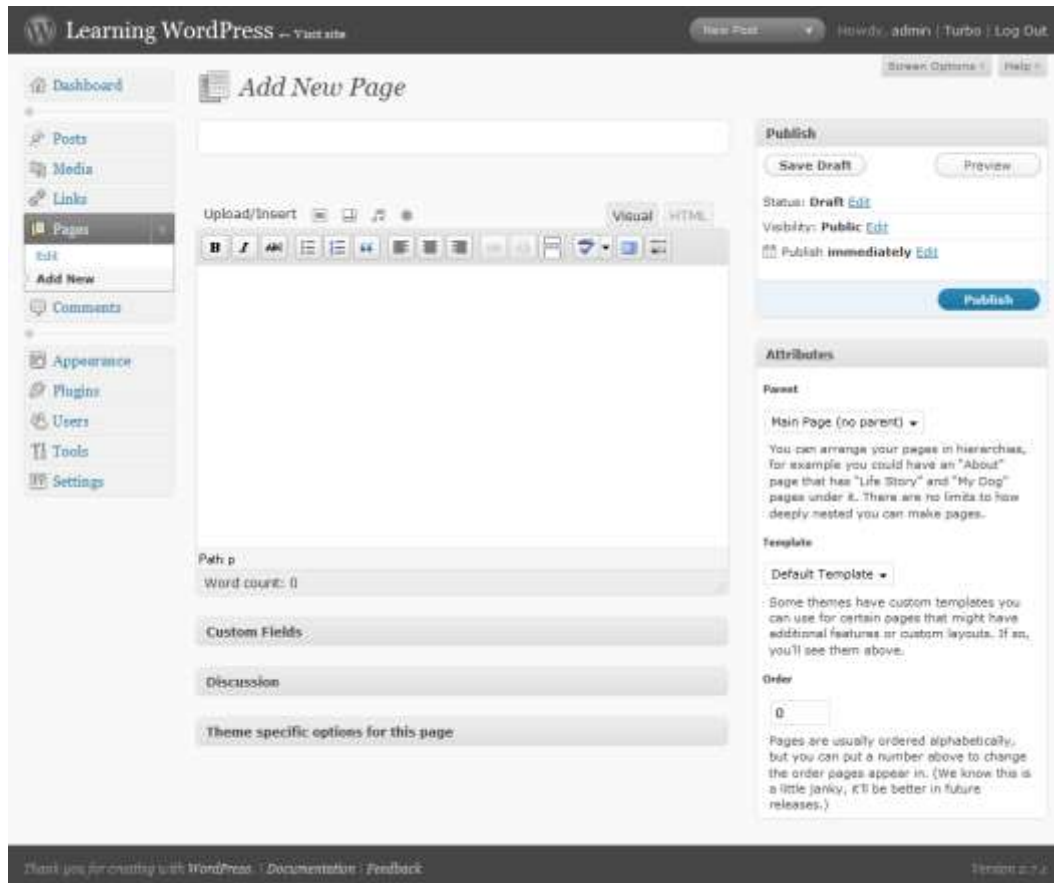
Pages are essentially similar to Posts, but as explained in [Understanding the difference between pages and posts](#) they differ in that they contain information that is by and large static – your resumé, your contact details, your terms and conditions – that kind of thing.

Writing Pages

Writing a page is essentially the same as writing a post, so there's little to learn, but we'll go through some things again.

Already on the site is a page called About – every default WordPress install has such a page. You don't need to edit it immediately – let us, instead, create a page called My Beliefs.

So – it's already time to write your first page! Click on Page and then Add New:



If you need help with the editor and advanced options read the section [Adding and Editing Content](#) for more information.

You now just need to add a Title, put in some content and you're building the static content.

Type in the title of your page – in this case ‘About’ and a little content about your website and why it’s there. For now don’t worry too much about getting clever with your text formatting, adding images and files and so on – we’ll cover the editor in much more depth later on.

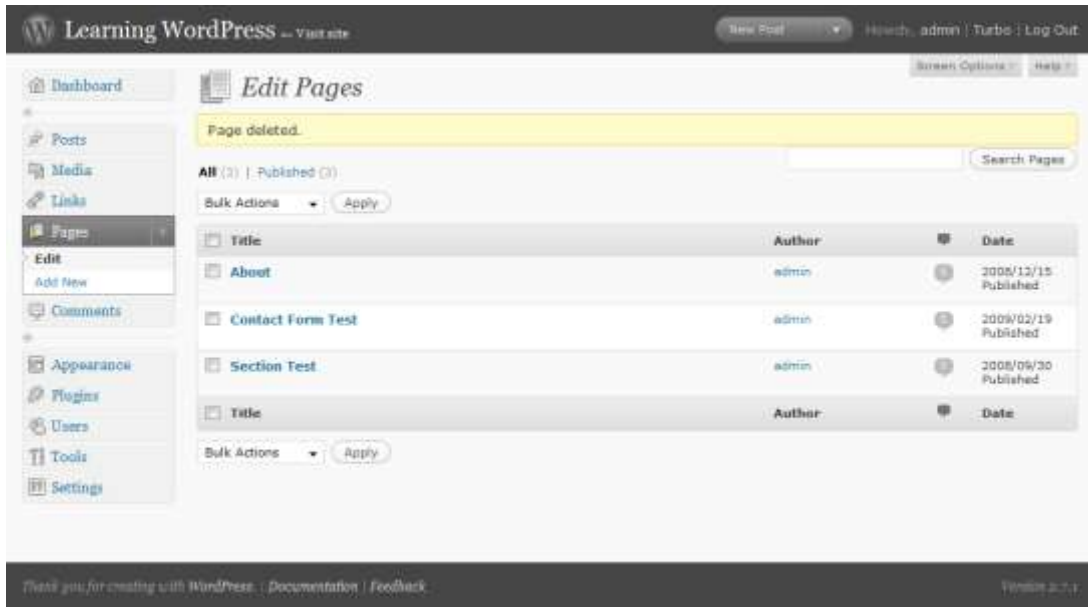
Once you’ve completed your About page, press the Publish button to the right but while you’re writing and before you press Publish you can always click on Preview this Page to see how it’s looking.

You can Save at any point *without* publishing, and that will create a draft of the page if it hasn’t yet been published.

Once it’s confirmed that the page has been saved, click on the site link (at the top left of the screen) to see the result of your work:



You can see that the new About page has appeared in the right, but there are now two of them! But don't worry – that's because the default installation of WordPress includes an About page that you now need to delete. And it's not difficult to do. First you need to go back to Pages, and Edit, to see a list of pages available to edit. In the example underneath you can see a few pages.



In this case, you'll need to delete the earlier page – you don't need it. So select the check box next to the About Page (or pages, if you accidentally created more than one) you want to delete (the older one) and press the Delete button. Be careful though – once deleted it's gone for good. If you want it back, you'll have to re-create the page.

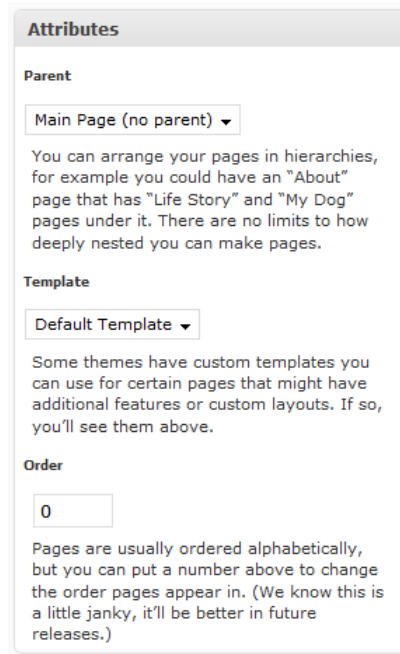
You also have the option of deleting pages one at a time – simply hover your mouse over the page and you'll see a range of self explanatory options available to you such as Edit, Quick Edit, Delete and View.

If you go back to your website you'll now see just the one About page. Click on it and you'll see the page you just created...



Page Attributes

We'll now create the first subordinate page to About – called Interconnect IT. In there you can put some information about us, the providers of this guide. You'll also need to set the page hierarchy accordingly – so... back to Write | Write Pages we go in the Admin area and populate the content as before. However, before you save, you need to tell WordPress that your new page is a child of the About page. To the write of the page (or further below according to configuration) you'll see the Attributes box:



Attributes

Parent

Main Page (no parent) ▾

You can arrange your pages in hierarchies, for example you could have an "About" page that has "Life Story" and "My Dog" pages under it. There are no limits to how deeply nested you can make pages.

Template

Default Template ▾

Some themes have custom templates you can use for certain pages that might have additional features or custom layouts. If so, you'll see them above.

Order

0

Pages are usually ordered alphabetically, but you can put a number above to change the order pages appear in. (We know this is a little janky, it'll be better in future releases.)

You may need to expand the box if it's just a bar, but you'll see three options, Parent, where you select the hierarchical level of your page, Template where in some cases you can choose a design for your site, and Order which selects the order in which your page appears (more of that later).

In this case you need to click on the drop down and change from Main Page to the page you want to be the parent. In this case, About is the parent – select that.

Other options for writing pages tend to be presented in a similar way. Some plugins or themes may also add to these options, giving enhanced navigation or layout options.

Now you can write the rest of your content as described previously. Place whatever you like in there, save it, and you should now see a subordinate page called Interconnect IT showing in the menu.



Explanation of Page Attributes

Page Parent		This allows you to set a parent page that introduces a navigational hierarchy. Most themes will display subpages either in drop-down menus, on alternative pages, or indented in lists of pages.
Page Template		Your website's theme design may include templates – for example with contact forms. Other forms – for example application forms and similar, can be designed in this way.
Page Order		By assigning numbers to pages in this field, you can set the order of pages. We suggest you use increments of 10 when setting page orders. That way if you wish to insert a page between one identified as 10 and another identified as 20 you can just use the number 15, rather than finding yourself changing all the page numbers.



QUICK EXERCISES:

1. Write another page, called Contact Details and put your contact details in there. Publish it, and see it appear on the site.

2. Create a subpage to the About page, called WordPress where you can say a few nice things about WordPress.

Publishing Content Created by Other Contributors

If you're an Administrator or Editor you can publish the work created by Contributors. Authors can publish their own work but cannot publish the work of other users.

As an Editor you'll need to be aware of drafts that are awaiting publication. Usually the contributor should inform you that they've completed a document and, when you select Posts and Edit in the administration panel you will see a list of Other's Drafts as pending:



When you select a draft you will be taken to page where you can review the contribution, see the preview, edit it if necessary, add media and publish – just like it was your own post.

You can also change the post author, should you require it, and any other details, including post-dating the article so it appears after an embargo, for example.

Moderating Comments

One of the tasks an Editor or Administrator may do, so long as the 'moderate comments' option is switched is to check that comments that have been made against posts are suitable for publication. We recommend you always opt to moderate comments as otherwise you may find problems with people using the facility to advertise their companies – 'comment spam' as it's known. You may also wish to implement some anti-spam filtering. WordPress comes with Akismet included as a plugin, which does an excellent job. If you run a personal blog it's free, and if you run a commercial blog you can pay for various license levels. Alternatively, 'Captcha' plugins are available.

When a user posts a comment, they will be able to see their own comment and a line telling them that their comment is awaiting moderation. By default, you will receive an e-mail to the administrator's e-mail account advising you that a comment is waiting to be approved (this e-mail can be turned off) and you can click directly on a link within the email in order to approve the comment. Once signed in you will be asked for confirmation – click yes and the comment will now be visible to all site visitors.

You can also carry out bulk moderation by going to the Comments link.

If you have comments to moderate the tab will show the number of comments waiting. Click it and you'll see a list of comments awaiting moderation in the queue.

Here you'll have a set of options which you can mark for each comment such as 'Approve', 'Spam', 'Delete' or 'Defer until later'. You can also edit comments to remove unsuitable words or information, and you can delete individual comments.

You can mark all comments in one black as well – that's useful when you get some spam bots that cheerfully comment a load of marketing nonsense all over your site and needs to be deleted quickly. Just press the links at the bottom of the screen.

Once you've set all the options for each comment, press the Moderate Comments button and the changes will be saved.



As you can see, the facility is designed to work with quiet and busy sites alike. As some of the internet's busiest sites run WordPress the software has been well designed for this kind of use.

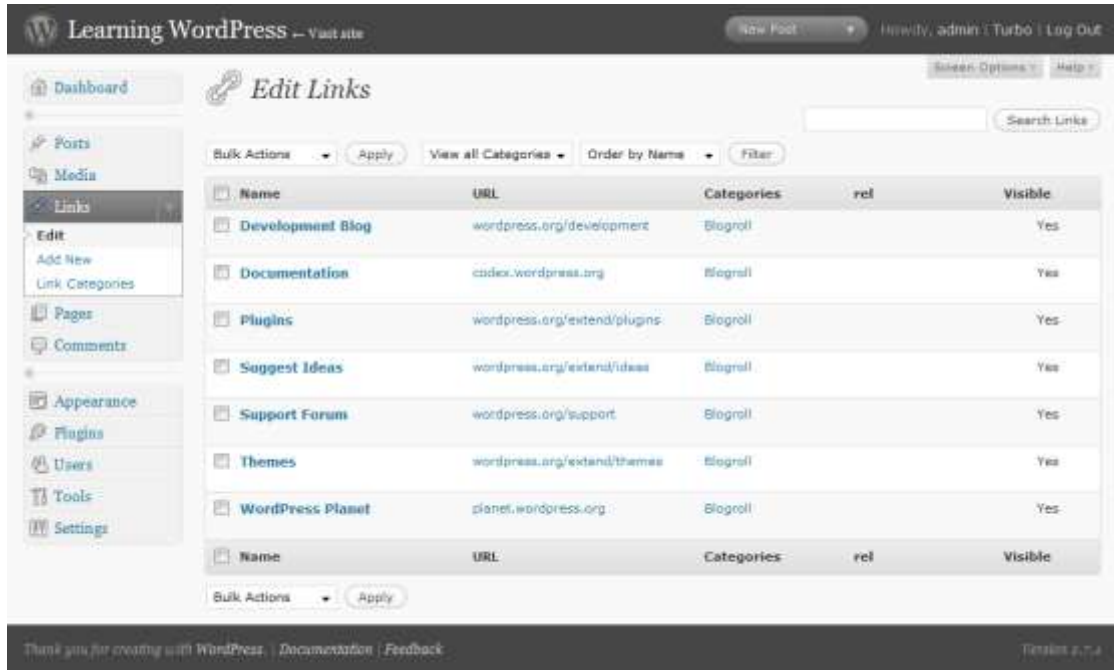


QUICK EXERCISES:

1. Write an offensive (we don't mean with swear words, just something harsh!) comment on your blog. Then delete it through comment moderation!
2. Add a few comments on your blog while signed out.
3. Reply to a comment on your blog (even if it's one of your own!) to see how it looks.

Managing Links

Most websites run a links section. With many it's simply a page or a post full of links and connections. With WordPress you can do this if you wish, but a more powerful feature is to use the proper link management tools. Then you can display your links in the site's sidebar or, if the theme provides it, using a links page template. In the administration menu, click on Links then Edit to manage your links, and you will see the following:

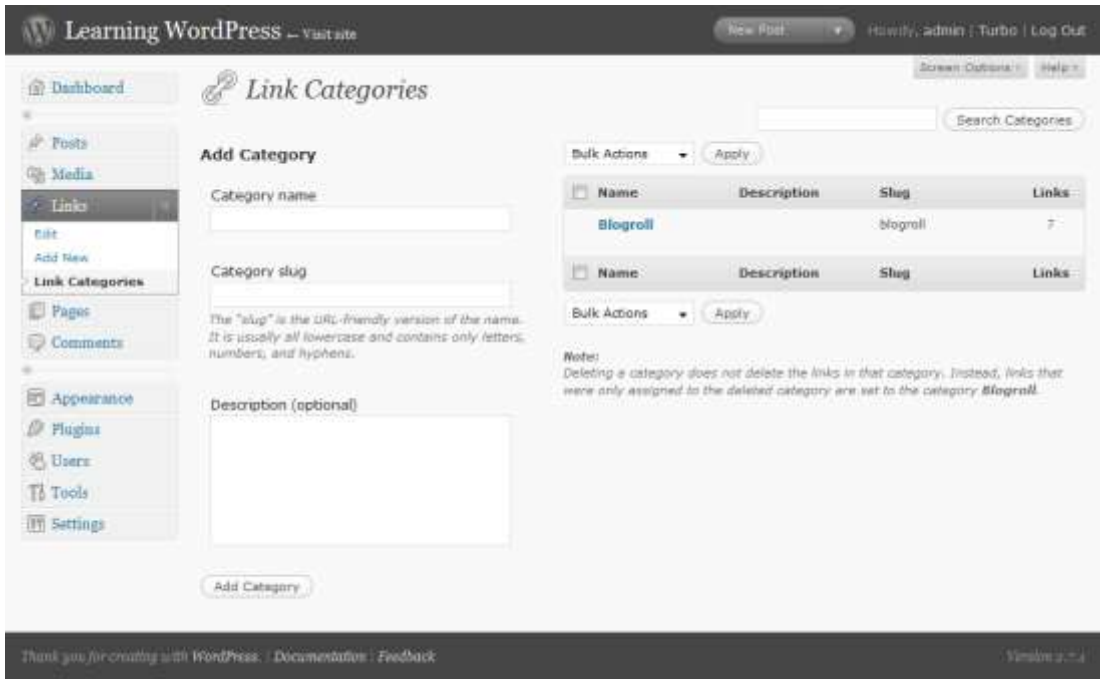


As you can see, the initial installation is already populated with links. As these aren't relevant to your website, you can delete them all if you wish: Simply select each link you don't want, then select Delete in the Bulk Actions drop down and click the Apply button.

You'll see also that you can filter this view – particularly useful if you manage a large number of links.

Creating link categories

Before creating new links, you need first to create some suitable categories, so click on the 'Link Categories' link in the menu to do this.



In here, create a link category called News, and another called WordPress so the list looks as follows:

<input type="checkbox"/>	Name	Description	Slug	Links
<input type="checkbox"/>	WordPress		wordpress	0
<input type="checkbox"/>	News		news	0
<input type="checkbox"/>	Blogroll		blogroll	7

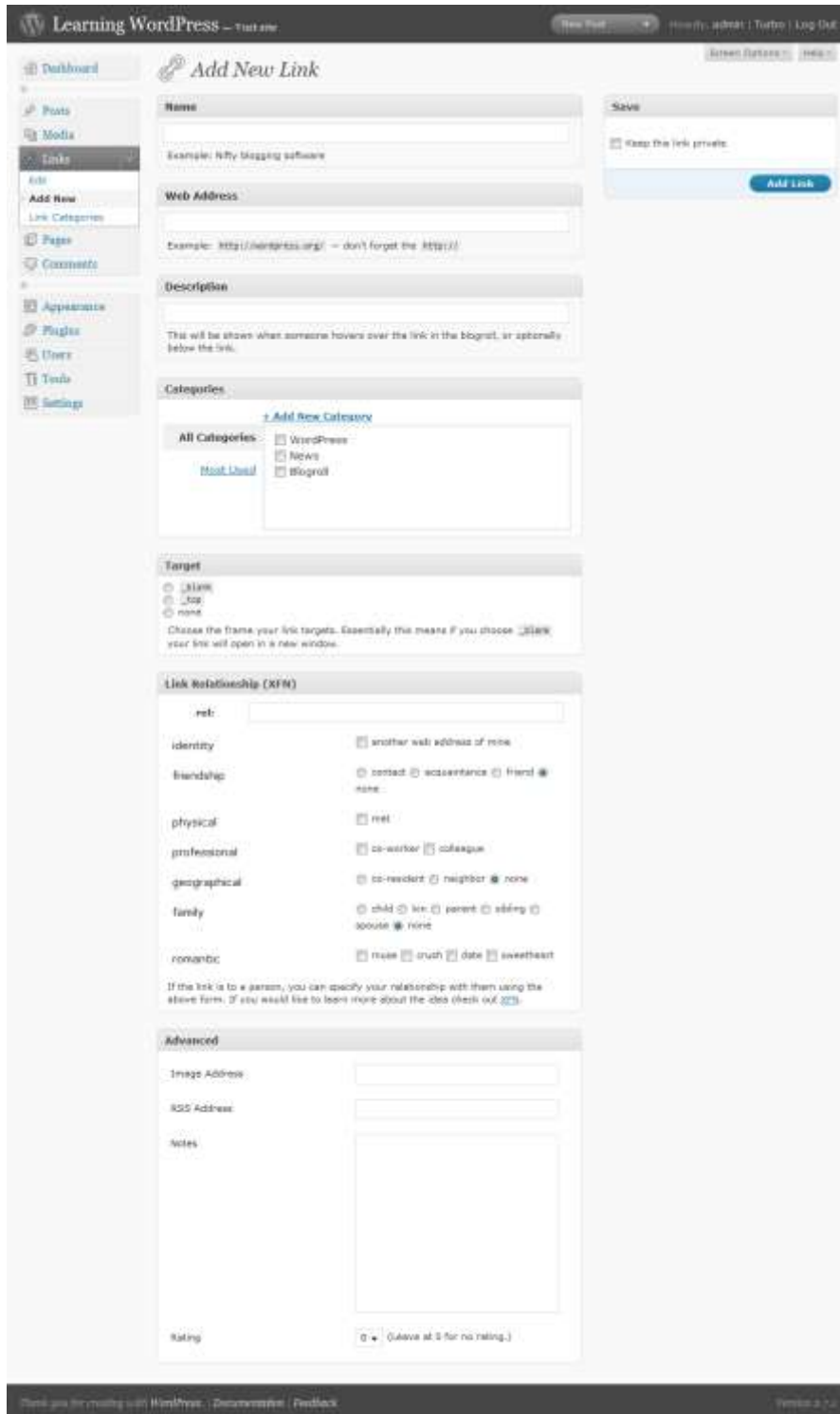
It's also possible to create categories on the fly – just like when writing posts. This is more limited in power, but useful.

You can't delete the Blogroll category while it's the default category. To change your default category go to Settings, then Writing and change the Default Link Category value. For now we'll leave it at Blogroll.

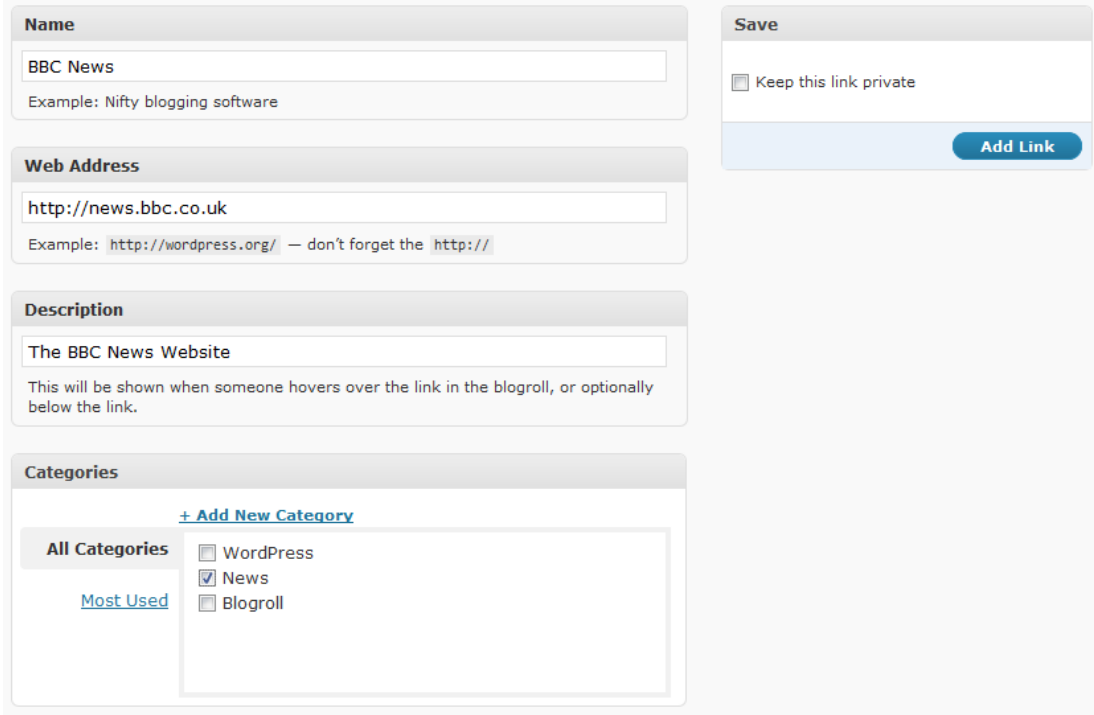
Creating links

Now we've created our Link Categories above, you can create some links quickly and easily.

To create a new one, click add_new and you'll see the following:



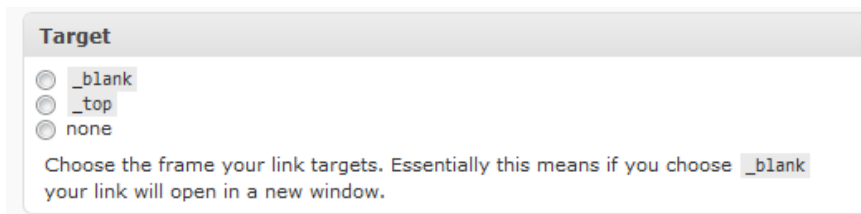
The most commonly used items are on display first and you should create the link and categorise it accordingly. Let's create a link to the BBC News website:



You also have a number of advanced options available to you which are in the extending boxes below – Target, Link Relationship, and Advanced. Please note the importance of using http:// before a link.

Target

Target is a strangely marked and named option if you're new to the web:



The following table illustrates the different effects of each target option:

_blank	Will open the link in a new window – handy where you need a link to not take someone away from your website, but should only be used with good reason as people hate getting a new window after following every link.
_top	Opens the link in the top most frame or window. This is very rarely used and should only be considered if you've got good reason for it – it can be incredibly annoying to visitors!
None	Conventional behaviour – the link will open in the current window – this is generally the best option to use.

Link relationship (XFN)

Links can be related to your site – you can either create your own relationship, or use one of those attached. They’re mostly ignored and little used, however, and will make little difference to visitor experience. They can, however, help to inform search engines and directories of the relationships between websites which may help with search engine performance.

Link Relationship (XFN)

rel:

identity another web address of mine

friendship contact acquaintance friend none

physical met

professional co-worker colleague

geographical co-resident neighbor none

family child kin parent sibling spouse none

romantic muse crush date sweetheart

If the link is to a person, you can specify your relationship with them using the above form. If you would like to learn more about the idea check out [XFN](#).

Advanced

In the Advanced Links options you have a range of options:

Image Address	You can insert a link to an image here – be careful, you should prepare images with care – to the correct size and resolution, in order for them to look good. Many people who use this option tend to end up with untidy websites.
RSS Address	If there is also an RSS feed available at the site you’re linking to, you can include it here. Some themes, widgets and plugins will use this information and show an RSS icon to match.
Notes	You can keep notes about links here.
Rating	This is used in some themes, widgets and plugins as a way of ordering links.

Advanced

Image Address

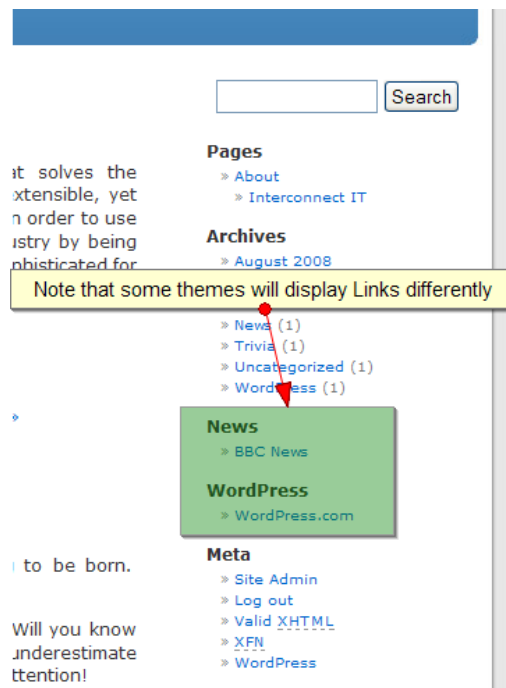
RSS Address

Notes

Rating (Leave at 0 for no rating.)

How it looks

So once you've set up the links... how do they look?



Administering WordPress

This section describes the range of tasks that usually carried out only by Administrators.

Managing Users

WordPress has the incredibly useful ability to define different levels of users. It doesn't have the level of power that you get with full content management systems where tens of pages of content are being created daily. However, managing users in a complex system can quickly become a full time job and the level of control in WordPress is usually perfect for the smaller organisation.

You have five levels (roles) of user:

Administrator	The very highest level of user – the Administrator can do anything other users can do, as well as: <ul style="list-style-type: none"> • Change all settings • Switch themes • Activate & edit plugins • Edit users • Edit files • Manage options • Import
Editor	We recommend that the highest level that someone is assigned is Editor – even the administrator will find that the Editor level is adequate for most tasks while preventing the possibility of inadvertently making a critical change to the site. An Editor can do anything a lower level of user can do as well as: <ul style="list-style-type: none"> • Moderate comments • Manage categories • Manage links • Enter unfiltered html (as in html with any content at all – a potentially dangerous facility!) • Edit published posts • Edit other contributor's posts • Edit pages
Author	Most people creating content through posts on the website will be Authors. An Author can do anything a lower level of user can do as well as: <ul style="list-style-type: none"> • Upload files • Publish posts
Contributor	A contributor really doesn't have a great deal of power. Contributors can create and edit their own posts, but they can't upload images. They can still insert images that have already been uploaded.
Subscriber	A subscriber can read content on the website and make comments. Although depending on your settings for your site, it's possible for non-subscribers to make comments also.

There are a number of tasks around users that you may wish to carry out:

1. Update your own details

Date: 21/04/09

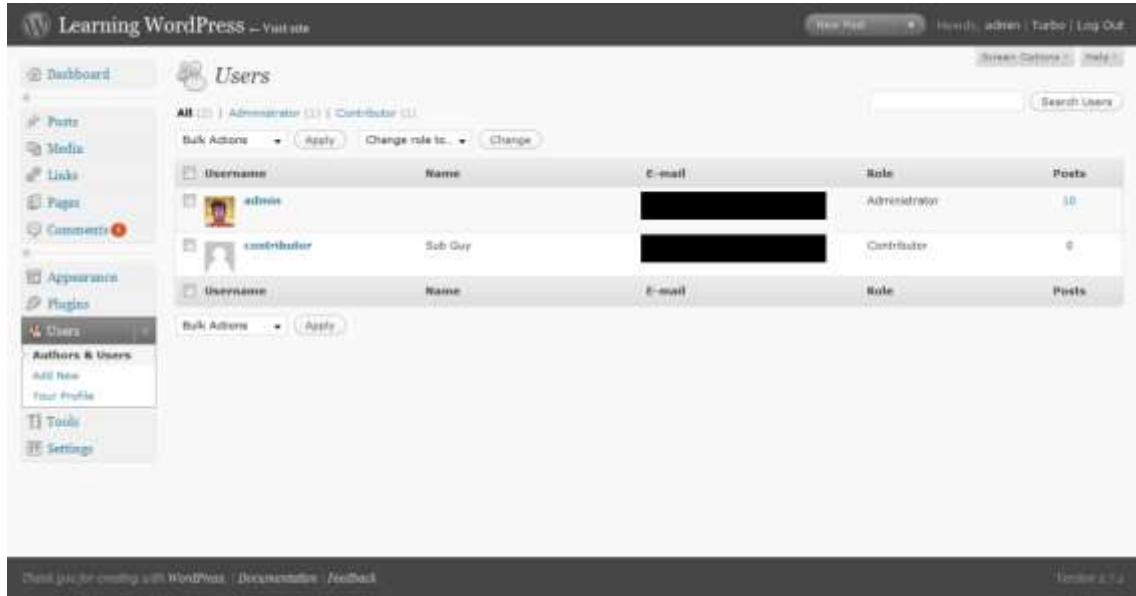
Filename: Wordpress-2.7_user_guide_final.docx

Created By: [David Coveney](#)

Version: 2.7

2. Add new users
3. Remove users
4. Edit the details of a user
5. Manage the content created by a user

You can manage and set up users by clicking on the Users link in the menu:



Adding users

It's very simple to add a new user to WordPress, simply select Add New (as for Posts, Pages, etc) and then fill in the user's details, making sure you get the correct user level. You'll also need to set a password here – make sure it's a strong one!

Remove users

To remove a user, select Users, then the Authors & Users link.

On this page you will see a list of users and the roles which they have. Select the check box on the left of the Username. Further down you will see the Bulk Actions Drop Down. Select delete then press apply.

You will be asked for confirmation, as well as a request as to whether to delete all the posts and links belonging to the user, or to transfer the users posts and links to another user. **Be careful!** Delete all posts and all the content by that author will be removed from your website. It's usually better, unless that user was filling your site with nonsense, to attribute their posts to another user:



Once you're satisfied with the selection, press the Confirm Deletion button. Don't forget you can do this for multiple users.

Edit the details of a user

You may wish to change details and settings relating to a user, in which case when you hover over a user's details you'll see the 'edit' link pop into existence. Click and you can see and edit the user details.

From this page you can set various options which are generally self-explanatory, such as name, whether that user is using the visual editor, what colour scheme they use in the administration panels and so on.

Manage the content created by a user

One handy feature in WordPress is to see all the posts made by a user. In the Authors & Users tab you will see that in the User List by Role you have a number against each user in the Posts column. This shows the number of postings made by that user. If you click on that number you will be taken to the Posts page, showing the posts as made by that user and from there you can edit or delete posts to your heart's content.

Managing Options and Settings

The WordPress software allows you to control many settings on your website. Click on Settings, and you will see seven links, within which you can change many options. Most are clearly explained on the control panels, but for extra detail we believe you may find useful see below:

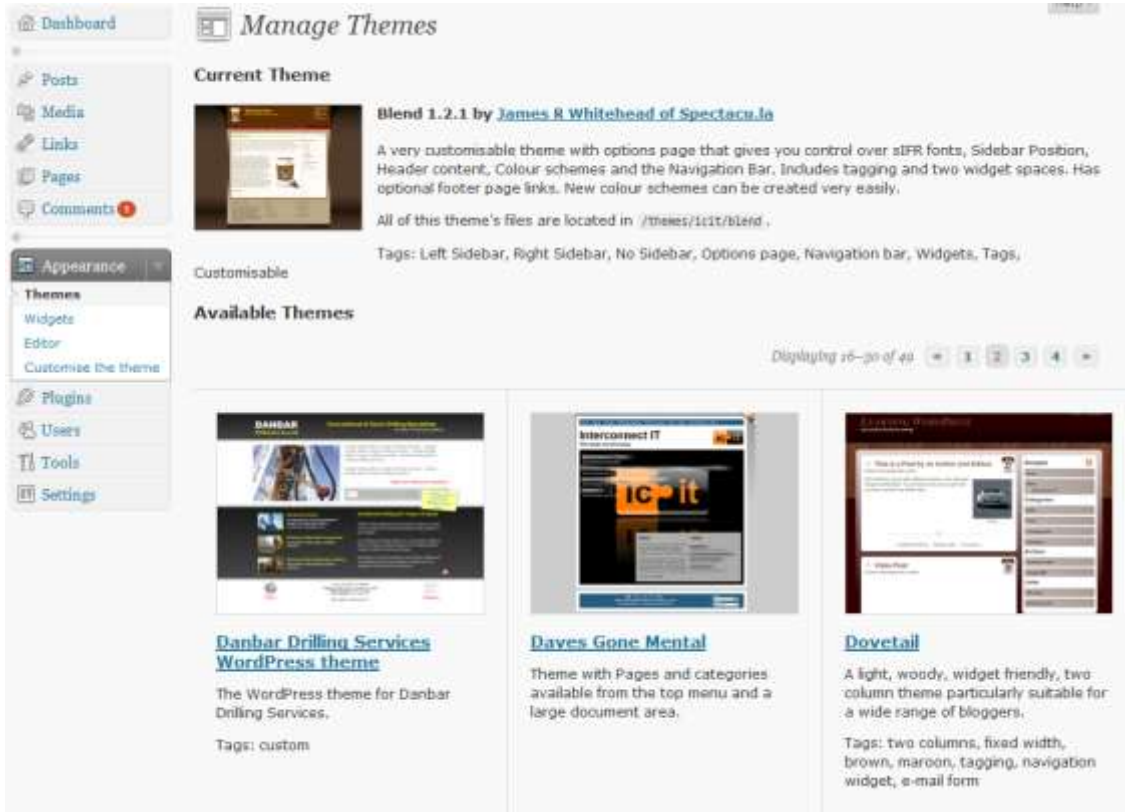
General	Allows you to set the title of your website, its tagline, URI (the web address) information and date representation.
Writing	Here you can set the various options surrounding how you can write posts. It also allows you to create a secret email address to which you can send new entries for your site – this can be good if you need to update the site from difficult locations or via a smartphone.
Reading	This shows settings for reading the website – for example how many posts will be shown at a time on a page. It also sets options for syndication – this is a system that allows people to use readers to access your information remotely.

Discussion	Here you will set options relating to how people can make comments, for example whether the comments need authorising before showing on the site (advisable to prevent comment spam), the default comment settings for articles, and so on.
Privacy	This sets up how the site is seen by search engines. However, hiding from Google doesn't mean every search engine will skip you – some aren't very good at using these settings and still go ahead – the result is that you can still be indexed – so your content isn't ever 100% private.
Permalinks	Permalinks are a way of structuring your website so that the address to an article makes some sense to humans and search engines. So instead of www.website.com/?p=101 the permalink could read www.website.com/index.php/news-feature as defined in the post's slug (created when writing, or automatically from the title). You may need to modify a file on your system called .htaccess – if in doubt, simply ask your administrator or friendly techie to help.
Miscellaneous	In miscellaneous you can set the uploads folder and whether to organise uploads by month and year.

Managing the Look & Feel of your website

Appearance

In WordPress you have the easy facility to switch between different layouts for your site. Select Appearance on the menu bar in the Themes tab you will see a list of available themes on your installation. Usually that will include the themes installed on your server, and usually the two default themes that are supplied by default with WordPress. It's possible that your WordPress installer has supplied you with variations on your theme – perhaps a Xmas one or another designed for special company occasions like product launches or for sponsors.



Current Theme

Blend 1.2.1 by [James R Whitehead of Spectacu.la](#)

A very customisable theme with options page that gives you control over stFR fonts, Sidebar Position, Header content, Colour schemes and the Navigation Bar, Includes tagging and two widget spaces. Has optional footer page links. New colour schemes can be created very easily.

All of this theme's files are located in `/themes/1.1.1/blend`.

Tags: Left Sidebar, Right Sidebar, No Sidebar, Options page, Navigation bar, Widgets, Tags.

Customisable

Available Themes

Displaying 16–30 of 49

Danbar Drilling Services WordPress theme

The WordPress theme for Danbar Drilling Services.

Tags: custom

Daves Gone Mental

Theme with Pages and categories available from the top menu and a large document area.

Dovetail

A light, woody, widget friendly, two column theme particularly suitable for a wide range of bloggers.

Tags: two columns, fixed width, brown, maroon, tagging, navigation widget, e-mail form

To select a theme, simply click on it – this will then give you a preview of how your site will look using that theme in a pop-up window.

If you like the look, you can then Activate the theme by clicking on the ‘Activate’ link in the top right.

An expert can actually edit their themes from the Theme Editor tab. However, we don't recommend doing it this way. You may also find that your webserver configuration will prevent this as it can, in certain circumstances, present a security threat to your site if .php files can be modified from a webpage.

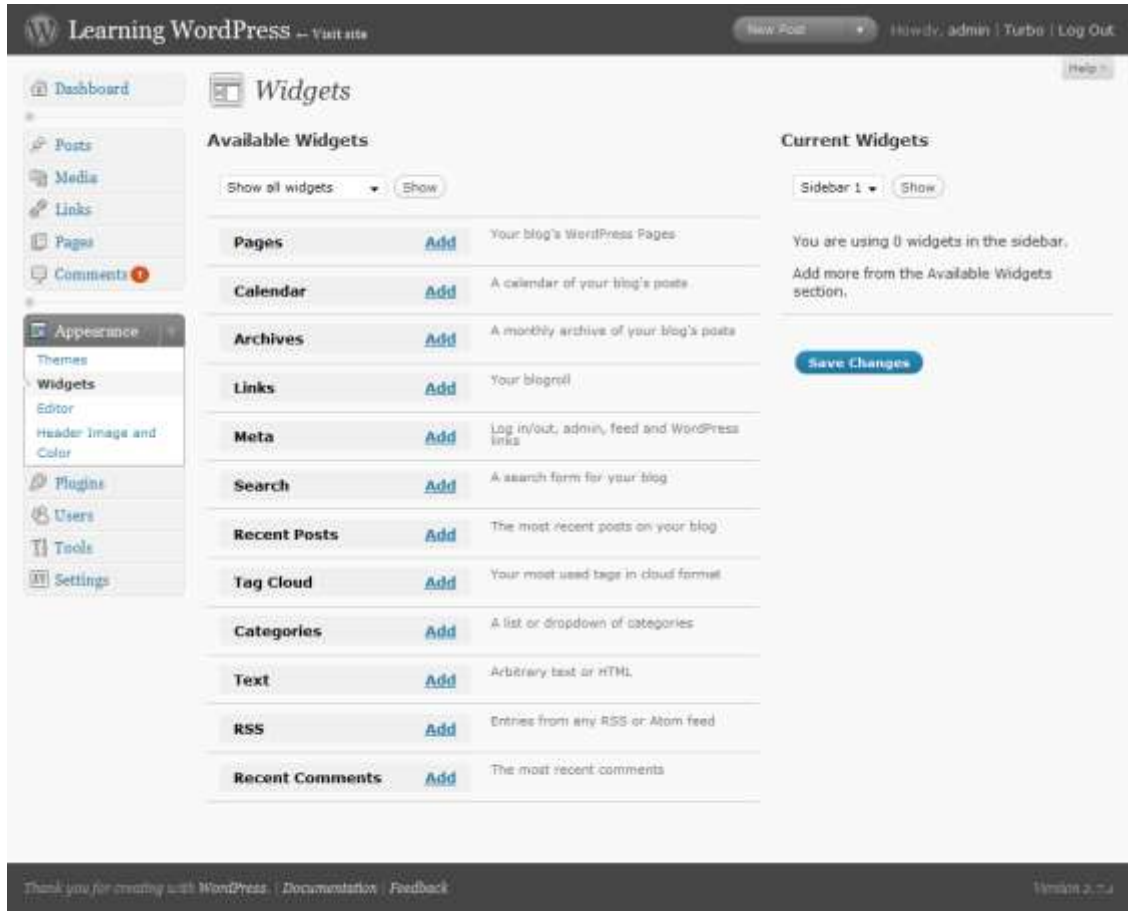
If you have an advanced theme, such as many of those from Spectacu.la or other premium theme suppliers and developers you will find that there may be additional options available to you, for example during the writing of a page or post, in category management, and through a control panel.

Widgets

Since WordPress introduced widget support they have become increasingly used as a way to display additional information on the website – sometimes to a very sophisticated degree. If you look at a site like <http://www.telecoms.com> you quickly realise that most sections and feature pages are complex arrangements of widgets that go beyond the conventional single sidebar arrangement.

A widget is simply a block, usually with control over what it displays, which can be moved around. For example, you can place in a sidebar a widget that displays the latest comments on your site. Some themes provide a large selection of widget spaces which allow you to place content in a wide range of spaces. Really advanced themes create widget spaces on the fly – for example, if you create a page according to a certain template. That can make for a very sophisticated website.

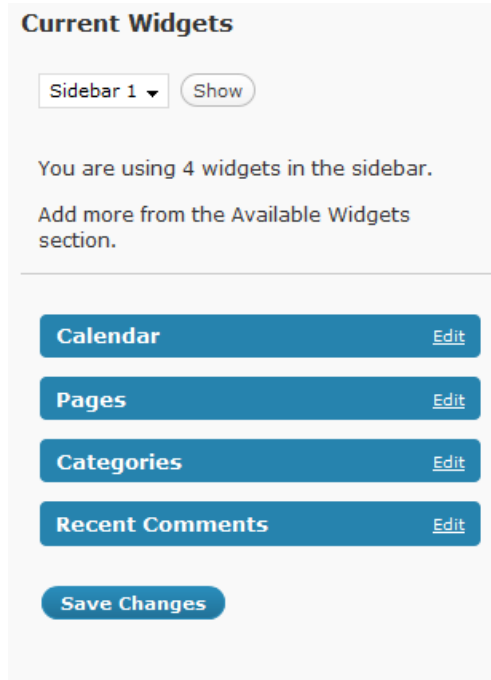
With the theme we're using (the default WordPress Kubrick theme), you have a single sidebar which can contain as many widgets as you like.



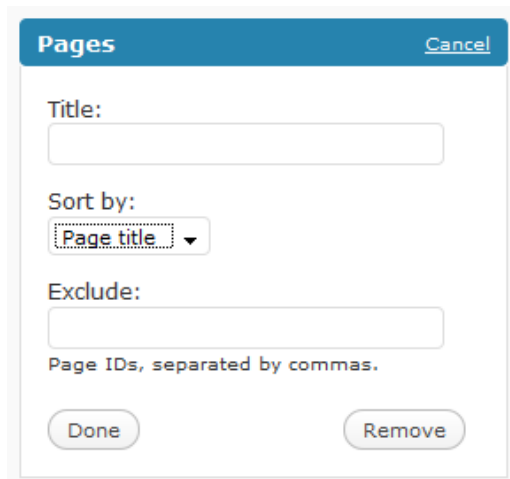
If you have a fresh install and no widgets have been installed, you will see that on the right it says you are using 0 widgets in the sidebar.

However, you'll remember that there's definitely content in the sidebar of the site. Why is that? Well, it's because most themes insert default items into the sidebar when there's nothing set in the widgets. Now let's have some fun with the sidebar.

To add items to the sidebar, simply click Add on the widget you wish to add – for example, add a Calendar, Pages, Categories and Recent Comments so the bar looks like this:



You'll notice that each one has an Edit link to the side – if you click on this you'll see that the bar expands to show various options. Let's try the Pages widget:



As you can see, you can set the title, the order the pages are sorted in, and also a list of pages (by Page ID, the number assigned to each page) that you wish to exclude from the navigation.

You, or your site administrator, can also install a great many widgets through plugins and themes. These can dramatically enhance the features and usability of your blog or website.

One thing worth noting is that not all themes have styling for every widget to fit in every space – be careful, some widgets will look terrible until you've had a web designer add suitable styling to your theme.

Site Tips

Structuring a Site

One of the most important things to get right with a website or blog is the structure of its content. This can make an incredible difference to usability and search engine performance – do it well and users will be able to navigate your content easily and quickly. Fortunately, with WordPress the navigation of your site will usually follow a fairly standard route.

Simple Structuring Rules:

1. ***Categorise and tag your content*** so that it's clear and easy to find without resorting to the search tool. For example, if the main source of traffic to your site is interested in your stories about knitting, then a category called knitting, along with perhaps some relevant tags against posts such as 'crochet' and 'machine knit' could be the way to go.
2. ***Resist the temptation to clutter*** your website with logos, affiliate links and advertising. There's nothing at all wrong with links and logos, but a sea of them is confusing and distracts people away from the main purpose of your site.
3. ***Edit your content carefully*** for spelling, grammar and suitable content. When you publish – whether it's within a magazine or on the internet you take a certain level of responsibility for the information you disseminate.
4. ***The front page of your site is important*** and should contain at least some information about what/who you are and what you do – this can help not only site visitors to know what it is you're doing online, but will also help search engines to find the content on your website.

To help you in this task, this document will take you through the creation of a simple blog website. The website initially will be based around the default theme. Later on we'll go into changing the look and feel of your site using Themes which can dramatically change your site without you having to do anything more than a quick install.

Engaging with visitors

You can be writing the most beautiful prose in the world but if nobody knows about it then it's only your mother who's going to be reading. No, what you have to do is find ways to draw people to your site.

1. ***Comment on other blogs*** and other blog writers may visit your site to see what you're about. If they find your content interesting. If your comment is interesting, the blog writer's visitors will be interested to see what else you might discuss. Blogs relevant to your discussion area are the most useful.
2. ***Reply to insightful comments on your blog*** because people like to feel they're involved in a conversation with you, not just talking to some computer somewhere.
3. ***Link to other blogs when you talk about things that are connected*** and that way the blog authors know your linking and will also be flattered about it. This may make them more likely to about what you write about too.

4. **Use other social media** because everything's interconnected. When I blog, my Twitter feed is filled in. You can do this with WordPress plugins, or by using a service such as Twitterfeed. Your followers, who are clearly interested in what you say on Twitter, are likely to be interested in what's said on your blog.

Search Engines

Search engines will bring your website traffic. Typically around 25%-35% of it. In some cases, it will bring a lot more, and in other cases a lot less. But if search engines bring 95% of your traffic then you're probably doing something wrong. The following tips describe how to maximise your site for search engine performance, but it's not the be all and end all.

1. **Don't write for the search engines** because when you do that, visitors are quickly aware of your attempts to stuff keywords into every sentence.
2. **Keywords are more important in headers and titles** but in body text they quickly lose their power except when linking to other pages in your site and to other websites. For example, if you write 'click here to read about Britney's latest escapade' and link that it will perform worse than a paragraph with a link that reads "when Britney Spears fell out of a taxi drunk".
3. **Get inward bound links** by commenting on other blogs, engaging with other bloggers, and generally making an effort to be an active part of the community.
4. **Don't solicit links from other bloggers** because it just annoys them.
5. **Use optimisation plugins** but sparingly. It's not unknown for performance to go down after popular plugins have been utilised. However, consider All-in-One SEO and HeadSpace 2 as the two leading SEO plugins available, with the former being the most popular and reliable so far.
6. **Don't engage in link-farming** if you create a site that's purely there to link to you the search engines will eventually pick up on this and you will be heavily penalised.
7. **The search engines don't like being gamed** any underhand tricks used to increase your ranking could eventually lead to a de-listing. That can include inappropriate link-purchasing, spam blogging, e-mail spam, Twitter spam and so on. Be careful.
8. **If your site is hacked it can be really bad** because many spammers try to hack WordPress sites in order to insert their own hidden links. If you have a lot of poor quality links on your site you risk losing page rank.
9. **Some themes perform better than others** because the way content is output is very important. Certain layouts perform worse than others too. It's a bit of a black art, but a good theme alone can make a dramatic difference.
10. **Concentrate on great content** rather than working the search engines – trust me, people link a lot to good stuff.

Going Further

WordPress is an incredibly powerful and flexible tool which is only just starting to be exploited by web builders and designers. It provides easy functionality for the end-user, whilst also giving developers tight control over the display of information.

There are a range of resources – some related to us as providers of this guide:

Free (GPL Licensed Themes), information and plugins.	http://wordpress.org
Hosted WordPress (with some limitations and lack of control, but free and easy)	http://wordpress.com
WordPress Themes and Plugins Club (including support and GPL items)	http://spectacu.la
WordPress MU information	http://mu.wordpress.org/
Custom WordPress, bbPress and WordPress MU design and development	http://www.interconnectit.com
bbPress – a related, fast and clean Forum application	http://bbpress.org

You can also find many more resources on the net. People often design their own sites and then offer their themes freely – some searching on Google will quickly reveal some interesting options and answers.

If you're running a website, there's a lot to consider without even thinking about technicalities – you have performance, search engine optimisation, future proofing and so on. Getting the best out of a website takes time, experience and sometimes just a bit of luck. Consider going to experts if your site's underperforming – it could save you a lot of time and grief.

Training

As the authors of this guide, we offer a number of course, at different levels and for different prices.

Our WordPress training courses are available in a number of formats:

- One-to-One intensive one day courses
 - These are popular because they can be tailored specifically to your own requirements.
- We offer a build and learn service where your site can be installed, configured and laid out with the client alongside one of our team. The client then leaves with a much stronger understanding of how to manage and update their website.
- Classroom courses
 - We only run a few of these each year. They're for a limited number of students and tend to run over two days. If you like, we can come to your offices to teach a number of people and you'll be charged our usual day training rate, plus expenses.
- Telephone courses
 - These can be quite tiring if extended and we recommend they're limited to one hour at a time... They can also be useful with regards to support.

Do you need something special?

If you need more from your WordPress installation, you may need some custom plugins or themes written, or you may need to integrate your site with other tools such as membership subscription systems or similar. For that you will need to approach a developer or company with suitable skills. Be careful in choosing – make sure

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you go to someone reputable, reliable and professional. The best will often be the most difficult to deal with – they'll want to know exactly what you need, so that they can deliver. The worst will throw something together that may not suit your needs, could easily fail to work in the long term, and which could end up being an expensive mistake.

Beware of strangers bearing gifts

Apologies for the odd title, but this is worth noting:

Not all people providing free themes and plugins are honest and reputable.

Of course, most are. But the Internet is a dangerous place. People write code with malicious or greedy intent – you could install a theme which is used by somebody in order to make your server deliver spam, promote other people's websites or similar. And if you're not confident of looking at the code, you can't be sure.

Consequently the safest approach is to use the likes of WordPress's own Extend library – here code is reviewed by others and rated. Anything malicious, or even just insecure, is more likely to be noticed here than elsewhere. There are no guarantees, of course – everything there is GPL and that means that if you get it from someone without any other contract in place there is no support or warranty.

It's not all bad, however. There are professional designers and developers who provide WordPress related services, themes and plugins. You can also pay to join some of the clubs such as Spectacu.la or Woothemes. Alternatively you can visit the Automattic site (they're the company behind WordPress) and go to the page <http://automattic.com/services/wordpress-consultants/> in order to see a list of recognised WordPress consultants around the world.

All Done!

Thank you for downloading and reading this guide. The original pdf can always be found at either <http://www.interconnectit.com> or at <http://spectacu.la> – members of the latter can download the original Word Document in order to re-brand it for their own use.

Credits

David Coveney
James Whitehead
Romana Dworak
Automatic & Friends

Writing, screenshots, images, funding
General all round brilliance, advice on the community and so much more
Patience
For developing WordPress and making a lot of what we do possible