

What is a Content Management System (CMS)

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A **content management system**, or CMS, is a software application or set of tools that allows users to create, edit, and publish digital content. It is often used to build and manage websites, but it can also be used to manage other types of digital content, such as documents or images.

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WordPress is one of the more popular options out there to help you do it all!

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> WordPress was first launched in 2003 as a blogging platform, but it has since evolved into a full-fledged content management system used by millions of websites around the world. In fact, it powers over 40% of all websites on the internet.

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Advantages and Disadvantages of WordPress?

WordPress offers a range of benefits, but it is important to consider its potential drawbacks as well. Here are some key advantages and disadvantages of using WordPress as a CMS.

>

| Advantages of WordPress | Disadvantages of WordPress |

| ——— | ——— |

Easy to use and learn, with a user-friendly interface	Can be vulnerable to security threats if not properly configured, maintained and updated
Large community of users and developers, with a wealth of resources and support available	Limited flexibility in terms of customizing the underlying code, compared to building a website from scratch
Highly customizable, with a wide variety of themes and plugins available to extend functionality	Can be resource-intensive, requiring a fast web host and optimized database to run smoothly
SEO-friendly, with features and plugins to help improve search engine rankings	May require additional costs for premium themes and plugins, as well as hosting and maintenance fees
Responsive design, with themes and plugins available to ensure that websites are mobile-friendly	Can be slower to load than static websites, depending on the number of plugins and the amount of content on the site

>

Exercise

Determine whether the following statements about WordPress are true or false:

Conclusion & Takeaways

WordPress is a powerful and widely-used content management system (CMS) that allows users to easily create and manage websites. It is user-friendly, customizable, and SEO-friendly, but it is important to properly configure, maintain and update it to ensure security. While it offers a range of benefits, it may also have some limitations in terms of customizing the underlying code, and it may require additional costs for premium themes and plugins as well as hosting and maintenance fees. It is important to consider both the advantages and disadvantages of using WordPress as a CMS before deciding whether it is the right choice for your needs.

Attribution

Fitzgerald, A. (2022, January 17). 20 WordPress Statistics You Should Know in 2022. <https://blog.hubspot.com/website/wordpress-stats>

Installing WordPress

Goals

By the end of this case you will:

- Understand the requirements for installing WordPress on a web server or hosting platform.
- Learn how to set up a database and configure WordPress to connect to it.
- Install WordPress and set up WordPress

Introduction

Now that we understand what WordPress is, let's learn to install it. Installing WordPress is the first step to getting your online presence up and running. Don't worry if you're a beginner - the process is easy and we'll be here to help you every step of the way. Just think, in a few short steps you'll be on your way to publishing your own content and sharing it with the world. Let's get started!

Business Context

As a business owner, it's important to have a professional website to showcase your products or services and build trust with customers. Installing WordPress allows you to easily create and manage your own website, giving you control over its design and content. This can be a cost-effective way to establish a strong online presence and attract new customers.

Installing WordPress (Explanation)



Installing WordPress is a relatively straightforward process that allows you to create a website or blog. There are two main ways to install WordPress: locally on your own computer, or on a hosting provider's server. Both methods involve downloading the WordPress software, setting up a database for WordPress to use, and completing the installation process through a web browser. Whether you are installing WordPress locally or on a hosting provider, the process is relatively similar and can be completed in just a few steps.

For this module we'll use a tool called LocalWP which will install WordPress for us locally. Once you are building sites and have hosting space you can install WordPress on a hosting provider. There are several reasons why it may be easier to install WordPress on a hosting provider rather than locally on your own computer.

1. One reason is that you don't need to set up and configure a local server environment on your computer, which can be time-consuming and require a certain level of technical expertise.
2. When you install WordPress on a hosting provider, the server environment is already set up and configured for you, so you can focus on the WordPress installation process.
3. Installing WordPress on a hosting provider allows you to access and manage your website or blog from any device with an internet connection, whereas installing WordPress locally requires you to be on the same computer and connected to the same network as your local server.

Overall, installing WordPress on a hosting provider is generally easier and more convenient for most users.

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There are many resources and softwares available to simplify the process of installing WordPress locally on your computer. You can view the options here, if you choose to go that route:

<https://wordpress.org/support/article/installing-wordpress-on-your-own-computer/>.

>

Depending on your hosting provider, if you choose to, they usually offer a ‘one-click install’ that you can do and it takes you through an installation wizard that helps you set it up quicker.

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For the sake of this module, we will use LocalWP to install WordPress locally.

LocalWP

Minimum Requirements

In general, you'll need at least:

- 4Gb of RAM
- 1.5GB of disk space

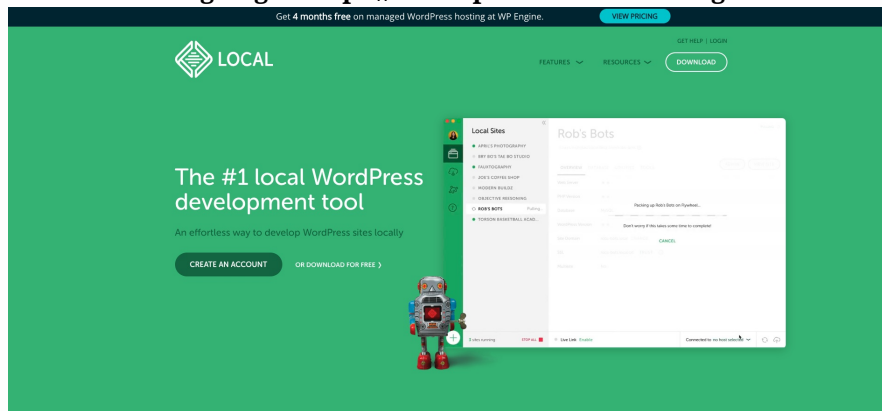
🔍 For additional troubleshooting: [LocalWP Docs](#)

It is ideal that you have wordpress local on your own machine.

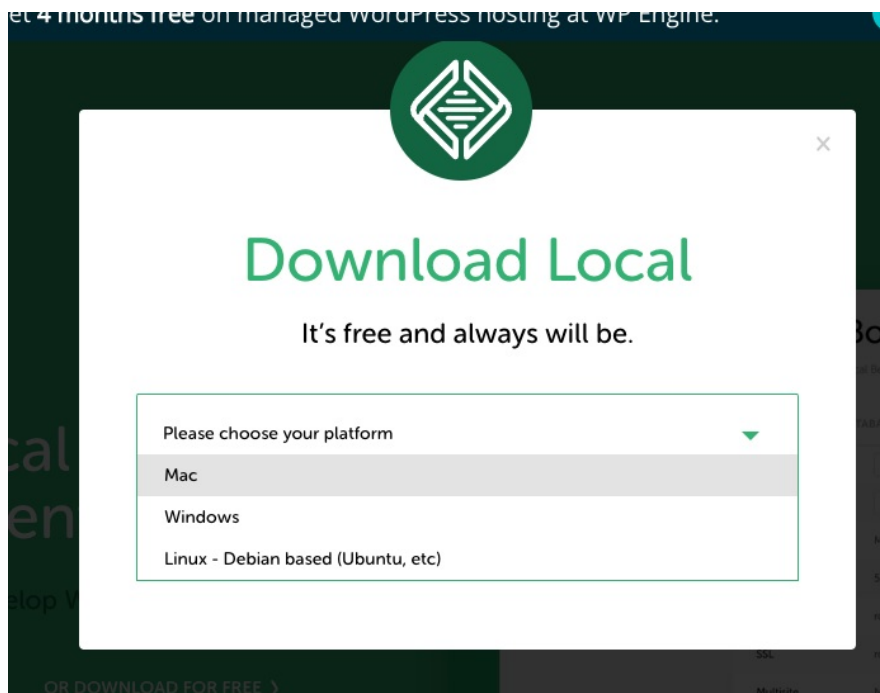
This means that all the work you do on it is yours forever. If, however, no troubleshooting works for you, you can do the task directly in codio by clicking this link:

Note: the user experience is much better on your own computer so use VM only if wordpress local is currently not working on your own machine. If you use the VM here, do not **terminate it or you will lose your work.**

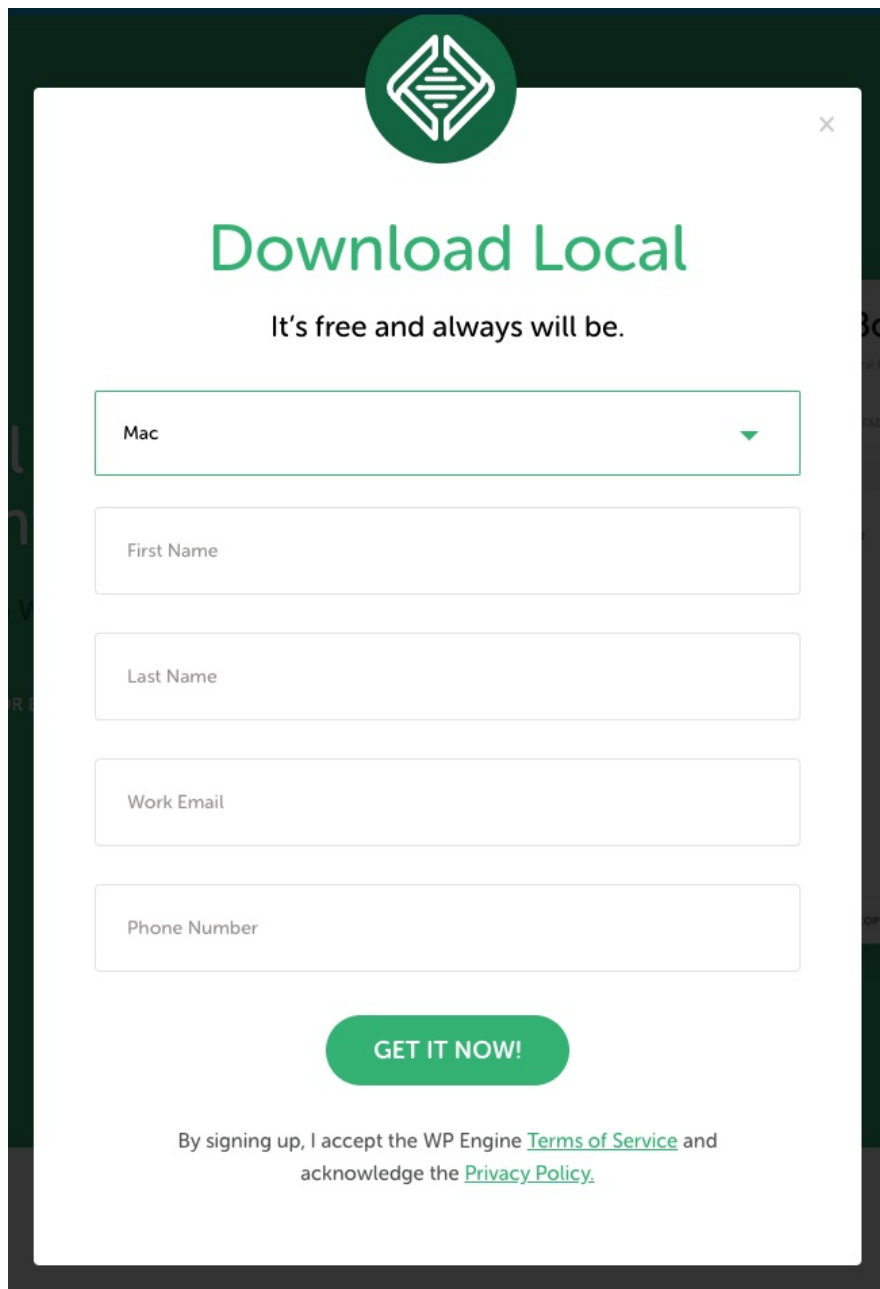
Let's start with going to <https://localwp.com> and installing WordPress.



1. Click on 'Download for Free'
2. When the popup appears select your platform



3. Enter your details and click 'GET IT NOW'

A screenshot of a web form titled "Download Local" with a green logo at the top. The form includes a dropdown menu for "Mac", and input fields for "First Name", "Last Name", "Work Email", and "Phone Number". A green "GET IT NOW!" button is at the bottom, followed by a disclaimer about accepting terms of service and privacy policy.



Download Local

It's free and always will be.

Mac ▼

First Name

Last Name

Work Email

Phone Number

GET IT NOW!

By signing up, I accept the WP Engine [Terms of Service](#) and acknowledge the [Privacy Policy](#).

>

4. This will download a file onto your desktop. Once the download is complete, run the setup and install Local onto your computer.
5. Now run the program and you will be greeted with Local's terms and service and then the option to enable error reports. Agree to the terms of service and you can choose to enable reporting errors - for this case we will choose 'No, Thanks'.



Is it ok to enable error reports?

Help us make Local better by enabling error reporting.

This lets us find and fix bugs faster, helping you stay focused on building with WordPress!

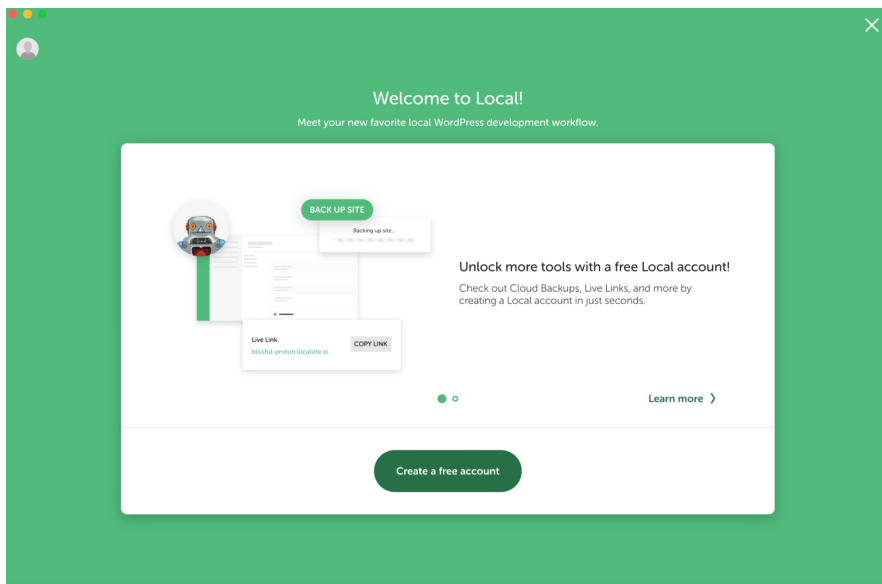
You can change this in Preferences (under Advanced) at any time.

[Learn more](#)

Turn on error reporting

No, thanks

6. Next you will be required to create your account. Go ahead and do that, you can use your GMAIL, Github or just enter your details. Once done, click 'Create your account'.



First Name

Last Name

Email Address

Password

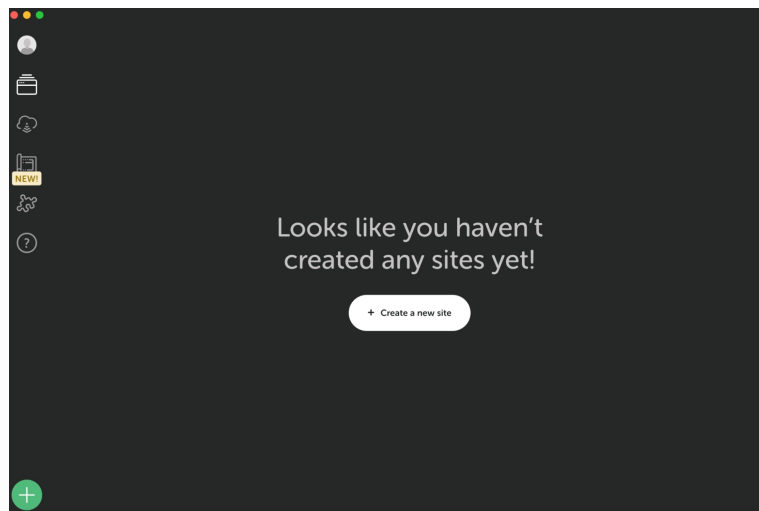
Password needs to be at least 8 characters.

Confirm Password

By signing up, I accept the WP Engine [Terms of Service](#) and acknowledge the [Privacy Policy](#).

Create your account

7. Now you will be taken to a page where you can finally create your site! Click on 'Create a new site'.



site creation page

- ▼ Additional operating system based troubleshooting steps
- ▼ Windows

Some examples of errors you might come across while installing or running LocalWP:

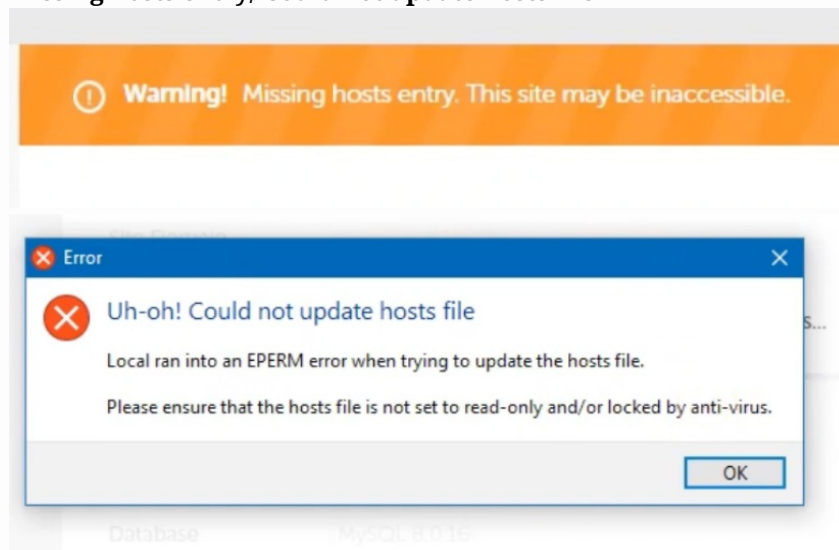
1. 403 Forbidden



2. 502 Bad Gateway



3. Missing hosts entry/ Could not update hosts file



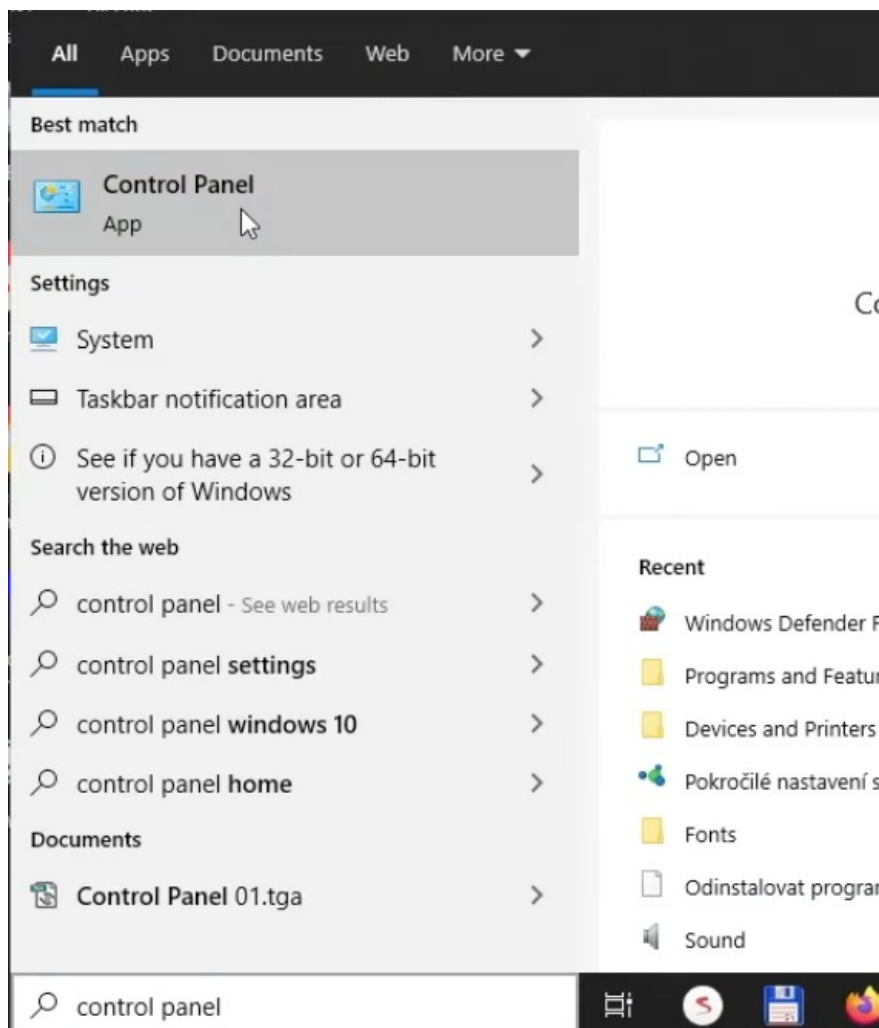
Here are some troubleshooting options you can look into:

Solution 1

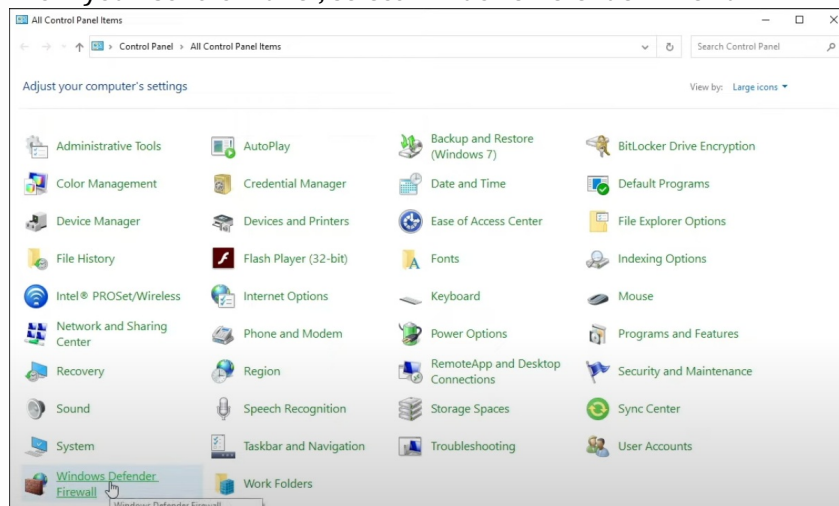
Check if your computer's firewall or an installed antivirus software is blocking LocalWP from running

It is quite possible that your firewall or antivirus is block LocalWP from running, please follow this steps to allow LocalWP to run:

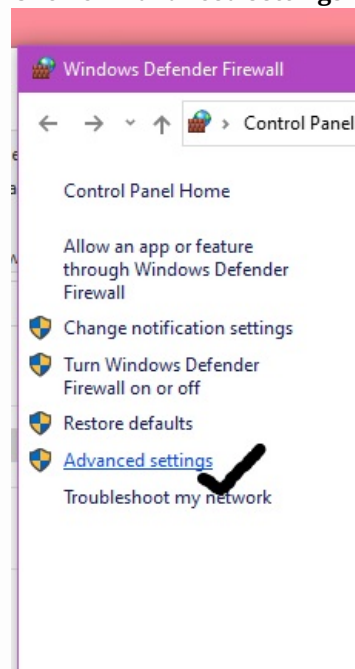
1. Open your Start bar and search for Control Panel



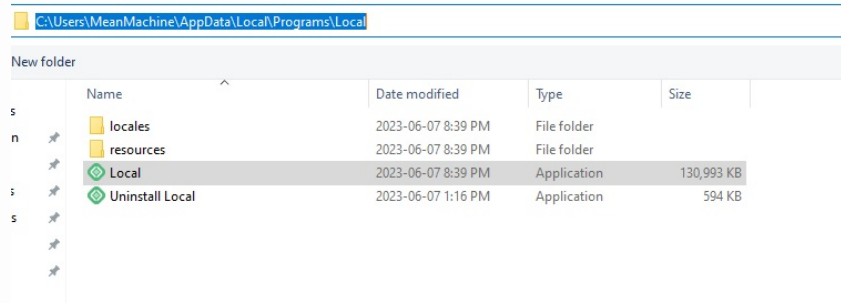
2. From your Control Panel, select Windows Defender Firewall



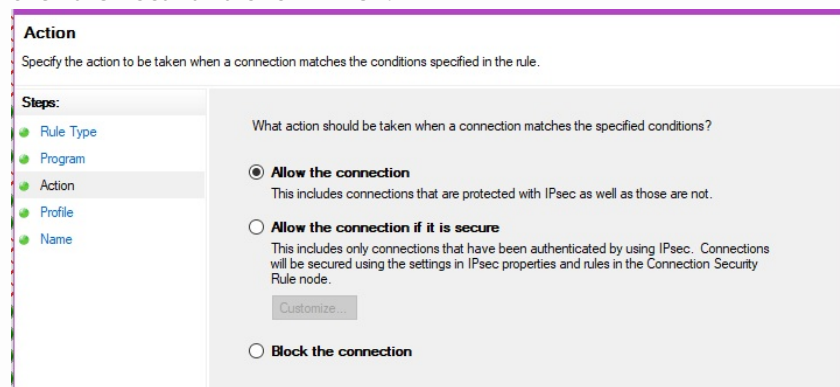
3. Click on Advanced settings



4. Click on Inbound Rules and add a New Rule, select Program then Next and search for LocalWP in your computer:



5. After selecting the Local.exe file, allow all connections and name the rule Local and click Finish.



Name

Specify the name and description of this rule.

Steps:

- Rule Type
- Program
- Action
- Profile
- Name

Name:

Local

Description (optional):

< Back Finish Cancel

You should check if you have any antivirus software installed and make sure LocalWP is not being blocked by it, if so add the application as an exception.

Solution 2

Installing an older version of LocalWP.

You can try uninstalling your current version and installing an older version of LocalWP from <https://localwp.com/releases/>.

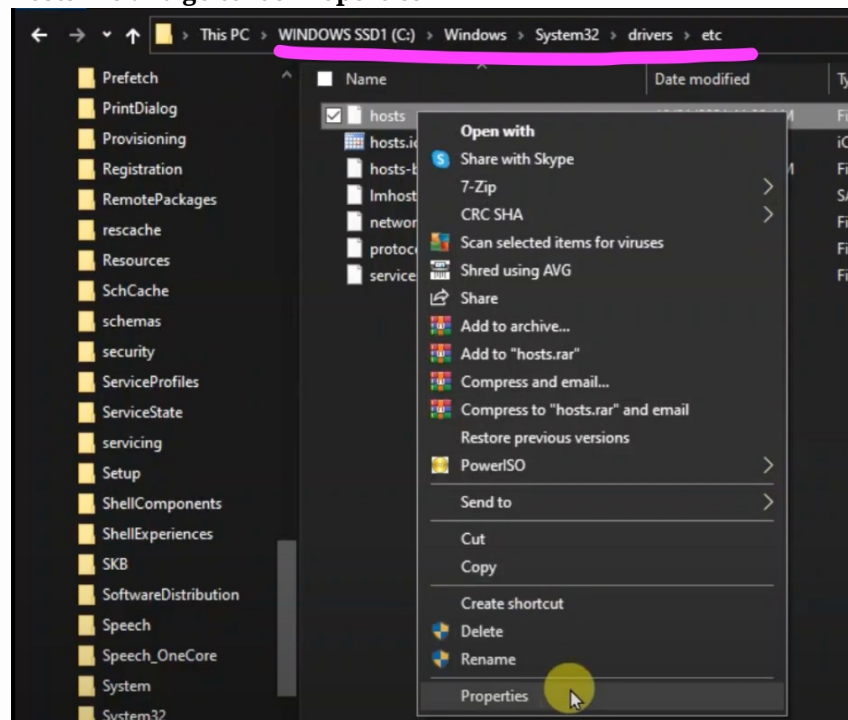
Newer versions of an application often come with updated features, bug fixes, and improvements. However, these updates may also introduce changes to the underlying system requirements or dependencies. If your system does not meet the updated requirements or if there is a conflict with other software installed on your computer, the newer version of the application may not run properly. By installing an older version, you can ensure compatibility with your system configuration.

Solution 3

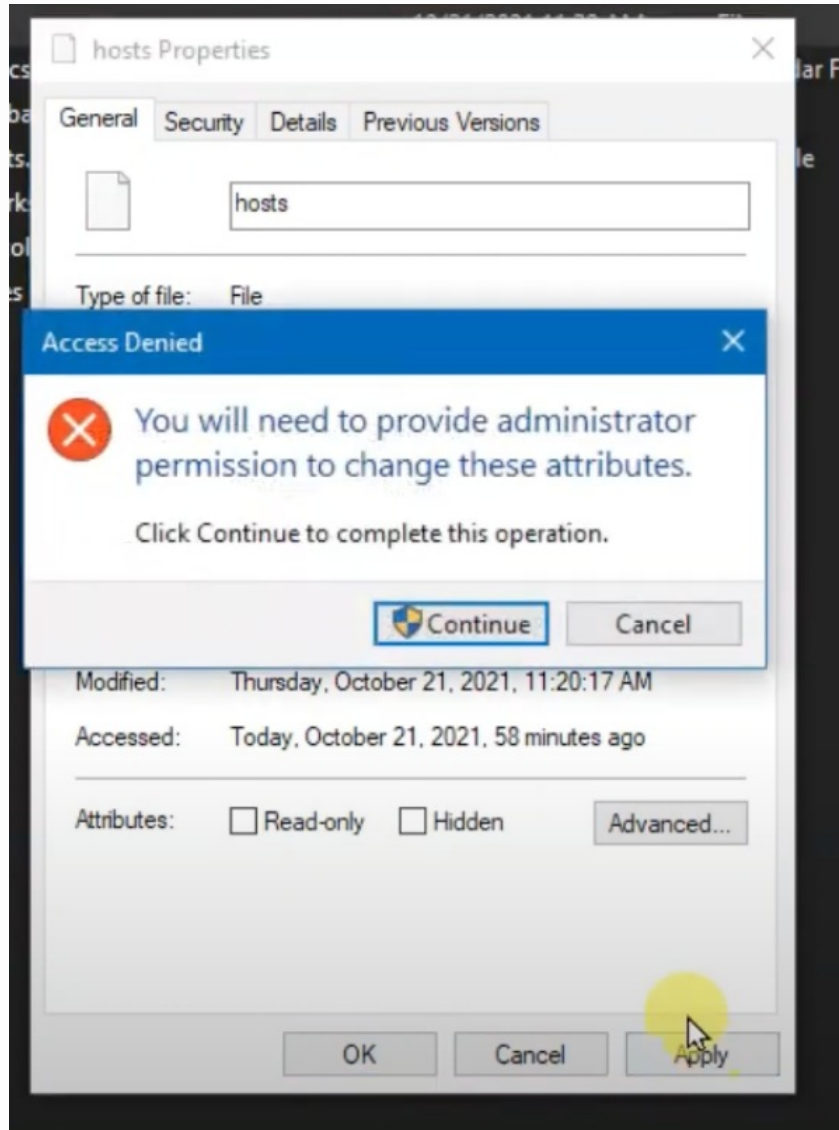
Making changes to the host file

- 1. Go to your C drive or whichever drive you have your windows installed, then go to the Windows folder then the System32 folder then the drivers folder then the etc folder and right click on the**

hosts file and go to it's Properties



2. Make sure the Read-only box is unchecked and click on Apply and Continue.



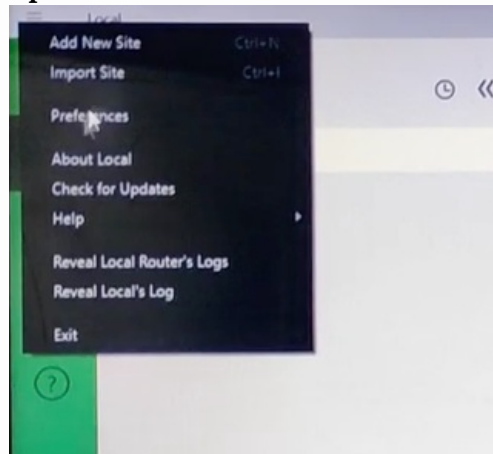
3. Go back to the LocalWP application and click on Fix It.



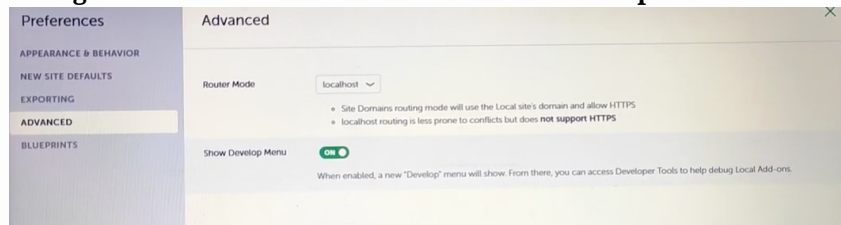
Solution 4

Changing Router Mode to localhost

1. Open LocalWP and select Preferences



2. Change Router Mode to localhost and Show Developer Mode to On

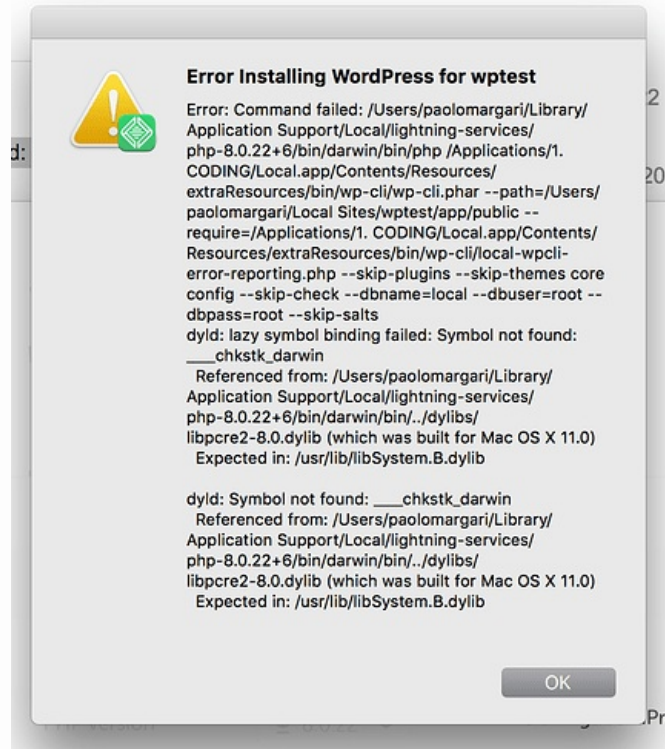


Learn more about LocalWP router modes <https://localwp.com/help-docs/advanced/router-mode/>

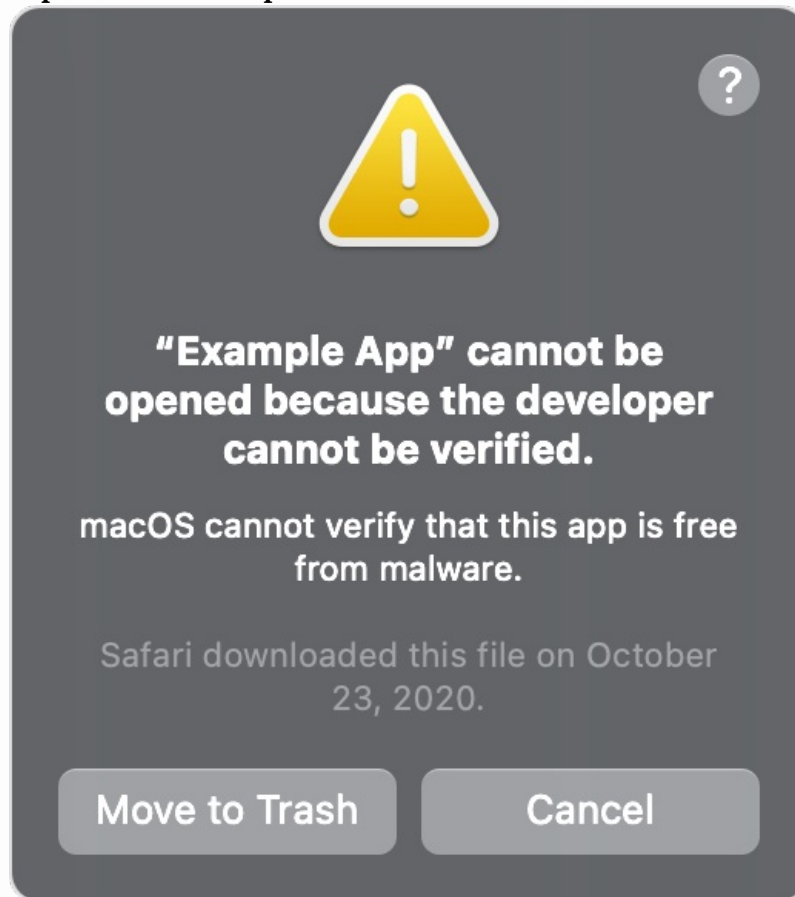
▼ Mac

Some examples of errors you might come across while installing or running LocalWP:

1. Unknown developer error



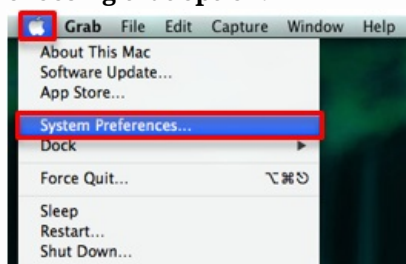
2. Php version not compatible



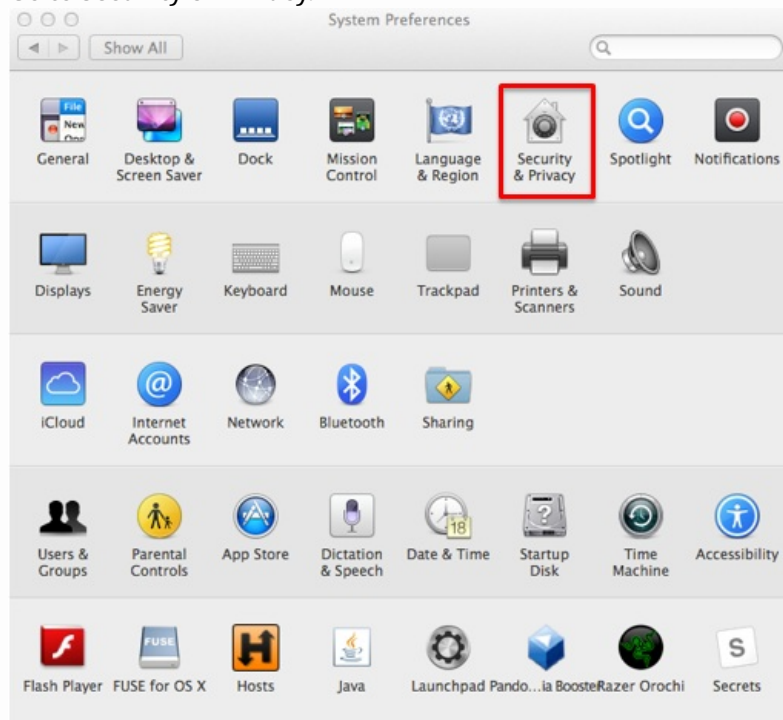
Solution 1

Allowing Third Party Applications to Install on a MacBook

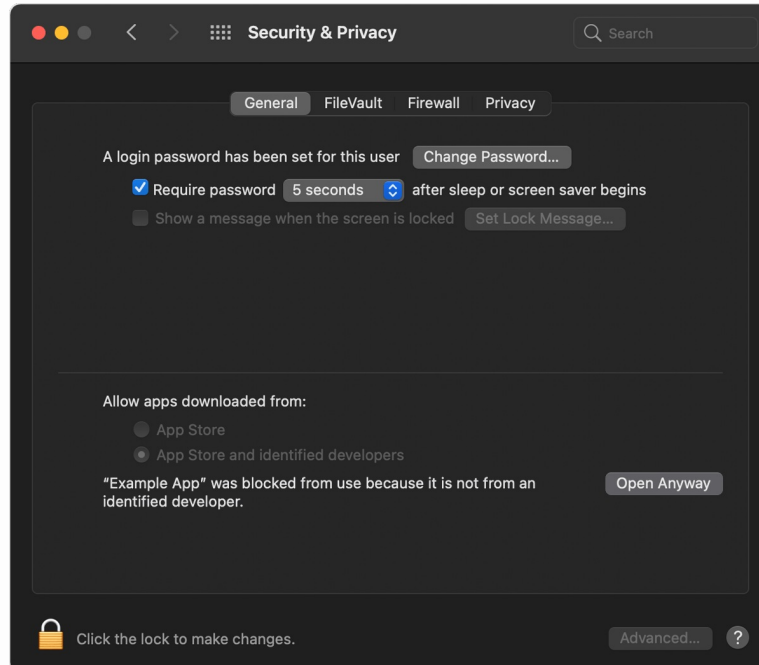
1. Open "System Preferences" by clicking on the Apple icon and choosing that option.



2. Go to Security & Privacy.



3. Click the Open Anyway button in the General pane to confirm your intent to open or install the app.



localwp installation

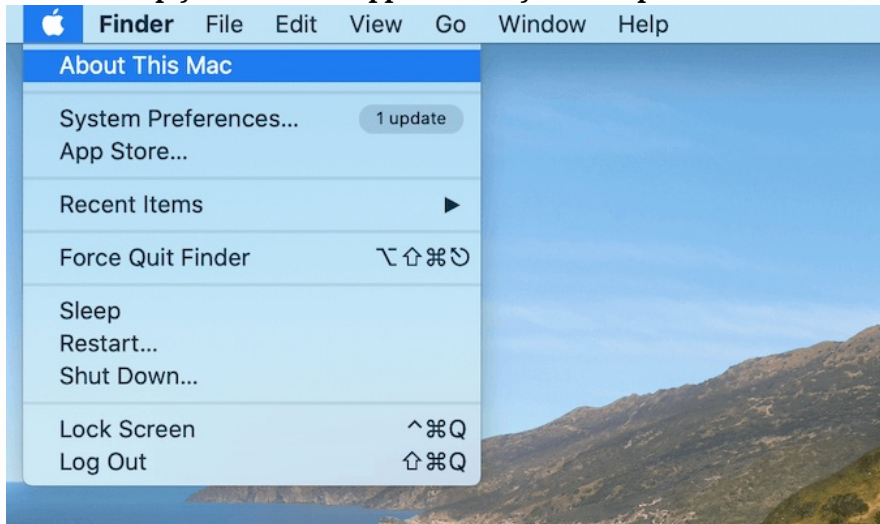
4. Select the lock in the lower left corner to allow changes.

Solution 2

Installing Wordpress with an older version of PHP

1. Check the version of you Mac OS

Not sure which version of macOS is installed on your computer? To find out simply click on the Apple icon in your computer's toolbar.

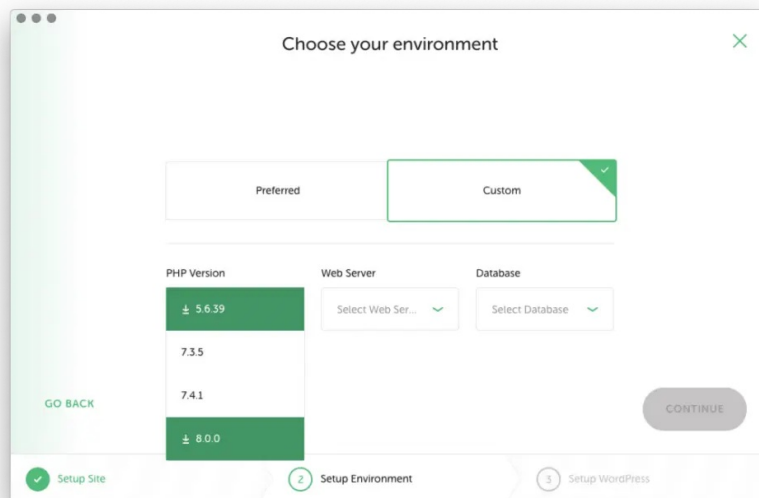


2. You can then click on About This Mac.

This will open a popup that shows lots of information about your computer. This includes your version of macOS.



3. If you are using a macOS 10 or earlier, you will need to change your PHP version from 8 to 7 or earlier during setup on LocalWP

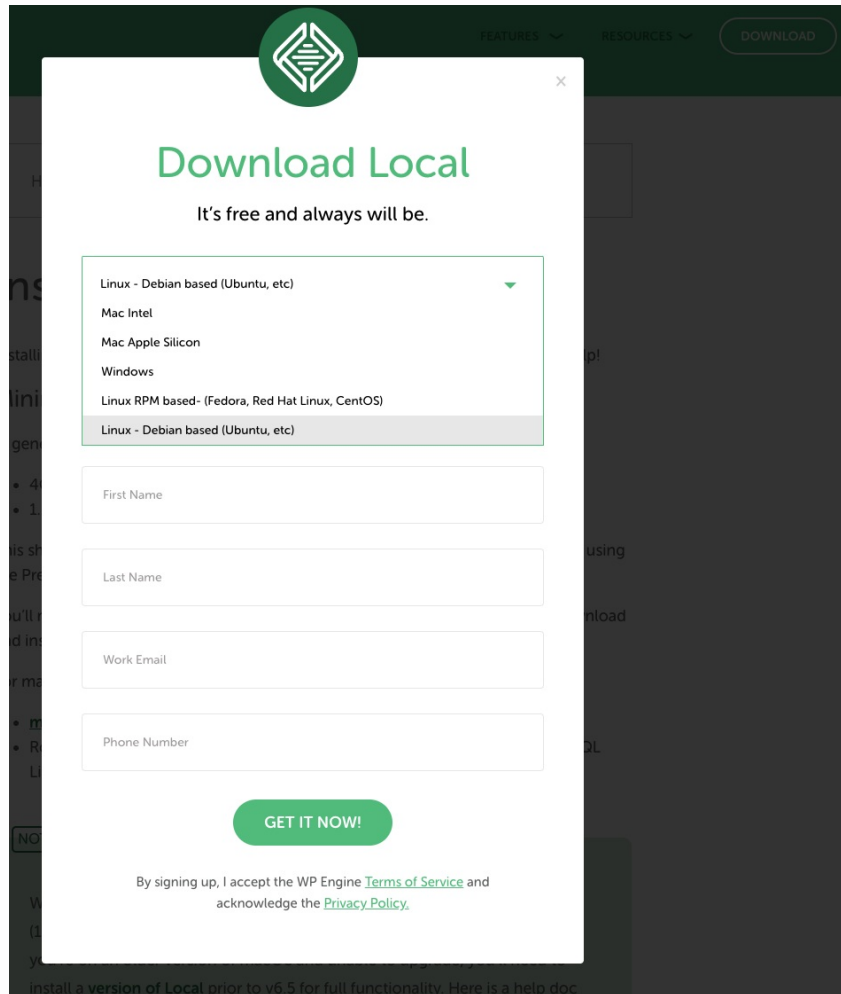


▼ ChromeOS

How to install Linux apps on a Chromebook

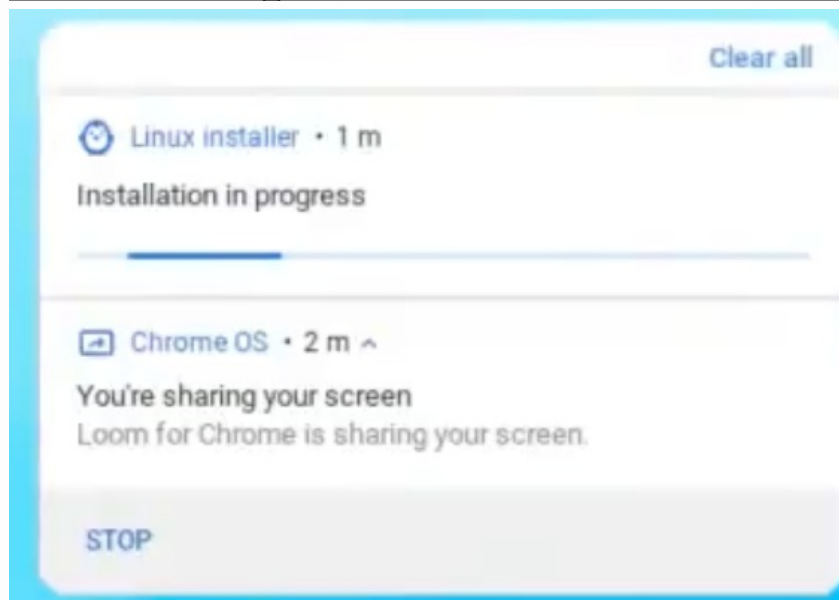
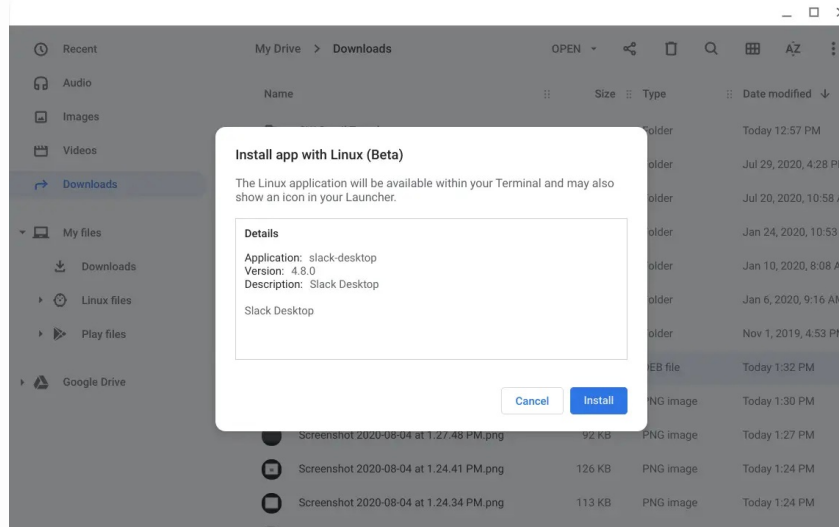
1. The easiest way to install Linux apps on Chrome OS these days is to find what's known as a Debian file — a special kind of installation package that ends in a .deb extension.

2. Download the .deb extension of LocalWP from here

A screenshot of the LocalWP website's download form. The form is a white modal box with a green header bar containing the LocalWP logo and navigation links for 'FEATURES', 'RESOURCES', and 'DOWNLOAD'. The main heading is 'Download Local' in green, followed by the tagline 'It's free and always will be.' Below this is a dropdown menu for selecting the operating system, with 'Linux - Debian based (Ubuntu, etc)' selected. Under the dropdown are four radio button options: 'Mac Intel', 'Mac Apple Silicon', 'Windows', and 'Linux RPM based- (Fedora, Red Hat Linux, CentOS)'. Below these are four text input fields for 'First Name', 'Last Name', 'Work Email', and 'Phone Number'. A green 'GET IT NOW!' button is positioned below the form fields. At the bottom, a line of text states: 'By signing up, I accept the WP Engine [Terms of Service](#) and acknowledge the [Privacy Policy](#).' The background of the website is dark green with some text visible through the modal box.

- 3. Once you have downloaded the .deb file, all you have to do is open your Chromebook's Downloads folder — within the system Files app — and then find the file you downloaded and double-click it. The system will pop up some info about the file and confirm that**

you want to proceed.



4. Click the Install button, and just like that, the app will be installed — no command line quirkiness required. You'll find its icon in your Chromebook's regular app drawer and can open it like any other app.

For more information please visit: <https://chromeos.dev/en/linux/setup>

▼ Other alternatives

If all the troubleshooting steps prove unsuccessful, we suggest scheduling office hours with your TA for collaborative troubleshooting. As a final option, if installing LocalWP is not feasible, you may consider the following option:

1. Using codio's virtual machine

It is ideal that you have wordpress local on your own machine. This means that all the work you do on it is yours forever. If, however, no troubleshooting works for you, you can do the task directly in codio by clicking this link:

Note: the user experience is much better on your own computer so use VM only if wordpress local is currently not working on your own machine. If you use the VM here, do not terminate it or you will lose your work.

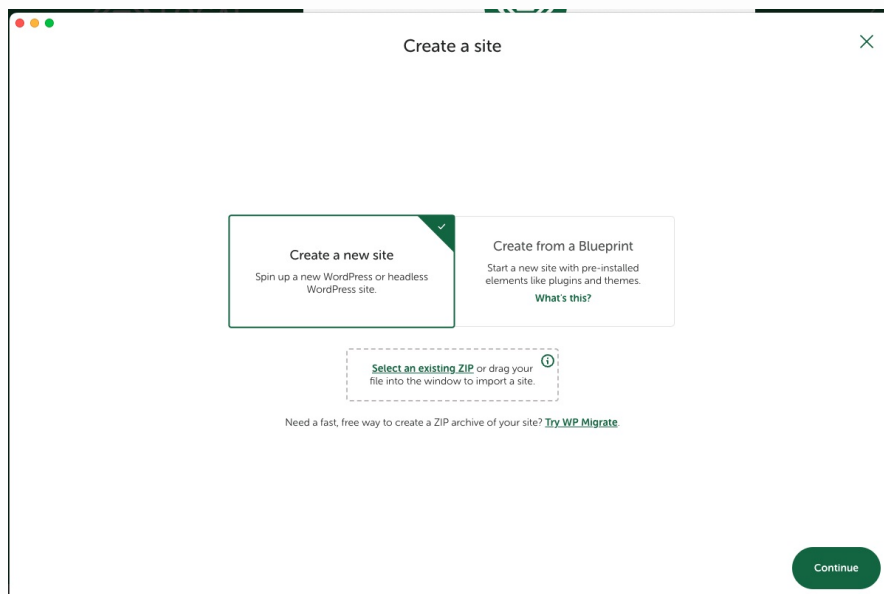
2. Using <https://wordpress.com/>

You can sign up for wordpress directly on wordpress.com but there are limitations with wordpress.com.

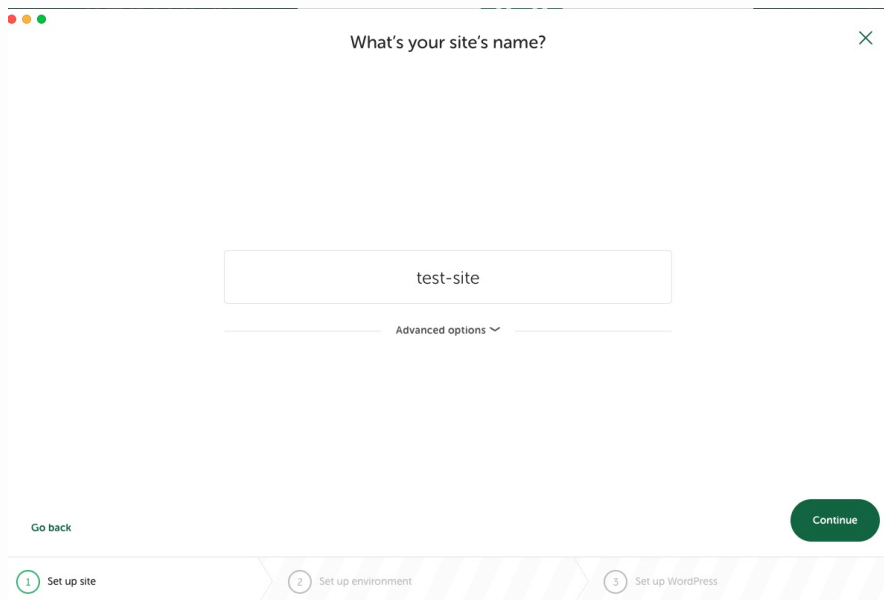
The free plan limits you to 3GB of data and a subdomain (like mywebsite.wordpress.com). It also includes WordPress.com ads. Furthermore, you won't be able to install your own plugins, templates or themes unless you pay for the expensive business plan.

LocalWP 2

8. Once you do that you will get multiple options, choose the ‘Create a new site’ option and click continue.



9. Give your site a name and click ‘Continue’



10. For the next screen about our environment we will choose ‘Preferred’ and click continue.

Choose your environment

Preferred

Custom

PHP 8.1.9 | Web server nginx | MySQL Version 8.0.16

Go back

Continue

1 Set up site

2 Set up environment

3 Set up WordPress

11. Now we will set up WordPress with our login information. Enter your WordPress Username and Password and save them elsewhere so you don't lose them. Leave the wordpress email as-is we won't worry about that for now. Once you're done, click 'Add Site'.

Set up WordPress

WordPress username

WordPress password

WordPress e-mail

dev-email@wpengine.l

Advanced options

Go back

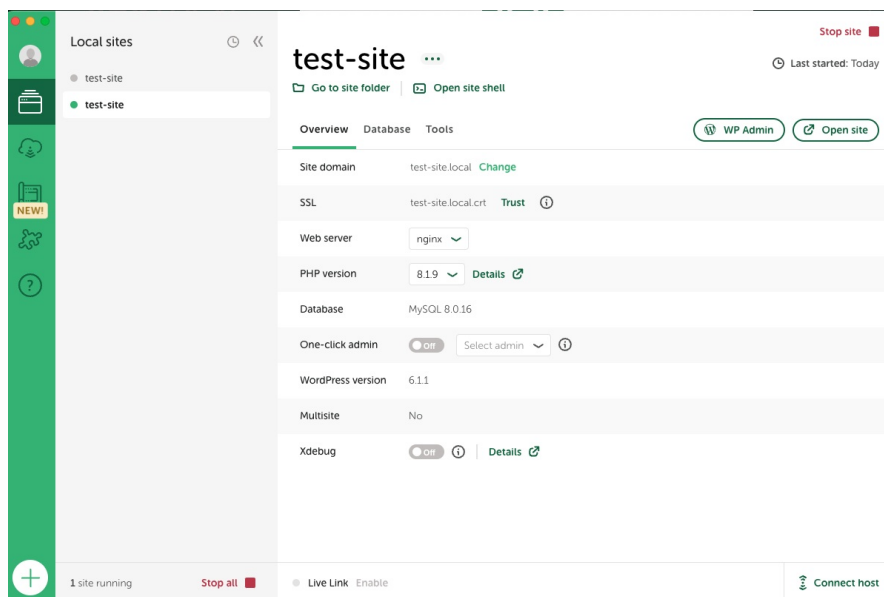
Add Site

1 Set up site

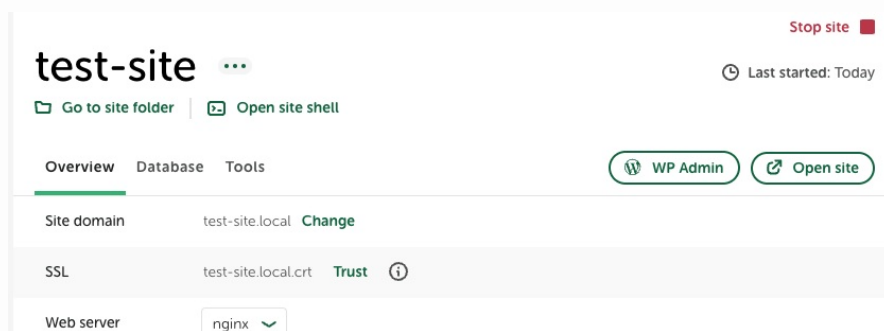
2 Set up environment

3 Set up WordPress

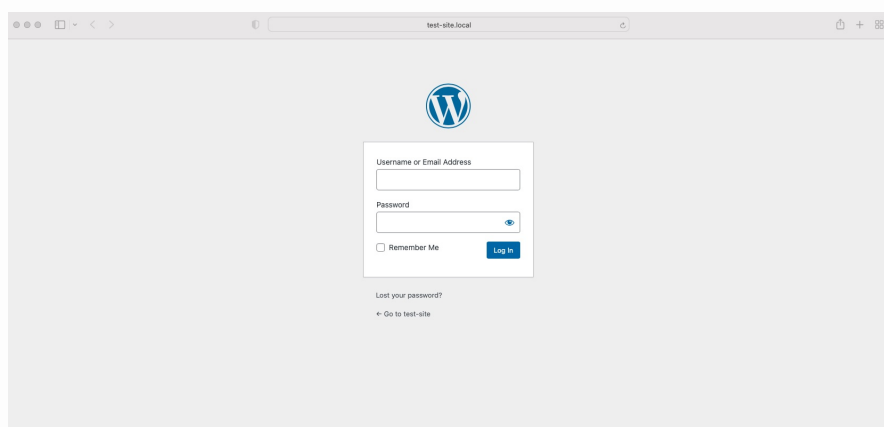
12. Now you should be on the main page of your setup showing you details of the WordPress installation.



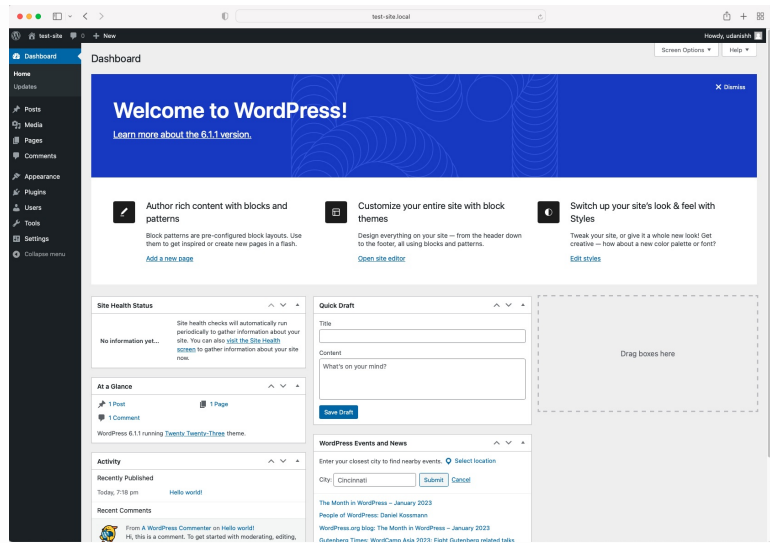
13. To access our WP-admin dashboard we will click on WP Admin on the right. You can also click on 'Open site' to view your basic setup



14. Now when we click on 'WP Admin' it will bring us to the login page of our local setup in a browser window. Enter the username and password that you setup a couple steps ago in here and click 'Log In'.



15. Congratulations! You are now in the WP Admin Dashboard section and now have a fully functioning and setup WordPress website on your local machine.

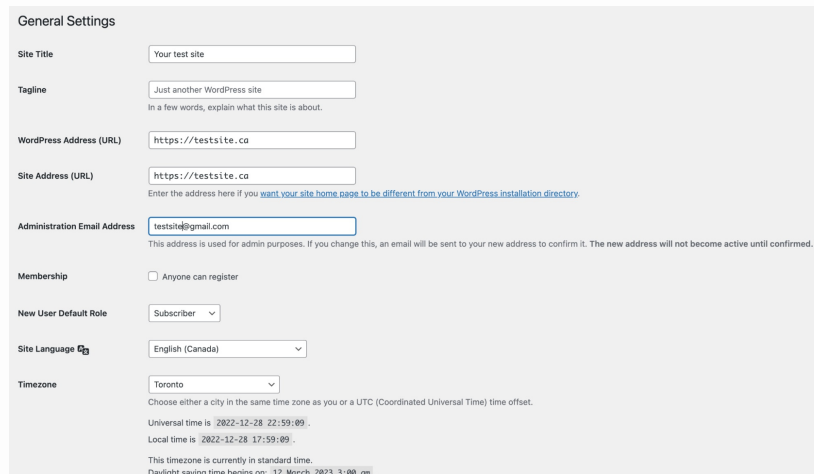


welcome to wordpress

Conclusion & Takeaways

This is the basics for installing LocalWP and setting up WordPress on a local machine. Through this process we created an account, and created a new WordPress site that allowed us to access the WP-admin dashboard, where we will be learning to manage our WordPress website.

General, Writing, Reading



The screenshot shows the 'General Settings' page in a WordPress dashboard. It contains several sections: 'Site Title' with a text input 'Your test site'; 'Tagline' with a text input 'Just another WordPress site' and a subtext 'In a few words, explain what this site is about.'; 'WordPress Address (URL)' with a text input 'https://testsite.co'; 'Site Address (URL)' with a text input 'https://testsite.co' and a subtext 'Enter the address here if you want your site home page to be different from your WordPress installation directory.'; 'Administration Email Address' with a text input 'testsite@gmail.com' and a subtext 'This address is used for admin purposes. If you change this, an email will be sent to your new address to confirm it. The new address will not become active until confirmed.'; 'Membership' with a checkbox 'Anyone can register' which is unchecked; 'New User Default Role' with a dropdown menu showing 'Subscriber'; 'Site Language' with a dropdown menu showing 'English (Canada)' and a small flag icon; and 'Timezone' with a dropdown menu showing 'Toronto'. Below the 'Timezone' section, there is a note: 'Choose either a city in the same time zone as you or a UTC (Coordinated Universal Time) time offset.' followed by 'Universal time is 2022-12-28 22:59:09.' and 'Local time is 2022-12-28 17:59:09.'. At the bottom, it says 'This timezone is currently in standard time.' and 'Daylight saving time begins on: 12. March 2023 3:00 am.'

In WordPress, the General Settings page allows you to change some of the most basic settings for your website. It is usually one of the first pages you'll see when you log in to your WordPress dashboard, and it's also one of the most important.

Here are some of the options that you can adjust on the General Settings page:

Site Title: This is the title of your website, which appears in the title bar of your web browser and is used by search engines to understand the content of your site.

Tagline: This is a brief description of your website, which appears under the site title in the title bar of your web browser and is also used by search engines to understand the content of your site.

WordPress Address (URL): This is the address of your WordPress installation. It should be the URL of the directory where you installed WordPress on your web server.

Site Address (URL): This is the address of your website as it will be seen by visitors. It should be the URL that you want people to use to access your site.

Email Address: This is the email address that WordPress will use when it sends emails to you, such as password reset emails or notifications about new comments.

Membership: This option allows you to control whether or not users can register for an account on your site.

New User Default Role: This option allows you to choose the default role for new users who register for an account on your site.

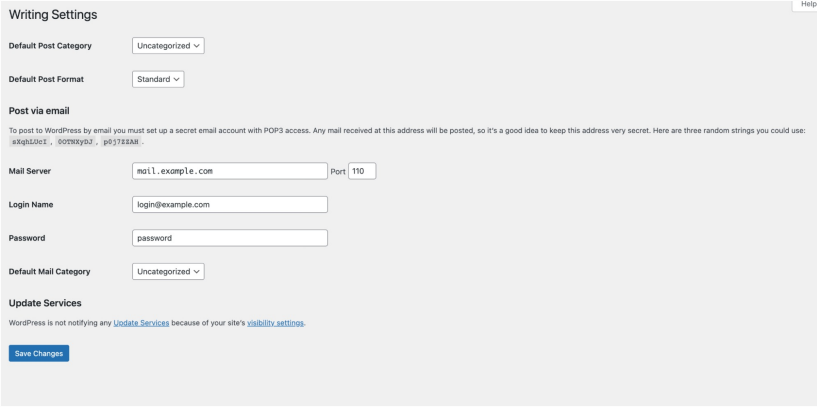
Timezone: This option allows you to choose your timezone so that WordPress can display the correct time and date on your site.

Date and Time Format: These options allow you to choose the format that WordPress should use when displaying dates and times on your site.

Week Start Day: This option allows you to choose the day of the week that you want to use as the starting day for the week.

By adjusting these settings, you can customize the basic behavior and appearance of your WordPress site.

Writing

The image shows the 'Writing Settings' page in a WordPress dashboard. At the top right is a 'Help' link. The settings are organized into sections: 'Default Post Category' with a dropdown menu set to 'Uncategorized'; 'Default Post Format' with a dropdown menu set to 'Standard'; 'Post via email' which includes a warning about using a secret email account and three random strings (a1qHj0CE, 0cm9kyb0, p0378EAX); 'Mail Server' with a text input 'mail.example.com' and a 'Port' dropdown set to '110'; 'Login Name' with a text input 'login@example.com'; 'Password' with a text input 'password'; and 'Default Mail Category' with a dropdown menu set to 'Uncategorized'. Below these is an 'Update Services' section with a message: 'WordPress is not notifying any [Update Services](#) because of your site's [visibility settings](#).' At the bottom is a blue 'Save Changes' button.

The Writing settings in WordPress allow you to customize the default behavior of your site when you are creating and publishing content. These settings can help you to streamline your workflow and ensure that your content is formatted and published according to your preferences.

Default post category: This setting allows you to specify the default category that will be assigned to your posts when you create them.

Default post format: This setting allows you to specify the default post format that will be applied to your posts. Post formats are a way of styling your posts with different templates and styles, and can include formats such as standard, aside, quote, image and more.

Post via email: This setting allows you to set up a specific email address that you can use to publish new content on your site by sending an email to that address.

Reading

Reading Settings

Your homepage displays

☒ Your latest posts

☐ A [static page](#) (select below)

Homepage:

Posts page:

Blog pages show at most posts

Syndication feeds show the most recent items

For each post in a feed, include

☒ Full text

☐ Excerpt

Your theme determines how content is displayed in browsers. [Learn more about feeds.](#)

Search Engine Visibility

☒ Discourage search engines from indexing this site

It is up to search engines to honour this request.

[Save Changes](#)

The Reading settings in WordPress allow you to customize the behavior of your site when displaying content to your visitors. These settings can help you to control how your content is displayed, and to ensure that your site is optimized for readability and ease of use.

Your homepage displays: This setting is where you can choose what your homepage is – it can be a list of your posts or it can be a static page that you choose for your homepage and posts page.

Blog pages show at most: This setting allows you to specify the maximum number of posts that will be displayed on your site's archive pages, such as the home page and category pages.

Syndication feeds show the most recent: This setting allows you to specify the number of posts that will be included in your site's feeds.

For each post in a feed, include: This setting allows you to choose whether the full text or a summary of your posts will be displayed in your site's feeds.

Search Engine Visibility: This setting allows you to choose whether or not your site will be visible to search engines, such as Google. If you check this option, your site will not be included in search engine results. This is what you uncheck when you are ready to go live with your site so search engines can start indexing your site.

Discussion Settings

Discussion Settings

Help

Default post settings

☐ Attempt to notify any blogs linked to from the post

☒ Allow link notifications from other blogs (pingbacks and trackbacks) on new posts

☒ Allow people to submit comments on new posts

Individual posts may override these settings. Changes here will only be applied to new posts.

Other comment settings

☒ Comment author must fill out name and email

☐ Users must be registered and logged in to comment

☐ Automatically close comments on posts older than 14 days

☒ Show comments cookies opt-in checkbox, allowing comment author cookies to be set

☒ Enable threaded (nested) comments 5 levels deep

☐ Break comments into pages with 50 top level comments per page and the last page displayed by default

Comments should be displayed with the older at the top of each page

Email me whenever

☒ Anyone posts a comment

☒ A comment is held for moderation

Before a comment appears

☐ Comment must be manually approved

☒ Comment author must have a previously approved comment

Comment Moderation

Hold a comment in the queue if it contains 2 or more links. (A common characteristic of comment spam is a large number of hyperlinks.)

When a comment contains any of these words in its content, name, URL, email, or IP address, it will be held in the moderation queue. One word or IP address per line. It will match inside words, so "press" will match "WordPress".

Disallowed Comment Keys

When a comment contains any of these words in its content, author name, URL, email, IP address, or browser's user agent string, it will be put in the Trash. One word or IP address per line. It will match inside words, so "press" will match "WordPress".

Avatars

An avatar is an image that can be associated with a user across multiple websites. In this area, you can choose to display avatars of users who interact with the site.

Avatars

An avatar is an image that can be associated with a user across multiple websites. In this area, you can choose to display avatars of users who interact with the site.

Avatar Display

☒ Show Avatars

Maximum Rating

☒ G – Suitable for all audiences

☐ PG – Possibly offensive, usually for audiences 13 and above

☐ R – Intended for adult audiences above 17

☐ X – Even more mature than above

Default Avatar

For users without a custom avatar of their own, you can either display a generic logo or a generated one based on their email address.

☒ Mystery Person

☐ Blank

☐ Gravatar Logo

☐ Identicon (Generated)

☐ Wavatar (Generated)

☐ MonsterID (Generated)

☐ Retro (Generated)

Save Changes

The Discussion settings in WordPress allow you to customize the behavior of your site when it comes to managing comments and interactions with your visitors. These settings can help you to control the types of comments that are allowed on your site, and to manage the notifications and emails that you receive when comments are made.

Default post settings: This setting allows you to choose whether or not to allow trackbacks and pingbacks, choose the default comment status for your posts and pages. You can choose to allow comments,

or to disable comments altogether while also allowing WordPress to notify any blogs linked to from the post.

Other comment settings: This setting allows you to choose whether or not to require users to fill out their name and email address when leaving a comment, to close comments after a certain number of days, and control where on the page the comments are displayed.

Email me whenever, Before a comment appears, Comment Moderation, and Disallowed Comment Keys: These settings allow you to specify whether or not to hold all comments for moderation, allows you to choose whether or not to receive email notifications when new comments are made on your site, and to set up a blacklist of words or IP addresses that will be blocked from leaving comments on your site.

Avatars: This setting allows you to choose whether or not to display avatars (profile pictures) next to comments on your site.

Maximum Rating: This setting controls (or limits) the 'highest' level or rating of gravatar you allow to be displayed.

Media & Permalinks

Media Settings

Image sizes

The sizes listed below determine the maximum dimensions in pixels to use when adding an image to the Media Library.

Thumbnail size	Width	150
	Height	150
	☒ Crop thumbnail to exact dimensions (normally thumbnails are proportional)	
Medium size	Max Width	300
	Max Height	300
Large size	Max Width	1024
	Max Height	1024

Uploading Files

☒ Organise my uploads into month- and year-based folders

[Save Changes](#)

The Media settings in WordPress allow you to customize the behavior of your site when it comes to managing and displaying media files, such as images and videos. These settings can help you to control the way that media is uploaded and displayed on your site, and to ensure that your site is optimized for performance and usability.

Thumbnail size: This setting allows you to specify the default size for image thumbnails when you insert them into your content.

Medium size: This setting allows you to specify the default size for medium images when you insert them into your content.

Large size: This setting allows you to specify the default size for large images when you insert them into your content.

Uploading Files: This checkbox allows you to organize your media uploads into month and year based folders.

Permalinks

Permalink Settings

WordPress offers you the ability to create a custom URL structure for your permalinks and archives. Custom URL structures can improve the aesthetics, usability, and forward-compatibility of your links. [A number of tags are available](#), and here are some examples to get you started.

Common Settings

Select the permalink structure for your website. Including the `%postname%` tag makes links easy to understand, and can help your posts rank higher in search engines.

Permalink structure

☐ Plain
`https://uuziindanish.ca/?p=123`

☒ Day and name
`https://uuziindanish.ca/2022/12/30/sample-post/`

☐ Month and name
`https://uuziindanish.ca/2022/12/sample-post/`

☐ Numeric
`https://uuziindanish.ca/archives/123`

☐ Post name
`https://uuziindanish.ca/sample-post/`

☐ Custom Structure
`https://uuziindanish.ca /%year%/monthnum/%day%/postname/`

Available tags:

`%year%` `%monthnum%` `%day%` `%hour%` `%minute%` `%second%` `%post_id%` `%postname%` `%category%` `%author%`

The Permalinks settings in WordPress allow you to customize the structure of the URLs (web addresses) for your site’s pages and posts. These settings can help you to control the way that your content is accessed and to optimize your site’s URLs for search engine optimization (SEO) and readability.

In the Permalinks settings, you can choose from a variety of URL structures for your site’s pages and posts. The default structure is “Plain”, which uses the post ID to identify the content. Other options include “Day and name”, which includes the date in the URL, and “Month and name”, which includes the month and year in the URL. You can also choose to create custom structures using tags such as `%postname%` and `%category%`.

By configuring the Permalinks settings to meet your needs, you can help to ensure that your site’s URLs are organized in a way that is consistent with your preferences and goals.

Optional

If you like, you may enter custom structures for your category and tag URLs here. For example, using `%topics%` as your category base would make your category links like `https://uuziindanish.ca/topics/uncategorized/`. If you leave these blank the defaults will be used.

Category base

Tag base

[Save Changes](#)

You have the option to specify custom bases for your category and tag URLs. This can be useful if you want to customize the way that your content is organized and accessed on your site.

>

To set a custom base for your category URLs, enter a prefix in the “Category base” field. For example, using `/topics/` as your category base would make your category links like `http://example.org/topics/uncategorized/`. If you leave this field blank, the default base of “category” will be used.

>

To set a custom base for your tag URLs, enter a prefix in the “Tag base” field. If you leave this field blank, the default base of “tag” will be used.

>

warning

It's important to note that changing the category or tag base can affect existing URLs and may require you to update any links or bookmarks that reference those categories or tags.

You can use Permalink Structure Tags to create customized URL structures for your site's posts and pages.

🔍 For more information about customizing permalinks and available tags, refer to the [WordPress documentation](#).

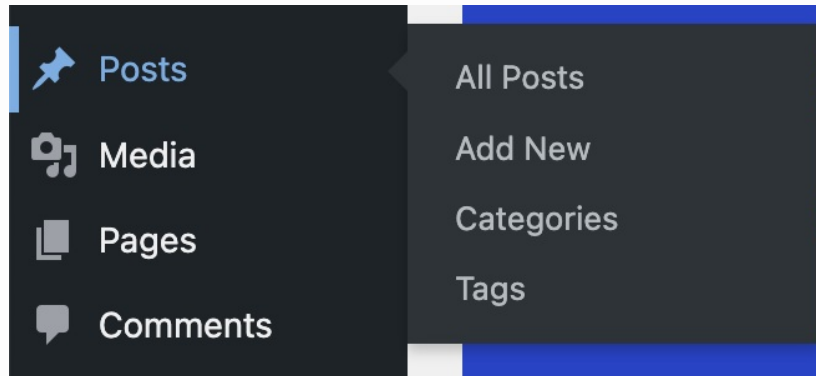
Conclusion & Takeaways

The WordPress admin section is the back-end of a WordPress site, where users can create and manage content, customize the appearance of the site, and perform other tasks. The WordPress dashboard includes a toolbar and a main navigation menu, and WordPress Settings allow users to customize various aspects of their site, such as the site's title and tagline, permalink structure, and search engine visibility. By understanding how to use the WordPress dashboard and Settings, you can effectively use WordPress to reach and engage your target audience and achieve your objectives.

Posts and Categories

For this we want to be logged in to our WordPress admin dashboard.

Posts



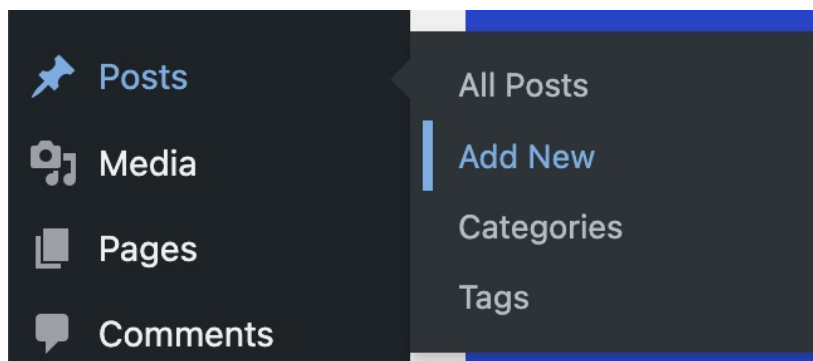
The posts menu has several different options. In this section we will go through Posts and Categories and then speak about tags.

In WordPress, posts are pieces of content that you can publish on your website and on your blog page that make your blog a blog. Posts can be in the form of text, images, videos, or other types of media, and they can be organized into categories to help your users find related content more easily.

It's important to note that posts are always accompanied by a date, which is included in the URL. It's common for posts to be mistaken for pages, but there are key differences between the two. The key difference between posts and pages in WordPress is their purpose and how they are displayed on your website. Posts are used to share time-sensitive information and are listed in reverse chronological order, while pages are used to share static, unchanging information and are not listed in any particular order.

Creating a Post

To create a new post in WordPress, you can click on the "Posts" menu in the left sidebar of your WordPress dashboard and then click on the "Add New" button.



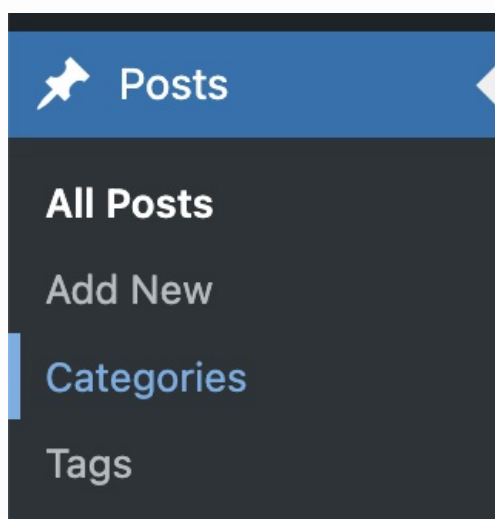
This will open up the WordPress post editor, where you can write your post and add media files such as images or videos.

Categories

Categories are a way to group similar posts together. For example, you might have a category for “news” and another category for “reviews.” When you create a new post, you can assign it to one or more categories to help your users find related content.

Creating Categories

To create a new category in WordPress, you can click on the “Posts” menu in the left sidebar of your dashboard and then click on the “Categories” sub-menu.



This will open up the categories page, where you can add a new category by entering a name and a slug (a short URL-friendly version of the category name). You can also assign an existing post to a new category by editing the post and selecting the category from the list of available categories.

Screen Options

Help

Categories

Add New Category

Name

The name is how it appears on your site.

Slug

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

Parent Category

None

Categories, unlike tags, can have a hierarchy. You might have a Jazz category, and under that have children categories for Bebop and Big Band. Totally optional.

Description

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

Bulk Actions

Apply

1 item

☐	Name	Description	Slug	Count
☐	Uncategorized	—	uncategorized	1

Bulk Actions

Apply

1 item

Deleting a category does not delete the posts in that category. Instead, posts that were only assigned to the deleted category are set to the default category Uncategorized. The default category cannot be deleted.

Categories can be selectively converted to tags using the [category to tag converter](#).

Add New Category

By understanding how to create and manage posts and categories in WordPress, you can effectively organize and classify your content and make it easier for your users to find what they are looking for.

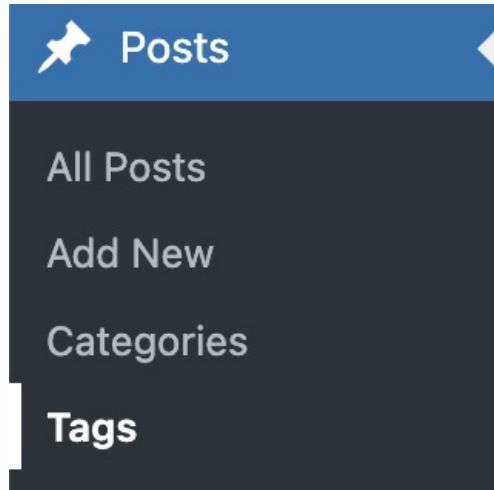
>

Tags

Now let's move on to tags. The final option in the posts menu. In WordPress, tags are a way to group related posts together. When you add a tag to a post, it creates a link to a page that displays all the posts associated with that tag. This allows you to easily group similar content together and helps your website's visitors find related posts. You can use tags to add more context to your posts and make it easier for people to discover and navigate your website. You can add as many tags as you want to a post, and you can also create and delete tags from the WordPress admin dashboard.

> Categories are best used for grouping content into broad topics or sections on a website, while tags are best used for highlighting specific details or keywords related to a particular post.

Creating a Tag



To create a new tag in WordPress, hover over “Posts” and click on “Tags.”

Tags

Add New Tag

Name

The name is how it appears on your site.

Slug

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

Description

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

☐ Name Description Slug Count

No tags found.

☐ Name Description Slug Count

Tags can be selectively converted to categories using the [tag to category converter](#).

[Add New Tag](#)

Under the section ‘Add New Tag’ you can fill in the “Name”, “Slug” and “Description” field. In the “Slug” field, you can enter a URL-friendly version of the tag name. You can also enter a short description of the tag in the “Description” field, which is optional. When you are finished, click the “Add New Tag” button to save the new tag.

Tags

Add New Tag

Name

The name is how it appears on your site.

Slug

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

Description

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

Add New Tag

You can then use this tag to group related posts together by adding it to the “Tags” section when you are writing or editing a post.

Categories



Tags



ADD NEW TAG

Separate with commas or the Enter key.

Featured image



Excerpt



Discussion



To delete a tag, go to the “Tags” page, hover over the tag you want to delete, and click the “Delete” link.

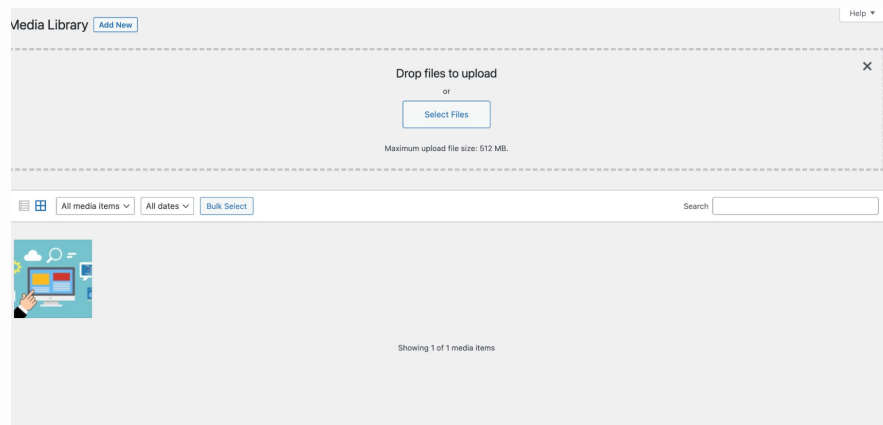
☐	Name	Description	Slug	Count
☐	Example tag Edit Quick Edit Delete View	This is an example tag	example-tag	0
☐	Name	Description	Slug	Count

Tags can be selectively converted to categories using the [tag to category converter](#).

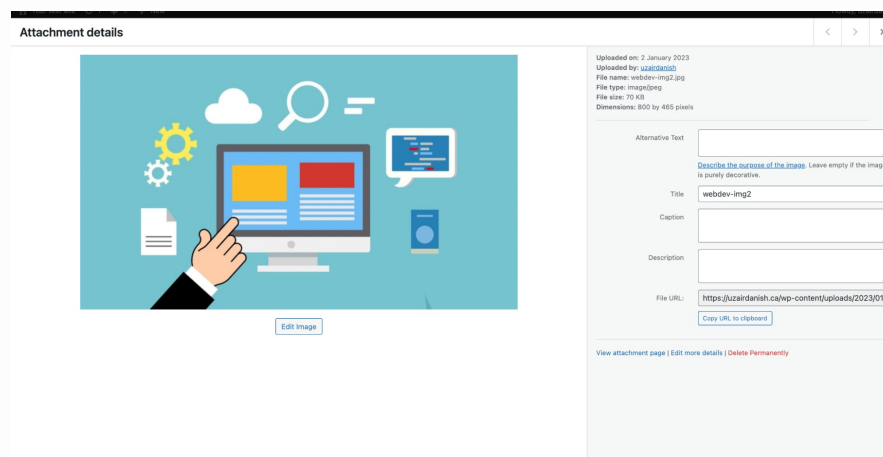
tags

Media Library

The WordPress Media Library is like a virtual filing cabinet for all the media files you use on your website! It's the perfect place to store and organize your images, audio files, and videos so you can easily access them anytime you want to spice up a post or page.



Plus, it's super easy to use: just click on the “Media” tab, and you’ll see all your media files displayed in a convenient grid or list view. From there, you can edit file details, delete what you don’t need, and insert media into your content with a simple click.



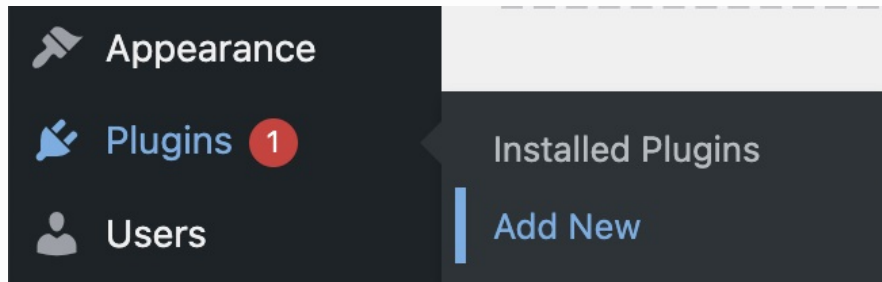
>

Plugins

WordPress plugins are pieces of software that can be installed on a WordPress website to extend its functionality. They allow you to add new features to your website, such as contact forms, SEO tools, and social media integration, without having to write any code. Plugins are developed by WordPress users and are available for free or for purchase from the WordPress Plugin Directory or third-party websites.

>

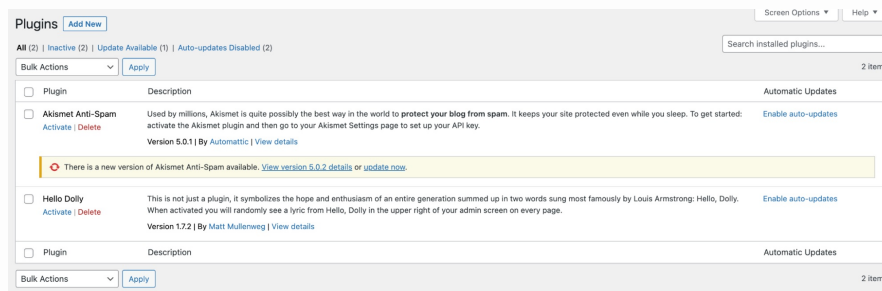
You can access the plugins from the menu on the left hand side and can view your installed plugins or add a new one.



>

Installing Plugins

To install a plugin on your WordPress website, you can use the built-in plugin installer or upload the plugin files manually via FTP. In the plugin dashboard WordPress gives you two default plugins:



You can choose to activate or delete them.

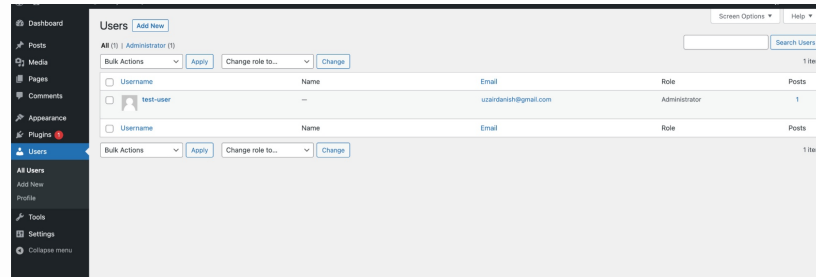
>

> Hello Dolly and Akismet plugins are not always pre-installed on LocalWP, as it depends on the version of WordPress you are installing and the settings you choose during the site setup process.

>

Once a plugin is installed, you can activate it and configure its settings from the WordPress admin dashboard. Plugins are an essential part of the WordPress ecosystem, and they make it easy for you to customize your website and add new features without having to hire a developer.

Users



The WordPress Users section allows you to manage the user accounts for your website. From this section, you can add new users, edit existing user profiles, and assign user roles to determine their level of access and capabilities on the site. As a beginner, you will likely start by creating a user account for yourself and possibly adding additional users if you are working on a team.

It is important to understand the different user roles and permissions as they will determine what actions a user can take on the site. The WordPress Users section is an important part of managing your website and understanding how it works.

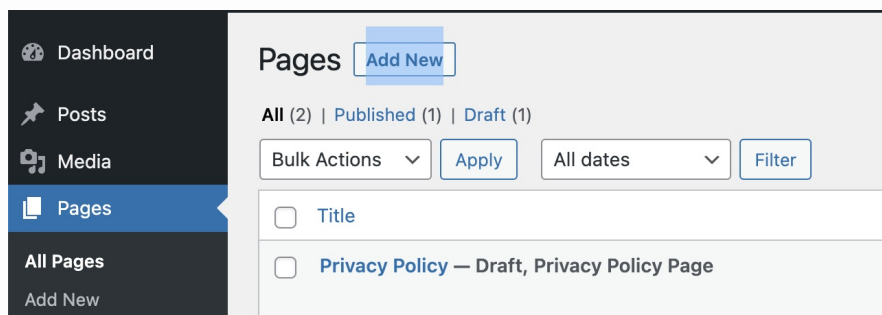
Conclusion & Takeaways

In this lesson, we went through the basic functions of the WordPress admin section: posts, categories, tags and how they relate to each other. You can use them in tandem to help organize your content when writing blogs. Then we went over how to use the media library, how to install plugins (and the benefits of using them), and we then finished up by covering how to use the Users section in WordPress to manage users, roles and permissions.

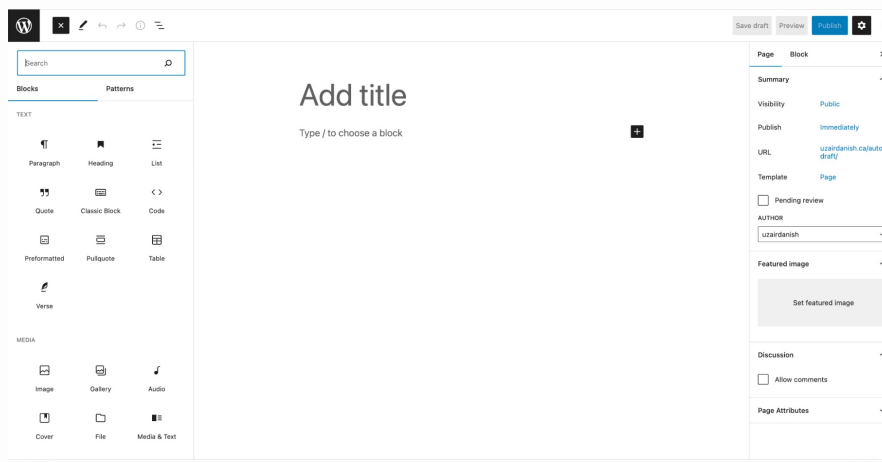
Pages

Adding pages

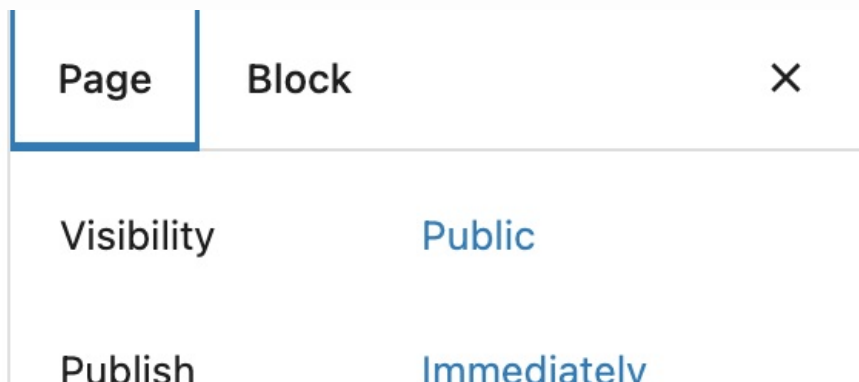
To add a page in WordPress, go to the “Pages” section in the WordPress dashboard and click the “Add New” button.



This will take you to the page editor. From there, you can enter the title of your page, create blocks for different types of content, and use the Gutenberg WordPress editor to format and style your text.



You can also use the “Page Attributes” panel to set the page’s parent, template, and order in the hierarchy.



URL

uzairdanish.ca/auto-draft/

Template

Page

☐

Pending review

AUTHOR

uzairdanish



Featured image



Set featured image

Discussion

☐

Allow comments

Page Attributes



PARENT PAGE:

ORDER

0

In the above menu you can also control the visibility of your page in case you are testing a design before you publish and push it live.

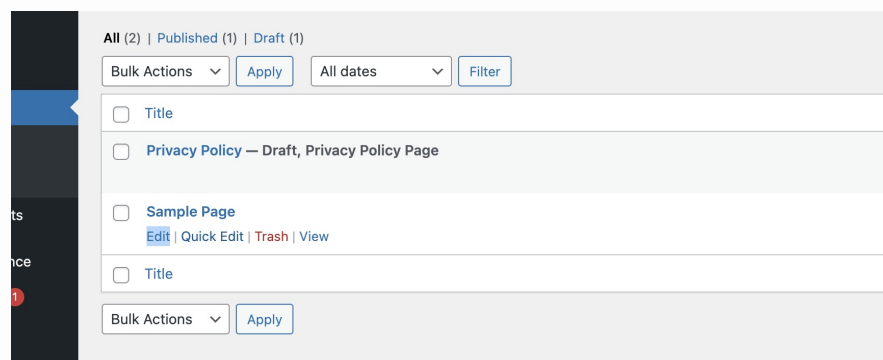
>

When you're finished, click the "Publish" button to make your page live on your website.

>

Editing and Deleting Pages

To edit a page in WordPress, go to the "Pages" section in the dashboard and hover over the title of the page which will bring up a menu with different options.



Edit: This will open the page in the WordPress editor, where you can modify the content and formatting as needed.

>

Quick Edit: This will open up quick edit options without opening the actual editor. This is useful in case you want to change the title, slug, parent, template, status or visibility of a page.

QUICK EDIT

Title

Sample Page

Parent

Main Page (no parent) ▾

Slug

sample-page

Order

0

Date

12-Dec ▾ 28, 2022 at 16:27

Template

Default template ▾

Password

-OR-

☐ Private

Allow Comments

☐

Status

Published ▾

Update

Cancel

☐ Title

Author

Bulk Actions ▾

Apply

Trash: This deletes the page and puts it into a trash bin.

>

View: This will show you how the page looks on the website.

>

Blocks & Patterns

The blocks section is a powerful tool for creating and designing content on your website. Each block represents a different type of content, such as text, images, or videos, and can be easily added to your page or post by clicking on the desired block in the editor. You can customize the look and feel of each block by using the block options and settings, which can be accessed by clicking on the block and using the options in the right sidebar.

MEDIA



Image



Gallery



Audio



Cover



File



Media & Text



Video

DESIGN



Buttons



Columns



Group



Row



Stack



More



Page Break



Separator



Spacer

Some blocks also have additional customization options that can be accessed by clicking on the three dots in the top right corner of the block. With blocks you have complete control over the layout and design of your content, making it easy to create professional and visually appealing pages and posts.

Patterns

Now let's talk about the second tab: the patterns section.

Blocks

Patterns

Featured



Explore

Get any book recommendations?

The patterns section is a feature that allows you to quickly and easily add pre-designed blocks of content to your pages and posts. These patterns, also known as block templates, can be found in the patterns tab of the block inserter and are organized into different categories such as text, media, and layout.

>

Blocks

Patterns

✓ Featured

Buttons

Columns

Footers

Gallery

Headers

Text

Query

Explore

practice in
We believe in
sharing knowledge and promoting dialogue to increase the creative
potential of collaboration.

Heading

[Virtual Tour ↗](#)

Get a virtual tour of the museum. Ideal for schools and events.

[Current Shows ↗](#)

Stay updated and see our current exhibitions here.

[Useful Info ↗](#)

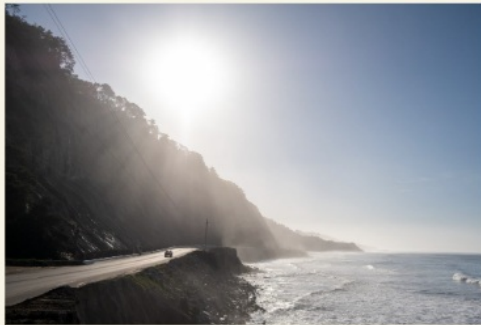
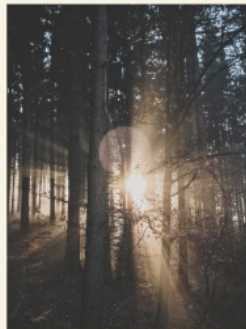
Get to know our opening times, ticket prices and discounts.

Three columns of text

ECOSYSTEM

Positive growth.

Nature, in the common sense, refers to essences unchanged by man; space, the air, the river, the leaf. *Art* is applied to the mixture of his will with the same things, as in a house, a canal, a statue, a picture. But his operations taken together are so insignificant, a little chipping, baking, patching, and washing, that in an impression so grand as that of the world on the human mind, they do not vary the result.



Undoubtedly we have no questions to ask which are unanswerable. We must trust the perfection of the creation so far, as to believe that whatever curiosity the order of things has awakened in our minds, the order of things can satisfy. Every man's condition is a solution in hieroglyphic to those inquiries he would put.

Three columns with images and text



Open Spaces

[See case study 2](#)



Even a child knows how valuable the forest is. The fresh, breathtaking smell of trees. Echoing birds flying above that dense magnitude. A stable climate, a sustainable diverse life and a source of culture. Yet, forests and other ecosystems hang in the balance, threatened to become croplands, pasture, and plantations.

Large header with left-aligned text

Get in Touch

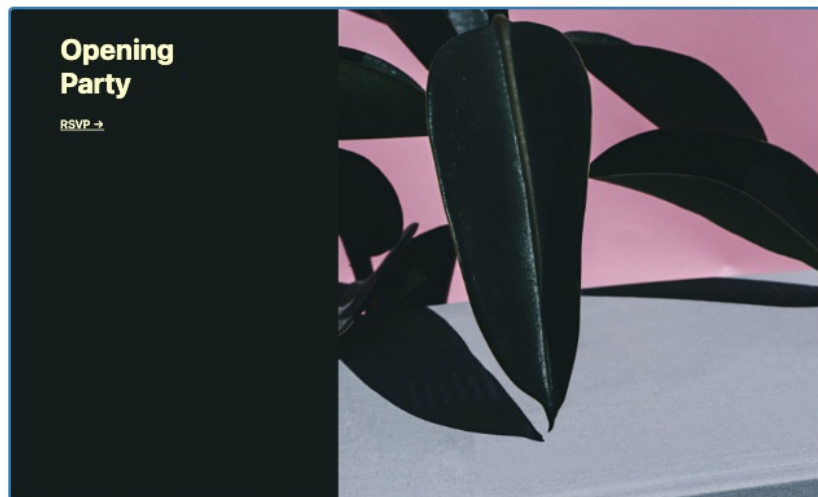
Schedule a Visit

contact us

Simple Call to action

Single Enrich our growing community. • General admission and member discounts for one adult • One free ticket per special exhibition • Two single-use guest passes per year \$110 / year	Family Support special exhibitions. • General admission and member discounts for two adults • Four free tickets per special exhibition • Four single-use guest passes per year \$200 / year	Patron Take support to the next level. • General admission and member discounts for two adults • Five free tickets per special exhibition • Six single-use guest passes per year \$400 / year
--	---	---

pricing table



event

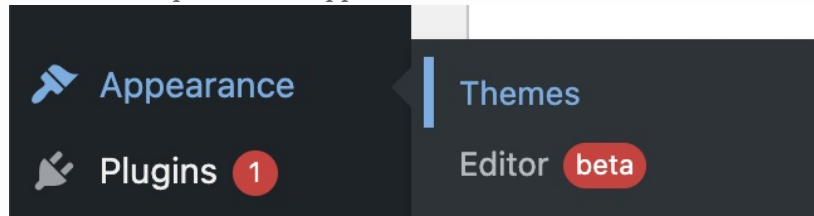
To use a pattern, simply select the desired pattern from the list and it will be automatically added to your page or post. You can then customize the content of the pattern to fit your specific needs by clicking on each block within the pattern and making any necessary changes. Using patterns is a great way to save time and create professional and consistent looking content on your website.

>

🔍 Clarify Your Understanding with additional reading: [Comparing Patterns, Template Parts, and Reusable Blocks](#).

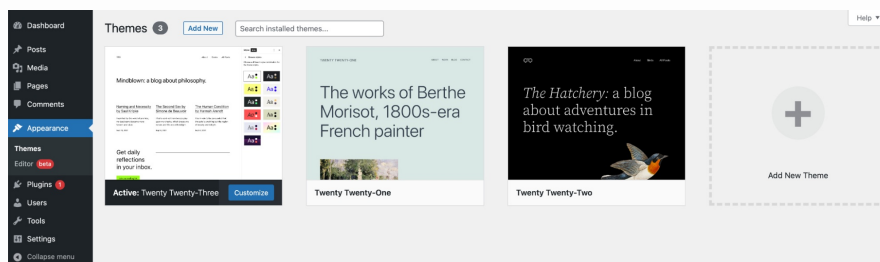
Appearance Menu - Themes

Now we will speak to the Appearance Menu - Themes section.



What is a theme and how do we install one?

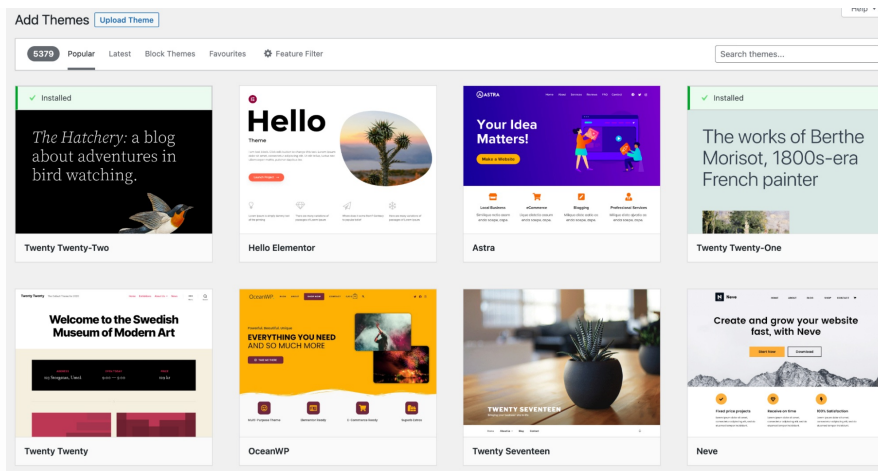
The themes section in WordPress is where you can choose and customize the design of your entire website. A theme is a collection of templates and styles that determine the look and feel of your site, including the layout, colors, and fonts. Your WordPress installation comes with a default theme installed.



It also comes with a variety of free and paid themes to choose from, and you can easily switch between them by going to the Appearance tab in the WordPress dashboard and selecting Themes.

>

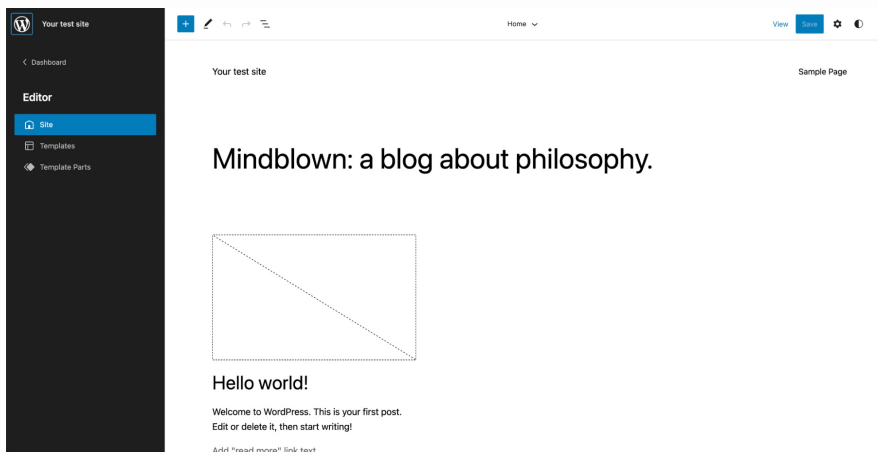
To add a theme you just click 'Add New' and it will bring you a section listing different types of themes. These themes can be filtered by 'Popular', 'Latest', 'Block Themes' and 'Favourites'.



>

Customizing a theme

To customize a theme, you can use the options in the Customize tab, which allows you to change things like the site title and logo, the color scheme, and the layout.



△ Theme used: Twenty Twenty-Three

>

You can also use the Customize tab to preview how your site will look with different themes before making a decision. By choosing and customizing the right theme for your site, you can create a professional and visually appealing online presence.

> The “Customize” option in the Appearance menu is only available if your active theme supports the WordPress Customizer feature. If you don’t see the “Customize” option in your Appearance menu, it could be because your current theme doesn’t support the Customizer. Instead of the “Customize” option, you may see the “Editor” option in your Appearance menu.

>

Lift-Off! Continue to advance your knowledge of the [Site Editor](#) and [Customizer](#) features.

>

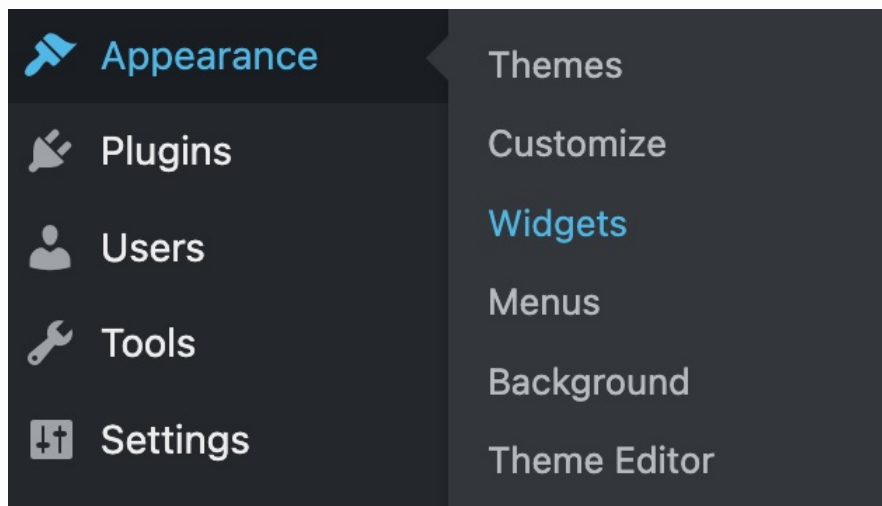
Widgets

WordPress widgets are pre-designed blocks of functionality that you can

add to the sidebars or other widget-ready areas of your WordPress site. They allow you to add content and features to your site without having to write any code.

>

Widgets can be used to display things like recent posts, categories, tags, and a search form. They can also be used to add social media links, a newsletter signup form, and much more.



To use widgets, you need to have a theme installed that supports them, otherwise you will not see the widget option in the menu.

>

Most modern WordPress themes support widgets, and you can find a wide variety of widgets in the WordPress plugin directory. To add a widget to your site, go to the Widgets area of the WordPress customizer and drag the widget from the available widgets list to the sidebar or other widget area where you want it to appear. You can then configure the widget's settings as desired.

>

Widgets are a useful tool for adding and managing content and features on your WordPress site. They are easy to use and can be a great way to customize the look and functionality of your site.

>

Lift-Off! Continue to advance your knowledge of Widgets.

Appearance Header & Footer

Header & Footer

The header and footer of a WordPress site are elements that are typically present on every page of the site. They are located at the top (header) and bottom (footer) of the site, and they often contain elements such as the site's logo, navigation menu, and social media links.

>

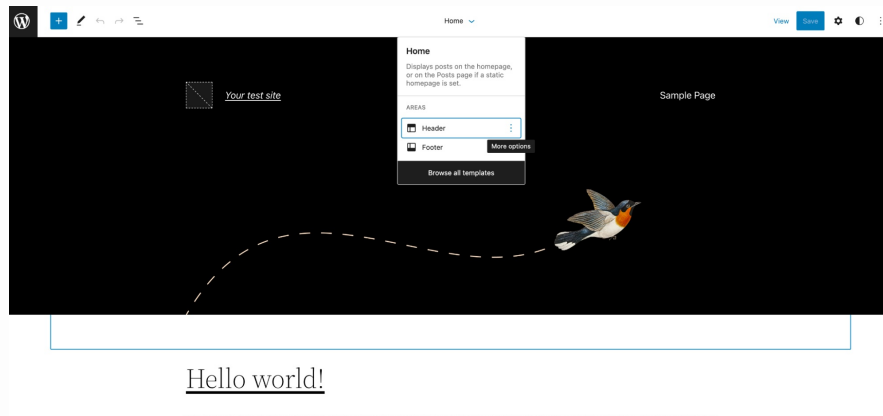
In WordPress, the header and footer are usually defined by the theme that you are using. Most themes allow you to customize the content and appearance of the header and footer, and you can do this by utilizing the WordPress customizer or by editing the theme's templates.

>

In the customizer, you can usually find options for the header and footer under the “Menus” and “Widgets” sections. You can also use plugins or custom code to add additional elements to the header and footer, such as a search form or banner image.

>

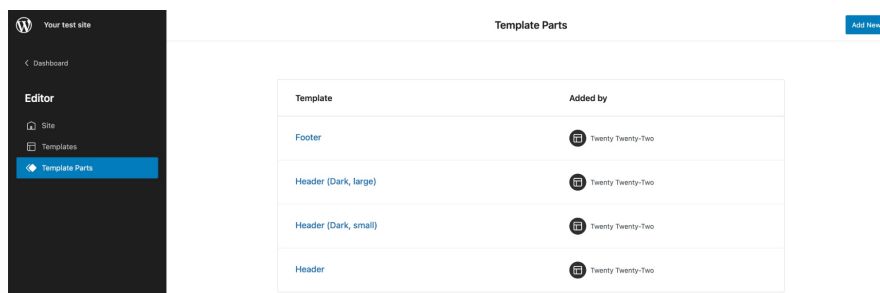
Here's a screenshot of the customizer screen where you can edit the header and footer through a dropdown.



△ Theme used: Twenty Twenty-Two

>

Here's another option in the customizer screen under 'Template Parts.'



The header and footer are important parts of a WordPress site, as they provide a way for users to navigate and interact with the site. It's a good idea to spend some time customizing these areas to ensure that they match the overall design and functionality of your site.

>

Theme Editor

The WordPress theme editor is a tool that allows you to modify the PHP and CSS code of your WordPress theme. It is located in the WordPress dashboard under the “Appearance” menu.

>

Using the theme editor can be a powerful way to customize your WordPress site, but it is also risky, as a mistake in the code can break your site. It is important to be careful when using the theme editor and to make sure that you have a backup of your site before making any changes.

>

To access the theme editor, go to the WordPress dashboard and click on “Appearance” > “Theme Editor.” You will see a list of the theme files on the right side of the screen. To edit a file, click on its name.



If you are not comfortable working with PHP, it is recommended that you use the WordPress customizer or a plugin to make changes to your site. However, if you do want to use the theme editor, it is a good idea to have a basic understanding of PHP and CSS.

>

The theme editor can be a useful tool for making advanced customizations to your WordPress site, but it is important to use it with caution. Always make sure to backup your site before making any changes.

>

warning

It is strongly recommended to use a child theme if you want to customize the code of a WordPress theme using the theme editor or by manually editing the theme files.

A child theme is a separate theme that inherits the functionality and styling of its parent theme, but allows you to modify and customize the theme without affecting the original code.

If you make direct changes to the parent theme's code using the theme editor or by manually editing the files, you risk losing your modifications when the theme is updated.

Soar to New Heights! (For Advanced Users) You can learn [How to Create a WordPress Child Theme \(2 Methods\)](#) from [WPBeginner](#).

Conclusion & Takeaways

Understanding the capabilities of the Gutenberg editor and how it helps create and edit pages is extremely important in order to build a beautiful website. Once you create your pages, diving into the theme, understanding widgets, headers and footers will help you round off your website and give it a polished look. WordPress provides you with multiple different ways to edit your pages and themes – from editing the code directly to installing plugins and widgets to help you get the job done. All of this will help you build and launch your ideal website.

Creating our first page and first post!

Goals

By the end of this lesson you will:

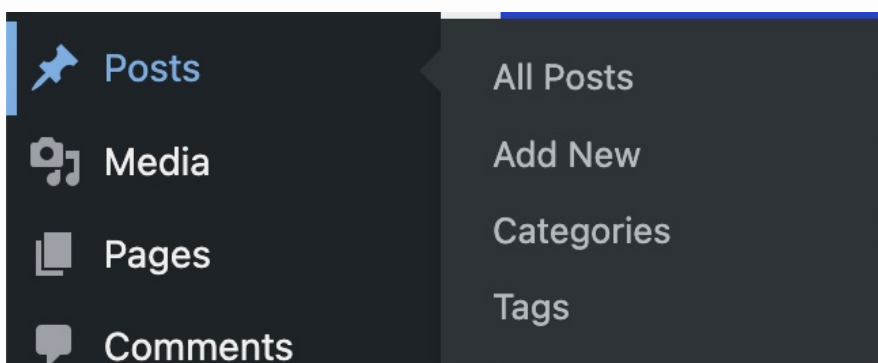
- Be able to create your first post consisting of categories and media
- Understand how to create a new page in the editor and how to attach media and style content

Introduction

Welcome to the process of creating your first post and first page in WordPress! Creating a post involves adding a title, some content, and possibly some media such as images or videos. You can preview the post before publishing it, and add tags and categories to help organize and classify it. Creating a page is similar, but it is typically used for more static content such as an “About” or “Contact” page. In addition to adding a title and content, you can also add a featured image and media to the page. You can style the text and add formatting to make the page look the way you want it to. After making any necessary changes, you can preview the page and then publish it by setting the permalink, which is the URL that the page will be accessible at.

Creating our first post

Now let’s move onto the fun stuff! On your left hand in your WP admin section with the black bar you will see ‘Posts.’

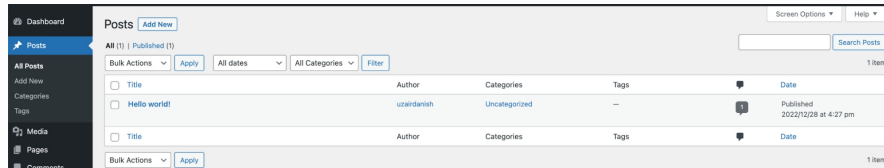


Once you click ‘Posts’ it will bring you to the ‘Posts’ section.

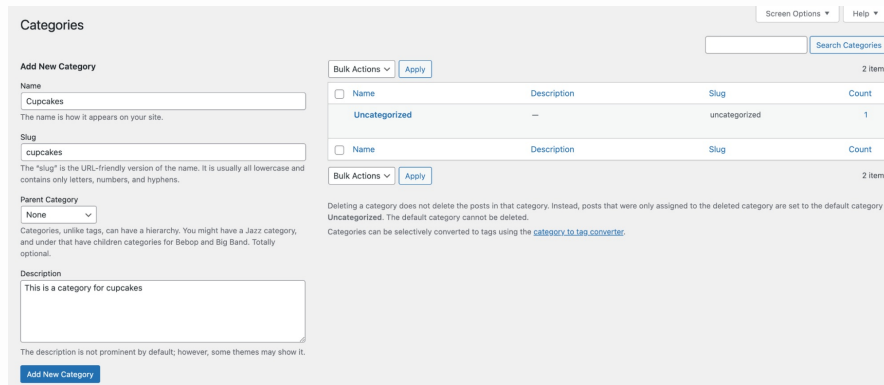
>

Creating our first Category

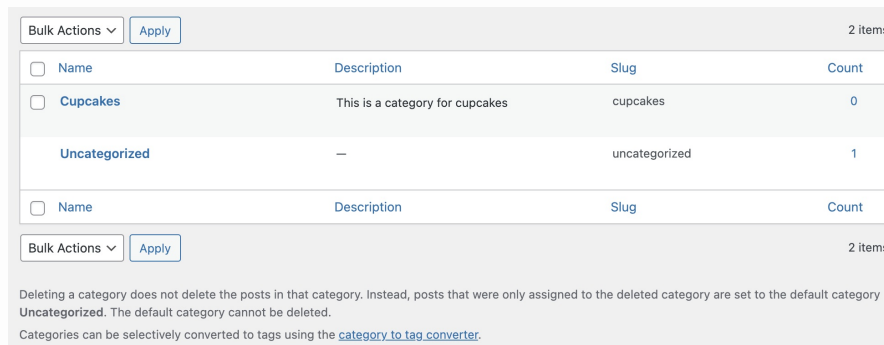
On the left hand side in the black bar in the WP admin section side under 'Posts' click 'Categories'. You will then be brought to the 'Categories' page.



Now on this page let's create a 'Name' 'Slug' and 'Description' for our first category.



Now click 'Add New Category' and voila! You have your first Category.



You can see that the categories list shows you the description and slug. The count represents the amount of Posts that have been tagged with this category.

>

Remember that categories are for organizing your content and grouping your posts. Next, we'll cover tags which provide a more specific and detailed way to classify content.

>

Creating our first Tag

Now that we have our first category we want to create our first tag. On the same menu on the left hand side, you can see 'Tags'. Clicking on that will bring you to the 'Tags' page.

Screen Options ▾

Help ▾

Tags

Add New Tag

Name

Red Velvet Cupcakes

The name is how it appears on your site.

Slug

red-velvet-cupcakes

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

Description

This tag is for red velvet cupcakes

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

Add New Tag

Bulk Actions ▾

Apply

1 item

☐	Name	Description	Slug	Count
☐	Name	Description	Slug	Count

Bulk Actions ▾

Apply

1 item

Tags can be selectively converted to categories using the [tag to category converter](#).

We are going to fill out this section in the same way as we did with our category. Add a 'Name', 'Slug', and 'Description' then click 'Add New Tag'. Since we named our first category 'cupcakes', let's make our tag more specific and detailed.

Bulk Actions

Apply

☐

Name

Description

Slug

Count

☐

Red Velvet Cupcakes

This tag is for red velvet cupcakes

red-velvet-cupcakes

0

☐

Name

Description

Slug

Count

Bulk Actions

Apply

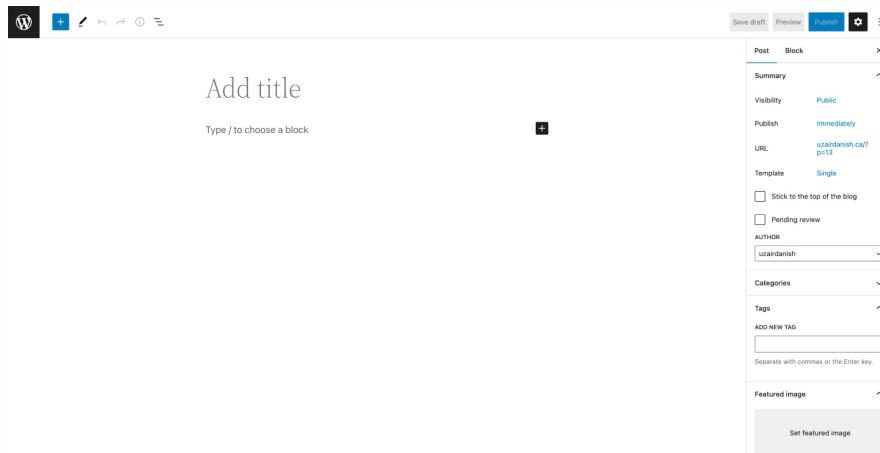
1 item

Tags can be selectively converted to categories using the [tag to category converter](#).

fill out information

Adding Text and Media

Now that we have our categories and tags created, let's go back to creating our post. On the left hand side under 'Posts' click 'Add New' and this will bring you to the post editor screen.



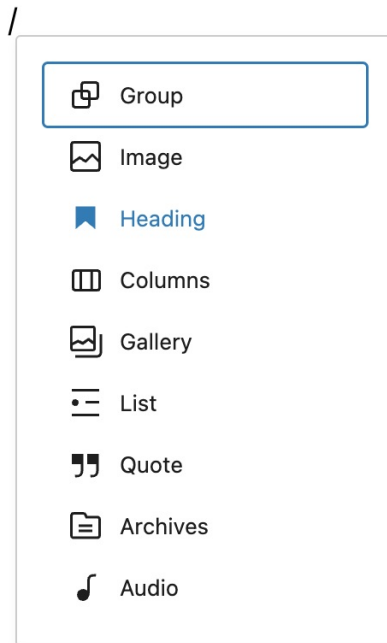
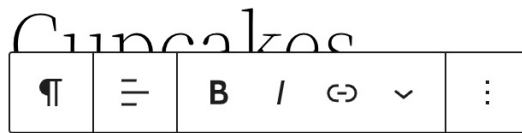
△ Theme used: Twenty Twenty-Two

>

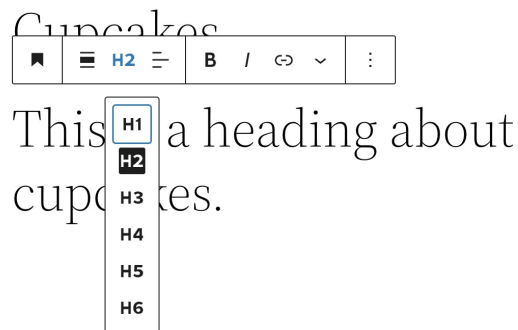
Now let's add a title where it says 'Add title' and below that you can either click the '+' button or type '/' to choose a block.

>

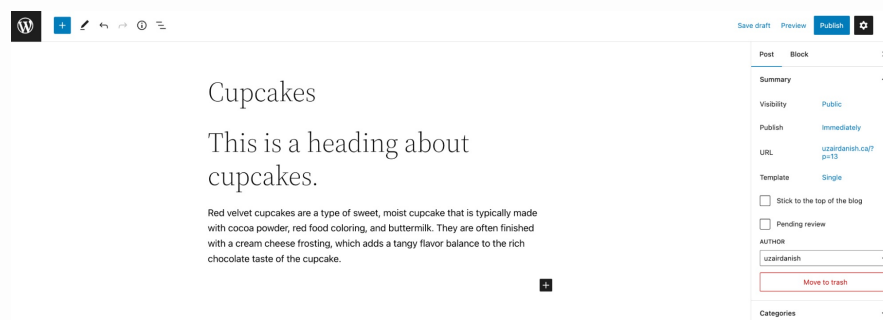
Let's choose the 'Heading' block.



Once you add a heading you can choose to change the size from H1-H6.



Now we can add a paragraph about red velvet cupcakes using the block editor and choosing 'Paragraph.'



Now that we have the base of the post, we can add a media image under 'Featured Image.'

Featured image



Set featured image

Clicking this will open up your media library and allow you to set a featured image.

Featured image



Replace Image

[Remove featured image](#)

Once this is done we can set our categories and tags for the post. For tags you can start typing and it will auto suggest from the tags you have created.

Categories



- ☐ Cupcakes
- ☐ Uncategorized

[Add New Category](#)

Tags



ADD NEW TAG

red
<u>Red</u> Velvet Cupcakes

Separate with commas or the Enter key.

Now you can choose the visibility to be either public or private, require it to be reviewed before going live, when to publish and whether you want the post to be stuck to the top of the blog or not.

PostBlock

×

Summary

^

Visibility

Public

Publish

Immediately

URL

uzairdanish.ca/?p=13

Template

Single

☐

Stick to the top of the blog

☐

Pending review

And finally you can either save it as a draft, preview it or publish it if you're ready.

Save draft

Preview

Publish



Once you publish it will provide you with the URL and let you know that your post has been published. You can now view your post.

Cupcakes is now live.

What's next?

POST ADDRESS

1.ca/2023/01/04/cupcakes/

Copy

View Post

Add New Post

Now click on 'View Post' and voila! You've got your new post!

Cupcakes



This is a heading about
cupcakes.

Red velvet cupcakes are a type of sweet, moist cupcake that is typically made with cocoa powder, red food coloring, and buttermilk. They are often finished with a cream cheese frosting, which adds a tangy flavor balance to the rich chocolate taste of the cupcake.

January 4, 2023 uzairdanish [Cupcakes](#) [Red Velvet Cupcakes](#)

Leave a Reply

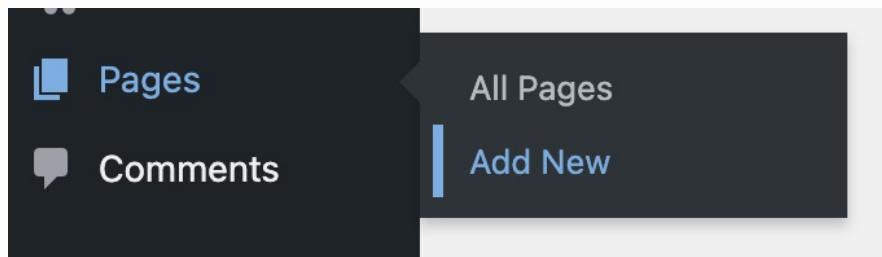
Logged in as [uzairdanish](#). [Edit your profile](#). [Log out?](#) Required fields are marked *

view post

Creating our first page!

Now that we have our first post. We will create our first page. This will be fairly similar to creating a post but with a few differences.

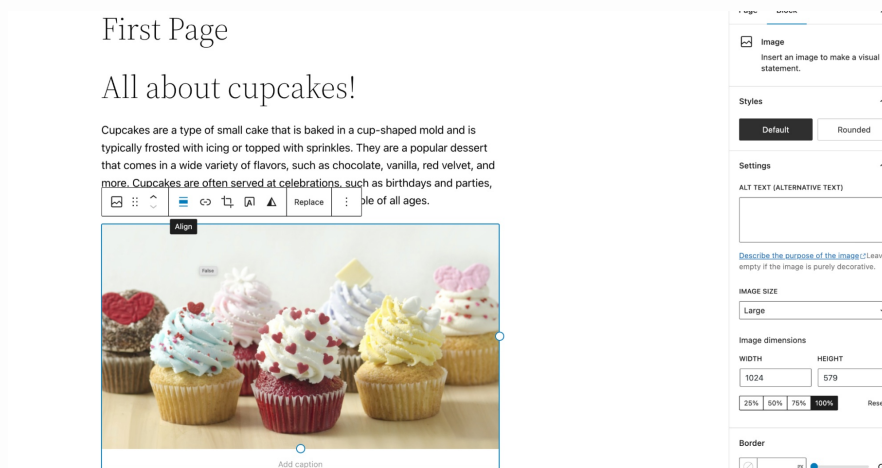
On the left hand side where it says 'Pages', hover over it and click 'Add New.'



You will be brought to the same editor as when you were creating a post. Let's follow the same process: create a title, add a heading, a paragraph and an image, but this time in the content as well as the featured image.

>

When you add an image in the content it gives you many editing options like cropping, aligning, filters and much more.



>

Styling text

Now let's style our heading. To do this click away on the white space to deselect the image. Now click on your headline and in the right panel click on 'Block'. This will display the different options for editing your heading block.

All about cupcakes!

Cupcakes are a type of small cake that is baked in a cup-shaped mold and is typically frosted with icing or topped with sprinkles. They are a popular dessert

Change the color and typography of your heading to your liking.

Page

Block

X



Heading

Introduce new sections and organize content to help visitors (and search engines) understand the structure of your content.

Colour



Text



Background



Link

Typography



SIZE DEFAULT



S

M

L

XL

APPEARANCE

Default



LETTER CASE

— AB ab Ab

>

Advanced Settings & Permalink

After you do that, you can scroll down to ‘Advanced.’ This option will allow you to add an HTML anchor and also additional CSS classes if you choose to edit or target a specific element with code.

Advanced



HTML ANCHOR

Enter a word or two — without spaces — to make a unique web address just for this block, called an “anchor.” Then, you’ll be able to link directly to this section of your page.

[Learn more about anchors](#) 

ADDITIONAL CSS CLASS(ES)

Separate multiple classes with spaces.

Now let’s change the permalink for the page we just created. This can be anything you want, it should usually be the page title. For this example our page will be the ‘About’ page. You want to click on the ‘Page’ tab and under ‘URL’ you can change the ‘Permalink’ to ‘About.’ This will change your permalink and you can preview your URL below under ‘View Page.’

Page	Block	×
Summary		^
Visibility	Public	
Publish	Immediately	
URL	uzairdanish.ca/about/	

URL
×

PERMALINK

The last part of the URL. [Learn more.](#)

View Page

<https://uzairdanish.ca/about/>

Now you can preview and publish your page if everything looks good to you.

>

You will notice that the page looks different than posts: it only has the elements that you added, along with the styling and an image in the content.

First Page

All about cupcakes!

Cupcakes are a type of small cake that is baked in a cup-shaped mold and is typically frosted with icing or topped with sprinkles. They are a popular dessert that comes in a wide variety of flavors, such as chocolate, vanilla, red velvet, and more. Cupcakes are often served at celebrations, such as birthdays and parties, and they are a tasty treat that can be enjoyed by people of all ages.



Now you've got your first page and your first post! They are both similar in the backend, and depending on your settings they can have differences.

Key Terms and Concepts

LocalWP: LocalWP is a software tool that allows you to install and run WordPress on your local computer for development and testing purposes. It creates a local server environment on your computer, allowing you to work on your website locally before publishing it to the web.

WordPress: WordPress is an open-source content management system (CMS) that allows users to create and manage websites. WordPress is highly customizable and offers a wide range of features and functionality through themes and plugins.

WordPress.org (Self-hosted): WordPress.org is the website where you can download the open-source WordPress software and access documentation, support forums, and other resources. It is owned and operated by the WordPress community and is the platform that powers millions of websites around the world.

NEW WordPress.com: WordPress.com is a website hosting service that offers a simplified version of WordPress with pre-built templates and limited customization options. It is owned and operated by Automattic, the company behind WordPress.org.

It is important to know the difference between WordPress.org and WordPress.com because they are two different platforms for creating and managing a WordPress website, each with its own advantages and limitations.

	WordPress.org (Self-hosted)	WordPress.com
Ownership & Control	Full ownership and control of your website, including your domain name, hosting, and content	Limited to the themes and plugins provided by the platform, and you have less control over your content and data
Cost & Scalability	Requires you to purchase your own domain name and web hosting, which can be more expensive upfront but gives you more flexibility and scalability in the long run	You can start with a free plan but may need to upgrade to a paid plan to access more features and functionality, and you are limited to the platform's hosting and resources

Functionality

Provides more flexibility and customization options, including access to a vast library of plugins and themes that can add features and functionality to your site

Limited to the features and tools provided by the platform, and you may need to upgrade to a paid plan to access certain features or customization options

Conclusion & Takeaways

Now that you know how to create and publish posts and pages, this knowledge will help you create the pages and posts required to get your site up and running. The styling and permalinks, along with tags and categories, will all work in tandem to connect and build your site architecture. There are many other options and ways to style your posts and pages along with their block elements, which we will go over in future lessons.

Adding a theme and Creating your website header and footer menu

Goals

By the end of this lesson you will:

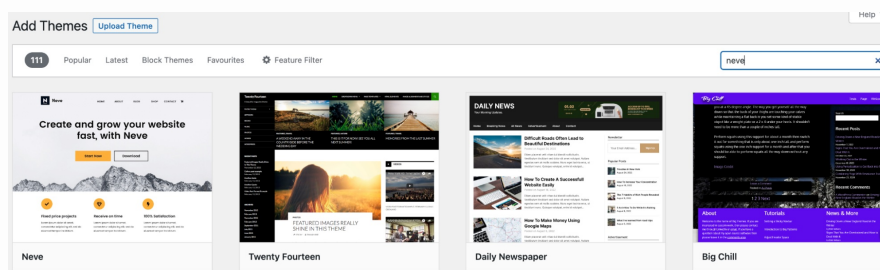
- Understand how to add a theme to a website in order to change its appearance and layout.
- Learn how to create both header and footer menus for a website, including adding menu items and customizing their layout and appearance.

Introduction

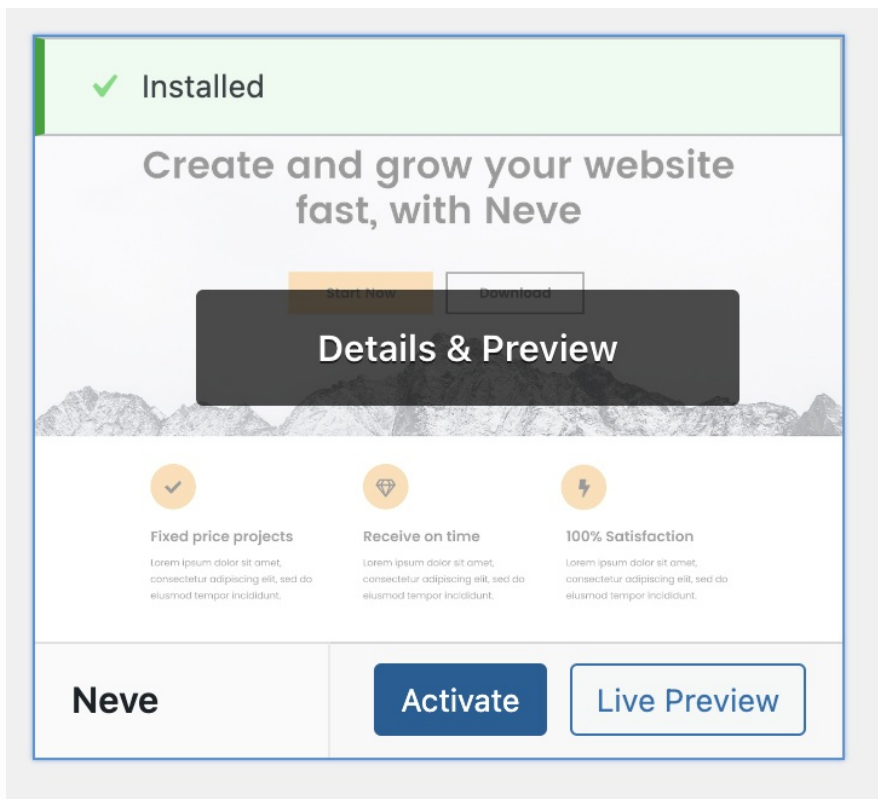
In this module, we will cover two important aspects of designing a WordPress website: adding a theme and creating the header and footer menus. The theme of your site plays a significant role in its overall appearance and layout, and being able to add and customize a theme is a useful skill to have. In addition, the header and footer menus are essential elements of a website, as they allow users to navigate and access different pages and content. We will cover the steps to add a theme and customize the header and footer menus to fit your needs.

Installing a theme

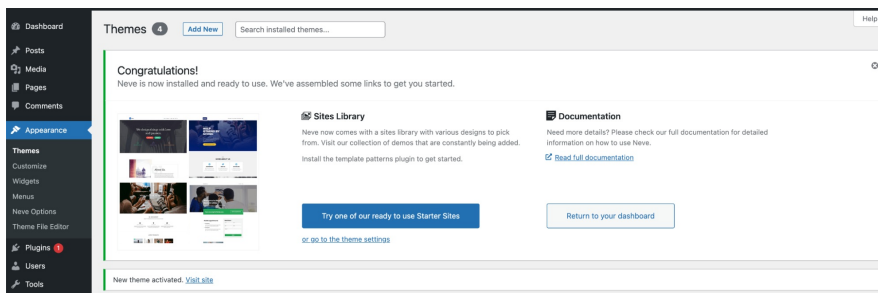
Let's get started and install a free theme. You can choose to install whatever theme you would like but for this example we will install a free theme called Neve. You go to Appearances > Themes and click 'Add New' at the top. In the search bar, type in 'Neve' and install the first one.



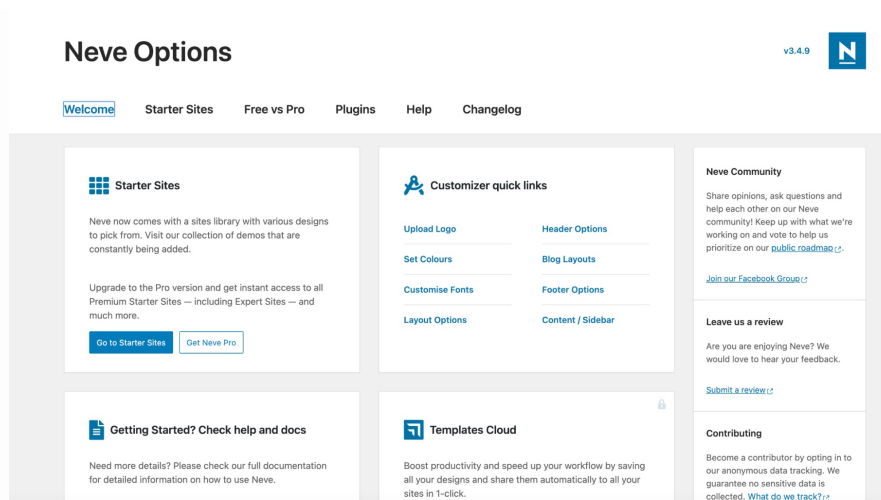
After it's done installing, an 'Activate' button will appear, click that to activate the theme.



Once you activate the theme you will notice more options have been added under your 'Appearance' section, including options to use Starter Sites which are pre-built templates. Congratulations: you've installed your first theme!



With the free theme you will get the basic options that you need like styling a header and footer along with the ability to create and control widgets. Now we want to go to the 'Theme Options'. This link is going to be under 'Appearance', and will be called 'Neve Options'.



Once you're here Neve allows you to do many things like uploading your website logo, creating and styling your header and footer, setting global CSS like colors and fonts along with layout options for your blog, pages and content.

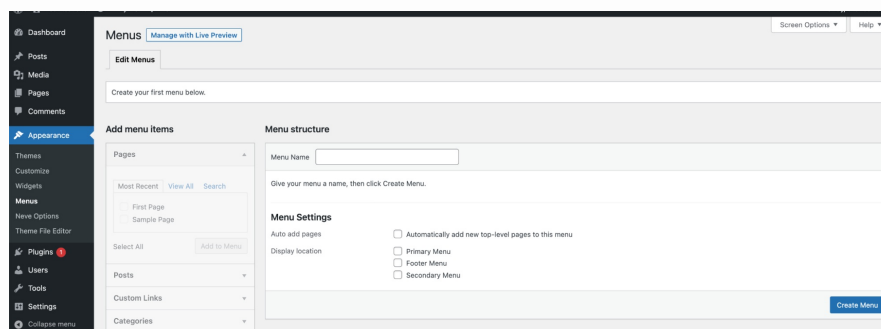
>

Now that we have this setup and ready to go, let's create our first header.

>

Creating a header menu

A header menu contains links to the pages that you want your visitors to browse to. So, in order to create a header menu we need to have those pages created. Let's go to 'Appearance' and then click on 'Menus' to create our first header menu.



Under 'Menu Name' give your menu a name and under 'Display locations' choose 'Primary Menu.' The three different options shown here control where your menu will appear. Primary Menu is usually in the header, a footer menu is in the footer and a secondary menu can be used for anchoring or sidebars.

Add menu items

Pages

Most Recent

View All

Search

First Page

Sample Page

Select All

Add to Menu

Posts

Custom Links

Categories

Menu structure

Menu Name

Main Menu

Give your menu a name, then click Create Menu.

Menu Settings

Auto add pages

☐ Automatically add new top-level pages to this menu

Display location

☒ Primary Menu

☐ Footer Menu

☐ Secondary Menu

Create Menu

Once you fill in the details and select 'Primary Menu' click 'Create Menu'. Once you create your menu the left side will become active and allow you to choose the pages and posts that you want in your menu.

Add menu items

Pages

Most Recent

View All

Search

☐ First Page

☐ Sample Page

☐ Select All

Add to Menu

Posts

Custom Links

Categories

Custom links can be anything you want them to be: a URL or an ID, and will create a link in the menu. Let's create one custom link with '#' in the URL, meaning that clicking on it won't send the user anywhere. This is just for demonstration purposes . For the Link Text let's input 'Test Menu Link' and click 'Add to Menu.'

Custom Links

URL

https://

Link Text

Add to Menu

This will display the new link on the right hand side now, meaning it has been added. Now we want to add the pages we created to the menu as well.

Add menu items

Pages

Most Recent

View All

Search

☒ First Page

☒ Sample Page

☒ Select All

Add to Menu

Menu structure

Menu Name

Main Menu

Drag the items into the order you prefer. Click the arrow on the right of the item to reveal additional configuration options.

☐ Bulk Select

Test Menu Link

Custom Link

Remove Selected Items

You can even add your posts to the menu, so let's do that too.

Posts

Most Recent

View All

Search

☒ Cupcakes

☒ Hello world!

☒ Select All

Add to Menu

Custom Links

Categories

Drag the items into the order you prefer. Click the arrow on the right of the item to reveal additional configuration options.

☐ Bulk Select

Test Menu Link

Custom Link

First Page

Page

Sample Page

Page

☐ Bulk Select

Remove Selected Items

Now that we've added everything your menu should look similar to this:

Pages ▾

Posts ▲

Most RecentView AllSearch

☐ Cupcakes

☐ Hello world!

☐ Select All

Add to Menu

Custom Links ▾

Categories ▾

Menu NameMain Menu

Drag the items into the order you prefer. Click the arrow on the right of the item to reveal additional configuration options

☐ Bulk Select

Test Menu LinkCustom Link ▾

First PagePage ▾

Sample PagePage ▾

CupcakesPost ▾

Hello world!Post ▾

☐ Bulk Select

[Remove Selected Items](#)

You can drag and rearrange the menu as you please if you want to display the menu items in specific order.

Creating a sub-menu

Now that you have your menu you can drag one of the menu items below another and slightly to the right so that it will become a child element of the menu item above it. If you want, you can even have multiple levels of submenus!

Menu structure

Menu Name

Drag the items into the order you prefer. Click the arrow on the right of the item to reveal additional configuration options.

☐ Bulk Select

Test Menu Link

Custom Link ▾

First Page *sub item*

Page ▾

Sample Page *sub item*

Page ▾

Cupcakes

Post ▾

Hello world!

Post ▾

Now you can scroll to the bottom right and click on ‘Save Menu’ to save your menu.

Menu Settings

Auto add pages

☐ Automatically add new top-level pages to this menu

Display location

☒ Primary Menu
☐ Footer Menu
☐ Secondary Menu

[Delete Menu](#)

Save Menu

>

Creating a footer menu

We can create a footer menu in the same exact way. You can click ‘create a new menu,’ give it a name, then add the pages, posts and custom links you’d like to have in your footer menu.

Edit your menu below, or [create a new menu](#). Do not forget to save your changes!

The only difference is under ‘Menu Settings’ you should select ‘Footer Menu’ as the display location.

Menu Settings

Auto add pages

☐ Automatically add new top-level pages to this menu

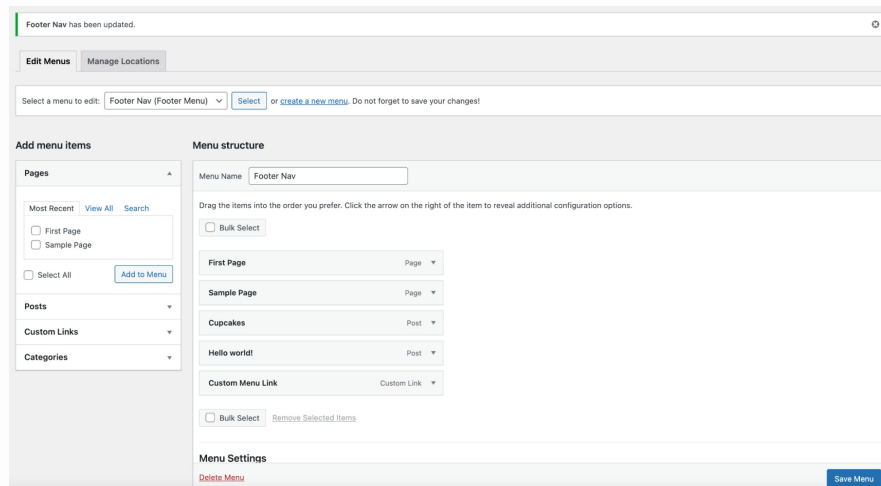
Display location

☐ Primary Menu (Currently set to: Main Menu)

☒ Footer Menu

☐ Secondary Menu

After creating the menu, save it and now you have your footer menu!



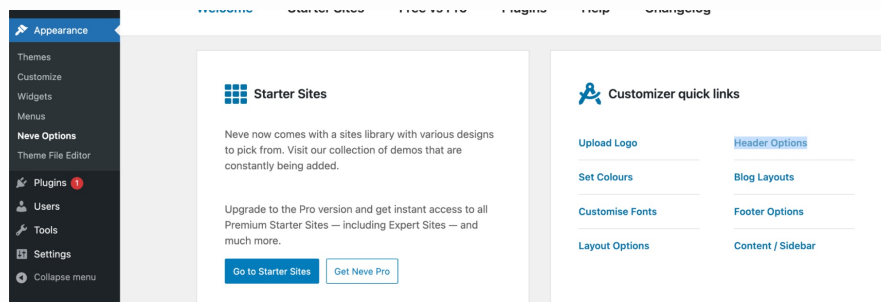
>

How to display the menu

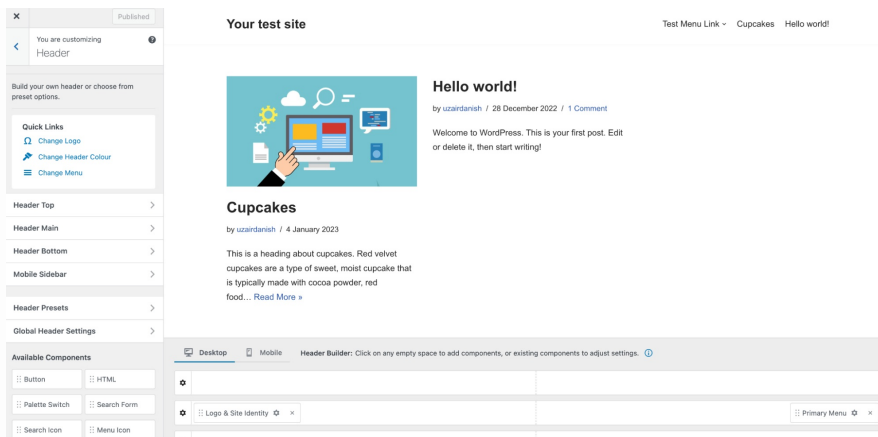
Now that we have created our menus. Let's display them using our newly download theme and its editor.

>

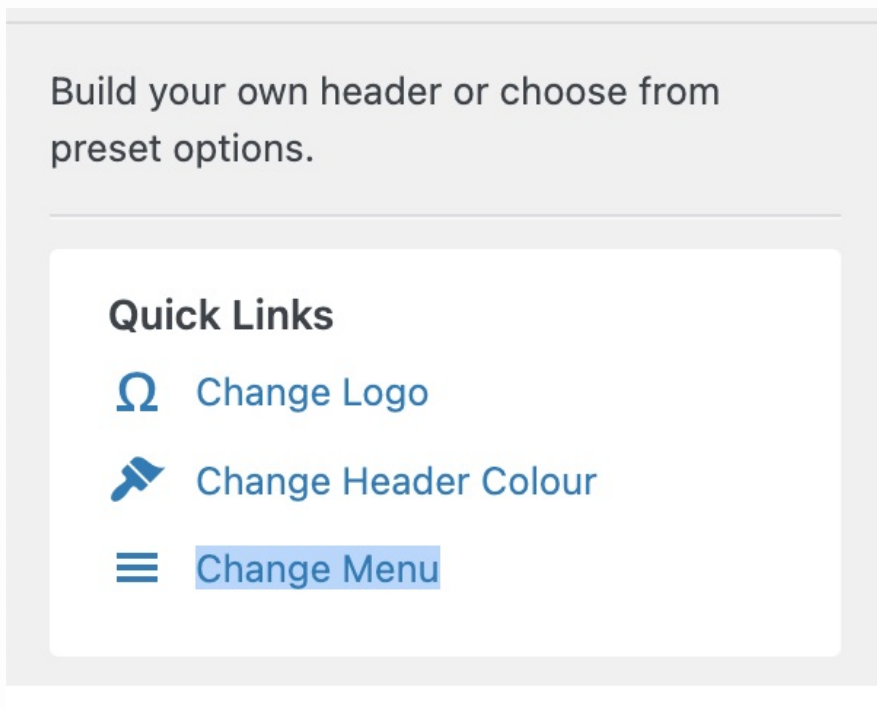
Let's go back to our theme options under Appearance > Neve Options and then select Header Options.



This will bring you to the editor where you can see the header menu displayed on the right hand side.



If for any reason you want a different menu you can click the ‘Change Menu’ option and then ‘Primary Menu.’



This will bring you to dropdowns that allow you to select the menu you want for each location.



Customizing ▸ Menus

View All Locations

Your theme can display menus in 3 locations. Select which menu appears in each location.

If your theme has widget areas, you can also add menus there. Visit the [Widgets panel](#) and add a "Navigation Menu widget" to display a menu in a sidebar or footer.

Primary Menu

Main Menu



[Edit Menu](#)

Footer Menu

Footer Nav



[Edit Menu](#)

Secondary Menu

— Select —



[+ Create New Menu](#)

customize menu

Styling the Menu

There are many ways to style the menu through the theme; the main and most straightforward one would be to use the editor. If you hover over your menu you will see a blue pencil and when you click that it will open up a styling section on your left hand side.



You can click the 'Style' tab and style your menu accordingly.

×

Publish ⚙

⏪

Customizing ▸ Header
Header Main

?

🏠 Layout

 Style

Row height

🖥

📺

📱

PX

EM

REM

0

Reset

Border Width

🖥

📺

📱

PX

0

Reset

Border Colour

🌐

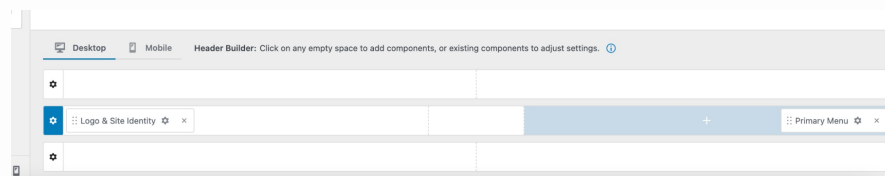
Text Colour



Row Background

Color	Image
Color	

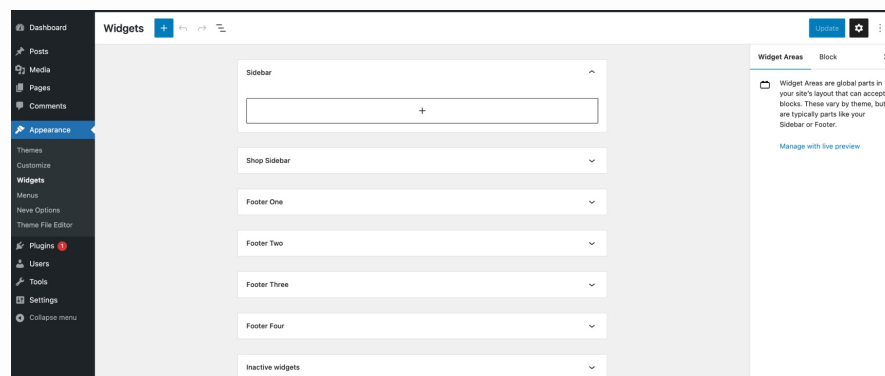
In the bottom of the page you can also change the layout:



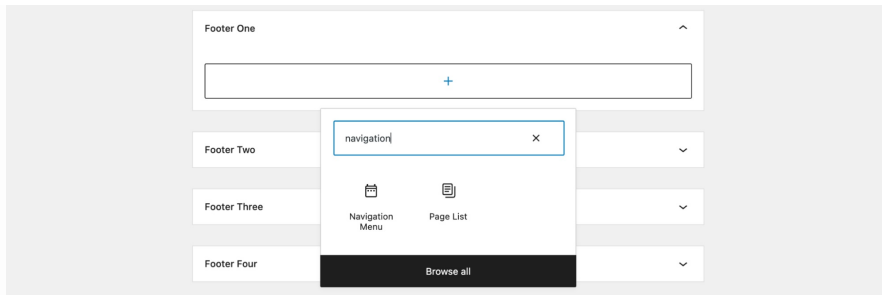
>

Displaying the footer

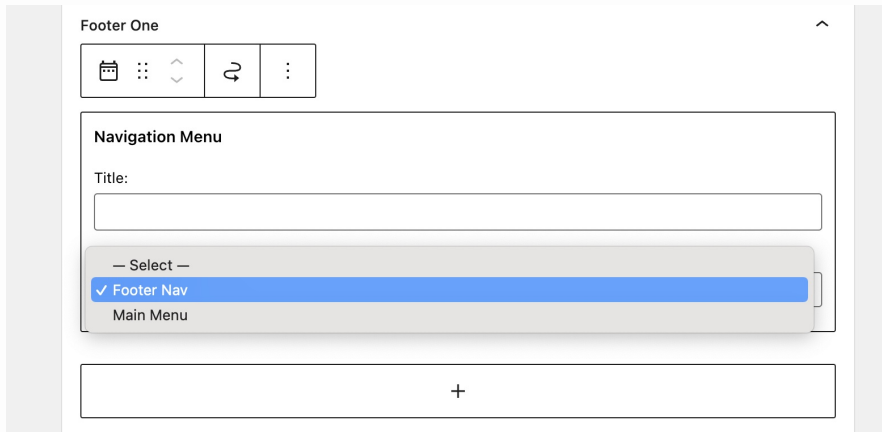
Displaying the footer is a different process; for this we have to use Widgets. So on the left hand side we want to go under 'Appearance' and click 'Widgets.'



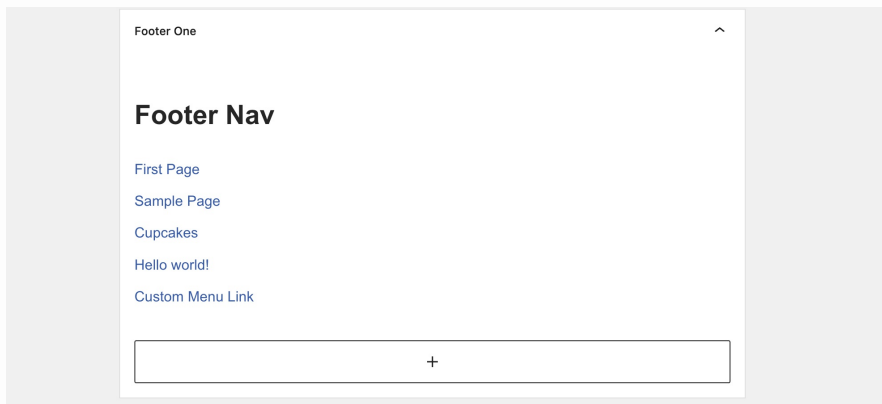
Under 'Footer One' you want to click 'Add New Block,' then type in 'Navigation' and select 'Navigation Menu.'



Once that comes up select your 'Footer Nav' and name it Footer Nav.



Once you click away you will see the footer nav:



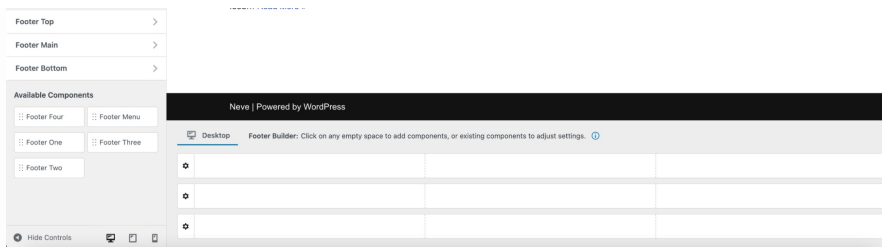
Now in the top right hand corner select 'Update.'



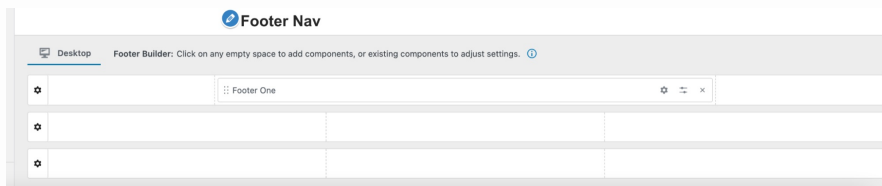
Once this has been created you can go to 'Nevi Options' theme options and select 'Footer Options.'

>

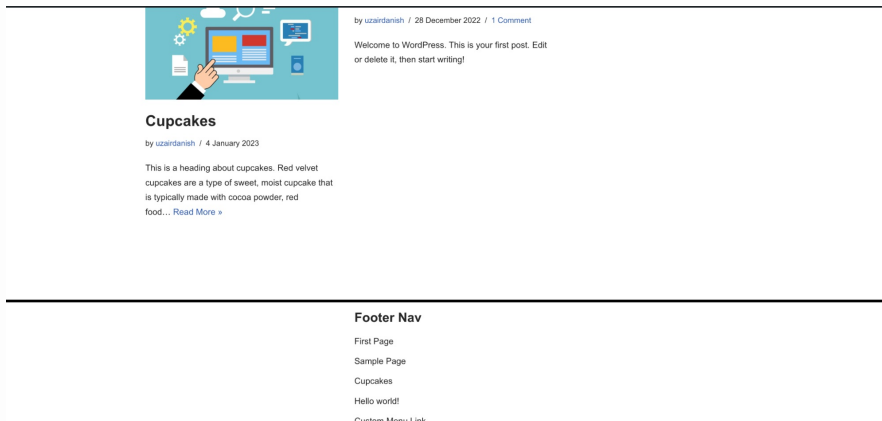
You will be back on the editor screen for the footer. Here you can select your widget.



You can click on the gear icon and change the layout if you'd like. Once you have done that you can drag 'Footer One' (which is the widget that we just added) into one of the boxes on the right.



The styling options are on your left if you would like to modify them as well. Once you're done, on the top left you can click publish and voila! You've got your footer set up and ready to go!



>

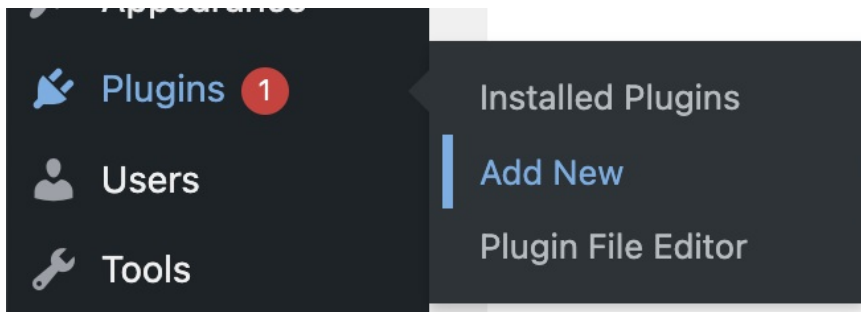
Adding a plugin

Plugins are an essential part of WordPress because they allow you to add additional functionality to your website. From contact forms to SEO tools, there are thousands of plugins available to help you customize your website and enhance its capabilities. So let's see how we can install a plugin.

>

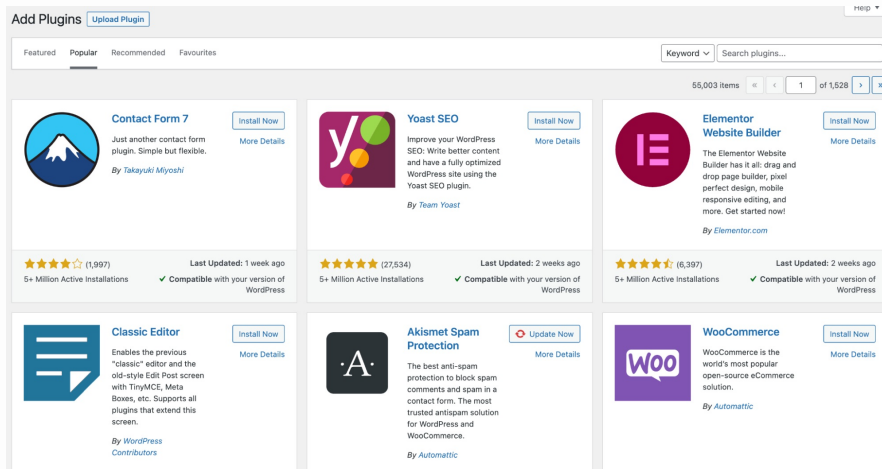
On the left hand side you will see the 'Plugins' option. Hover over it and click 'Add New.'

>



>

Here you can search for and add new plugins. You can navigate through the tabs, or click 'Popular' to see the most popular plugins.



If you find one you want to use, you can just click 'Install Now' and then a button will display allowing you to activate the plugin. Go ahead and click it.

Featured Popular Recommended Favourites



Contact Form 7

Just another contact form plugin. Simple but flexible.

By *Takayuki Miyoshi*

Activate

[More Details](#)

★★★★☆ (1,997)

5+ Million Active Installations

Last Updated: 1 week ago

✓ Compatible with your version of WordPress

Once the plugin is activated, the specific plugin menu will display on the left hand side vertical black bar to allow you to customize and setup the plugin.

>

In this case we downloaded a contact form so now we can see the 'Contact' menu item.

The screenshot shows the WordPress dashboard with the 'Contact Forms' menu item highlighted in the left sidebar. The main content area displays the 'Contact Forms' settings page, which includes a table of installed contact forms.

☐	Title	Shortcode	Author	Date
☐	Contact form 1	[contact-form-7 id="32" title="Contact form 1"]	uzairdani	2023/05/04 at 5:29 pm

Depending on the plugins you download a unique menu will be added to the left hand side in the main menu.

Conclusion & Takeaways

The header is the first piece of your site that your visitors see and it outlines the main pages that you want them to visit, so it is very important to have all the main pages available and style it well. The footer can contain those same pages, as well as any legal or copyright text you would like to have. Installing specific plugins can help you extend your site's functionality and build everything out more efficiently and quickly.

Wordpress CSS Edits using Customizer

Goals

- Make CSS edits using customizer option in Wordpress
- Understand how it works and how you can edit elements created through CSS

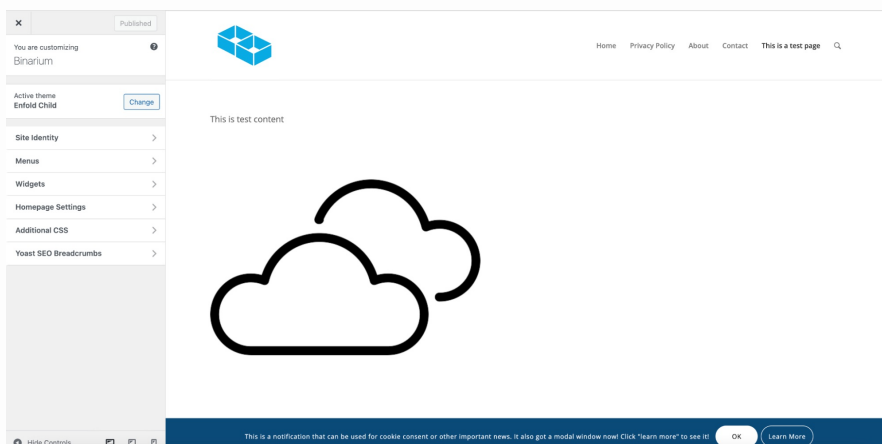
For this section we want to get familiar with another Wordpress action that allows us to make CSS edits to our page.

So for this, let's create a test page, or if you already have a test page created just use that.

At the top of the page (when viewing it) there is a black bar with an option called 'Customize.'



When you click it a menu pops up on the left with different options.



Depending on the plugins and themes you have installed, there will be small differences.

>

From here you can click the option called 'Additional CSS.'

Additional CSS



This will open up a code editor along with some instructions.



Customizing Additional CSS



Add your own CSS code here to customize the appearance and layout of your site.

[Learn more about CSS](#) 

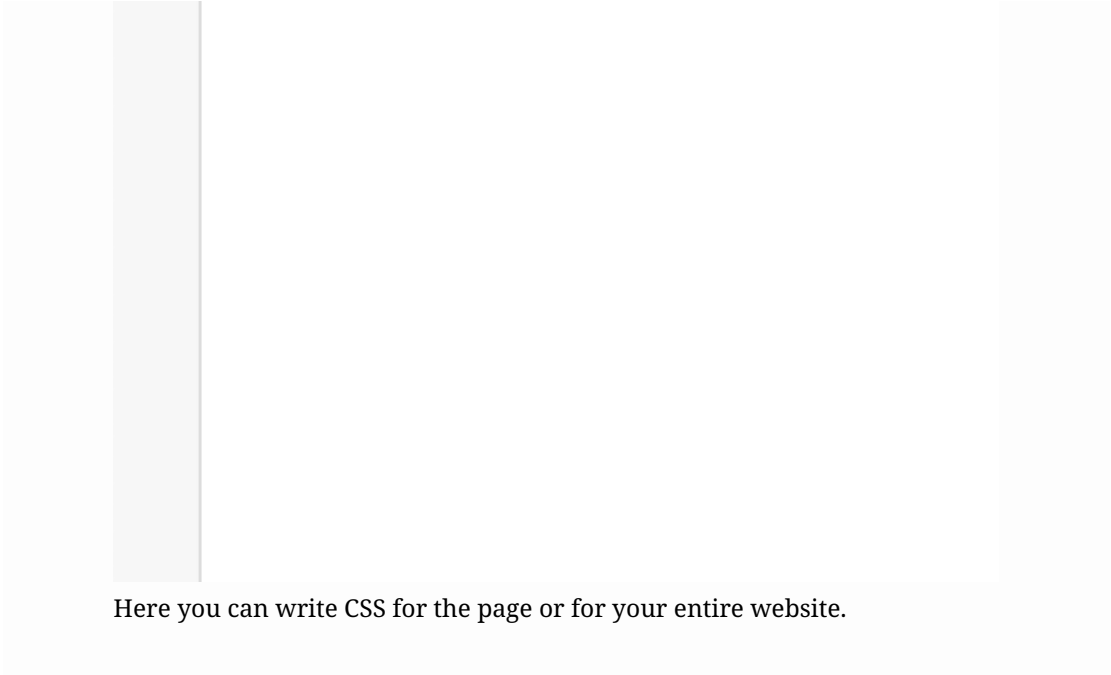
When using a keyboard to navigate:

- In the editing area, the Tab key enters a tab character.
- To move away from this area, press the Esc key followed by the Tab key.
- Screen reader users: when in forms mode, you may need to press the Esc key twice.

The edit field automatically highlights code syntax. You can disable this in your [user profile](#)  to work in plain text mode.

[Close](#)

1



Here you can write CSS for the page or for your entire website.

Exercise

Exercise:

1. Assign a class or ID to an element on your test page. For this exercise let's do it to our <p> tag. *(You will need to edit the page itself through "Edit Page")*
 2. Update the page once you have assigned the class or ID.
 3. Now go to the front end and click customize
 4. Click additional CSS
 5. In the editor - using your recently assigned class exercise make the following CSS changes:
 - a. Change the color of your paragraph line to red
 - b. Add an underline to the paragraph line
 - c. Center align it.
 6. Now save and publish your changes.
- >

Duration: 30-45 mins

Creating a page and editing it using CSS in Wordpress

Goals

By the end of this case you will:

- Style a full page
- Adjust element styles and override them
- Have a finished product

Instructions:

1. Create a new page
2. Give it a title
3. Create a heading
4. Add an image
5. Add some paragraph text
6. Add a horizontal line
7. Add one last image
8. Add some more paragraph text

Now that we have that. Using CSS and the customizer while assigning classes to your elements do the following:

1. Make the heading 32px and center align it
2. Make the image align left and give it a width of 50%
3. Align the first paragraph text you create to the right of the image
3. Align the second image to the center
4. Align the second paragraph text under the image and make it italics

Duration: 45 mins - 1 hour

Project

Putting it all together - Creating your Wordpress website

Goals

For the following project you have a couple of alternatives to consider when approaching the upcoming task. Choose 1 option from the 2 options below.

OPTION 1

You will be iterating on the work you completed from Project 4, continuing to build and improve your personal website, but doing so by using Wordpress.

OPTION 2

Build a Wordpress website of your choosing, such as a site for your local cafe or restaurant.

Regardless of the option you select, here are the following tasks you need to complete:

- Add additional pages to website (1-3 pages ie. about, contact, home)
- Style the pages by adding formatting, images, and other media as desired
- Add, connect and style menu
- Adding plugin (Yoast SEO)
- Final check of site and page settings before going 'live'

>

Duration: 2 - 3 hour

>

To submit your work, download as a zip file and upload on the submissions page. Below are instructions on how to do this; you can also watch a [demo of this here](#).

1. Start by opening "Local" and ensure that the site you want to export is running.
2. Next, right-click on the site and select "Export."
3. Follow the prompts to save the website in a place that you can find it like the Desktop!