

# WordPress

**Why and Why Not?**

# Previous workshop: using HTML to craft a webpage

```
<html>
<DIV style="width:300px; background-color: lightblue; ">

<h1>
Goats
</h1>
<center>


<p>

Why reeks the goat
<br>
on yonder hill
<br>
who feeds all day
<br>
on chlorophyll?
</center>

Things about goats:
<ol>
<li>Horns (males)
<li>Milk (females)
<li>Stubbornness (I heard)
</ol>

<table border=1>
<!-- COLUMN HEADERS -->
<tr>
<th>Gender <th>Horns? <th>Milk? <th>Stubborn?
</tr>
<!-- FIRST ROW -->
<tr>
<td>Male <td>Yes <td>No <td>Yes
</tr>
<!-- SECOND ROW -->
<tr>
<td>Female <td>No <td>Yes <td>Yes
</tr>
</table>
<p>
<a href="https://en.wikipedia.org/wiki/Goat">More Facts About Goats</a>
<p>
</DIV>
</html>
```

## Goats



Why reeks the goat  
on yonder hill  
who feeds all day  
on chlorophyll?

Things about goats:

1. Horns (males)
2. Milk (females)
3. Stubbornness (I heard)

Gender	Horns?	Milk?	Stubborn?
Male	Yes	No	Yes
Female	No	Yes	Yes

[More Facts About Goats](#)

Try it, copy it, play with it at

<https://www.gsalmasi.com/kvl/goat1/mywebpage.html>

# Disclaimer

- 20+ years crafting websites from scratch
  - Come visit [gsalmasi.com](https://gsalmasi.com) 
- 3 months using WordPress
- Sharing experiences of a new WP user

# What we're going to learn about WordPress

- Download & install from WordPress.org, or your ISP
- Using the WP block editor (“Gutenberg”) to create a simple web page
  - Formatting text
  - Inserting images
  - Linking to other pages
- The Gutenberg vs. Classic editor photo galleries – some gotchas
  - Plugins for slideshows
- Themes (a little)

# WordPress Dashboard

## Gutenberg “Block Editor” Toybox:

The screenshot shows the WordPress dashboard in a browser window. The address bar is circled in red, displaying `localhost/wp/wordpress/wp-admin`. The left sidebar contains navigation menus for Dashboard, Posts, Media, Pages, All Pages, Add New, Comments (1), TablePress, Table Builder, Appearance, Plugins (2), Users, Tools, and Settings. The main content area shows the 'Pages' section with a notification for WordPress 5.3.2, a list of pages, and a 'Goats' page. A blue arrow points from the 'Add New' button to the Gutenberg editor interface, which includes a title field and a block selection area.

The image shows a close-up of the Gutenberg block editor toybox. At the top, it says 'My Goat' and 'Start writing or type / to choose a block'. Below this is a search bar labeled 'Search for a block'. Under the 'Most Used' section, several block options are displayed in a grid:

- Paragraph
- Gutenberg slider
- List (circled in red)
- Image (circled in red)
- Preformatted
- Verse (circled in red)
- Heading
- Gallery (circled in red)
- Quote

A blue arrow points from the Gutenberg editor interface in the dashboard screenshot to this toybox.

[Dive in!](#)

# WordPress Editor Experiences

- Gutenberg Block Editor



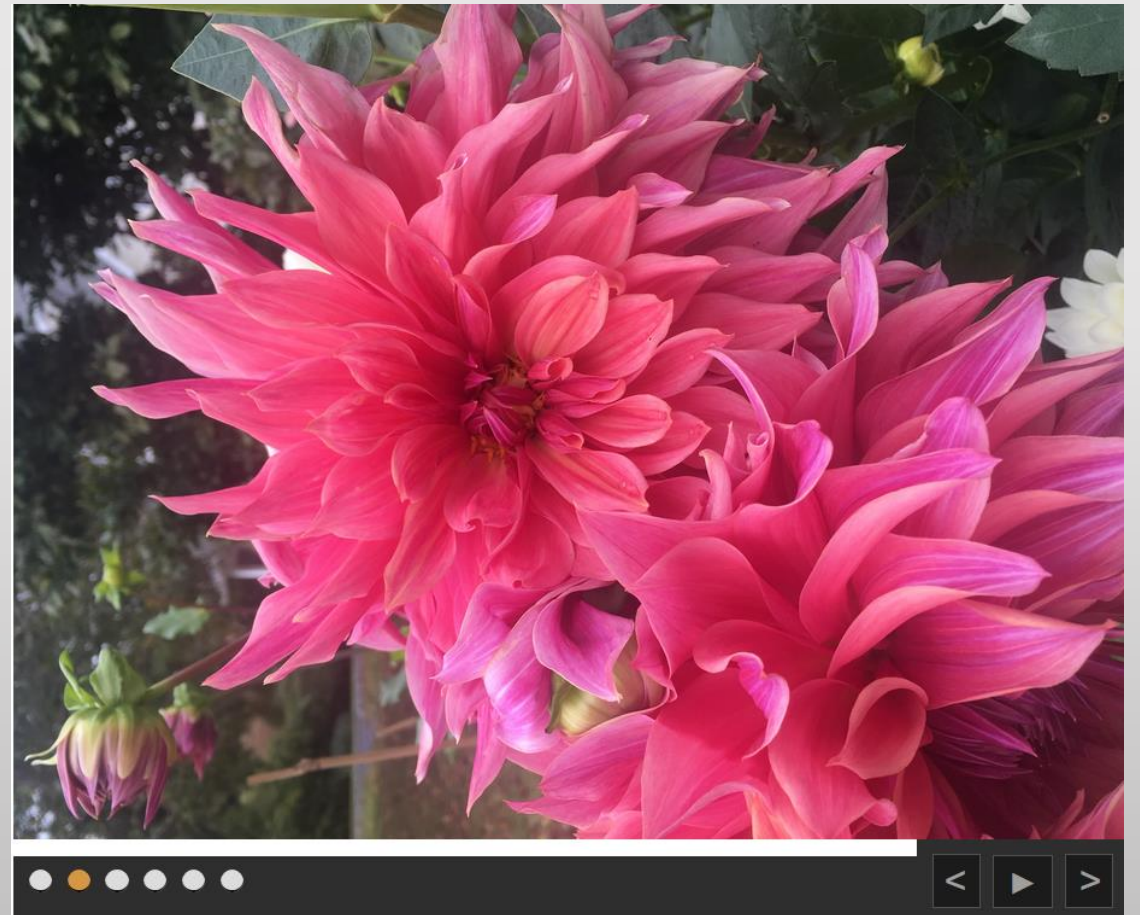
Why reeks the goat  
on yonder hill  
who feeds all day  
on chlorophyll?

Things about goats

1. Horns (males)
2. Milk (females)
3. Stubbornness (both)

[More Facts About Goats](#)

- Classic Editor Gallery Slideshow



# Wealth of Plugins and Themes

- 884 Slideshow Plugins ...

- 1182 Themes, 300 free ...


Add Plugins [Upload Plugin](#)

Hey! How do you like GutenSlider — The last slider block you will ever need. so far? Test all our awesome premium features with a 7-day free trial. No credit card required! [Start free trial](#) [Dismiss](#)

GutenSlider — The last slider block you will ever need.

Search Results [Featured](#) [Popular](#) [Recommended](#) [Favorites](#) Keyword

884 items << < 1 > >>




### MetaSlider

[Install Now](#) [More Details](#)

Easy to use WordPress slider plugin. Create SEO-optimized responsive slideshows with Nivo Slider, Flex Slider, Coin Slider and Responsive Slides.

*By Team Updraft*

★★★★☆ (559) Last Updated: 2 months ago  
800,000+ Active Installations [Compatible with your version of WordPress](#)




### WordPress Gallery Plugin – NextGEN Gallery

[Install Now](#) [More Details](#)

The most popular WordPress gallery plugin and one of the most popular plugins of all time with over 27 million downloads.

*By Imagely*

★★★★☆ (3,388) Last Updated: 2 months ago  
800,000+ Active Installations [Compatible with your version of WordPress](#)




### Slideshow CK

[Install Now](#) [More Details](#)

Slideshow CK is a responsive slideshow plugin that shows your images with nice effects.

*By Cédric KEIFLIN*

★★★★☆ (7) Last Updated: 4 months ago  
4,000+ Active Installations [Compatible with your version of WordPress](#)



### Slider Responsive Slideshow – Image slider, Gallery slideshow

[Install Now](#) [More Details](#)

Responsive slider plugin for your WordPress website. Carousel, Responsive Image Slider, Photo slider, Slider Gallery.

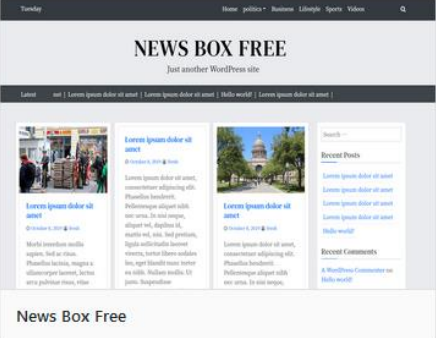
*By A WP Life*

Add Themes [Upload Theme](#)

Hey! How do you like GutenSlider — The last slider block you will ever need. so far? Test all our awesome premium features with a 7-day free trial. No credit card required! [Start free trial](#) [Dismiss](#)

GutenSlider — The last slider block you will ever need.

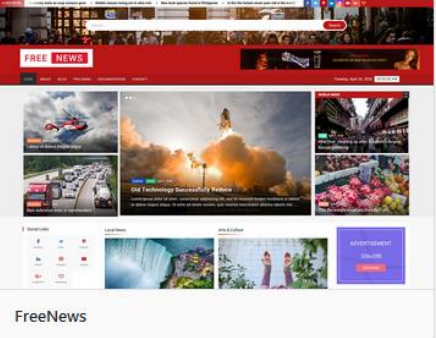
1182 [Featured](#) [Popular](#) [Latest](#) [Favorites](#) [Feature Filter](#)



### News Box Free


Just another WordPress site

News Box Free



### FreeNews

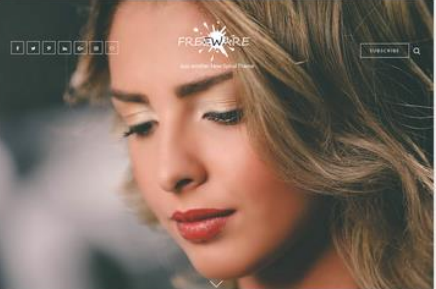
FreeNews



### Crater Free

Another new WordPress theme

Crater Free



### Freeware

Freeware

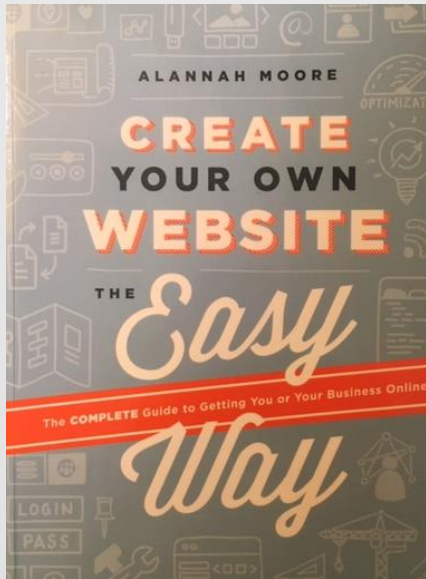


# Sample websites nearby

- Simple self-hosted WordPress: [additionalhelpmathtutoring.com](http://additionalhelpmathtutoring.com)
- Big self-hosted WordPress: [bedfordny.gov](http://bedfordny.gov), [katonahlibrary.org](http://katonahlibrary.org)
- SquareSpace Photographer's showcase: [amydrucker.com](http://amydrucker.com)
  - Changed from WordPress due to site hacking problems
- Wix: [katonahcabinets.com](http://katonahcabinets.com)
- Drupal: [communitycenternw.org](http://communitycenternw.org)
  - Changed from WordPress for security reasons



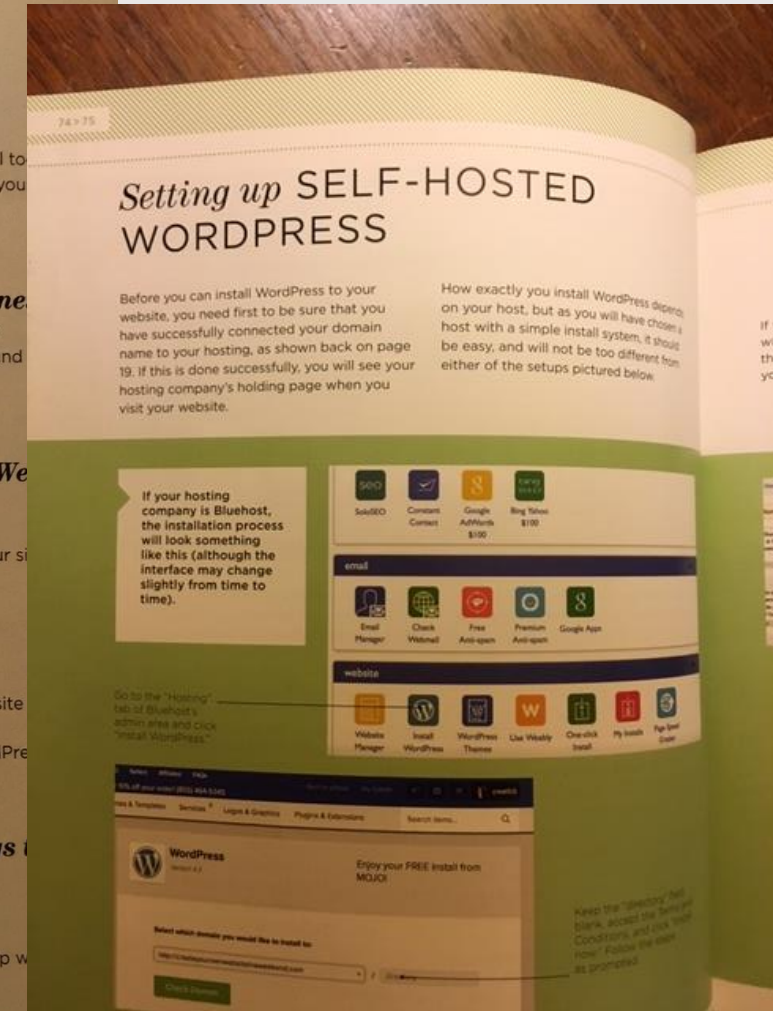
# Useful 2016 Book by Alannah Moore



Very useful but

- Doesn't cover new WordPress "Gutenberg" block editor introduced in 2017
- Doesn't compare platform pluses and minuses

<b>1</b>	<b>Before You Start</b>	70	Setting off with your chosen platform
8	Can anyone create their own website?	71	Setting up WordPress.com
10	Before you begin	74	Setting up self-hosted WordPress
12	What kind of website do you want to set up?	80	Setting up Strikingly
14	Choosing a domain name	82	Setting up Weebly
18	Registering your domain name	84	Setting up Wix
22	Choosing your hosting	86	Setting up Squarespace
26	Taking payment online	88	Setting up Shopify
		90	Setting up WooCommerce
		92	Setting up Email Addresses
<b>2</b>	<b>Your Platform</b>	<b>4</b>	<b>Getting Set Up</b>
28	Choosing your platform	70	Setting off with your chosen platform
30	Mobile-friendly sites	71	Setting up WordPress.com
32	WordPress	74	Setting up self-hosted WordPress
36	Strikingly	80	Setting up Strikingly
38	Weebly	82	Setting up Weebly
40	Wix	84	Setting up Wix
42	Squarespace	86	Setting up Squarespace
44	Other hosted website builders	88	Setting up Shopify
46	Blogging platforms	90	Setting up WooCommerce
48	Shopify	92	Setting up Email Addresses
50	Big Cartel	<b>5</b>	<b>Designing Your Site</b>
51	E-commerce with WordPress	94	Working with templates
52	Other options for selling online	98	Colors
53	Online Marketplaces	101	Fonts
		104	Where to find WordPress themes
<b>3</b>	<b>Planning Your Website</b>	<b>6</b>	<b>Visuals</b>
54	Researching your website	106	Working with images
58	Organizing your website content	108	Taking photos for your site
60	The pages on your website	110	Stock images for your site
64	Preparing your text	112	The tools you need
66	Putting your visitors first	114	Tools to create visuals
68	Establishing trust	118	Some ideas for horizontal images
		122	Your logo
		<b>7</b>	<b>Video &amp; Audio</b>
		125	Ideas for video on your site
		126	Incorporating video into your site
		128	Making your own videos
		129	Incorporating audio into your site
		130	Recording audio
		131	Podcasting
		<b>8</b>	<b>Blogging</b>
		133	Why add a blog to your website?
		134	Some tips for blogging success
		136	Blog inspiration
		<b>9</b>	<b>Email newsletters</b>
		139	The importance of newsletters & why they work
		141	Newsletter ideas
		142	Setting up MailChimp
		<b>10</b>	<b>Social Media</b>
		145	Social media as a promotional tool
		146	Integrating social media into your website
		148	Ideas & tips for social media
		<b>11</b>	<b>The Search Engine</b>
		152	How the search engines work
		154	Optimizing your website around your search terms
		<b>12</b>	<b>Promoting Your Website</b>
		157	Pay-per-click advertising
		158	Customer reviews
		158	Other ways of promoting your site
		<b>13</b>	<b>Tools &amp; Extras</b>
		160	Tools for specific purposes
		164	Tracking your traffic & your site performance
		167	Plugins for self-hosted WordPress
		<b>14</b>	<b>Important Things to Remember</b>
		170	Legalities
		173	Glossary
		174	Index
		176	How to get professional help with your website
		176	Acknowledgments



# Summary: WordPress Pluses and Minuses

- + Self-hosted WP (wordpress.org) is FREE, used by 20-40% of all websites
  - + Good for Blogs (started that way)
  - + Lots of on-line help & discussion
  - ± Tremendous variety of plugins, themes
  - + Mobile-friendly (“responsive”) themes
  - + Written in PHP (custom plugins are easy)
- Nobody “owns” wordpress.org
  - Security is YOUR responsibility (pick the right plugins, avoid the wrong ones, because hacking is frequent)
  - No “Help” chat room, etc
  - Constantly in flux – beware auto updates!

- Opinion: No Free Lunch
  - All website builders require a learning period
  - Squarespace: 7.1 vs 7.0 inconsistencies
  - Wix: not that intuitive
  - Drupal: powerful, tough to learn
  - “Better the devil you know”
  - Freedom <===> Responsibility
  - NOT FOR SISSIES!

# Resources and Examples

- [WordPress.org](https://WordPress.org) (Info and download)
- [whatwpthemeisthat.com](https://whatwpthemeisthat.com) - show theme & plugins used by a WP site
- Chrome browser Developer Tools to see site on iPhone emulator etc
- [Google advanced search \(select "last update: past year" for WP topix\)](#)
- Moore, Alannah, *Create your Own Website the Easy Way*, ILEX, 2016
- [w3schools.com](https://w3schools.com) (HTML reference)
- [Online version of WordPress site we created](#) – uses “Hestia” theme
- Katonah Library – Wednesday Tech drop-in, or appt. with Heather
- [gsalmasi.com workshops page](#) (PDF of these slides)

# Possible Future Topics ...

- SquareSpace and Wix vs. WordPress etc.
- CSS as an art medium
  - Making your site look nicer
  - Animation
- Topics for developers
  - Creating a WordPress plugin
  - Javascript once over lightly
  - Mobile-friendly design
- Other ...