



Create a small business Website with Wordpress

A practical approach for

offline Web-Development

Who am I ?

- Computer nerd
- First webpage 1998
- Studied Photo Engineering / Media Technique in University of Applied Science Cologne
- Freelance Web-developer and consultant in computers
- Writing for online photo magazine <http://foto.5lux.de> (in german only ☹)
- I love traveling, photography and writing



What is Wordpress?



- *“Semantic Personal Publishing Platform”*
- Weblog or Content Management System (CMS) for small sites (with a few users working on it)
- A PHP-Web application
- Open Source Software

“Every developer and contributor adds something unique to the mix, and together we create something beautiful that I'm proud to be a part of. Thousands of hours have gone into WordPress, and we're dedicated to making it better every day.”

Matt Mullenweg



Questions ?

Please ask anything at anytime!

Why should I use a CMS ?



Daily usage

- For most changes to the Website only a browser is needed
- Your customer can edit content on his own
- Separation of content (text, images flash ...) and website layout / navigation
- Extendibility with plug-ins
- Search engine friendly

Inside values

- most CMS are compliant to W3C standards
 - XHTML 1.0, CSS, depending used Theme
- Many programmer / designers work with
 - More features than you can ever invent
 - Systematic Application Design and easy readable source code



Limitations

- Very complex sites
- User management
 - Only basic user roles available
 - Difficult to restrict access to parts of the site
- Community Sites



Alternatives

- Community sites DRUPAL
- Images Gallery2 (soon Gallery3)
- And many others
- Implementing latest techniques
 - AJAX, Drag+Drop, Prototype
- Regular development / Updates
- Good documentation / Support
- W3C standard compliant

What is required to use Wordpress



- Any web server capable of interpreting PHP
- A SQL Database
 - ?AMP (Apache MySQL PHP)
a common Webserver environment
- In the Internet
 - Rent, share (sub domain)
 - Free webhoster (e.g. bytehost.com)
- Developing and testing “local”, on your computer

The local web server

Which ?AMP (Apache MySQL PHP)

- XAMPP on Windows
- MAMP on OS-X
- LAMP on Linux

Features

- Free Open Source Software
- Includes a Database Manager (PHP my admin)



Install a local Webserver



WINDOWS

- XAMPP is a “portable app”.
Redy to be run from USB-flash drive
- In root directory (e.g. C:\XAMPP)
- Run Setup-Script (Sets Drive Letter!)
- Start Server
- Web-root directory
→ *C:\XAMPP\htdocs*

MAC

- Anywhere (/Applications/MAMP)
- Start Server
- Web-root directory
→ */Applications/MAMP/htdocs*
- Optional: Copy MAMP Control
Dashboard Widget to ~/Library/
Widgets

In Web browser type:

http://localhost



Installing Wordpress

overview

- Check out web server
- Set up database
- Unpack files
- Web-installer

The first php-Website



- Go to web root in Explorer/Finder (X:\XAMPP\htdocs /Applications/MAMP)
- Make folder PHP-Test
- Create a text file with the name *index.php*
- Open it in text editor (e.g. **notepad++**)
- Type:

```
<?php phpinfo(); ?>
```
- Open <http://localhost/phpinfo/> in browser



phpinfo()

http://localhost:8888/Snippets/phpinfo/

phpMyAdmin phpinfo()

PHP Version 5.2.6

System	Darwin chuck.local 9.8.0 Darwin Kernel Version 9.8.0: Wed Jul 15 16:55:01 PDT 2009; root:xnu-1228.15.4~1/RELEASE_I386 i386
Build Date	Jul 24 2008 08:29:01
Configure Command	'./configure' '--with-mysql=/Applications/MAMP/Library' '--with-apxs2=/Applications/MAMP/Library/bin/apxs' '--with-gd' '--with-jpeg-dir=/Applications/MAMP/Library' '--with-png-dir=/Applications/MAMP/Library' '--with-zlib' '--with-freetype-dir=/Applications/MAMP/Library' '--prefix=/Applications/MAMP/bin/php5' '--exec-prefix=/Applications/MAMP/bin/php5' '--sysconfdir=/Applications/MAMP/conf/php5' '--with-soap' '--with-config-file-path=/Applications/MAMP/conf/php5' '--enable-track-vars' '--enable-bcmath' '--enable-ftp' '--enable-gd-native-ttf' '--with-bz2=/usr' '--with-ldap' '--with-mysql=/Applications/MAMP/Library/bin/mysql_config' '--with-sqlite' '--with-ttf' '--with-t1lib=/Applications/MAMP/Library' '--enable-mbstring=all' '--with-curl=/Applications/MAMP/Library' '--enable-dbx' '--enable-sockets' '--enable-bcmath' '--with-imagick=/Applications/MAMP/Library/lib/imap-2006i' '--enable-soap' '--with-kerberos' '--enable-calendar' '--with-pgsql=shared,/Applications/MAMP/Library/pg' '--enable-dbase' '--enable-exif' '--with-libxml-dir=/Applications/MAMP/Library' '--with-gettext=shared,/Applications/MAMP/Library' '--with-xsl=/Applications/MAMP/Library' '--with-pdo-mysql=shared,/Applications/MAMP/Library' '--with-pdo-pgsql=shared,/Applications/MAMP/Library/pg' '--with-mcrypt=shared,/Applications/MAMP/Library' '--with-openssl'
Server API	Apache 2.0 Handler
Virtual Directory Support	disabled
Configuration File (php.ini) Path	/Applications/MAMP/conf/php5
Loaded Configuration File	/Applications/MAMP/conf/php5/php.ini
PHP API	20041225
PHP Extension	20060613
Zend Extension	220060519

The function phpinfo()

This simple php-function creates a website which shows all parameters of the php.ini-file, where all PHP-settings are stored.

About the database



Welcome to WordPress. Before getting started, we need some information on the database. You will need to know the following items before proceeding.

1. Database name
2. Database username
3. Database password
4. Database host
5. Table prefix (if you want to run more than one WordPress in a single database)

If for any reason this automatic file creation doesn't work, don't worry. All this does is fill in the database information to a configuration file. You may also simply open `wp-config-sample.php` in a text editor, fill in your information, and save it as `wp-config.php`.

In all likelihood, these items were supplied to you by your Web Host. If you do not have this information, then you will need to contact them before you can continue. If you're all ready...

Let's go!

Database setup with ?AMP



- To access database WP will need
 - MySQL-database which has a **name**
 - **SQL-Username**
 - the appropriate **password**
 - the database host is *localhost*
- With ?AMP username and password are *root*
- to create a database use PhpMyAdmin
→ <http://localhost/XAMPP> (or **MAMP**)

Create a database with PhpMyAdmin

phpMyAdmin

http://localhost:8888/MAMP/frame.php?src=%2FphpMyAdmin%2F%3Flang%3Den-iso-8859-

Google

Apple Yahoo! Google Maps YouTube Wikipedia News (115) Beliebt

phpMyAdmin Dashboard < Dunia Bags — WordPress

MAMP
manage your website locally

Start phpinfo **phpMyAdmin** SQLiteManager FAQ livingP

phpMyAdmin

localhost

Server version: 5.0.41
▶ Protocol version: 10
▶ Server: Localhost via UNIX socket
▶ User: root@localhost

MySQL charset: UTF-8 Unicode (utf8)
MySQL connection collation: utf8_unicode_ci

Create new database
wordpress-db1 Collation
Create

Show MySQL runtime information
Show MySQL system variables
Processes
Character Sets and Collations
Storage Engines
Reload privileges
Privileges
Databases
Export
Import

phpMyAdmin - 2.11.7.1

▶ MySQL client version: 5.0.41
▶ Used PHP extensions: mysql

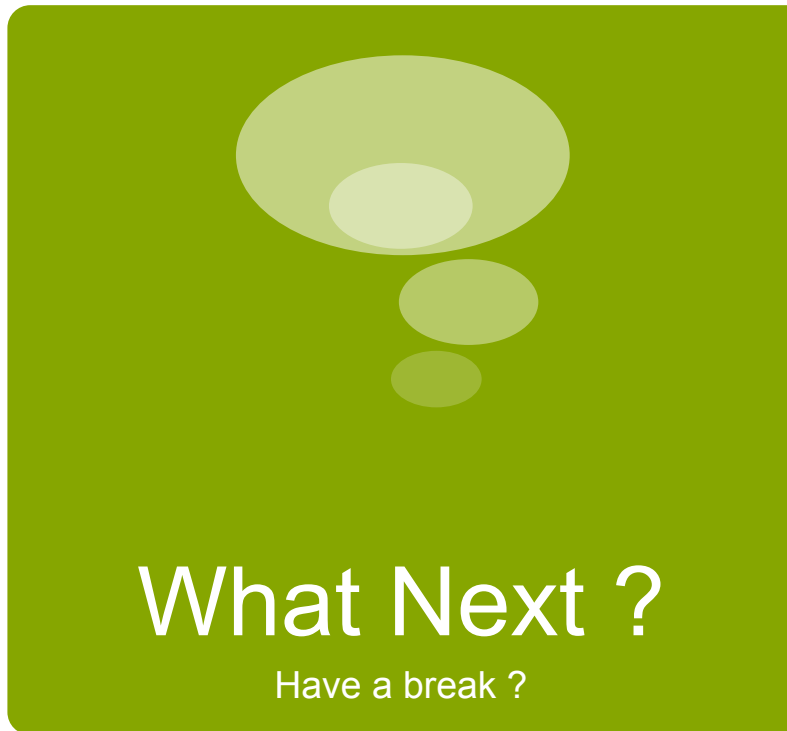
Language: English
Theme / Style: Original
Font size: 82%

phpMyAdmin documentation
phpMyAdmin wiki
Official phpMyAdmin Homepage
[ChangeLog] [Subversion] [Lists]

drupal-6-6 (62)
drupal-7-dev (37)
drupal-g2 (90)
dunja (10)
g3-beta1 (23)
gallery2 (47)
gallery3 (22)
gallery3a-1 (20)
heggelbach (0)
information_schema (17)
isapress (10)
kohana (11)
lux (10)
mysql (17)
test (0)
typo3_test (36)
usr
 ◦ _web1_1 (13)
 ◦ _web13_1 (63)
wp-multilang (10)
wp-multilang-he (10)
wpg2-test (56)
wpg2-test2 (63)
wpg2-test3 (58)

Please select a database

MADE ON A Mac W3C XHTML 1.0



- Basic setup of Wordpress
- Overview and concepts
Plug-ins , Widgets, User management
- Languages
- Using and modifying themes

If there is time ...

- Migrating to another server
- specific Plugin-ins

Check out WP Options



- Profile, Password
- HTML / WYSIWYG-Editor
(What You See Is What You Get)
- Reading Settings
→ Set only pages!
- Widgets
- Users, Roles
- General Settings
→ Who can register
- Permalinks (= pretty urls)
- Edit Post
- Create some Pages
- Insert Media
- Comments
- Questions ?

Languages in WP



- Language files from wordpress.org
- wp-content Folder
- Languages in wp-content
 - add Russian language file
- Edit wp-config.php to activate
 - `define ('WPLANG' , 'ru_RU');`
- Syntax highlighting with **Notepad++** Editor
- Multilingual with q-translate Plug-in

Stepping into templates



- Change Image Header color
- Firefox and *Webdeveloper* extension
- Template Files *wp-content/themes/templatename*
- Change image in kubrickheader.php
 - → Header Color settings without effect!
- Make changes with comments till you are sure.
 - // this is a single line comment
 - /* This is a multiline comment */
- Downloading Templates → go for a test
 - XHTML Standard compliant



- Set a page template
- About downloadable templates
- Rewrite default template
- The template hierarchy
- Template tags

Set a page template



- Copy template page.php
- Add name

```
/*  
    Template Name: myTemplate  
*/
```
- Change something
- Edit Post → Select template
- Which Template is used:
 - 1) The Page's selected "Page Template"
 - 2) page.php
 - 3) index.php

About free templates



- Get from wordpress.org or google it
- Check out the quality
 - Which (X)HTML standard is used?
 - Is it validating without errors?
- With more Options in *backend*
 - mandigo, smw (Super Mario World)

→ Chose a template and activate it in backend

Rewrite a template

- Copy and rename template folder
- Change name, author ... in in style.css
- Change image names to hide origin
- Edit Template Files and CSS carefully



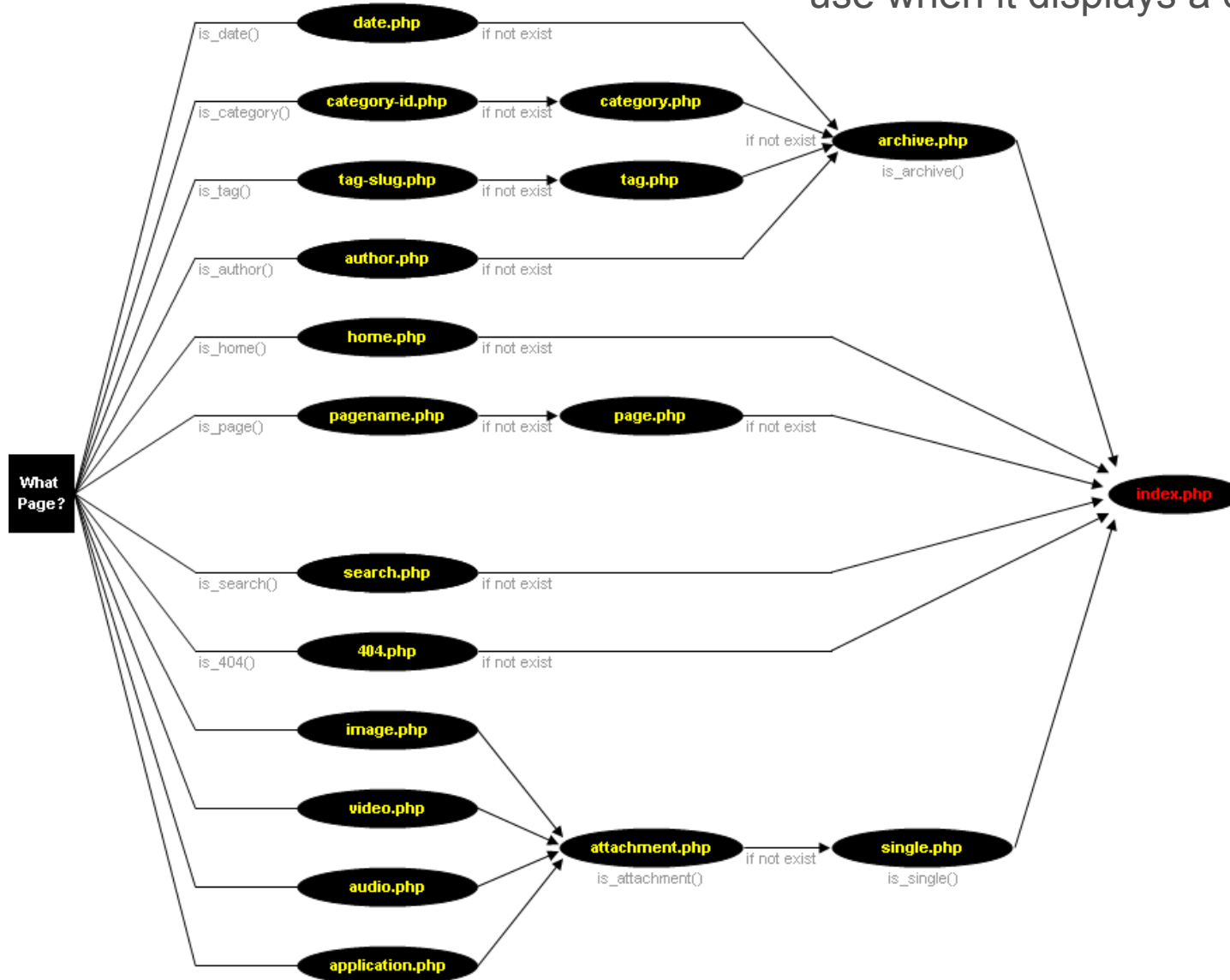
Template definition in style.css



```
/*  
Theme Name: Dunja  
Theme URI: http://blog.digitaldonkey.de/  
Description: Modyfied default WordPress theme based on the famous  
             <a href="http://binarybonsai.com/kubrick/">Kubrick</a>.  
Version: 1.6  
Author: Michael Heilemann, Thorste Krug  
Author URI: http://blog.digitaldonkey.de/  
Tags: blue, custom header, fixed width, two columns, widgets  
  
Kubrick v1.5  
      http://binarybonsai.com/kubrick/  
  
This theme was designed and built by Michael Heilemann,  
whose blog you will find at http://binarybonsai.com/  
  
The CSS, XHTML and design is released under GPL:  
http://www.opensource.org/licenses/gpl-license.php  
*/
```

Template hierarchy

Which template file(s) will WordPress use when it displays a certain type of page?



Used Template files: Examples



- Home Page display
`home.php, index.php`
- Single Post display
`single.php, index.php`
- Page display
assigned page template, `page.php, index.php`
- Category display
`category-[id].php, category.php,`
`archive.php, index.php`

Basic template files



- index.php
- style.css
- header.php → `<?php get_header(); ?>`
- footer.php → `<?php get_footer(); ?>`
- sidebar.php → `<?php get_sidebar(); ?>`
- 404.php
- Close your tags!! `<div> ...</div>`



Template tags

- a php tag: `<?php ?>`

- `bloginfo()` – a php function provided by WP

```
<h1><?php bloginfo( 'name' ); ?></h1>
```

parameter e.g. description, url, admin_email, version

- `<?php include(TEMPLATEPATH . '/myfile.php'); ?>`



The loop

```
<div id="content" class="narrowcolumn" role="main">
<?php if (have_posts()) : ?>
    <?php while (have_posts()) : the_post(); ?>
        <div <?php post_class() ?> id="post-<?php the_ID(); ?>">
            <h2>
                <a href="<?php the_permalink() ?>" rel="bookmark" title="Permanent Link to
                <?php the_title_attribute(); ?>">
                    <?php the_title(); ?></a>
            </h2>
            <small><?php the_time('F jS, Y') ?> <!-- by <?php the_author() ?> --></small>
            <div class="entry">
                <?php the_content('Read the rest of this entry &raquo;'); ?>
            </div>
            <p class="postmetadata">
                <?php the_tags('Tags: ', ' ', ' ', '<br />'); ?>
                Posted in <?php the_category(' ', ' ') ?>
                | <?php edit_post_link('Edit', ' ', ' | '); ?>
                <?php comments_popup_link('No Comments &#187;', '1 Comment &#187;', '% Comments &#187;'); ?>
            </p>
        </div>
    <?php endwhile; ?>
<?php else : ?>
    <h2 class="center">Not Found</h2>
    <p class="center">Sorry, but you are looking for something that isn't here.</p>
    <?php get_search_form(); ?>
<?php endif; ?>
</div>
```

Migrateing WP to another Server



- Back Up database (DB) with PhpMyAdmin
 - Select DB
 - Export → Textfile
 - Replace urls with find&replace
- Migrate files
- Permalinks?