

What is WordPress? - <http://codex.wordpress.org/WordPress>

"WORDPRESS WAS BORN OUT OF A DESIRE FOR AN ELEGANT, WELL-ARCHITECTURED PERSONAL PUBLISHING SYSTEM BUILT ON PHP AND MYSQL AND LICENSED UNDER THE GPL. IT IS THE OFFICIAL SUCCESSOR OF B2/CAFELOG. WORDPRESS IS FRESH SOFTWARE, BUT ITS ROOTS AND DEVELOPMENT GO BACK TO 2001. IT IS A MATURE AND STABLE PRODUCT. WE HOPE BY FOCUSING ON WEB STANDARDS AND USER EXPERIENCE WE CAN CREATE A TOOL DIFFERENT FROM ANYTHING ELSE OUT THERE."

Getting Started

The Cheap & Easy Way - <http://wordpress.com/signup/>

Enter a username, password, email address and check a legal box and you are up and running. You can run any of the following types of blogs on WordPress.com free of charge:

- **Personal:** This is the broadest category and includes not just blogs about personal topics, but blogs written from the point of view of an individual. Popular topics include politics, music, family, parenting, travel, health, holidays, religion, books, photography, you name it!
- **Business:** Professionals ranging from realtors to lawyers and stock brokers are using WordPress.com blogs to share their expertise. And companies are discovering the power of blogs to communicate with their customers via company news and announcements, product reviews, user stories, testimonials, etc.
- **Schools:** WordPress.com is a great way for teachers and students to write about their schools, classrooms, and school projects.
- **Non-profits:** Foundations, charities, and human rights groups are finding our blogs to be great tools to raise awareness and money for their causes.
- **Politics:** We've got members of parliament, political parties, government agencies, various political groups and activists using our blogs to connect with their various constituencies.
- **Military:** Members of the military blog to report what they see happening in various parts of the world to stay in touch with their families, and some of those families are in turn using blogs to support each other.
- **Private:** Some people make their blogs private to use for sharing of photos and information within families, companies, or schools.
- **Sports:** We've got teams, athletes, and fans using blogs to express and share their passion for various sports.
- **How-to, tips and reviews:** There are lots of blogs that share tips and reviews about cooking, products, games, music, books, movies, and so on.

Upgrades to your WordPress.com site include:

- Custom CSS - You can tailor your site to your design requirements instead of choosing from a group of selected themes.
- Domain Registration and Mapping - Brand your site with a unique domain name but allow WordPress.com to continue to host your site.

The Slightly More Expensive but more Liberating Way - <http://www.wordpress.org>

What you need:

- Get a hosting company running PHP 4.2 or higher and MySQL 3.23 or higher.
- Download the latest version of WordPress which is licensed under the GPL.
- Run the 5-minute install and you're ready to blog.

Benefits:

- With this setup you can customize your CSS without paying WordPress.
- You can upload your own plugins.
- WordPress is GPLed you can modify the code till your heart is content and the IP Enforcement Agency won't break down your front door.

WordPress.com vs. WordPress.org - <http://faq.wordpress.com/2006/05/07/wordpresscom-vs-wordpressorg/>

WordPress.org

Pros

- Ability to upload themes
- Ability to upload plugins
- Great community
- Complete control to change code if you're technically minded

Cons

- You need a good web host, which generally costs \$7-12 a month
- Requires more technical knowledge to set up and run
- You're responsible for stopping spam
- You have to handle backups
- You must upgrade the software manually when a new version comes out
- If you get a huge spike in traffic (like Digg or Slashdot) your site will probably go down

WordPress.com

Pros

- It's free and much easier
- Everything is taken care of: setup, upgrades, backups, security, etc
- Your blog is on dozens of servers, so it's highly unlikely it will go down due to traffic
- Your posts are backed up hourly
- You get extra traffic from [blogs of the day](#) and [tags](#)
- You can find like-minded bloggers using tag and friend surfer
- Your login is secure (SSL) so no one can get into your account if you use wifi

Cons

- Limited customization of themes (though we're adding more every day)
- You can't hack the code behind your blog

Notable WordPress Users - <http://wordpress.com/notable-users/>

Om Malik - <http://www.gigaom.com>, <http://www.webworkerdaily.com>,
<http://newteevee.com>

New York Times - <http://www.nytimes.com/ref/topnews/blog-index.html>

CNN.com - <http://politicalticker.blogs.cnn.com>, <http://scitech.blogs.cnn.com>

Southwest Airlines - <http://www.blogsouthwest.com>

Wall Street Journal - <http://blogs.wsj.com/washwire>, <http://blogs.wsj.com/marketbeat>

Tech Crunch - <http://www.techcrunch.com>

Robert Scoble - <http://scobleizer.wordpress.com>

US Post Office - <http://delivermagazine.com>

Deanna Gottreu - <http://www.buzzardsroostcrafts.com/blog>

Support

Free Support - <http://wordpress.org/support> & <http://codex.wordpress.org>

WordPress Support Network - <http://automattic.com/services/support-network>

- Access to several members of the WordPress development team to help you solve problems with your WordPress system
- Unlimited number of support incidents
- Software updates and upgrade notices
- Consultative support including scaling, performance and plugin configuration
- Access to recommended third party WordPress consultants to provide custom development, design, and training

\$2,500/yr - Response Time - 1 day & No Consultative Support

\$5,000/yr - Response Time - 6 hours & Consultative Support

Notable Themes

<http://themes.wordpress.net/> - Top 10 Themes as of 4/4/2008

- [Cutline 3-Column Split 1.1](#)
- [Sodelicious Black 1.0](#)
- [Yourblog 2.0 theme](#)
- [NetWorker 1.0](#)
- [Pop Blue](#)
- [Naruto Strikes Back](#)
- [LoseMyMind 1.0 with Sidebar](#)
- [Red Secret 0.1](#)
- [Talian 1.0](#)
- [Silver Light 0.1](#)

<http://www.templatemonster.com/category/wordpress-themes/>

<http://www.wpthemesfree.com/>

Notable Plugins

Akismet - <http://wordpress.org/extend/plugins/akismet/>

WordPress.com Stats - <http://wordpress.org/extend/plugins/stats/>

PodPress - <http://wordpress.org/extend/plugins/podpress/>

WP-Cache - <http://wordpress.org/extend/plugins/wp-cache/>

All in One SEO Pack - <http://wordpress.org/extend/plugins/all-in-one-seo-pack/>

Google XML Sitemaps - <http://wordpress.org/extend/plugins/google-sitemap-generator/>

Plugin API - http://codex.wordpress.org/Plugin_API

Hooks are provided by WordPress to allow your plugin to 'hook into' the rest of WordPress; that is, to call functions in your plugin at specific times, and thereby set your plugin in motion. There are two kinds of hooks:

1. [Actions](#): Actions are the hooks that the WordPress core launches at specific points during execution, or when specific events occur. Your plugin can specify that one or more of its PHP functions are executed at these points, using the Action API.
2. [Filters](#): Filters are the hooks that WordPress launches to modify text of various types before adding it to the database or sending it to the browser screen. Your plugin can specify that one or more of its PHP functions is executed to modify specific types of text at these times, using the Filter API.

You can sometimes accomplish the same goal with either an action or a filter. For example, if you want your plugin to change the text of a post, you might add an action function to `publish_post` (so the post is modified as it is saved to the database), or a filter function to `the_content` (so the post is modified as it is displayed in the browser screen).

Appendix A - Features - http://codex.wordpress.org/WordPress_Features

Managing and Administering the Weblog

Locally Installed

WordPress is designed to be installed on your own web server, or shared hosting account, which gives you complete control over the weblog. Unlike third-party hosted services, you can be sure of being able to access and modify everything related to your weblog, in case you need to. This also means that you can install WordPress on your desktop or home computer, or even on an Intranet.

Portable Core

You can choose to have the tree of wordpress related files, which form the back-end of your publicly displayed weblog, be in the same directory as the weblog or in a different directory. For example, if you want your weblog at <http://example.com> (public_html - the public "root" of your webserver or hosting account) and you want to store the wordpress related files and directory tree in <http://example.com/wordpress> (public_html/wordpress), you can!

UTC friendly

WordPress allows you to define your time as an offset from Universal Coordinated Time (UTC), so that all the time-related elements stored in the database are stored as GMT values, which is a universal standard. Among other things, this helps you display the correct time on your weblog, even if your host server is located in a different time zone.

gzip enabled

You can save some bandwidth by turning on the gzip option in your WordPress install. WordPress gzips content when the readers' browser supports it. This requires the mod_gzip module to be enabled in your Apache server installation.

User management

WordPress uses user-levels to control user-access to different features, so you can restrict the ability of individual users to create or modify content in your weblog, by changing their user-level.

User profiles

Each user on your weblog can define a profile, with details such as their email address, instant messaging aliases etc, if they want to. Users can also control the way in which their details are displayed on the weblog.

Easy installation and upgrade

WordPress' famous 5 minute install can't be beaten for simplicity and ease of use. Upgrading your weblog to the latest version of WordPress is easy, too, and it should take less time than the installation!

Dynamic page generation

No rebuilding of all your pages each time you update your weblog, or any aspect of it. All pages are generated using the database and the templates each time a page from your weblog is requested by a viewer. This means that updating your weblog, or its design is as *fast* as possible, and required server storage *space usage is minimal*.

Internationalization and Localization

You can now create a weblog that is localized to your choice, and delivered in a language of your choice. The [gettext](#) method is used to translate and localize WordPress to the fullest extent.

Publicizing Your Work

Feeds

The [RSS 1.0 \(aka RDF\)](#), [RSS 2.0](#) and [ATOM](#) specifications are fully supported by WordPress, and what's more, just about any page on your weblog has an associated feed that your readers can subscribe to - there's a feed for the latest posts, for categories, comments, well, like we said earlier, for anything you want. The more options your readers have to keep track of different sections of your weblog, the easier

it is for you to spread the word around the world. WordPress also fully supports RSS 2.0 with enclosures, so adding mp3 files (such as podcasts) to your RSS feeds is a snap.

Cruft-free Permalinks

The URLs for all the pages in your weblog can be made to conform to a standard, cruft-free system, and all the links are structured, sensible, and understandable to human and machines, and that includes search engines. Clean URLs are essential for search engine optimization and an improved user experience.

Inter-blog Communication

In an increasingly connected world, WordPress comes ready for [PingBack](#) and [TrackBack](#), two very useful ways of connecting to other weblogs, and to enable them to do the same.

Customizing the Design

Template Driven Design

WordPress uses templates to generate the pages dynamically. You can control the presentation of content by editing the templates using the Template Editor tool and the Template Tags

Template and File Editor

Every installation of WordPress comes with a file editor you can use to edit your templates and other WordPress related files, right in your browser without having to worry about downloading and uploading the files in order to edit them.

Template Tags

[Template tags](#) make it easier to design the content and information displayed on your weblog. You don't need to be a PHP whiz to design your weblog.

Themes

You can skin your weblog using readily available themes, or styles. You can also create and share your own themes.

Plugins

Plugins extend the core functionality of your weblog. A large number of user-developed plugins are already available and can be used to do virtually anything you want to, with your blog.

Creating Content

Password protection

So you want to share something with some people, but not everyone? Easy, protect the article in question with a password.

Post Slug

If you are using clean PermaLinks on your website, you can define the link to an individual post by using a post-slug.

Post to the future

You can write a post today and have it appear on the weblog at a future date, automatically.

Multi paged posts

If your post is too long, cut it up into pages, so your readers don't have to scroll to the end of the world.

File/picture uploading

You can upload pictures or files, and link to them or display them in your articles. You have the option of creating thumbnails of pictures when you upload them.

Categories

Organize your posts into categories, and sub-categories, and sub-sub categories...

Emoticons

WordPress is smart enough to convert character smileys, like ":)" into the graphical image counterparts.

Save Drafts

Save your unfinished articles, improve them later, publish when you're done.

Previewing Posts

Before you press the "Publish" button, you can look at the preview for the article you just wrote to check if everything is the way you want it. In fact, you can do that at any time, since the preview is "live".

Desktop Tools

You don't have to use a browser to update your weblog, you can use any desktop blogging tool that supports the [MetaWeblog](#) or [Blogger](#) API.

Blog by email

You can send your posts as an email and have them appear on the weblog.

Bookmarklets

Add the "[Press It!](#)" bookmarklet provided by WordPress to your browser and you have a shortcut to create an article with a link to the page currently displayed on your browser!

Sidebar

If you don't like a bookmarklet, use our friendly browser sidebar, which can be used in a similar fashion.

Formatting

Think of WordPress as something that makes your words smoother, and your pages more appealing. WordPress ships with text-formatting plugins that clean up your content and add typographic goodness to your articles.

Archives and Search

Archiving

After you've been blogging for an extended period of time, what matters is how well your posts are organized, and for that, WordPress provides you with several ready made options to display the archives of your blog, containing all the old posts. You can choose from *yearly*, *monthly*, *weekly*, *daily*, *category-wise* or *author-wise* archives, and easily link to the archive pages from the main page (or any other page) of your blog, using a template tag to generate the links to these archive pages. Since WordPress generates pages dynamically, all these archive pages come at no additional space-cost to your server.

Searching

WordPress has a functional built-in search tool, which allows visitors to your blog to search for terms they are interested in, and the *search-hilite plugin* that ships with WordPress can highlight their search terms, so it is even easier for them to find what they were searching for. In addition to this, the plugin also does the same for someone who arrives at your blog by clicking at a search result in a search engine, such as google. All in all, searching is fun, with WordPress.

Discussion and Comments

Community Building

WP is not the YMCA, but it does help build communities around weblogs, through the use of comments, trackbacks and pingbacks, helping you keep in touch with the audience and fostering friendship

Allowed html tags

Not everyone is evil, but keep those who are in check by limiting which html tags are kosher on your weblog. The default html tags allowed by WordPress are a sane choice to let people use html in their comments, without compromising the safety of your data or server.

Moderation

For the control freak in all of us, WordPress provides an array of moderation options. You can moderate

- all comments before they appear on the blog
- comments with specific words in them
- comments posted from specific IP addresses
- comments containing more than some specified number of links.

All these moderation options keep spammers and vandals in check.

Notification

WordPress can keep you in the loop by sending you an email each time there is a new comment or a comment awaiting moderation.

Creating and Managing a Blogroll

Blogroll

The blogroll is where you link to the blogs you read frequently - a friendly way of acknowledging the good blogs out there. WordPress' built-in [Links Manager](#) allows you to add and manage links effortlessly

Bookmarklet

The effortlessness begins with a neat bookmarklet that you can add to the bookmarks or favourites in your browser. Adding a link to an interesting blog or website is as simple as clicking on the bookmark or favourite when you visit the blog or website the next time!

Categorizing

The links in your blogroll can be categorized and neatly organized

Importing

If you already have a list o' links as an OPML file, you can import it to your WordPress blog. For those coming from other blogging tools, this means that you can import your blogroll from [Blogrolling.com](http://blogrolling.com) and never use a third-party service to manage your blogroll, again.

Exporting

Did we say you can also export an OPML file with your list o' links?

Displaying

As with everything else, you get some neat template tags that enable you to display your blogroll the way you like - in alphabetical order, ranking order, the order in which they were updated - you get the idea

Appendix B - WordPress Stats -
<http://wordpress.org/extend/plugins/stats/>

Stats: Treu-Blog (Dashboard)



Referrers

People clicked links from these pages to get to your blog.

Today

Referrer	Views
cowntowntimes.blogspot.com	2

Yesterday

Referrer	Views
cowntowntimes.blogspot.com	2

Top Posts & Pages

These posts on your blog got the most traffic.

Today

None

Yesterday

Title	Views
I wasn't born here, but I got here as fa	1

Search Engine Terms

These are terms people used to find your blog.

Today

None

Clicks

Your visitors clicked these links on your blog.

Today

None

Stats: Treu-Blog (Dashboard)

« [Return to Stats](#)

These are the stats for just this post.

