

# Becoming Familiar with Word Press

WordPress - a free content management software that you install on your own web hosting servers to create your website. It is originally known as a 'blogging' platform, but you can also use it for ANY type of website.

## **Here are some benefits of WordPress:**

- You can Access it from any Internet Connection
- Works on Macs as well as PCs
- You can give separate access to biz partners and assistants
- Your design is separate from Your content
- Worldwide support from developers because it's Free 'Open Source' Software
- No HTML Knowledge is Required

Go with full version Word Press from [wordpress.org](http://wordpress.org), then you can either choose to have <http://yourdomain.com/blog> or choose your own domain and forward to it.

## **Decide the tone and vision of the blog.**

Content offering? Traditional news announcements, or provide a more personal look at your business?

Define your target market: are they existing clients, potential employees, others within your industry.

Consider mapping out some of the content before you start writing. If it's a mix of topics, decide how much you'll dedicate to each topic. For example, you may commit to a weekly frequency that comprises posting about your products one week, your views on industry best practice the next, then a profile on one of your staff members for week three, before repeating the sequence again.

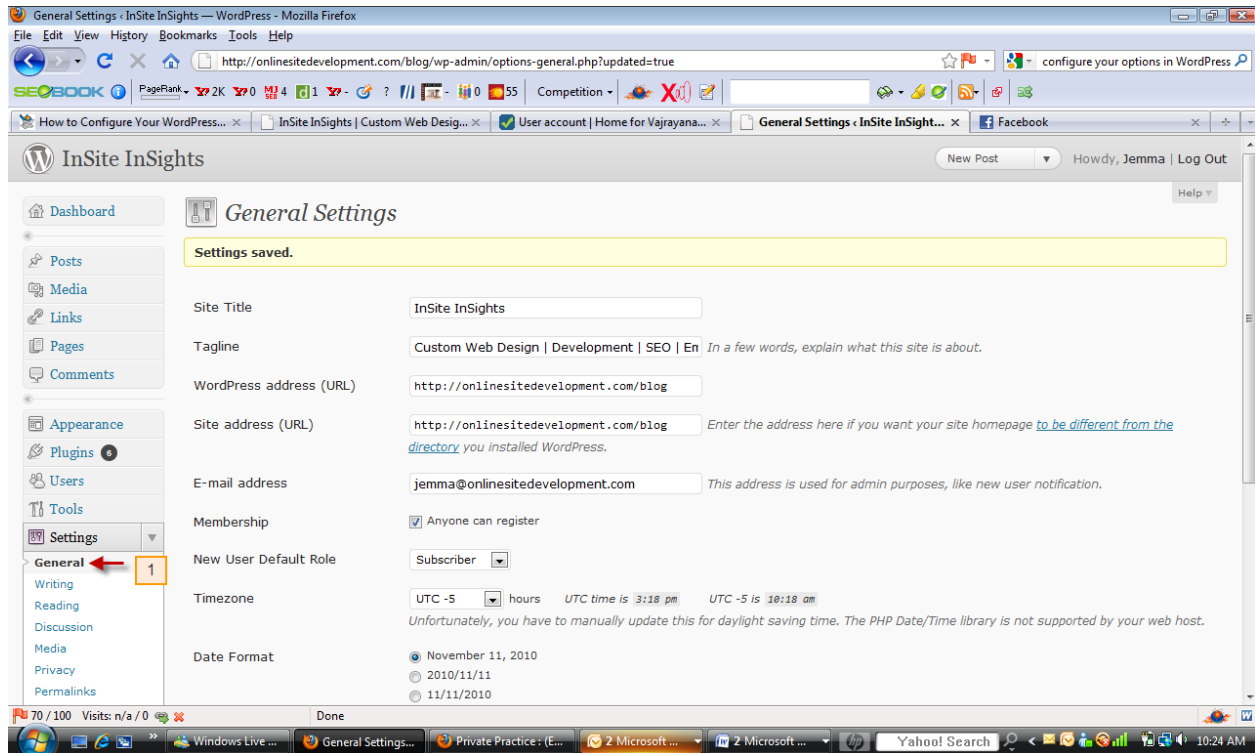
Decide when a good time to post is, keeping in mind time zones for your target market. One of the features I like about WordPress is that I can schedule posts to appear in the future. So I can spend an evening writing and future-dating posts, knowing that my blog will automatically post these articles at the times I've selected. Often I post during business hours in my neck of the woods, as my target market tend to be more local than international.

Once you've addressed this, look at the blog design. You may want to incorporate your existing business branding, or take a different tangent with your blog.

Learn as you go, read and respond to comments, and ask feedback from your readers. You'll soon know which topics most interest your readership, and which ones fail to go the distance. Website statistics monitoring can really help here too.

Continue tweaking the design and content. One of the great things about blogging is that you can change direction over time without losing too many readers.

## How to configure your General Settings in WordPress



There are a number of settings that can be altered. Click on [Settings] and you will see a drop down menu of the various settings you can alter. The screen above shows the [General] settings, here you can adjust the name of your blog, your time zone, date zone, email address, membership

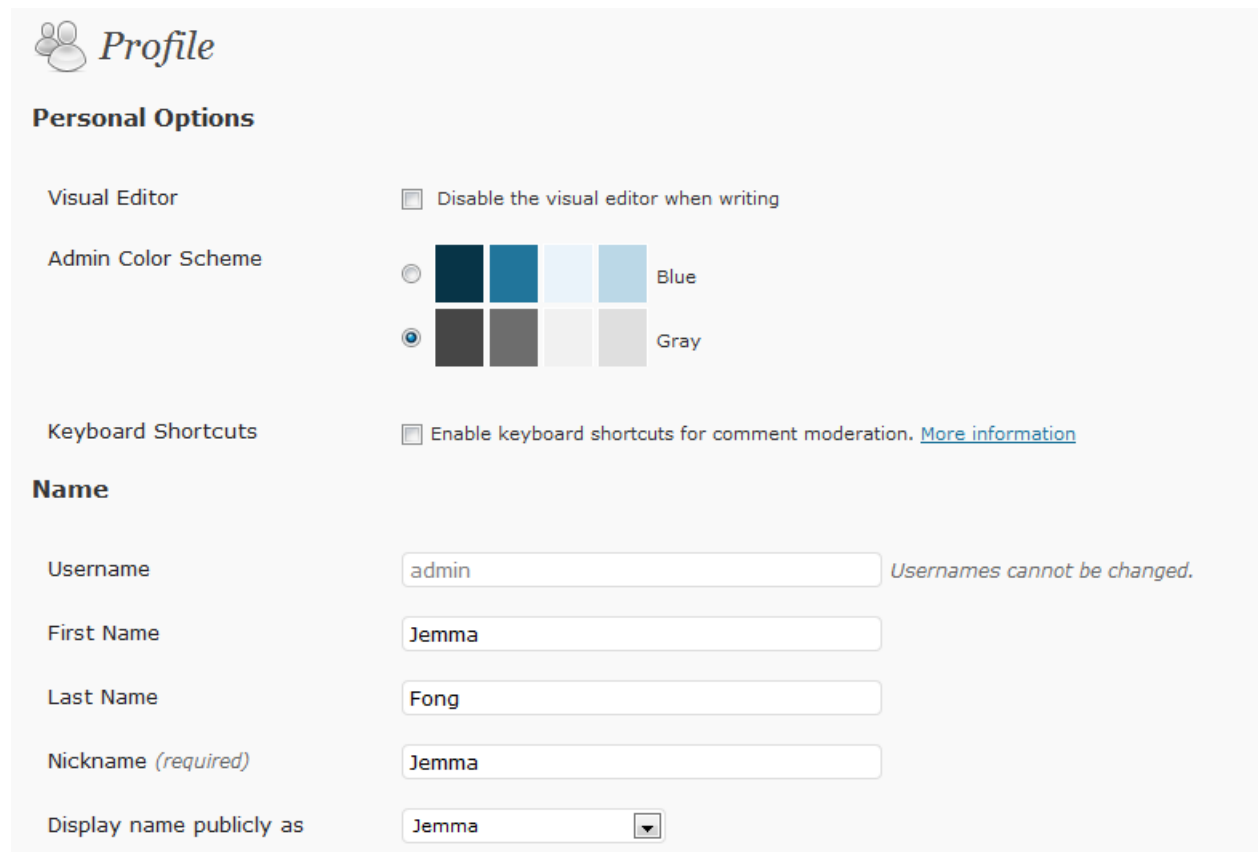
Click on the various settings and you will be able to adjust accordingly.

## How to change your password in WordPress

In the top right hand corner, you will see your login name, click on that name, this will take you to your profile. Scroll down the page you will see your profile information laid out, you can make any adjustments you need, including changing your password, down at the bottom. Use something that is secure but fairly easy to remember. If you forget your password, you can also

## How to edit your profile in WordPress

Click on your name in top right hand corner, this will bring up the [Edit Profile] screen.



The screenshot shows the WordPress 'Profile' edit page. At the top left, there is a profile icon and the word 'Profile' in a serif font. Below this is the 'Personal Options' section, which includes three settings: 'Visual Editor' with a checkbox for 'Disable the visual editor when writing', 'Admin Color Scheme' with radio buttons for 'Blue' and 'Gray' (the latter is selected), and 'Keyboard Shortcuts' with a checkbox for 'Enable keyboard shortcuts for comment moderation' and a link to 'More information'. The 'Name' section follows, containing five input fields: 'Username' (with the value 'admin' and a note 'Usernames cannot be changed.'), 'First Name' (with 'Jemma'), 'Last Name' (with 'Fong'), 'Nickname (required)' (with 'Jemma'), and 'Display name publicly as' (with a dropdown menu showing 'Jemma').

**Profile**

**Personal Options**

Visual Editor  Disable the visual editor when writing

Admin Color Scheme

Blue

Gray

Keyboard Shortcuts  Enable keyboard shortcuts for comment moderation. [More information](#)

**Name**

Username  *Usernames cannot be changed.*

First Name

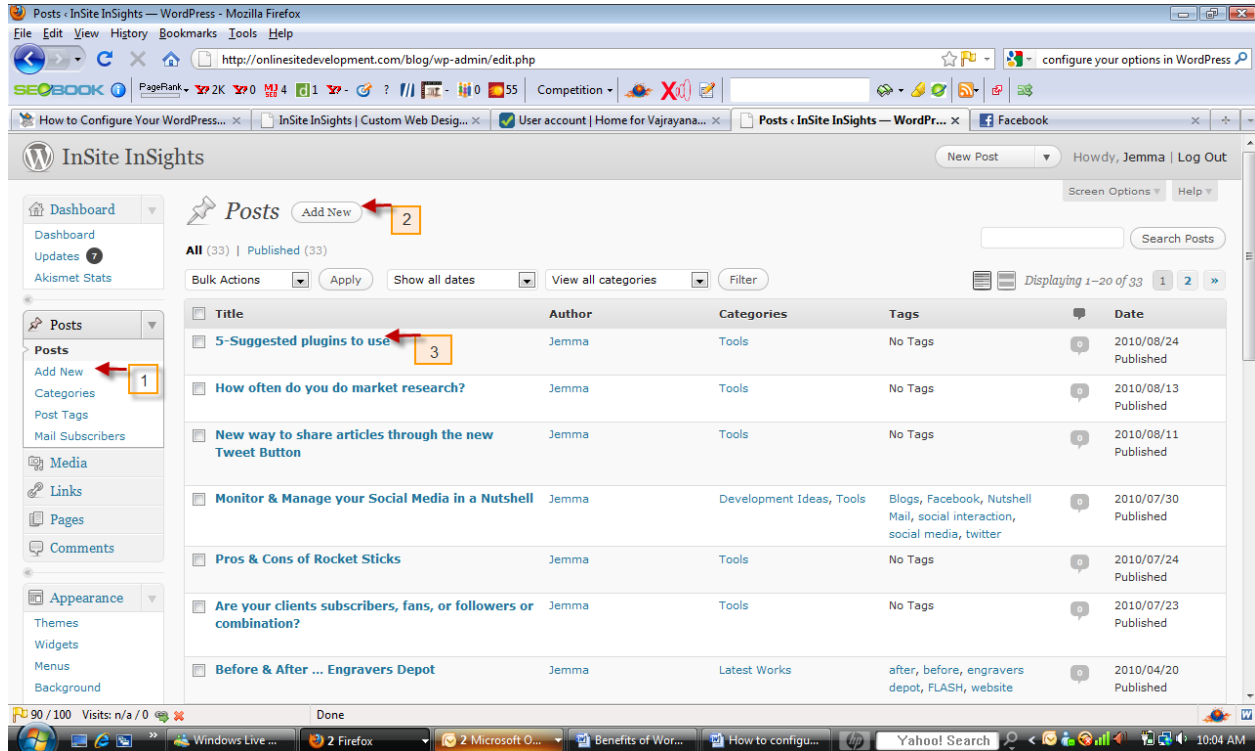
Last Name

Nickname *(required)*

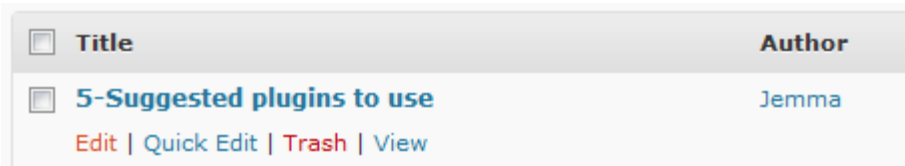
Display name publicly as  ▼

This is an area where you can adjust colour scheme for your administration screens, change information for your name, or if you want to change what the public sees and add some biographical information. It is also the place where you change your password information.

## How to write a new post in WordPress

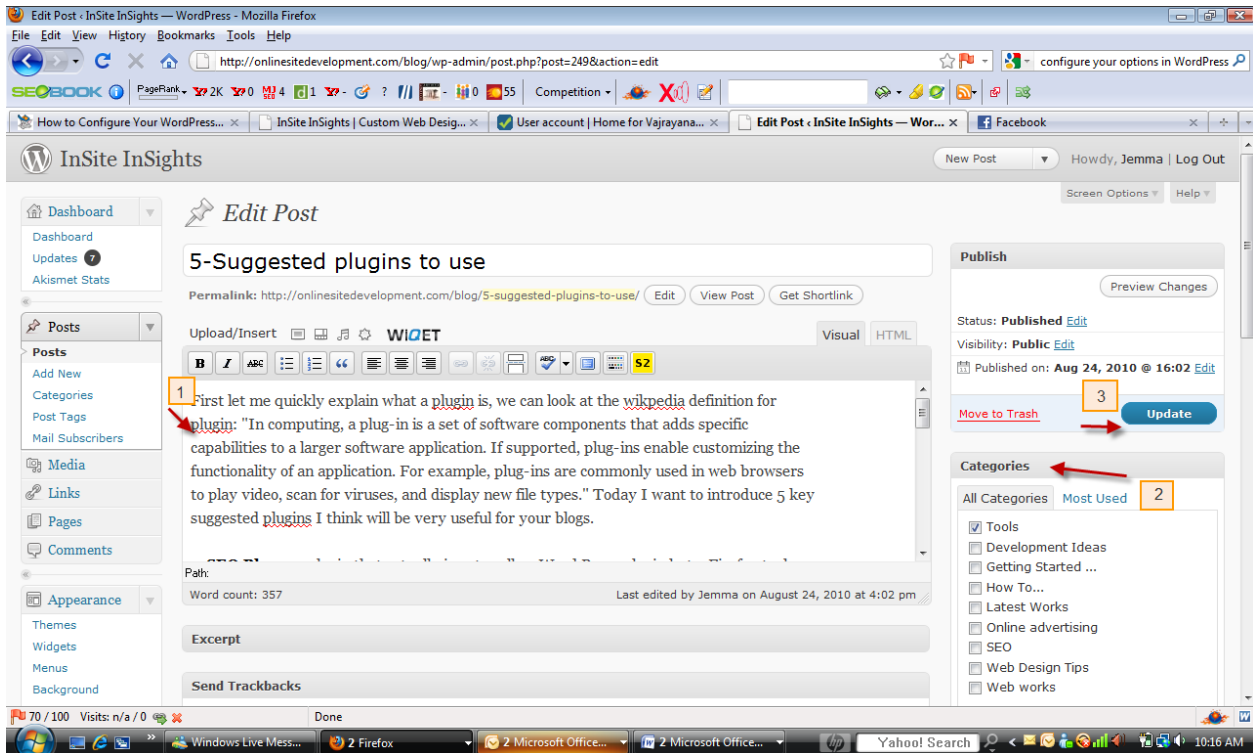


[1] & [2] you can create a new post by clicking on either of these [Add New] links.  
[3] shows the title of the post, post titles should be keyword rich



If you wish to edit an existing post, roll your mouse over the title, and the following sub-menu will show, click on [Edit] To delete post click on [Trash]

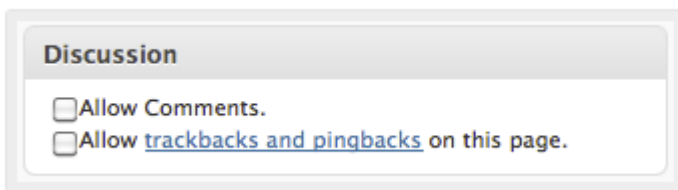
Editing in a WSIWYG editor [1] in image below, you can add text, images, video, links. You can assign a category [2] to the article to help users find like-minded subjects. Once edited, you click on the [3] [update] button.



## How to write a comment in WordPress

For complete details, go to <http://en.support.wordpress.com/topic/comments/>

Comments are enabled by default,



Threaded comments – so you can view the conversation

**Nick Says:**  
December 11, 2008 at 2:13 am | Reply edit

This is amazing!

**Heather Says:**  
February 18, 2009 at 3:03 am | Reply edit

It's even more amazing when there's a third level to the thread.

**Nick Says:**  
February 18, 2009 at 3:05 am | Reply edit

Yep!

If you wish to be notified whether to approve a comment that someone has written on your blog, then go to [settings] – [discussion]

*E-mail me whenever.*

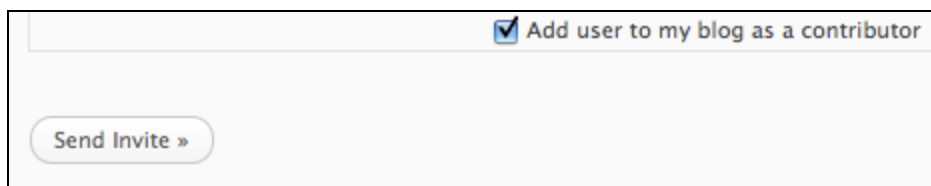
- Anyone posts a comment
- A comment is held for moderation

## How to manage users in WordPress

Good feature for having multiple authors, you can add as many authors/users as you wish. If they are part of wordpress.com you can add through “adding users through community” or if they don’t have an account, you can [invite]



Enter details and you can add a personal message if you choose. Check the box labelled **Add user to my blog as a contributor** and click the **Send Invite** button.

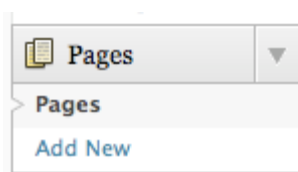


## How to change your header in WordPress

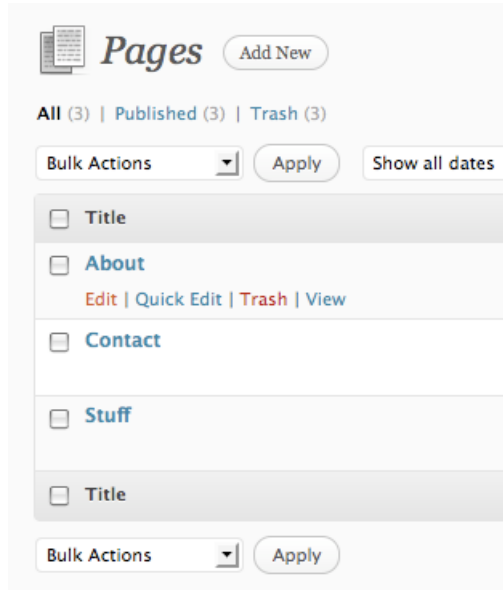
This depends on which theme you are using if you can customize your header. See <http://en.support.wordpress.com/themes/custom-header-image/> to see which theme supports the ability to have a customized header.

## How to manage pages in WordPress

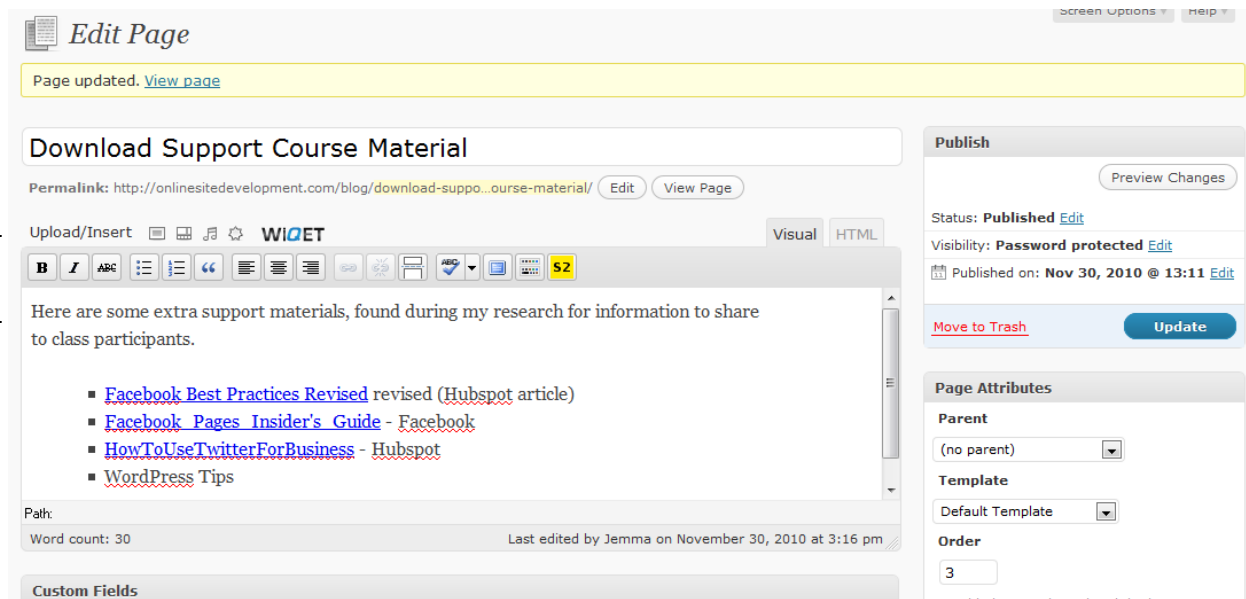
To edit your blog’s pages, click the **Pages** menu in your dashboard.



It will look something like this:




When you hover over the page title, the Edit tool menu shows, you can click on [Edit] to open it up and edit your text.



## How to manage categories in WordPress

Go to [Posts] and click on Categories. Here you can [Add], [Edit] or [Delete] categories. Think of Categories as submenus of like-minded information. It helps the readers to group the information. You can also add a new category after you have finished writing the post, before publishing, and either choose an existing category or add a new one.

 **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

*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

Bulk Actions

| <input type="checkbox"/> | Name                | Description   | Slug                       | Posts |
|--------------------------|---------------------|---|----------------------------|-------|
| <input type="checkbox"/> | Development Ideas   | Web Development Ideas, QAs  | web_development            | 2     |
| <input type="checkbox"/> | Getting Started ... | Information and support for those who are new to web design and development or online marketing. It is an area where no questions are "stupid". | newbies_to_web_design      | 3     |
| <input type="checkbox"/> | How To...           | how to posts  | how_to                     | 2     |
| <input type="checkbox"/> | Latest Works        | Latest projects we are either working on or just finalized  | whats_new                  | 5     |
| <input type="checkbox"/> | Online advertising  |   | online-advertising         | 1     |
| <input type="checkbox"/> | SEO                 |   | search_engine_optimization | 2     |
| <input type="checkbox"/> | Tools               | Tools for aiding your website strategy  | tools_calculators          | 14    |

Or within the post,

**Categories**

All Categories **Most Used**

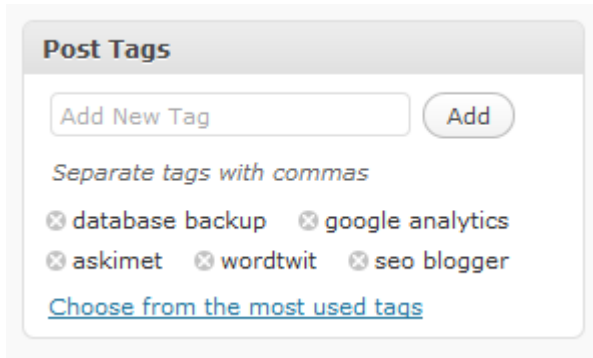
- Tools
- Development Ideas
- Getting Started ...
- How To...
- Latest Works
- Online advertising
- SEO
- Web Design Tips
- Web works

[+ Add New Category](#)

## How to manage tags in WordPress

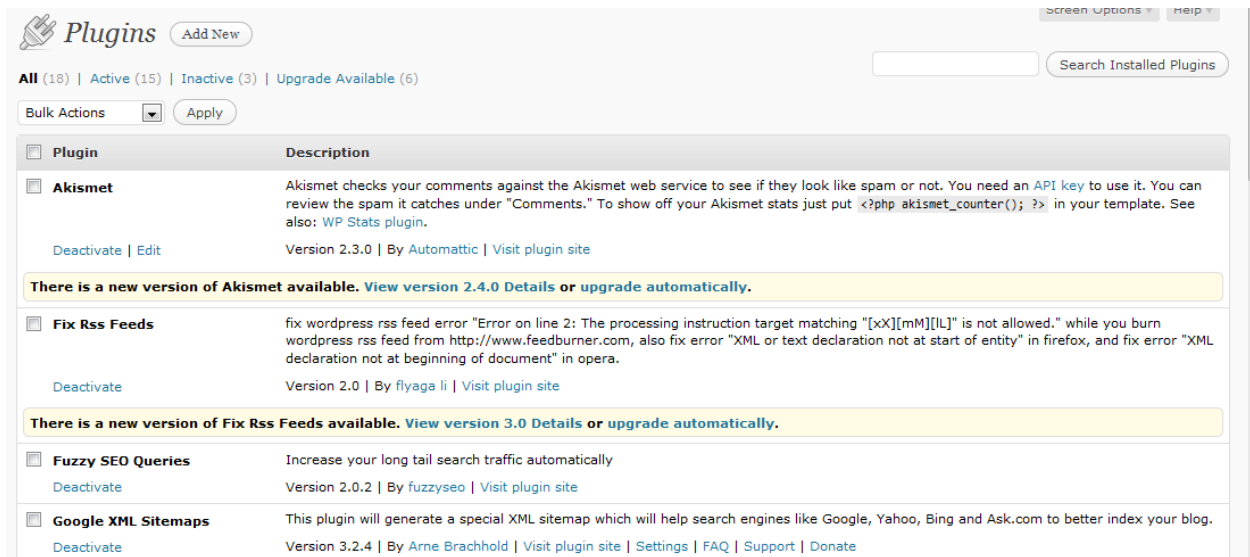
Tags are like keywords. Words that are relevant and associated with the posts topic. Tags provide a useful way to group related posts together, and to quickly tell readers what a post is about. What is the difference between [Tags] and [Categories]? Let's say you are writing a new recipe for Brownies, you would probably use the category name {dessert} and the tags would be {chocolate, brownies, walnuts}





## How to manage your plugins in WordPress

Plugins are tools used to extend the functionality of the WordPress platform, but can only be used for privately hosted WordPress - .org rather than .com



See InSite Creations [recommended Plugins](#) to use.