

# WordPress for Library Site Design

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# Outline

- What is WordPress?
- Who is using WordPress?
- Why WordPress?
- WordPress for Libraries?
- WordPress Terms
- WordPress RSS Feeds
- Install and Set Up WordPress
- Enhance your WordPress site
- Additional Tools & Resources

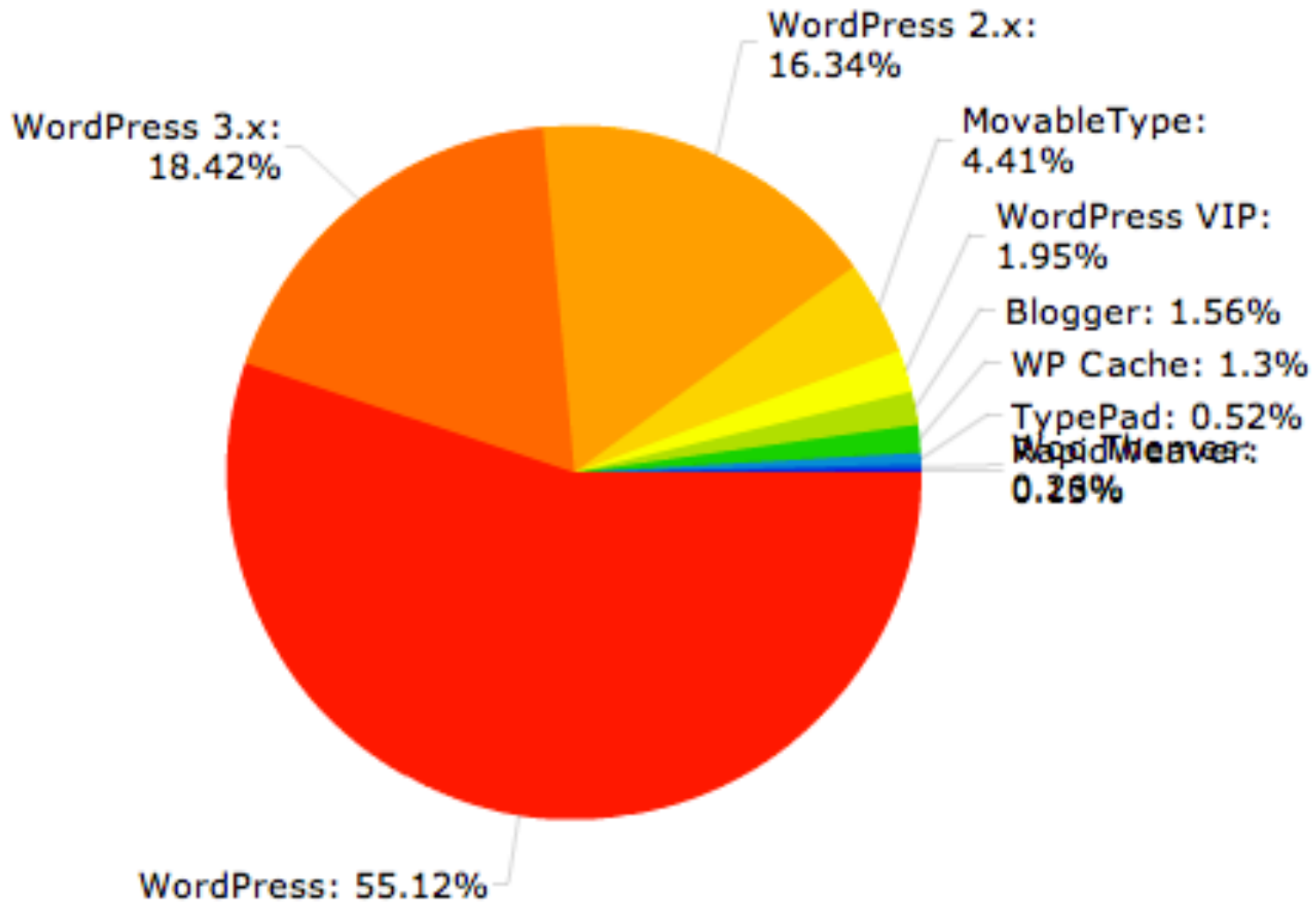


# What is WordPress

- Open Source
- Free of Cost
- A blogging platform
- A content management system (CMS)
- Easy to Learn

# Who's using WordPress

- **Businesses**
  - <http://social.ford.com>
- **Universities**
  - <http://umaine.edu>
  - <http://www.gapsa.upenn.edu>
- **Publications**
  - <http://magazine.wsj.com>
  - <http://stylenews.peoplestylewatch.com>
- **Libraries**
  - <http://blogs.loc.gov/loc/>
  - <http://mykansaslibrary.org>
  - [http://wp4lib.bluwiki.com/  
#Library\\_Sites\\_That\\_Use\\_WordPress](http://wp4lib.bluwiki.com/#Library_Sites_That_Use_WordPress)



Found on: <http://trends.builtwith.com/blog>



# Why WordPress

- Easy to navigate
- Built in search engine
- Thousands of plugins/extensions
- Thousands of pre-made themes
- Tons of online documentation & help



# Why WordPress as a CMS

- It's for more than just blogging
- Allows for multiple users/permissions
- No need for system admin - anyone can upgrade/edit files
- Named 'Hall of Fame CMS' in 2010
  - <http://packtpub.com/open-source-awards-home/2010-wordpress>
- Easy, Easy, Easy!



# WordPress Varieties

- **Wordpress.com**
  - Free hosted version of WordPress
- **Wordpress.org**
  - Free downloadable version of WordPress
- **Scriblio**
  - OPAC based on WordPress



# WordPress for Libraries

- WP4Lib
  - Community for Libraries using Wordpress
  - <http://wp4lib.bluwiki.com>
- Jones, Kyle, and Polly-Alida Farrington. Using WordPress as a library content management system. Vol. 47. Library Technology Reports 3. Chicago IL: ALA TechSource, 2011.



# WordPress Terms

- **Posts**
  - These are part of the blog portion of your site, posts are the most updated type of content
- **Pages**
  - Contain more static content, like the 'About' page or 'Home' page
- **Category**
  - Used to organize all posts, these are required by WordPress
- **Tags**
  - Another way to organize post content, these are not required



# WordPress Terms

- **Theme**
  - A packaged design set for your site
- **Widget**
  - Bits of content you can add to your sidebars and menus without knowing any coding
- **Menu**
  - Navigational menus found at the top and/or side of your site
- **Plugin**
  - A package of code that adds additional functionality to your site



# RSS Feeds

- RSS stands for Really Simple Syndication.
- Also called web feeds, RSS is a content delivery vehicle. It is the format used when you want to syndicate news and other web content. When it distributes the content it is called a feed. You could think of RSS as your own personal wire service.
- WordPress comes with several built in RSS Feeds



# WordPress Feed URL Samples

- <http://example.com/feed/>
- <http://example.com/feed/rss/>
- <http://example.com/feed/rss2/>
- <http://example.com/feed/rdf/>
- <http://example.com/feed/atom/>

# Special RSS Feeds

- Comments: [example.com/comments/feed/](http://example.com/comments/feed/)
- Category: [example.com/category/categoryname/feed](http://example.com/category/categoryname/feed)
- Tag: [example.com/tag/tagname/feed](http://example.com/tag/tagname/feed)
- Author: [example.com/author/authorname/feed/](http://example.com/author/authorname/feed/)
- Search: [example.com/?s=searchterm&feed=rss2](http://example.com/?s=searchterm&feed=rss2)

# Install / Set Up WordPress

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# Things to do

- Install WordPress (demo)
- Upgrade WordPress
- Review settings
- Choose a theme
- Add content
  - Add a page
  - Add/Alter Categories
  - Add Tags
  - Add a post
- Create a static homepage





# Installing & Upgrading

- Installation instructions can be found on WordPress' site
- You can also do a 'single click' install of WordPress using Fantastico if your host has it
- Upgrading is as simple as clicking the upgrade automatically option in the yellow bar at the top of your dashboard



# Settings

- Click 'Settings' (toward the bottom left)
- General includes site title and general settings
- Writing includes settings related to content creation
- Reading includes settings related to how users read
- Discussion includes settings related to commenting
- Media includes settings related to images and files
- Privacy includes settings related to your site on search engines
- Permalinks includes settings related to the style of your links



# Choose a Theme

- Click ‘Themes’ under ‘Appearance’
- Under ‘Manage Themes’ you will see all of the installed themes and can preview them by clicking ‘Preview’ or apply them by clicking ‘Activate’
- To install themes you click the ‘Install Themes’ tab and search the themes on WordPress



# Premium Themes

- WooThemes:
  - [www.woothemes.com](http://www.woothemes.com)
- StudioPress:
  - [www.studiopress.com](http://www.studiopress.com)
- ElegantThemes:
  - [www.elegantthemes.com](http://www.elegantthemes.com)
- Comparison:
  - [www.smashingmagazine.com/2011/04/20/detailed-comparison-of-premium-wordpress-theme-clubs/](http://www.smashingmagazine.com/2011/04/20/detailed-comparison-of-premium-wordpress-theme-clubs/)



# Create a Page

- Click 'Add New' under 'Pages' on the left hand side menu
- Choose a 'Title'
- Enter your body text
- On the right choose the 'Page Parent' and 'Order'
- Below the content decide if you want to allow comments
- Click 'Publish'



# Create a Category

- Mouse over 'Posts' on the left and choose 'Categories'
- Edit name of the default category by mousing over the name and clicking 'Edit'
- Add a new category with the form on the left
  - Slug can be left blank and WordPress will generate it for you
- Or, start a new post and add categories on the right



# Create Tags

- Mouse over 'Posts' on the left and click 'Tags'
- Enter new tag info on the left
  - Slug can be left blank and WordPress will generate it for you
- Or, start a new post and add tags on the right



## Create a Blog Post

- Click 'Add New' under 'Posts'
- Choose a 'Title'
- Enter your body text
- Insert an image or link to a file
- Below the content decide if you want to allow comments
- Choose a category to assign the post to
- Click 'Publish'





# Create a Static Homepage

- Click 'Add New' under 'Pages'
- Enter a title of 'Blog'
- Click 'Publish' (leave the content blank)
- Go back to 'Settings'
- Choose 'Reading'
- Choose 'A static page' next to 'Front page displays'
- Choose your 'Blog' page for the 'Posts' and a page for 'Front page'

# Enhance Your WordPress Site

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# Things to do

- RSS Feed Enhancements
- Add Widgets
- Add Plugins
- Edit Menus
- Add External Content



# Feed Stats/Enhancements

- FeedBurner lets you track feed stats and set up feed enhancements
- Sign up at <http://feedburner.com>
- ‘Burn’ a feed
- Set up social posting
- Set up an email subscription



## Widgets Defined

- **Search** widgets let people search your site
- **RSS** widgets pull in RSS feeds and publish them on your site
- **Text** widgets are handy for any custom text or code you'd like to include
- **Recent posts** and **recent comments** will show recently added content to your site



## Add Widget(s)

- Add a Search widget
  - Click 'Appearance'
  - Click 'Widgets'
  - Drag 'Search' from the list of widgets to an area on the right
- Add a Text widget
  - Drag 'Text' from the list of widgets to an area on the right
  - Enter your library's address and phone

# Add Plugins

- Click 'Plugins' on the menu on the left
- Click 'Add new' at the top
- Search for a plugin for your site
  - Events Calendar
  - Contact Form 7
  - Super Search (advanced site search)
- Click 'Details' to learn more
- Click 'Install now' to add the plugin
- Click 'Activate' after it's installed
- Browse most popular plugins:
  - <http://wordpress.org/extend/plugins/browse/popular/>

# Must Have Plugins

- WP Backup
  - [www.wordpress.org/extend/plugins/wp-db-backup/](http://www.wordpress.org/extend/plugins/wp-db-backup/)
- Exploit Scanner
  - [www.wordpress.org/extend/plugins/exploit-scanner/](http://www.wordpress.org/extend/plugins/exploit-scanner/)
- Maintenance Mode
  - [www.wordpress.org/extend/plugins/maintenance-mode/](http://www.wordpress.org/extend/plugins/maintenance-mode/)



# Must Have Plugins

- Events Calendar (Install and Set up in class)
  - [www.mytechopinion.com/2009/06/event-calendars-wordpress.html](http://www.mytechopinion.com/2009/06/event-calendars-wordpress.html)
- Contact Form (Install and Set up in class)
  - [www.wordpress.org/extend/plugins/contact-form-7/](http://www.wordpress.org/extend/plugins/contact-form-7/)
- Google Sitemaps
  - [www.wordpress.org/extend/plugins/google-sitemap-generator/](http://www.wordpress.org/extend/plugins/google-sitemap-generator/)
- Anti-Spam
  - [www.wordpress.org/extend/plugins/akismet/](http://www.wordpress.org/extend/plugins/akismet/)

# Must Have Plugins

- No Self Pings
  - [www.wordpress.org/extend/plugins/no-self-ping/](http://www.wordpress.org/extend/plugins/no-self-ping/)
- Google Analyticator
  - [www.wordpress.org/extend/plugins/google-analyticator/](http://www.wordpress.org/extend/plugins/google-analyticator/)
- Google Analytics for WordPress
  - [www.wordpress.org/extend/plugins/google-analytics-for-wordpress/](http://www.wordpress.org/extend/plugins/google-analytics-for-wordpress/)
- Broken Link Checker
  - [www.wordpress.org/extend/plugins/broken-link-checker/](http://www.wordpress.org/extend/plugins/broken-link-checker/)



# Managing Menus

- Click 'Appearance'
- Click 'Menus'
  - If your theme supports menus a note like 'Your theme supports 2 menus' will appear in the top left
- Click the '+' tab to add a new menu
- Give the menu a name
- Drag pages from the left to the menu
- Add a URL to another page using 'Custom Links'
- Save the menu
- Assign the menu a location under 'Theme Locations'



# Add External Content

- Search social sites for widget/badge code
- Find sites that allow for embedding of their content
  - Google Maps
  - Google Calendar
  - Flickr Badge
  - Facebook Badge
  - Twitter Widget

# Google Map

- Basic Map
- Go to <http://maps.google.com>
- Search for your library address
- Click the 'link' button in the top left
- Copy the HTML to embed the map into your site on a page or in a widget
- Advanced Maps:
  - <http://google.com/uds/solutions/wizards/mapsearch.html>
  - <http://batchgeo.com>



# Google Calendar

- Embed your calendar
- Go to <http://calendar.google.com>
- Create new calendar
- Add an event or two to the calendar
- Go to calendar settings and share the calendar
- Embed calendar in site on a Page or in a widget



# Flickr Badge

- Log in to your Flickr account
- Go to <http://www.flickr.com/badge.gne>
- Choose your badge for embedding in your site
- Copy the code into a WordPress Text Widget



# Facebook Badge

- Visit <http://www.facebook.com/badges/>
- Choose the type of badge you'd like to add to your site
- Answer the questions
- Copy the code
- Paste it in to a page or text widget



# Twitter Widget

- Visit: <http://twitter.com/goodies/widgets>
- Click 'My Website'
- Choose the type of widget/badge you want
- Copy the code into a WordPress Text Widget
- More Information on Twitter Badges:
  - <http://help.twitter.com/forums/10711/entries/15354>

# Additional Tools & Resources

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## You'll need ...

- Web server with MySQL and PHP installed & a domain name
  - I use Hostgator.com and GoDaddy.com
  - Dreamhost offers free hosting to non profits
- Access to (or someone who can) alter the MySQL database interface (or a host with single-click install)
- FTP Software
  - I use Filezilla (<http://filezilla-project.org/>)



# Additional Presentations

- People to follow on SlideShare:
  - Stephanie Leary  
[www.slideshare.net/stephanieleary](http://www.slideshare.net/stephanieleary)
  - Syed Balkhi  
[www.slideshare.net/wpbeginner](http://www.slideshare.net/wpbeginner)
  - Andrea Rennick  
[www.slideshare.net/AndreaRennick](http://www.slideshare.net/AndreaRennick)

# Video Tutorials

- YouTube Playlists
  - [www.youtube.com/view\\_play\\_list?p=3660E1BF38351F4D](http://www.youtube.com/view_play_list?p=3660E1BF38351F4D)
  - [www.youtube.com/view\\_play\\_list?p=2B44F91BD836E499](http://www.youtube.com/view_play_list?p=2B44F91BD836E499)
  - [www.youtube.com/view\\_play\\_list?p=928D6604C81A7DoB](http://www.youtube.com/view_play_list?p=928D6604C81A7DoB)

# Links/Articles

- WordPress as a Learning Management System – Move Over, Blackboard
  - [wpmu.org/wordpress-as-a-learning-management-system-move-over-blackboard/](http://wpmu.org/wordpress-as-a-learning-management-system-move-over-blackboard/)
- WordPress CMS for Library Web Sites
  - [lib20.pbworks.com/classes-wordpress-websites](http://lib20.pbworks.com/classes-wordpress-websites)
- 55+ Most Wanted WordPress Tips, Tricks, and Hacks
  - [www.wpbeginner.com/wp-tutorials/55-most-wanted-wordpress-tips-tricks-and-hacks/](http://www.wpbeginner.com/wp-tutorials/55-most-wanted-wordpress-tips-tricks-and-hacks/)

# Additional Links

- Top 20 Plugins To Extend WordPress CMS Capabilities
  - [wpmu.org/top-20-plugins-to-extend-wordpress-cms-capabilities/](http://wpmu.org/top-20-plugins-to-extend-wordpress-cms-capabilities/)
- 10 Excellent Plugins that Extend WordPress as a CMS
  - [djdesignerlab.com/2010/11/25/10-excellent-plugins-that-extend-wordpress-as-a-cms/](http://djdesignerlab.com/2010/11/25/10-excellent-plugins-that-extend-wordpress-as-a-cms/)
- Secure your WordPress blog
  - [mashable.com/2010/04/28/wordpress-security-tips/](http://mashable.com/2010/04/28/wordpress-security-tips/)



## Yet More Links

- 20 Plugins You've Never Heard Of
  - [www.slideshare.net/williamsba/top-20-wordpress-plugins-youve-never-heard-of-2982724](http://www.slideshare.net/williamsba/top-20-wordpress-plugins-youve-never-heard-of-2982724)
- WordPress 201
  - [www.slideshare.net/JeffBennett/wordpress-201-workshop-maui-march-23-2011](http://www.slideshare.net/JeffBennett/wordpress-201-workshop-maui-march-23-2011)
- Extend WordPress With Custom Fields
  - [www.smashingmagazine.com/2010/04/29/extend-wordpress-with-custom-fields/](http://www.smashingmagazine.com/2010/04/29/extend-wordpress-with-custom-fields/)





# Books

- Leary, Stephanie. *Beginning WordPress 3*. 1st ed. Apress, 2010.
- Jones, Kyle, and Polly-Alida Farrington. *Using WordPress as a library content management system*. Vol. 47. *Library Technology Reports 3*. Chicago IL: ALA TechSource, 2011.
- Hedengren, Thord Daniel. *Smashing WordPress: Beyond the Blog*. Wiley, 2010.
- Tomasi, Chuck, and Kreg Steppe. *Sams Teach Yourself WordPress 3 in 10 Minutes*. 1st ed. Sams, 2010.
- Beck, Jessica Neuman, and Matt Beck. 2009. *WordPress: Visual QuickStart Guide*. [S.l.]: Peachpit Press.

# Thank You!!

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Presentations