

# NSO WEB ADMINISTRATORS SEPTEMBER 2019 WORKSHOP

PART IV – INTRODUCING WORDPRESS

# BUILDING YOUR WEBSITE WITH WORDPRESS

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“Some of the best programming is done on paper, really.  
Putting it into the computer is just a minor detail.”

*Max Kanat-Alexander* – Code Simplicity: The Fundamentals of Software

# Building your website with WordPress

## *What is Wordpress (1/3)*

- **Content Management System**

Allows webmasters to create and update a website without coding, and editors to add and update its content, add files, etc.

- **Different types of contents**

Originally a simple blog platform, now supports different types of content, including text, media, documents, and data (to some extend)

- **Template and plugin system**

Easily customizable using themes and plugins

# Building your website with WordPress

## *What is Wordpress (2/3)*

### PROS

- Most popular **Free** CMS
- SEO Ready
- Lots of contributors
- Lots of plugins and themes available, both free and commercial
- Frequent updates

### CONS

- Generic CMS
  - Lot of time required to customize and fulfil your requirements
- Slow application
  - both frontend and backend
- Hackers favourite target
- Not easy to secure
  - Especially when using free themes and plugins

# Building your website with WordPress

## *What is Wordpress (3/3)*

- **Wordpress open source CMS (.org)**

The most popular CMS on the web, open source.

- **Wordpress.com**

A company, offering hosting services around Wordpress

- **Wordpress Multisite**

A WP option to create a network of websites sharing themes and plugins, but with separate options and content.

The multisite option helps to improve security and maintenance of websites hosted by SPC.

# Building your website with WordPress

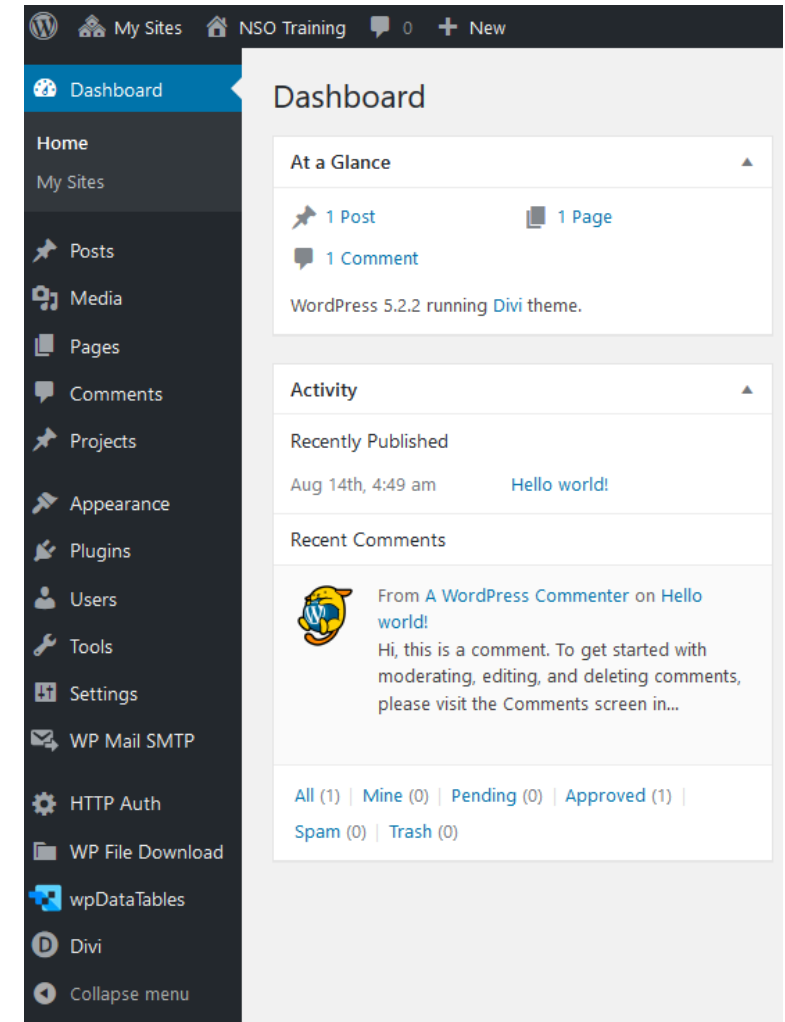
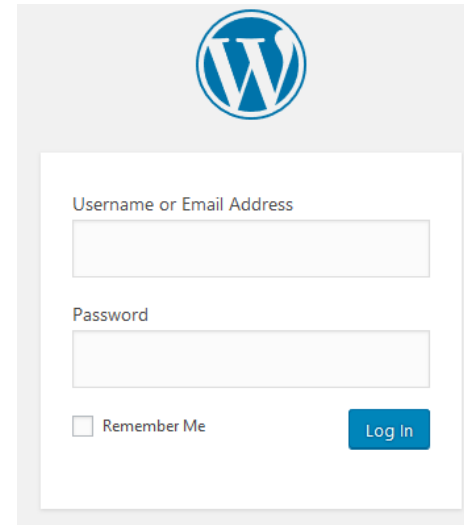
## *How does it look like ?*

- **Back-end (administration)**

- Login
- Dashboard
- Admin menu

- **Front-end**

- Navigation
- Edit shortcut links
- Other menu items



# Building your website with WordPress

## *Customize and Extend WordPress*

- **Themes**

Customize the appearance of your website – Currently using Divi Theme

- **Plugins**

Extending WP features and supporting specific content types

- **Widgets**

Integrate content and features in template and pages

- **Menus**

Customize navigation menus

# Building your website with WordPress

## *Understanding types of content (1/2)*

- **Pages**

Mostly “static” content: the structure of the website (site map)

- **Posts**

Blog-like articles, to post about recent updates, events, etc.  
(feeds)

- **Categories**

Hierarchized taxonomy used to group posts by subject (or topic)

- **Tags**

Another flat taxonomy used to group posts

- **Comments**

Visitor comments, to be used with extra care (consider disable this)

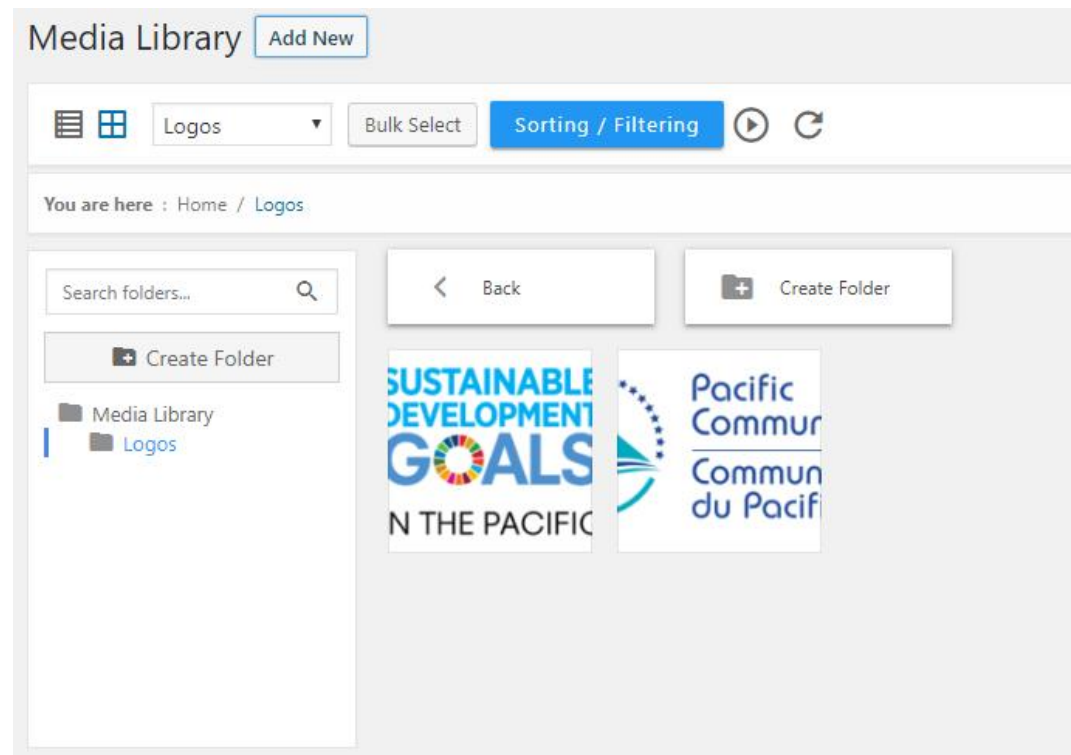


# Building your website with WordPress

## *Understanding types of content (2/2)*

- **Media**

Images, videos, sound



# Building your website with WordPress

## *Understanding types of content (demo)*

### DEMO

- List of pages
- List of posts
- Adding an image

# Building your website with WordPress

## ***Plugins content types*** (Joomunited)

- **WP File Download**

Documents (e.g. PDF reports) for visitors to view or download

- **wpDataTables**

Tables of data to integrate in pages

- **wpDataCharts**

Charts representing data from wpDataTables

## ***Divi theme content types***

- **Projects**

Another type of contents (unused)

# Building your website with WordPress

## *Administration features*

- **Users**

Manage users (administrators, authors, editors, contributors, subscribers)

- **Tools**

Manage data (Import and Export)

- **Settings**

Manage site options, such as

- Site title and description, regional options (data format)
- Blogging options (posts, comments)
- Media default options
- Etc.

# ONE MORE TIME, DO NOT FORGET TO UPDATE

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“The more up-to-date the information, the more valuable it is”

*Katie Jacobs Stanton* – Former Twitter Vice President

# Keeping your website up to date

## *How to improve over time*

- **Schedule content updates**

Keep things simple to make sure published data is up to date

- **Watch traffic**

Analyse visits and number of downloads

- **Listen to your users**

Get feedback, re-design your website from time to time

- **Keep learning**

Technology is moving fast, keep yourself posted