

# Websites with Wordpress


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## What we'll be looking at

- Intro to Wordpress
- How do I set up a blog?
- Posting and Plugins
- Making it successful
- Software updates and not getting hacked
- Hosting your blog
- Google
- Further reading


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## What is WordPress?

- WordPress started life as a blogging tool and has evolved into a reasonable CMS
- A CMS is software living on your website that allows you to self-maintain your website through your browser
- It is in the top 3 most used CMSes on the web, perhaps to become the top
- Extensive free/cheap themes and plugins


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## What is a CMS?

- Self maintaining of text – key
- Most site content bar framework can be maintained
- Provides a software framework for “plugins” (WordPress) or “components” (Joomla)
- A good CMS choice will have an active user community
- You want it to be maintained forever!!


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## Other CMS options?

- Joomla! – used to be #1 (aka Mambo)
  - Harder to setup, manual updates
  - Nice editing “frontend” (rarely used)
  - Better suited to larger (40+)
- WordPress
  - Better suited to smaller/news sites
  - Easy to setup
  - Page editing simple


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## Other CMS options?

- Drupal
  - Very flexible and powerful
  - Hard to learn and setup
  - Better suited to larger sites or where extra flexibility is needed
- SimpleCMS
- Plone
- Many, many options; most very good

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## Other CMSes - choosing

- How do you choose Open Source software?
- Make your choice based on:
  - Longevity of support
  - Documentation – quality/amount
  - Installed base
  - Quality of product
  - Ease of finding programmers

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## Overview: Blog setup

1. Get yourself hosting
2. Register a domain
3. Install Wordpress
4. Do basic setup
5. Choose or develop a theme

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## Getting hosting

- Various decisions to make:
  - AU based versus US based
    - – Google? – Speed?
  - Cheap versus business-grade:
  - Do they do backups?
  - Well administered?
- Security filters?
- Local point of contact or accessible enough?
- Use cPanel? (makes it easy to move)

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## Register a domain

- Don't always go with the cheapest registrar
- AU cost price is ~US\$22, US is ~\$7
- Low margin = low/no service and/or poor control panel
- If you trust host, use them - simple
- WDFG, GoDaddy, netRegistry
- A domain is a domain – all the same, service/support is what differentiates

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## Install WordPress

- This should be done through an automated setup tool in your control panel – makes it very quick
  - Fantastico
  - Installatron
- Tips:
  - Preferably don't use "admin" as admin user!
  - Install in the "base" of your account

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## Setting options

- Use a good admin password!
- Most options are pretty intuitive
- Choose a good set of plugins
- Go carefully through all settings the first time
  - Eg: Privacy – block Google!

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## Choose a theme

- WordPress “skins” are called “themes”
- Many free skins exist
  - They often have bugs
  - Check they are current with features
- Look around till you find what you want
- Don't be afraid to pay a few \$ for a “premium” theme – usually max US\$20!
- Trivial to change through admin panel ...

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## Plugins

- Be very selective!
- Look for plugins that are:
  - Well rated (by more than 5 people!)
  - Have good basic documentation
  - Active development
  - High download count
  - Preferably popular and well reviewed
- Plugins = major way blogs are exploited!

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## Posting by email

- Posting by email makes it possible for someone without skills to blog
- Choices:
  1. Use native wordpress
  2. Use “Postie” plugin
  3. Use posterous.com – a little nicer
- Posterous will format images, video, and youtube links automatically

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## Maintaining your blog

- Software updates
  - Old software gets hacked!
- Plugins need to be updated
- Login regularly
- Delete spam (Akismet)
- Back it up!
  - either manually, via cPanel or through a plugin (WP-DB-Backup)
  - Recommend regular cPanel full backup

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## Software updates

- Software updates need to be done often
- Old software gets hacked!
- Plugins need to be updated
- WordPress makes this very easy – major advantage over Joomla etc
- Consider backing up first!

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## What makes a blog work?

- Being interesting!
- Valuable information
- Share – and get back
- Images
- Ease of posting – by email is best
- Post regularly
- Don't be annoying!!
- Integrate with Social Media – FB, twitter

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## Google Caffeine and blogs

- Google aims to find the most relevant match for a search term
- Fresh content is more likely to be relevant
- Regular posting will rank you higher
- Higher page count ranks higher
- With Caffeine, updates take hours or even minutes

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## Importance of a host

- Business-level service:
  - Backups done regularly
  - Redundancy – in drives and backups
  - Knowledgeable tech support
  - Firewall with security filters
  - Servers administered with care
- The cheaper hosts don't provide a business-level service

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## Importance of a firewall

- Hackers have a library of exploits and work through them
- They also track websites/versions
- Smart hosts block the evil URLs
  - Acts as a second protective layer
- Smarter hosts block the offending IP after several hits, stopping them from trying all their exploits

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## Sample White Dogs

- Aussie server \$189.95 / year (150mb)
- US server \$129.95 / year
- Domains AU \$55, US \$20
- Full blog install \$999 retail
  - Hosting, Wordpress install
  - Basic theme/template
  - User guide and 1-to-1 tutorial session
- Discounts:
  - code AUMPCWP9F – 6mths/\$10

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## Getting Started

- [www.whitedoggreenfrog.com](http://www.whitedoggreenfrog.com) or,
  - Call us on 1300 760 850 or,
  - Drop in and have a cuppa at 14 Robert Street in Collingwood
- Check out our free blog on website
- Further reading and notes posted online in our blog soon
- Discount code before end Aug:
  - code AUMPCWP9F – 6mths/\$10
  - WordPress site \$847

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