

WordPress User Guide

Version 4.2

WordPress 4.2 and above

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Section 1 Introduction

Hello and welcome to our WordPress User Guide for Version 4.2 and above.

The first of our WordPress User Guides was originally written for our clients here at interconnect/it who had specified a website using WordPress. Of course, what happened is that soon enough the guide was linked to and downloaded many times. Many thousands of times!

Clearly, there was a level of demand for this information, and we do like to make people happy – so we continued updating this guide and releasing it, and we always kept a free PDF version available because we know a lot of WP users are hobbyists rather than professionals.

This guide doesn't cover WordPress installation – installation is well documented on wordpress.org, and if you wish, you can go for a hosted solution on wordpress.com. If you need help installing, migrating or upgrading your WordPress installation you should get in touch with us for a quote. You'll need to contact us through our website's contact form at <https://interconnectit.com/about/contact/> We may well add installation information at a later date, but currently this guide is very much aimed at WordPress users.

Of course, on that note, some advanced set-up and configuration guidance isn't included either.

Guide Method

This guide covers the basics in each section, trying to take a progressive approach so that each section builds on knowledge and skill acquired earlier in the guide.

There are also some exercises here and there, which can help you to practice your new skills.

Please note that this is a guide for people learning about WordPress – it's not a complete manual. The best thing to do if you find any errors or omissions is to go to <https://interconnectit.com> and let us know through the contacts page. If you wish to rebrand this guide for use in your own organisation, you can do so by purchasing the version at <https://interconnectit.com/products/wordpress-user-guide/>

Section 2 Using WordPress

First Concepts

WordPress (WP) has really moved the game forward for non-experts who want to maintain their own websites. Previously they had to either write their sites with clunky, proprietary site-builder software, or use expensive and difficult to learn packages like Dreamweaver which could require an understanding of often difficult to grasp languages and code such as HTML and CSS. With WordPress, the idea is that you worry about the content and nothing else, whilst somebody else supplies the theme and plugins for you. These can be paid for, or downloaded for free from sites such as <http://wordpress.org> or theme clubs such as <http://woothemes.com>, <http://ithemes.com> and more.

What WordPress also does is to make possible the building of a well structured website or blog which makes the job of search engines easier. It provides an excellent platform for building everything from simple blogs, to significant news platforms like <http://www.spectator.co.uk>. The biggest limit is imagination, and the beauty of this system is that you get to spend less time fighting your website and more time on being creative with your content.

Great Things About WordPress

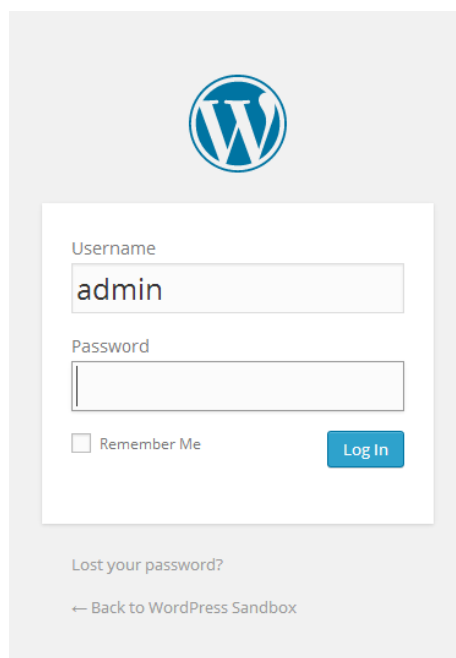
1. It's easy to learn
2. It's stable
3. It's used by millions of people around the globe
4. It scales well
5. It's simple, yet flexible
6. Developers love working with it
7. It has a huge range of free and premium themes which can add functionality and style to your site
8. It has a vast selection of plugins that can add new features and tricks to your site
9. If you do learn html, css or php you can extend what you've got

As you learn more about WordPress you'll learn a lot about what it can (and can't) do. But work within its relatively few limitations and you have a powerful and flexible friend managing your website.

Section 3 Getting Started

When you get WordPress installed you won't have any content in your site beyond what comes as vanilla – which is a single category, a set of blog links you probably don't want, a page and a post.

So the first thing to do is: Log In!

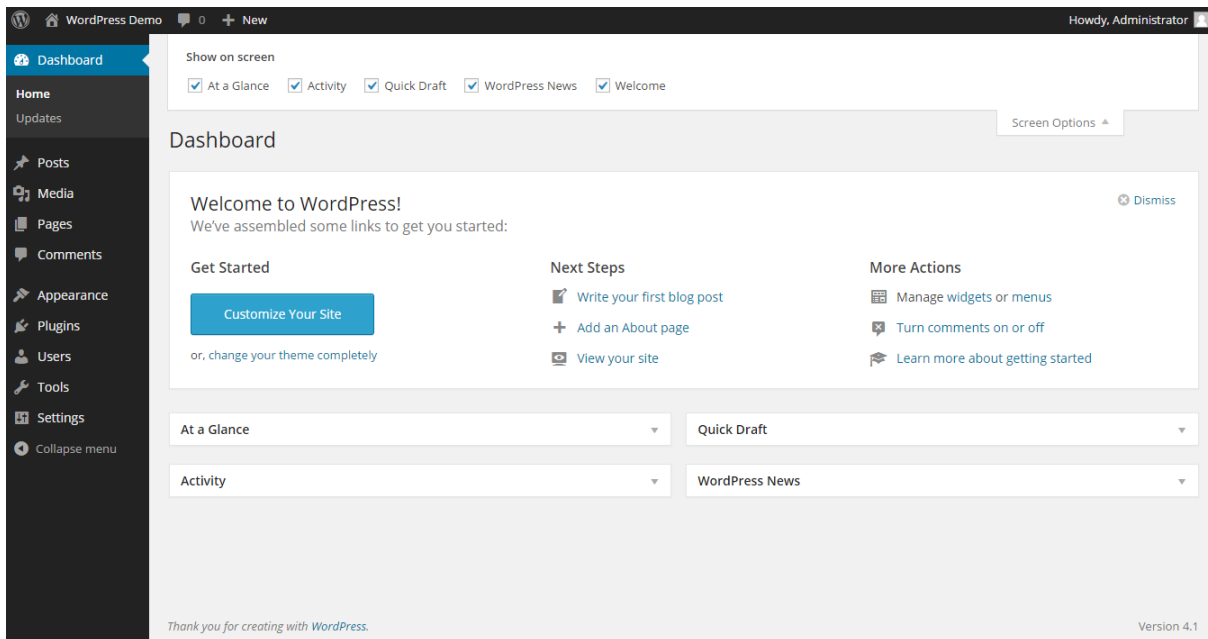


Login screen

If you haven't got a login link on your site's front page, simply add /wp-admin to the root address and you'll arrive at the login page as above (for example www.mysite.com/wp-admin) unless you were already logged in, in which case you'll see the dashboard. Many themes will show login links in the footer or sidebar of your homepage.

During installation you will have set up a username and been told of your password which will have been auto-generated. Alternatively, if someone installed the site for you, he or she will have given you the login and password details. If you lose your details, you can click on 'Lost your password?' and a new password will be generated and e-mailed to you. When you come to change your password make sure it's something secure. Enter your details, select 'Remember me' if your computer is secure and only used by you and you'd like not to have to log in each time. Then click on the Login button.

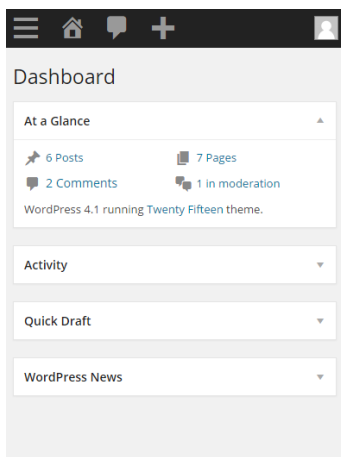
Now you're logged in, you'll arrive at the Dashboard – a screen that gives a range of information about your website:



Dashboard screen in desktop view

From version 4.1 the 'At a Glance' section has been updated to show approved comments, instead of total comments. The dashboard is fully responsive, making it easy to work on your website from a variety of mobile devices. Try adjusting the size of your browser window whilst in either the admin area or when actually viewing your website and you will see the site layout and icons adjust to fit the smaller screen size.

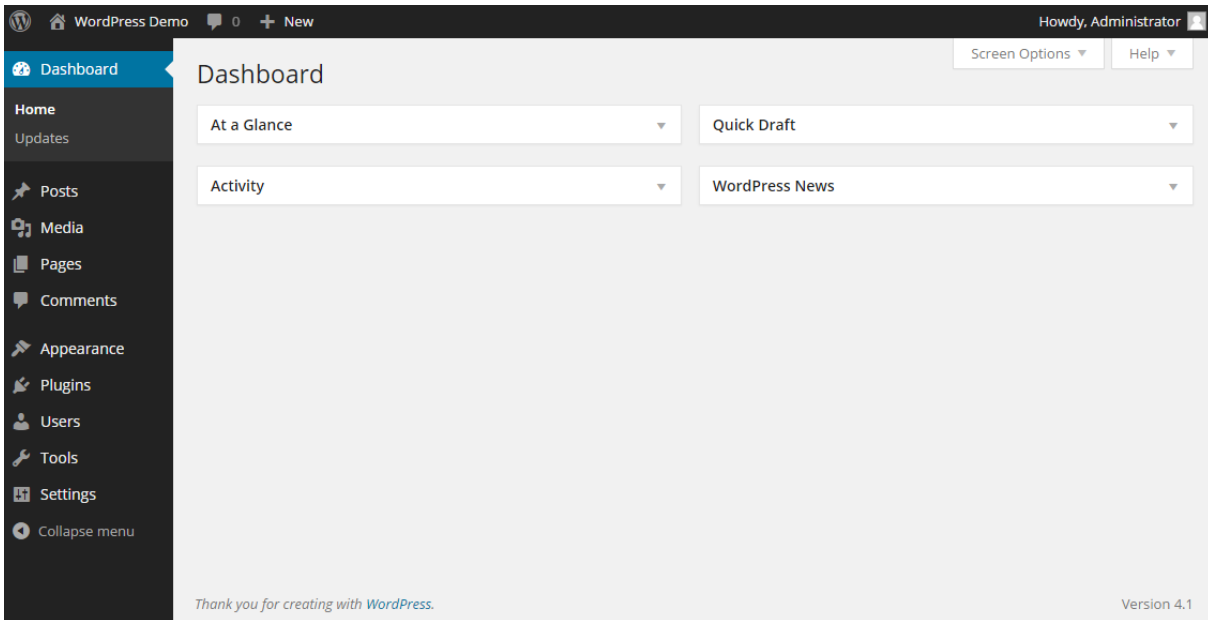
Notice how the menu on the left of the dashboard collapses into an icon featuring three lines? If you click the icon you have access to the menu again, but note that the options you see will depend on your user level. Administrators can see everything and subscribers the least. Take a look at the following screenshot to see how the icons have changed and moved position to suit the new size:



Dashboard screen in mobile view

The default colour of the dashboard is the grey, blue and black you see in the previous screenshots. If you want to change the dashboard colours to suit your personal tastes, go ahead and do it. Just click on Users and select Your Profile to display 8 colour palettes for you to choose from.

The dashboard features 4 modules on display – These are ‘At a Glance’, ‘Activity’, ‘Quick Draft’ and ‘WordPress News’, as shown below:



Dashboard screen showing default modules

You can organise this information to best suit you, moving modules around and expanding or contracting them in whichever way you find appropriate.

To move a module, hover your mouse over a module to display a four headed arrow, then click and drag the title bar of the module around. To expand or contract the module, simply click on the arrow at the top right of each module.

You can choose to turn modules on or off by clicking the Screen Options tab in the top right corner and selecting or deselecting the desired modules.



Screen options button

Quick Exercises:

Exercise 1

Try moving the modules around – for example, place WordPress News at the bottom of the left hand column.

What happened?

Exercise 2

Extend the Quick Draft module – what do you think this is for? Try writing something there.

What happened?

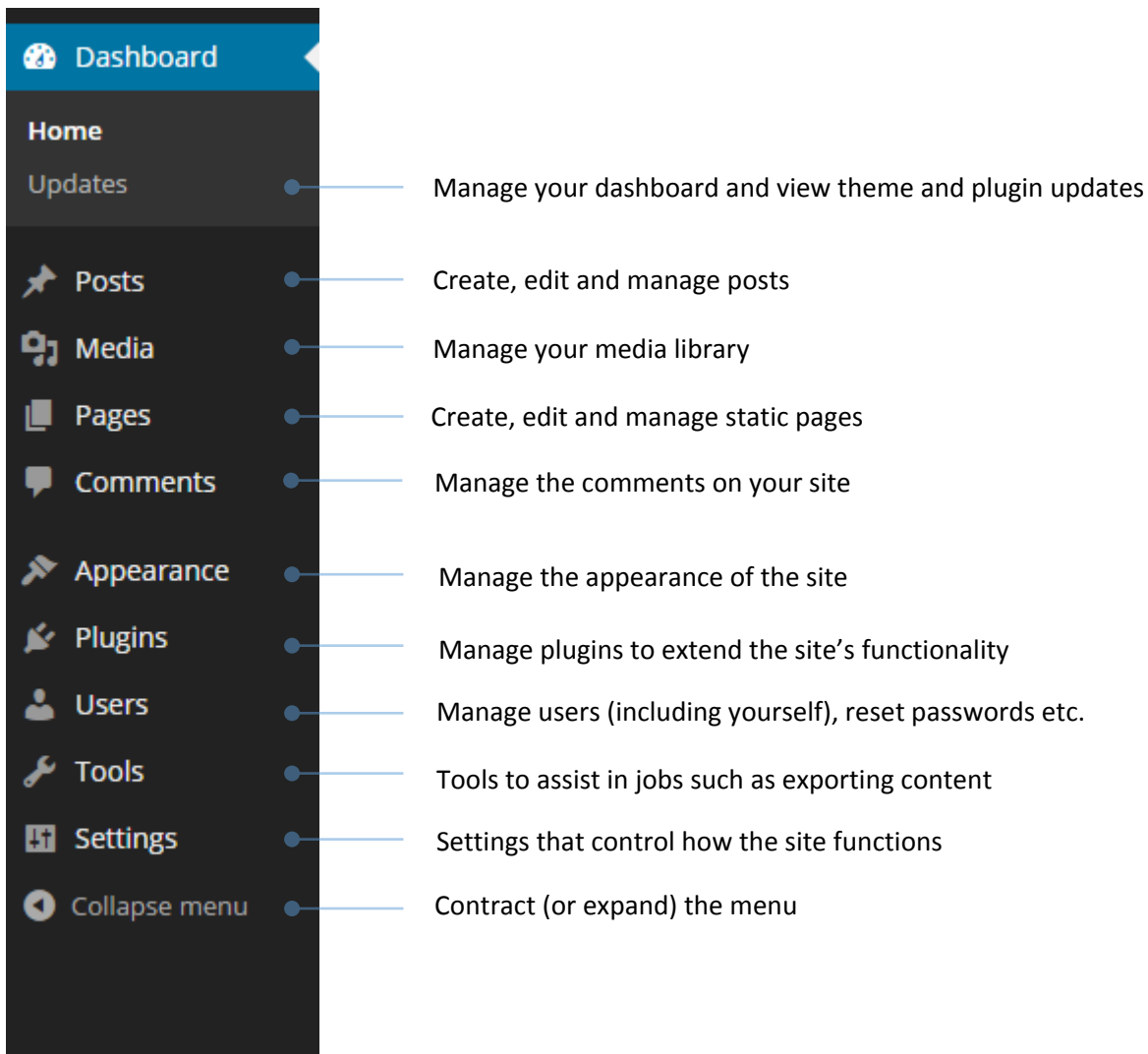
Exercise 3

Arrange the entire page in a way you feel would be most useful to you. Experiment – you can always change this page again in the future.

Navigating Around the Administration Panel

Navigation of the admin panels in WordPress is pretty straightforward, but it can feel like there are a bewildering range of options to choose from.

You'll notice that to the left of the dashboard you have a series of links that you can quickly and easily click on to display subpages underneath. If you hover your mouse over a link, the sub-pages show as 'fly-outs' which can be used to navigate to the required subpage. The quick reference below reveals the range of functions, with a brief explanation alongside. If you're using a screen reader you may notice that the admin menu separators are hidden.



Navigation menu

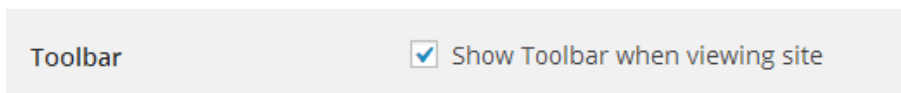
The Toolbar

At the top of your WordPress site you will see the tool bar as shown below:



Toolbar

The toolbar is displayed when you are logged into the administration area and website, you can also (optionally) turn it on for when you are viewing your website. Find this option in Users/Your Profile:



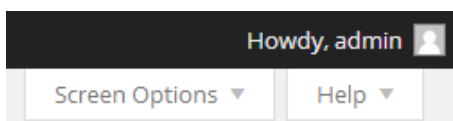
Toolbar show button

The toolbar itself provides you with quick access to the administration area in the following ways:

- **WordPress Logo:** Quick links to Wordpress.org, documentation, support forums and feedback.
- **Site Name:** Shown here as 'WordPress Demo' with Quick links to the Dashboard, theme selection, appearance, widgets and other menus in the admin areas.
- **Updates:** This shows plugin and theme updates that are available – clicking will take you to the updates admin page.
- **Comments:** A link to the comments administration area which will indicate how many comments are awaiting approval if any.
- **+ New:** A dropdown to quickly add content to your site.
- **View Post/Page:** A link to view the current Post/Page as it will appear on your site will appear if you're logged in and viewing content.
- The user section (on the right), quick links to your profile editing screen, and logout link.

Screen Options

One thing that many people don't notice is the Screen Options drop down in the top right of the screen, next to the Help drop down.



Screen options button

This is a really useful (and not to mention, important!) feature, allowing you to control the amount of items you can see on a screen. When you click it, a set of options will drop down, much like the following. However, bear in mind that the options you see will depend on the page you are viewing.



Screen options

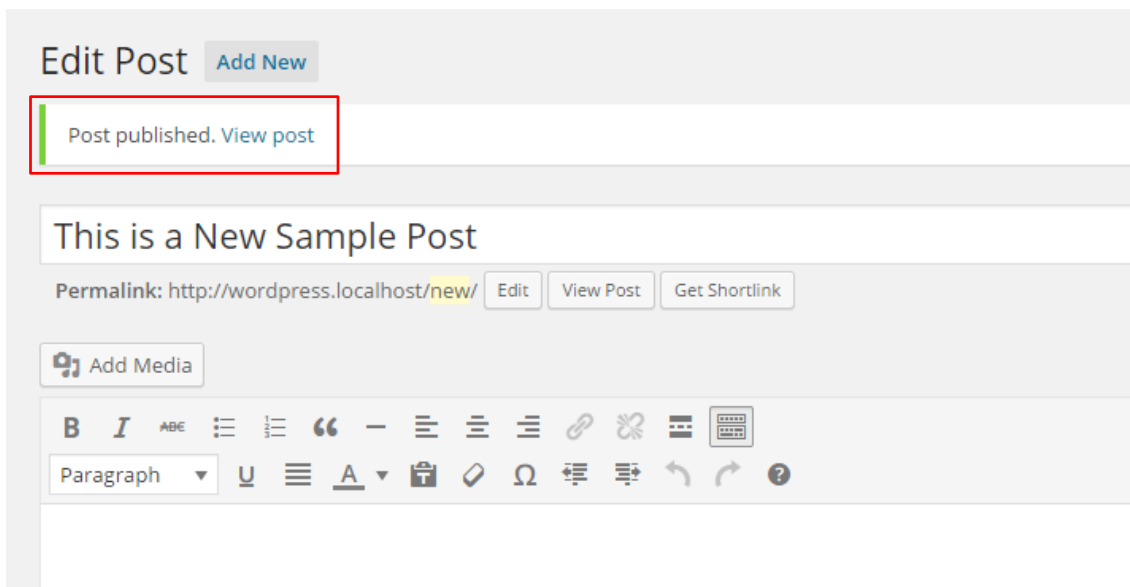
So if you ever read this guide, or see one online and think ‘Nope, that tool or field isn’t available to me’ then remember to check if it’s been enabled in Screen Options.

Similarly, if you want to simplify your administration pages, either for yourself or for someone else who is using the site, then you can choose to do so in order to only concentrate on what really matters to you.

For those of you that manage WordPress sites for clients, it’s worth knowing about this as people (or WordPress changes!) hiding things and not realising later, generally make up the largest number of support calls made. Similarly, a lot of documentation available assumes that all of the widgets available on a page have been activated when this is often not the case.

Admin Notices

There are now four types of notices you can get in WordPress 4.1 and above, which appear on the site for various reasons. They are: success (green), warning (orange), error (red), and info (blue). Say for example you create a new post, after clicking publish, you will see the message: ‘Post published. View Post’ as the screenshot below. The messages can range in level of importance, so keep an eye on them and watch out for the red and orange ones, as they’ll probably need special attention!



Admin message (green)

Understanding the Differences Between Posts and Pages

Before we start working on your site, it's important to have a clear understanding of the difference between pages and posts:

Pages are usually those which have a static purpose in life. For example an about page, résumé page or contact forms. They do not usually contain information about news items, for example, which are added to the site on a regular basis. Pages are generally defined so that they are always accessible from the front page. Some people build entire sites with just Pages – this is especially the case for sites with little need for dynamic content and is very popular with small businesses who simply want an online brochure.

Posts usually contain semantically and chronographically arranged information – for example, news reports, event results, and of course blog entries! The semantic structure is defined by categories and tags, and whilst making it easy for people to navigate your site, will also help search engines to understand the content of your site and so improve the relevance of search results.

Other Post Types in WordPress plugins and themes may add other post types which look a bit like Posts or Pages but behave in different ways – for example, the interconnect/it Spots plugin adds a post type for all those little snippets of content you see on a website in sidebars and footers such as copyright notices.

Section 4 Adding and Editing Content

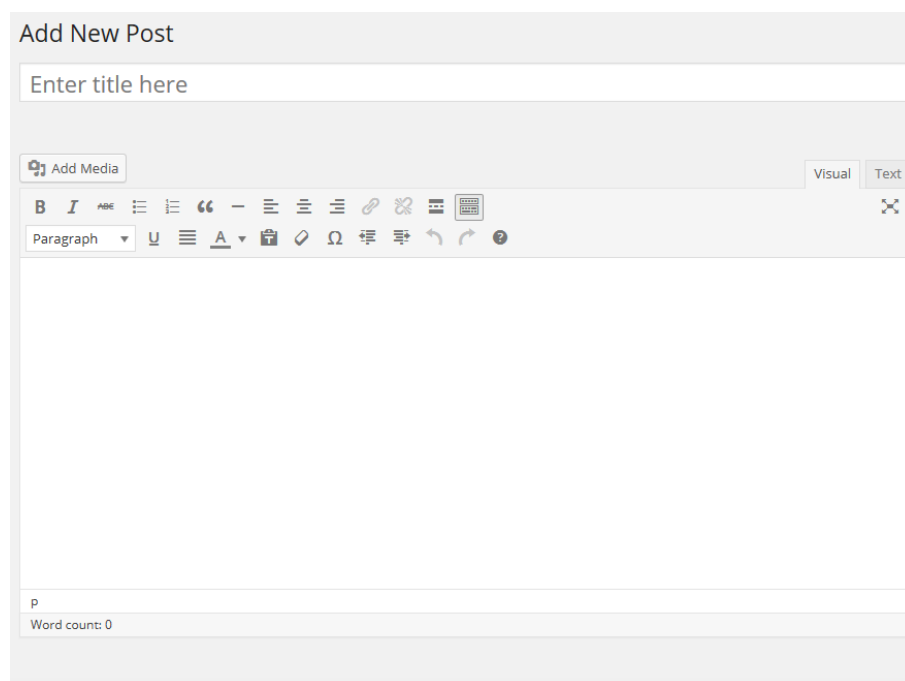
Rather than go on too much about the concepts above, website structure and methods, sometimes it's better to simply get cracking, so let's start to get some content into the site right away.

WordPress provides a number of tools – for editing, and for image management. It allows you to easily manage your content with a familiar editing interface. You don't need to learn HTML – just the skills you've already acquired, using word processors like Microsoft Word.

Creating Your First Post Using the Visual Editor

You can easily enter format text using the visual editor if you're familiar with any word processing packages. Essentially, what you're working with should be familiar to you – it's rather like using WordPad or some other similar low-end word processor. With version 4.1 and above you now have spellchecking enabled for the post title field, as well as the post paragraphs.

Let's create a news article – just go to Posts and Add New in the left hand toolbar (if you're writing a static Page, you go to Pages and Add New instead):



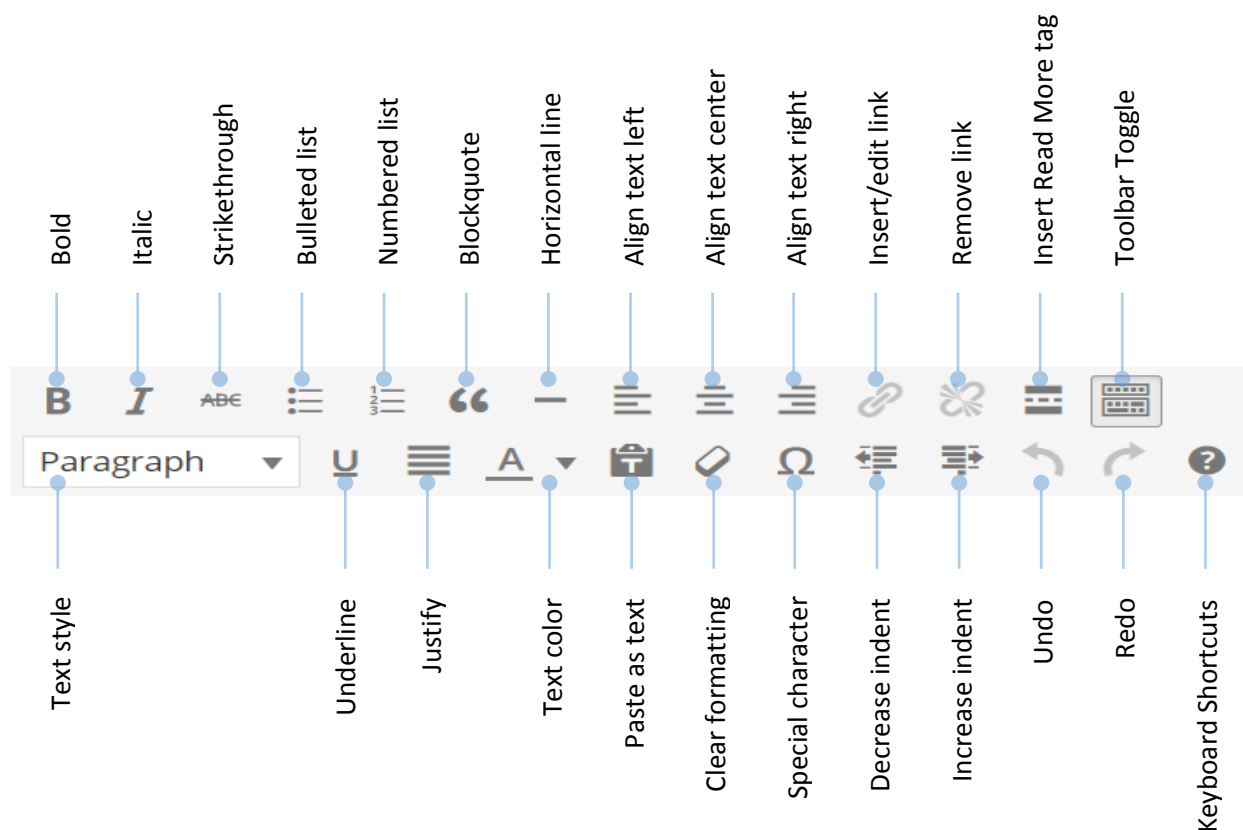
Visual editor view

When writing a post or page you will see it's possible to format text in a number of ways using the buttons at the top of the editor. These should be familiar to any user of word processor software.

By default you'll only see one line of buttons, not the two in our screenshot below – that's because you need to press the Toolbar Toggle button on the far right, to see them.

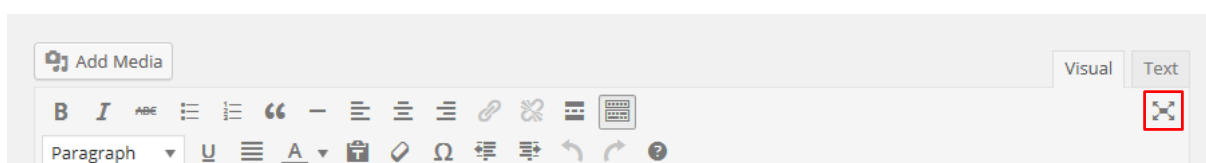
Don't forget – if you get stuck, hovering over the buttons will describe what they do, and the short cut to use them quickly from the keyboard.

On the page you'll also see Tags and Category options. You'll see a full description of both in [Creating and managing your categories and tags](#).



If you decide there's just too much distraction on the page to concentrate on writing your post, you can click the distraction-free writing button (outlined in red in the screenshot below). When you click the distraction-free writing button, everything apart from the editor fades away, giving you a screen free of buttons and menus.

If you want to bring everything back, simply click the same button or move the cursor away from the editor window. If you're using one of the latest Browsers try pressing F11 to remove all browser tabs, menus etc., giving a completely clean space to write!



Distraction free writing button

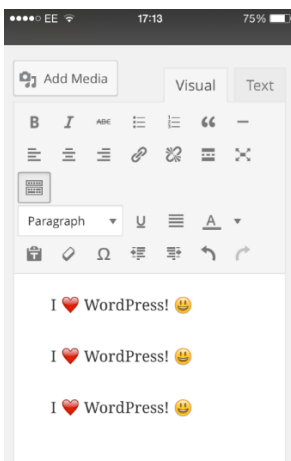
If you have previously used an early version of WordPress, you may notice that from version 4.0 the editor expands as you write and the toolbar is fixed, meaning you no longer need to scroll to the top when writing, to access the formatting tools. If you have experience of writing long posts in WordPress, you will soon realise just how useful these changes are.

Text Styling Notes: When you're writing you may have a style guide or content strategy to work with and you should follow its guidance. If this is your own site, the following will be useful to you when choosing what text styles to apply in your content:

1. Heading 1 through to Heading 6 – in most themes headings within a post or page will start at Heading 2 or 3 (H2 or H3 tags), going down to H6. The higher the value, the more important a search engine will consider it, but remember that H1 is usually reserved for the site title at the top of the page, and H2 for the post or page's title.
2. Use Unordered or Ordered lists for lists that are relatively short, but resist the temptation to use them for lists of paragraphs – instead, use the Heading styles, although you'll need to number them yourself.
3. Use Bold and Italic in moderation. Do NOT use bold as a substitute for heading styles – bold is not particularly important to a search engine or parser.
4. Some themes may override your styling decisions – for example, enforcing alignment, what style of a quote actually looks like and so on. You should experiment and test.
5. Most themes will highlight links in a different colour and with hover properties.
6. Many themes will set editor styles so that what you see in the visual editor reflects how your content will look on the site.

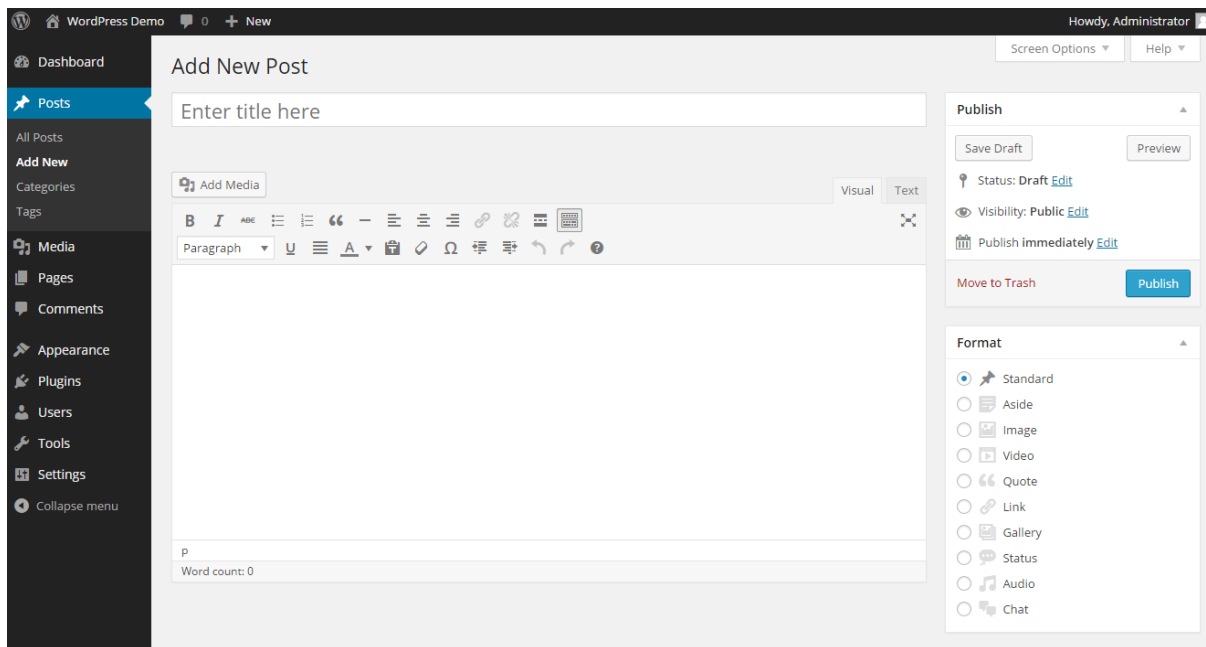
More on Posts

If you are a native Chinese, Japanese or Korean speaker, the good news is WordPress 4.2 introduces the capacity to support a whole range of new characters. If that isn't of benefit to you, maybe the ability to add musical, mathematical or hieroglyphs will be. And for those inclined, emoji are now also available too! Take a look at the screenshot below.



Emoji now supported in WordPress. Shown in mobile / cell phone view.

When it comes to publishing your content, if you are an Editor or Administrator on the site, you will have a Publish button. If you're an author you'll only be able to save your content, but your Editor or Admin will be able to publish for you once informed. Once pressed, the post becomes available on the website. Before the post is ready, however, you can save it and keep it as a draft. WordPress has autosave functionality so you won't lose anything if your browser crashes, and has a revision history, making it possible to see changes and revert to older versions of posts and pages. That's for a more advanced guide, however!



New post screen

Let's make this a short article about launching the website. Place the text below into it the text box, with the title 'Our First News':

'Today we launched a new website. We'll be producing news and articles here for your enjoyment.'

Scroll back up and press Publish. Your article is on the website!

Now create a couple of articles for testing with – one called 'Interesting cats for 2015', and one called 'WordPress Is Great'. Enter any text you like in the post box. Don't forget to add tags as well!

Formatting Text Using the HTML Editor

You can also click on the 'text' HTML tab on the editor and input text in HTML – the language that describes web pages. This is for the more technically inclined and does have the advantage of making it easier for you to create more sophisticated layouts within a page. It's worth noting that WordPress in Multisites mode (used on sites such as WordPress.com, Edublogs and other providers) will by default filter out a lot of HTML, which will limit your options. You should also make sure that you understand the importance of closing tags and labelling items correctly, as it's possible in some cases to make it impossible for your page to load correctly.

Important: When using the html editor, it's essential that you close all tags, or ask WordPress to do it for you by pressing the 'Close Tags' button. If you don't, your site's layout will be broken whenever that posting or page is displayed.

Important (2): If a page or posting has been written using the html editor, then any attempt to edit that article using the visual rich editor may result in some content or formatting to be lost. This isn't as bad as it used to be, but you have to be particularly careful if you've used the editor for using embed code from third party websites.

Creating Posts using 'Press This'

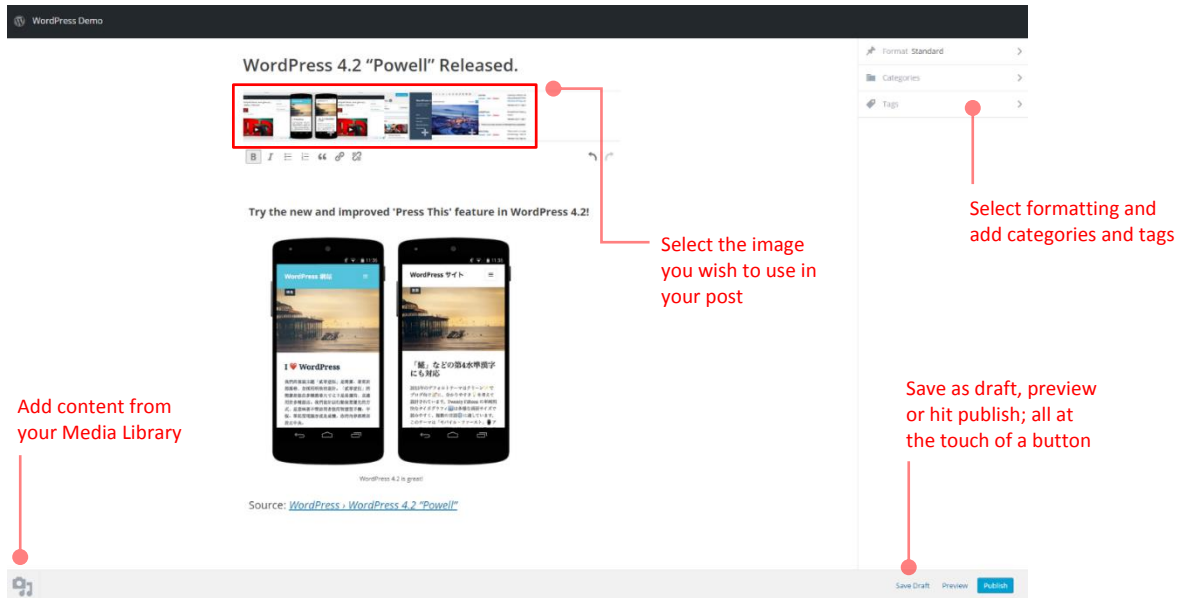
The 'Press This' feature has been available in WordPress for several years, but has been completely revamped for the release of version 4.2. The great thing about 'Press This' is that it allows you to quickly convert content from the web into a post at the click of a single button.

To start using this feature, navigate to the Administration Panel at the left of the dashboard and select 'Tools'. This opens the available tools, including 'Press This'. Click and Drag the 'Press This' bookmarklet into your bookmarks bar. If you are unable to do this, an alternative method is to click the clipboard symbol, which opens a box below, where you can copy the code contained in the box and paste into your new bookmarks URL field manually. We've added a screenshot below to help with the process.

The screenshot shows the WordPress 'Tools' page. The left sidebar contains navigation options: Dashboard, Posts, Media, Pages, Comments, Appearance, Plugins (1), Users, Tools (selected), Available Tools, Import, Export, Settings, Profiler, and Collapse menu. The main content area is titled 'Tools' and contains the 'Press This' section. The 'Press This' section includes a description, instructions on how to use it, and two installation methods: 'Bookmarklet' and 'Direct link (best for mobile)'. The 'Bookmarklet' method shows a 'Press This' icon and a clipboard icon. A red box highlights the 'Press This' icon, and a red line points to it with the instruction '1. Click and drag this icon into your bookmarks bar'. Another red line points to the clipboard icon with the instruction '2. Alternatively, expand this icon to copy the code'. Below the 'Direct link' method is an 'Open Press This' button. The 'Categories and Tags Converter' section is also visible at the bottom of the screenshot.

Press This screen

Now that this feature is ready to use, next time you are online and stumble upon an interesting feature to use in your blog, click the 'Press This' bookmark in your bookmark bar. This brings up the editing page where you can select and resize the image to be used, add text, add items from your Media Library and preview your post, save as draft, or hit publish – all in a matter of minutes!



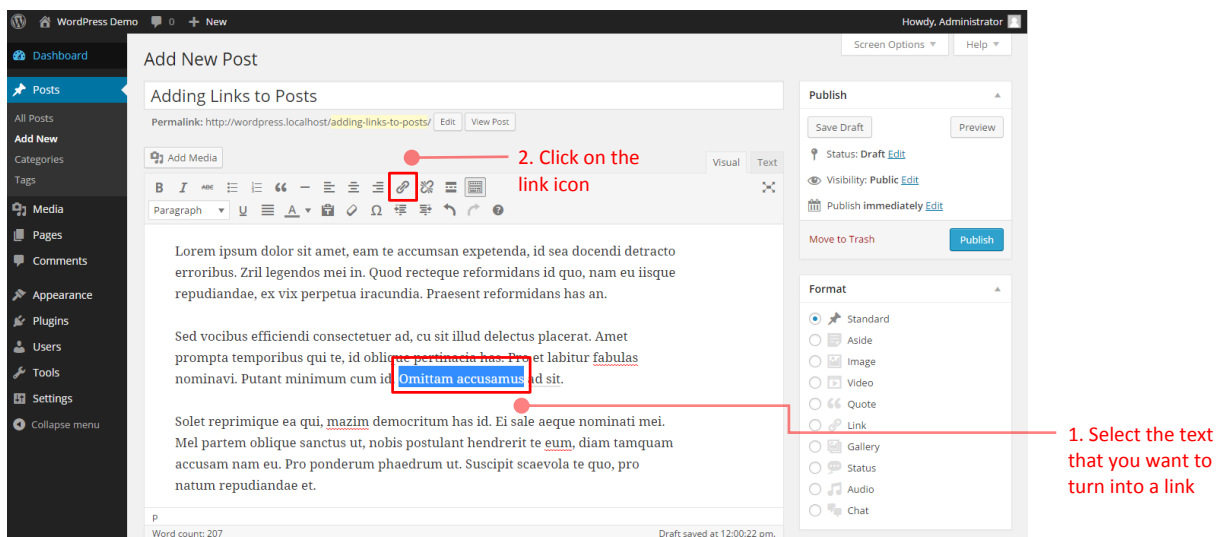
'Press This' editing page

When you are ready, hit publish, for your content to be shared with the world!

Adding Links to Your Posts

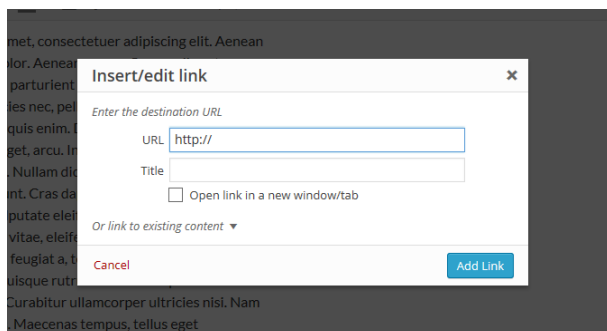
One of the most important things you can do on your website is to link out to other sites. Those other sites will appreciate the links, but it also shows where you get your information from. This is useful to the reader and also a sign of an experienced and skilful blogger who cites his references. It's also well worth linking within your own site. Of course, it takes a little extra time, but it's worth it for the extra engagement and the ability for a reader to continue exploring your content.

From WordPress 4.2 there are now two ways in which you can create a link in your text. The first option is to highlight the text you wish to turn into a link and then click on the link icon in the editor:



Adding hyperlinks to text

Once the link icon is selected, a pop-up dialog box will open:

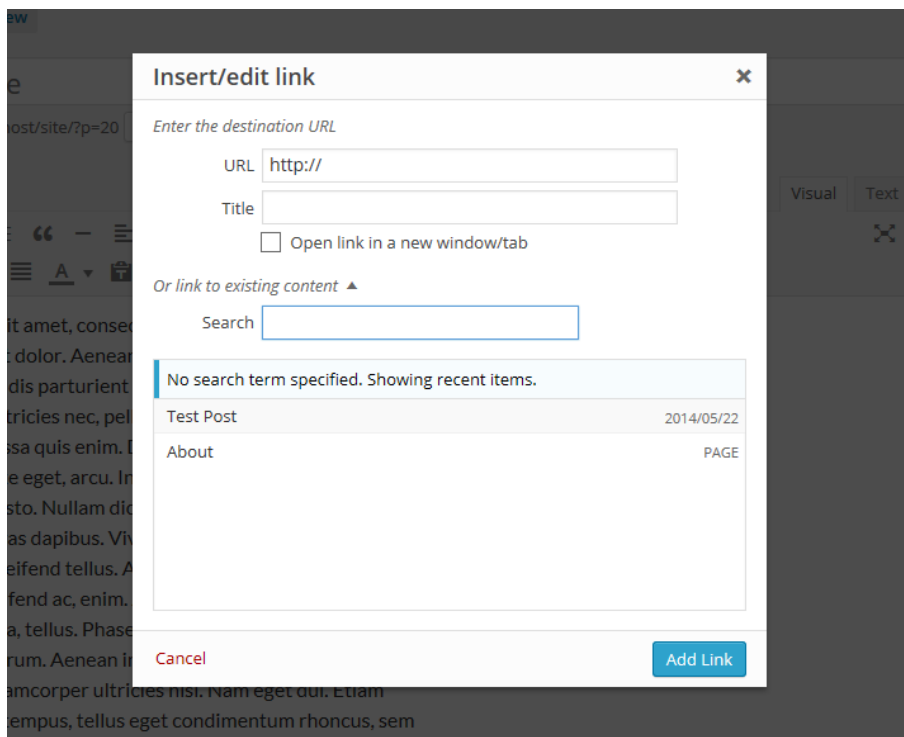


Link pop-up window

Simply insert the web address you want to link to in the URL box, a Title to give meaning to the link and which will show on hovering over the link, and choose whether or not to open the link in a new window/tab or stay in the current window/tab.

Once you're done, click 'Add Link' and the link has been created. It's always worth testing links in case a mistake was made.

WordPress also makes it easy to create links internally within your website. Follow the process as per the instructions above and when the pop up dialog box appears, click on the 'Or link to existing content' text. Here you can either use the search box to search for the relevant item, or click on the correct page / post in the recent items box and click 'Add Link'. The text you highlighted in the editor will now link to that post or page. Have a look at the screenshot below, to get a feel for what we're talking about here.



Link pop-up window, link to existing content

The second option to create a link, introduced in WordPress 4.2, is even simpler and faster. Simply highlight the text you wish to turn into a link and paste the URL of the page you want to link to over it and hey presto, you have a link!

Open a Link in a New Window or the Current Window

Many site owners are tempted to open links in new windows, as it means their site remains in the browser. However, web convention is that a link should keep you in the current window – otherwise after an hour of browsing, the user could have dozens of windows open that all need to be closed down. In other words, opening a link in a new window is usually an inconvenience for a site visitor.

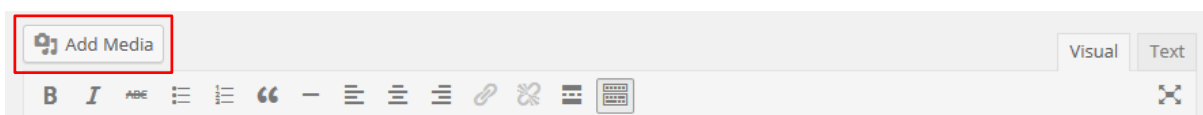
There are some situations where a new window works – usually this is to pop something up where you just know the visitor will want to quickly look at and then close the window – however, in blogging this is relatively rare, so the best advice is to try and stick to opening links in the current window.

Adding Images to Your Posts


You can easily add images using the standard WordPress tools. Again, like so much of WordPress, there have been some dramatic improvements in recent versions – including the automatic sizing of images, thumbnailing and image management. A feature introduced in 4.1 is the ability to upload PSDs (Photoshop

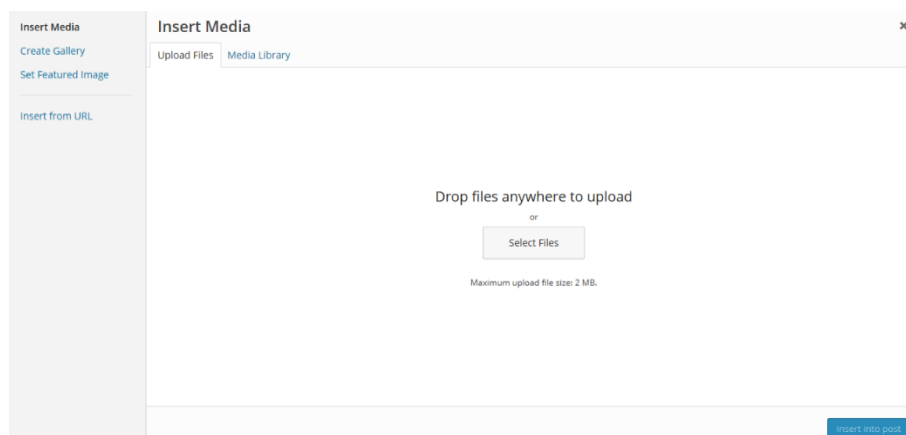
documents) straight into WordPress; this can be handy as you don't need to first convert the file into something that's a compatible format.

To add media to your post, you'll see a number of tools added. You may find that on a lot of custom installations of WordPress MU, you only have the small button that looks like a sun, on the right. If that's the case then for most things you can use that image, but you may be limited with items such as YouTube videos. This is often done for security reasons. If the feature is necessary, speak to your support team.



Add media button

Now let's get started. There are two ways to add images to your posts; the first method is to press the 'Add Media' button  (see above outlined in red) which will present you with the following pop-up window:



Upload files window

Most people won't insert images from a URL and will use the 'Select Files' button or drag files into the media uploader 'drop area'. Once you have dragged a file over the drop area, the drop area will turn blue to indicate that you can 'drop' the file.

You can upload one or many images. On most servers you'll be limited to images of between 2MB and 8MB in size, so if you have a very high resolution digital camera you might need to resize the images before uploading. There are tools like Image Resizer for Windows, or in OSX you can view images and resize them from image Preview.

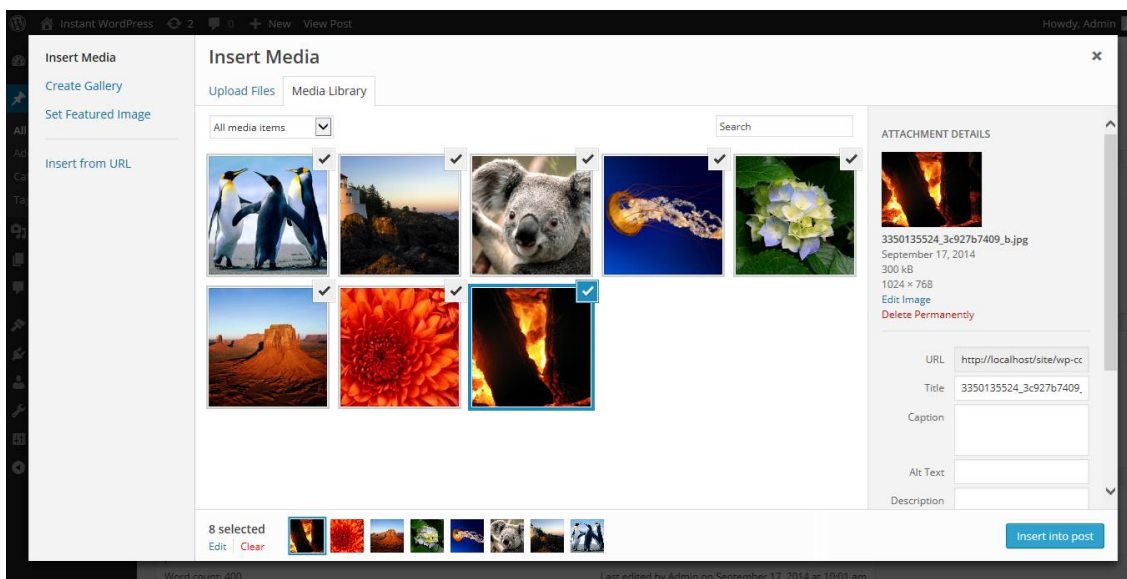
Note: If you want to close this window, click the small X in the top-right corner.

To upload multiple images select the different images while holding ctrl:



Your pictures preview window

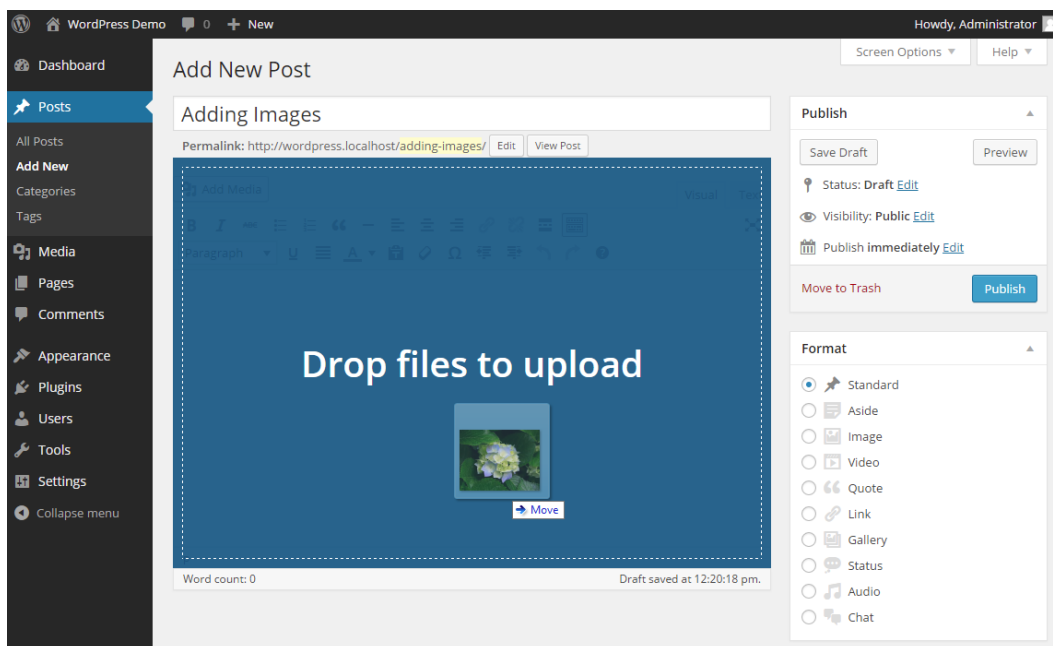
Once you've selected the images, press the Open button and you'll see a window open similar to the one below:



Media library window

This shows the images have uploaded. If something went wrong at this stage and no images were uploaded, there may be a problem with your connection or with the server's configuration.

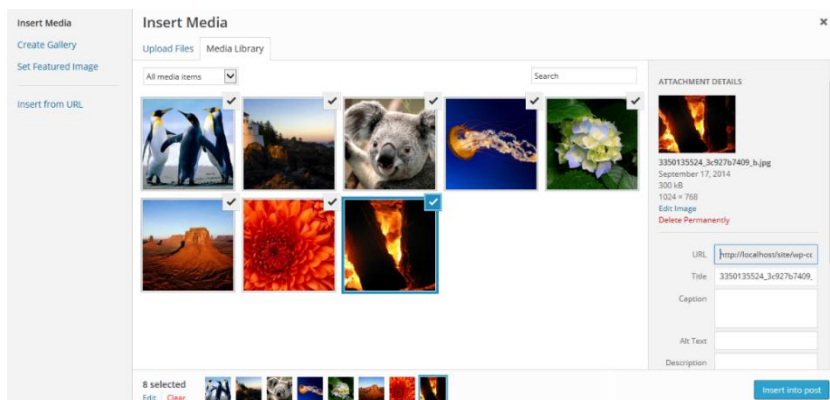
The second method is dragging and dropping images straight into the visual editor; a feature introduced in version 3.9. When you drag an image over to the editor it turns blue. We've included a screenshot of how this process looks below:



Adding images with drag and drop

Once 'dropped', the photo automatically uploads and you are directed to the Media Gallery. If you want to upload several images at once, simply hold ctrl on your keyboard to select the images you wish to upload and drop directly into the visual editor.

Whichever method you use, when a picture is selected, a blue box surrounds the image, showing it has been selected. On hovering over the tick, (it turns into a minus) which when clicked will deselect the image. You can click to select as many images as you want to insert into your post. Thumbnails of the images are shown at the bottom of the screen, where you have the option to clear or edit your selection. If you press 'Edit', it takes your selected images to another window, where you can remove or reorder them. You can also create a new gallery with them if you wish.



Media selected with blue box

When you select an image, the image details are shown in the right column. Let's go through the options and controls:

Title: this is the title of the image.

Caption: the caption text for the image. This text appears under the image when it is posted on the website.

Alternative Text: a brief description of the image. The alt text is much more important to blind users than the title. Do make sure it's not a repeat of the title however – that's duplication and doesn't go down well.

Attachment Display Settings:

Alignment: allows you to set how the image is aligned.

Link To: for you to choose if you want the image to link to the Media File (the default option), attachment page, a custom URL, or none (no link).

Size: you'll want to choose how big the image is. If it's not too massive, you can use the Full Size image – just make sure it fits into the space available. Otherwise, a Thumbnail, by default is a 150x150px square, and Medium is cropped to fit in a 300x300px space. The default thumbnail size can be changed under [Settings | Media](#).

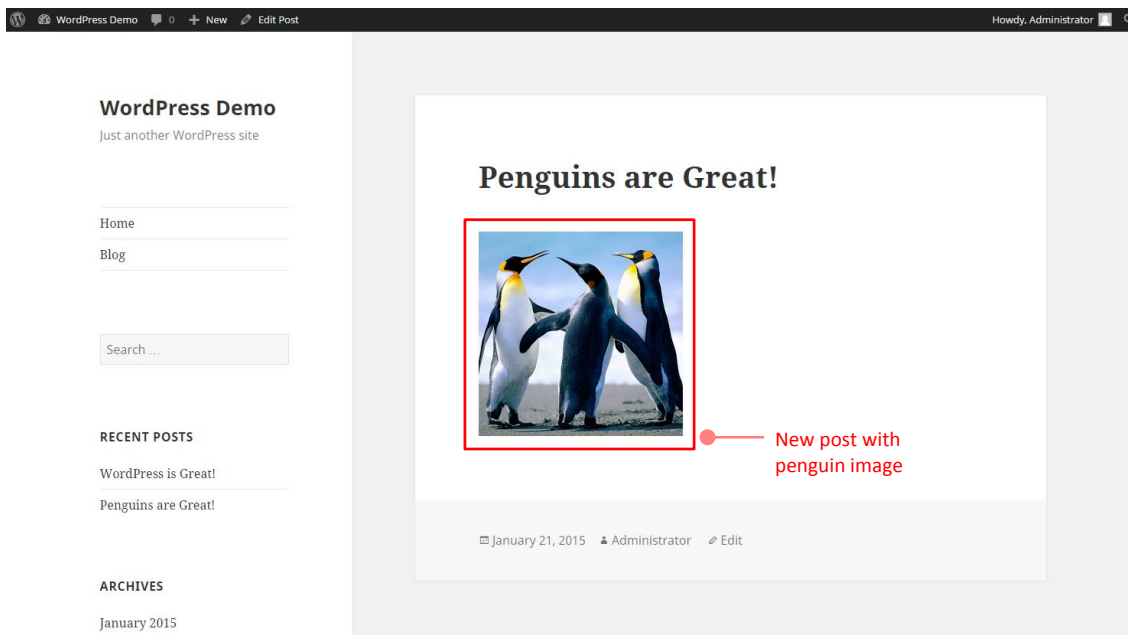
Once you've selected your options, you press the 'Insert into Post' button to add the image to where your cursor was when you chose to 'Add Media'. In this example we've gone for a thumbnail with a caption.

In the editor it now looks like this:

The screenshot shows the WordPress 'Edit Post' interface. The post title is 'Penguins are Great!'. The main content area displays an image of three penguins standing on a beach. Below the image is the caption 'Penguins'. The right-hand sidebar shows the 'Publish' section with 'Status: Published' and 'Visibility: Public'. Below that is the 'Format' section, where 'Standard' is selected. The bottom of the editor shows 'Word count: 5' and 'Last edited by Administrator on January 21, 2015 at 11:13 am'.

Image inserted into post

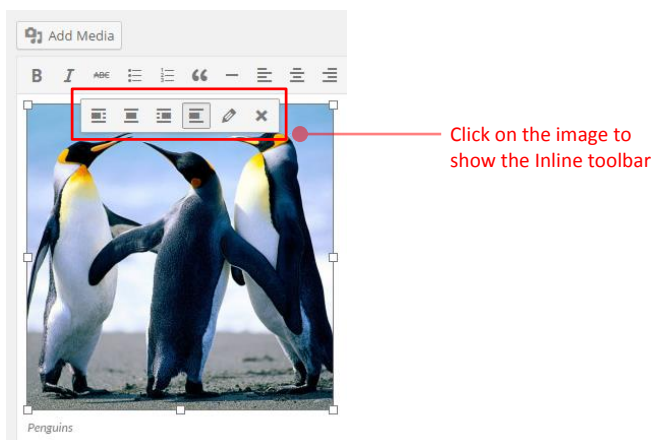
And if you press the preview button, you will see how the image will look on your site:



Preview mode

If you decide you want to edit or delete the image, this is possible from the visual editor. Click on the picture and you'll see two icons appear as shown below; One a pencil and the other an X. The pencil (which is mostly used by advanced users) allows you to change some settings in the image, but without actually changing the attachment details. The X deletes the image.

To resize the image in the visual editor, click the image with your mouse to select the image, then click on one of the squares surrounding the border of the image and drag your mouse to resize. You can use the Inline toolbar to quickly edit the image.

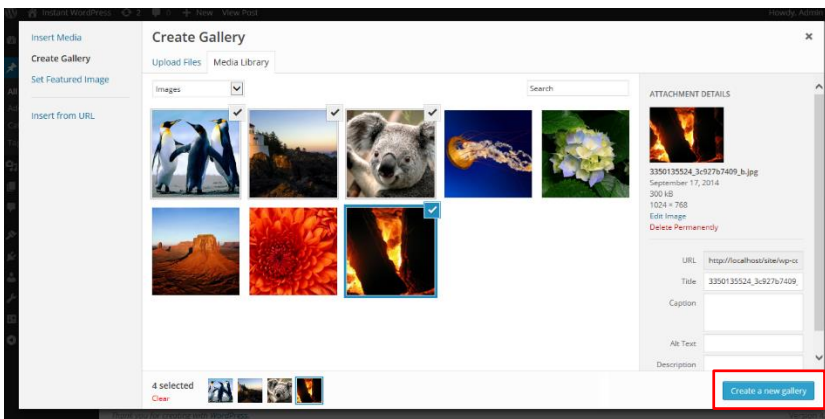


Manual image resize

Adding a Gallery of Images

So you now know how to add an image to your post, but now you want to insert a gallery. Well one feature that came from WordPress 2.5 onwards was galleries – this allows you to present a grid of images in a post or page which people can click on to enlarge.

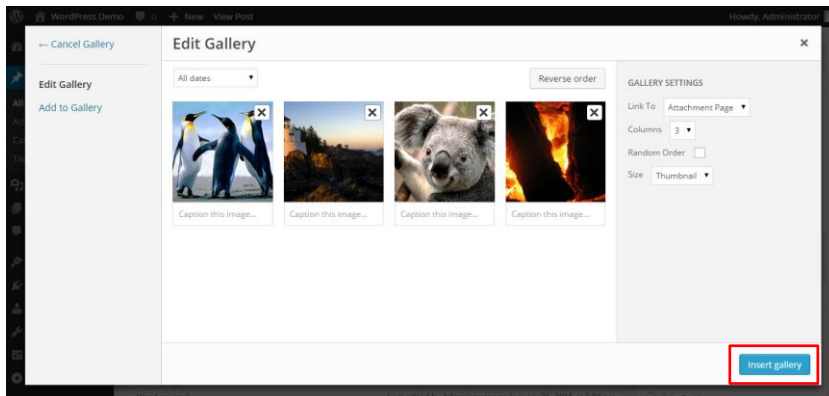
To insert a gallery into a post, the first step is to upload a number of images ('Add Media' then 'Upload Files'). If the images are already uploaded, click 'Add Media' and go straight into your Media Library. Once in the Media Library, select the images you want to use by holding Ctrl and clicking the images. To deselect a photo, hover over the tick until it becomes a minus and click. Once you are happy with the selection, click 'Create a new gallery' in the bottom right of the page:



Create a new gallery button

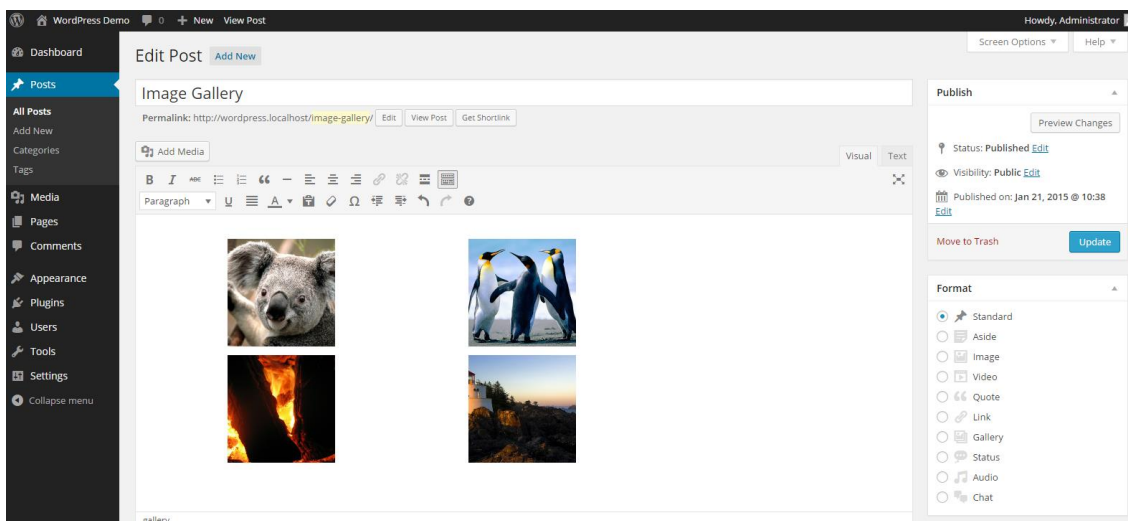
The gallery settings options now become available (see next screenshot). Here you can do the following:

- Select where the image should link to, when clicked.
- Select how many columns you would like for displaying the gallery images.
- Check the random box if you want your images to be displayed in a random order on your site.
- Drag and drop images to reorder them. You can also click the 'reverse order' button.



Insert gallery button

Once you are satisfied with your selection, you are ready to insert the gallery into your post or page. To do this click on the aptly named 'Insert gallery' button in the bottom right corner and the gallery will appear in your post:



Gallery inserted into post

How much space you have to place and size images and galleries will, to a large extent, be controlled by which WordPress theme is in use. You may not have much control if you're using a corporate theme. Here I'm using the standard WordPress 4.2 'Twenty Fifteen' theme.

Help, I changed themes and now my image sizes aren't right!

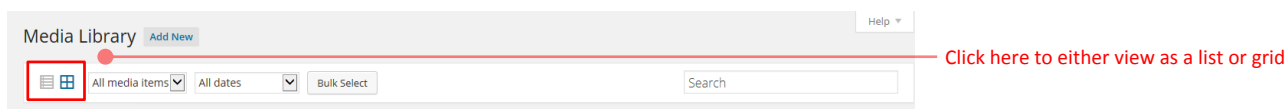
One weakness that all WordPress.org users discover at some point is that when you change theme your images may well be the wrong size all of a sudden. If your theme has recommended image sizes, it may set those up in media options for you, or you may have to do it for yourself.

Either way, you'll want to resize all your different images in order to get things back to normal. To fix that use the plugin by Alex Mills called Regenerate Thumbnails. It'll change all the images on your site to the newly specified sizes.

Media Library

Now, let's move on to the Media Library. You may have read about the Media Library above and wondered what exactly this is. Well the media library contains all the images, videos, recordings and files that are uploaded to your site. When you are writing a post and upload images as we went through above, these are automatically saved into your media library. Here we'll briefly have a look at the features the Media Library has to offer.

From your dashboard select 'Media' (found in the administration panel on the left). This brings up the media library and the media content you have already uploaded to your site. You have the option of either viewing your content in the traditional list style or the new grid style, see the screenshot below:



Media Library viewing options

In either view, if you click on the item a pop up window opens giving an enlarged view of the media. Here you can add a title, caption, alt text and description or delete the item entirely. To scroll through the items navigate using the arrows at the top of the image on the right. To close the pop up window either click the X or press Esc:

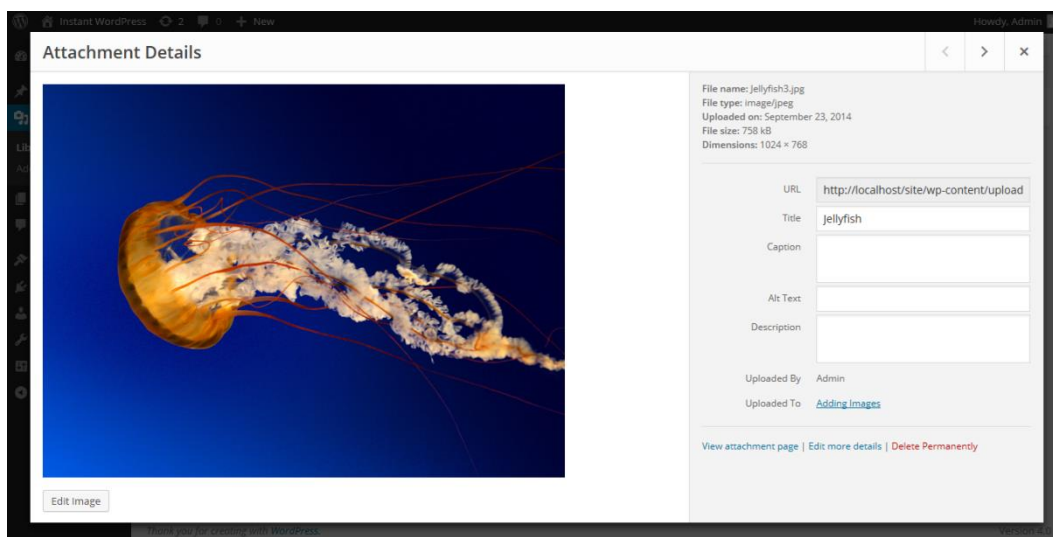
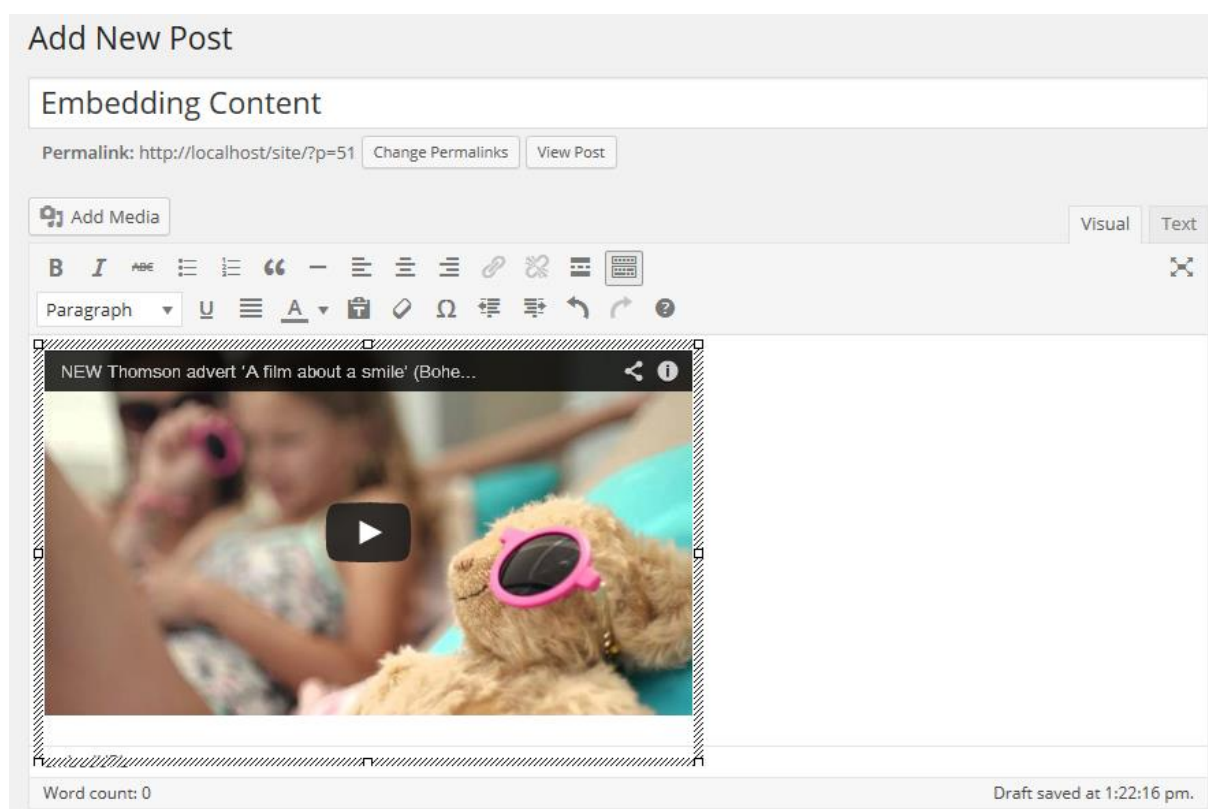


Image details

As well as adding images you can also upload videos or playlists to the media library. To do this follow the same process as outlined above when adding an image. It works in exactly the same way. From version 4.1, if your upload to the media library fails, an error message will display, notifying you of this.

Embedding Content

Next we are going to discuss embedding content into a post or page. Version 4.0 introduced instant embedding of certain content into the visual editor, providing an instant preview of the content you have just embedded. Should you decide a YouTube clip, or video from Vine or a tweet would illustrate the content of your post nicely, you would simply copy the URL (ctrl+c) from the browse bar and paste (ctrl+v) into a new line in your post. Previously the content would paste as a link and you would have to preview the post to ensure the correct content had been embedded before publishing. As shown in the next screenshot, the content now automatically embeds into your post in the visual editor, saving you time and hassle. There's also support for any supported oEmbed media content.



Embedding content into a post

Admittedly, for security reasons WordPress doesn't offer this option automatically for all content on the web, although they have extended their list of sources you can embed from to cover 31 sites including Flickr, Instagram and Polldaddy and new to WordPress 4.2, Tumblr and Kickstarter. The full list can be found by visiting the following link <http://codex.wordpress.org/Embeds>.

Setting Posting and Page Options

There is a large range of posting options that are available to you if you look around the writing area and which give you finer control over how your content is presented. The order can change according to user preferences – what’s important are the titles.

Revisions		You can revert to an old version of your post or page, and can track the changes made to a post. This option will not normally be visible when you are creating a new post/page.
Excerpt		Use this to create a short introductory text (you can add HTML if you desire) about your post. This is used by some themes and plugins, as well as by your site’s RSS feed.
Send Trackbacks	Allow Trackbacks and Pingbacks on this post	<p>Not often used these days, but this allows trackbacks to be sent to a specific location. You can use it to notify certain sites of your new post. Other WordPress blogs, and sites that support a protocol called XML-RPC are automatically informed if you happen to link to them.</p> <p>This means that if someone links to the posting from another website using similar software you will be notified on the Dashboard page and the trackback may show in the comments section if authorised.</p>
Custom Fields		<p>Custom fields are used by certain themes and plugins. Some will use these fields but you won’t ever have to touch them, others will require you to input values. Information on this should be included in your theme or plugin instructions.</p> <p>Top-of-the-range themes tend to add boxes for you to tick but use custom fields – you may see values added automatically. In some cases being able to edit these values will give you finer control over your posting, or allow you to fix problems that might come up.</p>
Discussion		If checked, allows a visitor to add comments to the posting albeit according to rules defined in Settings Discussion
Comments	Allow Comments on This Post	Since WordPress 2.9 you can view, reply to, moderate and edit comments from the edit panel.
Slug	Allows you to edit the slug	This is the same as editing the permalink to a post/page.
Author	Allows you to set a Post Author	If your site has multiple authors, you can change them here if you have a suitable user rights – generally Editor and above although this can change on some configurations.
Format		Post formats are available but this is subject to the theme supporting them. The theme dictates how things are displayed here.

Categories		Categories are there to help you organise your sites content, they're easy to set up, and if done correctly, they can make a big difference for users navigating through your website.
Tags		Another way to group related content together, is by using tags. They are specific words or phrases you often see at the bottom of a blog post – they usually help to describe what the post is about.
Featured Image		Using a featured image is a great way to add visual interest to your post or page, it's also a great way to represent what the content is all about.
Enable full-height editor and distraction-free functionality		This is a neat little feature which helps you write your content, without being distracted by any of the menus or buttons that surround the editor window.

Roughly the same fields are available in Page writing, with some added and some removed. Some themes and plugins may return some options – such as excerpts for pages which are used by some themes.

The additional options for writing pages are covered in the section [Writing Pages](#).

Post Formats

When you are creating or editing a post you have a choice of post formats. These allow posts to be displayed in different ways, e.g. different designated colours. Up to 10 post formats are available. Which ones are in use (if any) depends on the theme being used by your website.

The Twenty Fifteen theme has 10 post formats.

1. **Standard:** This is a regular post as has been described above.
2. **Aside:** This format displays only the post content with no title or link.
3. **Image:** A single image. The first `` tag in the post could be considered the image. Alternatively, if the post consists only of a URL, that will be the image URL and the title of the post (`post_title`) will be the title attribute for the image.
4. **Video:** This is for posting a video, and you can directly paste a URL to post a video without needing a third party plugin.
5. **Quote:** A quotation – for example, something somebody said about your blog. Be proud!
6. **Link:** A link to another site.
7. **Gallery:** This is for displaying a gallery of images.
8. **Status:** This is for a quick update about what you are doing right now.

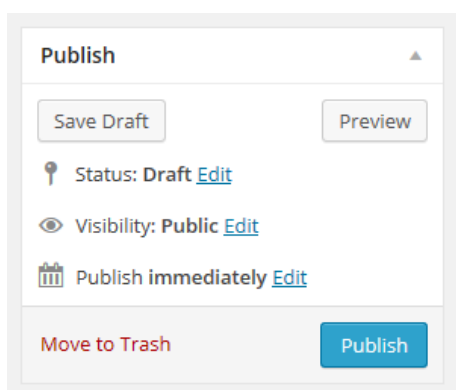
- 9. **Audio:** This appears on your post alongside a speaker symbol.
- 10. **Chat:** This is to highlight memorable conversations you have with friends, both on and offline.

Saving and Publishing Your Post or Page

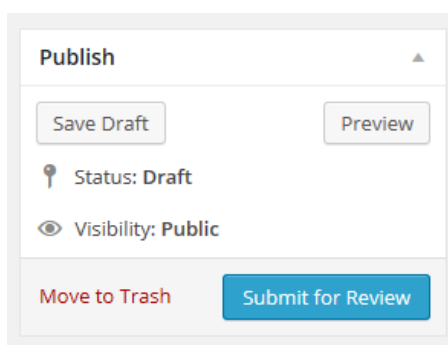
Once you've written your masterpiece, you'll want to save it, and then publish it (i.e. make it visible on the site) for the whole world to see – you've probably already pushed that 'publish' button, but we're returning to it because there are various options that are worth learning.

The Publish box below is usually at the top right of the page. By default it looks like below. As you can see, the simplest way to publish your content is simply to press that big blue 'Publish' button.

If you're a contributor, you'll have found that you can't do much in WordPress beyond contribute words, and your Publish box will actually look like the screengrab on the right.



Publish button



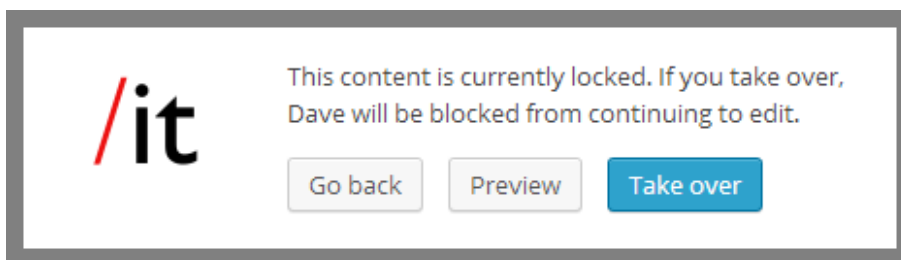
Submit for review button

The following table gives a breakdown of the different functionality available here:

Preview		This button allows you to preview how the content will look.
Status		This shows the status of your post, for example, whether it is visible
Publish (immediately) edit	Private	If you want to keep the post from prying eyes you can do this. If a post is private only registered members of the site can see it.
	Public	If you click on 'edit' the box will expand to offer you the facility to edit the date on which this page will become published. This allows you to create content in advance – handy for holidays or embargoes.
	Password Protected	You can also create posts that are protected with a password, which you will have to distribute amongst readers. This can be useful where you want to give a selected few advance access to content.
Save Draft		This saves the post or page, instead you will be working on the currently live version of the page (WordPress only has modest workflow and versioning capabilities) and the 'publish' button will change to say 'update post' or 'update page'.
Publish/Submit for Review		The moment you push this button, the content becomes visible on the site. If you're a Contributor you will not be able to publish but instead only submit for review.
Move To Trash		This option will move the post/page to the 'Trash' area (the 'Trash' area is a bit like the Recycle Bin in Windows.)

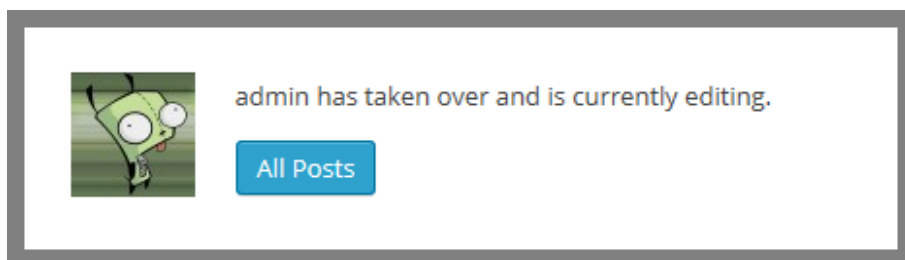
Post Locking and Unlocking Feature for Multi User Blogs

In WordPress 3.6, they brought in a useful new feature where the user receives a message if somebody is editing the same post as you. This saves a lot of time and hassle for busy blogs! When you try to edit the post, this message box will now appear:



Post lock message

Should you wish to take over the control of editing the post (assuming you have the user privileges) then you can select to 'Take over'. Otherwise you can simply preview the post, or go back to the previous page. If you do select to 'take over', you will become able to edit the post and the other user will be unable to make any further changes. They will get the following message displayed:

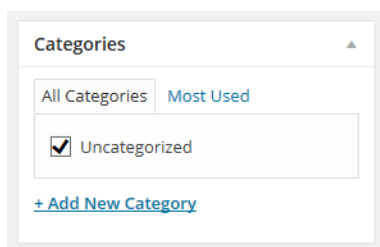


Post unlock message

Creating and managing your categories and tags

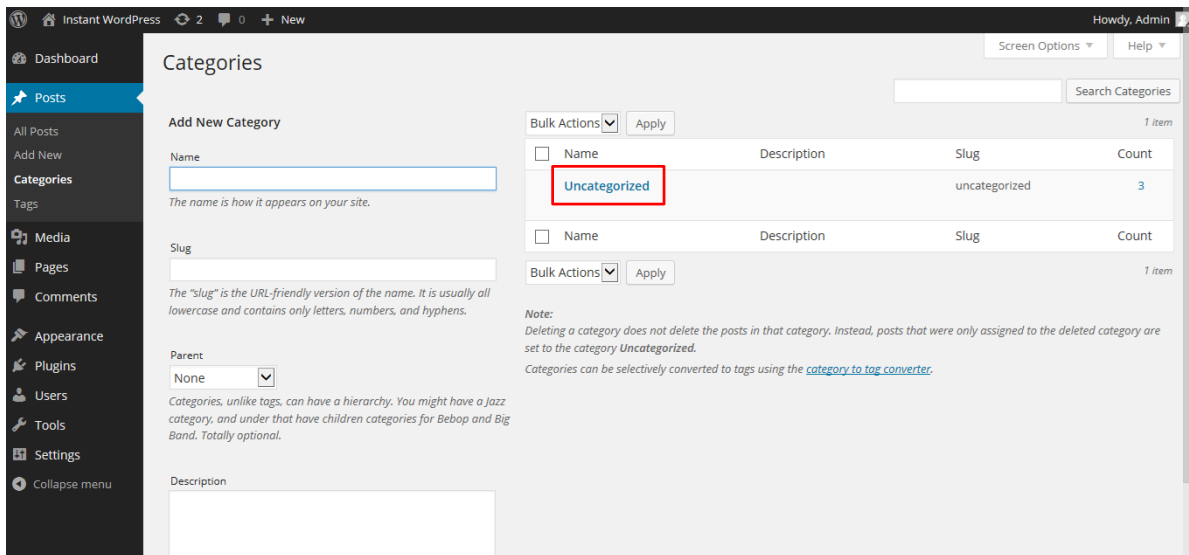
Organising categories can be one of the greatest influences in how easy it is to navigate your site. It can also be one of the hardest things to get right, and there's many a site owner who ends up having to re-categorise all their content later down the line.

Adding a new category is always easy and straightforward and can even be done while you create a post, if you have the appropriate user level:



Category box

For the categories we're going to use, we need to go to 'Posts' and then 'Categories' in the WordPress administration area. For this site we want to create categories called 'News', 'Trivia', and 'WordPress'. To do this, go back to your site Admin Panel and click on 'Posts', and then the 'Categories' link beneath that. You should see something like the following screenshot:



Categories screen

As you can see, there's already a category called 'Uncategorized' which comes with the standard installation of WordPress.

You now need to add a series of new categories. It's easy – simply go to the area of the screen marked 'Add New Category', and get started. You have the following fields to consider:

Category Name	This is the nice, short name of the category. Try to avoid lengthy descriptions. One or two words are best, and easiest to read on most websites
Category Slug	This is an advanced option – it's automatically populated if you don't put anything in. Until you get to more advanced techniques you can leave this field alone. It describes the permalink path to the category when the permalinks option in WordPress is set. Read the permalinks section of this document to learn more about the subject.
Category Parent	If you're creating a subcategory, this allows you to define which category is a parent and whether you want children categories.
Description	Optional, but can be helpful – especially if you have multiple contributors to your site. Explain concisely but clearly what the purpose of the category is.

Let's create three categories on this site – called News, Trivia, and WordPress. Your Categories screen should look like this now:

The screenshot shows the WordPress 'Categories' management screen. On the left is the 'Add New Category' form with fields for Name, Slug, Parent, and Description. On the right is a table listing existing categories. The table has columns for Name, Description, Slug, and Count. The categories listed are WordPress (slug: wordpress, count: 0), Trivia (slug: trivia, count: 0), News (slug: news, count: 0), and Uncategorized (slug: uncategorized, count: 3). Below the table is a 'Note' explaining that deleting a category does not delete the posts in that category and that categories can be converted to tags.

Name	Description	Slug	Count
WordPress		wordpress	0
Trivia		trivia	0
News		news	0
Uncategorized		uncategorized	3

Categories screen

If you create a category in error, you can also delete it here by hovering over the category you want to delete where you'll see a series of links – Edit | Quick Edit | Delete | View. Be careful – there's no undo function here!

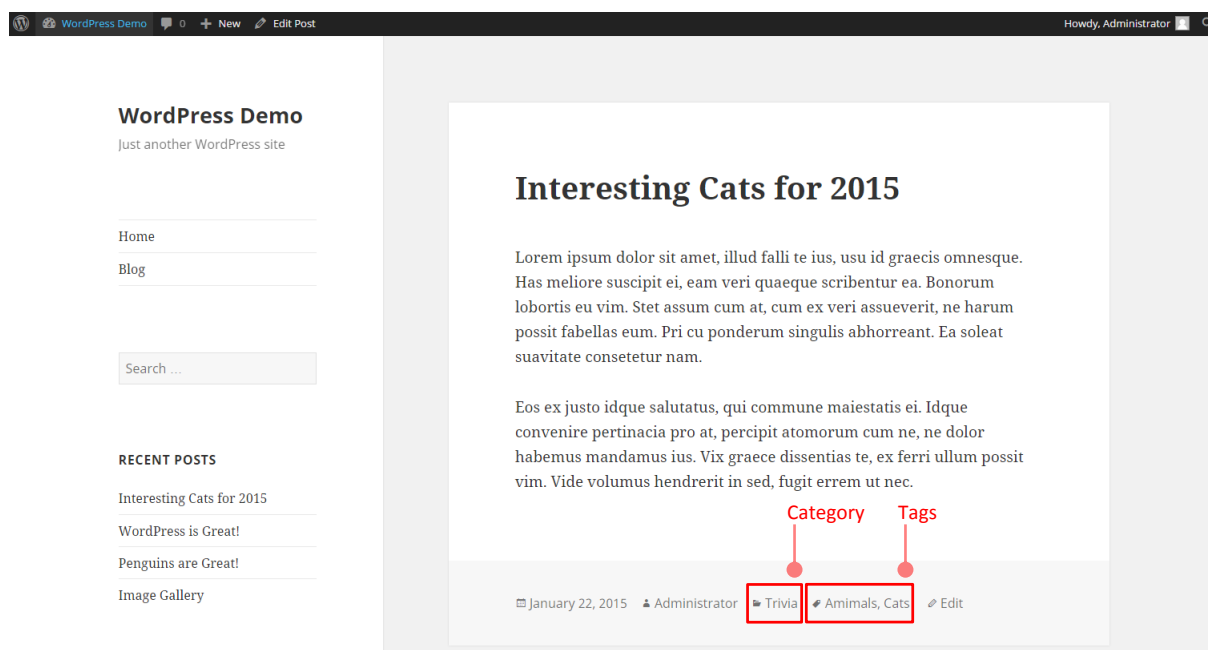
You'll notice you can't delete 'Uncategorized' – that's because it's the default category used if you don't assign one to a post. You can change your default category in Settings | Writing.

You also have the possibility of creating a hierarchical tree for your categories – for example, under 'News' you could have Politics and Entertainment. In a hierarchy, a post in a child category will always belong to the parent category. So someone viewing the News category in this example will see all of Politics and Entertainment as well.

Now you have added your categories, try going back to your existing posts under Posts | All Posts. Edit each of your three posts in turn, assigning categories to each one.

Now let's turn our attention to tags. Tags are somewhat similar to categories, in that they group related posts together, but are more specific and generally describe what the post is about in more detail.

Let's go back to one of the first posts we created in this user guide: 'Interesting cats for 2015'. Using the categories we have already created select the most relevant category. In this example we will use the category Trivia. Now create some relevant tags. In this example we will use Animals and Cats.



Categories and tags shown front-end

And wow! Suddenly your website is looking a lot more complete and full.

You've now completed the basic part of how to structure your website. There are a range of tasks that you will need to do and these are covered in forthcoming sections. Depending on your user level these include setting up users, how to do more sophisticated formatting in posts, uploading images, administering the options for how the site is laid out, advanced publishing options and so on.

Quick Exercises:

Exercise 1

Create an article with an introduction (you can cut and paste the actual text for the purposes of this exercise) and break it up with titles for each section.

Exercise 2

Make the lead sentence bold. Italicise some words for emphasis.

Exercise 3

Create some links to external sites.

Exercise 4

Create an image gallery using some of the images on your computer.

Exercise 5

Embed your favourite YouTube video to a post.

Section 5 Writing & Structuring Pages

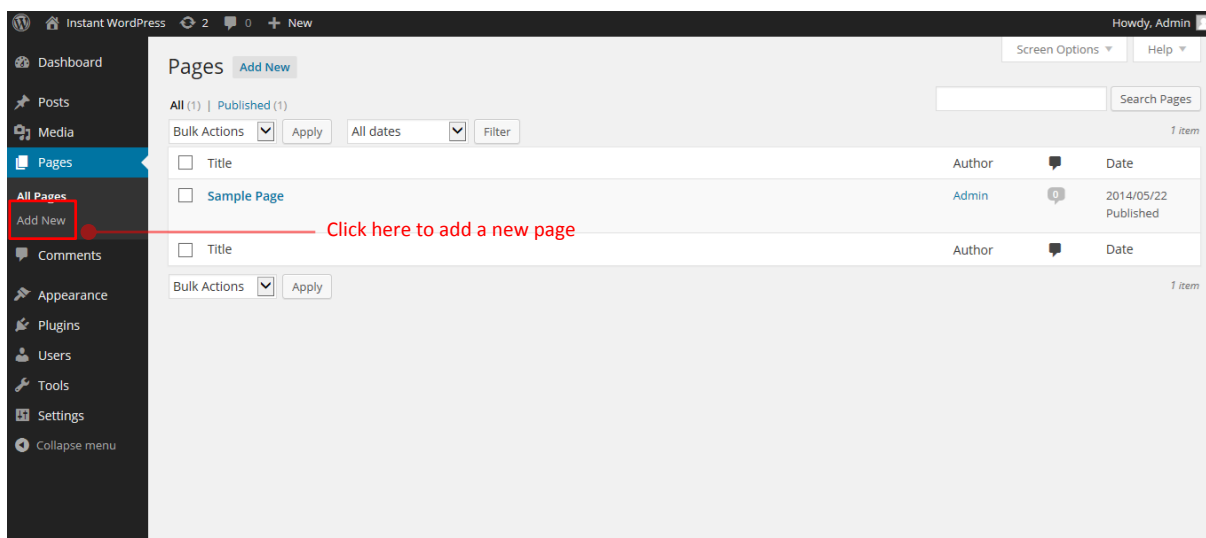
Pages are essentially similar to Posts, but as explained in [Understanding the difference between posts and pages](#), they differ in that they contain information that is by and large static – your résumé, your contact details, your terms and conditions – that kind of thing.

Writing Pages

Writing a page is essentially the same as writing a post, so there's little to learn, but we'll go through some things again.

Already on the site there is a page called 'Sample Page' – every default WordPress install has such a page. You can leave that page for the moment – let us, instead, create an 'About' page.

Click on 'Pages' and then 'Add New':



Adding a new post

If you need help with the editor and advanced options read the section [Adding and Editing Content](#) for more information.

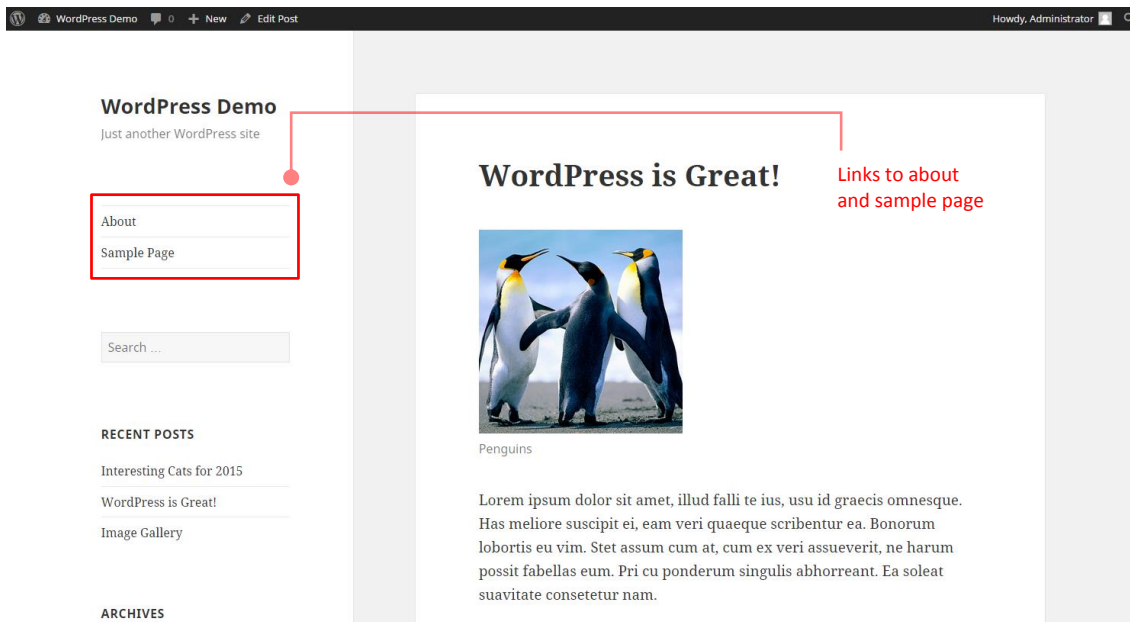
You now just need to add a 'Title', put in some content and you're building the static content.

Type in the title of your page (in this case, 'About') and a little content about your website and why it's there. For now don't worry too much about getting clever with your text formatting, adding images and files and so on.

If you want to see what your page would look like if you were to publish it try pressing 'Preview'. Once you've completed your About page and you are happy with how it looks, press the 'Publish' button to the right.

You can save at any point **without** publishing, and that will create a draft of the page if it hasn't yet been published.

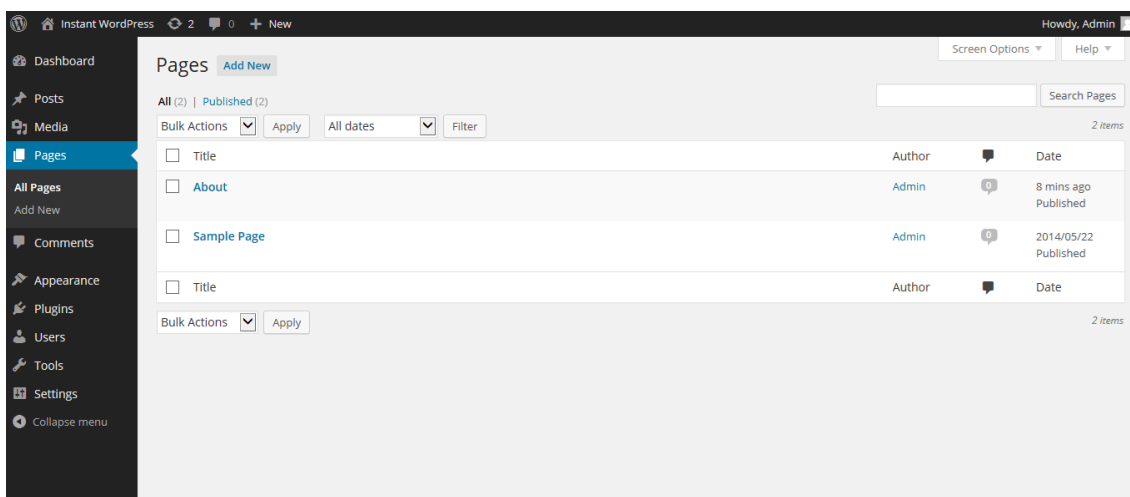
So, where is the link to the page you've just created? In the Twenty Fifteen Theme that we are using here you will see the 'About' link on your website as indicated:



Your page links on the front-end

In some themes, you'll be able to see a list of links to the site's pages on the left-hand side. However, such a list may not be displayed by default in the other themes although it is possible using Widgets. We'll be covering widgets later on in this guide.

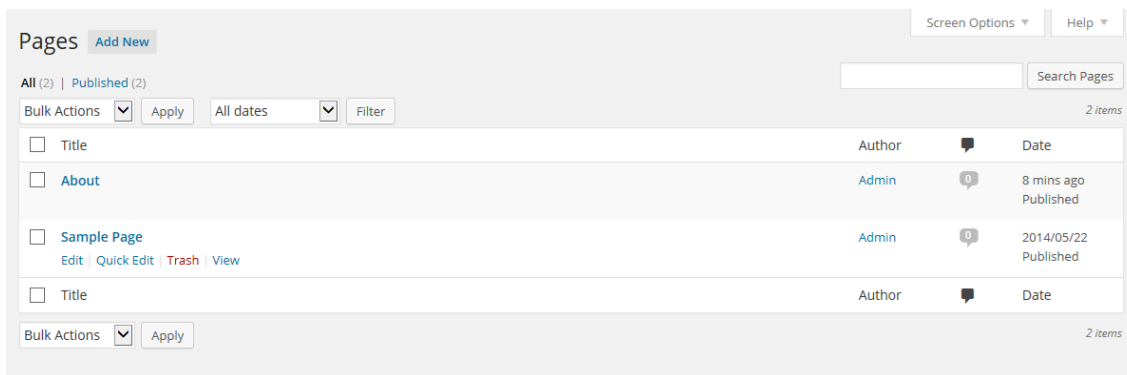
If you now have another look at the list of pages on the site you will see the two pages: the 'About' page that you have just created, and the 'Sample Page'. Let's remove the 'Sample Page'; it's not difficult to do. Here's our list of pages:



Your page links on the back-end

When you remove a page, or indeed a post, in the way this guide will show you, the page or post itself is not permanently deleted but retained in the WordPress ‘Trash’ area. A page or Post only becomes lost forever when you delete it from the ‘Trash’ area.

There are two ways you can do this: The first way is to place the mouse pointer over the page entry you want to remove (which will result in the options in the screenshot below being displayed) then click the ‘Trash’ option.



Pages view

This method is fine for removing a single post or page at a time, but what if we wanted to remove many posts or pages quickly? To do this, select the check box next to the post(s) or page(s) you want to remove, select the ‘Move To Trash’ option in the Bulk Actions drop down at the top, then press the ‘Apply’ button.

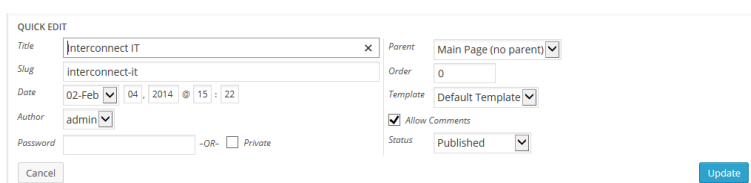
Be sure to empty the ‘Trash’ area if you’re sure you no longer want the pages/posts moved there, but remember once you do this the post / page will be lost forever. You can use the same approach for doing this as you did for the previous step.

Page Attributes

We’ll now create the first subordinate page to ‘About’ – called Interconnect IT. In there you can put some information about us, the providers of this guide. You’ll also need to set the page hierarchy accordingly, so...

First things first, you need to create your ‘Interconnect IT’ page if you haven’t already done so, before continuing. In the dashboard, select Pages from the Pages menu and hover over the mouse pointer over the page entry titled ‘Interconnect IT’ to bring up the menu (as you did when removing posts.)

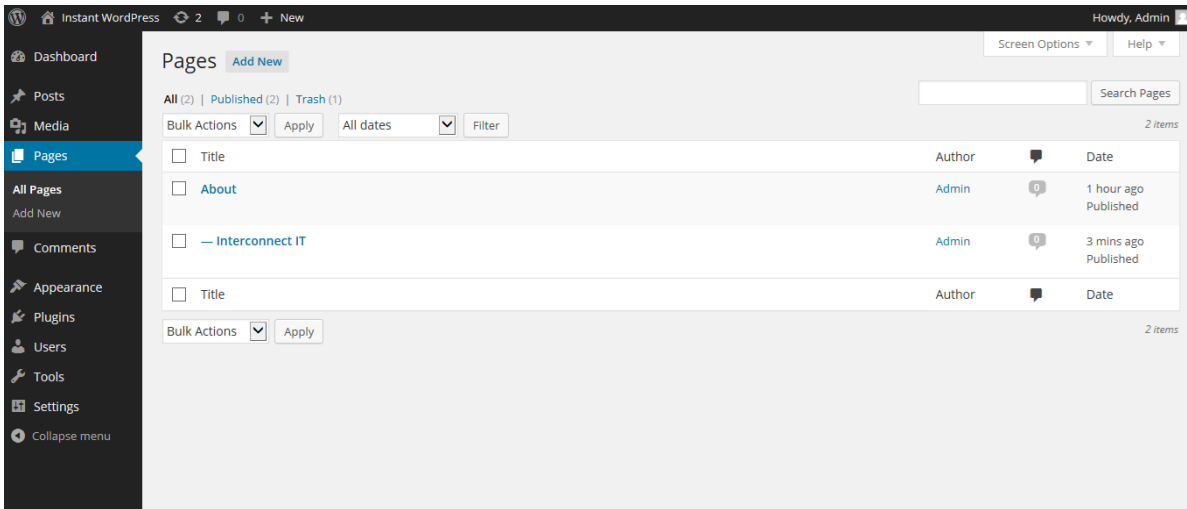
From the menu, click the ‘Quick Edit’ option. A number of options should now appear, as shown the screenshot below:



Quick edit options

The three options we need to concern ourselves with here are Parent, Template and Order. The Parent option lets you select the hierarchical level of your page. The Template option allows you to choose a design for your site and the Order option selects the order in which your page appears (more of that later).

To set the parent option for a page, you need to click on the corresponding drop down box and change its value from Main Page to the page you want to be the parent. In this case, the 'About' page is going to be our parent here, so we can just select the 'About' option from the drop down box then click the 'Update' button in the bottom right-hand corner to save the changes. You should now have the following on your screen:



Pages screen

Explanation of Page Attributes

Page Parent	This allows you to set a parent page that introduces a navigational hierarchy. Most themes will display subpages either in drop-down menus, on alternative pages, or indented in lists of pages.
Page Template	Your website's theme design may include templates – for example with contact forms. Other forms – for example application forms and similar, can be designed in this way.
Page Order	By assigning numbers to pages in this field, you can set the order of pages. We suggest you use increments of 10 when setting page orders. That way if you wish to insert a page between one identified as 10 and another identified as 20 you can just use the number 15, rather than finding yourself changing all the page numbers.

Quick Exercises:

Exercise 1

Create pages entitled 'Another New Page', 'Child Page 1', 'Child Page 2' and 'Level 1'. We'll use these pages in another exercise later on.

Exercise 2

Create a subpage to the About page, called WordPress where you can say a few nice things about WordPress.

Publishing Content Created by Other Contributors

If you're an Administrator or Editor you can publish the work created by Contributors. Authors can publish their own work but cannot publish the work of other users.

As an Editor you'll need to be aware of drafts that are awaiting publication. Usually the contributor should inform you that they've completed a document and, when you select Posts and Edit in the administration panel you will see a list of Other's Drafts as pending:

The screenshot shows the WordPress admin dashboard with the 'Posts' menu selected. The main content area displays a list of posts. The first post, 'Contributor Post - Pending', is highlighted with a red box. A red arrow points from a text label to the right of the box, which reads: 'A Pending Post from a contributor awaiting approval from an Editor/Higher'. The table below shows the following data:

<input type="checkbox"/>	Title	Author	Categories	Tags	
<input type="checkbox"/>	Contributor Post - Pending	Dave	Uncategorized	—	0
<input type="checkbox"/>	WordPress Is Great	admin	News	—	0
<input type="checkbox"/>	Recent Photographs	admin	Trivia	—	0

Pending draft

When you select a draft you will be taken to page where you can review the contribution, see the preview, edit it if necessary, add media and publish – just like it was your own post. You can also change the post author if you have multiple users defined who have the facility to create posts, should you require it, and any other details, including post-dating the article so it appears after an embargo, for example.

Moderating Comments

One of the tasks an Editor or Administrator may do, so long as the 'moderate comments' option is switched on, is to check that comments that have been made against posts are suitable for publication. We recommend you always opt to moderate comments as otherwise you may find problems with people using the facility to advertise their companies – 'comment spam' as it's known. You may also wish to implement some anti-spam filtering. WordPress comes with Akismet included as a plugin, which does an excellent job. If you run a personal blog it's free, and if you run a commercial blog you can pay for various license levels. Alternatively, 'Captcha' plugins are available.

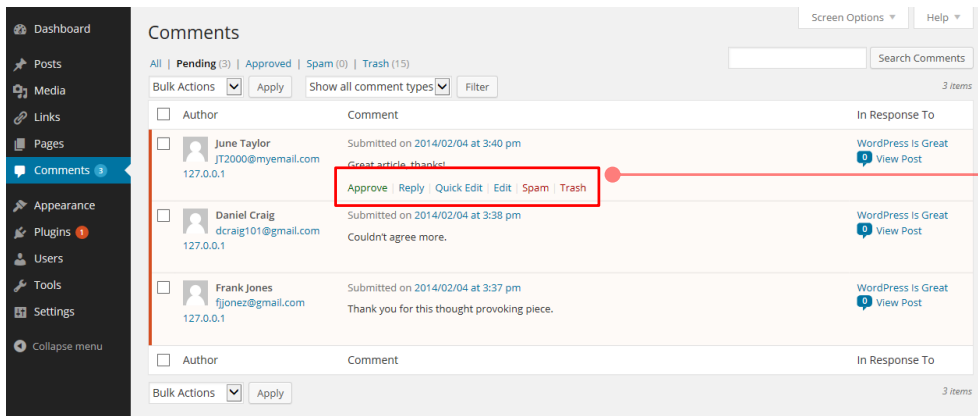
When a user posts a comment, they will be able to see their own comment and a line telling them that their comment is awaiting moderation. By default, you will receive an e-mail to the administrator's e-mail account advising you that a comment is waiting to be approved (this e-mail can be turned off) and you can click directly on a link within the email in order to approve the comment. Once signed in you will be asked for confirmation – click yes and the comment will now be visible to all site visitors. You can also carry out bulk moderation by going to the Comments link.

If you have comments to moderate the tab will show the number of comments waiting. Click it and you'll see a list of comments awaiting moderation in the queue.

Here you'll have a set of options for each comment ('Approve', 'Reply', 'Quick Edit', 'Edit', 'Spam' and 'Trash') which you can also access by placing the mouse pointer over each comment. You can also edit comments to remove unsuitable words or information, and you can delete individual comments.

You can mark all comments in one block as well – that's useful when you get some spam bots that cheerfully comment a load of marketing nonsense all over your site and needs to be deleted quickly. Just press the links at the bottom of the screen.

Once you've set all the options for each comment, press the 'Moderate Comments' button and the changes will be saved.



By hovering over the comment you can see the comment moderation options appear

Comments options

As you can see, the facility is designed to work with quiet and busy sites alike. As some of the internet's busiest sites run WordPress, the software has been well designed for this kind of use.

Quick Exercises:

Exercise 1

Write an offensive (we don't mean with swear words, just something harsh!) comment on your blog. Then delete it through comment moderation!

Exercise 2

Add a few comments on your blog while signed out.

Exercise 3

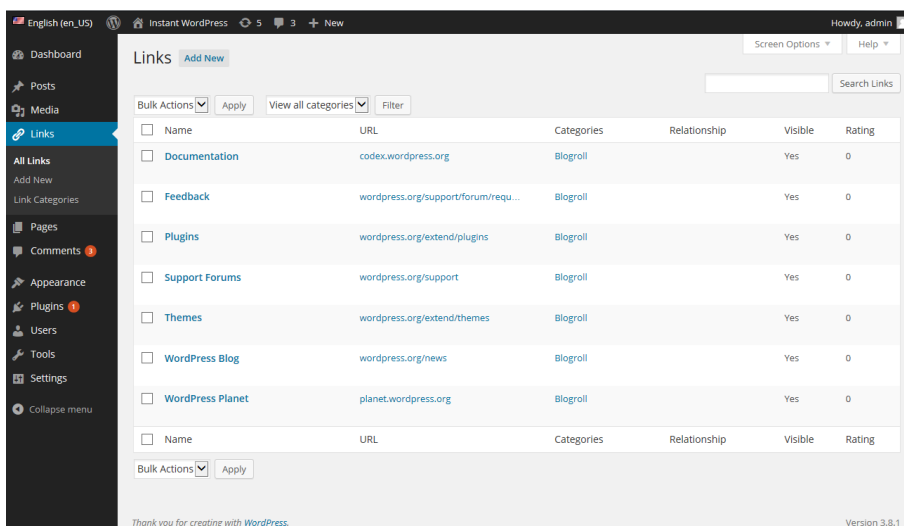
Reply to a comment on your blog (even if it's one of your own!) to see how it looks.

Managing Links

If you're working on a fresh install of WordPress, you'll find that WordPress 3.5 and above has no Links Manager! A simple plugin (or theme option if you're working with a developer) can add this feature back in if you need it.

If, however, your install is older and you've upgraded, the Links Manager remains! So for completeness sake we're keeping this in the guide for now.

Many websites run a links section. With many it's simply a page or a post full of links and connections. With WordPress you can do this if you wish, but a more powerful feature is to use the proper link management tools. Then you can display your links in the site's sidebar or, if the theme provides it, using a links page template. In the administration menu, click on 'Links' then 'Edit' to manage your links, and you will see the following:



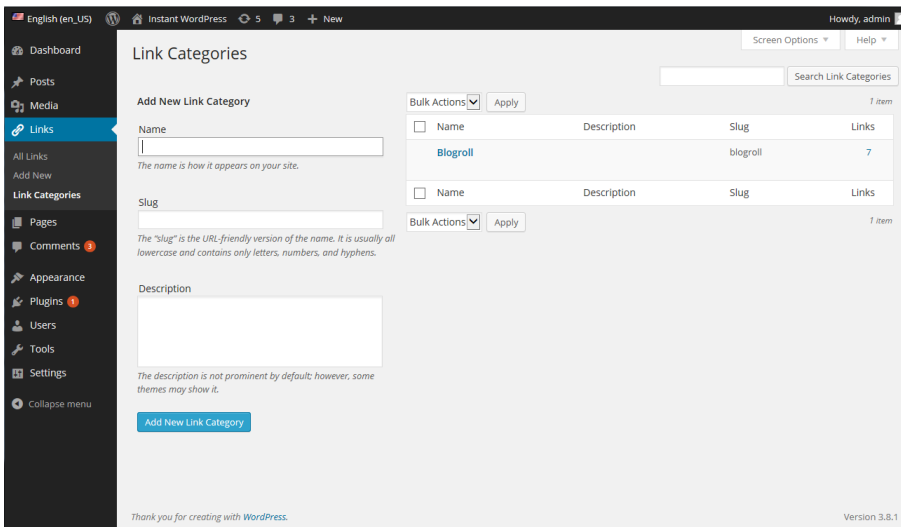
Links screen

As you can see, the initial installation is already populated with links. As these aren't relevant to your website, you can delete them all if you wish: Simply select each link you don't want, then select 'Delete' in the Bulk Actions drop down and click the 'Apply' button.

You'll see also that you can filter this view – particularly useful if you manage a large number of links.

Creating link categories

Before creating new links, you need first to create some suitable categories, so click on the 'Link Categories' link in the menu to do this:



Link categories

In here, create a link category called News, and another called WordPress so the list looks as follows:

<input type="checkbox"/>	Name	Description	Slug	Links
<input type="checkbox"/>	News		news	0
<input type="checkbox"/>	WordPress		wordpress	0
<input checked="" type="checkbox"/>	Blogroll		blogroll	7

Link categories

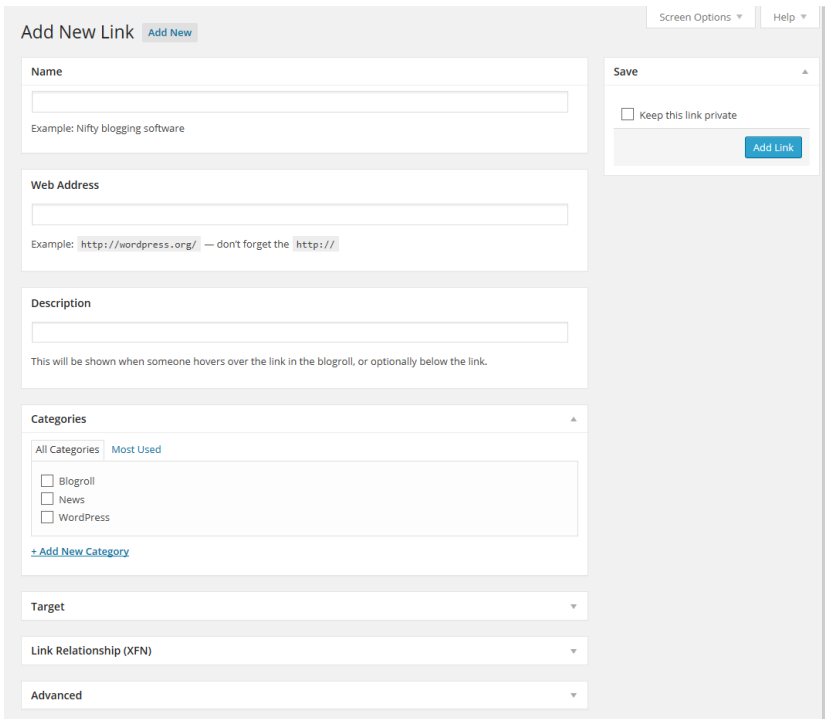
It's also possible to create categories on the fly – just like when writing posts. This is more limited in power, but useful.

You can't delete the Blogroll category while it's the default category. To change your default category go to 'Settings', then 'Writing' and change the Default Link Category value. For now we'll leave it at Blogroll.

Creating links

Now we've created our Link Categories above, you can create some links quickly and easily.

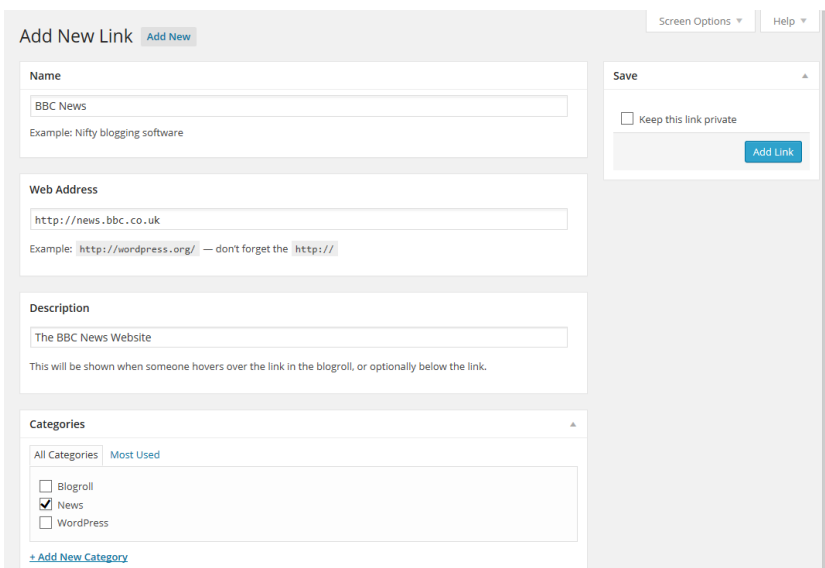
To create a new one, click 'Add New' and you'll see the following:



The screenshot shows the 'Add New Link' form in WordPress. It includes fields for Name, Web Address, Description, Categories, Target, Link Relationship (XFN), and Advanced. A 'Save' panel on the right contains a 'Keep this link private' checkbox and an 'Add Link' button. The 'Categories' section shows 'Blogroll', 'News', and 'WordPress' as available categories.

Creating links

The most commonly used items are on display first and you should create the link and categorise it accordingly. Let's create a link to the BBC News website:



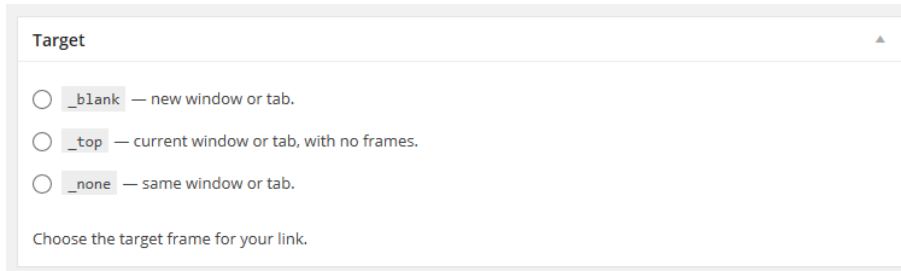
This screenshot shows the 'Add New Link' form with the following data entered: Name: 'BBC News', Web Address: 'http://news.bbc.co.uk', and Description: 'The BBC News Website'. In the 'Categories' section, the 'News' checkbox is checked. The 'Add Link' button is visible in the 'Save' panel.

Creating a link

You also have a number of advanced options available to you which are in the extending boxes below – Target, Link Relationship, and Advanced. Please note the importance of using `http://` before a link.

Target

Target is a strangely marked and named option if you're new to the web:



Target

`_blank` — new window or tab.

`_top` — current window or tab, with no frames.

`_none` — same window or tab.

Choose the target frame for your link.

Link targets

The following table illustrates the different effects of each target option:

<code>_blank</code>	Will open the link in a new window – handy where you need a link to not take someone away from your website, but should only be used with good reason as people hate getting a new window after following every link.
<code>_top</code>	Opens the link in the top most frame or window. This is very rarely used and should only be considered if you've got good reason for it – it can be incredibly annoying to visitors!
<code>_none</code>	Conventional behaviour – the link will open in the current window – this is generally the best option to use.

Link relationship (XFN)

Links can be related to your site – you can either create your own relationship, or use one of those attached. They’re mostly ignored and little used, however, and will make little difference to visitor experience. They can, however, help to inform search engines and directories of the relationships between websites which may help with search engine performance.

Link Relationship (XFN)

rel:

identity another web address of mine

friendship contact acquaintance friend none

physical met

professional co-worker colleague

geographical co-resident neighbor none

family child kin parent sibling spouse none

romantic muse crush date sweetheart

If the link is to a person, you can specify your relationship with them using the above form. If you would like to learn more about the idea check out [XFN](#).

Link relationship

Advanced

In the Advanced Links options you have a range of options:

Image Address	You can insert a link to an image here – be careful, you should prepare images with care – to the correct size and resolution, in order for them to look good. Many people who use this option tend to end up with untidy websites.
RSS Address	If there is also an RSS feed available at the site you’re linking to, you can include it here. Some themes, widgets and plugins will use this information and show an RSS icon to match.
Notes	You can keep notes about links here.
Rating	This is used in some themes, widgets and plugins as a way of ordering links.

Section 6 Administering WordPress

This section describes the range of tasks usually carried out only by Administrators.

Managing Users

WordPress has the incredibly useful ability to define different levels of users. It doesn't have the level of power that you get with full content management systems where tens of pages of content are being created daily. However, managing users in a complex system can quickly become a full time job and the level of control in WordPress is usually perfect for the smaller organisation.

You have five levels (roles) of user:

Administrator	<p>The very highest level of user – the Administrator can do anything the other users can do, as well as:</p> <ul style="list-style-type: none"> • Change all settings • Switch themes • Activate & edit plugins • Edit users • Edit files • Manage options • Import
Editor	<p>We recommend that the highest level that someone is assigned is Editor – even the administrator will find that the Editor level is adequate for most tasks while preventing the possibility of inadvertently making a critical change to the site. An Editor can do anything a lower level of user can do as well as:</p> <ul style="list-style-type: none"> • Moderate comments • Manage categories • Manage links • Enter unfiltered html (as in html with any content at all – a potentially dangerous facility!) • Edit published posts • Edit other contributor's posts • Edit pages

Author	<p>Most people creating content through posts on the website will be Authors. An Author can do anything a lower level of user can do as well as:</p> <ul style="list-style-type: none"> • Upload files • Publish posts
Contributor	<p>A contributor really doesn't have a great deal of power. Contributors can create and edit their own posts, but they can't upload images. They can still insert images that have already been uploaded.</p>
Subscriber	<p>A subscriber can read content on the website and make comments. Although depending on your settings for your site, it's possible for non-subscribers to make comments also.</p>

There are a number of tasks around users that you may wish to carry out:

1. Update your own details
2. Add new users
3. Remove users
4. Edit the details of a user
5. Manage the content created by a user

You can manage and set up users by clicking on the 'Users' link in the menu:

The screenshot displays the WordPress 'Users' management interface. At the top, there's a 'Users' header with an 'Add New' button. Below it, a filter bar shows 'All (3) | Administrator (1) | Contributor (1) | Subscriber (1)'. A search box labeled 'Search Users' is present. Below the filter bar, there are 'Bulk Actions' and 'Change role to...' dropdown menus. The main content is a table with the following data:

<input type="checkbox"/>	Username	Name	E-mail	Role	Posts
<input type="checkbox"/>	admin		admin@localhost.local	Administrator	16
<input type="checkbox"/>	Dave		dave@email.com	Contributor	0
<input type="checkbox"/>	Peek		peek@interconnectit.com	Subscriber	0

At the bottom of the table, there are 'Bulk Actions' and 'Apply' buttons, and a '3 items' indicator.

Users screen

Adding users

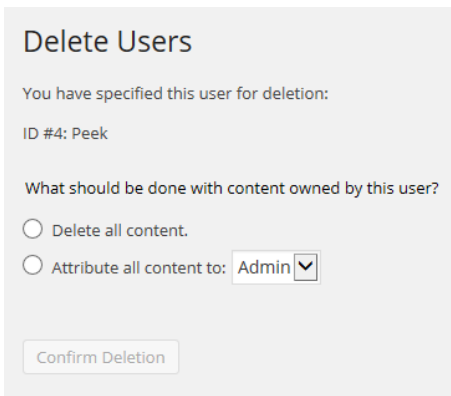
It's very simple to add a new user to WordPress, simply select 'Add New' (as for Posts, Pages, etc.) and then fill in the user's details, making sure you get the correct user level. You'll also need to set a password here – make sure it's a strong one!

Remove users

To remove a user select the 'Users' link from the Users menu in the dashboard.

On this page you will see a list of users and the roles which they have. Select the check box on the left of the Username. Further down you will see the Bulk Actions Drop Down. Select 'delete' then press 'apply'.

You will then be asked for confirmation, as well as a request as to whether to delete all the posts and links belonging to the user, or to transfer the users' posts and links to another user. **Be careful!** Delete all posts and all the content by that author will be removed from your website. It's usually better, unless that user was filling your site with nonsense, to attribute their posts to another user:



Delete Users

You have specified this user for deletion:

ID #4: Peek

What should be done with content owned by this user?

Delete all content.

Attribute all content to: Admin

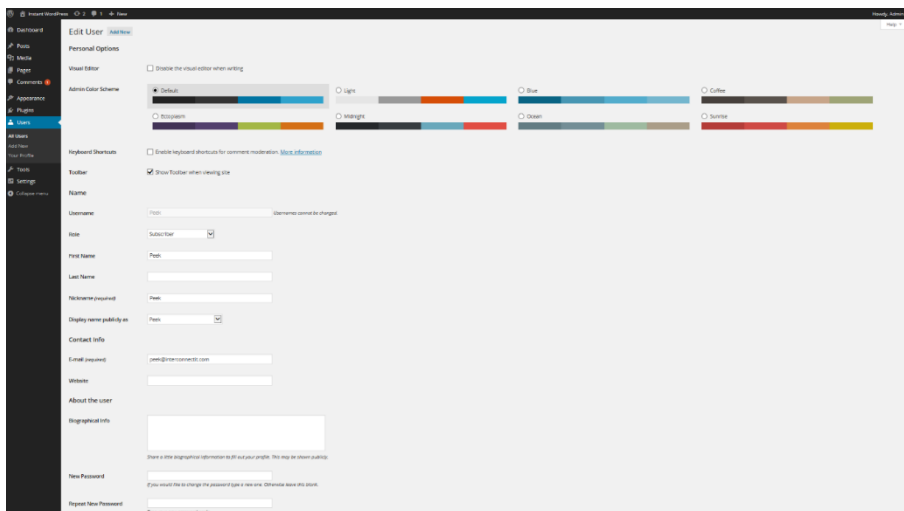
Confirm Deletion

Delete a user

Once you're satisfied with the selection, press the 'Confirm Deletion' button. Don't forget you can do this for multiple users. Also, no undo. Be careful!

Edit the details of a user

You may wish to change details and settings relating to a user, in which case when you hover over a user's details you'll see the 'Edit' link pop into existence. Click 'Edit' and you should then see the 'Edit User' screen. From here, you can see and edit the user details as shown below:

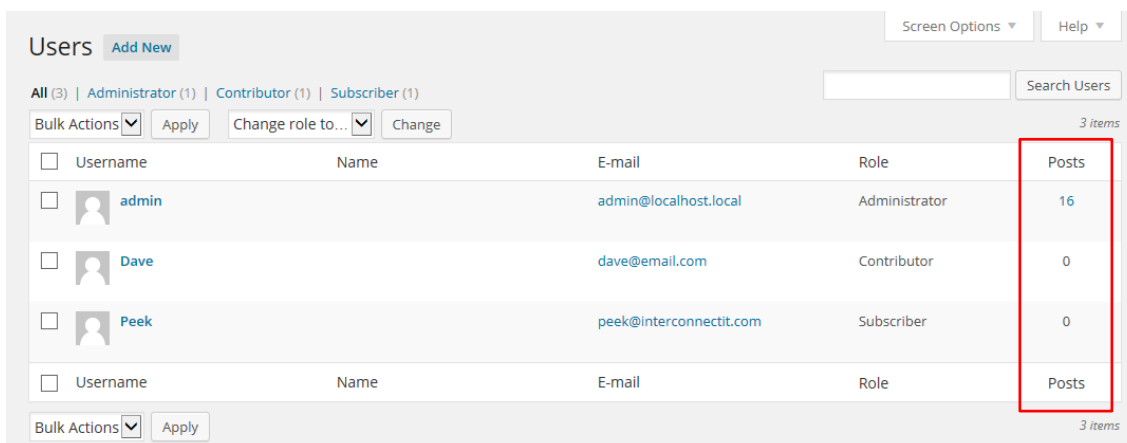


Editing a users details

From this page you can set various options which are generally self-explanatory, such as name, whether that user is using the visual editor, what colour scheme they use in the administration panels and so on.

Manage the content created by a user

You will see that in the User List, you have a number against each user in the Posts column. This shows the number of postings made by that user. If you click on that number you will be taken to the Posts page, showing the posts as made by that user and from there you can edit or delete posts to your heart's content:



Managing a users content

User sign out

If you've ever signed into your WordPress site from a shared computer, then had a moment when you've thought, did I sign out?! You can simply go to **Users > Your Profile** and click the 'log out of all other sessions button'. This is a really handy little feature to give you peace of mind!

The screenshot shows the WordPress 'Your Profile' page. On the left is a dark sidebar menu with 'Users' selected. The main content area has several sections: 'Email (required)' with the value 'chris@email.com', 'Website', 'About Yourself', 'Biographical Info' (with a text area and a hint: 'Share a little biographical information to fill out your profile. This may be shown publicly.'), 'New Password' (with a hint: 'If you would like to change the password type a new one. Otherwise leave this blank.'), 'Repeat New Password' (with a hint: 'Type your new password again.'), a 'Strength indicator' box, and a 'Log Out of All Other Sessions' button which is highlighted with a red box. Below this button is the text 'You are only logged in at this location.' At the bottom left of the main content area is an 'Update Profile' button.

Signing out of all sessions

Section 7 Managing Settings

The WordPress software allows you to control many settings on your website. Click on ‘Settings’, and you will see six links, within which you can change many options. Most are clearly explained on the control panels, but for extra detail we believe you may find useful see below:

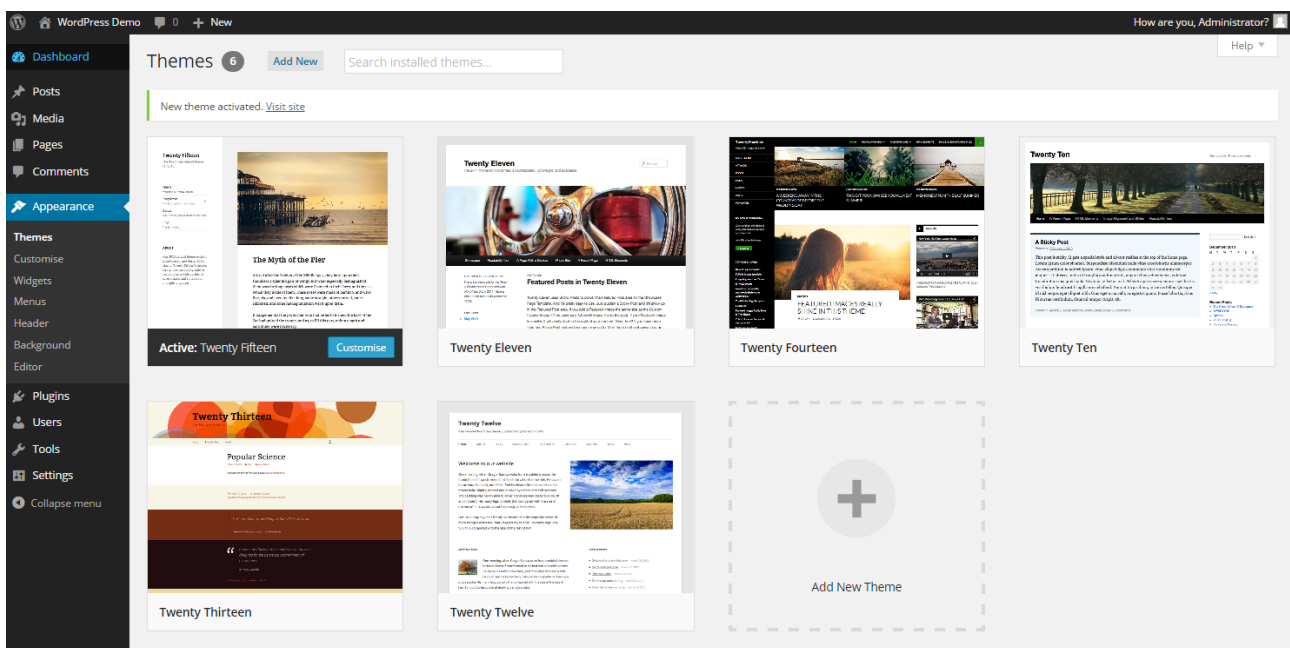
General	Allows you to set the title of your website, its tagline, URI (the web address) information, user membership default information, date representation and now included in 4.1 the site language.
Writing	Here you can set the various options surrounding how you can write posts, such as selecting the default category used for newly created links and posts and selecting the default post format. You can also create a secret email address to which you can send new entries for your site – this can be good if you need to update the site from difficult locations or via a smartphone.
Reading	This shows settings for reading the website – for example how many posts will be shown at a time on a page. You can also select a Post or Page to be displayed on the front page of the site. It also sets options for syndication – this is a system that allows people to use readers to access your information remotely via RSS feeds. As of version 3.5 you can also now find a ‘Search Engine Visibility’ checkbox here. Before 3.5 this was in a separate section called ‘Privacy’.
Discussion	Here you will set options relating to how people can make comments, for example whether the comments need authorising before showing on the site (advisable to prevent comment spam), the default comment settings for articles, and so on.
Media	Here you will be able to set the default sizes for images in Posts or Pages and specify whether you want uploaded files to be organised into month and year based folders. If you’re using iOS 7.x you’ll have to disable multi-file uploading as it will prevent the uploading of videos.
Permalinks	Permalinks are a way of structuring your website so that the address to an article makes some sense to humans and search engines. So instead of www.website.com/?p=101 the permalink could read www.website.com/index.php/news-feature as defined in the post's slug (created when writing, or automatically from the title). You may need to modify a file on your system called .htaccess – if in doubt, simply ask your administrator or friendly techie to help. Permalink changes are one of the most common ways for people to make their websites inaccessible, so do be careful in here! Always remember the setting you changed from so that you can go back if you need to!

It’s worth bearing in mind that certain plugins may add different features and/or change the appearance of your site’s back end.

Section 8 Managing Appearance

Themes

In WordPress you have the facility to switch easily between different layouts for your site; a process made easier by updates in version 4.2. Select the Themes option from the Appearance menu and you will see a list of available themes on your installation. Usually that will include the themes installed on your server, and usually the default theme (currently known as the 'Twenty Fifteen theme') that is supplied by default with WordPress. It's possible that your WordPress installer has supplied you with variations on your theme – perhaps a Christmas one or another designed for special company occasions like product launches or for sponsors.



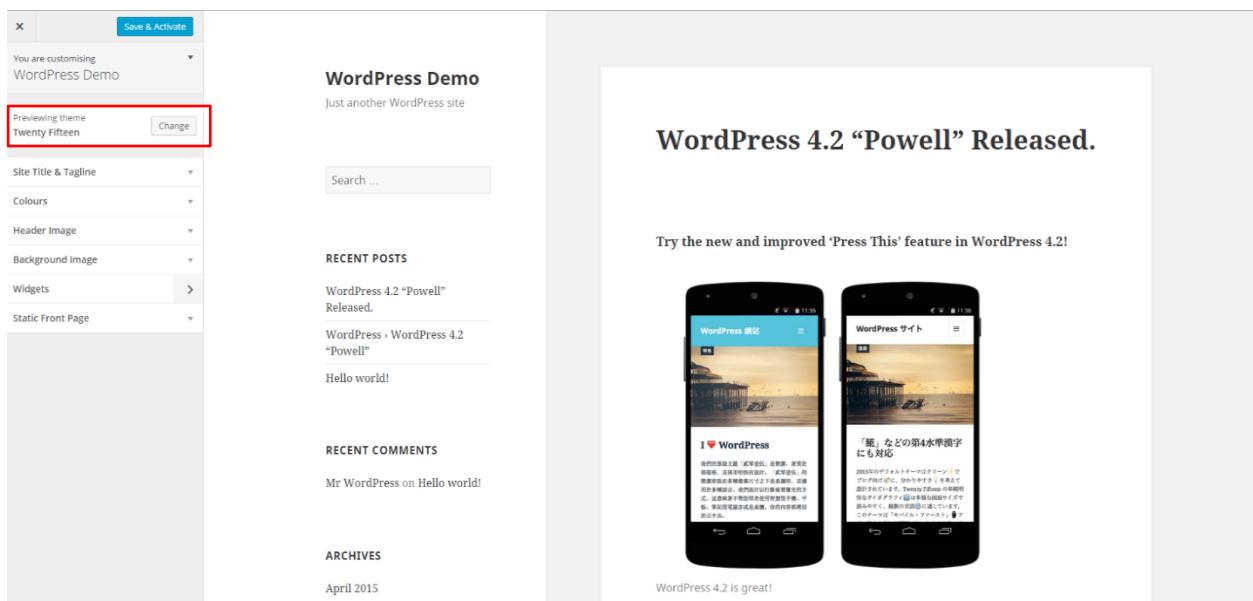
Changing a theme



Hovering over a theme

To select a theme, simply hover over it – you can then select to view a 'Live Preview': this will then give you a preview of how your site will look using that theme.

When 'Live Preview' is clicked you are given the option to preview other themes in live preview mode. This option allows you to try out numerous installed themes quickly and easily. When you are happy with your chosen theme click 'Save & Activate'. If you don't wish to activate a theme for the moment, click the X in the top left of the page.



Browse and switch installed themes straight from the customizer

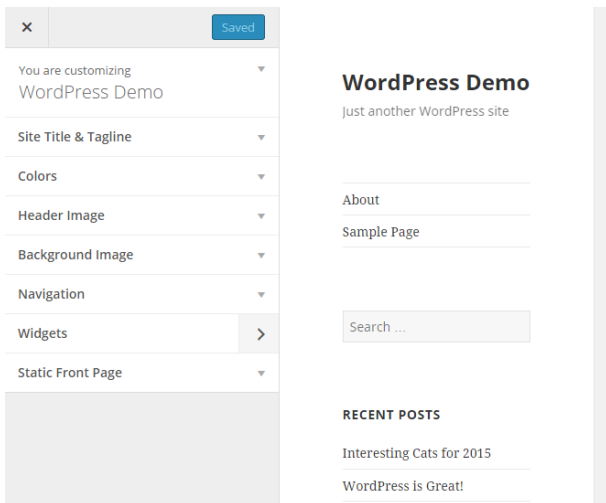
An expert can actually edit their themes from the Theme Editor tab. However, we don't recommend doing it this way. You may also find that your webserver configuration will prevent this as it can, in certain circumstances, present a security threat to your site if .php files can be modified from a webpage.

If you have an advanced theme, such as many of those from the premium theme suppliers and developers, you will find that there may be additional options available to you, for example during the writing of a page or post, in category management, and through a control panel.

You may also experience problems with the required image sizes being different. If this gets you then use the 'Resize Thumbnails' plugin from Alex Mills to bulk change all your different image sizes so they more accurately fit your theme.

Customize

WordPress 3.4 introduced the Theme Customizer which offers you an easy way to change some of the options on your theme. To do this click on 'Appearance' in the left menu and from here select 'Customize', which will bring up following the page:



Customising a theme

Take a look at the menu bar on the left side of the page and you will see a number of options to customise your theme. The Twenty Fifteen theme in WordPress 4.2, as an example, has seven options to customise your theme. If you want to know more we’ve gone into a bit more detail below:

Site Title & Tagline	Here you can change your site title, tagline, or choose if you want to display the header text at all.
Colors	This option allows you to change the site title colour and the background colour.
Header Image	If you want to add a header to your site this option gives you that choice.
Background Image	Select this option if you want to add a background image to your site. Click select image and this will take you to the media library, where you can select an image. Alternatively click the upload files tab and upload an image to use.
Navigation	Allows you to specify the location your menus appear in. The number of menus available depends on your theme. In this example our theme supports two menus.
Widgets	Here you can customise the widgets you have installed on your site. Depending on the theme you have installed, you will have different areas of your site you can place your widgets. Here you can reorder and add widgets to the different areas. Version 4.1 now has a ‘Manage in Customizer’ button at the top of screen.
Static Front Page	This allows you to choose a static front page (from one of your saved pages and if your theme allows it) or choose to display your latest posts.

All changes can be previewed in the browser window and once you are happy with the look click ‘Save and Publish’. More in depth customisation options are explained in the sections below.

Widgets

Since WordPress introduced widget support they have become increasingly used as a way to display additional information on the website – sometimes to a very sophisticated degree. If you look at a complex WordPress site like <http://www.spectator.co.uk> you quickly realise that most sections and feature pages are complex arrangements of widgets that go beyond the conventional single sidebar arrangement.

A widget is simply a block, usually with control over what it displays, which can be moved around. For example, you can place in a sidebar a widget that displays the latest comments on your site. Some themes provide a large selection of widget spaces which allow you to place content in a wide range of spaces. Really advanced themes create widget spaces on the fly – for example, if you create a page according to a certain template. That can make for a very sophisticated website.

With the Twenty Fifteen theme we're currently using, you have one 'Widget Area' sidebar. Different themes will have other numbers/types of widget areas. If you have a fresh install and no widgets have been installed you will see that the sidebar is empty.

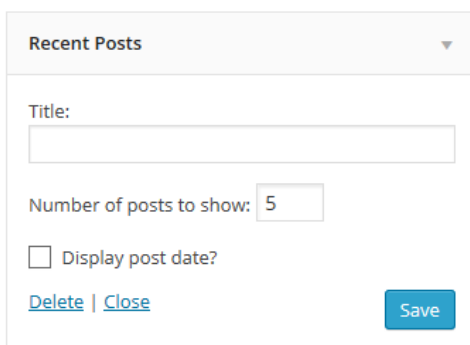
However, you'll remember that there's definitely content in the sidebar of the site. Why is that? Well, it's because most themes insert default items into the sidebar when there's nothing set in the widgets. Now let's have some fun with widgets.

There are two places available to modify the location of your Widgets: either **Appearance > Widgets** or **Appearance > Customize > Widgets**. The latter option became available in the latest version.

If you click on 'Widgets' under 'Appearance', you will see widgets that are available to you on the left, and places to put them on the right. To add them to the sidebar you simply grab a widget and drag it across, dropping it into the widget space. If you have multiple widget spaces, you have more choice as to where to place the widgets.

You also have an 'Inactive Widgets' space that lets you store widgets that have been configured but which you don't want to display at the moment. This is a very useful tool for some busier sites because you can use this area to set up a widget before making it visible to everyone. This is a good practice to get into.

Let's try adding the 'Recent Posts' widget to your sidebar. First, drag the widget into the Inactive Widgets section. Then set it up as below:

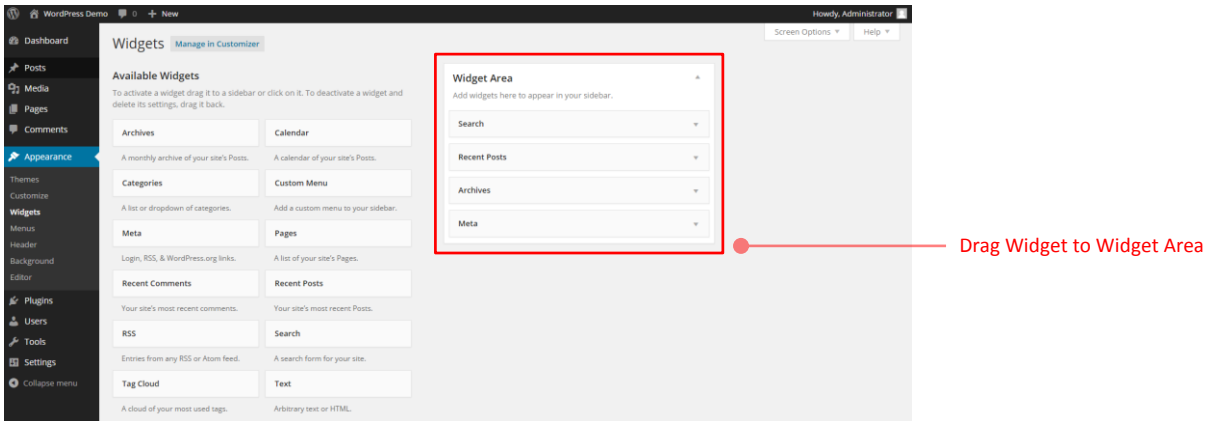


The screenshot shows the configuration interface for the 'Recent Posts' widget. At the top, there is a dropdown menu with 'Recent Posts' selected. Below this is a 'Title:' label followed by an empty text input field. Underneath is the label 'Number of posts to show:' followed by a text input field containing the number '5'. Below that is a checkbox labeled 'Display post date?' which is currently unchecked. At the bottom left, there are two links: 'Delete' and 'Close'. At the bottom right, there is a blue 'Save' button.

Recent posts widget

As you can see, you can set the title and the number of posts to display. Now press 'Save'.

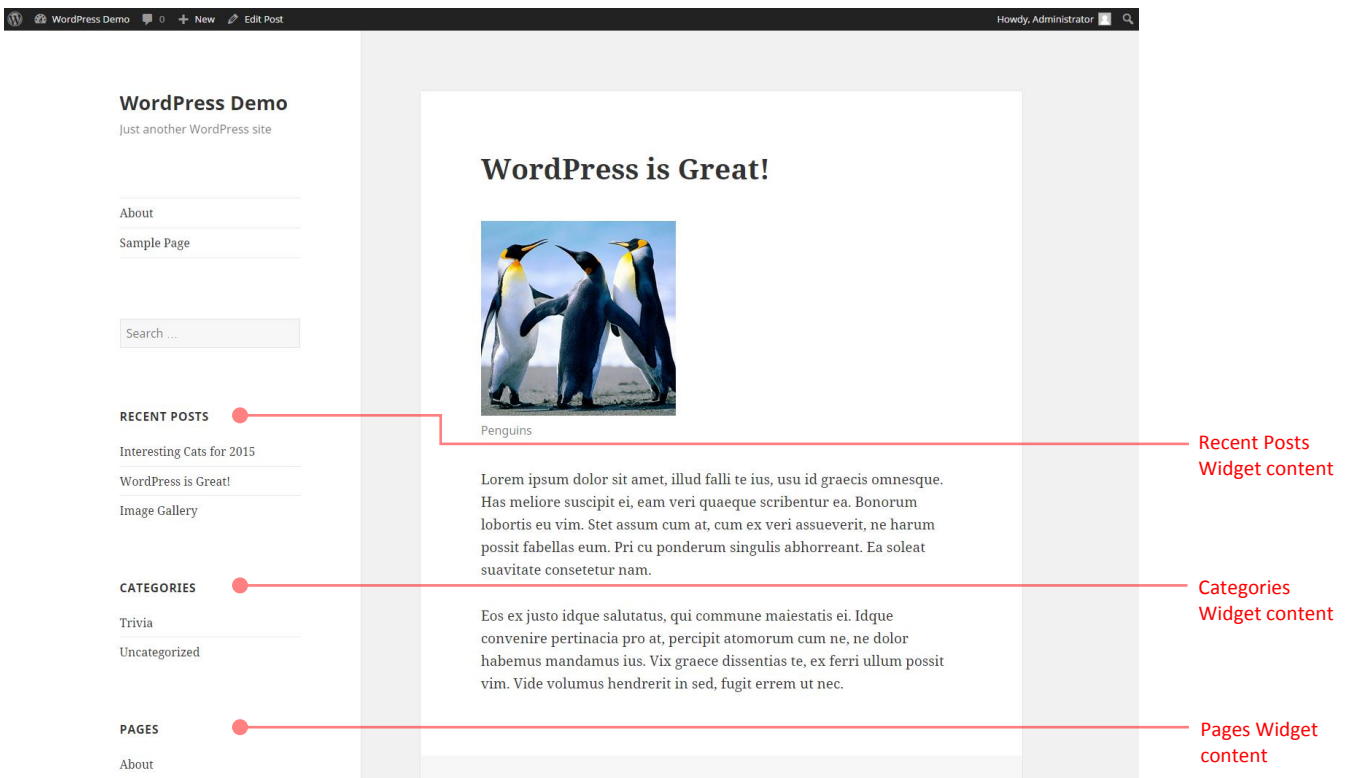
Next you need to move it into the sidebar. Notice that in the Twenty Fifteen theme, you only have one widget area. Simply drag the widget from the Available Widgets space and into the Sidebar widget space:



Widget area

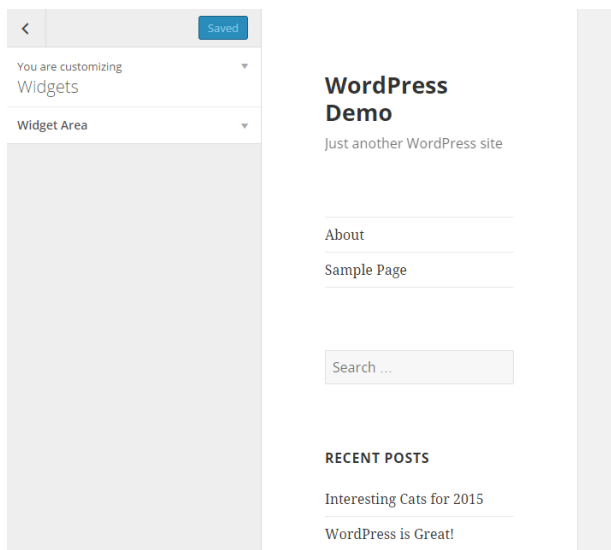
Ok, now you know how to use widgets we can now turn our attention to getting the Page and Category lists to show in the sidebar by dragging the 'Pages' and 'Categories' widgets into the Primary Widget Area.

You can specify your own titles for the Pages and Categories widgets if you want and these titles will appear as headings on the site's sidebar above the content generated by the Widget.



Twenty Fifteen theme

The alternative option is to access your widgets via **Appearance > Customize > Widgets**.



Customising widgets

Here you can move your widgets around, whilst viewing a live preview of how they would appear should they go live on the site.

If you have the administrator rights you can install a great many widgets through plugins and themes. These can dramatically enhance the features and usability of your blog or website.

One thing worth noting is that not all themes have styling for every widget to fit in every space. Be careful as some widgets will look terrible until you've had a web designer add suitable styling to your theme. It's often worth checking new widgets out on a development environment for aesthetics and performance. Testing things out on a live site is quick, but if you're working on a busy or important site then it can cause problems for visitors.

Section 9 **Menus**

Creating Custom Menus

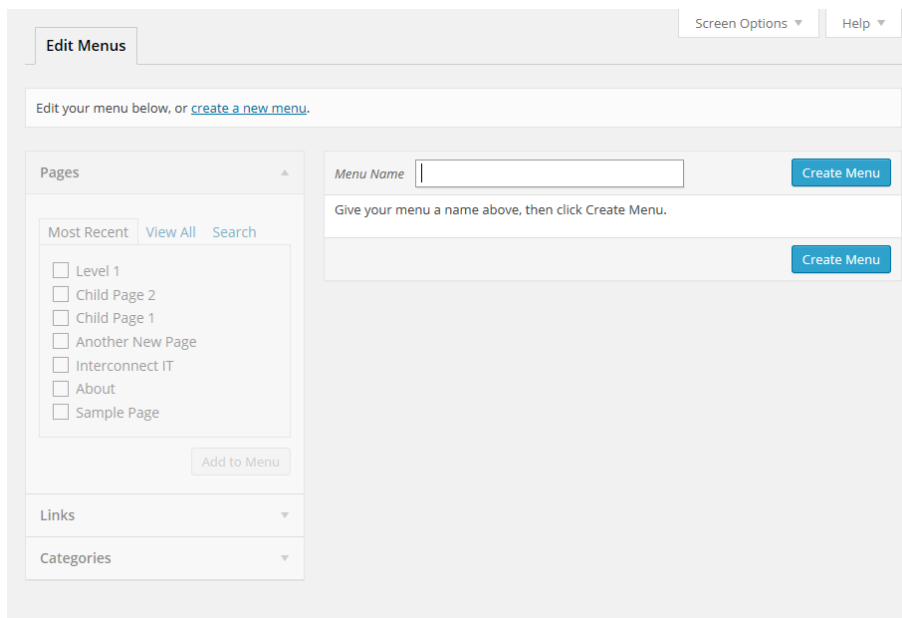
This guide to the WordPress Menu system (introduced in WP 3.0) covers the basic tasks a user may carry out when using the built-in menu editor such as: Defining a menu, adding items to a menu, customising menu items using the 'Navigation Label' and 'Title Attribute' options, deleting menu items and creating multi-level menus.

In WordPress 3.6 the menu page has been updated. At the top of the menus page there are now two tabs: 'Edit Menus' and 'Manage Locations'.

Defining a Menu

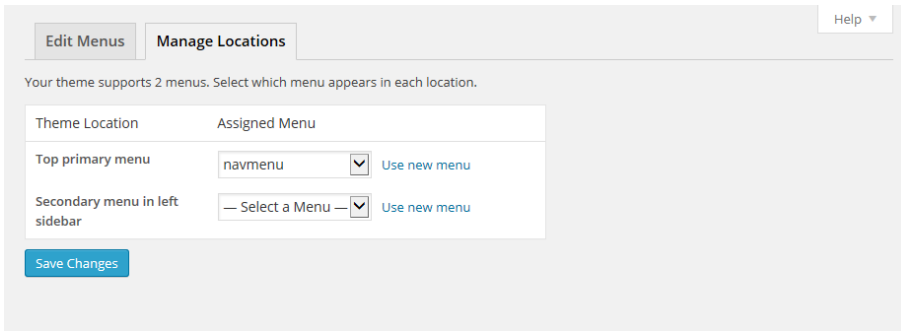
You will have to define a menu before you can work on it. The steps below outline this process:

1. Login to the WordPress Dashboard.
2. From the 'Appearance' menu on the left-hand side of the Dashboard select the 'Menus' option to bring up the menu editor. You should see something similar to the screenshot below in your browser window:



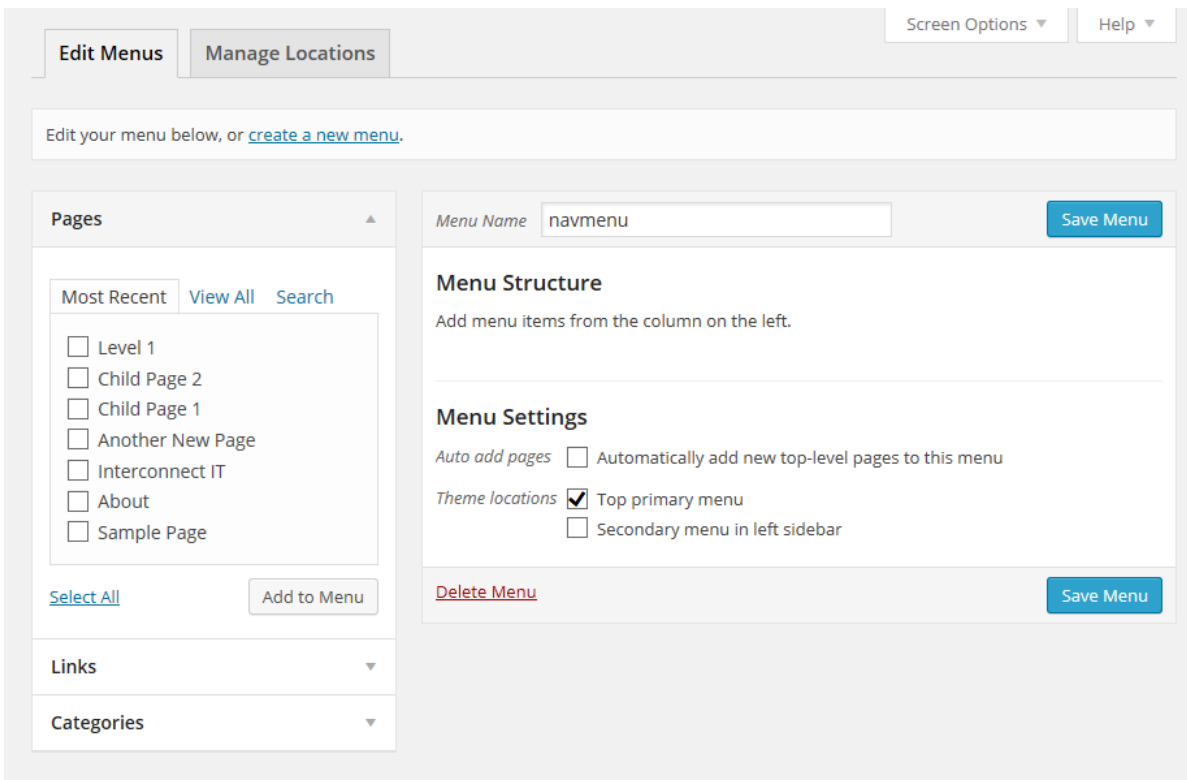
Creating a menu

3. Enter a name for your new menu in the 'Menu Name' box then click the 'Create Menu' button. For the sake of this example, we'll give this menu the name navmenu but you can give it any name you want. Next, make sure navmenu (or whatever you've called it) is selected as our primary menu by clicking on the 'Manage Locations' tab at the top of the page and checking it is the 'Assigned Menu'. In the Twenty Fifteen theme you can select from 2 locations for your menu.



Menu location

4. The menu editor should now look something like the screenshot below:



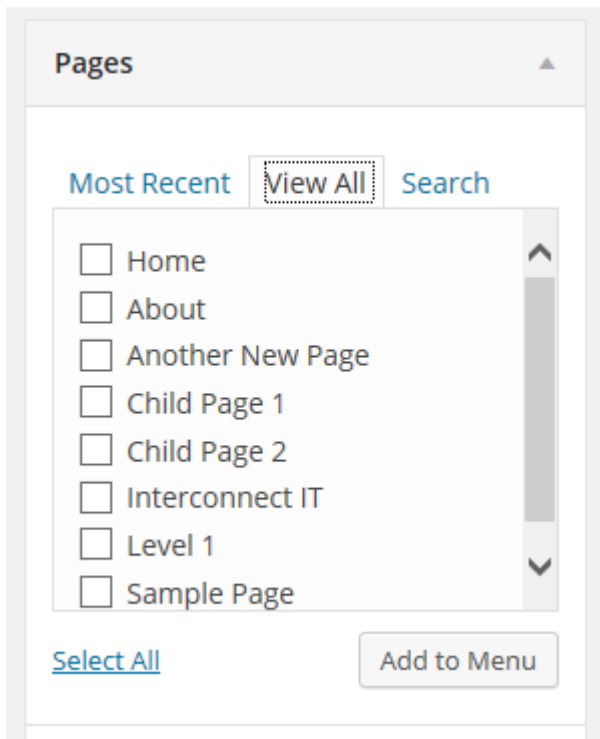
Editing a menu

Adding Items to a Menu

In this example, we'll add 6 pages to the menu we created in the previous section. One of the pages added in this example will point to the 'Home' page of the site. The steps you will need to take are listed below:

- In the left-hand corner of the menu editor screen, you should see a sub-menu titled 'Pages'

In this sub-menu, click the **View All** link. This will bring up a list of all the pages that are currently published on your site/blog. See the screenshot below:



Pages to use on your menu

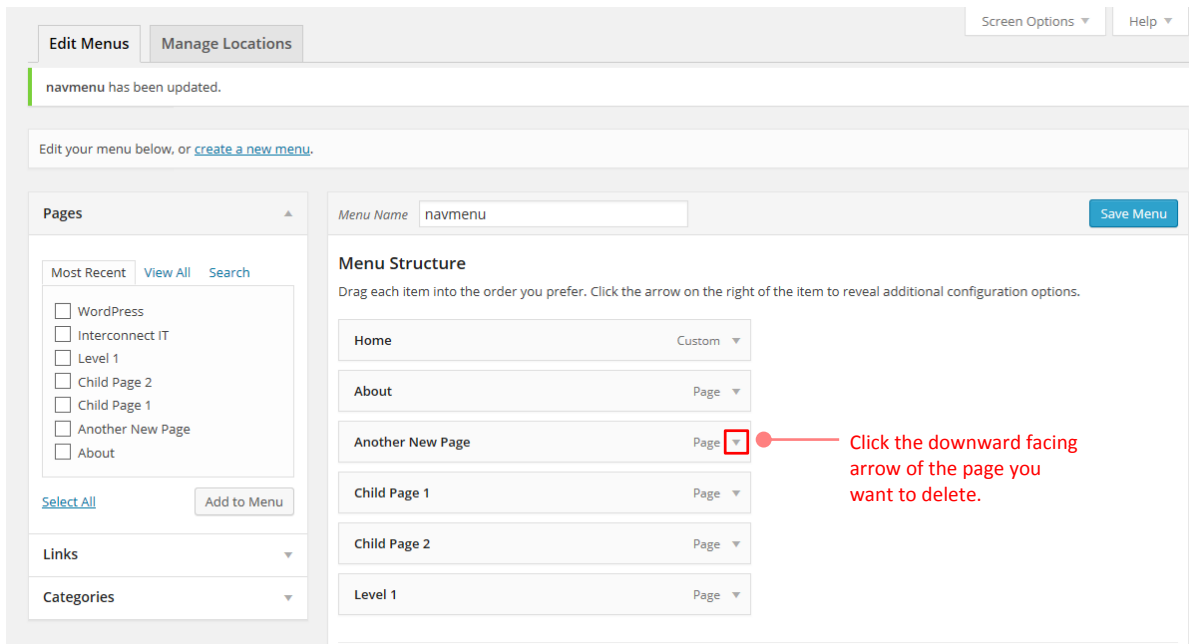
- Select the pages you want to add to your menu by clicking the checkbox to the left of each item's title. In this example, the 'Home', 'About', 'Another New Page', 'Child Page 1', 'Child Page 2', and 'Level 1' Pages will be used.

When you have selected the pages you want to include, click the 'Add to Menu' button located in the bottom right-hand corner. You should now see a series of boxes, with the page titles of the items you added in the previous step on the left-hand side of each box.

- Click the 'Save Menu' button to save the changes.

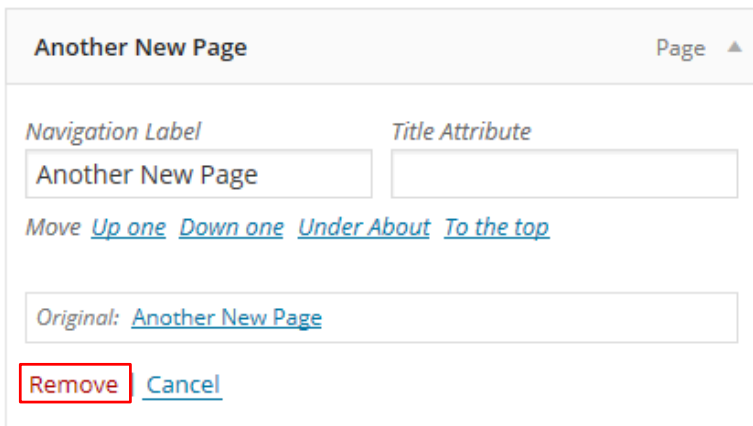
Deleting a menu item

- To remove a page from a menu, simply click on the downward facing arrow of the page you want to delete:



Deleting pages from a menu

- This expands revealing a box similar to that shown below:



Remove page button

- Click on the 'Remove' link in the bottom left-hand corner. The menu item box for the menu item you deleted should no longer be displayed.
- Click the 'Save Menu' button to save the changes you have made.

Customising Menu Items

Before we jump to the example, a little explanation about the 'Navigation Label' and 'Title Attribute' options is needed.

The 'Navigation Label' option specifies the title of the menu item as it appears on the navigation menu. This is what your users will see displayed on the navigation menu when they visit your site/blog.

The 'Title Attribute' option specifies the Alternative (or 'Alt') text for the menu item. This is what will be displayed when a users' mouse hovers over a menu item, or if the user is accessing the site using screen reader software, for example.

In the example for this section, we'll be using the menu item titled 'Another New Page'. The 'Navigation Label' option will be given value of 'Page 2' and the 'Title Attribute' value will be changed to a value of 'Click here for Page 2'

The steps you will need to take are listed below:

- Left-click on the arrow in the top right-hand corner of the menu item box. The menu item box should then expand and the options we need to edit should be visible.
- Enter the values for the 'Navigation Label' and 'Title Attribute' that you want to assign to the menu item and then click the 'Save Menu' button to save the changes.

In the menu editor, the title for the menu item you edited should have now been changed to the value you entered for the 'Navigation Label' option. In the case of this example, it now has the label 'Page 2' instead of 'Another New Page'.

Creating Multi-level Menus

When planning the structure of your menu, it helps to think of each menu item as a heading in a formal report document.

In a formal report, main section headings (Level 1 headings) are the nearest to the left of the page; sub-section headings (Level 2 headings) are indented slightly further to the right; any other subordinate headings (Level 3, 4, etc.) within the same section are indented even further to the right of the page.

The menu editor (from version 3.8 onwards) allows you to create multi-level menus using a simple 'drag and drop' interface. You can drag menu items up or down to change their order of appearance in the menu, or you can drag them left or right in order to create a multi-level menu structure.

To make one menu item a subordinate of another item, position it underneath, and drag it slightly to the right of the main menu item.

This section will build on the example menu used in the previous section. Currently the menu only consists of main menu (Level 1) items, as can be seen in following screenshot:

Menu Name Save Menu

Menu Structure

Drag each item into the order you prefer. Click the arrow on the right of the item to reveal additional configuration options.

Home
Custom ▼

About
Page ▼

Page 2
Page ▼

Child Page 1
Page ▼

Child Page 2
Page ▼

Level 1
Page ▼

Menu Settings

Auto add pages Automatically add new top-level pages to this menu

Theme locations Top primary menu
 Secondary menu in left sidebar

[Delete Menu](#)
Save Menu

Multi-level pages

So, with our report analogy in mind, the menu in this example will be re-structured as follows:

1. Home
2. About
3. Page 2
 1. Child Page 1
 2. Child Page 2
4. Level 1

In this example, the menu items 'Home', 'About', 'Page 2' and 'Level 1' will be the main menu (Level 1) items, while 'Child Page 1' and 'Child Page 2' will be sub-items, subordinate to 'Page 2'

The steps you will need to take can be found below:

- Position the mouse over the menu item box for 'Child Page 1'. While holding the left mouse button, drag it to the right then release the mouse button.

- Repeat the above step for 'Child Page 2' and make sure that 'Child Page 1' and 'Child Page 2' are both indented the same distance from the left. Your menu should now look like the one the screenshot below:

The screenshot shows a web interface for configuring a menu. At the top, there is a text input field labeled 'Menu Name' containing the text 'navmenu' and a blue 'Save Menu' button. Below this is a section titled 'Menu Structure' with the instruction: 'Drag each item into the order you prefer. Click the arrow on the right of the item to reveal additional configuration options.' The menu items are arranged in a vertical list, each in a light grey box with a dropdown arrow on the right. The items are: 'Home' (dropdown: Custom), 'About' (dropdown: Page), 'Page 2' (dropdown: Page), 'Child Page 1 sub item' (dropdown: Page), 'Child Page 2 sub item' (dropdown: Page), and 'Level 1' (dropdown: Page). Below the menu items is a section titled 'Menu Settings' with two options: 'Auto add pages' (checkbox unchecked) and 'Theme locations' (checkbox checked for 'Top primary menu', checkbox unchecked for 'Secondary menu in left sidebar'). At the bottom of the interface, there is a red 'Delete Menu' link and a blue 'Save Menu' button.

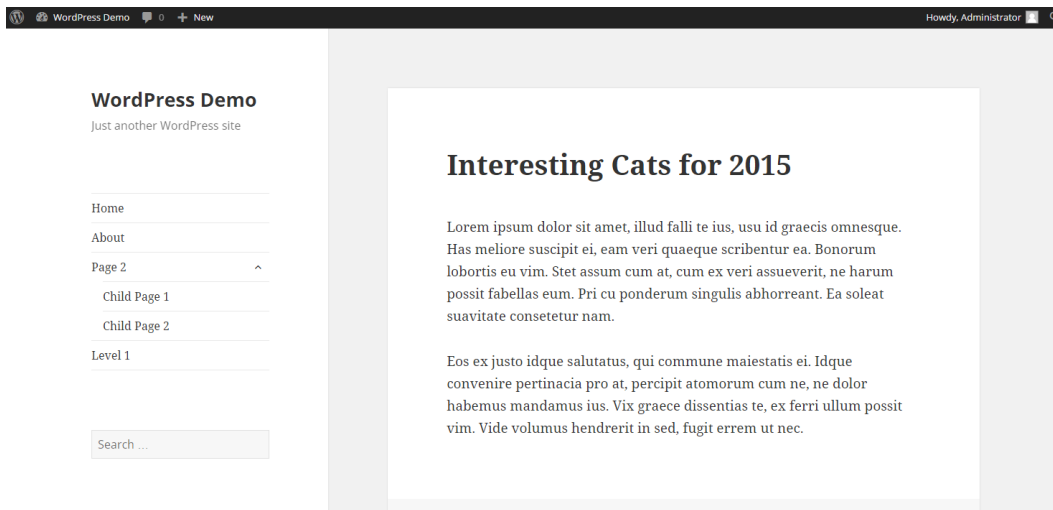
How multi-level pages look

- Click the Save Menu button to save the changes. Your new menu, with the structure described in the example, should now be created.

The Menu in Action

OK, you should be all done with creating the menu now. If the theme you use supports WordPress menus (in this example I'm using the Twenty Fifteen theme, which does include menu support) then you should only see the four main (Level 1) options.

The two sub-menu (Level 2) items created in the example should appear in a separate sub-menu when you click the dropdown arrow on the right of 'Page 2'. See the screenshot below:

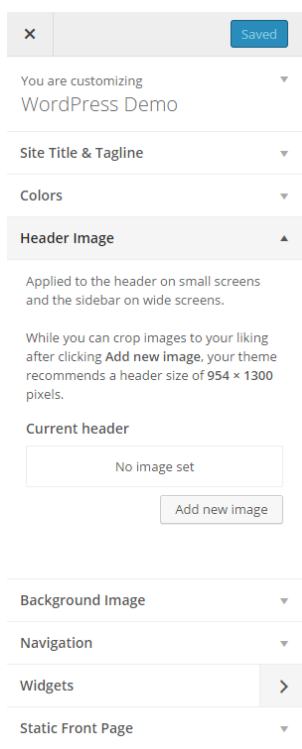


Front-end view of pages

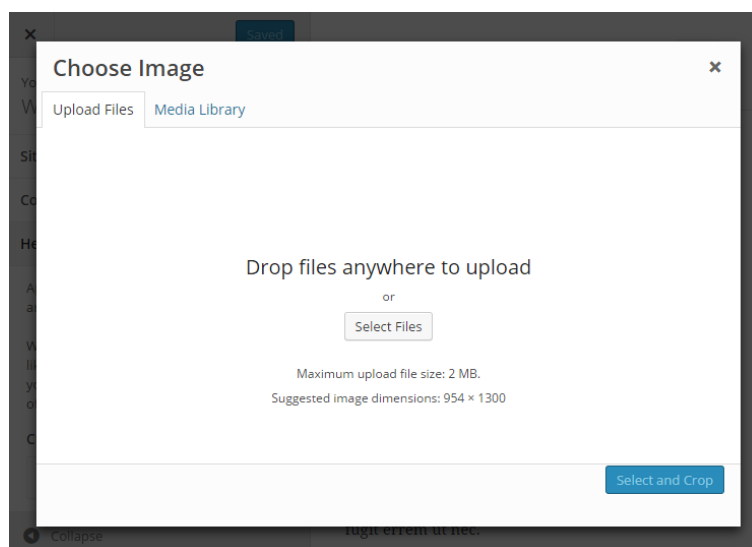
Section 10 Custom Headers

Next we are going to talk about using the Custom Header feature, which allows you to change the look of your site's header area from the WordPress dashboard, without you having to work with image editors or delve into HTML code.

Not every theme supports this feature, but in the case of the Twenty Fifteen theme we're using here, we're ok to go ahead and use it. To access the Custom Header options, first select the Header option from the Appearance menu, which brings up the following options:



Customize the header image



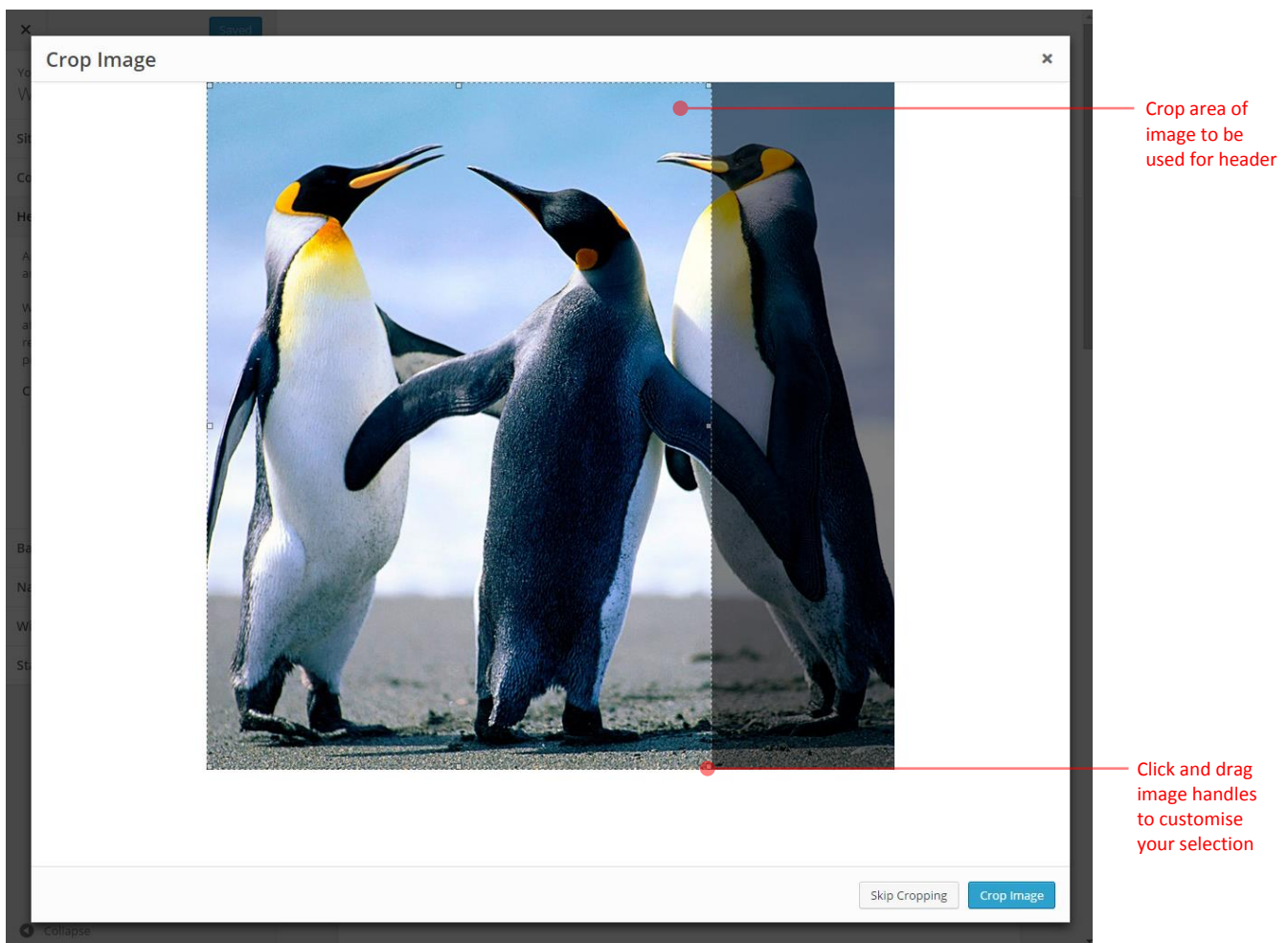
Upload your image

To set the background image in the header you can use a pre-supplied image from your media library or upload your own image. It's also possible to show a randomly generated image for each page.

In this part of the guide we will upload our own image, crop it using the integrated cropping tool and get it to display on the site... all from the comfort of your Web Browser!

The first step is to upload the image you want to use. Click the 'Add new image' button. Then click the 'Upload Files' tab to upload a new image.

The next step is to click the 'Select Files' button or drop your image onto the window. The image may take a while if you have a slow Internet connection. When the image has been uploaded, you should now see the Crop Image screen, as shown on the following page:

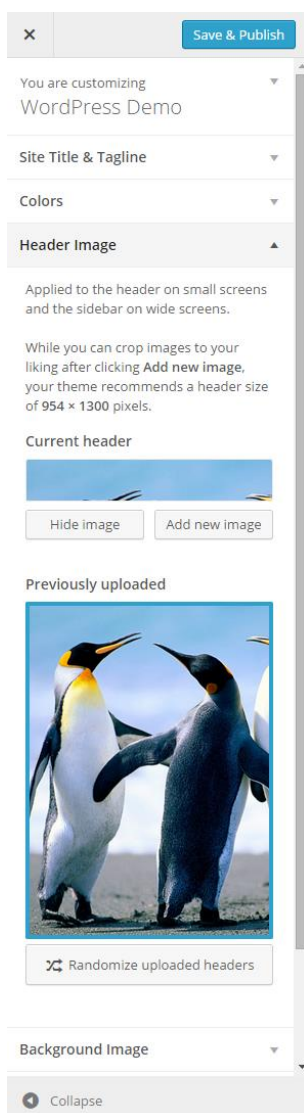


Preview of uploaded image

To crop the image you've uploaded simply use your mouse to resize the selected area. Any portion of the image within the image selector box will be used, while everything else outside it will be discarded - then click the Crop Image button.

Alternatively you can choose to publish 'as is' with no cropping.

You should now be back at the 'You are customizing' options screen. If you look at the image for the 'Current header' you'll see the image you've selected:



Custom header image

Click the 'Save & Publish' button at the top and visit your site to view your newly-customised header. You'll notice that in the Twenty Fifteen theme we're using, the header image is actually on the left when you preview it on your website.

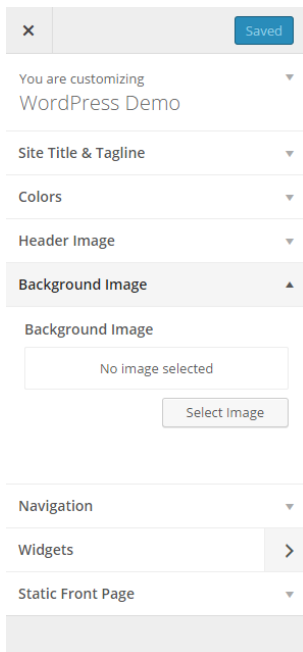
Some themes also have support for setting the font colour for text within the header section as well. Be sure to check that the theme you are using has support for the features you need.

Section 11 Custom Backgrounds

The custom backgrounds feature allows you to select an image or colour of your choice, to use as the background for your site. The Twenty Fifteen theme has support for custom background images and custom background colours, these options will be covered in this section of the guide.

Setting a Custom Background

The first thing you want to do is to access the Custom Background options, by selecting the 'Appearance' menu and then the 'Background' option. You should see something similar to the screenshot below:

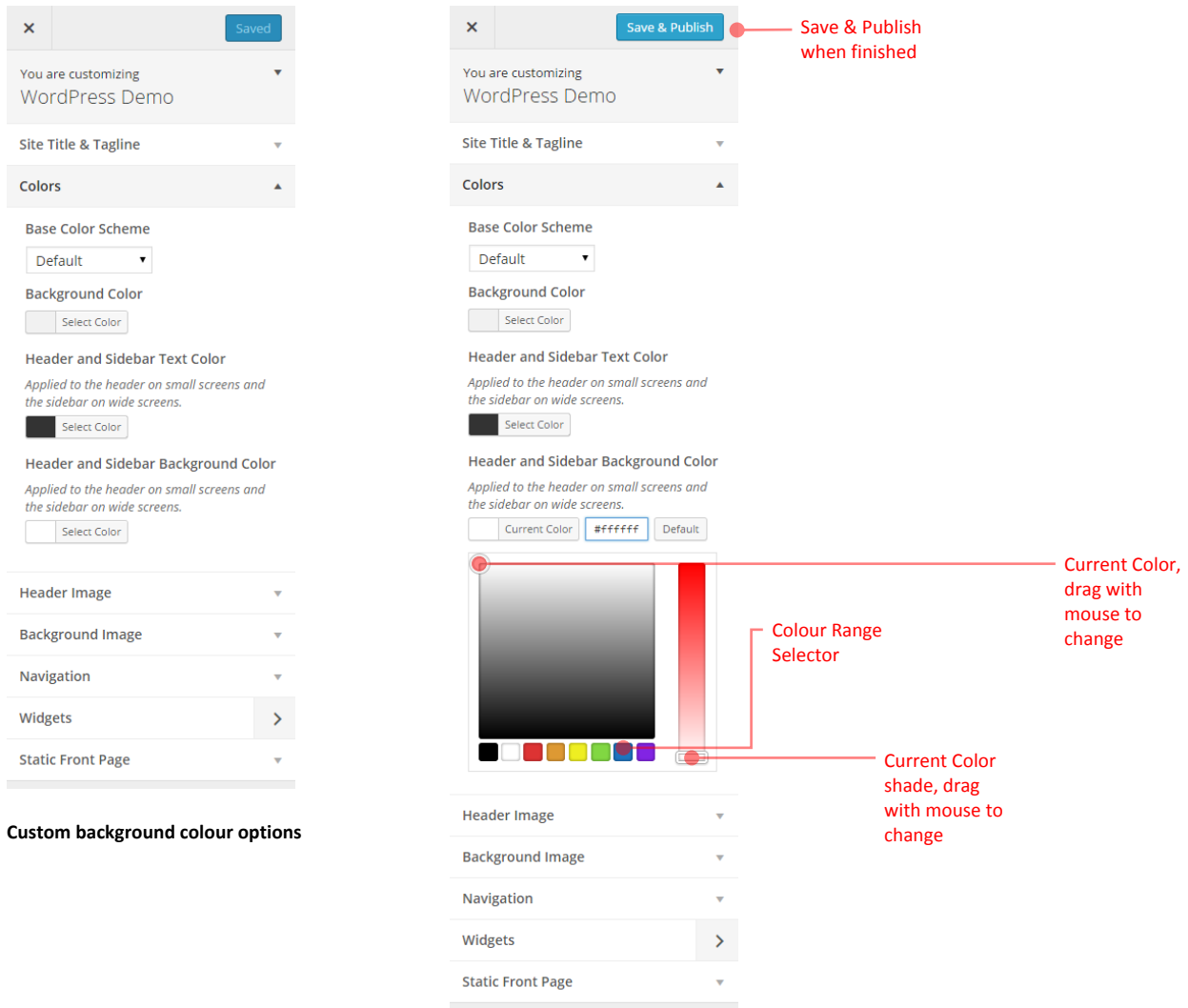


Custom background options

If you have not already configured any Custom Background options, you will see the default settings for the theme you are using.

Setting a Custom Background Colour

To access the option for a Custom Background colour, select **Appearance > Customize > Colors**. From the menu. You should see something similar to the screenshots below:



For the sake of this example, choose the blue colour range. Place the mouse cursor over the Colour Selector, contained in the small square, and click your preferred shade of blue. As you do this, you will see that the colour in the Image Preview area will change to reflect the selection you have made.

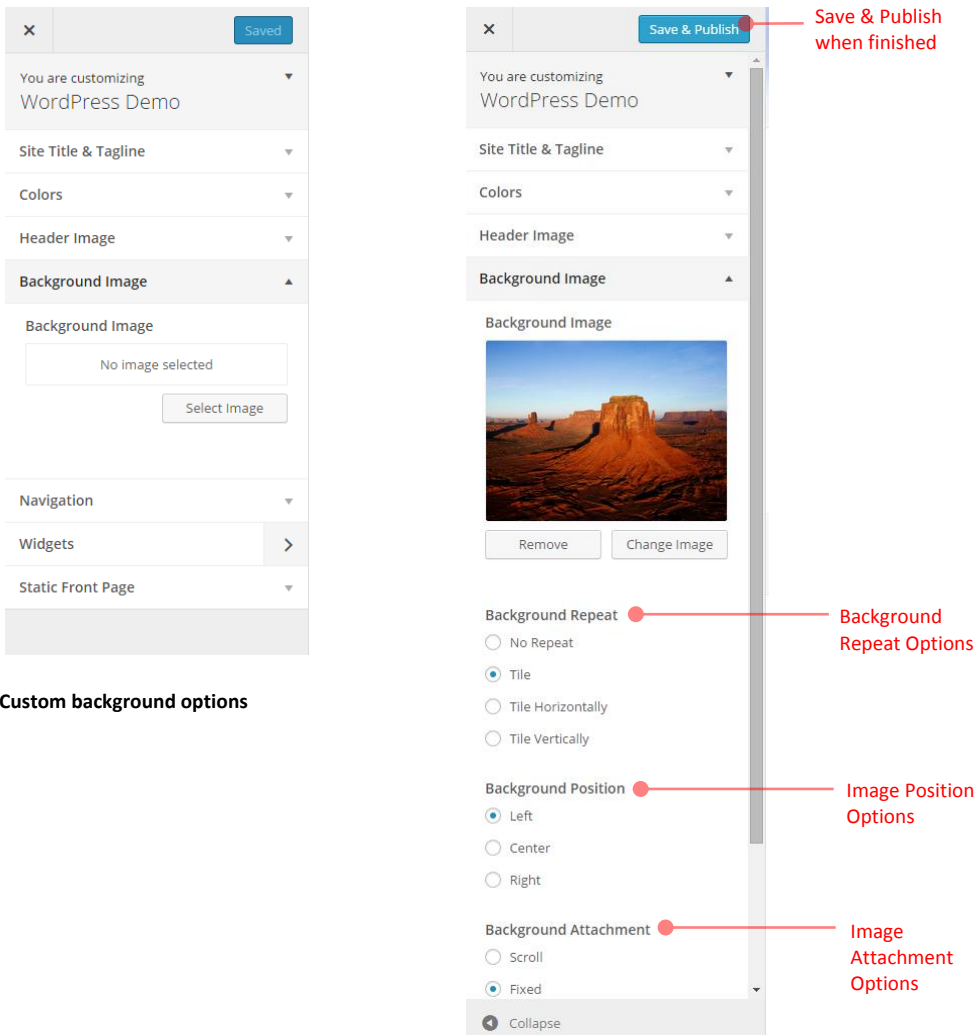
If you want to alter the shade/tone of the colour you have just selected, then the process is much the same as that in the previous step, but this time you will have to use the Shade/Tone selection area.

When you have made your selection, click on the 'Save & Publish' button, then take a look at the site. You should now have a nice blue background, instead of the plain boring one that was there before.

Setting a Custom Background Image

The first thing you will need to do here is to upload an image from your own PC to use as the background image. To do this click the 'Select Image' button, select the image you want to use from the Explorer window and upload.

When the upload has finished, you will see a preview of your image, as well as various other options. See the screenshot below for an example:



Custom background options

You should be able to see a smaller version of your image in the Image Preview box. If you want to use another image, you can just click the 'Remove' button and repeat the Upload process again.

Depending on the image you have used, you should see something similar to the following screenshot:



Background image tiled

The background image fills the entire background area of the page. If you try scrolling down the page, you will see that the background stays put, while the page content moves down the page.

So, our site background looks a little better now, but can you see how the top right portion of the background looks as if it came from a separate image to the top left portion?

You can solve this problem in two ways; either use a very large background image and accept that this will make your site load more slowly - especially for new visitors - or use a background image with a repeating pattern.

There are websites like <http://repeatxrepeaty.com/> which offer ready-made repeating images, which you are free to use on your own site.

Find a repeating image you like and have a play around inserting it as a background. Bear in mind not to use a very busy pattern, as this tends to distract the reader too much!

As very briefly touched upon in the screenshot on page 78 the Custom Background allows you to set a number of different display options (**Position, Repeat, Attachment, Color**). We have explained each of these in a bit more detail below.

Display Option	Description
Position	Sets the position of the image on the page. You can set the position to Left, Centre or Right.
Repeat	<p>Specifies whether the image should be 'repeated' (that is, displayed multiple times in the background.)</p> <p>You can specify one of four values for this option: 'No Repeat', 'Tile', 'Tile Horizontally' and 'Tile Vertically'</p> <p>Selecting 'No Repeat' will set the background image to be displayed only once.</p> <p>The 'Tile' Option will set the background image to be repeated (or Tiled) from the top left corner of the browser window all the way to the bottom right corner of the browser window.</p> <p>The 'Tile Horizontally' and 'Tile Vertically' options cause the background image to repeat from left-to-right and from top-to-bottom, respectively.</p>
Attachment	<p>The 'Scroll' option will cause the background image to scroll along with the page content.</p> <p>The 'Fixed' option will stop the background image scrolling along with the page content.</p>
Color	This option will allow you to set the colour which fills the space unoccupied by the background image. We won't be using this in this guide.

You probably want to play around with some of the options to get your background image to fit appropriately. Notice the options available: Background Repeat: Tile + Background Position: Left + Background Attachment: Fixed. Have a play and see what you can achieve!

Section 12 Site Tips

Structuring a Site

One of the most important things to get right with a website or blog is the structure of its content. This can make an incredible difference to usability and search engine performance – do it well and users will be able to navigate your content easily and quickly. Fortunately, with WordPress the navigation of your site will usually follow a fairly standard route.

Simple Structuring Rules:

1. **Categorise and tag your content** so that it's clear and easy to find without resorting to the search tool. For example, if the main source of traffic to your site is interested in your stories about knitting, then a category called knitting, along with perhaps some relevant tags against posts such as 'crochet' and 'machine knit' could be the way to go.
2. **Resist the temptation to clutter** your website with logos, affiliate links and advertising. There's nothing at all wrong with links and logos, but a sea of them is confusing and distracts people away from the main purpose of your site.
3. **Edit your content carefully** for spelling, grammar and suitable content. When you publish – whether it's within a magazine or on the internet you take a certain level of responsibility for the information you disseminate.
4. **The front page of your site is important** and should contain at least some information about what/who you are and what you do – this can help not only site visitors to know what it is you're doing online, but will also help search engines to find the content on your website.

Engaging with visitors

You can be writing the most beautiful prose in the world but if nobody knows about it then it's only your mother who's going to be reading. No, what you have to do is find ways to draw people to your site.

1. **Comment on other blogs** and other blog writers may visit your site to see what you're about. If your comment is interesting, the blog writer's visitors will be interested to see what else you might discuss. Blogs relevant to your discussion area are the most useful.
2. **Reply to insightful comments on your blog** because people like to feel they're involved in a conversation with you, not just talking to some computer somewhere.
3. **Link to other blogs when you talk about things that are connected** and that way the blog authors know you're linking and will also be flattered about it. This may make them more likely to write about what you write about too.

4. **Use other social media** because everything's interconnected. When I blog, my Twitter feed is filled in. You can do this with WordPress plugins, or by using a service such as Twitterfeed. Your followers, who are clearly interested in what you say on Twitter, are likely to be interested in what's said on your blog.

Search Engines

Search engines will bring your website traffic. Typically around 25%-35% of it. In some cases, it will bring a lot more, and in other cases a lot less. But if search engines bring 95% of your traffic then you're probably doing something wrong. The following tips describe how to maximise your site for search engine performance, but it's not the be all and end all – great content usually means great traffic after a while.

1. **Don't write just for the search engines** because when you do that, visitors are quickly aware of your attempts to stuff keywords into every sentence.
2. **Link Out** because quality links add quality to your own site.
3. **Keywords are more important in headers and titles** but in body text they quickly lose their power except when linking to other pages in your site and to other websites. For example, if you write 'click here to read about Britney's latest escapade' and link that it will perform worse than a paragraph with a link that reads 'when Britney Spears fell out of a taxi drunk'.
4. **Get inward bound links** by creating great content, commenting on other blogs, engaging with other bloggers, and generally making an effort to be an active part of the community.
5. **Don't solicit links from other bloggers** because it just annoys them.
6. **Use optimisation plugins** but sparingly. It's not unknown for performance to go down after popular plugins have been utilised. However, we consider Yoast SEO and All-in-One SEO as the leading SEO plugins available.
7. **Don't engage in link-farming** if you create a site that's purely there to link to yours or your client sites then the search engines will eventually pick up on this and you could find yourself heavily penalised with a de-listing.
8. **The search engines don't like being gamed** any underhand tricks used to increase your ranking could eventually lead to a de-listing. That can include inappropriate link-purchasing, spam blogging, e-mail spam, Twitter spam and so on. Be careful.
9. **If your site is hacked it can be really bad** because many spammers try to hack WordPress sites in order to insert their own hidden links. If you have a lot of poor quality links on your site you risk losing page rank.
10. **Some themes perform better than others** because the way content is output is very important. Certain layouts perform worse than others too. It's a bit of a black art, but a good theme alone can make a dramatic difference.
11. **Concentrate on great content** rather than working the search engines – trust me, people link a lot to good stuff.

Section 13 Recommended Plugins & Services

The following is a short list of plugins and Services which we at interconnect/it have found to be very useful in extending the functionality of WordPress. Whilst we believe that these plugins are secure and reliable, we of course cannot make any warranty about their effectiveness in real-world use. We always recommend testing in a non-live development environment before implementing on a live production site.

You will find these plugins by searching the WordPress repository at

<http://wordpress.org/extend/plugins/>

Plugins

Spots	Enables the easy creation of widget based rich content such as Images, HTML and video. Easily content manage many elements of your WordPress website. http://wordpress.org/extend/plugins/spots/
Regenerate Thumbnails	A life saver when you've changed themes. This plugin by Alex Mills (Viper007Bond) will resize the different images WordPress generates for your site. http://wordpress.org/extend/plugins/regenerate-thumbnails/
Gravity Forms	Create and manage custom forms for your WordPress installation. This is a paid plugin but well worth the cost. http://www.gravityforms.com
PollDaddy	Another great polls plugin. You'll need to sign-up for a PollDaddy account to use the plugin on a self-hosted site. http://polldaddy.com/
Jetpack	This is a monster of a plugin that adds a huge range of services and functions to your site, and it's popular with users. It's not especially popular with some developers, including ourselves, but if you're into the services provided by WordPress.com and have migrated from there then it helps you stay in their fold. http://wordpress.org/extend/plugins/jetpack/
Gallery Carousel Without Jetpack	Everyone loves the carousel in Jetpack, but if you don't want the big plugin, this is an alternative. http://wordpress.org/extend/plugins/carousel-without-jetpack/
TablePress	TablePress enables you to create and manage tables, without having to write HTML code, and it adds valuable functions for your visitors. http://tablepress.org/
WordPress SEO	Easy Search Engine Optimisation (SEO) for your site by the SEO master, Joost de Valk. He ain't humble, but he knows his stuff! http://wordpress.org/extend/plugins/wordpress-seo/
Akismet	A plugin which will help to automatically filter spam from the comments section on your site. This is preinstalled with all versions of WordPress, but if you will need an API key which starts from free and goes up according to use cases. http://akismet.com/

Edit Flow	Can help to provide editorial support to your site, through the use of custom statuses, ability to view posts pending via a calendar, new ways to manage your users and content and much more. http://editflow.org/
Google Analyticator	This plugin simply adds the JavaScript code needed to log the performance of your site on Google Analytics. https://wordpress.org/plugins/google-analyticator/
Display Widgets	Enables sidebar widgets to be displayed or hidden on specified pages. https://wordpress.org/plugins/display-widgets/

Adding Plugins

You can also add plugins through the back-end of WordPress, navigate to **Plugins > Add New**. You'll see that the screen shows Featured, Popular, Recommended and Favourites. 'Recommended' was introduced in version 4.1 and is based on the plugins you and other users have installed, this could be quite useful and save you time searching the WordPress repository, if you prefer using this method.

New updates in version 4.2 have focused on speeding up the process of activating and updating plugins, with the single click of a button. Click on the Plugins page in the admin panel and from here click Activate or Update underneath each listed plugin as required. If you are used to using earlier versions of WordPress, you may notice a difference in how fast the process now is.

Add Plugins screen

Services

The following services have shortcodes or embed codes which can be used to easily publish the services within your WordPress site.

Audio Files	<ul style="list-style-type: none">• SoundCloud https://soundcloud.com/• Audioboo http://audioboom.com/
Video Files	<ul style="list-style-type: none">• YouTube https://www.youtube.com/• Vimeo https://vimeo.com/• VideoPress http://videopress.com/
Slides / Presentations	<ul style="list-style-type: none">• SlideShare http://www.slideshare.net/

Section 14 Theme Providers

There are a number of places to get themes. Some are prettier than others, some are expensive. Some are beautifully coded, whereas others are inefficient. There are too many themes out there for us to review or recommend right now, so here we'll provide a list of providers we know and like. This isn't by any means a comprehensive list, but it may help you get started on the road to WordPress Zen!

Some of the providers also create a range of plugins and functional themes for specific markets such as real estate, photographers and so on.

You can find out a lot for yourself by going to <http://wordpress.org/extend/themes/> and you can find commercial providers at <http://wordpress.org/extend/themes/commercial/>

iThemes	A US based themes firm with some excellent business oriented themes and more. https://ithemes.com/
WooThemes	The granddaddy of WordPress theme companies with a huge selection of themes, many with excellent visual design. http://www.woothemes.com/
ThemeForest	A theme marketplace that's popular with many and you can easily see how well the various designers support their buyers. http://themeforest.net/

Section 15 WordPress As A Service (WAAS)

WordPress As A Service isn't a new concept – WordPress.com has been around for years now, but WAAS sites are growing in popularity.

Some are really targeting specific niches, and have customised WordPress extensively in order to do so in a slick manner, and you may find the guide above isn't a good fit for their service, whilst others leave WordPress almost untouched. The guide above really refers to standalone WP installations and avoids covering customisations, but most providers will document and assist with their own peculiarities.

Provider	Niche	Description
WordPress.com	Blogging	The big one where millions of bloggers share their thoughts – the site is supported by advertising and the purchase of upgrades including ones allowing you to be ad-free, use your own domain, etc. https://wordpress.com/
Happytables	Restaurants & Bars	Built in England by a team with very specific vertical markets in mind, this service allows you to quickly and easily build an elegant site for your restaurant or bar using a rather customised (but still familiar) WP back-end. http://www.happytables.com/
Edublogs	Education Blogging	Edublogs is an Incsub project providing blogging facilities designed for educational bodies with a wide range of functionality geared to the industry. http://edublogs.org/

Section 16 Going Further

WordPress is an incredibly powerful and flexible tool which is only just starting to be exploited by web builders and designers. It provides easy functionality for the end-user, whilst also giving developers tight control over the display of information.

There are a range of resources – some related to us as providers of this guide:

Free (GPL Licensed Themes), information and plugins.	https://wordpress.org/
Hosted WordPress (with some limitations and lack of control, but free and easy)	https://wordpress.com/
Custom WordPress, bbPress and WordPress Multisites design and development	https://interconnectit.com/
bbPress – a related, fast and clean Forum application	http://bbpress.org/
BuddyPress – a social networking tool built on top of the WordPress platform. Could you rival Facebook?	http://buddypress.org/

You can also find many more resources on the net. People often design their own sites and then offer their themes freely – some searching on Google will quickly reveal some interesting options and answers.

If you're running a website, there's a lot to consider without even thinking about technicalities – you have performance, search engine optimisation, future proofing and so on. Getting the best out of a website takes time, experience and sometimes just a bit of luck. Consider going to experts if your site's underperforming – it could save you a lot of time and grief.

Do you need something special?

If you need more from your WordPress installation, you may need some custom plugins or themes written, or you may need to integrate your site with other tools such as membership subscription systems or similar. For that you will need to approach a developer or company with suitable skills.

Be careful in choosing – make sure you go to someone reputable, reliable and professional. The best will often be the most difficult to deal with – they'll want to know exactly what you need, so that they can deliver. The worst will throw something together that may not suit your needs, could easily fail to work in the long term, and which could end up being an expensive mistake.

Beware of strangers bearing gifts

Apologies for the odd title, but this is worth noting:

Not all websites providing free themes and plugins are honest and reputable.

Of course most of them are. But the Internet is a dangerous place. People write code with malicious or greedy intent – you could install a theme which is used by somebody in order to make your server deliver spam, promote other people's websites or similar. And if you're not confident of looking at the code, you can't be sure.

Consequently the safest approach is to use the likes of WordPress's own Extend library – here code is reviewed by others and rated. Anything malicious, or even just insecure, is more likely to be noticed here than elsewhere. There are no guarantees, of course – everything there is GPL and that means that if you get it from someone without any other contract in place there is not necessarily any support or warranty.

There are professional designers and developers who provide WordPress related services, themes and plugins. You can also pay to join some of the clubs such as WooThemes. Alternatively you can look up the CodePoet directory at <http://directory.codepoet.com/> in order to see a list of recognised WordPress consultants from around the world.

Section 17 All Done!

Thank you for reading this guide. The original pdf can always be found at <https://interconnectit.com/> and can be re-branded for companies for a fee.

Credits

David Coveney	Writing, screenshots, images, funding, editing
James Whitehead	General all round brilliance, advice on the community and so much more
Peter Lavelle	Updates for WP 3.1
Barrie Dunbavin	Updates for WP 3.2, 3.3, improved image notes to aid translators
Laurie Chandler	Updates for WP 3.4, 3.5, 3.6, 3.8. Copy editing 4.2
Miriam McNeela	Updates for WP 4.0, copy editing 4.1, updates and copy editing 4.2
Chris McInerney	Update the design of 4.01, updates for WP 4.1. Copy editing 4.2
Romana Dworak	Patience
Automattic & Friends	For developing WordPress and making a lot of what we do possible

Changelog (since v 3.5)

Date	Modifier	Changes Made
29/04/2015	Miriam McNeela	Copy editing, revisions, adding the new features and corresponding screenshots. Add new link method, insert a section on 'Press This', edit information on browsing installed themes, to include browse and live preview of themes straight from the customizer, address the update in 4.2 regarding faster and easier update and installation of plugins, address the new support of Chinese, Japanese and Korean characters, musical and mathematical symbols, hieroglyphs and emoji.
23/01/2015	Chris McInerney	Copy editing, including the new features, revisions and content updates. New screenshots and content to reflect Twenty Fifteen theme, new details on Admin Notices, Distraction-free writing updated, new details on choose your language in general settings, new log out everywhere option in user sign out, updated inline toolbar for quicker access to image editing, new plugin recommendations option for new plugin uploads, new details on embedding Vine content.
04/11/2014	Chris McInerney	Refresh the design and layout of the guide.
13/10/2014	Miriam McNeela	Copy editing, revisions and content updates for readability. New screenshots, explanation of media library, details on improvements to text editor, new widget customizer panel, details on embedding YouTube content, explanation of Tags, changes to information and updated screenshots regarding uploading, editing and resizing images.
11/02/2014	Laurie Chandler	Copy editing, including the new features.
08/08/2013	Laurie Chandler	Copy editing, including the new features.
17/12/2012	Laurie Chandler	Copy editing, including the new media and gallery window. Added note about new retina dashboard. Included images of twenty twelve theme. Updated recommended plugins and services.
11-17/01/2012	David Coveney	Copy editing, styling changes, revisions and content updates for readability, additional plugins.