

WordPress Class 2

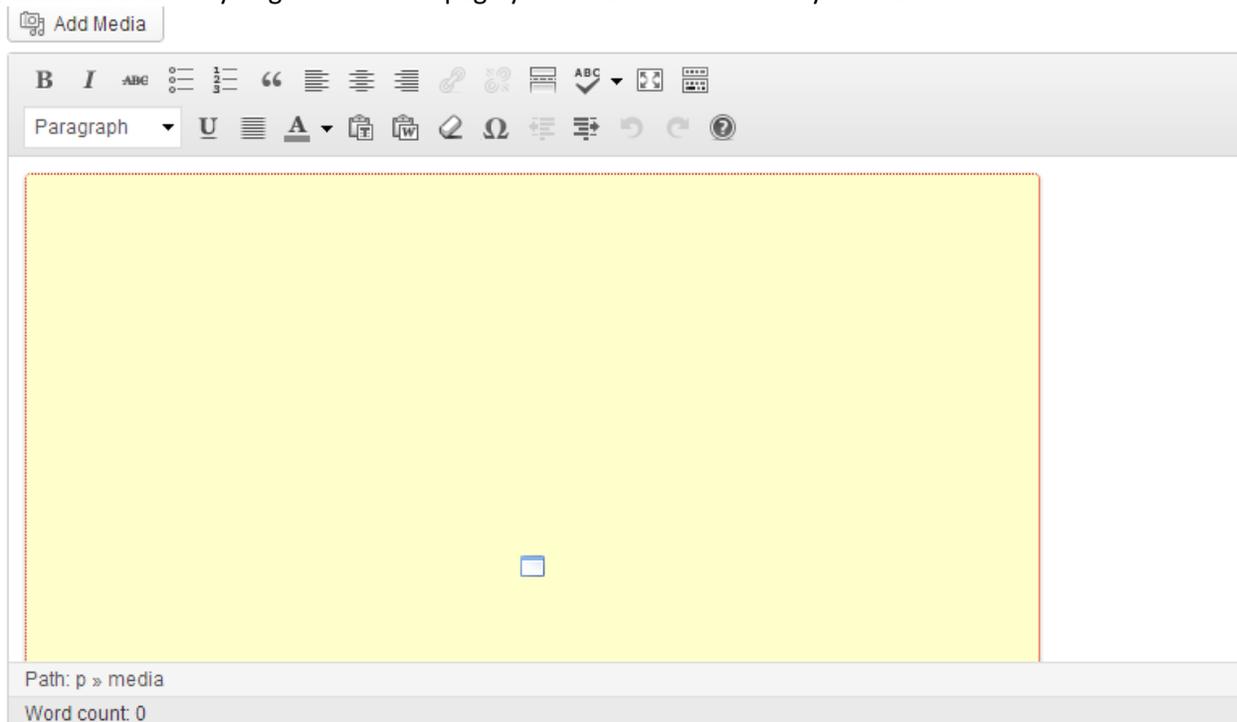
Adding and managing links, media, etc.

By now we've made quite a few posts and added quite a few pictures. You might not have noticed yet, but every picture we've uploaded actually is added to what's called the media gallery and can be reused elsewhere on site without another upload. And it isn't just pictures that are available, Flash media, PDFs, videos, Word documents: virtually any kind of file you might consider sharing with the world can be uploaded and retained in the media library. You make a link instantly, or simply have the file on hand for later sharing. The main limitation is the 10MB limit on uploads so things like HD videos are probably better linked to from servers like YouTube or Vimeo.

If you make the choice to insert video the default setting is a simple text link. If you want to embed the video within the page you have to get out of visual mode and into text mode, peeling back our usual working interface to paste into the page code itself. This shouldn't intimidate you, you won't see or need to understand very complex code.

1. At YouTube with the video you want open before you, click the **share** button underneath it.
2. Then click **Embed**
3. A little box containing the embed code appears click it and chose copy
4. Return to your WordPress post.
5. Click the Text button, click to establish your cursor where you want it, and hit CTRL-V to paste.
6. Don't forget to hit the "Update Page" button to the right, or you may not keep your code.
7. Then switch back to "Visual" mode.

This is what it looks like when you return to visual mode. This yellow box only shows the size and position but when you go to view the page you will be able to watch your video.



You can also quite easily make attractive image galleries. Once you've uploaded some pictures so they can be found in the media library simply click the insert media button, choose "create gallery" (to the left) and CTRL+click every image you wish to include. When ready, hit the "Insert into page" (or

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post)button.

Categories and Tags

These are two ways of making the information on your site more dynamic and easy to access.

Categories are meant for broad grouping of your posts. Think of these as general topics or a table of contents for your site: Essentially a list of the things you talk about on your web site. Categories are there to help identify what your blog is really about. It is to assist readers finding the right type of content on your site. Categories are hierarchical, so you can add sub-categories.

Tags are meant to describe specific details of your posts. Think of these as your site's index words. They are the micro-data that you can use to micro-categorize your content. Tags are not hierarchical.

By default, all posts are categorized but unless you specify they are simply grouped as "uncategorized". If you provide well defined categories and associate each of your posts with a category, these categories can be used as site menus. For example if you had a recipe blog with the categories: Chicken, Beef, Pork, Vegetarian, Appetizers, Deserts you could see these as a menu on the site allowing people to jump straight their area of interest.

Themes

The WordPress community is enormous and the free themes can be used as a jumping-off place to get started in theme development. With the free themes available today, most of the work has already been completed for you, and you may find it easier to use one of these themes than to start a theme from scratch. Each free theme that is available for download is different, depending on what the developer included (such as CSS styling, display options, format, and layout). Different themes can make your site appear radically different so experimenting with free themes is fun and a great way to learn more about the development of WordPress themes. A great place to find free WordPress themes is the official WordPress Theme Directory at

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

To build a basic WordPress theme that covers the four basic areas of a blog, you need these five templates:

- header.php
- index.php
- sidebar.php
- footer.php
- style.css

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Each WordPress theme comes with a stylesheet (style.css), which drives the formatting and layout of your blog template in terms of where the elements are positioned on the page, what the font looks like, what colors your hyperlinks will be, and so on. As you may have already figured out, you don't use CSS to put content on your site; rather, you use CSS to style the content that's already there.

Chapter 13 provides information on tweaking the design of your theme by combining the template tags presented in this chapter with some CSS adjustments in your theme files.

WordPress themes live in directories (folders) residing in wp-content/themes/. A theme named "Test", for example, might live in wp-content/themes/Test. This theme directory will hold all of the theme's stylesheets, templates, and images. A WordPress theme must have a stylesheet called style.css. If the theme inherits its templates from another theme, then the theme directory would contain only the stylesheet and possibly some images.

The interesting case is where the theme provides its own templates. In this case, the theme directory must contain an index.php file. This is the master template for the theme, and it must exist. Other templates you most likely will want to include with your theme are comments.php and comments-popup.php. These provide the comment and popup comment templates for your theme. If you do not provide these, the default wp-comments.php and wp-comments-popup.php will be used. These default templates may not match your theme very well, so you probably will want to provide your own.

Those are the basic files needed to make a theme. Place style.css, index.php, comments.php, and comments-popup.php in their own directory beneath wp-content/themes/, and you have a theme.

What to do?

If the theme is close to being what you want but you'd like more control over things like fonts, or perhaps background images this can be done by editing the CSS or cascading style sheets that control much of the appearance of the theme. There is still no way through this without confronting the code, head on.

Now we find ourselves in deeper water than many WordPress users can easily handle. For beginning users without much coding experience editing a theme may simply be too much. In this case, you can continue shopping around for themes in pursuit of the perfect one, there are thousands to choose from, many free and many for a fairly nominal price.

If you want something unique and branded/styled to match your business you might contract with someone like myself who makes themes styled to the exact needs of a user.