

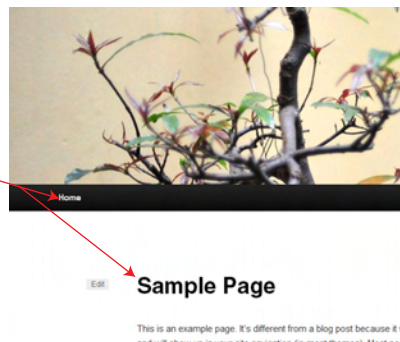
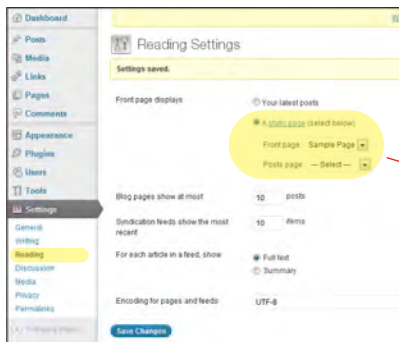
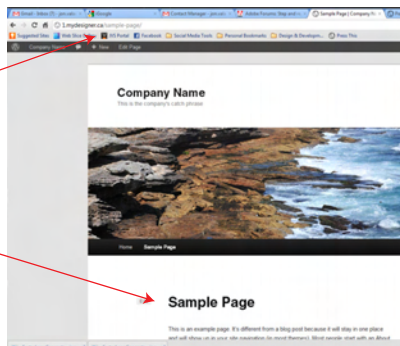
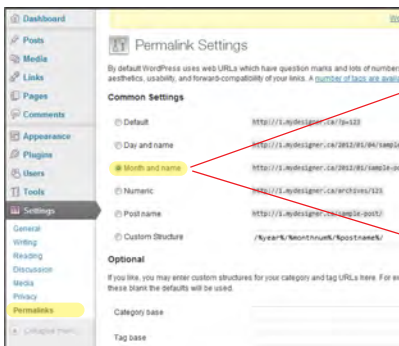
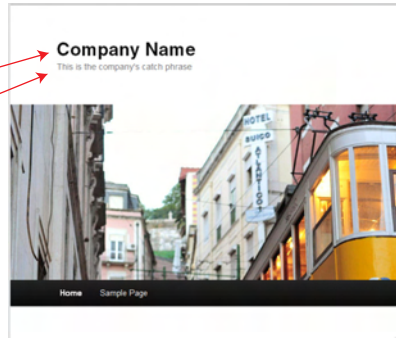
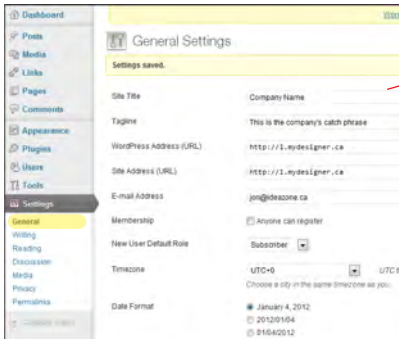
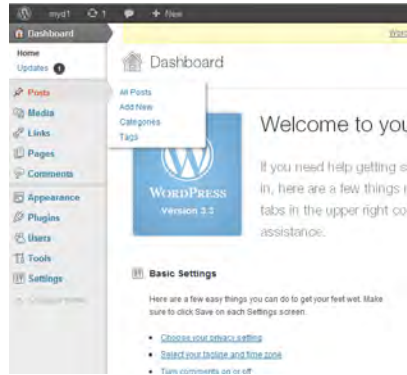
ideazone.ca
Website Development + Strategies



WORDPRESS 101

Initial Settings

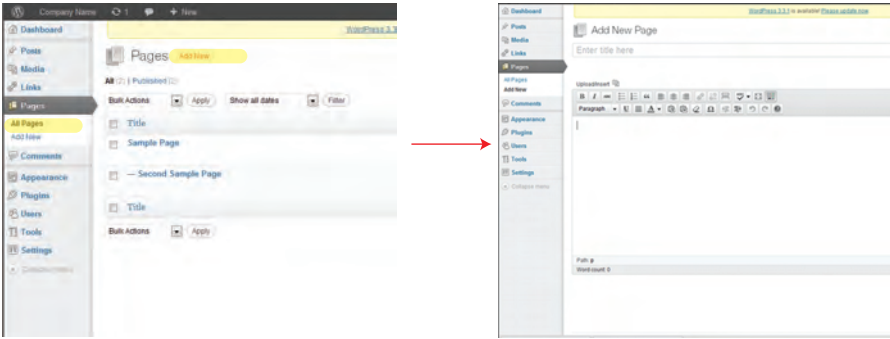
Log in -- www.mydomainname.com/wp-admin



Notes

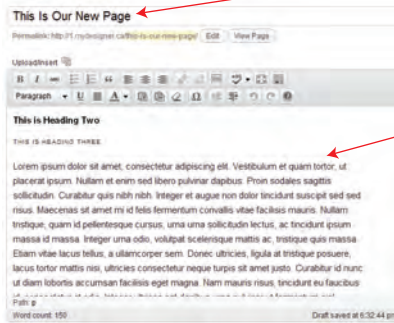
Notes

Adding & Managing Pages



Add your Page Title

This will appear at the top of your new page in 'Heading 1' type as well as become your navigation link.



Enter your Page Content

You can type text directly into the content box or paste from another document.

NOTE... DO NOT PASTE DIRECTLY FROM ANOTHER WEBSITE OR FROM MS WORD.

This will transfer unwanted formatting. If the content is coming from another source then paste it into Notepad then copy from Notepad and paste it into the editor.

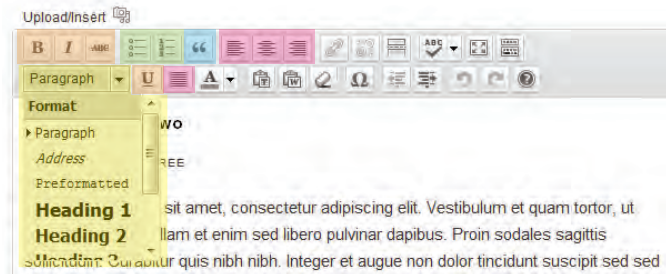
Formatting Text

You can easily format your text using the pre-programmed styles from the drop down menu



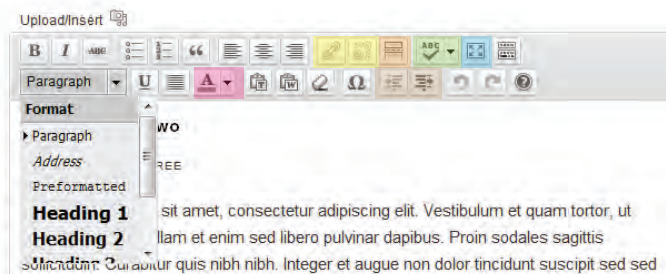
Notes

Basic Editing Features



- Pre-formatted font options
- Font display options
- Bulleted & numbered lists
- Quotation text
- Text Alignment

Advanced Editing Features



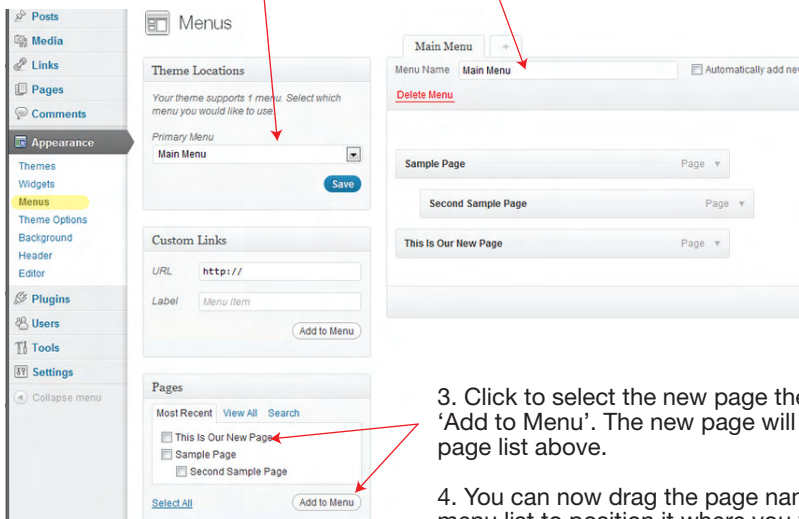
- Add/Remove Link
- Add 'More' tag
- Spell Check Options
- Toggle Full Screen
- Select Text Colour
- Indent/Outdent

Menu Features

Adding new pages to the main navigation menu

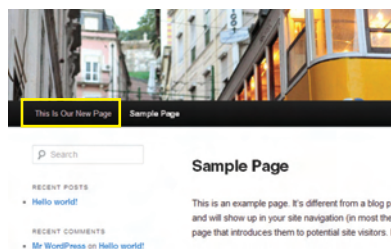
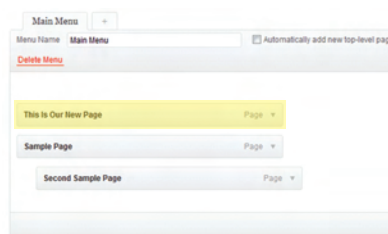
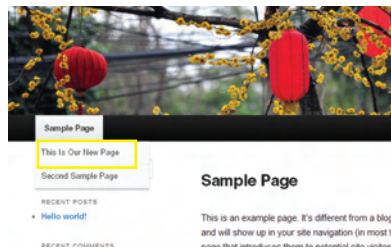
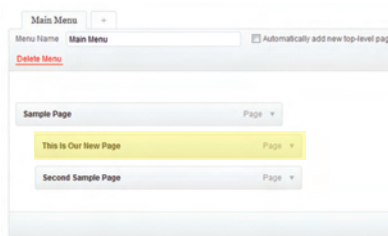
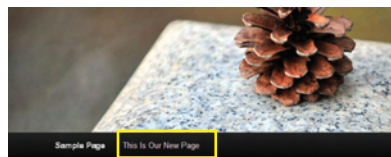
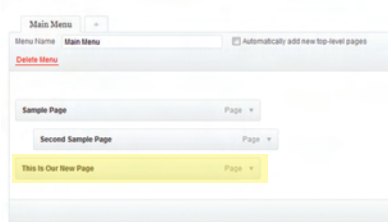
Most themes, including the 2011 theme, require you to create a menu. Once created, the new menu can be selected to replace the default.

1. Begin by entering a name for the new menu
2. Select the new menu for use



3. Click to select the new page then click on 'Add to Menu'. The new page will show in the page list above.

4. You can now drag the page name on the menu list to position it where you want it.



Notes

Blog Features

Benefits of blogging

A blog is a powerful marketing and communications tool which helps companies to communicate better with stakeholders of all types, from customers to suppliers and from partners to employees. Companies use blogs in very different ways, each according to their own requirements. However, those which have used them most successfully, have managed to develop better relationships and greater trust with their target groups, and hence market themselves more effectively as a result.

Readers can leave comments: your readers can respond to your posts so that you can start to see who is interested in the same areas as you or as a business open a conversation with potential clients, suppliers or partners. The perfect opener to developing a relationship and a network!

Automatically organised: categories and archives are integral parts of a blog and each post will automatically be placed correctly according to the selection you make. This gives great organisation and structure to a blog which is perfect for visitors and Search Engines alike and allow you to concentrate on the content;

Search Engine magnets: with regular posts, categorised content and search engine friendly links and addresses, business blogs become ideal places for Search Engines to find the type of content they love and you can rank very highly!

Instant distribution of information: using RSS and ping, blogs allow you to widely distribute your latest news and information, both instantly and automatically to Search Engines, directories and your readers (and potential customers!)

Multiple Authors: not only can one person add content but you can allow access to any number of people so that you have several authors contributing to a topic or a series of topics. It also opens up the possibilities for blogs as tools ideally suited to internal communications within a company.

Internal and External Links: blogs thrive by links and referring to other articles so that conversations and ideas can be taken up and developed. At its best, this allows a viral effect in terms of promotion and helps develop both relationships and networks.

Permalinks: every post and every category has its own individual address, forever! This means that you can refer to them in articles, emails, newsletters etc safe in the knowledge that they will always be found. Another great feature for the Search Engines.

Notes

Blog Features

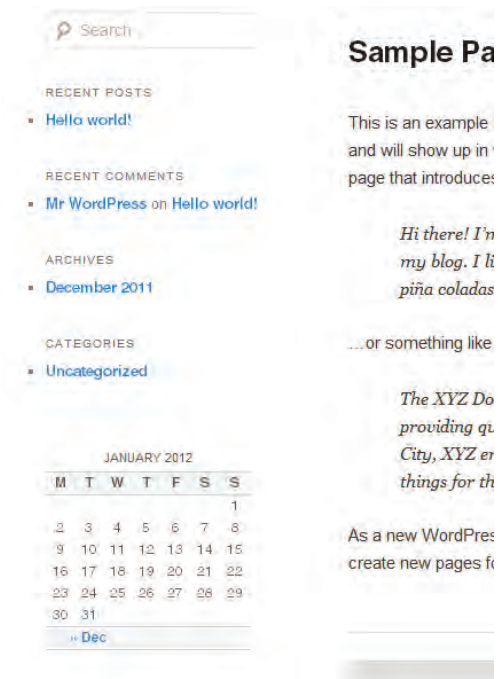
Creating and Editing a Blog Post

Navigation for blog posts are varied and available prominently within the sidebar of the site.

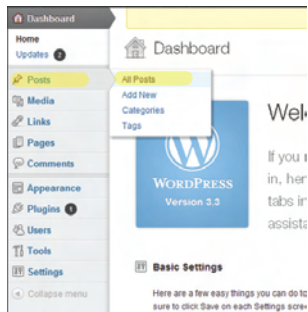
Posts can be browsed by:

- 1) Recent posts
- 2) Recent comments to posts
- 3) Date archives
- 4) Archives by category
- 5) Physical calendar
- 6) Site wide search function

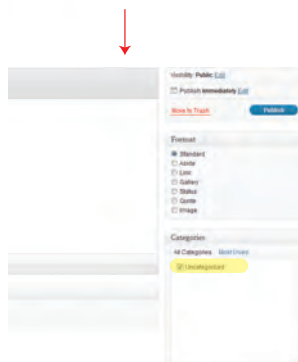
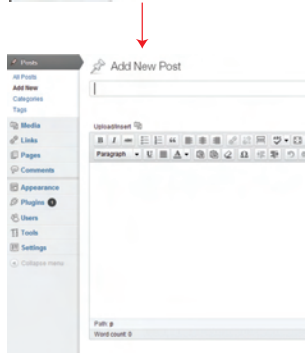
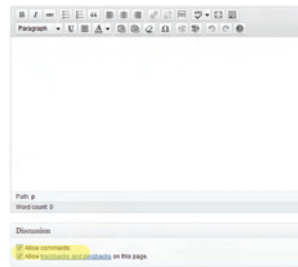
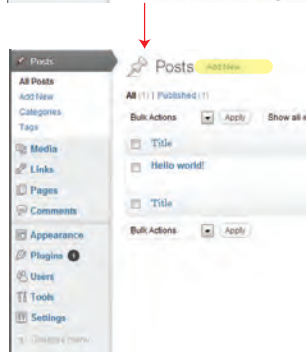
Tools used to navigate blog posts can be added through the 'Widget' section.



Notes



Adding /editing blog posts is done much the same way as adding/editing pages but with a few additional features such as adding comments and selecting post categories.



Blog Features

Categories & Tags

Categories are best imagined as a paper filing system. Each page in the system must be filed away in the appropriate drawer. There are only a set number of drawers, and so each must cover a rather wide blanket.

In your blog, categories are best used in exactly the same way:

The number of categories should be small. Resist the temptation to add new categories because a long list of them will not be read or browsed by anyone and so, is of no use.

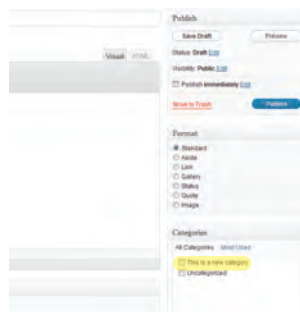
Each post goes into one category. The categories are a way of giving a post permanent storage, just as the drawers do. You cannot put one piece of paper into two drawers, and in the same way, a single post should go into a single category.

Categories are navigation elements. Categories are not simply a way of labelling posts, they are a core element of your navigation. Your categories should be factored into your site's architecture and navigation, and displayed appropriately.

Notes



1. Select Post/Category
2. Enter the category name
3. The Slug will populate itself
4. Click Add New Category
5. You can now select the category from the editing screen
6. The category shows up in the sidebar of the site



Blog Features

Categories & Tags

Notes

Complement the Categories With Tags

The most common problem with tagging is that it is used for the same purposes that categories are. Your tags aren't categories. They are complements to your categories.

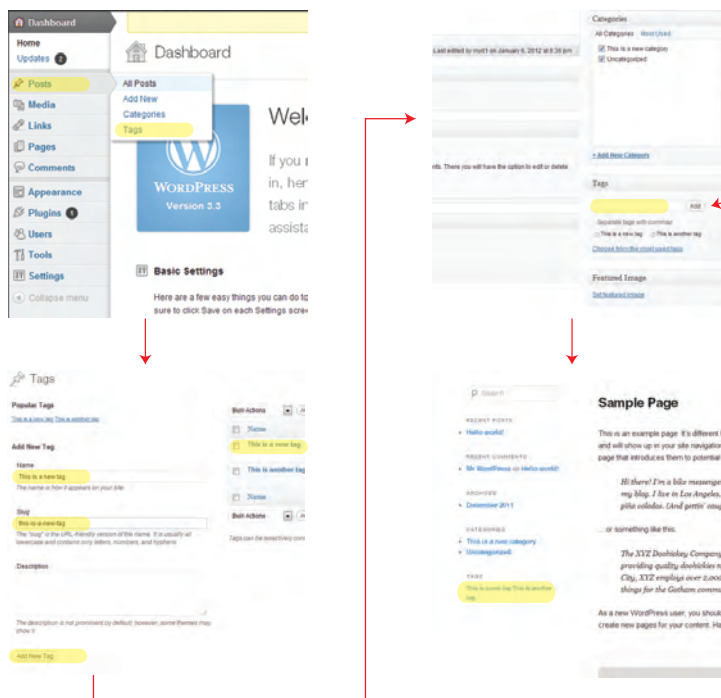
Think of tags as the colorful little page markers you might use to flick back to your favorite pages in a book. The tags don't describe the book as a whole, instead they describe individual sections of the book.

Use the same tags over and over again. The tagging system is useless when the tags you use vary. For instance, if you have a series of posts on writing articles, you could tag them as "journalism," "writing," "copywriting," or a hundred other variations. The important thing is that you choose one of them, and then reuse it on every post you ever write on the topic.

Tags do not need to be displayed in the sidebar. Tagging is not a part of your navigational structure, and so it does not necessarily have to be displayed in the sidebar. Why not simply list a post's tags at the end of the post? The contextualisation will make them much more valuable to readers, and could even be used to replace "Related Posts," plugins and such.

The tag cloud is easy to scan. If you do use your tags in your sidebar, then use the tag cloud. A list of categories is very easily recognised because it is in a list. A list of tags will be clearly recognised as such if it is in a cloud. The cloud works because it fits a lot of information into a small space, and is easy to scan over.

Tags have a lot of potential. To a certain extent, they could be used to replace searching, if done well. Let's say I'm interested in posts about FeedBurner. Am I more likely to get good results by searching and having every post that has ever mentioned FeedBurner returned to me, or by clicking a tag and only seeing the posts which have been specifically tagged as discussing FeedBurner?

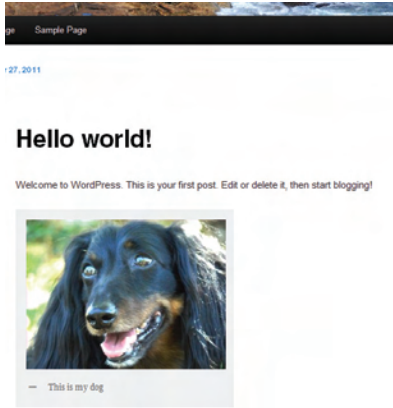
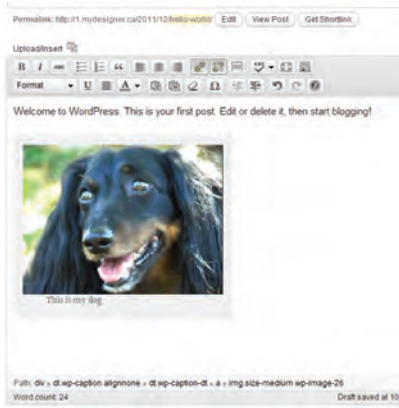


In the editor, start typing in the name of the tag and it will auto fill

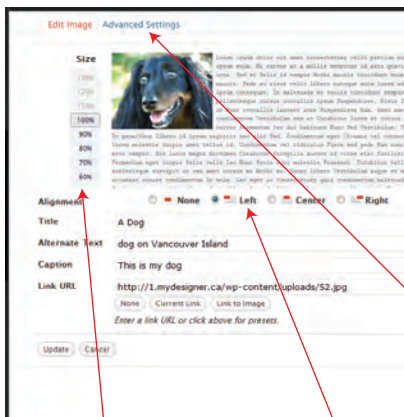
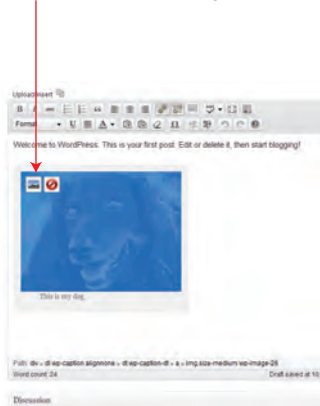
Managing images

Notes

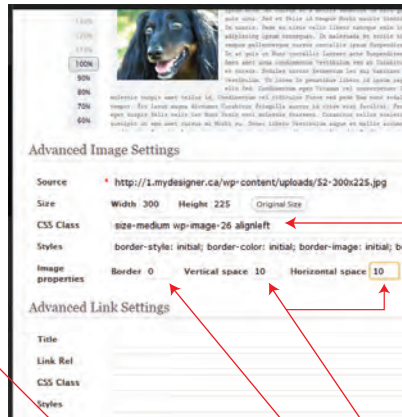
The images is now in the page or post



Click on the image to select it in the editor for additional display options



- edit the image size
- the justification



ADVANCED OPTIONS

- change CSS class
- edit the border size (0)
- edit the image padding (10)

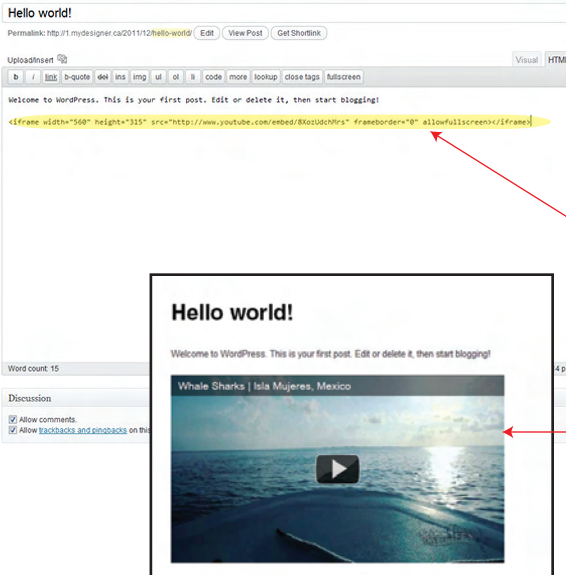
Embedding Content

Embedding a YouTube Video - YouTube.com



From YouTube.com

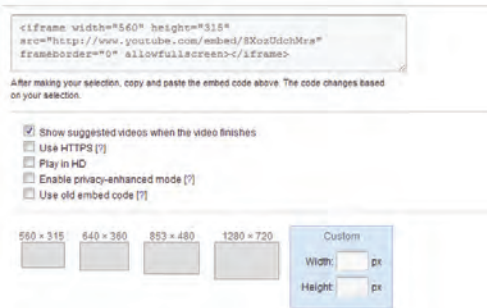
- 1) Select the video you would like to embed
- 2) Click on the 'Share' button directly under the video pane
- 3) Click on 'Embed'
- 4) Highlight and Copy (Ctrl+C) the embed code



In your page or post editor

- 1) Make sure you are inserting the code into the 'HTML' section of the editor and not on the 'Visual' side
- 2) Paste (Ctrl+V) the embed code that was copied from YouTube.com
- 3) Click on 'Update'
- 4) The video will now stream from within your page or post

Re sizing the video and other options



It is easiest to edit the size of the video from YouTube.com

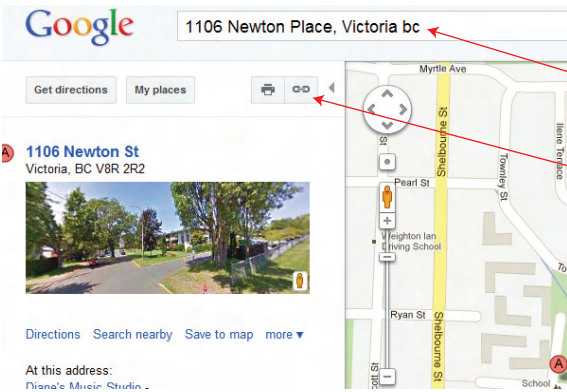
Under the Embed Code window there are advanced display options. Selections made here will update the embed code.

Make edits as required and copy the code. Paste the code into your page or post editor replacing the previously inserted code.

Notes

Embedding Content

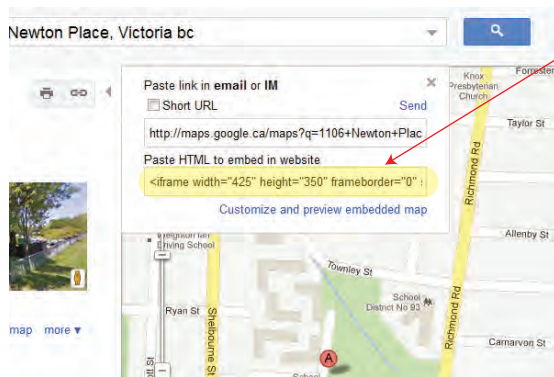
Embedding a Google Map - Maps.Google.ca



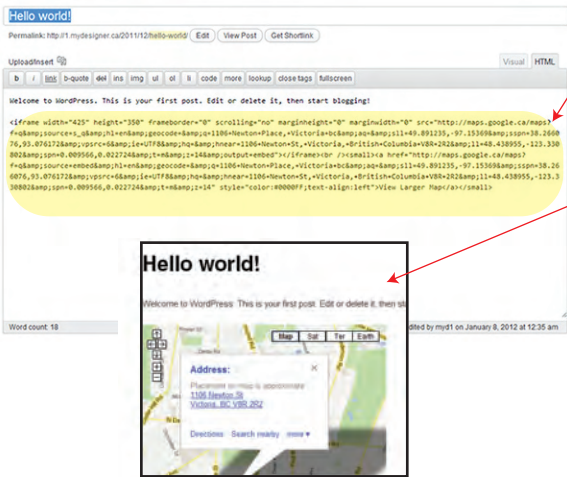
From Maps.Google.ca

1) Type the desired address or business into the search pane

2) Once the map and location are visible click on the 'link' icon to open the window



3) Highlight and Copy (Ctrl+C) the embed code from the second field displayed in the new window



4) Paste (Ctrl+V) the embed code into your page/post editor. Make sure you are posting in to the 'HTML' editor.

5) The embedded map is now on your page/post.

Other third party services that can be embedded into a WordPress website

BookR – Super easy slide show maker. <http://www.pimpampum.net/bookr/>

Flickr – <http://www.flickr.com/>

PhotoPeach – <http://photopeach.com/>

QuizRevolution – <http://www.quizrevolution.com/>

AuthorStream -- <http://www.authorstream.com/>

Fotobabble – <http://www.fotobabble.com/>

Prezi – <http://prezi.com/>

Notes

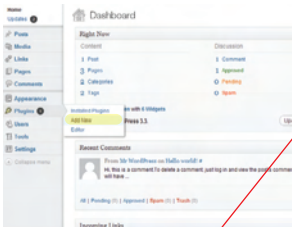
Managing Plugins & Widgets

What is a Plugin?

Plugins can extend WordPress to do almost anything you can imagine. In the directory you can find, download, rate, and comment on all the best plugins the WordPress community has to offer.

Sourcing Out and Installing Plugins

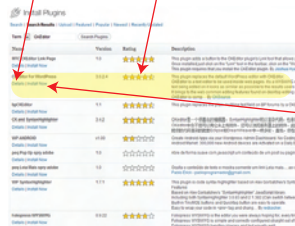
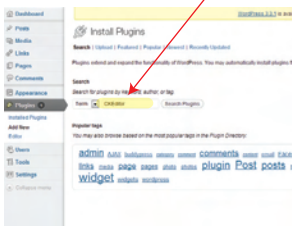
Through WordPress' administrative area, we are going to find and install a plugin called CKEditor. This plugin replaces the default, TinyMCE editor with the feature rich CKEditor.



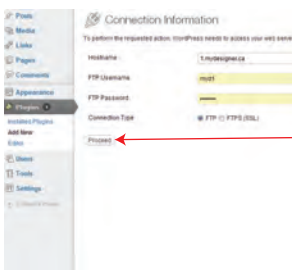
You can search for plugins by the name of the plugin, the developer or a related keyword.

You can get additional details and instructions online

Plugins and Widgets are peer juried. Higher ratings mean a better plugin.



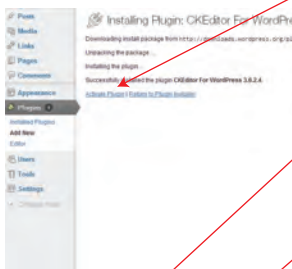
Click 'Install Now'



You will need your FTP information. If you do not have it on hand you can obtain it from your hosting company.

Click on Proceed.

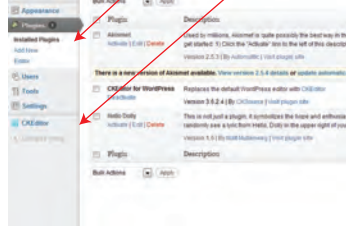
Once downloaded you will be prompted to activate the plugin.



The plugin now shows up in you list of Installed Plugins.

Advanced plugin features 'usually' appear in the administrative menu. Visit the plugin site for additional setup instructions.

The default page/post editor has been replace with the CKEditor.



Managing Plugins & Widgets

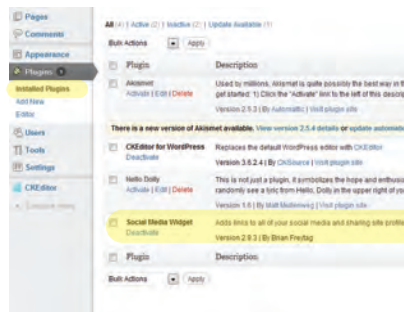
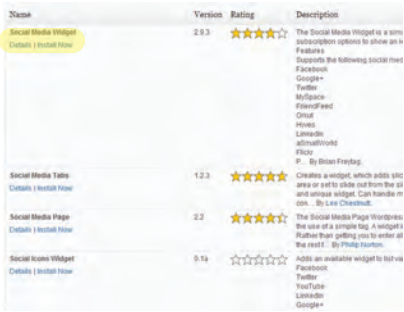
What is a Widget?

WordPress Widgets are WordPress Plugins that add visitor visual and interactivity options and features, such as sidebar widgets for post categories, tag clouds, navigation, search, etc.

We are going to install a Widget call 'Social Media Widget' that adds social media badges to the sidebar.



Search for, install and activate the widget using the process you used to activate the plugin on the previous page.



Select Appearance >> Widgets from the administrative menu.

This page shows you a list of:

- Available widgets
- Inactive widgets
- Available sidebars where widgets can be installed



To install the Social Media Widget between the Search Box and Recent Posts in the main Sidebar, simply use your mouse to click and drag the name of the widget from Available Widgets to the proper position in the Main Sidebar window.



To uninstall the widget, drag it from the Sidebar window to the Inactive Widget

Jon's Favourite Plugins and Widgets

Content Management

- TinyMCE Advanced
 - Adds additional functionality to the default text editor
- CKEditor
 - Replaces the default editor with the better CDEditor
- Contact Form 7
 - Build and manage multiple form-to-email
- Live Calendar
 - Events calendar application includes a sidebar widget

Search Engine Optimization

- All in One SEO
- Headspace 2

Image Galleries

- NextGen Image Gallery
 - Image gallery with many advanced features
- Lightbox2
 - Enlarges selected images in a nice framed lightbox
- Flash Galleries
 - Outstanding image galleries with multiple display options

Social Media Tools

- Social Media Widget
 - Easily adds social media badges to the sidebar
- WP Tweet This
 - Adds a 'Tweet This' button to the bottom of a page/post
 - Automatically broadcast a Tweet when a blog is updated
- Facebook 'Like' Button
 - Adds a Facebook Like button to the bottom of a page/post
- WP Feedburner
 - Converts blog posts to RSS feeds through Google's Feedburner service

Notes

Jon Valade & IdeaZone.ca



Effective design is not only about the medium; it is about the message. It is the ability to convey this message to the intellect, and a feeling to the senses – whether it be on paper, on a computer screen, or communicated through the ear.

Understanding this is what makes Jon unique. Whether it be designing print material, multimedia, websites or music in his recording studio, Jon's approach is the same – you must convey a clear message, with simplicity, beauty and grace. His style is modern and edgy but he always keeps the client's goals at the forefront.

Jon has been producing high impact corporate communication art in Canada since 1995 from his home in Victoria, B.C. He has a wide range of fascinating clients in Canada, the US and abroad.

Professional Affiliations

Jon spent two years as Vice President, on the Board of Directors of the Vancouver Island Chapter of the Society of Graphic Designers of Canada. Being an active member of the GDC meant remaining in the forefront of the design industry while adhering to the codes of ethics that govern the professional members of this society.

Jon cofounded, and spent two years managing and teaching at the Computer Education Center at North Douglas Community Services. The center offered basic to advanced computer training at no charge.

Jon currently sits on the Board of Directors of the South Vancouver Island Film Commission.

About IdeaZone.ca

After ten successful years under the creative direction and management of Jon Valade, IdeaZone.ca is now one of Vancouver Island's most recognized names in corporate communications, online marketing and website development.

Building websites on the popular WordPress platform has given IdeaZone a competitive edge, allowing unlimited design creativity while providing easy updates and edits for clients.

Recently, Jon has purchased IdeaZone.ca and is now making his own mark on the company that pioneered user-managed web sites in Victoria.

IdeaZone.ca continues its dedication to community support and global awareness by lecturing and sponsoring events like Creatively United for the Planet, WordCamp, Social Media Camp and many more.



1106 Newton Place
Victoria, British Columbia V8M 1G3
250.514.9333