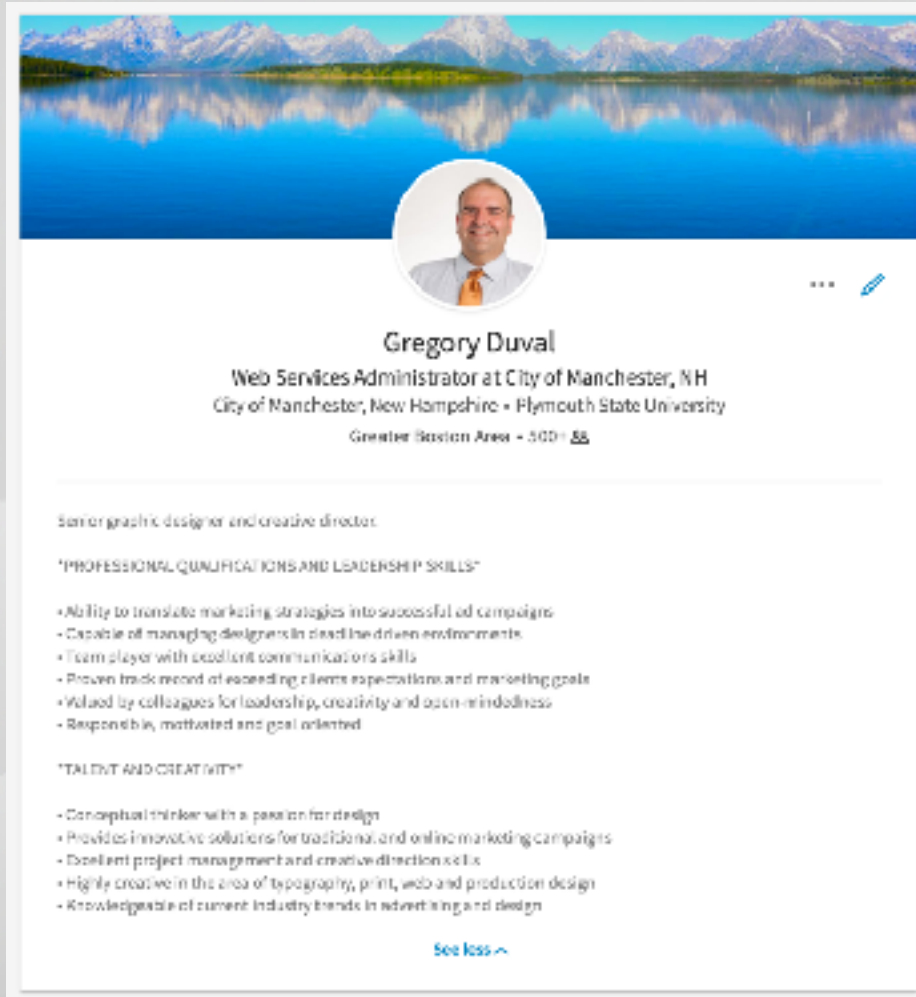




WordPress 101
Using the Gutenberg Editor
October 21, 2022

Instructor: Gregory Duval



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GregorviosGraphicDesignStudio/](https://www.facebook.com/GregorviosGraphicDesignStudio/)

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<https://gregorvios.com>

What is WordPress?

- It is a simple way for non-tech people to publish content to the internet
- WordPress is a free *open source* web publishing platform powered by PHP and MySQL
- Originally designed as a blog but has grown to fit the needs of Content Management System for business, brands and bloggers.



What is WordPress?

- Most popular content management systems in the world.
- Used by over 455 million sites world wide. That equals to about 43.2% of all websites on the internet.
- WordPress is free to install and update.
- WordPress is Open Source



Content Management System (CMS)

- A content management system manages the creation and modification of digital content. It typically supports multiple users in a collaborative environment.
- Separates the design, functionality and the content of the site. Geared toward multiple users and controlled by a dashboard.



What kind of content are we managing?



- Header
- Footer
- Pages
- Posts
- Custom Posts
- Widgets
- Media
- Comments

What can WordPress do for you?



- Blog
- Static Websites
- Government Websites
- Dynamic Websites
- Ecommerce Websites
- Portfolio/Gallery Websites
- What Ever You Want

Who is using WordPress?

Who is using WordPress?



Katy Perry

KATY PERRY

MERCH

MUSIC

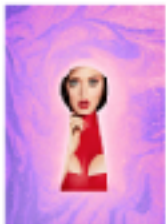
GIFT CARD



KATY PERRY

PLAY

L A S V E G A S



<https://www.katyperry.com/>

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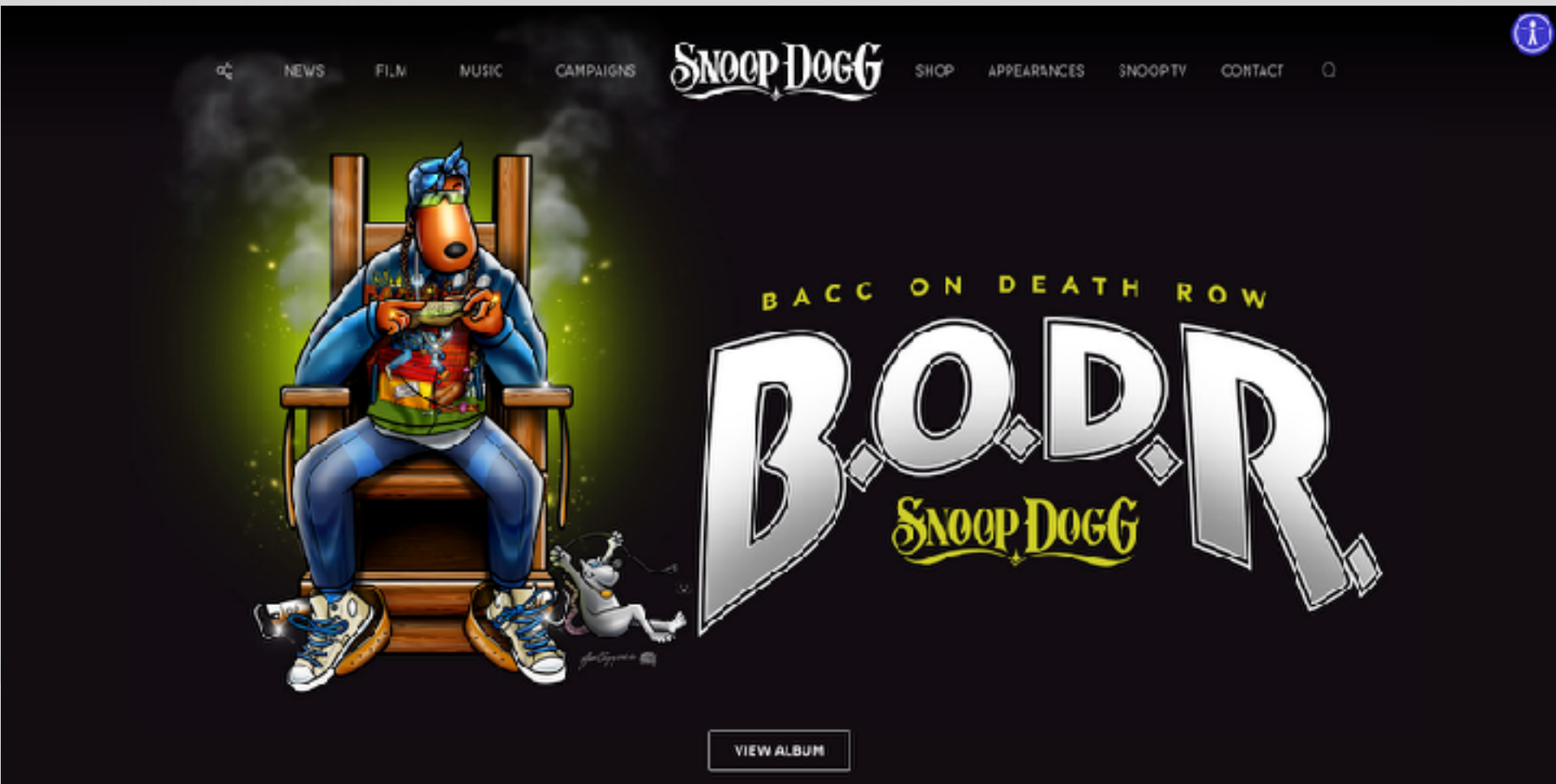
Dolly Parton



<https://DollyParton.com/>

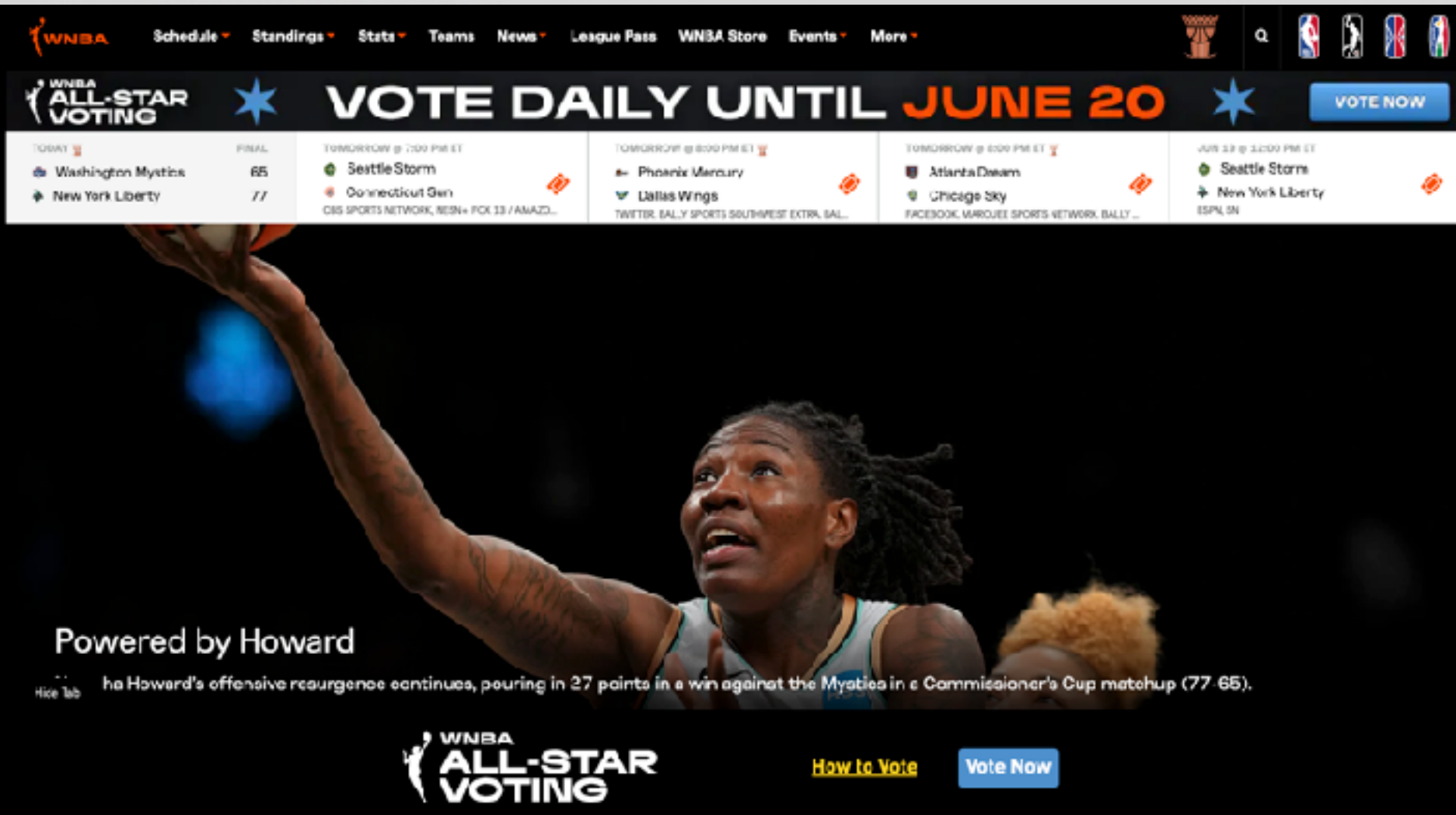
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Snoop Dogg



<https://SnoopDogg.com/>

WMBA



WNBA Schedule ▾ Standings ▾ Stats ▾ Teams News ▾ League Pass WNBA Store Events ▾ More ▾

WNBA ALL-STAR VOTING ★ **VOTE DAILY UNTIL JUNE 20** ★ [VOTE NOW](#)

TODAY	FINAL	TOMORROW @ 7:00 PM ET	TOMORROW @ 8:00 PM ET	TOMORROW @ 8:00 PM ET	JUNE 20 @ 3:00 PM ET
Washington Mystics New York Liberty	65 77	Seattle Storm Connecticut Sun CBS SPORTS NETWORK, NESN+ FOX 13 / AMAZON...	Phoenix Mercury Dallas Wings TWITTER, BALLY SPORTS SOUTHWEST EXTRA, BALLY...	Atlanta Dream Chicago Sky FACEBOOK, MARQUEE SPORTS NETWORK, BALLY...	Seattle Storm New York Liberty ESPN, SN

Powered by Howard

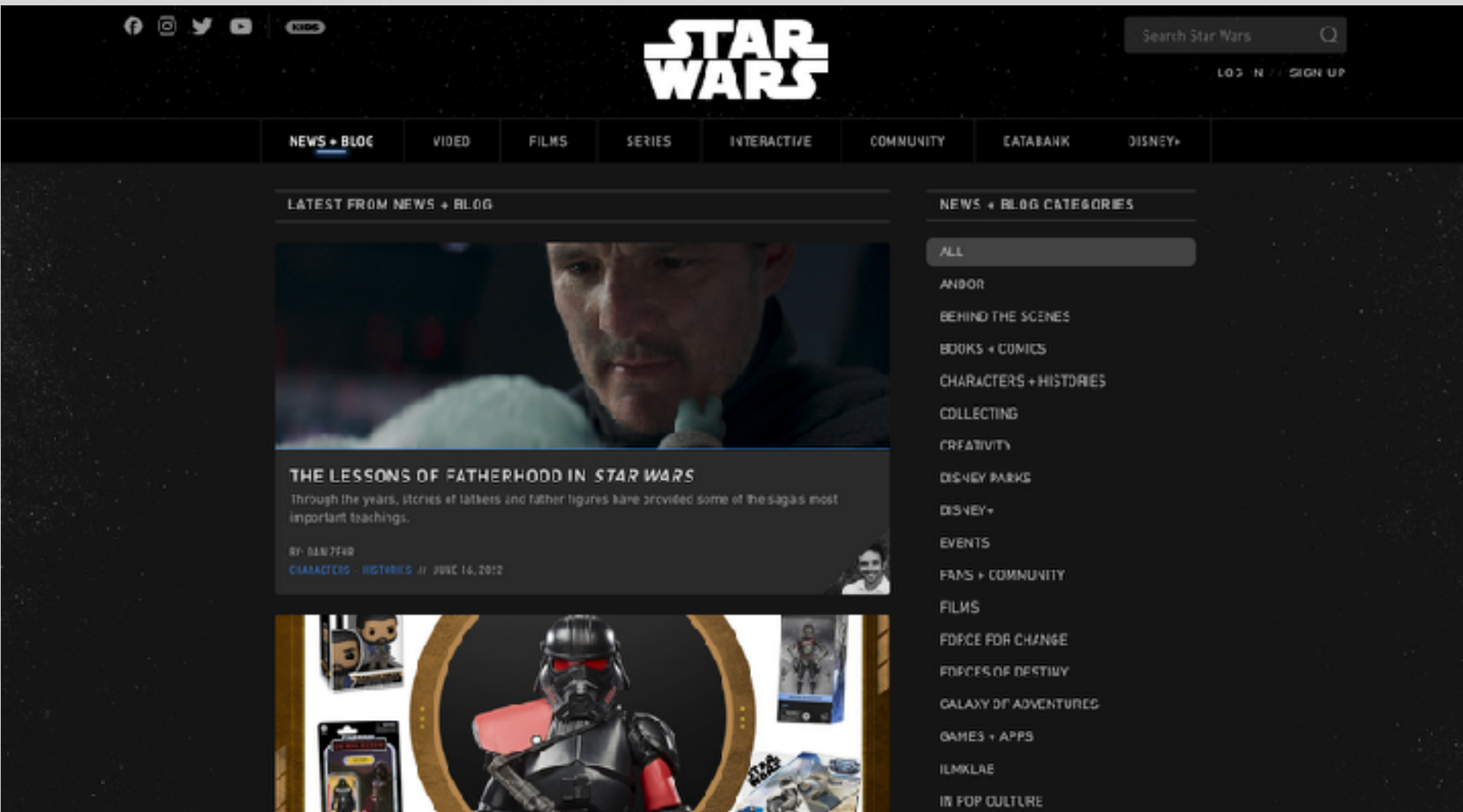
Howard's offensive resurgence continues, pouring in 27 points in a win against the Mystics in a Commissioner's Cup matchup (77-65).

WNBA ALL-STAR VOTING [How to Vote](#) [Vote Now](#)

<https://www.wnba.com/>

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The Official Star Wars Blog



<https://www.starwars.com/>

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SPOTLIGHT STORY THE BIG BUSINESS OF BEING A PELOTON INSTRUCTOR



The Big Business of Being a Peloton Instructor

JUNE 16, 2021 • 1:00 AM EDT

Peloton instructors are building empires—and making money



Victor Uonnie for TIME

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WordPress.com vs. WordPress.org



WordPress.com

- A cloud based blogging platform
- It is hosted on WordPress servers
- Not very customizable



WordPress.org

- Powerful web publishing platform
- Hosted on your server
- Very customizable

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Installing WordPress



Find a reliable web host.

- Bluehost
- Hostmonster
- HostGator
- Go Daddy

Post vs. Page



Posts

- Single article displayed in reverse chronological order
- Organized by categories
- Further organized by tags
- Custom Fields
- Featured images
- Comments



Pages

- Top tier information that does not change
- Parent – child relationships
- Custom page templates
- Featured image
- Comments

TAXONOMY

- A system of classification
- Grouping posts together based on a select number of relationships
- Standard posts will have two taxonomy types CATEGORIES and TAGS

Categories and Tags



Category (Hierarchical Taxonomies)

- A way to organize your posts
- Based of parent and child relationships



Tags (Non Hierarchical Taxonomies)

- Are index words (Keywords)
- Geo location tags
- Tag information is passed along to other sites

Widgets and Plugins

Plugins are bits of code that add functionality to your site.

- Google Analytics, Yoast, NextGEN gallery etc.



Widgets are modules that add functionality.

- Commonly found in side bars and footers
- Contain menus, search, photos, calendars and other information



10 plugins you should know



- Yoast (SEO)
- WooCommerce
- Akismet (anti spam)
- Contact Form 7
- WP Super Cache
- NextGen Gallery
- WordFence (security)
- Smush Image Compression and Optimization
- Backup WordPress
- Velvet Blues

Short Codes

A Short code is a WordPress-specific code that lets you do nifty things with very little effort.

Short codes can embed files or create objects that would normally require lots of complicated, ugly code in just one line.
Shortcode = shortcut.

[ShortCode]

[Gallery]

[YouTube]

Forms and Form Builders

Contact Form

Choose File	
Upload JPG, PNG, DOC, DOCX, PDF files (max 10MB)	

- WP Forms
- Contact Form 7
- Ultimate Form Builder
- Everest Forms
- Gravity Forms
- Ninja Forms
- JotForm

Themes and Design

Themes are the look and feel of your website.

- Content
- Layout
- Typography
- Video/Image galleries
- Navigation
- Color
- Functionality

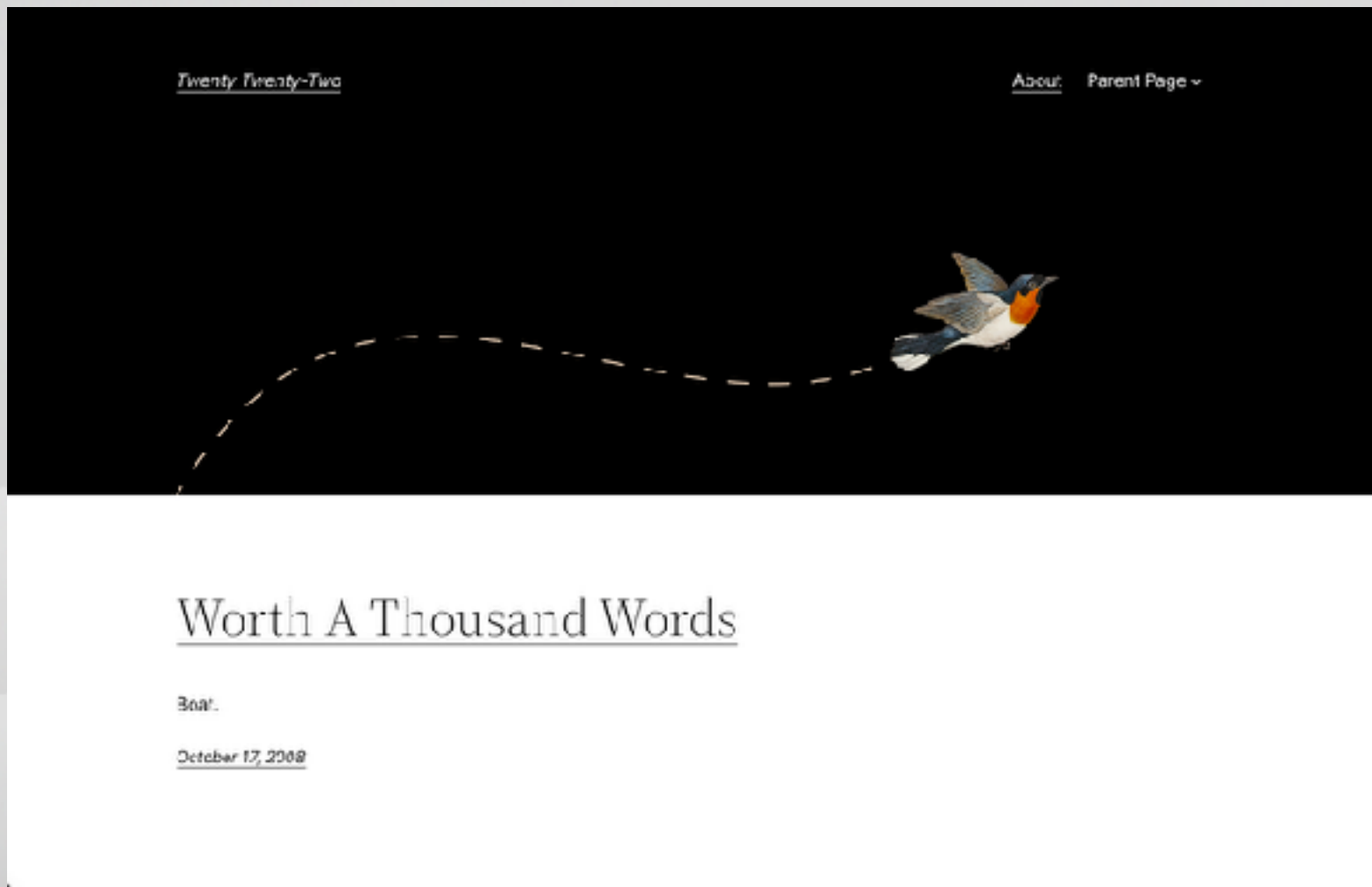


Where can I find Themes

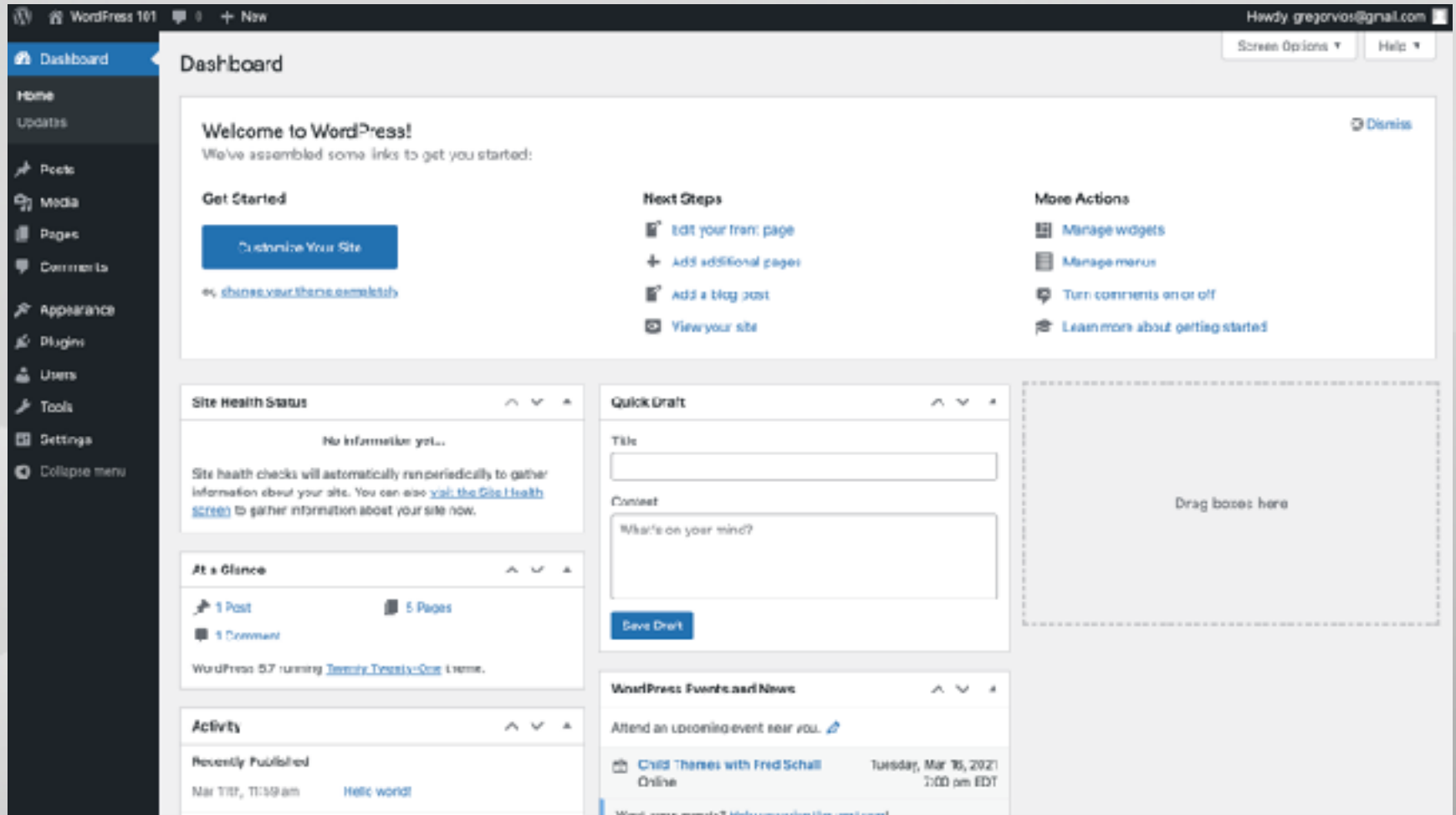


- Wordpress.org (Free)
- Theme Forest
- Themeisle
- Elegant Themes (Divi)
- Beaver Builder

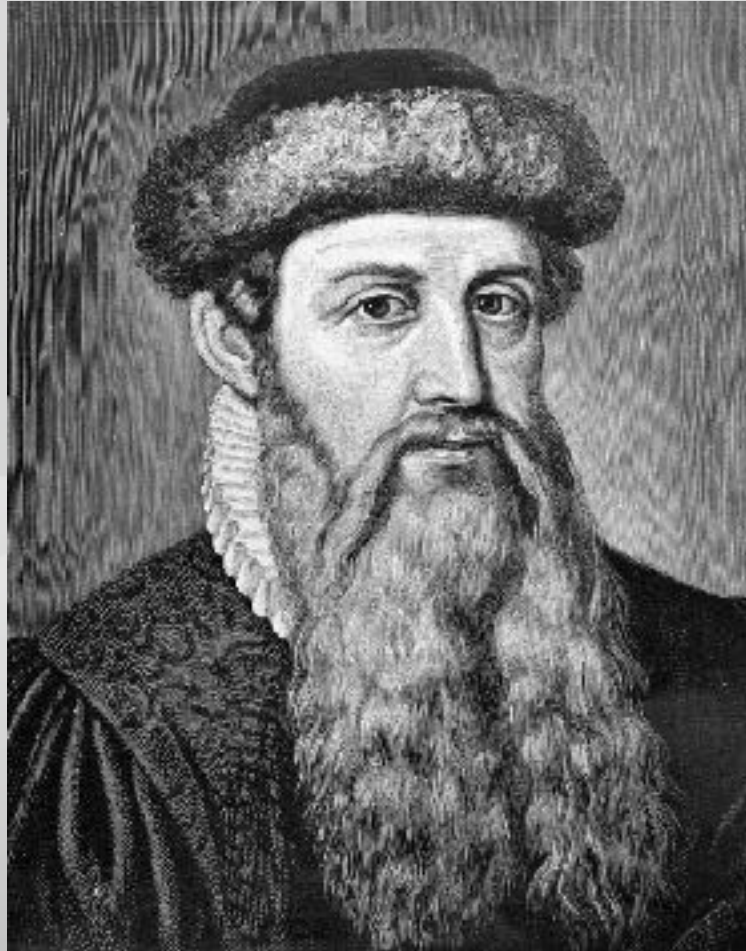
Twenty Twenty Two Default Theme



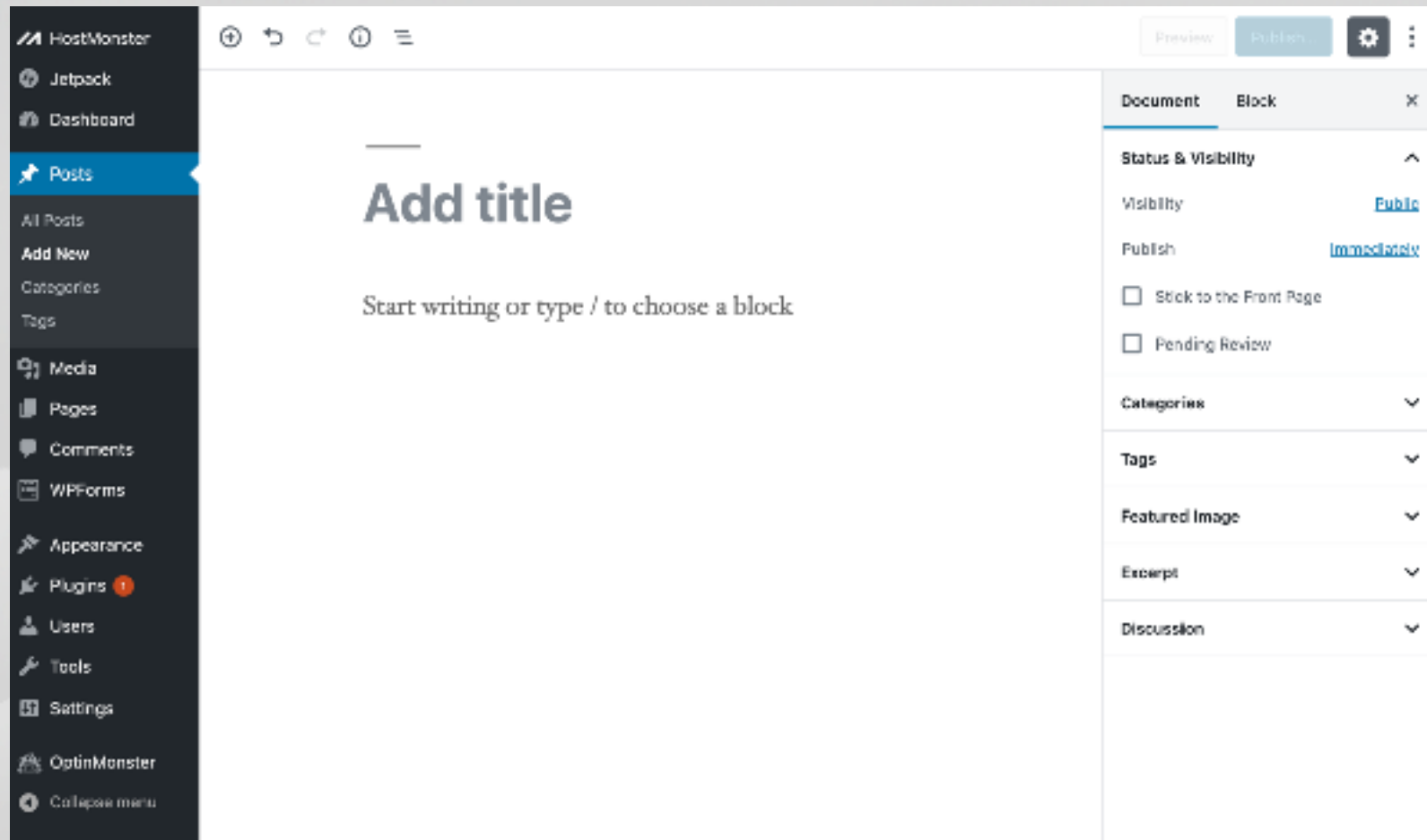
Twenty Twenty Two Dashboard



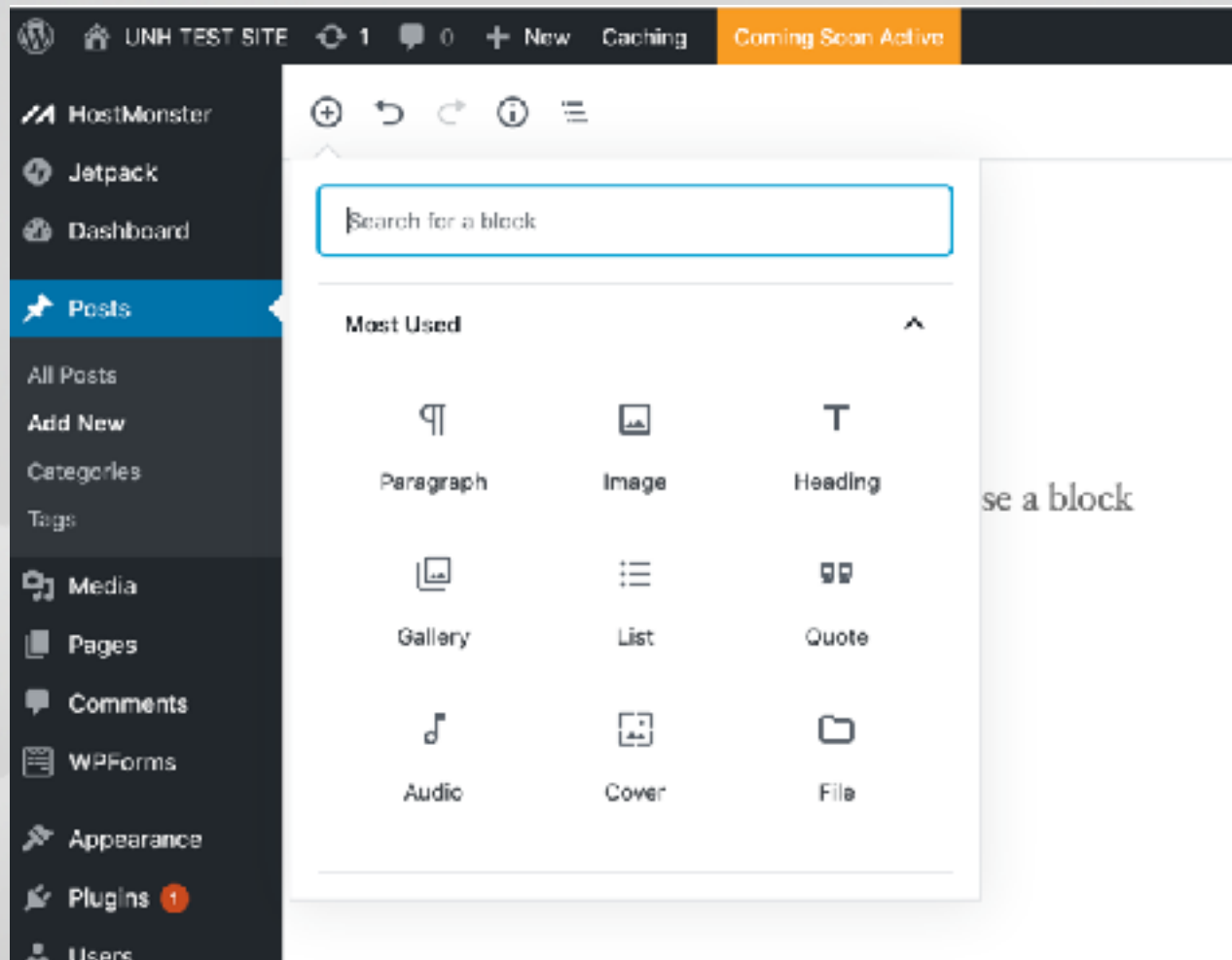
Gutenberg



Gutenberg Editor



Gutenberg Blocks





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Arturo Sandoval is a **Cuban-American jazz** trumpeter, pianist, and composer.



Arturo Sandoval



WordPress names all it's versions after Jazz Singers.

Version	Release Date	Musician	Change Log	Announcement	DB Version
0.1.0	May 27, 2003	Matt Mullen	Changing	Blog	
0.71	June 9, 2003		Changing	Blog	
0.711	June 26, 2003		Changing	Blog	
0.72	October 11, 2003		Changing	Blog	
1.0	January 3, 2004	Miles Davis	Changing	Blog	
1.0.1	January 25, 2004	Art Blakey	Changing	Blog	
1.0.2	March 11, 2004		Changing	Blog	
1.2	May 22, 2004	Charles Mingus	Changing	Blog	
1.2.1	October 9, 2004		Changing	Blog	
1.2.2	December 15, 2004		Changing	Blog	2344
1.5	February 17, 2005	Billy Holiday	Changing	Blog	2341
1.5.1	May 5, 2005		Changing	Blog	2341
1.5.1.1	May 15, 2005		Changing	Blog	2341
1.5.1.2	May 27, 2005		Changing	Blog	2341
1.5.1.3	June 28, 2005		Changing	Blog	2341
1.5.2	August 24, 2005	Duke Ellington	Changing	Blog	2341
2.0	December 26, 2005		Changing	Blog	2341
2.0.1	January 31, 2006		Changing	Blog	2341
2.0.2	March 16, 2006		Changing	Blog	2341
2.0.3	June 1, 2006		Changing	Blog	2341

https://codex.wordpress.org/Current_events

Resources



Websites

- WordPress.org
- <https://codex.wordpress.org/>
- <https://www.wpbeginner.com/>

WordPress Meetups

- <http://meetup.bostonwp.org/>
- <http://www.meetup.com/WordPressDevNH/>

WordCamps

- <http://wordcampboston.com//>

White Screen of Death

- <https://www.ionos.com/digitalguide/hosting/cms/wordpress-white-screen-common-error-solutions/>

Have a plan!



- Web hosting service
- Have your pages mapped out
- Have the content written and proof read
- Have the your images formatted and optimized