

1. What is Wordpress?

WordPress is a powerful blog publishing software and content management system that is simple to set up and use (to create a blog or website). You can even make sites that can switch between being blogs and websites at the touch of a button. **WordPress is free and open source**, meaning it's developed by the people who use it.

WordPress is extensible, meaning you can start with a basic setup and add on many plug-ins to extend the functionality of your software

WordPress is a free and open source blogging tool and a content management system (CMS) based on PHP and MySQL. It enables you to build Websites and powerful on-line applications and requires almost no technical skills or knowledge to manage. Many aspects, including its ease of use and extensibility, have made WordPress the most popular Web site software available.

WordPress is a user friendly content management system for websites and blogs. Users can easily add and update text, images, video, audio and more using the WordPress platform

The database is where all of the content you add to your site is stored.

First released in 2003 by developer Matt Mullenweg as a basic blog engine, WordPress is now a full-featured, fully customizable website creation tool used by millions of individuals, businesses and organizations around the world.

WordPress is a free, Web-based software program that anyone can use to build and maintain a website or blog. It was originally intended as an easy way to set up a blog. But, thanks to the efforts of a large "open source" community of WordPress programmers working to extend and improve its capabilities, WordPress has become much more than just a tool for bloggers.

Today's WordPress is really a "content management system" (CMS), which means that it can be used to run full-sized, social media-rich business websites. WordPress also offers users an extensive selection of plug-ins and templates, or themes, to extend the functionality and customizability options of the platform.

At the very basic level WordPress uses PHP and a MySQL database to store all its data. One is the "PHP code" which makes up the WordPress Core and the "Database" which makes up WordPress' memory. Each WordPress installation has one database. No more, no less. Every bit of information that you have entered and will do in the future is stored in the WordPress database.

WordPress is a tool for publishing content on the web. In the past, creating a website or even making minor updates to an existing website typically required employing the services of a web-designer, but with WordPress anybody can create a powerful website.

2. Different flavours of Wordpress (Free and Paid)

Using the WordPress.com Hosted Service – Free (e-mail)

WordPress.com is what's known as a "hosted" solution, meaning a lot of the heavy lifting of installing and configuring the software has been taken care of for you. You don't need to worry about paying for hosting, running a web server, or downloading software updates. You cannot install themes and plug-ins, run ads, or edit the database.

Self-Hosting with WordPress.org – Paid (Web Server & Domain)

Download and install the software yourself from WordPress.org. The advantage is that you have more control over the appearance and functionality of the way your site is run.

WordPress.org and WordPress.com Features Comparison

Feature	WordPress.org	WordPress.com
Cost	Free	Free
Requires hosting	Yes	No
Requires download	Yes	No
Requires setup/installation	Yes	No
Ability to install your own templates	Yes	No
Ability to use sidebar widgets	Yes	Yes
Ability to install plug-ins	Yes	No
Ability to set up multiple blogs with one account	No	Yes
Customizable style sheets	Yes	\$15/year

3. Basic differences between a blog and a website?

Blog (Personal) <http://www.quicksprout.com>

- Content is regularly updated.
- Not formal.
- Interactive(Comments, Discussion)
- Informative and educational.
- Interactivity about industry/customer issues.
- People have a blog.

Website (Business)

- Content is static.
- Formal/professional.
- Interactivity does not exist. There is only one-way communication.
- Transactional.
- Communication about products and services.
- Every Businesses have a website, it is almost a requirement in business today.

Who uses Wordpress

1. Ford
2. CNN
3. Wall Street Journal
4. Sony
5. People Magazine
6. Samsung
7. Mozilla Firefox
8. Network Solutions
9. Flickr
10. General Electronic (GE)
11. New York Times, Yahoo, eBay, Digg Blogs

4. Indian Bloggers

[Shobhaa De](#) → [blogspot.in](#)

[Amit Agarwal](#) → [labnol.org](#)

[Amitabh Bachchan](#) → [tumblr](#)

Tumblr is a **micro-blogging** (like twitter) **service**. This means that blogs on Tumblr are better suited for sharing things like **photos**, **videos**, and **links** than long, text-based posts.

5. Posts Vs Pages

Posts

- built-in commenting feature that allows users to comment on a particular topic
- organize your posts based on categories and tags.
- Posts are content entries listed in reverse chronological order on your blog's home page. Due to their reverse chronological order, your posts are meant to be timely
- you can share your posts in social media networks like Twitter, Facebook, Google+, LinkedIn etc.
- Because WordPress posts are published with time and date in mind, they are syndicated through the RSS feeds. This allows your readers to be notified of the most recent post update via RSS feeds.

Pages

- Pages are meant to be static
- pages are timeless entities (because there is no time and date tied to pages)
- they are not included in your RSS feeds by default.
- Pages are not meant to be social in most cases thus does not include social sharing buttons, or comments.

In most themes, post and pages look the same.

You can have as many posts and/or pages that you want. There is no limit on the number of posts or pages that can be created.

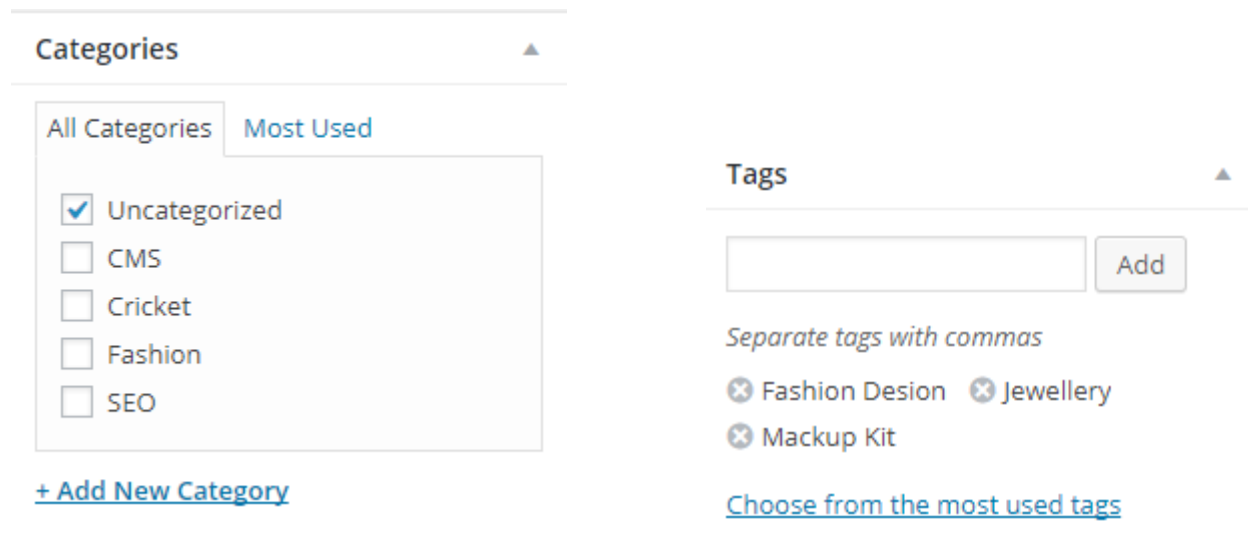
Posts vs. Pages (Key Differences)

1. Posts are timely vs. Pages are timeless.
2. Posts are social vs. Pages are NOT.
3. Posts can be categorized vs. Pages are hierarchical.
4. Posts are included in RSS feed vs. Pages are not.
5. Pages have custom template feature vs. Posts do not.

6. Categories and Tags

Posts are the primary content type of most WordPress sites, and are usually quite numerous. As a result, WordPress includes a few features to help publishers organize posts, making them easier for readers to find.

Categories are a hierarchical method of organizing the site's posts. For instance, if you have a site that offers reviews on automobiles, your categories would likely include "Cars," "Trucks," "Motorcycles," and "Recreational Vehicles." You can have subcategories as well; hence, under "Cars," you might have "Sedans," "Luxury," "Sports," and "Hybrids." An author can assign a post to any number of categories.



The image shows a screenshot of the WordPress post editor interface. On the left, the 'Categories' section is expanded, showing a list of categories with checkboxes. 'Uncategorized' is checked, while 'CMS', 'Cricket', 'Fashion', and 'SEO' are unchecked. Below the list is a link '+ Add New Category'. On the right, the 'Tags' section is visible, featuring an input field, an 'Add' button, and a note 'Separate tags with commas'. Below this, three tags are listed: 'Fashion Desion', 'Jewellery', and 'Mackup Kit', each with a close button. At the bottom of the tags section is a link 'Choose from the most used tags'.

Tags are a way of attaching keywords to blog posts. Unlike categories, tags aren't organized into any sort of hierarchy. Essentially, they allow you to be more granular in your classification of content.

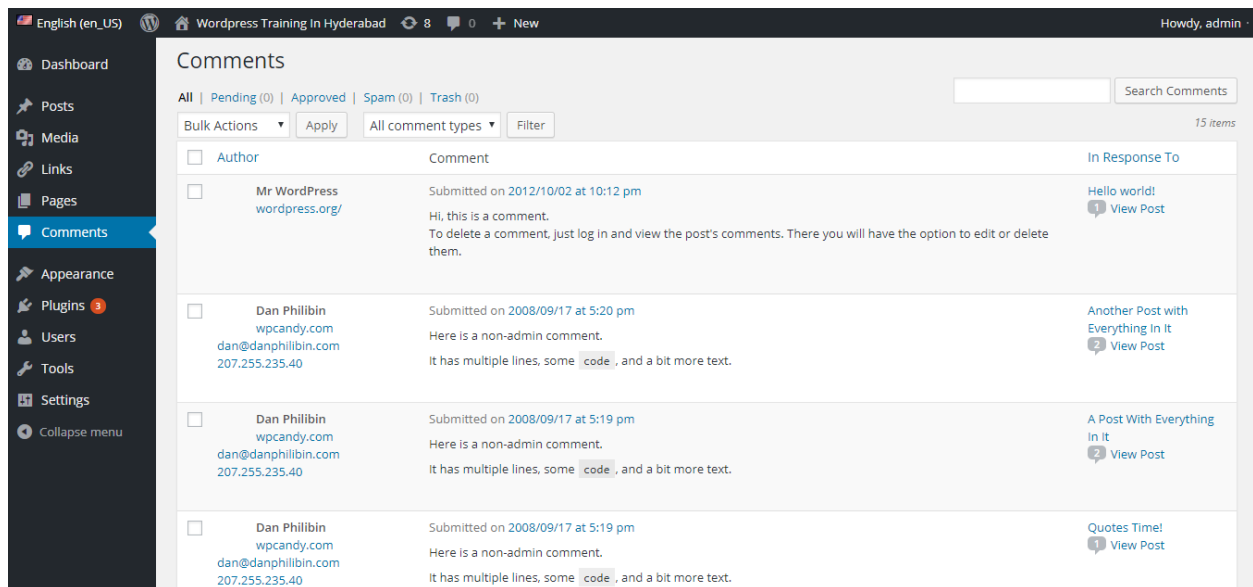
Using the previous example, a post could be filed under the category of "Cars," and then be tagged with "Blue," "Sunroof," and "V8."

As a general rule of thumb: categories *organize* content, while tags *label* content.

Any WordPress theme should enable content publishers to use either method of organization, and should make allowances for both in the theme design

7. Comments

A key component of most blogs is a comment system for visitors to leave messages about the posts they view. Usually pages that contain a single post feature a list of posted comments and a comment form. In multiple-post pages (such as the home page, or a category or archive listing), often what's shown is just the number of comments the post has received.



Comments can also be *threaded*, which means a comment can be posted *in reply* to a previous one. This is usually indicated visually by having the reply indented below the comment it addresses, though you can come up with your own way of representing it.

Menus

WordPress 3.0 added support for user-defined menus, making WordPress even more powerful as a CMS. Users can create their own menus, made up of pages, categories, or any other links they'd like. They can also reorder the menu items at a whim. Your theme can even include multiple different menu locations, in the same way that you can include multiple widget areas, to allow your users even more control over their site's navigation.

But it's worth keeping in mind that your users will potentially have full control over the site's navigation. This means that you're unable to depend on a fixed number of links or menu items, so your design has to be flexible.

8. What is a WordPress Theme?

Fundamentally, a WordPress Theme is a way to “skin” your website. **This means the design and presentation of the site is managed by the Theme, like below.**



The screenshot shows the homepage of 'WordPress Training'. At the top left is the logo with the text 'wordpress TRAINING'. At the top right, contact information is listed: '+91 9010 39 2034', '403, Aditya Enclave, D - Block, Kanchana Junga Apartments, Beside Maitrivanam, Ameerpet, HYDERABAD - 500016'. A purple navigation bar contains links: 'WordPress Training', 'Course Contents', 'What You Learn', 'LIVE PROJECT', 'Next Batch', 'Online Training', and 'Contact'. The main heading is 'Inspiring Others To Make Their Own Websites' in red, followed by the sub-heading 'Step by Step, Hands-On, Live Instructor Led Wordpress Training with LIVE Project'. Below this is a section titled 'WordPress Training in Hyderabad' with a paragraph describing a five-day one-to-one training course. A purple button labeled 'See Live Project' is centered at the bottom of the section.

Think of it this way, WordPress is the skeleton, and a theme is the skin.

A WordPress theme is a set of files that determine the look and feel of your WordPress-powered website. Themes include information about the general layout of the site, and other content such as graphics, headers, logos and footers.

By default, WordPress comes with a default Theme, the latest being the WordPress TwentyFourteen theme. This means that when you install WordPress on your site, it's ready to host and manage your content right away.

The frontend of your WordPress site, when first installed, is basic, simple, and rather boring. That's because the **theme** that comes pre-installed with WordPress is very basic, simple, and boring.

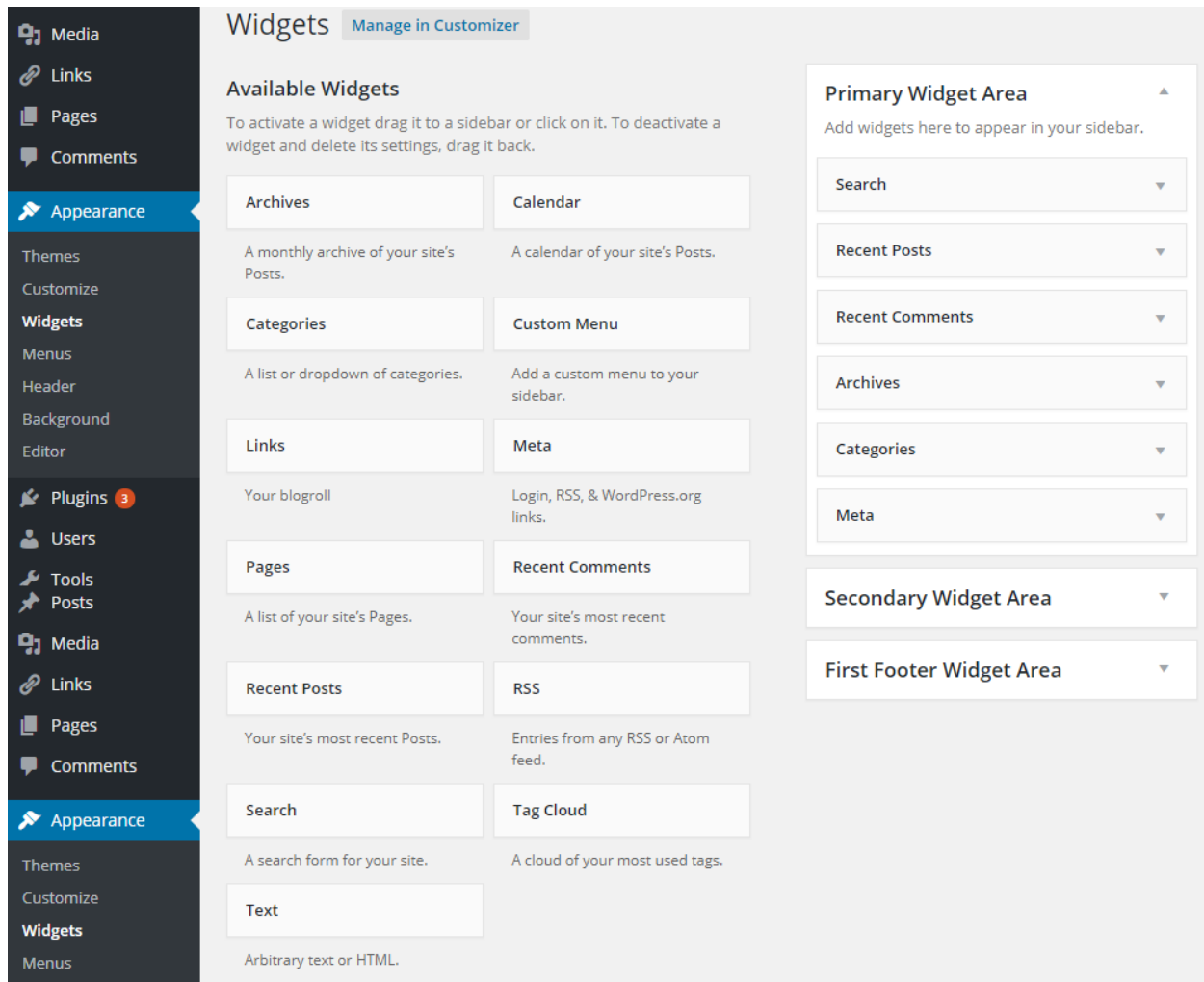
Plugins can extend WordPress to do almost anything you can imagine.

By default, WordPress comes with a standard functionality. Some might say it's pretty powerful by its own, however WordPress can't do everything.

This is where WordPress plugins come into play. *Plugins are tools to extend the functionality of WordPress.* Things like e-commerce carts, SEO functionality for your site, contact forms to gather leads and feedback, twitter widgets to display your latest tweets, caching plugins to speed up your site and many, many more are available some for free and some for money.

9. Default Widgets

To avoid recreating functionality that already exists, let's have a look at the default widgets available



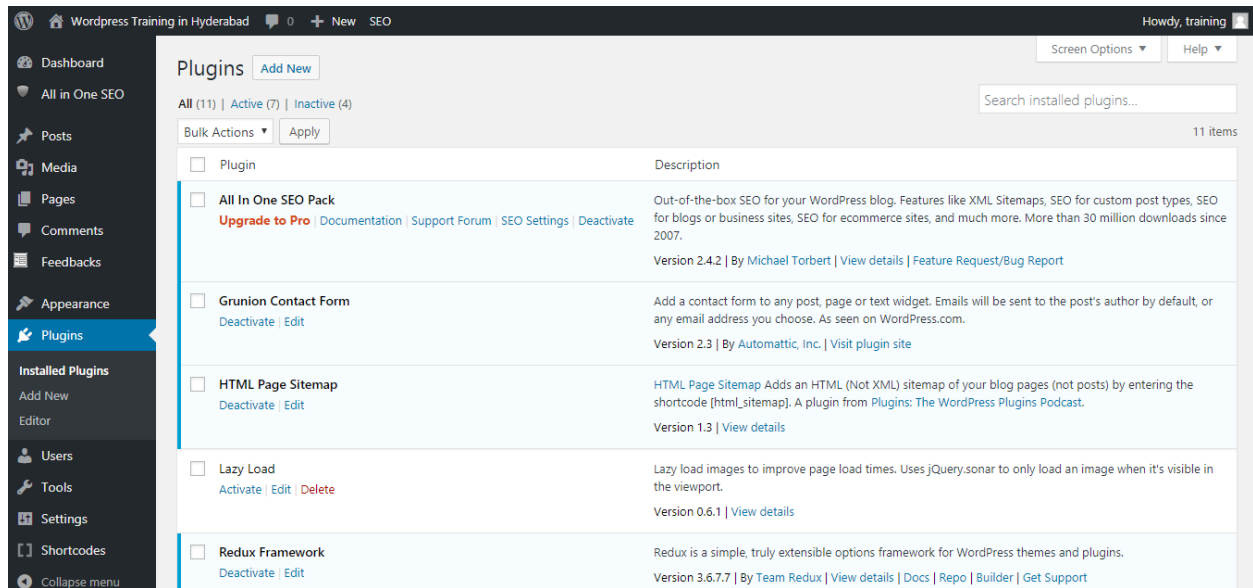
in WordPress out of the box widgets:

1. **Archives** - displays links to monthly archives of all the site's posts
2. **Calendar** - displays a calendar to allow visitors to navigate through previous posts

3. **Categories** - a list or drop-down showing the site's categories; they can be displayed either aligned or as a nested hierarchy, and you can also optionally display post counts in each one
4. **Custom Menu** - available only from WordPress 3.0 onwards, this allows users to display one of their custom menus in a widget-ready area
5. **Links** - this presents a list of links (for example, a blogroll)
6. **Meta** - the login and logout links for the site
7. **Pages** - a list of the site's pages
8. **Recent Posts** - lists the most recent posts
9. **Recent Comments** - the most recent comments on the site
10. **RSS** - this is used to display entries from any RSS or Atom feed; it can be entries from another blog, or updates from any service that provides an RSS feed
11. **RSS Links** - links to the site's primary RSS feed and its comment RSS feed
12. **Tag Cloud** - displays the site's tags, with their font size determined by the number of posts they're attached to
13. **Text** - the most versatile widget, allowing users to insert arbitrary text or HTML (for example, it can be used to display a video from a third-party site that provides embed codes, an advertisement, or a short mission statement)
14. **Search** - the site's search form

10. WordPress Plugins

WordPress plugins are the most popular way of extending the functionality of WordPress. They allow you to change the way that WordPress works.



Plugins are simply functions written in HTML and PHP that are *plugged* into your website. Another way to change the functionality of WordPress is to use a code snippet.

Code snippets are small pieces of code that you add to your website directly.

- Snippets that add functionality are commonly added to the theme functions.php file
- Snippets that change functionality are sometimes added to a specific theme file e.g. single.php, page.php, search.php etc.
- Snippets that change core WordPress functionality are usually added to the wp-config.php file that is located in the root of your WordPress installation i.e. www.yourwebsite.com/wp-config.php

There are literally thousands of plugins that extend what WordPress does, so the actual functionality is nearly limitless.

A plugin is an app that extends the functionality of WordPress. Plugins are functions that do something to your website. Plugins are little bundles of code that add extra functionality to your website. They are extensions or apps that need to be installed. They usually serve an administrative purpose and are only visible in the admin section of the website.

For example, WordPress does not have a backup feature. But you can install a plugin that adds that functionality, allow you to automatically make backups of your website. You can see the plugin from your WordPress Dashboard, but it's not visible to normal visitors on your website.

WordPress Widgets

A widget is a plugin, or built-in app, that interfaces with the public on the site. In other words, it displays something that the public can see and/or click on. [Widgets are drag-and-drop blocks of content or data that are visible to everyone on your website.](#) When you want to add something to your sidebar or footer, you add a widget. See that search box and other stuff in the sidebar next to your post? Those are all widgets.

11. What are the WordPress core files?

When you install WordPress, you are actually installing a group of files (the "WordPress Core") that become the admin interface of your website.

Wordpress Core Files

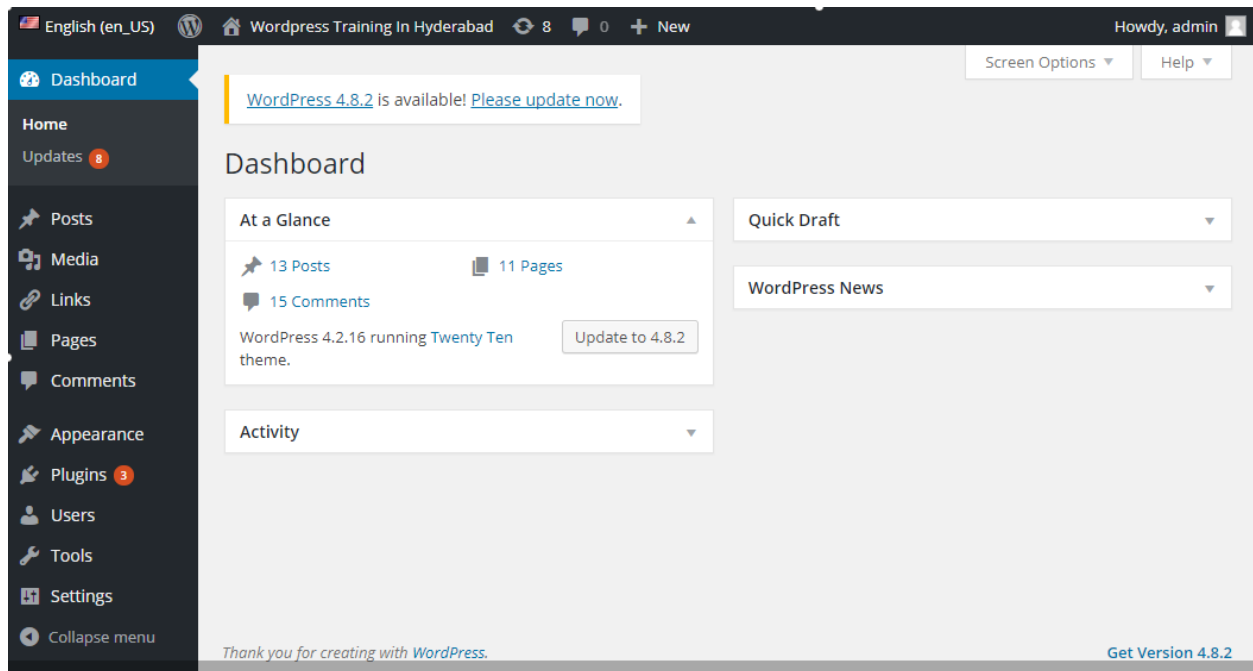
Name	Date modified	Type	Size
wp-admin	10/26/2017 5:30 PM	File folder	
wp-content	10/26/2017 5:45 PM	File folder	
wp-includes	10/26/2017 5:30 PM	File folder	
.htaccess	10/3/2012 2:45 AM	HTACCESS File	1 KB
index.php	9/25/2013 5:48 AM	PHP File	1 KB
license	10/26/2017 5:32 PM	Text Document	20 KB
readme	10/26/2017 5:32 PM	Firefox HTML Doc...	8 KB
wp-activate.php	8/20/2014 11:00 PM	PHP File	5 KB
wp-blog-header.php	1/8/2012 10:31 PM	PHP File	1 KB
wp-comments-post.php	1/8/2015 12:35 PM	PHP File	5 KB
wp-config.php	10/3/2012 2:28 AM	PHP File	4 KB
wp-cron.php	3/18/2015 5:08 AM	PHP File	4 KB
wp-links-opml.php	10/25/2013 4:28 AM	PHP File	3 KB
wp-load.php	4/13/2015 2:59 AM	PHP File	4 KB
wp-login.php	4/13/2015 2:59 AM	PHP File	34 KB
wp-mail.php	10/26/2017 5:32 PM	PHP File	9 KB
wp-settings.php	4/13/2015 2:59 AM	PHP File	11 KB
wp-signup.php	12/1/2014 2:53 AM	PHP File	25 KB
wp-trackback.php	12/1/2014 2:53 AM	PHP File	4 KB
xmlrpc.php	2/10/2014 2:09 AM	PHP File	3 KB

You may never need to look into these WordPress core files. However, you will probably need to troubleshoot them at some point, and it will be very useful to have an understanding of what you're looking at when you're trying to find an offending file.

You could split the WordPress files into two groups – the core files and the content files. Core files make up the appearance and functionality of the WordPress platform, and content files are added by the user in the form of themes, plugins, and images. There is also a special file called wp-config.php that tells WordPress where to find your site's database.

To access the WordPress files, you'll need to use an FTP (File Transfer Protocol) client. To put it simply, when you access a site via FTP, you are viewing the files that live online, and transferring these files to and from your computer. To achieve this, you either need to access the files through your browser (by logging into your web host's cPanel), or by using an FTP client (a desktop application). There are many of these to choose from, however I use and recommend Cyberduck, an open source client. The instructions and screencast in this course are using Cyberduck, however you can adapt them for any FTP client.

12. WordPress Admin Dashboard



Now that you have an idea of how your site looks and what the different layout sections are called, it's time to test drive the WordPress Administration. This is like familiarizing yourself with the backend of your new website. In fact, the first page you see after logging in is called the Dashboard, a collection of information and data about the activities and actions on your WordPress site.

The Dashboard helps to keep you up to date on new and interesting bits of information from the many WordPress resources. In the corner it also features a list of the most recent activity you've accomplished on your site.

On the left side of the screen is the **main navigation** menu detailing each of the administrative functions you can perform. Move your mouse down the list and the sub-menus will "fly out" for you to move your mouse to and click. Once you choose a "parent" navigation section, it will open up to reveal the options within that section.

The various menu items are as follows:

- Dashboard
- Posts
- Media
- Links
- Pages
- Comments
- Appearance
- Plugins
- Users
- Tools
- Settings

The links in the above list will take you to a series of articles that will guide you step-by-step through every aspect of the Admin Screens. You are anxious to get started, so for now, let's start with the Users Screen.

User Profile Screen

Click on the **Users** tab. The screen will change and you will see the Screen called All Users that shows a list of all your users; from here you can add or change existing users and authors accounts. In the navigation menu, click on the Your Profile menu choice. This is where you will enter information about you, the author and administrator of the site. Fill in the information and click **Update Profile** when done.

13. Test Drive Your WordPress Site

Take time to look at the site before you get into the changing of things and figuring out how all of this works; it's important to see how the WordPress Twenty Fourteen theme is laid out and works. Consider this the test drive before you start adding on all the special features.

The layout you are looking at is called a WordPress Theme. It is the appearance of your website, styling the look of the site and the framing of the content. The WordPress Twenty Fourteen theme features a "header" at the top with the title and tagline for your site. Below this is your Menu. Along the side you will see some titles and links. This comprises Widgets. Within the main middle section of the page is the content area. At the bottom of the page is the footer.

Let's look at the post for a moment. There is a "title," and below the title is date the post was written, then the body of the post, and finally some information about the post. This is called the *post meta data* and contains information about the post such as the category assigned to that post.

Scroll down the page and notice the bar at the end of the page. This is called the "footer." It says "Proudly powered by WordPress."

Back to the sidebar, you will see different sections with information. Among these you may find a list of Recent Posts, Recent Comments, Archives, Categories, and links to the Administration Screens, Log Out, and RSS feeds. This is part of the menu or navigation Screen that people will use to move around your site, visiting posts from different categories or time periods.

It's All in the Details

Take time to notice the smaller details of this web page layout and design. Move your mouse over the title of the article post. Notice how it changes color. This is called a *hover*. Most Themes feature a distinctive color or underline when you move your mouse over a link. Move your mouse over any of the links in the sidebar. Do they change? Is the change the same? You can change your link hovers to look different in different sections of your page. Also look at the color of the links. How are they colored or underlined to stand out from the rest of the text?

Observe the small design details and where they are placed within the page. In the near future, you may want to change some of these details, such as the color of the title in the white box at the top of the page. If you remember that is called the *header* then you will know to look within the *header* section of your style sheet, the file that controls the look of your web page, when you want to make changes to it.

Take a Quick Trip Around

For now you only have one post. It is residing within a page that is laid out as your *home page* or the front page. If you click on the title of the post, it will take you to the specific page for that post. The first page or home page of your site features the most recent posts on your site. Each post title will link to the actual page of the post. Some Theme designers design their *single* post pages to look different from the home page. By clicking on the title, you are taken to another web page that looks different from the home page.

Again, in the single post, pay attention to the layout and notice what is now different about the design elements. Is the header different? Smaller, larger, or a different color? Is there a sidebar?

Posts are usually stored in Categories and/or Tags so you can keep related topics together. Right now you only have one category, but will soon want more. Click on the single category that appears in the sidebar of the home page. You are now in a page that has been generated to display only the posts within that category. Again, take a look at the layout and see how it may be different from the home page and the single post.

Do the same with the **Archives**. You may only have one post, but look at how the pages are laid out. They may or may not change, but look at all of it to see how it all works.

All of these changes are created from only a few files called template files and you can learn more about how they work in *Stepping Into Templates*. For now, however, let's get on with how the rest of WordPress works.

14. Glossary

Meta

The Meta Widget is a simple tool that makes it easy to log in and out of your blog and access your dashboard and RSS feeds from your sidebar. Here's an example of what it looks like:

- Meta**
- [Site Admin](#)
 - [Log out](#)
 - [Entries RSS](#)
 - [Comments RSS](#)
 - [WordPress.org](#)

Blogroll

If you have a list of favorite blogs, or other online sites you visit you can list them in a blogroll

Syndication

A feed is a machine readable (usually XML) content publication that is updated regularly. Many weblogs publish a feed (usually RSS, but also possibly Atom and RDF and so on, as described above). There are tools out there that call themselves "feedreaders". What they do is they keep checking specified blogs to see if they have been updated, and when the blogs are updated, they display the new post, and a link to it, with an excerpt (or the whole contents) of the post.

TrackBack

In a nutshell, TrackBack was designed to provide a method of notification between websites: it is a method of person A saying to person B, "This is something you may be interested in." To do that, person A sends a TrackBack ping to person B.

PingBack

For example, Yvonne writes an interesting article on her Web log. Kathleen reads Yvonne's article and comments about it, linking back to Yvonne's original post. Using pingback, Kathleen's software can automatically notify Yvonne that her post has been linked to, and Yvonne's software can then include this information on her site.

Using Pingbacks and Trackbacks

Comments on blogs are often criticized as lacking **authority**, since anyone can post anything using any name they like: there's no verification process to ensure that the person is who they claim to be. Trackbacks and Pingbacks both aim to provide some verification to blog commenting.

To enable trackbacks and pingbacks, in the Discussion Settings of your Administration Panels, select these items under 'Default article settings':

Comment Spam

Comment Spam refers to useless comments (or trackbacks, or pingbacks) to posts on a blog. These are often irrelevant to the context value of the post. They can contain one or more links to other websites or domains. Spammers use Comment Spam as a medium to get higher page rank for their domains in Google, so that they can sell those domains at a higher price sometime in future or to obtain a high ranking in search results for an existing website.

Comment Moderation

Comment Moderation is a feature which allows the website owner and author to monitor and control the comments on the different article posts, and can help in tackling comment spam. It lets you moderate comments, & you can delete unwanted comments, approve cool comments and make other decisions about the comments.

Excerpt

Excerpts are condensed summaries of your blog posts. In WordPress, Excerpts can be specifically written to summarize the post, or generated automatically by using the first few paragraphs of a post or using the post up to a specific point, assigned by you.

Permalink = <http://wordpresstraininginhyderabad.com/next-batch/>

Slug = next-batch

"**Slug**" is the text string unique to the Page

"**Permalink**" is the URL to the rendered version of the Page

Wordpress Training Details

Short Term Training - 5 Days – Daily 3 Hours – Fee: Rs.5000/-

Long Term Training – 2 Weeks – Daily 1Hr 30 min – Fee: Rs.6000/-

Online Training – 5 Days – Daily 2 Hours – Fee: Rs.6000/-

MTech
Mayaank Technologies

Mayaank Technologies
403, Kanchan Ganga Apartment,
Block - D, Aditya Enclave,
Beside Maitrivanam, Ameerpet,
HYDERABAD - 500016, 9010392034