GETTING ACCLIMATED TO WORDPRESS
Hello!
I am Anthony Montalbano

Hosted the first 3 WordCamps in Detroit. Cofounder of AMBR Detroit.

You can find me at:
@italianst4 or ambrdetroit.com
1. The Basics of Content Creation

Let’s craft the perfect story.
WordPress Post Editor
The “What You See Is What You Get” Editor gives you some basic content formatting.

Important:
What you actually see is dependent on the theme.
Adding Images
Adding Images
Adding Images
Adding Images
Adding Images
Third-Party Embeds
Third-Party Embeds

https://www.youtube.com/watch?v=zlfKdbWwrYu
Third-Party Embeds

Where the Hell is Matt? 2008

Sana'a, Yemen
"Potential . . . doesn't mean a thing. You've got to do it." - Charles Bukowski
2:30 AM - 24 Sep 2016

9 20
Third-Party Embeds

Awake
Tycho

0:00

Draft saved at 7:31:49 am.
## Third-Party Embeds

### Video
- CollegeHumor
- DailyMotion
- Hulu
- Vimeo
- Vine
- Youtube

### Images
- Flickr
- Imgur
- Instagram
- Photobucket

### Documents
- Mixcloud
- ReverbNation
- SoundCloud
- Spotify

### and More!
- Kickstarter
- Meetup.com
- PollDaddy
- Reddit
- Scribd
- Slideshare
- Speaker Deck
- Twitter

All Available Embeds: [https://codex.wordpress.org/Embeds](https://codex.wordpress.org/Embeds)
You can always learn more about me on [my website](http://ambrdetroit.com).
You can always learn more about me on my website or here.
Adding Links

You can always link...

URL: http://ambrdetroit.com
Link Text: my website
Open link in a new tab

Or link to existing content
Search:

No search term specified. Showing recent items.
Sample Page
Something new
Hello world!
This is an example page. It's different from a blog post because it will stay in one place and will show up in your site navigation (in most themes). Most people start with an About page that introduces them to potential site visitors. It might say something like this:

*Hi there! I'm a bike messenger by day, aspiring actor by night, and this is my website. I live in Los Angeles, have a great dog named Jack, and I like piña coladas. (And gettin' caught in the rain.)*

...or something like this:

*The XYZ Doohickey Company was founded in 1971, and has been providing quality doohickeys to the public ever since. Located in*
This is an example page. It's different from a blog post because it will stay in one place and will show up in your site navigation (in most themes). Most people start with an About page that introduces them to potential site visitors. It might say something like this:

<blockquote>
Hi there! I'm a bike messenger by day, aspiring actor by night, and this is my website. I live in Los Angeles, have a great dog named Jack, and I like piña coladas. (And gettin' caught in the rain.)
</blockquote>

...or something like this:

<blockquote>
The XYZ Doohickey Company was founded in 1971, and has been providing quality doohickeys to the public ever since. Located in Gotham City, XYZ employs over 2,000 people and does all kinds of awesome things for the Gotham community.
</blockquote>

As a new WordPress user, you should go to <a href="http://wp.local/wp-admin/">your dashboard</a> to delete this page and create new pages for your content. Have fun!
Post Formats can display a post differently based on its format.

Important:
You may not see some or any Post Formats. If feature is theme dependent. Not all themes support Post Formats.
“Nulla vitae sapien mauris, et suscipit turpis. Cras tristique massa eu ligula ultricies ullamcorper. Vivamus fringilla nisl id nisi sagittis tempus. Suspendisse dictum sollicitudin orci, non laoreet massa placerat ac.”

Nick Roach
Post Formats - Gallery Example

Gallery Post Format Example from Fable Theme
Post Formats - Video Example

Check Out This Video
By Nick on May 24, 2013

Video Post Format Example from Fable Theme
2.

Publishing

Let’s tell the world.
The Publish Box - Status

Status: Published

Published on: Sep 24, 2016 @ 14:20

Edit

Move to Trash

Publish
The Publish Box - Visibility

Save Draft

Status: Edit

Visibility: Public

- Public
- Stick this post to the front page
- Password protected
- Private

Published on: Sep 24, 2016 @ 14:20

Edit

Move to Trash

Publish
The Publish Box - Post Date

- **Status:** Edit
- **Visibility:** Public Edit
- **Schedule for:** Oct 24, 2016 @ 14:20
  - 10-Oct 24, 2016 @ 14:20

[OK] [Cancel]

[Move to Trash] [Schedule]
## The Publish Box - The Trash

### Posts

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Categories</th>
<th>Tags</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>(no title)</td>
<td>admin</td>
<td>Uncategorized</td>
<td></td>
<td>Last Modified 2016/09/09</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bulk Actions</th>
<th>Apply</th>
<th>Empty Trash</th>
</tr>
</thead>
</table>
The Publish Box Summary

**Preview**
As long as you’re logged in, you can preview what a post will look like before it goes live.

**Status**
Save the post as a draft for later. Publish a contributor’s pending post or publish new content yourself.

**Visibility**
Make it public, password protected for site, or only for Authors and Admins. You can also force the post to always show (sticky).

**Publish Date**
By default, publishes immediately, but you can also schedule a post in the future or set the date a post was published to the past.

**Permalinks**
When Permalinks is enabled, you can customize the URL of the post. This is good for SEO!

**The Trash**
Don’t fret, when you delete something, it isn’t deleted, it goes into the Post trash. If you clear the trash, well, now it’s really gone.
Let’s paint a masterpiece.
Media Library and Management
Editing an Image
Editing an Image

Image Manipulation by

- Crop
- Rotate Left/Right
- Flip Horizontal/Vertical
- Undo/redo
- Scale
- Aspect Ratio
- Fine Tuning
Important:
Changing image sizes does not affect existing images. Try using a plugin such as **Regenerate Thumbnails by ViperBond007**
4. Understanding Post Types and Taxonomies

Let’s get organized.
Posts vs Pages
Posts vs Pages
Posts.
Pages.
Notice a difference?
<table>
<thead>
<tr>
<th>Posts</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time sensitive</td>
<td>Timeless</td>
</tr>
<tr>
<td>Organized by Categories and Tags</td>
<td>Organize by Hierarchy</td>
</tr>
<tr>
<td>Available in feeds</td>
<td>Not available in feeds</td>
</tr>
<tr>
<td>Layouts by Post Formats</td>
<td>Layouts by Page Templates</td>
</tr>
<tr>
<td>Ordered by reverse chronological date</td>
<td>Ordered by order number</td>
</tr>
</tbody>
</table>
Important:
Adding custom post types is a developer feature. There are plugins that allow you to create them in the dashboard, but proceed with caution.
Adding custom post types is a developer feature. There are plugins that allow you to create them in the dashboard, but proceed with caution.
Important:
The main difference between Categories and Tags is Categories are hierarchical.
5. Advanced Content Creation

Let’s be power users.
Important:
Featured images are only available on themes that support this.
Quick Edit

Hello world!

Edit | Quick Edit | Trash | View

admin | Uncategorized | — | 1

Published
2016/07/09

Title: Hello world!
Slug: hello-world
Date: 07-Jul 09, 2016 @ 01:50
Author: admin (admin)
Password: — OR — Private

Categories:
- [x] Uncategorized

Tags:
- [x] Allow Comments
- [x] Allow Pings

Status: Published
Make this post sticky

Update
## Bulk Edit

### Posts

<table>
<thead>
<tr>
<th>Post Title</th>
<th>Author</th>
<th>Categories</th>
<th>Tags</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>For Anthony Only — Private</td>
<td>admin</td>
<td>Uncategorized</td>
<td>—</td>
<td>Last Modified 1 hour ago</td>
</tr>
<tr>
<td>Writing something for someone else to publish — Pending</td>
<td>test</td>
<td>Uncategorized</td>
<td>—</td>
<td>Last Modified 2016/09/24</td>
</tr>
<tr>
<td>Some Post</td>
<td>admin</td>
<td>Uncategorized</td>
<td>—</td>
<td>Published 2 hours ago</td>
</tr>
<tr>
<td>(no title) — Draft</td>
<td>admin</td>
<td>Uncategorized</td>
<td>—</td>
<td>Last Modified 2016/09/24</td>
</tr>
<tr>
<td>Something new</td>
<td>admin</td>
<td>Uncategorized</td>
<td>—</td>
<td>Published 2016/08/09</td>
</tr>
<tr>
<td>Hello world!</td>
<td>admin</td>
<td>Uncategorized</td>
<td>—</td>
<td>Published 2016/07/09</td>
</tr>
</tbody>
</table>

Bulk Actions:  🔊
### Bulk Edit

#### Posts

**Add New**

**All (6) | Mine (5) | Published (3) | Draft (1) | Pending (1) | Private (1) | Trash (1)**

<table>
<thead>
<tr>
<th>Edit</th>
<th>All dates</th>
<th>All Categories</th>
<th>Filter</th>
</tr>
</thead>
</table>

**Bulk Edit**

- Writing something for someone else to publish
- Some Post

#### Categories

- Favorites
- Popular
- Uncategorized

#### Tags

- **Author**: No Change
- **Comments**: No Change
- **Status**: No Change
- **Format**: No Change
- **Pings**: No Change
- **Sticky**: No Change

**Date**

**Cancel**

**Update**
Keyboard Shortcuts
### Keyboard Shortcuts

#### Default shortcuts, Cmd + letter:

<table>
<thead>
<tr>
<th>Letter</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>c</td>
<td>Copy</td>
</tr>
<tr>
<td>v</td>
<td>Paste</td>
</tr>
<tr>
<td>z</td>
<td>Undo</td>
</tr>
<tr>
<td>b</td>
<td>Bold</td>
</tr>
<tr>
<td>u</td>
<td>Underline</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Letter</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>x</td>
<td>Cut</td>
</tr>
<tr>
<td>a</td>
<td>Select all</td>
</tr>
<tr>
<td>y</td>
<td>Redo</td>
</tr>
<tr>
<td>i</td>
<td>Italic</td>
</tr>
<tr>
<td>k</td>
<td>Insert/edit link</td>
</tr>
</tbody>
</table>

#### Additional shortcuts, Ctrl + Alt + letter:

<table>
<thead>
<tr>
<th>Letter</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Heading 1</td>
</tr>
<tr>
<td>3</td>
<td>Heading 3</td>
</tr>
<tr>
<td>5</td>
<td>Heading 5</td>
</tr>
<tr>
<td>l</td>
<td>Align left</td>
</tr>
<tr>
<td>r</td>
<td>Align right</td>
</tr>
<tr>
<td>d</td>
<td>Strikethrough</td>
</tr>
<tr>
<td>u</td>
<td>Bulleted list</td>
</tr>
<tr>
<td>a</td>
<td>Insert/edit link</td>
</tr>
<tr>
<td>m</td>
<td>Insert/edit image</td>
</tr>
<tr>
<td>h</td>
<td>Keyboard Shortcuts</td>
</tr>
<tr>
<td>p</td>
<td>Insert Page Break tag</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Letter</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Heading 2</td>
</tr>
<tr>
<td>4</td>
<td>Heading 4</td>
</tr>
<tr>
<td>6</td>
<td>Heading 6</td>
</tr>
<tr>
<td>c</td>
<td>Align center</td>
</tr>
<tr>
<td>j</td>
<td>Justify</td>
</tr>
<tr>
<td>q</td>
<td>Blockquote</td>
</tr>
<tr>
<td>o</td>
<td>Numbered list</td>
</tr>
<tr>
<td>s</td>
<td>Remove link</td>
</tr>
<tr>
<td>t</td>
<td>Insert Read More tag</td>
</tr>
<tr>
<td>x</td>
<td>Code</td>
</tr>
<tr>
<td>w</td>
<td>Distraction-free writing mode</td>
</tr>
</tbody>
</table>
Keyboard Shortcuts

When starting a new paragraph with one of these formatting shortcuts followed by a space, the formatting will be applied automatically. Press Backspace or Escape to undo.

* Bulleted list  
- Bulleted list  
1. Numbered list  
1) Numbered list

The following formatting shortcuts are replaced when pressing Enter. Press Escape or the Undo button to undo.

> Blockquote  
## Heading 2  
### Heading 3  
#### Heading 4  
##### Heading 5  
###### Heading 6  
-------- Horizontal line
Revisions

Compare Revisions of “Something new”

Previous  

Autosave by admin  
2 weeks ago (9 Sep @ 03:19)

Next  

Restore This Autosave

Title

Something new

Content

Just typing some words

<ul>
    <li>this is great</li>
</ul>

11:19:06 PM Just typing some words

<ul>
    <li>this is great</li>
</ul>

<img class="alignnone size-medium" src="https://scontent-yyz1-1.xx.fbcdn.net/v/t1.0-9/14199497_10207330708761844_5449053888229880260_n.jpg?oh=e2bfaca068414534c6e0765194f011fa&amp;oe=5844323A" alt="" width="768" height="768" />
Press This also has a bookmark for mobile devices to quickly add found content on the go.
New GoPro Drone

Source: GoProp Hero 5 Drone
6. Additional Resources

Let’s keep learning.
Additional Resources - Plugin

This plugin will let you add, remove and arrange the buttons that are shown on the Visual Editor toolbar. You can configure up to four rows of buttons including Font Sizes, Font Family, text and background colors, tables, etc. It will also let you enable the editor menu, see the screenshots.

It includes 15 plugins for TinyMCE that are automatically enabled or disabled depending on the buttons you have chosen. In addition this plugin adds some commonly used options as keeping the paragraph tags in the Text editor and importing the CSS classes from the theme's editor-style.css.

Some of the features added by this plugin
- Support for creating and editing tables.
- More options when inserting lists.
- Search and Replace in the editor.
- Ability to set Font Family and Font Sizes.
- And many others.

Requires: 4.6 or higher
Compatible up to: 4.6.1
Last Updated: 2 months ago
Active Installs: 1+ million

Download Version 4.4.1
**Additional Resources - Plugin**

**Edit Flow**

Redefining your editorial workflow.

Edit Flow empowers you to collaborate with your editorial team inside WordPress. We've made it modular so you can customize it to your needs:

- **Calendar** - A convenient month-by-month look at your content.
- **Custom Statuses** - Define the key stages to your workflow.
- **Editorial Comments** - Threaded commenting in the admin for private discussion between writers and editors.
- **Editorial Metadata** - Keep track of the important details.
- **Notifications** - Receive timely updates on the content you're following.
- **Story Budget** - View your upcoming content budget.
- **User Groups** - Keep your users organized by department or function.

More details for each feature, screenshots and documentation can be found on our website.

**Requires:** 4.5 or higher  
**Compatible up to:** 4.6.1  
**Last Updated:** 4 weeks ago  
**Active Installs:** 10,000+

**Ratings**

<table>
<thead>
<tr>
<th>Rating</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 stars</td>
<td>25</td>
</tr>
<tr>
<td>4 stars</td>
<td>8</td>
</tr>
<tr>
<td>3 stars</td>
<td>1</td>
</tr>
<tr>
<td>2 stars</td>
<td>1</td>
</tr>
<tr>
<td>1 star</td>
<td>2</td>
</tr>
</tbody>
</table>
Better Writing

Helps you write better content with readability scores and preferred terms as you type. Highly configurable.

Better Writing is a WordPress plugin that helps you write better content.

Readability

One way it achieves this is by providing readability information as you type. You can select from one of 5 different readability scoring methods including:

- Flesch reading ease formula
- Coleman Liau index
- Gunning fog index
- SMOG Index
- Automated readability index

You are able to see at a glance if your content is on target with the readability meta box on the WordPress edit screen. You can also set a custom target score and sort posts and pages by readability.

All features can be turned on or off for posts, pages or even custom post types.

Requirements:
- Requires: 3.0 or higher
- Compatible up to: 3.7.16
- Last Updated: 3 years ago
- Active Installs: 300+

Ratings

4 out of 5 stars

5 stars: 2
4 stars: 0
3 stars: 2
2 stars: 0
1 star: 0
This is an example page. It's different from a blog post because it will stay in one place and will show up in your site navigation (in most themes). Most people start with an About page that introduces them to potential site visitors. It might say something like this:

Hi there! I'm a bike messenger by day, aspiring actor by night, and this is my website. I live in Los Angeles, have a great dog named Jack, and I like piña coladas. (And gettin' caught in the rain.)

...or something like this:
Learn to create great content

http://www.problogger.net/create-content-portal/

https://www.linkedin.com/pulse/20140602121530-3161863-20-quick-tips-on-writing-great-blog-posts

http://www.problogger.net/ideas
Thank you!

Any questions?

You can find me at:
@italianst4
anthony@ambrdetroit.com

Download these slides