Start building your WordPress blog today!

WordPress for Beginners
THE MISSING GUIDE

Learn to:
Install and configure WordPress
Choose a theme
Extend WordPress with plugins
Secure your blog

2nd edition, covering WordPress 3.5

Written by Nico Julius
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This guide contains affiliate links. This means, when you click on one of those links and buy a product or service on the site where I linked to, I receive a small commission on that sale.

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Who should read this guide?

I’ve written this guide for both beginners and non-tech WordPress users.

WordPress is great software for building blogs and sites. Although there’s a full documented Codex, it’s missing a simple guide for beginners.

If you just started using WordPress, or if you’re thinking about using WordPress, then this guide is for you. WordPress for Beginners covers all the basics you need to get started right now!
On the other hand, you can also use this guide as a reference. If you have a particular problem or question, just jump to the part you need.

**What’s covered?**

**Installation**
In this part we’re going to take a look at what you need to host a WordPress blog or site. You’ll also learn how to install WordPress step by step.

**Getting to Know the Dashboard**
Once you’ve installed WordPress, I’ll explain you the difference between the front end and the back end. You’ll also see how to get access to the back end, where you can manage your WordPress installation and your content.

**Configuring WordPress**
In this part you’ll get an overview of the basic configuration settings of your WordPress installation.

**The Basics of WordPress**
Here you’ll learn something more about the basics of WordPress. First, I’ll show you how the WYSIWYG editor works. Next to that, you’ll see how to insert a hyperlink, an image and how to link to a document.

**Handling media**
Since WordPress 3.5, the way to insert images and documents changed a little bit. In this part I’ll show you how to insert images and documents (pdf, text document,...).

**Pages**
Pages are perfect for information that doesn’t change a lot. In this part you’ll learn all about page management: adding, editing and deleting pages.

**Posts**
Posts are the basis for blogging. They are used for adding news (articles). The most recent posts appear on top. In this part you’ll learn more about post management: adding, editing and deleting posts.

**Taxonomies: tags and categories**
Tags and categories are an essential part of blogging in WordPress. In this part of the guide, you’ll learn what tags and categories are, and how to use them.

**Custom Menus**
In this part you’ll see how easy it is to set up and use your own custom menu, and why you should use this.
User Management
This part is all about user management. You’ll learn more about the different user roles, and also how to manage your users.

WordPress Themes
This is the part where it’s getting fun! I’ll show you where you can find great themes, both free and paid (but for a reasonable price). You’ll also see how easy it is to install a WordPress theme and to change the layout of your blog or site.

Widgets
In this part you’ll learn what a widget is, and how to use them. Widgets are great for personalising your blog.

Plugins
With plugins you can extend the functionalities of your WordPress blog or site. Plugins can be very powerful. Most plugins are free, but there are also some great commercial (premium) plugins. In this part I’ll show you where and how you can find the best plugins, and how you can easily install and activate a plugin. You’ll also get to know which plugins I use for my blogs and sites.

How to configure WordPress as a CMS
Because WordPress is also a very popular CMS, I’ll show you how you can easily configure WordPress as a CMS.

WordPress security
Security is a very important part of managing a blog or site. In this part you’ll learn some simple tips and plugins to enhance WordPress security.

Recommended Books
In this part I’ll sum up some interesting books I read myself and of which I think they could be interesting for you too. It’s not only about WordPress, but also about blogging and SEO.

About the author
Hi, my name is Nico Julius (@NicoJulius) and I’ve been creating websites for over 13 years now.

I studied to become a teacher and graduated in 2002. After my graduation, I started working in a bank where I wrote applications in MS Access and MS Excel.

After 3 years I quit my job to start at a university college where I helped developing the digital learning environment and training the staff. In this period, I also started to create PHP-MySQL applications. I’ve worked there for 4 years.

Today, I’m a full-time web developer, developing PHP-MySQL applications. I also run a small company that creates websites running on WordPress. In the free time that’s left I’m sharing my thoughts and experiences about WordPress and blogging on my blog wpbrix.com.
About this guide

After reading this guide, you’ll be able to create your own blog or CMS-driven site with WordPress. Although not every aspect of WordPress is described in detail, I enclosed enough links so you’ll know where to find the right information.

Please note that much of this publication is based on personal experience. The author is not responsible for any errors, mistakes, any loss of profit or any other commercial damage.

Download the most recent version of this guide for free at:
www.wpbrix.com/wordpress-for-beginners-tutorial/

Where to find help?

For most of your questions, the official WordPress forum is a great place to find information or to ask a question. You can find this forum at:

www.wordpress.org/forums

If you have questions about a commercial theme or plugin, it’s better to first contact the author. Some of the authors have their own forum, some of them also use the official WordPress forum.

Your feedback is of great value!

When you’re reading this guide and:

• you found an error;
• something is not clear to you;
• you feel there’s something missing,

please do not hesitate to contact me through the contact form!

Your feedback is very valuable to me in order to make this free guide better!
Introduction

WordPress.com vs WordPress.org

If you’re thinking about starting a WordPress blog, you probably noticed there are 2 versions of WordPress: WordPress.com and WordPress.org. So, which one should you choose? That depends on your requirements. Let’s take a closer look!

WordPress.com

WordPress.com is a better option when you don’t want to host your blog yourself.

WordPress.com will host your blog and this is really the best way to enjoy blogging for free. If you wish to be launched and established with a WordPress blog as fast as possible and with minimal work or cost, then WordPress.com is an excellent choice.

But there are certain limitations with this option. A WordPress.com site is hard to customize (limited choice of themes and functionalities) and you can’t include your own ads. This will make it a poor option if you’re planning to make money with your blog.

A last thing you have to keep in mind is that you don’t own the blog, but WordPress does. They can end your blog at any time if your blog doesn’t meet their policy.

WordPress.org

WordPress.org is much more flexible, but it comes with a cost: you need a domain name and web hosting to host your blog. On the other hand, this isn’t a big cost. Hosting fees start at a couple of dollars a month.

Using this method gives you much more freedom: you can use the theme of your choice and extend your blog with a choice of plugins, adding a lot more functionality to your blog.

If you’re planning to create a company blog or site, then you should go for this option.

In this tutorial, you’ll learn how to use the selfhosted version of WordPress (= WordPress.org).

Why choose WordPress?

- open source software
- easy to use
- flexible
- used worldwide
- constantly in development

Open source software

WordPress is open source software. This means that you don’t have to pay a license or you don’t have to pay to use it.
Easy to use
WordPress is easy to use. Not only it’s simple to install and to configure, you also don’t need any technical knowledge to create and to maintain the content.

Flexible
Because WordPress is a flexible platform, it’s easy to suit your needs. The default configuration contains the basics, but you also can extend WordPress with a lot of interesting and powerful plugins.

Used worldwide
WordPress is used worldwide; thousands of blogs and websites run on the WordPress platform. Depending on the source, it’s reported that 8 to 12% of the websites worldwide are running on WordPress!!

Constantly in development
A lot of developers work together to constantly make WordPress better.
Installation

Preparation
Before starting to install WordPress, you need a couple of things:

• A domain name and web hosting
• WordPress software

A domain name and web hosting
The first step is choosing a domain name (www.mydomain.com) and web hosting. There are a lot of sorts of web hosting. In most cases the registration of the domain name is included with the web hosting. If you're just starting with WordPress, then I advise you to go for shared web hosting. At any time, you'll be able to move your blog to another web host if you need more power. Examples of great companies offering shared hosting are Dreamhost and Hostgator. They are both one of the cheapest solutions around and they offer hosting AND support of very good quality!

If you’re building a professional blog or website for a lot of visitors that has to be fast, then you might also consider managed WordPress hosting like WPEngine. WPBrix.com also runs on WPEngine and I’m very happy with there fast and professional hosting, service and support!

For more information, reviews and speed tests of web hosting, please check wpbrix.com/hosting/

WordPress software

Step by step installation
WordPress is famous for its “5 minutes installation” (sounds great, isn’t it?)

Step 1: Upload the WordPress software
After you downloaded WordPress and unpacked the zip file, you have to upload WordPress through FTP to your web hosting. Normally you don't have to create an extra folder, unless you want WordPress to be installed in a subfolder.

If you’re new to FTP, be sure to read this short FTP tutorial on wpbrix.com.

Step 2: Start the installation
In your web browser, visit the url where you installed WordPress. In most cases this will be something like http://www.yourdomain.com.

Step 3: Create a configuration file
In this screen you’ll see next message:
Click the “Create a Configuration File” button.


**Step 4: Welcome message**

The next screen is a welcome message. It also reminds you to the fact that you need all the information you got from your web host.
Step 5: Fill In The Database Connection Details

In the following screen you need to fill in the database connection details:

The following fields have to be filled in:

- **Database Name**: the name of your database
- **User name**: the MySQL username
- **Password**: the MySQL password
- **Database Host**: by default this is localhost (only change this if you have another database server from your web host)
- **Table Prefix**: by default this is “wp_” **but for security reasons it's better to fill in another table prefix**.

Click the “Submit” button to proceed.
If you see this screen, your database connection details are ok:

Click the “Run the install” button to start the installation of WordPress

**Step 6: fill in the basic information**

In the following screen you have to fill in some basic information
• Site title: fill in the title of your blog or website.

• Username: choose a username. By default “admin” is filled in but for security reasons I advise you to choose another username. This makes it harder for hackers to guess your administrator username.

• Password, twice: fill in a password. For security reasons, pick a strong password that’s not easy to guess!!

• Your E-mail: fill in a valid e-mail.

• Allow my site to appear in search engines like Google and Technorati: select this so your website can be found and indexed by search engines.

Click the “Install WordPress” button after you filled in the needed information.

**Step 7: installation completed**

![Success message](image)

That’s it!

Click the “Log In” button to get access to the back office where you can manage WordPress.

**Web host with a pre-installed version of WordPress**

As you can see, installing WordPress is very easy. But there are some companies offering web hosting with a WordPress 1-click-installation. This makes it even easier to install WordPress!

Another option is managed WordPress hosting. In this case, WordPress will already be installed, together with a selection of plugins.

**Updating WordPress**

When there’s a new version of WordPress available, you’ll see this message on top
of your pages (only in the back-end!).

Click the “Please update now” link and follow the following steps to update your site. If you need more information, read this article on my blog wpbrix.com about updating WordPress.

More information
Check out the WordPress Codex for more information about the installation of WordPress:

codex.wordpress.org

If you have a question or if you need help, check out the Official WordPress forum:

wordpress.org/support/
Getting to know the dashboard

Front end / back end

Front end
The front end is the part of your blog or website your visitors can see.

Back end
The Back end is the part where you can log in and manage your blog. This is the CMS (Content Management System) part. Here you can add, edit and delete content. It’s also the place to fully configure your blog.

Log in (to get access to the back end)
You have to log in to get access to the back end (the part where you can manage your blog).

You can log in through http://www.yourdomain.com/wp-login.php. Now you’ll see the following screen:

Here you have to fill in your username and your password. Click the “Log in” button. After you logged in, you’ll see the back end of your blog:
The upper part is a welcome message helping you to start with WordPress. To remove this message from the dashboard, click the “Dismiss” link right above or the “Dismiss this message” link on the bottom.
Configuring WordPress (Settings)

General Settings
You can find the general settings through “Settings” > “General” in the left menu. In this screen you can configure the basics of your site setup.

- Site Title: here you can fill in the title of your site / blog.
- Tagline: in a few words, explain what your site / blog is about.
- WordPress address (url): here you find the url of your site / blog. Be careful when you change this!
- Site address: for regular installations, you can leave this field blank.
- E-mail address: this address is used for admin purposes, like new user notification.
- Membership: can everyone register to your site / blog?
- New User Default Role: what’s the role of new users (IF they can register)? Select “Subscriber” here. Users with more experience can also select another default role here.
- Timezone: select your timezone.
- Date Format: select a date format.
- Time Format: select a time format.
- Week starts on: select the first day of the week.
Writing Settings

You’ll find the “Writing Settings” page through “Settings” > “Writing” in the left menu.

For now, only 1 setting is important: Default Post Category. Here you can choose the default post category. But you’ll first need to create other categories (you’ll learn this later in this tutorial).
Reading Settings
Select “Settings” > “Reading” in the left menu:

An interesting option here is “Front page displays”. Here you can choose what will be shown on your front page. **If you want to use WordPress as a website**, select “a static page” and pick a page to act as your frontpage. And just like the front page, you can also select another posts page.

**Don’t forget, these pages have to be existing pages, so you have to create them before you can select them.**

Discussion Settings
You’ll find the Discussions Settings page through “Settings” > “Discussion” in the left menu. On this page you’ll retrieve the settings for several options. Let’s take a look!

*This part is important for bloggers. If you’re planning to use WordPress as a CMS, this part is less important.*

Default Article Settings

- Attempt to notify any blogs linked to from the article: if you publish an article with links to other blogs in it, your blog will try to notify those other blogs to “tell” them you linked to them (and you published an article). This will result in an automatic comment on that blog (only when you checked this option).

- Allow link notifications from other blogs: when other blogs link to you and they notify you, they’ll place an automatic comment. Uncheck this setting to not publish these comments (I always uncheck these setting).

- Allow people to post comments on new articles: give your visitors the possibility to write a comment under your article.
**Other Comment Settings**

- Comment author must fill in name and e-mail: when someone leaves a comment, he or she must fill in a name and email address.

- Users must be registered and logged in to comment: if you check this option, readers first have to log in before they can place a comment. For most blogs, it’s better not to check this option.

- Automatically close comments on articles older then XX days: when you check this option, your visitors will not be able to place comments after XX days. If you check this option, be sure to leave enough time for your readers to place a comment. 14 days is too short. On my blog, I have topics of over 6 months old, and still a lot of readers are placing comments!

- Enable threaded (nested) comments X levels deep: checking this option makes it easier to read comments on other comments. So be sure to check this option, the default of 5 levels should be enough.

- Break comments into pages with XX top level comments per page and the last page displayed by default: this could be interesting if you have a VERY popular blog with a lot of comments. This means that WordPress will split articles with more than XX top level comments in multiple pages.

- Comments should be displayed with the older / newer comments at the top of the page: here you can select older / newer to choose how to sort your comments. Note that most bloggers choose to display the newer comments on top.

**E-mail me whenever**

- Anyone posts a comment: when checked, you’ll receive an e-mail when someone places a new comment.

- A comment is held for moderation: if checked, you’ll receive an e-mail when someone places a new comment that’s held for moderation.

*I advise you to check these both because if you have a lot of articles. This is the easiest way to follow up the (new) comments.*
Before a comment appears

- An administrator must always approve the comment: when someone places a new comment, an administrator always has to approve this comment.

- Comment author must have a previously approved comment: when someone places a first comment, you’ll have to approve this comment. After that, comments of that user will show up without any approval.

- Comment moderation: Hold a comment in the queue if it contains a certain amount of links (defined by you). You also have a field where you can fill in words. Fill in one word per line. When a comment contains those words, it will be held in the moderation queue.

- Comment blacklist: In this field you can fill in words. Fill in one word or ip per line. When a comment contains those words, it will be marked as spam.

- Avatars: An avatar is an image that follows you from weblog to weblog appearing beside your name when you comment on avatar enabled sites. Here you can enable the display of avatars for people who comment on your site.

Media Settings

You’ll find the Media Settings page through “Settings” > “Media” in the left menu. Here you can configure some default settings for media (especially images) you upload. For most of you, the basic settings are just fine.

Permalinks

You’ll find the Permalinks Settings page through “Settings” > “Permalinks” in the left menu. Here you can choose how the url of your blog or website will look like.

I advise you to change this because this is important for Search Engine Optimization (SEO).

Out of the box WordPress generates urls like:

http://www.mysite.com/?p=123

If you turn on Permalinks, it’s possible to generate urls like this:

http://www.mysite.com/about-us/

As you can see, in the url of the second example we can read what the page is about. This is also very important for search engines because they also index page urls. Words in the page url are considered as important, which is good for SEO.
Which one to choose? The general rule is, if you’re writing evergreen content then choose the option “Post name”. Otherwise it’s better to choose for “Day and name” or “Month and name”. For example for my blog WordPressNinja.Com I chose “Month and name”.
The Basics Of WordPress

The WYSIWYG editor
The WYSIWYG editor is used to edit the content of pages and posts. It’s based on MS Word to keep things as simple as possible.

Function overview

<table>
<thead>
<tr>
<th>Button</th>
<th>Function</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Bold" /></td>
<td>put selected text in bold</td>
</tr>
<tr>
<td><img src="image" alt="Italic" /></td>
<td>put selected text in italic</td>
</tr>
<tr>
<td><img src="image" alt="Strike" /></td>
<td>strike selected text</td>
</tr>
<tr>
<td><img src="image" alt="List" /></td>
<td>create unordered list</td>
</tr>
<tr>
<td><img src="image" alt="List" /></td>
<td>create ordered list</td>
</tr>
<tr>
<td><img src="image" alt="Quote" /></td>
<td>put selected text as a quote</td>
</tr>
<tr>
<td><img src="image" alt="Align Left" /></td>
<td>align left</td>
</tr>
<tr>
<td><img src="image" alt="Align Center" /></td>
<td>align centre</td>
</tr>
<tr>
<td><img src="image" alt="Align Right" /></td>
<td>align right</td>
</tr>
<tr>
<td><img src="image" alt="Hyperlink" /></td>
<td>insert hyperlink</td>
</tr>
<tr>
<td><img src="image" alt="Remove Hyperlink" /></td>
<td>remove hyperlink</td>
</tr>
<tr>
<td>Button</td>
<td>Function</td>
</tr>
<tr>
<td>--------</td>
<td>----------</td>
</tr>
<tr>
<td><img src="image" alt="" /></td>
<td>insert the “more” tag</td>
</tr>
<tr>
<td><img src="image" alt="" /></td>
<td>spell checker</td>
</tr>
<tr>
<td><img src="image" alt="" /></td>
<td>WYSIWYG-editor in full screen</td>
</tr>
<tr>
<td><img src="image" alt="" /></td>
<td>show / hide the kitchen sink (show more / less buttons)</td>
</tr>
<tr>
<td><img src="image" alt="" /></td>
<td>format the selected text / paragraph</td>
</tr>
<tr>
<td><img src="image" alt="" /></td>
<td>undeline selected text</td>
</tr>
<tr>
<td><img src="image" alt="" /></td>
<td>align full</td>
</tr>
<tr>
<td><img src="image" alt="" /></td>
<td>select text color</td>
</tr>
<tr>
<td><img src="image" alt="" /></td>
<td>paste copied text from another application as plain text (text without formatting)</td>
</tr>
<tr>
<td><img src="image" alt="" /></td>
<td>paste copied text from Word</td>
</tr>
<tr>
<td><img src="image" alt="" /></td>
<td>remove formatting from the selected text</td>
</tr>
<tr>
<td><img src="image" alt="" /></td>
<td>insert a custom character</td>
</tr>
<tr>
<td><img src="image" alt="" /></td>
<td>outdent selected paragraph</td>
</tr>
<tr>
<td><img src="image" alt="" /></td>
<td>indent selected paragraph</td>
</tr>
<tr>
<td><img src="image" alt="" /></td>
<td>undo</td>
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<tr>
<td><img src="image" alt="" /></td>
<td>redo</td>
</tr>
<tr>
<td><img src="image" alt="" /></td>
<td>help function</td>
</tr>
<tr>
<td><img src="image" alt="" /></td>
<td>insert media</td>
</tr>
</tbody>
</table>

### Hyperlinks

**How To Insert a Hyperlink?**

- Select the text you want to turn into a hyperlink
- In the menu, click on the ![](image)-button (Insert / edit link)
• The following popup appears:

• If you want to link to an external page:
  • Fill in the full url (including “http://”) of that page in the field “URL”.
  • Enter a short description in the “Title” field.
  • Select “Open link in a new window/tab” so the page will open in a new window / tab.
  • Click the “Add link” button.

• If you want to link to an internal page (within your site or blog) that already exists:
  • Click on “Or link to existing content”.
  • In the “Search” field you can enter a part of the title of the post or page you’re looking for.
  • Select a post or page in the list.
  • Only select “Open link in a new window/tab” if you really want that the page / post opens in a new window or tab, but it’s better not to do that if you link to an internal page.
  • Click the “Add link” button.

**How to edit a hyperlink?**
• Select the text of which you already created a hyperlink (you don’t need to select the whole text, it’s ok to just click on it once).

• Click on the -button in the menu (Insert / edit link).
• Do the changes you need.
• Click on the “Update” button.

**How to remove a hyperlink?**
• Select the text of which you already created a hyperlink (you don’t need to select the whole text, it’s ok to just click on it once).

• Click the -button (Unlink).
Handling media

Since WordPress 3.5, the way to insert media (images, documents) has changed a lot. For new users, it’s much more logical. For existing users however, it might be a little confusing.

Inserting an image

How to insert an image?

Just above the WYSIWYG editor you’ll find a button to insert an image:

If you click this button, the following window appears:

There are 3 ways to insert an image:

- Upload Files: upload an image from your computer, this is the default choice
- Insert from URL: use an image on the internet
- Media Library: insert an image you already uploaded to your media library

Next to that, there is also the option to create a gallery which I’ll discuss later in this guide.

It’s better not to use the option “From URL”. With this option, you use an image from elsewhere on the internet. Imagine you select an image from another website, and suddenly that image is removed by the webmaster. Then that image will not be visible anymore on your site too. And second, it’s not because it’s easy to use an image from another website, that you also have the right to use it on your blog or website!
Inserting an image from your computer: Upload Files

1. Click the “Upload files” button on the top (if needed):

2. Then, click the “Select Files” button in the middle of your screen:

3. Select an image from your computer. After you selected your image, you’ll get an overview of images (media) and your new image will be selected:

4. Now, at the right of your screen, fill in a short description in the “Title” field and the “Alt Text” field:

These fields are important for SEO!!
The last options are the Attachment Display Settings:

**Alignment**: choose how you want to align your image. I prefer left (your text will be aligned next to the image) or center (your text will start under the image).

**Link to**: what happens when a visitor clicks on your image? Choose “Custom URL” (to link to an url), “Attachment Page” (will open the image within your site), “Media File” (will show only the image in the browser) or “None” (nothing happens).

**Size**: Select the size of your image as it will be shown in your post or page.

**TIP**: Resize your images! Because the bigger the size of the uploaded image, the longer it takes to load that image!! Even if you select thumbnail here, the actual size of the image will be loaded. For example: if you upload an image of 500 pixels x 500 pixels, and then you select “Thumbnail” (150 pixels x 150 pixels) then your visitor will see the small image BUT the full image (500 pixels x 500 pixels) has to be loaded. This slows down your site a lot and that’s why it’s important to resize your images!! You’ll learn how to do this in the next part of this chapter (“Editing an image”).

- Click the “Insert into Post” button to insert the image:

Once you inserted an image, that image is also uploaded to your media library.

**Inserting an image that you already uploaded: Media Gallery**

Inserting an image from the media library works actually the same way as inserting an image from your computer. The only difference is that you have to select “Media Gallery”:

*If you already inserted an image, this will already be selected.*

Now you’ll see the following screen with an overview of all images on your site:
Note the “Search” box on the top right. If you have hundreds of images, this is an important tool to quickly find the right image.

Now select the image you want to insert:

![Insert Media](image)

You can do this by clicking on the image.

**TIP:** Hold down the “Shift” button, you can even select multiple images.

Don’t forget to fill in “Title” field, “Alt Text” field and the Attachment Display Settings on the right before inserting the image!

**Editing an image**

There are at least 3 ways to edit an image.

1) Edit your image on your computer with software like Photoshop or GIMP (a free alternative for Photoshop) before uploading.

2) Edit your image with the built-in editor in WordPress

3) Edit the appearance of your image in a post or page.
I’m not going to describe the first option, because this would take me too far. But the other 2 options can be done within WordPress, so let’s take a look how to do this!

*Edit your image with the built-in editor in WordPress*

If you just need to resize or crop an image, you don’t need extra software like Photoshop or GIMP. WordPress has a built-in editor who can do this.

There are 2 ways to find the built-in editor:

1. After you selected an image to insert in a post or page, click the “Edit image” link on the right:

2. In the Media Library (select “Media” > “Library” in the left menu) select an image (click on the image you want to edit or click the “Edit” link next to that image), and then click the “Edit image” button under the image:

It doesn’t matter which option you chose, the following screen will appear:
2 parts are important here:

- On top you’ll find buttons to crop, rotate and flip your image:

- On the right you’ll find a link to scale the size of your image. Click on the “Scale image” link to edit the dimensions of your image:

To scale the image, fill in the new size of the image and click the “Scale” button.

After you edited your image, click the “Save” button under the image.
Note: If you came to this screen during inserting an image into a page or a post, you also have to 1) close the active tab of your browser and to 2) click the “Refresh” link in the “Insert Media” screen that you’ll see:

**Edit the appearance of your image in a post or page**

- Click on the image you inserted in your post or your page.
- 2 buttons appear, click on the left button ("Edit Image"): 

![Image editing interface](image-url)
The following screen appears:

The most important options here are “Size”, “Alignment” and “Title” and “Alternative Text”.

- Remember, these changes don’t affect the image itself, but only change how the image will be shown.
- Click the “Update” button to save your changes.

Deleting an image

There are 2 options here: you can either remove an image from your post or page, or you can delete an image from your whole site.

Remove an image from a post or page

- When you want to remove an image from a post or a page, just click on that image.
• 2 buttons will appear, click on the right button (“Delete image”):

![Image](image_url)

• The image is now removed from your post or page!

**Delete an image from your site**

**TIP:** If you delete an image, be sure that you don’t use that image in a post or a page!

• Go to the Media Library (Select “Media” > “Library” in the left menu)
• Position the mouse cursor on the title of the image you want to delete. Under the title a couple of links appear. Click on the “Delete permanently” link:

![Media Library](media_library_url)

• A popup will appear. Click the “OK” button to delete the image.

**Creating a gallery**

Since version 3.5, there is also the option to insert an image gallery. Although possibilities are very limited, for some this will be just fine. Creating a gallery is quite easy. Let’s take a look!
• When in a post or a page, click the “Insert Media” button:

• Now, in the “Insert Media” screen, select “Create Gallery” (in the left menu):

• Now, Click “Upload Files” to first select images on your computer or select “Media Library” and select the images you want to use from your media library.

• Click the “Create a new gallery” button at the bottom right:
Now you’ll enter the “Edit Gallery” screen:

Here you can change the order of your images (just drag and drop the images) and there are also some settings. The most important setting is the amount of columns you want to use for your gallery. The best option for “Link to” is “Attachment page”.

If you forgot an image, click the “Add to Gallery” link on the left of this screen.

Click the “Insert Gallery” button at the bottom right.

Back in your post or page, you’ll see the following:

To check the result, save / update your page and preview your post or page.

**Editing or deleting a gallery**

To edit or delete a gallery, just click on the gallery “image” in your post or page. On the top left, 2 icons will appear:
To edit the gallery, click on the left icon. To remove the gallery from your post or page, click the right icon.

**Documents (pdf, doc, xls,...)**

You can insert / edit / delete media (a Word document, an Excel sheet, a PDF,...) the same way as images. The inserted media also appears in your Media Library.

**TIP**: If you insert a document, the best choice when selecting “Link to” (under the Attachment Display Settings”) is “Media File”.

After you inserted the document, a regular text-link will be inserted in your post or page. The only difference is that a document will opened when a visitor clicks on that link.
Pages

Usage
In most cases, pages are used for static content / general information. For example an “about” page.

When using WordPress as a CMS, you’ll mainly use pages for your content.

Only editors and administrators can add and edit pages.

Overview
Click on “Pages” in the left menu to get an overview of all pages:

Note: if you just started a new blog or site, only 1 sample page will be listed here!

How to add a new page
Select “Pages” > “Add new” in the left menu. You’ll see the following screen:
Let’s take a look at all the fields on this screen.

**Page Title:**

On top of this screen, you can choose your page title. It’s always possible to change this later.

If you don’t use custom menus, then this title will also be used as a menu item in your menu. In that case, you have to keep the title of the page short.

Under the page title, the Permalink (or URL) of the page appears after the page is saved.

**Adding content**

The part under the title is the place where you can insert the content trough the WYSIWYG-editor:
To find out how this WYSIWYG editor works, please read the part about the WYSIWYG editor in the beginning of this guide.

**Publish**

In this part you find the options to save, publish and delete your page. Let’s take a look at all the options:

- **Save Draft (button):** save your page without publishing it on the internet.
- **Preview (button):** preview your page in your browser.
- **Status:** select the status of your page, “draft” or “pending review”.
- **Visibility:** select the visibility of your page: “public”, “password protected” (visitors have to fill in a password to see the content) or “private” (only visible for logged in visitors).
- **Publish:** publish immediately or pick a date to publish your new page later.
- **Move to Trash:** move your page to the trash, but it’s still possible to restore it from the trash.
- **Publish (button):** click the publish button to save the page AND to publish it on the internet.

**Page attributes**

In this part you find some extra options. Let’s take a look at the available options:
• Parent: select the parent page of the current page. This is important when you don’t define your own menu, or when you use a breadcrumb plugin.

• Template: Most themes contain multiple templates. This means you can choose a (different) page layout for this page. The number of templates depends from theme to theme. Here you can select the template for this page.

• Order: fill in a number for ordering your pages. You have to use this option when you don’t define a custom menu. You can also use the plugin PageMash in stead of the “Order” option. With PageMash you can drag and drop your pages to change the order of your pages.

Featured image

With the “Featured image” you can upload an image that will be used with that page, depending on how it’s defined in your theme. For example, a lot of themes use this option so you can easily select a header image or a thumbnail for 1 specific page.

This works just the same way as inserting a regular image. Click the “Set featured image” button at the bottom right to set the featured image.

How to edit an existing page

There are 2 sorts of editing a page: a “regular” edit and a quick edit.

Edit a page

• Go to the page overview (choose “Pages” > “All pages” in the left menu)
• Now you get an overview of all your existing pages. Put your cursor on a page title. Under that title some options will appear
• Now click on “Edit” (you could also just click on the page title to edit the page):

The selected page will be opened to edit:
  • You can change the content of the page
  • You can change the options of the page
  • To get the page offline, select “Status: Draft” in the “Publish” part at the right
• Click the “Update” button to save the changes (or the “Save Draft” button if the page isn’t published yet).

Quick edit
• Go to the page overview (choose “Pages” > “All pages” in the left menu)
• Now you get an overview of all your existing pages. Put your cursor on a page title. Under that title some options will appear.
• Now click on “Quick Edit”:
• The following screen will appear:

In this screen you can edit some of the options of this page. Click the “update” button to save the changes you made.

How to delete a page
To delete a page, you first have to move this page to the trash. After that, you can delete a page permanently or restore that page.

Move a page to the trash
• Go to the page overview (choose “Pages” > “All pages” in the left menu)
• Now you get an overview of all your existing pages. Put your cursor on a page title. Under that title some options will appear:

Click on “Trash”.
• The page is now moved to the trash

Restore / Delete permanently
To restore a page or to delete a page permanently, go to Trash and put your cursor on the page title of the page you want to restore or delete permanently:
Posts

Usage
In most cases, posts are used for blogging. But you can also use posts for a news section on your website.

Overview
Click on “Posts” in the left menu to get an overview of all posts:

How to add a new post
Select “Posts” > “Add new” in the left menu. You’ll see the following screen:
Let’s take a look at all the fields on this screen!

**Post Title:**

On top of this screen, you can fill in your post title. It’s always possible to change this later.

Under the post title, the Permalink (or URL) of the post appears after you filled in your page title.

**Adding content**

The part under the title is the place where you can insert the content through the WYSIWYG-editor:
To find out how this WYSIWYG editor works, please read the part “The WYSIWYG editor” in the beginning of this guide.

**Publish**

In this part you find the options to save, publish and delete your post. Let’s take a look at the options:

- **Save Draft (button):** save your post without publishing it on the internet.
- **Preview (button):** preview your post in your browser.
- **Status:** select the status of your post, “draft” or “pending review”.
- **Visibility:** select the visibility of your post: “public” (with the option to stick the post on your front page), “password protected” (visitors have to fill in a password to see the content) or “private” (only visible for logged in visitors).
- **Publish:** publish immediately or pick a date to publish your new post.
- **Move to Trash:** move your post to the trash, it’s still possible to restore it from the trash.
- **Publish (button):** click the publish button to save the post AND to publish it on the internet.

**Format**

In this part you can define the format of your post. With this feature, a blogger can change how each post looks by choosing a Post Format from a radio-button list. The different post formats can differ from theme to theme.
**Categories**

Here you can select one or more categories for your post. You’ll learn more about categories in the next part.

**Tags**

Here you can tag your article. Just fill in your tag and click the “Add” button. Or you can click the “Choose from the most used tags” link to make a selection from your most used tags. You’ll learn about tags in the next part.

**Featured image**

With the “Featured image” you can upload an image that will be used with that article, depending on how it’s defined in your theme. For example, a lot of themes use this option so you can easily select a header image or a thumbnail for 1 specific page.

This works just the same way as inserting a regular image. Click the “Set featured image” button at the bottom right to set the featured image.

**How to edit an existing post**

There are 2 sorts of editing a post: a “regular” edit and a quick edit.

**Edit a page**

- Go to the page overview (choose “Posts” > “All posts” in the left menu)
- Now you get an overview of all your existing posts. Put your cursor on a post title. Under that title some options will appear
Now click on “Edit” (you could also just click on the post title to edit the page):

- The selected post will be opened to edit:
  - You can change the content of the post
  - You can change the options of the post
  - To get the post offline, select “Status: Draft” in the “Publish” part at the right
- Click the “Update” button to save the changes (or the “Save Draft” button if the post isn’t published yet).

**Quick edit**

- Go to the page overview (choose “Posts” > “All posts” in the left menu)
- Now you get an overview of all your existing posts. Put your cursor on a post title. Under that title some options will appear.
- Now click on “Quick Edit”:
The following screen will appear:

In this screen you can edit some of the options of this post. Click the “update” button to save the changes you made.

**How to delete a post**

To delete a post, you first have to move this post to the trash. After that, you can delete a post permanently or restore that post.

**Move a post to the trash**

- Go to the page overview (choose “Posts” > “All posts” in the left menu)
- Now you get an overview of all your existing posts. Put your cursor on a post title. Under that title some options will appear:

  ![Screen with trash and restore options]

  Click on “Trash”.

- The post is now moved to the trash

**Restore / Delete permanently**

To restore a post or to delete a post permanently, go to Trash and put your cursor on the post title of the post you want to restore or delete permanently:
Categories & tags

Post categories

Why should you use post categories?
Imagine you have a blog about dogs (it’s just an example :-) ) and you wrote 100+ blog posts (articles). You probably wrote some blog posts about raising a dog, dog toys, dog food, and so on. On your blog, all those posts are ranked under each other, spread over several pages.

A new visitor visits your site. He or she was looking for some information about dog toys and found that interesting article on your blog! After your visitor finished reading your post, he or she would like to read more about dog toys on your blog. But because your blog posts are not categorised in any way, that visitor can’t find other posts about dog toys within 10 seconds, so he or she leaves your blog without reading all your other blog posts about dog toys...

This is why you should use post categories. In this example, the blogger should have made a category “Dog toys”. This makes it easier to browse blog posts by category. On most blogs, the different categories are listed on the right side of a blog (using a widget) or are listed in the menu on the top of the blog. A visitor just clicks on a category and gets a list of all blog posts under that category.

How to create a new category
Choose “Posts” > “Categories” in the left menu. You’ll see following screen:

In the left part of this screen you can add a new category, at the right part you get an overview of all existing categories. If you just installed WordPress, there is only 1 category: Uncategorized.

To add a new category fill in the following fields:

• Name: the name of your category as it will appear on your screen
• Slug: name used in the url (optional, you don’t have to fill this in)
• Parent: if you want to create a sub category, select the parent category (optional)
• Description: fill in a description of the category (optional)

After you filled in all the needed fields, click the “Add New Category” button. Your new category will now appear in the right part of the screen. When adding or editing a post, the new category will also be available to choose from.

**How to define the default category**

If you don’t select a category when adding a new post, the default category will be selected. To choose which category is your default category:

• Choose “Settings” > “Writing” in the left menu to open the Writing Settings screen.
• At “Default Post Category”, select the category you want to use as a default category (this has to be an existing category).

*Note, you can’t delete a category that’s selected as default category.*

**How to choose a category?**

When writing a post, you can select 1 or more categories on the right:

If you don’t select a category, the default category will be selected.

**Post tags**

**Why should you use post tags?**

Unlike categories, tags are optional. Especially if you’re a beginner, tags can be a little confusing. But I’ll do my best to explain why and when you can use tags.

Let’s go back to your imaginary dog blog. You now have created categories, and you selected a category for each post. But what to do when you also want to connect posts about products from a certain brand? For example a company that makes dog food and dog toys? In this case we could
add that company name as a tag in our different posts, so these posts are connected over the different categories.

Or if you write about a certain breed of dog, you could also add that breed as a tag in that post. This connects all the posts where you write about that breed, no matter under which category they fall.

**How to create a new tag: adding a tag through the Tags screen**

Choose “Posts” > “Tags” in the left menu. You’ll see following screen:

In the left part of this screen you can add a new tag, at the right part you get an overview of all existing tags.

To add a new tag fill in the following fields:

- Name: the name of your tag as it will appear on your screen
- Slug: name used in the url (optional)
- Description: fill in a description of the tag (optional)

After you filled in all the needed fields, click the “Add New Tag” button. You’re new tag will now appear in the right part of the screen.

**How to create a new tag: creating a tag in the post**

For tags, it’s easier to add a tag when you’re in a post. In the Tag part of your post, fill in the name of the tag you want to add. If the tag doesn’t exist yet, it will be created.
Custom menus

Introduction
Out of the box, WordPress automatically adds a menu to your blog or website. This has the advantage that you don’t have to do a thing to create a menu. The disadvantage is that it’s not user friendly to order the menu-items, or to add a category or an external link to your menu. Of course, there are plugins to solve this, but it’s easier to create a custom menu.

How to create a custom menu
Select “Appearance” > “Menus” in the left menu. The following screen will appear:

Next, fill in the name of your new menu and click the “Create Menu” button:

The new menu will now appear at the right part of your screen:

Let’s take a closer look:
1. Click the + - tab to create a new menu
2. When you select the option “Automatically add new top-level pages”, new added top-level pages will be added automatically to this menu.

3. Click the “Delete Menu” link to delete this menu.

4. This is the place where your added pages, categories and links will appear.

**How to attach your custom menu to your theme**

Depending on your theme, your theme supports 1 or more custom menus. You can select which menu to use at which location in the “Theme Locations” part:

Select the menu you want to use and click the “Save” button.

**Add custom links, pages and categories to your menu**

**Add a custom link to your menu**

You can add custom links to your menu in the “Custom Links” part:

Fill in an URL, a menu label and click the “Add to Menu” button to add the link to your menu.

**Add pages to your menu**

You can add pages to your menu in the “Pages” part:
Select the page(s) you want to add to your menu and click the “Add to Menu”.

**Note**, if the page you want to add exists and isn’t listed in the “Most Recent” tab, try the “View All” or “Search” tab.

**Add categories to your menu**

You can add categories to your menu in the “Categories” part:

Select the category / categories you want to add to your menu and click the “Add to Menu” button.

**Note**, if the category you want to add exists and isn’t listed in the “Most Recent” tab, try the “View All” or “Search” tab.

**How to change the order of the menu items?**

You can change the order of the menu items very easily:
Just hover with your cursor over a menu item, and drag this to the right place.

**How to create a submenu?**
You can also set a menu item as a subitem in the menu: just drag a menu item a little bit to the right under the parent page:

Check out the result!

**How to remove a menu item?**
In the “Menus” screen, click on the arrow at the right of a menu item:
Then click on the “Remove” link:

Don’t forget to click the “Save” button at the bottom of the screen!
User management

Introduction
Out of the box WordPress contains a basic user management. You can create different accounts for different users. Because not every user needs the same rights, there are 5 different roles.

The 5 different roles in WordPress
- **Administrator**: The administrator role has full rights to do everything.
- **Editor**: An editor has the rights to create and edit posts and pages and can also edit posts from other users. An editor doesn’t have administrative rights.
- **Author**: An author is able to write posts and to publish them.
- **Contributor**: A contributor can write posts but can’t publish them.
- **Subscriber**: A basic member of a WordPress blog. Has the same rights as a guest, but doesn’t need to log in again to react on posts.

How to add a new user
Choose “Users” > “Add new” in the left menu. You’ll see following screen:

In this screen you have to fill in the following fields:

- **Username (required)**: the username of the new user
- **E-mail (required)**: the e-mail address of the new user
- **First Name**: fill in the user’s first name
- **Last Name**: fill in the user's last name
- **Website**: here you can fill in the url of the user’s website
- **Password (twice, required)**: choose a strong password for your new user
- **Send Password**: Do you want to send the password to your user? (I always leave this option unchecked)
- **Role**: select a role for your new user
After you filled in all the fields, click the “Add New User” to create the new user.

**Tip: create at least 2 user accounts**
For security reasons it’s better to create at least 2 user accounts:

- 1 administrator: for installation and configuration of WordPress, users, themes, plugins, ...
- 1 editor: for creating and editing the content

For security reasons **NEVER** use “admin” or “administrator” as an account name. If created by default, create a new administrator user and delete the original one. The reason for this is that hackers who want to hack your blog, will first try to break in with “admin” or “administrator”.

**How to extend the basic user management?**
For most of us, the basic user management offered by WordPress will be perfect. However, if you need to extend the existing roles, or if you want to create new roles, then you could install User Access Manager plugin.
**WordPress Themes**

**How WordPress themes work**
In WordPress, the content is not really related with the design. You can switch from theme without touching the content. So if you want a new design but you want to keep your content, you just have to install a new theme!

**There’s a lot of choice out there!**
One of the great advantages of WordPress is that there are so many layout options to choose from. There are free themes, commercial themes, frameworks or you could even create your own theme from scratch!

**Free themes**
You can find a lot of free themes on the internet. In a lot of cases, free themes are great to discover WordPress, or if you have a tight budget. But don’t worry, a lot of these themes are of good quality.

The best source to start searching for a free theme is the list of the most popular free WordPress themes at the official WordPress website.

*Tip:* A free theme could also be a good start to create your own theme.

**Commercial themes**
Commercial themes are often known as “Premium themes”. In general, commercial themes offer a lot more possibilities and better support.

*Also here there are several options.*

If you just want an out of the box solution that looks (very) professional, you should take a look at ThemeForest and WooThemes. I’ve used themes from both, also for my clients’ sites, just because it’s so easy and cheap. You just pick a theme you like, and then there are still a lot of options to personalise the theme. From those 2, I prefer ThemeForest because there are so many themes to choose from! Prices vary but most themes cost between $45 and $55.

Another option is a WordPress Framework. This option is great for developers who want to create their own (child) theme on top of a framework. 2 of the most popular frameworks are Genesis and Thesis. StudioPress (creator of Genesis) also sells out of the box child themes for their Genesis framework. This means you have the power of the framework combined with a ready to use theme.

**Create your own theme (coding / slicing)**
**Coding** your own theme is the most flexible way to create a theme. Creating your own theme with WordPress is easier than you might think. The only downside is that it just takes more time.

If you’re interested in coding your own theme, consider using a WordPress framework like Genesis. This will make it much easier to create a secure and powerful theme.
Another technique that’s used a lot is slicing. In this case, you design your theme in Photoshop and send it to a slicing company (you could also do this yourself if you’re good in creating your own WordPress themes). The slicing company will develop a WordPress theme of your Photoshop design.

Installing a theme
There are 3 ways to upload and install a theme in WordPress:

• Using FTP
• Upload a theme through the WordPress Dashboard
• Select a free theme through the WordPress Dashboard

For most users, using the WordPress Dashboard will be the easiest way.

Using FTP
• Download your theme to your computer
• Upload this theme to your web hosting (using FTP) into the folder “wp-content” > “themes”
• Log in in the back end of your WordPress blog or site and select “Appearance” > “Themes” in the left menu
• You’ll find your new theme in the list of available themes:
• Click under a theme on “Activate”
• Visit the home page of your blog or site to see the result

Upload a theme through the WordPress dashboard

Note: You need this option if you buy a commercial theme.

• Download a theme to your computer
• Select “Appearance” > “Themes” (1)
• Click the “Install themes” tab (2)
• Click the “Upload” link (3)
• Select a Zip file on your computer and click the “Install Now” button (4)
• After the theme has installed, click on the “Activate” link:

![Installing Theme from uploaded file: dynamodeklatv2.zip](image)

• Visit the home page of your blog or site to see the result!

**Select a free theme through the WordPress dashboard**

*Tip:* first go to [www.wordpress.org/extend/themes/](http://www.wordpress.org/extend/themes/) and search for a theme you like.

![WordPress dashboard with theme installation](image)

• Select “Appearance” > “Themes” (1)
• Click the “Install themes” tab (2) and then the “Search” link (3)
• Fill in the name of the theme or the author and click the “Search” button (4)
• The following screen with search results will appear:
• Click the “Install” link under the theme you want to install:

• After the theme has installed, click the “Live Preview” link to see a preview of the result or the “Activate” link to apply the theme.
Widgets

What’s a widget?
Widgets are small applications / extensions you can place in a space provided on your blog or website. This is usually a column left or right on the page (where also the menu is located) or a space at the bottom of the blog or website. The number of spaces to place widgets is limited and depends on the used theme.

Examples
Some examples will clarify the potential of widgets. There are widgets to:

- show all the pages or categories of a blog or website
- just fill in some text
- display your latest tweets from Twitter
- show adds
- ...

How to activate a widget?

- Select “Appearance” > “Widgets” in the left menu
- Drag a widget from the central screen to a widget space right:
Plugins

What’s a plugin?
In my opinion, plugins are the real power of WordPress!

Plugins are small “programs” giving you the possibility to extend the functionalities of a basic WordPress installation. Most plugins can be downloaded and installed for free.

Today, there are already thousands of plugins available. So if you want to extend your blog or website with a certain functionality, you may be sure there is probably a plugin for that.

Find a plugin

Free plugins
The search for free plugins can be done best through the website of WordPress itself. A good indicator for good plugins is the popularity. So it’s a good idea to explore the list of the most popular plugins:

http://wordpress.org/extend/plugins/browse/popular/

You can also use the search box:

http://wordpress.org/extend/plugins/

Commercial plugins
Next to free plugins, there are also commercial plugins. A great place to find commercial plugins is Codecanyon.net. On this site you can find several scripts for developers, but also easy to use WordPress plugins!

How to install a plugin?

Search and install a plugin through the back end
You can install most of the plugins through the WordPress Dashboard:
• Select “Plugins” > “Add New” in the left menu (1)
• On top of this page, click on the “Search” link (2)
• In the search box, fill in (a part of) the name of the plugin and click the “Search Plugins” button (3)
• You will then receive a list of search results:

  - Once you found the plugin where you were looking for in the search results list, click the “Install Now” link. You’ll get a pop up for confirmation. Click the “OK” button.
  - After the plugin installed successfully, click the “Activate plugin” link.
Don’t forget to configure the plugin.

**Upload and install a plugin through the back end**

Some plugins can only be downloaded to your computer from the author’s website. In most cases, these are commercial plugins. Luckily WordPress has a built-in function to upload and install downloaded plugins.

- Select “Plugins” > “Add New” in the left menu.
- Click the “Upload” link:

![Install Plugins](image)

- Select a ZIP-file on your computer and click the “Install” button.
- After the plugin installed successfully, click the “Activate now” link.
- Don’t forget to configure the plugin.

**How to configure a plugin**

Before we can use a plugin, you first have to configure it. This means there are still some settings that have to be configured. This depends from plugin to plugin: some plugins just have a few settings, other plugins have a lot more settings.

**My favourite plugins**

After 4 years of working with WordPress, I tried and used several plugins. This is my selection of WordPress plugins I use for the moment. For this selection, I only use plugins that are well supported. Free plugins are great, but sometimes support stops after a while because the author just doesn’t have the time anymore to update the plugin.

**Akismet**

One of the best (and maybe just the best) ways to protect your blog against spam comments is **Akismet**. This plugin is made by the company behind WordPress, Automattic. You have to subscribe for this service but it’s free for non-commercial usage. Pricing for commercial users is very reasonable.

If you need more information about Akismet, [here’s a short tutorial on my blog](https://wpbrix.com), WPBrix.com.

More information about **Akismet**.

**Jetpack**

With **Jetpack** (this plugin is also from the company behind WordPress) you can use some of the greatest functions of WordPress.com on your self-hosted WordPress blog. This plugin combines several functions. You don’t need to use them all, just select the one you need.

Most of them are free, except VaultPress.

More information about **Jetpack**.
Google Analyticator
With Google Analyticator you can easily integrate Google Analytics within your WordPress blog. There are many plugins to do this, but this is one of the best and it's very well maintained.

More information about Google Analyticator.

WordPress SEO by Yoast
There are many (good!) free SEO plugins to enhance SEO of your blog. But WordPress SEO by Yoast is my favourite because it’s so complete. I used to use a combination of All In One SEO Pack and Google XML Sitemaps, but WordPress SEO by Yoast has all those features in 1 plugin (and even much more) and in my opinion it’s a bit more user-friendly.

More information about WordPress SEO by Yoast.

Better WP Security
In my opinion, Beter WP Security is a must have plugin. This free (!) plugin secures your WordPress blog or site in seconds. For a detailed guide about the functions of this plugin check the following tutorial on my blog: How to Secure WordPress with Better WP Security.


WP Super Cache + WP Minify
Installing a caching plugin is an easy way to boost the speed of your blog or site. There are couple of caching plugins, but the combination of WP Super Cache + WP Minify is a very easy option with superb results. These plugins are free, so you shouldn’t hesitate to install them.

You can find a more detailed tutorial on my blog: How to Configure WP Super Cache & WP Minify.


More information about WP Minify.

WP Smush.it
When uploading images to WordPress, most of the time there’s still some room for optimization of your images. WP Smush.it reduces file size with better performance as a result. And all that in just a couple of clicks...

More information about WP Smush.it

WPML (commercial)
If you need to translate your blog or site, then WPML is the best plugin to do this. Usage is very easy, and this plugin is supported by a lot of themes. Pricing is rather cheap because this plugin will save you a lot of time.

More information about WPML.
**Contact Form 7**
If you need to extend your blog or site with forms, then I can highly recommend Contact Form 7. With this plugin, you can easily create multiple forms for your blog.

You can find a step by step tutorial about Contact Form 7 on my blog WPBrix.com.

More information about Contact Form 7.

**Gravity Forms (commercial)**
In my opinion, Gravity Forms is the best plugin to create forms for your WordPress blog or site. For my job, I create forms (using php / jQuery / Javascript) all the time. But when working on a WordPress project, I only use Gravity Forms. It's amazing how simple it is to create extended forms. The only "downside" is that this plugin isn't for free. But believe me, this plugin is really worth the price!

You can find a Gravity Forms beginner's tutorial on my blog WPBrix.com.

More information about Gravity Forms.

**NextGEN Gallery**
There are a couple of great gallery plugins (there's even one built in WordPress), but NextGEN Gallery is one of the oldest and is also very complete. Once configured, it's easy to add and to manage multiple galleries.

You can find a tutorial for beginners on my blog WPBrix.com.

More information about NextGEN Gallery.
How to configure WordPress as a CMS

Today, WordPress is also used very often as a CMS (Content Management System). Why? Because it’s so easy to set-up, and also because it’s so easy to update the content.

What is a CMS?

A Content Management System is a site with a back-end where you can add, update and delete the content of your site. Just as WordPress does.

While WordPress used to be a blogging platform, more and more webdesigners switched to WordPress because it is so flexible. And that’s why the WordPress developers made it so easy to configure it as a CMS.

Why should you use WordPress as a CMS?

Using WordPress as a CMS has the same advantages as using WordPress as a blog:

• It’s easy to install and configure
• WordPress is open source software (so it’s free to use)
• Google loves WordPress (which is very important!)
• Creating and updating content is very easy, you don’t need any technical knowledge
• It’s very flexible: there are thousands of plugins and themes
• Developers can also easily change / add code

Configuring WordPress as a CMS

It’s very easy to configure WordPress as a CMS. Actually, there’s only 1 (!) step necessary.

The big difference between a blog and a site (CMS) is that a site has a static front page, while a blog has listed its latest blog posts *. So all really you have to do is setting up a page as front page and change the discussion settings.

* I want to add a little sidenote to this: more and more the difference between a blog and a CMS is fading away. Let me explain this: today, a lot of sites are adding a blog page to their site because this is great for attracting new visitors (and clients!) through search engines. On the other hand, blogs are getting more professional so some of them are adding a static front page with information about the blog / blogger. And of course, you’ll also find a list with the latest blog posts on that front page.

Setting up a page as front page

• First create a page you want to use as your front page
• Open the “Reading Settings” screen (select “Settings” > “Reading” in the left menu)
• Under “Front page displays” you choose “A static page”, and then you select a page as front page and a page as posts page:

• Click the “Save Changes”

**Change the discussion settings**

Because we are building a website, not every page will need the possibility to let our visitors leave comments. That’s why I advise to disable the discussion settings of the whole website. Afterwards, you can always enable comments for a particular page or post.

How to do his:

• Go to “Settings” > “Discussion” in the left menu
• Deselect “Allow people to post comments on new articles”:

• Click the “Save changes” button on the bottom of this page.

**If you want to change the discussion settings for each page or post**, follow these steps:

• Click on “Posts” or “Pages” in the left menu. Now you’ll see the posts or pages overview
• Place your cursor on the title of the post or page, and under that title a couple of options will appear
• Click on “Quick edit”
• Select or deselect the option “Allow comments” and click the “Update”-button

**Installing the “White Label CMS” plugin**

If you’re creating websites for clients, then you’ll know the basic WordPress dashboard is too complicated for your clients. With the White Label CMS plugin you can choose which menu options your clients will see. You can also include your own message in the dashboard screen. Other features are the possibility to include your own logo’s (in the login screen, in the dashboard).

More information about [White Label CMS](#).
WordPress security

Introduction
I know, “Security” sounds like something very complicated. And I thought just the same when I just started using WordPress. But actually, it’s not that hard to secure WordPress.

The following tips won’t guarantee your WordPress installation will be secure for 100%. BUT, you’ll make it much harder for hackers to hack your site. For most of us, that’s more than enough. Most hackers won’t try to break through a good secured site, because there are enough sites which aren’t secure. To understand this better, you must know that most hackers hack for the money. In most cases they just want to hack “a site” to take over control of that server or computer. If you have control over lots of servers and computers, then you have power. And that’s what they sell, control over thousands of computers / servers.

Simply said: if it’s too hard to hack your site, they will just pass by and try the next one, because it’s not worth it to try for a long time.

WordPress basic security principles
WordPress security embraces many things: it’s about picking the right user name, a strong password, updating WordPress and all the plugins to their latest versions. These things are all not difficult to do, but they will help a lot!

Picking the right administrator user name
During installation, you have to pick a user name for the administrator account of your site or blog. It’s important you don’t choose an easy to guess user name, like “admin” or “administrator”. Because this is one of the things hackers try first!

Create a second user for updating the content
It’s a mistake a lot of bloggers make, they blog with their administrator user. Don’t do this! Use an “editor” user for this. In the case a hacker retrieves the password of the user you’re using to blog, they can log in as an editor and can change / delete the content, but they can’t change / delete your blog or site.

Choosing a strong password
Don’t pick an easy password, but use a strong password containing:

• letters
• capital letter(s)
• numbers
• special characters
• don’t choose a short password
**Changing the table prefix**

During installation, WordPress gives you the choice to change the prefix of your database tables. By default, this is “WP_”. By doing this you make it very hard for hackers to guess your table names.

**Updating WordPress and all its plugins to latest versions**

This easy step is also a very important step. When a new version of WordPress is released, it doesn’t only add new features, but it also resolves bugs and patches security issues. That’s why it’s VERY important to always have the latest version of WordPress. The same goes for plugins.

For more information and a short tutorial about updating WordPress, you can read the following article on my blog: [How to update WordPress](#).

**Taking WordPress security to another level with the help of some plugins**

You already learned that you can add extra features to your WordPress blog or site by installing plugins. Also for security, there are several plugins which you can install. The 2 plugins I want to show you are Akismet and Better WP Security.

**Akismet**

Akismet will protect your blog against spam comments.

Once your blog starts to get popular, you’ll also receive more spam comments on your blog posts. In fact, most blog comments are spam! Because it takes a lot of time to remove all those spam comments, I advise you to install and configure Akismet.

Once it’s installed and configured, Akismet will protect your blog against spam comments. Automatically!

**Better WP Security**

Better WP Security is a plugin which enhances protection of your blog a lot. It’s one plugin that includes a lot of enhancements. Let’s take a look at the most important features of Better WP Security:

- Database backup
- Limit login attempts
- Block blacklisted users and servers
- ...

[Read the following blog post on WPBrix.com](#) for more information about Better WP Security.

**Securing WordPress like a pro**

For most users the above (free) solutions will be more than enough. But if you run a professional blog, you also might consider the following paid services.
**VaultPress**

VaultPress is made by Automattic, the people behind WordPress. VaultPress is a subscription-based security and backup service for WordPress sites. VaultPress isn’t cheap (pricing starts at $15 / month) but they’re one of the best backup services around.

For more information, visit vaultpress.com.

**Sucuri**

Sucuri is a web service containing 3 core services:

- Monitoring
- Alerting
- Removal

This means they focus on hackers and malware. The WordPress plugin also contains a Web Application Firewall! Sucuri also works for other platforms (Drupal, Joomla,...).

Pricing is reasonable: protecting 1 site costs $89.99 / year. You can find more information about their pricing plans here.

For more information, visit sucuri.net.

**WPEngine**

WPEngine offers managed WordPress hosting. This means they pre-install WordPress and a selection of plugins, and also update WordPress and these plugins if needed. This makes you always have the latest version without having to do this yourself.

But that’s not all. WPEngine also takes care of security of your blog. They manage backups, there’s a web application firewall, and they scan your site for malware.

Prices start at $29 and for the beginning blogger this might seem high, but you also get a lot: fast hosting, backups, a malware scanner, a firewall and first class support! If you count this all together, WPEngines is priced very reasonable!

Be sure to also read my WPEngine review, because it also includes a speed test!

For more information, visit wpengine.com

**More WordPress security**

You can find more security-related articles on my blog WPBrix.com:

- [Essential WordPress Security Guide for Beginners](#)
- [How to Secure WordPress with Better WP Security](#)
- [WordPress Hosting: WPEngine Review](#)
Recommended books

If you want to learn more about WordPress, (business) blogging or SEO, then you should take a look at the following books. This is just a small selection of all the books I read about WordPress and blogging.

**WordPress for Dummies**

Join the millions of bloggers who rely on WordPress, the popular and free blogging platform. This guide covers all the features and improvements in the most up-to-date version of WordPress. Whether you are switching to WordPress from another blogging platform or just starting your first blog, you’ll find lots of advice in this friendly guide. With this easy-to-follow book, you’ll be able to take full advantage of the flexibility and usability of WordPress.

Written by WordPress expert Lisa Sabin-Wilson, this guide helps bloggers take advantage quickly and easily of everything this popular blogging tool has to offer.

[More information about WordPress for Dummies](#)

**WordPress Cookbook**

Using the WordPress Content Management System, you can create a beautiful, dynamic, and amazing website. WordPress is a flexible and powerful tool that’s ideal for creating both blog and non-blog websites. Are you feeling limited with WordPress, or are you wondering how popular blogs do a certain kind of thing that you can’t?

WordPress 3 Cookbook focuses on providing solutions to common WordPress problems so that you can translate your site to one of the best. The author’s experience with WordPress enables him to share insights on using WordPress effectively, in a clear and friendly way, giving practical hands-on solutions to WordPress problems, questions, and common tasks - from themes to widgets and from SEO to security.

With this update to the WordPress 2.7 cookbook, you will learn many WordPress 3 secrets and techniques, with step-by-step, useful recipes dedicated to achieving a particular goal or solving a particular problem.

You will learn to install and customize themes, work with plugins, customize content display, enhance interactivity with the user and build communities. Then, the book also teaches you to earn revenue through online sales and advertisements. You will also find recipes for SEO and enhancing usability, and the book finally winds up with information on the inevitable maintenance and security.
This book helps you to get solutions to common WordPress problems, to make your site better, smarter, faster, and more secure.

This is a Packt Cookbook, which means it contains step-by-step instructions to achieve a particular goal or solve a particular problem. There are plenty of screenshots and explained practical tasks to make comprehension quick and easy.

This book is not specifically for developers or programmers; rather it can be used by anyone who wants to get more out of their WordPress site by following step-by-step instructions. A basic knowledge of PHP/XHTML/CSS/WordPress is desirable but not necessary.

More information about WordPress 3 Cookbook

**WordPress 3 for Business Bloggers**

WordPress makes the business of blogging easy. But there’s more to a successful business blog than just churning out posts. You need to understand the advanced marketing and promotion techniques to make your blog stand out from the crowd, attract visitors, benefit your brand, and deliver a worthwhile return on your investment.

Wordpress 3 for Business Bloggers shows you how to use WordPress to run your business blog. It covers everything you need to develop a custom look for your blog, use analytics to understand your visitors, market your blog online, and foster connections with other bloggers to increase your traffic and the value of your blog.

You begin by identifying your blog’s strategic goals before going step-by-step through the advanced techniques that will grow your blog to its full business potential.

You will learn how to build a custom theme for your blog and incorporate multimedia content like images and video. Advanced promotion techniques like SEO and social media marketing are covered in detail before you learn how to monetize your blog and manage its growth.

WordPress 3 for Business Bloggers will help you to create a blog that brings real benefits to your business.

This is a practical, hands-on book based around a fictitious case study blog, which you will build on a development server using WordPress. The case study grows chapter by chapter, from installing your local development server, right up to the finished blog.

This book is for anybody running or starting a business blog using WordPress, whether you plan to use your blog for PR and marketing, or want to profit directly from blogging.

More information about WordPress 3 for Business Bloggers
Search Engine Optimization: Your visual blueprint for effective Internet marketing

Search engine optimization (SEO) is an ever-growing and powerful form of online marketing that allows business to grow in a faster, more cost-effective way by increasing traffic and visibility to a Web site. This updated resource remains the only book of its kind to take a visual approach to the essential component of maximizing the effective marketing strategies that SEO provides.

Packed with more than 600 screen shots, top Internet marketing expert Kristopher Jones explores search-engine marketing principles such as keyword generation, on-site optimization specifically regarding Web site structure, internal linking, URL structure, and content creation, and much more:

- Presenting the only known book on the market that takes a visual approach to the powerful and growing form of SEO marketing
- Covers the increasing role of social media Web sites as well as the convergence that is occurring between paid and organic search-engine marketing
- Offers you a strong foundation for developing successful SEO strategies

More information about Search Engine Optimization: Your visual blueprint for effective Internet marketing

Blogging for Dummies

Whether you’re just beginning or are already a full-tilt blogging maven, you’ll find the up-to-date information you need in these friendly pages. Want to integrate your blog with social media? Jump into the fast-moving world of microblogging on Twitter or Tumblr? Choose which blogging software to use? Optimize your current blog for search? This detailed book guide covers it all, and then some. Buy the book, build a better blog, and blog about it!

More information about Blogging for Dummies
What’s next?

5 most popular articles on WPBrix.com

NextGEN Gallery Tutorial for Beginners

WordPress Cache: WP Super Cache vs W3 Total Cache

How to Secure WordPress with Better WP Security

Contact Form 7 Step By Step Tutorial

How to Configure WP Super Cache & WP Minify

Interesting links

After you read this tutorial, you should know the most important basics. But if you want to learn more about WordPress, blogging and SEO, it could be very interesting to visit my blog:

- How to’s and tutorials: [www.wpbrix.com/wordpress/](http://www.wpbrix.com/wordpress/)
- Blogging tips for beginners: [www.wpbrix.com/blogging-tips/](http://www.wpbrix.com/blogging-tips/)

Contribute to WPBrix.com with a guest post!

Your story could be inspiring for other beginners!

If you’re interested in contributing to wpbrix with a guest post, please let me know. Maybe you’re thinking “where can I write about as a beginner?”. Well, your experience with WordPress can be very interesting for other beginners: what where your needs, why did you use WordPress, did you encountered problems and how did you solve them, how do you manage your time, and so on...

A tutorial about a plugin or service could also be very helpful. If you used a plugin to add a certain functionality to your WordPress blog or site, it would great if you’d share it with other beginners.

If you read a good book (ebook or printed) that inspired you or where you learned a lot from, please let us know. If that book is about WordPress, blogging, SEO or online business, then I’m sure your fellow visitors will be interested to hear / learn from you. A short review and why YOU liked that book would be great!

In order to write a great guest post for WPBrix.com and to get accepted, here are some guidelines:

- The length of the post should be at least 300 words (but you’ll see, once you’re writing, 300 words isn’t that much)
- Write unique articles, no copy paste, because no one is interested in that
- Enclose a short “about the author” text, and also incude a link to your blog (if you have one)
Need some help to write your first (guest) post? Then I think the following articles will interest you:

- **7 tips to write that perfect article** (blog post by professional writer Ray Valeri)
- **How to write a great tutorial**
- **Writing your first guest blog and why not to panic in doing so** (blog post by professional writer Ray Valeri)

**A final word...**

So, this is it. I hope you liked this guide and that you learned something of it. Don’t hesitate to contact me through the [contact form](mailto:info@wpbrix.com) if:

- you found an error;
- something is not clear to you;
- you feel there’s something missing;
- you have question for me.

With your feedback I can make this tutorial better!