WordPress PreCamp 2016

Presented by Boomer Sassmann
Get a demo link from the moderator at your table or the front check in table.

The two digit number will replace the XX in the link above.
Start Screen - http://avlprecampXX.wpengine.com

User – Demo
Pass – password

NEVER DO THIS IN REAL LIFE!!!
Hello world!

Welcome to WordPress. This is your first post. Edit or delete it, then start writing!
User – Demo

Pass – pleadedonthonethis!!!

please
dont
hack
this
!!!
Dashboard – first glance
Switching Between Front and Back

Dashboard

At a Glance

- 1 Post
- 1 Comment

WordPress 4.5.2 running Twenty Sixteen theme.
Search Engines Discouraged

Activity

Recently Published
Apr 20th, 9:46 pm  Hello world!

Recent Comments
From Mr WordPress on Hello world!
Hi, this is a comment. To delete a comment, just log in and view the post's comments. There you will...
Division of Roles in WordPress

- **System** = WordPress
- **Content** = Pages, Posts & Images
- **Design** = Theme

Plugins Live Between the Lines
Business or Site Name
Tagline
Website Address - Don't Change
Settings – Writing – “Default Post Category”

- Default Post Category: Uncategorized
- Default Post Format: Standard

Post via email:
To post to WordPress by email you must set up a secret email account with POP3 access. Any mail received at this address will be posted, so it’s a good idea to keep this address very secret.

Mail Server: mail.example.com
Login Name: login@example.com
Password: password
Default Mail Category: Uncategorized

Update Services:
WordPress is not notifying any Update Services because of your site’s visibility settings.
Search Engine Visibility

- Discourage search engines from indexing this site

*It is up to search engines to honor this request.*
Discussion Settings

Default article settings
- Attempt to notify any blogs linked to from the article
- Allow link notifications from other blogs (pingbacks and trackbacks)
- Allow people to post comments on new articles

Other comment settings
- Comment author must fill out name and e-mail
- Users must be registered and logged in to comment
- Automatically close comments on articles older than 0 days
- Enable threaded (nested) comments 5 levels deep
- Break comments into pages with 50 top level comments per page and the last page displayed by default

E-mail me whenever
- Anyone posts a comment
- A comment is held for moderation

Before a comment appears
- Comment must be manually approved
- Comment author must have a previously approved comment

Comment Moderation
Hold a comment in the queue if it contains 1 or more links. (A common characteristic of comment spam is a large number of links.)
Media Settings

Image sizes
The sizes listed below determine the maximum dimensions in pixels to use when adding an image to the Media Library.

- **Thumbnail size**
  - Width: 150
  - Height: 150
  - Crop thumbnail to exact dimensions (normally thumbnails are proportional)

- **Medium size**
  - Max Width: 300
  - Max Height: 300

- **Large size**
  - Max Width: 1024
  - Max Height: 1024

Uploading Files

- **Organize my uploads into month- and year-based folders**

Save Changes
Settings – Permalinks – “Custom”

Permalink Settings

By default, WordPress uses URLs with question marks and lots of numbers in them; however, WordPress offers you the ability to create a custom URL structure for your permalinks. The number of tags available and here are some examples to get you started.

Common Settings

- Default: http://wordcampa.siteground.net/?p=123
- Day and name: http://wordcampa.siteground.net/2014/05/06/sample-post/
- Month and name: http://wordcampa.siteground.net/2014/05/sample-post/
- Numeric: http://wordcampa.siteground.net/archives/123
- Post name: http://wordcampa.siteground.net/sample-post/
- Custom Structure: http://wordcampa.siteground.net/%postname%/

Optional

If you like, you may enter custom structures for your category and tag URLs here. For example, using topics as your category base would make your category links like http://example.com/
Settings – WP Engine Specific

General Settings

You should subscribe to our WP Engine Status Page. You can of course unsubscribe at any time, and we use it only for infrequent but important service announcements.

Please read over our DNS Best Practices before you set your DNS to CNAME: avlprecamp02.wpengine.com or an A record to 104.239.175.101.

Your SFTP access (not FTP!) is at hostname avlprecamp02.wpengine.com or IP at 104.239.175.101 on port 2222. You will need to create a Username and Password in order to gain access. This can be created here.

Dynamic Page & Database Cache Control

We aggressively cache everything from pages to feeds to 301-redirects on sub-domains; this makes your site load lightning-fast for your non-logged-in readers. 99.9% of the time this is what you want, but every once in a while something happens where our cache should have been purged but wasn’t. For example, some URL plugins change behavior without alerting WordPress.

You use this button to purge all caches -- on our caching proxies, on the CDN, in memcached, everything.

Purge All Caches (Purges everything: The page-cache, the CDN cache, and the object cache)

Reset File Permissions (Properly sets your WP file permissions needed for normal operation. Use this button after uploading files via SFTP.)
5 Minute Break
All Posts Sections

<table>
<thead>
<tr>
<th>Posts</th>
<th>Add New</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>All (1)</th>
<th>Published (1)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Bulk Actions** | **Apply** | **All dates** | **All Categories** | **Filter** |

<table>
<thead>
<tr>
<th></th>
<th>Author</th>
<th>Categories</th>
<th>Tags</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hello world!</th>
<th>wpengine</th>
<th>Uncategorized</th>
<th></th>
<th>1</th>
<th>Published 2015/04/20</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Author</th>
<th>Categories</th>
<th>Tags</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<p>| | | | | |</p>
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<thead>
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<p>| | | | | |</p>
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<thead>
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<th></th>
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<th></th>
</tr>
</thead>
</table>

1 Item
Welcome to WordPress. This is your first post. Edit or delete it, then start writing!
**Post Category Setup**

- **Name**
  - The name is how it appears on your site.

- **Slug**
  - Automatically Created
  - The “slug” is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphens.

- **Parent**
  - None
  - Categories, unlike tags, can have a hierarchy. You might have a Jazz category, and under that have children categories for Bebop and Big Band. Totally optional.

**Categories**

- **Add New Category**
  - "Postings" or "News" or "Events" or "Catch-All-Cat"

**Note:**
- Deleting a category does not delete the posts in it.
- Categories can be selectively converted to tags.
Settings – Writing – “Default Post Category”

Writing Settings

Default Post Category: Uncategorized

Default Post Format: Standard

Post via email

To post to WordPress by email you must set up a secret email account with POP3 access. Any mail received at this address will be posted, so it’s a good idea to keep this address very secret. Here are three random strings you could use: postmail, trylinks, syfqqffr.

Mail Server: mail.example.com
Port: 110

Login Name: login@example.com

Password: password

Default Mail Category: Uncategorized

Update Services

WordPress is not notifying any Update Services because of your site’s visibility settings.
Setting are Done! – Time for Content
Page/Post Difference

Posts

- Categories
- Tags
- Meta

Pages

- Meta
Welcome to Cooking with Boomer!

**Categories**
- Organized in a Hierarchy
- Every post must be assigned to at least one category.
- Similar to a table of contents
- No limit to the number but stay under 3

**Tags**
- They are all “weighted” the same
- Similar to a book index
- No limit to the number but stay under 10

How are Tags & Categories Different?
### Post Tag Setup

#### Tags

<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
<th>Slug</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asheville</td>
<td></td>
<td>asheville</td>
<td>0</td>
</tr>
</tbody>
</table>

The name is how it appears on your site. The "slug" is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphens.

Tags can be selectively converted to categories using the [tag to category converter](https://example.com/tag_to_category_converter).

Add New Tag

Thank you for creating with WordPress.
Trash Sample Post

WordPress Resources at SiteGround

Thank you for creating WordPress.
New Blog Post Hints

• Go after “Long Tail Terms” and carve out your niche
• Be true to the content, use proper tags/cats
• Always pair with a picture (Featured Image)
• Content should start on your site and be pushed out
New Post Creation

1. Enter title here
2. Add content here
3. Select category
4. Add tags
5. Select featured image

Publish

Post Title

Add Content Here

Category

Tags

Featured Image
Featured Image

Upload Image
Image Settings

- Filename
- Date Added
- File Size
- Visual pixel size
- Edit Link
- Delete Link

**URL** – location of the file on the server

**Title** – Name of the image

**Caption** – Text that will display to the site visitor

**Alt Text** – Text that will replace the image on a screen reader. Also helps SEO.

**Description** – Descriptive text that will show on the Attachment page (if set)
Preview Post

Post Title

Add Content Here

Category

Tags

Featured Image
First Post Complete

Time for Lunch and Pixlr.com demo...maybe
The ABCs of Content

Mandy Gardner, Director of Content Development at JB Media Group
Mandy Gardner

Director of Content Development

★ Writer
★ Four years with JB Media Group
★ Moth Storyteller
“Content” includes:

★ landing pages  ★ social media updates
★ blog posts  ★ podcasts
★ videos  ★ infographics and more
What is content marketing?

Content marketing is a method of driving consumer behavior that does not rely on hard sell tactics.
What is the point?

...to achieve growth through online marketing today you’ll have to create *useful, engaging, relevant* content that tells your company or organization’s story and illustrates your impact in the world.

Successful content connects with real people.
Most importantly!
Above all, remember that content should:

Inform, Educate, or Entertain
Are you prepared to build a content strategy?

You MUST have:

1. A solid brand.
2. Clear goals.
3. Specific target audiences.
How to Define your Brand

★ Who are you as a company?
★ What is your voice?
★ What do you offer that no one else does?
★ How is your brand currently perceived?
★ How would you like to shape that image?
How to Define your Brand

Ask questions and create a list of brand descriptors/adjectives

We are ______________ (example: savvy)

We are not ________________ (example: cheeky)
Goals

- Why do you want to produce content?
- How can your content serve your goals?
- Do you purely have a sales goal?
- Do you want to increase page views?
- Get email addresses for your email marketing efforts?
- Encourage visitors to fill out a contact us form?
Target Audiences

If you market to everyone—you market to no one.

Create customer personas. Who are these people? Include:

- motivators
- demographic information
- characteristics
- influencers
How to Build a Content Strategy

1. **Conduct a full content audit.**
   - Set up analytics to see what works.
   - What is not?
   - What are all your assets and liabilities?
   - What channels will you use?
   - What assets could be better leveraged?
How to Build a Content Strategy

2. Gather Data (your site or competitors)

➔ [Google Keyword Planner](#)
➔ [Google Search Console](#)
➔ [Google Analytics](#)
➔ [Moz Tools](#)
➔ [Buzzsumo](#) (measures social engagement, identifies influencers, and analyzes topic performance)
How to Build a Content Strategy

3. Discover Gaps.

➔ Keyword research tells you the language people are using during searches, and the topics they are looking for.
➔ Market research is tells you who is influencing your target audiences, and helps you find out the questions your competitors are answering, and online tools they are providing that you are not.
How to Build a Content Strategy

4. Use the data to identify, and rank, your most critical needs.

➔ If your site content doesn’t represent your brand, doesn’t explain who you are, or what you do, or why your target audience should care—then developing your website content must be your first priority.
How to Build a Content Strategy

5. Talk to Your Team & Advisors.

➔ Create a culture of content within your organization.*
➔ Ask outside advisors for perspective

- Rebecca Lieb, *How to Foster a Culture of Content*.
How to Build a Content Strategy

6.1 Put all the pieces together to build a plan.

Create an editorial content calendar that includes:

- topics and titles (i.e. case studies, how-tos, press releases, FAQs, white papers, tutorials, and more)
- channels (i.e. your website, blog, newsletters, social media, Public Relations, etc.)
- types of media (i.e. text, images, videos, slideshares, podcasts, screen captures, webinars, ebooks, etc.)
How to Build a Content Strategy

6.2 Put all the pieces together to build a plan.

Assign roles and responsibilities for:
- writers, editors, graphic designers, programmers, social media managers, web managers, or YOURSELF if you are doing it all.

Build a distribution plan:
- Who is responsible for what? Where is the content going? When is content due? How will the content be promoted? Content can be distributed across many channels (Owned, Paid, and 3rd Party).
Q & A

jbmediagroupllc.com/jb-media-institute

Special Wordcamp Discount Code: wcavl16
New Home Page
New Page Creation
Now create 4-5 more pages that you’d like to have on your site.

That list might be:

- **About** – Mission, Bio, Associations, Team Pic
- **Services** – Service List, Price List, Descriptions
- **Contact** – Form, Map, Phone Number, Address
- **Blog** – Leave blank
- **Gallery** – Image Gallery
Menu Setup

[Image of WordPress dashboard showing menu setup]

Edit Menus

Edit your menu below, or create a new menu.

[Menu page with options]

[Menu page with options]

Menu Name: Enter menu name here

Give your menu a name above, then click Create Menu.

[Create Menu button highlighted]
Menu Setup and Assignment

Set the menu location based on the theme options

Pick the menu to display in the designated “Theme Location”
Front Page Displays - Home

Reading Settings

Front page displays

- Your latest posts
- A static page (select below)

Front page: Home
Posts page: Blog

Blog pages show at most
10 posts

Syndication feeds show the most recent
10 items

For each article in a feed, show
- Full text
- Summary

Search Engine Visibility
- Discourage search engines from indexing this site

It is up to search engines to honor this request.

Save Changes
Widgets Section

Available Widgets
To activate a widget, drag it to a sidebar or click on it. To deactivate a widget and delete its settings, drag it back.

- Archives
- Categories
- Custom Menu
- Pages
- Recent Posts
- Recent Comments
- Your site's most recent comments.
- RSS
- Search
- Tag Cloud
- Text
- Inactive Sidebar (not used)
- RSS: SiteGround Blog
- Meta: Members
- Search: Search

Inactive Widgets
Drag widgets here to remove them from the sidebar but keep their settings.

Widget Area
Add widgets here to appear in your sidebar.

- Recent Posts
- Categories
Add a Text Widget

Available Widgets
To activate a widget, drag it to a sidebar or click on it. To deactivate a widget and delete its settings, drag it back.

- Archives
- Calendar
- Categories
- Custom Menu
- Meta
- Pages
- Recent Comments
- Recent Posts
- Your site's most recent comments
- Your site's most recent Posts
- RSS
- Search
- Entries from any RSS or Atom feed
- A search form for your site
- Tag Cloud
- Text

Inactive Sidebar (not used)
This sidebar is no longer available and does not show anywhere on your site. Remove each of the widgets below to fully remove this inactive sidebar.

- RSS: SiteGround Blog
- Meta: Members
- Search: Search

Inactive Widgets
Drag widgets here to remove them from the sidebar but keep their settings.

Widget Area
Add widgets here to appear in your sidebar.

- Title: Brewery Hours
- Open 7 Days a Week
  10:00-8:00

Automatically add paragraphs
Delete | Add

Recent Posts
Categories
8 Minute Break
Theme Selection

Active: Twenty Fifteen

Twenty Fourteen

Twenty Thirteen

Thank you for creating with WordPress.
Theme Customization

Asheville PreCamp
Your SUPER-powered WP Engine Site

Hello world!
April 20, 2016
1 Comment
Edit

Welcome to WordPress. This is your first post. Edit or delete it, then start writing!

RECENT POSTS
- Hello world!

RECENT COMMENTS
Theme Customization

Customizing Site Identity

Logo
No logo selected

Site Title
Asheville PreCamp

Tagline
Your SUPER-powered WP Engine Site

Display Site Title and Tagline

Site Icon
The Site Icon is used as a browser and app icon for your site. Icons must be square, and at least 512 pixels wide and tall.

No image selected

Select Image

Customizing Colors

Base Color Scheme
Default

Background Color
Select Color

Page Background Color
Select Color

Link Color
Select Color

Main Text Color
Select Color

Secondary Text Color
Select Color

Save & Publish

Customizing Header Image

While you can crop images to your liking after clicking Add new image, your theme recommends a header size of 1200 x 280 pixels.

Current header
No image set

Add new image

Save & Publish
WordPress Theme Companies

- Rocket Theme
- ThemeForest
- TemplateMonster
- elegantThemes
- WooThemes
Plugins Section

<table>
<thead>
<tr>
<th>Plugin</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Akismet</td>
<td>Used by millions, Akismet is quite possibly the best way in the world to protect your blog from spam. It keeps your site protected even while you sleep. To get started: 1) Click the &quot;Activate&quot; link to the left of this description, 2) Sign up for an Akismet plan to get an API key, and 3) Go to your Akismet configuration page and save your API key.</td>
</tr>
<tr>
<td>Jetpack by WordPress.com</td>
<td>Bring the power of the WordPress.com cloud to your self-hosted WordPress. Jetpack enables you to connect your blog to a WordPress.com account to use the powerful features normally only available to WordPress.com users.</td>
</tr>
</tbody>
</table>

Bulk Actions | Apply

2 items
Jetpack – Activate Jetpack
Contact Form

Edit Page

Contact

Permalink: http://pcabrewsiteground.net/index.php/contact/

Add Contact Form

Publish

Status: Published Edit
Visibility: Public Edit
Published on: Jul 23, 2015 @ 05:31

Move to Trash
Update

Page Attributes

Parent
(no parent)
Order
0

Need help? Use the Help tab in the upper right of your screen.

Featured Image

Set featured image

Sharing

Show sharing buttons.

Thank you for creating with WordPress.
Contact Form

Edit Page

Contact

Permalink: http://pca12990.siteground.net/index.php/contact/

Add Media
Add Contact Form

[contact-form][contact-field label='Name' type='name' required='1'][contact-field label='Email' type='email' required='1'][contact-field label='Website' type='url'][contact-field label='Comment' type='textarea' required='1'][/contact-form]

Last edited by BlindBadger1 on July 23, 2015 at 5:31 am

Word count: 0

Thank you for creating with WordPress.
### Publicize and Sharing

#### Sharing Settings

- **Connect**
  - Facebook
  - Twitter
  - LinkedIn
  - Path
  - Google+

#### Sharing Buttons

Add sharing buttons to your blog and allow your visitors to share posts with their friends.

- **Available Services**
  - Email
  - Print
  - Facebook
  - LinkedIn
  - Reddit
  - Twitter
  - Stumble
  - Tumblr
  - Pinterest
  - Pocket

- **Enabled Services**
  - Draggable here will appear individually.

- **Live Preview**
  - Sharing is off. Add services above to enable.

#### Button Style

- **Text**

#### Sharing Label

- **Share this:**

#### Show buttons on

- Front Page, Archive Pages, and Search Results

- Posts
- Pages
- Media
- Projects
- Testimonials

#### Twitter Site Tag

- "Twitter username of the owner of this site's domain.

#### Disable CSS and JS

- Advanced. If this option is checked, you must include these files in your theme manually for the sharing links to work.

---

Thank you for choosing WordPress.

Version 4.2.3
Subscribe

Available Widgets

Blog Subscriptions (Jetpack)

Widget Area

Add widgets here to appear in your sidebar.

Blog Subscriptions (Jetpack)

Subscribe to Blog via Email

Optional text to display to your readers:
Enter your email address to subscribe to this blog and receive notifications of new posts by email.

Subscribe Placeholder:
Email Address

Subscribe Button:
Subscribe

Success Message Text:
Success! An email was just sent to confirm your subscription. Please find the email now and click activate to start subscribing.

Show total number of subscribers? 0 subscribers

Recent Posts
Categories
Adding Yoast Analytics/SEO

In the WordPress dashboard, go to "Plugins" and search for "Yoast". Select "Yoast SEO" and click "Install Now" to add it to your site. Yoast SEO helps improve your WordPress SEO by providing better content and optimizing your site. It's compatible with your version of WordPress and has over 1 million active installs. Additionally, consider using "Google Analytics by Yoast" to track your site easily with the latest tracking codes and added data for search result pages and error pages. This plugin is also compatible with your version of WordPress and has over 1 million active installs.
Yoast SEO on the Home Page

![WordPress SEO dashboard](image)

- Snippet Preview: Home - Blind Badger Brewing
- Focus Keyword: 
- SEO Title: Home - Blind Badger Brewing
- Meta description: The meta description will be limited to 156 chars, chars left.
UpDraft Plus Install

Add Plugins

Updraft
Updraft - Backup/Restore is a plugin aimed at simplifying backups (and restoration) for your blog. Backup into the cloud (Cloud Files, S3, FTP, and more).

By Paul Kehrer

Last Updated: 5 years ago

3,000+ Active Installs

UpdraftPlus Backup and Restoration

Backup and restoration made easy. Complete backups: manual or scheduled (backup to S3, Dropbox, Google Drive, Rackspace, FTP, SFTP, email + others).

By UpdraftPlus, David Anderson

Last Updated: 4 weeks ago

1,520+ Active Installs

Thank you for creating with WordPress.

Version 4.2.3
UpDraft Plus Backup

Welcome to UpDraftPlus. To make a backup, just press the Backup Now button. To change any of the default settings of what is backed up, to configure scheduled backups, to send your backups to remote storage (recommended), and more, go to the settings tab.

Actions:
- Backup Now
- Restore
- Clone/Migrate

Next scheduled backups: Nothing currently scheduled

Last backup job run: No backup has been completed

Last log message: (Nothing yet logged) Download most recently modified log file.
Updates Happen

Welcome to WordPress!
We've assembled some links to get you started:

Get Started

- Customize Your Site
  or, change your theme completely

Next Steps

- Edit your front page
- Add additional pages
- Add a blog post
- View your site

At a Glance

- 5 Pages
  WordPress 3.9 running Twenty Twelve theme.
  Update to 3.9.1

Quick Draft

- Title
- What's on your mind?

Save Draft

WordPress News
Three Types of Updates

WordPress Updates

Important: before updating, please back up your database and files. For help with updates, visit the Updating WordPress Codex page.

An updated version of WordPress is available.
You can update to WordPress 3.9.1 automatically or download the package and install it manually.

Update Now  Download 3.9.1

While your site is being updated, it will be in maintenance mode. As soon as your updates are complete, your site will return to normal.

Plugins
Your plugins are all up to date.

Themes
The following themes have new versions available. Check the ones you want to update and then click “Update Themes”.

Please Note: Any customizations you have made to theme files will be lost. Please consider using child themes for modifications.

Update Themes

- Twenty Fourteen
  You have version 1.0 installed. Update to 1.1.

- Twenty Thirteen
  You have version 1.1 installed. Update to 1.2.

- Twenty Twelve
  You have version 1.3 installed. Update to 1.4.
“Note that the 20% discount goes much further when they purchase an annual plan… 20% on top off 2 months free, which equates to 4 months free on that first year.“

https://wpengine.com/offer/asheville-wordcamp/
Thank You! Questions...

- Have Fun @ WordCamp
- Join the WordPress Meetup Group
- Create Awesome Content
- Connect and Educate