

WordPress for Technical Communicators



Agenda

- Why Blog
- What's Out There
- WordPress Overview



Why Do You
Want to Blog?

“In study after study, of composers, basketball players, fiction writers, ice-skaters, concert pianists, chess players, master criminals, this number comes up again and again. Ten thousand hours is equivalent to roughly three hours a day, or 20 hours a week, of practice over 10 years... No one has yet found a case in which true world-class expertise was accomplished in less time. It seems that it takes the brain this long to assimilate all that it needs to know to achieve true mastery.”

- Malcom Gladwell quoting
neurologist Daniel Levitin

“I believe everyone is entitled to an opinion,
specifically mine.”

- Bryan Sherman

Blogging platforms

- Drupal
- Blogger
- WordPress

My Experience

- **Drupal**
 - **Initial Business Site**
 - **Personal family Site**
- **Blogger**
 - **CityKin.com (Contributer)**

My Experience

- WordPress
 - bluecollardesign.com
 - pFoody.com
 - The-Gadgeteer.com (Contributer)

Why WordPress?

- Popular
- Hosting Options (Free, Paid Premium, Self-Hosted)
- Multi-User version
- Scalable
- Lots of add-ons


Popularity: The Statistics

source: <http://en.wordpress.com/stats/>

- 9.2 million blogs hosted on WordPress.com
- 9.7 million active installations of the WordPress.org software
- 220 million people visit one or more WordPress.com blogs every month, and they view over a billion pages on those blogs

Popular? So What?

- Lots of expertise available
- Vibrant add-on environment
- Easy to move from



Where to host
WordPress

<http://en.support.wordpress.com/com-vs-org/>

Hosted (WordPress.com)

- Free and Paid Versions
- Limited storage
- Limited on CSS
- Limited Themes

Self-Hosted

- Have to have a place to host (ISP, Computer)
- Limited only by host in storage
- No limits on formatting

Important Terminology

- Categories
- Tags
- Comments
- Roles

Categories

- Posts can be in multiple categories
- Categories can be Hierarchical
- Depending on Theme, can be used to manage Navigation bar

pFoody

Navigation Menu

Select pages to include in nav menu:

Start by selecting the pages you want to include in your nav menu. Next, drag and drop the pages to change their display order (topmost item displays first), and if you *really* want to get crazy, you can even edit the display text on each item. **Try it!**

NEW! Thesis now features automatic dropdown menus, so if you have nested pages or categories, you'll save space *and* gain style points with your slick new nav menu!

About

Include these category pages in nav menu:

If you'd like to include category archive pages in your nav menu, simply select the appropriate categories from the list below (you can select more than one).

No category page links

About

Eating

Equipping

Making

Tags

- Another way to identify topics
- Not hierarchical
- Available as “Tag Cloud”

T A G S

Alton Brown **bakery** **bbq**
birthday biscuit bread brownie brunch
burger **cake** candy caramel apples
Chicken **class** design deviled egg egg
fine dining food festival **ice cream**
lunch **mexican on the road**
opinion pFav pizza
restaurant sausage
Thai twitter **Tyler**
Florence



Comments

- Can require registered users
- Can require name and e-mail
- Can set how it is approved
<http://en.support.wordpress.com/settings/discussion-settings/>
- <http://en.support.wordpress.com/manage-comments/>



Discussion Settings

Default article settings

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

(These settings may be overridden for individual 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 days
 - Enable threaded (nested) comments levels deep
 - Break comments into pages with top level comments per page and the page displayed by default
- Comments should be displayed with the comments at the top of each page

E-mail me whenever

- Anyone posts a comment
- A comment is held for moderation

Before a comment appears

- An administrator must always approve the comment
- Comment author must have a previously approved comment

Comment Moderation

Hold a comment in the queue if it contains or more links. (A common characteristic of comment spam is a large number of hyperlinks.)

When a comment contains any of these words in its content, name, URL, e-mail, or IP, it will be held in the [moderation queue](#). One word or IP per line. It will match inside words, so "press" will match "WordPress".

Comment Blacklist

When a comment contains any of these words in its content, name, URL, e-mail, or IP, it will be marked as spam. One word or IP per line. It will match inside words, so "press" will match "WordPress".

Roles

- Administrator
- Editor
- Author
- Contributor
- <http://en.support.wordpress.com/user-roles/>

Contributor

- Create New Posts
- Edit Their Posts (before published)
- Submit for Posting

Author

- Can Publish their own posts
- Can delete their own posts
- Can upload files/images

Editor

- Publish, Edit, and Delete any posts
- Moderate Comments
- Manage Categories/Tags
- Manage Links

Administrator

- **Change Settings**
- **Change Themes**
- **Manage Users**

Link Options



Permalink Settings

Help ▾

By default WordPress uses web URLs which have question marks and lots of numbers in them, however WordPress offers you the ability to create a custom URL structure for your permalinks and archives. This can improve the aesthetics, usability, and forward-compatibility of your links. A [number of tags are available](#), and here are some examples to get you started.

Common settings

- | | |
|--|--|
| <input checked="" type="radio"/> Default | <code>http://pfoody.com/?p=123</code> |
| <input type="radio"/> Day and name | <code>http://pfoody.com/2010/01/20/sample-post/</code> |
| <input type="radio"/> Month and name | <code>http://pfoody.com/2010/01/sample-post/</code> |
| <input type="radio"/> Numeric | <code>http://pfoody.com/archives/123</code> |
| <input type="radio"/> Custom Structure | <input type="text"/> |

Options

- Themes
- Plugins
- Mobile Applications


Themes

- If on WordPress.com, limited to their choices.
- Lots of Free, and Paid Options
- Thesis, more of a framework

Thesis Theme

- Quick and Light Theme
- SEO built-in for visibility in search engines
- Kept up-to-date
- \$87 (\$164 for developer)

Plug-Ins

 **Manage Plugins** [Add New](#)

[Screen Options](#) [Help](#)

All (9) | [Active \(5\)](#) | [Inactive \(4\)](#)

Bulk Actions [Apply](#)

<input type="checkbox"/> Plugin	Description
<input type="checkbox"/> After The Deadline Deactivate Edit	Contextual spelling, style, and grammar check for WordPress. Write better and spend less time editing. Version 0.49003 By Raphael Mudge Visit plugin site
<input type="checkbox"/> Akismet Deactivate Edit	Akismet checks your comments against the Akismet web service to see if they look like spam or not. You need a WordPress.com API key to use it. You can review the spam it catches under "Comments." To show off your Akismet stats just put <code><?php akismet_counter(); ?></code> in your template. See also: WP Stats plugin . Version 2.2.7 By Matt Mullenweg Visit plugin site
<input type="checkbox"/> Hello Dolly Activate Edit Delete	This is not just a plugin, it symbolizes the hope and enthusiasm of an entire generation summed up in two words sung most famously by Louis Armstrong: Hello, Dolly. When activated you will randomly see a lyric from Hello, Dolly in the upper right of your admin screen on every page. Version 1.5.1 By Matt Mullenweg Visit plugin site
<input type="checkbox"/> Thesis OpenHook Deactivate Edit	This plugin allows you to insert arbitrary content into the many hooks that the Thesis Theme Framework provides. Never again edit a file! Based on K2 Hook Up and GPLed. Version 2.2.5 By Rick Beckman Visit plugin site
<input type="checkbox"/> Twitter Tools Settings Deactivate Edit	A complete integration between your WordPress blog and Twitter . Bring your tweets into your blog and pass your blog posts to Twitter. Show your tweets in your sidebar, and post tweets from your WordPress admin. Version 2.1.2 By Alex King Visit plugin site

Make a Plan

- Start with Free WordPress.com account
- Add plug-ins and themes as needed
- “Graduate” to self-hosted

Thanks!

- Bryan Sherman
- www.bluecollardesign.com
- <http://www.linkedin.com/in/bryansherman>