

# WordPress 3 Complete

**April Hodge Silver**



## Chapter No. 2 "Getting Started"

## In this package, you will find:

A Biography of the author of the book

A preview chapter from the book, Chapter NO.2 "Getting Started"

A synopsis of the book's content

Information on where to buy this book

## About the Author

April Hodge Silver has been designing and developing new websites from scratch since 1999, just before her graduation from Columbia University. Early in her career, she worked for several web companies and startups, including DoubleClick and About.com. Since 2004, she has been self-employed through her company, Springthistle Design, and has worked with a staggering variety of companies, non-profits, and individuals to realize their website dreams. In her professional work, April's focus is always on usability, efficiency, flexibility, clean design, and client happiness. WordPress is the best solution for many of Springthistle's Clients, though April also develops custom web applications using PHP and MySQL. More about April's professional work at <http://springthistle.com>.

In her free time, April enjoys creating recipes in the kitchen, reading books, and creating artwork, which she displays at <http://artistapril.com>.

---

I am so grateful to everyone at Packt who worked with me to make this book possible. Also, many thanks go to my wife Tessa, who supported me in so many ways while I was working on this book. Finally, thanks go to Ruth and Hazel, who provided key guidance on commas.

---

**For More Information:** [www.packtpub.com/wordpress-3-complete/book](http://www.packtpub.com/wordpress-3-complete/book)

# WordPress 3 Complete

WordPress 3 Complete begins from scratch, starting with how to install WordPress, all the way to the most advanced topics such as creating your own themes, writing plugins, and including custom post types in your website. Starting with downloading and installing the core WordPress software, you will take a detailed look at WordPress settings and also choose the settings that will work best for your website or blog. After that, the book will teach you all about content management functionality for your site from posts and pages to categories and tags, all the way to links, media, menus, images, galleries and more. Finally, you'll learn how to create your own themes and plugins to enhance the overall functionality of your website. Once you're done with WordPress 3 Complete, you'll be an expert in everything WordPress, from content management through technical steps such as backing up your site.

## What This Book Covers

*Chapter 1, Introduction to WordPress*, explains how WordPress is an excellent software that can run your website (blog or not). It's packed with excellent features, and is so flexible that it can really do anything you want, and it has a wealth of online resources. Additionally, it's super easy-to-use, and you need no special skills or prior experience to use it. Last but not least, it is free!

*Chapter 2, Getting Started*, explains how to install WordPress on a remote server, change the basic default settings of your blog, write posts, and comment on those posts.

*Chapter 3, Creating Blog Content*, teaches everything you need to know to add content to your blog and manage that content, be it about posts, categories and comments, or tags, spam, and excerpts.

*Chapter 4, Pages, Plugins, Image Galleries Menus, and More*, explores all of the content WordPress can manage that's not directly about blogging. You can also learn about static pages, menus, bookmark links, the media library, image galleries, plugins, and more.

*Chapter 5, Choosing and Installing Themes*, describes how to manage the basic look of your WordPress website. You also learn where to find themes, why they are useful, and how to implement new themes on your WordPress website.

*Chapter 6, Developing Your Own Theme*, explains how to make your own theme. With just the most basic HTML and CSS abilities, you can create a design and turn it into a fully functional WordPress theme.

For More Information: [www.packtpub.com/wordpress-3-complete/book](http://www.packtpub.com/wordpress-3-complete/book)

*Chapter 7, Feeds and Podcasting*, explains what an RSS feed is and how to make feeds available for our WordPress blog. It also explores how to syndicate a whole blog or just posts within a certain category, and how to create your own podcast with or without the help of plugins.

*Chapter 8, Developing Plugins and Widgets*, teaches everything you need to know about creating basic plugins and widgets, how to structure the PHP file, where to put your functions, and how to use hooks. It also teaches about adding management pages and adding a widget that is related to a plugin.

*Chapter 9, Community Blogging*, explains how to manage a group of users working with a single blog, which is a community of users. Community blogging can play an important role in a user group, or a news website. It also explains how to manage the different levels of privileges for users in a community.

*Chapter 10, Creating a Non-Blog Website*, explores designing and building a basic theme that focuses primarily on non-blog content. It also creates multiple widget areas, multiple menu areas, and a smooth slider to the homepage.

*Chapter 11, Administrator's Reference*, covers many of the common administrative tasks you may face when you're managing a WordPress-driven website. This includes backing up your database and files, moving your WordPress installation from one server or folder to another, and doing general problem-solving and troubleshooting.

**For More Information:** [www.packtpub.com/wordpress-3-complete/book](http://www.packtpub.com/wordpress-3-complete/book)

# 2

## Getting Started

This chapter will guide you through the process of setting up WordPress and customizing its basic features. You can choose between a couple of options regarding where your WordPress installation will live. Keep in mind that WordPress is relatively small (under 10 MB), easy to install, and easy to administer.

WordPress is available in easily downloadable formats from its website, <http://wordpress.org/download/>. WordPress is a free, open source application, and is released under GNU **General Public License (GPL)**. This means that anyone who produces a modified version of software released under the GPL is required to keep those same freedoms, that people buying or using the software may also modify and redistribute, attached to his or her modified version. This way, WordPress and other software released under GPL are kept open source.

In this chapter, you will learn how to:

- Create a free blog on WordPress.com
- Install WordPress manually on your web host
- Perform basic setup tasks in the WordPress Admin panel

## Where to build your WordPress website

The first decision you have to make is where your blog is going to live. You have two basic options for the location where you will create your site. You can:

- Use WordPress.com
- Install on a server (hosted or your own)

Let's look at some of the advantages and disadvantages of each of these two choices.

For More Information: [www.packtpub.com/wordpress-3-complete/book](http://www.packtpub.com/wordpress-3-complete/book)

The advantage of using WordPress.com is that **they take care of all of the technical details for you**. The software is already installed; they'll upgrade it for you whenever there's an upgrade; and you're not responsible for anything else. Just manage your content! The big disadvantage is that **you lose almost all of the theme and plugin control** you'd have otherwise. WordPress.com will not let you upload or edit your own theme, though it will let you (for a fee) edit the CSS of any theme you use. WordPress.com will not let you upload or manage plugins at all. Some plugins are installed by default (most notably **Akismet**, for spam blocking, and a fancy statistics plugin), but you can neither uninstall them nor install others. Additional features are available for a fee as well. This chapter will cover creating a blog on WordPress.com, and you can learn about navigating around the WP Admin in the next chapter. However, much of what this book covers will be impossible on WordPress.com.

The huge advantage of installing WordPress on another server (which means either a server that belongs to the web host with which you signed up, or a server you set up on your own computer) is that **you have control over everything**. You can add and edit themes, add and remove plugins, and even edit the WordPress application files yourself if you want. You'll have to keep your own WordPress software up-to-date, but that's relatively simple, and we'll cover it in this chapter. The only disadvantage is that you have to do the installation and maintenance yourself, which, as you'll see, shouldn't be too intimidating. Plus, some web hosts provide a one-click or easy-to-use installer, which lets you skip over some of the nitty-gritty steps involved in manual installation.

As I said, we'll discuss using WordPress.com in this chapter. However, you will have to install WordPress on your own server if you want to accomplish any of the more advanced topics from this book.

The following table is a brief overview of the essential differences between using WordPress.com versus installing WordPress on your own server:

	WordPress.com	Your own server
<b>Installation</b>	You don't have to install anything, just sign up	Install WordPress yourself, either manually or via your host's control panel (if offered)
<b>Themes</b>	Use any theme made available by WordPress.com	Use any theme available anywhere, written by anyone (including yourself)
<b>Plugins</b>	No ability to choose or add plugins	Use any plugin available anywhere, written by anyone (including yourself)
<b>Upgrades</b>	WordPress.com provides automatic upgrades	You have to upgrade it yourself when upgrades are available
<b>Widgets</b>	Widget availability depends on available themes	You can widgetize any theme yourself

	WordPress.com	Your own server
<b>Maintenance</b>	You don't have to do any maintenance	You're responsible for the maintenance of your site
<b>Advertising</b>	No advertising allowed	Advertise anything and in any amount you like

## Using WordPress.com

WordPress.com (<http://wordpress.com>) is a free service provided by the WordPress developers, where you can register a blog or non-blog website easily and quickly with no hassle. However, because it is a hosted service, your control over some things will be more limited than it would be if you hosted your own WordPress website. As mentioned before, WordPress.com will not let you edit or upload your own themes or plugins. Aside from this, WordPress.com is a great place to maintain your personal site if you don't need to do anything fancy with a theme. To get started, go to <http://wordpress.com>, which will look something like the following:

The screenshot shows the WordPress.com homepage. At the top, there's a navigation bar with fields for Username and Password, a Log In button, a checkbox for Remember me, a link for Lost your password?, a search bar for WordPress.com Blogs, and a Search button. Below the navigation bar, the main content area is divided into several sections:

- Freshly Pressed:** A section highlighting the best of 277,827 bloggers, 335,335 new posts, 358,068 comments, and 72,923,033 words today on WordPress.com. It includes a Subscribe button.
- Thank You for Unemployment:** A post by Miss Displaced Worker featuring a photo of Barack Obama.
- Oil spill: when a science fiction nightmare becomes reality:** A post by Macleans.ca featuring a photo of an oil spill.
- Recipe: Pulled Pork:** A post by EatPlayHate featuring a photo of pulled pork.
- Saying "Goodbyes.":** A post by The Perpetual Postcard Project featuring a photo of a person.
- Power, Love and Harry Potter:** A post by Wondering Preacher featuring a photo of a wand.
- The cheap new Kindle:** A post by Stacked featuring a photo of a Kindle.
- Lake Jump:** A post by Marcus Paladino Photography Blog featuring a photo of a person jumping into a lake.
- Prosthetic Gods:** A post by The Frailest Thing featuring a photo of a prosthetic arm.
- Side Story: Epiphany at the Airport:** A post featuring a photo of a person at an airport.
- If only I wasn't squeamish about blood, I'd be a CSI:** A post featuring a photo of a person.
- OK, I'll Wear a Mask and Embrace the Secrets of Magic:** A post featuring a photo of a person in a mask.

On the right side of the page, there's a sidebar with several sections:

- Express yourself. Start a blog.** A section with a Sign up now button and text stating: "In seconds, you'll have a blog with amazing free features like..."
- Stats to obsess over:** A section with a graph icon and text stating: "Our stats are designed to give you up-to-the-minute data about your visitors: how many there are, where they're coming from, which posts are most popular, and which search engine terms are sending visitors to your blog."
- Gorgeous themes:** A section with text stating: "You can change the look of your blog with over 100 attractive themes ranging from professional to fun to crazy, and you can switch themes with one click." It includes a thumbnail for the Vigilance theme.
- Widgets galore:** A section with text stating: "It's easy to share Twitter posts, add Flickr photos, aid a SocialVibe cause, and do lots more without touching any code. Just drag and drop the widgets around, and instantly you can have fun stuff in your sidebar." It includes a Twitter bird icon.

At the bottom of the sidebar, there's a link to Learn more or sign up now.

To register your free website, click on the loud orange-and-white **Sign up now** button. You will be taken to the signup page. In the following screenshot, I've entered my username (what I'll sign in with) and a password (note that the password measurement tool will tell you if your password is strong or weak), as well as my e-mail address. Be sure to check the **Legal flotsam** box and leave the **Gimme a blog!** radio button checked. Without it, you won't get a website.

Username Password Log In ☒ Remember me Lost your password?

WordPress.COM Home Sign Up

## Get your own WordPress.com account

Fill out this one-step form and you'll be blogging seconds later!

**Username**   
(Must be at least 4 characters, lowercase letters and numbers only.)

**Password**

**Confirm**   
Use upper and lower case characters, numbers and symbols like !"£\$%^&( in your password  
**Password Strength:**  
**Strong**

**E-mail Address**   
(We send important administration notices to this address so **triple-check it.**)

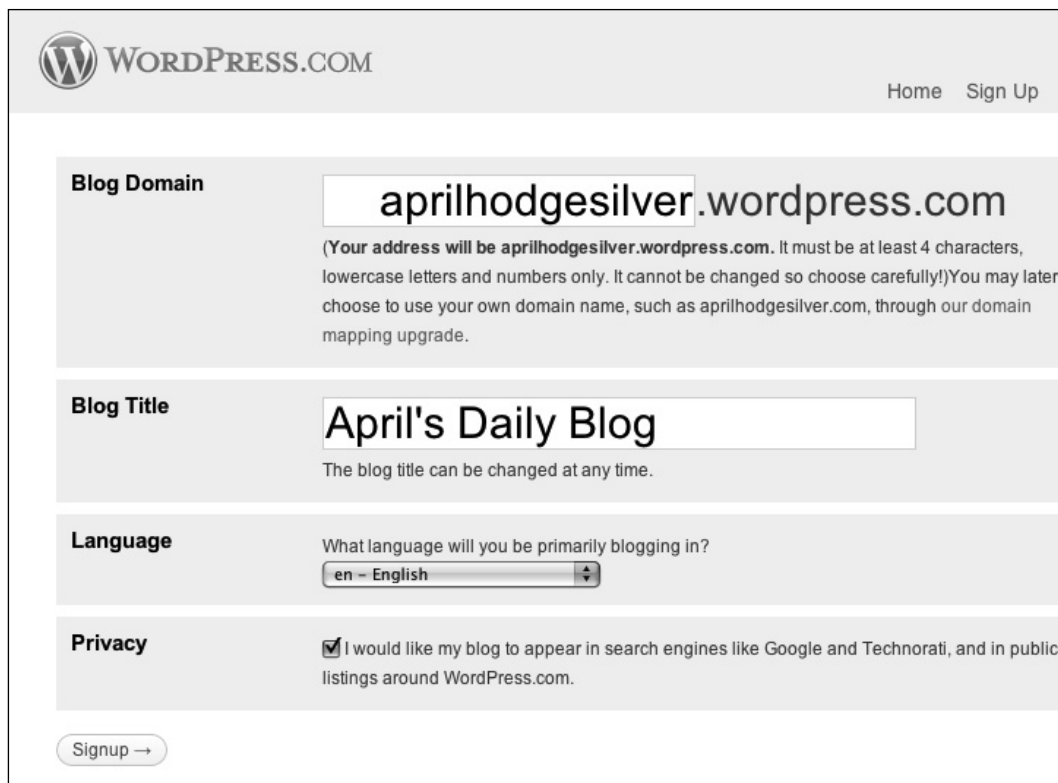
**Legal flotsam** ☒ I have read and agree to the fascinating terms of service.

☒ Gimme a blog! (Like aprilhodesilver.wordpress.com)  
☐ Just a username, please.

Next →



After providing this information and clicking on the **Next** button, WordPress will ask for other choices (**Blog Domain**, **Blog Title**, **Language**, and **Privacy**), as shown in following screenshot. You can also check if it's a private blog or not. Note that you cannot change the blog domain later! So be sure it's right.



The screenshot shows the WordPress.com registration interface. At the top, the WordPress logo and 'WORDPRESS.COM' are on the left, and 'Home' and 'Sign Up' links are on the right. The main form is divided into four sections: 'Blog Domain' with a text input containing 'aprilhodesilver.wordpress.com' and explanatory text; 'Blog Title' with a text input containing 'April's Daily Blog' and a note that it can be changed; 'Language' with a dropdown menu set to 'en - English'; and 'Privacy' with a checked checkbox for public visibility. A 'Signup →' button is at the bottom left.

After providing this information and clicking on **Signup**, you will be sent to a page where you can enter some basic profile information. This page will also tell you that your account is set up, but your e-mail ID needs to be verified. Be sure to check your inbox for the e-mail with the link, and click on it. Then, you'll be truly done with the installation.

Now, you can skip the next section of this chapter, which is about installing WordPress manually. You can go directly to the section on the WP Admin panel to start learning about it.

## Installing WordPress manually

The WordPress application files can be downloaded for free if you want to do a manual installation. If you've got a website host, this process is extremely easy and requires no previous programming skills or advanced blog user experience.

Some web hosts offer automatic installation through the host's online control panel. However, be a little wary of this because some hosts offer automatic installation, but they do it in a way that makes updating your WordPress difficult or awkward, or restricts your ability to have free rein with your installation in the future.

## Preparing the environment

A good first step is to make sure you have an environment setup that is ready for WordPress. This means two things: making sure that you verify that the server meets the minimum requirements, and making sure that your database is ready.

For WordPress to work, your web host must provide you with a server that does the following two things:

- Support PHP, which must be at least Version 4.3.
- Provide you with write access to a MySQL database. MySQL has to be at least Version 4.1.2.

You can find out if your host meets these two requirements by contacting your web host. If your web server meets these two basic requirements, you're ready to move on to the next step.

As far as web servers go, Apache is the best. However, WordPress will also run on a server running the Microsoft IIS server (though using **permalinks** will be difficult, if possible at all).

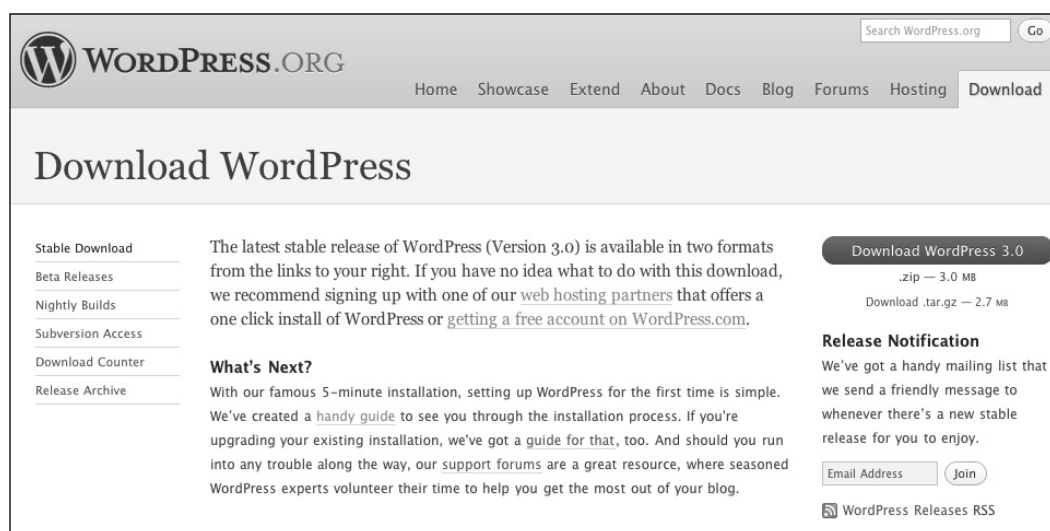


### Enabling mod\_rewrite to use pretty permalinks

If you want to use **permalinks**, your server must be running Unix, and Apache's `mod_rewrite` option must be enabled. Apache's `mod_rewrite` is enabled by default in most web hosting accounts. If you are hosting your own account, you can enable `mod_rewrite` by modifying the Apache web server configuration file. You can check the URL <http://www.tutorio.com/tutorial/enable-mod-rewrite-on-apache> to learn how to enable `mod_rewrite` on your web server. If you are running on shared hosting, then ask your system administrator to install it for you. However, it is more likely that you already have it installed on your hosting account.

## Downloading WordPress

Once you have checked out your environment, you need to download WordPress from <http://wordpress.org/download/>. Take a look at the following screenshot in which the download links are available on the right side:



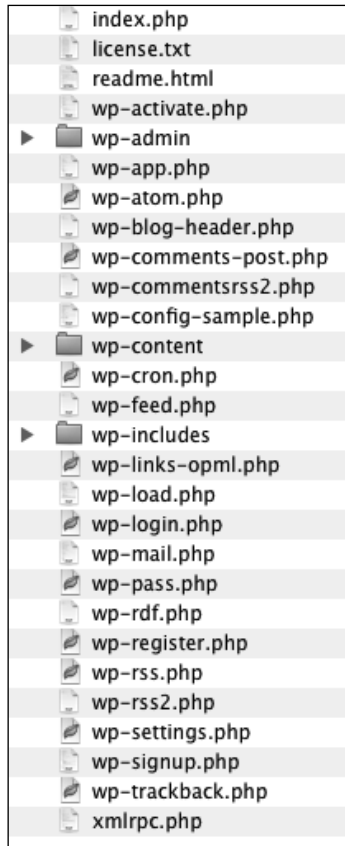
The .zip file is shown as a big blue button because that'll be the most useful format for the most people. If you are using Windows, Mac, or Linux operating systems, your computer will be able to unzip that downloaded file automatically. (The .tar.gz file is provided because some Unix users prefer it.)



### A further note on location

We're going to cover installing WordPress remotely. However, if you plan to develop themes or plugins, I suggest that you also install WordPress locally on your own computer's server. Testing and deploying themes and plugins directly to the remote server will be much more time-consuming than working locally. If you look at the screenshots I will be taking of my own WordPress installation throughout the book, you'll notice that I'm working locally (for example, <http://wpbook:8888/> is a local URL).

After you download the WordPress .zip file, extract the files, and you'll get a folder called wordpress. It will look like the following screenshot:



## Upgrading from an earlier version of WordPress

If you are upgrading an existing installation of WordPress, you should probably leave this chapter and instead read the section on *Upgrading WordPress* in *Chapter 11* of this book.

## Uploading the files

Now, we need to upload all these files to our web server using any FTP client (or simply put them in our local server directory on our local computer). FTP stands for File Transfer Protocol. There are several FTP clients available on the Internet, which are either freeware (no cost) or as shareware (a small fee). If you don't already have an FTP client, try one of these:

- Filezilla—<http://filezilla-project.org/download.php?type=client> (for Mac or Windows)
- Fetch—<http://fetchsoftworks.com/> (for Mac only)
- SmartFTP—<http://www.smartftp.com/> (for Windows only)

You can also use the popular web-based FTP application net2ftp at <http://www.net2ftp.com>. These services are useful if you don't want to install a desktop application on your computer. You can also check if your host provides browser-based FTP software.

In my screenshots you'll see that I'm using Transmit, which is the professional FTP software I use on my Mac. It works the same way as the examples above.

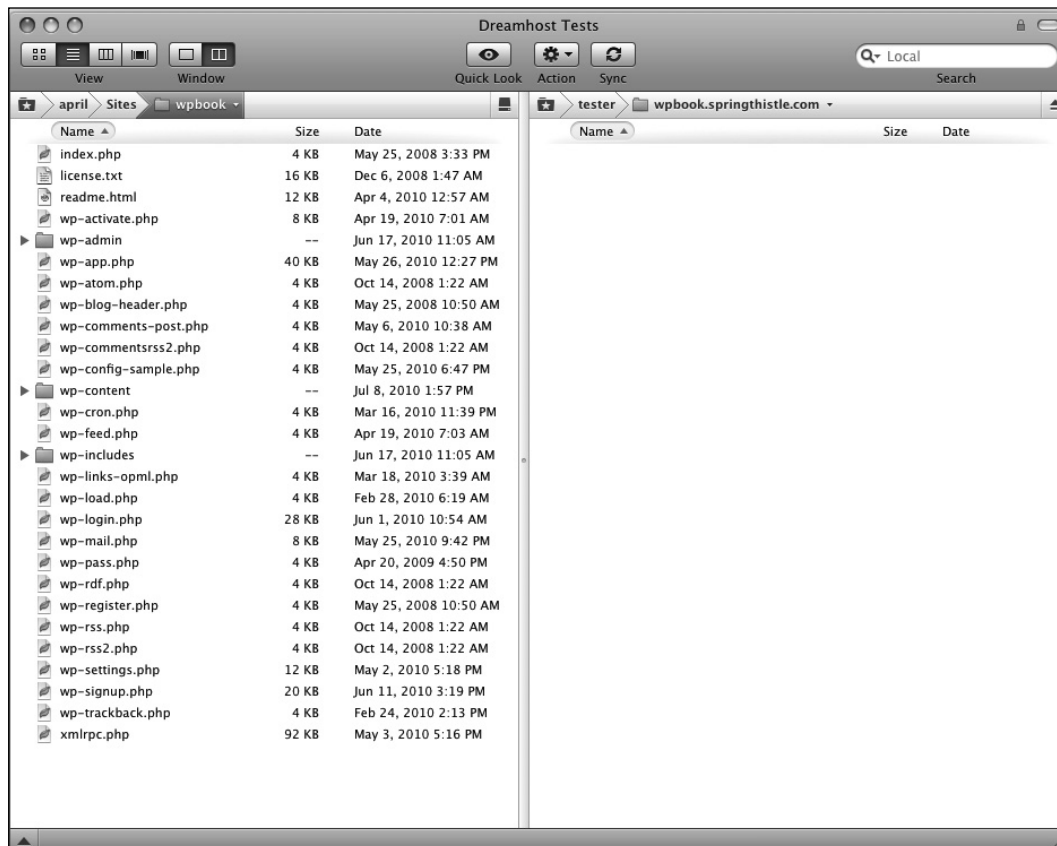


A note about security: whenever possible, you should use Secure FTP (called sFTP) rather than regular FTP. If you're using sFTP, all of the data sent and received are encrypted, whereas with FTP, data are sent in plain text and can be easily nabbed by hackers. Check both your FTP software and your hosting options, and select sFTP if it's available.

Using your FTP client or service, connect to your FTP server using the server address, username, and password provided to you by your host. Next, open the folder where you want WordPress to live. You may want to install WordPress in your root folder, which will mean that visitors will see your WordPress website's home page when they go to your main URL—for example, <http://yoursite.com>. Alternatively, you may want to install WordPress in a subfolder; for example: <http://yoursite.com/blog/>.

## Getting Started

On the left side, you will see the files from your local folder, and on the right side you will see your remote folder. (Note: the FTP client you are using may have a slightly different layout, but this is the general idea):



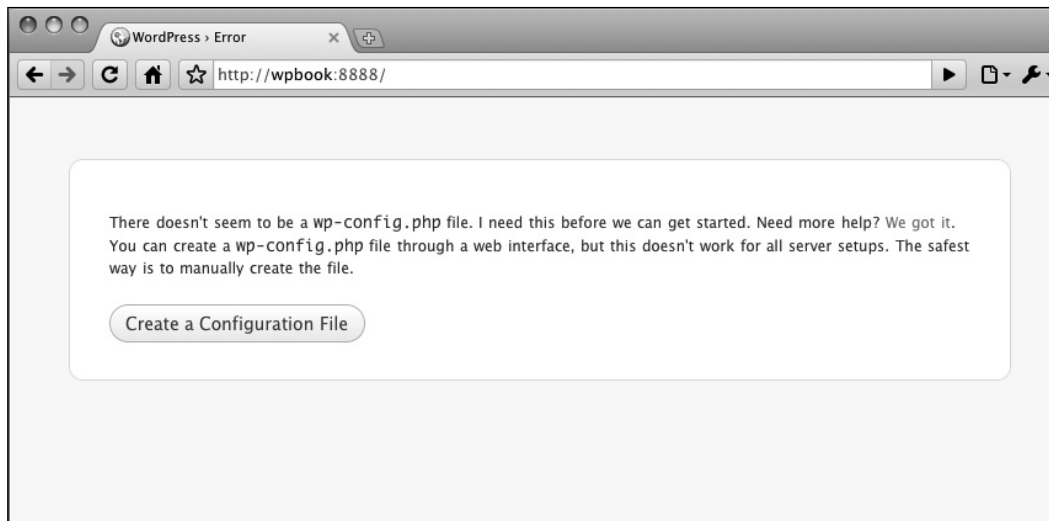
Now select all of the WordPress files on your local machine from the left pane, and drag all of them to the right pane. You can watch as your FTP client uploads the files one at a time and they appear in the right panel. This could take a few minutes, so be patient!

If you're installing WordPress on your local server, just be sure to place the WordPress files in the correct webroot directory on your computer.

Once all of the files are done uploading, you're ready to do the installation.

## Installing WordPress

Now it's time to install WordPress. For example, I will be working on my local server and just put brand-new WordPress files at `http://wpbook:8888/`. So, this is going to be the URL of my WordPress website. If you access your WordPress URL via your browser, it will look like the following:



It says that you need to create a file named `wp-config.php` before proceeding further. WordPress (and I) recommend that you do this manually, rather than using the **Create a Configuration File** link. If you do choose to use the config creator, you'll need the information below as well (though there will be no opportunity for the security phrases).

Open the `wordpress` folder and find the file named `wp-config-sample.php`. Make a copy of this file and name it `wp-config.php`. We'll modify this file together. Don't worry; you need not be a PHP programmer. Just open this file with a simple editor such as Notepad. The following is the copied text from the original `wp-config.php` file. Note that I've removed most of the comments, so that we can focus on the items we need to change.

```
<?php
/** The name of the database for WordPress */
define('DB_NAME', 'database_name_here');

/** MySQL database username */
define('DB_USER', 'username_here');
```

```
/** MySQL database password */
define('DB_PASSWORD', 'password_here');

/** MySQL hostname */
define('DB_HOST', 'localhost');

/** Database Charset to use in creating database tables. */
define('DB_CHARSET', 'utf8');

/** The Database Collate type. Don't change this if in doubt. */
define('DB_COLLATE', '');

define('AUTH_KEY',          'put your unique phrase here');
define('SECURE_AUTH_KEY',   'put your unique phrase here');
define('LOGGED_IN_KEY',     'put your unique phrase here');
define('NONCE_KEY',         'put your unique phrase here');
define('AUTH_SALT',         'put your unique phrase here');
define('SECURE_AUTH_SALT',  'put your unique phrase here');
define('LOGGED_IN_SALT',    'put your unique phrase here');
define('NONCE_SALT',        'put your unique phrase here');

$table_prefix  = 'wp_';
?>
```



One thing to know about PHP is that any text that comes after a double slash (//), or between a slash-star and star-slash (/\* \*/), is a comment. It's not actual PHP code. Its purpose is to inform you what that line or that section is about.

As you can see from the previous code, there are a number of settings that you can insert here. Let's walk through the most important ones.

As I mentioned in an earlier section, you need to have write access to a database. Most large web hosts offer you a way to create your own databases, with usernames and passwords, via an online control panel. If you're not sure how to do this, just e-mail or call your hosting provider for this information. You'll need four pieces of information about your database for the WordPress configuration file. They are:

- Database server—for example, localhost
- Username—for example, localdbuser
- Password—for example, 62dcx0hnm
- Database name—for example, wpbookdb



Your database server might not be localhost. If it's not, you can ask your hosting provider, or take a look at this handy cheat sheet: [http://codex.wordpress.org/Editing\\_wp-config.php#Possible\\_DB\\_HOST\\_values](http://codex.wordpress.org/Editing_wp-config.php#Possible_DB_HOST_values).

Once you have those four things, you can fill them into your `wp-config.php` file. For example, see how mine is filled out here:

```
// ** MySQL settings ** //
define('DB_NAME', 'wpbookdb');
define('DB_USER', 'localdbuser');
define('DB_PASSWORD', '62dcx0hnm');
define('DB_HOST', 'localhost');
```

Next, for security purposes, you really should put some unique phrases into the unique keys. The secret keys are used by WordPress to add random elements to your passwords and are also used in some other situations. This will help to keep your WordPress installation uniquely protected. No one else is likely to choose the same unique keys that you chose, and therefore, breaking or hacking into your site will be more difficult. You can get some secret keys generated by going to <https://api.wordpress.org/secret-key/1.1/salt/>. Once I did that, I got the following, which I can paste directly over the default code in `wp-config.php`:

```
define('AUTH_KEY', 'uu|6#00Pc/3h?Pg5:Zc#:S=;<3mdw-ai');
define('SECURE_AUTH_KEY', 'vy1.@Nr@Zb^G|0Vfz-|TH5&W');
define('LOGGED_IN_KEY', 'sryMvd`jVpiMWWQqx~!v XE5@fJMTt2[Z');
define('NONCE_KEY', 'i,+UPpMR>Mj3o}(B**^<T:/md,YFF76d[Kf');
define('AUTH_SALT', 'n.8Li=9OjV+_p|}e5yN2k<s{!KJs|[S&Zh');
define('SECURE_AUTH_SALT', 'I#2vPT^u[5vLX|`MzPg/J*y]RTfr');
define('LOGGED_IN_SALT', 'gR%QP^c*jfFUy,iQ}-0g_%;%H)pN0B5');
define('NONCE_SALT', '&L);.IH`v{]zYLO2:h_t#J0D-p)cvyc');
```

The only other thing you may want to consider is the table prefix. I strongly recommend using a prefix. If you want to install WordPress more than once, you'll need to use different prefixes in your different installations. If you are using this same database for other things, it'll be handy if the tables are grouped based on what they're being used for. So either leave the following line as it is, or choose another prefix:

```
$table_prefix = 'wpbook_';
```



**Learning more:** The WordPress codex has a long and detailed page that describes everything about editing your `wp-config.php` file: [http://codex.wordpress.org/Editing\\_wp-config.php](http://codex.wordpress.org/Editing_wp-config.php).

Now, go back to your browser and reload the page that's pointing to your WordPress installation. If your configuration file makes sense to WordPress, you'll be taken directly to the installation page.



The screenshot shows a web browser window with the title "WordPress > Installation". The address bar displays "http://wpbook:8888/wp-admin/install.php". The page content includes the WordPress logo, a "Welcome" message, and a section titled "Information needed". Below this, there are several form fields: "Site Title", "Username" (pre-filled with "admin"), "Password, twice" (with a strength indicator), and "Your E-mail". A checkbox is checked for "Allow my site to appear in search engines like Google and Technorati." At the bottom is an "Install WordPress" button.

WordPress

## Welcome

Welcome to the famous five minute WordPress installation process! You may want to browse the ReadMe documentation at your leisure. Otherwise, just fill in the information below and you'll be on your way to using the most extendable and powerful personal publishing platform in the world.

## Information needed

Please provide the following information. Don't worry, you can always change these settings later.

**Site Title**

**Username**   
Usernames can have only alphanumeric characters, spaces, underscores, hyphens, periods and the @ symbol.

**Password, twice**  
A password will be automatically generated for you if you leave this blank.  
  
  
Strength indicator  
Hint: The password should be at least seven characters long. To make it stronger, use upper and lower case letters, numbers and symbols like ! " ? \$ % ^ & ).

**Your E-mail**   
Double-check your email address before continuing.

☒ Allow my site to appear in search engines like Google and Technorati.

(If you've ever installed an earlier version of WordPress, you'll notice some differences, like the ability to choose your first username and password!) Now, fill out the installation form (you will be able to change all of these later, so don't be too worried about getting locked into your choices):

- **Site title:** Fill in the name of your blog (in my case it's 'Daily Cooking').
- **Username:** Note that the default username is 'admin', but for security purposes, you're better off picking another username. If someone ever tries to hack your blog, they will be halfway there if they already know your username. I've chosen 'ahsilver'.
- **Password:** Choose a secure password, one that has both upper and lowercase letters, a number or two, and even a few punctuation marks.
- **Your E-Mail:** Double-check that this is correct, because this is the e-mail address WordPress will use to contact you about the blog, comments, and so on. If you do not get an e-mail from your WordPress site shortly after installing, check your spam folder.

Now, click on **Install WordPress**. You're done with the install!



You can click on **Log In** to get to the login page. Or you can always enter your WordPress Admin panel (also known as the WP Admin) by pointing your browser to `http://yoursite.com/wp-admin`. If you're not already logged in, this URL will redirect you to the login page.

## Learning more

If you'd like to see an even more detailed step-by-step guide for manual installation, take a look at this page in the WordPress Codex: [http://codex.wordpress.org/Installing\\_WordPress](http://codex.wordpress.org/Installing_WordPress).

Also, you can find more detailed installation instructions – as well as specifics on changing file permissions, using FTP, using languages, importing from other blogging engines, and more – in the WordPress Codex here: [http://codex.wordpress.org/Getting\\_Started\\_with\\_WordPress#Installation](http://codex.wordpress.org/Getting_Started_with_WordPress#Installation).

## The WP Admin panel

WordPress installs a powerful and flexible administration area where you can manage all of your website content, and do much more. Throughout the book, I'll be referring to this in shorthand as the **WP Admin**.

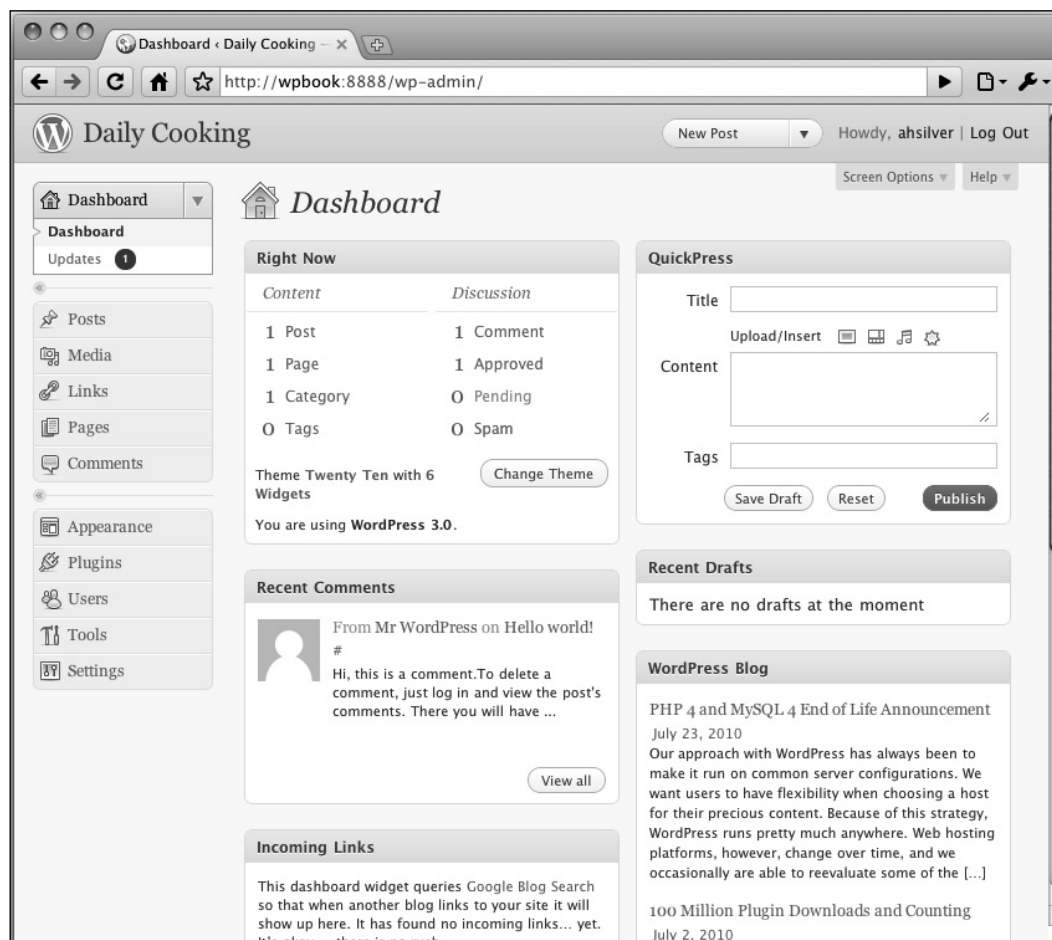
Now that you've successfully installed WordPress, it's time for our first look at the WP Admin. There are some immediate basic changes that I recommend doing right away to make sure your installation is set up properly.

You can always get to the WP Admin by going to this URL: <http://yoursite.com/wp-admin/>. Your first time here, you'll be re-directed to the login page. In the future, WordPress will check to see if you're already logged in and, if so, you'll skip the login page. Following is the login page:



To log in, just enter the username and password you chose during the installation. Then click on **Log In**. Note for the future that on this page there is a link you can use to retrieve your lost password.

Whenever you log in, you'll be taken directly to the **Dashboard** of the WP Admin. Following is a screenshot of the WP Admin that you will see immediately after you log into the blog you just installed:

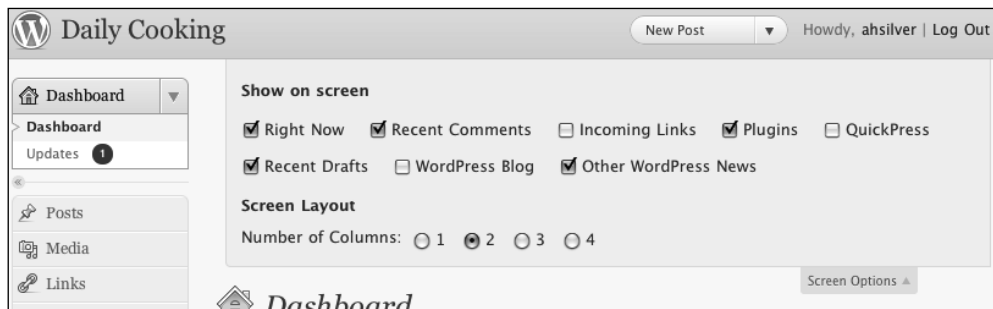


You'll see a lot of information and options here, which we will explore throughout this book. For now, we will focus on the items that we need to touch upon right after a successful installation. First, let's take a brief look at the top of the WP Admin and the **Dashboard**.

The very top bar, which I'll refer to as the **top bar**, is mostly a medium grey and contains:

- A link to the front page of your WordPress website
- A rollover drop-down menu with handy links to **New Post**, **Drafts**, **New Page**, **Upload**, and **Comments**
- Your username linked to your profile
- A link to log out

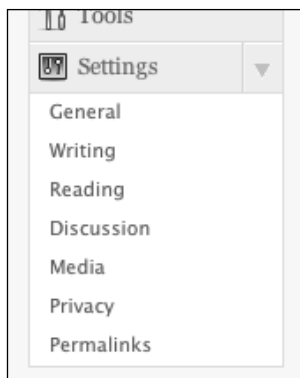
You'll also notice the **Screen Options** tab, which appears on many screens within the WP Admin. If you click on it, it will slide down a checklist of items on the page to show or hide. It will be different on each page. I encourage you to play around with that by checking and unchecking items, as you find you need them or don't need them.



On the left, of course, is the **main menu**:



You can click on any word in the main menu to be taken to the main page for that section, or you can click on the rollover arrow to slide down the subpages for that section. For example, if you click on the arrow next to **Settings**, you'll see the subpages for the **Settings** section:



In this book, when describing to you which page within the WP Admin to go to, I'll write things such as "navigate to **Settings** | **Privacy**" or "navigate to **Posts** | **Add New**". This always describes the path you should take to get there via the main menu.

The top menu and the main menu exist on every page within the WP Admin. The main section on the right contains information for the current page you're on. In this case, we're on the **Dashboard**. It contains boxes that have a variety of information about your blog, and about WordPress in general.

Before WordPress 3, the first thing you'd have to do would be to change the password to something easier to remember. However, now that you can choose your password during installation, this is no longer necessary. Let's jump right to general site settings.

## Changing general blog information

You may need to change and add some general blog information (such as blog title, one-sentence description, and so on) after a successful installation to get your website set up with the correct information. To get started with this, navigate to **Settings** in the main menu.

There are many options you can set here, most of which are pretty self-explanatory. We'll look at the most important ones, and you can explore the rest on your own. Obviously, you can change your blog's title. You can see from my screenshots that I've called mine **Daily Cooking**:



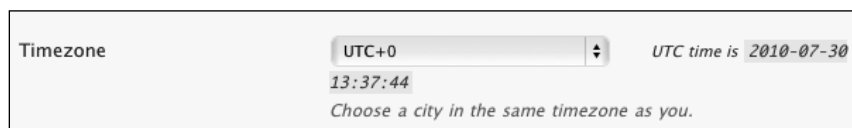
**General Settings** Help ▾

Site Title

Tagline  In a few words, explain what this site is about.

You can also change the blog description, which is used in most themes as a subtitle for the blog, like the subtitle of a book. The default description is **Just another WordPress site**. You'll probably want to change that! I'll change mine to 'Exploring cooking every day of the week'.

The only other thing you probably want to take a look at on this page is the **Timezone**:



Timezone  UTC time is 2010-07-30 13:37:44

Choose a city in the same timezone as you.

Whether you have a blog (with timestamps on every post) or not, it's important that WordPress knows what timezone you're in, in case you want to schedule a page or post for the future, show users accurate timestamps, or even just make sure that e-mail notifications are correctly time-stamped.

The pull-down menu will show you different UTC settings, along with cities. Just choose a city in your timezone. After you save the changes you made, the time that shows further down the page (next to **Time Format**) will change to the time you chose, so that you can check and make sure it's correct.

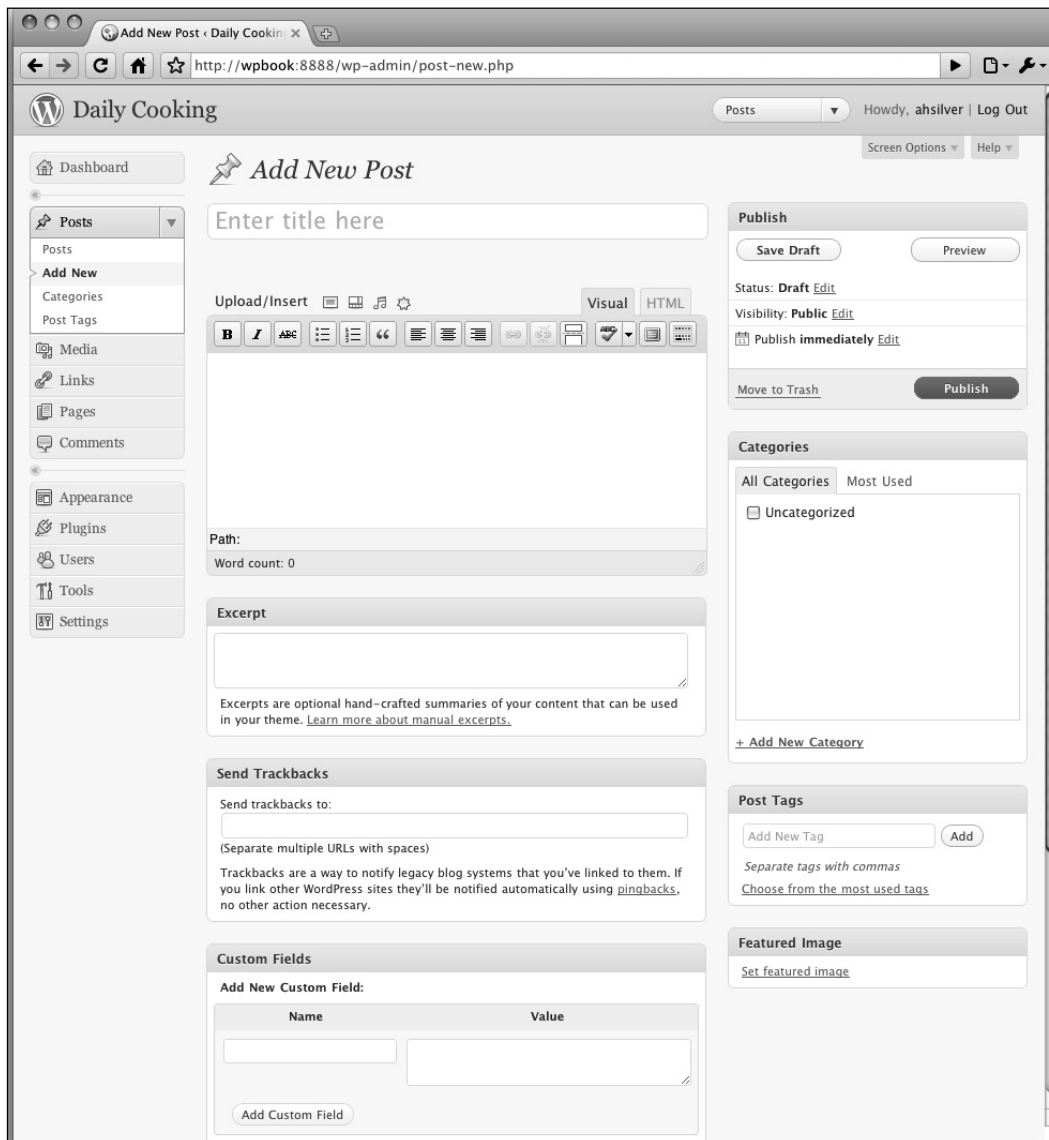
When you're done making changes to this page, be sure to click on the **Save Changes** button at the bottom of the page.

## Your first post

For this chapter, and the next few chapters, we'll be focusing on using WordPress to run a blog website. In a later chapter, we'll talk more specifically about using WordPress for a non-blog website.

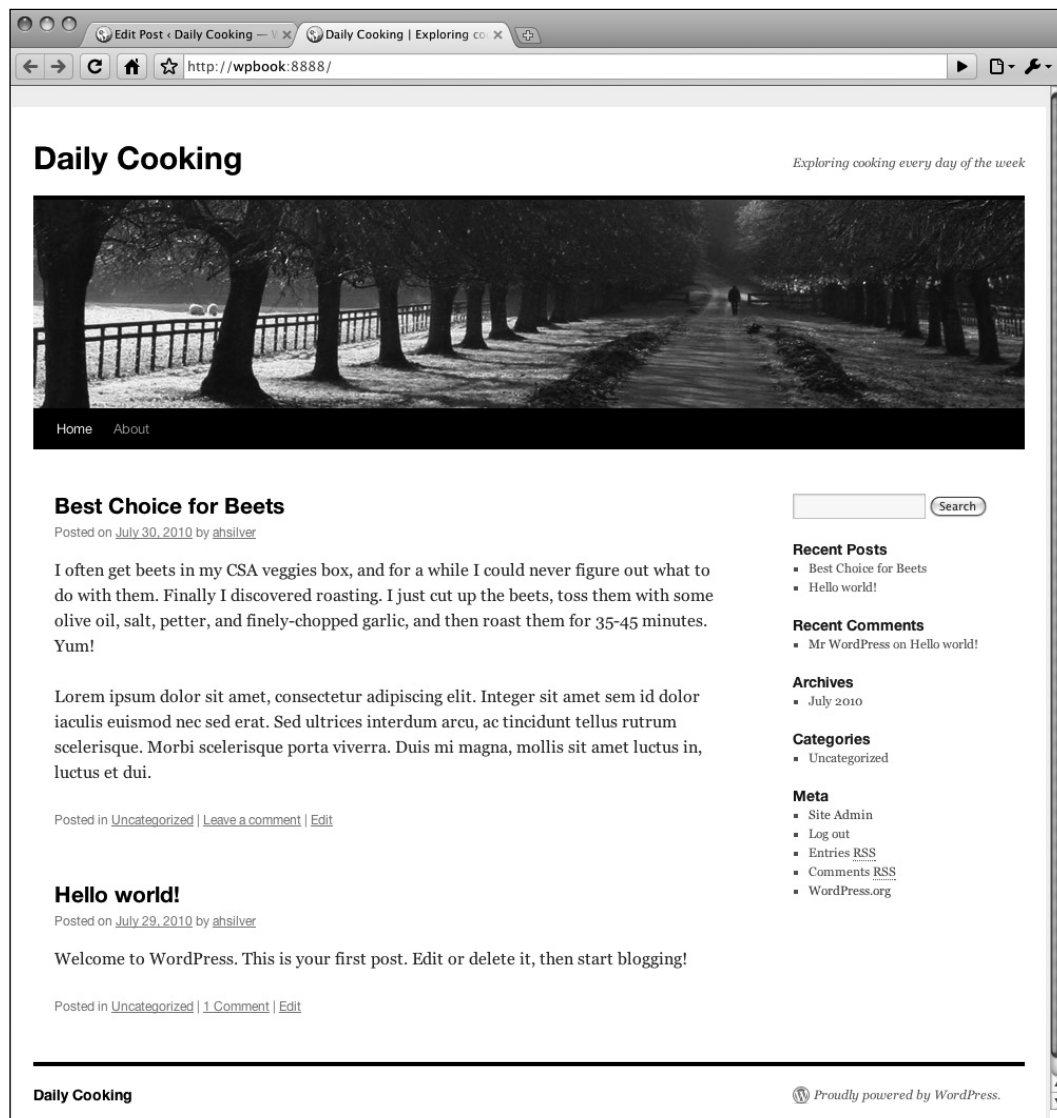


So, with that in mind, let's add the first piece of content to your new blog—a blog post. (This won't be the very first post on the blog itself, because WordPress created a post, a comment, and a page for you when it installed. It will be YOUR first post, however!). To create a post, just click on **New Post** on the top menu. You'll be taken to the following page:



As you can see, there are a lot of options for your post (which we'll explore in more detail in *Chapter 3*). For now, just worry about the basics. Every post should have, at minimum, a title and some content. So go ahead and write in some text for those two things. When you are happy with it, click on the **Publish** button.

You'll get a yellow note telling you that the post is published. Take a look at the front page of your site by clicking on the name of your site in the top bar. You'll see the following:



## Your first comment

Now let's see what it's like to post a comment. One of the great things about blogs is that they give you, the writer, the opportunity to spark a conversation with your readers. WordPress comes with a fantastic commenting system that allows visitors to add comments to your blog. To add your own comment to your first post, click on the **Leave a comment** link underneath your first post. You'll be taken to the post's individual page at the bottom, where you can find a comment form like the following:

### Leave a Reply

Logged in as [ahsilver](#). [Log out?](#)

Comment

You may use these HTML tags and attributes: `<a href="" title="">` `<abbr title="">` `<acronym title="">` `<b>` `<blockquote cite="">` `<cite>` `<code>` `<del datetime="">` `<em>` `<i>` `<q cite="">` `<strike>` `<strong>`

Your visitors, who won't already be logged into the WP Admin, will see a form that looks like the following instead:

### Leave a Reply

Your email address will not be published. Required fields are marked \*

Name \*

Email \*

Website

Comment

You may use these HTML tags and attributes: <a href="" title=""> <abbr title=""> <acronym title=""> <b> <blockquote cite=""> <cite> <code> <del datetime=""> <em> <i> <q cite=""> <strike> <strong>

Post Comment

As you're already logged in, all you have to do is write something in the text area and click on **Submit Comment**. Then, you'll see your comment show up under the post, and that's it. Later, we'll explore how you can control which comments show up right away, and which comments have to wait for you to verify them as valid, as well as which fields are required for visitors.

## Retrieving a lost password

If you have lost your password and can't get into your WP Admin panel, you can easily retrieve your password by clicking on the **Lost your password?** link on the login page. A newly generated password will be e-mailed to you at the e-mail address you gave during the WordPress installation. This is why you need to be sure that you enter a valid e-mail address. Otherwise, you will not be able to retrieve your password.

## Summary

You have learned a lot of things from this chapter. Now you are able to install WordPress on a remote server, change the basic default settings of your blog, write posts, and comment on those posts.

In the next chapter, we will learn about all the other aspects of a blog post that you can control and additional ways to add posts, as well as the intricacies of managing and controlling commenting and discussion on your blog.

## Where to buy this book

You can buy WordPress 3 Complete from the Packt Publishing website:  
<https://www.packtpub.com/wordpress-3-complete/book>

Free shipping to the US, UK, Europe and selected Asian countries. For more information, please read our [shipping policy](#).

Alternatively, you can buy the book from Amazon, BN.com, Computer Manuals and most internet book retailers.



[www.PacktPub.com](http://www.PacktPub.com)

For More Information: [www.packtpub.com/wordpress-3-complete/book](http://www.packtpub.com/wordpress-3-complete/book)