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# **WordPressFAQ.org E-Book**

**How to easily get more out of WordPress**

Presented by Cédric Giger

**NOTE: THE SAMPLE WAS MADE OUT OF V.0.6 OF THE E-BOOK PUBLISHED ON  
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- The book is divided in ten sections which should make it easier for you to find what you're looking for. I would recommend you to have a look at the section pages since they tell you what other chapters from other sections you may be interested in too. Basically it helps you to get more ideas.

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Because I often refer to them in this E-Book you should have a look at the following chapters: [What is the root of a server/website? How do I upload a file which is not added directly to WordPress? What will its URL be?](#) and [How to add HTML Codes in WordPress \(READ ME!\)](#) which are both very important.

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\* **E-Book-only FAQs:** FAQs which are not discussed on the website

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## Foreword

My name is Cédric. I was born on September 15th 1986 in the beautiful (at least for tourists) city of Lugano, Switzerland. Since the end of 2006 I'm living in the beautiful city of Basel (Switzerland).

Since 1995 (I think) I'm working and having fun on Apple computers. The first Apple was a Mac Classic. Remember when computers had only black & white screens? Makes me feel old... :-)

This Book was written for people who are at the beginning of their webmaster career and people who like easy formulated step by step instructions without unnecessary technical jargon. It will guide you all the way from installing WordPress to using WordPress and later customizing the theme you're using. On the way we will also have a look at how to achieve certain effects to enrich your website.

I think the book will save you a lot of time since you don't have to spend your time searching for a solution on Google and figure out how it works anymore. It's all there. And if it isn't you could suggest me to include a chapter about it in a future update.

Thanks for buying my E-Book and kind regards,  
*Cédric* - [wordpressfaq.org](http://wordpressfaq.org)

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# Section 1: Introductory chapters

## *Chapters in this section:*

- Basic web knowledge base
- Basic HTML Codes knowledge base
- What is a div and what can it be used for?
- General tips on building a website
- Hosting and FTP applications
- Introduction to WordPress
- How to install WordPress
- Multiple websites and multiple blogs
- How to use WordPress and settings (Basics)
- Plugins
- Widgets
- How to upload files

## *Chapters in other sections which may be of interest:*

- [Themes](#)
- [Comments](#)
- [Google and other search engines](#)
- [Tracking visitors activity](#)
- [Multilingual websites](#)
- ... have a look at all the sections of the book.

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## Basic web knowledge base \*

### What is a URL?

URL stands for Uniform Resource Locator, in other words it's the web address under which you can access files on the web and usually looks like this: [www.yourdomain.com/sitename/pagename.html](http://www.yourdomain.com/sitename/pagename.html)

### What is a domain?

A domain is actually a name like [www.yourdomain.com](http://www.yourdomain.com). Can you buy a domain? It's more like you rent a domain and renting the domain gives you the rights for the name and for using it during the time you rent it. You usually pay a yearly fee for it.

### What is a registrar?

A registrar is a company which is selling (more giving for rent) domains.

### What is a server?

In poor words. It's a computer on which you can store some informations. What makes it different from your computer at home is that it is online 24h/day 365days/year and people can get access to the files stored on the server by connecting to it with a browser or an FTP application.

### What is a hosting?

A hosting company is a company owning servers and giving away some space on the server so that people can store their files on them and access them whenever they want. Do you buy some space on the server? It's more like renting some space. You pay a monthly fee for using the space. Like you rent a house or a flat. Note: Most hosting companies also offer you to buy a domain through their services.

### What is an FTP application?

FTP stands for File Transfer Protocol. It's an application built to connect to a server which allows you to upload files to the server, download files from the server, delete files on the server all from your computer at home.

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## What is a Browser?

A browser is an application which retrieves files stored on a server and displays it's content to you on your computer. Example: InternetExplorer, Firefox or Safari.

## Example of FTP, Server, Hosting, Domain, Registrar, Browser

I built a website on my computer. With an FTP application (Cyberduck) I uploaded the files of my website to a Server I rented some space on from a Hosting (HostExcellence) who own the Server. Then I bought a domain name [www.wordpressfaq.org](http://www.wordpressfaq.org) from a registrar and had it pointing to the location where I uploaded the files to. Now when you open your Browser and enter the web address (domain) [wordpressfaq.org](http://wordpressfaq.org) you can see my website.

## What is the root of a server/website? How do I upload a file which is not added directly to WordPress? What will its URL be? (images, .mp3 files, flash files, .html files, .zip files or any other file...) (READ ME!)

The root of a server (as it is used in this E-Book!) is the main location on your server.

If you have an image named *picture.jpg* and you uploaded it to the root of your server the image will display if you enter *http://www.yourdomain.com/picture.jpg* in your browser. If it doesn't display you didn't upload it to the root. Try it out to find the root of your server! Every hosting is a bit different. To upload a file to your server you need an FTP application like [Cyberduck](#).

Sometimes you have to upload a file or a folder to your server without going through WordPress (perhaps a slideshow you made, flash content files, pictures, music, ...) for these files I think it's best to make a folder called *media*, put all the files which don't go directly into WordPress to this folder and upload the *media* folder to the root of your website. The web address (or URL) of this folder will be

*http://yourdomain.com/media/*

and if you put a file into it, let's call it *filename.extension*, its URL will be

*http://yourdomain.com/media/filename.extension*

Having a *media* folder helps you to keep things organized and makes it easy to determine the URL of a file you want to upload.

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**Important note:** When you upload a file replace spaces with underscores \_ (eg. "happy new year.jpg" gets "happy\_new\_year.jpg") this makes it much easier to find out the file's URL. Spaces in filenames cause quite some troubles on the web. Also avoid special characters like ä, ö, è, ... and any punctuation in the filenames. Replace special characters with normal characters (like à with a).

## Absolute paths and relative paths (or links)

Instead of using the full URL to a file as seen in the previous subchapter `http://yourdomain.com/media/filename.extension` you could also use an absolute path or a relative path.

### *Absolute paths (or links)*

All the codes you find in my E-Book were written or adapted to work once you uploaded the files to the server. Instead of using the entire URL `http://yourdomain.com/FolderName/picture.jpg` in the codes you will often find that the addresses to files are specified like this:

`/FolderName/picture.jpg`

hence without `http://yourdomain.com` in front of it. When it starts with a slash "/" like in the example above this is called an absolute path. This indicates the position of a file on a server starting from the domain `http://yourdomain.com`, which, as we've seen earlier, points to the root of your server. So basically you just type in what comes after your domain `http://yourdomain.com` without typing in `http://yourdomain.com` just starting with / so for a picture you uploaded to the root instead of writing `http://yourdomain.com/picture.jpg` you just write `/picture.jpg`

The good thing about using `/FolderName/picture.jpg` instead of `http://yourdomain.com/FolderName/picture.jpg` is that the first one is universally applicable. No matter what your domain is the `picture.jpg` file will be searched in the folder `FolderName` which is uploaded to the root of your server. This allows you to use the code I provide you without you needing to edit the code first or with less need to edit it.

As a last note on absolute paths it may be helpful to keep in mind that they are built "forward" or in a "top down" process. They start from the most top (the root `http://yourdomain.com`) and you just type in what comes after the root after the initial slash (/).

### *Relative paths (or links)*

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I never use relative paths however you may find them elsewhere on the web so here I will try to explain the difference between absolute paths and relative paths and how to use relative paths in case you would ever want to do that (I wouldn't since to me it's more complicated). If absolute paths are built forward in a top down process relative paths are built backwards in a bottom up process.

If you have a page under `http://yourdomain.com/sitename/pagename.html` while building a relative paths the question to answer is where do I go from here? If the file you're wanting to refer to is in the sitename folder too let's take again `picture.jpg` then all you have to do is type in `picture.jpg` like `` easy. If the file isn't in the sitename folder but in the root then you have to go a step backward first (or a step bottom up) which is done by adding `../` which equals a step backward ``.

What if I have a page published under `http://yourdomain.com/site/page.html` and a picture published in a folder called "media" which is uploaded to the root? Then you would have to go back to the root level and add to search in the "media" folder like this:  
``

Again I wouldn't recommend you to use relative paths. To me absolute paths are easier. If you have a code using relative paths you may want to convert the relative paths into absolute paths.

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## Basic HTML Code knowledge base \*

Using WordPress you will certainly find yourself working with HTML codes. Especially following some of the tutorials in this E-Book which are a little more advanced but don't be scared! Here I will discuss some basics about HTML and tell you where to find certain informations when needed.

Before we start I think it is important for you to know that when you open a certain tag you also have to close it <div> is closed with </div>, <strong> with </strong>, <iframe> with </iframe>, ... except for some few codes like <img> and <br> (you will read what these codes are used for in this chapter).

### Images

Code:

```

```

where [URLofTheImage](#) has to be replaced with the URL of the image. To know how to upload an image and find out its URL read [How to upload files](#). Also have a look at [Stylings for borders](#).

### How to make links and image-links

Link code:

```
<a href="URL of the page to open" title="Title of the link" target="_top">Link text</a>
```

In some codes you have to use apostrophes/single quotes ' instead of quotes " when adding a link code. Hence use:

```
<a href='URL of the page to open' title="Title of the link" target='_top'>Link text</a>
```

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*Title of the link* is what displays when pointing the mouse over the link

*Link text* stays for the text displaying as a link. Alternatively if you want to use an image instead of text as the link replace *Link text* with the code to add an image:

```

```

Resulting in:

```
<a href="URL of the page to open" title="Title of the link" target="_top"></a>
```

where URLofTheImage has to be replaced with the URL of the image. To know how to upload an image and find out its URL read [How to upload files](#).

Note the *border:0px* in the code. With image-links in some browsers you get a blue border around them. This way the browser tells people that this image is a link. By adding *border:0px* to the img code you can keep this blue border from appearing. Also have a look at [Stylings for borders](#).

Links on the web can have different targets:

*target="\_self"* means that it opens in the same area as the page the link is on. If you have such a link in an iFrame it opens the page only in the iFrame area.

*target="\_blank"* means that the link opens in a new window.

*target="\_top"* opens the linked page in the same window as the page the link is on. If you have such a link in an iFrame the link does not only open in the iFrame. Instead it opens in the full size of the window.

## How to customize the appearance of links

Styling for links looks like this:

```
<style type="text/css">
a:link {
```

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```

color: #0000FF;
text-decoration: underline;
}
a:hover {
color: #0000FF;
text-decoration: none;
}
a:visited {
color: #0000FF;
text-decoration: underline;
}
</style>

```

*a:link* sets what they look like when the page loads

*a:hover* sets what they look like when you move the mouse-pointer over them

*a:visited* sets what they look like when you already visited the page they link to

**#0000FF** Color-codes and designations

*text-decoration: underline;* the link will be underlined, set it to *none* if you don't want it to be underlined, you could also use *overline* or *underline overline* together or *line-through*

## Stylings for fonts and text formatting

***How can I change the font, the size and color of a text in HTML?***

```
<div style="font-family: Arial; font-size: 12px; font-weight:none; font-style:none; color:#000000;">Your content</div>
```

*font-family:"Arial";* Have a look at the following page to see which possibilities there are: <http://www.dev-archive.net/articles/examples/font-family.html>

*font-size: 13px;* The higher the number the bigger the size of the displaying text. You can also replace px with pt if you prefer.

*line-height: 30px;* If you want to increase the spacing between the lines you can add the *line-height* parameter to your style

*font-weight: none;* Enter *none* or *bold*

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*font-style: none*; Enter *none* or *italic*

*color: #000000*; Change the text-color by changing the color designation as explained in the previous subchapter

### ***How can I change the font, the size and color of only part of the text?***

Instead of using a <div> use <span> like this:

```
<span style="font-family: Arial; font-size: 12px; color:#000000;">Your content</span>
```

### ***How can I change the font, the size and color of only part of a paragraph?***

Paragraphs in a text are marked as <p>The text</p>

Of course you can style the font in a paragraph by using this code:

```
<p style="font-family: Arial; font-size: 16px; font-weight: none; color:#000000;">Type your text here</p>
```

You can have multiple paragraphs in a text and each of them can have its own styling applied if you want.

### ***What about text alignment?***

For text alignment you can use *text-align* in the style part of either a <div> or a paragraph.

```
<div style="font-family:Arial; font-size:16px; font-weight:none; color:#000000; text-align:justify;">Type your text here</div>
```

*justify* results in the text filling in the entire area, you can also use *left* or *center* or *right*

### ***What about text decoration?***

```
<span style="font-family:Arial; font-size:16px; font-weight:none; color:#000000; text-decoration:underline;">Type your text here</span>
```

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*text-decoration:underline*; of course causes the text to be underlined. You can also choose *overline* or *line-through* or combine overline and underline as *text-decoration:overline underline*;

### ***Bold, Italic and Bold italic***

`<strong>Your text</strong>` or `<b>Your text</b>`

will make your text appear as **bold**. It is recommended to use the first method since the second one isn't considered to be a web-standard.

`<em>Your text</em>` or `<i>Your text</i>`

will make your text appear as *italic*. It is recommended to use the first method since the second one isn't considered to be a web-standard.

Combine the two codes for ***bold-italic*** `<strong><em>Your text</em></strong>`

It is important to have an opening tag and a closing tag. As you see above the closing tag contains a / in addition to the tag which tells "the effect ends here"

## Stylings for borders

Stylings for borders can be applied to images, image-links, `<div>`, `iFrames`, ...

All you have to do is add the following code:

```
border:0px solid #ffcc00;
```

to the style part of the code. Example for images:

```
<img src= "URLofTheImage" style="200px; height:80px; border:0px solid #ffcc00;">
```

`0px` defines the width of the border

`solid` defines the style of the border. For more border styles have a look at [this page](#) of w3schools.com

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`#fcc00` defines the border's color have a look at the color codes and designations part of this chapter for more info

## Stylings for backgrounds

Note that this styling can also be applied to a particular `<div>` or `<p>` or `<span>` just add it in the style part (`style="..."`)

`background-color:#fffff`; To change the background color, change the color designation as of [Color-codes and designations](#)

`background-image:url('URL to your image')`; If you want to use an image as a background paste the URL replacing the *URL to your image* in the code. To know how to upload an image and find out its URL read [How to upload files](#).

`background-repeat:repeat`; when using an image as the background you also have to specify whether you want to the image to *repeat* in this case horizontally and vertically or *repeat-x* if you want it to repeat only horizontally, *repeat-y* if you want it to repeat only vertically or *no-repeat* if you don't want it to repeat at all.

If you want to have a background being transparent use

`background-color: transparent`;

however note that this may not always work. Just try it to see whether it works or not.

Example in the code of a `<div>`

```
<div style="font-family: Arial; font-size: 12px; color:#000000; background-color:#fffff;">Your content</div>
```

```
<div style="font-family: Arial; font-size: 12px; color:#000000; background-color:#fffff; background-image:url('URL to your image'); background-repeat:repeat;">Your content</div>
```

## Classes for stylings

If you want to have the same styling applied to multiple images, links or div you can have styling classes. With a class the styling is applied to all the elements you add the class to. Instead of applying the style to the element itself like

```
<div style="font-family: Arial; font-size: 12px; color:#000000;">Your text</div>
```

you separate out the styling and just add the class in the element like

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```
<style type="text/css">
div.myclassname {
font-family: Arial;
font-size: 12px;
color:#000000;
}
</style>
<div class="myclassname">Your text</div>
```

this way all the div on the page you add `class="myclassname"` to will have the same styling/appearance. Of course you can have multiple different classes and can add whatever you want instead of `myclassname`.

For links that would be:

```
<style type="text/css">
a.mylinkclass:link {
color: #000000;
text-decoration: underline;
}
a.mylinkclass:hover {
color: #000000;
text-decoration: none;
}
a.mylinkclass:visited {
color: #000000;
text-decoration: underline;
}
</style>
<a class="mylinkclass" href="http://iwebfaq.org" title="Title of the link" target="_top">Link text</a>
```

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and for iFrames

```
<style type="text/css">
.myiFrameclass {
width:370px; height:280px;
border-width:5px;
border-color:#990033;
border-style:solid;
}
</style>
<iframe class="myiFrameclass" src="http://iwebfaq.org/site/iWeb_iframe_2.html"
scrolling="auto">
</iframe>
```

Of course you can also add just some attributes in the class styling and other attributes in the element itself.

## Special-characters and punctuation in codes

When typing in some text content in a code letters like ä, é, ü, è, and other special characters like punctuation !, ?, :, ', and so on usually need to be typed in as their html codes to display correctly.

This is especially true for single quotes/apostrophes ' and quotes " since just typing them in could cause some intermingling issues with the code itself and cause it to not work properly.

A list of these codes is found at [http://www.w3schools.com/tags/ref\\_entities.asp](http://www.w3schools.com/tags/ref_entities.asp)

For multiple empty spaces add series of

&#160;&nbsp;

which equals two spaces.

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Also some codes do not allow you to use tab/return key since it breaks the code and it won't work anymore. In general you have to use the <br> tag to have text or other content starting on a new line when using codes.

## Line-break <br> tag

<br> forces a line-break in your document. In other words the text you type after typing <br> will start on a new line. Typing *"Now I do understand some HTML coding<br>because I read this chapter"* will display as

*"Now I do understand some HTML coding  
because I read this chapter"*

thanks to the <br> tag even if it's written on the same line. You can repeat the tag to create empty lines (<br><br>). You can also use them between two images to display them one above the other, between videos and wherever you want.

## Color-codes and designations

There are various ways to define colors on the web. The most used one is a # followed by a 6-digit-code made of letters and numbers.

#000000 stays for black, #ffffff for white, ... Codes for other colors can be found here [http://www.w3schools.com/html/html\\_colors.asp](http://www.w3schools.com/html/html_colors.asp)

Otherwise colors are sometimes also defined by just typing in their names like "black", "white", ...

Another way is using RGB Decimal designations like (204, 204, 204) for light-gray. In that case refer to <http://html-color-codes.com/rgb.html>

## How to customize the appearance of iFrames

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```
<iframe src="http://iwebfaq.org/site/iWeb_iframe_2.html"
style="width:370px; height:280px;
border-width:0px;
border-color:#990033;
border-style:solid;"
scrolling="auto">
</iframe>
```

Change [http://iwebfaq.org/site/iWeb\\_iframe\\_2.html](http://iwebfaq.org/site/iWeb_iframe_2.html) to the URL of the page you want to display in the iFrame

Change the width and height parameters to fit the page it embeds.

*border-width:0px*; Change the number of pixel in the border-width if you want a border to display, have it larger or smaller. If set to 0 no border will display.

*border-color:#990033*; Change the HTML color designation of the border

*border-style:solid*; Change the border-style. For different border-styles have a look at [this page](#).

*scrolling="auto"* Set scrolling to "yes" if you want it, "no" if you don't want it and "auto" to have it appearing only where needed

## Position of divs

Working with HTML it's sometimes good to know how to define the position of a div which is done with the following code:

```
<div style="position:relative; top:280px; left:20px; z-index:1;">
Code for the fading text or any other code or text
</div>
```

This way the content of the div will display at 280px from the top of the div containing it and at 20px from the left of div containing it. When people scroll the page the div scrolls too. Instead of *position:relative* one could also write *position:absolute* in that case the div will display at 280px from the top of the page and at 20px from the left of the page. Sometimes it works better when using one and sometimes when using the other. You may have to try with both. If it works with *position:relative* better use this one.

The z-index parameter is used to define what displays in front of what. Increase the number to bring it forward, decrease it move it back.

With the position fixed the content will always display in the same position. Even when the page is scrolled the content doesn't move.

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```
<div style="position:fixed; top:280px; left:20px; z-index:100;">  
Code for the fading text or any other code or text  
</div>
```

This is used in the Floating menu (or float anything else) chapter of this book.

Also have a look at [Wrap text in HTML](#).

## Adding captions to images in HTML

```
<div style="width:300px; height:400px; text-align:center;">  
<br>  
<span style="font-family: Arial; font-size: 10px; font-weight: none; color:#000000;">  
This is my caption  
</span></div>
```

As you see there's a div to create the needed room for the image and the caption. The image and the caption are centered in the div by the *text-align:center* there's the image code to add the image and define its size and there's a span to define styling for the caption's text. If you don't want the caption to be centered you can add a *text-align* here *right* or *left*. The `<br>` is used for the caption to display under the image.

If you want to have your text wrapping around the image add the appropriate code to the div as described here: [Wrap text in HTML](#).

## Note about combining various codes of different tutorials you find in this E-Book and about how to write content in HTML to be used in codes (READ ME!)

### *Writing the content*

If you would write a text you want to put in an HTML code just as you always do, it probably wouldn't work. Some characters may not display, they may totally break and nothing would work. So there are a few things you have to keep in mind to keep that from happening. Here are the steps I usually follow and I would recommend you to follow when writing some content for using it in HTML codes.

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1. Write the text as you always do in TextEdit without paying attention or doing anything special.

2. Apply `<br>` tags where needed

*Note that some codes (namely: Display random photos, text or links & Auto-Fading text) don't work if there is any tab/return key in the code. So for these codes you would have to undo the return/tab key after you added the `<br>` tags. This is not necessary for other codes.*

3. Replace [special characters](#) with their HTML code where needed. This is especially true for single quotes/apostrophes ' and quotes " This can easily be done by using the Find&Replace feature of your text editing application (in TextEdit hit cmd+f, uncheck the Ignore case box since è and È have a different code, Find è replace all with the appropriate code, ...)

4. Apply the [styling for the font](#) using the appropriate code

*Caution, in some codes you can't use quotes " to add styling and you have to replace them with apostrophes/single quotes ' in other codes you can't use single quotes and have to use quotes for it*

5. Add images, movies, ... using the appropriate HTML codes

*Caution, in some codes you can't use quotes " to add images, ... and you have to replace them with apostrophes/single quotes ' in the image's code in other codes you can't use single quotes and have to use quotes for it*

6. Select all and paste it into your code

It is important to respect the order of the steps, otherwise you may run into troubles.

### **Combining codes**

At times you may want to combine different tutorials of this E-Book to build one thing. As an example you may want to combine the [Toggle, Hide and Display](#) tutorial with the [How to have a TextBox with vertical scrollbars without using an iFrame](#) tutorial to have a toggle and a lot of content displaying in a small area. This usually can be done with no problem at all.

To make the process of combining different codes easier and cleaner I would recommend you to always do it step by step from the inside out. For the example mentioned above this means:

1. Write your text as you always do

2. Apply `<br>` tags to the text where needed, replace special characters with their HTML code where needed (this is especially true for single quotes/apostrophes ') this can easily be done by using the Find&Replace feature of your text editing application (in TextEdit hit cmd+f, uncheck the Ignore case box since è and È have a different code, Find è replace all with the appropriate code, ...) then apply styling and formatting using the appropriate code. Add images, movies, ...

3. Once the content is written select all and copy and paste it where the content goes in the TextBox with scrollbars without iFrame code

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4. Finally select all (content and TextBox with scrollbar code) and paste it where the content goes in the Toggle code which builds the outer frame for everything

If you would like to have the content displaying in [Columns](#) then you would start with the content (1, 2) then paste into the columns code, then paste into the TextBox code (3) and finally into Toggle (4).

## Further important notes

We've seen earlier that in some codes you have to replace quotes " and/or single quotes/apostrophes ' with the appropriate HTML code in your content to be used in a code to not break the code since the code itself is using them and they have a different meaning in the code.

On a similar topic it is important to note that quotes don't equal quotes. If you were to use curly quotes (sometimes also referred to as smart quotes or intelligent quotes) in a code instead of quotes the code won't work anymore. Some text editors use curly quotes by default hence you have to pay attention to what quotes are being used.

`` is just a container for some code or text.

We've seen earlier in "Stylings for text" that `<div>` can be used to [style the text](#) it contains using

```
<div style="font-family: Arial; font-size: 12px; font-weight: none; font-style: none; color:#000000;">Your text</div>
```

however divs can be used for a great number of things. This makes it worth to dedicate an entire chapter to this tag. In this chapter you will be introduced to some of things it can be used for.

### Inline divs

Per default every `<div>` starts on a new line. What if you want to have different div tags on the same line? You would have to add some code to achieve that. As you see in the following code box you have to add a styling and in all the `<div>` you want to have inline a `class="whatever"`

```
<style type="text/css">
div.inline { display:inline; }
</style>
<div class="inline">Hot News Headlines | </div>
<div class="inline">Whatever</div>
```

instead of the red `inline` you could also write something else. Not instead of the black `inline` in the code, just the red ones.

This was used in the first example on the Auto-Fading text page of my website.

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## Using divs to create room

WordPress posts and pages adapt their length to their content but sometimes it may happen that you add something to your pages (like a <div> with an absolute position) and there's not enough room for it. The solution is to wrap that thing inside a div which gives it enough room.

```
<div style="width:600px; height:400px;">  
Your other code  
</div>
```

## Using divs to restrict the width of content

```
<div style="width:600px;">  
Your other code  
</div>
```

## More

Also see [How to have a TextBox with scrollbars without using an iFrame](#), [Floating menu \(or float anything else\)](#), [Text-Formatting](#), [Columns](#), [Wrap text](#) and more...

As we've seen you can use div tags to achieve a lot of things. You can also have just one <div> tag to perform everything. Example...

```
<div style="position:relative; top:280px; left:20px; font-family: Arial; font-size: 12px; color:#000000; text-align:justify;" >Your content</div>
```

Of course you can add all other parameters we've seen for width, height, margins, ... to the *style* as too.

<div> tags can be used to do a lot of other things but the ones I described here are the ones I think you will be using the most.

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## General tips on building a website

### Before you start

If you think about the website before you start building it this will save you a lot of time and trouble later on.

What should the website be about? How should you organize it? What other services would you like to integrate ([Guestbook](#), [Facebook](#), [AddToAny](#), [Comments](#), ...)? Make some sketches on a piece of paper for what concerns the look you want to give your website, the navigation, where you want to place comments or Facebook on the page, ... to build your own theme (kind of). Always leave some empty space, you never know what else you'd like to integrate later on.

If you really want to build a website, a serious website, do pay for a real hosting. You will find some suggestions [here](#). Free hosting services are limited, unreliable, have poor support and you may not be able to install all blogs or forums or whatever you may want to install. A good hosting really doesn't have to be expensive nowadays. The [hosting I'm using](#) perhaps offers plans starting from 3.95\$/month (and the domain yourdomain.com is already included) which I think is quite affordable. It will really save you a lot of time and trouble.

Always keep in mind that a website takes a lot of work and a lot of time. I think people often underestimate the amount of work behind it.

### Notes about the navigation

The navigation is the heart of every website and should be made as easy and clean as possible. If the content of your website is great but the navigation is a mess then the whole website gets to be a mess.

Group the content of your website into main categories/topics and only have the main categories showing up in the menu. That looks much cleaner and clearer. Much better organized. Well structured. Hence much more intuitive to navigate and people will certainly like it.

### How to make your website be successful. Get visitors.

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<http://wordpressfaq.org> is made by Cédric and hosted by [HostExcellence](#) //////////////// For questions and feedback please refer to my [Forum](#). Thank you.

Always keep in mind: Nothing comes from nothing. It's always a lot of work. If you don't do anything for its success it will most likely not be successful.

First thing to do is, of course, have it appearing on the major search engines. First of all [Google](#). Google has more than 70% market share. In addition to that if your website appears on Google it is more than likely that it will appear on the other major search engines as well.

Communities are another important source of visitors. No matter what you build your website about you will find a lot of Forums where people discuss about the topic of your website. Be part of these communities and build your website to become a reference for all the people in the community. Hopefully they will later promote it themselves. The best advertising is still the mouth to mouth propaganda. When this happens you know you're doing a great job. Beware: do not blindly post the link everywhere, that's spamming which is the wrong way, not appreciated and has the opposite effect of the desired one. It always has to have something to do with the topic that is being discussed.

Social-networking. In the past few years social-networking got to be more and more important. Whether it is [Twitter](#), MySpace or [Facebook](#) they are all places where a lot of people get together and interact with each other. Source of an incredible amount of possible-visitors. Make it easy for your visitors to [share your website](#) on these networks and be part of them yourself.

The most important part of a website is its content and especially its text-content. If your website doesn't get the visitors you would like it to get it probably is because your website doesn't contain what people are looking for or it doesn't contain the keywords people are searching for in its text-content. Hence try to find out what people are searching for, keep working on the text and keep improving the text on your website and use synonyms. Another possibility would be that there are already a lot of websites like yours, try to be different.

## **Making money with a website. Advertising. And: Do not overload!**

If you think you can have a website to earn a lot of money without doing anything then I'm sorry to tell you that you're most probably wrong and that it most probably won't work. Usually there's not much to earn from advertising.

If you want to get rich do something else. Pick up a guitar, go to town and start singing. Either they'll pay you because you're so good at playing the guitar and singing or they will pay you to stop singing and playing. Even if a website is successful that still doesn't mean that it's generating money.

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Building and updating a serious website is a very time consuming thing and with a website you will most likely earn little to nothing. Things of course are different when you have a product of your own to sell (like a software, handcrafted stuff and other products...) or you have a product (like a Hotel or a Restaurant) you advertise. Here I'm talking about people not having anything to sell. If you do have something to sell you may want to look at the [Business solutions](#) chapter.

Anyway if you want to put some ads on your website make sure they are on-topic. Otherwise there is no chance you will ever earn anything from them since people will probably not click on them. If you have a website about technology and computers and advertising of a store selling gardening tools it's probably not going to work as good as if you would have an advertising of a store selling technology and computers components.

Also don't overload your website with ads and rotating banners or whatever. It makes it difficult to read the content and people don't like them (I bet you don't like those kind of websites either so why should other people like them?). Further if you do overload your website with advertising people are not so likely to come back or provide the link to your website to friends and so on.

Again always make sure the ads fit your content in topic and design. They should look like actually being part of the content.

The "Don't overload" sentence also goes for any other type of graphics as well but especially for blinking and moving stuff. Don't add too many of them since they make it hard to find what you're looking for and concentrate on the text-content. Of course if your website is about photos and you're a photographer it's a different story. But even then don't overload the site with your pictures and make sure it's clean.

On the web there are a lot of stores which sell almost anything you can imagine. Some of them have affiliate programs allowing you to earn a certain percentage of each sale you generate. Example: [Amazon.com](#). All you have to do in an affiliate program is put a link on your website to send traffic to the store's website. Per se pretty easy but putting a link on your website doesn't guarantee someone will click on the link, it doesn't guarantee someone will buy something hence doesn't guarantee you to earn something.

There are also websites where you find a variety of different affiliate programs. One of these websites is [Commission Junction](#) where you find an affiliate program for selling socks, printers, beauty products, gardening stuff just everything. Sign up to CJ, sign up for an affiliate program. Put up a link. That's it.

[Google Ads](#) is just another way people think is making them rich. They generate almost no income. Trust me. They look bad on the site. People don't like them. People don't click on them. They are sometimes off-topic. Have you ever clicked on a Google Ad? How often? Very seldom if at all I guess.

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[PayPal](#)'s Donation buttons. Ask yourself: "Would you donate? Will you [donate to wordpressfaq.org](#)?" Unfortunately for me you most-likely will not... Why not? Because the content is accessible for free, you have access to it even if you don't donate, so why should you donate?! Would I deserve it? Of course I would, I'm sure you agree on that seen the amount of work and time I spent on it... But... You will probably not donate anyway... So unfortunately with Donation buttons you earn little to nothing since we're all human beings here...

## Things to keep in mind

Nothing comes from nothing. Building a website is a lot of work.

Always ask yourself: "**If I were a visitor...** What would I want to find on the website? What would I do and what not? Would I like the navigation? Would I like the design? Would I... ?". If you ever find yourself answering a question with "No" or with "I wouldn't" then you know something's going wrong. It's not what you want or what you would like to tell the people but it's what people want and what people would like to know. Which doesn't always equal each other.

If you like your website your visitors will most-probably like it too. If you don't, your visitors most likely won't either.

If you want to be found on the web the chapter about [Google and other search engines](#) is a must read for you. Otherwise no one is probably ever going to find you.

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## Hosting and FTP applications

### Which is the best hosting and what server should I use?

Basically all hostings which fit the minimum requirements for WordPress are also WordPress compatible.

If you can choose what server to use to host your site choose a Linux server.

There are a lot of free hostings to be found on the web. I tried about fifteen of them but I really wasn't satisfied by any of them. I found them to be pretty unstable, sometimes even signing up for an account was a hassle and the support was poor or nonexistent. I think it's much better to pay for a hosting. After all it's not expensive at all and you get a much better service especially what concerns the support.

The only problem is that there's a jungle of hostings out there. As always in a jungle there are good hostings and there are bad hostings. The good hostings care about their customers, the bad ones don't. It's pretty difficult to know which hosting is good and which one is bad. Unless you know someone who has a website and ask him whether he's happy with the service his hosting company provides or not.

If you're looking for a good hosting I would really recommend you to use HostExcellence for a number of reasons. First because I'm using it for my own websites. I think that's already a pretty good reason. Second I know that it's working great and that their customer support is excellent. Fortunately I don't need to contact their support very often since it works great. However when I have to contact them they are really more than helpful. I think customer support is one of the most important things to look at when choosing a hosting. They are definitely on the good side of the jungle. Also I think it's really intuitive and easy to use.

HostExcellence mainly offers two hosting packages:

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## Basic Plan

## Unlimited Business Plan

### Recommended for:

People who plan to build only one website.

### Specifications:

- Toll free support
- Unlimited space
- Unlimited monthly datatransfer
- 50 MySQL (1GB total)  
(used for WordPress, Forums, ...)
- 1 free domain
- 1 dedicated IP address,  
and more...

**For 3,95\$/month** ([click to sign up](#))

HostExcellence uses the Linux platform by default.

I'm currently using the [Unlimited Business Plan](#) since I have a lot of websites which I store on one hosting account. To me it's really worth it. I barely ever run into problems and if I did their support was most helpful. Since I know how HostExcellence works I could also give you better support if you run into problems following my FAQs.

[Here you will find some basic instructions and FAQs I wrote on using HostExcellence...](#)

### Recommended for:

People who plan to build multiple websites.

### Specifications:

- Toll free support
- Unlimited space
- Unlimited monthly datatransfer
- Unlimited MySQL (10GB total)  
(used for WordPress, Forums, ...)
- 3 free domains
- 15 dedicated IP addresses  
and more...

**Note:** more IP addresses make your websites being much more stable and reliable.

**For 7,95\$/month** ([click to sign up](#))

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**Other hostings:** [BlueHost.com](http://BlueHost.com) (recommended by WordPress.org themselves due to their excellent customer support), [HostGator.com](http://HostGator.com) and [GoDaddy.com](http://GoDaddy.com) (while GoDaddy is great for [Personal Domain registrations](#) it doesn't seem to be as good for hosting too. A lot of users complain about their poor customer support).

## How an FTP application works (basic)

An FTP (File Transfer Protocol) is used to put files from your computer to a server on the web (upload) or get files from your server to your computer (download).

First thing to do is, of course, choose and download an FTP application.

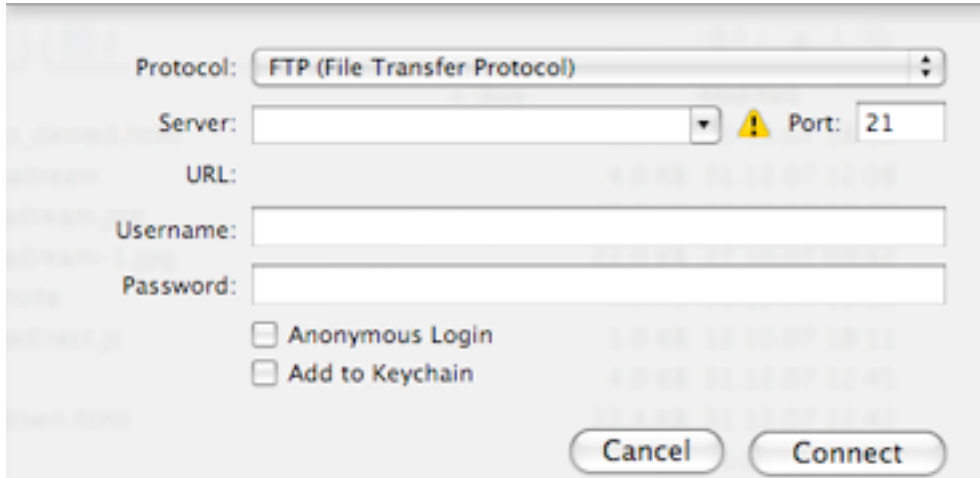
I will use [Cyberduck](#) (available for Mac and Windows) for the example here. Cyberduck is Freeware (or Donationware), it is really good and easy to use. It's the one I like the most...

First thing I have to do when I launch the application for the first time is configure it to allow it to access the server and retrieve/send data.


I click on Open Connection



and get a dialog box like this one:



Protocol: FTP (File Transfer Protocol)

Server:   Port: 21

URL:

Username:

Password:

Anonymous Login

Add to Keychain

Cancel Connect

In the FAQ's and/or Support section at my hosting I am told what I have to insert in those fields  
What the server is, what the username is to access and of course my password.  
I check the Add to Keychain box (so I don't have to insert the data each time) and click Connect.

It now is ready to connect to my server and retrieves the data from it. It displays the files that are on my server in the main window

Filename	Size	Modified
access_denied.html	1.5 KB	12.10.07 18:10
Alaskadream	4.0 KB	31.12.07 12:08
alaskadream.jpg	48.7 KB	27.10.07 09:42
alaskadream-1.jpg	22.0 KB	27.10.07 09:42
albumsite	4.0 KB	31.12.07 12:08
coolRedirect.js	1.0 KB	12.10.07 18:11
de	4.0 KB	31.12.07 12:45
dropdown.html	22.4 KB	31.12.07 12:42
en	4.0 KB	30.01.08 13:08
FAQs.jpg	11.7 KB	30.11.07 21:19
favicon.ico	894 B	31.12.07 13:41
fr	4.0 KB	31.12.07 13:51
frames	4.0 KB	29.01.08 14:43
Frames	4.0 KB	29.01.08 14:35

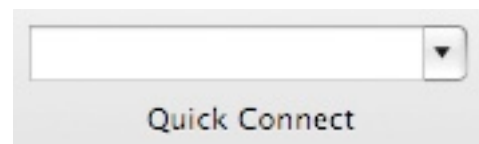
29 files

To make things easier Bookmark the location you upload your files to in Cyberduck.



Click on  then Click on “+” at the bottom of the Bookmarks to add a Bookmark.

Next time you use Cyberduck simply go to



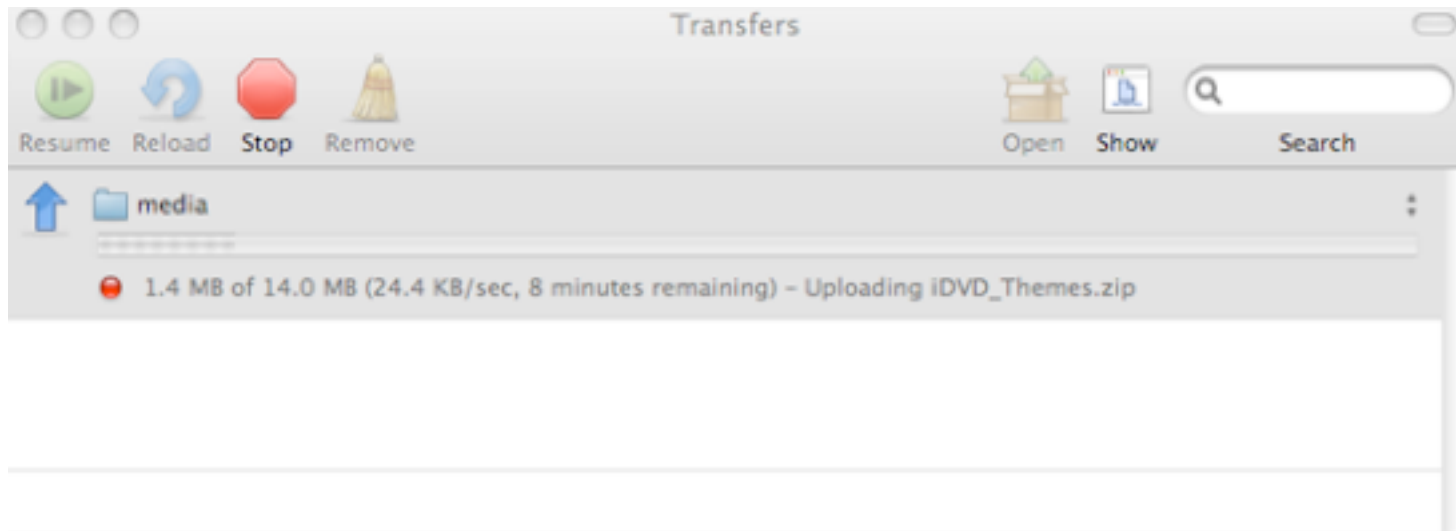
click on the downward flash at the right and a drop down menu will appear from which you choose the bookmarked location on your server to connect to it.

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<http://wordpressfaq.org> is made by Cédric and hosted by [HostExcellence](#) //////////////// For questions and feedback please refer to my [Forum](#). Thank you.

To upload a file go to the File menu and choose Upload, choose the files to be uploaded or drag&drop them from the Finder into the main field.

When the upload starts a window will popup displaying upload progress



and that's it...

To delete files select them in the main window, hit ctrl+click and choose Delete.

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## Introduction to WordPress (READ ME!) \*

### What is WordPress?

WordPress is the most powerful blogging tool out there. But not only it can be used for blogs it can also be used to create entire websites. Here I will not go into details since to me the best way to learn how it works is “Learning by doing”. I just would like to point out which are the most important parts and give you a few tips.

### What’s the biggest problem using WordPress and how do I solve it? (Spam comments)

WordPress is used by a lot of people so it’s often targeted by people who want to cause damage and don’t care whether they cause damage to you or someone else. One way they use is spam. The biggest issue you will run into when using WordPress is that you will find a lot of spam comments on it. However there are a few things to do to avoid that from happening.

The first thing to do is go to Settings, Discussion, make sure “Comment author must fill out name and e-mail “ is checked, that you’re e-mailed when “Anyone posts a comment” and before a comment appears “An administrator must always approve the comment”.

Second activate the [Akismet plugin](#) from the Plugins section.

Third install the [WP-reCAPTCHA plugin](#).

These steps don’t provide you a 200% safety. You will still see a small amount of spam comments in the spam folder but it is very small if you follow all three suggestions mentioned above.

### Disable the visual editor (READ ME!)

I would really recommend you to check the “Disable visual editor when writing” in your Profile page since the visual editor causes quite some problems. The result looks much cleaner when working without it and you have to have it disabled for a lot of the tutorials of this book to work as described.

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## How to add HTML Codes in WordPress (READ ME!)

For some codes it is enough to paste them in the text area for them to work. However some codes may not work the way they should this way. For these codes I would recommend you to use a plugin named [Raw HTML](#) (click to know where to find it and how to use it).

## More general tips on using WordPress

I would recommend you to have an extra WordPress blog for testing purposes installed on your server. This way you can try out the stuff without affecting your website's visitors experience and just move it to your main WordPress installation when everything works as it is supposed to.

Also read the following chapters.

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## How to install WordPress

### The minimum requirements

The minimum requirements to install WordPress are really basic so almost every hosting should fulfill them. Here they are: a hosting account with PHP 4.3 (or greater) support and a MySQL Database version 4.1.2 (or greater).

If you don't have a hosting yet or your hosting doesn't fit the minimum requirements have a look at [Which is the best hosting and what server should I use?](#)

### How to install WordPress

Installing a WordPress blog is easy and fast. If you want to install WordPress on HostExcellence [read here](#) for detailed instructions.

To install WordPress on your server all you need to do is [click here](#) and hit the Download button to start the download process. Unzip the file and you will find a folder named "wordpress".

Now you need to decide whether you want your URL to look like:

`http://yourdomain.com`

or

`http://yourdomain.com/NameOfTheFolder/`

If you want it to look like the first one you need to upload only the content of the "wordpress" folder to the root of your server. Otherwise, if you want it to look like the second one, rename the "wordpress" folder to whatever you want and upload the entire folder to the root of your server (recommended especially if you plan multiple websites or WordPress blogs under the same domain or the same website in multiple languages or want to add a forum to it).

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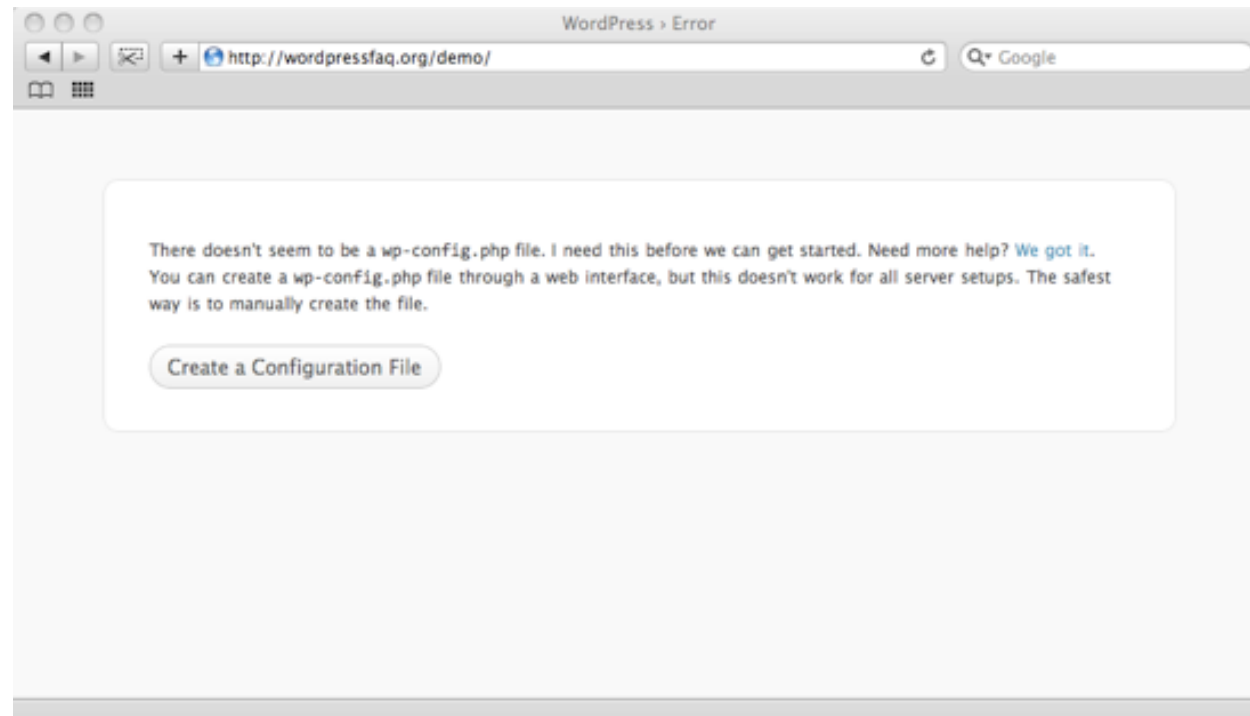
<http://wordpressfaq.org> is made by Cédric and hosted by [HostExcellence](#) //////////////// For questions and feedback please refer to my [Forum](#). Thank you.

If you decide to go for the second one in the root of your server you will have to add an index.html file which redirects people entering *yourdomain.com* in their browser to *yourdomain.com/NameOfTheFolder/*. [Click here](#) to download an index.html file. Open the file in TextWrangler or Notepad and where it says *NameOfTheFolder/* replace NameOfTheFolder with the name of your folder by maintaining the slashes. Once you edited the file save it and upload it to the root of your server.

If you don't know how to upload the files to your server visit the [FTP applications and Hosting](#) chapter to read the chapter about how an FTP application works.

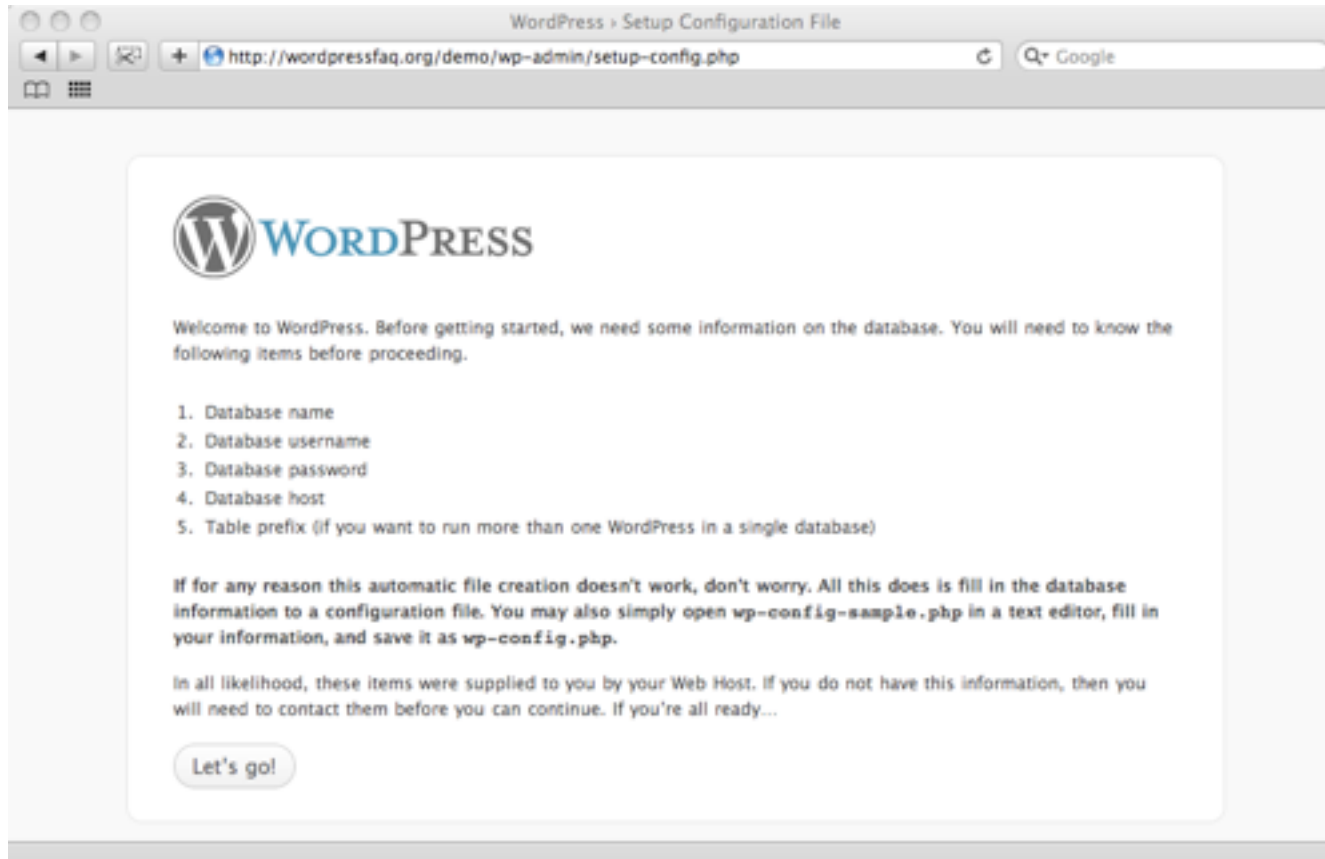
Visit the website's address to start the installation process. For the example I will rename the folder to "test1" so it will be reachable under <http://wordpressfaq.org/test1/>

Once you uploaded the WordPress Blog and typed its URL into your browser you will see the following page:



Hit "Create a Configuration File" and you get forwarded to this window:

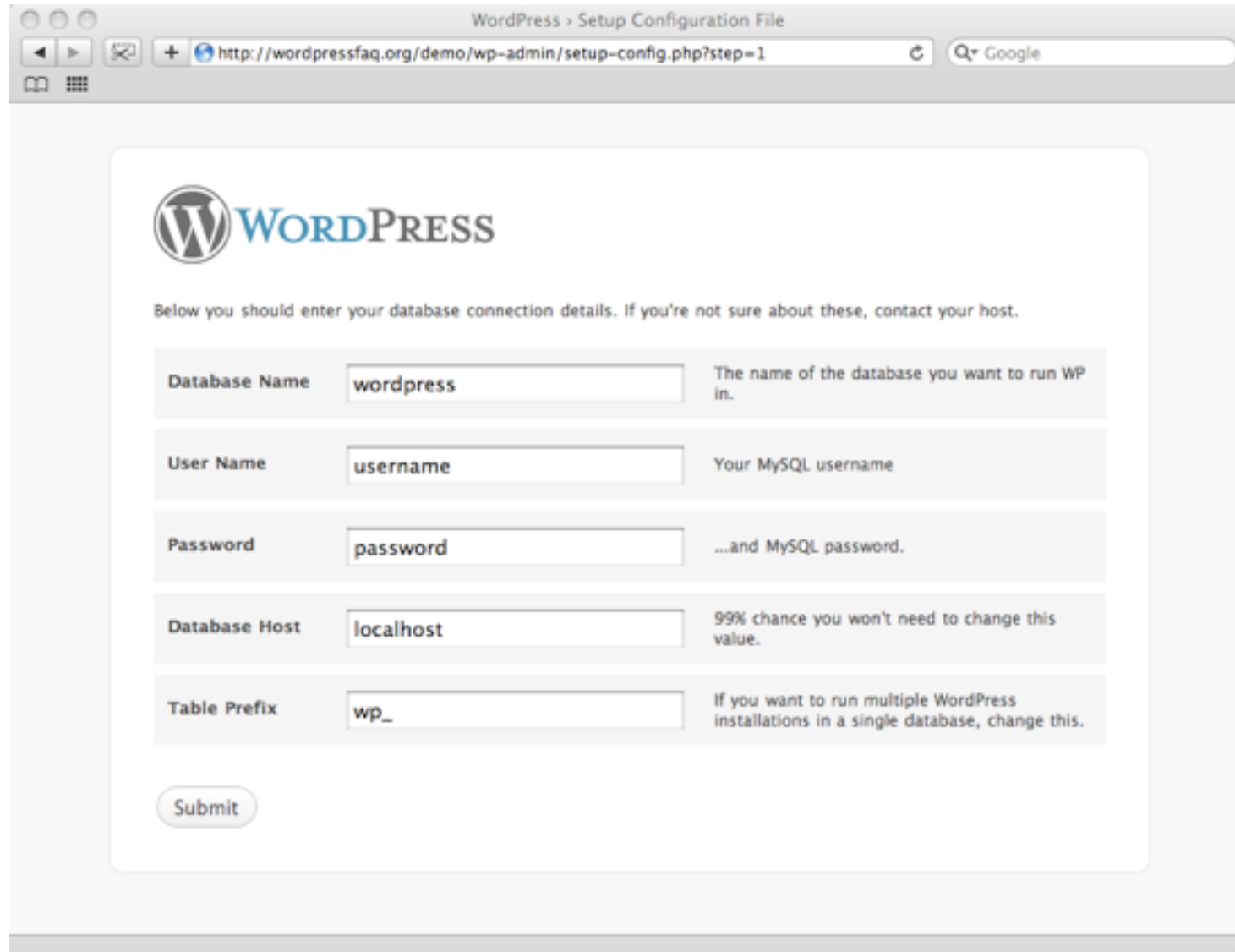
<http://wordpressfaq.org> is made by Cédric and hosted by [HostExcellence](#) //////////////// For questions and feedback please refer to my [Forum](#). Thank you. [Go back to the Index](#)



where you find a list of things you will need during the installation process. 1.-4. should be provided by your hosting. Look at your hosting's support documentation to know how to find them out. If you use HostExcellence [here](#) I wrote instructions on how to find out this informations. Hit "Let's go!" and enter the required information:

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<http://wordpressfaq.org> is made by Cédric and hosted by [HostExcellence](#) //////////////// For questions and feedback please refer to my [Forum](#). Thank you.

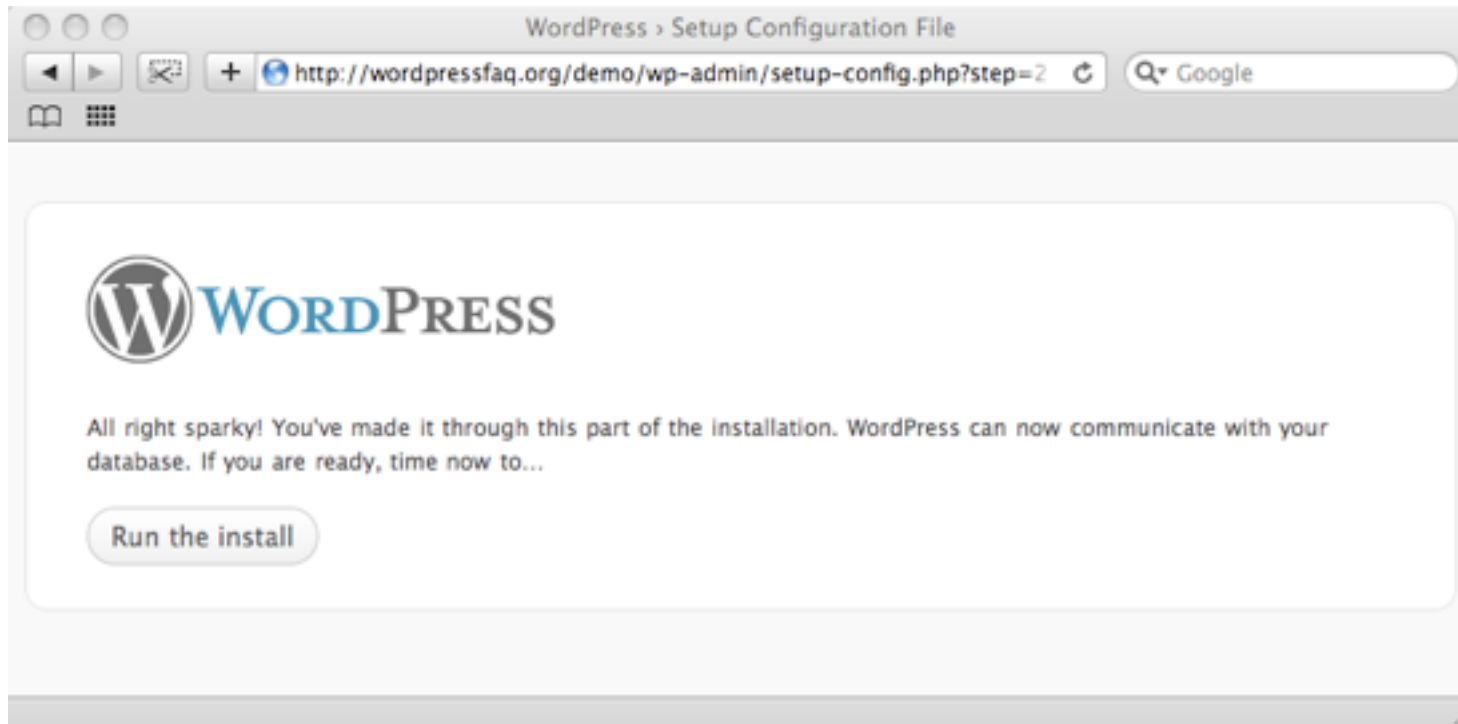


I would recommend you to change the Table Prefix. If you want to have multiple languages I would recommend you to take the short form of the language as the prefix.

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<http://wordpressfaq.org> is made by Cédric and hosted by [HostExcellence](#) //////////////// For questions and feedback please refer to my [Forum](#). Thank you.

Hit Submit and it would be great if you would see the following message:



It means that everything's going fine. If you don't see this message it means that one or more of the things you typed in on the previous page was wrong and you'll have to correct it. Once you see this message Hit Run the install.

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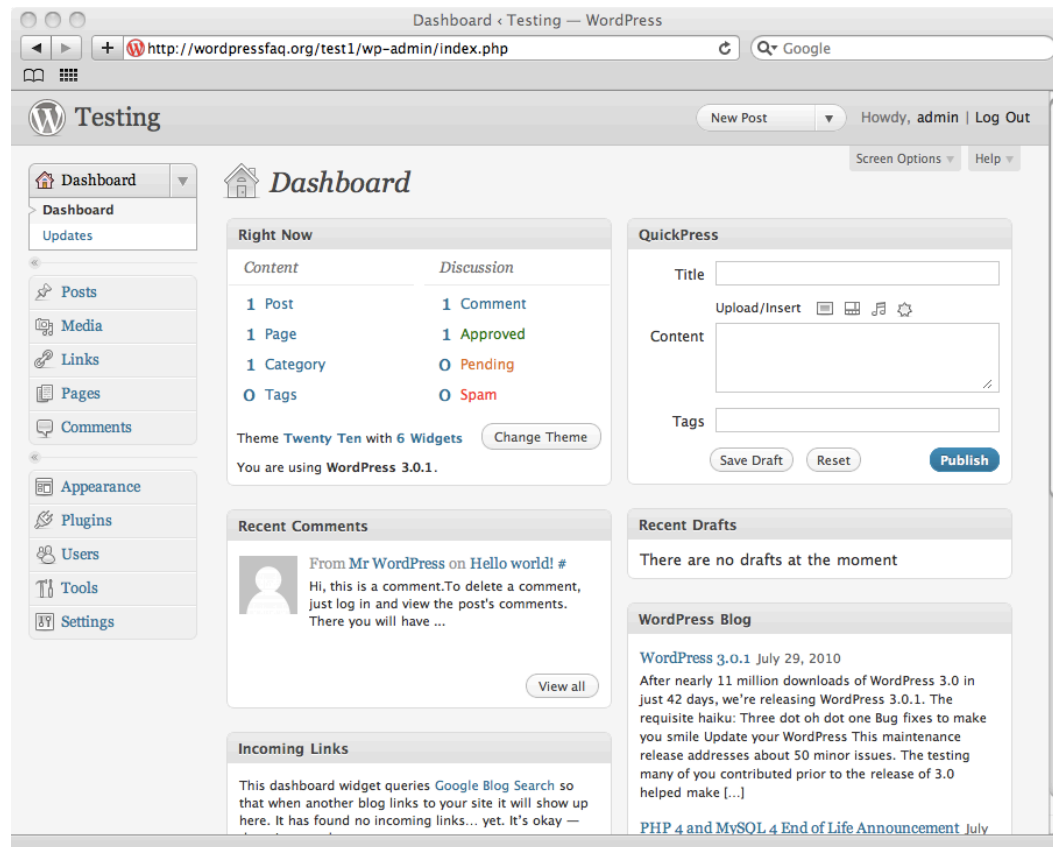
The image shows a browser window with the address bar containing 'http://wordpressfaq.org/test1/wp-admin/install.php'. The page title is 'WordPress > Installation'. The main heading is 'Information needed'. Below the heading is a message: 'Please provide the following information. Don't worry, you can always change these settings later.' The form consists of several sections: 1. 'Site Title' with an empty text input field. 2. 'Username' with a text input field containing 'admin' and a note: 'Usernames can have only alphanumeric characters, spaces, underscores, hyphens, periods and the @ symbol.' 3. 'Password, twice' with two empty text input fields, a 'Strength indicator' button, and a hint: 'Hint: The password should be at least seven characters long. To make it stronger, use upper and lower case letters, numbers and symbols like ! " ? \$ % ^ & ; .'. 4. 'Your E-mail' with an empty text input field and a note: 'Double-check your email address before continuing.' 5. A checkbox labeled 'Allow my site to appear in search engines like Google and Technorati.' which is checked. At the bottom is a button labeled 'Install WordPress'.

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Enter a title for the blog (you can change it later on if you want). Enter a username, a password and your e-mail address (a real one). If you want your blog to appear on search engines such as Google make sure the appropriate box is checked. If you don't want your blog to appear on Google uncheck the box.

Hit Install WordPress. Once WordPress was installed you will be redirected to a page reading "Success!" with your username.

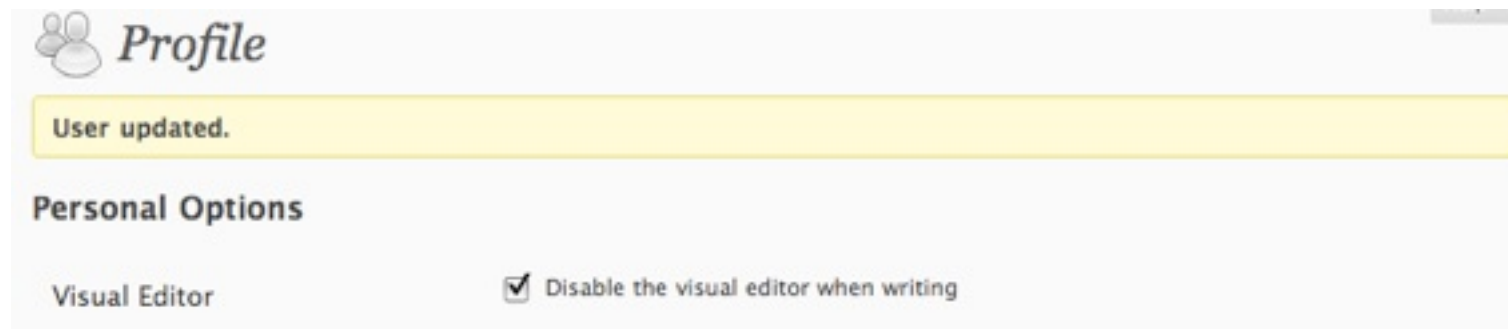
Hit Log In and Login. Once you logged in you will see the Dashboard page:



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## Further important settings (Read me!)

On the left side menu go to Users and click on your username. It is highly recommend to check the “Disable visual editor when writing” box since the visual editor causes quite some problems and the result looks much cleaner when working without it. Also most of the tutorials in this E-Book will have you posting HTML codes in your posts and pages using a plugin called Raw HTML. This plugin also requires you to have the visual editor disabled for it to work properly. Once you checked the box hit “Update Profile” at the end of the page.



Under Settings, Privacy you can choose whether you want your Blog to appear on search engines like Google or not.

Under Settings, General you can define a lot of things like the Date format, The Blog title and The tag line.

Settings, Permalinks is also really important to me. This is where you choose what the URL of one of your posts looks like. I usually choose Custom Structure and type

`/%postname%/`

into the field. So the URL of a post on my Blog will look like

`wordpressfaq.org/site/title-of-the-post/`

Since it's not a Daily-Blog I don't mind about the date a certain post was added hence I don't want it to appear in the web address of the post.

For more Settings read [How to use WordPress \(Basics\) and settings](#)

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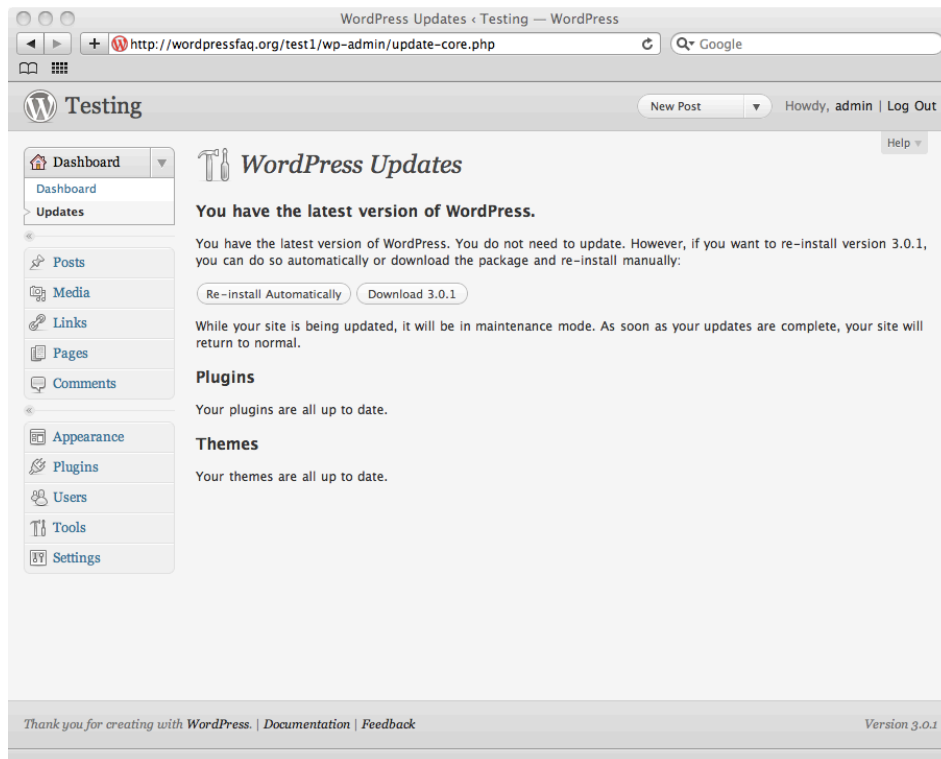
<http://wordpressfaq.org> is made by Cédric and hosted by [HostExcellence](#) //////////////// For questions and feedback please refer to my [Forum](#). Thank you.

## Updating WordPress

When a new version of WordPress is available you will see a message displaying at the top of your administration area.



Hit “Please update now” and you will be redirected to Dashboard, Updates. This is where all updates are made whether it’s a WordPress blog update, a Plugin update or a Theme update.



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Before you update your Blog it is recommended to make a backup of it.  
Hit “Upgrade automatically” and WordPress will automatically install the new version.

```
Downloading update from http://wordpress.org/wordpress-2.8.2.zip.  
Unpacking the update.  
Verifying the unpacked files  
Installing the latest version  
Upgrading database  
WordPress upgraded successfully
```

That's it.

If you want to get notified when a new version is released subscribe to the Newsletter on the WordPress download page [here](#).



## Multiple websites and multiple blogs

### Having multiple websites under different domains on the same hosting

I think the best way to have multiple websites about different topics is to have them completely separated from each other. Have a hosting which allows you to add multiple domains on the same hosting account and have a domain for each website (example I have a hosting account and various domains on it: wordpressfaq.org, phpbbfaq.net, musicwiki.info, ...). Under each domain install WordPress.

### Having multiple WordPress blogs under the same domain

If you don't want to have a domain for each of your websites or want to have multiple WordPress blogs under the same domain there are two ways to achieve that:

- Installing a WordPress blog for each of them in different folders
- Creating a network

they will both result in having...

yourdomain.com/sports/  
yourdomain.com/culture/  
yourdomain.com/news/  
and so on...

Here I will discuss how to create a network. To create a network download WordPress and you will get a folder called "wordpress". Upload the contents of that folder to the root of your server and install the blog. Once you've installed the blog go to the wp-config.php file on your server, open it in TextWrangler or Notepad and scroll to the bottom of the page.

Right before the

```
/* That's all, stop editing! Happy blogging. */
```

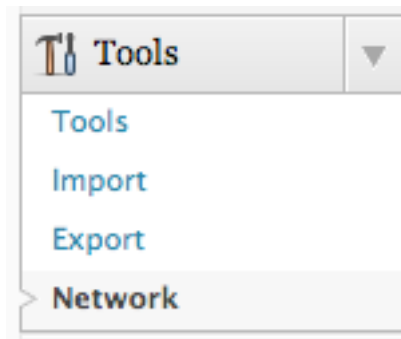
line paste the following line:

```
define('WP_ALLOW_MULTISITE', true);
```

so it will look like this:

```
define('WP_ALLOW_MULTISITE', true);  
  
/* That's all, stop editing! Happy blogging. */
```

Save the file. Logging in to your Dashboard and going to Tools you will now see a new item called “Network”.



Choose “Sub-directories”

Sub-directories      like `singlesocks.org/site1` and `singlesocks.org/site2`

Give a name to the network (perhaps your domain or whatever you want), specify an e-mail address and hit Install.

You will now find a page with a few instructions to follow.

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Create a Network of WordPress Sites < Home — WordPress

http://singlesocks.org/wp-admin/network.php

Dashboard

Posts

Media

Links

Pages

Comments

Appearance

Plugins

Users

Tools

Tools

Import

Export

Network

Settings

## Create a Network of WordPress Sites

### Enabling the Network

Complete the following steps to enable the features for creating a network of sites.

**Caution:** We recommend you back up your existing `wp-config.php` and `.htaccess` files.

1. Create a `blogs.dir` directory in `/hsphere/local/home/alaskadream/singlesocks.org/wp-content`. This directory is used to store uploaded media for your additional sites and must be writeable by the web server.
2. Add the following to your `wp-config.php` file in `/hsphere/local/home/alaskadream/singlesocks.org/` **above** the line reading `/* That's all, stop editing! Happy blogging. */`:
 

```
define( 'MULTISITE', true );
define( 'SUBDOMAIN_INSTALL', false );
$base = '/';
define( 'DOMAIN_CURRENT_SITE', 'singlesocks.org' );
define( 'PATH_CURRENT_SITE', '/' );
define( 'SITE_ID_CURRENT_SITE', 1 );
define( 'BLOG_ID_CURRENT_SITE', 1 );
```
3. Add the following to your `.htaccess` file in `/hsphere/local/home/alaskadream/singlesocks.org/`, replacing other WordPress rules:
 

```
RewriteEngine On
RewriteBase /
RewriteRule ^index\.php$ - [L]

# uploaded files
RewriteRule ^([_0-9a-zA-Z-]+)/?files/(.+) wp-includes/ms-files.php?file=$2 [L]

# add a trailing slash to /wp-admin
RewriteRule ^([_0-9a-zA-Z-]+)/?wp-admin$ $1wp-admin/ [R=301,L]

RewriteCond %{REQUEST_FILENAME} -f [OR]
RewriteCond %{REQUEST_FILENAME} -d
RewriteRule ^ - [L]
RewriteRule ^([_0-9a-zA-Z-]+)/?(wp-(content|admin|includes).*) $2 [L]
RewriteRule ^([_0-9a-zA-Z-]+)/?(.*\.php)$ $2 [L]
```

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Add a blog.dir folder in the wp-content folder on your server. Add a few lines of code before the

```
/* That's all, stop editing! Happy blogging. */
```

line in the wp-config.php as we've done before and lastly add a few lines of code in the .htaccess file you find on your server. If you can't see an .htaccess file on your server where you're told to look for it you may have to setup your FTP application to show invisible files. If you still don't see a .htaccess file download this. In the htaccess folder you will see a .htaccess file. If you don't see it you will have to tell your computer to display invisible files. On a Mac open Terminal and type, paste the following command in in it:

```
defaults write com.apple.finder AppleShowAllFiles TRUE  
killall Finder
```

and hit enter.

Open the .htaccess file in TextWrangler or Notepad and replace the code you find it with the code you were given by WordPress.

Once you entered the code from WordPress in the .htaccess file upload it to where it's supposed to be on your server.

On a Mac re-open terminal and enter

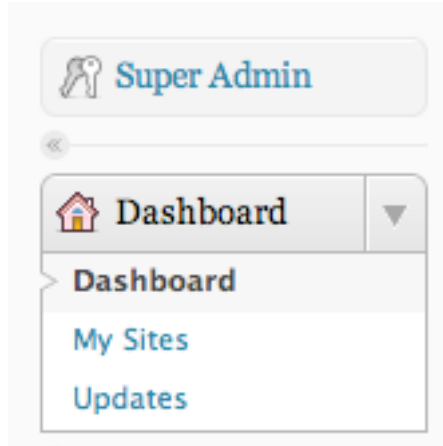
```
defaults write com.apple.finder AppleShowAllFiles FALSE  
killall Finder
```

to re-hide the invisible files.

Once you performed all the instructions you're given in WordPress hit Login and login to your Dashboard area.

On the top left of your Dashboard page you will now see a new item called "Super Admin" where you can add and manage additional sites in your network. Your base WordPress install is now the main site in your network.

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Under Super Admin, Options you can configure your network.

***Important notes:***

Read: [Things you need to know](#)

## How to integrate different blogs with each other

To integrate the blogs with each other you can either link them from the sidebar, from the top menu or both.

To link them from the sidebar add a text widget and simply add links to the other blogs in the widget.

To link them from the top go to Appearance, Menus and create your menu or alternatively use the Custom Menu plugin.

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## How to use WordPress and settings (Basics)

First we will look at how posts work, the text-formatting and a few more things which might be of interest.


### How to login

To login to manage your website visit your blog's URL and add /wp-admin/

If a blog is reached under  
<http://yourdomain.com/site/>  
you can login under  
<http://yourdomain.com/site/wp-admin/>

### Posts


To add a new post on your WordPress blog login to your admin area.

On the left side choose Posts  and choose "Add new"



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Enter a title for the post and write the text-content.

A blue button with rounded corners and a white border, containing the word "Publish" in white text.

Once you're done hit Publish

## How to set which part of the post or what shows up on the main blog page \*

Per default on most of the themes when viewing the main blog page with all the blog entries the entire post shows up. If on your blog page you only want to have part of a post showing up and then a link which says "Read more..." leading to the post simply add the following line of code at the end of the part you want to show up on the blog page...

```
<!--more Read more... -->
```

Instead of *Read more...* type whatever text you want to show up as a link. It's important to have a space after the text you want to show up as a link. When clicking on the link people will be taken to the part of the post where you added the above code to to go on reading. If you want them to be taken to the top of the post add the following code at the very end of the functions.php under Appearance, Editor

```
function remove_more_jump_link($link) {  
    $offset = strpos($link, '#more-');  
    if ($offset) {  
        $end = strpos($link, '', $offset);  
    }  
    if ($end) {  
        $link = substr_replace($link, "", $offset, $end-$offset);  
    }  
    return $link;  
}  
add_filter('the_content_more_link', 'remove_more_jump_link');
```

Source: [Codex](#)

With the previously mentioned method on the main blog page the post is displayed up until the <!--more Read more... --> but what if you wanted to have something completely different showing up on the main blog page and not what you have on your post?

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In that case add the following code right before the closing `</head>` tag in the header.php file under Appearance, Editor

```
<?php if (is_single()) { ?>
<style type="text/css">
div.excerpt {display:none;}
</style>
<?php } ?>
```

and at the top of the post add

```
<div class="excerpt">Content of the div</div>
<!--more Read more... -->
```

whatever you add as the content of the div (text, images, ...) will display on the main blog page but not on the post itself. As an example you could add an image aligned to the left and on the right add a sentence or more sentences summing up the post.

## Titles/Headings

On a post you can add several subtitles and several levels of subtitles. To do this use the preset heading styles. This allows you to have them looking the same throughout your blog. To apply a heading style to a title you need to add the title between heading tags

```
<h1>Your title</h1>
```

for level 1

```
<h2>Your title</h2>
```

for level 2

```
<h3>Your title</h3>
```

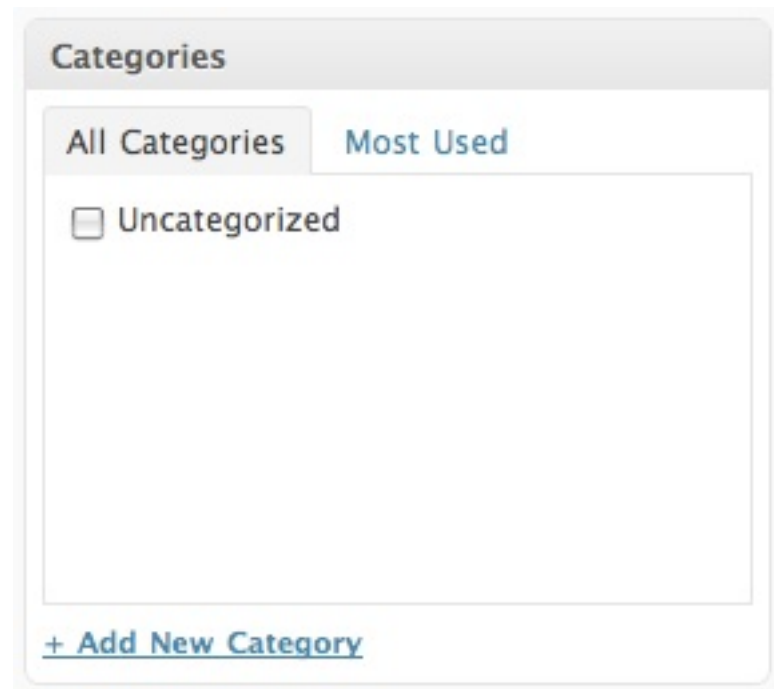
for level 3

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and so on. How many levels there are and what they look like depends on the theme you're using. We will see how you can change the look of the headings when we will talk about customizing the themes towards the end of the book.

## Categories and tags

To organize your posts on WordPress you can divide them into Categories (or groups) and Sub-Categories. To do that have a look at this fields



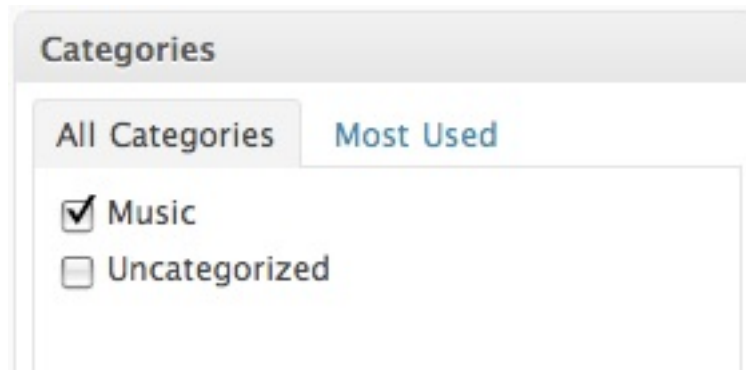
To add a new Category hit "Add New Category" and enter the name of it and hit add

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The screenshot shows the 'Add New Category' form. At the top, there is a link '+ Add New Category'. Below it is a text input field containing the word 'Music'. Underneath the input field is a dropdown menu labeled 'Parent category' with a double-headed arrow icon on the right. At the bottom of the form is a rounded 'Add' button.

You will now see that the Category appears on the list



The screenshot shows the 'Categories' section of the WordPress admin interface. It has a header 'Categories' and two tabs: 'All Categories' (selected) and 'Most Used'. Below the tabs is a list of categories. The first item is 'Music' with a checked checkbox. The second item is 'Uncategorized' with an unchecked checkbox.

To add a Sub-Category choose again “Add New Category” and under Parent category choose the main category of the new one. In the example here Rock will be a sub-category of Music.

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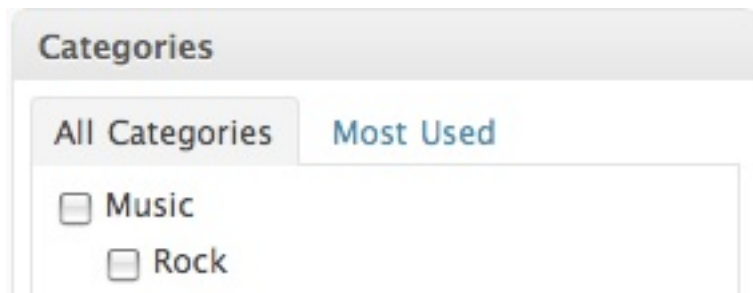
+ [Add New Category](#)

Rock

Music

Add

Hit add and you will see the sub-category appearing in the list



Categories

All Categories Most Used

Music

Rock

Another way to organize the posts is by using Tags. Tags are short keywords which tell the visitors and search engines what the post is about. Separate keywords with commas such as “The Beatles, Yellow Submarine, Youth, ‘60s” and hit “Add”



Post Tags

The Beatles, Yellow Submarin Add

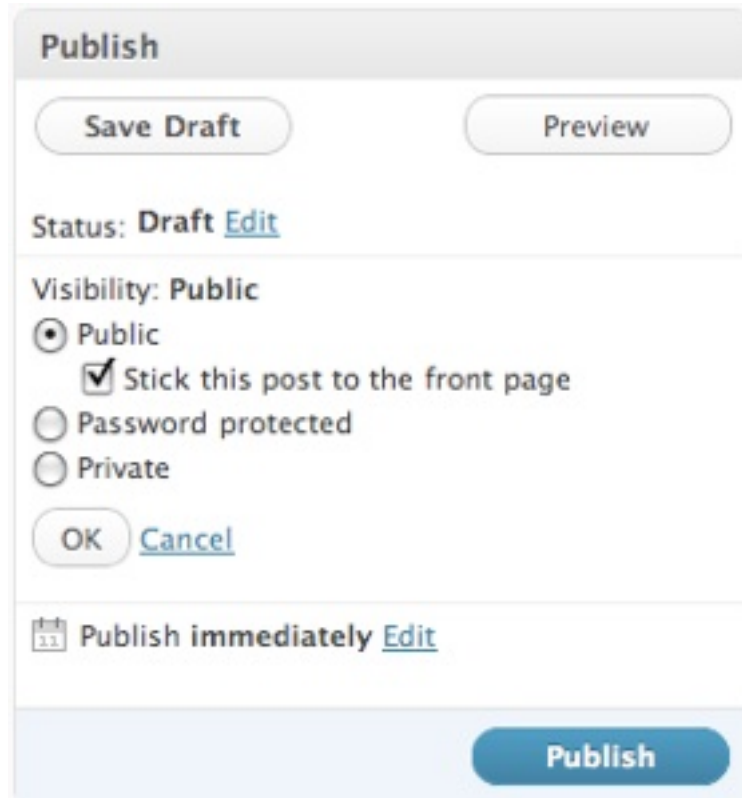
*Separate tags with commas.*

[Choose from the most used tags in Post Tags](#)

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## Sticky, Password protected, Private

You can make a post to be a Sticky. Sticky means that this post will stay at the top of the front page. Even if you add more posts afterwards the post will still be at the top and the newer posts will follow after it. This is used for special or important announcements. To do this go to the section called “Publish”, under “Visibility” hit “Edit” and choose “Stick this post to the front of the page”.



The image shows a screenshot of the WordPress 'Publish' meta box. At the top, there are two buttons: 'Save Draft' and 'Preview'. Below these, the status is set to 'Draft' with an 'Edit' link. The 'Visibility' section is expanded, showing three radio button options: 'Public' (selected), 'Password protected', and 'Private'. Under the 'Public' option, there is a checked checkbox for 'Stick this post to the front page'. Below the visibility options are 'OK' and 'Cancel' buttons. At the bottom of the meta box, there is a 'Publish immediately' option with a calendar icon and an 'Edit' link. A large blue 'Publish' button is located at the bottom right of the meta box.

You can also password protect it or make it private so only you see it when you're logged in.

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## Publish with time delay

If you want to write multiple posts at a time and have them being published one after the other maybe also while you're on vacation and don't have access to a computer then you can set a publishing time delay.

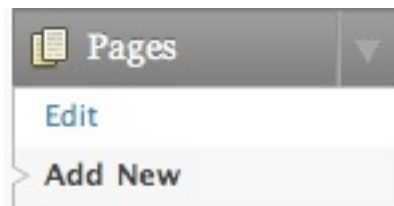
Per default posts are published immediately but if you hit "Edit" you can set a date and time for the post to be published. Once you entered the date and time hit "Ok" and "Publish".

## Edit/Delete a post

Once you're logged in to your blog you will find an "Edit" button on each of your posts in case you want to edit it. Otherwise go to to your admin area and hit "Posts", "Edit" and you will see a list of your posts. When you select the post of interest you will see some links appearing "Edit, Quick Edit, Delete, View".

## Pages

To add a page go to your site administration area hit page and Add new

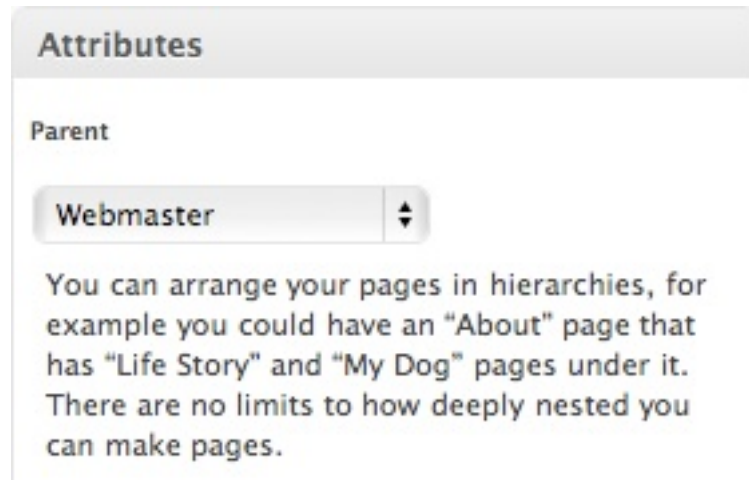


Choose a title for it which will display in the menu and write the content. Again you can use headings for sub-titles as in posts.

## Sub-Pages

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In WordPress you can add Sub-Pages to the Main-Pages. Depending on the theme you're using these sub-pages will display in the menu only when people are on the main main page which goes with it. To achieve this go to the page's Attributes section and choose a Parent page, main page for the new one. In the example I've set Webmaster as the parent page. The new page will display in the menu only when people visit the Webmaster page.



## Pages' order

Setting the order in which the pages display in the navigation menu. The best way to do that is go to "Pages" and "Edit". Now the page displaying on the far-left of the menu will always be the Blog (unless you change that as explained next). For the other pages numeration starts from 0.

0 will be the second page from the left displaying in the navigation, 1 the third page from the left, 2 the fourth, and so on...

To set that number hover your mouse pointer over the title of the page and you will see "Quick edit", hit it, under "Order" enter the desired number and "Update Page".

## How to have a page other than a blog displaying first when the site is loaded

First add a page for the Blog and name it whatever you would like your first page to be named. Then go to Settings, Reading. Under "Front page displays" choose "A static page" and from the drop-down menu choose which one should display first.

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If you want a blog on your website also follow “Change the position of the blog”.

## Change the position of the blog

First add a page for the Blog and call it whatever you like. Then go to Settings, Reading. Under “Posts page” choose the page you added for the blog.

## Do you want a website made in WordPress but don't want a blog? No problem!

First follow “How to have a page other than a blog displaying first when the site is loaded”. Once you've done that under Settings, Reading. Under “Posts page” choose “Select”. This way you don't have a Blog on your website.

You will be able to use posts as pages which don't show up in the navigation menu and simply link them from your other pages.

## Add users

If you want people to contribute to your blog you can either have them registering themselves or register the users yourself.

To have people registering themselves go to Settings, General and under “Membership” check the Anyone can register box. Under “New User Default Role” you can then choose what permissions these users will have. This will probably get you a lot of spam and nonsense. I personally would avoid that.

To register users yourself (friends, family members, co-workers, ...) go to Users, Add New. Enter a username, a password and an e-mail address. Choose whether you want to send the password by e-mail to the new member or not. Finally choose a role for the member and hit “Add User”.

What do the different roles allow people to do?

Subscribers: read, comment, receive newsletters (since you will have their e-mail addresses), ...

Contributors: write posts, edit only his own posts but not publish them (eg. you will have to approve his or her posts)

Author: write posts, edit only his own posts and also publish them

Editor: write posts, edit all posts (not only his own posts) and also publish them, he can also moderate comments

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Administrator: has access to all the administration features as well

Also read "Further important settings" in the "How to install WordPress" chapter and the "Introduction to WordPress" chapter.



## Plugins

Plugins are add-ons which extend the capabilities of a basic application (ex. WordPress). They allow you to add features and easily make things with your WordPress which aren't possible or are much more complicated without the plugin. Most of these extensions are developed by users of WordPress.

The good thing about WordPress is that there's a plugin for almost everything. However this can also be a bad thing. There are thousands of plugins and sometimes 20 or 30 plugins to perform the same action. This makes it pretty hard to find a plugin which does what you're looking for or find out which of those 20 or 30 plugins does the best job at what you want to do. Sometimes to me it's better and easier to use good old fashioned coding instead of plugins.

### How to install plugins

There are basically two ways to install Plugins.

The first way (the easiest) is to:

1. Login to your administration panel
2. Go to Plugins, Add New
3. In the searchbox type a keyword of what you want to do (ex. Columns) and hit "Search plugins"
4. Choose a plugin and on the right side you see "Install", click it
5. A window will popup with informations. There hit "Install Now"
6. To activate the plugin hit "Activate plugin"

The other way is:

1. Search for a Plugin on the web
2. Download it and uncompress the .zip file
3. Upload the resulting file or folder to the YourWordPress/wp-content/plugins/ folder.

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## How to use plugins

Most plugins have tags to call certain functions.

Raw HTML for example has `<!--start_raw--><!--end_raw-->` and you need to post the codes between them and then they work.

Which tags you need to use is usually described on the plugin's official page.

Other plugins add a page to your admin panel.

For example Add post footer adds a page under "Settings" called "Post footer" and there you need to set all the preferences you want.

Other plugins add pages under "Appearance" or "Tools".

Other plugins work in other ways. Check the plugin's official page to know how they work.

## How to update a plugin

When there is a new version of a plugin you're using a red dot with a number in it will show up near "Plugins" in your administration area. Go to Dashboard, Updates, under Plugins check the "Select all" box and hit "Update Plugins" to automatically update all the plugins.

You're done.

## Plugin sources

From your Dashboard go to Plugins, Add New and use the search box or visit <http://wordpress.org/extend/plugins/>

However not all the plugins appear there so it's a good idea to search Google for a plugin to do what you want to do. Beware: some of the plugins you find on Google may contain spam or not be safe. The ones you find on the WordPress internal search engine are safe.

## Must have plugins and how to use them

There are a few plugins that everyone using WordPress should have because they are needed to achieve basic things. Here's a list of Plugins I found to be extremely needed.

*Raw HTML (By Janis Elsts)*

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I think this is the most needed plugin ever. This plugin allows you to post any HTML code into your WordPress posts. Whenever you find this message while reading a tutorial in this E-Book:

*Note: This tutorial requires you to have the Raw HTML plugin installed for it to work!*

you will need to have this plugin installed for the tutorial to work as described.

To add HTML code to your post using this plugin all you have to do is paste the code between

```
<!--start_raw--><!--end_raw-->
```

tags. Hence:

```
<!--start_raw-->Paste your HTML code here<!--end_raw-->
```

and you're done.

Note: This plugin also requires you to have the "Visual editor" disabled on your Profile page which is causing troubles anyway.

### ***AddToAny (By AddToAny)***

Social networks are nowadays an important source of potential visitors the [AddToAny plugin](#) is really important for your visitors to be able to easily share your website with their friends, bookmark it and more.

Once you installed and activated the plugin it will automatically add a button at the bottom of each of your posts and pages for people to share it.

The plugin adds a page under "Settings" called "Share/Save Buttons" where you can set what the button should look like, where to display it and where not, ....

### ***WP post columns (By Sam Burdge)***

The WP post columns plugin allows you to write your post in multiple columns. To display columns in your post add this code:

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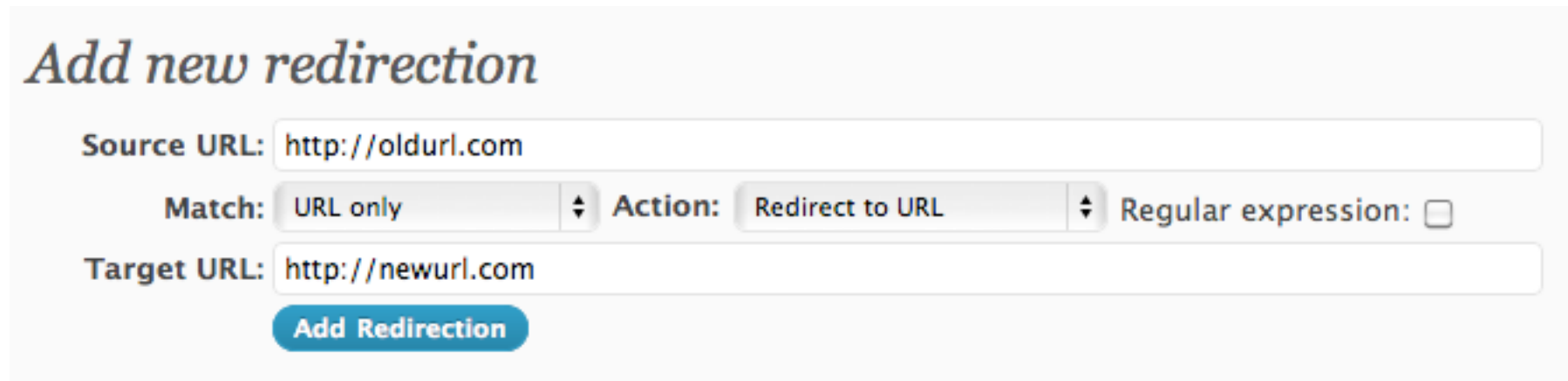
```
[column width="47%" padding="6%"]<h2>Title of column 1 (if any)</h2>
Content of the first column
[/column] [column width="47%" padding="0"]<h2>Title of column 2 (if any)</h2>
Content of the second column
[/column]
[end_columns]
```

of course you can change the heading <h2> to whatever heading you want or delete it if not needed and add more columns (more info on the plugin's official page).

### ***Redirection (By John Godley)***

Say you have a page which gets a lot of visitors with links linking to it from all over the web and want to change its address. Then you could use the [Redirection plugin](#) to redirect people from the old URL to the new one. Another idea is linking back and forth between various blogs using a page with a redirect on it as a link.

Once you installed the plugin go to Tools, Redirection and you will see this:



*Add new redirection*

Source URL:

Match:  Action:  Regular expression:

Target URL:

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Replace <http://oldurl.com> with the old URL, type the new URL you want people to get redirected to instead of <http://newurl.com> and hit “Add Redirection”. That’s it.

Note: The Redirection plugin caused me some problems recently (April, 2011). It caused my WordPress to redirect to one of my posts even if I told WordPress to redirect to a page when entering the domain. After I eliminated the Redirection plugin everything worked as it was supposed to. Maybe this problem was solved in the meantime.

### ***Akismet (By Automattic)***

Akismet is a must to avoid a lot of spam comments. Akismet comes pre-installed with WordPress.

Once you logged in to your Dashboard go to Plugins, Akismet and hit Activate. You will then see the following message:

Akismet is almost ready. You must [enter your Akismet API key](#) for it to work.

Click on “enter your Akismet API key”.

To get the key I registered a blog on WordPress.com, went to Users, Personal Settings, “Your WordPress.com API key is:” You can also get it [here](#). There’s a “use Akismet for free” link at the bottom of the page for personal sites.

Enter your key and hit “Update options”. Akismet will now put comments it thinks it’s spam into the spam folder.

### ***WP-reCAPTCHA (By Jorge Peña)***

WP-reCAPTCHA is another must have to avoid spam. Best is to have them both Akismet and WP-reCAPTCHA. Even with both installed some comments will find their way to your Dashboard waiting for approval but the number is much much smaller than it would be without these plugins.

Add WP-reCaptcha to your Plugins and Activate it. Click on “enter your reCaptcha API Key”.

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To get the key visit [this site](#) and login with your Google Account (or create one). Enter your domain and check the “Enable this key on all domains (global key)” box for you to use the key for all your blogs or websites. Hit “Create Key”. Copy the Public Key and the Private Key. If you have multiple websites add them under “My Sites”. Paste the keys in the appropriate fields for the plugin to work.

“Enable re-Captcha for comments” and hit Update Options.

### ***Add Post Footer (By freetime)***

Add Post Footer is very useful if you want to add the same footer to all your posts and pages. Whether this is just some text, some code or both. Add *Add Post Footer* to your plugins and activate it.

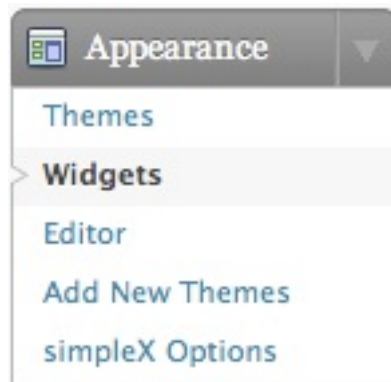
Go to Settings, Post Footer. Select “No” everywhere. Where it says “Optional Text” you can enter whatever you want to display as a footer: text, some HTML code or anything. Where it says “Show Footer Every Where” select “Yes”. Hit “Update Options” and you’re done.



Widgets are kind of small applications doing easy stuff like: display Categories, Recent posts, Archives, and much more. On WordPress they appear in the sidebar.

## How do I manage them?

Login to your dashboard, go to Appearance and choose Widgets.



Here you can define what you would like to show up on your Blog's sidebar. It all works by drag&drop. Take the widget you want to have displaying and drop it into the Sidebar displaying on the right side of the window. You can also change the order they are displaying by simply dragging a widget upwards or downwards.

Select a widget in sidebar for the settings of the widget.

The "Text" widget allows you to write everything you want on your sidebar and post any HTML code you want. It is really useful!

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## How to upload files

There are at least two ways to upload files (images, .mp3 files, flash content files, .html files, .zip files or any other file...): either you upload them using WordPress or using an FTP application.

The good thing about using WordPress to upload files is that WordPress already gives you the URL to the file which makes it easier for you to use the uploaded files.

To upload a file with WordPress login to your admin area, go to Media and click Add new and Select files. You can select select multiple files at a time. Once you hit Select the files will be automatically uploaded. To know the URL of the file once you uploaded the file hit “Show” and you will find “File URL”. Of course you can also upload media by clicking the appropriate icon above the field where you type when writing a post.

Other times you will have to use an FTP application. For example to upload source files for a menu code or flash player or something.

For these files I think it’s best to make a folder called “media” on your server and upload all these files to this folder. Upload the “media” folder to the root of your website ([What is the root of a server/website?](#)) so its web address (or URL) will be

`http://yourdomain.com/media/`

And if you put a picture into it, let’s call it picture.jpg, its URL will be

`http://yourdomain.com/media/picture.jpg`

**Important note:** When you upload a file replace spaces with underscores \_ (eg. “happy new year.jpg” gets “happy\_new\_year.jpg”) this makes it much easier to find the URL. Spaces in filenames cause quite some troubles on the web.

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**THANK YOU VERY MUCH,  
CÉDRIC**