Blogging with Wordpress

Andrea Ferracani
andreaferracani@gmail.com
https://www.micc.unifi.it/people/andrea-ferracani/

Syllabus

- **today, January 11**: Website creation intro
- **January 15:** Website development
- **January 21**: time to implement your blog
- **January 24**: visit to textile museum in Prato
- **January 29**: presentation of your work to the class

Assignment and homework: you have to start your own fashion blog using the materials and the results from the other courses: photoshooting sessions, fashion articles, moodboard et cetera.

Email Group

- **Please send to me an email now**: I will create a group on gmail to send info and stuff we will use during the class

  email: andreaferracani@gmail.com
  subject: winter course - [your name and surname]

Website creation: what is needed

- domain name (13$/year);
- hosting service (10$/year);
- install Wordpress (free);
- create website (free).

Professional Service: https://www.hostgator.com/

What is Wordpress

- WordPress is an open source **Content Management System (CMS),** which allows the users to build dynamic websites and blogs.

- The **Content Management System (CMS)** is a software which stores all the data such as text, photos, music, documents, etc. that is made available on your website. It helps in editing, publishing and modifying the content of the website.

- WordPress was initially released on 27th May, 2003 by **Matt Mullenweg** and **Mike Little**. WordPress was announced as open source in October 2009.

Features

- **User Management**: It allows managing the user information such as changing the role of the users to (subscriber, contributor, author, editor or administrator).

- **Media Management**: It is the tool for managing the media files and folder, in which you can easily upload, organize and manage the media files on your website.

- **Theme System**: It allows modifying the site view and functionality. It includes images, stylesheet, template files and custom pages.

- **Extend with Plugins**: Several plugins are available which provides custom functions and features according to the users need.

Advantages

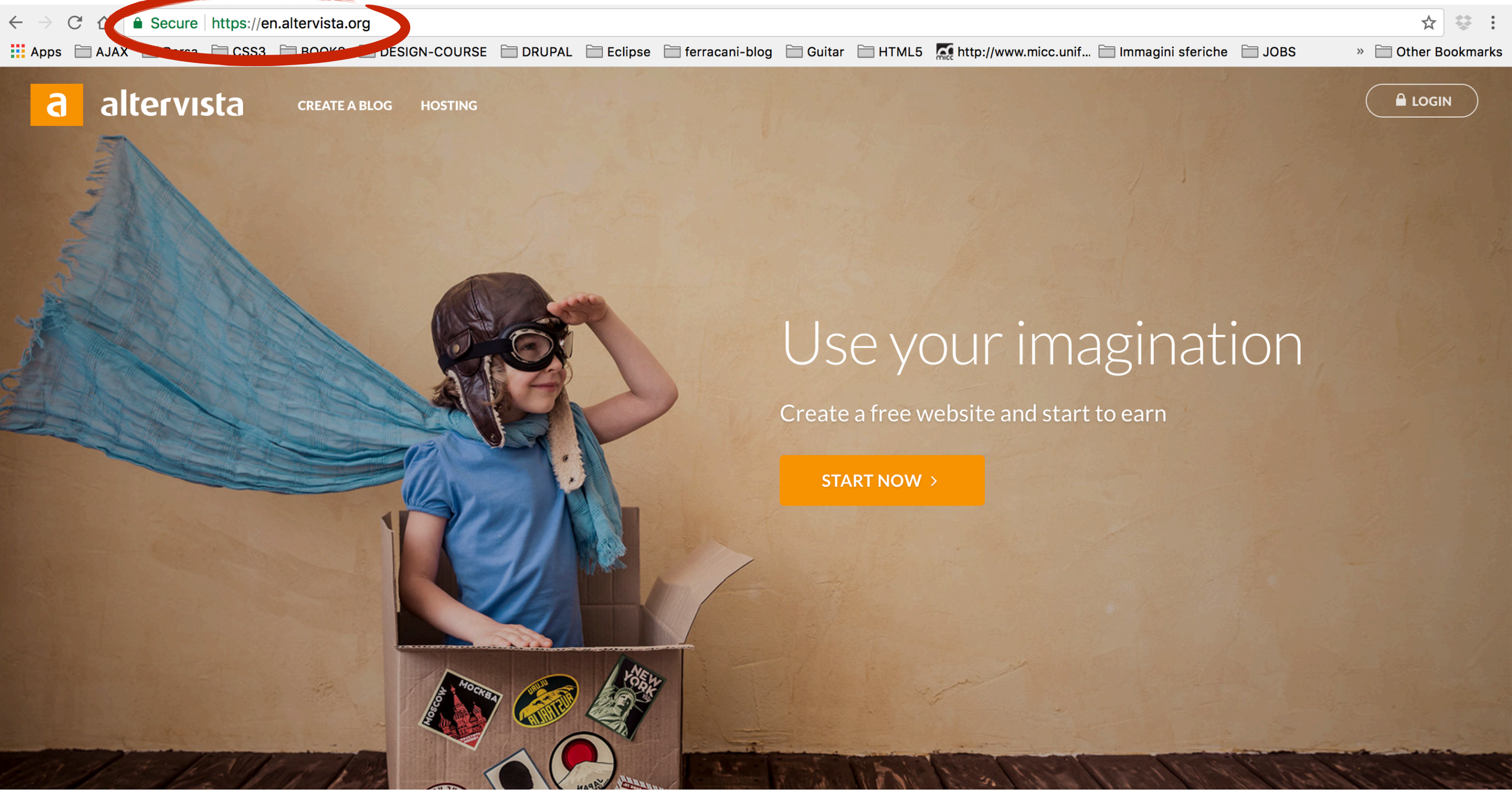
- **Open source** platform and available for free.

- It is very easy to edit the content as it uses **WYSIWYG editor** (What You See Is What You Get is a user interface that allows the user to directly manipulate the layout of document without having a layout command).

- It offers several **SEO tools** which makes on-site SEO simple.

- Sometimes software needs to be updated to keep the WordPress up-to-date with the current browsers and mobile devices. **Updating WordPress** version can lead to loss of data, so a backup copy of the website is required.

altervista.org Sign Up - Step 1 - https://en.altervista.org/



altervista.org Sign Up - Step 2

altervista

Create A Free Website With Altervista

START TO CREATE YOUR WEBSITE

Bandwidth and web space unlimited

The site will run with WordPress, the best blogging software.

- Clearly visible on tablets and smartphones
- Insert advertisements and start to earn
- Templates and designs ready to use
- Fully customizable

GO ON ›

Are you looking for a plain hosting?

ⓘ Manage your site with PHP, MySQL and FTP connection

WordPress

altervista.org Sign Up - Step 3

altervista

Create A Free Website With Altervista

CHOOSE YOUR NEW ADDRESS ON THE WEB

http:// testingwordpress .altervista.org

Great: the name is available!

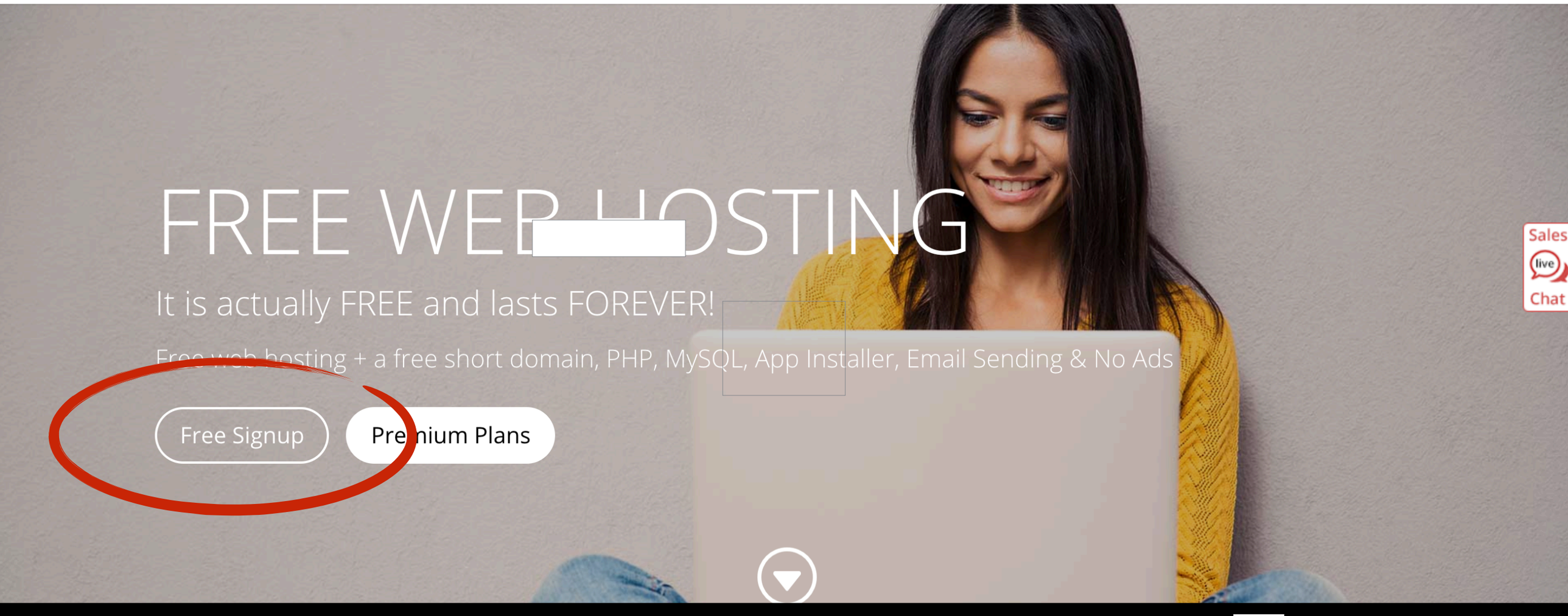
Already have a blog?
Move it here!
Move your blog here!

FILL THIS FORM

Hello **Andrea**,
Sign up with Facebook *or* Edit

All fields are required

awardspace.com Sign Up - Step 1



awardspace.com Sign Up - Step 2

AWARDSPACE

Join the #1 Free Web Hosting Service on the Web!

❤ In Love with 2.5 Million clients and counting.

Join for free with Facebook, Google

Facebook | Google+

or use email:

First Name Last Name

E-Mail Address

Password

Sales live Chat

awardspace.com Sign Up - Step 3

Create FTP Accounts

Explore the Database Manager

Upload your own Website

OPPURE utilizza uno dei nostri Auto Installer:

Wordpress

WORDPRESS

Installa Wordpress

Start blogging in just 5 minutes.

- Easy access to Templates and Plugins
- Blogs or Websites, both can benefit of the possibilities of Wordpress

Joomla

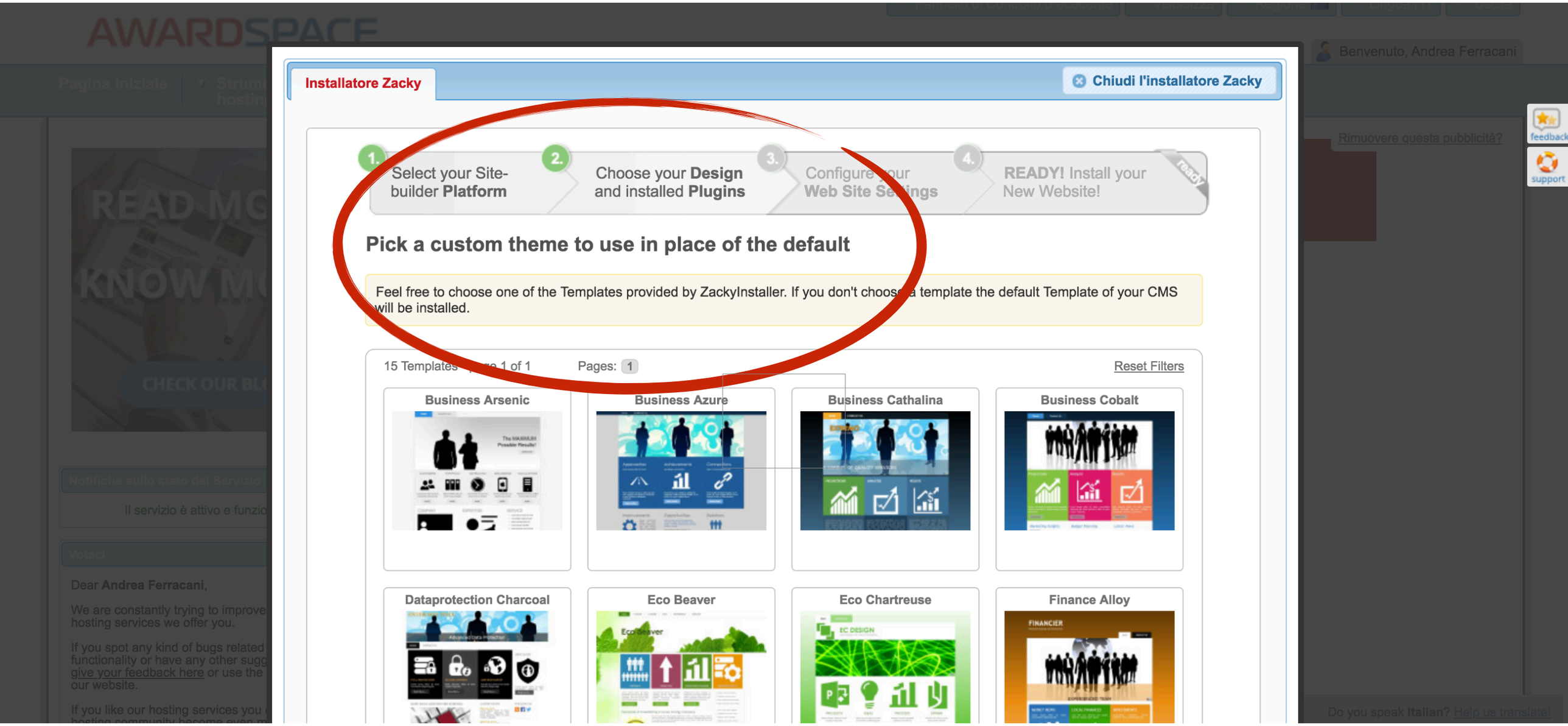
Joomla!™

Milioni di siti web sono costruiti con Joomla.

- Thousands of available Extensions and designs
- User Friendly Administration
- Installazione in un paio di clic!

WordPress

awardspace.com Sign Up - Step 4



awardspace.com Sign Up - Step 5

1. Select your Site-builder **Platform**
2. Choose your **Design** and installed **Plugins**
3. Configure your **Web Site Settings**
4. **READY!** Install your New Website!

Please type in the required data for your website:

Select a Site Domain / Web Address

Use an existing domain/subdomain in my account: Choose your Domain ← select a domain name from your account

OR

Register a new domain: Enter your desired Domain Name .com **check availability**

OR

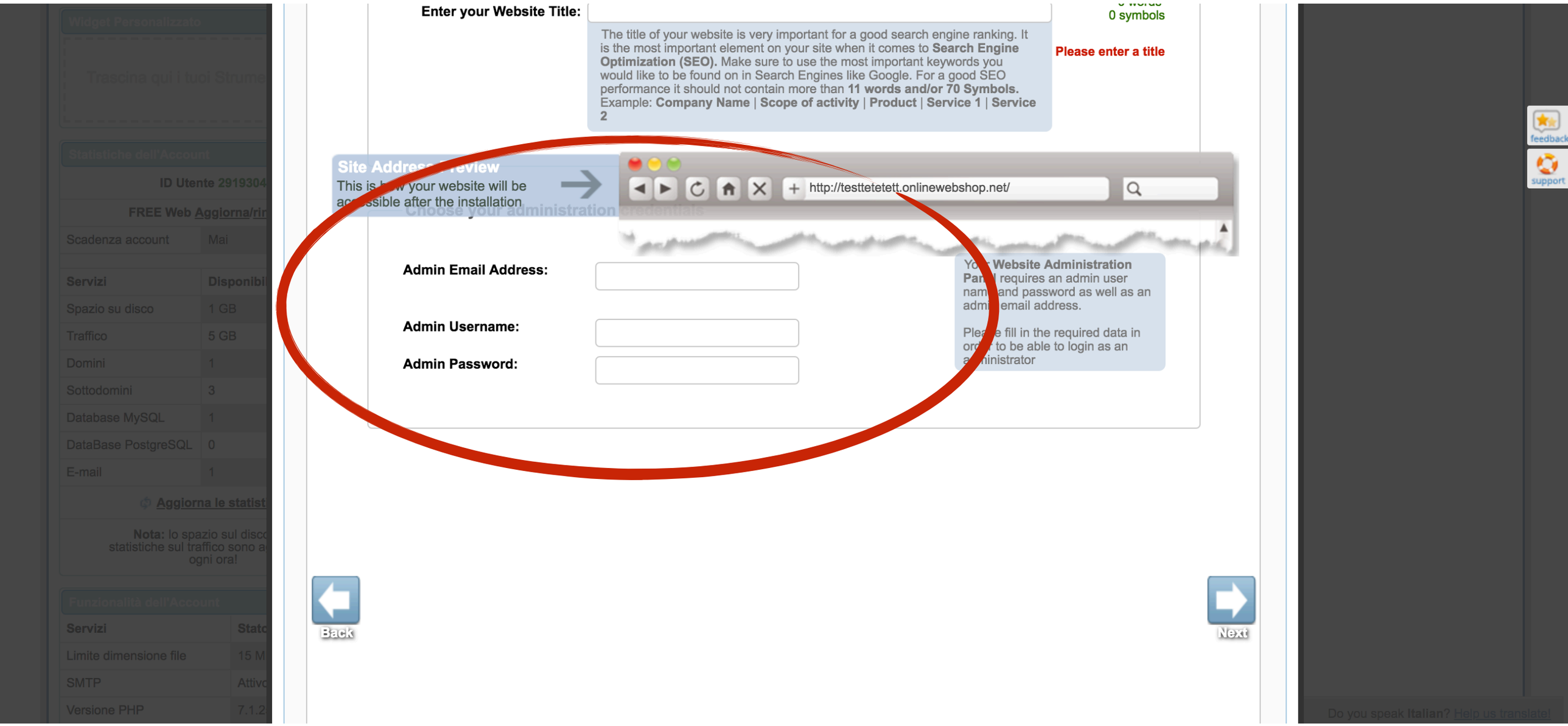
Use a free domain or free subdomain: Enter a Domain Name . onlinewebshop.net **Pick a subdomain**

Select the destination where your Website will be installed

Your Installation path: http://www.mydomain-name.com/

Option 1: Leave it blank if you would like to have the installation in your domain root folder.
Option 2: Type in a installation path, if you would like to install the website in a subfolder.

awardspace.com Sign Up - Step6



awardspace.com Sign Up - Step 7

WP Super Cache

Website Title: fashion

Domain: fashionate.atwebpages.com

Domain and installation path: http://fashionate.atwebpages.com/

Administration credentials

Admin Username: andrea

Admin Password: f3rracan1

Admin Email Address: andrea.ferracani@unifi.it

Install Now!

Change Options

x10hosting.com Sign Up

Get started with your free web hosting account now. It's super-easy and always **FREE!**

mycooldomain | .x10host.com | CONTINUE

byet.host Sign Up

Free Hosting and Premium Hosting Services.

With over a decade of experience in web hosting, over 1,000,000 websites hosted, we are proud to introduce you to our free web hosting and premium web hosting services. All of our hosting services are packed with 100's of features including PHP, MySQL, FTP, Email, Softaculous one click script installer, site builder and much more.

Signup for Free Hosting

Dedicated Servers

Paid Hosting Reseller

Free Hosting

We use cookies to enhance your experience. By continuing to visit this site you agree to our use of cookies. More info

Got it!

Email Group

If you wasn’t able to install the blog do it at home

- For today, send me an email with your name and I will send you back the address and credentials of a WP instllation (up to 22 installations)

altervista.org Site Login

altervista

Accedi con il tuo account Altervista

Nome utente

testingwordpressatied

Password

••••••••••••

ACCEDI

Resta connesso

Password dimenticata?

accedi con

FACEBOOK

← Annulla

WordPress

altervista.org Live Site

testingwordpressatied.altervista.org

Apps | Borsa | CSS3 | BOOKS | DRUPAL | Eclipse | ferracani-blog | Guitar | HTML5 | http://www.micc.unif... | Immagini sferiche | JOBS | Other Bookmarks

Blog di testingwordpressatied | Customize | 3 | 0 | New | 1 | Howdy, testingwordpressatied

Blog di testingwordpressatied

Un nuovo sito targato WordPress

Home

Il Primo Articolo

SENZA CATEGORIA DECEMBER 26, 2017

Puoi scegliere il **tema**, personalizzare la **toolbar**, guadagnare con i **banner pubblicitari** e iniziare a **scrivere**. Modifica questo articolo...
Read more »

ULTIMI ARTICOLI

1 DAY AGO
Il Primo Articolo

Hosted by AlterVista - Disclaimer - Report Abuse

WordPress

altervista.org Site Login

testingwordpressatied.altervista.org/wp-admin

Apps | AJAX | Borsa | CSS3 | BOOKS | DESIGN-COURSE | DRUPAL | Eclipse | ferracani-blog | Guitar | HTML5 | http://www.micc.unif... | Immagini sferiche | JOBS | Other Bookmarks

altervista — Crea sito

Blog di testingwordpressatied

Un nuovo sito targato WordPress

Home

Il Primo Articolo

SENZA CATEGORIA DECEMBER 26, 2017

Puoi scegliere il **tema**, personalizzare la **toolbar**, guadagnare con i **banner pubblicitari** e iniziare a **scrivere**. Modifica questo articolo...

Read more »

ULTIMI ARTICOLI

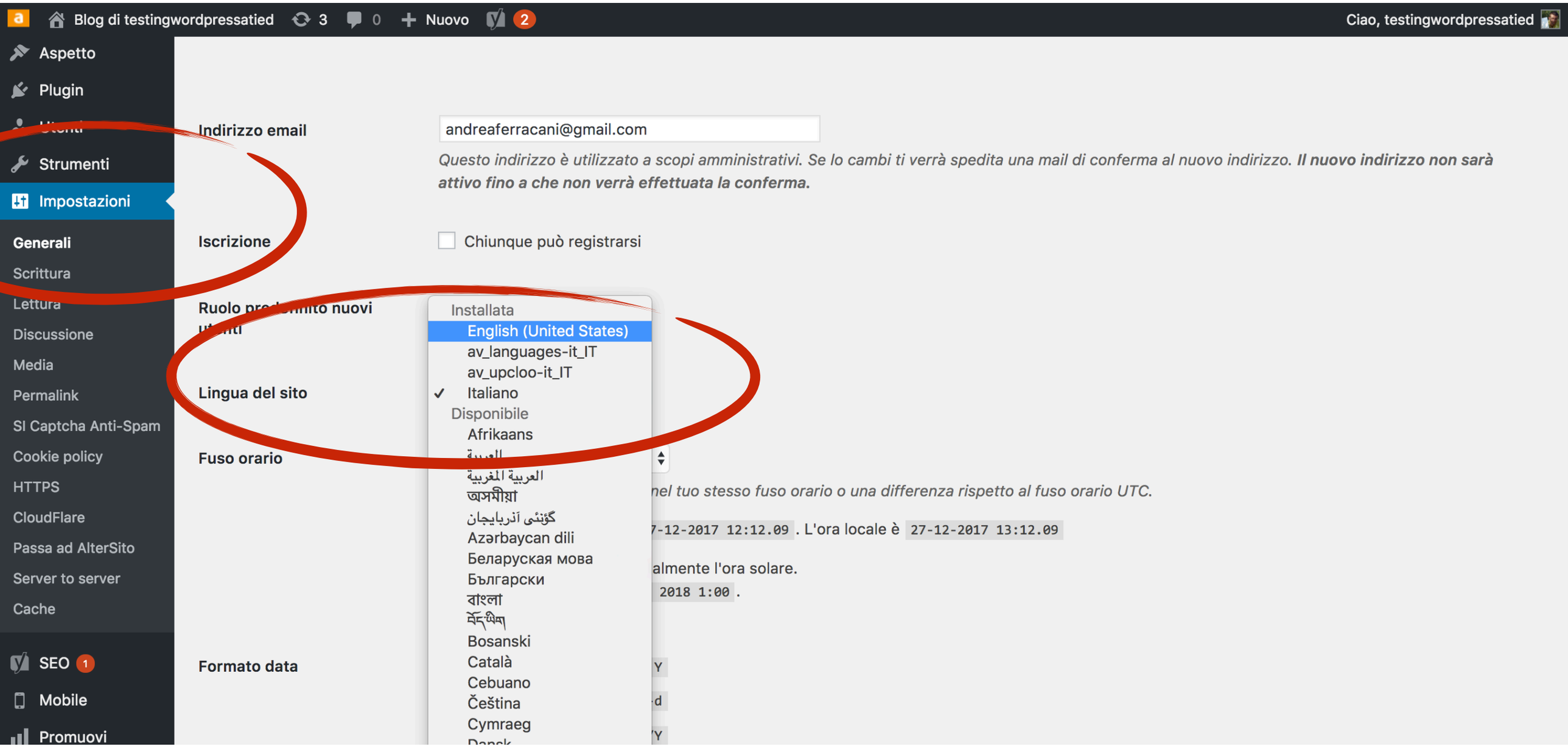
1 DAY AGO

Il Primo Articolo

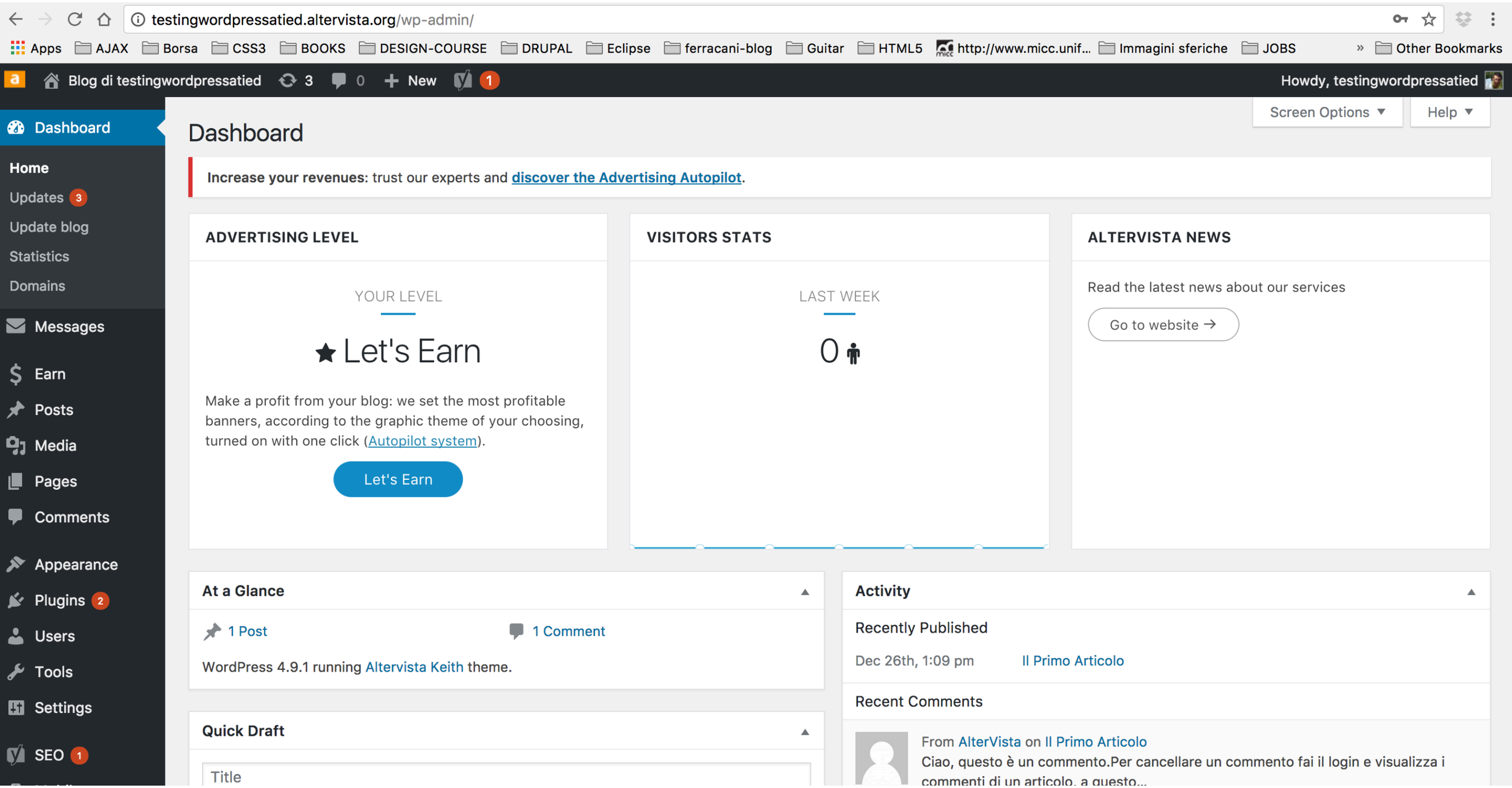
Hosted by AlterVista - Disclaimer - Report Abuse

WordPress

altervista.org Change language



altervista.org Wordpress Dashboard



Features

- The WordPress Dashboard is a first screen which will be seen when you log into the administration area of your blog which will display the **overview of the website**.

- It is a **collection of gadgets** that provide information and provide an overview of what's happening with your blog.

- You can customize at your needs by using some quick links such as writing quick draft, replying to latest comment, etc.

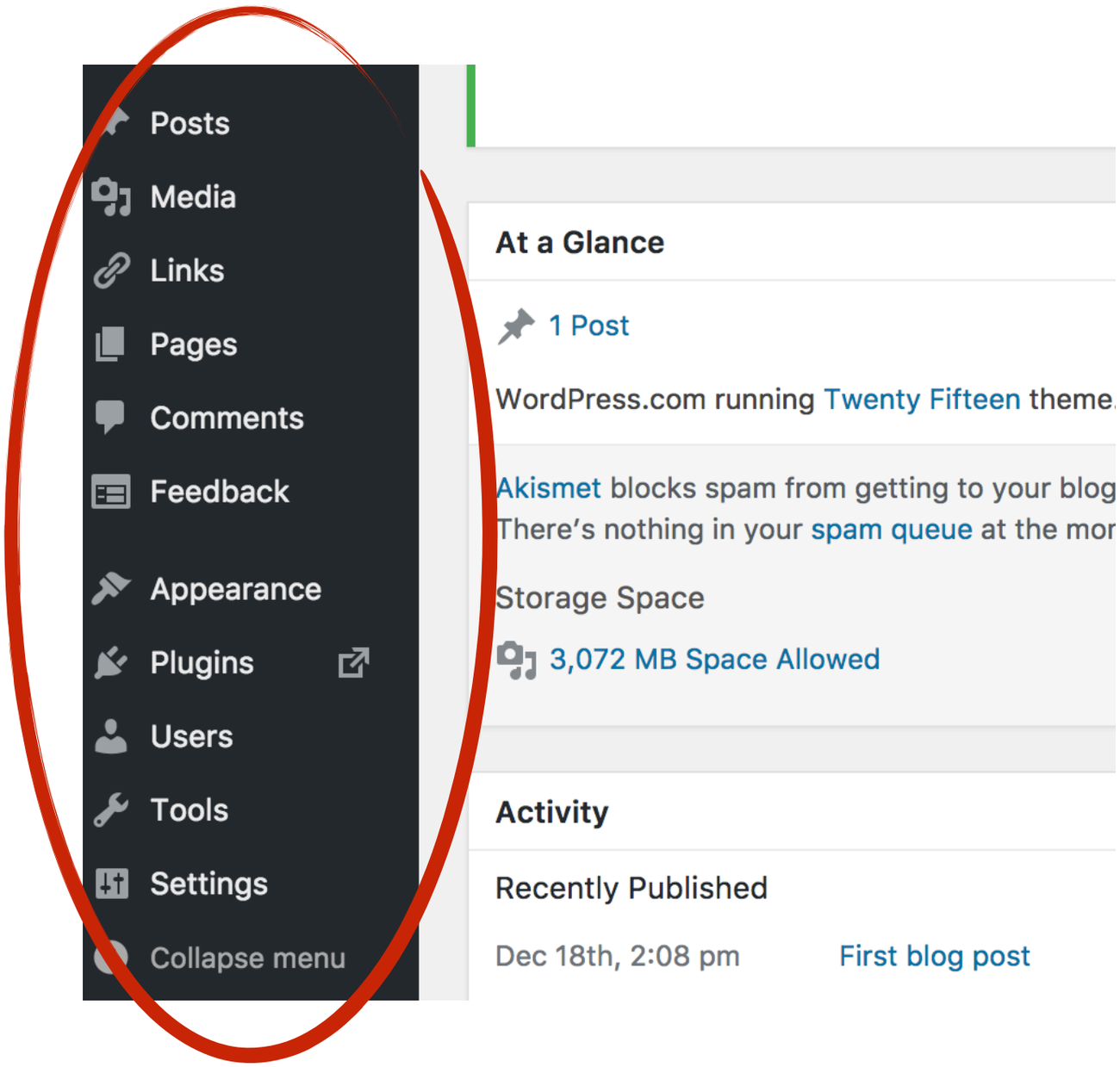
WP Other Dashboard Sections

- **Quick Draft**: is a mini post editor which allows writing, saving and publishing a post from admin dashboard. It includes the title for the draft, some notes about the draft and save it as a Draft.

- **Activity**: includes latest comments on your blog, recent posts and recently published posts. It allows you to approve, disapprove, reply, edit, or delete a comment. It also allows you to move a comment to spam.

- **At a glance**: this section gives an overview of your blog's posts, number of published posts and pages, and number of comments. When you click on these links, you will be taken to the respective screen. It displays the current version of running WordPress along with the currently running theme on the site.

WP Dashboard Menu

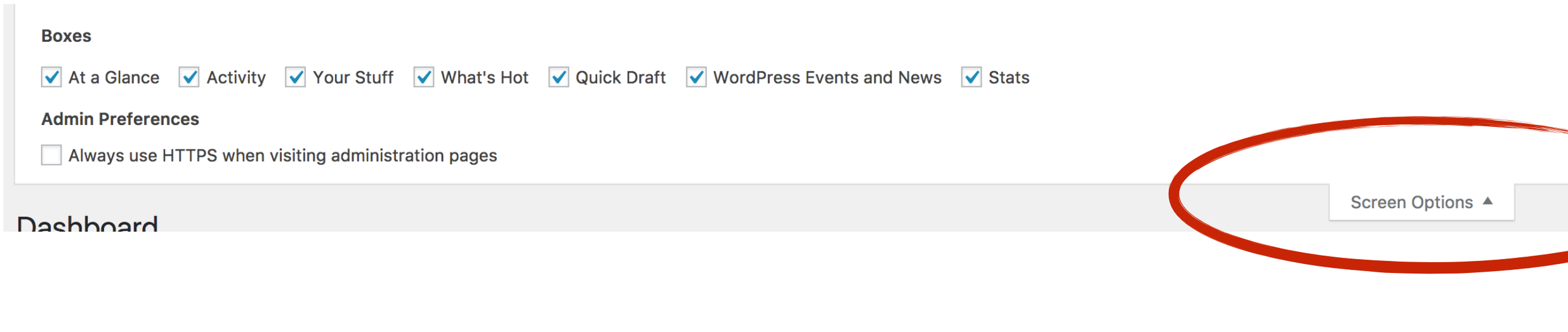


The WordPress Dashboard provides a navigation menu that contains the main options such as

- **posts**,
- **media library**,
- **pages**, **comments**, **appearance options**,
- **plugins**,
- **users**,

tools and settings on the left side.

WP Screen Options



- The dashboard contains different types of widgets which can be shown or hidden on some screens.

- It contains check boxes to **show or hide screen options** and also allows us to customize sections on the admin screen.

WP Settings > General

- **Site Title**: It displays the name of the site in the template header.
- **Tagline**: Displays a short sentence about your site.
- **Membership**: Anyone can register an account on your site after you check this checkbox.
- **New User Default Role**: The default role is set for the newly registered user or members.

WP Settings > Reading

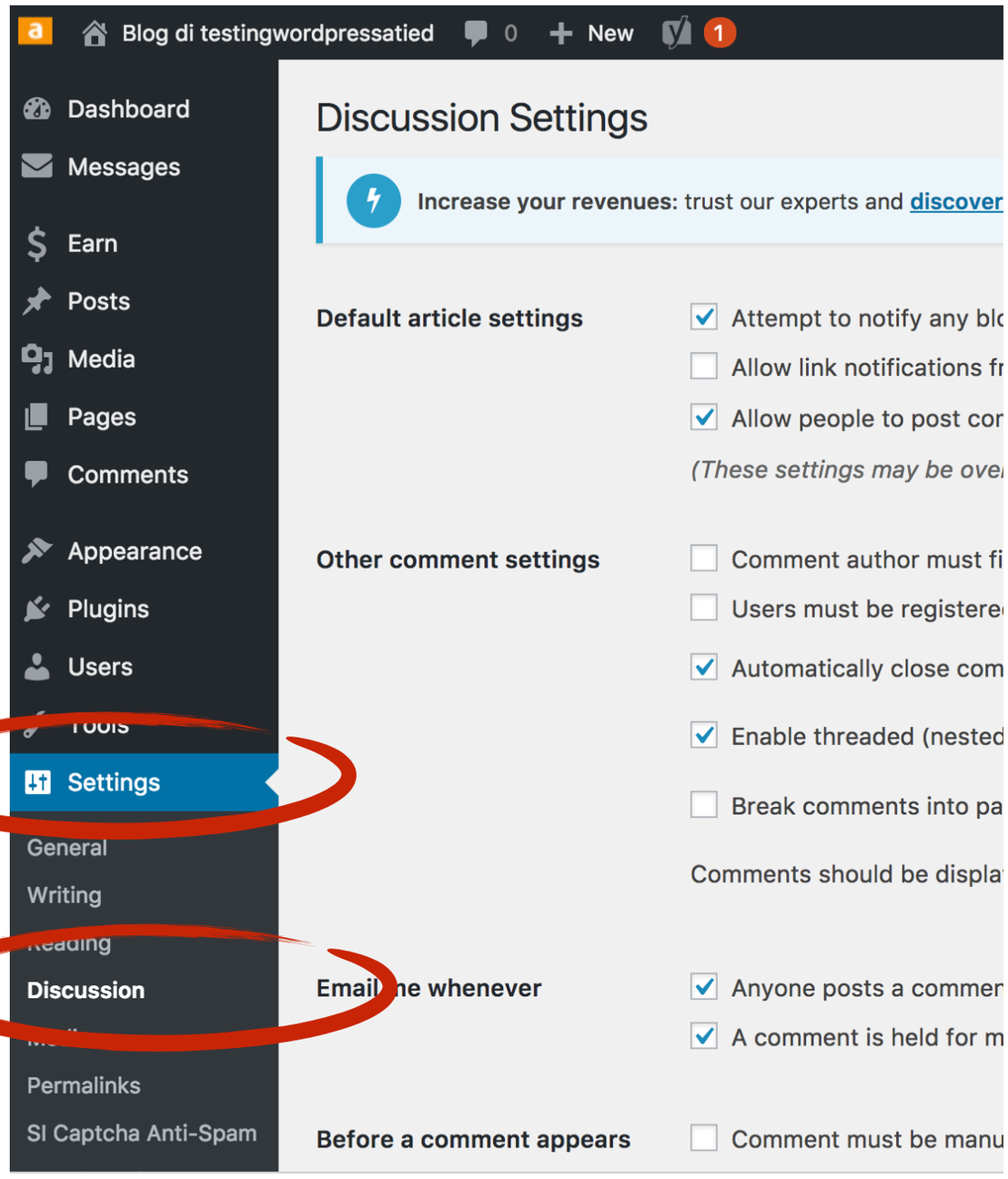
Reading Setting is used to set the content related to the front page. You can set the **number of post to be displayed** on the main page.

- **Front page displays**: This section is used to display the front page in any of the following format:

- **Your latest posts**: It displays latest posts on the front page.

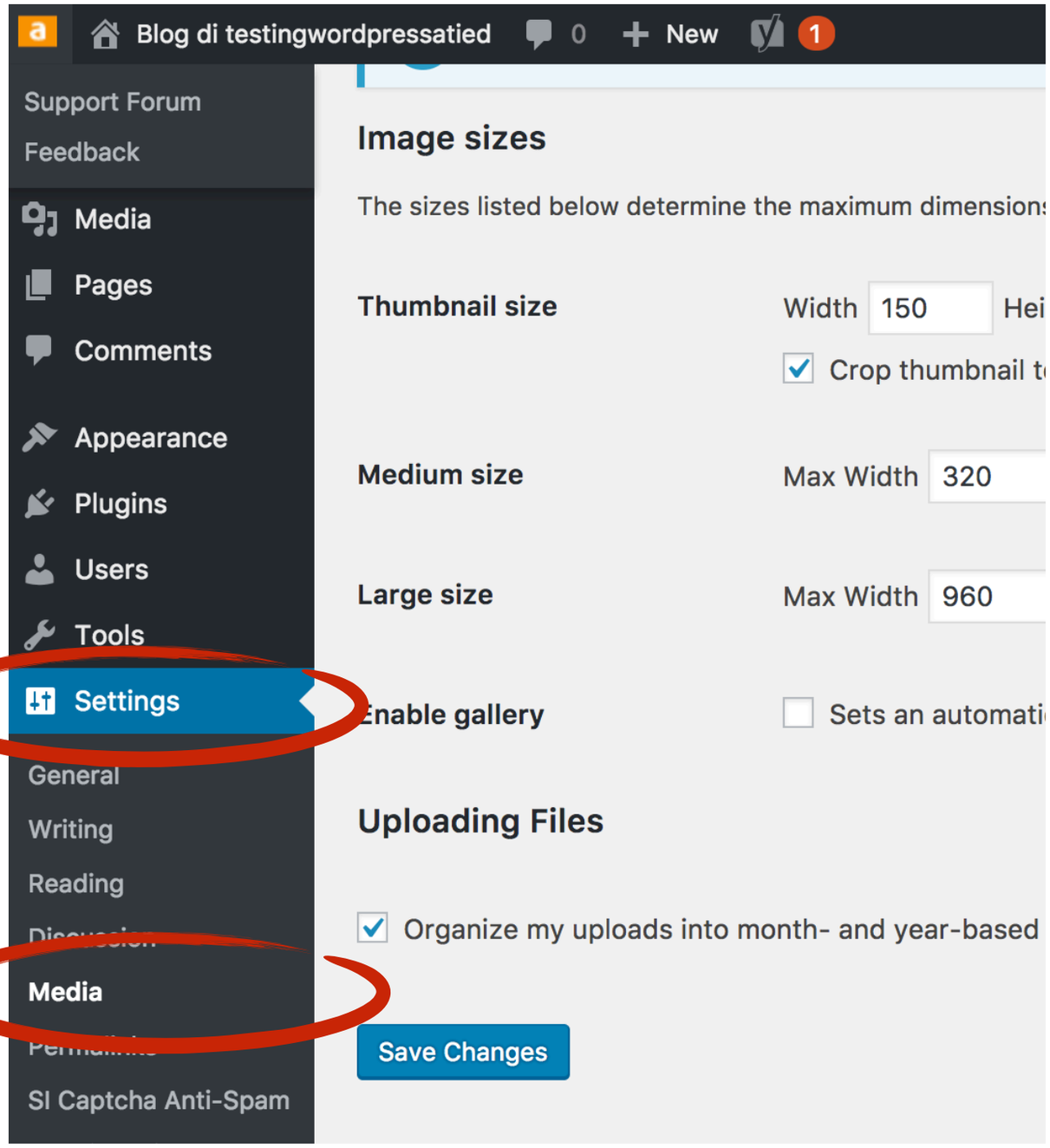
- **A static page**: It displays the static pages on the front page.
  - **Front Page**: You can select the actual page you want to display on front page from the drop down.
  - **Posts Page**: You can select the page from the drop down which contains posts.

WP Settings > Discussion



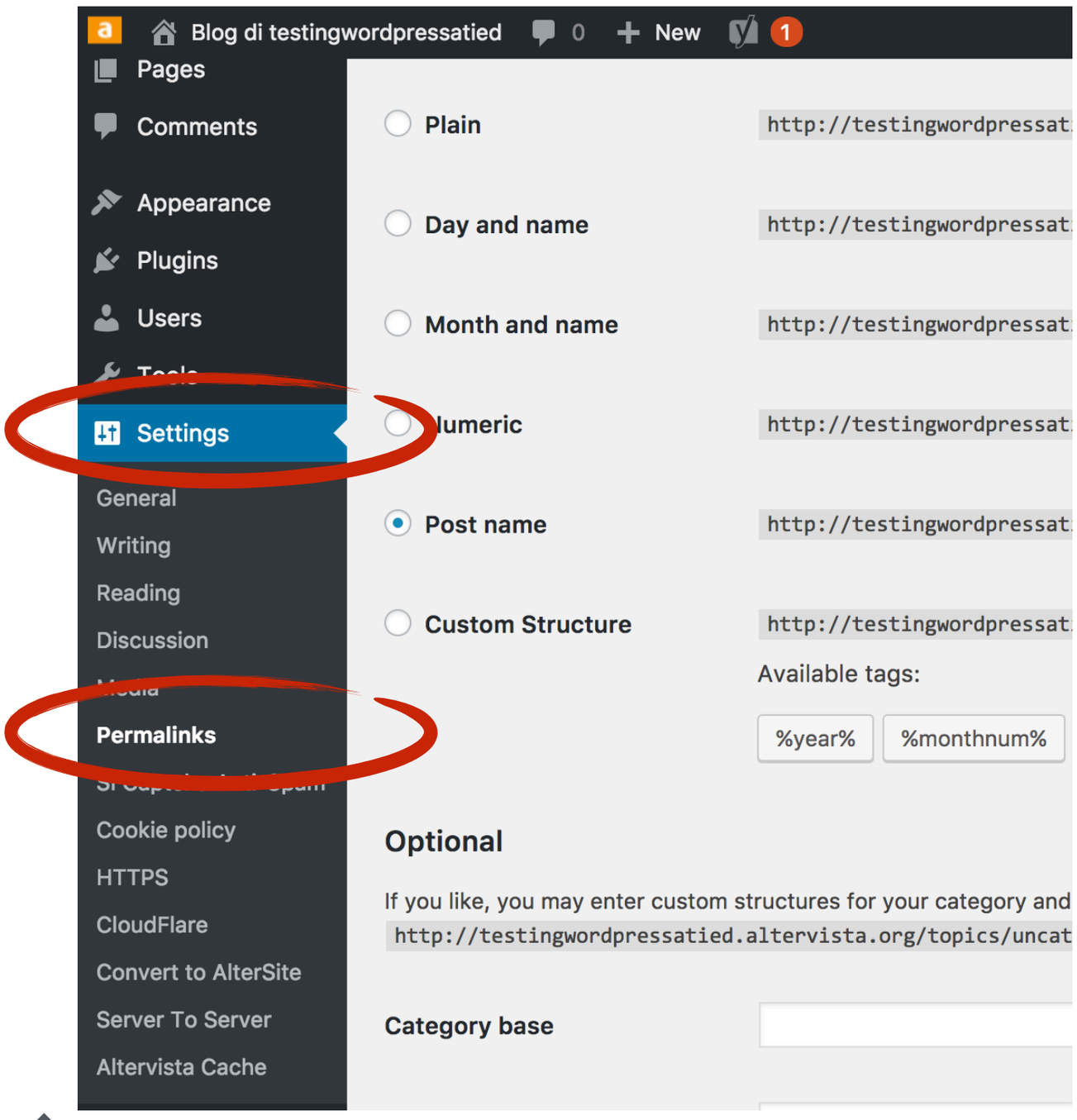
WordPress discussion setting can be defined as the **interaction between the blogger and the visitors**. These settings are done by the admin to have a control over the posts/pages that come in through users

WP Settings > Media



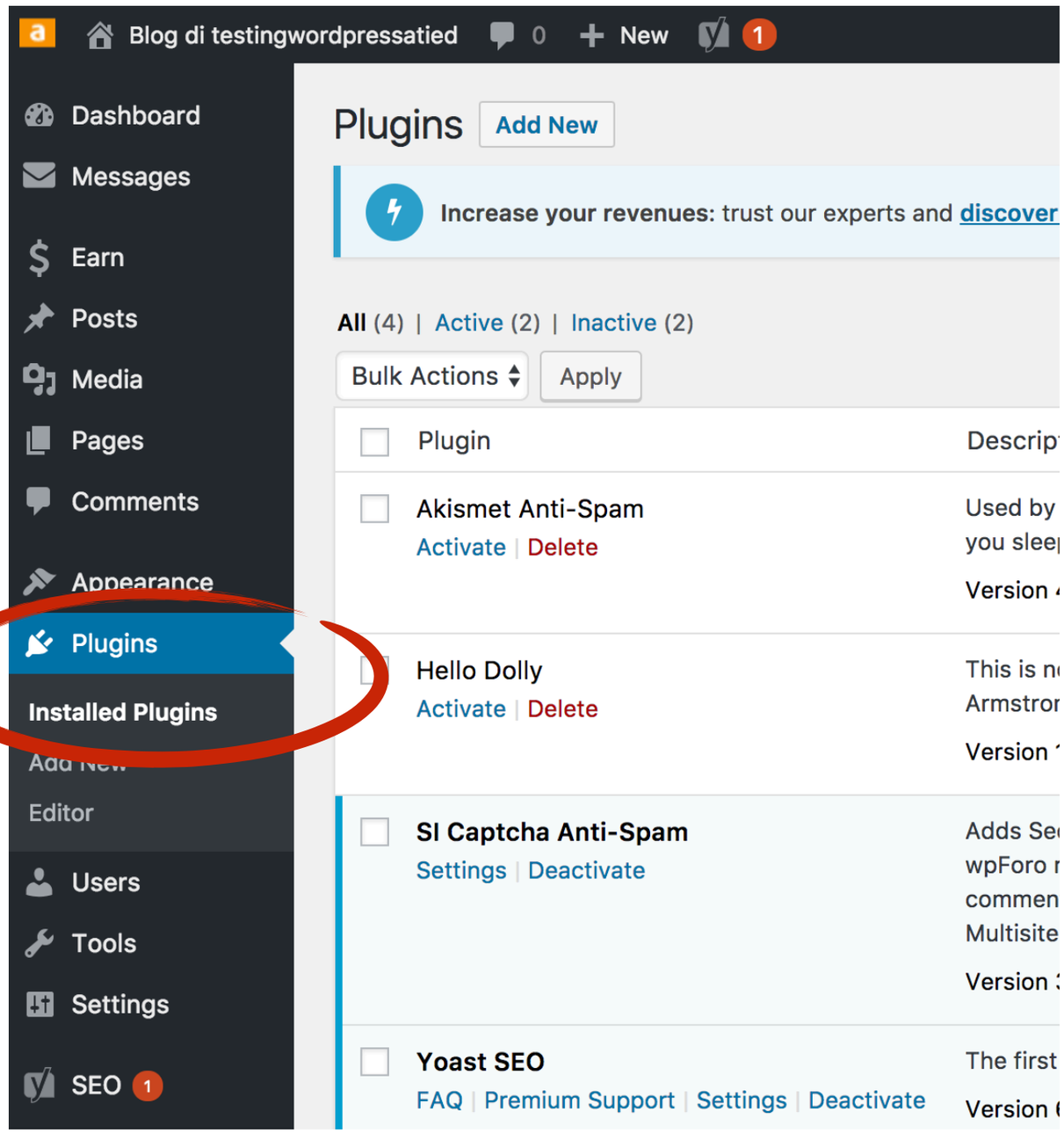
Media Settings in WordPress. It is used to set the height and width of the images which you're going to use on your website.

WP Settings > Permalink



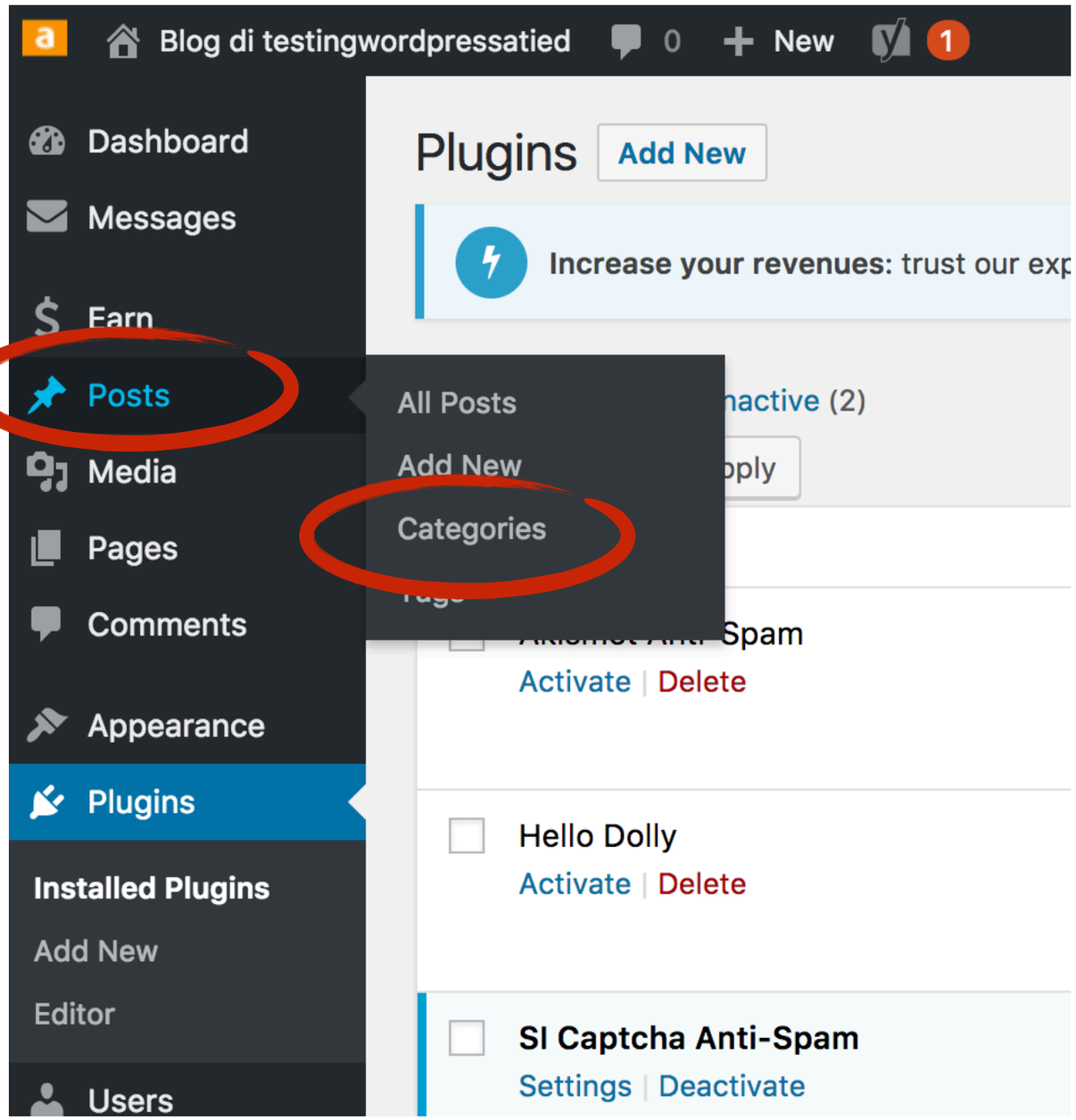
- Permalink is a **permanent link** to a particular blog post or category.
- It allows setting the default permalink structure.
- These settings are used to add permalinks to your posts in WordPress.

WP Plugins > Installed Plugins



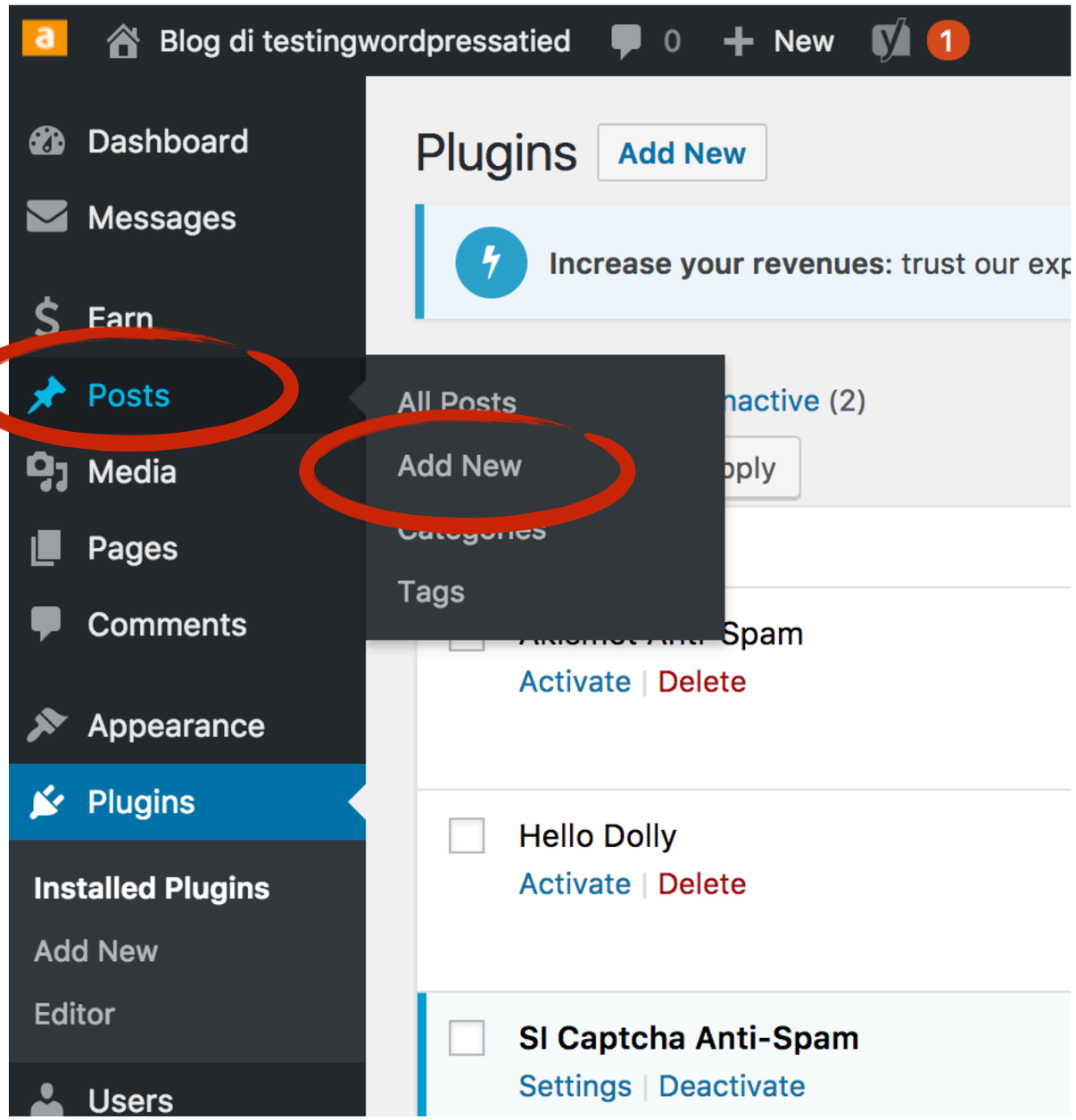
- Plugin allows to easily modify, customize or enhance WordPress blog or post.
- The WordPress Plugin **is a software** that can be uploaded to expand the functionality of the site.
- They add services or **features** to WordPress blog. Plugins are used to make your work easier.

WP Posts > Categories



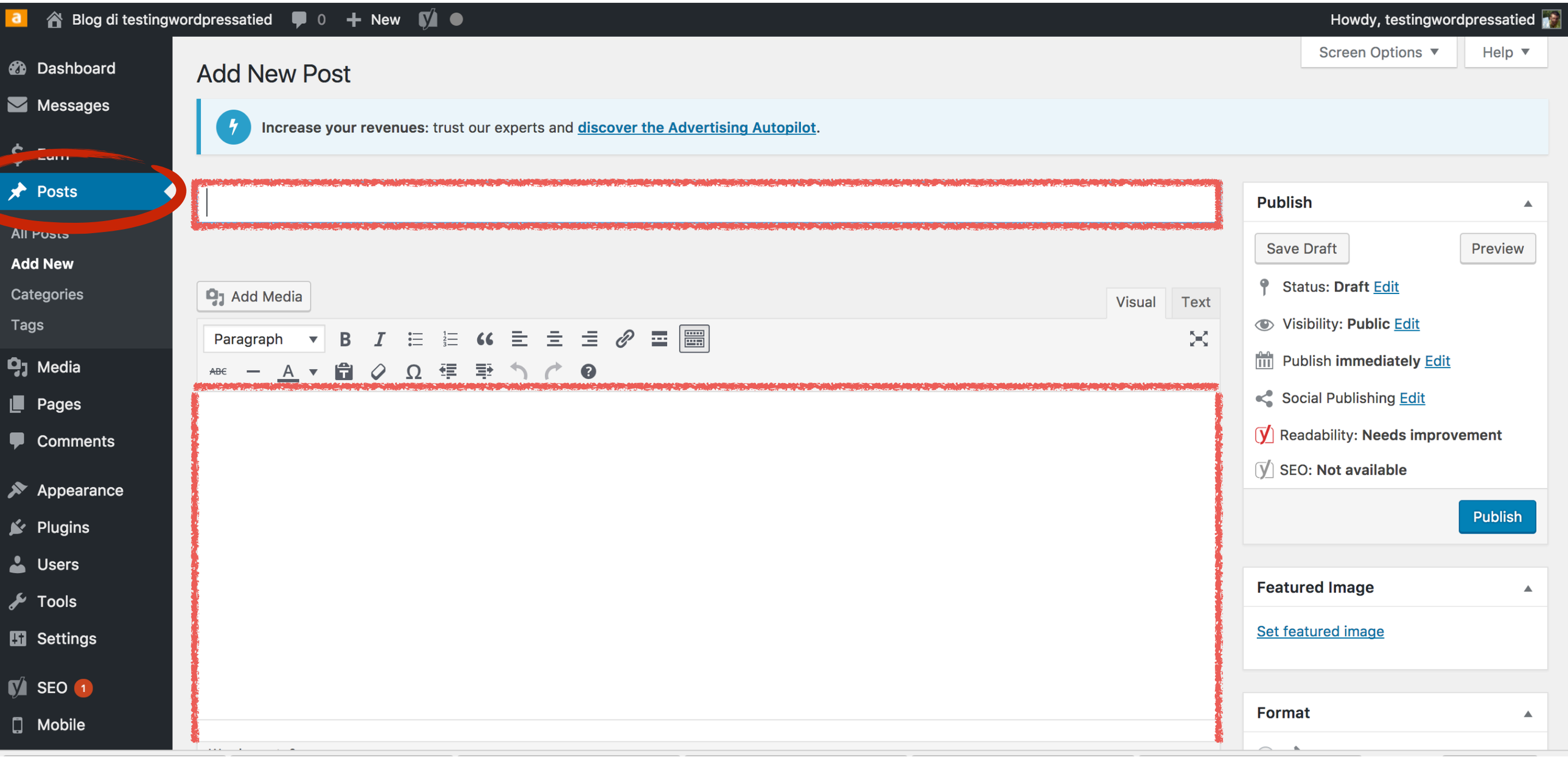
- **Add Categories** in WordPress.
- Category is used to indicate sections of your site and **group related posts**.
- It sorts the group content into different sections. It is a very convenient way to organize the posts.

WP Posts > Add New



- **Add Posts** in WordPress.
- Posts are also known as **articles** and sometimes referred as blogs or blog posts.
- These are used to popularize your blogs.

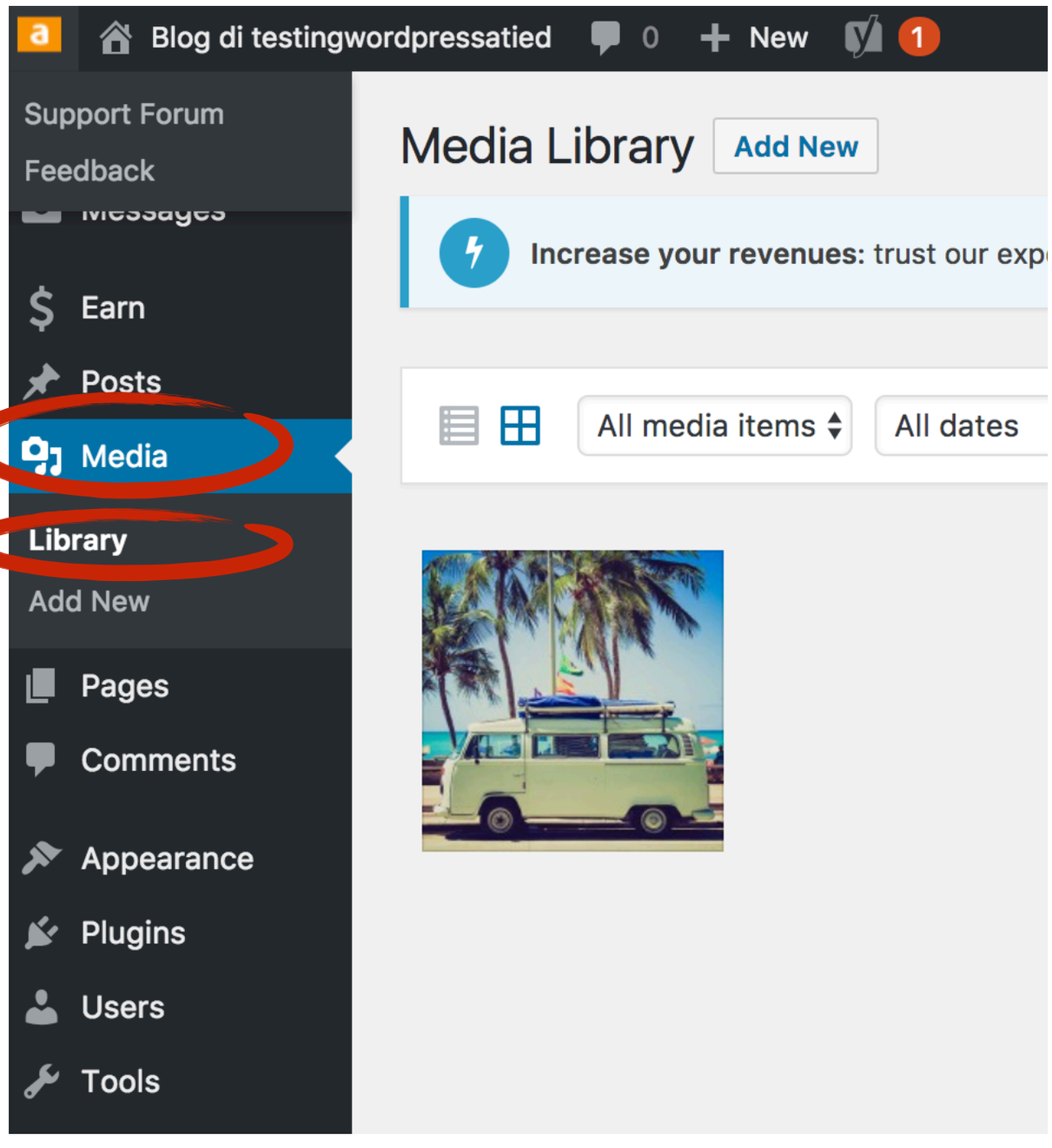
WP Posts > Add New



WP Posts > Add New

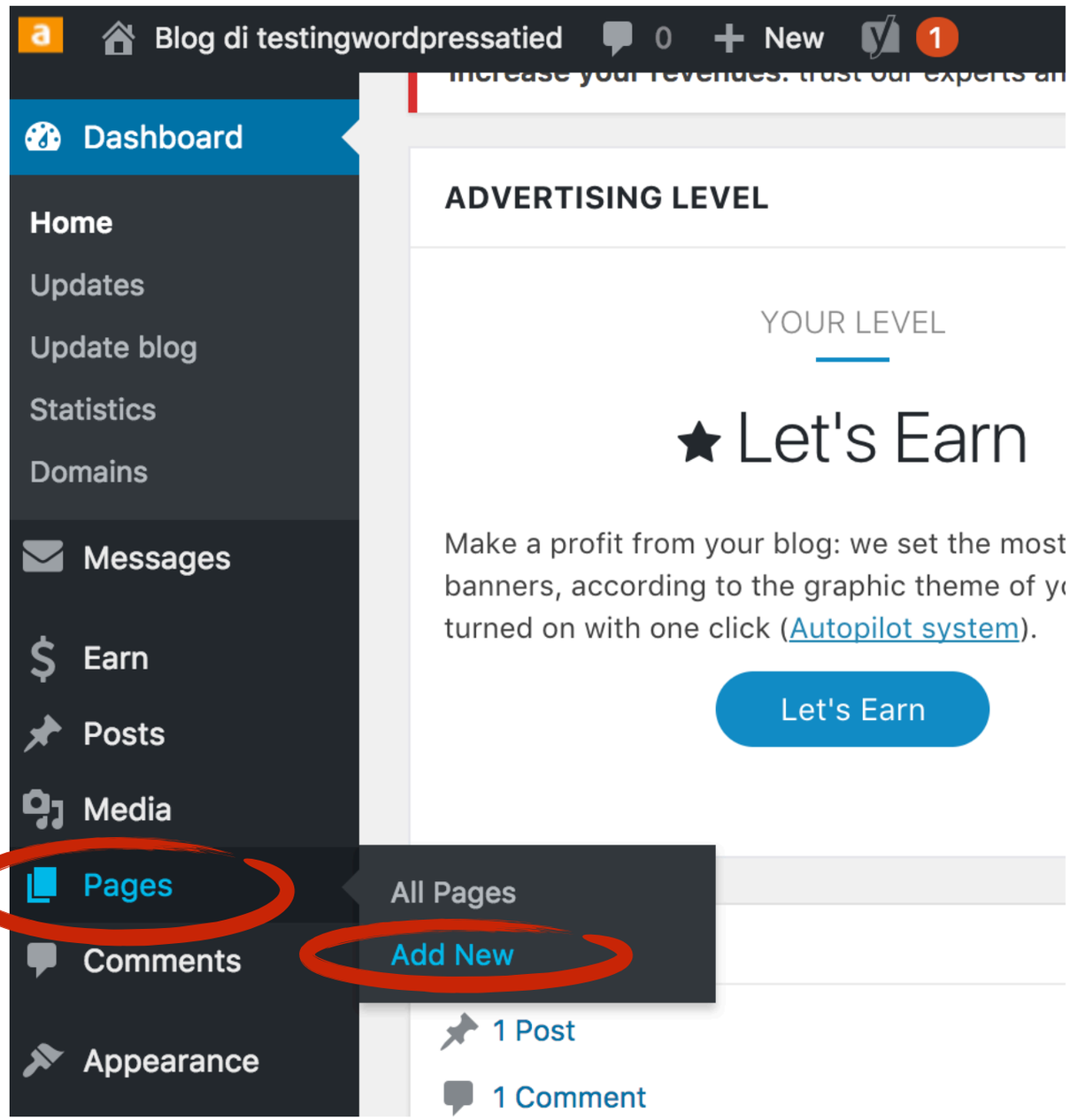
- **Post Title**: Enter the title of the post, i.e., Post1.
- **Post Content**: Enter the content of your post.
- **Save Draft**: It saves the post as a draft.
- **Preview**: You can preview your post before publishing.
- **Move to Trash**: Deletes the post.
- **Status**: Change the status to Published, Pending.
- **Visibility**: Change the visibility to Public, Private or Password.
- **Published**: Change the published post date and time.

WP Media > Library



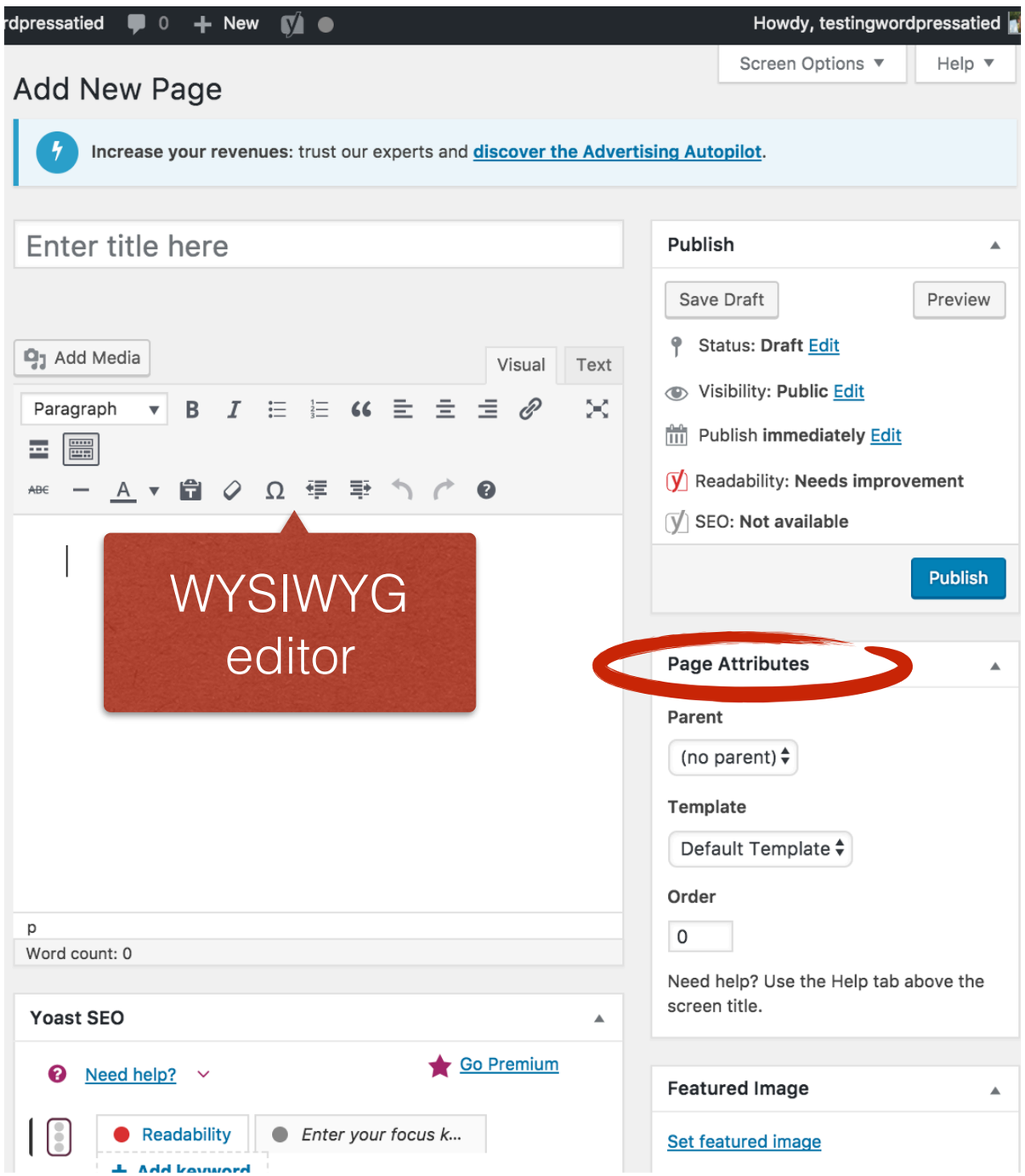
- **Media Library** in WordPress.
- Media Library consists of the images, audios, videos and files that you can **upload** and add to the content when writing a Post or Page.
- Here you can view, add, edit or delete any media related objects if not needed.

WP Pages > Add New



- **Add Pages** into WordPress. Adding pages is similar to adding posts in WordPress.
- Pages are **static content** and often do not change their displayed information.

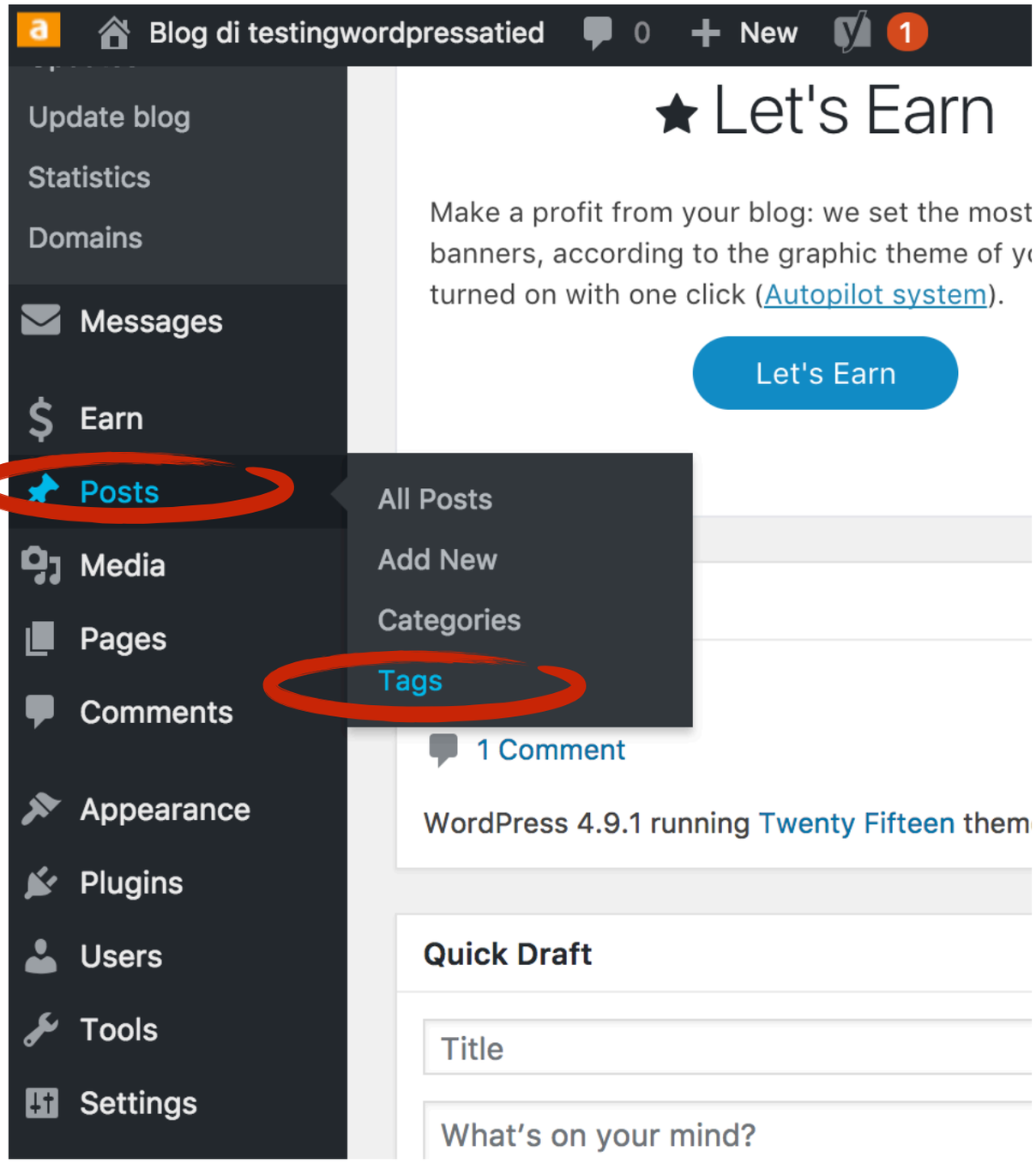
WP New Page



- **WYSIWYG Editor** is similar to a word processor interface where you can edit the contents of the article.

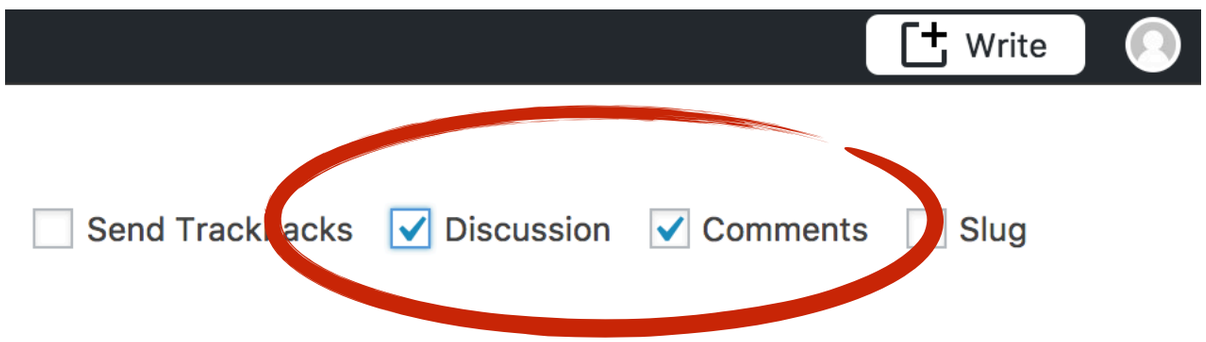
- **Page attributes** module allows you to select parents for your particular page. You can also set order of the pages.

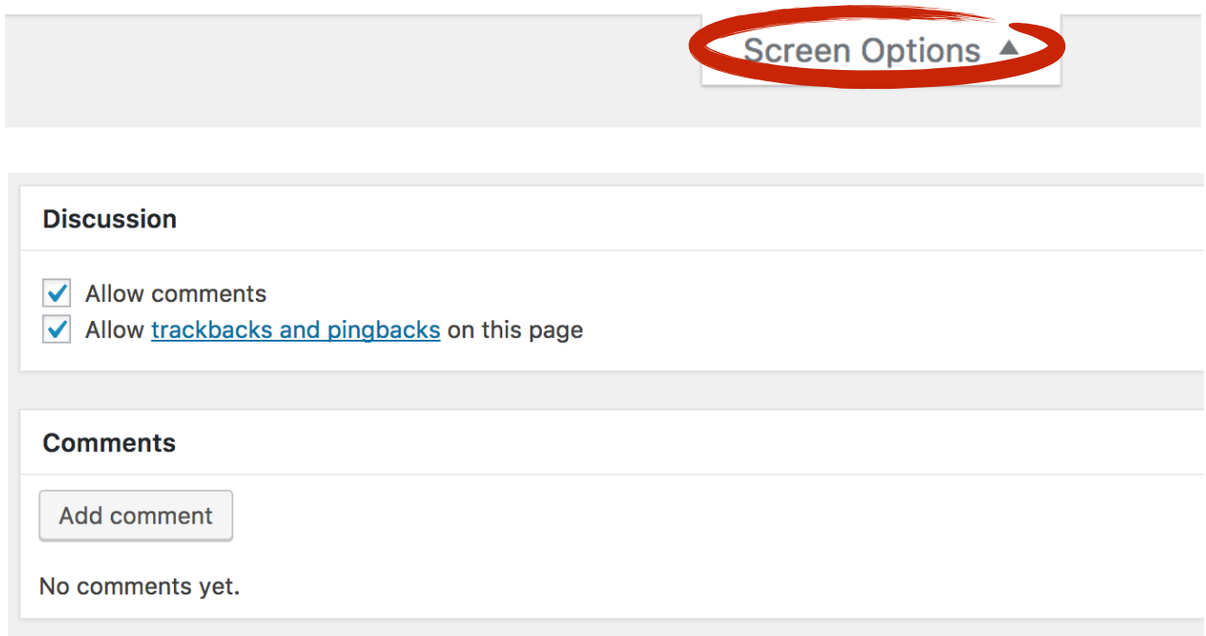
WP Posts > Tags



- **Tag** is a small information attached to the main content or post for the purpose of identification.
- It tells the visitors what actually the post is about.
- If the tag is mentioned properly then it helps to find the content very easily.

WP Comments



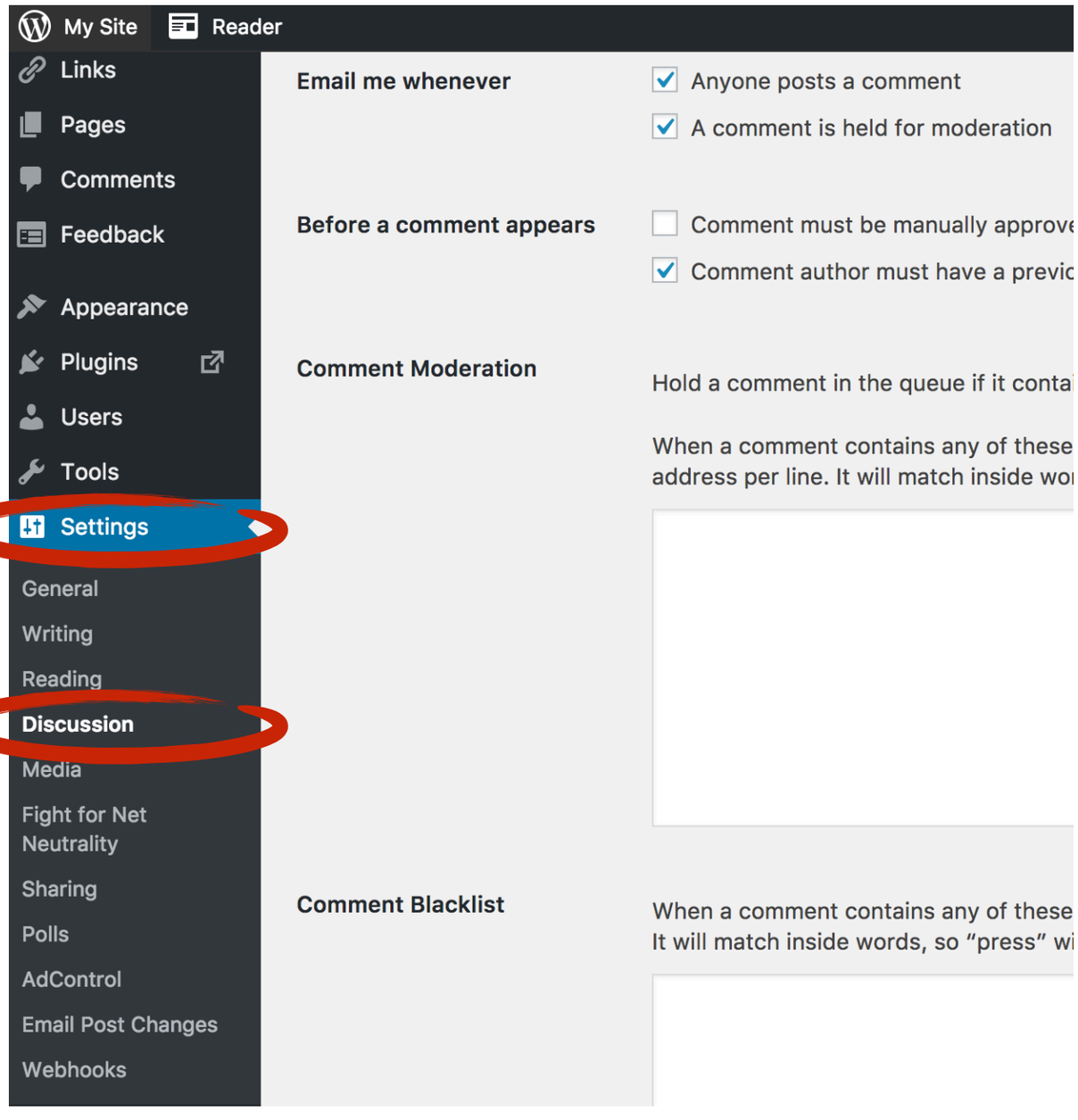


- **Providing Comments** in WordPress. Adding comments allows your visitors to have a discussion with you.

- Comments **can be approved** by the admin and then posted to be discussed further.

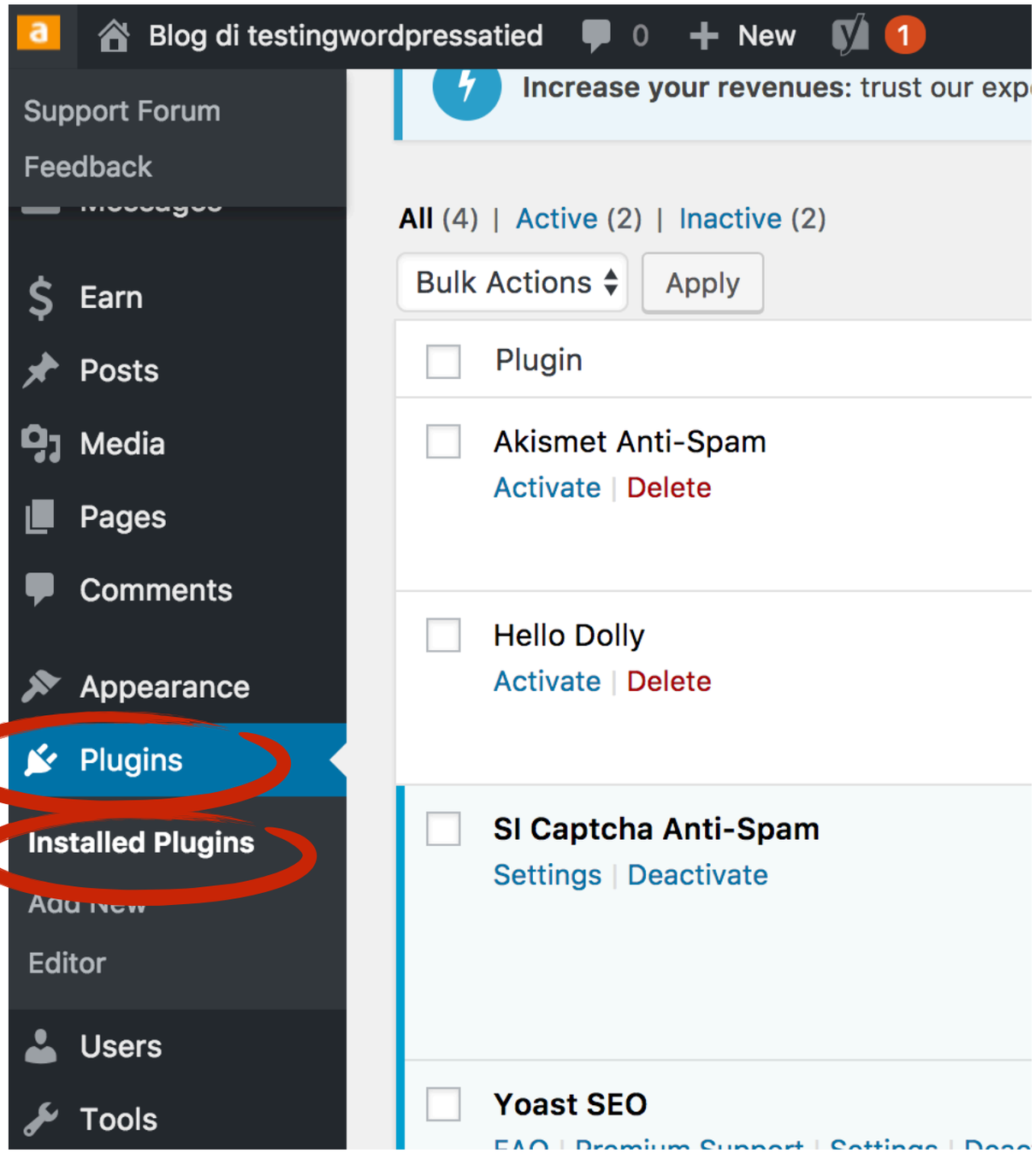
- Comments can be enabled on **posts** and **pages**

WP Comments Moderation



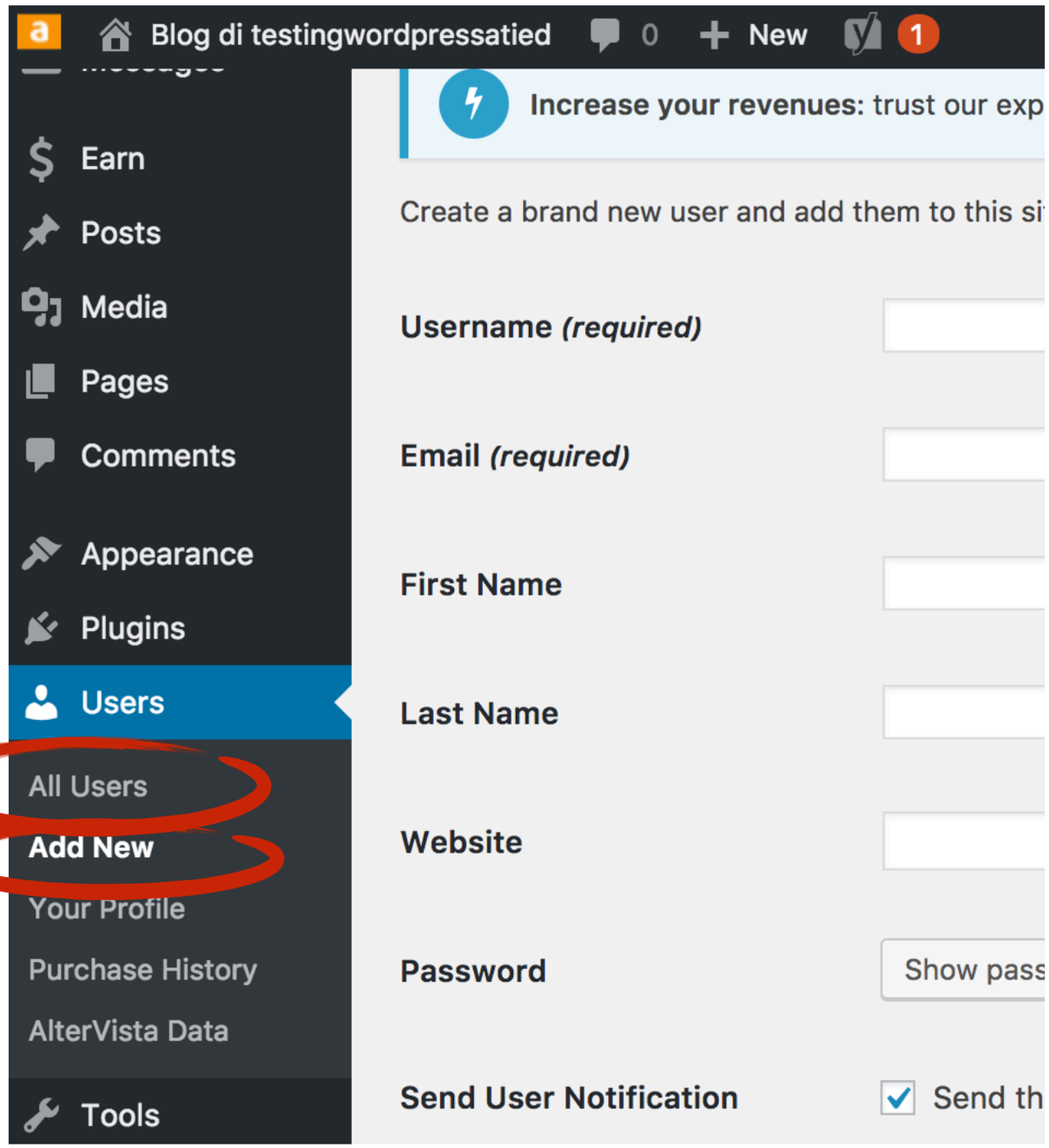
- **Moderate Comments** in WordPress.
- Comment moderation is a process where, when visitors comment on posts, the comment **is not published directly** until and unless it is approved by the admin to be posted.
- It manages your comments so that there is **no comment spamming**.

WP Plugins > Installed Plugins



- **View Plugins** in WordPress. It helps you to enable and disable WordPress Plugins.
- This adds the unique features to an existing web site.
- Plugins **extend and enlarge the functionality** of WordPress.

WP Users > Add New



- **Add users** to your WordPress blog or website.
- When users register on your WordPress blog or website, you get an e-mail notification, so you always know when new users register, and you can then get into your Dashboard and edit the users' role.

WP Users

- **Administrator**: has all the rights. An Admin can do anything and everything on the WordPress site such as creating more admins, inviting more users and also removing them.

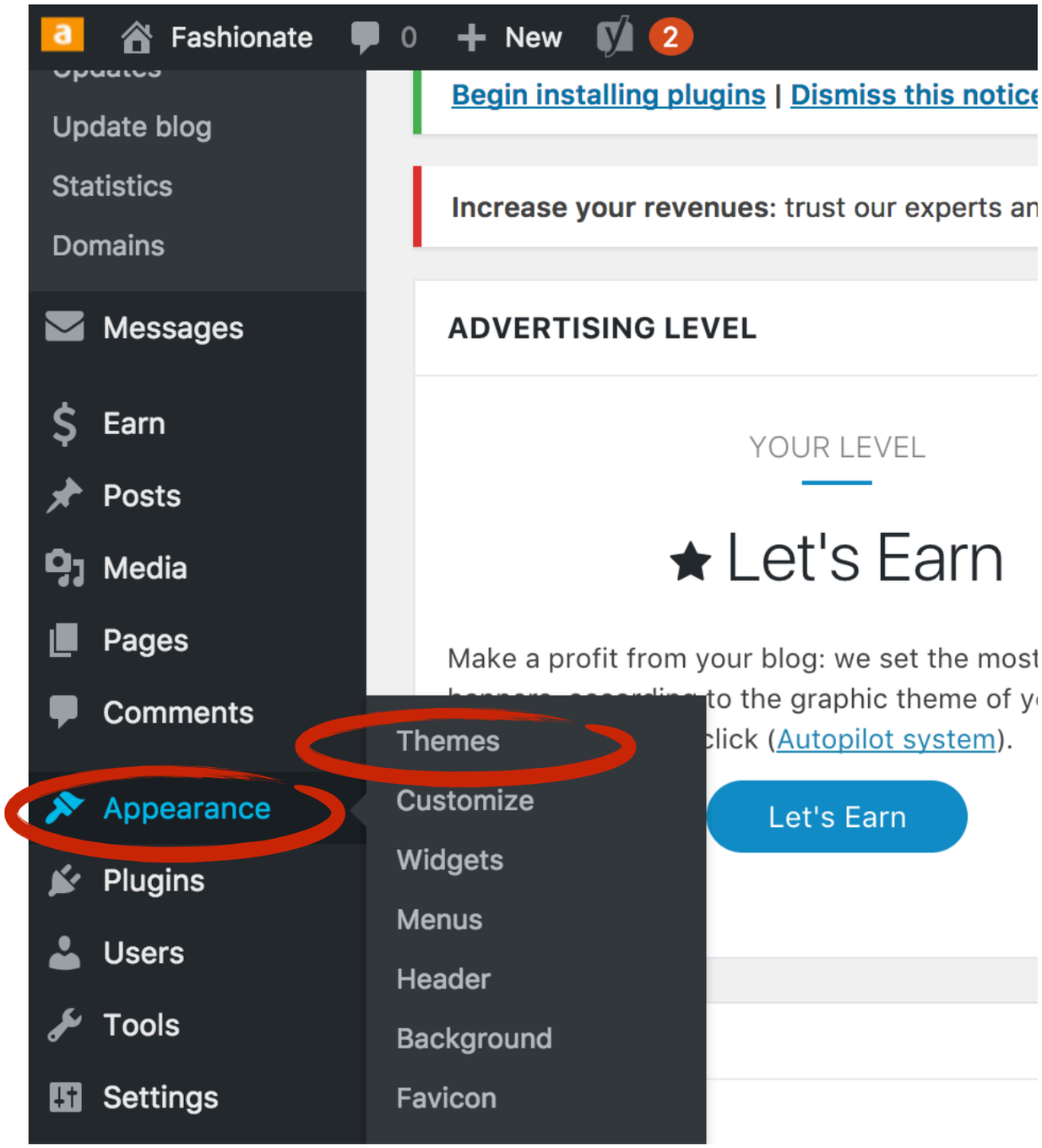
- **Editor**: has access to all the posts, pages, comments, categories, tags, and links. They can create, publish, edit or delete any posts or pages.

- **Author**: can only write posts, upload pictures, edit, and publish his own posts.

- **Contributor**: can only write and edit his posts until published.

- **Subscriber**: can only view your posts; they cannot edit but can only comment on the posts.

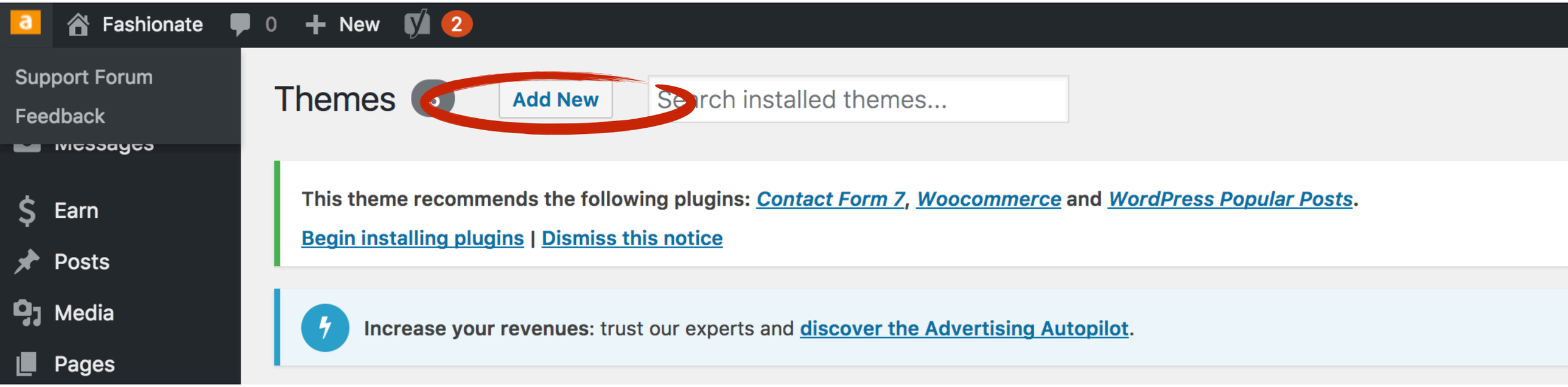
WP Appearance > Themes

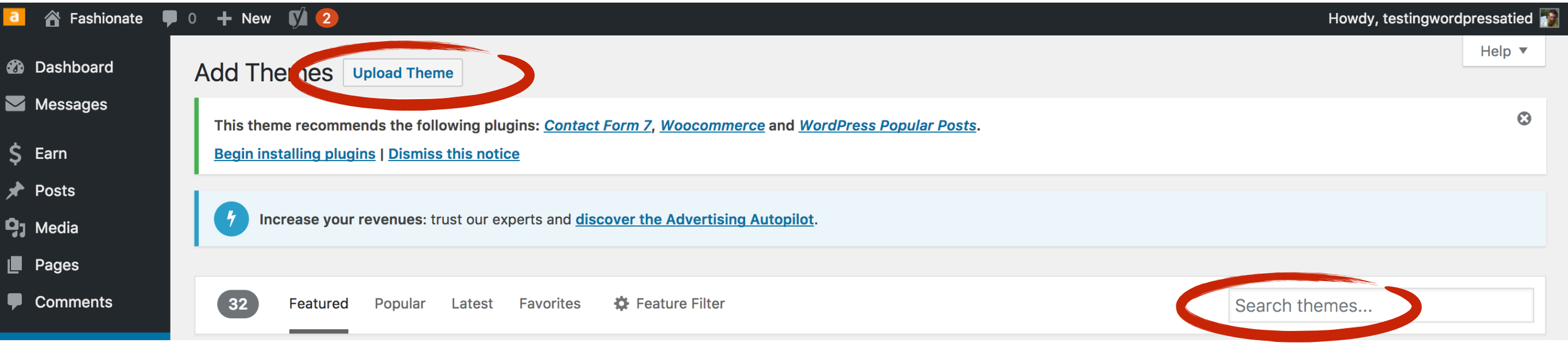


- **Theme management** includes image files, templates, CSS stylesheets, etc. that can help to make your website look great.

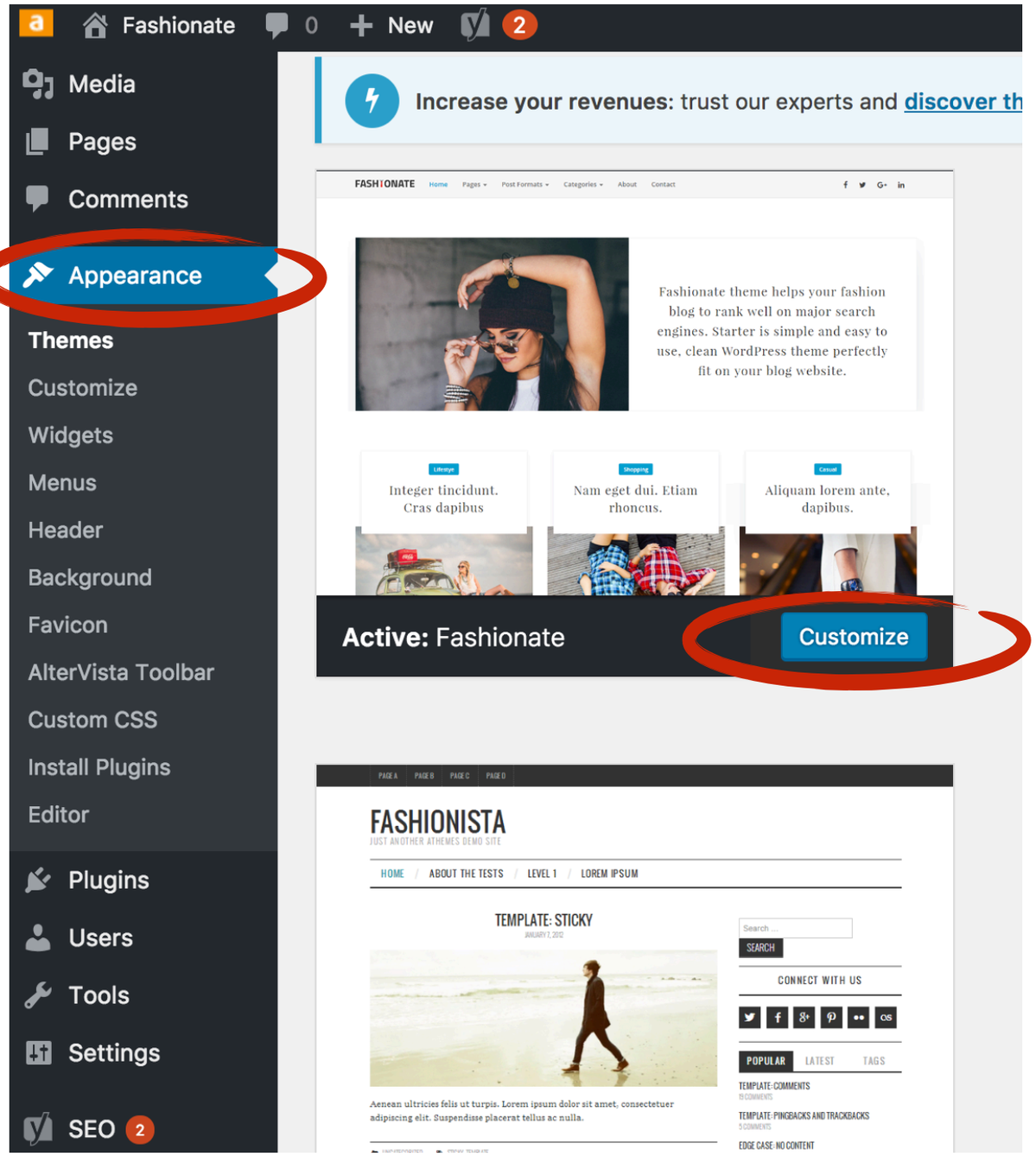
- It provides tools to install, add new, or customize **themes** in WordPress.

WP Appearance > Themes



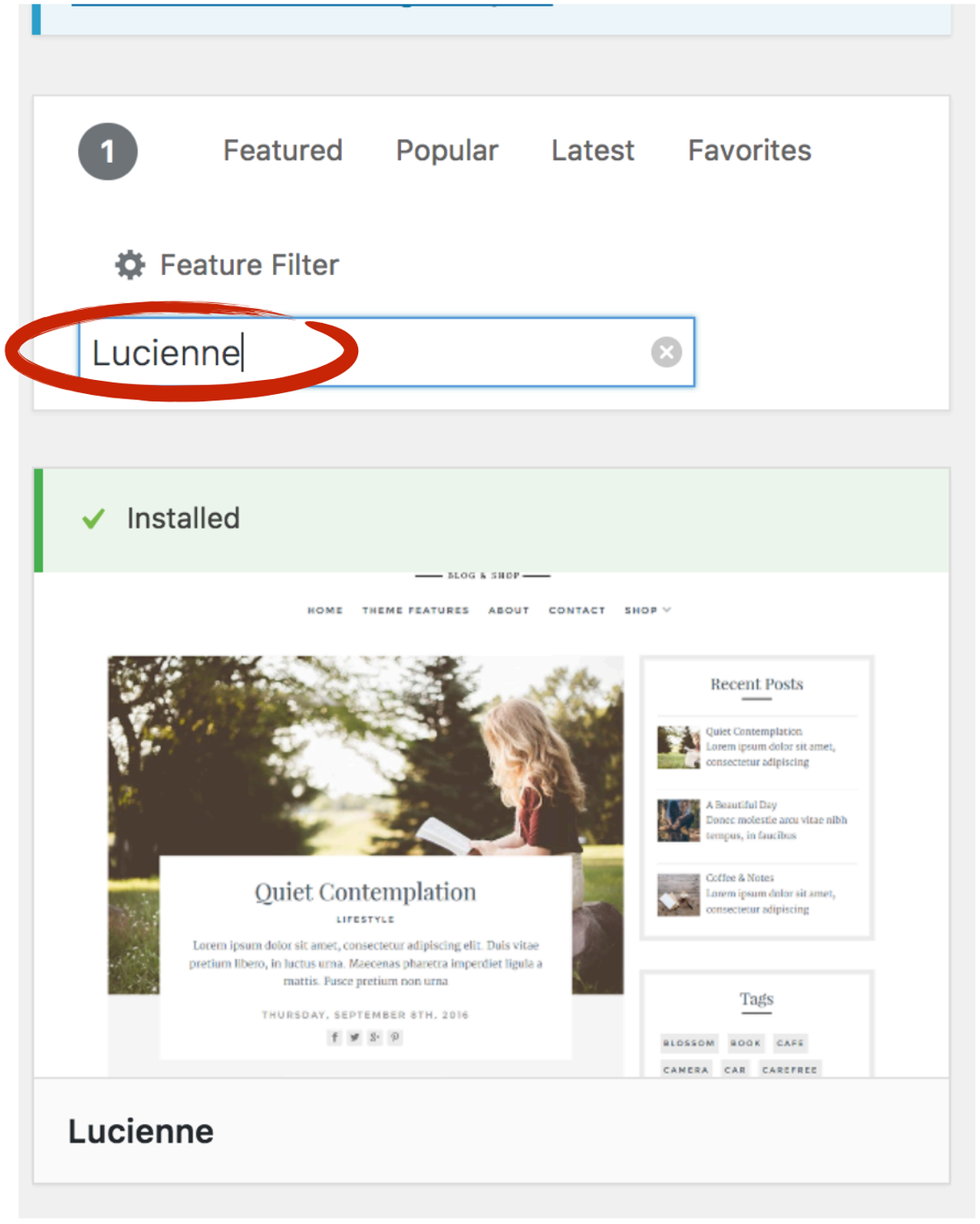


WP Appearance > Themes



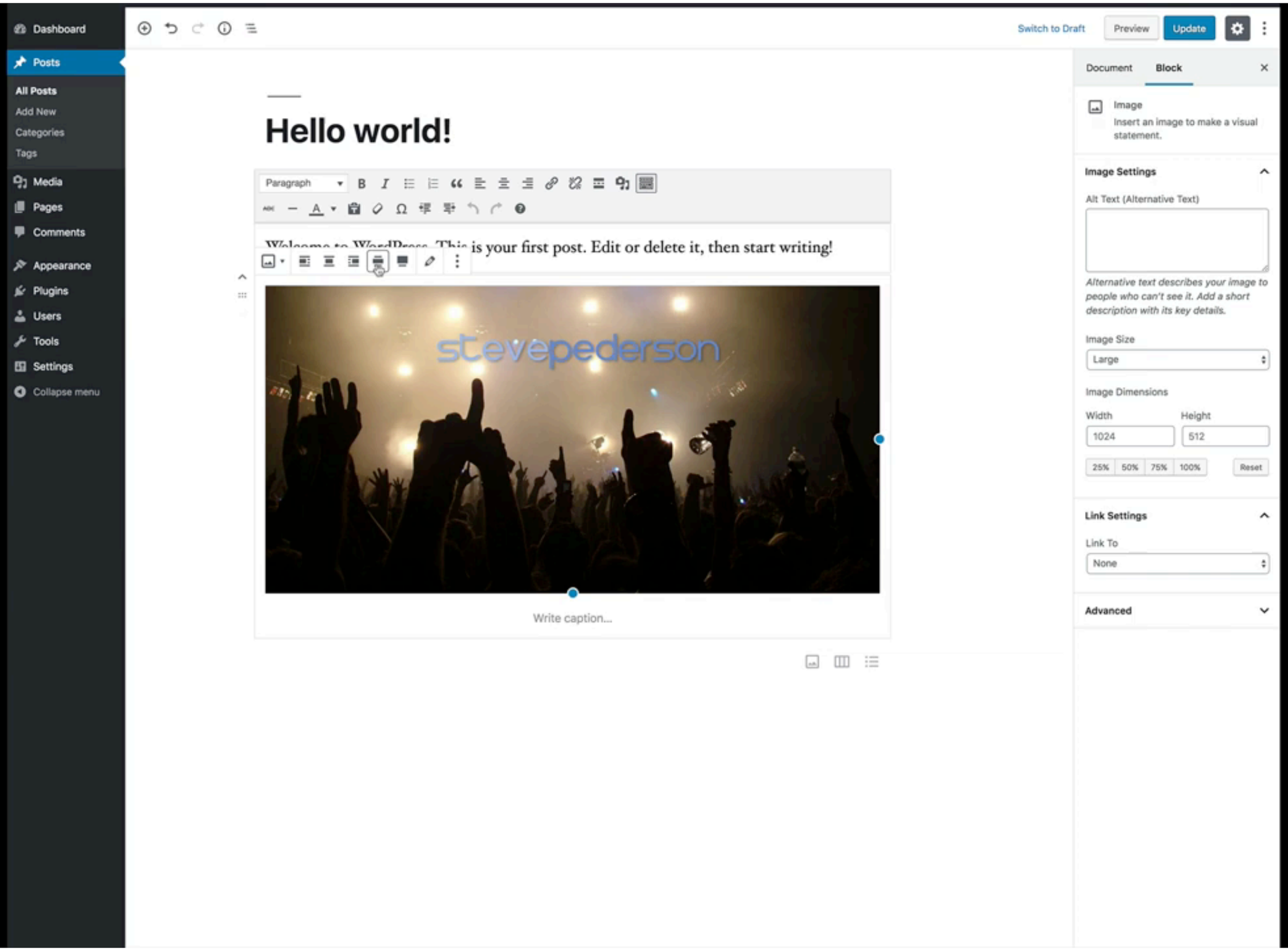
- Themes can be **customised** using a **graphical interface** which allows to change some aspects of the content and of the design (logo, header, Background image, menus position)

WP Appearance > Themes



- Search for **Lucienne** theme and activate it https://bit.ly/2JSpKKX
- Download this zip file http://bit.ly/2FDhFYp
- Then you have the possibility to **customise** the theme from wordpress
- Let's also try **OceanWP** theme
- **Gutenberg** and **Elementor**

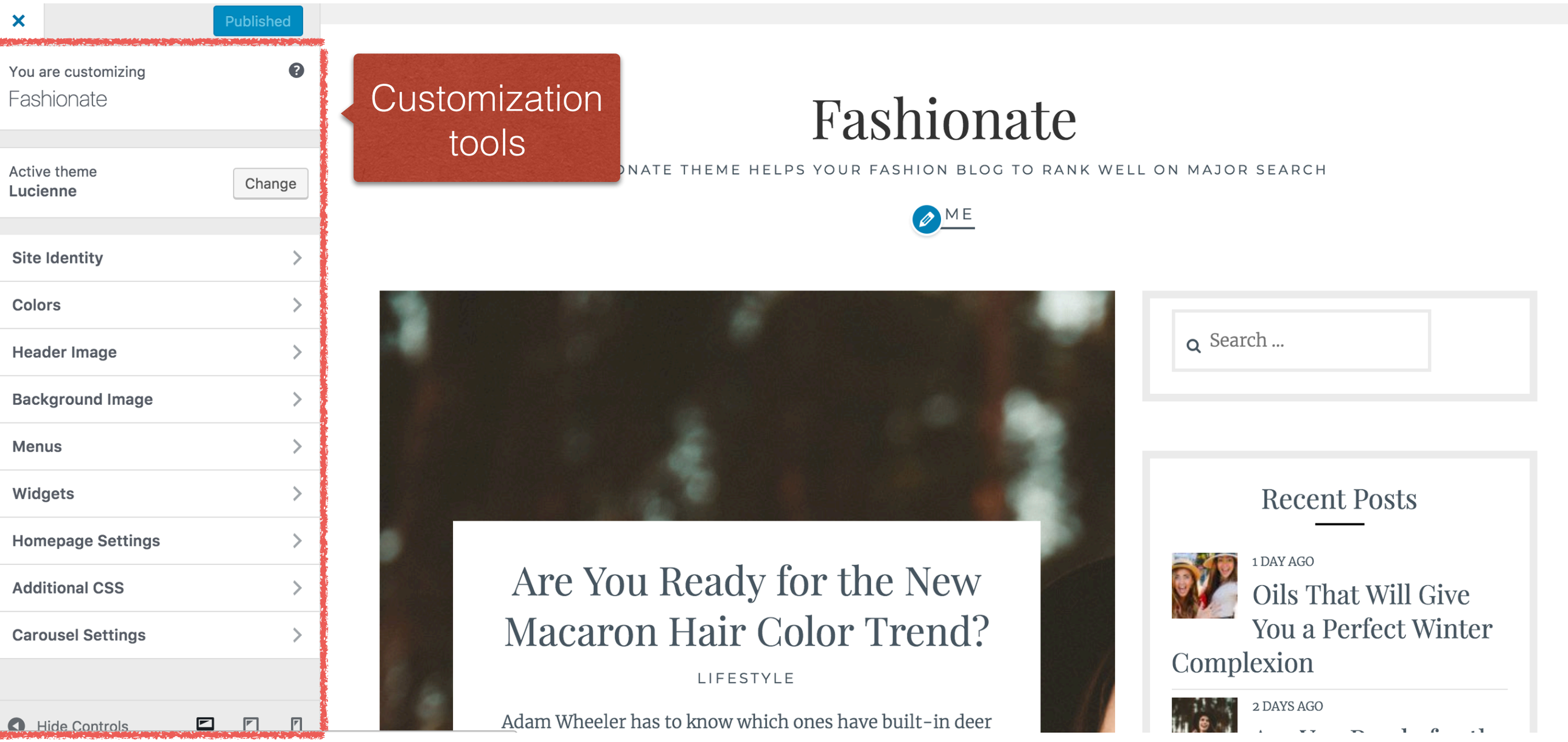
WP Appearance > Gutenberg (block editor)



Getting Started with Elementor

OVERVIEW

WP Appearance > Themes



WP Appearance > Themes

- **Site Identity**: add an header image ‘Add new image’ (Logo)
- **Colors**: customise header text colors
- **Header Image**: add an header image ‘Add new image’
- **Background Image**: the bg image of your design
- **Menus**: manage menus location
- **Widgets**: manage and order widgets
- **Homepage settings**: what shows your main page
- **Front Page Categories**: which categories appear in the front page

WP Appearance > Themes

- **Social**: add links to Social profiles
- **Sidebar Position**: select your preferred position
- **Additional CSS**: add your own CSS code here to customize the appearance and layout of your site
- **Footer Message**: customize Footer Message

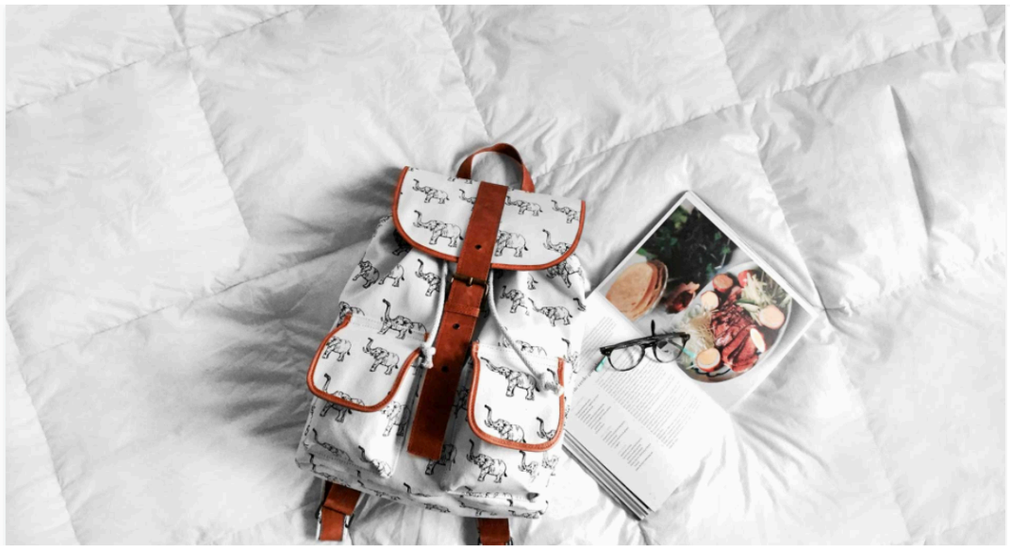
WP Demo Site http://bit.ly/2FDhFYp - https://bit.ly/2CKlr2A

testingwordpressatied.altervista.org

Apps | AJAX | Borsa | CSS3 | BOOKS | DESIGN-COURSE | DRUPAL | Eclipse | ferracani-blog | Guitar | HTML5 | http://www.micc.unif... | Immagini sferiche | JOBS | Other Bookmarks

altervista — Crea sito

FASHION — Home | Post Formats | Categories | About | Contact



Fashion theme helps your fashion blog to rank well on major search

Casual

Aliqua lorem ante, dapibus

Lifestyle

Integer tincidunt. Cras dapibus

Beauty

Nam eget dui. Etiam rhoncus.

WordPress

WP Demo Site

Casual

Aliqua lorem ante, dapibus

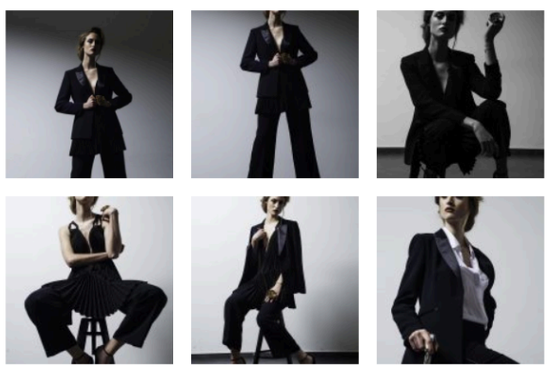
Lifestyle

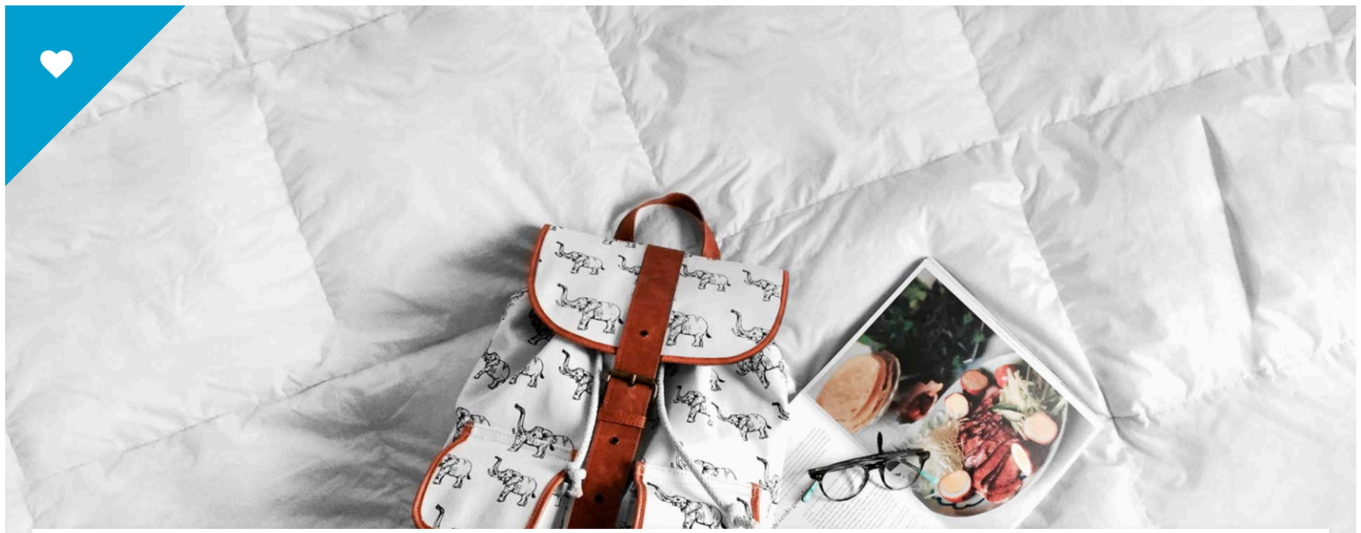
Integer tincidunt. Cras dapibus

Beauty

Nam eget dui. Etiam rhoncus.

New Gallery: Le Smoking





WP Demo Site

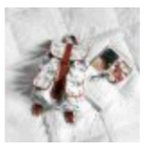
Search

Search

Popular Posts

Winter Coats to Fall in Love with Right Now

Are You Ready for the New Macaron Hair Color Trend?



Oils That Will Give You a Perfect Winter Complexion

Recent Posts

Oils That Will Give You a Perfect Winter Complexion

Beauty 1 Comment January 2, 2018

Adam Wheeler has to know which ones have built-in deer resistance, because most customers aren't living behind 8-foot protection (which by the way, doesn't deter woodchucks and rabbits, so I am not off the pest-control hook). Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in.

Read More

WP Demo Site

Categories

- Beauty (1)
- Casual (1)
- Gallery (1)
- Lifestyle (1)
- Video (1)

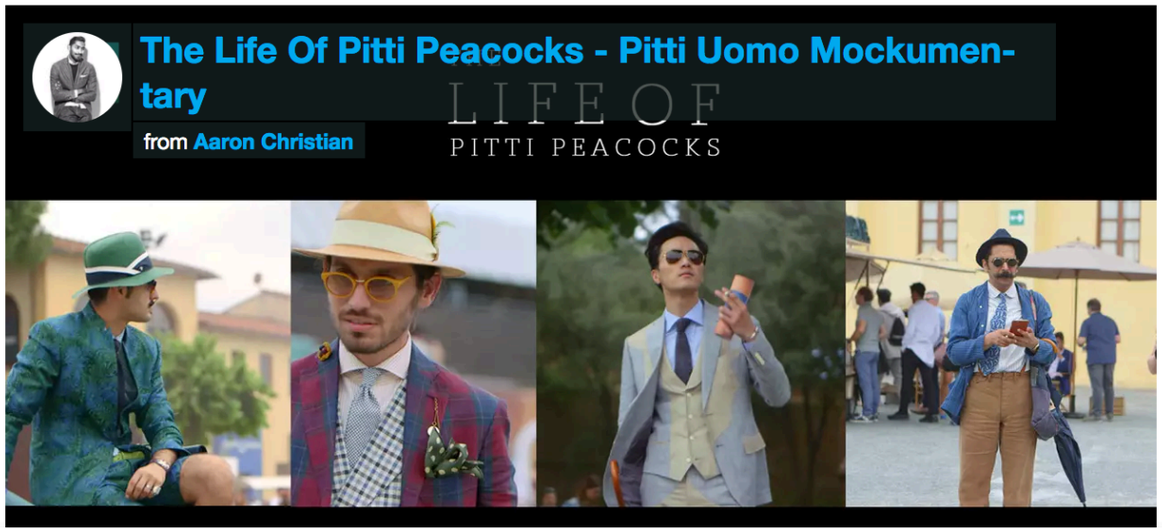
Winter Coats to Fall in Love with Right Now

Casual 1 Comment December 26, 2017

Adam Wheeler has to know which ones have built-in deer resistance, because most customers aren't living behind 8-foot protection (which by the way, doesn't deter woodchucks and rabbits, so I am not off the pest-control hook). Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in

Read More

WP Demo Site

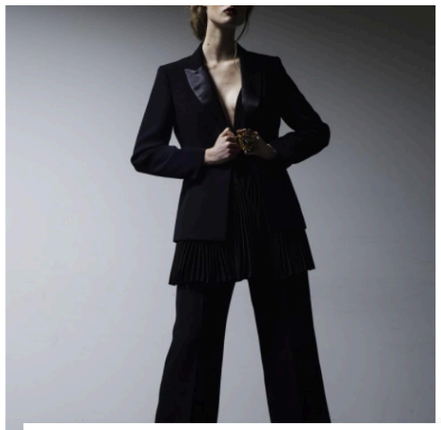


Post Format: Video

Video Leave a Comment January 8, 2018

Read More

WP Demo Site



Post Format: Gallery

Gallery Leave a Comment January 4, 2018

Read More

Copyright Andrea Ferracani. All Rights Reserved.
Fashionate Fashion Blog WordPress Theme bought you by ThemeXpert

WP Appearance > Plugins

- **Contact Form 7** it allows to create a contact form
- **Yoast SEO** The first true all-in-one SEO solution for WordPress, including on-page content analysis, XML sitemaps and much more.
- **iThemes Security** Take the guesswork out of WordPress security.
- **W3 Total Cache** The highest rated and most complete WordPress performance plugin
- **Cookie Notice** allows you to elegantly inform users that your site uses cookies and to comply with the EU cookie law regulations.
- **Responsive Posts Carousel** The best Posts Slider Plugin for WordPress you will ever need.

WP Appearance > Plugins

- **CategoryTinymce** adds a tinymce enable box to the category descriptions and taxonomy page.

- **Classic Editor** Enables the WordPress classic editor and the old-style Edit Post screen with TinyMCE, Meta Boxes, etc. Supports the older plugins that extend this screen.

- **Meks Smart Author Widget** Easily display your author/user profile info inside WordPress widget.

- **Recent Posts Widget With Thumbnails** Small and fast plugin to display in the sidebar a list of linked titles and thumbnails of the most recent postings.

WP Appearance > Plugins

- **WordPress Popular Posts** A highly customizable widget that displays the most popular posts on your blog..

- **WP User Avatar** Use any image from your WordPress Media Library as a custom user avatar. Add your own Default Avatar.

Free Wordpress Web Hosting

- https://en.altervista.org : no requirements [best choice]
- https://www.awardspace.com/ : no requirements (fashionblogtest.mywebcommunity.org)
- https://x10hosting.com/ : no requirements (http://fashionmagazine.x10host.com/)
- http://byet.host: no requirements (http://fashionblog76.byethost7.com/wp/)
- https://www.000webhost.com/ : no requirements
- https://www.netsons.com/ : you need a certified email
- https://www.ilbello.com/ : you need a tax code

Tips for domain and blog name

- **Keep it short and memorable**: keeping it between one and 5 words is probably best

- **Don’t use buzzwords**: Chic / Style / Fashion

- **Consider your location**: take inspiration! Think about a favorite street name or a street that is well known in your city or your region, state, town or country. But also neighborhood nicknames, languages, state bird, parks, local fruits and vegetables, mountain ranges, river names…

- **Represent yourself well** : encapsulate the best traits of yourself and your style (married, lonely, funny, cheerful)

Tips for domain and blog name

- **Choose a name related to the content of your website**
- **Make it easy to pronounce and spell**
- **Avoid hyphens in the name pattern**
- **Avoid doubled letters** : WordPresssetup.com
- **Make something up** : Can’t find the right words? Make one up. Great examples of made up words for popular blogs include The Glamourai, Denimology, Corporette.

Tips for domain and blog name

- **Use the blank & blank standby** : pick unique words, they can be adjectives or nouns, but they should both be one or the other [ie: Xylophones & Cats or Handsome & Hungry; not Xylophones & Hungry]

- **Ask for help** : https://www.shopify.com/tools/business-name-generator

Tips for logo design

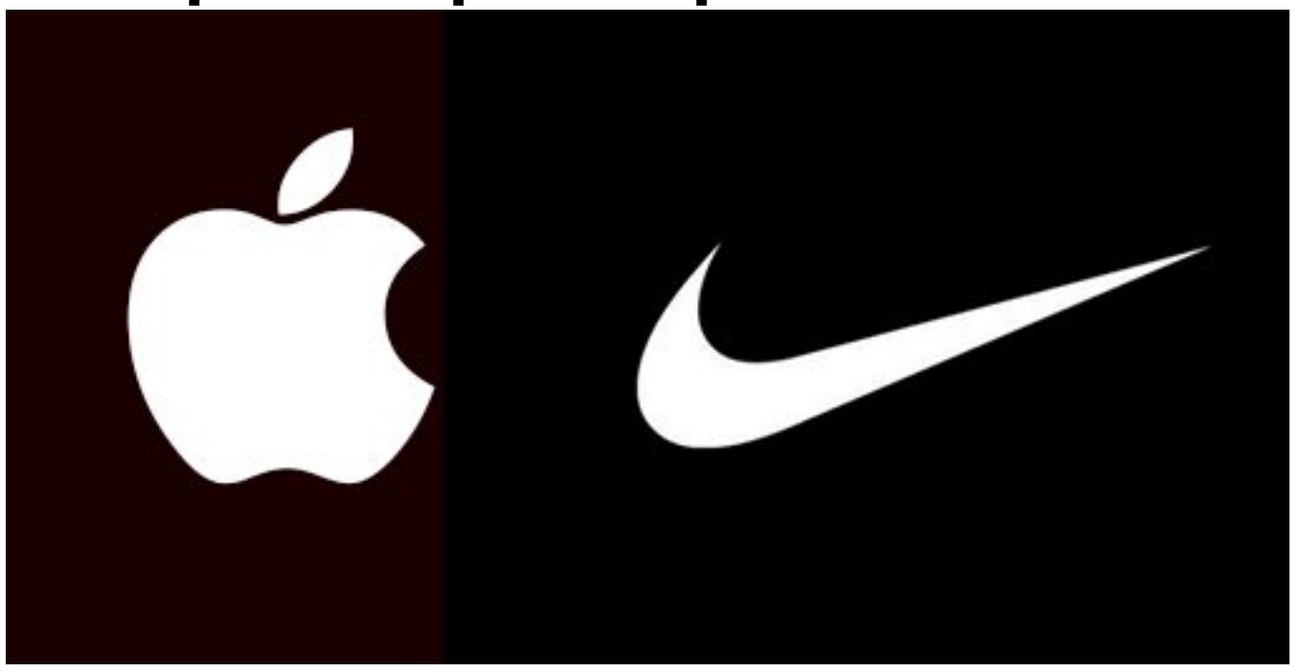
- **Use a visual double**

Tips for logo design

- **Everybody loves custom types**

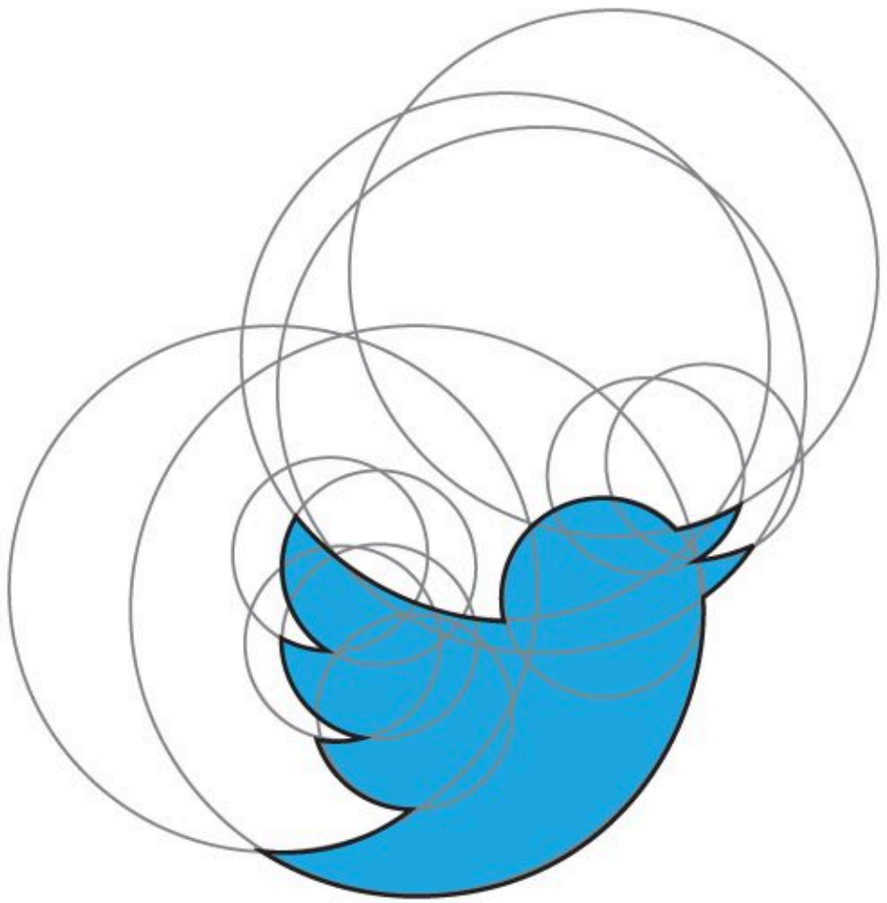
Tips for logo design

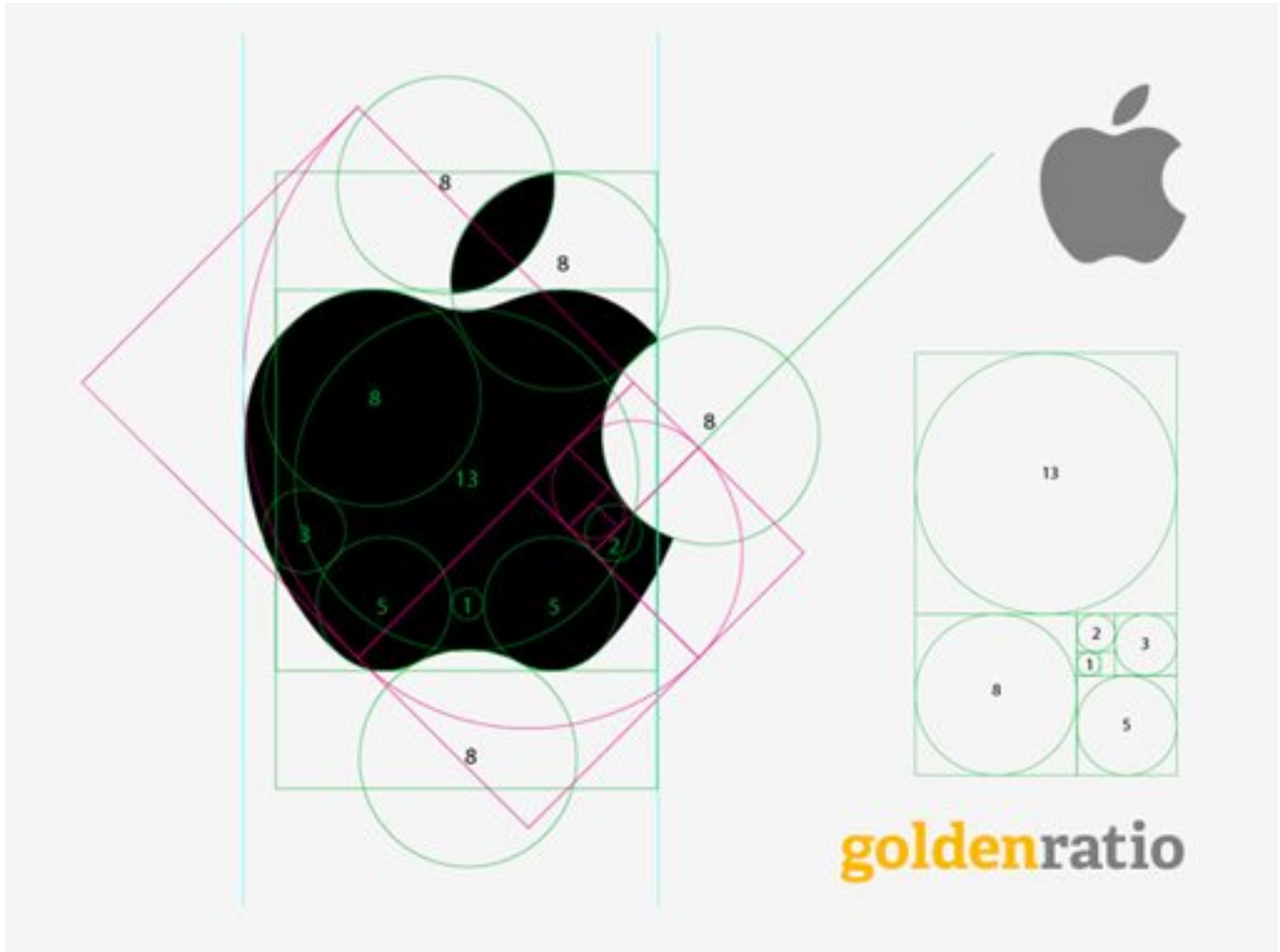
- **Keep it simple stupid**



Tips for logo design

- **Consider proportion and symmetry**



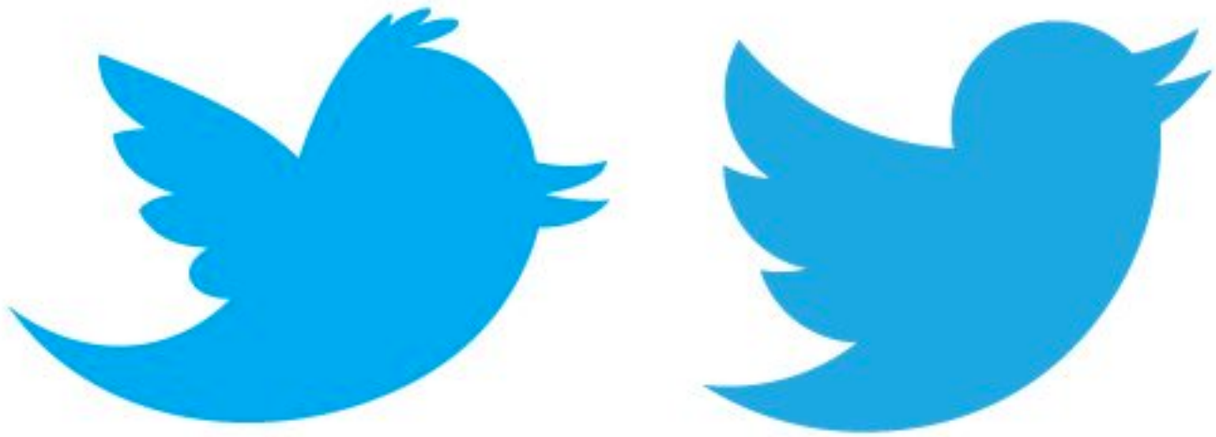


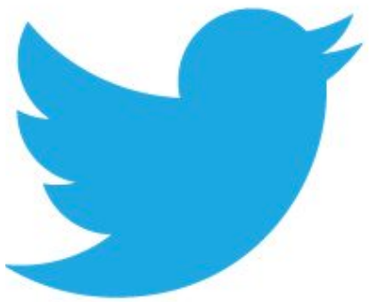
Tips for logo design

- **Consider negative space**

Tips for logo design

- **Give a sense of motion**



Tips for logo design

- **Give it a meaning related to your site**