



Lisbon School
of Economics
& Management
Universidade de Lisboa



Carlos J. Costa

WORDPRESS

Agenda

O que é?

Quem Utiliza?

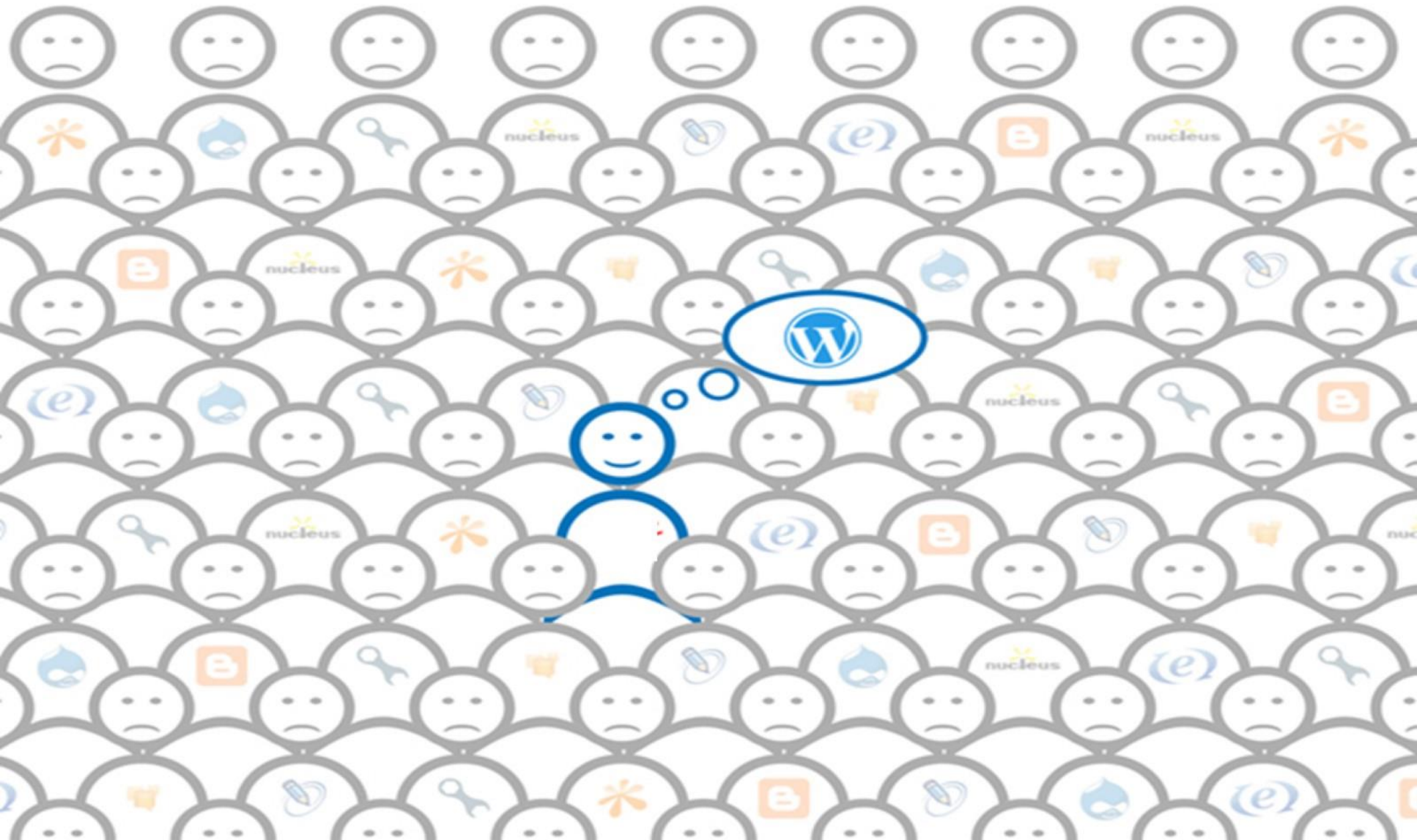
Como Criar site com Wordpress?

Como criar um site no serviço

Wordpress.com?

Utilização o Wordpress num servidor local?

WordPress





CMS

CMS (*Content Management System*) ou sistema de gestão de conteúdo

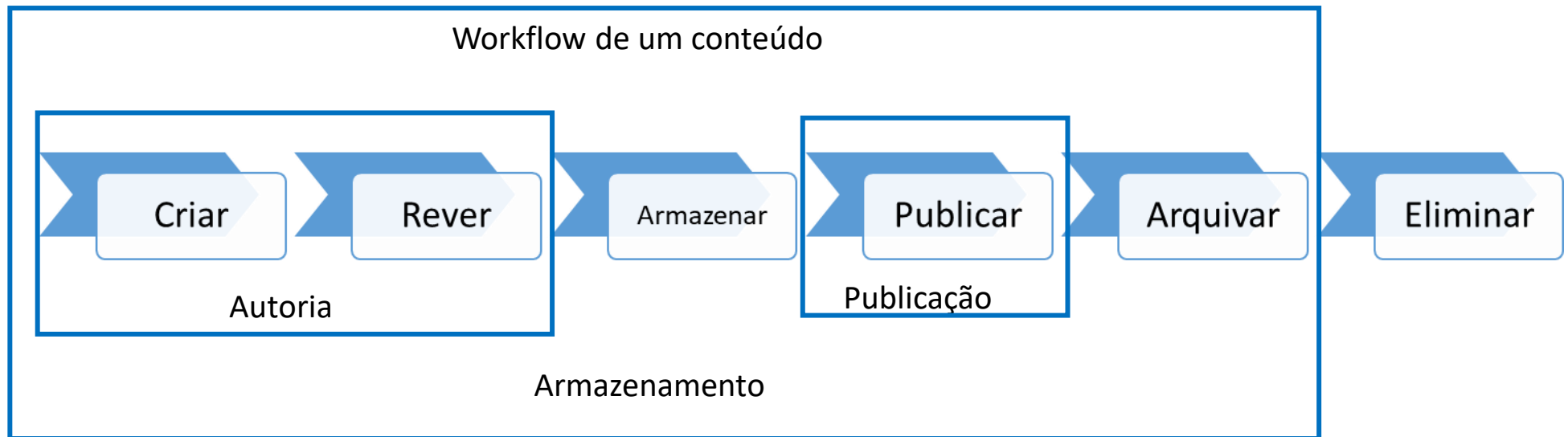
É um sistema que permite separar:

- Conteúdo
- Tema (Aspeto)
- Estrutura

Permite disponibilizar e gerir informação da Web.

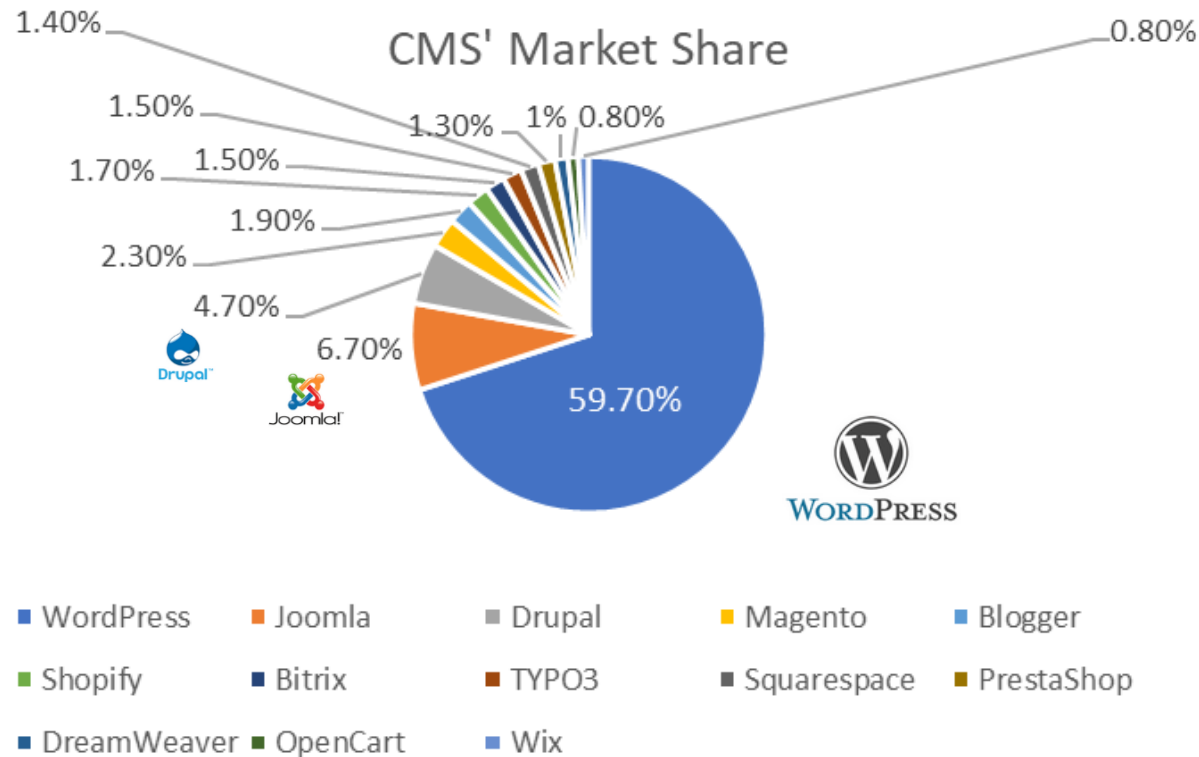
Processo de um CMS

- Um CMS integra e automatiza os processos de suporte ao ciclo de vida de conteúdos (texto, imagem, som, video, aplicações) na Internet.
- Gere os utilizadores de acordo com diversas permissões de acesso.



(Ort, 2000; Vidgen, 2001)

CMS' Open Source Market Share



Source: <https://www.opensourcecms.com/cms-market-share/>

“WordPress powers 29% of the internet.”

(WordPress, 2017)

Wordpress

- Release inicial em 2004
- Mais de 80 linguas
- Instalações > 61 000 000
- Em PHP MySQL



Notable WordPress Users

You're in good company if you use WordPress to publish on the web. Here's a sampler of well-known sites that are powered by WordPress. Want a website or blog like this yourself? [Sign up for WordPress.com](https://wordpress.com); it takes 30 seconds.

News

The New York Times

The New York Times' blogs cover everything imaginable, ranging from arts to economics.



CNN hosts blogs for their many on-air personalities and for breaking news.

Forbes

Forbes is a leading source for reliable business news and financial information.



Reuters' blogs deliver critical news to decision makers, powered by the world's most trusted news organization.

MACLEAN'S

Maclean's enlightens readers with investigative reporting and exclusive stories from leading journalists.

Fortune 500 Companies



GM's FastLane blog is a forum for GM executives to talk about GM's current and future products and services.



UPS' Upside shares personal insights and perspective about the world's largest transportation company.



eBay Ink is your official source for information, opinion and perspective on eBay, Inc.

SONY

PlayStation.Blog is where the people who create the PlayStation experience meet gamers & fans directly.

[Best_Buy_Logo.svg](#)

Best Buy uses WordPress Multisite to power 1050 local store blogs & their mobile site.

<https://wordpress.com/notable-users/>

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Music

[The Rolling Stones](#)

The Rolling Stones' website ("the World's Greatest Rock 'N' Roll Band") including a complete discography and videos.

JAY-Z

LifeandTimes.com is curated by Jay-Z and covers a wide range of the artist's interests.

Katy Perry

Katy Perry is an American singer and songwriter. Her site offers videos, lyrics, ringtones, & more.

Lollapalooza

Lollapalooza is an annual music festival featuring heavy metal, alternative, punk and hip hop.

MP3.COM

MP3.com features over 1 million tracks, artist profiles, photos, videos, and new music daily.

Fashion

[izodLogo](#)

IZOD offers modern sportswear, high-tech golfwear, and performance wear with a clean, youthful aesthetic.

kineda

Kineda is the definitive fashion and lifestyle web destination for today's trendsetting young adults.

IMODELINIA

Modelinia is the first entertainment web destination dedicated to the life of the Supermodel.

StyleWatch

The ultimate guide to the hottest celebrity fashion and beauty looks from the editors of PEOPLE.

hypebeast

Hypebeast is a lifestyle magazine that features the latest in men's fashion, art, design and music.

<https://wordpress.com/notable-users/>

Notable WordPress Users

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Technology



TechCrunch

A blog about technology start-ups and is one of the top technology blogs on the web.



IBM Jobs

The official site for IBM Recruitment, and it provides an insider view of their company, their strategic vision, and what they have to offer as an employer.



Microsoft News

The official portal for news about Microsoft.



Boing Boing

Billed as "the world's greatest neurozine," its editors write about technology, science, culture, and much more.

<https://wordpress.com/notable-users/>

Notable WordPress Users

You're in good company if you use WordPress to publish on the web. Here's a sampler of well-known sites that are powered by WordPress. Want a website or blog like this yourself? [Sign up for WordPress.com](https://wordpress.com); it takes 30 seconds.

Politics



FiveThirtyEight is a blog dedicated to political polling written by Nate Silver.

Swampland

TIME's Swampland offers political insight from the Beltway and beyond.

Wonkette

Wonkette details the goings-on of the political establishment in Washington, DC and the U.S.

politicalticker

Political Ticker brings the latest political news and campaign coverage from CNN's Best Political Team.

GOP

Hub of all information related to the Republican Party.

Famous Blogs

BuzzMachine

Jeff Jarvis, creator of Entertainment Weekly, writes about the future of publishing at BuzzMachine.



Laughing Squid is both a cloud-based web hosting company and a popular blog featuring art, culture, & technology.

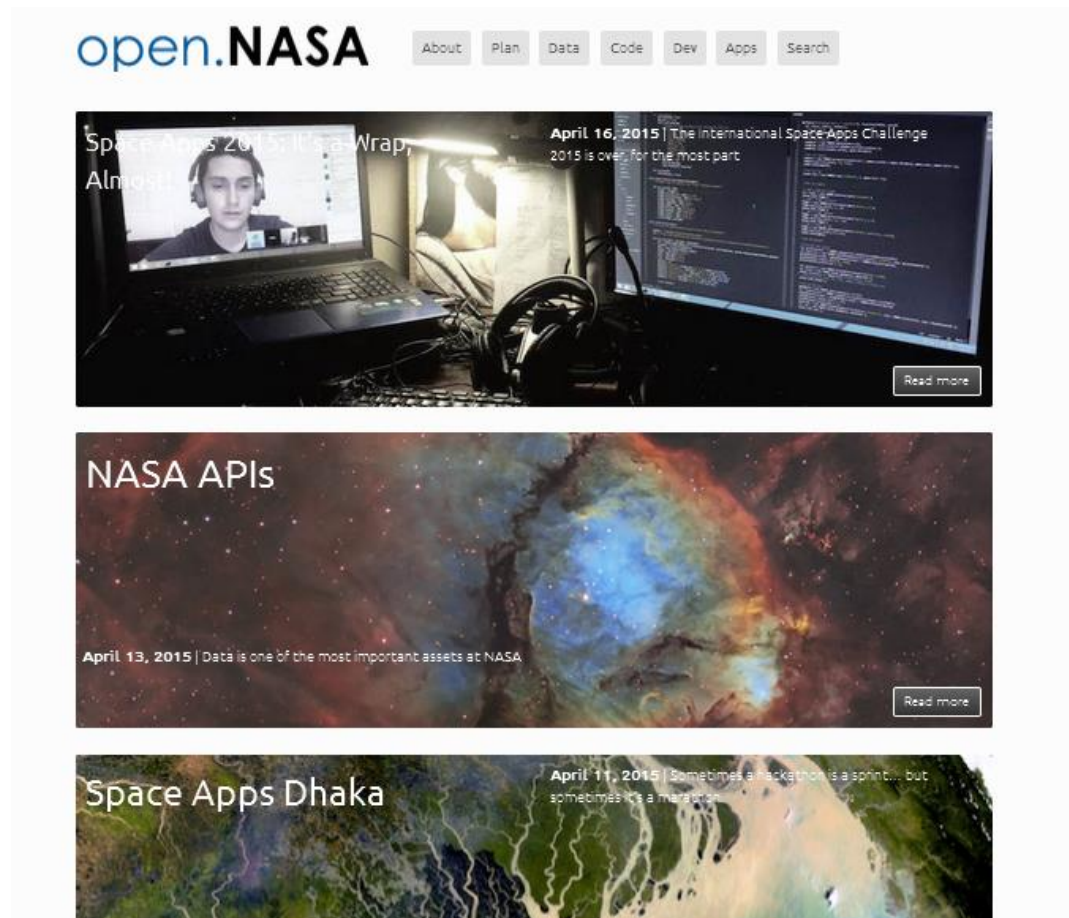
Mashable

Mashable covers entertainment, technology, gadgets, and the web with a focus on social media.

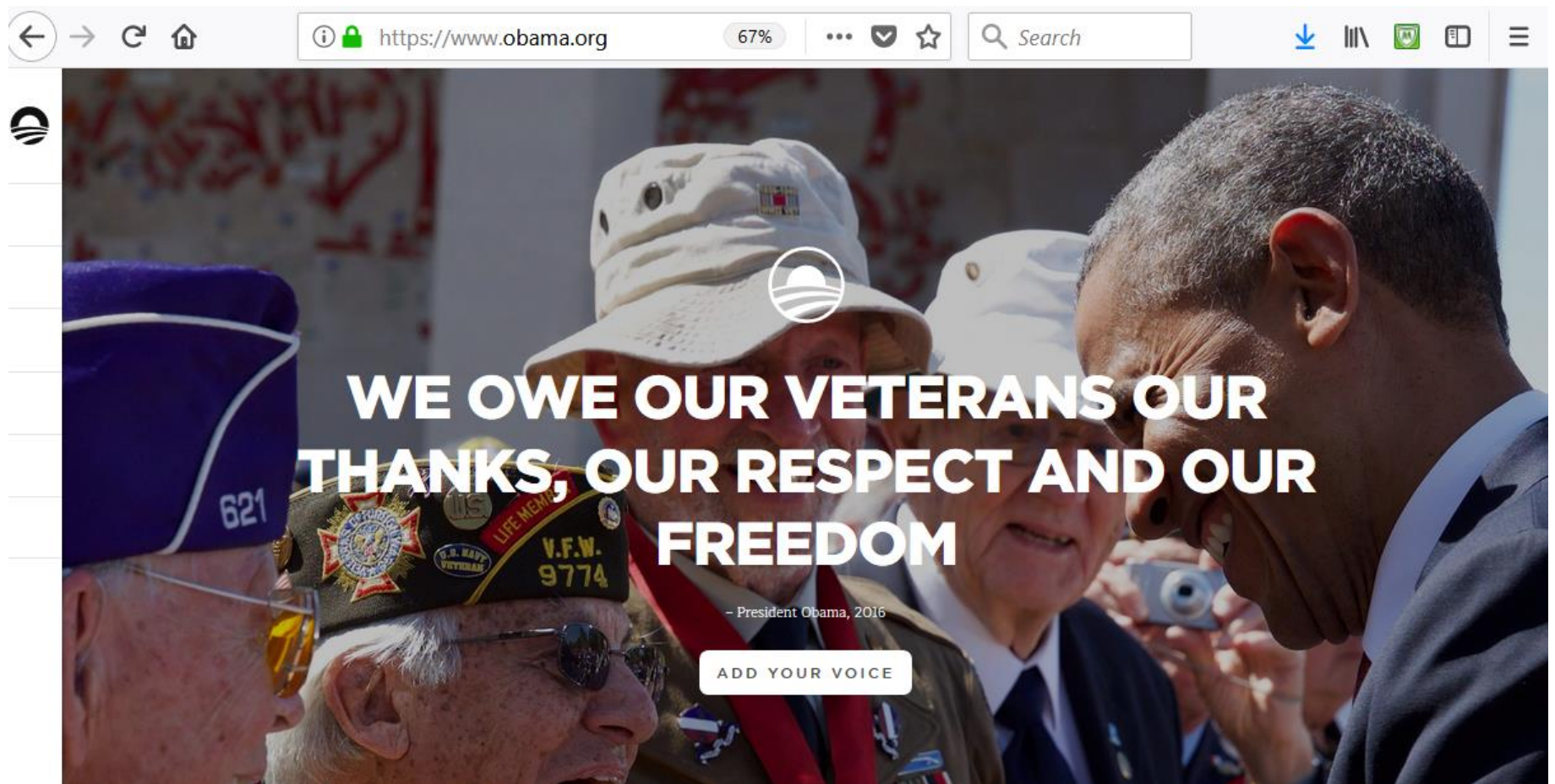
The biggest sites in the world rely on [WordPress.com](https://wordpress.com) VIP for enterprise WordPress support, training, and hosting.

Note: Some of the sites listed here are hosted by [WordPress.com](https://wordpress.com) and others are self-hosted using [WordPress.org](https://wordpress.org). You can find out more [here](#).

<https://wordpress.com/notable-users/>



<http://open.nasa.gov/>



<https://www.obma.org>

← → ↺ 🏠 🔒 www.bbcamerica.com ⋮ 🛡️ ☆ 📺 📄 📁 👤 >>

BBC AMERICA ≡ 🔍 | [FULL EPISODES](#) | [MOVIES](#) | [SOCIAL](#) ▼ | [SIGN IN](#)

NOW TRENDING: #WONDERSTRUCK



#WONDERSTRUCK

TONIGHT: 'Seven Worlds, One Planet' Special Presentation

<http://www.bbcamerica.com>

Browser address bar: <https://sloanreview.mit.edu>

MIT Sloan Management Review

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WHAT'S HOT > 2019 Artificial Intelligence Report: Winning With AI (Re)Learn to Lead Three Big Points Fall 2019 Issue



How Tech CEOs Are Redefining the Top Job

Pioneering leaders roll up their sleeves, create, and stay

Today @ MIT SMR

WHAT'S NEW

- What Does It Mean to Lead?
- Leading Remotely
- Take a Wrecking Ball to Your Company's Iconic Practices

FOCUS ON DIGITAL BUSINESS

- Transformation Without Technology
- Managing Technology for the Post-Digital Era
- Digital Transformation Should Start With Customers

Big Thinking in a Little Package

A quick podcast for busy leaders from MIT SMR.

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THREE BIG POINTS

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Trump Campaign to President and Staff: No More Legal Funding

But they're setting up a legal defense fund

5:44 AM EST

Amazon Looks to Lure Holiday Shoppers Offline and Into its Stores

The online retailer now has more than a dozen stores stocked with books and toys.

3:17 AM EST

Tencent is Now Worth More Than Facebook

Welcome to the \$500 billion club.

5:48 AM EST



Why AT&T and Time Warner May Have a Strong Case to Merge

NOVEMBER 20, 2017, 5:48 AM EST

Most deals that don't involve direct competitors are ultimately consummated.

Sign up for the **Fortune CEO Daily**



Volvo Will Supply Uber With Up to 24,000 Self-Driving Cars

Meet Alphabet's Guru of Googley Rigor

Ruth Porat's Googleyness, Another AI Franken Accuser, End of the Yellen Era: Broadsheet for Nov. 21

CEO Daily: See You in Court

Uber Is Rolling Out Ride-Hailing for People Without Smartphones

DOW	23,430.33	+72.09 (0.31%)	23,500
Nasdaq	6,790.71	+7.92 (0.12%)	23,450
S&P	2,582.14	+3.29 (0.13%)	23,400
			23,350

See All Market Activity

AS OF MON 05:15:59 PM EST

RANKINGS

Most Powerful Women



Global 500



Fortune 500



By John Patrick Pullen

The Ultimate Guide to Avoiding Black Friday and Thanksgiving



By David Meyer

Bitcoin and Ethereum Prices Take a Hit After Another



By Sy Mukherjee

Americans Are Embarrassingly Bad at Eating Fruits and

<http://fortune.com/>

THE BRIEF

CAST YOUR VOTE



Elephants Relax on Georgia Interstate After Tractor-Trailer Carrying Them Catches on Fire

8:06 AM ET



Hormonal Birth Control Is Linked to a Higher Risk of Suicide, Study Says 8:00 AM ET

Says 8:00 AM ET

'I Am Not OK.' Charlie Rose's CBS *This Morning* Co-Host Gayle King Slams Him After Harassment Allegations

ET



Kevin Dietsch-Pool/Getty Images

Trump Promises Christmas Tax Cut

U.S. President Donald Trump on Monday promised a tax overhaul by Christmas, even as a nonpartisan tax analysis group said the Senate package would leave half of taxpayers facing higher levies by 2027. "We're going to give the American people a huge tax cut for Christmas," Trump said.

- Kellyanne Conway Says Roy Moore Can Help Pass Tax Cuts [➤](#)
- GOP Tax Bill's Winners and Losers [➤](#)
- How Would the Senate Tax Bill Affect You? Find Out With This Simple Calculator
- GOP Senators Could Kill Tax Bill [➤](#)
- Poll: Most Americans Don't Like the Republican Tax Reform Plan
- GOP Senator Opposes Tax Bill [➤](#)



Who Should Be TIME's Person of the Year for 2017?

FEATURED



KATY STEINMETZ

Jury Hears Closing Arguments in Kate Steinle Case in San Francisco

MELINDA GATES

Melinda Gates: The World is Finally Listening. Me too. Me too. Me too.

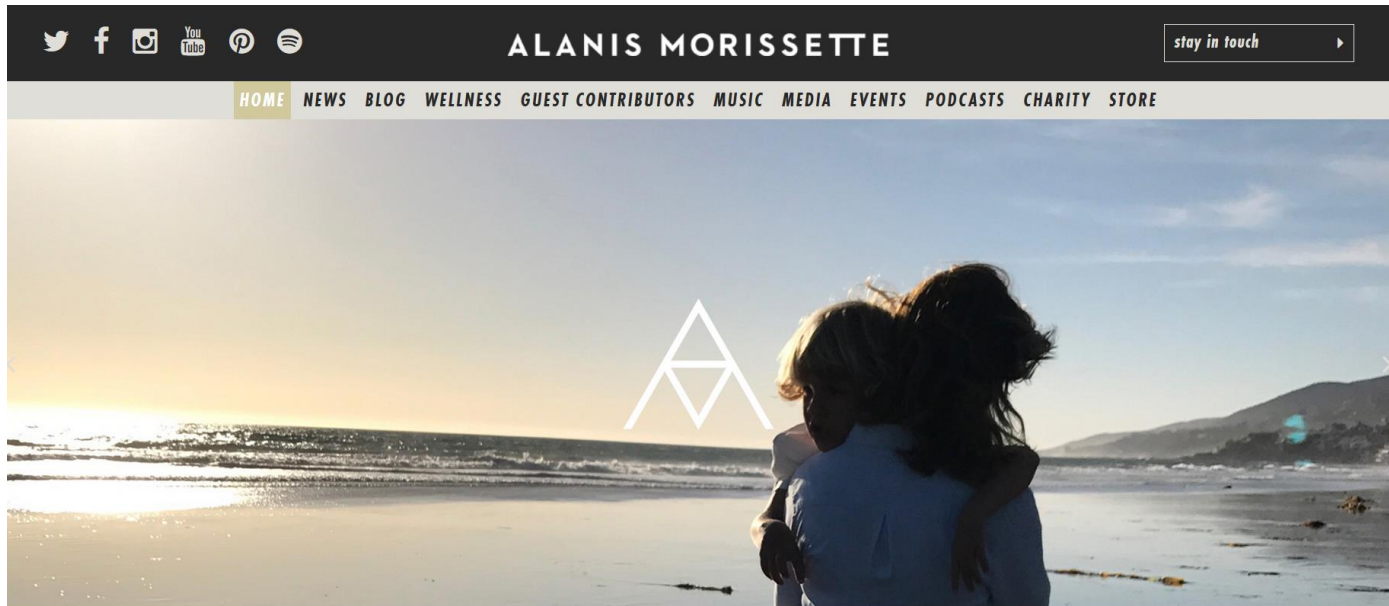
ELIZABETH DIAS

The Family Behind a \$500 Million Bible Museum Hopes to Change Washington

NASH JENKINS

2. Cards Are Now Charging 0%

<http://time.com/>



RECENT POSTS

<http://alanis.com/>



DIS as of 04:02PM EST \$102.75 ↓ -0.69 (-0.67%) [VIEW STOCK DETAILS](#)
PRICING DELAYED BY 15MIN

RECENT NEWS



<https://thewaltdisneycompany.com/>



Sections

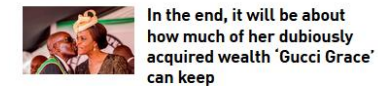
News
Entertainment
Life
Business
Financial Post Biz
Technology
Sports
Travel
Driving
Obituaries
Jobs



Search canada.com...



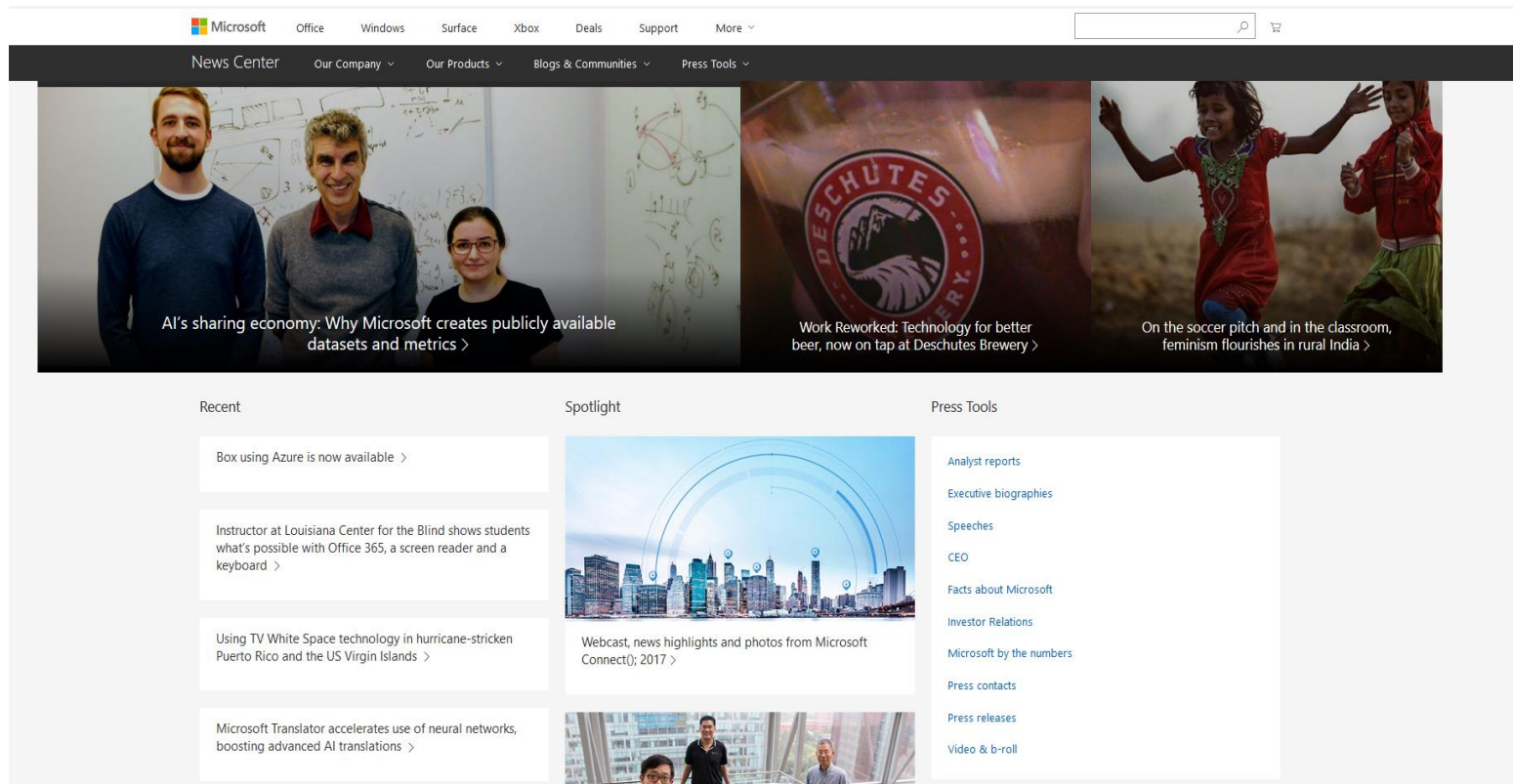
Don't Miss!



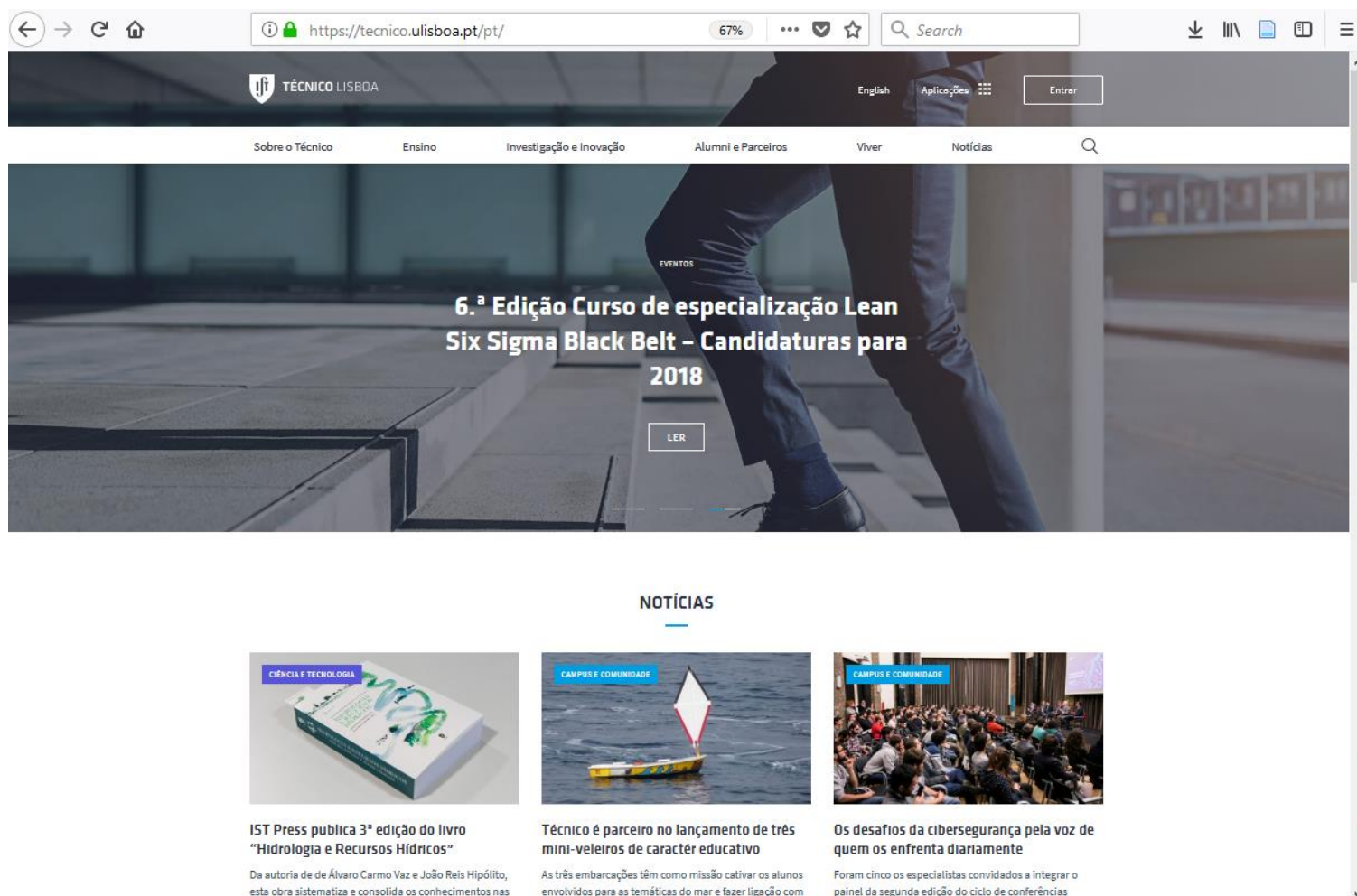
Latest Videos



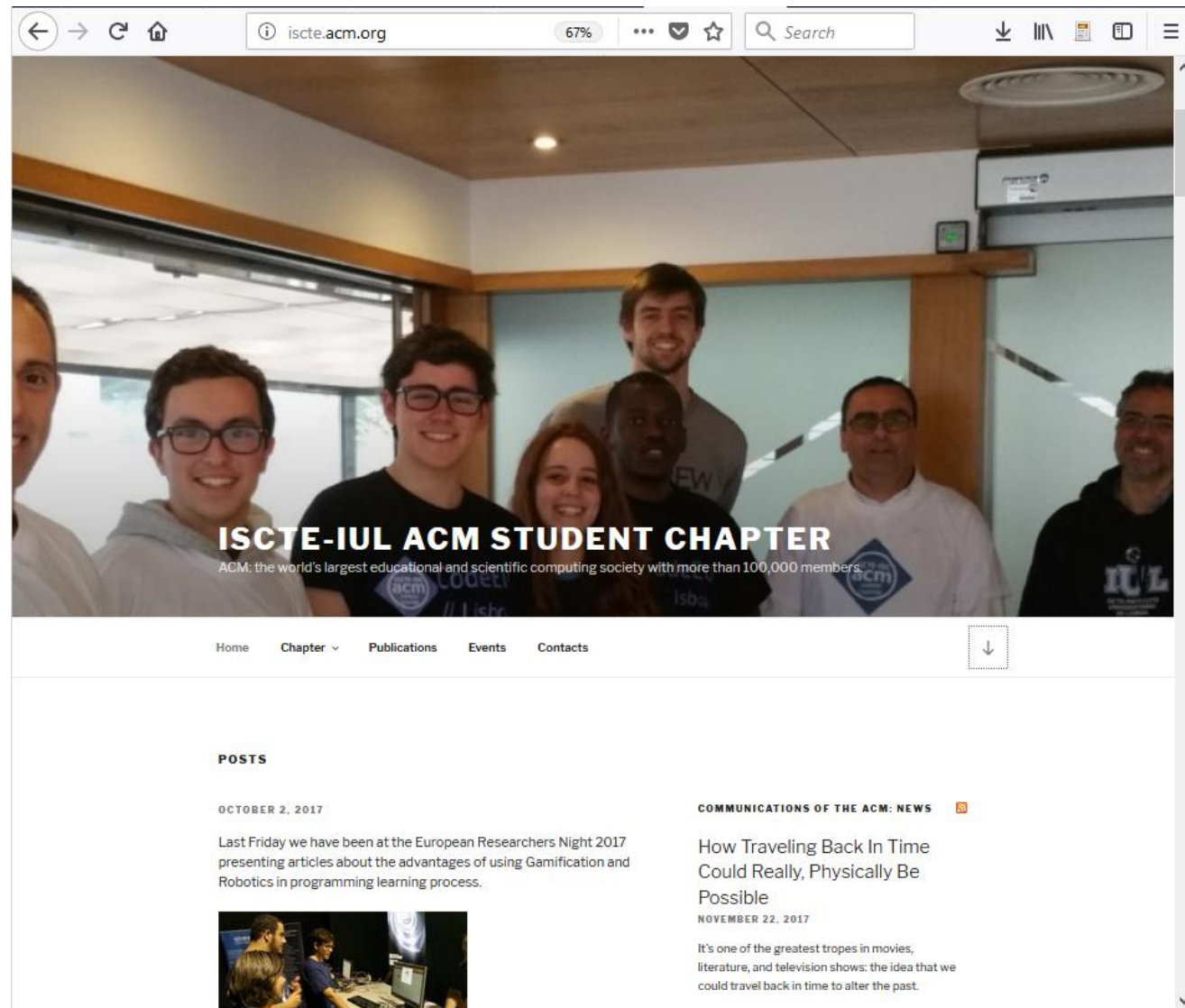
<http://o.canada.com/>



<https://news.microsoft.com/>



<https://tecnico.ulisboa.pt/>



<http://iscte.acm.org/>

Ainda há mais:

<https://wordpress.org/showcase/>

Evento: Wordcamp



Evento: Wordcamp 2017



Ola Mãe
estou aqui!
😊

Como Criar site com WordPress?



WORDPRESS

Pode WordPress pode ser:

- Serviço (WordPress.com)
- Software Open Source (Download em Wordpress.org) que se pode instalar
 - localmente
 - num alojamento



VS



WORDPRESS.COM

WORDPRESS.ORG

Como criar um Website no serviço Wordpress.com?



Planeamento

- Planear um CMS
- Escolher um assunto
- Definir o público-alvo
- Preparar Informação
- Considerações sobre HCI
- CMS OS WordPress
 - Criar
 - Funcionalidades
 - Parametrização
- Estruturar os conteúdos
- Criar conta no <http://wordpress.com>



Start a new Wordpress

1) Depois de Criar a conta no wordpress.com

2) →



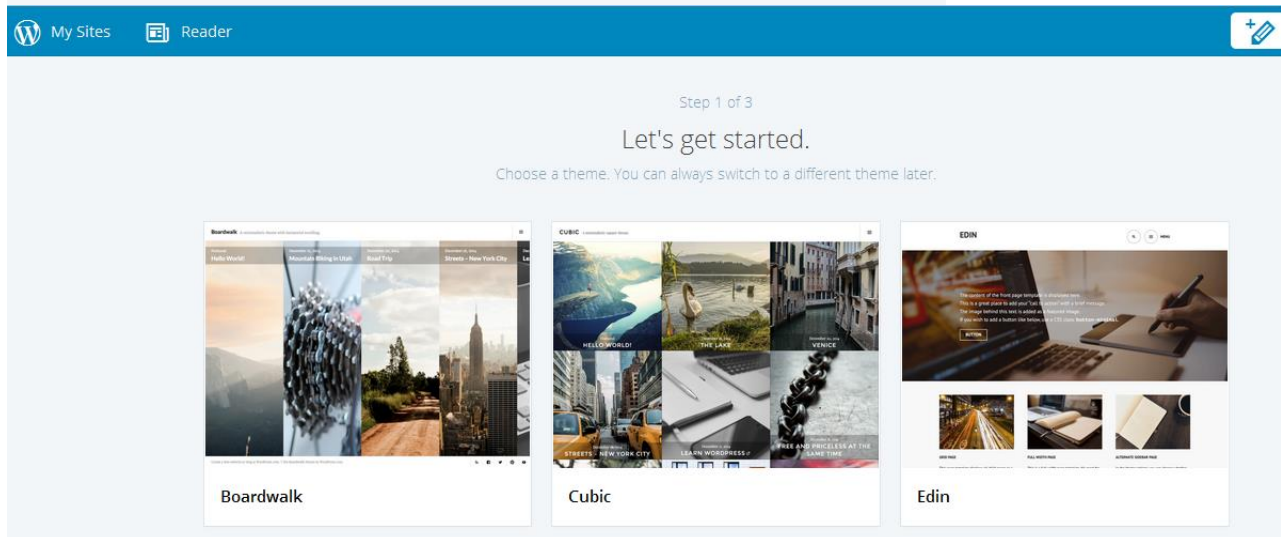
Criar conta e site de Wordpress

1) Depois de Criar a conta no wordpress.com

2) →



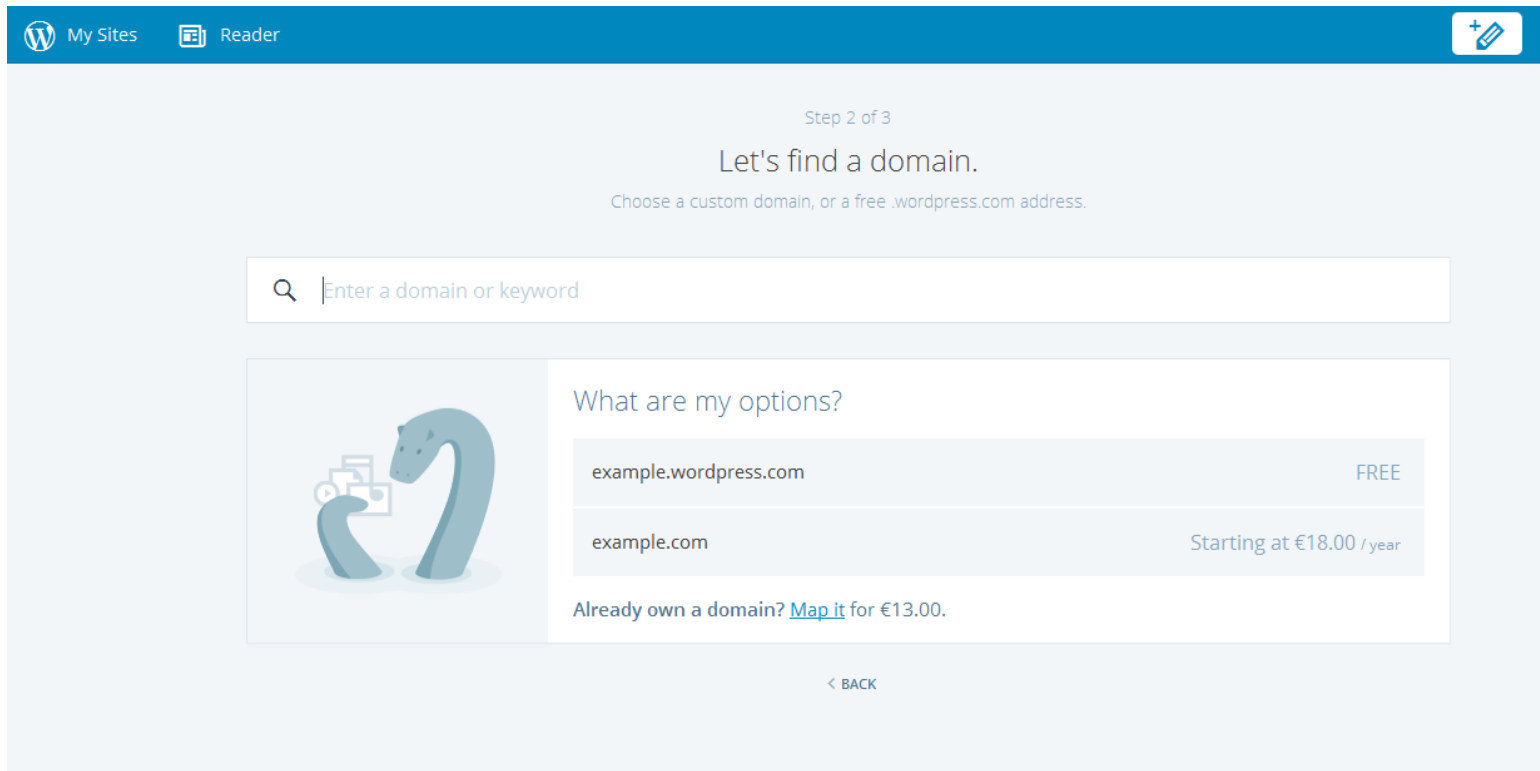
3) →



Criar conta e site de Wordpress

4) Indicar o nome do site que quer iniciar & ver se pode usar esse nome

5)



The screenshot shows the WordPress 'My Sites' interface during the domain selection process. The top navigation bar is blue with 'My Sites' and 'Reader' links. The main content area is light gray and displays 'Step 2 of 3' and the heading 'Let's find a domain.' with a subtext 'Choose a custom domain, or a free .wordpress.com address.' Below this is a search bar with the placeholder 'Enter a domain or keyword'. To the left of the domain options is an illustration of a blue salamander. The domain options are listed in a table:

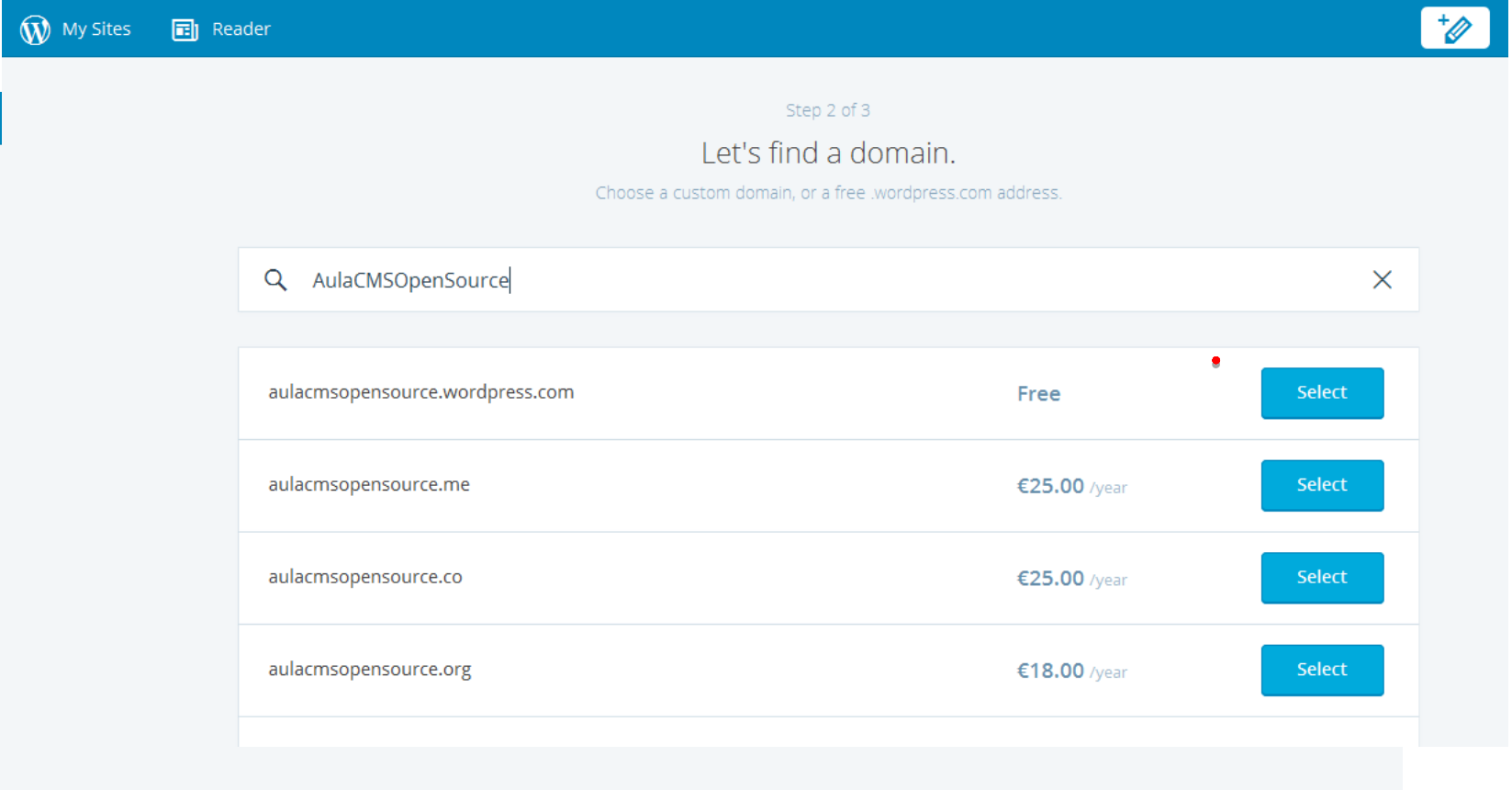
What are my options?	
example.wordpress.com	FREE
example.com	Starting at €18.00 / year

Below the table, it says 'Already own a domain? [Map it](#) for €13.00.' At the bottom, there is a '< BACK' link.

Criar conta e site de Wordpress

6) Escolher o nome

7) →

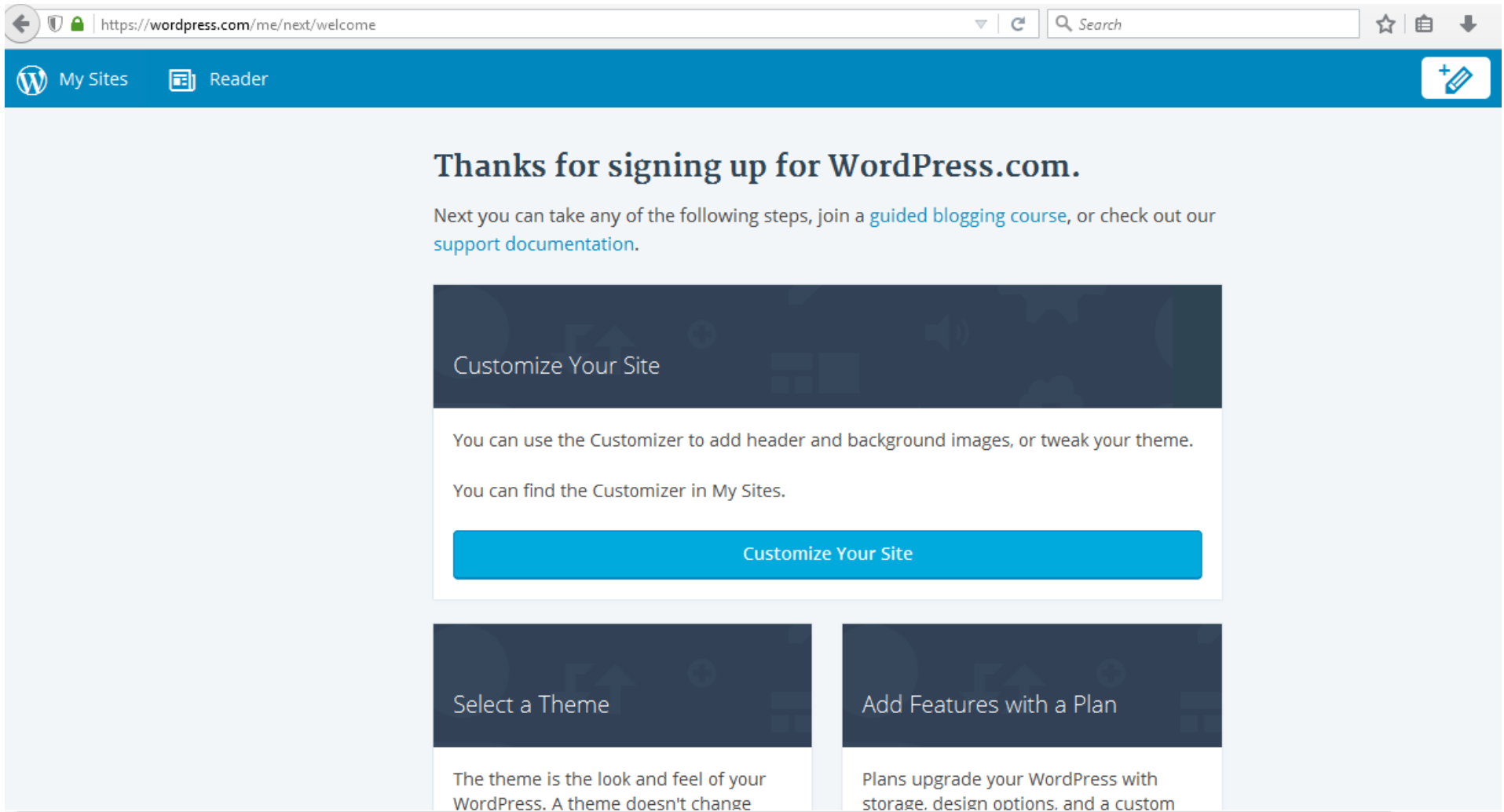


The screenshot shows the WordPress 'My Sites' interface during the domain selection process. The header bar is blue with 'My Sites' and 'Reader' links. The main content area is light gray and displays 'Step 2 of 3' with the instruction 'Let's find a domain.' Below this, it says 'Choose a custom domain, or a free .wordpress.com address.' A search bar contains the text 'AulaCMSOpenSource'. Below the search bar, a table lists four domain options with their respective prices and 'Select' buttons.

Domain	Price	Action
aulacmsopensource.wordpress.com	Free	Select
aulacmsopensource.me	€25.00 /year	Select
aulacmsopensource.co	€25.00 /year	Select
aulacmsopensource.org	€18.00 /year	Select

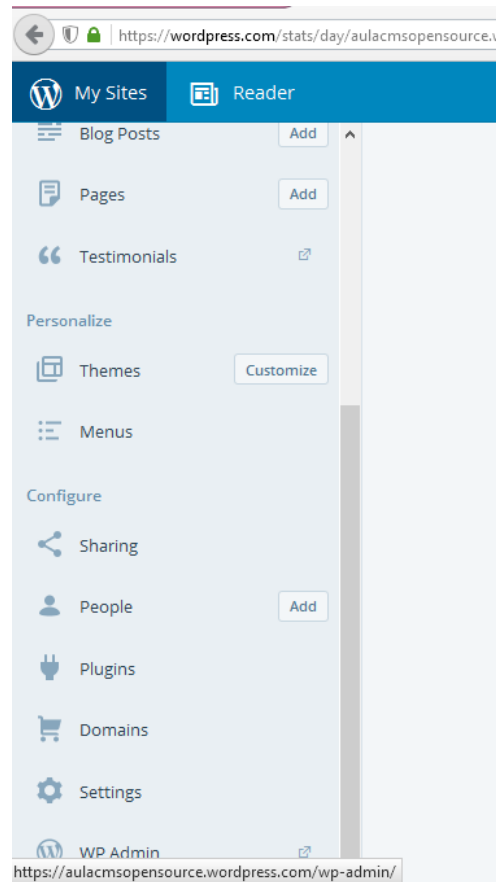
8) & Pick a Plan (escolher o plano de pagamento ou o modo gratis)

Customizar o website



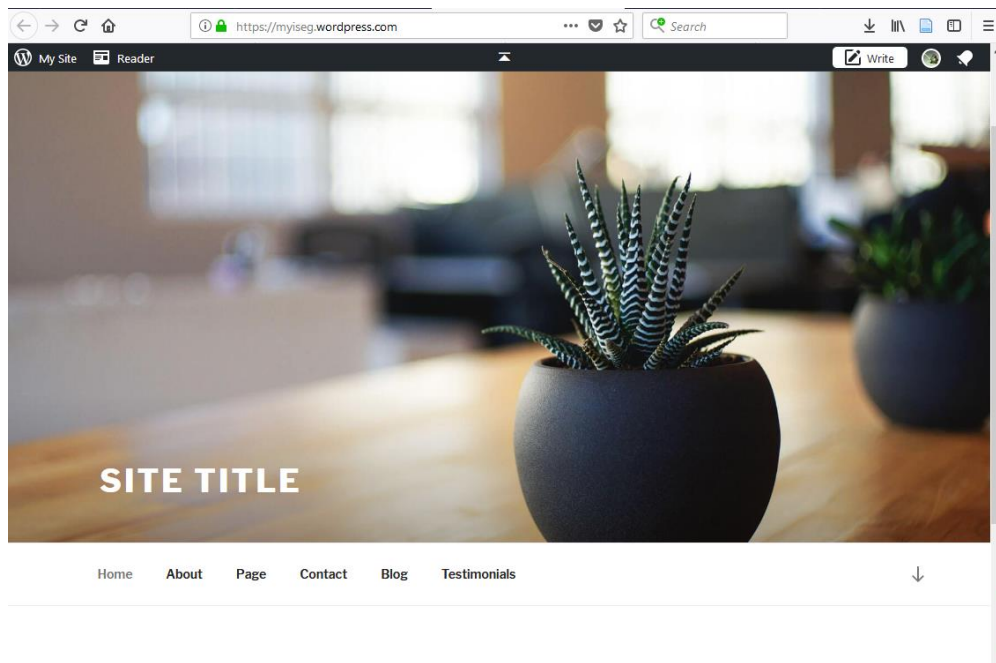
Customizar o website

- Na barra da esquerda



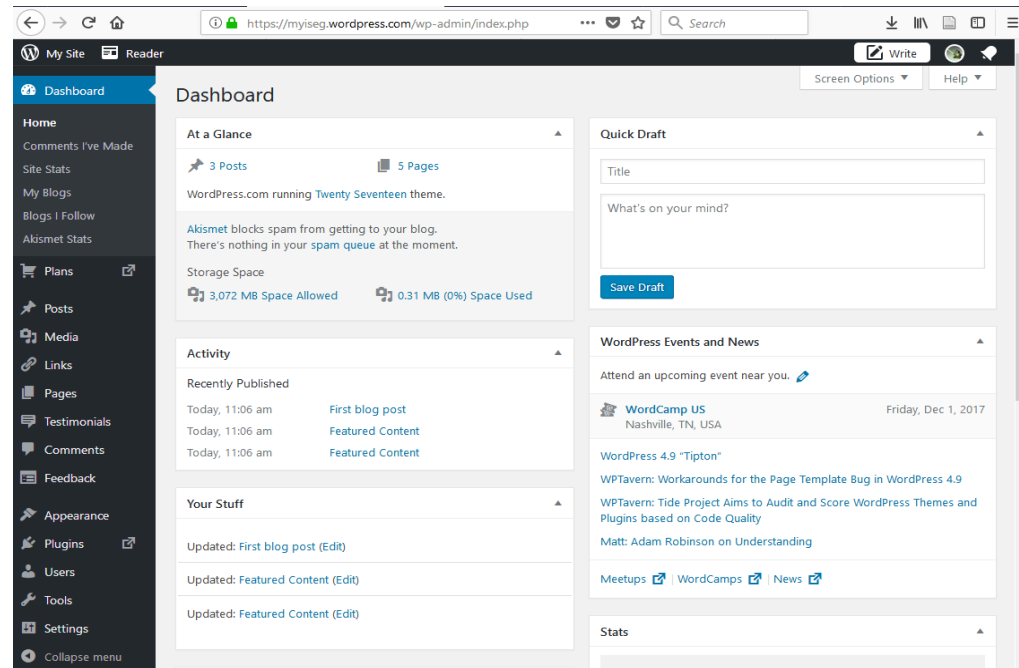
- Ou então no <http://xxxxxxxxxx.wordpress.com/wp-admin>

Frontend



<http://xxxx.wordpress.com>

Backend



<http://xxxx.wordpress.com/wp-admin>

Artigos (Posts)

The screenshot displays the WordPress admin dashboard for a user named 'myiseg'. The 'Posts' section is active, showing a list of three published posts. The interface includes a sidebar with navigation options and a main content area with a table of posts.

☐	Title	Author	Categories	Tags	Stats		★	Date
☐	First blog post	SI ERP	Uncategorized	—		—	0	Published 24 mins ago
☐	Featured Content	SI ERP	Uncategorized	featured		—	0	Published 24 mins ago
☐	Featured Content	SI ERP	Uncategorized	featured		—	0	Published 24 mins ago

Posts/ Artigos & Categorias & Tags

- Os Posts servem para adicionar conteúdos, editar conteúdos já publicados e incluir diversos outros conteúdos (imagens, vídeo, questionários)
 - Também nesta secção se podem criar tags e hierarquizar categorias de assuntos
 - A informação deverá estar estruturada de acordo com um conjunto de categorias, bem como estas podem estar subdivididas em sub-assuntos diversos
- Permite criar hierarquia de categorias
 - Cada conteúdo deverá estar incluído numa categoria ou sub-categoria
- O WordPress permite criar Tags/ Palavras-chave.

Páginas

There's an easier way to manage pages on WordPress.com. [Switch to the improved experience.](#)

All (5) | Published (5)

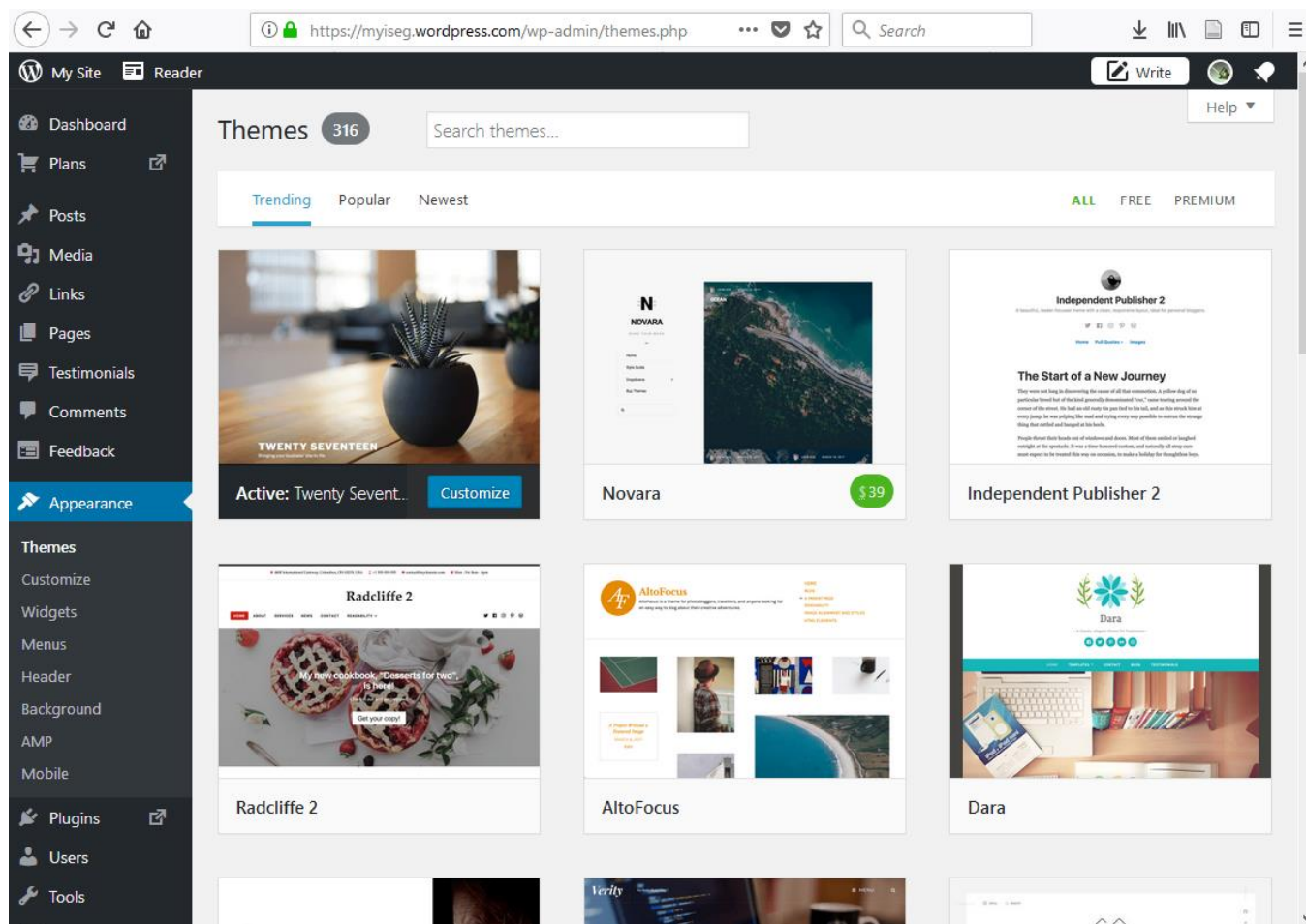
Bulk Actions All dates 5 items

☐	Title	Author	Stats	Comment	Star	Date
☐	Home — Front Page	SI ERP		—	0	Published 26 mins ago
☐	About	SI ERP		—	0	Published 26 mins ago
☐	Page	SI ERP		—	0	Published 26 mins ago
☐	Contact	SI ERP		—	0	Published 26 mins ago
☐	Blog — Posts Page	SI ERP		—	0	Published 26 mins ago

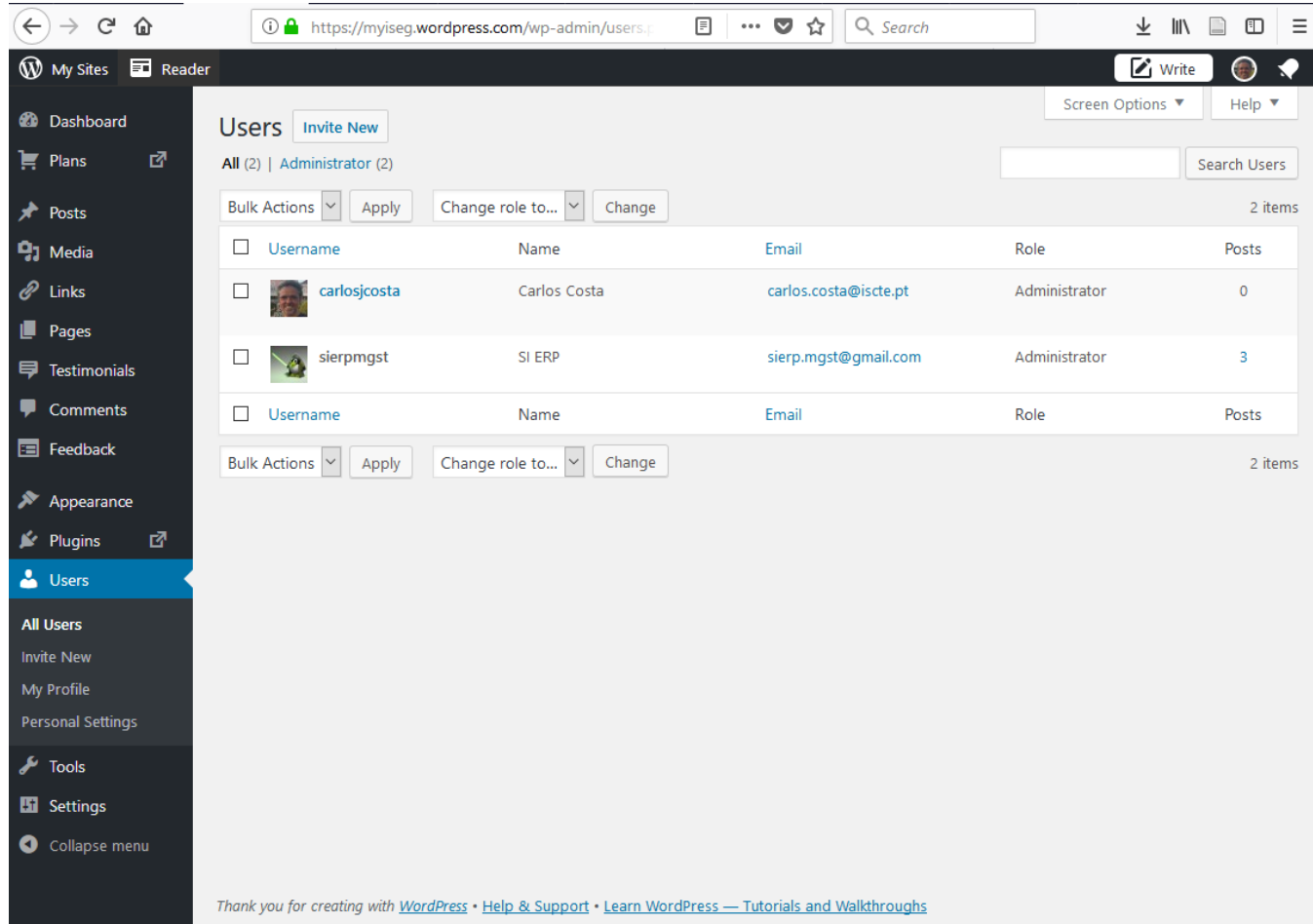
Bulk Actions 5 items

Thank you for creating with [WordPress](#) • [Help & Support](#) • [Learn WordPress — Tutorials and Walkthroughs](#)

Aparência



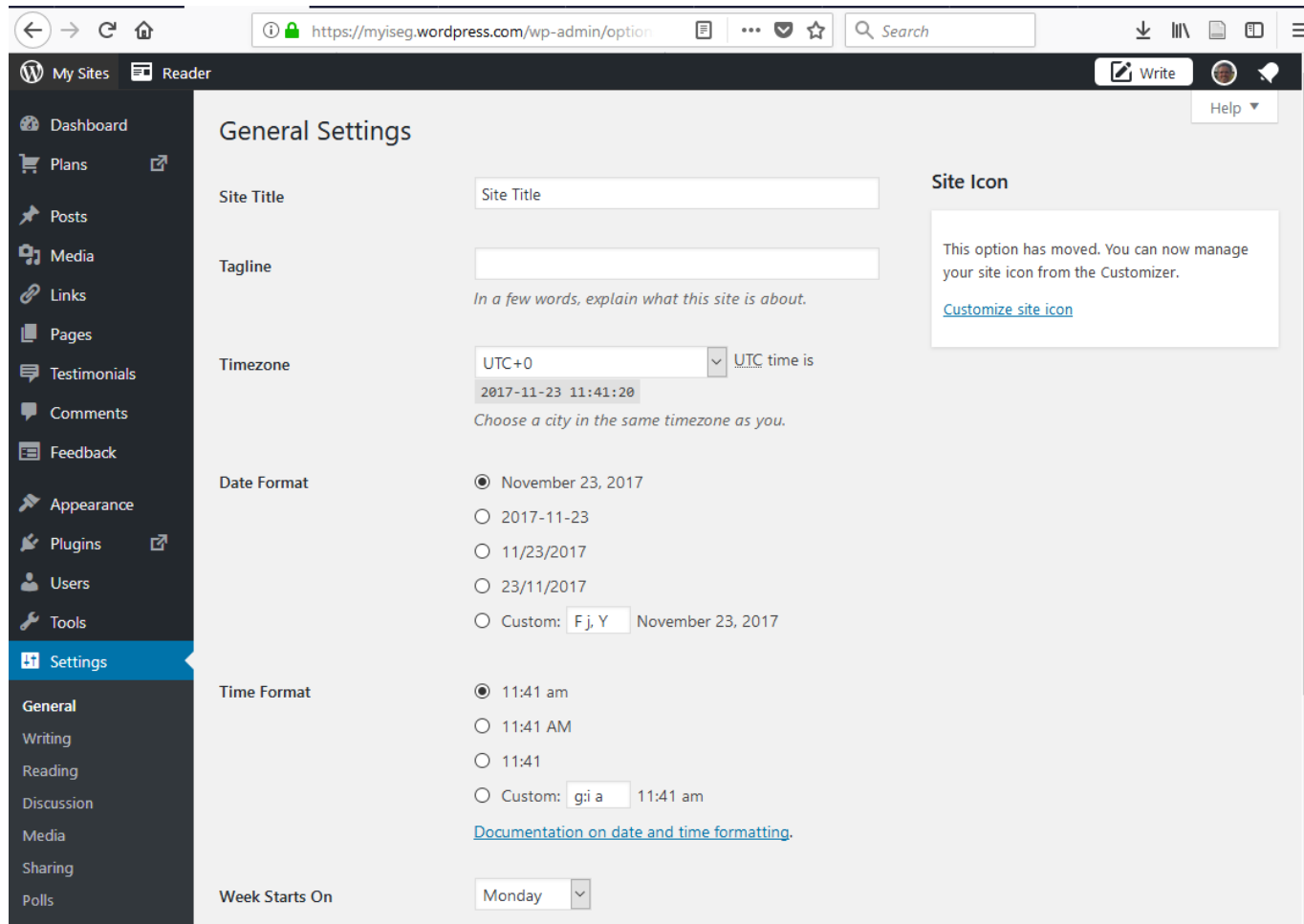
Utilizadores



The screenshot shows the WordPress admin dashboard's 'Users' section. The left sidebar contains navigation links: My Sites, Reader, Dashboard, Plans, Posts, Media, Links, Pages, Testimonials, Comments, Feedback, Appearance, Plugins, and Users (highlighted). Below 'Users' are links for All Users, Invite New, My Profile, and Personal Settings. The main content area is titled 'Users' and includes an 'Invite New' button. It shows a list of users with columns for Username, Name, Email, Role, and Posts. Two users are listed: 'carlosjcosta' (Carlos Costa, Administrator, 0 posts) and 'sierpmgst' (SI ERP, Administrator, 3 posts). The interface also includes bulk action controls and a search bar.

Username	Name	Email	Role	Posts
☐ carlosjcosta	Carlos Costa	carlos.costa@iscte.pt	Administrator	0
☐ sierpmgst	SI ERP	sierp.mgst@gmail.com	Administrator	3

Configurações Gerais



The screenshot shows the WordPress 'General Settings' page in a web browser. The address bar displays 'https://myiseg.wordpress.com/wp-admin/options-general.php'. The left sidebar contains a menu with 'Settings' highlighted, and sub-items like 'General', 'Writing', 'Reading', 'Discussion', 'Media', 'Sharing', and 'Polls'. The main content area is titled 'General Settings' and includes the following fields:

- Site Title:** A text input field containing 'Site Title'.
- Tagline:** A text input field containing 'In a few words, explain what this site is about.'
- Timezone:** A dropdown menu set to 'UTC+0'. Below it, a timestamp '2017-11-23 11:41:20' is shown, followed by the instruction 'Choose a city in the same timezone as you.'
- Date Format:** A radio button selection with options: 'November 23, 2017' (selected), '2017-11-23', '11/23/2017', '23/11/2017', and 'Custom: F j, Y November 23, 2017'.
- Time Format:** A radio button selection with options: '11:41 am' (selected), '11:41 AM', '11:41', and 'Custom: g:i a 11:41 am'. A link to 'Documentation on date and time formatting.' is provided below.
- Week Starts On:** A dropdown menu set to 'Monday'.

On the right side, under 'Site Icon', a message states: 'This option has moved. You can now manage your site icon from the Customizer.' with a link to 'Customize site icon'.

Utilização o WordPress num servidor local?



Software Wordpress

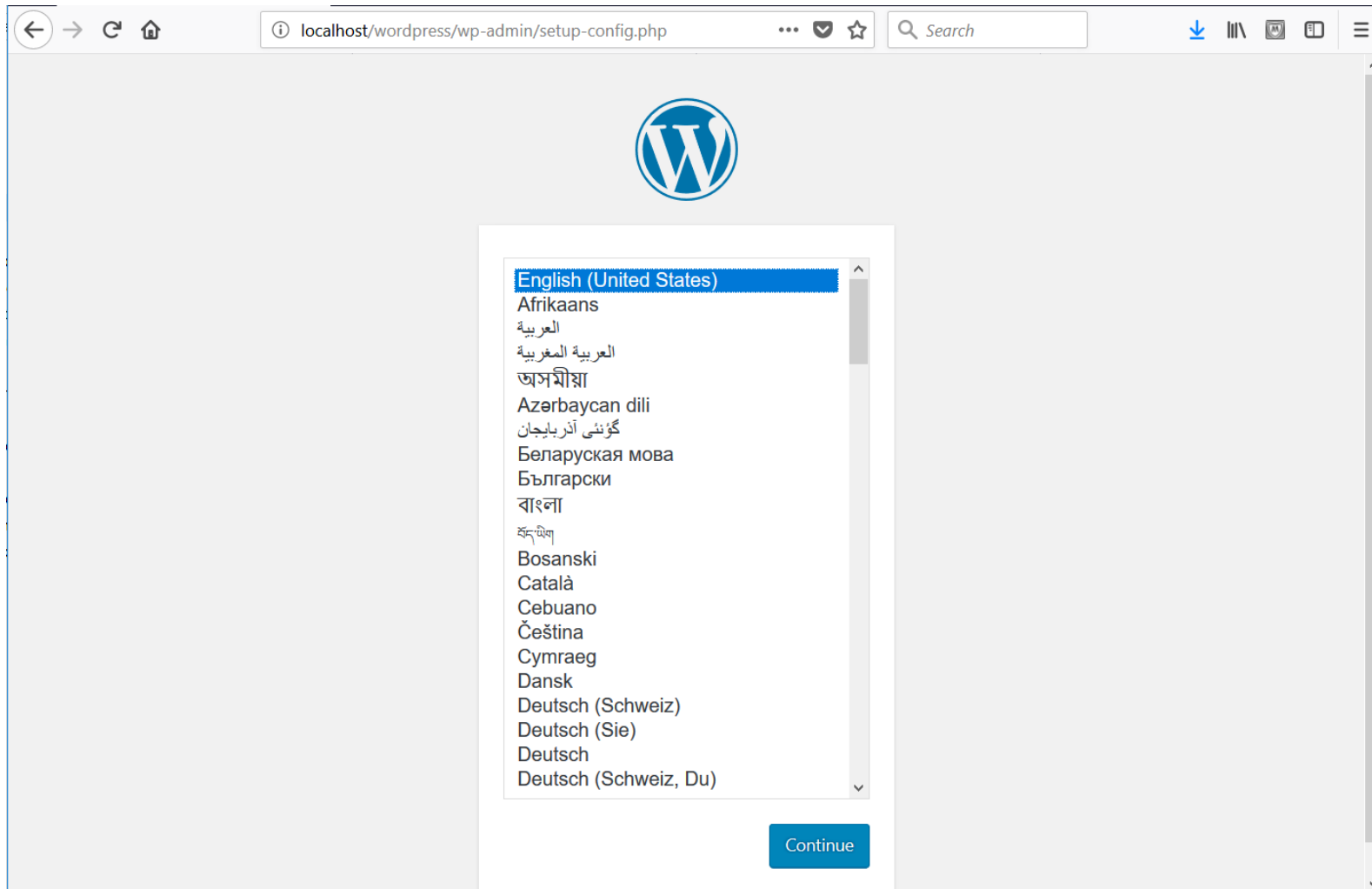
- Software Open Source
- Desenvolvido em PHP, Javascript, CSS, HTML
- Utiliza Bases de Dados MySQL/MariaDB
- Download: <https://wordpress.org/>

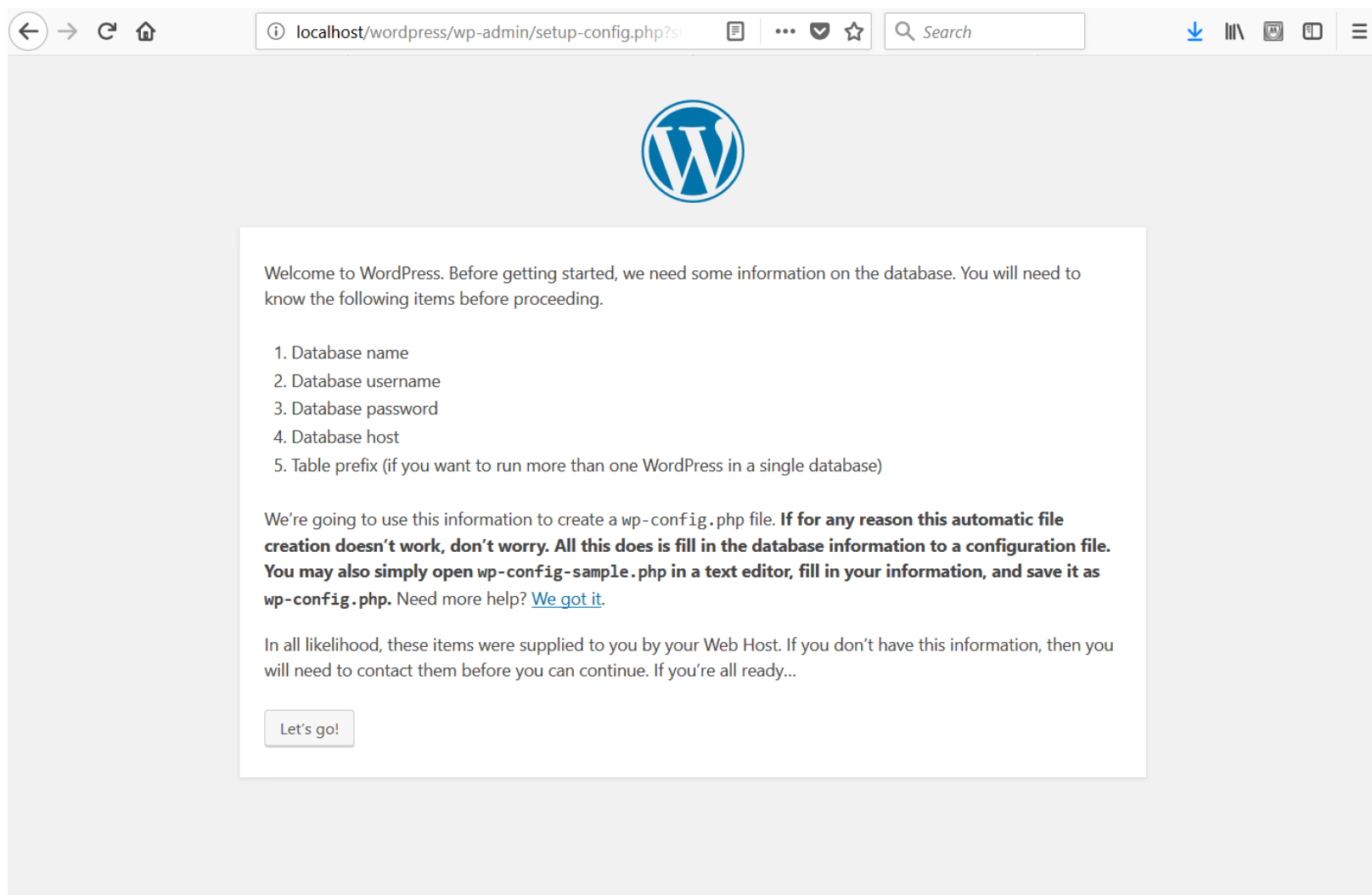


Instalação num servidor local

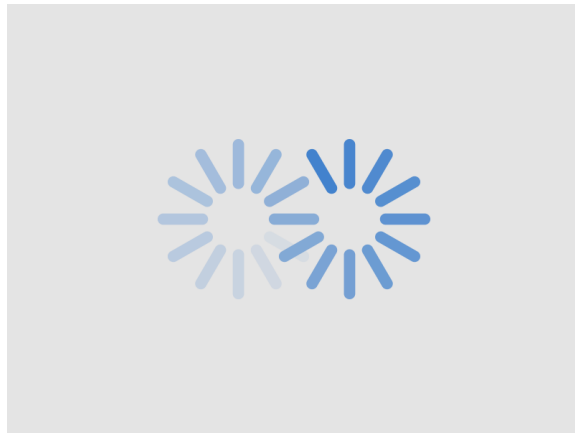
- Ter XAMPP instalado e a funcionar
- Fazer download e descompactar para pasta `c:\xampp\htdocs\wordpress`
- Colocar no browser o seguinte URL:
`http://localhost/wordpress`







Entretanto tem que se criar Base de Dados no phpmyadmin



localhost/phpmyadmin/server_databases.php?db=

phpMyAdmin

Recent Favorites

New

- clientedb
- dbcliente
- information_schema
- mysql
- performance_schema
- phpmyadmin
- test

Server: 127.0.0.1

Databases SQL Status User accounts Export Import Settings More

Databases

Create database

wordpress Collation Create

Database	Collation	Action
☐ clientedb	latin1_swedish_ci	Check privileges
☐ dbcliente	latin1_swedish_ci	Check privileges
☐ information_schema	utf8_general_ci	Check privileges
☐ mysql	latin1_swedish_ci	Check privileges
☐ performance_schema	utf8_general_ci	Check privileges
☐ phpmyadmin	utf8_bin	Check privileges
☐ test	latin1_swedish_ci	Check privileges
Total: 7		latin1_swedish_ci

☐ Check all With selected: [Drop](#)

Note: Enabling the database statistics here might cause heavy traffic between the web server and the MySQL server.

- Enable statistics

Console

Convem aproveitar para criar um utilizador no MySQL

localhost/phpmyadmin/server_privileges.php?adduser=1

phpMyAdmin

Recent Favorites

- New
- clientedb
- dbcliente
- information_schema
- mysql
- performance_schema
- phpmyadmin
- test
- wordpress

Server: 127.0.0.1

Databases SQL Status User accounts Export Import Settings More

Add user account

Login Information

User name: Use text field: worduser

Host name: Local localhost

Password: Use text field: Strength: Extremely weak

Re-type:

Authentication Plugin Native MySQL authentication

Generate password: Generate

Database for user account

☐ Create database with same name and grant all privileges.

☐ Grant all privileges on wildcard name (username_%).

Global privileges

☐ Check all

Console

Atribuir privilégios para sobre a base de dados criada

localhost/phpmyadmin/server_privileges.php?adduser=1

phpMyAdmin

Recent Favorites

- New
- clientdb
- dbcliente
- information_schema
- mysql
- performance_schema
- phpmyadmin
- test
- wordpress

Server: 127.0.0.1

Databases SQL Status User accounts Export Import Settings More

✓ You have added a new user.

```
CREATE USER 'worduser'@'localhost' IDENTIFIED VIA mysql_native_password USING '****';GRANT USAGE ON *.* TO 'worduser'@'localhost' REQUIRE NONE WITH MAX_QUERIES_PER_HOUR 0 MAX_CONNECTIONS_PER_HOUR 0 MAX_UPDATES_PER_HOUR 0 MAX_USER_CONNECTIONS 0;
```

[Edit inline] [Edit] [Create PHP code]

Global Database Change password Login Information

Edit privileges: User account 'worduser'@'localhost'

Database-specific privileges

Database	Privileges	Grant	Table-specific privileges	Action
None				

Add privileges on the following database(s):

- mysql
- phpmyadmin
- test
- wordpress

Go

Console

localhost/phpmyadmin/server_privileges.php?adduser=1

Server: 127.0.0.1

Databases SQL Status User accounts Export Import Settings More

Database Table Routine

Edit privileges: User account 'worduser'@'localhost' - Database wordpress

Database-specific privileges ☒ Check all

Note: MySQL privilege names are expressed in English.

☒ Data	☒ Structure	☒ Administration
☒ SELECT	☒ CREATE	☒ GRANT
☒ INSERT	☒ ALTER	☒ LOCK TABLES
☒ UPDATE	☒ INDEX	☒ REFERENCES
☒ DELETE	☒ DROP	
	☒ CREATE TEMPORARY TABLES	
	☒ SHOW VIEW	
	☒ CREATE ROUTINE	
	☒ ALTER ROUTINE	
	☒ EXECUTE	
	☒ CREATE VIEW	
	☒ EVENT	
	☒ TRIGGER	

Console

Voltar ao Wordpress

(<http://localhost/wordpress>)

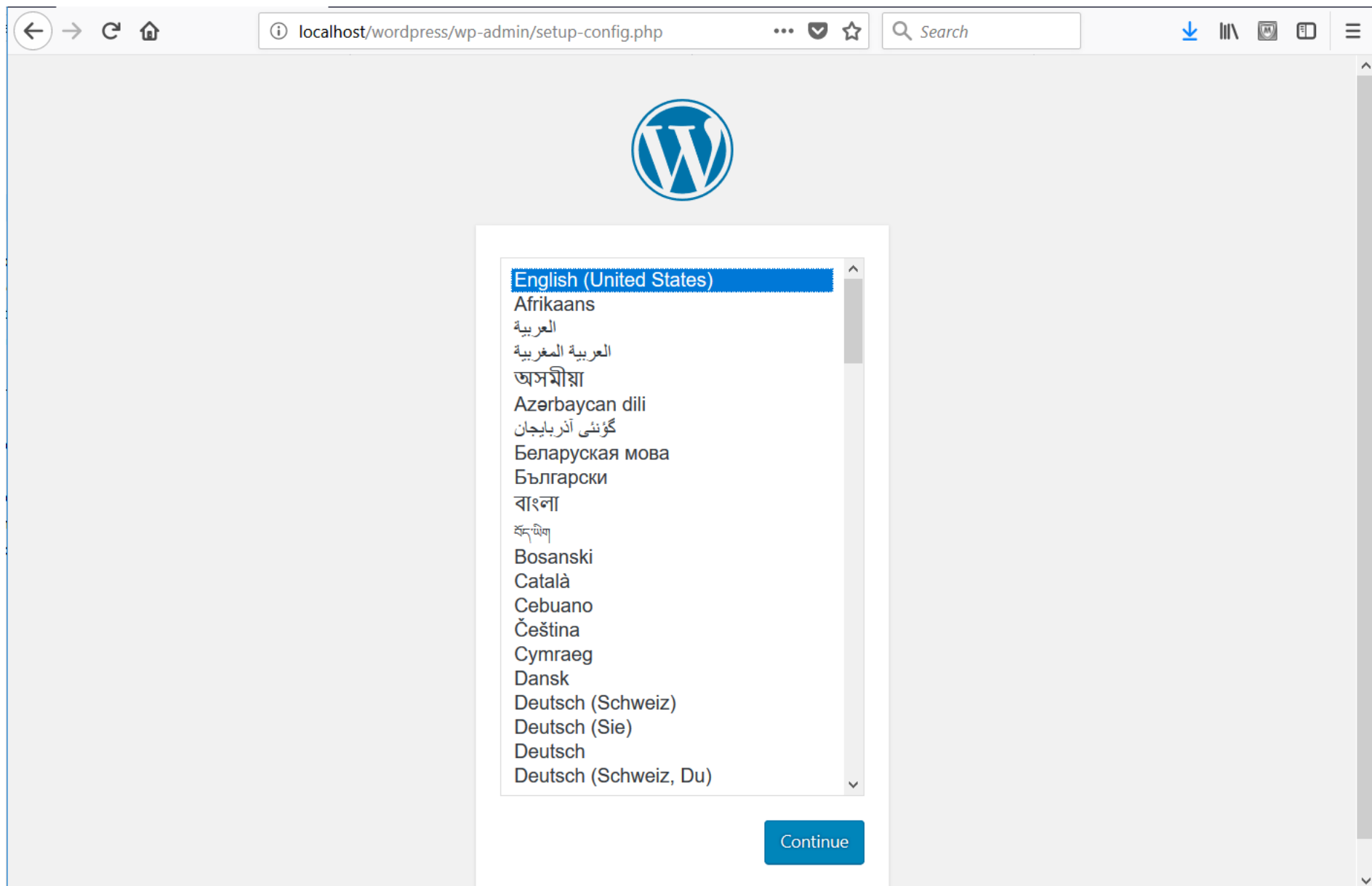


← → ↻ 🏠 localhost/wordpress/wp-admin/setup-config.php?step=1 ... 📄 ⭐ 🔍 Search ⬇️ 📁 📄 📄 ☰



Below you should enter your database connection details. If you're not sure about these, contact your host.

Database Name	wordpress	The name of the database you want to use with WordPress.
Username	worduser	Your database username.
Password	password	Your database password.
Database Host	localhost	You should be able to get this info from your web host, if localhost doesn't work.
Table Prefix	wp_	If you want to run multiple WordPress installations in a single database, change this.



localhost/wordpress/wp-admin/install.php?step80%

Search



Welcome

Welcome to the famous five-minute WordPress installation process! Just fill in the information below and you'll be on your way to using the most extendable and powerful personal publishing platform in the world.

Information needed

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

Site Title

titulo do siete

Username

admin

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

Password

admin

Very weak

Hide

Important:

You will need this password to log in. Please store it in a secure location.

Confirm Password

☒ Confirm use of weak password

Your Email

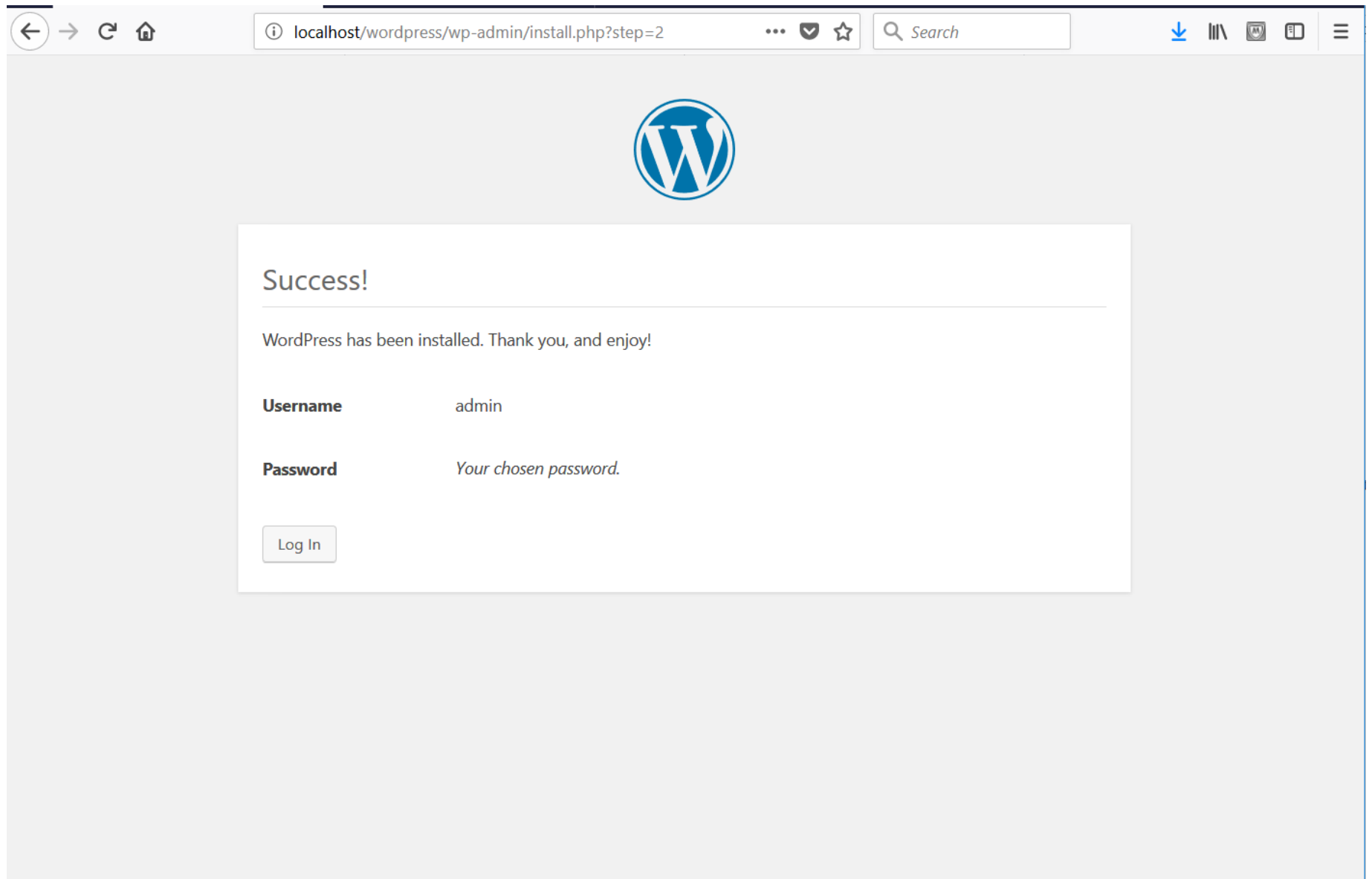
Double-check your email address before continuing.

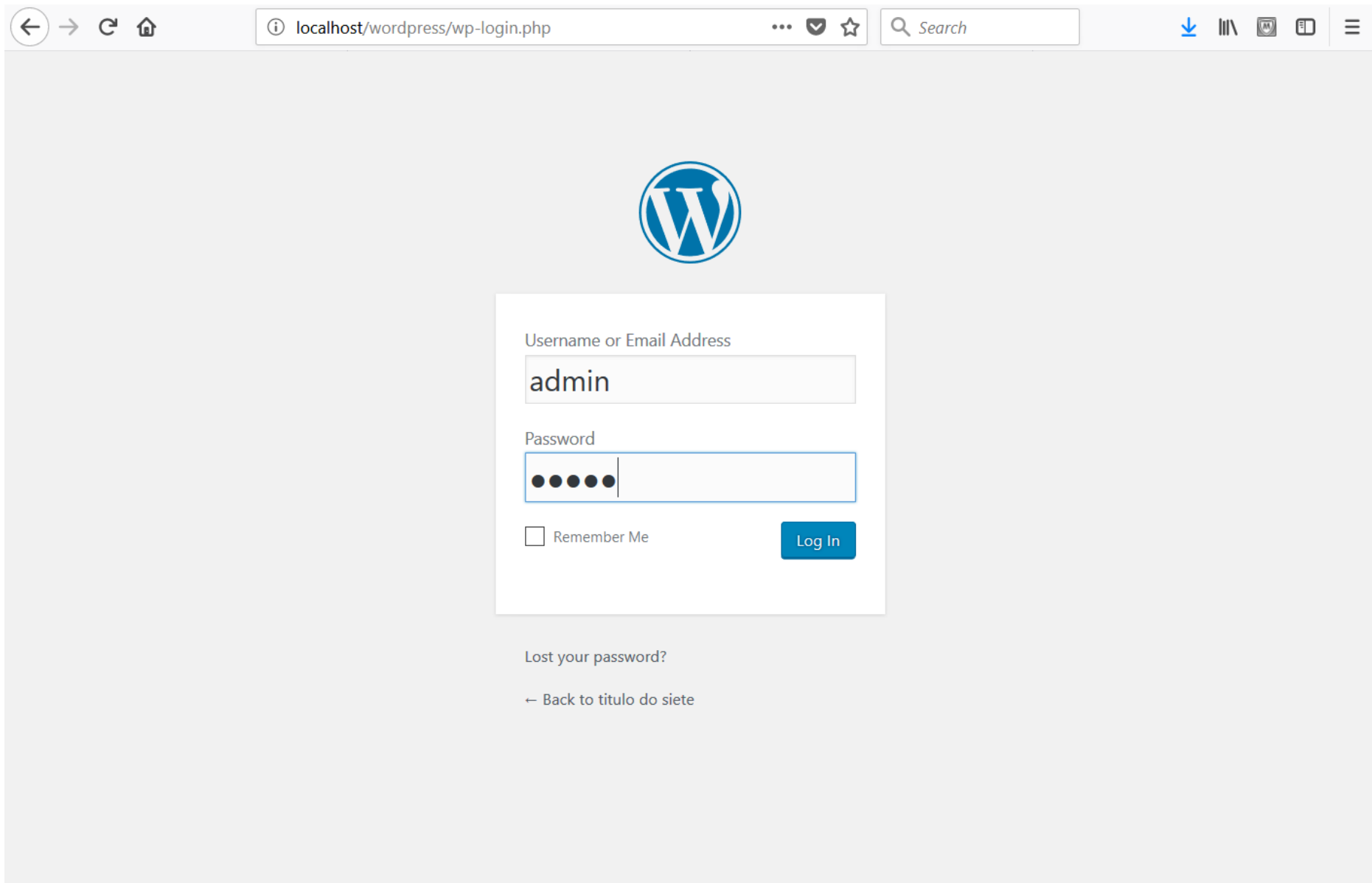
Search Engine Visibility

☐ Discourage search engines from indexing this site

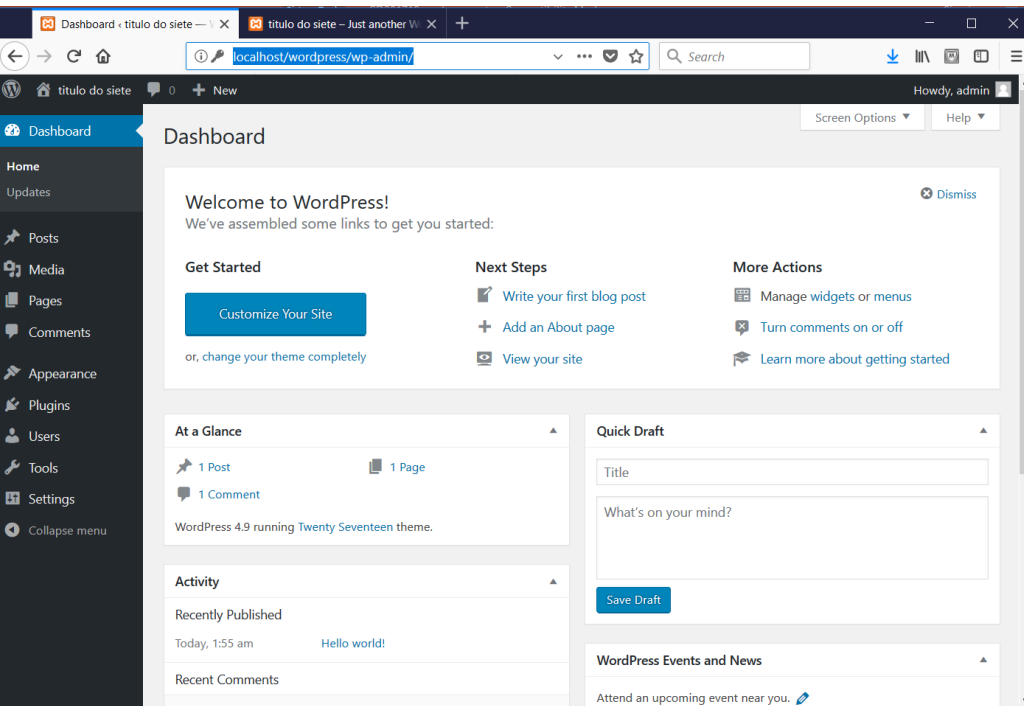
It is up to search engines to honor this request.

Install WordPress

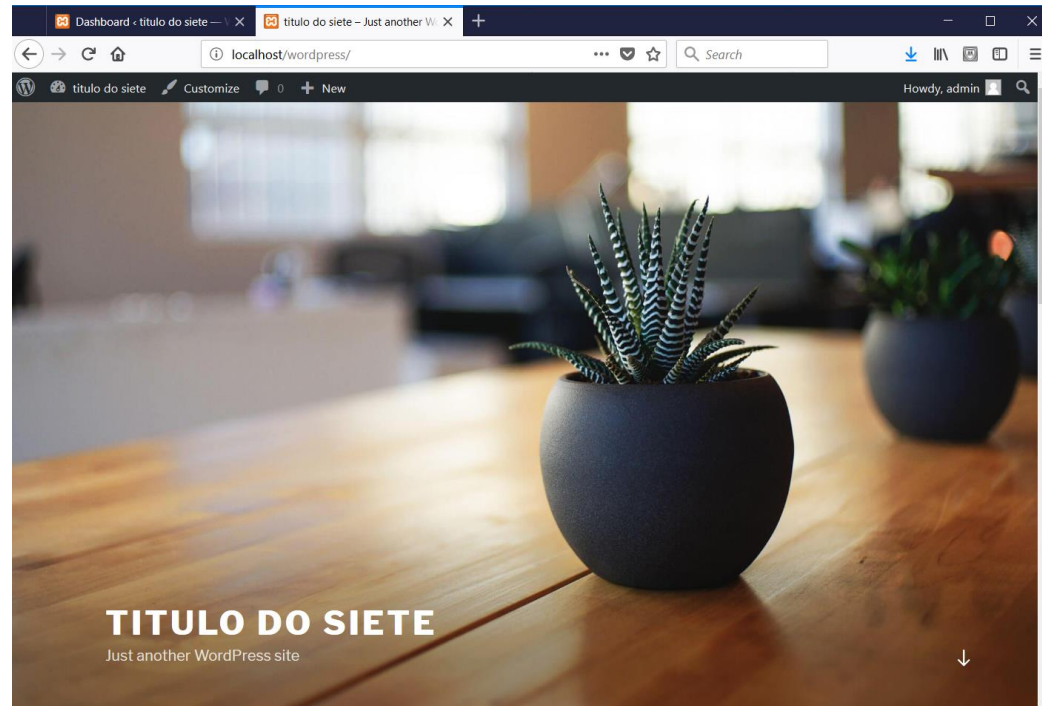




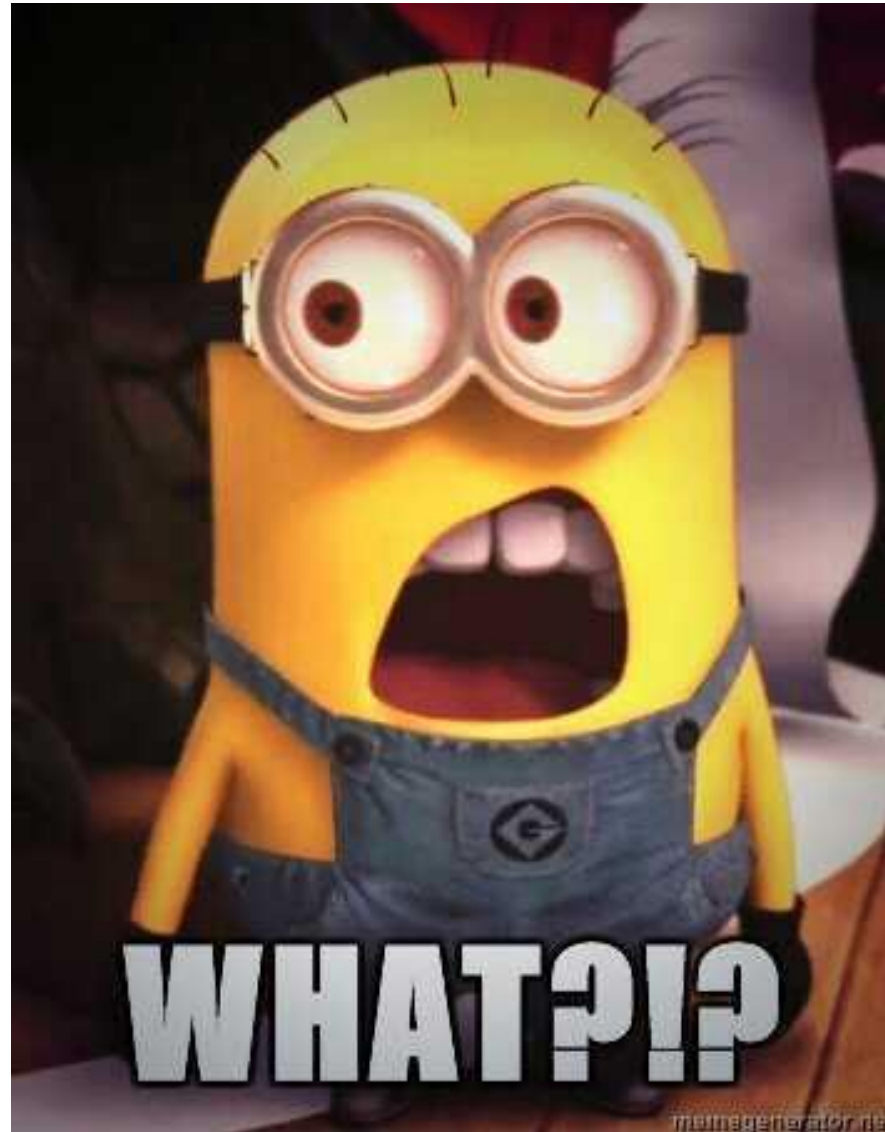
Backend



Frontend



Questões?



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