



LISBON
SCHOOL OF
ECONOMICS &
MANAGEMENT
UNIVERSIDADE DE LISBOA



Prof. Carlos J. Costa, PhD.



Wordpress vs. Wordpress.com

- WordPress is a free and open-source content management system (CMS) based on PHP and MySQL. This software may be downloaded from Wordpress.org.
- WordPress.com is a blogging and website platform that is owned and hosted online by Automattic. It is run on WordPress CMS.



WORDPRESS.COM

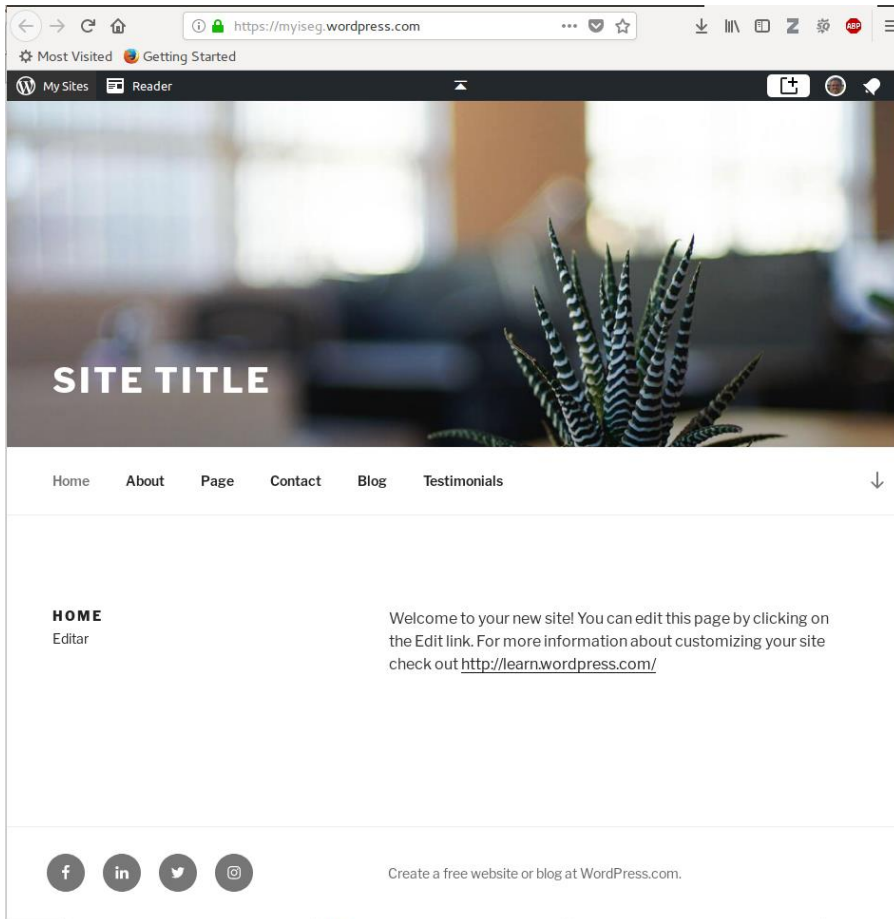
VS



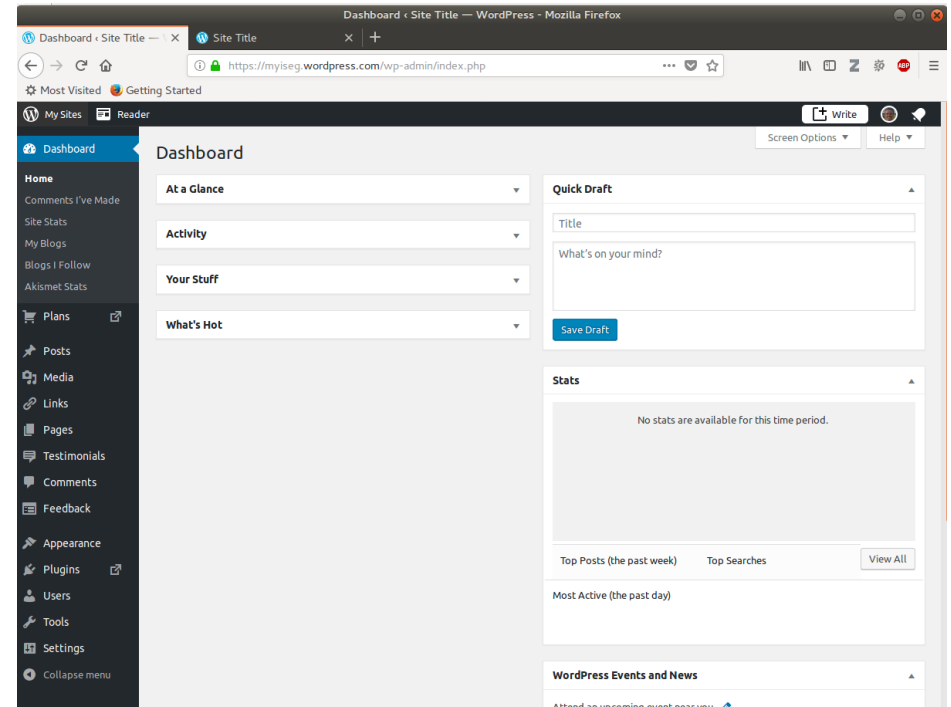
WORDPRESS.ORG



Front-end vs. Dashboard



visitors see this page

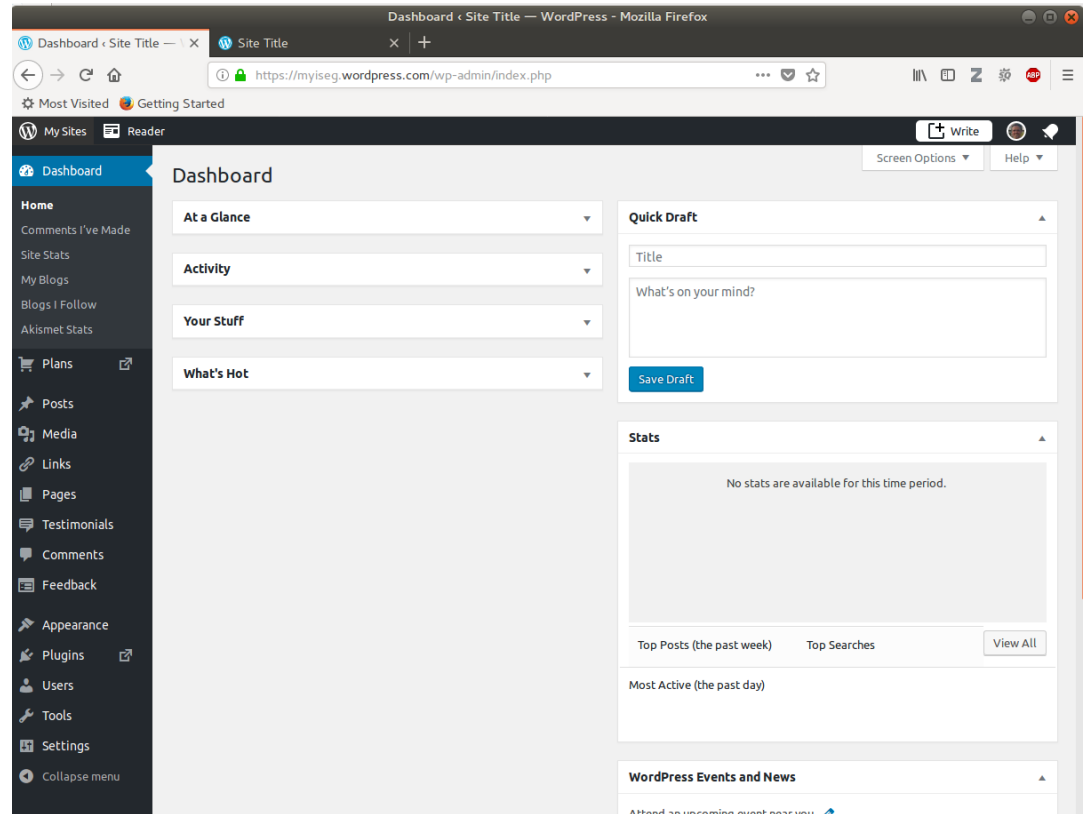


Users need to login



Dashboard

- Dashboard menu options
 - Dashboard
 - Posts
 - Media
 - Pages
 - Comments
 - Appearance
 - Plugins
 - Users
 - Tools
 - Settings





Posts vs. Pages

- WordPress is built around two basic concepts. Posts and Pages.
- **Posts** are typically blog entries. A series of articles, listed (usually) reverse-chronologically.
- **Pages** are used for more static content (i.e. content that doesn't change or changes infrequently). An 'About us' page is an example of a Page on a typical website.



Posts vs. Pages

The screenshot shows the WordPress admin dashboard with the 'Posts' section selected. The interface includes a sidebar with navigation options like Dashboard, Plans, Posts, Media, Links, Pages, Testimonials, Comments, Feedback, Appearance, Plugins, Users, Tools, and Settings. The main content area displays a table of posts with columns for Title, Author, Categories, Tags, Stats, and Date. The posts listed include 'People in Mars' (Scheduled), 'Another new' (Sticky), 'First blog post' (Pending), 'Featured Content' (Draft), and another 'Featured Content' (Published).

Title	Author	Categories	Tags	Stats	Date
People in Mars — Scheduled	Carlos J. Costa	Uncategorized	—	—	Scheduled 2022/11/27
Another new — Sticky	Carlos J. Costa	Uncategorized	—	—	Published 10 mins ago
First blog post — Pending	SI ERP	Uncategorized	—	—	Last Modified 2017/11/23
Featured Content — Draft	SI ERP	Uncategorized	featured	—	Last Modified 2017/11/23
Featured Content	SI ERP	Uncategorized	featured	—	Published 2017/11/23

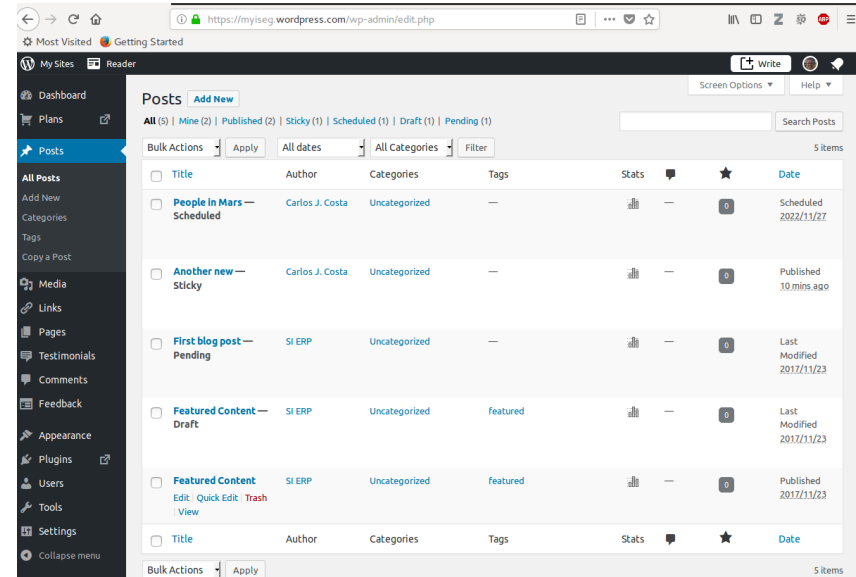
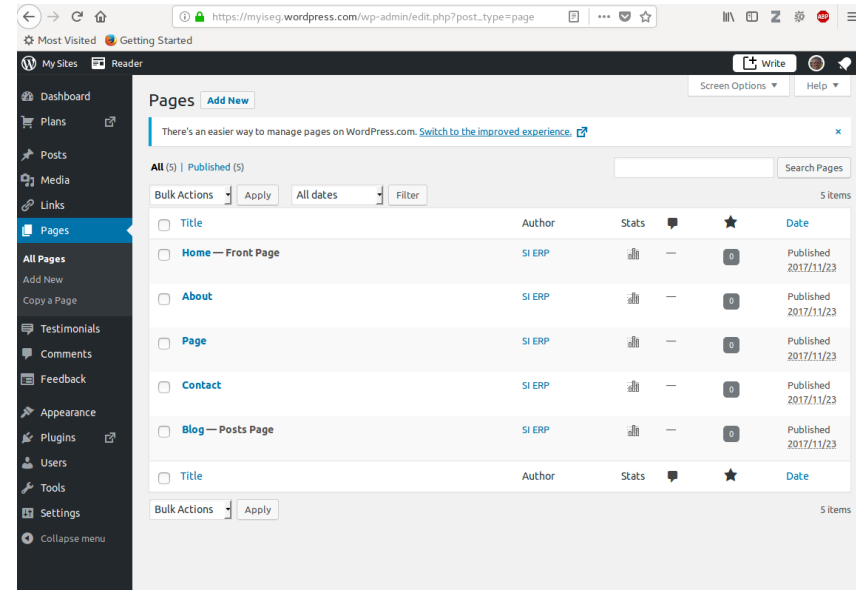
The screenshot shows the WordPress admin dashboard with the 'Pages' section selected. The interface is similar to the Posts section, with a sidebar and a main content area displaying a table of pages. The pages listed include 'Home' (Front Page), 'About', 'Page', 'Contact', and 'Blog' (Posts Page). The table has columns for Title, Author, Stats, and Date.

Title	Author	Stats	Date
Home — Front Page	SI ERP	—	Published 2017/11/23
About	SI ERP	—	Published 2017/11/23
Page	SI ERP	—	Published 2017/11/23
Contact	SI ERP	—	Published 2017/11/23
Blog — Posts Page	SI ERP	—	Published 2017/11/23



Adding Content

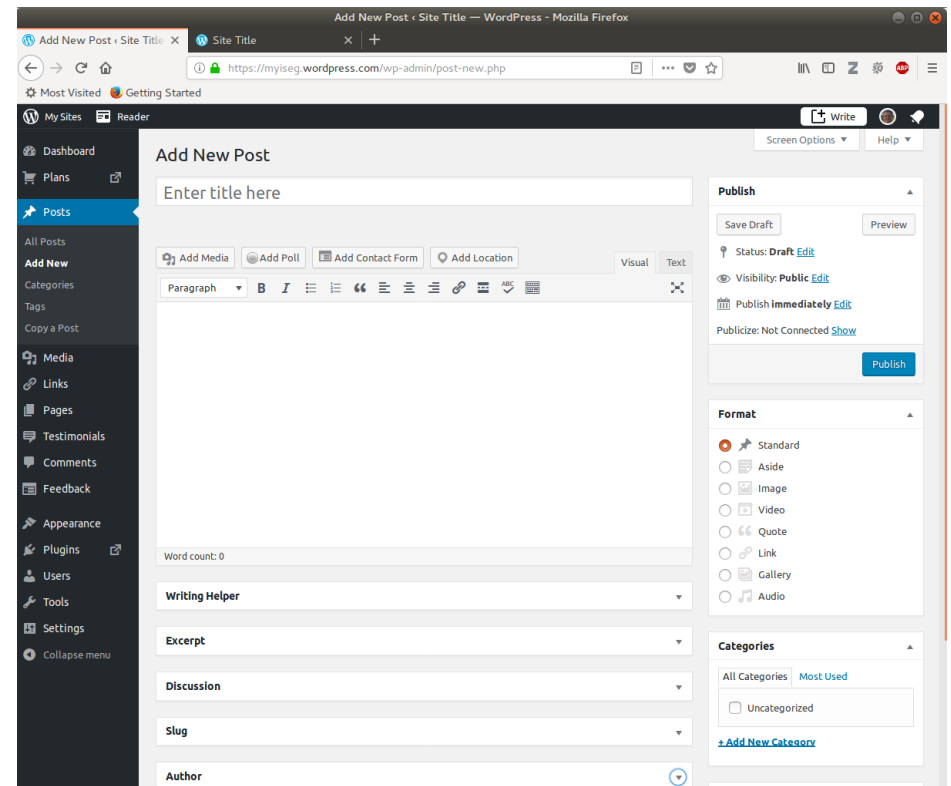
- New Pages
- New Posts





Adding Content

- New Post
 - Editor Toolbar
 - Publish Panel
 - Editor





Adding Content

- Text editor

WordPress interface for adding a new post. The main content area shows a title field with the placeholder "Enter title here". Below the title field are buttons for "Add Media", "Add Poll", "Add Contact Form", and "Add Location". The text editor is in "Text" mode, showing a toolbar with icons for bold, italic, link, b-quote, del, ins, img, ul, ol, li, code, more, close tags, and proofread. The right sidebar contains sections for "Publish" (with "Save Draft", "Preview", "Status: Draft Edit", "Visibility: Public Edit", "Publish immediately Edit", and "Publicize: Not Connected Show" buttons), "Format" (with radio buttons for Standard, Aside, Image, Video, Quote, Link, Gallery, and Audio), and "Categories" (with "All Categories", "Most Used", and "Uncategorized" options, and a "+ Add New Category" link). The bottom of the page shows fields for "Writing Helper", "Excerpt", "Discussion", "Slug", and "Author".



Adding Content

- While the actual post content entry won't change, the theme can use the selected **Format** to display the post differently.
- How content is displayed is entirely up to the Theme, but the following list of available Post Formats provides some general WordPress guidelines as to how they might be styled.
 - Standard – This is the standard/default blog post format.
 - Aside – Typically styled without a title. Similar to a Facebook note update
 - Audio – An audio file, such as a Podcast
 - Chat – A chat transcript
 - Gallery – A gallery of images. Post will likely contain a gallery shortcode and will have image attachments
 - Image – A single image
 - Link – A link to another site
 - Quote – A quotation, most likely contained within a blockquote
 - Status – A short status update, similar to a Twitter status update
 - Video – A single video



Adding Content

- Review Past Revision

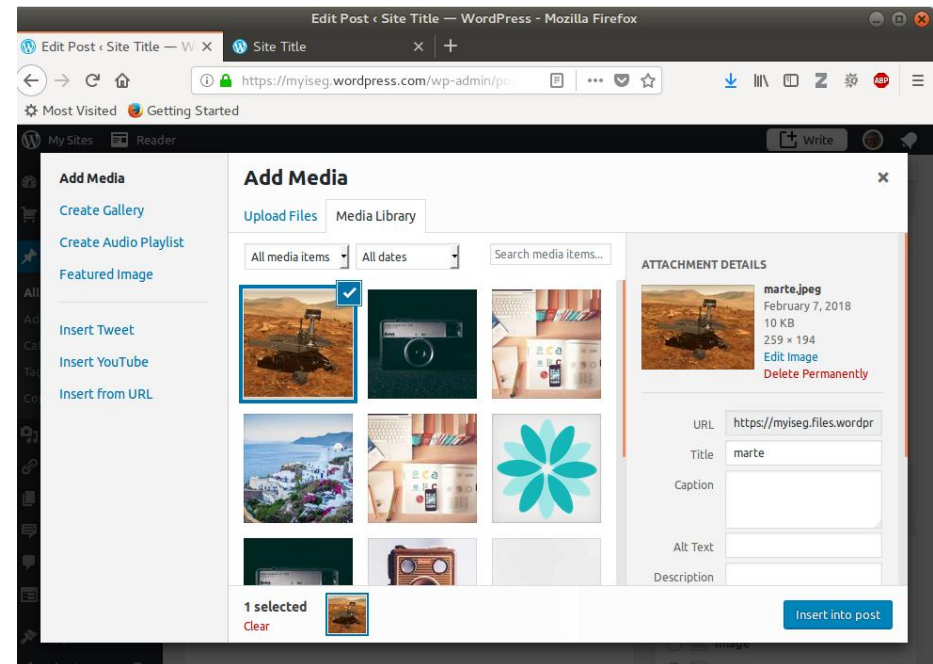
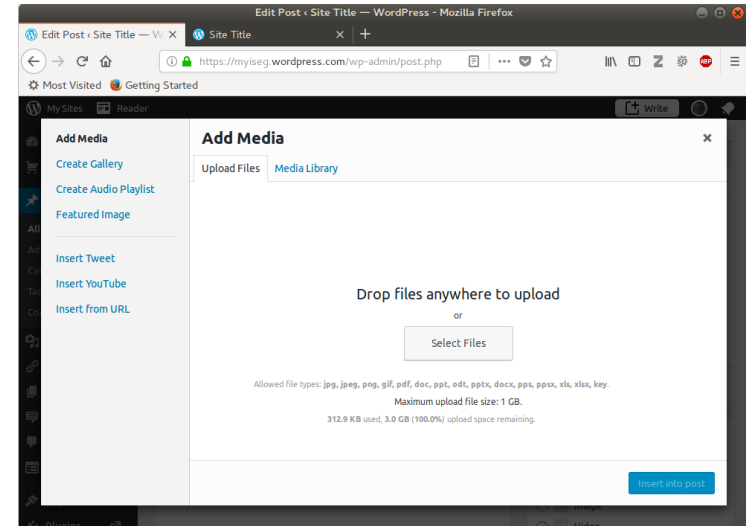
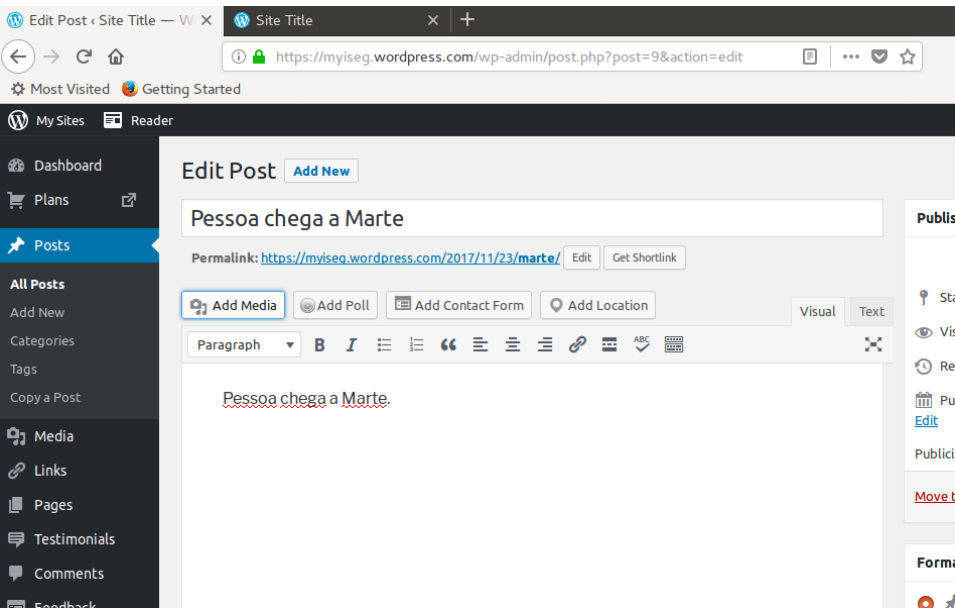
The screenshot shows the WordPress 'Edit Post' interface for the post 'Pessoa chega a Marte'. The 'Revisions' section is expanded, showing a list of five revisions. The most recent revision is highlighted in green. The interface includes a left sidebar with navigation options, a main content area with a rich text editor, and a right sidebar with 'Publish' and 'Format' options.

Author	Time Ago	Timestamp
Carlos J. Costa	1 min ago	February 7, 2018 @ 16:55:50
Carlos J. Costa	1 min ago	February 7, 2018 @ 16:55:11
Carlos J. Costa	2 mins ago	February 7, 2018 @ 16:54:22
Carlos J. Costa	4 mins ago	February 7, 2018 @ 16:52:35
SI ERP	3 months ago	November 23, 2017 @ 11:11:09

The screenshot shows the 'Compare Revisions' interface for the post 'Pessoa chega a Marte'. It displays a comparison between the 'Current Revision by Carlos J. Costa' (3 mins ago) and a previous revision by 'Carlos J. Costa' (4 mins ago). The comparison shows the 'Title' and 'Content' sections, with the current revision highlighted in green and the previous revision in red. The interface includes a left sidebar with navigation options and a right sidebar with 'Publish' and 'Format' options.



Adding Images and Other Media





Adding Images and Other Media

The screenshot shows the WordPress 'Edit Post' interface in a Mozilla Firefox browser. The post title is 'Pessoa chega a Marte'. The permalink is <https://myiseq.wordpress.com/2017/11/23/marte/>. The post content includes a paragraph with an image of a Mars rover. The interface shows the 'Visual' editor with various formatting options like bold, italic, and list. The left sidebar contains navigation menus for 'Posts', 'Media', 'Links', 'Pages', 'Testimonials', 'Comments', 'Feedback', 'Appearance', 'Plugins', 'Users', and 'Tools'. The right sidebar shows 'Publish' and 'More' options.

The screenshot shows the 'Image Details' panel in WordPress. The panel is titled 'Image Details' and contains the following sections:

- Caption:** A text input field.
- Alternative Text:** A text input field.
- DISPLAY SETTINGS:**
 - Align:** Radio buttons for Left, Center, Right, and None.
 - Size:** A dropdown menu set to 'Full Size - 259 x 194'.
 - Link To:** A dropdown menu set to 'None'.
- ADVANCED OPTIONS:**
 - Image Title:** A text input field.
 - Image Attribute:** A text input field.
 - Image CSS Class:** A text input field.
 - Image Border:** A color picker set to black.
 - Image Margins:** Input fields for Top, Bottom, Left, and Right.
 - Open link in a new tab:** A checkbox.
 - Link Rel:** A text input field.
 - Link CSS Class:** A text input field.

At the bottom right of the panel is an 'Update' button. To the right of the settings is a preview of the image (the Mars rover) with 'Edit Original' and 'Replace' buttons below it.



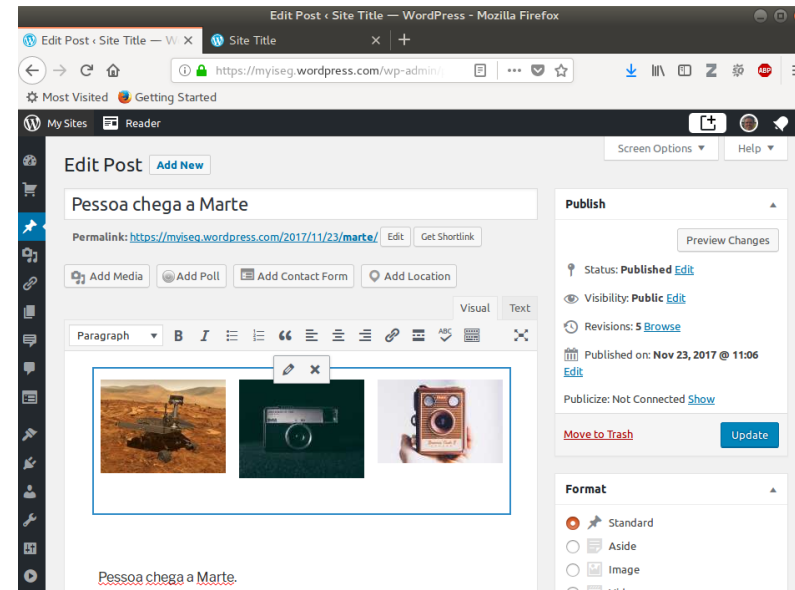
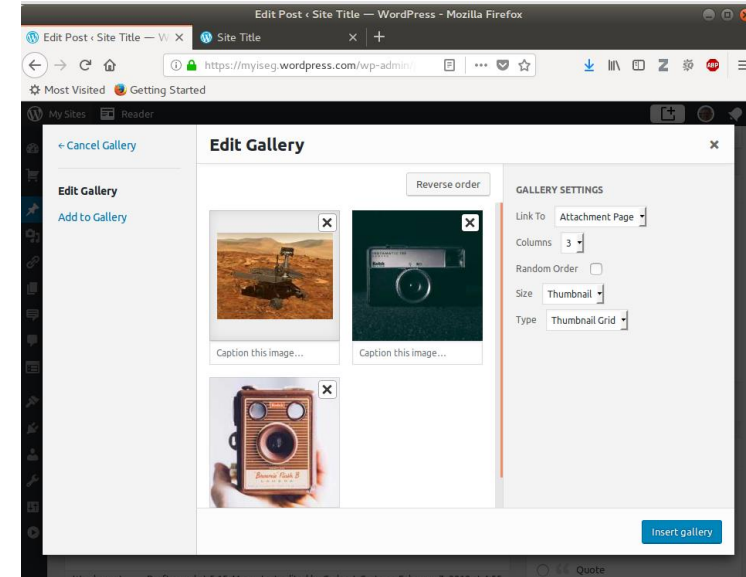
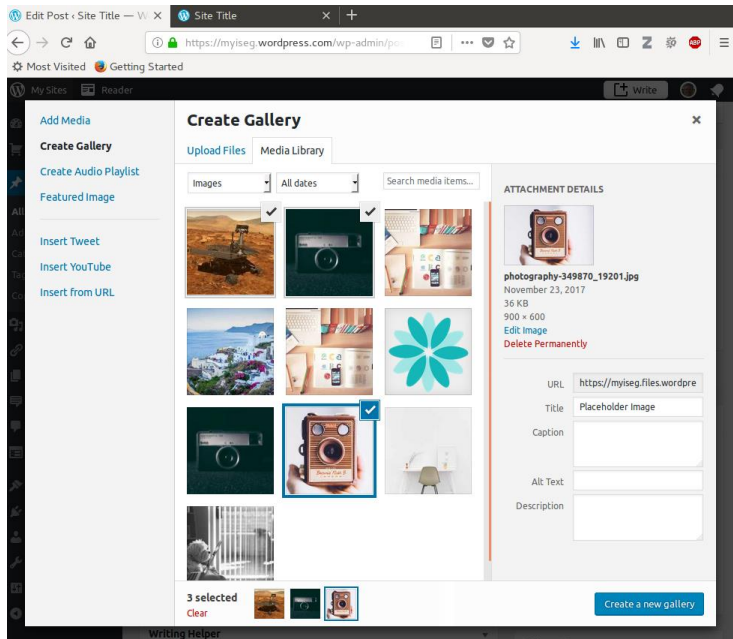
Adding Images and Other Media

- Setting a Featured Image
- Some themes allow you to specify a Featured Image for your Page and Post. A Featured Image, often called a Post/Page Thumbnail, is usually some sort of image that is representative for that particular Page or Post. How these images are displayed is dependent entirely on the Theme that is currently in use.
- If your Theme allows you to set a Featured Image, the Featured Image panel will be displayed when you're editing your Page or Post. If Featured Images can't be set then this panel won't be displayed.



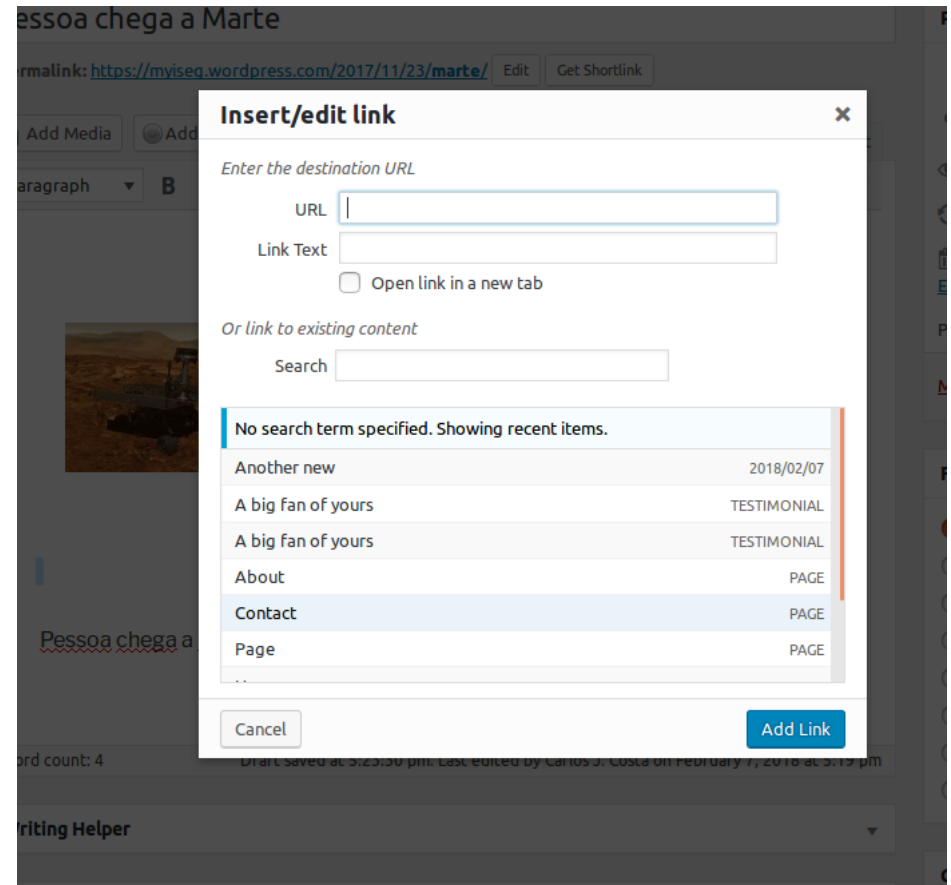
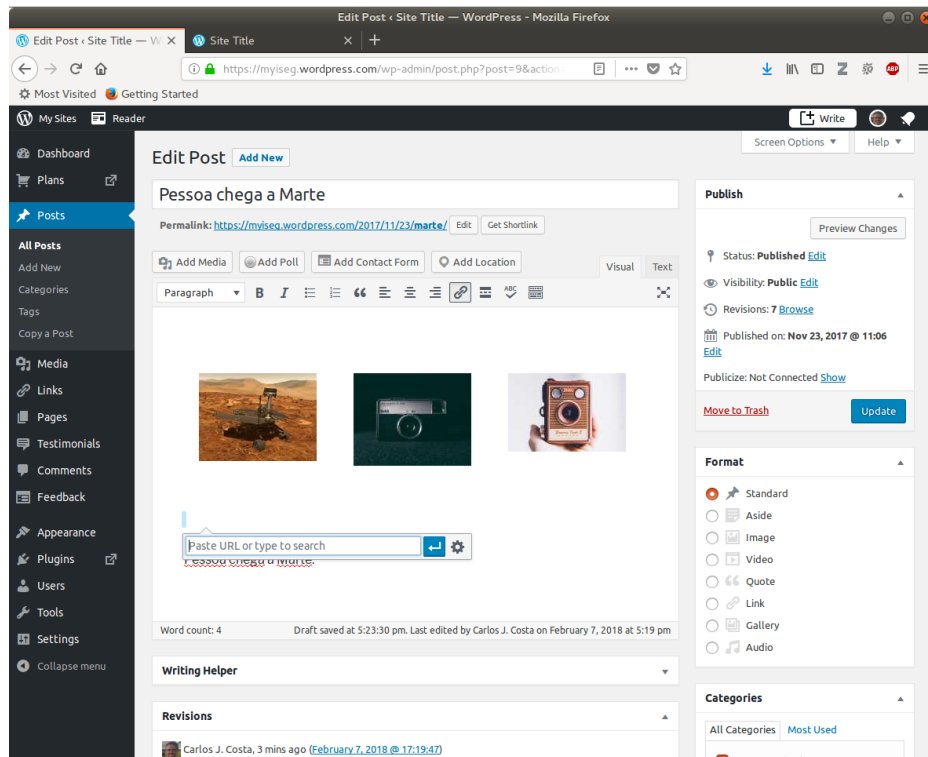
Adding Images and Other Media

- Creating and adding a Gallery





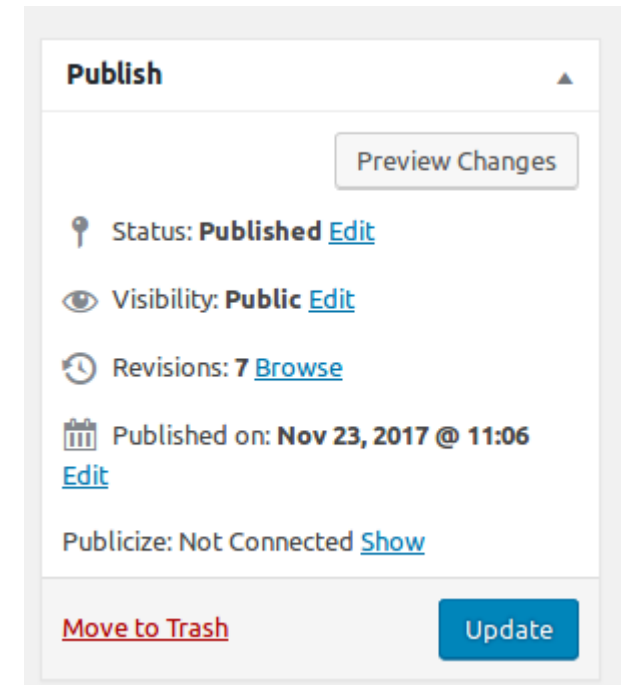
Adding HTML Links





Saving and Publishing Content

- There are also several options available when saving. By default the **Status** is set to Draft but this can be changed by clicking the Edit link just to the right of Status: within the Publish panel.
 - Pending Review means the draft is waiting for review by an editor prior to publication.
 - Draft means the post has not been published and remains a draft for you.
- You can also change the **visibility** of the Page by clicking the Edit link just to the right of Visibility: within the Publish panel.
 - Public is the default and means the page is viewable to all. There is also an option to make the Post 'sticky'. Sticky posts are placed at the top of all blog posts and stay there even after new posts are published.
 - Password Protected allows you to assign a password to your page. Only people who have the password will be able to access the page.
 - Private hides the content from the public completely. Normal users and visitors will not be aware of private content. You will only see the private content when you are logged into your WordPress blog.



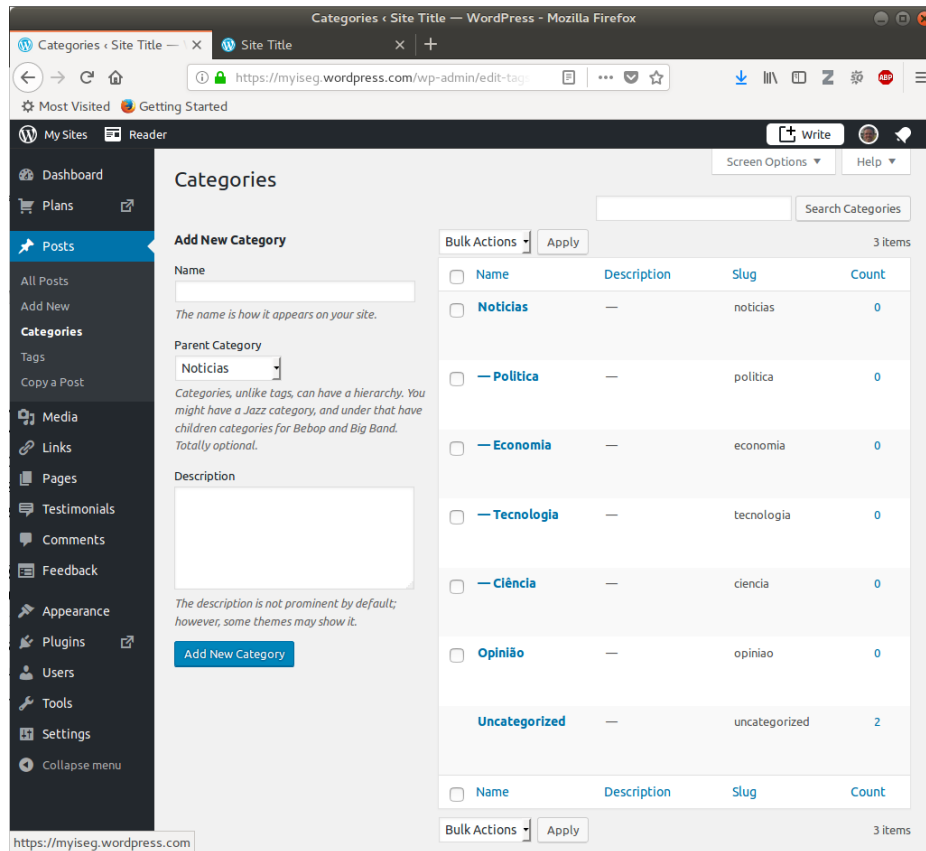


Categories

- You can use categories to define sections of your site and group related posts. The default category is *Uncategorized* but this can be easily changed in your Settings.
- Pages cannot be associated with Categories. You can only associate Categories to Posts.



Categories

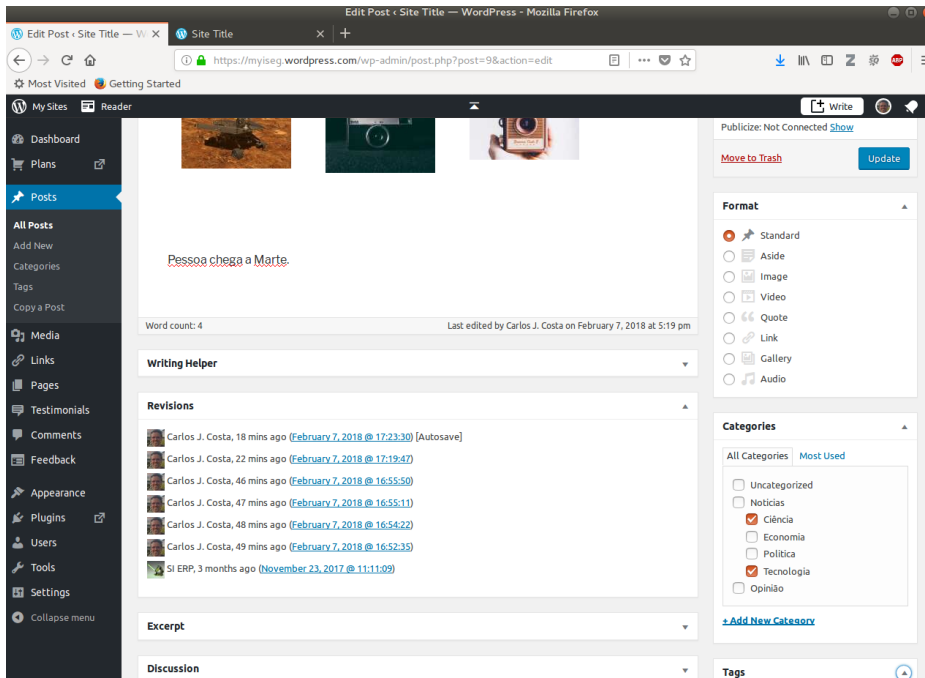


- Categories may be organized hierarchically.
- We may associate a parent category to another category.



Categories

- When a post is edited we may assign several categories to it.





Tags

- Tags are ad-hoc keywords that identify important information in your post (names, subjects, etc) that may or may not recur in other posts. Unlike Categories, Tags have no hierarchy, meaning there's no relationship from one Tag to another.
- Pages cannot be assigned Tags and cannot be associated with Categories. You can only associate Tags and Categories to Posts.









Media Library

- The Media Library is where you can find all the files that you've uploaded.
- There are two different types of views you can select from when viewing your media library.
 1. you can click the List View icon to display your images in a list, or
 2. you can click the Grid View icon to view your images in a Grid layout.



Media Library

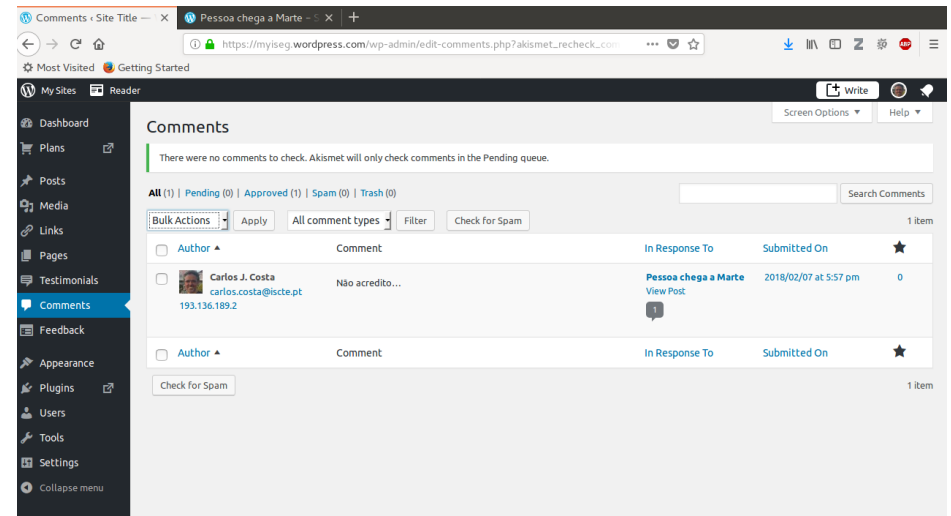
The screenshot shows the WordPress Media Library interface. At the top, there's a navigation bar with 'Media Library' and 'Add New' button. Below it, a status message indicates '322.6 KB out of 3.0 GB upload limit (0%)'. A search bar and filter options are present. The main area displays a table of media items with columns for File, Author, Uploaded to, and Date. The table contains several entries, including a file named 'marte' and several placeholder images.

<input type="checkbox"/>	File	Author	Uploaded to	Date
<input type="checkbox"/>	 marte marte.jpeg	Carlos J. Costa	Pessoa chega a Marte Detach	45 mins ago
<input type="checkbox"/>	 Placeholder Image eruc3psrzhy-jamie-street1.jpg	SI ERP	Pessoa chega a Marte Detach	2017/11/23
<input type="checkbox"/>	 Placeholder Image apple-iphone-books-desk1.jpg Edit Delete Permanently View	SI ERP	Featured Content Detach	2017/11/23
<input type="checkbox"/>	 Placeholder Image oia-416136_19201.jpg	SI ERP	First blog post Detach	2017/11/23
<input type="checkbox"/>	 Placeholder Image apple-iphone-books-desk.jpg	SI ERP	A big fan of yours Detach	2017/11/23
<input type="checkbox"/>	 Placeholder Image logo3.png	SI ERP	Pessoa chega a Marte Detach	2017/11/23



Comments

- A comment is associated to a specific post or page. Each page/post may have several comments.
- Comments are a feature of blogs which allow readers to respond to Posts.
- Typically, readers provide their own thoughts regarding the content of the post.
- Comments allow you to interact more with your site visitors as well as generate feedback and discussion on your Posts.
- The administrator may change the state of the comment from pending to approved, spam or trash.





Appearance

- Selecting Theme
 - Customizing the Site
 - Widgets
 - Update Menu
 - Head
 - Background
 - Editor
- The various Appearance menus allow you to change how your site looks and behaves.
 - If your site has been setup for you by a third party then it's more than likely that you won't need to change any of the settings in here.
 - Depending on the theme that your site is running, you may find that you don't have all the menu options listed here, or you may have a couple of different ones.
 - The reason for this is that a couple of the options under the Appearance section are theme based.
 - For example, the default Twenty Seventeen theme allows you to customize options for how your theme displays.
 - Not all themes will have these option pages, or if they do, they may be under another menu entirely.



Plugins

- Plugins extend and expand the functionality of WordPress. Once a plugin is installed, you may activate it or deactivate it here. There are thousands of plugins available that provide a huge range of functionality.
- Some plugins are already pre-installed in the service Wordpress.com.
- Add additional plugins, are available only on the Business Plan of Wordpress.com service.



Users

When hovering your cursor over each row in the list of Users, links will appear beneath the user name.

- Edit – Allows you to edit the user profile
- Delete – Allows the User to be deleted. This link won't be available for your own profile



Users



Admin



Editor



Author



Contributor



Subscriber

WordPress User Roles



Users

A User can have one of five defined roles as set by the site admin:

- Administrator – has access to all the application.
- Editor – has access to all posts, pages, comments, categories, tags, and links.
- Author – can write, upload photos to, edit, and publish their own posts.
- Contributor – has no publishing or uploading capability, but can write and edit their own posts until they are published.
- Follower (public sites) / Viewer (private sites only) – can read and comment on posts and pages



Users

Capability	Super Admin	Admin	Editor	Author	Contributor	Subscriber
Complete Control of Multi-Site Network	✓					
Change Themes	✓	✓				
Add and Remove Widgets from Sidebar	✓	✓				
Activate and Deactivate Plugins	✓	✓				
Add and Remove Other Users	✓	✓				
Change Roles of Other Users	✓	✓				
Edit, Delete, or Approve Comments	✓	✓	✓			
Add, Edit, or Delete Tags	✓	✓	✓			
Add, Edit, or Delete Categories	✓	✓	✓			
Add and Remove Links	✓	✓	✓			
Edit or Delete Published Posts by Any User	✓	✓	✓			
Publish Posts by Any User	✓	✓	✓			
Write Own Pages	✓	✓	✓			
Edit or Delete Published Pages by Any User	✓	✓	✓			
Edit and Delete Media Files	✓	✓	✓			
Upload Media Files	✓	✓	✓	✓		
View Comments	✓	✓	✓	✓	✓	
Write Own Posts	✓	✓	✓	✓	✓	
Edit Own Posts	✓	✓	✓	✓	✓	
Edit Own Profile	✓	✓	✓	✓	✓	✓



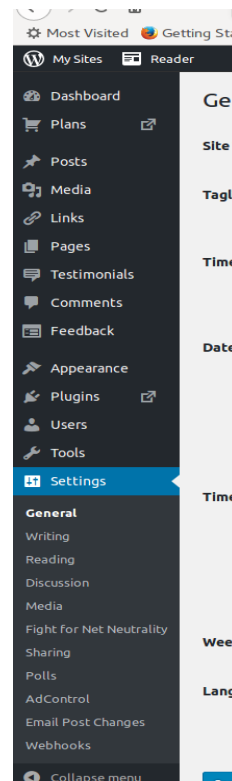
Tools

- The Tools menu provides some handy administration tools.
- Most of the time though, they're used when setting up or configuring your WordPress site.
- The Import option provides you with various tools for importing content from other blogging systems.
- The Export option is used to export your data in XML format, from your WordPress site.



Setting

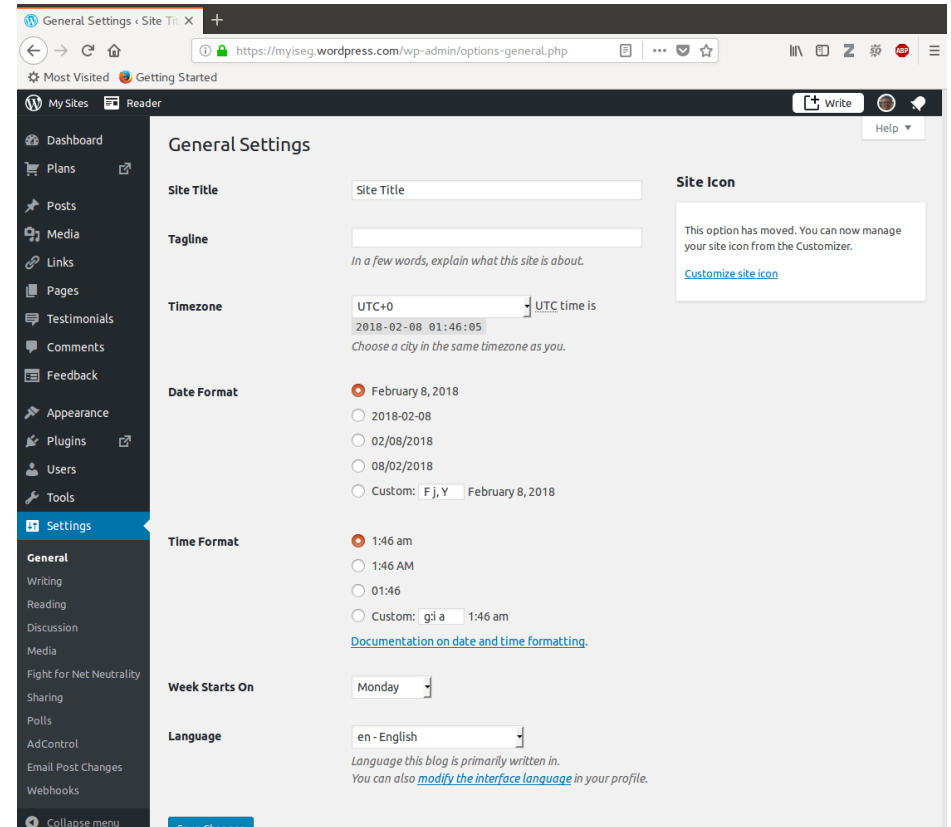
- The various Settings screens are used to configure your WordPress site. Normally, once your WordPress site is set up there's no reason to change any of these settings.
 - General
 - Writing
 - Reading
 - Discussion
 - Media
 - Permalinks





Setting

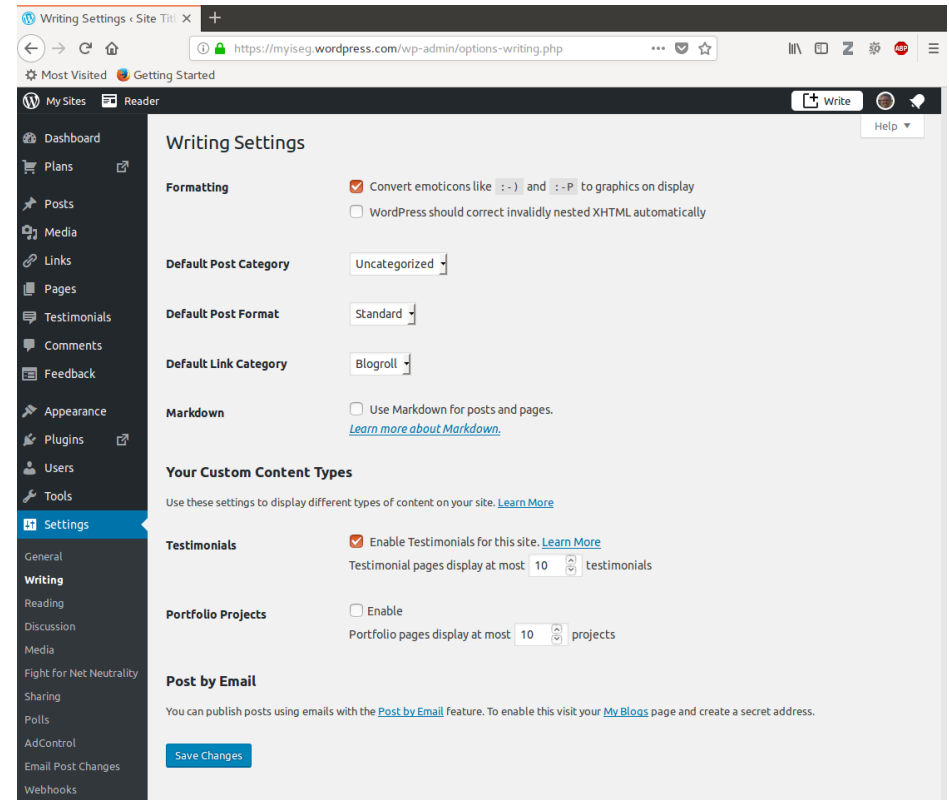
- **General**
- The General settings configure your basic site preferences such as
 - the Site Title
 - and Tag Line,
 - Timezone
 - Date Format
 - Time Format
 - Week starts
 - Language
 - Site Icon
- In a self installed wordpress, it also allows to set the WordPress Address Site Address, the administrators email address and the date and time format, among other things.





Setting

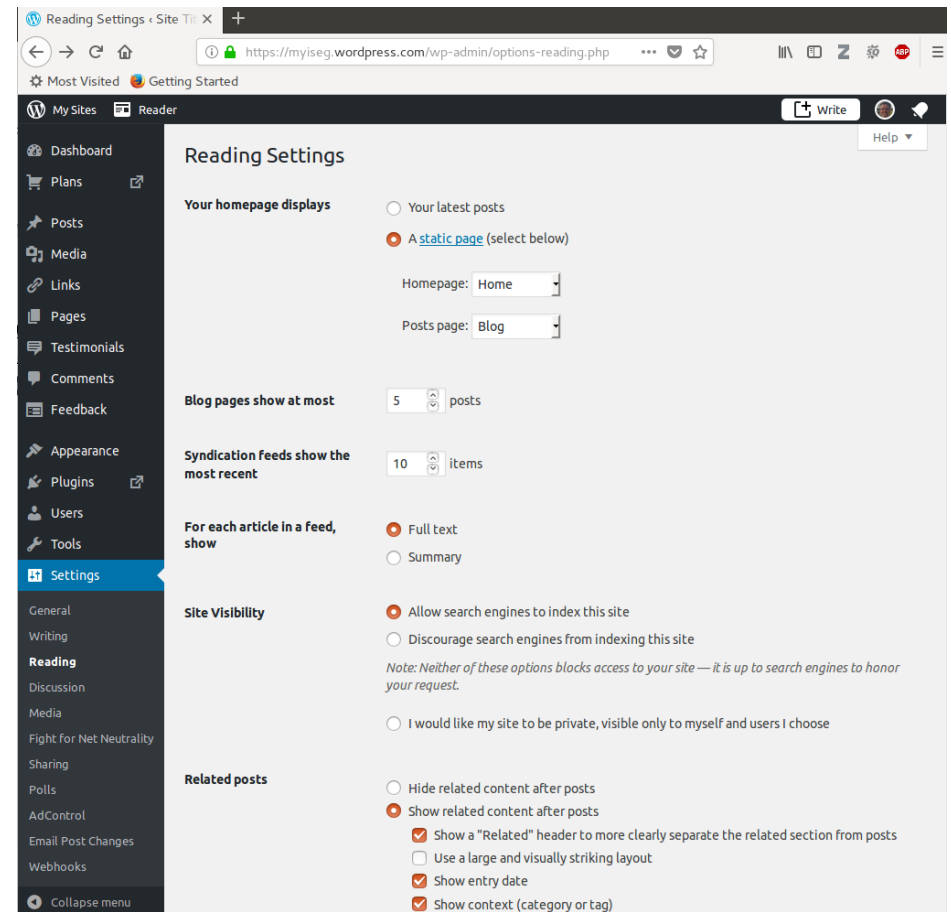
- **Writing**
- The Writing settings configure various options with regards to your site content.
- Settings include defining the
- Default Post Category,
- Default Post Format (if supported by your Theme)
- Default Link Category (if the Link Manager plugin is installed)





Setting

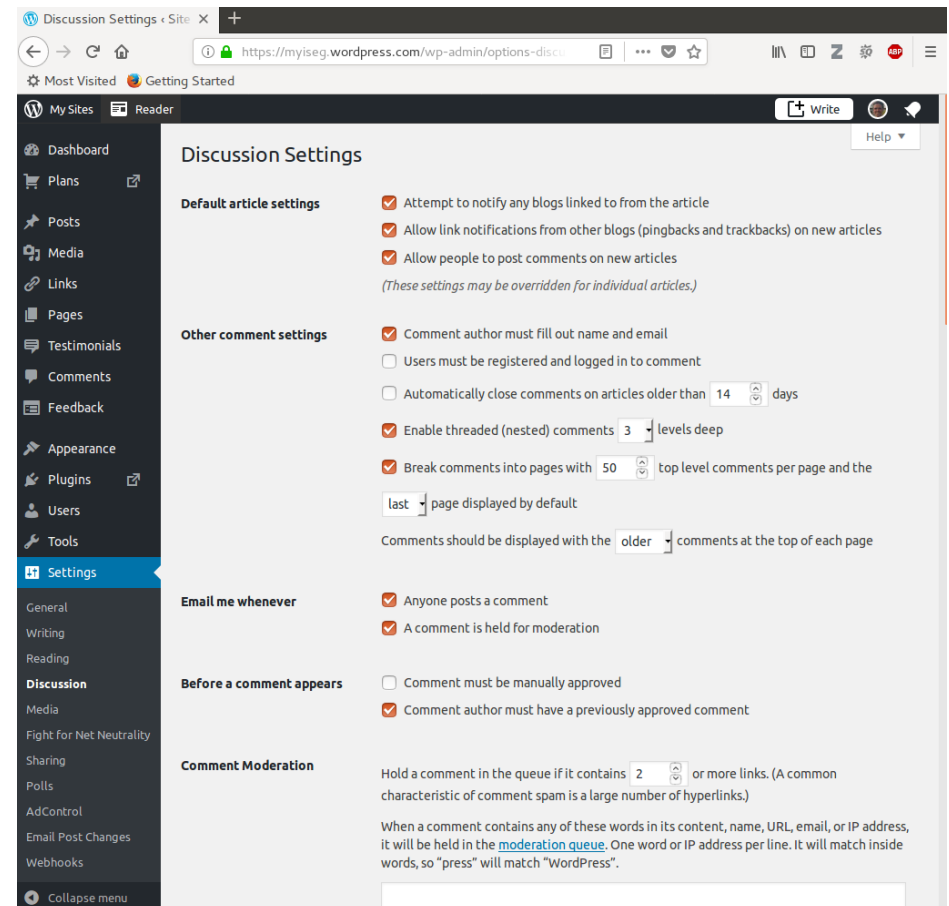
- **Reading**
- The Reading settings configure how your site is viewed.
- You can define whether your front page displays a static Page or your blog Posts.
- You can define how many blog posts are displayed by default as well as Syndication/RSS options.
- If you configure your site to display a static front page, you can set which page to display and also which page will show your blog posts.





- **Discussion**
- The Discussion settings define how your readers interact with your site and how your site interacts with other blogs

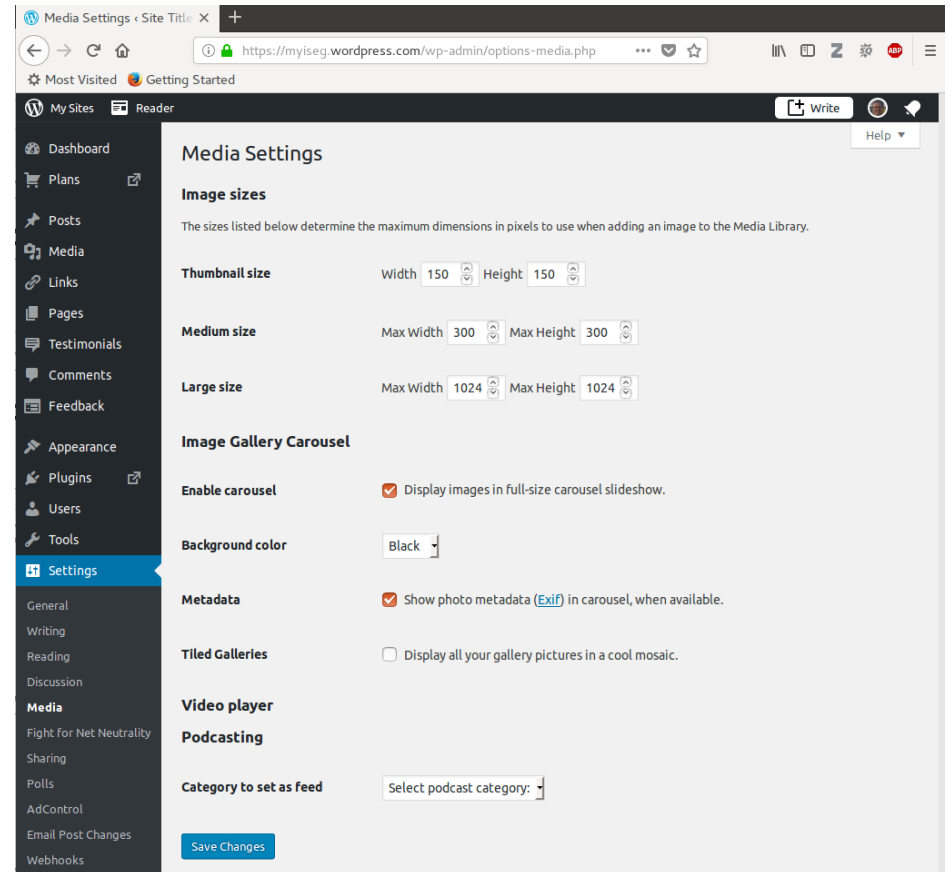
Setting





- **Media**
- The Media settings define the default image sizes that are created when an image is uploaded.

Setting





Setting

- **Permalinks**
- The Permalink settings enable you to configure the URL format that is displayed in the web browser when someone browses your site.



Bibliography

Hortin, A. (2015). *Easy WP Guide WordPress Manual*. Maddison Designs.

Sabin-Wilson, L. (2015). *WordPress Web design for dummies*. John Wiley & Sons.

Williams, B., Damstra, D., & Stern, H. (2015). *Professional WordPress: Design and Development*. John Wiley & Sons.

<https://ithemes.com/tutorials/what-is-wordpress/>