

Carlos J. Costa Manuela Aparício

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:

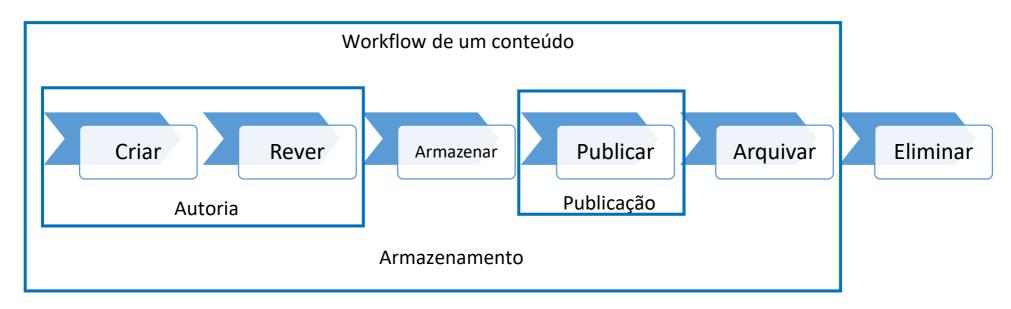
- Conteúdo
- Tema (Aspeto)
- Estrutura

Permite disponibilizar e gerir informação da Web.



Processo de um CMS

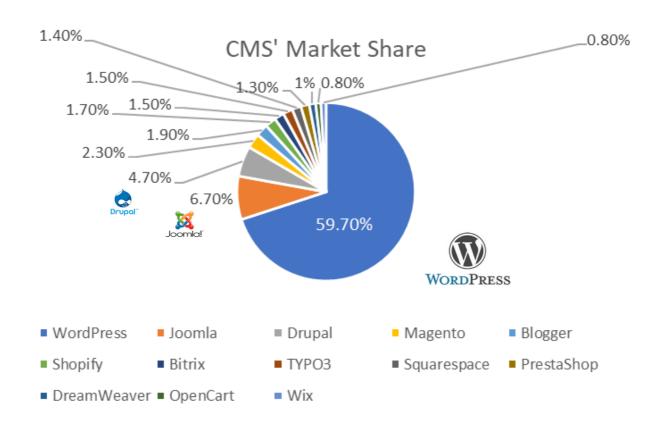
- Um CMS integra e automatiza os processos de suporte ao ciclo de vida de conteúdos (texto, imagem, som, video, aplicações) na Internet.
- Gere os utilizadores de acordo com diversas permissões de acesso.



(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





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; 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 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.



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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.



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



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



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



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.

MODELINIA

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.

Mpebeast

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



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Technology









TechCrunch

A blog about technology startups 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.



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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 goingson 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.



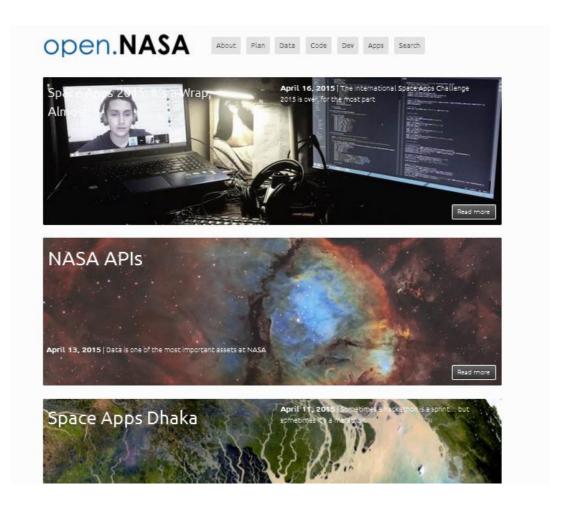
Laughing Squid is both a cloud-based web hosting company and a popular blog featuring art, culture, & technology.

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 VIP for enterprise WordPress support, training, and hosting.

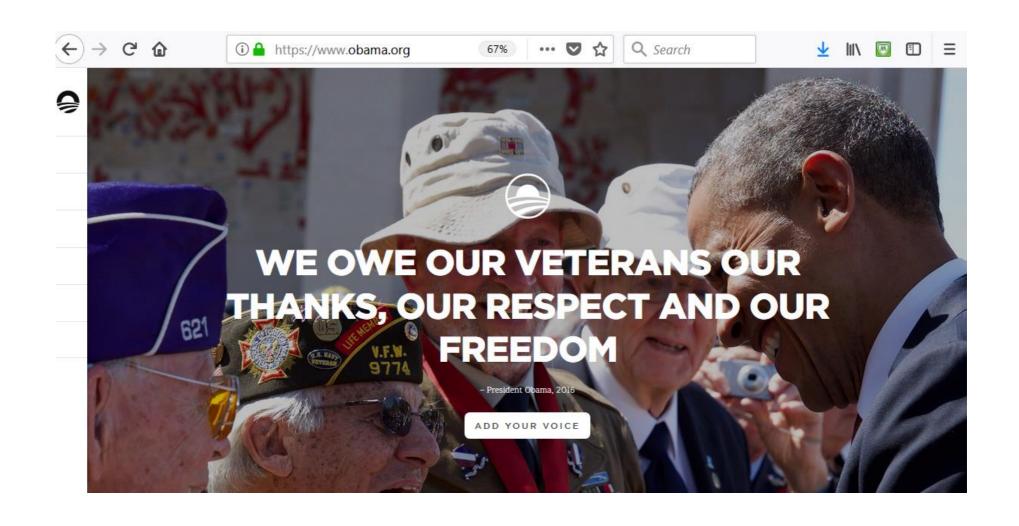
Note: Some of the sites listed here are hosted by WordPress.com and others are self-hosted using WordPress.org. You can find out more here.





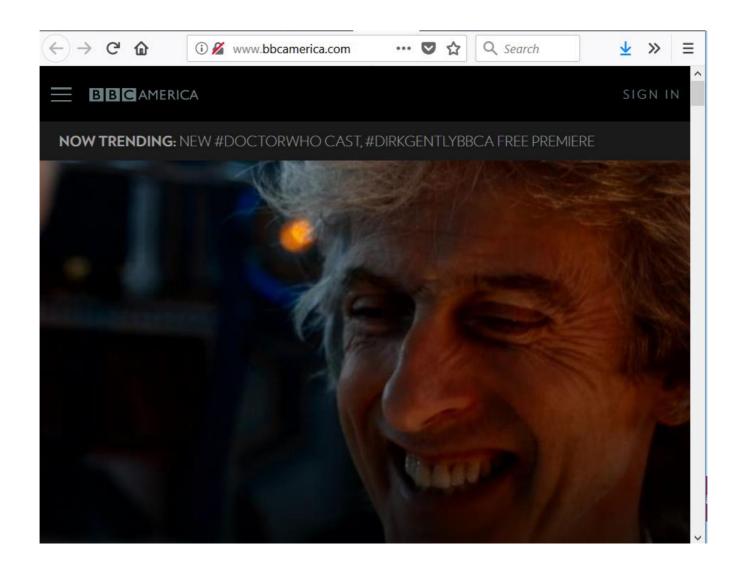
http://open.nasa.gov/





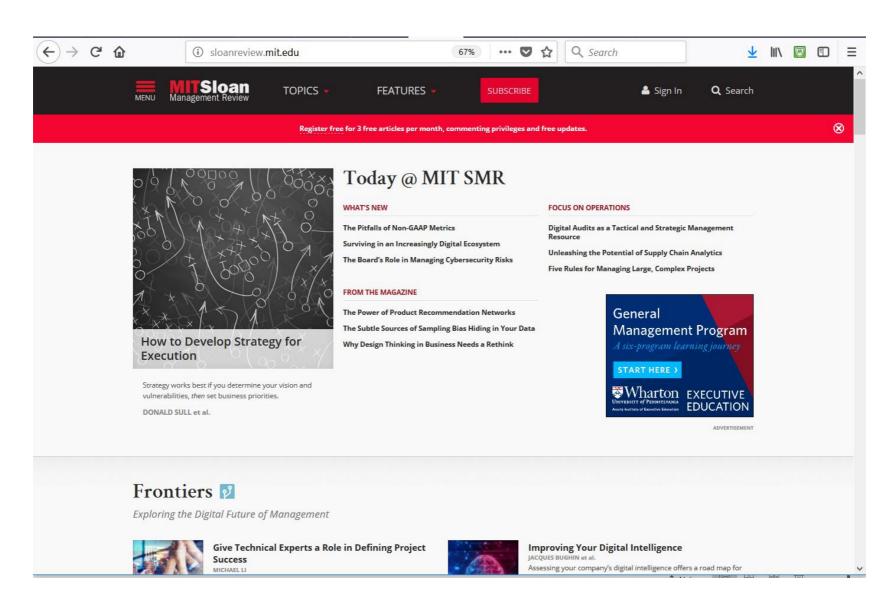
https://www.obma.org





http://www.bbcamerica.com





http://sloanreview.mit.edu





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



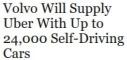
Why AT&T and Time Warner May Have a Strong Case to Merge

NOVEMBER 20, 2017, 5:48 AM EST

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

Sign up for the Fortune CEO Daily





Meet Alphabet's Guru of Googley Rigor

Ruth Porat's Googleyness, Another Al 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



RANKINGS









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

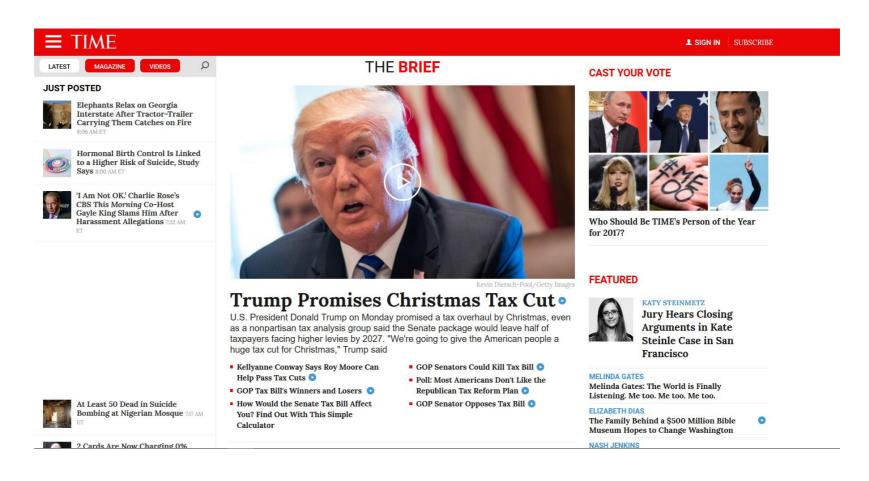


By Sy Mukherjee

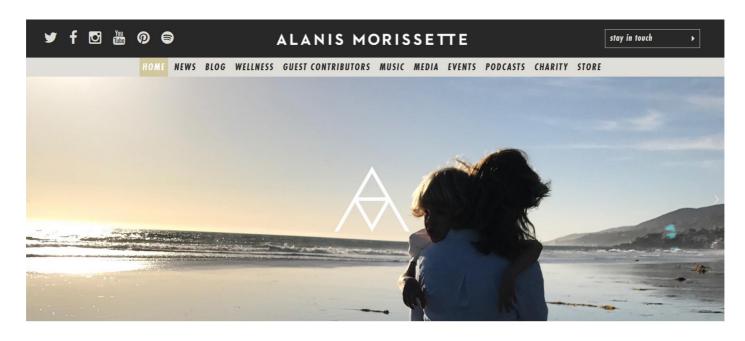
Americans Are Embarrassingly Bad at Eating Fruits and

http://fortune.com/





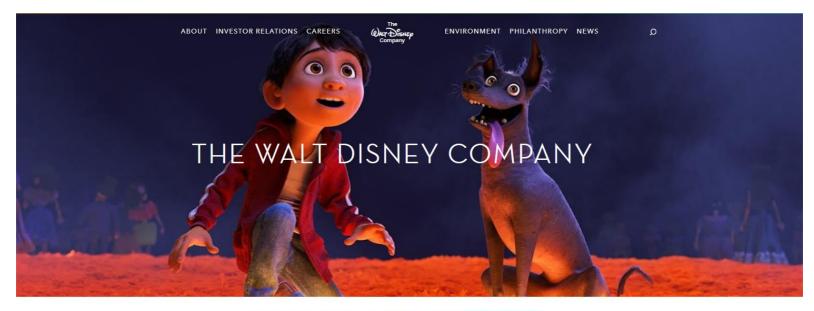
http://time.com/



RECENT POSTS

http://alanis.com/





DIS as of 04:02PM EST \$102.75 ↓ -0.69 (-0.67%) VIEW STOCK DETAILS



https://thewaltdisneycompany.com/





Sections

News

Entertainment

Life

Business

Financial Post Biz

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Sports

Travel

Driving

Obituaries

Jobs











Don't Miss!



Being held captive in constant fear was an 'intolerable situation' for her children, says Joshua Boyle's wife



In the end, it will be about how much of her dubiously acquired wealth 'Gucci Grace' can keep



Queen Elizabeth and Prince Philip go platinum: Royals celebrate 70th wedding anniversary



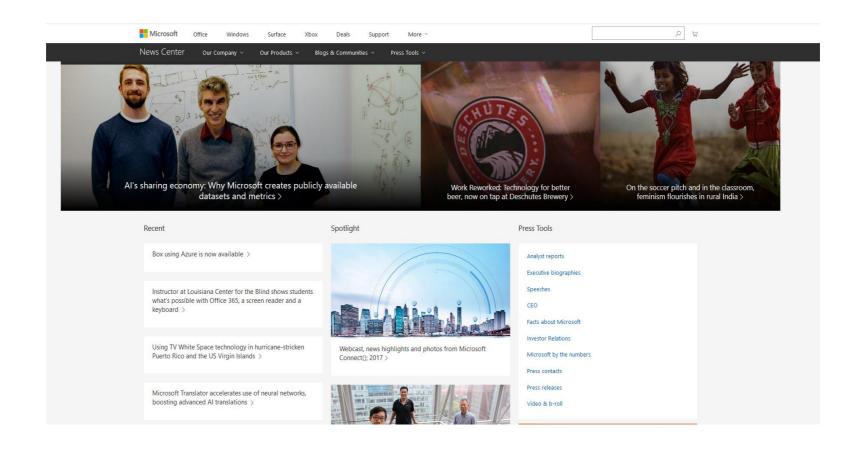
Charles Manson dead at 83: Cult leader 'was an evil, sophisticated con man'

Latest Videos



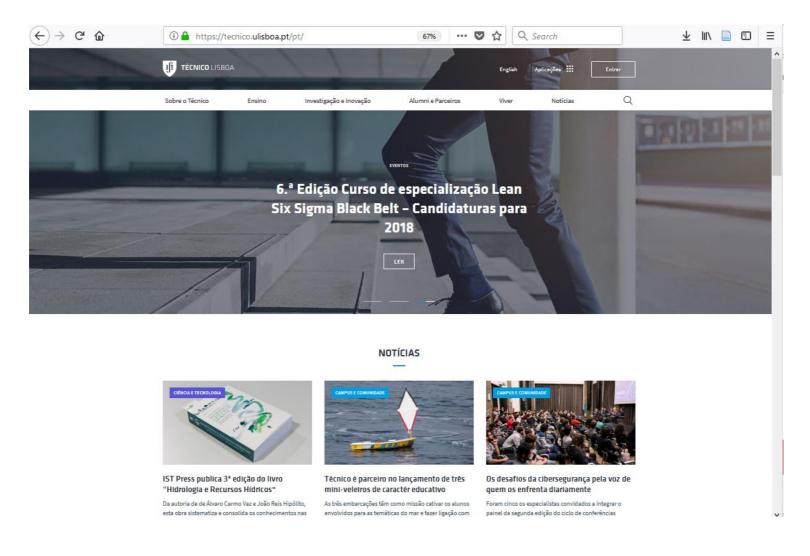
http://o.canada.com/





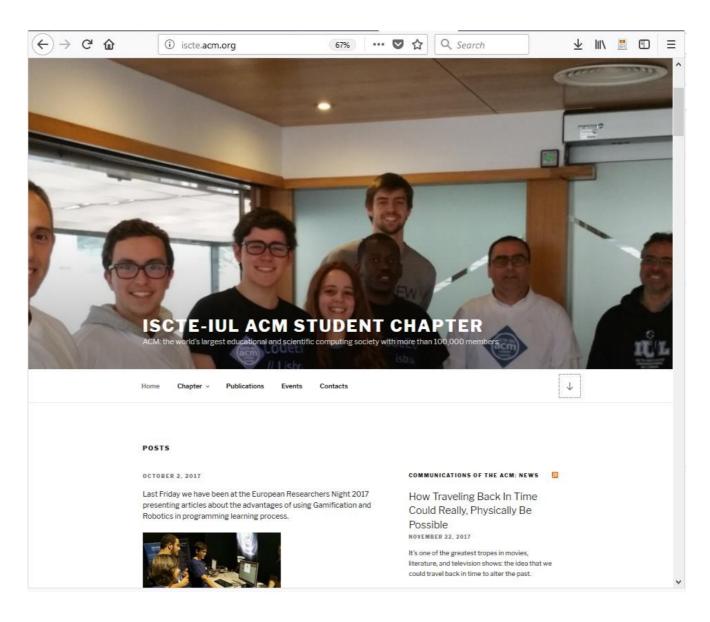
https://news.microsoft.com/





https://tecnico.ulisboa.pt/





http://iscte.acm.org/



Ainda há mais:

https://wordpress.org/showcase/



Evento: Wordcamp





Evento: Wordcamp 2017





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





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

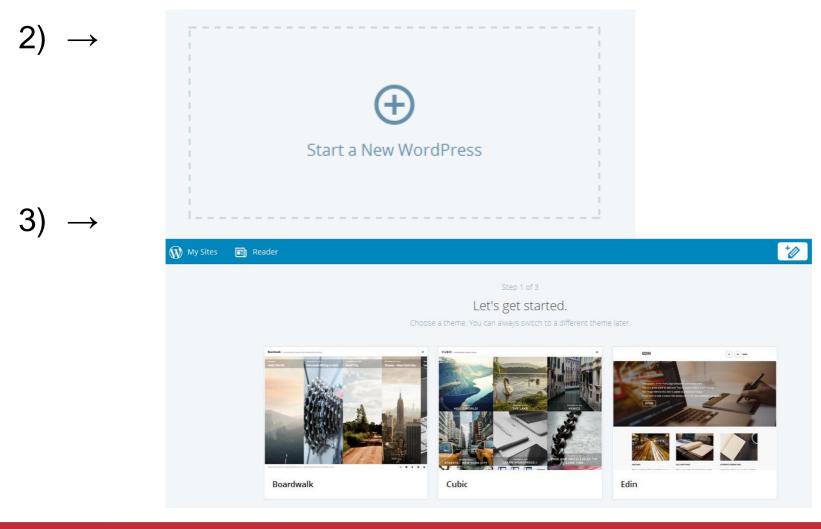






Criar conta e site de Wordpress

1) Depois de Criar a conta no wordpress.com

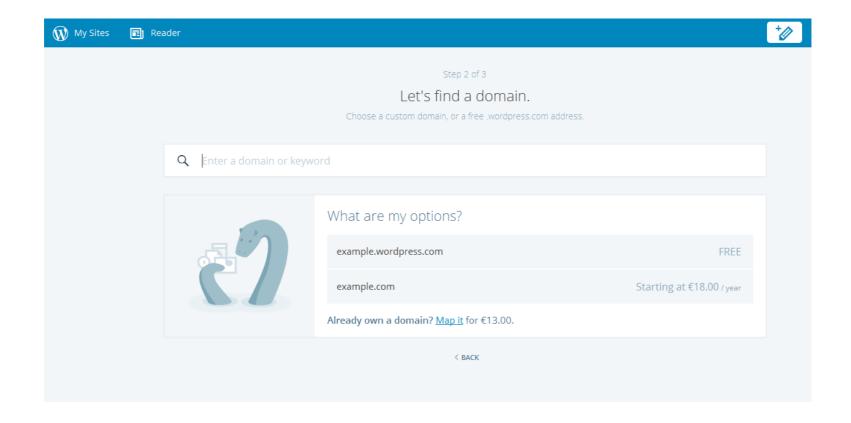




Criar conta e site de Wordpress

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

5)

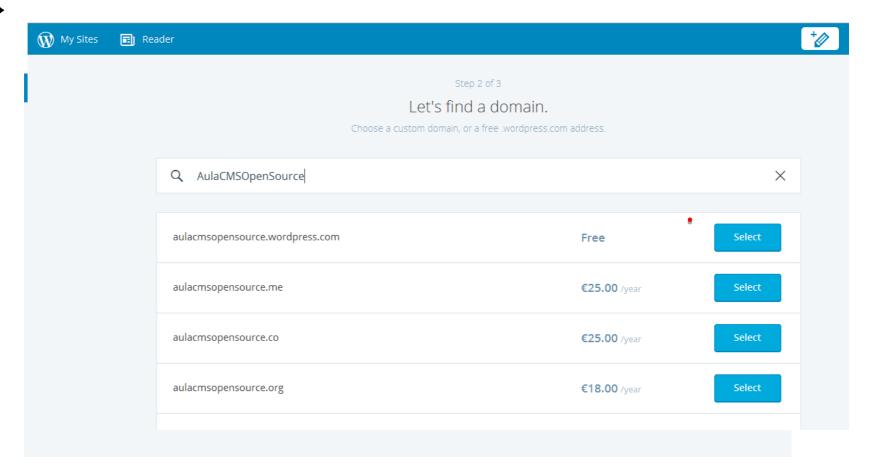




Criar conta e site de Wordpress

6) Escolher o nome

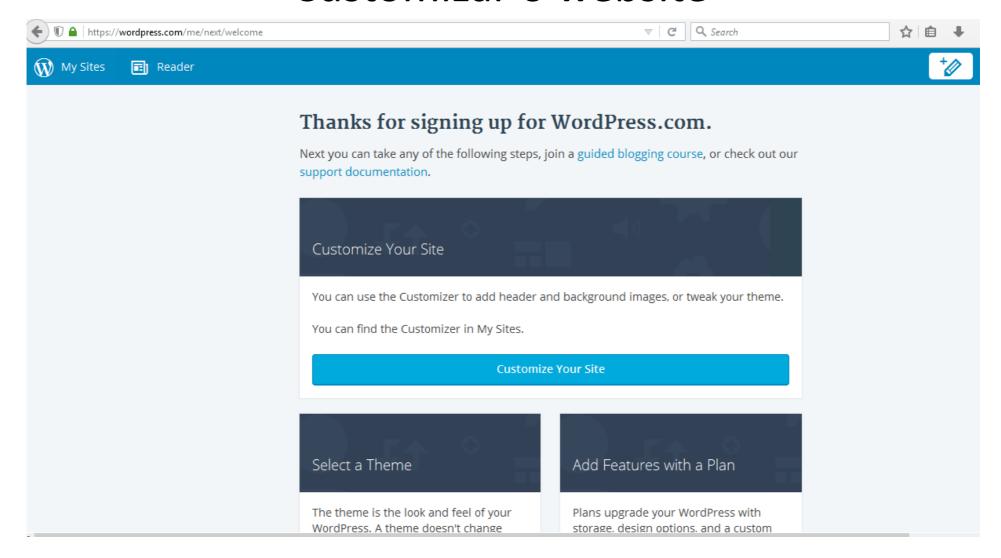
 $7) \rightarrow$



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



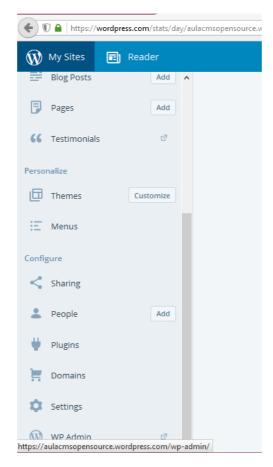
Customizar o website





Customizar o website

Na barra da esquerda

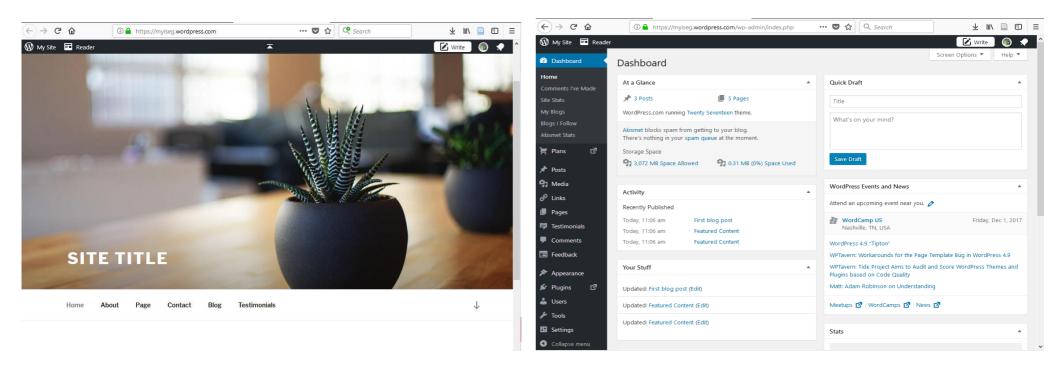


Ou então no http:// xxxxxxxxxxxxwordpress.com/wp-admin



Frontend

Backend

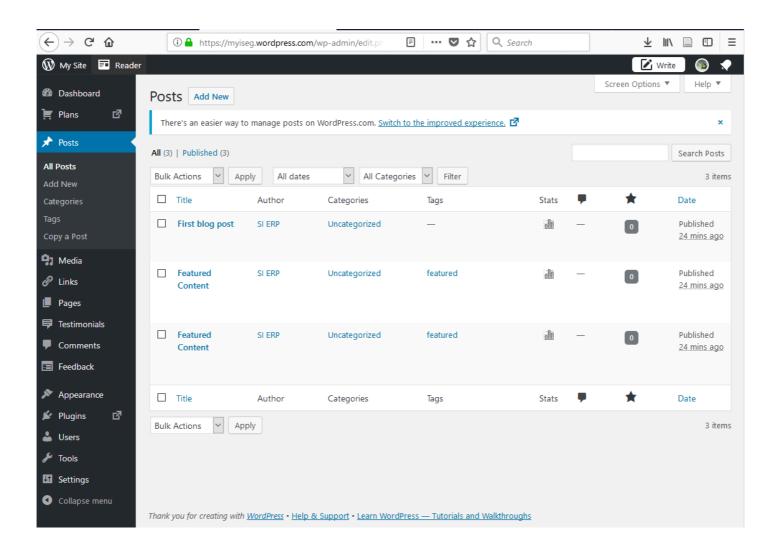


http://xxxx.wordpress.com

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



Artigos (Posts)



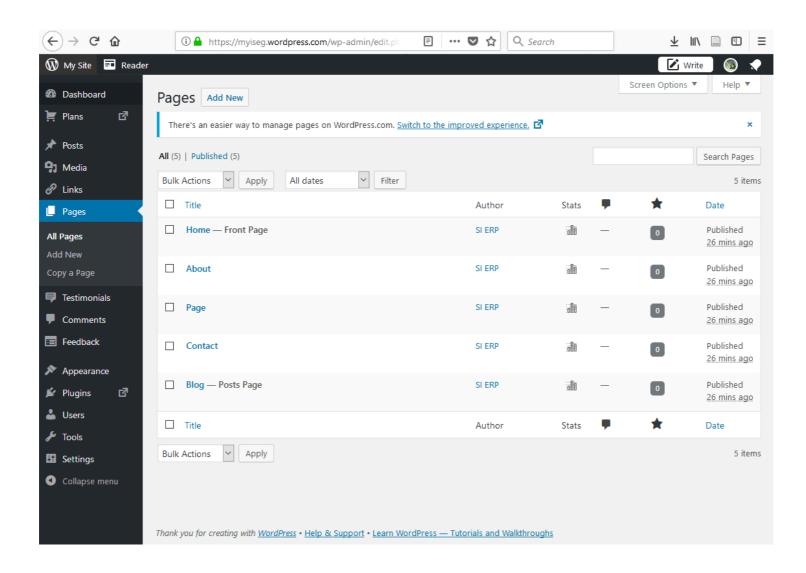


Posts/ Artigos & Categorias & Tags

- 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 subassuntos diversos
- Permite criar hierarquia de categorias
 - Cada conteúdo deverá estar incluído numa categoria ou subcategoria
- O WordPress permite criar Tags/ Palavras-chave.

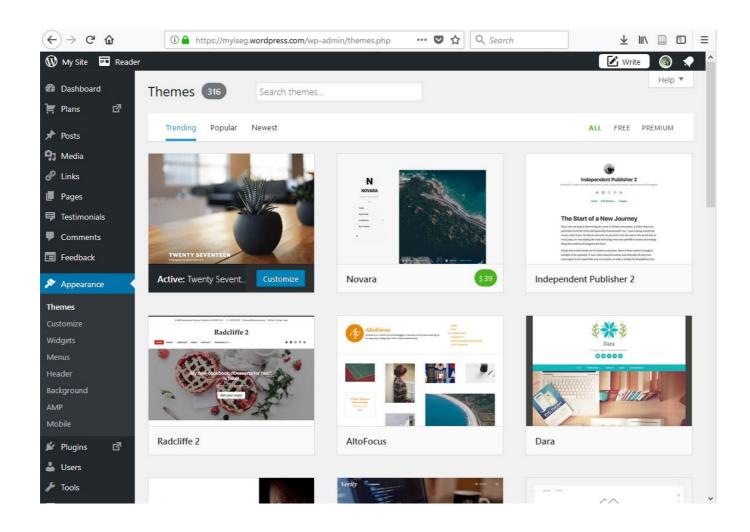


Páginas



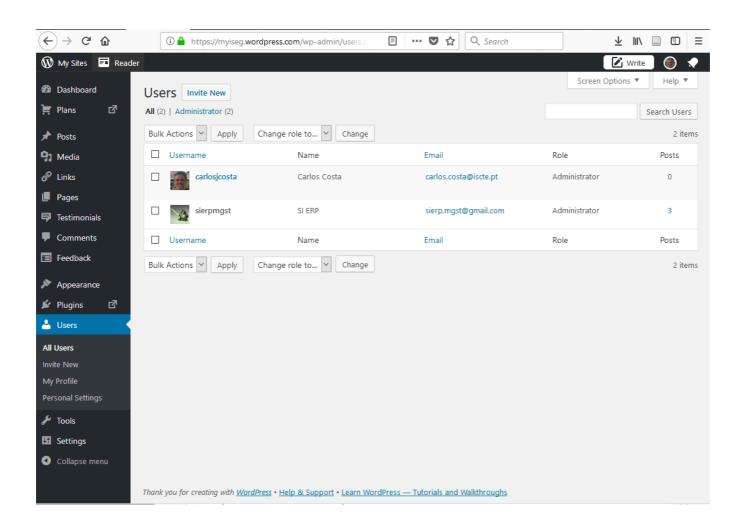


Aparência



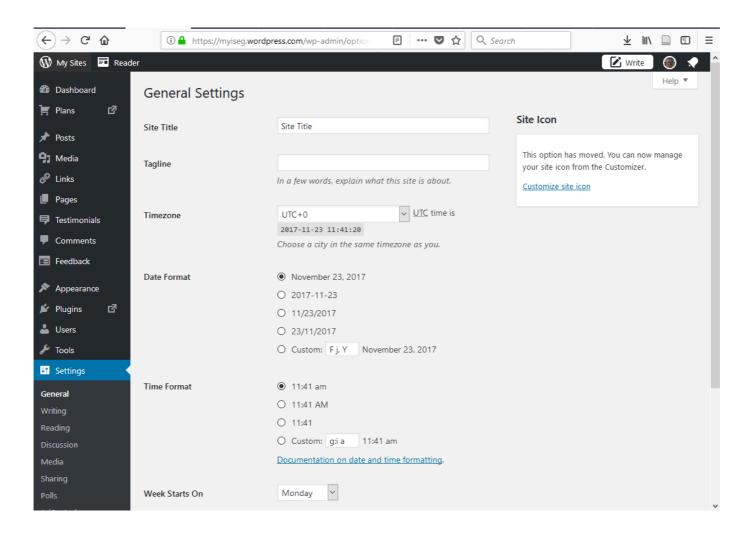


Utilizadores





Configurações Gerais





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/



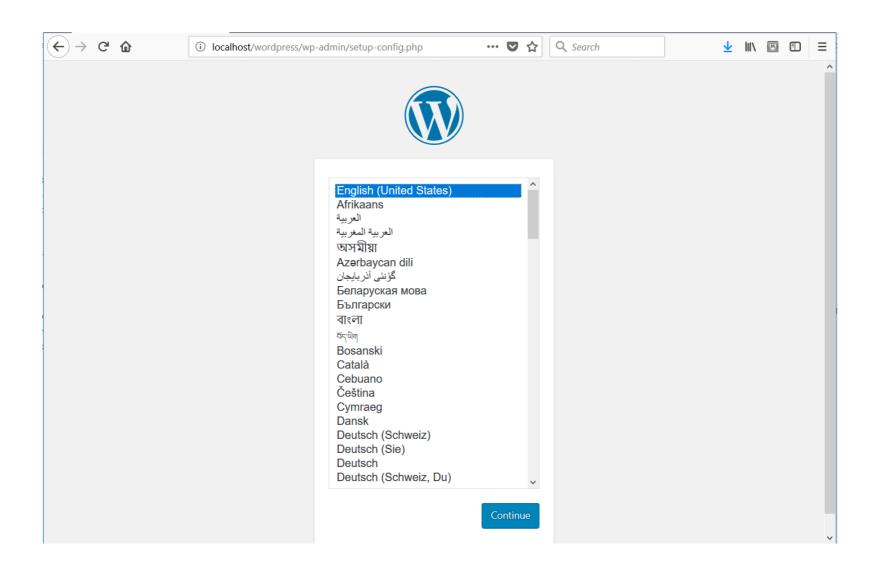


Instalação num servidor local

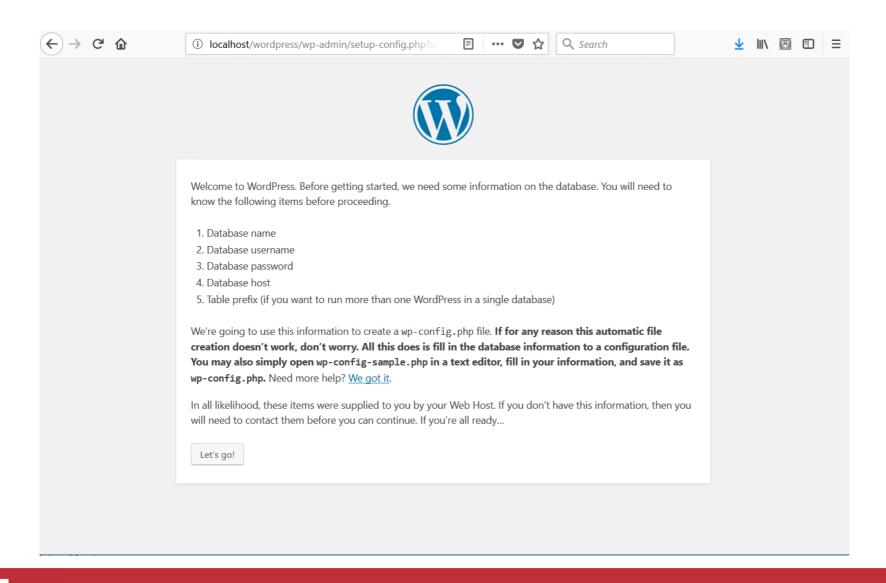
- Ter XAMPP instalado e a funcionar
- Fazer download e descompactar para pasta c:\xampp\htdocs\wordpress
- Colocar no browser o seguinte URL: http://localhost/wordpress





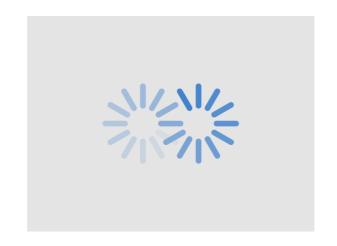




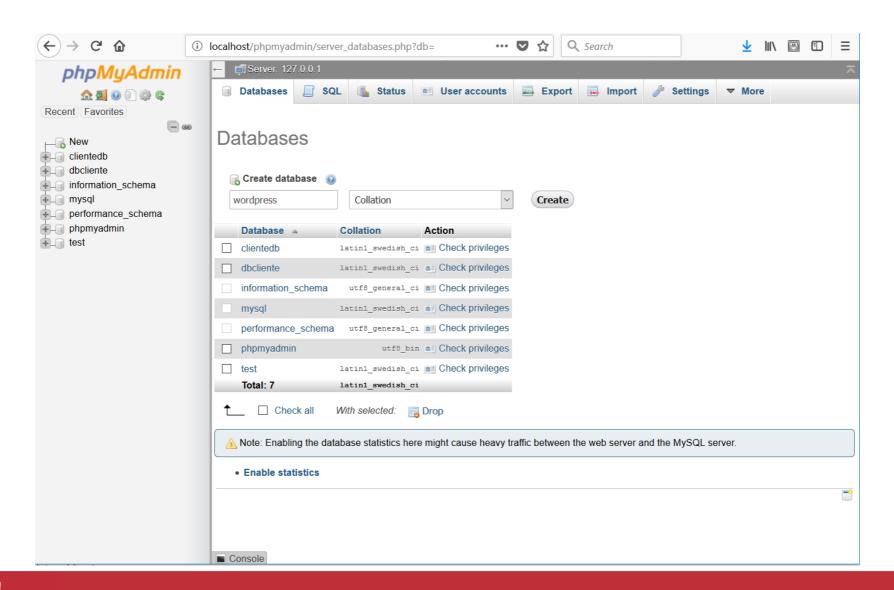




Entretanto tem que se criar Base de Dados no phpmyadmin



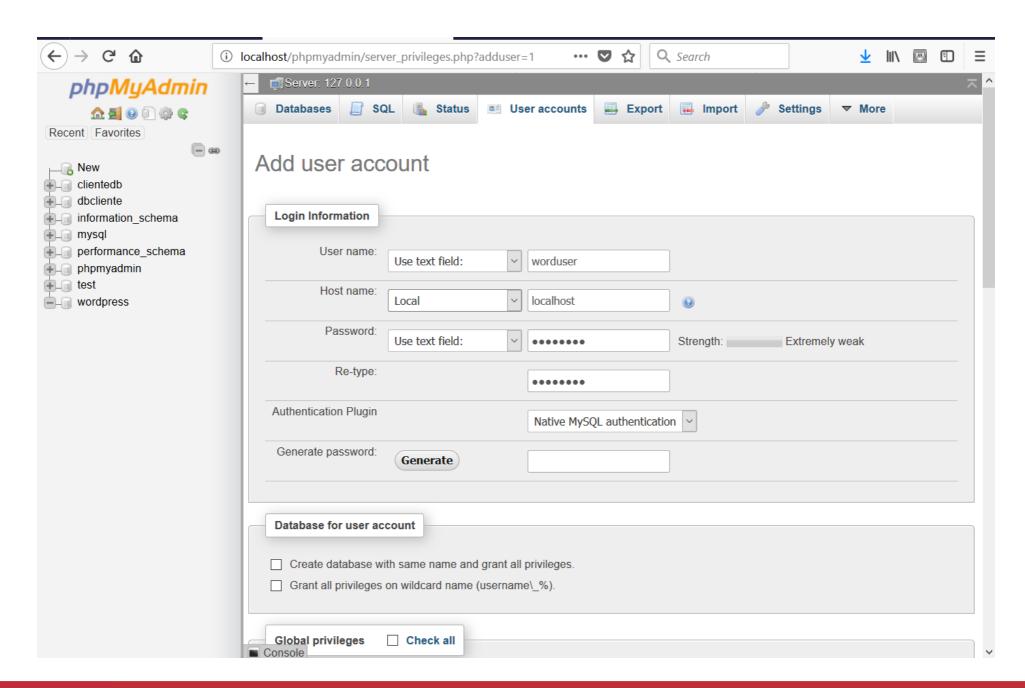






Convem aproveitar para criar um utilizador no MySQL

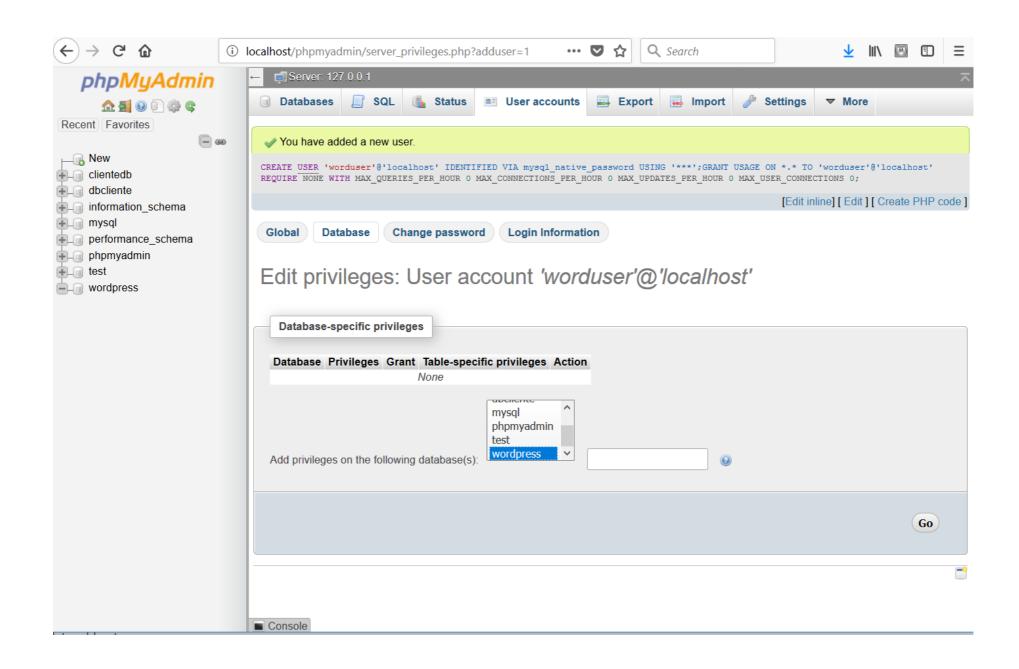




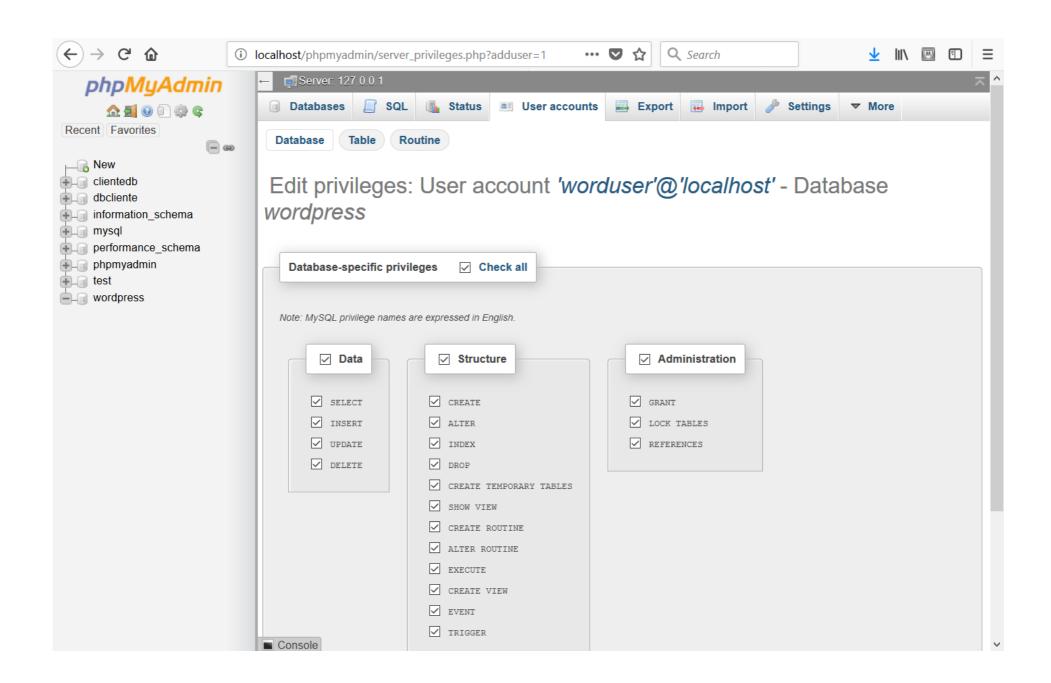


Atribuir privilégios para sobre a base de dados criada







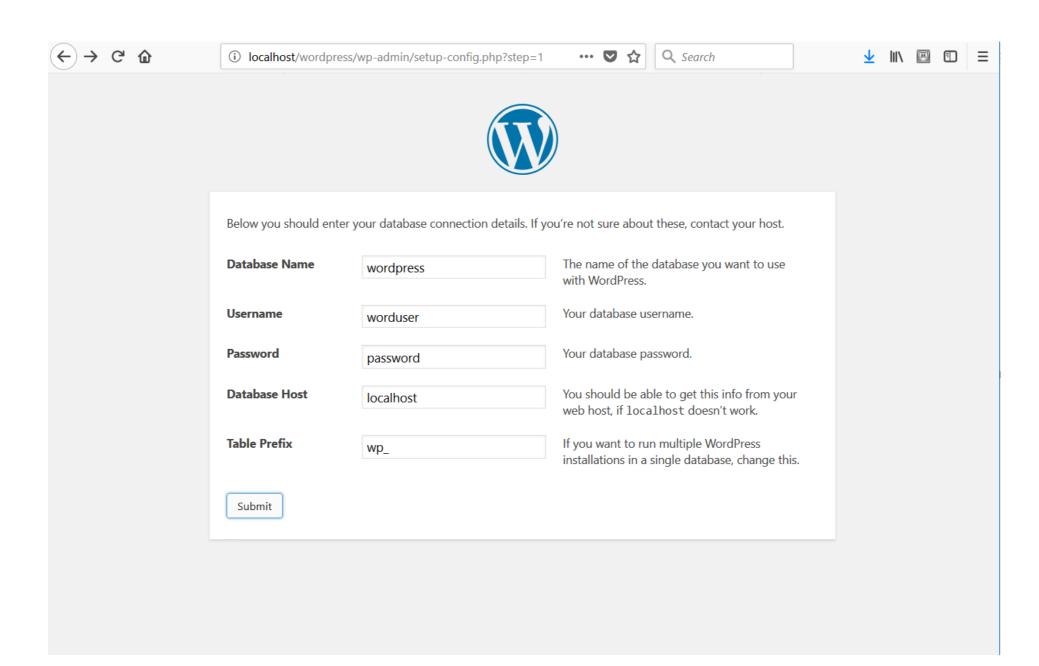


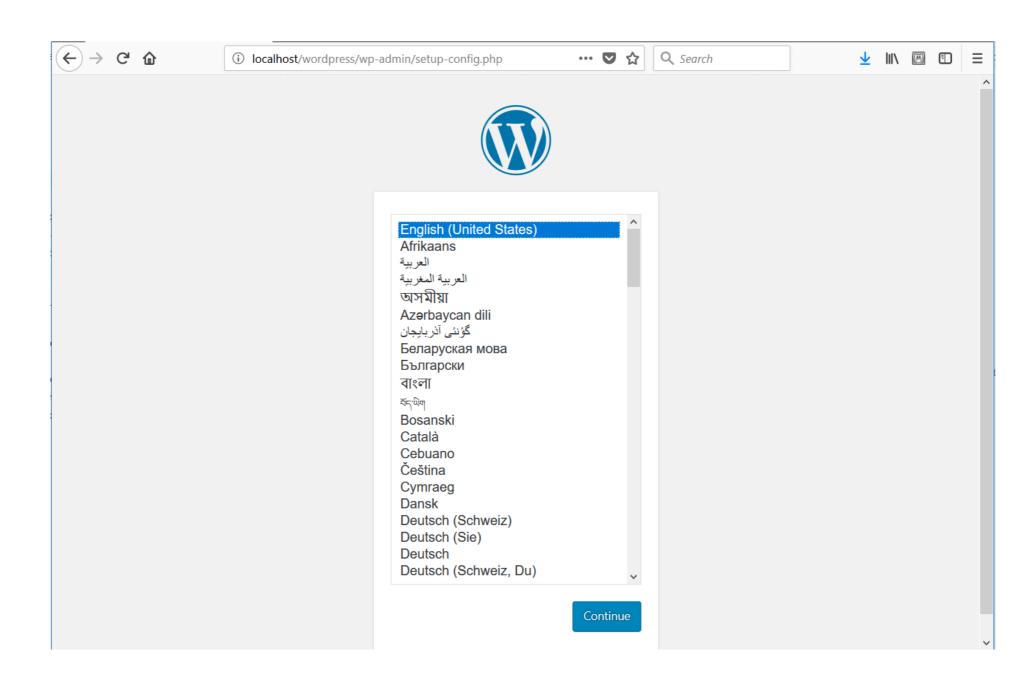


Voltar ao Wordpress (http://localhost/wordpress)

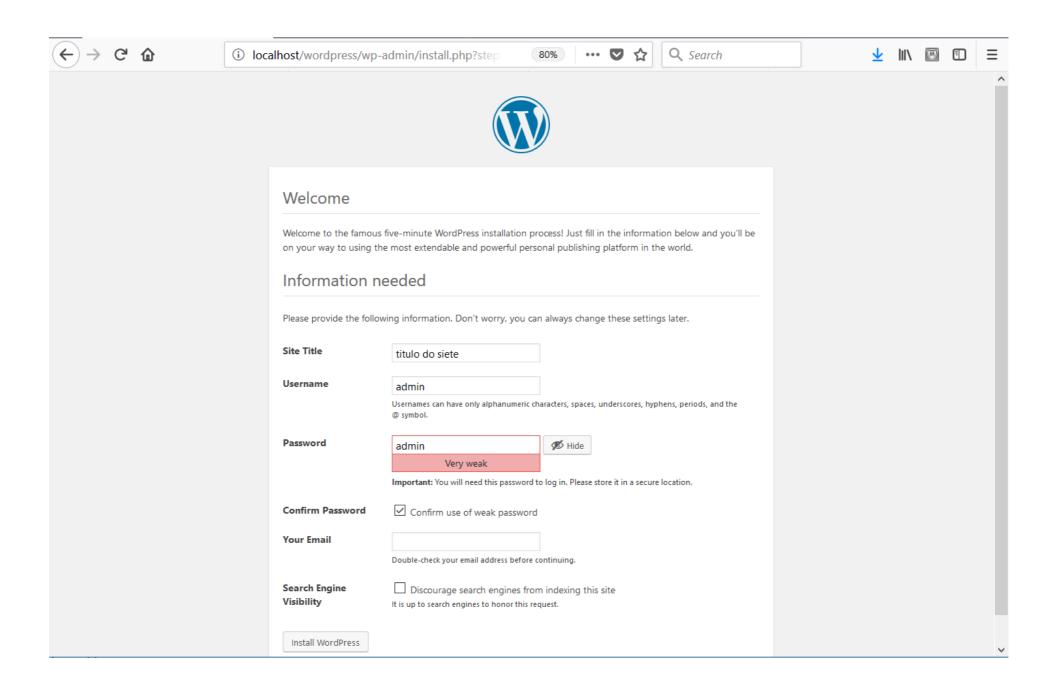




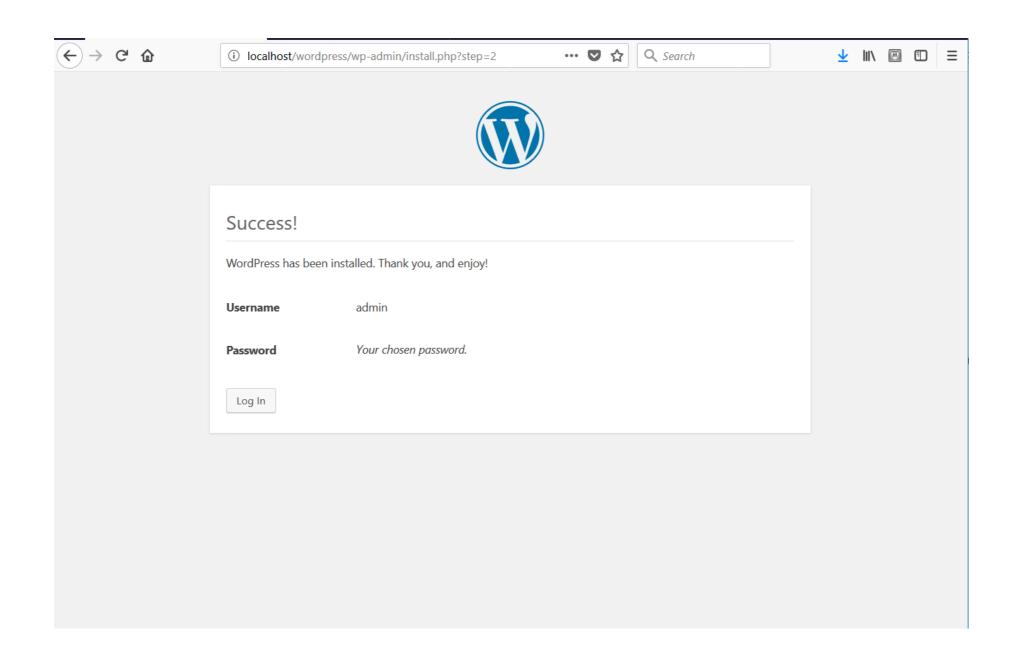




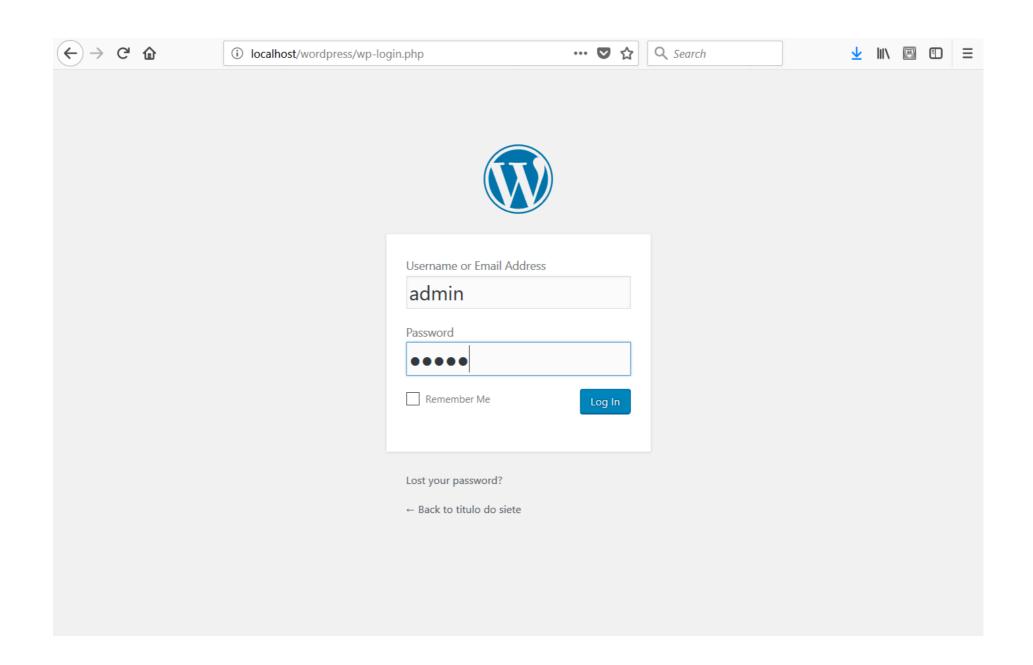








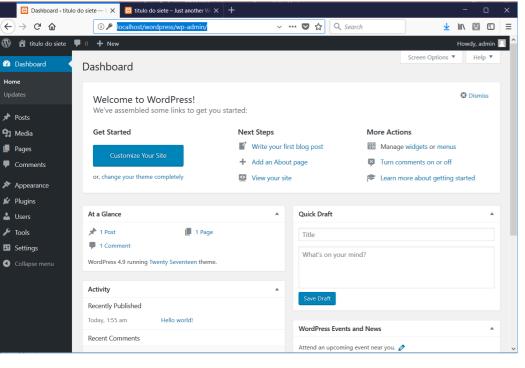


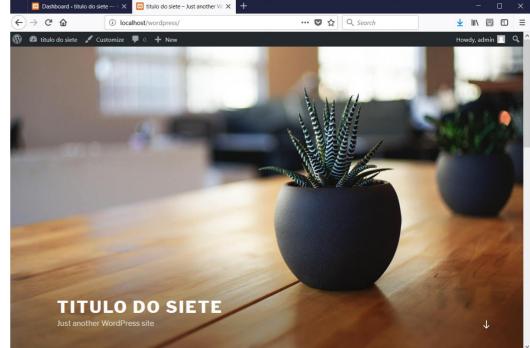




Backend

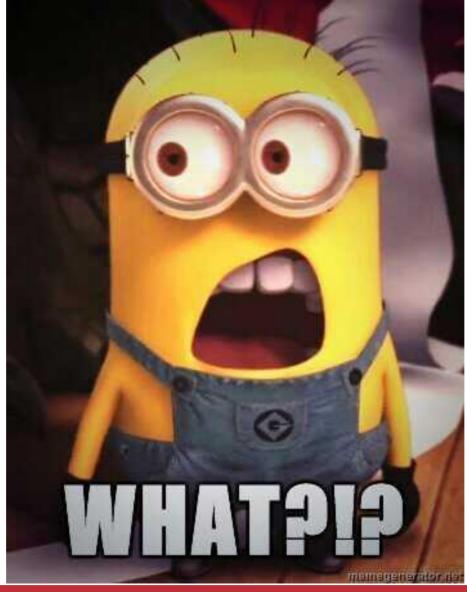
Frontend







Questões?





Referências

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- Wordpress Features in:http://wordpress.org/about/features/
- WordPress Codex: http://codex.wordpress.org/

