



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:

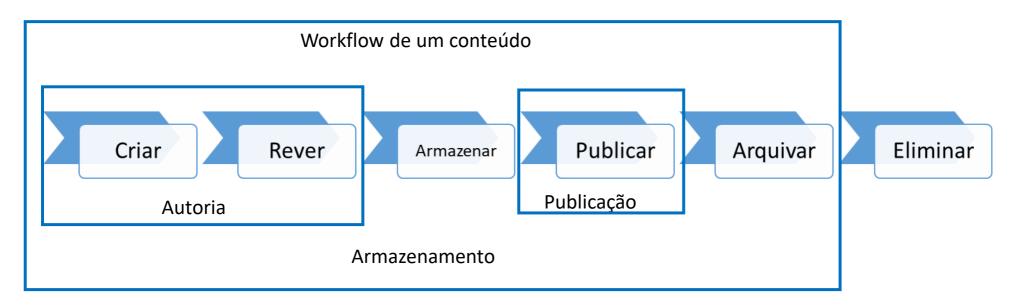
- Conteúdo
- Tema (Aspeto)
- Estrutura

Permite disponibilizar e gerir informação da Web.



# Processo de um CMS

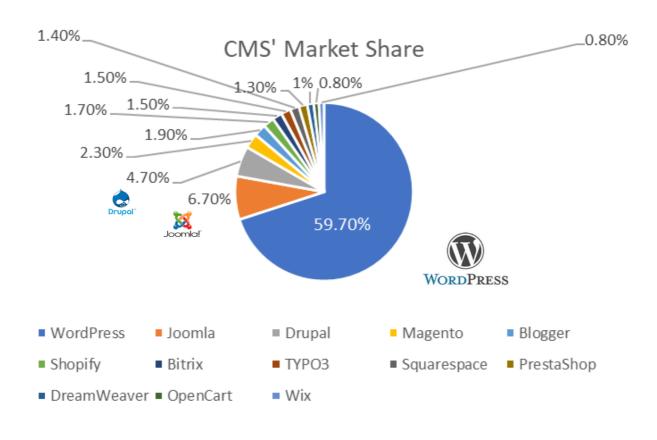
- Um CMS integra e automatiza os processos de suporte ao ciclo de vida de conteúdos (texto, imagem, som, video, aplicações) na Internet.
- Gere os utilizadores de acordo com diversas permissões de acesso.



(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





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 Hork 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.

## **M**ODELINIA

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

## **Style**Watch

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.



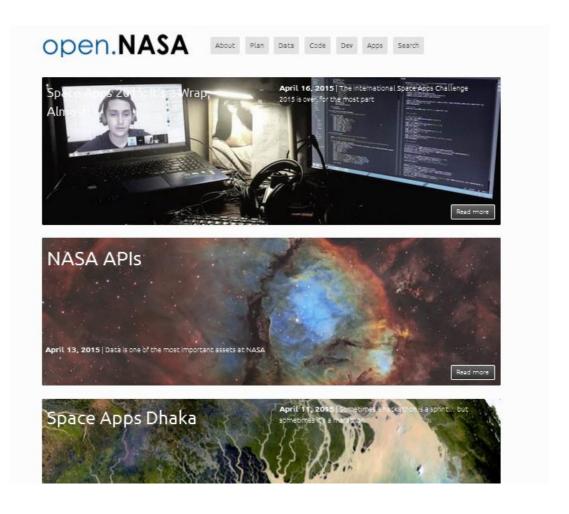
Laughing Squid is both a cloud-based web hosting company and a popular blog featuring art, culture, & technology.

### **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.

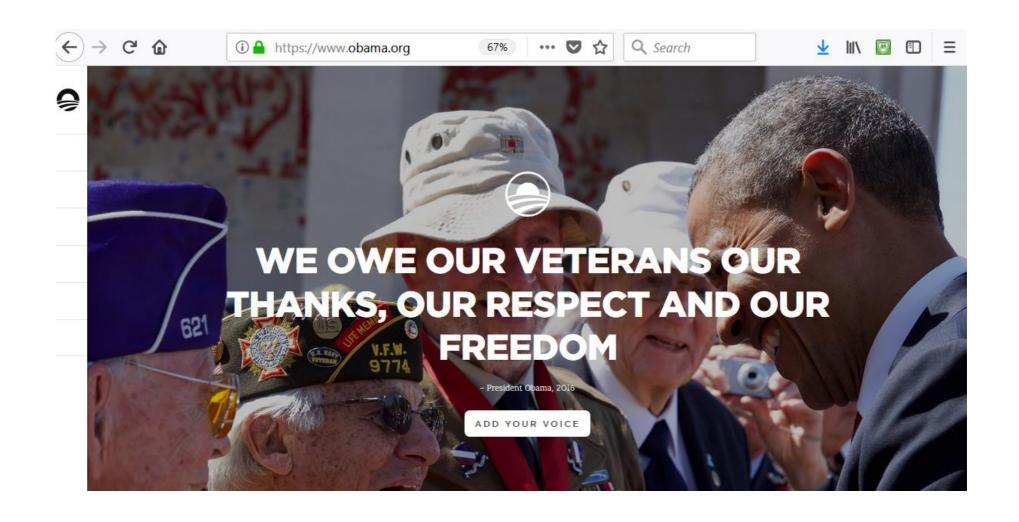
Note: Some of the sites listed here are hosted by WordPress.com and others are self-hosted using WordPress.org. You can find out more here.





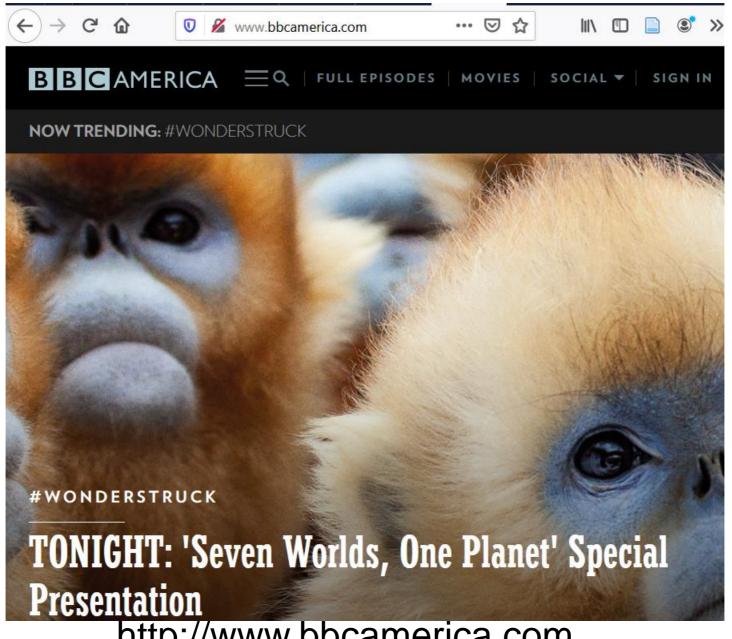
http://open.nasa.gov/





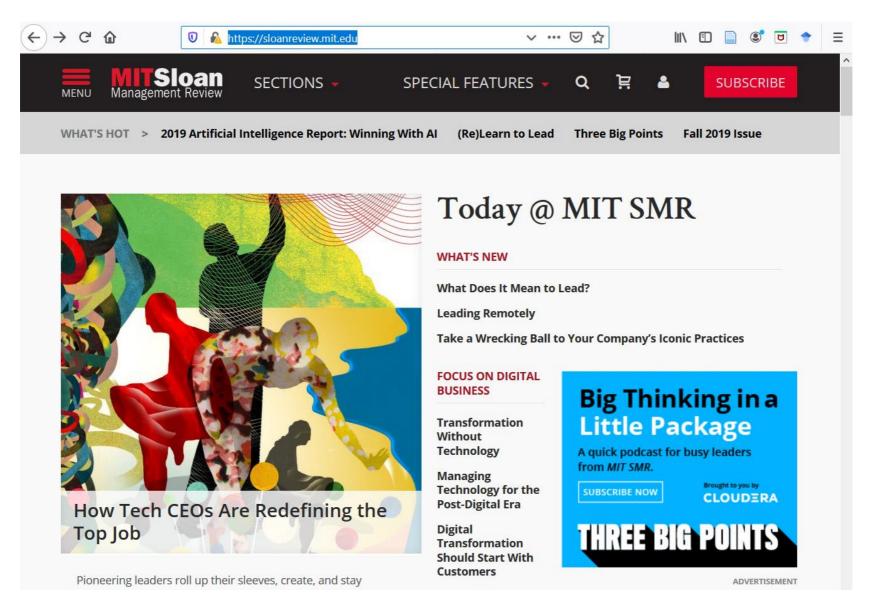
https://www.obma.org





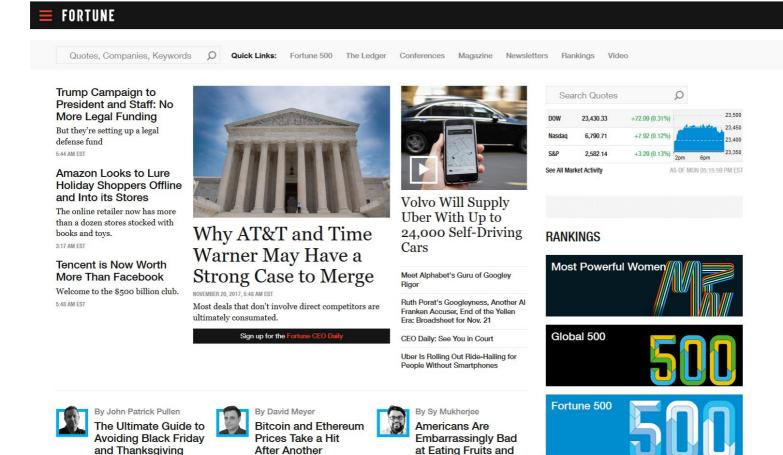
http://www.bbcamerica.com





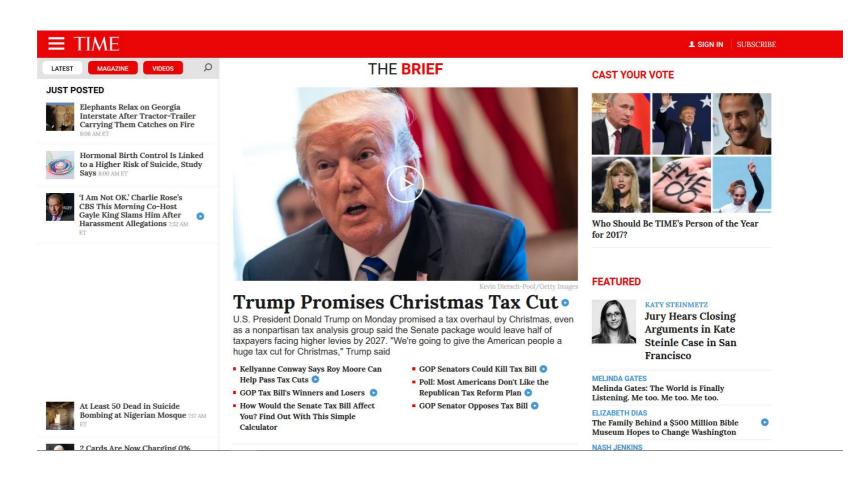
http://sloanreview.mit.edu



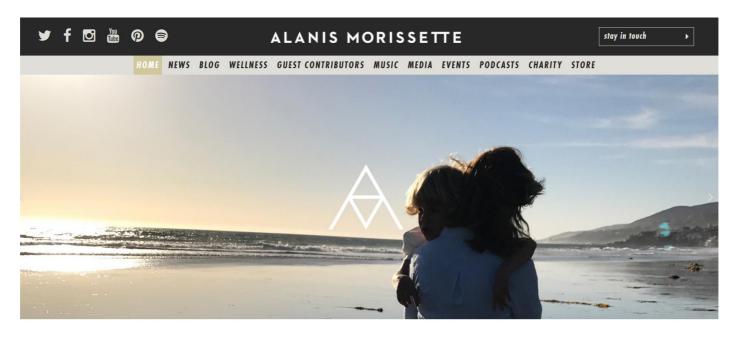


http://fortune.com/

SUBSCRIBE



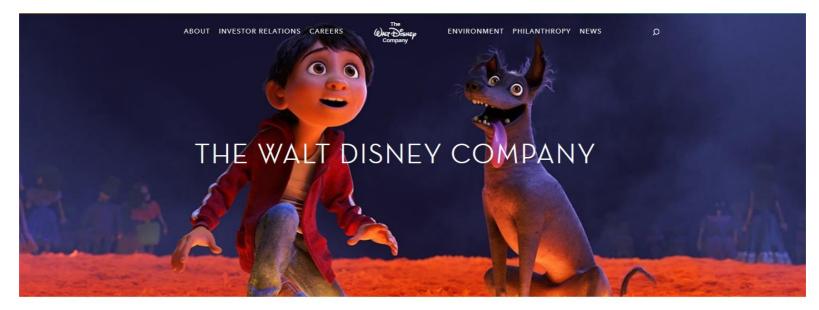
http://time.com/



**RECENT POSTS** 

http://alanis.com/





DIS as of 04:02PM EST PRICING DELAYED BY 15MIN \$102.75 \$\sqrt{-0.69(-0.67%)}\$ VIEW STOCK DETAILS



https://thewaltdisneycompany.com/





#### Sections

News

Entertainment

Life

Business

Financial Post Biz

Technology

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



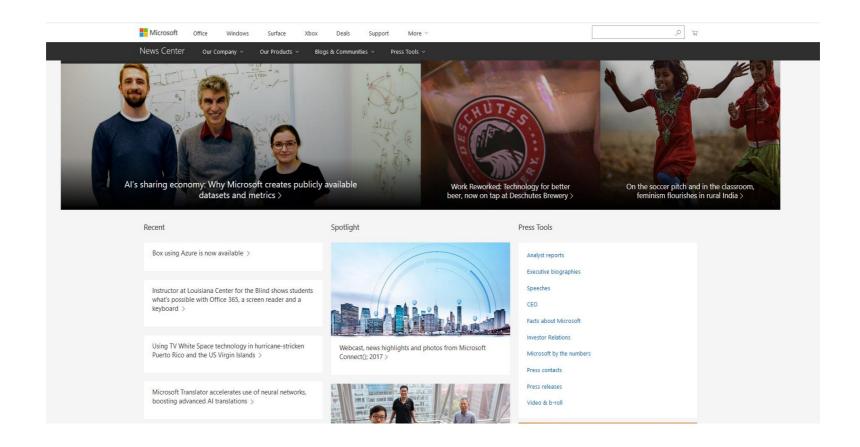
Charles Manson dead at 83: Cult leader 'was an evil, sophisticated con man'

#### **Latest Videos**



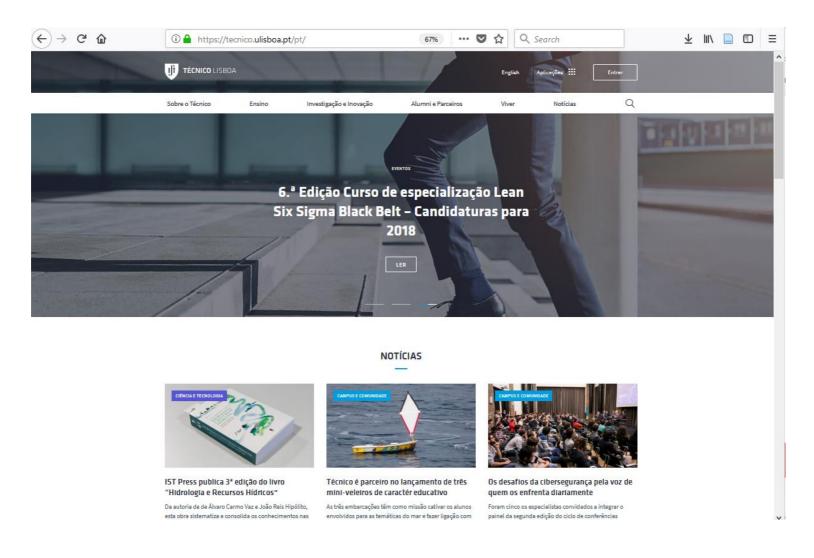
http://o.canada.com/





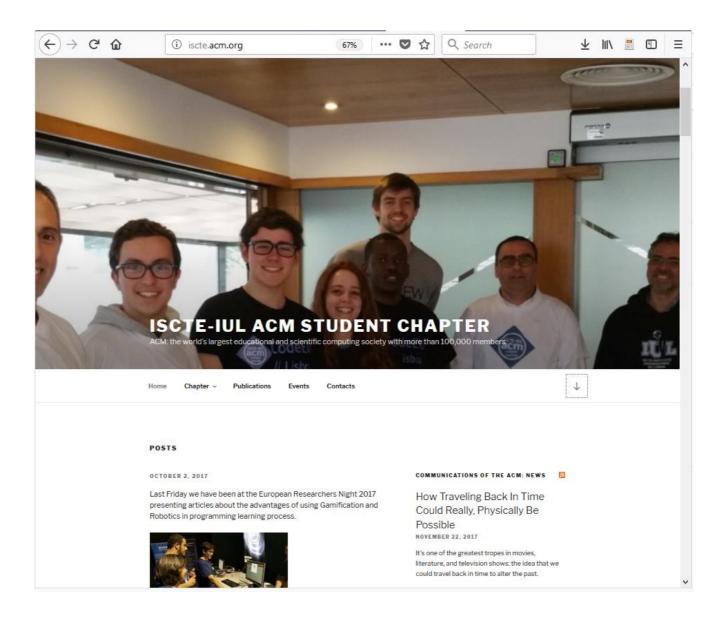
https://news.microsoft.com/





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 <a href="http://wordpress.com">http://wordpress.com</a>







# Start a new Wordpress

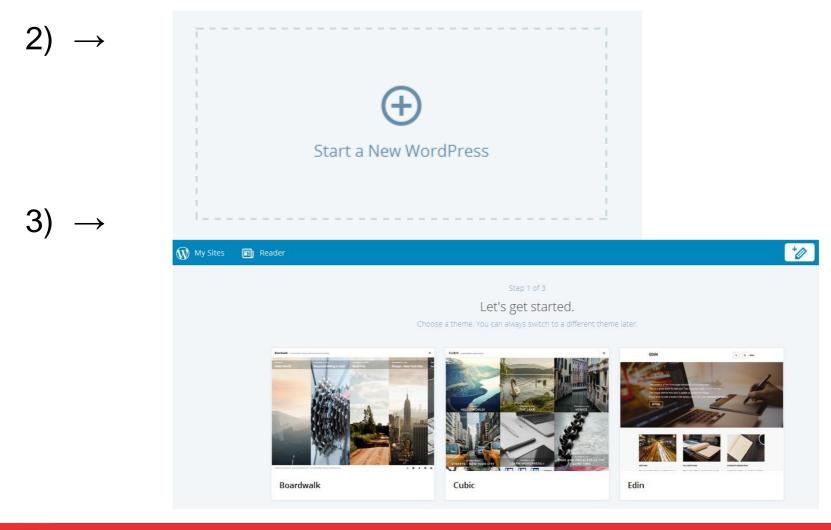
1) Depois de Criar a conta no wordpress.com





# Criar conta e site de Wordpress

1) Depois de Criar a conta no wordpress.com

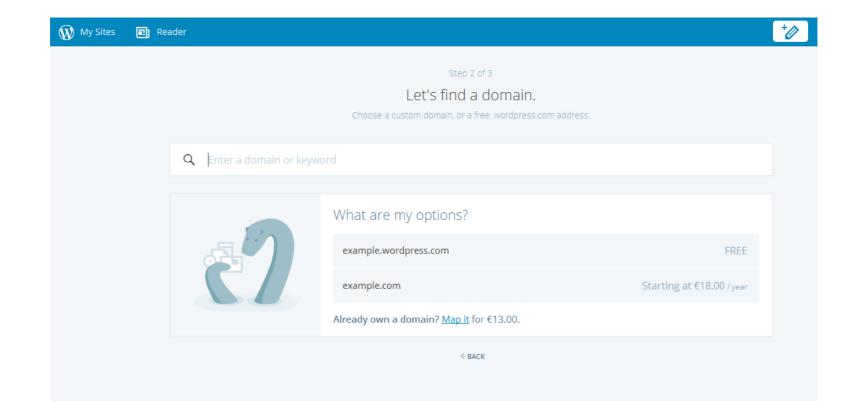




# Criar conta e site de Wordpress

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

5)

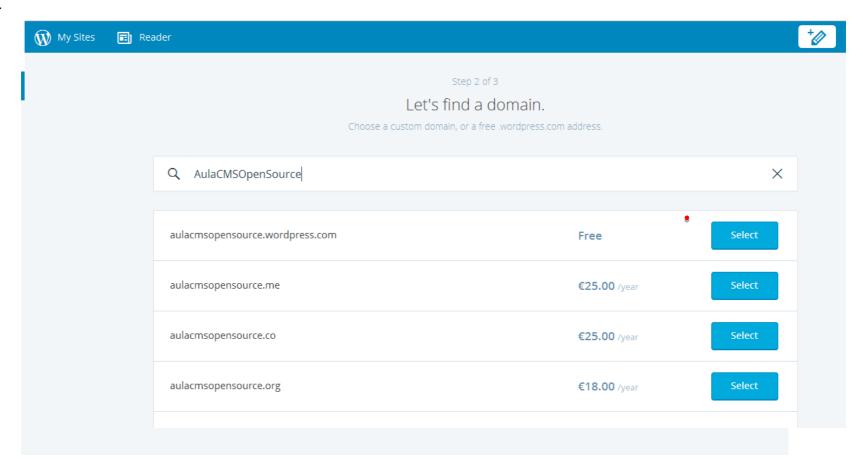




# Criar conta e site de Wordpress

6) Escolher o nome

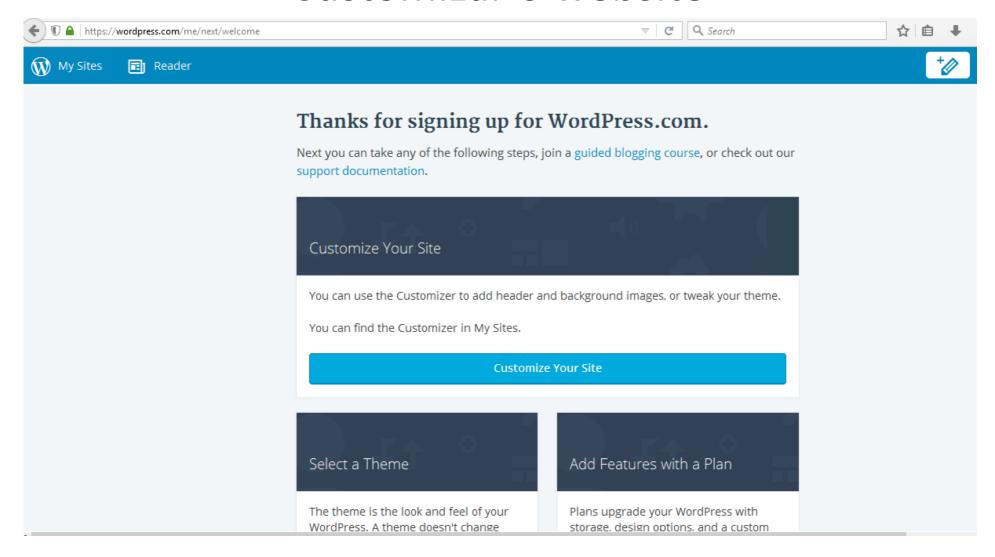
 $7) \rightarrow$ 



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



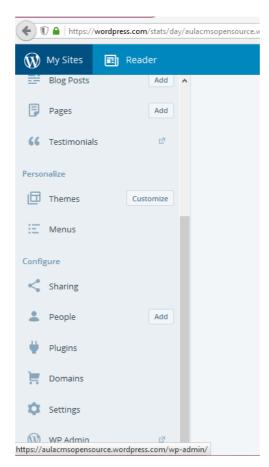
## Customizar o website





#### Customizar o website

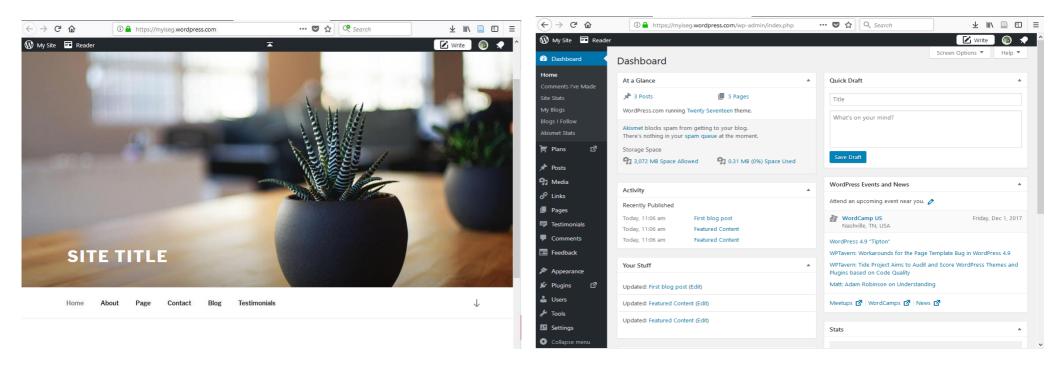
Na barra da esquerda



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

#### **Frontend**

#### **Backend**

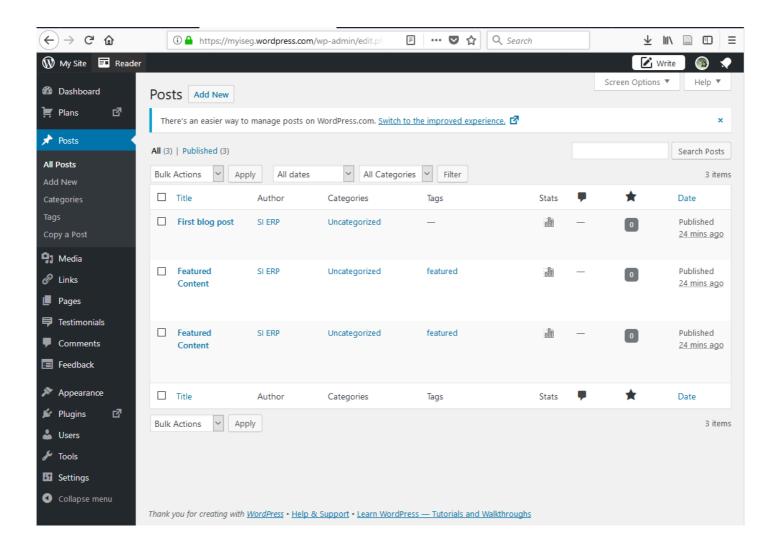


http://xxxx.wordpress.com

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



## Artigos (Posts)



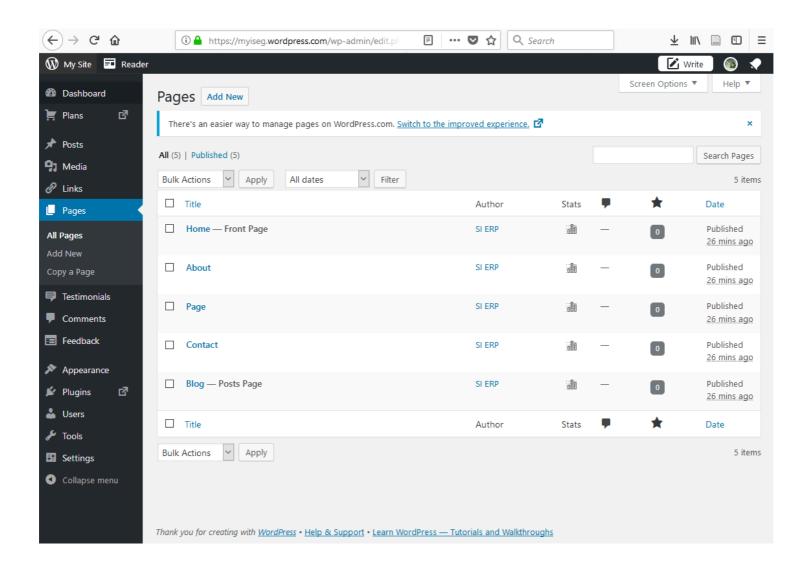


#### Posts/ Artigos & Categorias & Tags

- 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.

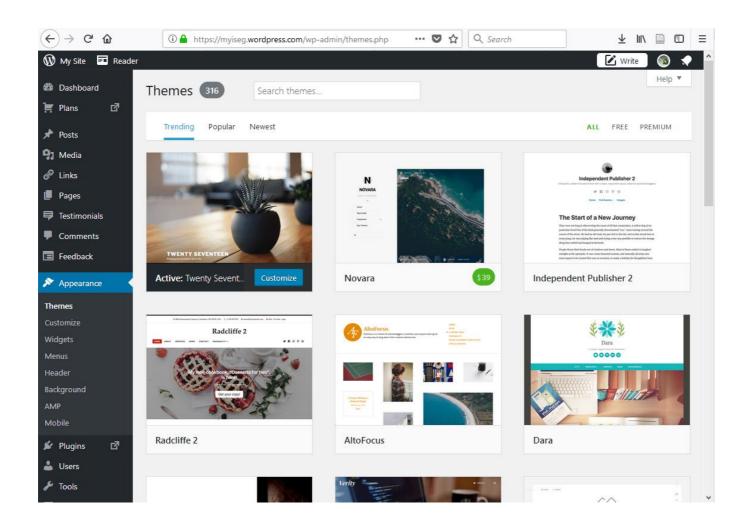


## Páginas



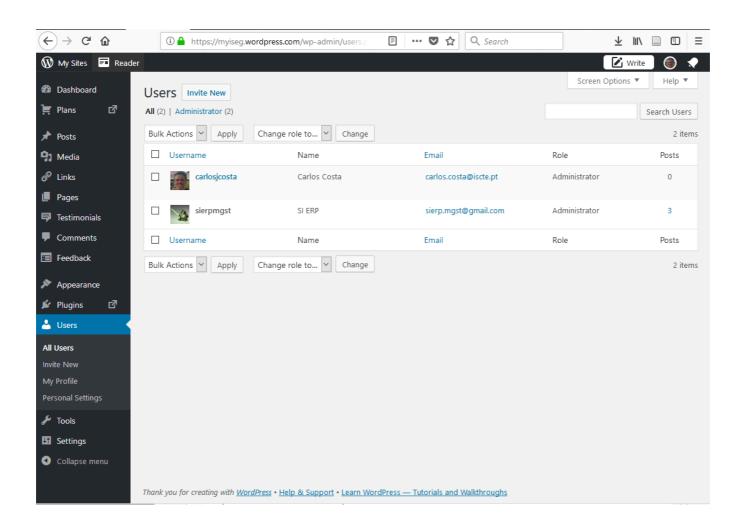


### Aparência



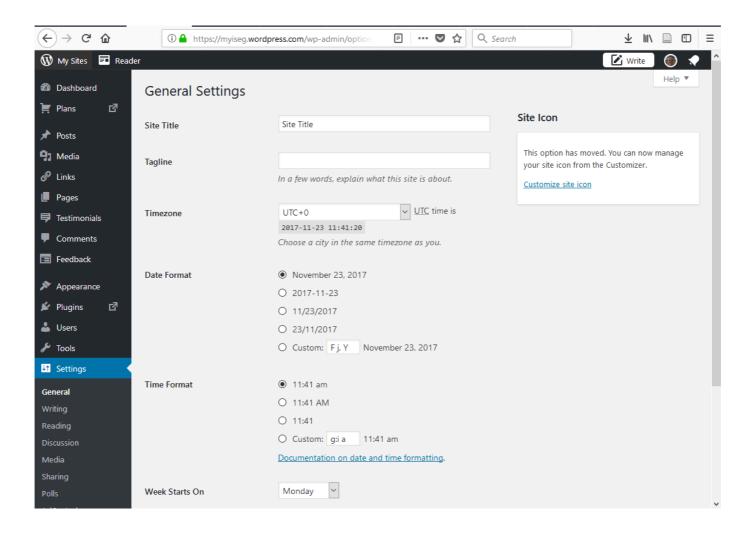


#### Utilizadores





# 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/



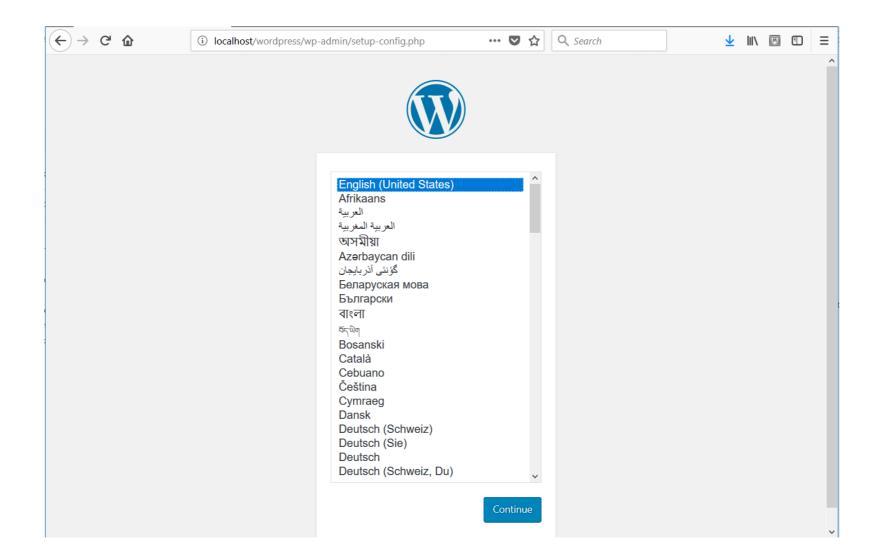


### Instalação num servidor local

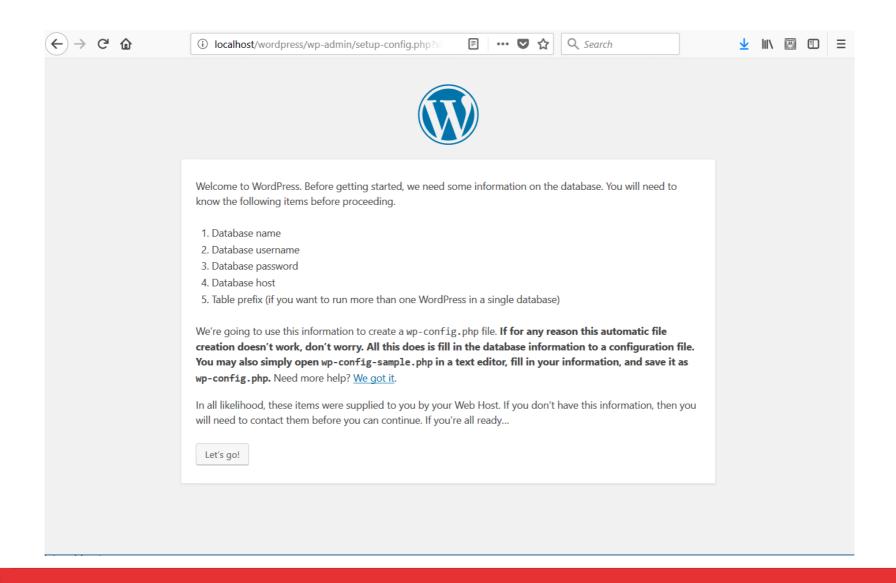
- Ter XAMPP instalado e a funcionar
- Fazer download e descompactar para pasta c:\xampp\htdocs\wordpress
- Colocar no browser o seguinte URL: http://localhost/wordpress





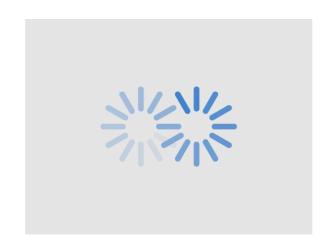




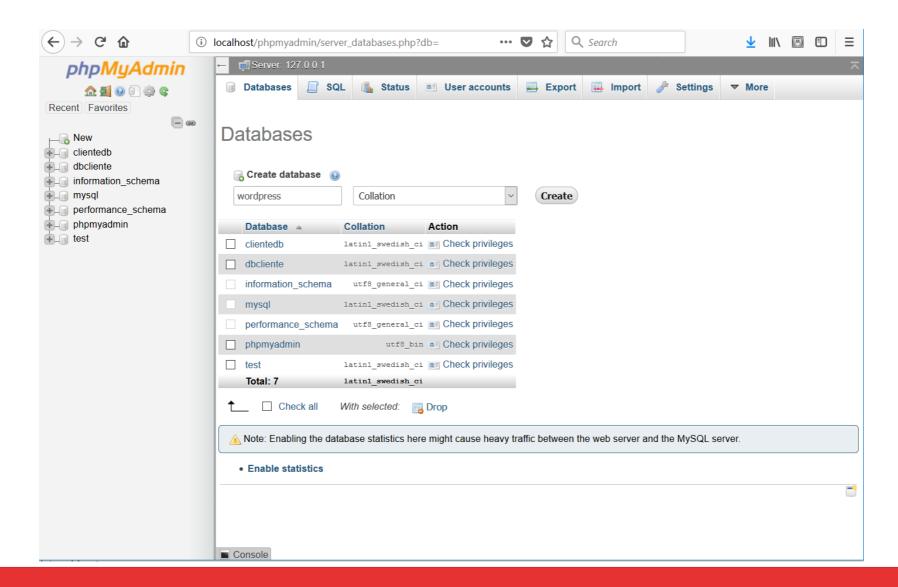




# Entretanto tem que se criar Base de Dados no phpmyadmin



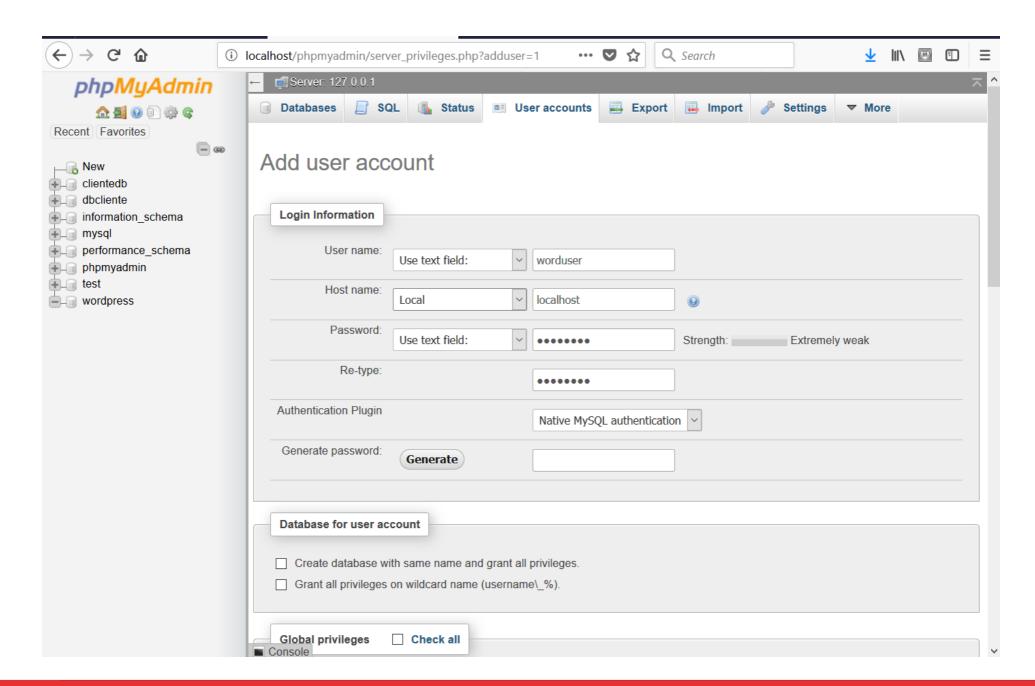






# Convem aproveitar para criar um utilizador no MySQL

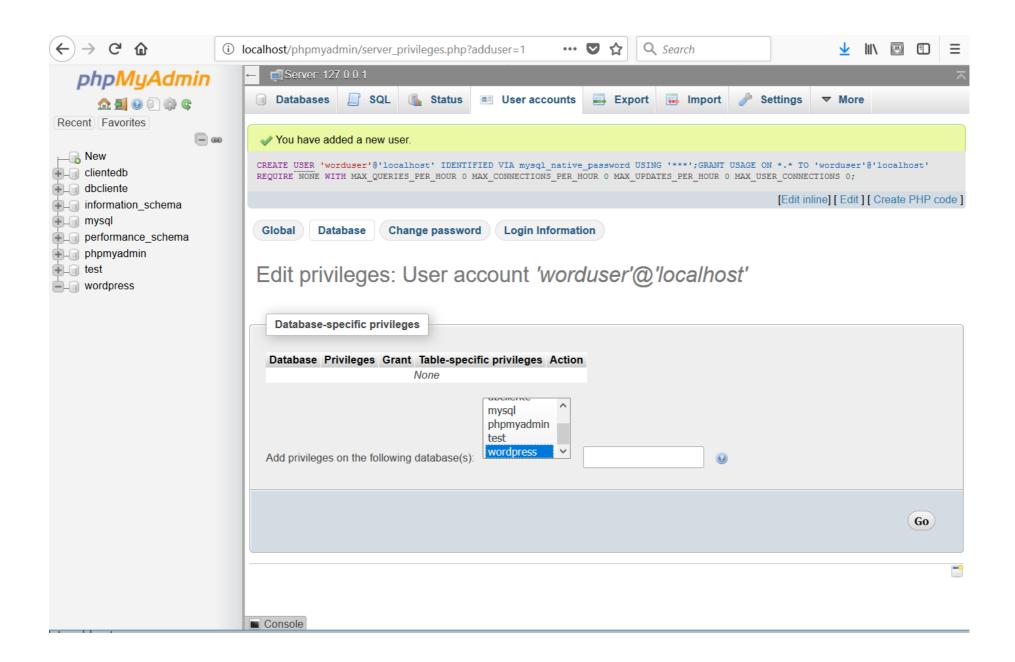




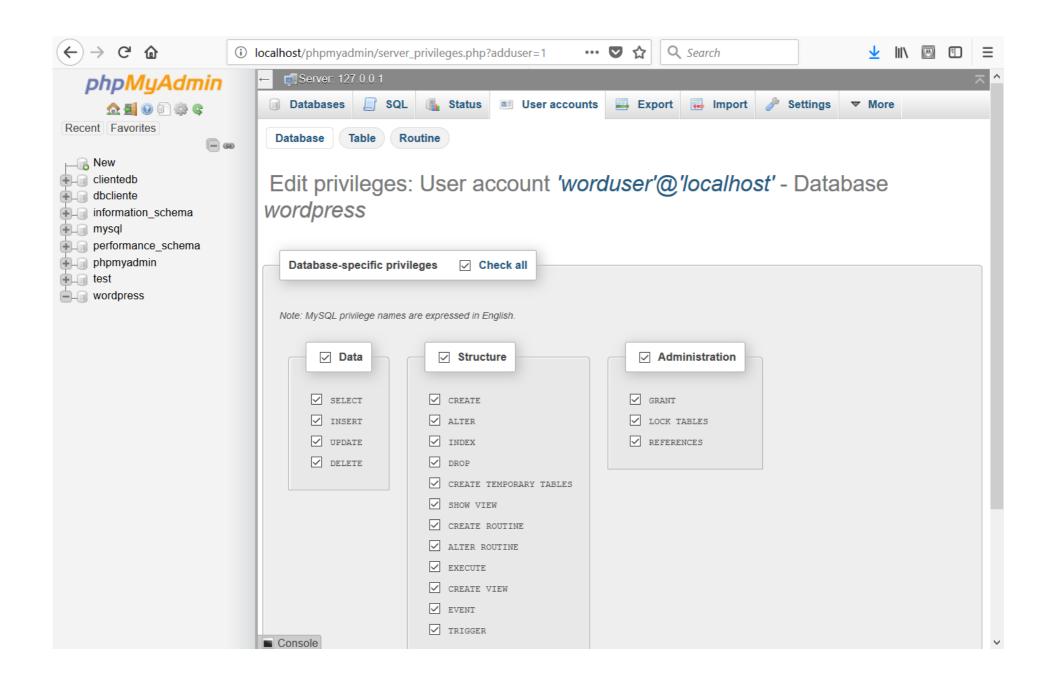


# Atribuir privilégios para sobre a base de dados criada



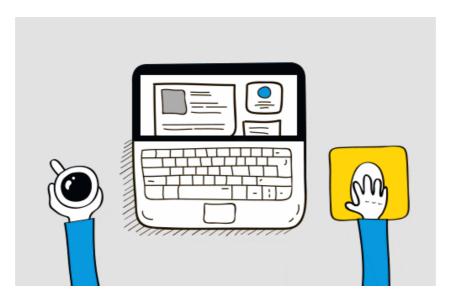




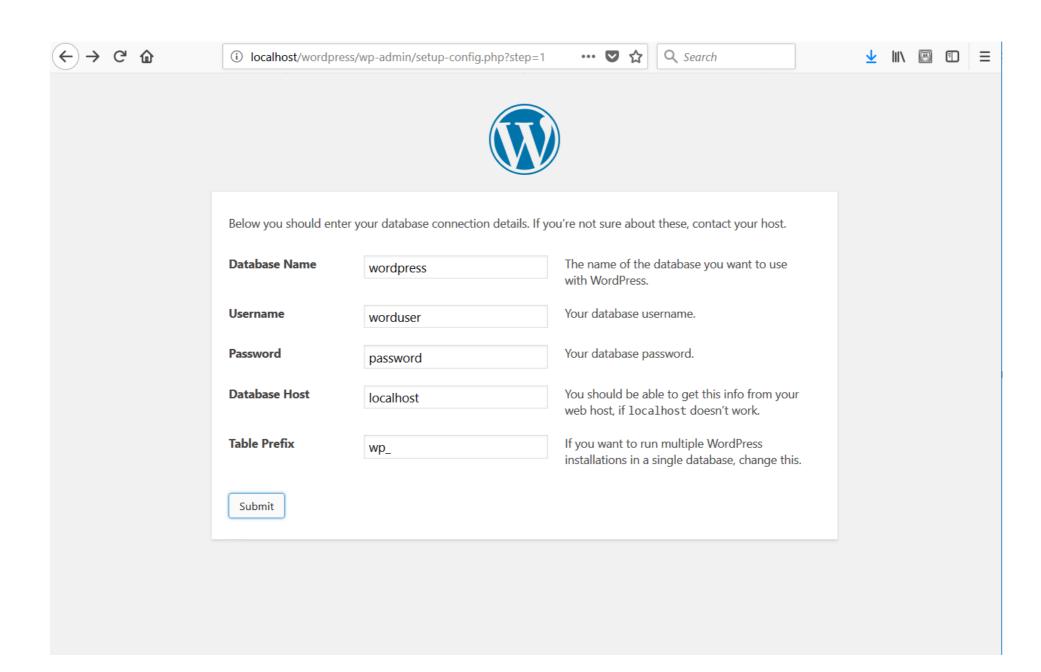




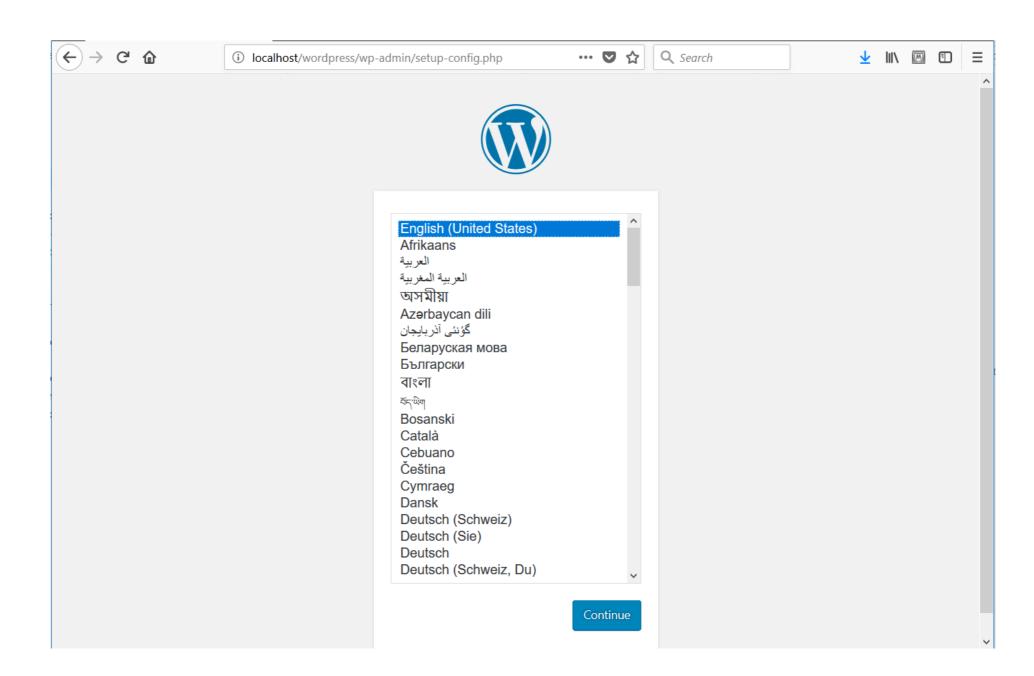
# Voltar ao Wordpress (http://localhost/wordpress)



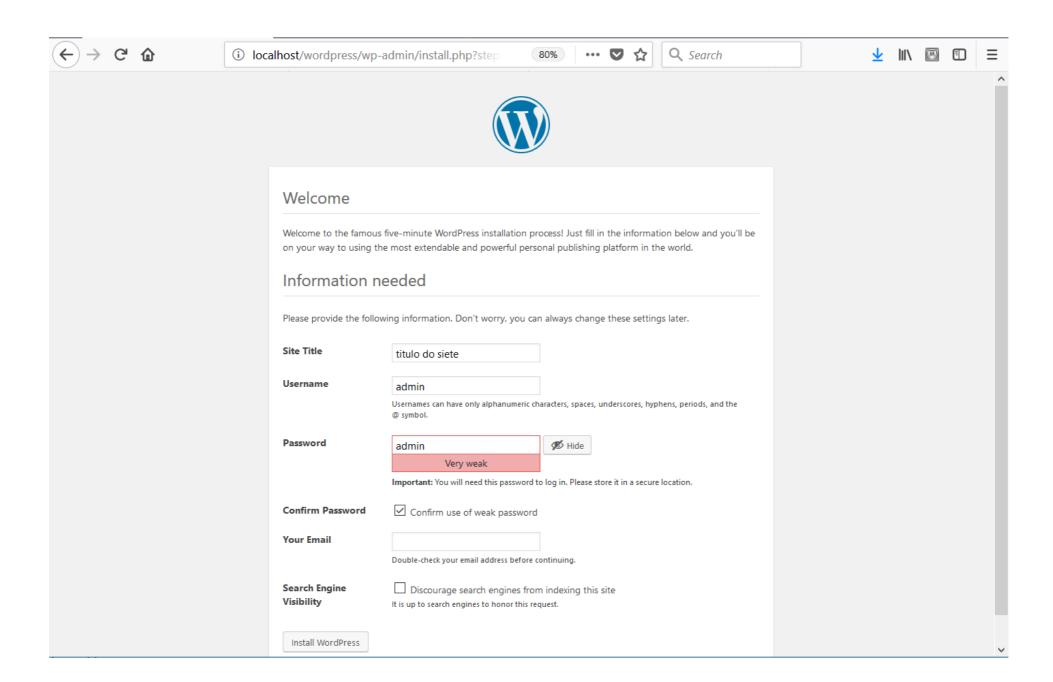




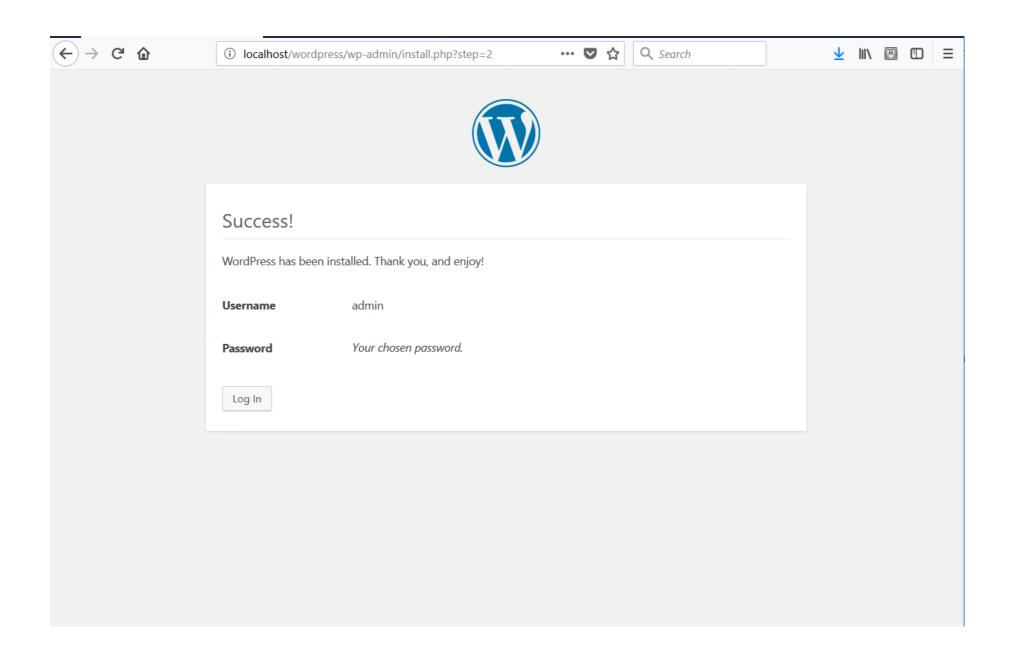




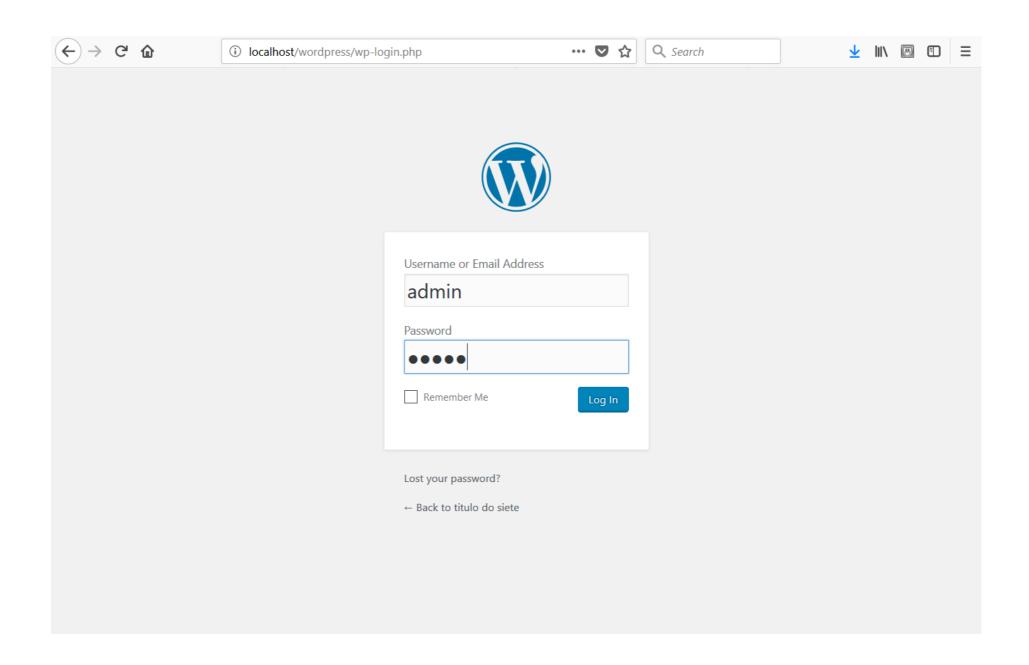








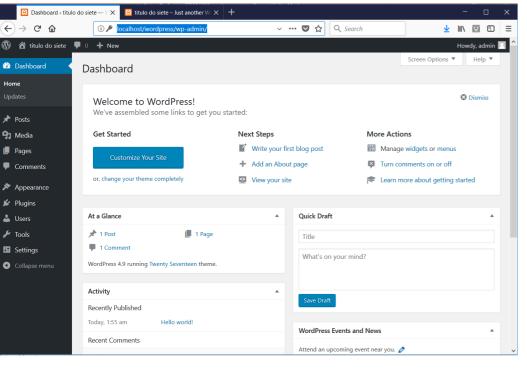


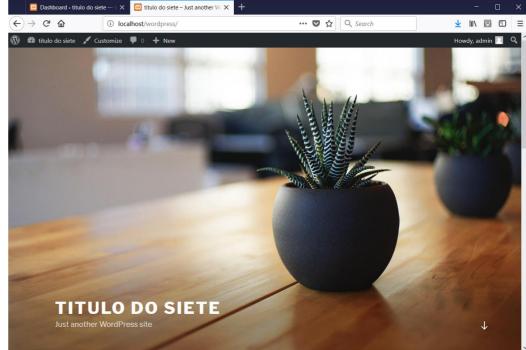




#### **Backend**

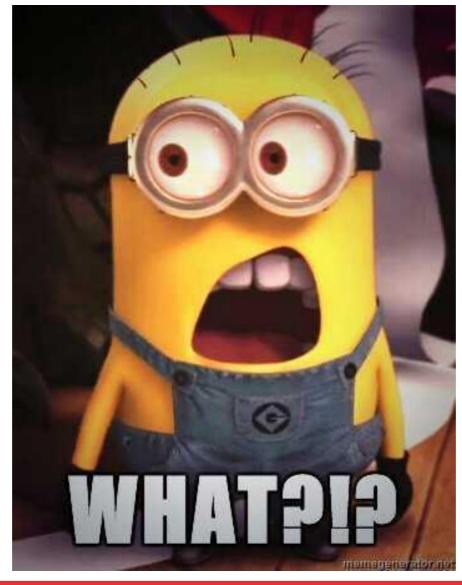
#### **Frontend**







# Questões?





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- Wordpress Features in:http://wordpress.org/about/features/
- WordPress Codex: <a href="http://codex.wordpress.org/">http://codex.wordpress.org/</a>

