



Welcome everyone, I'm Cathy Perkins, the WordPress Wizard and I'm going to be your guide through this wonderful world of blogging and WordPress – the best blogging platform ever. You will hear me say that every week, because I truly do believe it.

I see a lot of you on the webcast and I'm glad to see that you have chosen this. It's really a convenient way to listen to this presentation. Also, if you're on the webcast page at thewizardtoday.com, you can submit your questions. I'll be looking for those during the call and I'll try to answer as many of them as I can.

Of course the unedited version of this recording will be up immediately after the call, right at the same place, thewizardtoday.com. As soon as I get it edited and put up on the website I'll be sending you an email telling you that, and the transcript, of course, will be up in a few days.

So, what are we going to talk about today? Gosh, we're going to talk about some terminology. Every industry, every business, every vocation, has its own jargon, and WordPress is no different. You don't really have to *know* these to take a test, because there will be none. You don't have to know how to spell or define one word to get you to where we're going to go. So there'll be no spelling test, but as you get more familiar with WordPress, you're going to hear these words and so it's always nice to have at least a nodding acquaintance with the terminology.

So the first word that we're going to talk about today is codex. It's located at codex.wordpress.org. This is a wonderful place to visit because WordPress calls it a "wiki," but you know that's still kind of a techy term to me. I like to think of the codex as an encyclopedia. Anything that you want to know about WordPress is located here, in the codex. Volumes and volumes and volumes are in the codex. It's divided into something similar to books and chapters. The first part talks about installation.

That reminds me, I want to clear up something from last week. I might have confused some of you when I started talking about Fantastico and Cpanel and all of those words. If you just ask your hosting company if they do an automatic WordPress install, that will give you the answer that you need, without knowing any of those other words. Not everybody is Fantastico, I mentioned GoDaddy as an exception and they're an excellent host for WordPress. So just ask your hosting company if they have an automatic WordPress install, and if they do, then you're set.

Okay, now back to the WordPress codex. There's a section on installation, the next section is on troubleshooting. Gosh, what if something goes wrong during the install? Well, here's a whole book (if you will) on installation, troubleshooting and help. They talk to you about how to post in WordPress. There's a huge section of WordPress for beginners. Another section, is on files and plug-ins. We're going to talk about plug-ins in



a few weeks. Then there's the WordPress Support Forum. All of these areas are really good except the Support Forum. You can post a question there and maybe you'll get an answer and maybe you won't, and the reason is because this is all volunteer. Everything about WordPress is volunteer, so the forum people are volunteers also. You might get an answer from a more experienced WordPress user, *if* someone knows the answer to the question that you're asking. If you are asking a difficult question, you can count on one thing, and that's that maybe you'll get an answer, *but* maybe you won't. These people are also very busy, and they are volunteers. So, just remember that when you post in the forums.

The WordPress codex is a wonderful place to visit. The first several sections are written in fairly easy to understand English. It starts to get pretty techy by the time you get to things like:

- Stepping into Templates
- Using Images
- Design and Layout
- HTML

Although those are pretty far into the codex. If you look for an example at Introduction to Blogging, that's just really pretty much in English.

So it's very understandable and I think that the people who put this together have gone to great lengths to make it as understandable as they can without using too much Geek Speak. At least until you get into geeky things like "CSS Information," as I said "HTML," and "Blog Design," and by then you kind of have to have some techy words to talk about that.

If you're a WordPress person who's going to install and use WordPress for your business, you don't need to understand one geek word at all. We're going over this terminology just so you can have an acquaintance and you won't be startled or intimidated by some of these words that you'll read about in different forums, or you might hear if you're actually talking to someone about WordPress.

So our next word is, parameter. Parameter is a word that's used often when discussing WordPress, and it's kind of a programming language word. All it means is that it's a variable; it's a place to store some information that is dynamic (that means that it will change, or can change). The parameter passes information to a template tag, which we will discuss next.

So, if you see, for example, if you venture into the WordPress header in your theme (whatever theme you're using). If you go into the file called header, you'll see something called "Blog Info," and that's what puts the title of your WordPress blog up onto the screen. It doesn't know that the title of your blog (I'll use mine for an example), that my



blog is called the WordPress Wizard. I put that into the dashboard, which is what we're going to talk about next, and the header file goes and gets that information and displays it on the screen.

So, the theme files can be the same for everyone, and all that you do is change the information to make it yours over in the dashboard. All a parameter is, is a template tag that holds information and puts it up on the screen when it needs to do that.

The next thing that we're going to talk about, that you'll hear a lot about is the loop. The WordPress loop is just what the name implies. It's a loop that executes over, and over, and over, until all of your posts are put up onto the screen.

It's in the Index file and it executes one at a time to go out to the database and get your posts and put them up. It gets one, puts it up on the screen. Gets the next one, puts it up on the screen and so on, until all of your posts are up there. It's a loop that just keeps working until there's no more information for it to process. That's a huge WordPress word, the loop. You'll see that written many places.

So the next word that we're going to talk about is something that's a little bit (a *little* bit) geeky. It's your HT Access File. Now that's not contained within WordPress, that's contained on your hosting account. It's called ".htaccess."

Not many files begin with a dot. They almost always begin with a word, and then a dot in the middle and then a file extension. But, this is a different file, because it's a *system* file. Your system knows to read that file before it reads *anything* else.

So, this file is really called Hyper Text Access File. It tells the system how to process the requests that are inside that directory. It's really important and your host has to have HT Access granted permission, and most of them do so that's not really an issue. Just know that it's a very important file and that it rewrites itself as WordPress executes. You won't see that because you'll be inside of WordPress, and this is done on your hosting account.

But this is a very important file that you need to be aware of because if you write a support ticket into your hosting company, for anything, they might come back and say, "Well, it's your .htaccess file," and you'd say "What!?!?" Don't worry about it, it's a file and all you have to do is write back to them and say, "Fix it." Most hosting companies will do that for you. In fact you might get an answer back that says, "Oh, it was your .htaccess file, but we fixed it." So, it's not a file to worry about, it's a file to be aware of.

Now we're going to talk about a fun thing: widgets. Widgets are wonderful, and I could do an entire call on Widgets. They're something *fairly* new to WordPress, they've been around for maybe a year or, I don't know exactly how long, but Widgets are wonderful.



Widgets go in your sidebar and they're created automatically by the theme. You can actually go and control the order of the display of what's in your sidebar and you can create your own unique content in text widgets. It's just a wonderful invention and I'm in love with widgets. We'll get into customizing widgets later, not today, but in another session and I'll probably do an entire call on widgets, just because they are so wonderful.

So now let's talk about the dashboard. Those are some basic terms that you can just sort of put in your hat, you can mention them at cocktail parties, or just whenever you want to talk about them. But now let's talk about the dashboard because this is where you're going to spend your time tweaking your WordPress installation and also writing your posts.

So of course the first thing you have to do is log in, and that's very simple. You put your domain name, to use an example, for mine it would be `thewordpresswizard.com/wp-admin`. When you press "enter" a log in screen will come up. If it's your very first time into your WordPress dashboard then your username and your password will probably be the same. They will both be admin. Of course, as soon as you go in and get some stuff set up, you're going to want to change that password because that's kind of a universal password. Hackers can go around and type in `yourdomainname/wp-admin` and then just try to get into your whole installation with "admin," "admin." So, you're going to want to change that pretty quickly.

Now you've logged in. The very first thing that you want to do, and you'll see in your action guide that I have a little screen shot of Setting Yourself Up As a User. You will see across the top of the dashboard screen, a light blue box that says

- Dashboard
- Write
- Manage
- Comments

And so on, until you see "User." Click on User and you will be able to set up your own profile. The first thing that you want to come up with is your username. That can be anything that you chose, but remember that when you put your username in here, that's what's going to appear on your posts as the author's name.

I've seen so many blog posts that say "Author: Admin." That's lame. Give yourself a name. If you want it to be your first name in all small letters, that's what a *lot* of people chose. Author: cathy. Or you can have your first name and last, and you can make it anything that you want, but just please change it from "admin." Then your first name, last name, and email are all required. Website is not required. Many of you will have only one and it's this blog. So you don't have to put anything in there, but now you have to enter your password, *twice*, and it's a password that you can choose.



Then, under Role, be sure to click the drop-down menu and assign yourself the role of administrator. If you don't, then you won't be able to do anything. There are many other roles in the user option area. You could be:

- A subscriber
- A user
- An author
- A contributor
- An administrator

Each of those gives you more privileges as you go along, but of course it's your blog, so you want all of the privileges. So, please be sure to set yourself up as an administrator.

Now we're going to go on to page write because now we're going to write your first post! How cool is that? Up in the top next to the word Dashboard in the light blue line, you'll see the word "write." So click on that, and a sub-menu will appear where you can write a post, or you can write a page. They are different, and we'll talk about writing pages later, but the very first thing that you're going to do is write a post. Now, there's going to be a post already there called "Hello World." That's the default. It's in every theme and it's the first post that comes up. So, we'll want to delete that, but we'll do that later because right now we're just *excited* enough to write our first post.

So when you click on "Write Post," an editor screen will come up. It's a screen that has the title- where you can input the title of your post. As we go along, we're going to talk about how to do that, and how to make a good title. Then you'll see a (it almost looks like a word processing document) line that has a bunch of icons on it and those are all formatting icons. You can make text:

- **Bold**
- *Italics*
- ~~Strike it out~~
- Do ordered lists

You can just do a lot of things. If you go on over you can see that you can justify it to left, the right, or the center. You can insert links, and pictures, and the "more" command, which is one of my favorites, we'll talk about that too. So, these are all of the things that you can do to format your post. If you go on down on the Action Guide, the posting area and the editor has been cut off a little bit, it's really bigger than it appears on the screen, but that's where you start typing and writing your post.

You can write anything that you want. If you want to make something **bold**, you just highlight it (just like you do in a word processor), go up and click on the B, and that word will be **bolded**. It's the same way with *italics*. If you're writing a cool post and you want to change your mind and go "Oops, I meant to say...." You can go back and actually



strike through a word if you want to leave it there. So, there are many, many cool things that you can do in “Write Post.”

The next choice that you have up in the light blue line is “Manage.” This is where we’re going to go, “Manage,” “Posts and Pages.” We’re going to go to “Manage,” “Posts,” and find the post “Hello World, and we’re going to go out to the right and click on delete. That will get rid of that.

Something that I forgot to tell you: when you’re writing a post, before you leave this area, you need to go to the bottom of this posting area screen and either say:

- Save and continue
- Save
- Publish

The difference between “Save and Continue editing,” and “Save,” is that if you say, “Save and Continue editing,” you’ll be right back on the editor’s screen right back where you are. It’s always a good idea, if you have to stop and think, or if you’re writing a particularly long post, to go down there and say “Save and Continue Editing,” frequently because if you loose your internet connection, or if you loose your power, or just about anything that you can imagine then your post will be gone. If you say “save,” or “save and continue editing,” then the post will be saved as a draft and it will always be there for you to come back to once you reboot, get your power back, get your thoughts back, whatever it is that caused you to leave this area, then your post will be there in draft form.

When you’re ready to show it to the world, you say “Publish.” This is the really coolest part, because when you say “Publish,” it’ll come back and tell you when it’s published. You go up to the top of the screen, next to the title of your blog, you will see, in parentheses, “View Site.” Go up there and view your site, no matter what else you’re going to do, go and view your site and see your first post and take some time to admire it because you’ve really accomplished something.

When you’ve created your very first WordPress post, take some time to pat yourself on the back and say, “Wow, that’s pretty cool.” So you want to admire your work. You can always go to “Manage Posts,” and change it if you have any changes to make. Let’s say that you made a typo and you didn’t catch it; I do that all the time and, obviously, I do that in emails too.

If you’ve made a typo and you want to change something, all you’ve got to do is go to “Manage,” “Posts,” and pull that post up. There’ll be a list of posts, and if it’s your first post and you’ve already deleted the “Hello World” post, it’ll be the only one there, but they’re listed in order of oldest at the bottom, newest at the top. So you can probably go to the very first one, click on edit, make your changes, and you’ll see on the “Change,” or



“Manage,” post screen that you don’t have an option to publish, and there’s a very good reason for that.

You can save it, and that’s it. Saving it does save the changes to your screen in “View Site.” The reason it doesn’t say “Publish,” is that every time you publish a post, WordPress goes out and pings different things (we’re going to talk about those things later), different search engines, different directories, to let them know that you’ve created a new post.

So what if you have to go back and change your post five times? You don’t want that ping to go out five times, because then the people that are getting pinged get angry and they can blacklist you and not accept any of your pings again, ever. So, WordPress recognized this and they put in this special facility in editing so that you’re not actually republishing, per say. You really are, because you’re changing the appearance of your post on the “View Site,” screen and for other people who come to view your site, but you’re not sending out the pings to alert other people, other search engines, and other directories, that you have created a new post, because you’ve really only just changed it.

There used to be a plug-in that you had to get in order not ping everybody every time you saved because your only option was to publish. So WordPress finally wised up, and I say “finally,” but I really don’t mean that finally, because they’re very responsive. Sometimes it takes them a while to work things out so that everything works correctly, but they listened to the complaints, and now this is an automatic thing. You will not republish, as far as pinging goes if you change a post or a page.

Someone is asking if you can get to [Codex](#) via WordPress.com also. I don’t know. If I don’t know something I’m going to tell you right away. I’ll try it; while we’re talking here I will go to WordPress.com. I imagine you cannot, but of course I can definitely be wrong because the way that you get to the [codex](#) is to key in [codex.wordpress.org](#). So let’s just see, I’m going to WordPress.com and I’m not seeing any way to get the [codex](#).

I kind of didn’t think there would be a way, because I’ll tell you about WordPress.com. That’s where you can get a blog that is hosted by WordPress. Unless you’re just starting out, I highly do *not* recommend that you get a blog hosted on WordPress. Many reasons, and maybe I’ll devote an entire call to why you should never let someone else host your blog, no matter what kind of a blog you have. You should do it yourself because you want to retain ownership. WordPress.com blogs do not have all of the functionality of your own hosted WordPress blog.

It’s like they’re two different animals all together. They have the same packaging, same underlying principals, but not nearly as much flexibility to go in and change things. That’s what the [codex](#), other than talking about how to get started, they have a whole



section on installing, and you don't install your own blog in a WordPress.COM area, it installs for you. You have a choice of themes, but they're very limited. You have to pick one that's already there. You can't go out and look at the thousands of themes that are available. So you're very limited there, and you're just very limited in many things that you do. So, I'm surprised that you cannot do the [codex](#) through WordPress.com. So, that's one question, and I'm just going to see if there are any others here. Remember, you can just submit your questions on the teleseminar page and I will see them and try to answer them.

Okay, I don't see any other questions and we're just about at the bottom of the hour. I *do* have an announcement to make about next week. We will *not* have a call next week because I'll be heading out to Los Angeles to attend Bridging Heart and Marketing. I know I'm going to meet a lot of you out there, and I'm so excited, I just can't *wait* to meet you. I'll be heading out on Wednesday, a day early, because I have some people I want to see on the way.

So we will not have a call next week, but of course, we will have a call on the 27th, that's two weeks from today. I will send emails reminding you that there will be no call next week and then when I get back I'll send out an email to remind you about talking on the 27th, and I hope you go over to the [WizardWeekly.com](#), I'll have the edited audio up there soon, along with the transcript.

I hope that while you're over there you'll look around at [TheWordPressWizard.com](#) because there are some new and interesting things there. I'm offering some new services, so please go and check those out. Come back often because I do keep changing things over there.

So, I would like to thank everyone for being here today. Please remember, always - Blog On, and Blog NOW! Bye everybody!