All about WordPress

Your Questions concerning WordPress
Workshop for "The Wriders' Club"

EUROBIKE

About us

Kirsten Schelper

Studied Communication Design

Has been working with Webdesign & WordPress for more than 10 years

Elisabeth Hölzl

Studied Engineering Sciences

Worked with different CMS for more than 10 years, WordPress since 2011
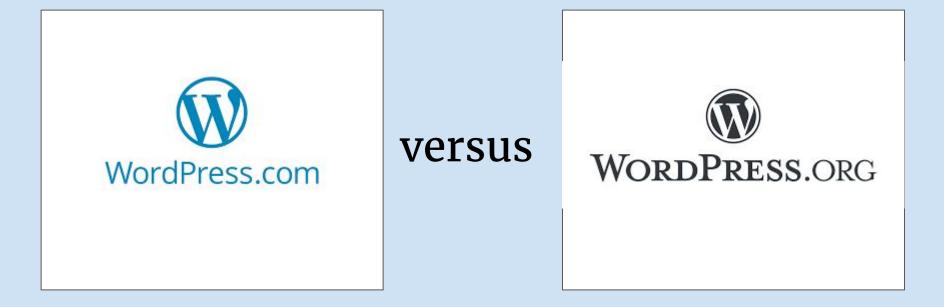
WordPress Meetup München

wpmeetup-muenchen.org

start-the-loop.com

WordPress Training
WordPress Custom Themes
Website Marketing

Agenda

- **WordPress.com** *versus* **WordPress(.org)**

- **WordPress Security**

- **Child Themes**

- **Your Questions**

WordPress.com

versus

WordPress.org

WordPress powers 28% of the internet.

Join the global community.

WordPress.com is the easiest place to get started.
Get a custom domain, no ads, and support from €3.99/ mo.

Get Started   **See Plans**

⌄

WordPress.com

- WordPress.com offers „Software as a Service",
  i.e. WordPress and hosting as one

- Belongs to Automattic, a company located in San Francisco, whose CEO is Matt Mullenweg, the founder of WordPress

- There are Terms of Services you need to acknowledge concerning your content

WordPress.org

- WordPress in itself is free software (OpenSource)

- WordPress.org is where you find all things WordPress: core, themes, plugins, and the community around it

- You may use the software WordPress as you like, no strings attached

Comparison

WordPress.com

- Hosting and storage up to 3GB free of charge, but with ads by WordPress.com
- Backups, updates and security is taken care of by WordPress.com
- You get YourDomain.wordpress.com free of charge
- No FTP access – no way to tinker with the code
- Monetizing your blog is possible, but with constraints
- Paid plans give you support by "Happiness Engineers" in English
- Free plan: Support in WordPress.com forums by volunteers

WordPress.org

- Buy your own hosting, starting at about 5 €/month
- Need to take care of backups, updates and general security yourself
- You need to register a domain (one usually included in your hosting plan)
- Full access to WordPress code
- Free to decide whether you want ads, affiliate links etc in your blog
- Support provided in WordPress.org forums or by plugin/theme developers
- Connect with people from the WordPress community: attend WP Meetups or WordCamps

WordPress.com

- Monetizing your blog: Starting with the „Premium" plan you are able to use WordAds, a WordPress.com type of advertising.* WordPress.com on monetizing your site

- You are allowed to feature affiliate links but with restrictions

- You are part of the WordPress.com universe, content is shared among blogs, might be helpful at the beginning

- Some more documents on WordPress.com and advertising

WordPress.com

Now you are allowed to add plugins and themes of your choice, but only if you buy the "Business" plan (24,92 €/month)*.

*https://en.support.wordpress.com/plugins/adding-plugins/

SECURITY

„Everybody says I really shouldn't use WordPress, because it's so unsafe!"

– countless alienated users

WordPress Security

First things first...

The cheapest hosting provider won't be the best and in all probability not the safest you can get.

WordPress Security

What is Security all about?

- Protect your blog from from attacks from outside

- Protect your blog from mistakes users make and from defective software (plugins, themes, updates)

WordPress Security

The most important measures:
1. "House Cleaning"

- Keep your software up-to-date

- Make backups on a regular basis, preferably automated, and store them offsite

- Make sure there is no old WordPress install or other outdated software stored on your server space

- Check whether file permissions are set correctly: Folders: 755, Files 644

WordPress Security

The most important measures:
2. Access

- Secure passwords and 2-factor-authentication if at all possible – and don't forget your FTP and your hosting accounts!

- Use creative user names – you can always change the display name

- Use accounts according to their capabilities:
An Administrator does administrative things, the Editor or Author writes posts!

WordPress Security

Some additional measures

- Secure your working environment
- [Disable file editing](#) in your WordPress dashboard
- Additional security plugins like Sucuri or iThemesSecurity
- Read the [WordPress Codex on "Hardening WordPress"](#) ;)

WordPress Security

How to make backups

- Check your hosting provider:
  Providers offering dedicated WordPress services often provide backups and a one-click-restore

- Using a backup plugin: Install different ones and really try to work out how to restore your blog from a full backup!

- Using services like VaultPress: They do backups, basic malware scans and offer a one-click automated restore

WordPress Security

Tips for Backup Plugins

Free or paid plugins, e.g.

- [BackupBuddy (iThemes)](#) (starting at 80$/year)

- [UpdraftPlus](#) free or Pro version

- [BackWPup](#) free or Pro version

Child Themes

Child Theme

- What is a child theme?

- When and why should I work with a child theme?

- Okay, and how do I do this?

Child Theme

What is it?

- Child = child of the (parent) theme you are currently using

- WordPress order of access:

  a. Child Theme

  b. (Parent) Theme

- WordPress uses all the information it finds in your child theme and then resorts to the parent theme for all the rest, like templates etc.

Child Theme

When do I need it?

➡ If you only want to do minor adjustments in your style.css you no longer need a child theme! You can add custom CSS to the Customizer.

If you need to apply further changes to your original theme, like

✓ Additional Templates

✓ Changes concerning your header or footer

✓ Changing or adding functions

Child Theme

And why do I need it?

- Your original theme stays untouched – you can switch back to it any time

- You are able to update the original theme without losing the changes you made

Child Theme

Are there any drawbacks?

The original theme is getting updates, the files in your child theme don't. If the theme author patched a vulnerability in her theme...

You preserve the vulnerability in your child theme!

Solution:

Plugin "Child Theme Check": Compares the files of your child theme with the files of the original and alerts you of differences!

Child Theme

How do I create a child theme?

A child theme can actually consist of barely 2 files:

- Style.css
- Functions.php
- (screenshot.png)

You find all necessary code examples in the WordPress Codex or in our blog (in German).

Multilingual Blogs

How do I manage several languages in my blog?

Do you have a blog with many posts in different languages?

Or

Do you basically blog in one language and want to add some information in other languages?

Multilingual Blogs

Plugin-Tips

- Managing a blog with many posts in different languages: MultilingualPress

- Generally blogging in one language, but providing some information in different languages:

  - Polylang (free)

  - WPML (premium)

WordPress-Resources

Where can I find help and WordPress knowledge?

Forums and documentation at WordPress.org

In German: https://de.wordpress.org/hilfe/

Community:

Find WordPress Events and Meetups near you with the dashboard events widget (WordPress 4.8).

Meetups in Germany

WordCamps world wide: https://central.wordcamp.org/

THANK YOU!