



10-ish Tips to Make WordPress Your Friend: Resources

This does not contain the actual slides for the talk. What fun would that be for either of us!

Don't skip this session. Get your questions answered. Plenty of interaction promised!

Definitions

Core: This is the main collection of files that make WordPress work

Permalinks: Permanent Link to each page or post on your site.

Plugins: Bits of code written to augment WordPress core. Could be to change how your site looks or add functionality, like for example a better calendar or a form or a slider.

Widgets: Generally even smaller bits of code that can be placed someplace on your site. Generally, in a side bar. But with some Plugins you can put the widget anywhere on a page or post.

WordPress.com Build free WordPress sites but generally requiring the URL to include .wordpress Many themes, plugins and other options are limited here. Some paid upgrades are available.

WordPress.org is for self-hosted sites. You need your own hosting and registration but then the sky is the limit in what you can do.

The difference between a Page and a Post

Posts are arranged in chronological order

1. Posts show singly and in archive pages by category/tag/month
2. Good uses: News updates and traditional blog pieces

Pages tend to be more static and most often used in site navigation

1. Pages do not show in archive pages
2. Good uses: Home page, Contact page, About us, Products, Services

Categories vs Tags (relative to Posts only)

1. **Categories** are like the table of contents of a book: One and only one category each post
2. **Tags** are like the index: Use them freely

Where to use Key Words

1. Friendly URL (about 53 characters)
2. Page Title: Must be unique (about 40-70 characters)
3. Image Alt and Title tags
4. Headings
5. Anchor text
6. Put the most important words at the beginning

About Your Content

1. At LEAST 300 words per page or post
2. 1 link for every 150 words
3. Font size: 16 px is currently preferred
4. Keep line length reasonable: between 50 and 100 characters per line.
(Pearsonified.com/typography will help choose the right font size for a given line length)
5. Use SHORT paragraphs and sentences
6. Use lists

7. Use BOLD words
8. Social counts. People saying something is relevant
9. Consider contrast between text and background (checkmycolours.com)

About images

1. Free (and easy to use!) image editor Irfanview (www.irfanview.com)
2. Get free images from:
 - a. MorgueFile.com
 - b. Veezle.com

About Hosting:

If you're not having trouble with your current host, don't move.

1. Managed WordPress hosting : probably only if you're getting more than 25,000 hits per month
2. Siteground: <https://www.siteground.com/go/kerch>
3. NOT GODADDY!

About security

1. Malwarebytes (Malwarebytes.com) (\$24.95/year)
2. AVG (avg.com) Also has some pretty slick clean up apps for your computer
3. Sucuri.net <http://bit.ly/1S0SQr7> (My affiliate link)

About design

1. See what your site looks like on different devices Responsinator.com
2. Check for contrast between text and background checkmycolours.com
3. Check the reading level required for comprehension on your site:
www.readabilityformulas.com/free-readability-formula-tests.php

Other notes

1. central.wordcamp.org: WordCamp Central: Find a WordCamp near you.
2. WeFixBrokenWebsites.com/how-do-i-make-my-pdfs-smaller: How to make PDFs smaller
3. WPBeginner.com: Need I really say more? Videos and other tutorials
4. Codex.wordpress.org: Everything about WordPress.
5. Unroll.me: For decreasing the amount of mail you SEE by rolling into one email what ever subscriptions you get regularly, or not so regularly
6. isitdownrightnow.com: Check to see if a site actually down.. or is it just you

Books

Krug, Steve. [*Don't Make Me Think!: A Common Sense Approach to Web Usability.*](#) Berkeley, Calif: New Riders Pub., 2014. Print.

Grappone, Jennifer, and Gradiva Couzin. [*Search Engine Optimization: An Hour a Day.*](#) San Francisco, CA: Sybex, 2006. Print.

Kerch's Videos:

ACO Promo video https://youtu.be/nIDpS_GTb_w

WordCamp Scranton presentation <http://bit.ly/22NXGtr>