

Contents at a Glance

<i>Foreword</i>	<i>xix</i>
<i>Introduction</i>	<i>1</i>
<i>Part I: Introducing WordPress</i>	<i>7</i>
Chapter 1: What WordPress Can Do for You	9
Chapter 2: Blogging Basics	17
<i>Part II: Using the WordPress Hosted Service</i>	<i>33</i>
Chapter 3: Getting Started with WordPress.com.....	35
Chapter 4: Writing and Managing Your Blog	49
Chapter 5: Enhancing Your Blog with Themes, Widgets, and Upgrades	75
<i>Part III: Self-Hosting with WordPress.org</i>	<i>85</i>
Chapter 6: Setting Up Blogging Base Camp.....	87
Chapter 7: Understanding the WordPress.org Administration Panel	107
Chapter 8: Establishing Your Blog Routine	129
Chapter 9: Typing Up Templates	161
Chapter 10: Making the Most of WordPress Plugins	199
Chapter 11: Designing Your Blog	231
<i>Part IV: Going Multi-User with WordPress MU</i>	<i>247</i>
Chapter 12: Implementing WordPress MU	249
Chapter 13: Managing Your WordPress MU Community	269
Chapter 14: Maintaining WordPress MU.....	291
<i>Part V: Flexing and Extending WordPress</i>	<i>303</i>
Chapter 15: Migrating Your Blog to WordPress	305
Chapter 16: Beyond Blogging: WordPress as a Content Management System	319
<i>Part VI: The Part of Tens</i>	<i>341</i>
Chapter 17: Ten Great — and Free — WordPress Themes.....	343
Chapter 18: Ten Great WordPress Plugins.....	349
Appendix: Configuration Options.....	359
<i>Index</i>	<i>367</i>

Table of Contents

Foreword.....*xix*

Introduction..... **1**

About This Book.....2
Conventions Used in This Book3
What You Are Not to Read3
Foolish Assumptions4
How This Book Is Organized.....4
Icons Used in This Book.....6
Where to Go from Here.....6

Part 1: Introducing WordPress **7**

Chapter 1: What WordPress Can Do for You **9**

Discovering the Benefits of WordPress9
A little something for everyone.....11
Easy to set up and use.....12
Flex and extend WordPress capabilities.....12
Taking part in the community14
Your publishing history.....14
Engaging in blog talk.....15
Feeding your readers15

Chapter 2: Blogging Basics **17**

Choosing the Hosted Version from WordPress.com.....17
Self-Hosting with WordPress.org.....18
Running a Network of Blogs with WordPress MU.....19
Understanding the Differences in WordPress Versions.....20
This Crazy Little Thing Called Blog21
Dipping In to Blog Technologies23
Archiving your content.....24
Interacting with your readers through comments.....25
Tracking back.....27
Dealing with comment and trackback spam.....28
Distributing new content to readers with RSS feeds28
Moving On to the Business of Blogging.....30

Part II: Using the WordPress Hosted Service33**Chapter 3: Getting Started with WordPress.com35**

Creating a WordPress.com Account	35
Logging In to WordPress.com	38
The WordPress.com Dashboard	40
Important Options to Set before You Blog.....	42
Setting your General options	42
Adjusting your Date and Time settings	43
Setting your profile: Tell us a little about yourself.....	45

Chapter 4: Writing and Managing Your Blog49

Ready? Set! BLOG!	49
Uploading and using images in your post	51
Refining your post options.....	54
Publishing your post.....	55
Organizing Your Blog by Subject.....	57
Creating categories and subcategories	57
Filing posts in categories and subcategories.....	59
Categorizing links in your blogroll	59
Managing and Inviting Users	61
Managing authors and users.....	61
Inviting friends to WordPress.com.....	62
Managing Comments and Comment Spam	64
Viewing comments	64
Setting discussion options for your blog	65
Awaiting moderation.....	67
Managing comment spam with Akismet.....	67
Creating a Static Page	68
Setting Up Your Front Page	70
Setting Up Your RSS Feed	71
Publishing a Public or Private Blog	72
Establishing Trust Relationships with OpenID	73

Chapter 5: Enhancing Your Blog with Themes, Widgets, and Upgrades75

Understanding Your WordPress.com Design Options.....	75
Changing Your Blog's Look	76
Widget Wonder: Adding Handy Tools to Your Sidebar.....	77
Selecting and activating widgets	77
Customizing widget options	79
Upgrading Your Hosted Service (For a Fee)	82
Naming Your Domain	82
Getting Help	83

Part III: Self-Hosting with WordPress.org.....85**Chapter 6: Setting Up Blogging Base Camp87**

Establishing Your Domain.....	87
Registering a domain name.....	88
Understanding domain name extensions.....	89
Considering the cost of a domain name.....	89
Registering your domain name.....	90
Finding a Home for Your Blog.....	90
Getting help with hosting WordPress.....	91
Dealing with disk space and bandwidth.....	92
File Transfer from Point A to Point B.....	94
Installing WordPress.....	96
Setting up the MySQL database.....	96
Uploading the WordPress files.....	98
Last step! Running the install script.....	100

Chapter 7: Understanding the WordPress.org Administration Panel107

Logging In and Finding the Administration Panel.....	107
Welcome to WordPress.....	110
Tracking blog activity.....	110
Getting the latest news on WordPress development.....	112
Obtaining other WordPress news.....	112
Personalizing Your Profile Settings.....	112
Setting your General options.....	113
Creating your profile.....	116
Options Galore.....	119
Write.....	119
Manage.....	120
Comments.....	121
Blogroll.....	121
Presentation.....	122
Users.....	122
Options.....	123

Chapter 8: Establishing Your Blog Routine129

Staying On Topic with Categories.....	129
Changing the name of a category.....	131
Creating new categories.....	133
Blogrolls: Sharing Your Favorite Sites.....	134
Organizing your blogroll.....	135
Adding new link loves.....	135
Examining a Blog Post's Address.....	141

Giving Your Post Links a Makeover	141
Making sure your permalinks work with your server	144
Understanding and creating .htaccess files	144
Working with servers that don't use Apache mod_rewrite	146
Discovering the Many WordPress RSS Options.....	146
Blog It! Writing Your First Entry	148
Posting a text-only message.....	148
Uploading and using images in your post.....	152
Applying optional post settings	153
Categorize, privatize, and accessorize	154
You are your own editor	157
Look Who's Talking on Your Blog.....	158
Managing comments and trackbacks	158
Moderating comments and trackbacks	158
Chapter 9: Typing Up Templates	161
WordPress Themes — The Basics	162
Theme structure: An overview	162
Connecting templates	164
Contemplating the Structure of a WordPress Blog	164
Including the Five Required Templates.....	166
Examining the Anatomy of a Template Tag	167
Getting Familiar with the Four Main Templates.....	168
The Header template	168
The Main Index template.....	173
The Sidebar template.....	177
The Footer template	177
Other templates.....	178
Customizing Your Blog Posts with Template Tags.....	180
Putting It All Together	181
Using Tags with Parameters for Sidebars	185
The Calendar.....	186
List pages.....	187
Displaying bookmarks (blogroll).....	189
Displaying post archives	192
Displaying categories.....	194
Checking Out Miscellaneous but Useful Template Tags	197
Chapter 10: Making the Most of WordPress Plugins	199
What Are Plugins?	200
Finding Plugins	201
Installing a plugin: Just the basics	203
Considering the Materials and Mechanics.....	204
Downloading and Unpacking.....	204
Reading the Instructions	207
Uploading and Activating.....	207
Installing the Subscribe to Comments plugin files.....	208
Activating the Subscribe to Comments plugin	210
Setting plugin options.....	210

Managing Your Plugins	212
Exploring the Plugin Management page	212
Uninstalling a plugin	214
Getting the Most out of Plugins Included with WordPress	215
Akismet	215
Hello Dolly	218
Widgets	219
Widgetized themes	222
See It and Say It with WordPress Plugins	223
Podcasting: The talking blog	224
Podcasting with WordPress	224
Photoblogging	225
Vblogging	226
Open Source Development	227
Finding Plugin Resources	228
Chapter 11: Designing Your Blog	231
Deciding Whether You Need a Professional	231
Getting Started Quickly and Easily with Free Themes	232
Finding and installing free themes	232
Activating your new theme	234
Checking Out the Types of Blog Professionals	234
Blog designers	236
Blog developers	238
Blog consultants	239
Hiring a Professional	240
Finding professionals	240
Auditioning your prospects	241
Making contact	244
Agreeing on the contract	245
It's Your Blog: You Can Cry If You Want To	246
 Part IV: Going Multi-User with WordPress MU	247
Chapter 12: Implementing WordPress MU	249
Meeting WordPress MU	249
Hosting WordPress MU	251
Installing WordPress MU	253
Downloading and decompressing the installation files	253
Setting up the MySQL database	254
Uploading the WordPress MU files	256
Web server configurations for WordPress MU	257
Running the Install Script	259
Giving Your New Blog Community a Test Run	263
Troubleshooting and Bug Reporting	267

Chapter 13: Managing Your WordPress MU Community 269

Logging In to WordPress MU.....	270
Exploring Your Site Admin Options in WordPress MU.....	271
Performing searches on the Site Admin page.....	271
Managing all the blogs in your community.....	272
Managing community users.....	277
Installing Themes for Your Users.....	280
Uploading and installing themes.....	281
Testing themes for your WordPress MU community.....	283
Enabling themes on a per-blog basis.....	283
Configuring site options.....	284
Upgrading WordPress MU.....	287
Using Plugins with WordPress MU.....	287
Plugins for the overall MU site.....	288
Plugins for your users to choose from.....	289

Chapter 14: Maintaining WordPress MU 291

Getting a Real-World MU Perspective.....	291
Being in the Know.....	294
Upgrading WordPress MU.....	296
Fighting Spam and Splogs.....	298
Preventing splog signups.....	298
Preventing comment spam.....	300

Part V: Flexing and Extending WordPress 303**Chapter 15: Migrating Your Blog to WordPress 305**

Movin' On Up.....	305
Preparing for the Big Move.....	306
Converting Templates.....	308
Moving Your Blog.....	308
Importing from Blogspot/Blogger.....	310
Importing from Blogware.....	311
Importing from DotClear.....	312
Importing from GreyMatter.....	313
Importing from LiveJournal.....	314
Importing from Movable Type and TypePad.....	315
Importing from Textpattern.....	316
Importing from WordPress.....	316
Importing from an RSS feed.....	317
Finding Other Resources to Import.....	318

Chapter 16: Beyond Blogging: WordPress as a Content Management System 319

Understanding What a Content Management System Can Do for You.....	320
Creating the Front Page of Your Web Site.....	320

Adding a Blog to Your Web Site.....	325
Defining Specific Templates for Static Pages.....	327
Creating a Template for Each Post Category.....	331
Using Sidebar Templates.....	332
Optimizing Your WordPress Blog.....	333
Planting keywords in your Web site.....	334
Optimizing your post titles for search engine success	335
Writing content with readers in mind.....	336
Creating categories that attract search engines	337
Using the ALT tag for images	338
Places to Bookmark	339
<i>Part VI: The Part of Tens</i>.....	341
Chapter 17: Ten Great — and Free — WordPress Themes	343
Cutline	344
Tarski	345
SandPress.....	345
xMark.....	346
Blog.txt	346
Rounded V2 Blue.....	347
Almost Spring	347
Redoable.....	347
Anaconda	348
K2	348
Chapter 18: Ten Great WordPress Plugins	349
Related Entries	349
Subscribe to Comments	351
Share This	352
WP ShortStat.....	354
WordPress Mobile Edition.....	354
SRG Clean Archives.....	355
WP Ajax Edit Comments.....	355
Translate	356
Random Quotes.....	357
WordPress.com Stats.....	357
Appendix: Configuration Options	359
<i>Index</i>.....	367

