

# WordPress for the Movement

## Website Development with WordPress and other Open Source Software

### Our Tools

There are 5 languages or utilities that we will use to develop and maintain a website. From easiest to hardest, they are: HTML, CSS, JavaScript, PHP and MySQL. These are all free and open source programs available on the internet, and they are the most common. There are also many free sources of information for each of them on the internet. Originally the internet was like the wild-wild-west, but now people have standardized to a few CMS ([content management system](#)). The three most popular CMS based on free and open software are: [Drupal](#), [Joomla](#), and [WordPress](#).

### Client/Server

The first three languages (HTML, CSS, JavaScript) are client-side languages - meaning that they can be used by your browser to manipulate the final page as it appears on your computer screen. PHP and MySQL are server-side languages - which means they usually get complex information from the server before they serve it to the client as HTML. (Actually JavaScript can be both client and server-side, but we will only concentrate on the client-side).

### Background

A computer server capable of serving HTML pages that can be viewed in your browser (in any browser, in any type of computer, the internet is the great equalizer) comes in two major categories. The server based on **Microsoft** software uses:

MS-Windows – IIS (Internet Information Server) – ASP (Active Server Pages)

The other major server is based on **Unix/Linux**:

Linux – Apache – MySQL – PHP (aka LAMP)

And then there are combinations of the above, for example – WAMP:

Windows – Apache – MySQL – PHP (or Perl, Python)

Or **Mac** – Apache – MySQL – PHP (MAMP)

### Working Environment

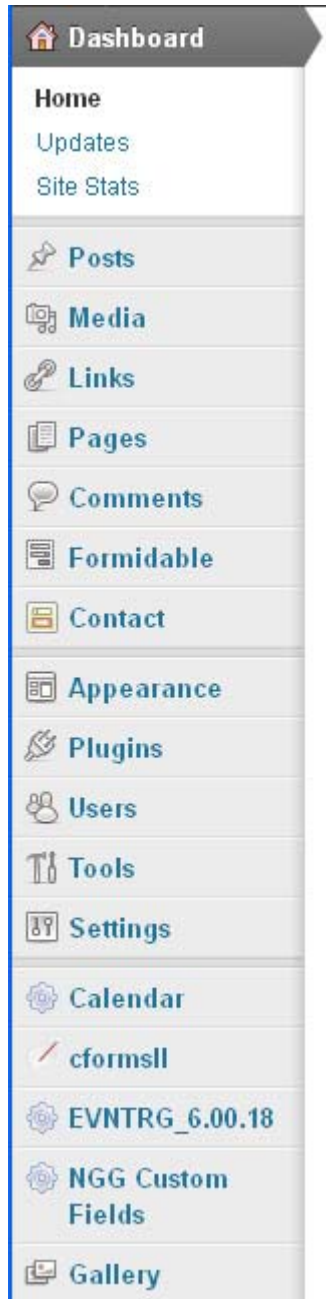
In order to work with these languages and test your creations, you need an environment which includes:

- The PHP server. It can be installed on any computer – Microsoft Windows, Apple MAC or Linux.
- Text editor – to edit the source code for example [TextPad](#) or [PHPeclipse](#). Or you could use a framework like [ZEND](#).
- FTP – to upload your source code to the server (eg [FileZilla](#)).
- Browser – to actually view and test your page (preferably many different browsers - MS-IE, FF, Chrome, Opera, Safari etc).
- a good debugger
- Optional (strongly recommended) a [MySQL](#) interface.
- (for this workshop we will assume WordPress is already installed)

## WordPress

From [their website](#): WordPress started in 2003 with a single bit of code to enhance the typography of everyday writing and with fewer users than you can count on your fingers and toes. Since then it has grown to be the largest self-hosted blogging tool in the world, used on millions of sites and seen by tens of millions of people every day.

From [WikiPedia](#): WordPress is a free and open source blogging tool and a dynamic content management system (CMS) based on PHP and MySQL. It has many features including a plug-in architecture and a template system. WordPress is used by over 14.7% of Alexa Internet's "top 1 million" websites and as of August 2011 manages 22% of all new websites. WordPress is currently the most popular CMS in use on the Internet.



### Installing WordPress

You can either get a free hosted website on [www.wordpress.com](http://www.wordpress.com) - or, if you have admin rights, you can install on your own domain. You will need access to the **cPanel**, and know the MySQL username and password.

### Login as Administrator

We will assume that you already have a working installation of WordPress, and are ready to start customizing it. A few concepts you need to understand when working with WordPress:

### WordPress Themes (Templates)

All the content on your website will be stored in the MySQL database, and in most cases, you will never have to go exploring in the database. One of the things that makes WordPress so popular is that it uses interchangeable themes (or templates) - ie the same content can be displayed many different ways by the way the template is designed.

WordPress comes with one or two standard themes, and probably your first task will be to customize the large logo at the top of the home page.

On the left is a standard menu of the most common options in WordPress.

### Register users

In order to add content to your website, you can limit it to just one (or a few users) that the admin has added. But you also have the ability to allow anyone to register on your website in order to add content and/or comments. Like everything else with WordPress this can be customized to your specifications.

There's a very good WordPress demo here (login as admin - demo123)  
<http://demo.opensourcecms.com/wordpress/wp-login.php>

## WordPress - content

Posts - this is where you add your most common type of content. It usually looks like a blog.

Pages - these are some of the standard pages you see on a website like “Contact Us” or “About Us” etc... Usually pages get added to the website’s menu automatically.

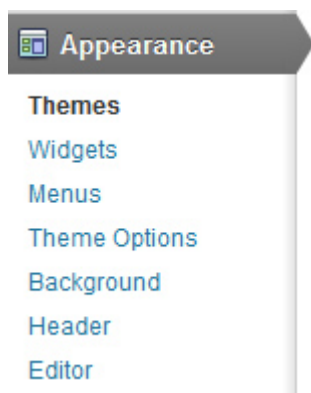
Media - this is where you add JPGs, PDFs, Video etc.... You can also add media when creating a post.

Links – your favourite links.

Comments - this is where you can moderate any comments. Be aware that spammers usually leave generic comments like “I like your website” and then leave a link back to their own website.

## WordPress - style, or appearance

Appearance - this is where you manage all aspects of how your website looks.



Theme - you can either customize your current theme or add other themes. <http://wordpress.org/extend/themes>

Widgets - this is how you can place objects on the side of the page like a Twitter feed, Facebook feed etc...

Menus - self explanatory. Pages get added to the menu, but you can also manually adjust it here.

Theme Options - this is where you decide if there are one, two or three columns; and some basic colors...

Background - if you want a fancy background, or just leave it blank.

Header - your logo goes here.

Editor - this is where you get your hands dirty. You will need to know HTML, CSS and/or PHP.

Plugins - this is where you can add/remove any special gadgets (or plugins) to customize your website even more.

<http://wordpress.org/extend/plugins>

[http://codex.wordpress.org/Function\\_Reference/wp\\_nav\\_menu](http://codex.wordpress.org/Function_Reference/wp_nav_menu)

Getting Started:

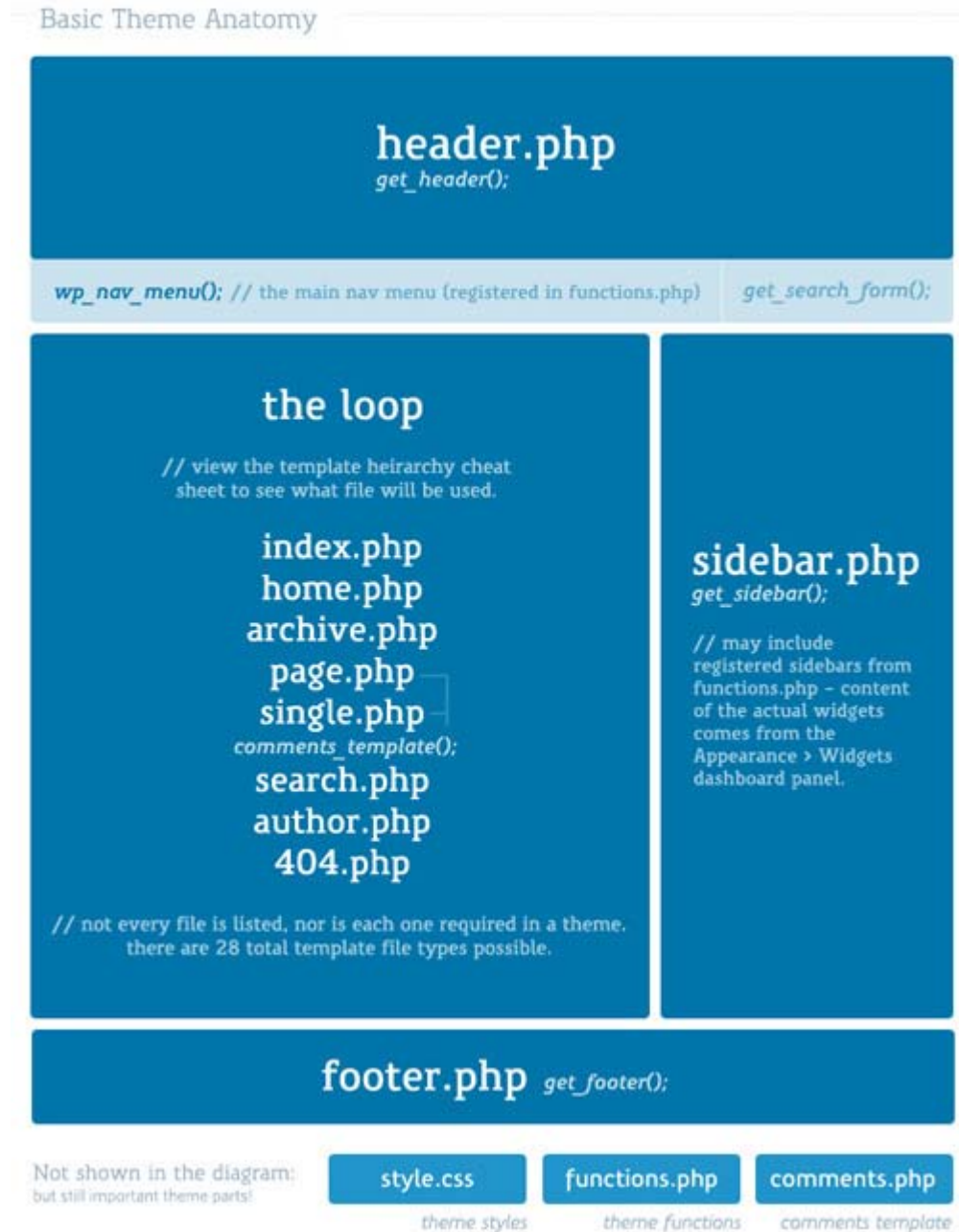
[http://codex.wordpress.org/First\\_Steps\\_With\\_WordPress](http://codex.wordpress.org/First_Steps_With_WordPress)

## WordPress - miscellany

### Categories and Tags

You should use Categories for major themes, like the items on your menu: news, committees, campaigns etc. Tags are more fleeting and transitory. For example if you have a posting in the “News” category, you can tag it as “Occupy” and “Stephen Harper”. Then when you search in the Tags for “Stephen Harper”, you will get all posts that are tagged, not just the “News” category.

WordPress help at <http://wordpress.org/support>



Response codes:  
200=OK  
403=Forbidden  
404=Not Found  
405=Not Allowed



## HTML and CSS

### HTML/CSS Debugger

FF: Tools - Web Developer - Inspect (also, get more tools - Firebug)

MS-IE: Tools - F12 Developer Tools

[Wikipedia](#): HyperText Markup Language (HTML) is the main markup language for displaying web pages and other information that can be displayed in a web browser. HTML is written in the form of **HTML elements** consisting of tags enclosed in angle brackets (like <html>), within the web page content. HTML tags most commonly come in pairs like <h1> and </h1>, although some tags, known as empty elements, are unpaired, for example <img>. The first tag in a pair is the start tag, the second tag is the end tag (they are also called opening tags and closing tags). In between these tags web designers can add text, tags, comments and other types of text-based content.

Some common markup tags:

```
<b>Bold</b>
```

```
<i>Italic</i>
```

```
<u>Underline</u>
```

```
<h1>Largest headline</h1>
```

```
<h2>Second largest headline</h2> h3.... to h6
```

```
<a href="http://www.someplace.ca">link to someplace.ca</a>
```

Each browser might have its own default setting for how to display <h1>Largest headline</h1>. If you want to customize it a different font-face or font-size, you will have to use a style property like this: <h1 style="font-family: Arial;">Largest headline</h1>

Or, even better, you should pre-define a bunch of styles and store them in one separate CSS file. The biggest advantage of CSS is that you only have to make a change in one place, and it will cascade to all your other pages. For example:

```
<h1 class="page-title">Largest headline</h1>
```

And in the CSS file:

```
page-title { font-family: "Arial"; }
```

Cascading order:

- user !important declarations
  - └ author !important declarations
    - └ author normal declarations CSS
      - └ user normal declarations CSS
        - └ user agent (UA or browser) default declarations CSS

Naming of CSS classes:

Select names that have a global description, not the content of the CSS.

Bad examples:

- blueheader (what if you change it in the future to a different color?)
- bigheader

Instead, better to use document IDs and class within each ID (and this will fit nicely with CSS3 and HTML5):

- container
  - masthead
  - nav
  - article
    - headline
    - byline
    - article-content
  - comments
  - footer
  - sidebar

CSS supports a number of measurements including absolute units such as inches, centimeters, points, and so on, as well as relative measures such as percentages and em units.

CSS selectors are used for specifying which particular element(s) that a CSS rule applies to.

| Selector | Description  | Example   |
|----------|--|---|
| element  | Selects all elements of the name specified in the rule | <code>h1 {color: red;}</code><br><code>/* makes all h1 tags red */</code>   |
| #id      | Selects any tag with an id attribute set               | <code>#masthead {color: green;}</code><br><code>/* makes a tag with id='header-top' green */</code>                 |
| .class   | Selects any tag with the specified class value         | <code>.entry-content {color: yellow;}</code><br><code>/* makes all tags with class='entry-content' yellow */</code> |

Example:

```
<style type="text/css">
  h1 {color: red;}
  #article {display:none;}
  div.entry-content {color:#000;}
</style>

<div id="article"> ...
  <h1>This is the Main Headline</h1>
  <div class="entry-content"> ... </div>
</div>
```

Class in CSS overrides class in body; Style in body overrides class in CSS

div, p : means both div and p; div p : means p inside of div element

To make the p element inherit from a div: #myid > p or div.myclass > p

The main resource for HTML specs ver 4.01:

<http://www.w3.org/TR/1999/PR-html40-19990824/cover.html#minitoc>

and these are the specs for ver 5:

<http://www.w3.org/TR/2011/WD-html5-20110525/#contents>

A good summary of all HTML tags and CSS properties:

<http://www.htmlref.com>

<http://www.w3.org/Style/CSS/>

CSS2: <http://www.w3.org/TR/CSS2/cover.html#minitoc>

CSS3 <http://www.w3.org/TR/css3-syntax/>

HTML Validator: <http://validator.w3.org>

CSS Validator: <http://jigsaw.w3.org/css-validator>

## JavaScript

[JavaScript](#) (sometimes abbreviated JS) is an interpreted scripting language that is dynamic, weakly typed and has first-class functions. It is a multi-paradigm language, supporting object-oriented, imperative, and functional programming styles. It is primarily used in the form of client-side JavaScript, implemented as part of a Web browser in order to give enhanced user interfaces and dynamic websites. This enables programmatic access to computational objects within a host environment. It is somewhat similar in capability to Microsoft's Visual Basic (VB).

There are many pre-built JS libraries like [jQuery](#), Prototype, Dojo, MooTools.

Resource:

[https://developer.mozilla.org/en/About\\_JavaScript](https://developer.mozilla.org/en/About_JavaScript)

<https://developer.mozilla.org/en-US/learn>

### Close Window

A close window function is useful when you use a pop-up window on your page, as it allows the visitor to easily close the window. You can do it several ways: To use a button,:

```
<form>
```

```
<input type=button value="Close Window" onClick="javascript:window.close();">
```

```
</form>
```

For a text link, paste the following where you want the link to appear:

```
<a href="javascript:window.close();">Click to Close Window</a>
```

To make the window close after a given number of seconds, add the event handler to the <body> tag. FYI, 20000 equals 20 seconds.

```
<body onLoad="setTimeout(window.close,20000)">
```



## PHP

### What is PHP?

PHP is a self-referring acronym which stands for – PHP: Hypertext Preprocessor. It is a server-side scripting language that is especially suited for web development. All the computational work is done on the server, and the result is data that can be displayed in your browser. PHP can generate plain text, HTML, graphics (for example in JPEG or GIF), Flash media, PDF documents, even Microsoft (or OpenOffice) compatible spreadsheets, etc...

### Resources:

<http://en.wikipedia.org/wiki/PHP>

<http://www.php.net>

### Your First Program:

```
<?php
    phpinfo();
?>
```

### Hello World (with embedded PHP):

```
<html>
<head>
<title>PHP Test</title>
</head>
<body>
<?php echo '<p>Hello World</p>'; ?>
</body>
</html>
```

Will generate this:

```
<html>
<head>
<title>PHP Test</title>
</head>
<body>
<p>Hello World</p>
</body>
</html>
```

```
<p>Today is <?php echo date('F jS, Y'); ?></p>
```

will generate this:

Today is July 10th, 2012

WordPress templates use this:

```
<?php get_header(); ?>
<?php get_footer(); ?>
<h2>Archives by Month:</h2>
<ul><?php wp_get_archives('type=monthly'); ?></ul>
```

## Other Utilities

Fonts:

Three main types of fonts: serif **ABCabc**, sans-serif **ABCabc** and specialty (like scary or handwriting, or wingdings) 🙌👉🌀Ωℳ. Originally all computer fonts were bitmap, but now they are TTF (true-type) and they have smooth edges both on the screen and when printing to a printer.

HTML-Typographic symbols:

&ndash; &mdash; &ldquo; &rdquo; &bull; &nbsp;

Images:

There are two main types of images - raster (bitmap) and vector. Good place to begin is here:

[http://en.wikipedia.org/wiki/Image\\_file\\_formats](http://en.wikipedia.org/wiki/Image_file_formats)

Image editing tools (bitmap) - Windows Paint, Adobe Photoshop, [OpenOffice Draw](#) and vector: Adobe Illustrator and Corel Draw.

Raster: BMP, GIF, PNG, JPG (good thing about GIF and PNG is they can have a transparent background)

Vector: AI, PS

Colors:

there are two main formats: CMYK (for print on paper) and RGB for websites.

00 = no light = black

FF = max light (either R, G or B)

#88 88 88 = gray

#00 FF 00 = dark-green

#BB FF BB = light-green

[http://www.w3schools.com/tags/ref\\_colorpicker.asp](http://www.w3schools.com/tags/ref_colorpicker.asp)

Decimal <-> Hexadecimal numbers

|   |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |
|---|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | A  | B  | C  | D  | E  | F  |

Resolution:

At least 300dpi or higher for print and 72ppi (pixels per inch) for websites.

Text Encoding:

UTF-8 vs ANSI

Other issues:

- HTML4 (and CSS1 and 2) vs HTML 5 (and CSS3)
- Web 2.0 and AJAX

Michael's suggestion for the redesign of the OccupyTO.org website:  
<http://scorecardtestblog.blogspot.ca/2012/06/occupytorontolandingpagev2html.html>  
based on this:  
<http://www.covercancer.com>



Left Sidebar



General Assembly



Action Committee



Economics Committee



Finance Committee



Outreach Committee



Web Development Committee

Image / Button

Image / Button

Image / Button

Right Sidebar

## Other Notes

Here are a couple of PHP scripts to download and install a new copy of WordPress.

getwordpress.php

```
<?php
$last_line = system('wget http://wordpress.org/latest.tar.gz', $retval);
echo "<hr />Last line of the output: " . $last_line;
echo "<hr />Return value: " . $retval;
?>
```

unpackwordpress.php

```
<?php
/*
 z is to handle files that were compressed using gzip.
 x is to extract.
 v is to be verbose about what is going on.
 f is to force overwriting if it was already extracted
 */
$last_line = system("tar -zxvf latest.tar.gz", $retval);
echo "<hr />Last line of the output: " . $last_line;
echo "<hr />Return value: " . $retval;
?>
```

and then just run the install script:

[www.yourwebsite.ca/wp-admin/install.php](http://www.yourwebsite.ca/wp-admin/install.php)

and check out:

[http://codex.wordpress.org/Installing\\_WordPress](http://codex.wordpress.org/Installing_WordPress)

### SEO – Search Engine Optimization

Start with a search for “SEO Optimization” and read this (32 page PDF with suggestions from Google):

<http://googlewebmastercentral.blogspot.ch/2010/09/seo-starter-guide-updated.html>

Google’s latest update called Panda changes the rules:

<http://www.seomoz.org/blog/how-googles-panda-update-changed-seo-best-practices-forever-whiteboard-friday>

Use Google Analytics:

<http://www.google.com/analytics>

# MySQL

This is the information you need to know to create/access the WordPress database:  
DB name; User name, User's password, host address and a table prefix.

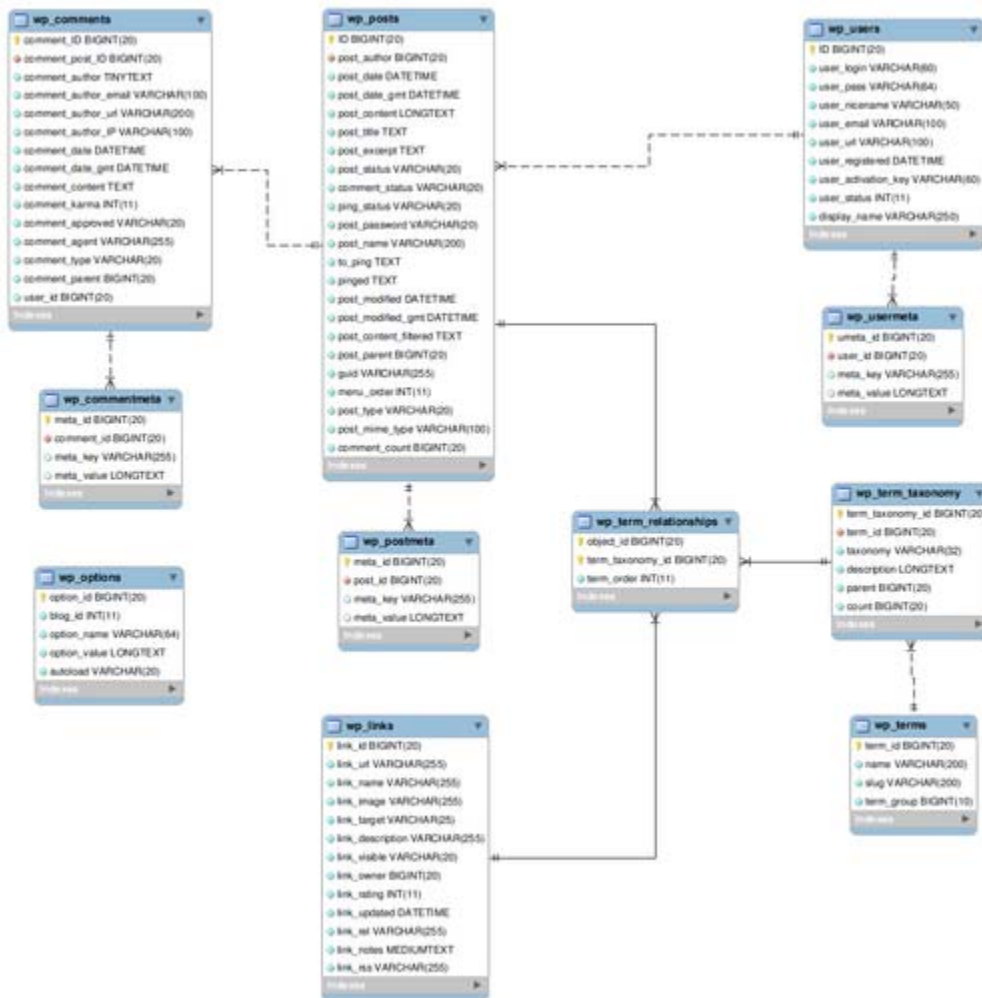
(You will have to create the database and a username/password using your cPanel.)

These are the table that are created with a fresh installation of WordPress 3.4:

- ▶ **wp\_commentmeta**      ▶ **wp\_comments**
- ▶ **wp\_links**            ▶ **wp\_options**
- ▶ **wp\_posts**        ▶ **wp\_postmeta**            ▶ **wp\_users**            ▶ **wp\_usermeta**
- ▶ **wp\_term\_relationships**    ▶ **wp\_term\_taxonomy**    ▶ **wp\_terms**

Google: WordPress table schema

[http://codex.wordpress.org/Database\\_Description](http://codex.wordpress.org/Database_Description)





# CENTRE FOR SOCIAL JUSTICE

## **The Centre for Social Justice**

conducts research, education and advocacy in a bid to narrow the gap in income, wealth and power, and enhance peace and human security.brings together people from universities and unions, faith groups and community organizations in the pursuit of greater equality and democracy.supports social movements in the struggle for social justice.offers a non-partisan perspective on political, social and economic issues.uses creative communications to educate Canadians about public policies

## **About the Centre for Social Justice**

The Centre for Social Justice is an advocacy organization that seeks to strengthen the struggle for social justice. We are committed to working for change in partnership with various social movements and recognize that effective change requires the active participation of all sectors of our community. Although the Centre is based in Ontario, our work increasingly takes us across Canada and into the international arena. The programmatic content of the Centre's work may change from year to year, but there is an on-going interest in working strategically to narrow the gap between rich and poor, challenging the corporate domination of Canadian politics, and pressing for policy changes that promote economic and social justice. The Board of Directors is drawn from our partnerships with community and faith groups, unions and universities.

## **Our History**

The Centre for Social Justice (CSJ) was created in 1997 to carry on much of the work of the Jesuit Centre for Social Faith and Justice. During its 19 years of operation, the Jesuit Centre had earned widespread respect for its work on Central American issues, for its support of refugees, and for its efforts to strengthen social movements here in Canada. In an effort to continue this work, a partnership of activists from unions, universities, faith communities and social movements approached the Jesuits, who agreed to help them in setting up a new independent centre.

In order to guarantee full compliance with Canadian charity laws, the Board of Directors decided to incorporate two entities: the Centre for Social Justice would conduct advocacy campaigns and the CSJ Foundation for Research and Education would pursue charitable activities.

[www.socialjustice.org](http://www.socialjustice.org)