Lecture 29

Content Management and WordPress

Course logo spider web photograph from Morguefile openstock photograph by Gabor Karpati, Hungary.
Think About Workflow!

- Consider domains of expertise:
  - Design – art, communication, ..
  - Systems – CS, CIS, ..
  - Content – writers, photographers, ..

- First time up – build a site.

- From that moment forward
  - Maintenance?
  - Much much more than maintenance!
A Site is Like a ...

- **A Book**
  - Major up front effort then walk away.

- **A TV Miniseries**
  - Effort over fixed period, then walk away.

- **A Good Newspaper**
  - What needs to be said today.

- **A Good Restaurant**
  - Yesterday’s food holds little appeal.
More Newspaper than Book

- A website not in need of updating is a rare thing, and probably boring.
- How does content get onto a site?
- It comes from people, typically without web development skills.
- ... and they want to contribute that content through a browser.
BCM (Before Content Management)

Content added/modified using files on a server. No server access, no changing the site. Content providers need some degree of training. CT 310 is BCM focused.

ACM (After Content Management)

Content added/modified through a browser. Web based access control is in place. Contribution of content through WYSIG tools. Behind the scenes, content in a database.
The Argument

BCM Pros
- Security
  No browser updates
- Simplicity
  No complex superstructure
  Often, file<->page match
- Escape from WYSIG
  Server tools for updating

BCM Cons
- Updating is hard !!!
  Content changes require server access & expertise

ACM Pros
- Updating is easy!
  Those responsible for content directly contribute

ACM Cons
- Complexity
  CMS Superstructure
- Obscurity
  Pages aren’t files
- Security
  One mistake and others with a browser own you

For all the ACM Cons, “Updating is easy!” wins. Expect to deploy some form of CMS in any project where real people are responsible for site content.
CMS Features

Warning, this site is not being kept up to date.

Still useful to glimpse range of CMS features.
How Many Options

- A crowded field!
- There are 1311 entries
- Problem: Does any platform have critical mass?
Critical Mass: Yes

Usage statistics and market share of WordPress for websites

This report shows the usage statistics and market share data of WordPress on the web. See technologies overview for explanations on the methodologies used in the surveys. Our reports are updated daily.

**WordPress is used by 59.4%** of all the websites whose content management system we know. This is 26.4% of all websites.

**Versions of WordPress**

This diagram shows the percentages of websites using various versions of WordPress.

How to read the diagram:
Version 4 is used by 86.2% of all the websites who use WordPress.

<table>
<thead>
<tr>
<th>Version</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Version 4</td>
<td>86.2%</td>
</tr>
<tr>
<td>Version 3</td>
<td>12.9%</td>
</tr>
<tr>
<td>Version 2</td>
<td>0.9%</td>
</tr>
<tr>
<td>Version 1</td>
<td>less than 0.1%</td>
</tr>
</tbody>
</table>

W3Techs.com, 25 April 2016
WordPress – Get It

WordPress is web software you can use to create a beautiful website, blog, or app. We like to say that WordPress is both free and priceless at the same time.

The core software is built by hundreds of community volunteers, and when you're ready for more there are thousands of plugins and themes available to transform your site into almost anything you can imagine. Over 60 million people have chosen WordPress to power the place on the web they call "home" — we'd love you to join the family.

Ready to get started? Download WordPress 4.5
Follow The Handy Guide

Famous 5-Minute Install

Here’s the quick version of the instructions for those who are already comfortable with performing such installations. More detailed instructions follow.

If you are not comfortable with renaming files, step 3 is optional and you can skip it as the install program will create the wp-config.php file for you.

1. Download and unzip the WordPress package if you haven’t already.
2. Create a database for WordPress on your web server, as well as a MySQL (or MariaDB) user who has all privileges for accessing and modifying it.
3. (Optional) Find and rename wp-config-sample.php to wp-config.php, then edit the file (see Editing wp-config.php) and add your database information.
4. Upload the WordPress files to the desired location on your web server:
   - If you want to integrate WordPress into the root of your domain (e.g., http://example.com/), move or upload all contents of the unzipped WordPress directory (excluding the WordPress directory itself) into the root directory of your web server.
   - If you want to have your WordPress installation in its own subdirectory on your website (e.g., http://example.com/blog/), create the blog directory on your server and upload the contents of the unzipped WordPress package to the directory via FTP.
     
     **Note:** If your FTP client has an option to convert file names to lower case, make sure it’s disabled.

5. Run the WordPress installation script by accessing the URL in a web browser. This should be the URL where you uploaded the WordPress files.
   - If you installed WordPress in the root directory, you should visit: http://example.com/
   - If you installed WordPress in its own subdirectory called blog, for example, you should visit: http://example.com/blog/

Don’t try to read steps here, we will review them briefly today.
CREATE USER 'mywp'@'localhost' IDENTIFIED BY '***';
GRANT ALL PRIVILEGES ON *.*
TO 'mywp'@'localhost' IDENTIFIED BY '***'
REQUIRE NONE WITH GRANT OPTION
MAX_QUERIES_PER_HOUR 0
MAX_CONNECTIONS_PER_HOUR 0
MAX_UPDATES_PER_HOUR 0
MAX_USER_CONNECTIONS 0;
CREATE DATABASE IF NOT EXISTS `mywp`;
GRANT ALL PRIVILEGES ON `mywp`.*
TO 'mywp'@'localhost';
Step 3: Move Download

- Place all WordPress files in your server’s root directory.

Think about whether to keep default MAMP location tied to application.
Step 4: Start Setup

Welcome to WordPress. Before getting started, we need some information on the database. You will need to know the following items before proceeding:

1. Database name
2. Database username
3. Database password
4. Database host
5. Table prefix (if you want to run more than one WordPress in a single database)

We're going to use this information to create a `wp-config.php` file. If for any reason this automatic file creation doesn't work, don't worry. All this does is fill in the database information to a configuration file. You may also simply open `wp-config-sample.php` in a text editor, fill in your information, and save it as `wp-config.php`. Need more help? We got it.

Note: I entered only the URL Localhost:8888/wordpress
What Happened?

Generally, don’t ask!!!!!!!

WordPress is not written so you can *(or should)* start messing with the the PHP!

But, in CT 310 you are aware enough of PHP that you should at least think about what is going on.
Simply speaking, our lack of Database setup is detected and we’re going to be asked to fix it.
Welcome

Welcome to the famous five-minute WordPress installation process! Just fill in the information below and you’ll be on your way to using the most extendable and powerful personal publishing platform in the world.

Information needed

Please provide the following information. Don’t worry, you can always change these settings later.

Site Title
redpanda

Username
red

Usernames can have only alphanumeric characters, spaces, underscores, hyphens, periods, and the @ symbol.

Password
DenverZooHamlet13

Important: You will need this password to log in. Please store it in a secure location.

Your Email
ross.beveridge@colostate.edu

Double-check your email address before continuing.

Search Engine Visibility
Discourage search engines from indexing this site

It is up to search engines to honor this request.

Install WordPress
Step 4: Setup Complete

Now connected to your database

Success!

WordPress has been installed. Thank you, and enjoy!

Username: red

Password: Your chosen password.

Log In
Now Login

Username or Email
red

Password

Remember Me

Log In
Done? No! Just Started ...

Welcome to WordPress!
We've assembled some links to get you started:

Get Started

- Customize Your Site

or, change your theme completely

Next Steps

- Write your first blog post
- Add an About page
- View your site

More Actions

- Manage widgets or menus
- Turn comments on or off
- Learn more about getting started
Now Build Your Site

Hello world!

Welcome to WordPress. This is your first post. Edit or delete it, then start writing!

April 26, 2016 / 1 Comment / Edit
Notice the absence of editing controls. I am not logged into the site on Chrome. I was in Safari.
Speaking of Maintenance

➤ This is important!

Keep in mind my test site is ONLY visible on localhost.
Push a Single Button

➢ Good to know – update succeeded

Welcome to WordPress 4.7.4

Thank you for updating to the latest version! WordPress 4.7.4 helps you get your site set up the way you want it.

What’s New Credits Freedoms

Maintenance and Security Releases

Version 4.7.4 addressed 47 bugs. For more information, see the release notes.

Version 4.7.3 addressed some security issues and fixed 39 bugs. For more information, see the release notes.

Version 4.7.2 addressed some security issues. For more information, see the release notes.

Version 4.7.1 addressed some security issues and fixed 62 bugs. For more information, see the release notes.
WordPress: Two Views

How does it work inside?
- Overall design
- Use of MySQL
- Use of PHP
- Use of JavaScript
- Use of jQuery
  (Bootstrap Themes)

As students in CT 310 you could, with sufficient time and motivation, begin to decipher how WordPress is put together.

How do I use it?
- Install (easy part)
- Build out a site
- What about themes
- What about features
- What about users
- Maintenance

As students in CT 310 you have learned nothing about WordPress in particular and the rich ecosystem it supports. Next week – a glimpse.