Advanced Online Media
Dr. Cindy Royal
Texas State University - San Marcos
School of Journalism and Mass Communication

Upgrade to Bluehost
Follow the link on the TXST program handout. www.bluehost.com/track/UP/txstate.
Click on Sign Up Now.
Choose I Have a Domain and enter your current domain name. Then follow the instructions to set up your account.

It's $4.95/month if you choose to pay for one year. $3.95/month if you do two or three years (good idea if you plan to keep for a while, but you will have to pay it all now). You will get instructions from Bluehost as to how to transfer your hosting and information about your new account.

I will later provide info on how to transfer your domain registration (which is a different process).

Using Wordpress
After your hosting is transferred, it is very easy to add a Wordpress installation to your newly upgraded Bluehost account. We will be replacing your current website with a Wordpress site. A self-hosted WP will allow you maximum ability to customize.
1. First, go to Fetch and use Get to get a copy of everything under public_html. You will probably need to go into your Fetch preferences and change the download option to "ask every time," so you can pick the folder where you want to save your files.
2. Next, go to your control panel of your new host www.yourdomain.com/cpanel (where "yourdomain" is actually the name of your domain). Alternatively, you can go to Bluehost.com and choose the control panell login button.
3. Login with your domain name and password.
4. Look for Wordpress under Simple Scripts Installations.
5. Click Install. Then choose the most current version, and choose if you want to install at top of your domain or on a subdomain (we will be replacing your main site with the WP site, so you don't need to use a subdomain/folder unless you want one.
6. Click the Terms and Conditions and choose Complete. That's it. In a few seconds, you will be directed to your WP dashboard.

Working with Your Custom Wordpress Site
Now that you have your Wordpress installation complete, it's time to start using it. If you go to yourdomain.com, you can see that the blog is ready to go and what it looks like right now. When you are ready to start customizing it, go to yourdomain.com/wp-admin (use your domain name).

In the admin panel, go to Users, Your Profile. Make appropriate changes to the way your name displays, any contact info. You can also change your password here.

Under *Settings, General* you can change the Site Title, add a tagline and make other changes. If you have used an add-on domain that you have linked to a custom domain (as we did with the sxtxstate.com site), you may need to change the blog addresses. Do not change any of these items for the sxtxstate.com blog.

Under Writing, Reading , Discussion and Miscellaneous sections, you can change other settings to customize the blog. Do not change any of these items for the sxtxstate.com blog.

Under Posts, you can see the list of posts. The first thing you can do is remove the Hello World post and start adding new posts.

You can go under *Pages* and Add and Edit any pages you want on the site. Use the form to add content to the pages. We will discuss the use of any new pages for the sxtxstate.com blog.

You can change the theme under *Appearance*. We are working with a very simple theme that can be modified to the desired design. For sxtxstate.com, our design is fairly stable. For your personal blog, you will be able to customize it at will.

We will discuss how to use the *Editor* and *Plugins* to customize the site. You cannot use an Editor or the Plugins on a Wordpress.com site. There is much flexibility in having a self-hosted Wordpress blog.

Categories and Slugs – we use categories for the days of the week, so we can use the list in the sidebar for people to filter through the days. We also use the generic SXSWi category for every post. We may discuss the usage of different categories for the site. The slug is a url friendly name, so you can add a word without spaces or capital letters.

Permalinks – shows how links for pages and posts will be created. You can adjust if you want. The name in the permalink refers to the slug name.

Users – you may add additional users to your blog. Use Add New User Admin Panel. Provide info, password and give them a Role. They can login and change the password later.
  * Administrator can do everything
  * Editor – can do anything related to posts, including delete

- Author – can only affect their own posts
- Contributor – can make posts, but they need to be moderated
- Subscriber – has limited access to the site

Upgrade – use to upgrade Wordpress whenever new versions become available. Under Tools.

Review *Privacy Settings* to make the blog content available to search engines when you are ready.

Themes
Uses HTML, CSS and PHP to determine the look of the site. You can use the themes as is, or you can modify in the code. Since you are just modifying code, you don't need to be a coding expert, just someone who understands how to troubleshoot. You can set new themes or download new themes from the thousands that are available on the Web.

You can get more themes by installing them from the Wordpress Themes directory. You can peruse the site, see the look and features and select and install one. Download the themes to your computer, then you can Install Theme (or FTP – to wp-content/themes – make sure they are uncompressed). Or choose Install Themes to automatically install a theme. Make sure you find well designed, updated themes to install on your blog. Take a look at your blog to see how it looks with the new theme.

Customizing a theme
codex.wordpress.com provides all information about Wordpress templates. The Using Themes page does a good job of describing the template files and how they work together. The Template Tags page describes all the PHP tags used in a Wordpress theme.

Modifying CSS
We already know CSS. So you can go into the CSS to change the style of the blog. Under Appearance, choose Editor. You can see all the template files. You may need to look in some of the templates to be able to understand which styles need to be modified. For example, look in the header.php file to understand how it relates to the CSS.

Look for the have_posts loop to see how the title and the body of the posts are handled.

There may be multiple css pages, but start with style.css. Look for the sections you want to change. Feel free to experiment. Change things and see what it effects, colors, fonts, sizes, etc.

You can change the header in the header area of the Site Admin, if your template has that. Or you can change it in CSS by modifying the background property of the header div.

When you make changes to your template in the Wordpress Admin interface, it directly changes on the blog. Be careful, remember what you do, go back to fix changes that didn't work. If all else fails, you can re-install your theme, if you have backed up files, or install another theme.

Modifying PHP
You can also modify files with a text editor. If you have your site files downloaded to your computer, you can work directly in a text editor to make changes, then upload the files back to your server (or you can use a text editor that modifies files while on the server, like TextWrangler). Using a text editor gives you some additional features and usually has things like Undo commands.

The PHP files are fairly complex, and we will be discussing PHP in more detail later, but if you focus on exactly what you want to do, you may be able to figure out how to make modifications. You may need to refer to resources online like PHP.net.
For example in loop.php (that's your main file that controls the posts), look for the entry-meta area (there may be more than one).

      Change the line:
      <?php twentyten_posted_on(); ?>

      to:
      Posted on: <?php the_time('F j, Y g:i a'); ?>

Look at the date at the top of your post before and after the change. See the difference?

What you will do is look at your site and see what you want to change. Then you will try to figure out what file and code needs to be changed to make it happen.

Plugins
You can use lots of plugins on your site that add additional functionality. The Plugins area lets you install and add new plugins. You can search the New Plugin Installer. The Plugin Admin lets you manage plugins you have installed.

Click Add New to search for a plugin. You can also install from a zip file if you downloaded the plugin.

The plugin editor will allow you to modify a plugin, but you need to really understand code before attempting this.

Akismet
Comment moderation. Use Akismet to manage spam. Activate it by getting the free Wordpress API key (requires a Wordpress.com account – see your profile). View Akismet stats to get information about the spam on your site.

Add a Poll Plugin
Search for WP-polls (Install Plugins, Add New).

When you install a widget, you can then apply and customize it via widgets. Then you can go under Polls and Add or Manage Polls, there are options and templates that allow you to customize the polls.

Installing Google Analytics
1. Use a Google account (like Gmail) to login to Google Analytics). Visit http://www.google.com/analytics/, choose Access Analytics. At the bottom of the page, choose Add Website Profile.
2. Choose Add A Profile for a new domain
3. Then provide the domain name.
4. Choose Finish. You will be given some code that you will include in footer.php at the bottom of the page before the </body> tag.

There is a plugin that also lets you backup your Wordpress database. WPDBManager. You can also use your host to get a backup copy of your database.

Wordpress.org/showcase – gallery of sites hosted by Wordpress as a CMS.

Spring 2012 – don't worry about this unless you have installed something on a subdomain and want to change the name.
Changing the Name of the Subdomain
There are just a few steps to changing the subdomain name for your Wordpress installation on Doteasy. I was able to successfully change mine from blog to music. (see music.onthatnote.com)

1. Login to your Wordpress installation with the old subdomain name. (in my example, I used blog.onthatnote.com/wp-admin to login).
2. Under Settings, General Settings - change both the Wordpress address (URL) and the Site address (URL) to your new subdomain name. (in my example, I changed both of those to http://music.onthatnote.com). Of course, you can change the Site Title to anything you want.
3. When you Save Changes, you will see an error message. That's OK.
4. Go to Fetch. Login. Find the folder for your subdomain folder. Click on it so you can change the name to your desired new name (I changed mine from blog to music).
5. The most important part is to now go into your doteasy control panel (yourdomain.com/cpanel - use your domain name). Find the Subdomains button. Where it says Create a Subdomain, type in the new name in the Subdomain: box. When you click Create, you should see the new subdomain below pointing to the new folder name ("public_html/music" for me). Your old one will still be there, even though that domain no longer exists. You can delete it, if you want.

You should now be able to login at the new subdomain ("music.onthatnote.com/wp-

admin" for me) and see the site at the new address ("music.onthatnote.com").

I had one or two other things to clean up. I had placed my header with a hard-coded, absolute url reference as a background image of a div in the stylesheet. All my images are now in the music.onthatnote.com subdomain, but my hard-coded url for the background image was still pointing to blog.onthatnote.com. Never a good idea to use an absolute reference... Anyway, I just went in and changed that to a relative reference to the proper file and it was fixed.