

Poliedric WordPress

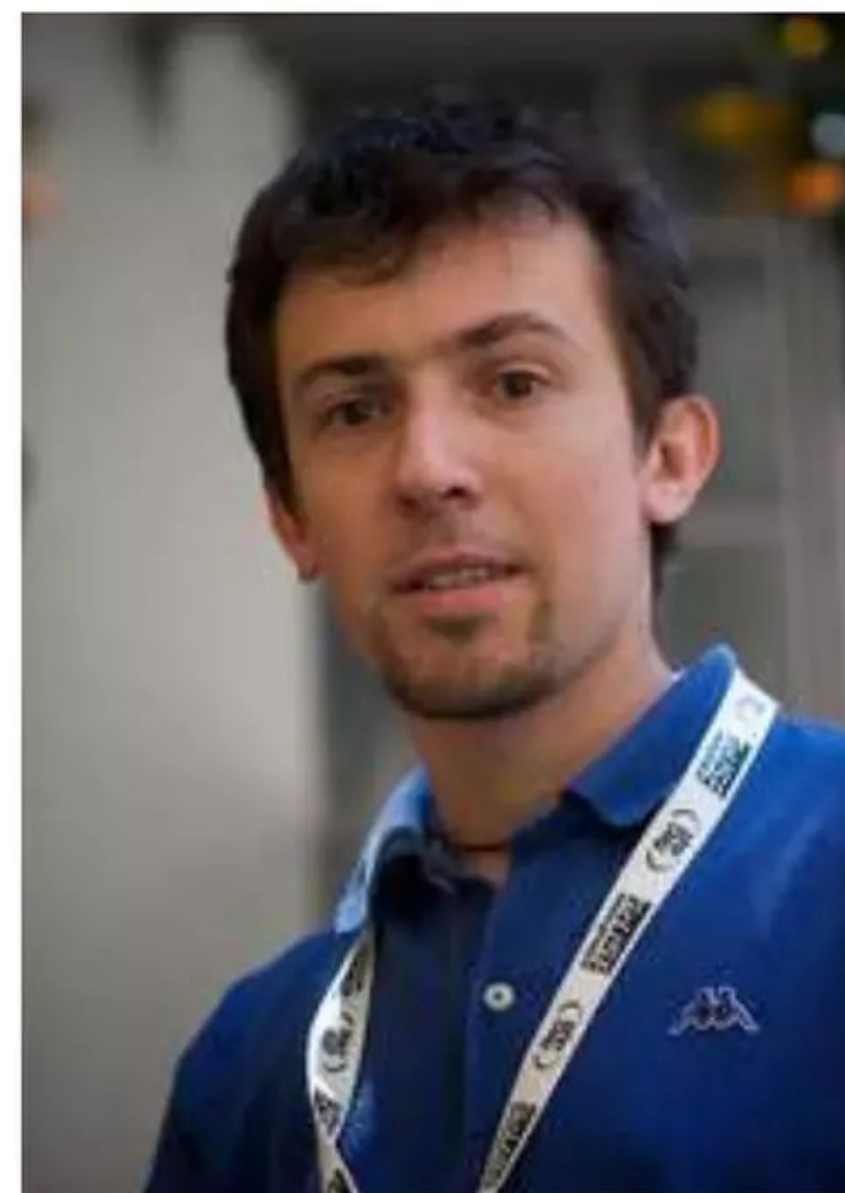
Maurizio Pelizzone



February 12, GoWeb Design Padova 2011

About me

- 35 years old
- Birth in Turin (Italy)
- CTO at Mavida
- PHP Senior Developer
- Web Analytics Consultant
- ***WordPress trainer and evangelist***



- <http://maurizio.mavida.com>
- <http://www.linkedin.com/in/mauriziopelizzone>



About this speech



- About WordPress
- WordPress main features overview
- Project demo
 - Scenario
 - Brief
 - Toolbox
 - Framework
- Performance and Security tips
- Links and reference



About WordPress



“WordPress is a web software you can use to create a beautiful website or blog” *

“WordPress is a state-of-the-art publishing platform with a focus on aesthetics, web standards, and usability. ”

- 25 million people have chosen WordPress
- 54 % content management system market share
- More then 13,000 plugins (February 2011)
- More then 1.300 themes (February 2011)
- 32 million WordPress 3 download (February 2011)

* cit. from <http://www.wordpress.org>



Releases timeline history

1.2	Mingus	22 May 2004
1.5	Strayhorn	17 February 2005
2.0	Duke	31 December 2005
2.1	Ella	22 January 2007
2.2	Getz	16 May 2007
2.3	Dexter	24 September 2007
2.5	Brecker	29 March 2008
2.6	Tyner	15 July 2008
2.7	Coltrane	11 December 2008
2.8	Baker	10 June 2009
2.9	Carmen	19 December 2009
3.0	Thelonious	17 July 2010
3.1 rc4		07 February 2011

<http://codex.wordpress.org>
<http://en.wikipedia.org>
<http://wordpress.org/a>
<http://infographiclabs.com>



WordPress users (in my experience)



Publisher: > 50%

Designers: < 30%

Developers: ~ 15%



sample of 127 blogs
statistics based on my personal contacts

Now 5 boring slides.
Sorry...

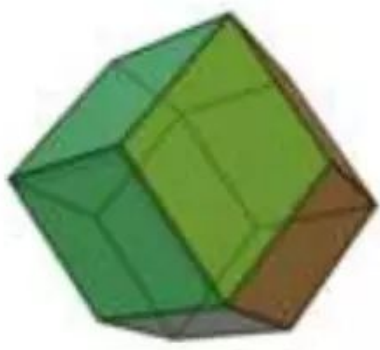


Main Features



- Full standard compliance
- Multiple authors
- Multisite
- User Roles
- Custom post type
- Custom taxonomies
- XML-RPC interface
- Plugin system
- Template system
- Automatic update (core, plugins, themes)





10 Usefull things you have to know

1. Template and Plugin auto-install system
2. Ombd
3. [gallery] shortcode
4. Sticky posts
5. Image editing
6. Post thumbnails image
7. Comments threading and paging
8. Hierarchic menu generator
9. Child Themes
10. Full IIS Compatibility



About Taxonomies



“**Taxonomy** is the practice and science of classification.” (Wikipedia)

- More simple content organization
 - Books (Genre, Authors, Publisher, Edition)
 - Films (Genre, Actors, Director, Year)
- Greater semantics
 - <http://blogname.com/films/matrix/>
 - <http://blogname.com/genre/action/>
 - <http://blogname.com/actors/keanu-reeves/>
 - <http://blogname.com/director/andy-wachowsk/>



About Custom Post Type



“**Post type** refers to the various structured data that is maintained in the WordPress posts table and can represent any type of content you want”

Default native post type

1. post
2. page
3. attachment
4. revision
5. nav-menu-item (> wp 3.0)



Some Use Cases



1. Standard Blog
2. Real estate
3. (Movie) reviews
4. Books shop
5. Portfolio Gallery
6. Shop / e-commerce
7. Contact manager
8. Ticket system
9. Time tracking project
10. Bookmarks service
11. Forum

12. Magazine / News website
13. Social Network
14. News aggregator
15. Network multisite
16. Membership
17. Local Event Directory
18. Microblogging
19. Job board
20. Classified
21. Wiki
22. WebTv



Let's begin



Scenario

A leading company specialized in biological and natural products needs to renew its image and improve its product catalog





Project brief

- Company informations (about, history, contact, ecc..)
- News
 - News category
- Products catalogue (with associated images)
 - Products categories
 - Products features
- Recipes section (register user only)
 - Recipes categories
 - Recipes ingredients
- Download area





What will we do....

- Configure custom type
- Configure custom taxonomy
- Setup page
- Setup news, products and recipes
- Setup menu
- Template reconfiguration
- Member area
- Download page
- Various adjustments





Plugins Toolbox

- Custom post type UI

<http://wordpress.org/extend/plugins/custom-post-type-ui/>

- Simple Custom Post Type Archives

<http://wordpress.org/extend/plugins/simple-custom-post-type-archives/>

- Query Multiple Taxonomies

<http://wordpress.org/extend/plugins/query-multiple-taxonomies/>

- Super widgets

<http://wordpress.org/extend/plugins/super-widgets/>

- Widget Logic

<http://wordpress.org/extend/plugins/widget-logic/>

- Theme my login

<http://wordpress.org/extend/plugins/theme-my-login/>

- Wordpress Download Monitor

<http://wordpress.org/extend/plugins/download-monitor/>

- Fancybox

<http://wordpress.org/extend/plugins/download-monitor/>





Prototype Framework

“A Theme framework is a Theme designed to be a flexible foundation for quicker WordPress development, usually serving as a robust Parent Theme for Child Themes ”

Thesis	http://diythemes.com/	\$87.00
Genesis	http://www.studiopress.com/	\$59.95
Xtreme One	http://xtreme-theme.com/	\$79.95

cit. http://codex.wordpress.org/Theme_Frameworks



Logo

Welcome text

Latest news

Produt catalogue

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Our recipes

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Product Banner

Go!WebDesign

Just another wpmu local test site



WELCOME

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Products catalogue



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Our recipes



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LATEST NEWS



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OUR GOAL

product
banner

Demo time...

Screencast available at:

<http://maurizio.mavida.com/poliedric-wordpress/>



Possible improvements

- Advanced products search
- Contact form in single product page
- Product and recipe mutual connection
- Stores with geolocalization (search and index)
- Custom user registration
- Social network integration





Perfomance tips

- **Server tuning** (fast-cgi, apc, expire header, gzip)
- **Coding best pratice** (css on top, script on bottom, mod_pagespeed)
- **Minimize use of plugins**
- **Use Cache (ever)** (objectcache / w3-total-cache / wodghet cache)
- **Explore themes and core file**
- **Measure** (<http://wordpress.org/extend/plugins/debug-queries/>)
- **Optimize** (<http://wordpress.org/extend/plugins/wp-optimize/>)





Security tips

- Update and maintenance
- Use a strong password
- Restrict access to your wp-login.php
- File Monitor (<http://wordpress.org/extend/plugins/wordpress-file-monitor/>)
- Backup (<http://wordpress.org/extend/plugins/wp-time-machine/>)





Links Reference 1/3

Wordpress alternatives

- <http://giuseppedesign.altervista.org/blog/i-mille-e-uno-usi-di-wordpress>
- <http://www.wpmania.it/2010/02/16/come-lavorare-a-distanza-con-wordpress-unidea-per-piccoli-team/>
- <http://www.incomediary.com/18-alternative-ways-to-use-wordpress/>
- <http://nikhilmisal.com/10-alternative-uses-for-wordpress/>
- <http://dentedreality.com.au/2009/01/alternative-uses-for-wordpress/>
- <http://ericulous.com/2007/06/11/popurls-clone-using-wordpress/>
- <http://www.tooft.com/7-outstanding-wordpress-video-templates/>
- <http://wpmu.org/top-20-plugins-to-extend-wordpress-cms-capabilities/>





Links Reference 2/3

Templates & Plugins

- <http://p2theme.com/>
- <http://getqualitycontrol.com/>
- <http://rolopress.com/>
- <http://buddypress.org/>
- <http://links.sillybean.net/>

- <http://wordpress.org/extend/plugins/wp-invoice/>
- <http://wordpress.org/extend/plugins/collabpress/>

- <http://wordpress.org/extend/plugins/members/>
- <http://wordpress.org/extend/plugins/geotag/>





Links Reference 3/3

Stats

- http://w3techs.com/technologies/overview/content_management/all
- <http://trends.builtwith.com/blog/WordPress>
- <http://en.wordpress.com/stats/>
- <http://wordpress.org/download/counter/>





Links to follow

- <http://codex.wordpress.org/>
- <http://wpengineer.com/>
- <http://www.wprecipes.com/>
- <http://www.wpbeginner.com/>
- <http://wpshout.com/>



Questions?



Thanks



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