Creating a Web Site Using WordPress 3.3.1

Modified for "Introduction to Digital Humanities" by Lisa Spiro

Digital Media Commons

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Course outline:

Part I-Getting started

1. Look at models
2. Decide what you want to include on your site
3. Decide how to establish a professional presence online
    - o Your audience, your goal, your site structure
    - o Write for the web
    - o Copyright

Part II- Creating a professional website using Rice's WordPress installation

1. Create your site hosted by Rice
2. Screen options
3. Navigation tools on dashboard
4. Change the site's theme
5. Create some static pages
6. Create a child page
7. Add some sidebar widgets (links, text)
8. Create some links
9. Upload some media
10. Create some posts and categories
11. Turn your blog into a web site.
    - a. Define homepage
    - b. Turn on/off comments
12. Bonus: Create custom menus

Resources

Part I - Getting Started

1. ***Look at models***
   - Dan Cohen: http://www.dancohen.org/
   - Scott Weingart: http://www.scottbot.net/HIAL/
   - Bethany Nowviskie: http://nowviskie.org/

2. ***Decide what you want to include on your blog***
   Typical sections on an academic web sites include:
   - Blog
   - CV
   - Short Bio
   - Research
   - Teaching
   - Publications

3. ***Decide how to establish a professional presence online***
   1) Decide who your audience is, what your goals for the site are, and what kind of image you want to project.
   2) Use professional language; proofread carefully.
   3) Aim for a design appropriate to your image; the design should not be a distraction. For examples of what not to do, see "The World's Worst Web Site" (http://www.angelfire.com/super/badwebs/) and "Web Pages That Suck" (http://www.webpagesthatsuck.com/)
   4) Keep your site up-to-date.
   5) Write for the web. Make your site easy to skim by using bullet lists, short sentences and paragraphs, and section headings. Try to incorporate images and other media to give your site some visual flair.
   6) Respect copyright, but also understand your own rights
      a. Any work (photo, text, video, music, etc.) is automatically copyrighted as soon as it takes physical (or digital) form.
      b. Don't use copyrighted images or other content (beyond quotations or embedded media) on your web page without permission; you don't want to get sued, and you should respect the creator's rights.
      c. However, if you are using the copyrighted material for teaching, research or criticism, you may be able to claim *fair use*. To evaluate whether you have a fair use claim, consider four factors: 1) amount and substantiality of the work (if you are using just a small portion, that weighs in favor of fair use); 2) purpose of the usage (if you are commenting on the work or developing an educational project, that tilts towards fair use); 3) nature of the material (if it's factual, that weighs in your favor); and 4) economic impact (if the copyright holder is unlikely to lose money because of your usage, that supports fair use). See http://www.utsystem.edu/OGC/IntellectualProperty/ and http://fairuse.stanford.edu/
      d. Creative Commons: An increasing number of creators are choosing to share their content through a Creative Commons license (http://creativecommons.org/), which defines how people may use a creative work. For instance, a Creative Commons license may say that you can use this work as long as you attribute it, or as long as the usage isn't

commercial. Increasingly you can find copyright free (Creative Commons) media that you can reuse in your work. You can search for such content via the Creative Commons site: http://search.creativecommons.org/

Good sources for copyright-free images include:

  i. Flickr: Go to advanced search and check "Only search within Creative Commons-licensed content." Be sure to attribute whatever images you use.
  ii. Google Images: Go to advanced search and choose "labeled for reuse"

7) Share your work if you want to create a website for your portfolio.
   a) You can apply a Creative Commons license to your own work, provided that you haven't signed the rights away to a publisher. By sharing your work openly, you increase its visibility and make it more widely accessible. See http://creativecommons.org/choose/ and http://sciencecommons.org/about/
   b) You can share your papers, presentations, and other work via the Rice Scholarship archive, http://scholarship.rice.edu/

Part II - Creating a professional web site using Rice's WordPress Installation

1. Create your site.

   a. Visit http://blogs.rice.edu/wp-signup.php. (If you don't want your site hosted by Rice, you can instead create a free blog at http://wordpress.com/. Alternatively, you can contract with a web site hosting service that supports WordPress, such as DreamHost, BlueHost, or WebGator.)
   b. You will be sent to your dashboard after log in. To create a new site, click **Create a Site** on the upper left of your dashboard.
   c. In the window below, you will need to provide a hostname to use (e.g. whateveryoupick.blogs.rice.edu) and a name for your site (e.g. "My name" or "department name" or "My pithy phrase"). If you want your blog to have good visibility in Google searches, include in the title something that defines you, such as your name or your research interest.

Site Domain:

[   ]

.blogs.rice.edu

Site Title:

[   ]

Privacy:

Allow my site to appear in search engines like Google, Technorati, and in public listings around this network.
◉ Yes ○ No

[Create Site   ]

   d. You can also define whether your site is visible to Google search.

e. Click 'Create a Blog', you will be sent to your website dashboard.

Hint: you can instead log in and go the Site Admin section by typing **/wp-admin/** after the main web address for your site, as in http://myblogname.blogs.rice.edu/wp-admin/

2. *Navigation Tools*

New to WordPress 3.3 are the fly-out navigation tools. Hover over each section to see the options underneath. If you click on one of the sections, that section will expand and stay open while you are on that set of tools.

1) **Posts**: The Posts tool is where you can add new posts, edit existing posts and edit tags and categories for your posts.

2) **Media:** The Media tool includes your Library that lists any images, audio and video files you have already uploaded. The Add New link helps you upload new media to your library.

3) **Links**: Links are hyperlinks to other Web sites or blogs. You can include this in your sidebar by adding the Widget called Links. Look under Appearance > Widgets. Use the Links tool to edit your existing links, add new ones or organize your categories for links.

4) **Pages**: Pages are static pages on your blog. They are different from posts. Pages can include information about you or the site and are not time sensitive like a post.

5) **Comments**: Comments are a way for you to get feedback from your readers. The Comments section allows you to administer your comments to approve, reply, edit, mark as spam or delete. By default, your site will moderate all comments from new people. We also have Akismet spam protection installed.

6) **Appearance**: The Appearance tool allows you to change the look and feel of your site. There are over 50 themes loaded and themes that can be changed at any time. Click on each theme to preview what it will look like before you decide. Any options that come with the theme you have selected will be located under the Appearance menu.
(Note: If you change your theme and have customized your widgets, they may seem to disappear from your site. They are still available under Appearance > Widgets in the Inactive Widget section. Simply drag them back to the sidebar in your new theme.)

7) **Users:** The Users tool shows you the people contributing to your site. You can add other people who have a Rice NetID to your site as authors, editors, contributors, etc. You may also edit your profile here.

8) **Tools**: The Tools tool has a couple of WordPress specific tools for your browser. You can also import your posts or comments from other blogs to your site.

9) **Settings**: The Settings tool is the main area to set preferences or properties for your site. Click on **General**, and type in a name of your site in Site Title field.

3. Change the site's theme.

a. Click the 'Appearance' button on the left menu, click on Themes to view the available themes. To preview the theme, simply click on theme thumbnail; to use the theme, click on the upper right corner of the preview window where it says "Activate 'whatever theme you are viewing".

b. Click the **Coraline 1.2 by Automattic** and activate this theme.
Themes vary according to their color schemes, layout, etc. Note that only the Rice University themes and WordPress MU (multi-user or multi-site) default user are supported by Rice IT, so you may be on your own if something goes wrong with a different theme.

c. Some themes allow you to customize the header image. If your theme does, you should see "Header" in the sidebar under "Appearance." Click on this link. You can then upload an image from your hard drive. You'll need to crop the image to fit the wide and thin (banner-style) dimensions of your header, which you can do via a web interface.
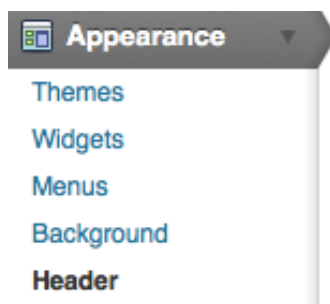

d. A list of themes that support a customized image header can be found at http://wprocks.com/wordpress-tips/list-of-themes-that-support-custom-image-header/

e. You can also customize the background color or image of particular themes. Try this with Rice 2010. Under the Appearance menu, choose background. You can upload an image or use "Select a color" to choose a color from the color wheel. You can find openly licensed images by doing an advanced search in Flickr for "Only search within Creative Commons-licensed content."

f. Note: WordPress.com offers over 100 themes. The WordPress themes directory offers over 1000 additional free themes for download at http://wordpress.org/extend/themes/
Alternatively, you can purchase themes from companies such as WooThemes and Elegant Themes. To use some themes, you will need to find a WordPress host (http://wordpress.org/hosting/) and have some basic technical knowledge http://codex.wordpress.org/Using_Themes

4. Create a page.

WordPress differentiates between posts and pages. Blog posts are organized chronologically and appear in the main part of your home page by default, while pages are static content and are typically displayed either at the top of your page and/or on a sidebar (depending on the theme).

1. Click the 'Pages' button on the left menu of the dashboard.
2. Click the 'Add New' button on the 'Pages' sub-menu.
3. Enter a title for your main page, such as 'Bio' and enter some text for the page.
4. Under Page Attributes > Order field, enter a number that will be used for putting this page into its proper order. I recommend using 0 for the fist page, but increments of 10 for each other page, so that it will be easy to re-sort or to put new pages into place later.

Page Attributes

Parent

(no parent)

Template

Default Template

Order

0
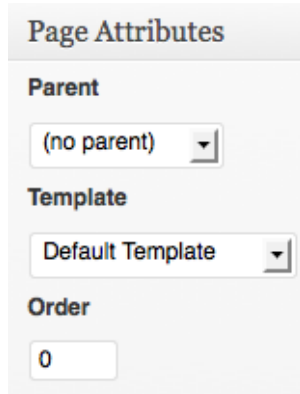
5. Give your page a pithy title, then use the Word-like interface to compose your page. You can create bulleted lists, use bold or italics, create new paragraphs, etc. If you wish to turn something into a link, highlight that phrase and click on the link (chain) icon.

Upload/Insert

B *I* ABC U

6. You can also insert an image or media into your pages. Just click on

Upload/Insert   then choose files from your computer to upload.

Add media files from your computer

Choose files to upload   Select Files   Cancel Uploa

Maximum upload file size: 24MB

7. You can "Preview" your page to see what it will look like. Your page will not be publicly available until you click "Publish."
8. Once you're satisfied with your page, click the 'Publish' button on the right of the page.

5. Add some sidebar widgets.

"A Widget is a fancy word for tools or content that you can add, arrange, and remove from the sidebars of your blog. Widgets make it easy to customize the content of your blog sidebar – the

part of your blog to the left, right or sometimes top or bottom of your main content" (http://en.support.wordpress.com/widgets/). Some widgets automatically come with your theme. Note that some themes allow you place widgets in the footer or in particular areas of the sidebar.

a. From the 'Appearance' sub-menu on the left side of the control panel, click 'Widgets'.
b. To add any widgets, simply drag from **Available Widgets** area and drop in **Primary Widget Area** on the right side of your dashboard
c. Recommended widgets include:
   i. Archives (for your past posts)
   ii. Search
   iii. Links
   iv. Meta
   v. Categories (if you'd like to allow readers to browse by different categories, e.g. "digital humanities" or "literature")
   vi. Text (if you want to add a brief biography or other short bit of text)
d. If they aren't in that order, drag widget and drop it to your desired location.
e. Click on the triangle to reveal more options under widgets. For example, drag 'Archives' widget and drop to right primary widget area. Click the triangle and then enter 'News Archives' as a title. Select 'Display as a drop down,' and then click the 'Save' button.
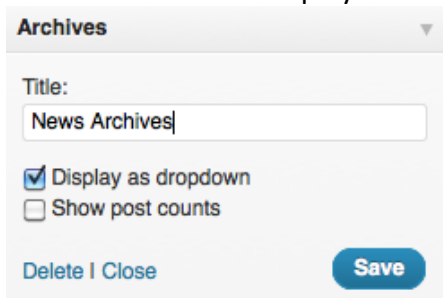
6. *Create some links (your blogroll)*

Create a sidebar that lists your favorite links. We recommend that you include the link for this class (http://digitalhumanities.blogs.rice.edu) and for your classmates' blogs.
a. Click the 'Links' button on the left menu of the dashboard.
b. Click the 'Add New' link on the 'Links' sub-menu.
c. Enter the title for your link (e.g. "Physics Department").
d. Enter the URL for your link (e.g. http://yourdepartment.rice.edu).
e. Click the 'Add Link' button on the right side of the page.
f. Repeat adding links for every site or document you want to link to directly.
g. If you uploaded your CV as a PDF in your media library, you can find a direct link to it by clicking the 'Media' button on the left menu of the dashboard, clicking the 'Edit' link under the document, and copying the File URL.

h. In order for Links to show up on your website, you need to add Links widget to your site. Please refer *Add some sidebar widgets* above.
i. Note that you can create different categories of links by clicking on "Link Categories" in the links sub-menu. For instance, you could have separate link sections for "DH Course,"

"Friends," "Inspiration," etc.

7. Upload some media.

You may want to make files such as a PDF of your CV, photos, a recording, or other media available on your web site. To do so:

a. Click the 'Media' button on the left menu of the control panel.
b. Click the 'Add New' link on the 'Media' sub-menu.
c. Under Upload New Media, browse on your computer to the files you'd like to upload.
d. Note that you can select multiple files at once–they'll all be uploaded.
e. Note that although the maximum file size for a single upload is 44MB in WordPress, **Rice WordPress server only allows each WordPress site to have a total of 10MB quota in your media library**, so try to be selective and make sure your images are well-compressed for the web.
f. For each file you've uploaded, click 'Edit' and assign titles, captions, and descriptions. Note that every uploaded file has been assigned with a unique URL. If you want to link the file on any page, this is the place you can find and copy the URL.

g. To link a media file from Media Library to any page, you need to copy the File URL from Media Library, then go back to your page, highlight the text you want to make link, then click on insert link icon , copy the URL, click on Add Link. You can Preview Changes to test the link.

 Tips:
  ➢ As an alternative to WP media library, you can use Rice online 2GB storage space to upload your media files and link the files to your WorPress pages or posts. For more information, visit IT website at http://it.rice.edu/mydata.aspx or https://docs.rice.edu/confluence/display/ITTUT/Storage
  ➢ Uploading a short video to your media library is not recommended, because video files generally take a lot of space. Please consider setting up a YouTube account and uploading

your videos to YouTube. A web URL will be generated by YouTube for each of your video clips. You can then copy the link and paste to your site.

➢ Embedding media from sites like YouTube, or Flickr easy: just paste the URL in your post or page and WordPress will take care of the rest. With other sites, you may need to copy the code available by clicking the "embed" button, then copy that code into the HTML tab (as opposed to the Visual tab) in the Page or Post editing interface.

8. Create some posts and categories.

a. To create a new post, click on Posts on left navigation tools of your dashboard and click on Add New. Use the word-like interface to compose your content.
b. You can allow your readers to leave comments on your posts under Discussion by simply checking the box next to Allow Comments.
a. You might want to create different categories (e.g. digital humanities, text analysis, musings) to organize your posts. To do so, click on Categories under Posts.
b. Name the category and decide whether you want the category as a parent category, or a subcategory of an existing category.
c. Once you create a new category, you can add a new post to any categories by checking the checkbox.
d. Click on Preview, then Publish your post.

9. Adjust the settings
1. Click the 'Settings' button on the left menu of the control panel.
2. Out of the box, WordPress adds the tagline "Just another WordPress blog," which you will see in Settings > General. Replace this with something unique to your site, e.g. a five-word description of your research.
3. Click the 'Save Changes' button.
4. Click the Privacy link under Settings to specify whether your blog can be indexed by search engines and whether it is public or restricted to the Rice campus or by login.
5. Note that you can track statistics for your blog (such as how many hits you're getting and from where) by setting up a Google Analytics account (http://www.google.com/analytics/), then entering your account code into the appropriate sections under "Google Analytics."

10. Create a child page
Making "child" pages (subpages) is useful because you may not want all your pages to show in the main page navigation of your WordPress theme. In most themes, only "main" pages (pages that don't have a "parent") show up in the main page navigation. In WordPress 3.3, child pages show up in a popup menu that appears when you roll over the main page link. Let's make Publications as the child page of Research page.
a. Open the page "Publications" in Edit or Quick Edit mode.
b. On Page Attributes on the right, click on Parent drop down menu, choose "Research" as parent page, click on Preview Change, if satisfied, click on Publish.

11. Turn your blog into a web site.
So far, your primary site page has been a blog page. You may decide that you want your WordPress blog to operate primarily as a web site, so that a static page serves as the front page

rather than the most recent blog post. (For the purposes of this course, it's probably best to make your site function more as a blog.)

1. If you would like to use a static page as your home page (what appears when people first visit your site), create and publish the page, then on the left of your dashboard, go to Settings>Reading.
2. On Reading Settings page, select 'Front page displays: "A static page."'
3. Select 'Front page: "Home."'
4. Select 'Posts page: "News."'
5. Click 'Save Changes.'
6. Do you want people to be able to add comments to your pages or posts? You can modify your comments settings by going to Settings > Discussion. If you don't want to allow comments, uncheck "Allow people to post comments on the article." See http://codex.wordpress.org/Settings_Discussion_SubPanel for an explanation of the settings.

12. Bonus - Create custom menus:
http://codex.wordpress.org/Appearance_Menus_Screen

Congratulations, you now have a web site! Fill in the content and let people know about the site.
If you do decide to delete your site, go to Tools > Delete Site

Resources

1. Official Word Press Support: http://en.support.wordpress.com/
2. WordPress video tutorials: http://mcbuzz.wordpress.com/
3. Site Ground: http://www.siteground.com/tutorials/blog/wordpress.htm
4. Free WordPress Tutorials at http://ithemes.com/tutorials/
5. University of California Faculty Websites at http://faculty.sites.uci.edu/help/

Name of your website

CV and Bio	Research	Teaching	Publications	News

← posts

Header image

Search bar

Page content

Side Bar
Widgets