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Patrice-Anne Rutledge

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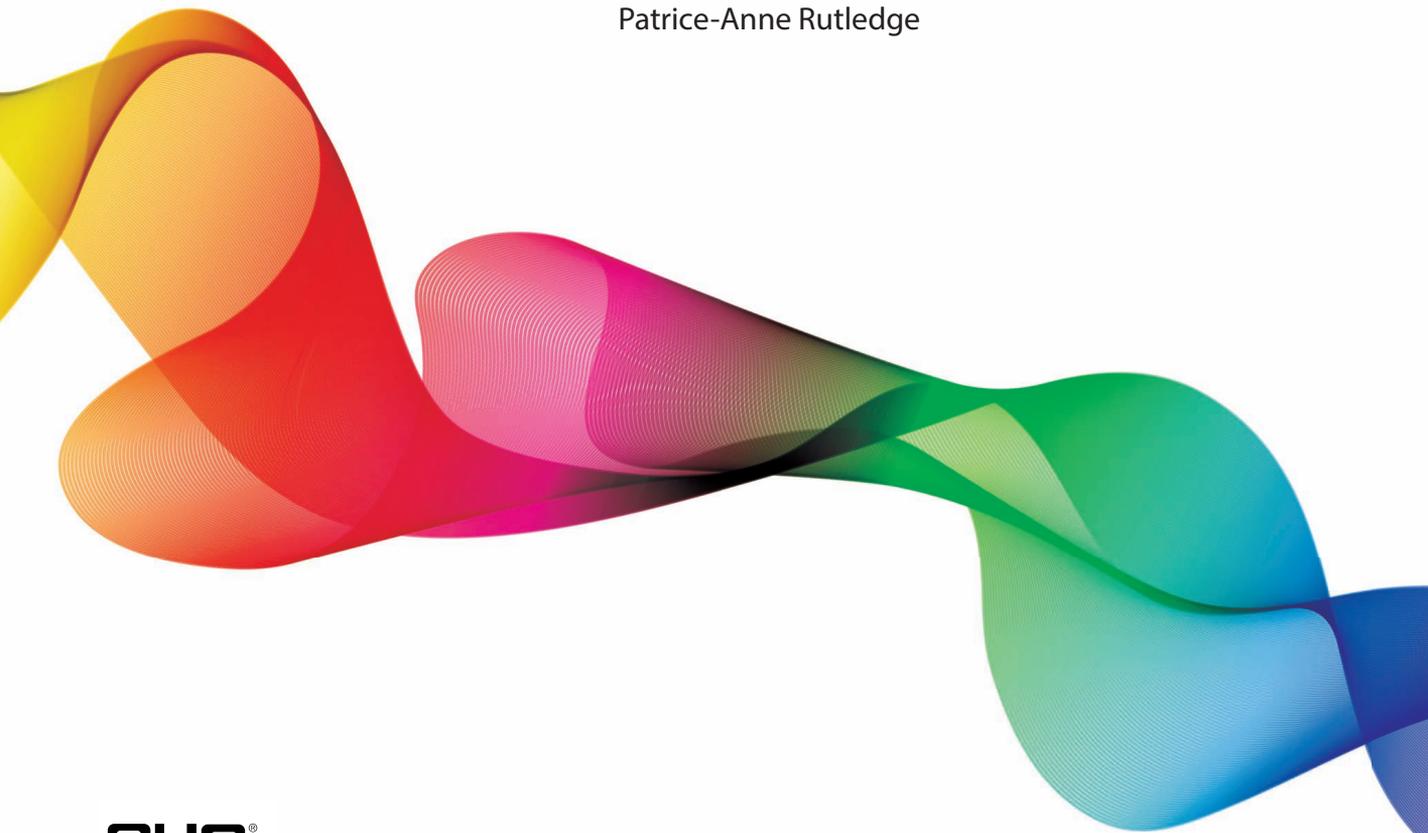


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Patrice-Anne Rutledge



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WordPress® on Demand

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ISBN-13: 978-0-7897-5037-2

ISBN-10: 0-7897-5037-6

Library of Congress Control Number: 2013935191

Printed in the United States of America

First Printing: May 2013

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Dedication

To my family, with thanks for their ongoing support and encouragement.

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Acknowledgments

Special thanks to Michelle Newcomb, Charlotte Kughen, Andy Beaster, Barbara Hacha, Betsy Gratner, and Morten Rand-Hendriksen for their feedback, suggestions, and attention to detail.

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Introduction

What You'll Learn

Welcome to *WordPress on Demand*, a visual guide to one of the world's most popular web design applications. By choosing WordPress, you have plenty of company: millions of people—from individual bloggers to large organizations—have used WordPress to create websites.

This book is based on WordPress version 3.5.1. If you're using an earlier version of WordPress, you should update. If you're using a later version of WordPress, you might notice a few feature changes, but the basic functionality of WordPress will remain the same.

WordPress on Demand is designed to get you up and running on WordPress as quickly as possible. Because knowing how to use WordPress features is just part of creating a successful website, *WordPress on Demand* also provides tips on website best practices in each chapter. For now, turn to Chapter 1, "Introducing WordPress," to get started with this powerful, yet easy-to-use web design tool.

Who This Book Is For

This book is for you if...

- ◆ You want to become productive with WordPress as quickly as possible and are short on time.
- ◆ You're new to WordPress—and designing websites—and need to learn the basics in an easy-to-understand format.
- ◆ You're a visual learner and want illustrated, step-by-step guidance on learning WordPress.



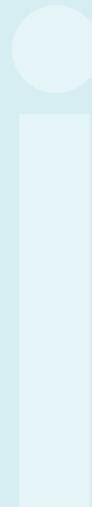
How You'll Learn

What You'll Learn

Who This Book Is For

Step-by-Step Instructions

Organization of the Book



Step-by-Step Instructions

This book provides concise step-by-step instructions that show you how to accomplish a task. Each set of instructions includes illustrations that directly correspond to the easy-to-follow steps. Also included in the text are timesavers, tables, checklists, and sidebars to help you work more efficiently or to teach you more in-depth information. A “Did You Know?” feature provides tips and techniques to help you work smarter, and a “See Also” feature directs you to other parts of the book containing related information about the task.

Workshops

Throughout *WordPress on Demand*, you learn the basic techniques required to create a quality WordPress website. With the Workshops, you move beyond the basics and try some real-world WordPress projects. The Workshops file is available on the web at www.queondemand.com. To access the online Workshops file, follow these simple steps:

- 1 Go to queondemand.com/register and sign in or create an account.
- 2 To register this product to your account, enter 9780789750372 into the box, and click Submit.
- 3 Answer challenge question to show proof of purchase.
- 4 On the Registered Products area of your account page, you will now see an “Access Bonus Content” link—click that link to be taken to the page with the bonus material for this title.
- 5 You may return to the bonus material at any time by clicking on this link, which appears in your account. (Must be logged in to view.)

Setting Up Ratings (WordPress.com)

Ratings offer a great way to get feedback on your website content. WordPress enables your readers to rate posts, pages, and comments. (You control which, if any, of these are available and able to rate.) You can use the default rating options (Very Poor, Poor, Average, Good, or Excellent) or create your own. On the Rating Settings screen you can enable ratings and specify the exact rating features you want to use.

Enable Ratings

- 1 From the main navigation menu, select **Settings, Ratings**.
- 2 Click the **Posts** tab to enable ratings and specify rating positioning on your posts.
- 3 Click the **Pages** tab to enable ratings and specify rating positioning on your pages.
- 4 Click the **Comments** tab to enable ratings and specify rating positioning on your comments.
- 5 Click **Save Changes**.

See Also
See Chapter 14 for more information about viewing and managing ratings.

Did You Know?
Click the **Advanced Settings** link to display an extensive list of additional options. For example, you can specify your preferred rating style, text, layout, labels, and more.

Chapter 4 Specifying WordPress Settings 67

Easy-to-follow introductions focus on a single topic.

Illustrations match the numbered steps.

Numbered steps guide you through each task.

Did You Know? alerts you to tips, techniques and related information.

See Also points you to related information in the book.

Project 1: Adding a Contact Page to Your Website (WordPress.org)

Skills and Tools: Install and Configure a Contact Form

Having a way for site visitors to contact you is a critical component of any website. If you use self-hosted WordPress, the easiest way to do this is to install a contact plugin that simplifies creating a contact page on your site. Several contact plugins are available, such as Contact Form 7 plugin (<http://wordpress.org/extend/plugins/contact-form-7/>). This plugin enables beginning users to create a simple contact form using the default settings. More experienced users can create custom forms using this tool.

The Project

In this project, you find out how to install the Contact Form 7 plugin and create a contact page using the default settings.

The Process

- 1 From the main navigation menu, select **Plugins, Add New**.
- 2 Enter **Contact Form 7** in the text box.
- 3 Click the **Search Plugins** button.
- 4 Click the **Install Now** link below the Contact Form 7 plugin.
- 5 Click **OK** when WordPress asks you to confirm installation.

2 Workshops

The Workshops walks you through in-depth projects to help you put WordPress to work.

Organization of the Book

WordPress on Demand is organized into chapters based on common WordPress tasks in the order you'll most likely encounter them. To distinguish between the two versions of WordPress, chapters and sections are labeled with **WordPress.com** to identify features specific to hosted WordPress and **WordPress.org** to identify features specific to self-hosted WordPress.

Chapter 1, "Introducing WordPress"—The first chapter of this book introduces you to WordPress, a free software application that enables you to quickly create a quality website. You also learn to choose between the two versions of WordPress: hosted WordPress.com and self-hosted WordPress. If you're new to WordPress, this chapter also gives you a quick overview of WordPress basics, web hosting, domain names, and website planning.

Chapter 2, "Getting Started with WordPress.com"—WordPress.com enables you to create a website without having to install any software or worry about backups, configuration, or plugins. If you decide that hosted WordPress.com is the right WordPress solution for you, this chapter shows you how to get up and running as quickly as possible.

Chapter 3, "Getting Started with WordPress.org"—Using self-hosted WordPress gives you complete control over your website, including the capability to use custom themes, install plugins, implement e-commerce functionality, and modify code. If you decide self-hosted WordPress is the right solution for you, this chapter shows you how to install WordPress and set up your site.

Chapter 4, "Specifying WordPress Settings"—By customizing your WordPress settings, often a one-time task, you can better manage your site, receive only the notifications you want, and avoid any unpleasant surprises. In this chapter, you discover how to customize your site structure, comments, sharing options, privacy, and more.

Chapter 5, "Working with Themes"—A theme defines the structure and appearance of your website. A theme isn't a single file, but rather a collection of files including a stylesheet, image files, and templates. In this chapter, you find out how to select, upload, and activate themes, as well as how to customize their appearance to suit your needs.

Chapter 6, "Creating and Managing Pages"—Pages are an important part of your WordPress site, enabling you to create static content that's not part of your blog or feed. In this chapter, you find out how to create, manage, and delete pages. If you use WordPress.com, you can also save time by copying existing pages.

Chapter 7, "Creating and Managing Posts"—Posts are the foundation of any blog, or the blog portion of a website. Your posts are also included in your site's feed, which readers can subscribe to. In Chapter 7, you discover the many ways to create a post in WordPress, how to manage and edit existing posts, and how to apply categories and tags to your posts.

Chapter 8, "Formatting Pages and Posts"—WordPress makes it easy to precisely format the content you enter on your website's pages and posts. In addition to traditional formatting options, such as adding bold and italic to text, creating lists, inserting links, and checking spelling, WordPress also offers several advanced formatting features. In this chapter, you're introduced to basic formatting techniques using both the Visual Editor and the Text Editor.

Chapter 9, "Working with Media Files"—One of the best ways to enliven your WordPress site is with media files, including images, audio, video, and other documents. This chapter shows you how to upload files from your computer, insert them from a URL, create eye-catching image galleries, and embed media from sites such as YouTube, Vimeo, SlideShare, and Twitter.

Chapter 10, “Working with Widgets”—WordPress widgets enable you to add content to your website sidebars. For example, you can use widgets to display information about yourself or your business, contact details, blog categories, your latest posts, links or buttons to your site feed or external sites, your latest Twitter tweets, a Facebook Like box, images, advertising, and much more. In this chapter, you discover that with a little imagination, you can display almost anything you want in your sidebars.

Chapter 11, “Working with Links”—WordPress gives you the option to display links on your sidebar, including both internal and external links. For example, you could create a blogroll of your favorite websites or link to your published articles on other sites, your current clients or projects, or even specific pages or posts on your own site. Learn how to make the most of this optional feature, including working with link categories.

Chapter 12, “Working with Plugins (WordPress.org)”—Plugins enable you to extend the power of self-hosted WordPress with additional functionality. The benefit of using plugins is that you can select only the functionality you need without overloading your WordPress site with unnecessary features. For example, you can install and activate plugins to perform automated site backups, control spam, sell products and services, embed audio and video, display content sliders, create a membership site, enhance your site’s SEO, connect with social sites such as Facebook or Twitter, and much more.

Chapter 13, “Adding and Managing Menus”—Your website’s menu is an important navigational tool, but a properly structured menu can do much more than direct visitors to the content on your site. The right menu can also help retain visitors and encourage sales. In this chapter, you find out how to change page menu order and labels and create custom menus.

Chapter 14, “Getting Feedback on Your Website (WordPress.com)”—Receiving feedback on your website, before and after publication, is an important part of its success. WordPress.com offers several built-in tools that gather feedback from both internal and external audiences. You can receive post and page feedback from your colleagues before you publish, add polls to survey your readers about a specific topic, enable ratings on individuals posts and pages, and publish a contact form to encourage readers to contact you.

Chapter 15, “Using WordPress.com Premium Features”—WordPress.com offers several premium features that you can purchase. These upgrades enable you to upload audio and video to your site, register and map to a custom domain name, remove ads, increase storage space, and more.

Chapter 16, “Managing Users”—Working on your WordPress website doesn’t have to be a solo project. WordPress offers several user roles that give other people varying levels of access: everything from complete control of your site to the capability to create posts without actually publishing them.

Chapter 17, “Managing Comments”—Reader interaction is one of the most important components of a successful blog. Fortunately, WordPress makes it easy to develop a community on your site with its powerful commenting tools. By default, WordPress installs Akismet, a powerful spam-management tool, when you create your website. If you use self-hosted WordPress, you also have the option of installing a third-party commenting plugin with even more powerful community-building features.

Chapter 18, “Managing Your WordPress Website”—In this chapter, you learn to handle all the important “behind the scenes” tasks involved in managing a successful website, including managing backups, security, updates, imports, exports, and more. Fortunately, WordPress offers tools that simplify all these tasks.

Appendix A, “WordPress Premium Themes”—

Purchasing a WordPress premium theme can be a good option for users who want advanced features, professional design, support, and updates. In this appendix, you explore several good options for premium themes.

Appendix B, “WordPress Plugins (WordPress.org)”—

Plugins can take your self-hosted WordPress website from ordinary to extraordinary with a variety of content enhancements. Behind the scenes, plugins can simplify, streamline, and secure the process of managing your site. In this appendix, you explore some of the most popular WordPress plugins.

Appendix C, “Going Mobile with WordPress,”—

WordPress makes it easy to update your site on the go with mobile apps designed for many popular smartphones and tablets. Although these apps don’t enable you to access every WordPress feature, you can post, upload photos, and manage comments wherever you are. In addition, this appendix also introduces you to several mobile plugins that make it easy for your readers to view your site on their own mobile devices.

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Working with Themes

One of the most important elements of any WordPress website is its theme. A theme controls the appearance of your site and is a framework for your own content, such as pages, posts, and media files. A theme isn't a single file, but rather a collection of files including the following elements:

- ◆ One or more stylesheets that control your site's appearance. Style sheets use Cascading Style Sheets (CSS) to specify a theme's exact layout, fonts, color, and other design elements. The main theme stylesheet in all WordPress themes is named `style.css`.
- ◆ Image files (`*.jpg`, `*.gif`, `*.png`).
- ◆ Template and function files (with the extension `*.php`) that control the content on pages, single posts, index pages, comments, and other functionality.

IMPORTANT *If you aren't technical, don't worry about working with these files—just be aware of their role in your theme. If you're eager to get into the technical intricacies of WordPress, however, you can customize your style sheet using CSS or make other code modifications.*

What You'll Do

Search for and Activate a Theme (WordPress.com)

Search for and Install a Theme (WordPress.org)

Search for Themes in the WordPress Free Themes Directory (WordPress.org)

Upload a Theme (WordPress.org)

Use Live Preview

Activate a Different Theme

Customize Your Theme

Delete a Theme (WordPress.org)

Understanding Theme Differences Between WordPress.org and WordPress.com

When you first set up a self-hosted website, WordPress installs the Twenty Eleven theme by default. Although this is a quality theme, you should explore other options before making your final theme choice. When you create a website on WordPress.com, you're prompted to select a starter theme or accept the default theme. Although themes are essentially the same no matter which version of WordPress you use to create your site, some distinct differences exist as well.

WordPress.org	WordPress.com
Search for and install free themes from the Manage Themes screen	Search for and install both free and premium themes from the Manage Themes screen
Upload external themes downloaded from the Web, including premium themes	Can't upload external themes from the Web
Customize themes using screens available for your active theme	Customize themes using the Theme Customizer or one of the following screens: Theme Options, Custom Header, or Custom Background
Customize theme design, fonts, and CSS using the Edit Themes screen	Customize theme design, fonts, and CSS by purchasing the Custom Design upgrade
Delete installed themes you don't want	Can't delete themes because you don't install them

Exploring WordPress Theme Layout Options

Determining the type of website you want to create can help you narrow options and select the perfect theme. Although all themes share certain common elements, choosing a theme that matches the intended focus of your site helps you get up and running much faster. Here are four of the most common types of WordPress themes:

- ◆ **Blog**—The blog format is the original WordPress layout and is still one of the most popular for displaying a series of sequential blog posts on your site's home page. Optionally, you can choose to display a static page as your home page and make your blog available from a link on a menu or sidebar.
- ◆ **Magazine**—Magazine layouts enable you to display multiple posts, photos, and videos on your home page and work best for content-driven sites.
- ◆ **Portfolio**—Portfolio themes showcase sample projects and are popular with creative professionals such as designers, photographers, and writers.
- ◆ **E-commerce**—E-commerce themes are designed for online stores or other websites that offer products for sale.

Exploring WordPress Theme Pricing Options

WordPress themes are available in a variety of price ranges. Your options include the following:

- ◆ **Free themes**—With thousands of free themes available, the hardest part is choosing just one. You can find free themes by searching the Manage Themes screen within WordPress. If you use WordPress.org, also check out the WordPress Free Themes Directory at <http://wordpress.org/extend/themes>. Although the price is right with free themes, you might require more flexibility, features, or support for your business or professional site.
- ◆ **Premium themes**—Premium themes offer advanced features not found in most free themes and often include technical support and updates. Most premium themes are priced below \$100, so the investment might be worthwhile if you're creating a site for business.
- ◆ **Custom themes**—The most expensive option is a custom-designed theme that you can upload to your WordPress.org site. If you want a theme that's unique only to your site, a custom theme is the way to go. Keep in mind, however, that hiring an experienced designer to create a custom theme can be pricey.

See Also

See Appendix A, "WordPress.org Premium Themes," for more information about premium themes you can use on WordPress.org sites.

Five Steps to Choosing the Perfect Theme

Now that you have some idea about the types of theme layouts and price ranges available, it's time to start searching for a theme for your site. Here are a few great tips for choosing the perfect theme:

1. **Define the theme features and design elements you need.** Although you can customize a theme, it's best to choose one that already meets most of your requirements rather than spending too much time on customization. This is particularly important if you're a WordPress beginner and don't have experience modifying themes. For example, determine the layout you require, how many sidebars you want, your color preferences, any special elements you need (such as sliders or galleries), and so forth.
2. **Determine your theme budget.** See "Exploring WordPress Theme Pricing Options" earlier in this chapter for more information.
3. **Search for themes that match your criteria.** Narrowing your initial choices to three to five potential themes helps you avoid the overwhelming task of scrolling through thousands of options.
4. **Take potential themes on a test drive.** Installing a free theme and trying it out is easy, but analyzing premium themes can be a bit tricky. Fortunately, many premium theme developers give you hands-on access to their themes before you buy.
5. **Select a theme and activate it.** Optionally, you might have to purchase or download the theme before activation, depending on your choice of theme.

If you're lucky, your first choice of theme works out perfectly. But if you're like most people, you'll try out multiple themes before settling on the one you want to use on your published site.

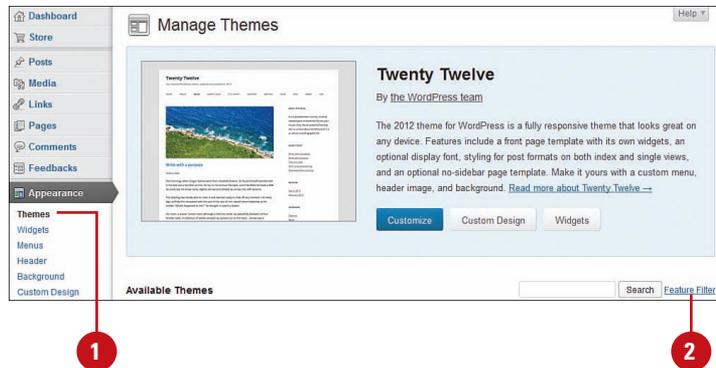
Searching for and Activating a Theme (WordPress.com)

Search for and Activate a Theme

- 1 From the main navigation menu, select **Appearance, Themes**.
- 2 Click the **Feature Filter** link.

TIMESAVER *Optionally, click one of the following links to view themes that match these criteria: **Popular, Newest, Premium, or Friends of WP.com**. Another option is to enter keywords and click the **Search** button to display matches.*

On WordPress.com, you must search for and activate all themes on the Manage Themes screen.



3 Select the check boxes next to the theme features you want. You can filter by color, number of columns, sidebar location, width, or other features, such as only themes that support custom headers, custom menus, or featured images.

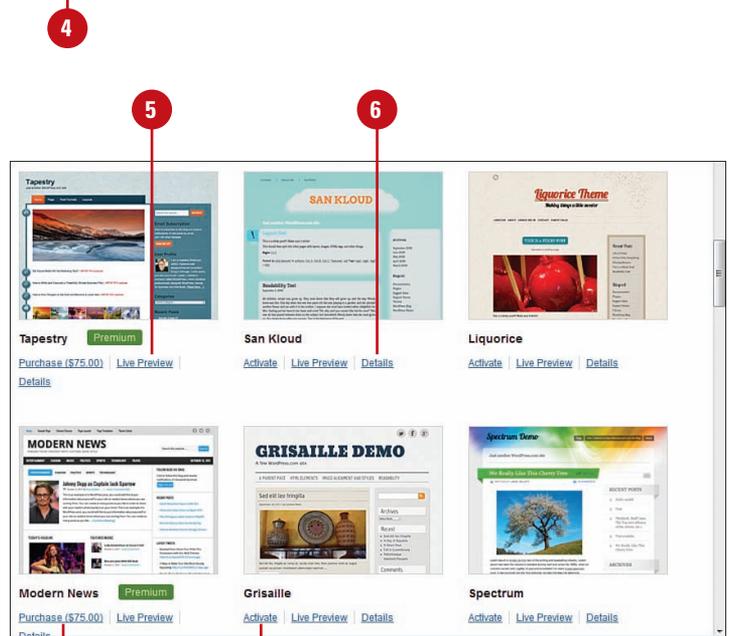
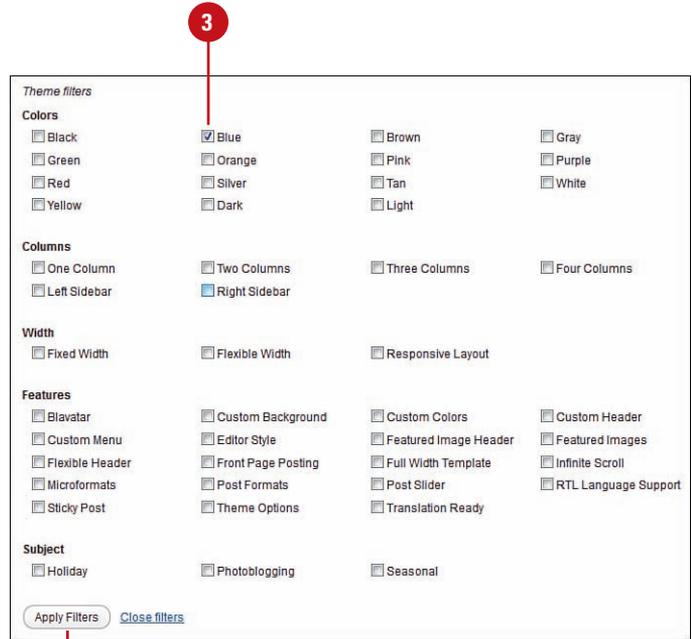
4 Click the **Apply Filters** button at the bottom of the screen. WordPress displays thumbnails of all themes that match your criteria.

5 Scroll down the screen and click the **Live Preview** link below a theme's thumbnail to preview it. When you're finished previewing, click the **Close** button (x) in the upper-left corner of the preview window to close it and return to your list of matching themes.

6 Click the **Details** link below a theme's thumbnail to view more information about a theme, including its version number and user rating.

7 If you want to activate a free theme, click the **Activate** link below the theme's thumbnail.

8 If you want to activate a premium theme, click the **Purchase** link below the theme's thumbnail. The theme's price displays next to the link. WordPress prompts you to pay for the theme by credit card or PayPal.



Searching for and Installing a Theme (WordPress.org)

Search for and Install a Theme

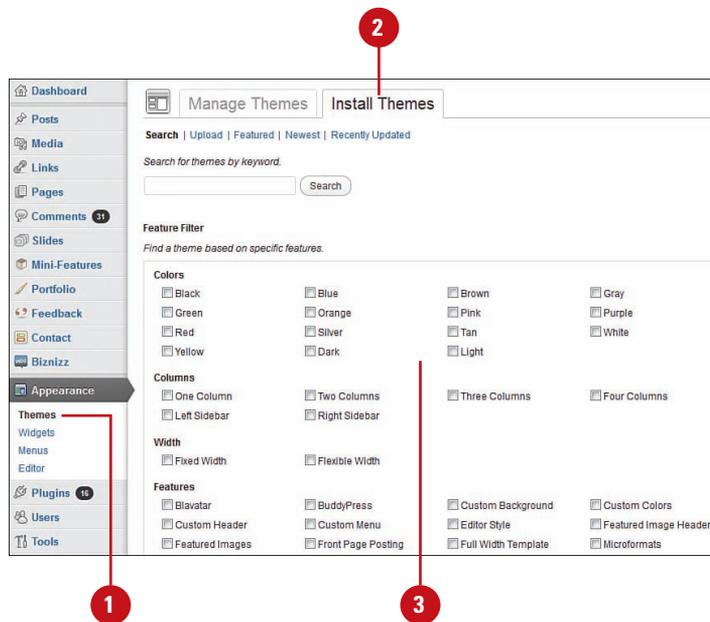
- 1 From the main navigation menu, select **Appearance, Themes**.
- 2 Click the **Install Themes** tab.
- 3 Select the check boxes next to the theme features you want. You can filter by color, number of columns, sidebar location, width, or other features, such as only themes that support custom headers, custom menus, or featured images.

TIMESAVER *Optionally, click one of the following links to view themes that match these criteria: **Featured, Newest, or Recently Updated.***

Did You Know?

*You can also search the **WordPress Free Themes Directory** (<http://wordpress.org/extend/themes>) for themes. Most of these themes are also available from the Install Themes screen, however, with the advantage of automatic installation.*

If you use self-hosted WordPress, one way to find a new theme is to search the themes directory on the Install Themes screen.



4 Click the **Find Themes** button at the bottom of the screen. WordPress displays thumbnails of all themes that match your criteria.

5 Click the **Preview** link to see a theme in more detail. This shows you a preview of the theme with the standard WordPress theme tester content. When you're finished previewing, click the **Close** button (x) in the upper-left corner of the preview window to close it and return to your list of matching themes.

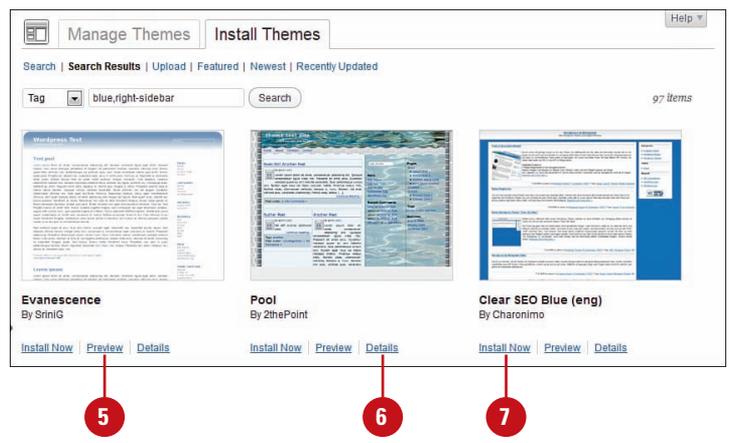
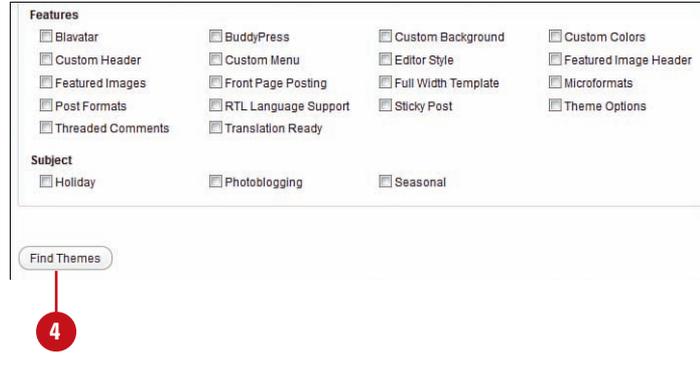
6 Click the **Details** link to view more information about a theme, including its version number and user rating.

7 Click the **Install Now** link to install a theme on your site.

8 Click the **Live Preview** link to preview the theme with your own content. See "Using Live Preview" later in this chapter for more information.

9 Click the **Activate** link if you want to activate this theme now. (You can always activate later.)

When you activate a new theme, your previous theme is deactivated. Don't worry, though. WordPress doesn't delete the old theme (unless you do so manually), and you can reactivate it at any time.

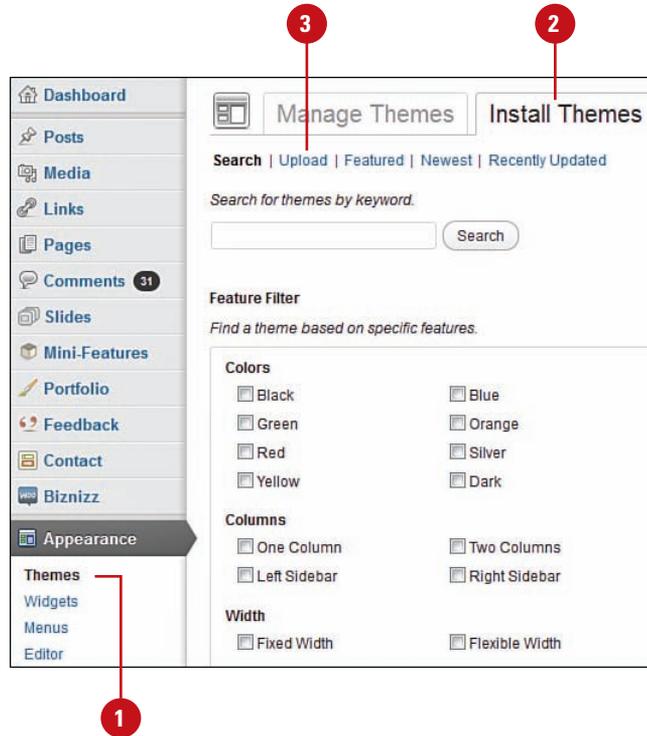


Uploading a Theme (WordPress.org)

Upload a Theme

- 1 From the main navigation menu, select **Appearance, Themes**.
- 2 Click the **Install Themes** tab.
- 3 Click the **Upload** link.
- 4 Click the **Browse** button.

If you purchase a theme or download a free theme from the Web, you can install it directly from WordPress. Your theme must be in the .zip format to upload, which is the standard for packaging theme files.

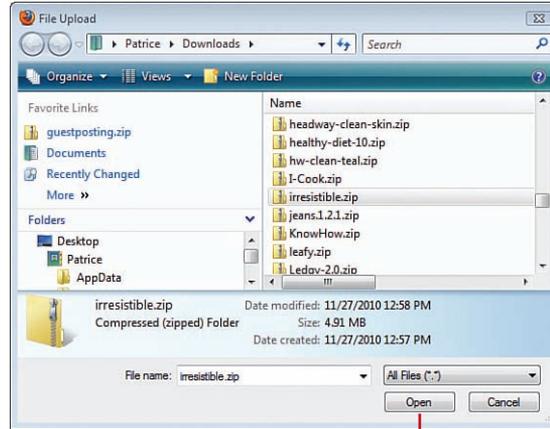


5 Select the theme you want to upload in the File Upload dialog box, and click the **Open** button. Depending on your operating system and browser, the names of this dialog box and button might vary.

6 Click the **Install Now** button.

7 Click the **Live Preview** link to preview the theme with your own content. See “Using Live Preview” later in this chapter for more information.

8 Click the **Activate** link if you want to activate this theme now. (You can always activate later.)



Using Live Preview

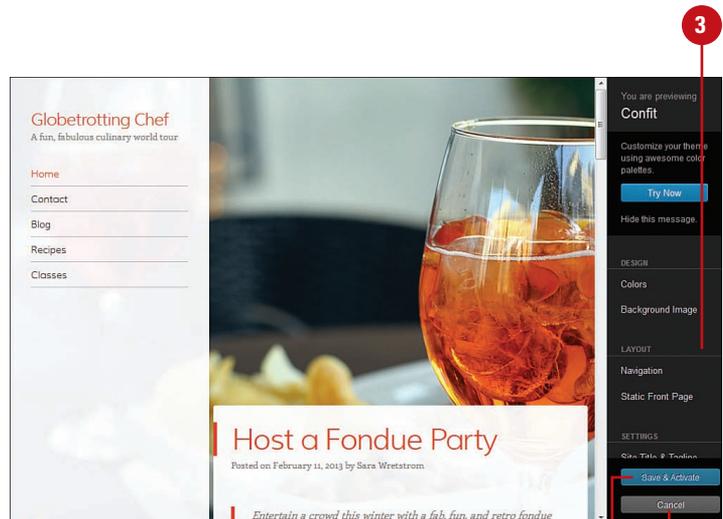
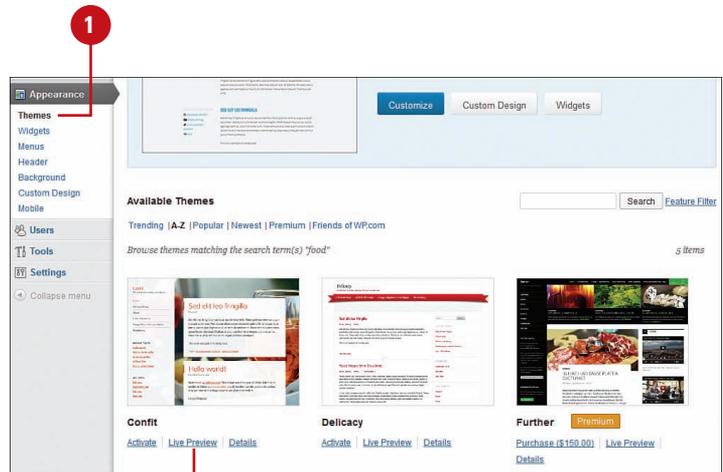
Preview a Theme with Live Preview

- 1 From the main navigation menu, select **Appearance, Themes**.
- 2 In the Available Themes section, click the **Live Preview** link below the theme you want to preview.
- 3 On the sidebar, make any changes to your theme. For example, you can change your site title and tagline, colors, header image, background image, or static front page (the options available vary by theme). WordPress displays any changes automatically in the preview window.

IMPORTANT *With WordPress.com, the Live Preview sidebar is on the right, as shown in this example. With a self-hosted WordPress site, the sidebar is on the left.*

- 4 If you want to save your customization changes and activate this theme, click the **Save & Activate** button. WordPress saves any changes you made, activates the theme, and returns to the Manage Themes screen.
- 5 If you don't want to activate the theme or if you are not happy with your changes, click the **Cancel** button to return to the Manage Themes screen.

Live Preview enables you to try out a new theme using the content from your own website. With Live Preview, you can also customize theme attributes including colors, header images, and more.



Activating a Different Theme

If you get tired of your site's current theme, you can activate another theme with the click of a button.

Activate a Different Theme

- 1 From the main navigation menu, select **Appearance, Themes**.

IMPORTANT *Activating a new theme can remove any customizations you made to your current theme (if you return to the old theme, WordPress remembers the customizations, however). If you made substantial customizations, be sure to back up your site first. If your site is new and you're just exploring themes, this isn't an issue.*

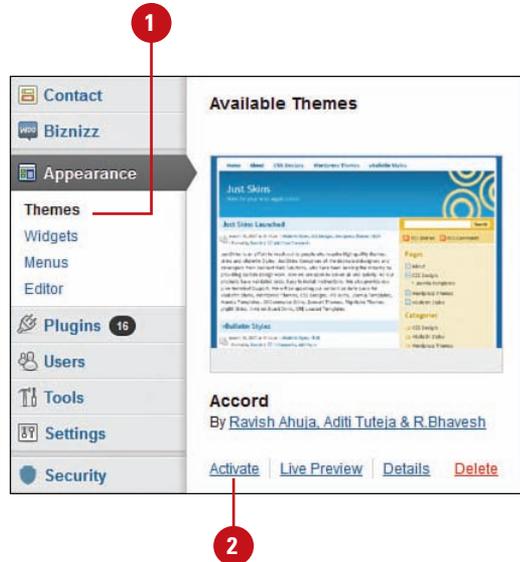
- 2 In the Available Themes section, click the **Activate** link below the theme you want to activate.

See Also

See Chapter 18, "Managing Your WordPress Website," for more information about backups.

Did You Know?

If you use self-hosted WordPress, only themes you've installed display in the Available Themes section. You must first install a theme before you can activate it. On WordPress.com, no installation is necessary, and all themes are available from this section.



Customizing Your Theme

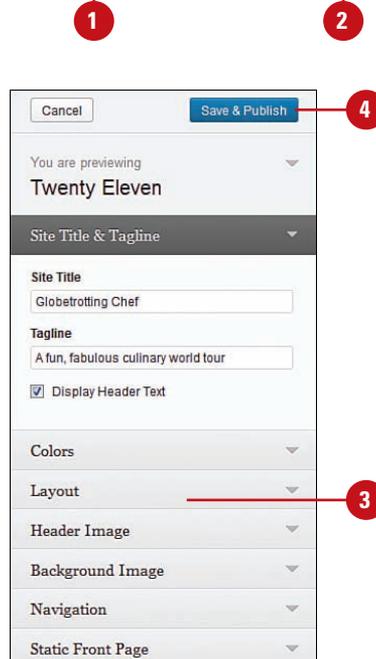
Customize Your Theme with the Theme Customizer

- 1 From the main navigation menu, select **Appearance, Themes**.
- 2 On the Manage Themes screen, click the **Customize** link below your active theme.
- 3 On the sidebar, make any changes to your theme. For example, you can change your site title and tagline, colors, header image, background image, or static front page (the options available vary by theme). WordPress displays any changes automatically in the preview window.

IMPORTANT *With WordPress.com, the Live Preview sidebar is on the right. With a self-hosted WordPress site, the sidebar is on the left, as shown in this example.*

- 4 When you're finished customizing, click the **Save & Publish** button. WordPress saves your changes and updates your website.

WordPress offers several options for customizing your theme, including the Theme Customizer, which enables you to customize your theme from an easy-to-use interface. In addition, some themes come with even more options you can customize on the Theme Options screen.



Customize Theme Options

- 1 From the main navigation menu, select **Appearance, Theme Options**.

TIMESAVER *If you're already on the Manage Themes screen, click the **Theme Options** button below your active theme.*

- 2 Specify the options you want to change. The options that display on this screen vary by theme.

- 3 Click the **Save Options** button. WordPress saves your changes and applies them to your active theme.

The screenshot shows the WordPress 'Select a Theme Options' interface. On the left is a navigation menu with 'Appearance' selected and 'Theme Options' highlighted. The main area displays 'Color Scheme' options: Blue (Default), Blue & Black, Green & Black, Red & Black, Sea Blue, and White Rose. Below these are two toggle options: 'Show sticky posts in a featured slider on the front page' and 'Show Latest Posts row on the front page', each with 'Yes' and 'No' radio buttons. A 'Save Options' button is at the bottom. Three red callout boxes with numbers 1, 2, and 3 point to the 'Theme Options' menu item, the 'Color Scheme' section, and the 'Save Options' button, respectively.

Add a Custom Header Image to Your Theme

IMPORTANT *The optimal size for your header image varies by theme. The Custom Header screen lets you know the best size for your current theme and displays a preview of your header.*

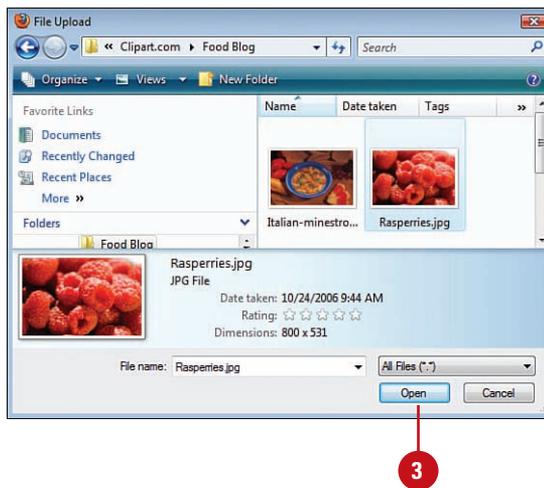
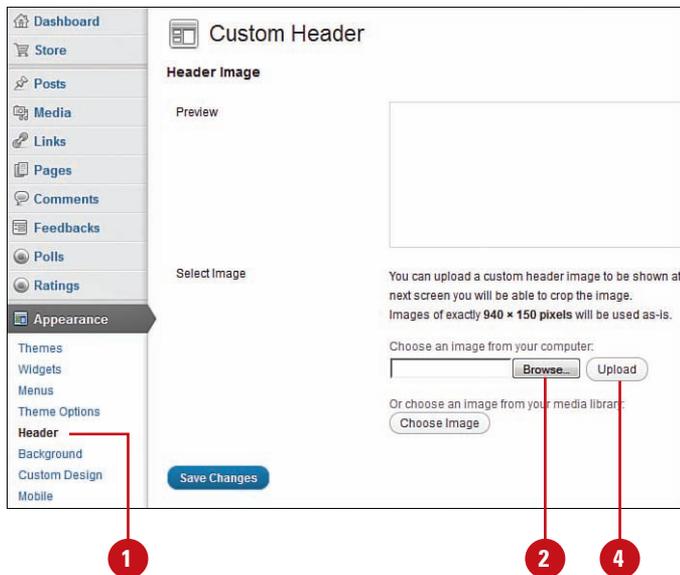
- 1 From the main navigation menu, select **Appearance, Header**.
- 2 If you want to upload a custom header image, click the **Browse** button.

TIMESAVER *If you already uploaded the image you want to use as your header, click the **Choose Image** button to select it from your WordPress media library.*

- 3 Select the image you want to upload in the File Upload dialog box, and click the **Open** button. Depending on your operating system and browser, the names of this dialog box and button might vary.
- 4 Click the **Upload** button.

Did You Know?

By default, WordPress displays the site title and tagline you entered on the General screen on your header. Optionally, you can use an image as your header, such as a logo.



- 5 Select the part of the image you want to use as a header and click the **Crop and Publish** button.
- 6 Select the **Show Header Text with Your Image** check box if you want to display your site title and tagline with this image. This works best if your image doesn't contain any text.
- 7 Optionally, enter a **Text Color** if you chose to show header text. You can enter a color code (such as #006699) or click the **Select a Color** link to select a color from the palette. When selecting a color, aim for a shade that site visitors can read clearly when placed over your image.
- 8 Click the **Save Changes** button. WordPress displays a preview of your changes.

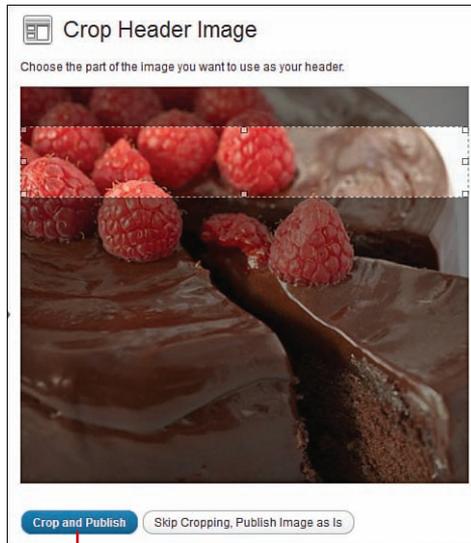
Did You Know?

In the preview, you can click the name of your site or the **Visit Your Site** link at the top of the screen to view your new header.

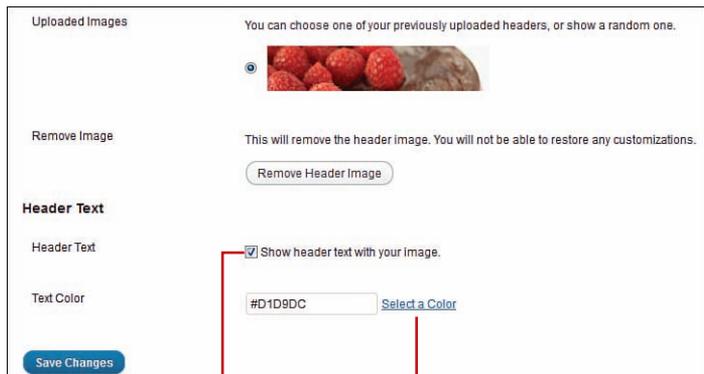
Did You Know?

If you don't like the header image you selected, click the **Remove Header Image** button to delete it.

TIMESAVER You can also add a custom header image using the Theme Customizer. See "Customize Your Theme with the Theme Customizer" earlier in this chapter for more information.



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Customize Your Theme Background

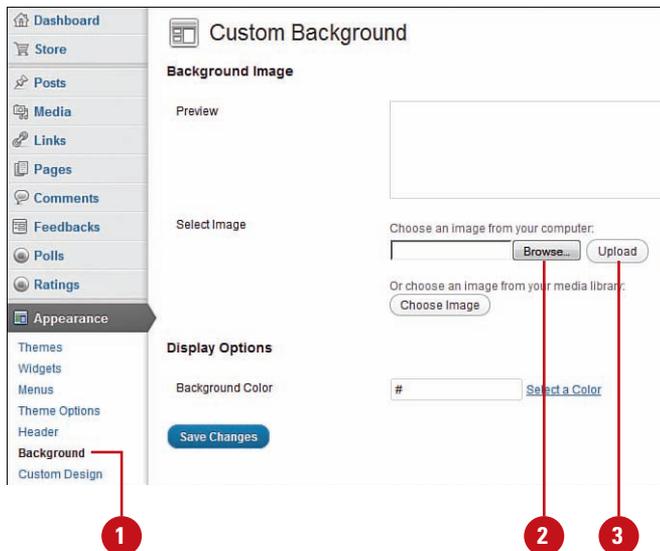
- 1 From the main navigation menu, select **Appearance, Background**.
- 2 If you want to upload a custom background image, click the **Browse** button, select an image in the File Upload dialog box, and click the **Open** button.

TIMESAVER *If you already uploaded the image you want to use as your background, click the **Choose Image** button to select it from your WordPress media library.*

- 3 Click the **Upload** button. WordPress displays a preview of your background.

Did You Know?

Most themes enable you to apply a custom background to your website. Although an attractive background can enhance your site, backgrounds don't work well with all themes. If you'd like to apply a background, try it out; you can always remove it with a single click.



4 In the **Display Options** section, specify exactly how you want to display your background. For example, you can indicate its position, whether you want the image to repeat, or whether you want it to scroll or stay in a fixed location.

5 Click the **Save Changes** button. WordPress displays a preview of your changes.

Did You Know?

In the preview, you can click the name of your site or the **Visit Your Site** link at the top of the screen to view your new header.

Did You Know?

If your background image doesn't yield the desired results, click the **Remove Background Image** button to delete it.

TIMESAVER You can also customize your theme background using the *Theme Customizer*. See “Customize Your Theme with the Theme Customizer” earlier in this chapter for more information.

Remove Image

Remove Background Image
This will remove the background image. You will not be able to

Select Image

Choose an image from your computer:

Browse... Upload

Or choose an image from your media library:

Choose Image

Display Options

Position: Left Center Right

Repeat: No Repeat Tile Tile Horizontally Tile Vertically

Attachment: Scroll Fixed

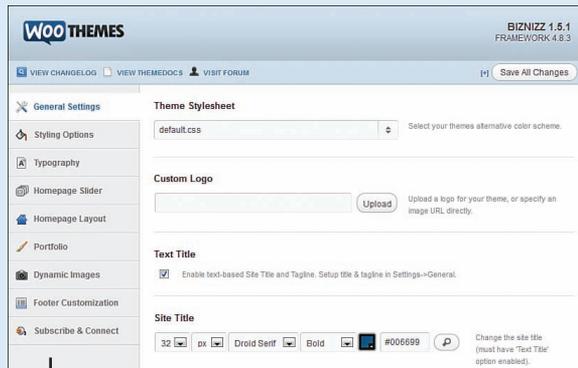
Background Color: # [Select a Color](#)

Save Changes

Other Theme Customization Options (WordPress.org)

Although finding a theme that already meets most of your requirements saves you time and avoids potential customization headaches, you'll still probably want to change something about your theme. In addition to using the Theme Customizer, WordPress offers two other ways to customize your theme:

- ◆ **Use the options screens available for your active theme.** Many themes offer specialized customization options that help you tailor it to your specific needs. Although this is most common with premium themes, some free themes also offer theme options. To find these options, look for new selections on your main navigation menu on the left side of your screen. For example, Biznizz, a premium theme from Woo Themes, enables you to customize this theme's colors, fonts, and typography as well as add special theme layout options such as a slider, portfolio, scrolling testimonials, home page mini features, custom headers and footers, and much more.
- ◆ **Customize your theme CSS.** If you use WordPress.com, purchasing the Custom Design upgrade enables you to customize CSS beyond the limits of the Theme Customizer. If you use self-hosted WordPress, many themes offer a Custom CSS box or something similar where you can enter custom CSS that overrides the CSS on your themes stylesheet. If your theme doesn't offer this feature, the Jetpack plugin (<http://wordpress.org/extend/plugins/jetpack/>) includes a CSS editor.



Customization options for a premium theme

See Also

See Chapter 12, "Working with Plugins (WordPress.org)," for more information about installing and using plugins.

See Also

See Chapter 15, "Using WordPress.com Premium Features," for more information about the WordPress.com Custom Design upgrade, which lets you customize the fonts, colors, and CSS on your site.

Did You Know?

Although working with CSS is beyond the scope of this book, a good reference to check out is *Sams Teach Yourself HTML and CSS in 24 Hours* by Julie Meloni and Michael Morrison.

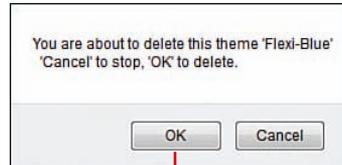
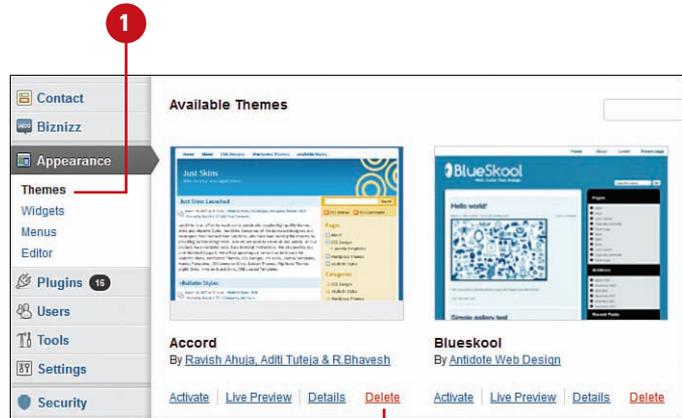
Deleting a Theme (WordPress.org)

If you no longer want a theme you installed, you can delete it.

Delete a Theme

- 1 From the main navigation menu, select **Appearance, Themes**.
- 2 In the Available Themes section, click the **Delete** link below the theme you want to delete.
- 3 In the warning dialog box that opens, click **OK**. WordPress deletes the theme.

IMPORTANT *Deleting isn't the same thing as simply deactivating one theme by activating another. When you delete a theme, it's no longer available on the Manage Themes screen, and you would need to install it again to activate it.*





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