



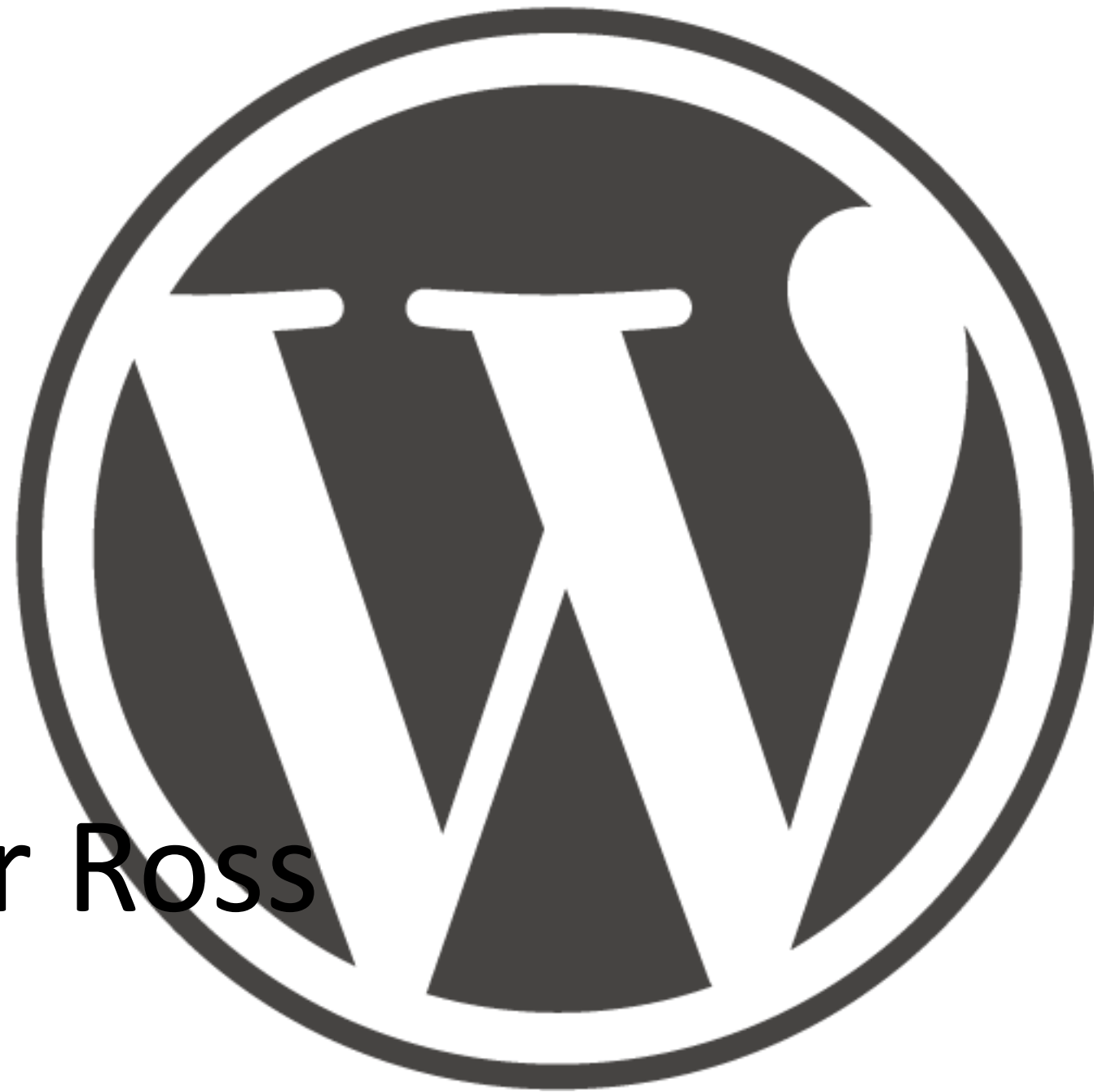
**WORDPRESS**

The image features the WordPress logo, a stylized 'W' inside a circle, rendered in a dark gray color. The logo is centered in the background. Overlaid on the logo is the following text:

Welcome to  
**Sanitizing WP\_Query() data requests  
for multiple table lookup in  
a WordPress multisite environment**

The image features the WordPress logo, which is a circular emblem containing a stylized 'W' with a globe-like pattern. The logo is centered in the background. Overlaid on the logo is the text 'Running Newspaper Websites with WordPress' in a bold, black, sans-serif font. The text is arranged in two lines: 'Running Newspaper' on the top line and 'Websites with WordPress' on the bottom line.

# Running Newspaper Websites with WordPress



Christopher Ross

 @thisismyurl

<http://thisismyurl.com>

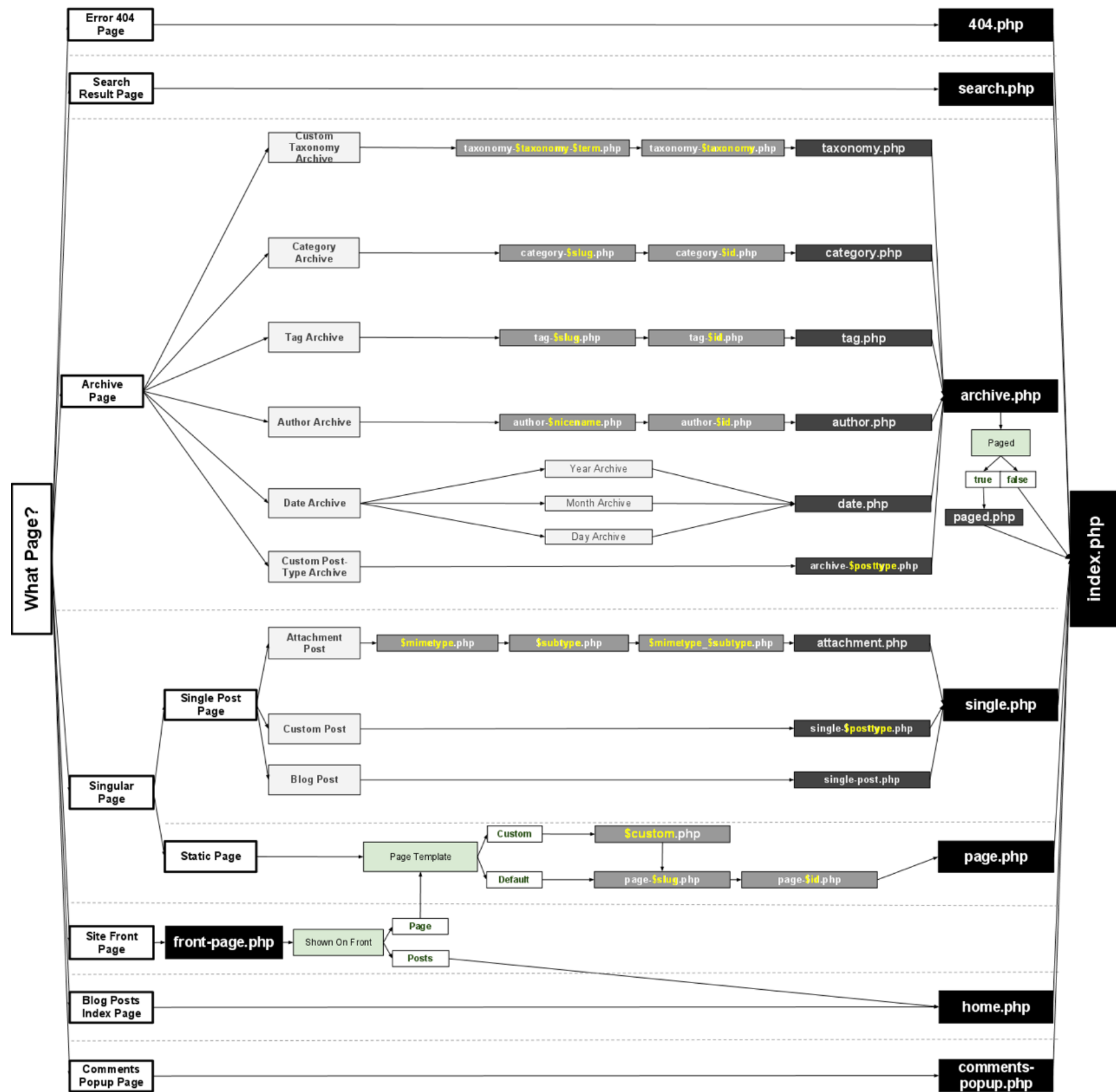
The image features the WordPress logo, which is a stylized 'W' inside a circle, rendered in a dark gray color. The text is centered over the logo.

Unique Features for  
Newspapers, Magazines,  
and Online Newsletters



# Page Types

(the theme files)



# Images

A large, semi-transparent watermark of the WordPress logo is centered on the page. It consists of a white 'W' inside a dark grey circle, which is itself inside a white circle.

- Image pages to ensure branding when viewed directly
- Images are part of the stories, embedded within the Post itself
- Images can be features, thumbnails, or feed elements
- Categories and Taxonomies can have image attachments
- jQuery can be used to display in Lightbox style popups
- SEO for images is as important as SEO for content
- Images can be watermarked on upload
- Images will be the hardest part of a newspaper site and cost the most

# Images

- WordPress allows images to be included in posts
- Automatically optimizes images to display properly and resize
- Maximum media size can be controlled within the settings control panel

**Image sizes**

The sizes listed below determine the maximum dimensions in pixels to use when inserting an image into the body of a post.

Thumbnail size	Width <input type="text" value="150"/> Height <input type="text" value="150"/>
	<input checked="" type="checkbox"/> Crop thumbnail to exact dimensions (normally thumbnails are proportional)
Medium size	Max Width <input type="text" value="300"/> Max Height <input type="text" value="300"/>
Large size	Max Width <input type="text" value="1024"/> Max Height <input type="text" value="1024"/>
<b>Embeds</b>	
Auto-embeds	<input checked="" type="checkbox"/> When possible, embed the media content from a URL directly onto the page. For example: links to Flickr and YouTube.
Maximum embed size	Width <input type="text"/> Height <input type="text" value="600"/>

[Save Changes](#)

# Feature Images

- Allows WordPress to create Hero articles on index pages
- Appears on article pages as the highlight
- Adds to RSS and ATOM feeds
- Appears on Google News



# Fetching the First Image from a Post

- [Get Image from Post](#) (plugin) for WordPress
- Fetches the first image from a post and treats as a Featured Image
- Shameless self promotion



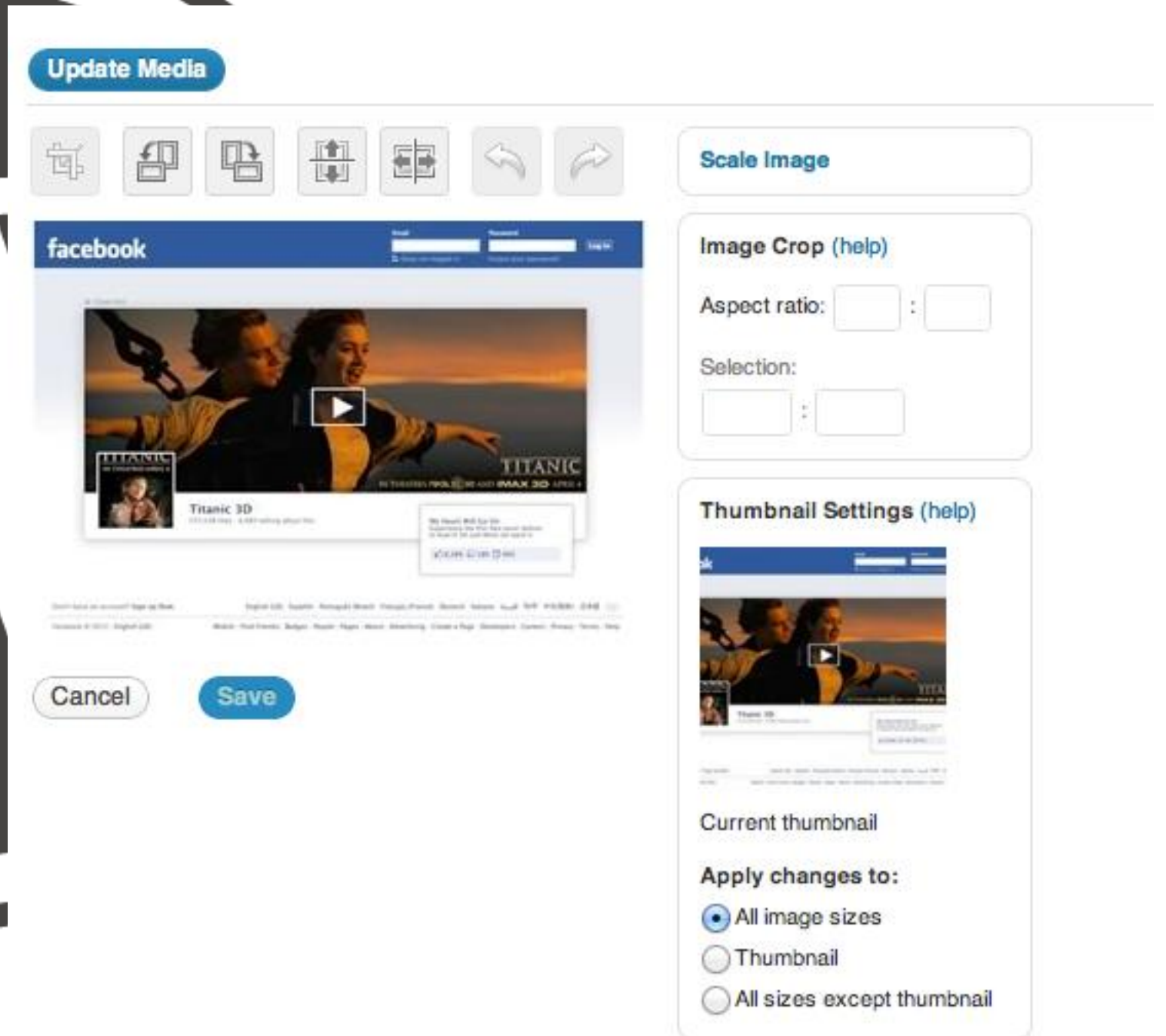
# Custom Fields for Images & Media



- [Add Custom Fields To Media](#) (plugin) for WordPress
- Adds fields such as photographer name, url, credit etc.

# The Media Library Editor

- Built in image editor for WordPress
- Resize, crop, scale, rotate



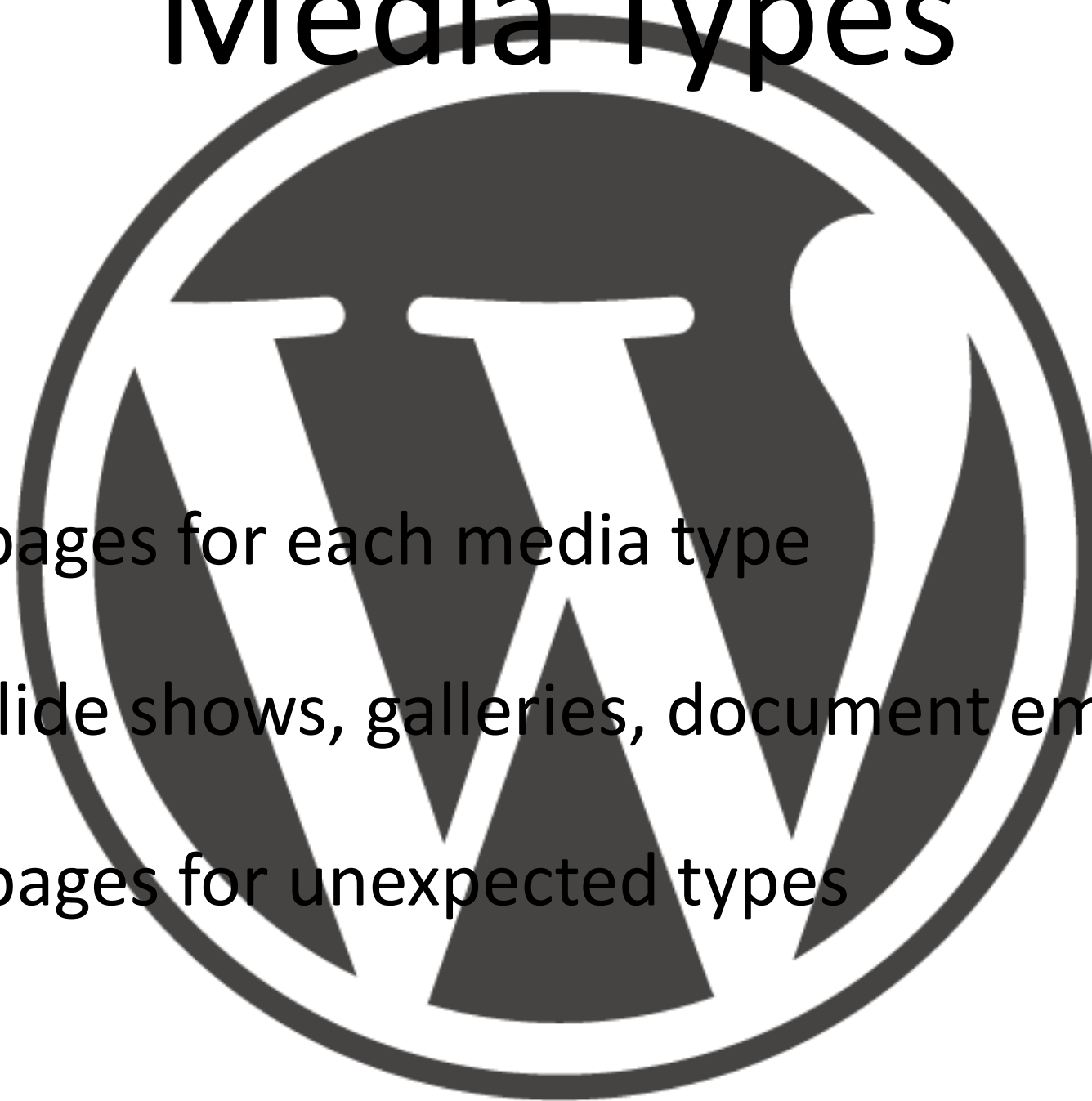
# Squishing an Image

- [Yahoo Smush.it](#) (plugin)
- Lossless image compression and optimization
- Faster loading times, higher customer retention, lower bandwidth costs



# Media Types

- Unique theme pages for each media type
- Video players, slide shows, galleries, document embeds etc.
- Default theme pages for unexpected types



# Single Stories

- Stories are stored as Posts in the WordPress database
- Unlike Pages, do not have a true hierarchal structure
- Have three basic elements; the title, the excerpt, the content



# The Title

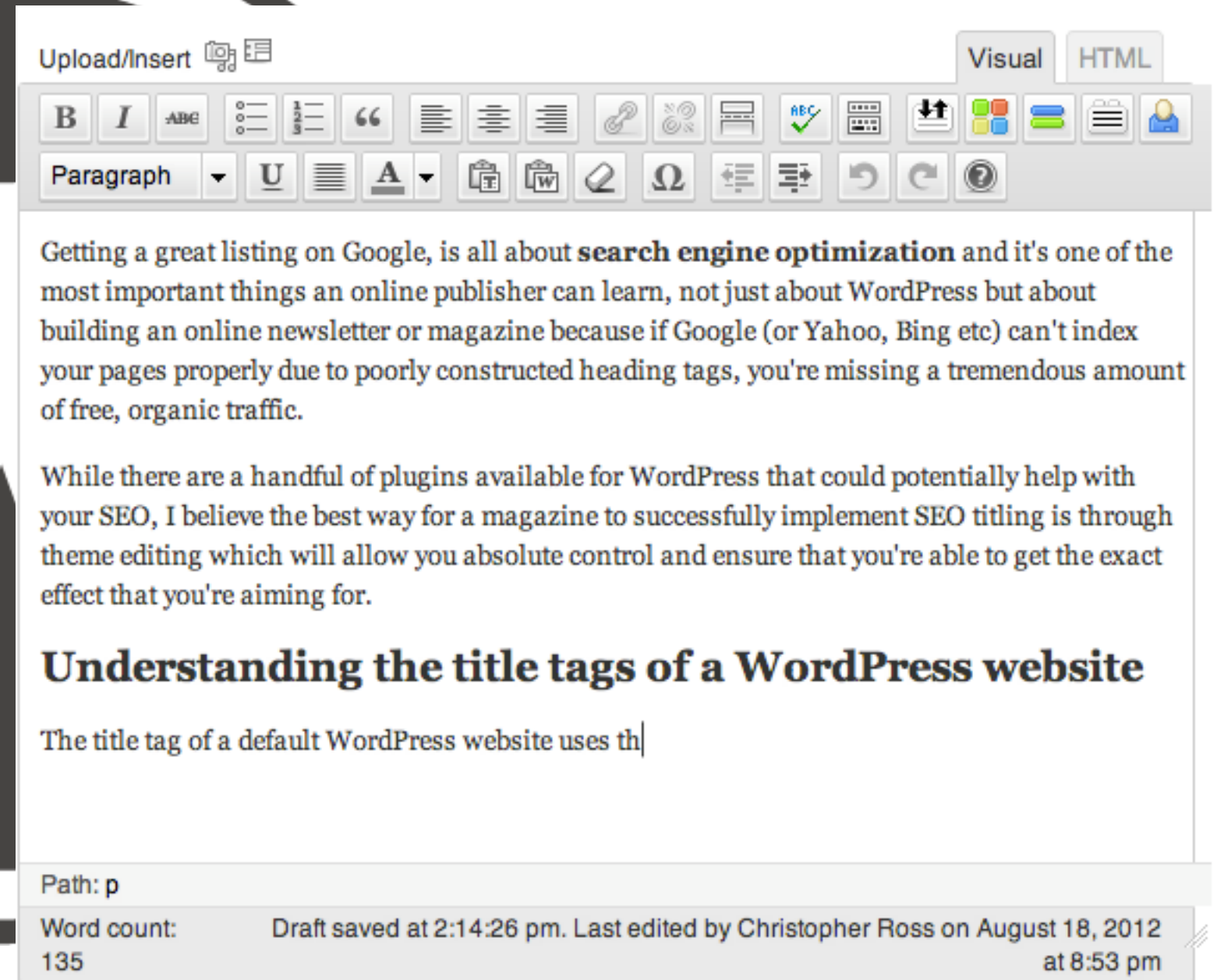
Optimize Your Title Tags for Newspapers

Permalink: <http://thisismyurl.com/8150/optimize-title-tags-newspapers/> [Edit](#) [Get Shortlink](#)

- Titles are generally displayed on Posts as the main heading
- Titles influence the Slug but can be overwritten using the Edit option
- **SEO Slugs** (plugin) helps improve your Slugs by removing common words
- **WP Title Case** (plugin) applies formatting standards to titles

# The Content

- Can include images, formatted text, [shortcodes] and links
- SEO is vital to newspapers
- Deep linking starts here
- Can automatically create tags, excerpts etc.



The screenshot displays the WordPress Visual Editor interface. At the top, there are tabs for 'Visual' and 'HTML'. Below the tabs is a rich text editor toolbar with various icons for text formatting (bold, italic, underline, text color, background color), alignment, lists, links, and media. The main content area shows a draft post with the following text:

Getting a great listing on Google, is all about **search engine optimization** and it's one of the most important things an online publisher can learn, not just about WordPress but about building an online newsletter or magazine because if Google (or Yahoo, Bing etc) can't index your pages properly due to poorly constructed heading tags, you're missing a tremendous amount of free, organic traffic.

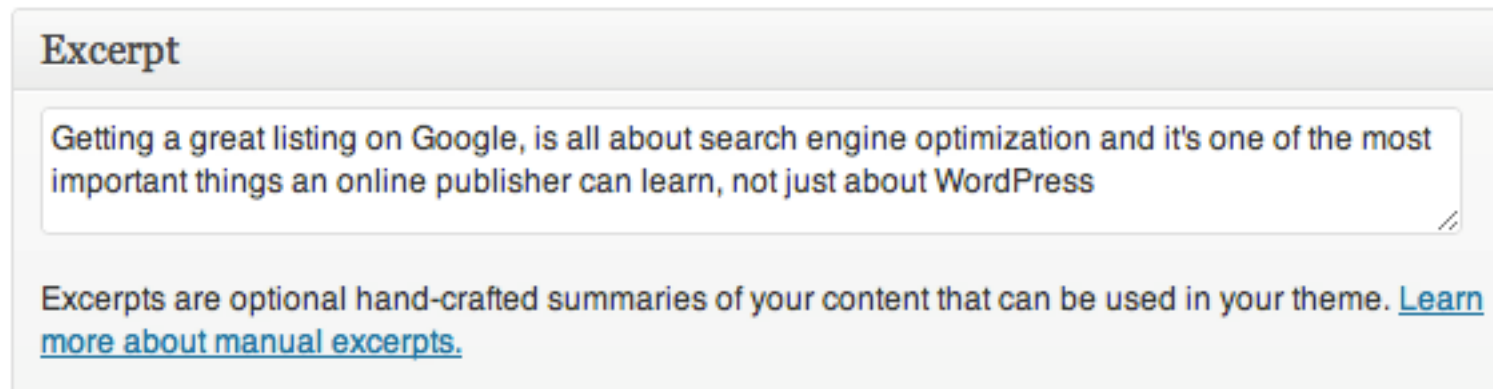
While there are a handful of plugins available for WordPress that could potentially help with your SEO, I believe the best way for a magazine to successfully implement SEO titling is through theme editing which will allow you absolute control and ensure that you're able to get the exact effect that you're aiming for.

## Understanding the title tags of a WordPress website

The title tag of a default WordPress website uses th|

At the bottom of the editor, there is a status bar showing the path 'p', a word count of 135, and a message: 'Draft saved at 2:14:26 pm. Last edited by Christopher Ross on August 18, 2012 at 8:53 pm'.

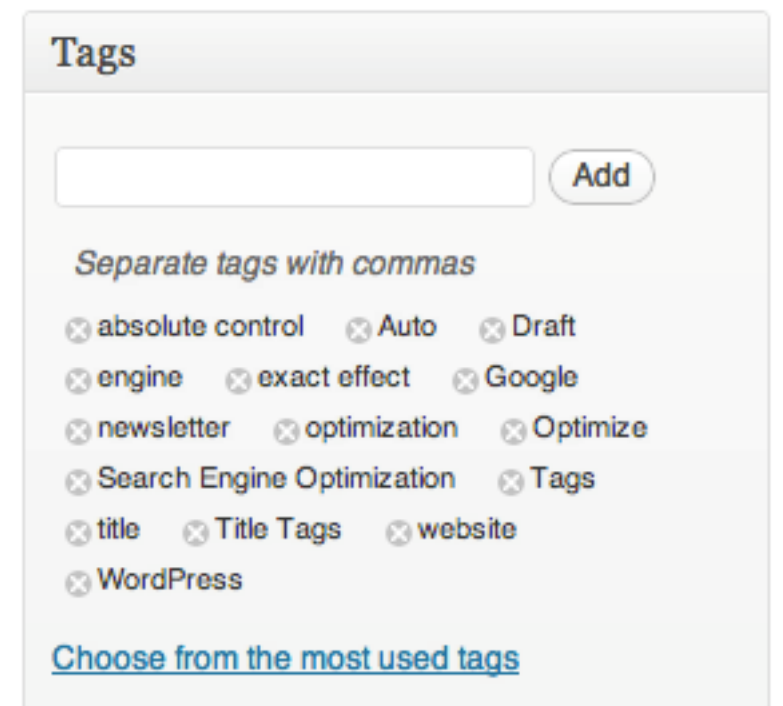
# The Excerpt



- Powerful SEO tool for helping search engines understand your content
- Often appears as the snippet on Google pages, news etc.
- Should be used in newspapers as the <meta> description for the page
- Used by the RSS and ATOM feeds as the preview

# Tags

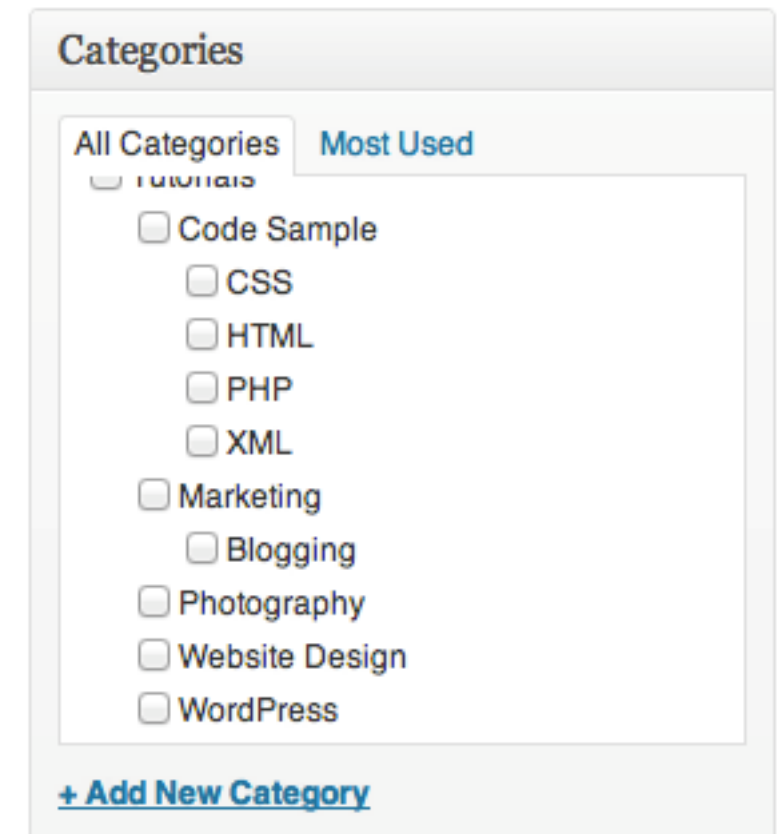
- Tags are used in WordPress to identify similar content
- Plugins allow automatic tag generation based on content
- Tags can be manipulated through code or editor
- Should be used to help create <meta> keyword tags



The image shows a screenshot of the 'Tags' meta box in the WordPress admin interface. It features a text input field at the top with an 'Add' button to its right. Below the input field, the text 'Separate tags with commas' is displayed. A list of tags follows, each preceded by a small 'x' icon, indicating they are selected. The tags listed are: absolute control, Auto, Draft, engine, exact effect, Google, newsletter, optimization, Optimize, Search Engine Optimization, Tags, title, Title Tags, website, and WordPress. At the bottom of the box, there is a blue link that reads 'Choose from the most used tags'.

# Categories and Taxonomies

- Categories are used to sort Posts into a hierarchical data structure
- Content in child categories automatically appear in parent categories
- Content can be added to multiple categories
- Taxonomies allow for custom category development



# Branding the Author

- Authors are celebrities, promote them
- Include author photos, social links, name etc.
- Author photos will appear in Google search results, increasing click through potential



## **The 7 Habits of Highly Effective Mediocre Entrepreneurs**



**JAMES ALTUCHER** ✓

# Date and Time



- Story dates matter for SEO value
- Define them early, and help Google detect them
- Display as Time Ago vs. 'Geek'

# Deep Linking Your Details

- Use Shortcodes or custom coding to display related posts
- Link the author's name to an author archive
- Link tags, categories, dates to archive pages
- Link content, both internally and externally  
(External Links to New Window plugin can help)

# Make Your Content Social

- Add easy sharing options to Posts directly or with plugins
- Allow users to post stories to Facebook and media sites quickly
- Email a friend is still one of the most powerful forms of social marketing
- Include the ability to print a story



**Jetpack**  
by WORDPRESS.COM

# Commenting and the Community

- Add social elements to the quickly with commenting
- Threaded messaging encourages debate
- Facebook / Twitter login for easier implementation
- Cut down on SPAM with Akismet



# Pages

- Used for static content with little growth or change
- Ideal for copyright notices, terms of use, contact details etc
- Can use all features of a Post except Taxonomy and has hierarchal structure
- As with all aspects of WordPress, can be removed completely

# Archives

- More than just categories
- Includes lists of Posts related to the archive
- Should use a common Loop for simplicity and display
- Each archive can have unique style and layout

## ARTS BLOG SECTIONS

---

- |   |  |
|---|--|
| ▫ <b>Big Beat</b><br><i>Last post Aug 17, 2012</i>      | ▫ <b>Capital Critics Circle</b><br><i>Last post Aug 17, 2012</i> |
| ▫ <b>Capital Revue</b><br><i>Last post Aug 17, 2012</i> | ▫ <b>Festivals</b><br><i>Last post Aug 16, 2012</i>              |
| ▫ <b>Jazzblog</b><br><i>Last post Aug 17, 2012</i>      | ▫ <b>JUNOS 2012</b><br><i>Last post Apr 13, 2012</i>             |

## BLOG SECTIONS

---

- |  |  |
|--|--|
| ▫ <b>Arts</b><br><i>Last post Aug 17, 2012</i>       | ▫ <b>Campus</b><br><i>Last post Jan 18, 2012</i> |
| ▫ <b>City</b><br><i>Last post Aug 17, 2012</i>       | ▫ <b>Homes</b><br><i>Last post Aug 14, 2012</i>  |
| ▫ <b>Life</b><br><i>Last post Aug 16, 2012</i>       | ▫ <b>News</b><br><i>Last post Aug 17, 2012</i>   |
| ▫ <b>Opinion</b><br><i>Last post Aug 17, 2012</i>    | ▫ <b>Sports</b><br><i>Last post Aug 17, 2012</i> |
| ▫ <b>Technology</b><br><i>Last post Jul 25, 2012</i> |  |

# Categories

- Traditional hierarchal structure for a site
- Can be broken into sections, display only when content is present
- Will include all child category results

## ARTS BLOG SECTIONS

---

- |   |  |
|---|--|
| ▫ <b>Big Beat</b><br><i>Last post Aug 17, 2012</i>      | ▫ <b>Capital Critics Circle</b><br><i>Last post Aug 17, 2012</i> |
| ▫ <b>Capital Revue</b><br><i>Last post Aug 17, 2012</i> | ▫ <b>Festivals</b><br><i>Last post Aug 16, 2012</i>              |
| ▫ <b>Jazzblog</b><br><i>Last post Aug 17, 2012</i>      | ▫ <b>JUNOS 2012</b><br><i>Last post Apr 13, 2012</i>             |

## BLOG SECTIONS

---

- |  |  |
|--|--|
| ▫ <b>Arts</b><br><i>Last post Aug 17, 2012</i>       | ▫ <b>Campus</b><br><i>Last post Jan 18, 2012</i> |
| ▫ <b>City</b><br><i>Last post Aug 17, 2012</i>       | ▫ <b>Homes</b><br><i>Last post Aug 14, 2012</i>  |
| ▫ <b>Life</b><br><i>Last post Aug 16, 2012</i>       | ▫ <b>News</b><br><i>Last post Aug 17, 2012</i>   |
| ▫ <b>Opinion</b><br><i>Last post Aug 17, 2012</i>    | ▫ <b>Sports</b><br><i>Last post Aug 17, 2012</i> |
| ▫ <b>Technology</b><br><i>Last post Jul 25, 2012</i> |  |

# Tags

Ottawa Citizen > Blogs > Tags > Jazzblog

## JAZZBLOG



### Can you help a piano-playing sister out?

August 17, 2012. 3:42 pm • Section: Jazzblog

Share 39 Tweet 3 Comment 0 +1 0 ShareThis



Posted by:  
**Peter Hum**

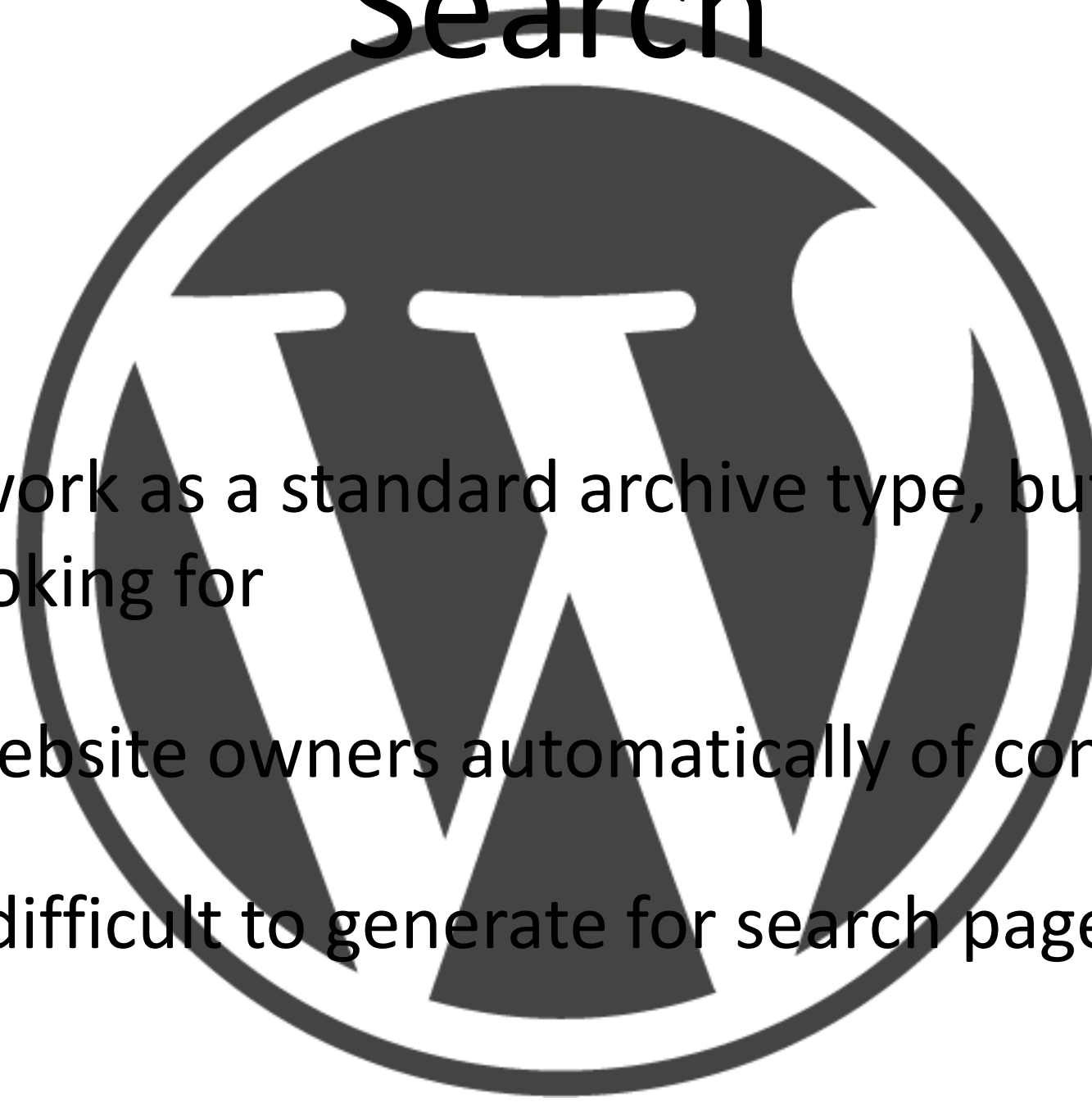
Pianist Jessica Williams is seeking donations as she recuperates for the next six months or so after having had spinal surgery. She explains at her website: I am now in recovery from a serious spinal surgery (it hurts, but ... [Continue reading](#) →

Tags: [Jazzblog](#), [Jessica Williams](#)

- Tags allow for keyword driven archive pages, grouping similar content based on words rather than categories

# Search

- Search results work as a standard archive type, but give the customer what they're looking for
- Should notify website owners automatically of common searches
- Ad tags can be difficult to generate for search pages



# Authors

- Author pages allow you to brand an author
- Include photos, descriptions, social media links, latest Tweets, activity, and contact options
- Stories can have multiple authors with [Co-Author Plus](#) (plugin)



Ottawa Citizen > Blogs > Authors > peterhum88

 **Peter Hum**  
I blog incessantly about jazz.

---

## Can you help a piano-playing sister out?

August 17, 2012. 3:42 pm • Section: Jazzblog

[f Share](#) 39 [Tweet](#) 3 [Comment](#) 0 [+1](#) 0 [ShareThis](#)

 *Posted by:*  
**Peter Hum**

Pianist Jessica Williams is seeking donations as she recuperates for the next six months or so after having had spinal surgery. She explains at her website: I am now in recovery from a serious spinal surgery (it hurts, but ... [Continue reading →](#))

Tags: [Jazzblog](#), [Jessica Williams](#)

# 404 - Page Not Found

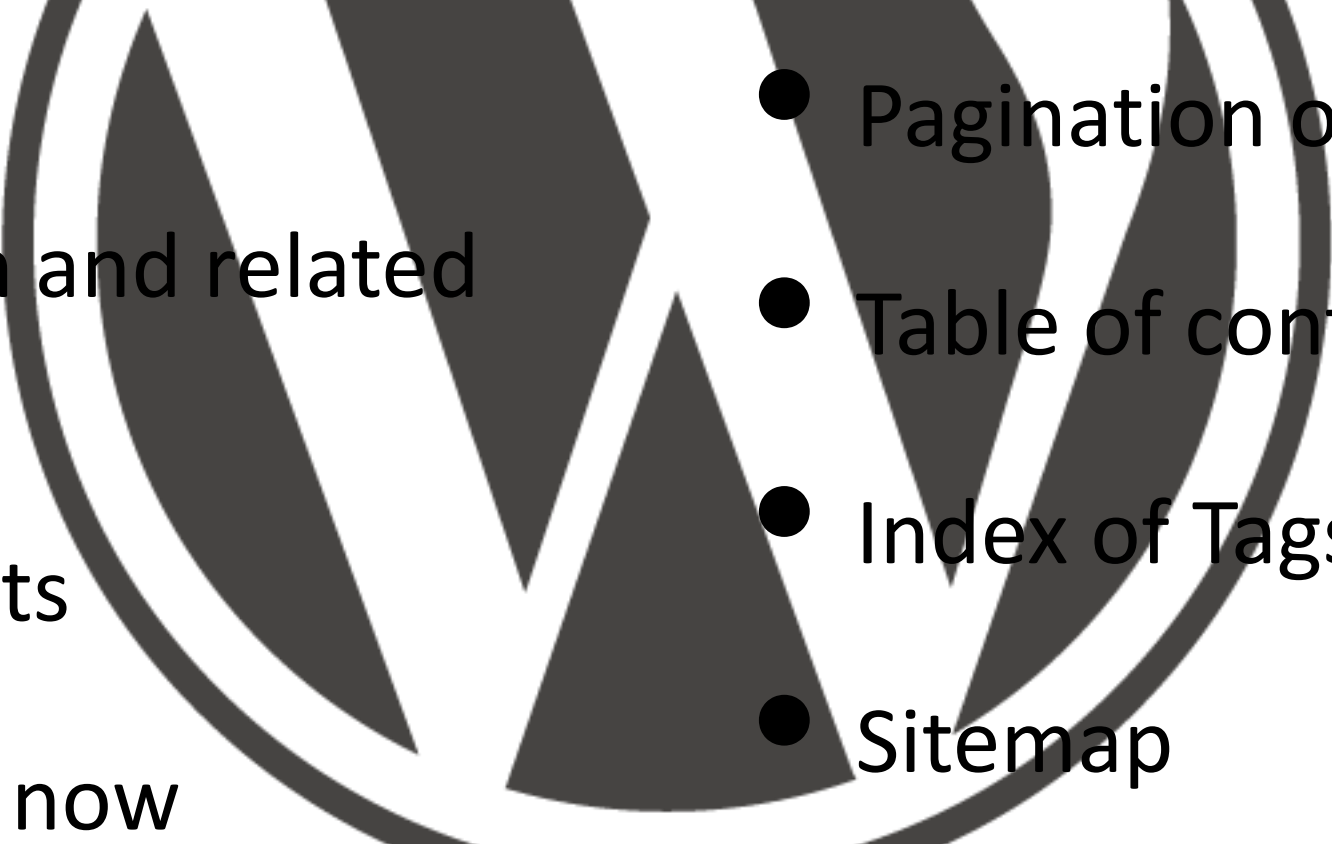
- Should rarely appear on a site
- When possible redirect to existing content
- Brand this page, give popular options
- Inform site owner of 404 errors



# Custom Post Types

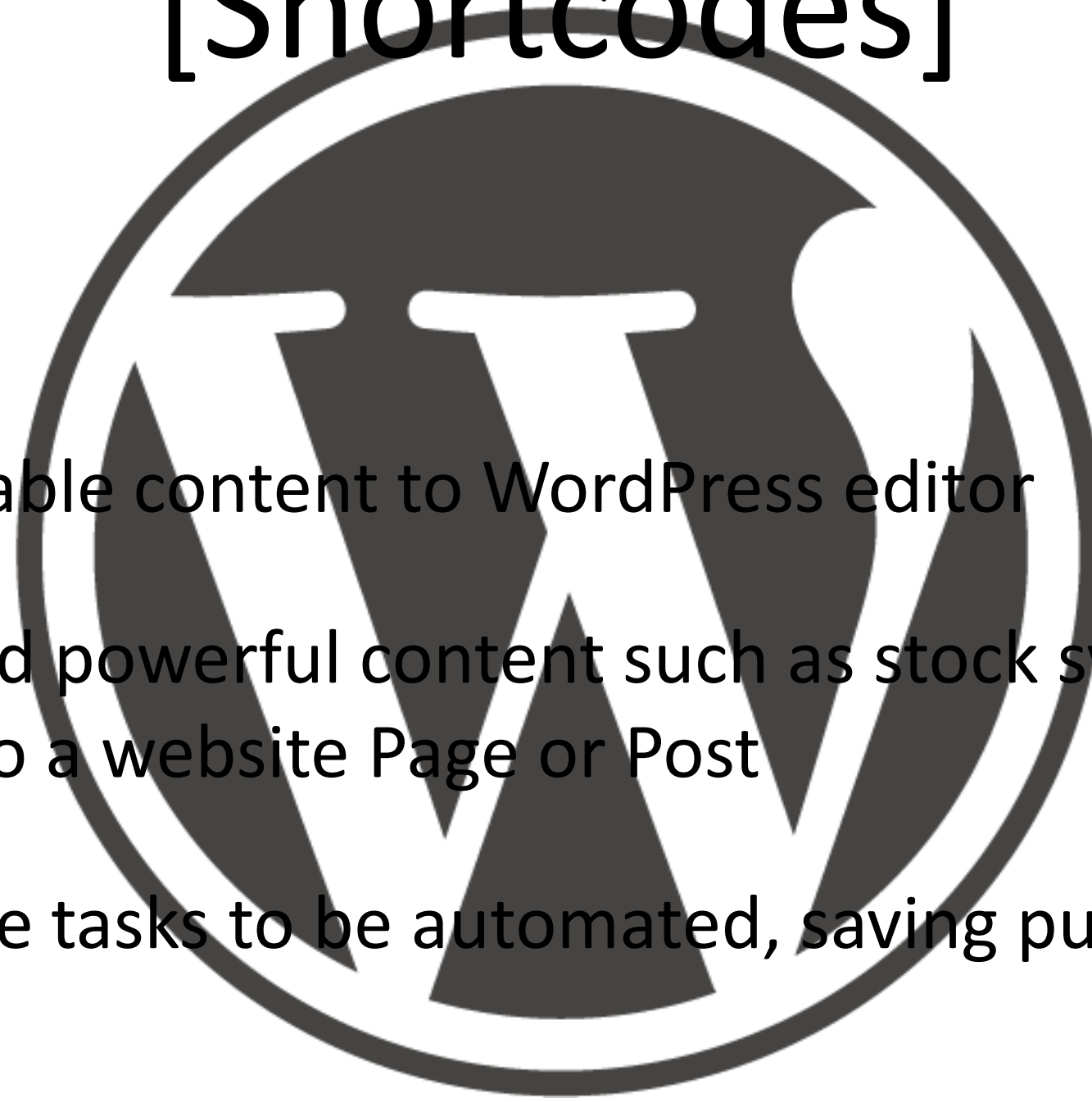
- 
- The WordPress logo, a white 'W' inside a dark grey circle, is centered in the background of the slide.
- Adds special options to a standard Post
  - Used to extend WordPress and separate content into unique types
  - Can be added by theme, plugins, or custom code
  - Classified ads
  - Event manager
  - Galleries
  - Business listings

# Navigation Elements

- 
- The WordPress logo, a white 'W' inside a dark grey circle, is centered in the background of the slide.
- Breadcrumbs
  - Popular, random and related stories
  - Recent comments
  - Being read right now
  - Pagination on archives
  - Table of contents
  - Index of Tags
  - Sitemap

# [Shortcodes]

- Add programmable content to WordPress editor
- [shortcodes] add powerful content such as stock symbol lookup, media or data to a website Page or Post
- Allows repetitive tasks to be automated, saving publishing time



# Shortcodes for Media

- Embedded video such as VideoPress, YouTube, Blip.TV, Daily Motion, Flickr, Vimeo, Ooyala
- Audio streaming, SlideShare, text documents, photo galleries
- Plugins extend which short codes can be included in WordPress
- With time, anything can be built



# API's & Includes

(third party services & plugins)

# Ad Servers

- Ad servers can display ads based on geography, tags, categories, visitor habits or a variety of means
- Can be a WordPress plugin or a third party service
- Should include detailed tracking for sales and marketing

# Newsletter Mailing Lists

- Newsletter services such as MailChimp or integrated WordPress newsletters increase customer retention
- Daily news digests can be generated using RSS or content from categories
- Simplify, automate, and personalize newsletter management

# Event Managers



- Plugins allow for rapid event section development
- Third party event managers such as EventBrite are easy to integrate



Working with a Team

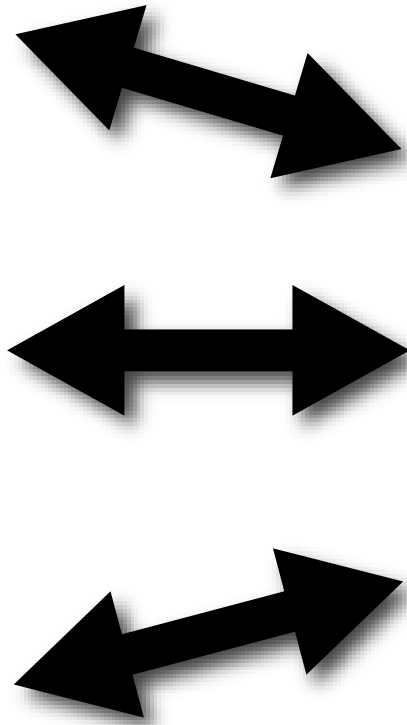
# Versioning Control for Developers

- SVN, GIT, or Mercurial allow multiple users to contribute to the same project
- Allows developers to protect code, and 'roll back' to earlier versions
- Command line, or graphical clients are available
- Source code is archived remotely to offsite, safe locations

# Workflow Setup for Developers

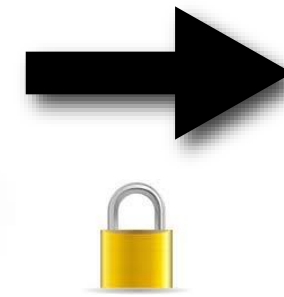


Developers



Development  
Server  
*dev.yoursite.com*

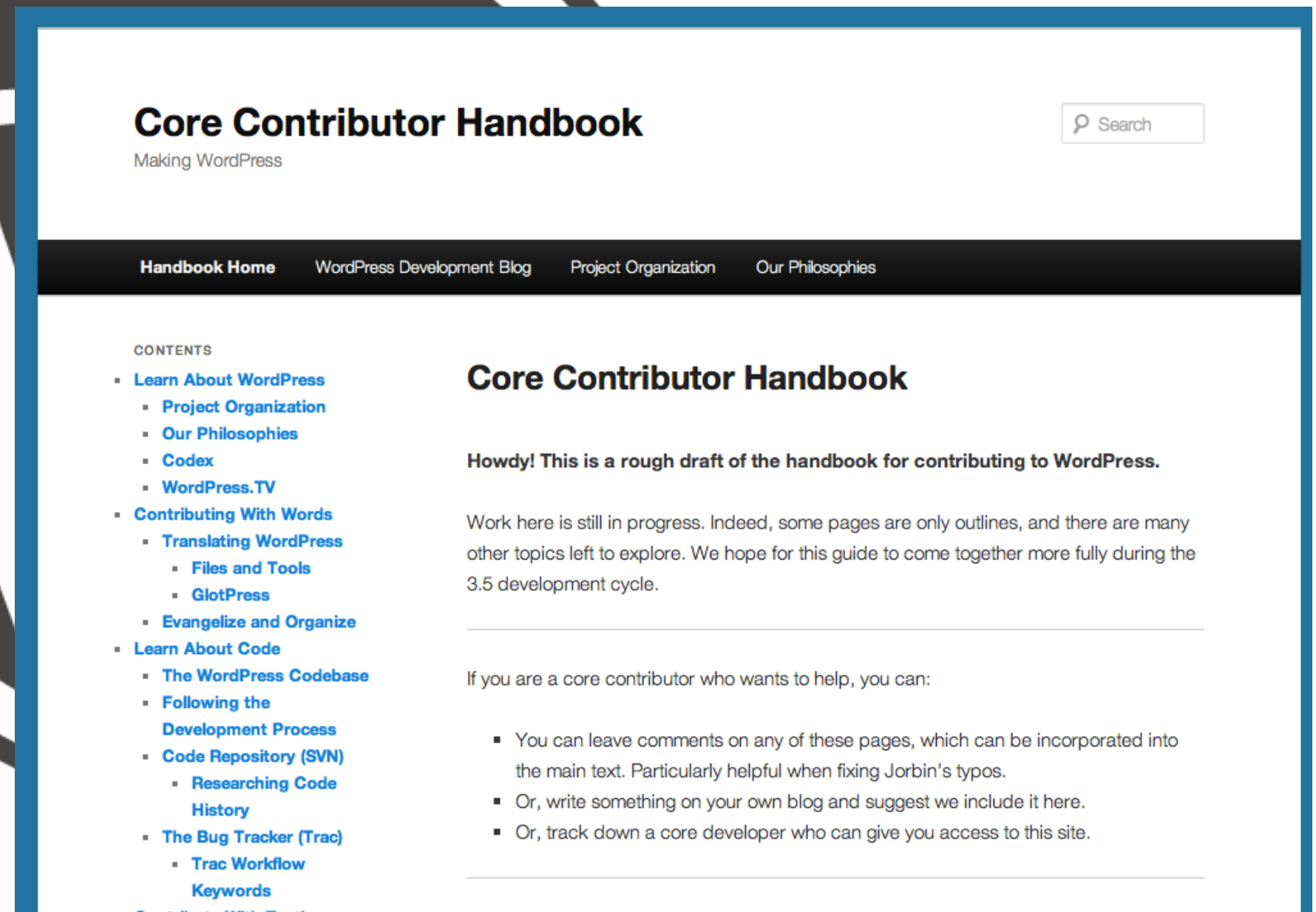
Test  
Server  
*test.yoursite.com*



Live  
Server  
*www.yoursite.com*

# Development Standards

- WordPress Coding Standards
- WP\_Debug(), deprecated tags, and coding reviews
- Code Poet Quiz

A screenshot of the Core Contributor Handbook website. The page has a white background with a blue border. At the top, the title "Core Contributor Handbook" is displayed in a bold, black font, with the subtitle "Making WordPress" below it. A search box is located in the top right corner. A dark navigation bar contains links for "Handbook Home", "WordPress Development Blog", "Project Organization", and "Our Philosophies". The main content area is divided into two columns. The left column, titled "CONTENTS", lists various sections such as "Learn About WordPress", "Contributing With Words", and "Learn About Code", each with sub-links. The right column, titled "Core Contributor Handbook", contains introductory text and a list of ways to help, such as leaving comments or writing on a personal blog.

**Core Contributor Handbook**  
Making WordPress

Search

[Handbook Home](#) [WordPress Development Blog](#) [Project Organization](#) [Our Philosophies](#)

CONTENTS

- [Learn About WordPress](#)
  - [Project Organization](#)
  - [Our Philosophies](#)
  - [Codex](#)
  - [WordPress.TV](#)
- [Contributing With Words](#)
  - [Translating WordPress](#)
    - [Files and Tools](#)
    - [GlotPress](#)
  - [Evangelize and Organize](#)
- [Learn About Code](#)
  - [The WordPress Codebase](#)
  - [Following the Development Process](#)
  - [Code Repository \(SVN\)](#)
    - [Researching Code History](#)
  - [The Bug Tracker \(Trac\)](#)
    - [Trac Workflow](#)
  - [Keywords](#)

**Core Contributor Handbook**

Howdy! This is a rough draft of the handbook for contributing to WordPress.

Work here is still in progress. Indeed, some pages are only outlines, and there are many other topics left to explore. We hope for this guide to come together more fully during the 3.5 development cycle.

If you are a core contributor who wants to help, you can:

- You can leave comments on any of these pages, which can be incorporated into the main text. Particularly helpful when fixing Jorbin's typos.
- Or, write something on your own blog and suggest we include it here.
- Or, track down a core developer who can give you access to this site.

# Content Control for Publishers

- WordPress natively supports various levels of users
- Custom user levels can be given access to individual post types
- WordPress can be turned from a blogging platform to a publishing workflow platform



# Content Control for Publishers

The WordPress logo, a stylized 'W' inside a circle, is centered behind the title and the list of bullet points.

- Revision control is built into WordPress
- Allows publishers to compare, and restore previous versions

## Revisions

[21 February, 2012 @ 14:57](#) by Corporation Rodonic

[21 February, 2012 @ 14:56](#) [Autosave] by

[5 September, 2010 @ 17:31](#) by

# Content Control for Publishers



**EDIT FLOW**

- Content Calendar

The screenshot shows the WordPress Content Calendar interface. At the top, there are filters for 'View all statuses', 'View all categories', and 'View all users', along with 'Filter' and 'Reset' buttons. The calendar grid displays dates from Monday to Sunday. Published posts are shown in the grid cells, including:

- Wednesday, 23: WordPress Remove Generator Meta Tag (Published)
- Thursday, 24: Five new WordPress Plugins on WordPress.org (Published)
- Friday, 25: Add a custom sidebar to WordPress based on your current category (Published)
- Monday, 28: A custom sidebar for WordPress, that works with Posts too! (Published)
- Friday, 8: A custom sidebar for WordPress, that tries to work out the best category (Published)
- Monday, 26: Get WordPress Content Outside the Loop (Published)

# Content Control for Publishers




- Custom Story Status


This image shows a screenshot of the WordPress admin interface. On the left, a post editor is visible with the title "Improve Trac Collaboration With Trac Code Comments" and the status "Assigned". The author is listed as "Nikolay Backyski", the category as "Open Source", and the tag as "Trac". On the right, a "Publish" sidebar is open, showing the current status as "Needs Edit". A dropdown menu is open, listing status options: "Pitch", "Assigned", "In Progress", "Needs Edit", "Ready to Publish", and "Move to Trash". The "Ready to Publish" option is highlighted in blue. A yellow tooltip at the bottom right of the dropdown reads "This piece is ready for publication on".


# Content Control for Publishers



- Editorial Comments

A large, semi-transparent WordPress logo is centered in the background of the slide.

 Editorial Comments

 [Christopher Ross](#) said on August 18, 2012 at 8:52 pm  
Did you get a photo for this yet?

[Respond to this Post](#)

# Content Control for Publishers

- Editorial Metadata



**Editorial Metadata**

**Assignment**  
What the post needs to cover.

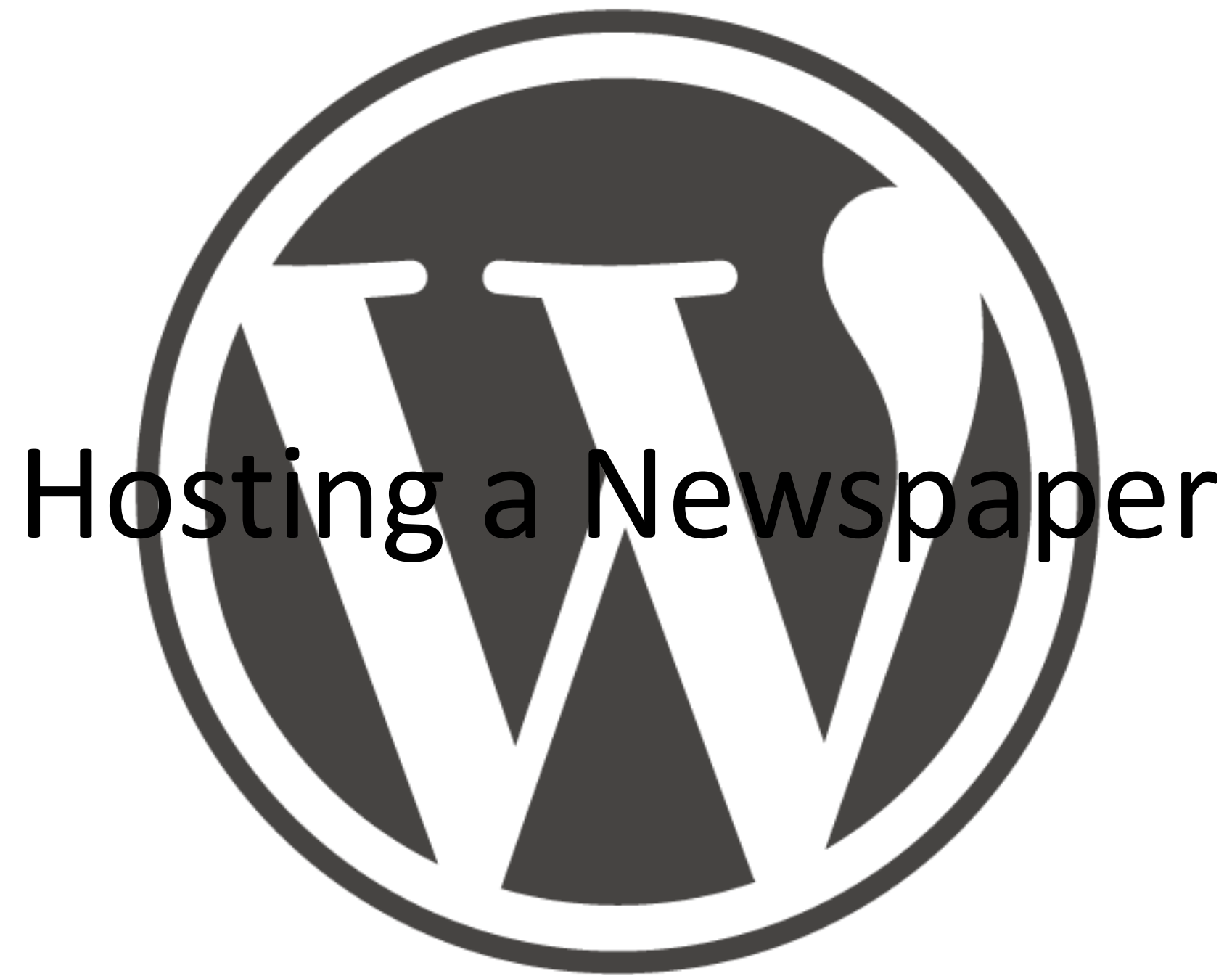
  
  

**First Draft Date**  
When the first draft needs to be ready.

**Needs Photo**  
 Checked if this post needs a photo.

**Word Count**  
Required post length in words.



# Shared Hosting



- Very Cost Effective
- Low Barrier to Entry
- Limited Bandwidth & CPU Power
- Caching Plugins
- Streamlined Code to Optimize Site
- Good Starting Point

# Dedicated Virtual Hosting



- Scalable
- Powerful access to operating system
- Extremely customizable
- Required skilled system administrator
- Costs can be controlled
- Growth

# Full Server



- Full access to the hosting computer
- Extremely customizable
- Flexible, professional hosting
- Expensive, high barrier to entry
- Requires dedicated technology professional
- Reliable, scalable

# WordPress VIP

- Hosts the biggest sites
- Dedicated team, professional services
- High cost with exceptional results



WordPress.com  
VIP

Our Services Why VIP? Our Clients Events Partners VIP News [Contact Us](#)

## Stop worrying about downtime.

The WordPress.com grid serves billions of pages every month. [Learn more →](#)

**VIP Go**  
Enterprise-level scaling and VIP features on the WordPress.com cloud.

**Cloud Hosting**  
Rock-solid cloud hosting of your completely customized code on the WordPress.com server grid.

**Support**  
Comprehensive support for your self-hosted WordPress project, no matter where it resides.



Unique Challenges

# WordPress Security



- Limit access to the admin
- Server level protection
- Generate secure passwords
- Connect using secure FTP or protocols
- File permissions
- Database security

# WordPress Safety



- Daily backups
- Site content plus database content

- SVN / GitHub for daily backups
- Plugins



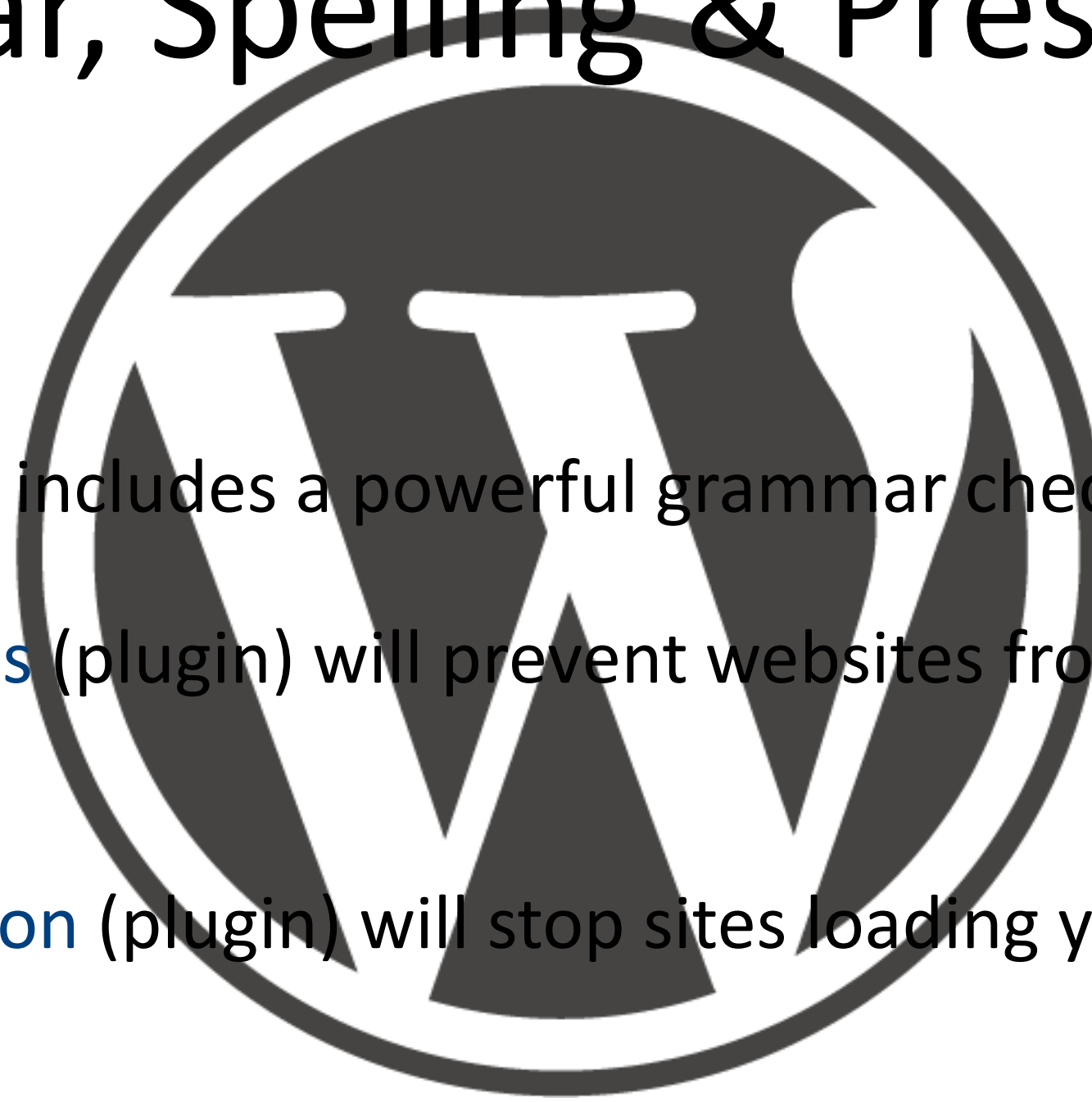
# Social Media

- Tweets, Facebook etc can be automated with easy plugins
- Sharing content is about more than reproducing the same thing everywhere, make it personal
- Don't forget about LinkedIn, Pinterest, StumbleUpon etc.



# Grammar, Spelling & Presentation

- **JetPack** (plugin) includes a powerful grammar checker
- **No More Frames** (plugin) will prevent websites from loading your content
- **Hotlink Protection** (plugin) will stop sites loading your images



# Unique Challenges



- Bandwidth Spikes
- CDN Integration
- jQuery, Javascript libraries
- Optimized CSS / HTML
- Google News and content distribution
- Community commenting



WORDPRESS

Christopher Ross

 @thisismyurl

<http://thisismyurl.com>