

Making Everything Easier!™

5th Edition

WordPress®

FOR DUMMIES®

Learn to:

- Set up a hosted or self-hosted WordPress blog
- Take advantage of all the new WordPress features and upgrades
- Install, activate, and manage plugins and experiment with themes

Lisa Sabin-Wilson

Creative Director, E.Webscapes Design Studio

Foreword by Matt Mullenweg,
Cofounder of WordPress



WordPress®

FOR

DUMMIES®

5TH EDITION

by Lisa Sabin-Wilson



Foreword by Matt Mullenweg
Cofounder of WordPress



WILEY

John Wiley & Sons, Inc.

WordPress® For Dummies®, 5th Edition

Published by
John Wiley & Sons, Inc.
111 River Street
Hoboken, NJ 07030-5774
www.wiley.com

Copyright © 2013 by John Wiley & Sons, Inc., Hoboken, New Jersey

Published by John Wiley & Sons, Inc., Hoboken, New Jersey

Published simultaneously in Canada

No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning or otherwise, except as permitted under Sections 107 or 108 of the 1976 United States Copyright Act, without either the prior written permission of the Publisher, or authorization through payment of the appropriate per-copy fee to the Copyright Clearance Center, 222 Rosewood Drive, Danvers, MA 01923, (978) 750-8400, fax (978) 646-8600. Requests to the Publisher for permission should be addressed to the Permissions Department, John Wiley & Sons, Inc., 111 River Street, Hoboken, NJ 07030, (201) 748-6011, fax (201) 748-6008, or online at <http://www.wiley.com/go/permissions>.

Trademarks: Wiley, the Wiley logo, For Dummies, the Dummies Man logo, A Reference for the Rest of Us!, The Dummies Way, Dummies Daily, The Fun and Easy Way, Dummies.com, Making Everything Easier, and related trade dress are trademarks or registered trademarks of John Wiley & Sons, Inc. and/or its affiliates in the United States and other countries, and may not be used without written permission. WordPress is a registered trademark of WordPress Foundation. All other trademarks are the property of their respective owners. John Wiley & Sons, Inc. is not associated with any product or vendor mentioned in this book.

LIMIT OF LIABILITY/DISCLAIMER OF WARRANTY: THE PUBLISHER AND THE AUTHOR MAKE NO REPRESENTATIONS OR WARRANTIES WITH RESPECT TO THE ACCURACY OR COMPLETENESS OF THE CONTENTS OF THIS WORK AND SPECIFICALLY DISCLAIM ALL WARRANTIES, INCLUDING WITHOUT LIMITATION WARRANTIES OF FITNESS FOR A PARTICULAR PURPOSE. NO WARRANTY MAY BE CREATED OR EXTENDED BY SALES OR PROMOTIONAL MATERIALS. THE ADVICE AND STRATEGIES CONTAINED HEREIN MAY NOT BE SUITABLE FOR EVERY SITUATION. THIS WORK IS SOLD WITH THE UNDERSTANDING THAT THE PUBLISHER IS NOT ENGAGED IN RENDERING LEGAL, ACCOUNTING, OR OTHER PROFESSIONAL SERVICES. IF PROFESSIONAL ASSISTANCE IS REQUIRED, THE SERVICES OF A COMPETENT PROFESSIONAL PERSON SHOULD BE SOUGHT. NEITHER THE PUBLISHER NOR THE AUTHOR SHALL BE LIABLE FOR DAMAGES ARISING HEREFROM. THE FACT THAT AN ORGANIZATION OR WEBSITE IS REFERRED TO IN THIS WORK AS A CITATION AND/OR A POTENTIAL SOURCE OF FURTHER INFORMATION DOES NOT MEAN THAT THE AUTHOR OR THE PUBLISHER ENDORSES THE INFORMATION THE ORGANIZATION OR WEBSITE MAY PROVIDE OR RECOMMENDATIONS IT MAY MAKE. FURTHER, READERS SHOULD BE AWARE THAT INTERNET WEBSITES LISTED IN THIS WORK MAY HAVE CHANGED OR DISAPPEARED BETWEEN WHEN THIS WORK WAS WRITTEN AND WHEN IT IS READ.

For general information on our other products and services, please contact our Customer Care Department within the U.S. at 877-762-2974, outside the U.S. at 317-572-3993, or fax 317-572-4002.

For technical support, please visit www.wiley.com/techsupport.

Wiley publishes in a variety of print and electronic formats and by print-on-demand. Some material included with standard print versions of this book may not be included in e-books or in print-on-demand. If this book refers to media such as a CD or DVD that is not included in the version you purchased, you may download this material at <http://booksupport.wiley.com>. For more information about Wiley products, visit www.wiley.com.

Library of Congress Control Number: 2012949805

ISBN 978-1-118-38318-6 (pbk); ISBN 978-1-118-38314-8 (ebk); ISBN 978-1-118-38316-2 (ebk); ISBN 978-1-118-38317-9 (ebk)

Manufactured in the United States of America

10 9 8 7 6 5 4 3 2 1



About the Author

Lisa Sabin-Wilson has worked with the WordPress software since its inception in 2003 and has built her business around providing technical support, hosting, and design solutions for bloggers who use WordPress. She reaches thousands of people worldwide with her WordPress services, skills, and knowledge regarding the product. Lisa is also the author of *WordPress All-In-One For Dummies* and *WordPress Web Design For Dummies*.

Lisa operates a few blogs online, all of which are powered by WordPress. Her personal blog (<http://lisasabin-wilson.com>) has been online since February of 2002; her design business at E.Webscapes (<http://ewebescapes.com>) has been online since 1999. Lisa is also the co-founder and Lead Creative Designer at Allure Themes (<http://ithemes.com/find/allure>) — a commercial theme company providing ready-to-use WordPress themes designed for women.

When Lisa can be persuaded away from her computer — where she is usually hard at work providing design solutions for her WordPress clients — she sometimes emerges for public speaking appearances on the topics of design, blogging, and WordPress. She has appeared at national conferences such as the annual South By Southwest Interactive Conference, BlogWorld & New Media Expo, BookExpo America, American Association of Journalists and Authors, and various WordCamps nationwide.

Lisa consults with bloggers both large and small. Bloggers come in thousands of different flavors, from business to personal, from creative to technical, and all points in between. Lisa is connected to thousands of them worldwide and appreciates the opportunity to share her knowledge through *WordPress For Dummies*. She hopes you find great value in it, as well.

When she's not designing or consulting with her clients, you can usually find her at her favorite coffee shop sipping espresso, on a mountaintop somewhere hitting the slopes with her husband and kids, or 100 feet beneath the ocean waters, scuba diving with her husband and swimming with the fishes.

Dedication

For my father, Donald Sabin — for him, his love, and his undying support and encouragement of my crazy choices in life. I miss you, Dad . . . rest in peace.

Author's Acknowledgments

Many, many thanks and kudos to Matt Mullenweg, the WordPress core development team, and every single person involved in making WordPress the best blogging platform available on the Internet today. To the volunteers and testers who destroy all those pesky pre-release bugs for every new version release, the WordPress community thanks you! And to each and every WordPress plugin developer and theme designer who donates his or her time, skills, and knowledge to provide the entire WordPress community of users with invaluable tools that help us create dynamic blogs, thank you a thousand times! Every person mentioned here is an invaluable asset to the overall WordPress experience; I wish I could name you all, individually, except that there are literally thousands of you out there!

Extra special thanks to my friends and colleagues within the WordPress community who inspire and teach me every day.

Huge thanks to Amy Fandrei and Leah Michael from Wiley for their support, assistance, and guidance during the course of this project. Just the mere fact they had to read every page of this book means that they deserve the Medal of Honor! Also, many thanks to technical editor, Mitch Canter, and other editors of the project who also worked hard to make sure that I look somewhat literate here.

To my family and close friends whom I have neglected during the process of writing this book, thank you for not abandoning me — your support sustains me!

Publisher's Acknowledgments

We're proud of this book; please send us your comments at <http://dummies.custhelp.com>. For other comments, please contact our Customer Care Department within the U.S. at 877-762-2974, outside the U.S. at 317-572-3993, or fax 317-572-4002.

Some of the people who helped bring this book to market include the following:

Acquisitions and Editorial, and Vertical Websites

Senior Editorial Manager: Leah P. Michael
(*Previous Edition Project Editor:*
Susan Christophersen)

Executive Editor: Bob Woerner

Copy Editor: Amanda Graham

Technical Editor: Mitch Canter

Supervising Producer: Rich Graves

Editorial Assistant: Leslie Saxman

Sr. Editorial Assistant: Cherie Case

Cover Photo: © Richard Newstead /
Getty Images

Cartoons: Rich Tennant (www.the5thwave.com)

Composition Services

Project Coordinator: Sheree Montgomery

Layout and Graphics: Corrie Niehaus,
Laura Westhuis

Proofreader: Shannon Ramsey

Indexer: Ty Koontz

Special Help: Teresa Artman and
Barry Childs-Helton

Publishing and Editorial for Technology Dummies

Richard Swadley, Vice President and Executive Group Publisher

Andy Cummings, Vice President and Publisher

Mary Bednarek, Executive Acquisitions Director

Mary C. Corder, Editorial Director

Publishing for Consumer Dummies

Kathleen Nebenhaus, Vice President and Executive Publisher

Composition Services

Debbie Stailey, Director of Composition Services

Foreword

There used to be a program from Microsoft called FrontPage that was the first visual interface for creating Web sites that I saw. It worked like Word or Publisher, so with very little knowledge, I was able to hack together the world's worst Web site in just a few hours without worrying about what was going on under the hood.

Years later when I look back at that Web site, I cringe, but at the time it was incredibly empowering. The software, though crude, helped me publish something anybody in the entire world could see. It opened up a world I had never imagined before.

Now, using software like WordPress, you can have a blog or Web site light-years beyond my first one in both functionality and aesthetics. However, just as my first Web experience whetted my appetite for more, I hope that your experience entices you to explore the thousands of free plugins, themes, and customizations possible with WordPress, many of which are explained in this book.

WordPress is more than just software; it is a community, a rapidly evolving ecosystem, and a set of philosophies and opinions about how to create the best Web experience. When you embrace it, you'll be in good company. WordPress users include old media organizations such as CNN, *The New York Times*, and *The Wall Street Journal*, along with millions of personal bloggers like myself for whom a WordPress blog is a means of expression.

Matt Mullenweg
Cofounder of WordPress

Table of Contents

Foreword	xiv
Introduction	1
About This Book	1
Conventions Used in This Book	3
What You Are Not to Read	3
Foolish Assumptions	4
How This Book Is Organized	4
Part I: Introducing WordPress	4
Part II: Using the WordPress Hosted Service	5
Part III: Self-Hosting with WordPress.org	5
Part IV: Flexing and Extending WordPress	5
Part V: Customizing WordPress	5
Part VI: The Part of Tens	6
Icons Used in This Book	6
Where to Go from Here	6
Part 1: Introducing WordPress	9
Chapter 1: What WordPress Can Do for You	11
Discovering the Benefits of WordPress	11
Getting set up the fast and easy way	12
Extending WordPress's capabilities	13
Taking part in the community	14
Choosing a WordPress Platform	15
Choosing the hosted version from WordPress.com	17
Self-hosting with WordPress.org	17
Chapter 2: WordPress Blogging Basics	19
This Crazy Little Thing Called Blog	19
Dipping Into Blog Technologies	20
Archiving your publishing history	21
Interacting with your readers through comments	22
Feeding your readers	24
Tracking back	25
Dealing with comment and trackback spam	26
Using WordPress as a Content Management System	27
Exploring the difference between a website and a blog	27
Viewing examples: Blog versus website	28
Moving On to the Business of Blogging	30
Part 11: Using the WordPress Hosted Service	31
Chapter 3: Getting Started with WordPress	33
Creating a WordPress Account	33
Navigating WordPress	40
Using the WordPress Dashboard	42
Right Now	42
Recent Comments	44
Your Stuff	45
What's Hot	45

QuickPress.....	46
Recent Drafts.....	46
Stats.....	46
Setting Important Options before You Blog	48
Setting your General options	48
Adjusting your Date and Time settings	49
Setting your public profile: Tell us a little about yourself.....	51
Setting your preferences	56
Chapter 4: Writing and Managing Your Blog.....	59
Ready? Set? Blog!.....	59
Inserting media files into your post	62
Refining your post options	67
Publishing your post	70
Organizing Your Blog by Subject	72
Creating categories and subcategories	72
Filing posts in categories and subcategories.....	74
Creating and Categorizing Your Blogroll	74
Creating link categories	75
Adding new links to your blogroll.....	75
Managing and Inviting Users	78
Managing authors and users.....	79
Inviting friends to WordPress.com.....	80
Managing Comments and Comment Spam	81
Setting discussion options for your blog.....	81
Viewing comments	86
Creating a Static Page.....	88
Setting Up Your Front Page.....	90
Publishing a Public or Private Blog	91
Publicizing through Social Media.....	93
Making sharing easy.....	93
Like button	94
Interaction Through SMS (Text Messaging)	95
Establishing Trust Relationships with OpenID	96
Chapter 5: Enhancing Your Blog with Themes, Widgets, and Upgrades . . .	97
Changing Your Blog's Look.....	98
Enhancing Your Theme with Features	99
Adding navigation menus.....	99
Changing the background color and image	101
Creating an iPad-friendly display	103
Changing the header image.....	105
Using the Custom Design upgrade	106
Widget Wonder: Adding Handy Tools to Your Sidebar.....	107
Selecting and activating widgets	107
Using Text widgets	109
Using the RSS widget.....	113
Upgrading Your WordPress Account (For a Fee)	115
Naming Your Domain.....	117
Part III: Self-Hosting with WordPress.org	119
Chapter 6: Setting Up Blogging Base Camp	121
Establishing Your Domain	121
Understanding domain name extensions	122
Considering the cost of a domain name	123
Registering your domain name.....	123

Finding a Home for Your Blog	124
Getting help with hosting WordPress	125
Dealing with disk space and bandwidth	126
Transferring Files from Point A to Point B	127
Installing WordPress	129
Using SimpleScripts to install WordPress	129
Installing WordPress manually	133
Setting up the MySQL database	134
Uploading the WordPress files	135
Last step: Running the install script	137
Chapter 7: Understanding the WordPress.org Dashboard	143
Logging On to the Dashboard	144
Navigating the Dashboard	145
Right Now	146
Recent Comments	148
Incoming Links	148
Plugins	150
QuickPress	151
Recent Drafts	151
WordPress Blog	151
Other WordPress News	153
Arranging the Dashboard to Your Tastes	153
Changing the Dashboard layout	155
Finding inline documentation and help	157
Creating your own work space	159
Setting Options on the Dashboard	160
Configuring the Settings	161
General	161
Writing	165
Reading	167
Discussion	168
Media	175
Privacy	177
Permalinks	177
Creating Your Personal Profile	178
Setting Your Blog's Format	180
Posts	181
Media	181
Links	182
Pages	182
Comments	183
Appearance	183
Plugins	184
Users	185
Tools	185
Chapter 8: Establishing Your Blog Routine	187
Staying on Topic with Categories	187
Changing the name of a category	188
Creating new categories and deleting others	190
Link Lists: Sharing Your Favorite Sites	192
Organizing your links	193
Adding new links	194
Editing existing links	199



Examining a Blog Post's Address: Permalinks	199
Making your post links pretty.....	200
Customizing your permalinks	201
Making sure that your permalinks work with your server.....	203
Discovering the Many WordPress RSS Options	205
Blog It!: Writing Your First Entry	207
Composing your blog post	207
Dressing up your posts with images, video, and audio.....	211
Refining your post options	211
Publishing your post	213
You are your own editor.....	216
Look Who's Talking on Your Blog.....	217
Managing comments and trackbacks.....	217
Moderating comments and trackbacks	219
Tackling spam with Akismet	219

Part IV: Flexing and Extending WordPress.....221

Chapter 9: Media Management: Images, Audio, and Video 223

Inserting Images into Your Blog Posts	224
Aligning your images.....	229
Inserting a photo gallery.....	230
Inserting Video Files into Your Blog Posts	234
Inserting Audio Files into Your Blog Posts	236
Keeping Media Files Organized	237

Chapter 10: Making the Most of WordPress Plugins 241

Finding Out What Plugins Are	242
Exploring the Plugins page.....	243
Discovering the one-click plugin update	245
Exploring the Plugins Included with WordPress	248
Incorporating Akismet	248
Saying Hello Dolly.....	251
Using Plugins: Just the Basics	252
Installing Plugins Manually	254
Finding and downloading the files.....	255
Reading the instructions	257
Uploading and Activating Plugins.....	258
Uploading a new plugin	258
Activating the plugin	260
Setting Plugin Options	260
Uninstalling Plugins	261
Understanding the Open Source Environment	262

Chapter 11: Finding and Installing WordPress Themes..... 265

Getting Started with Free Themes	266
Finding free themes.....	266
Avoiding unsafe themes.....	268
Previewing themes	268
Downloading themes.....	270
Activating a New Theme	270
Browsing and Installing Themes from the Dashboard.....	272
Deciding to Use Commercial Themes.....	275

Part V: Customizing WordPress 277**Chapter 12: Understanding Themes and Templates. 279**

Using WordPress Themes: The Basics	280
Understanding theme structure	280
Connecting templates	283
Contemplating the Structure of a WordPress Blog.....	283
Examining the Anatomy of a Template Tag.....	285
Getting Familiar with the Four Main Templates.....	286
The Header template.....	286
The Main Index template.....	292
The Sidebar template.....	296
The Footer template.....	297
Other templates	297
Putting a Theme Together	298
Connecting the templates.....	298
Using additional stylesheets	307
Customizing Your Blog Posts with Template Tags.....	307
Using Tags with Parameters for Sidebars	309
The calendar	310
List pages.....	311
Bookmarks (blogroll).....	313
Post archives.....	316
Categories.....	318
Getting widgetized.....	321

Chapter 13: Tweaking WordPress Themes 323

Styling with CSS: The Basics	324
CSS selectors	324
Classes and IDs	325
CSS properties and values.....	327
Changing the Background Color	328
Creating a custom background.....	329
Changing the background using CSS.....	331
Using Your Own Header Image.....	332
Creating Custom Navigation Menus	334
Adding the Custom Menu feature to your theme.....	334
Building custom navigation menus	336
Displaying Custom Menus using widgets	341
Changing Font Family, Color, and Size	342
Changing font color	343
Changing font size	343
Borders	344
Finding additional CSS resources	345
Understanding Basic HTML Techniques.....	345
Inserting images.....	346
Inserting hyperlinks	347
Inserting lists.....	347
Customizing Theme Style with Child Themes.....	349
Creating a child theme.....	350
Loading a parent theme's style.....	351
Customizing the parent theme's styling.....	353
Using images in child theme designs	354
Modifying Theme Structure with Child Themes	358
Overriding parent template files	359
Adding new template files	359
Removing template files	362

Part VI: The Part of Tens 363**Chapter 14: Ten Popular WordPress Plugins. 365**

Jetpack.....	365
Subscribe to Comments	366
Facebook.....	367
All in One SEO Pack	368
WPtouch iPhone Theme.....	368
BackupBuddy.....	369
WP Super Cache	369
Twitter Tools	370
Google XML Sitemaps	371
Sucuri Sitecheck Malware Scanner	371

Chapter 15: Ten Free WordPress Themes 373

Hybrid.....	373
designPile.....	374
Responsive.....	375
P2.....	376
Annotum Base	376
Blackbird.....	377
iTheme.....	378
Esquire.....	378
WP-Creativix	378
Gridline.....	379

Appendix: Upgrading, Backing Up, and Migrating 381

Getting Notified of an Available Upgrade.....	382
Backing Up Your Database	384
Upgrading WordPress Automatically	385
Upgrading WordPress Manually	387
Migrating Your Existing Blog to WordPress	389
Movin' On Up	390
Preparing for the big move.....	391
Converting templates.....	392
Moving your blog to WordPress.....	392
Importing from Blogspot/Blogger.....	393
Importing from LiveJournal.....	395
Importing from Movable Type and Typepad.....	397
Importing from WordPress.....	398
Importing from an RSS feed.....	399
Finding other import resources.....	400
Moving Your Website to a Different Host	400
Creating a backup and moving manually	401
Using a plugin to back up and move to a new host.....	402

Index 405**Bonus Chapter 1: Designing for WordPress as a Content Management System (CMS) BC1**

Creating the Front Page of Your Website.....	BC2
Creating a static page.....	BC4
Assigning a static page as the front page	BC5
Tweaking the page to look like a website rather than a blog	BC7

Adding a Blog to Your Website	BC8
Creating a blank page for the blog	BC8
Assigning the new page as a blog	BC9
Creating Custom Page Templates to Achieve Different Layouts and Styles	BC10
Viewing the default Page template (page.php)	BC11
Creating a new category Page template	BC12
Comparing two Page templates	BC14
Pulling in content from a single category	BC15
Adding the query_posts tag	BC15
Creating Different Sidebar and Footer Templates for Your Pages	BC16
Creating Custom Styles for Sticky, Category, and Tag Posts	BC18
Adding Theme Support for Built-in Features	BC19
Adding support for custom post types	BC20
Adding support for post formats	BC29
Adding support for post thumbnails	BC36
Optimizing Your WordPress Site for Search Engines	BC41
Planting keywords in your website	BC42
Optimizing your post and page titles for search engine success	BC43
Writing content with readers in mind	BC43
Creating categories that attract search engines	BC44
Using the <ALT> tag for images	BC45
Bonus Chapter 2: Hosting Multiple Sites with WordPress.	BC47
Considering Web-Hosting Services	BC48
Enabling the WordPress Network Feature	BC49
DNS (domain name server)	BC51
Apache mod_rewrite	BC52
Virtual Host	BC52
PHP (PHP Hypertext Processor)	BC53
Installing the Network on Your Site	BC53
Exploring the Network Admin Dashboard Menu	BC56
Managing Your Network	BC58
Settings	BC59
Sites	BC65
Users	BC68
Themes	BC71
Plugins	BC72
Updates	BC73
Stopping Spam Signups and Splogs	BC73
Diverting sploggers with settings and code	BC73
Plugins that help prevent spam	BC74
Bonus Chapter 3: Ten Great Sites That Use WordPress as a CMS	BC75
Harvard Gazette	BC76
IconDock	BC76
Mosaic Consulting, Inc.	BC76
CSS Collection	BC77
Not Your Average Joe's	BC77
Streamy Awards	BC78
MommyCast	BC78
Mendocino Beauty	BC79
John James Jacoby	BC79
E.Webscapes Design Studio	BC80

Introduction

It was 2003 when I discovered the WordPress blogging software. Way back then (and in Internet years, that's actually quite a lot of time) I used Movable Type as my blogging platform. My friend Chelle introduced me to the WordPress software. "Try it," she said. "You'll really like it."

As a creature of habit, I felt reluctant to make the change. But I haven't looked back. I've been with WordPress ever since.

Blogs are here to stay. Authors, students, parents, business owners, academics, journalists, hobbyists — you name it — use blogs as a matter of course.

WordPress has been a huge part of the blogging boom. Today, it's the most popular blogging platform for personal, business, and corporate bloggers alike.

To a brand-new user, some aspects of WordPress can seem a little bit intimidating. After you take a look under the hood, however, you begin to realize how intuitive, friendly, and extensible the software is.

This book presents an insightful look at two popular versions of WordPress:

- ✓ The hosted version available at WordPress.com
- ✓ The self-hosted version available at WordPress.org

The book also covers managing and maintaining your WordPress blog through the use of WordPress plugins and themes.

If you're interested in taking a detailed look at the blogging and website services provided by WordPress, you happen to have just the right book in your hands.

About This Book

This book covers all the important aspects of WordPress that new users need to know to begin using the software for their own blog (or blogs). I cover the two most popular versions of WordPress, highlighting all the important topics, such as these:

- ✓ Setting up and using a hosted blog at WordPress.com
- ✓ Locating good hosting services for the self-hosted version of the software (available at WordPress.org)
- ✓ Installing and setting up the WordPress.org software
- ✓ Navigating the Dashboards of both the hosted and self-hosted versions of WordPress
- ✓ Adding media files to your blog
- ✓ Finding and installing free themes to use in your WordPress blog
- ✓ Using basic coding to design your own WordPress theme or modify the one you're using
- ✓ Using templates and tags in WordPress
- ✓ Installing, activating, and managing WordPress plugins
- ✓ Choosing to use the multiple-site WordPress Network option to host a network of multiple blogs on your domain
- ✓ Discovering the potential pitfalls associated with each version
- ✓ Understanding the challenges you face when running a WordPress-powered site, such as dodging comment and trackback spam
- ✓ Exploring RSS feed syndication
- ✓ Migrating your existing blog to WordPress (if you are using a different blogging platform, such as Blogspot, Movable Type, or Typepad)
- ✓ Discovering the power of WordPress as a Content Management System (CMS) to create a full website, not just a blog
- ✓ Upgrading your WordPress blog and staying up to date and informed about ongoing WordPress software development
- ✓ Finding support, tips, and resources for using the WordPress software

With WordPress, you can truly tailor a blog to your own tastes and needs. All the tools are out there. Some of them are packaged with the WordPress software; others are third-party plugins and add-ons created by members of the WordPress user community. It takes a little research, knowledge, and time on your part to put together a blog that suits your needs and gives your readers an exciting experience that keeps them coming back for more.