

Developing website in an open source content management system (CMS) – WordPress

Ritu Aggrawal

Associate Professor

*Management Education & Research Institute ,
New Delhi, India*

Abstract- In the present time open source content management system (CMS) has gained a big market. Websites are developed using CMS, which provides simplicity, easy maintenance, flexibility and can be developed by non technical persons also. Considering the various options available and market share WordPress is the most suitable CMS for website development. It has various features, which can be easily implemented. Here we will learn how to develop and host a website using WordPress. The various features of it will also be discussed so that a powerful website can be developed.

Keywords: WordPress, Domain Name, Hosting

I. INTRODUCTION

This paper will be a guide to build a powerful websites without having to worry about the coding, and technical aspects of it. There are many options but the best one to quickly and easily develop a website is WordPress. Out of the various website developed using a CMS about 68% are using WordPress. It is an open source and can be downloaded from the internet. It is a general purpose framework having a large number of independent contributors. This keeps the code up to date and viable commercially, while using the Open Source model. New features, bug fixes, and security patches are released relatively often, and can be updated with a single click. ^[1]

For a public website we need a domain name, which will be used in url to identify the website developed. And hosting space where the code of website can be saved so that it can be accessed over the Internet. The first step for building is to buy a domain name and space (windows/ linux web hosting) & MySQL database. In market large range of hosting is available with price starting as low as RS.1200 per year. According to the features required you can buy any hosting with a domain name. Any domain names cannot be purchased, available or free domains have to be checked and bought. The various domains like .com , .in , .co.in etc are available and can be bought from many places. If in India anyone wants to buy domain .ac.in, .edu.in, .res.in then it is available only with Ernet India (Government of India).

II. CONFIGURING WORDPRESS AND CUSTOMIZING THEME

Once a hosting is there then the first step is to install WordPress. Most of the hosting with cpanel already have option of installing WordPress application. You have to give the registered email-id ,username and password for the website. Database MySQL will be automatically attached with the application. In case by default you are not able to install WordPress then you can download it from link- <https://wordpress.org/download/> and copy it to your hosting. You must have a database MySQL to run WordPress site and should know the database login information for MySQL on your server. In cases where database is not automatically attached changes have to be done in config.php file. Name of the database of the WordPress, MySQL database username, MySQL database password has to be updated in the file. MySQL hostname will remain as localhost.

Once WordPress is installed, by default twenty fifteen theme is activated and your site will look like this.

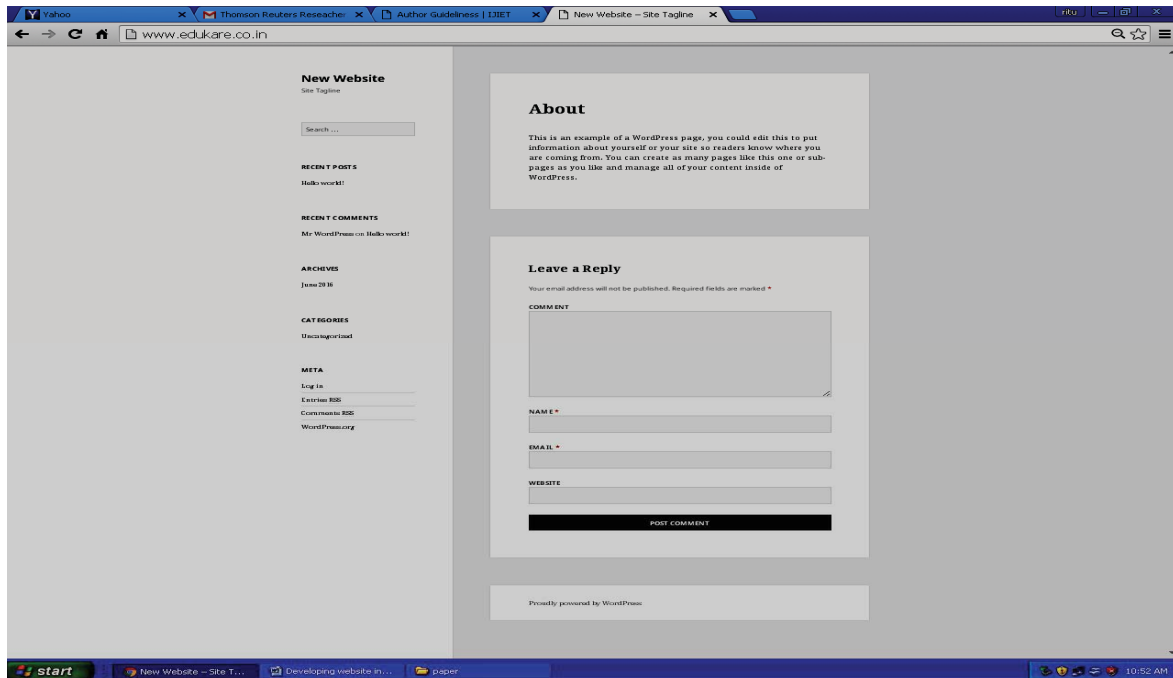


Figure 1: Website after installing default WordPress

Login in the website can be done by typing url `http://domain-name/wp-login.php` and entering username /email and password. You will see your Dashboard like this.

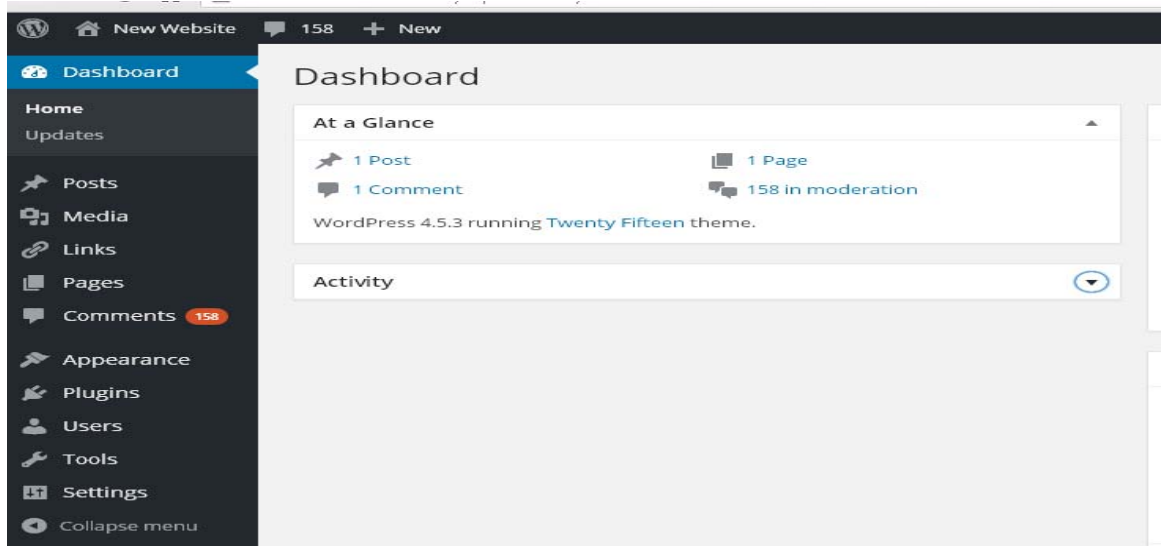


Figure 2: Dashboard of a WordPress

Most of the functions and technical menus are on the left sidebar. On left side under Appearance, Themes option is available. Here you can search for any other free theme and then can install it. After installation option of customize theme is available, where website name, site tagline, logo, color, menus and many more thing can be set using various options available according to the theme selected. Static front page (fixed front page) or latest blog will be displayed according to the option selected.

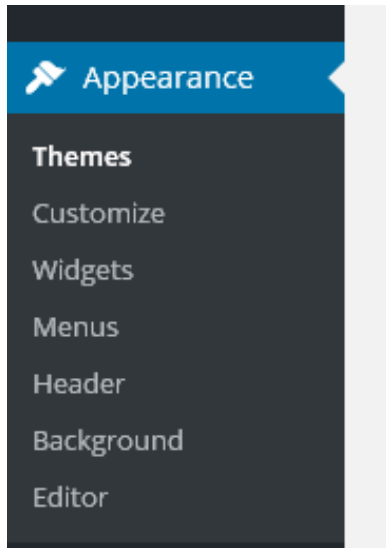


Figure 3 : Appearance

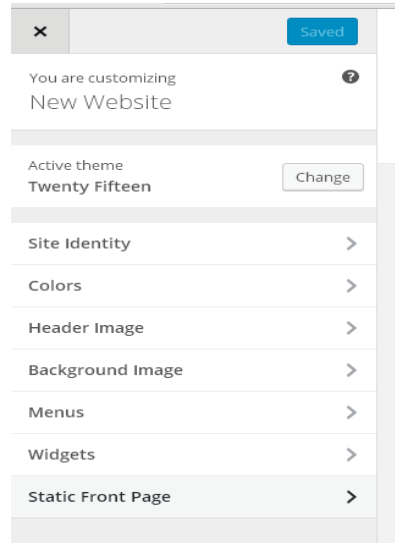


Figure 4: Customizing a theme page

Most WordPress themes have a sidebar on the right side (in some cases it's on the left). To get rid of the sidebar or edit out items like "Categories", "Meta" and "Archives", which are usually not useful, changes have to be done in Widgets (under Appearance).

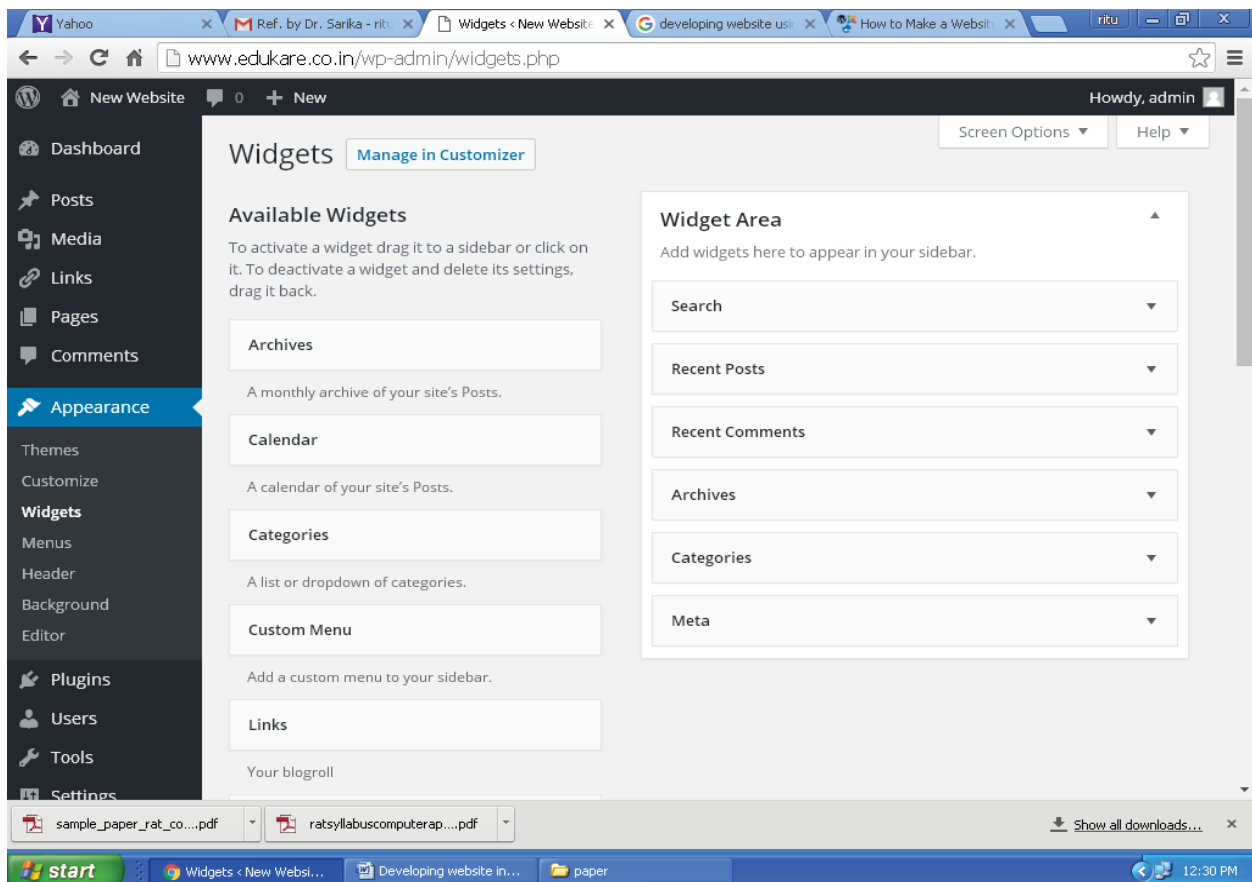


Figure 5 : Widgets in Wordpress

From here, use drag n' drop to add different "boxes" to website sidebar, or remove the items. It also has a Text Box where HTML code can also be used.

Menus in WordPress can be customised. Menus allow to create multiple menus with different pages attached to different menus. One page can be attached to multiple menus also.

Editor can be used if changes has to be done through coding. It is useful for people who knows PHP coding and wants to do the changes internally in coding.

III. ADDING CONTENT TO WEBSITE

Contents could be now added in post & pages. WordPress by default come with a blog post Hello world. More post can be added and edited in it.

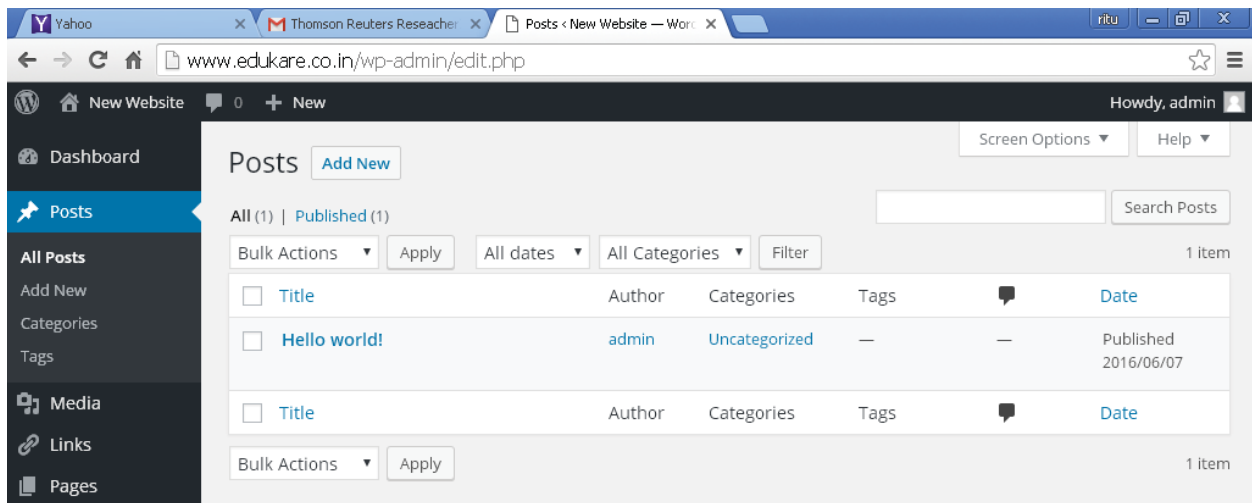


Figure 6: Posts in WordPress

By clicking on add new either on left side or right side new post will be opened where then data can be entered. This new post editor looks like word, where text & images can be added and saved by clicking on Publish. Images are saved as media. Media has to be uploaded then it is added to the media library. Post is given a heading (title) and content is written below it. If post want to be added using html then that option is available under Text.

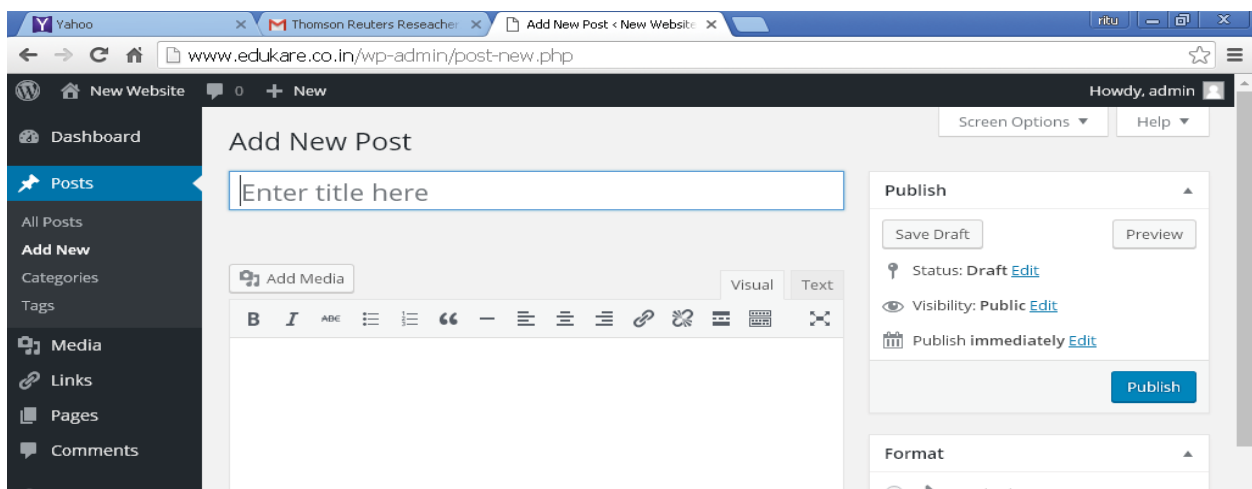


Figure 7: Adding a new post in WordPress

Similar to post pages can also be created, edited and deleted. These pages are arranged under Menus (available under Appearance). In a Page, its Title explain to searchers what website is about, and its big part of how search engines determine rankings^[2]. Keeping site optimization in mind, the keyword to be targeted should be included in the page titles and contents as many times as possible. Every page and post have a option of putting a comment (as leave a reply) on it. This option can be removed i.e comments can be disabled by unchecking the option of ‘allow people to comment on pages or post’ under Discussion present in Settings.

IV. ADDING PLUGINS

“Plugins” are extensions that are built to expand WordPress’ capabilities, adding features and functions to website that don’t come built-in. It gives capability to do something, without having to build the feature from scratch^[2]. A large range of free and paid Plugins are available which can be added and activated in website theme. Some of the common plugin which are required in most of the sites are:

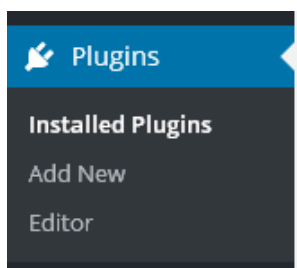


Figure 8 : Plugin in WordPress

- Akismet is famous plugin which can be installed freely and later can be paid also to control the spams in your website.
- Contactform7 plugin give a contact form easily configurable which can be attached on a website as enquiry form/contact us form/ admission form etc. It is free.
- Yoast SEO for WordPress: If makes website more SEO-friendly. It is free. With this plugin activated, from within the page itself editing on title tags, meta descriptions etc can be done.
- Google Analytics helps in tracking website visitors/traffic and their behaviour. After installing the plugin, it has to be connected with a Google account.

V. CONCLUSION

Now website is ready. So developing a WordPress has broadly three steps. First buy Domain Name and Hosting. Second Installing wordpress. Third Configuring and adding contents. Then it is ready. These are some of the basic steps for website development. Furthermore modification can be done to make it more powerful. This paper can be further extended to include some more features.

REFERENCES

- [1] <http://www.htmlgoodies.com/beyond/webmaster/projects/article.php/3870531/WordPress-A-Web-Developers-Tutorial.htm>
- [2] <http://websitesetup.org/>
- [3] <http://edukare.co.in>
- [4] <https://teamtreehouse.com/>