■ ■ ■

Working with Content

WordPress comes with several basic content types: posts, pages, and media files. In addition, you can create your own content types, which I'll talk more about in Chapter 14.

Posts and pages make up the heart of your site. You'll probably add images, audio, video, or other documents like Office files to augment your posts and pages, and WordPress makes it easy to upload and link to these files.

WordPress also automatically generates a number of different feeds to syndicate your content. I'll talk about the four feed formats, the common feeds, and the hidden ones that even experienced WordPress users might not know about.

Since WordPress is known for its exceptional blogging capabilities, I'll talk about posts first, and then discuss how pages differ from posts.

Posts

Collectively, posts make up the blog (or news) section of your site. Posts are generally listed according to date, but can also be tagged or filed into categories.

At its most basic, a post consists of a title and some content. In addition, WordPress will add some required metadata to every post: an ID number, an author, a publication date, a category, the publication status, and a visibility setting. There are a number of other things that may be added to posts, but the aforementioned are the essentials. Figure 4-1 shows the basic post editing screen.
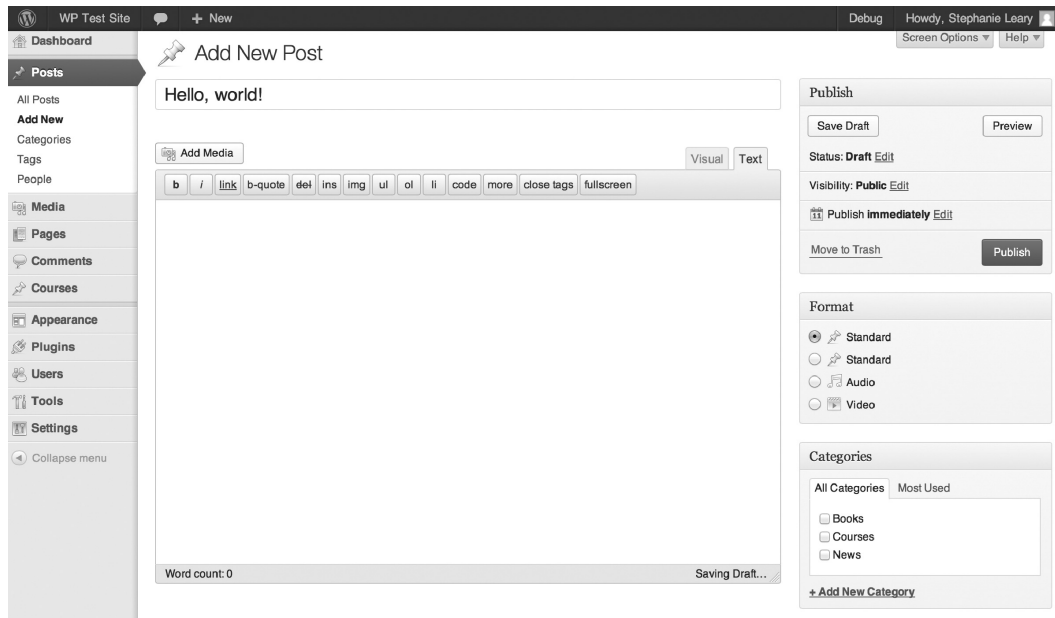
Figure 4-1. *The post editing screen, using the Visual editor*

Occasionally, a plugin or widget will ask you to enter the ID of a post or page, but it won't be visible on any of the Edit screens. To find the ID, take a look at your URL while you're editing a post or page or while you hover over a post on the Edit screen. The ID is the number at the end of the URL. In this case, the URL is `example.com/wp-admin/post.php?action=edit&post=12`, which means the ID is 12. If you prefer, you can install a plugin like Simply Show IDs, which will display the IDs next to the post titles on the Edit Posts screen.
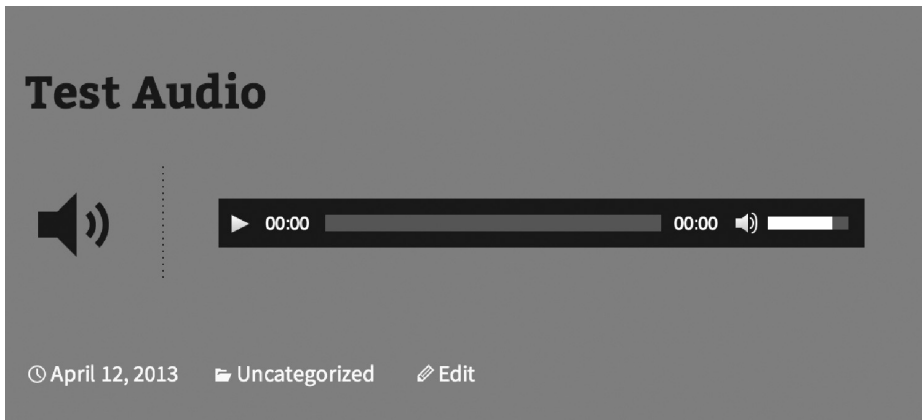
Post Formats

If your theme supports post formats—all the default themes do—you'll see a meta box below the Publish box that lists the available formats. You can ignore them and continue adding your title and content if you want to write a standard blog post; that's the default format. However, if you want to make something else the focus of your post—an audio or video file, a link, a quote—you can choose the corresponding format.

Figure 4-2 shows a post using the audio format. You can choose an audio file from the media library or enter a URL into the post content. When you publish the post, an audio player will replace the file's URL in the post content.
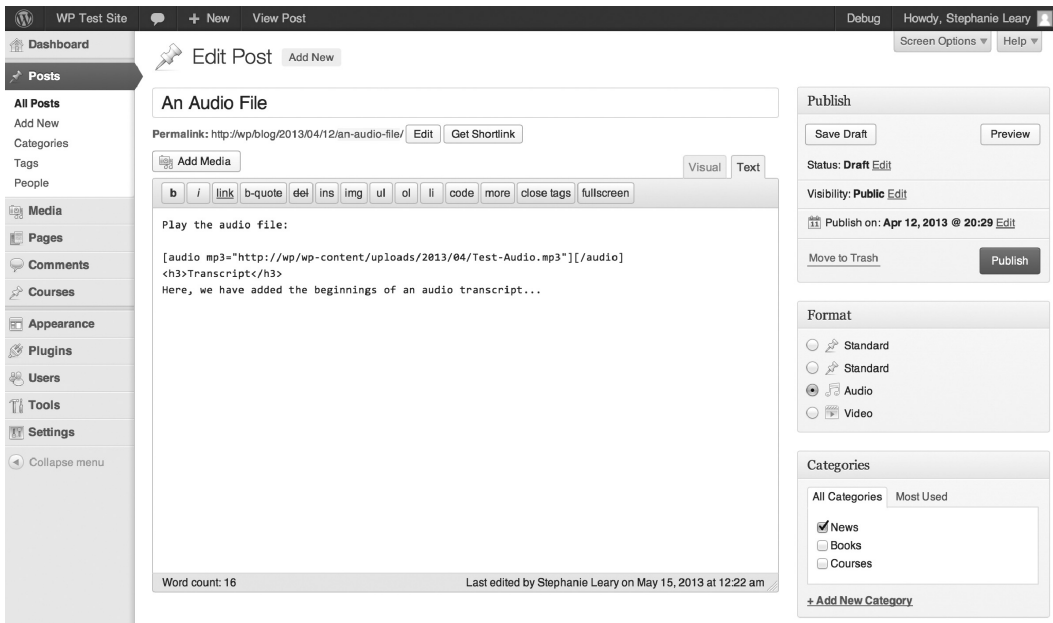
Figure 4-2. *The audio post format*

Theme support for post formats varies. Some treat all formats the same way; others, like the new Twenty Thirteen default theme, display specialized designs for each format. Figure 4-3 shows an audio post format in the Twenty Thirteen theme.

**Figure 4-3.** *Twenty Thirteen's audio post format*

The post formats available are:

- Standard (text)
- Image
- Image gallery
- Link
- Video
- Audio
- Chat transcript
- Status (a brief update)
- Quote (a quote, its source, and a link URL)
- Aside

The Visual Editor

The content box lets you edit your content in a rich text editor (the Visual tab, which is on by default) or work with the underlying source code (the Text tab). Most people are comfortable writing in the Visual editor. It behaves more or less like familiar desktop word processors, allowing you to add formatting (bold, italic, lists, links) without having to write HTML. Of course, if you know HTML, you can check the Visual editor's work by switching to the Text view. In either view, the editor automatically converts single line breaks to `<br/>` tags and double line breaks to properly nested paragraphs. If you include `<p>` and `<br/>` tags in the Text view, they'll be removed unless they include attributes. For example, `<p>` would be removed, but `<p class="caption">` would not.

The last button in the Visual editor's toolbar is labeled Show/Hide the Kitchen Sink (Figure 4-4). Press this button and a second row of tools will be revealed, including a dropdown that lets you create headings, addresses, and preformatted text using the appropriate HTML tags.
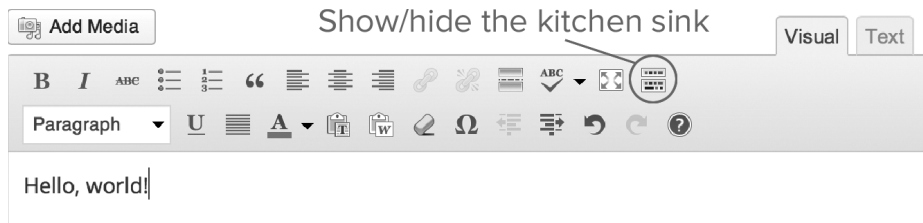

Figure 4-4. *Expanding the Visual toolbar*

The Visual editor does not include tools for working with tables, subscripts, superscripts, or other relatively unusual formats. If you need these tools, use the TinyMCE Advanced plugin to add them to your toolbar. Install the plugin as described in Chapter 2, then go to Settings ➤ TinyMCE Advanced to configure your toolbars. You'll be able to create up to four rows of buttons. Simply drag the buttons you don't want to use out of the toolbar areas and drop in the ones you do.

Dealing with Content from Microsoft Office

Even those who have been using WordPress for a while might have overlooked the handy Paste from Word button (Figure 4-5) on the second row of the Visual editor's toolbar. If your Visual editor's toolbar has just one row of buttons, press the one labeled Show/Hide Kitchen Sink. In the second row, you'll see a clipboard with the Word logo on it. Press this button, and you'll get a pop-up screen where you can paste the contents of your Word file (see Figure 4-6). It works well with Excel tables, too, and even does a decent job with text copied from Adobe PDF documents.
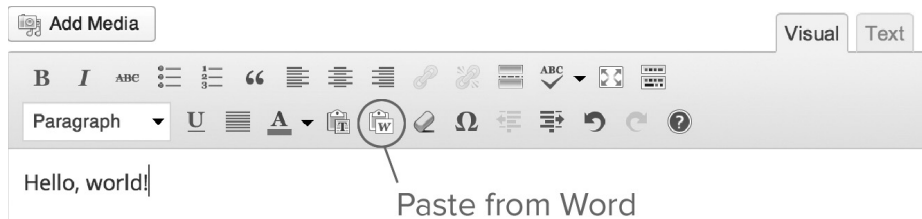
Figure 4-5. *The Paste from Word button*

Figure 4-6. *The Paste from Word editor*

Press Insert, and your post will now contain the cleaned-up contents of your Word file. The editor will attempt to retain the structure of your document. It will translate headings from Word's style menu into proper HTML headings, and it will preserve lists and tables. It will remove the Word-specific markup that would clutter your document if you pasted it into the editor without using this tool, such as extraneous `<div>` tags, `MsoNormal` classes, inline styles, and smart tags.


■ **Tip**   If Paste from Word is not as thorough as you'd like, save your Word document as HTML, then run the resulting source code through the cleanup tool at `wordoff.org` before pasting it into your post's HTML view.

Shortcodes

WordPress allows developers to define shortcodes—bracketed words that are replaced with content when the post is displayed to visitors. Shortcodes work like text macros in Microsoft Word. WordPress itself uses shortcodes to insert some forms of media (photos with captions, image galleries). A typical image caption shortcode is shown in Figure 4-7, and the resulting image display is shown in Figure 4-8.
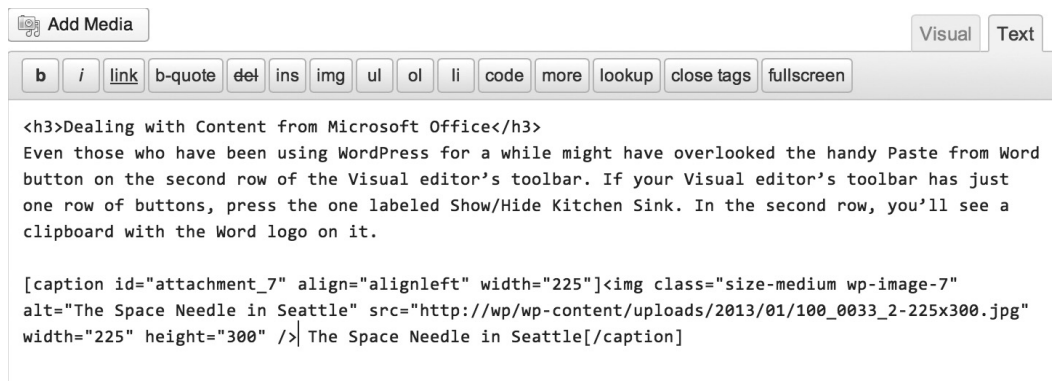
Figure 4-7. An image caption shortcode

The Space Needle in Seattle

Figure 4-8. *The image display resulting from the caption shortcode*

Permalinks

Assuming you have enabled permalinks in your Settings, you'll see a Permalink field on each post and page. The portion highlighted in yellow is derived from the title, with spaces replaced by hyphens and other punctuation removed. This is called the slug. Posts, pages, categories, and tags all have slugs. If you don't like the generated slug or if it's too long, you can edit it using the Edit button to the right. This turns the slug into an editable field as shown in Figure 4-9. Note that you can't edit the rest of the URL; it's constructed based on the pattern you chose on the Permalink Settings panel.

Add New Post

The Space Needle

Permalink: http://wp/2013/06/ `the-space-needle` / OK Cancel

Figure 4-9. *Editing the post slug*

If you edited your permalink and later decide you'd like to get the generated slug back, you can just delete everything in the slug field and press the Save button. WordPress will fill in the blank.

Publish Settings

In the Visibility section, you can choose who's allowed to see your post. The default setting is public, which means that anyone can read it. Just below this option, you'll see a checkbox labeled *Stick this post to the front page*. Making a post "sticky" means that it always appears at the top of lists, including archives, as well as your home page.

The other two Visibility settings are not as intuitive as they appear to be. A private post is one that only registered users of your site can read, if they have permission (or in WordPress parlance, the *capability*) to read private posts. By default, only editors and administrators have this capability. You'll learn more about roles, and how to change them, in Chapter 7.

A password-protected post is not public, but visitors don't have to be registered users in order to read it. When you choose the *Password protected* option in the Visibility box, you'll be asked to provide a password for the post. This is unique to the post, and has no relationship to any users' passwords. You can then give that password to anyone you like (in an e-mail, let's say). When they visit your site, they'll see the title of the post but not the content. In place of the content, there will be a password field. When your visitors enter the correct password, they'll see the post content.

The Status setting provides a rudimentary workflow for your posts. When you begin a new post, it remains in Draft status until you press the blue Publish button. At that point, the status changes to Published and the post becomes visible to your visitors. A contributor, who doesn't have the ability to publish posts, would see a Submit for Review button instead of Publish. The contributor's post status would then change to Pending Review, and an Editor would have to approve and publish the post.

You can leave posts in Draft mode indefinitely. If you need to close the editing screen before you've finished writing, press the Save Draft button rather than Publish.

■ **Note**   While the Permalink, Visibility, Status, and Publication Date fields have their own OK buttons, none of your changes to these settings will take effect until you press the blue Publish (or Update) Post button.

Publication Date and Scheduling Posts

When you press Publish, the post becomes visible to the public and its publication date is set to the current date and time. However, you can easily change the date if you need to backdate a post or schedule it to appear in the future.

To change the date, immediately press Edit next to Publish in the Publish Settings box. An extra set of form fields will appear, as shown in Figure 4-10. Enter your desired publication date—note the 24-hour time format!—and press OK. If the date is in the past, the post's publication date will be adjusted, and it will appear in the archives according to the new date. If you chose a date in the future, the post will be scheduled to publish at that time. The Publish button will change to Schedule, and the post will not be visible on your site (or in your feeds) until the time you specified.

Figure 4-10. *Scheduling a future post*

■ **Note**   WordPress's `cron` system is actually a pseudo-`cron` system. That is, it runs only when someone visits the site (either the public pages or the administration screens). Scheduled tasks therefore run as soon as someone visits the site after the scheduled time. On a busy site, the difference might be negligible. On a site with only a handful of visitors per day, tasks might run several hours after their scheduled time.

Categories

Categories can be a powerful tool for organizing your posts. Many magazine-style themes for WordPress rely on categories to break articles into divisions, much like a magazine's departments or a newspaper's sections. You can also get a feed for each of your categories (see the "Feeds" section of this chapter). By styling your categories differently and publicizing the otherwise hidden feeds for individual categories, you can create the illusion of multiple blogs for your visitors, even though behind the scenes you're maintaining just one. You'll learn how to do this in Chapter 12.

To manage categories, go to Categories under Posts in the main menu. You'll be able to add, edit, or delete categories. You'll also be able to add descriptions, change slugs, or even convert categories to free-form tags (Figure 4-11).
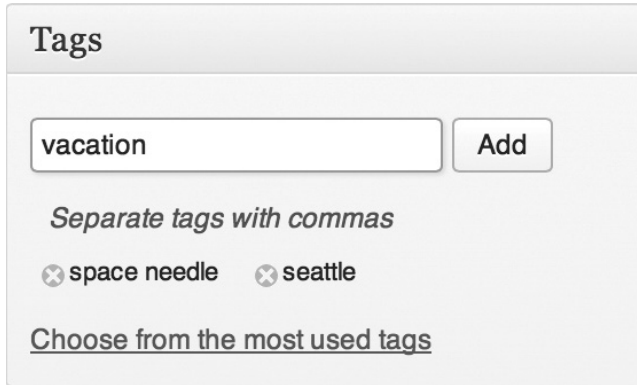
Figure 4-11. *Managing categories*

Categories can be arranged into hierarchies. When you create a new category, you'll have the option to make it a child of an existing one. There is no limit to the depth of your categories.

Categories must have distinct slugs. Even if two categories have different parents and would therefore have different permalinks, you can't assign them the same slug. If you choose a slug that's already in use, WordPress will discard your new category and highlight the existing one that uses that slug.

When you're editing an individual post, the Categories box shows a hierarchical list of all your categories. If you don't check one, the default category you chose in your Writing Settings will be checked for you when you save the post. All posts in WordPress must have at least one category selected. However, you can select as many as you like.

Tags

If you're familiar with good old meta keyword tags (the kind that used to drive search engine optimization) or the concept of tagging from social media sites like Flickr, YouTube, or Delicious, the tag entry box holds no surprises for you. Tags are subject keywords, just like categories, but where categories must be set up ahead of time by an editor or administrator, authors are free to create new tags simply by typing them into the Tag box while writing a post (Figure 4-12). If a tag already exists on another post, WordPress will suggest it once you've typed a few characters.

Figure 4-12. *Editing tags on a post*

Note that after you've added new tags, you must press Add in order to apply them. Then, you still have to press the blue Publish/Update button before your changes take effect.

To manage your tags, go to Post ➤ Tags in the main menu. Here, you can add or delete tags, edit slugs, add descriptions, or convert tags to categories. Like categories, tag slugs must be unique—and since categories and tags share the same pool of slugs (they're both considered taxonomies), a category and a tag can't share a slug, even if they have the same name.

You can get feeds for each of your tags, as you'll see in the "Feeds" section of this chapter.

Featured Images

The featured image (formerly known as the post thumbnail) is an image that represents your post. It might be shown by itself, or alongside the post content or excerpt, depending on how your theme displays posts.

I'll cover uploading images in the "Media Files" section of this chapter.

If you don't see a Featured Image box on your Edit Posts screen (Figure 4-13), your theme probably doesn't support them. You can enable them by adding a line to your theme's `functions.php` file. See Chapter 12 for details.

Figure 4-13. *Setting a featured image*

Excerpts

An excerpt is, as the box says in WordPress, a summary of your post. Some themes show excerpts rather than the full content when posts are listed, either on the home page or in archives. If a theme calls for an excerpt and none is specified, it will be generated automatically from the post content. However, any HTML formatting will be removed. If your content contains lists or tables, the results might be very odd. You can preserve HTML formatting in excerpts using the Advanced Excerpt or the_excerpt Reloaded plugins.

   Excerpts are shown with a continuation string. By default, '[. . .]' is appended to your excerpt text, which is 55 words long. Both the string and the excerpt length can be modified with a few lines of code in your theme or plugin; see Chapter 12.

Comments and Trackbacks

In Chapter 3, you set your preferences regarding comments and trackbacks. Here, you can override those settings for the current post. If you're editing an existing post that has comments, you'll see the comments listed, and you can edit them right from this screen.

Trackbacks are automated notifications (pings) from other sites that have mentioned your post. They let you (and your readers) know that conversations are taking place elsewhere about something you wrote. Trackbacks are usually displayed alongside comments on a post (see Figure 4-14). Here on the Edit screen, you'll see a list of any trackbacks your post has received.

Figure 4-14. *A trackback and a comment on a post*

In the Trackbacks box, you'll be able to ping sites about your post. Keep in mind the list of sites you chose to ping for all your posts in the Update Services section of your Writing settings. Also, if you chose on that screen to ping linked sites, any links included in your post will be pinged automatically. If you want to ping any sites in addition to your Update Services list and the sites linked in your post, you can add the URL in the Trackback section, as shown in Figure 4-15. If your post has already been published, this box will display a list of the sites that have already been pinged.

Figure 4-15. *Sending additional trackbacks from the Edit Post screen*

Revisions

WordPress saves every revision of your posts and pages, including the most recent autosave, if there is one. If you messed something up and need to revert to a previous version, use the Screen Options to turn on the Revisions box (Figure 4-16). Then, scroll down the editing screen to the Revisions box near the bottom. There you'll see a list of all the revisions. Click one to view it. The title, content, and excerpt (for posts) will be shown (Figure 4-17). These fields, along with the author, are the only ones stored for each revision. At the bottom of this screen, there's another list of all the revisions, but this time you'll see radio buttons allowing you to select two revisions for comparison. Each revision also has a restore link on this page.
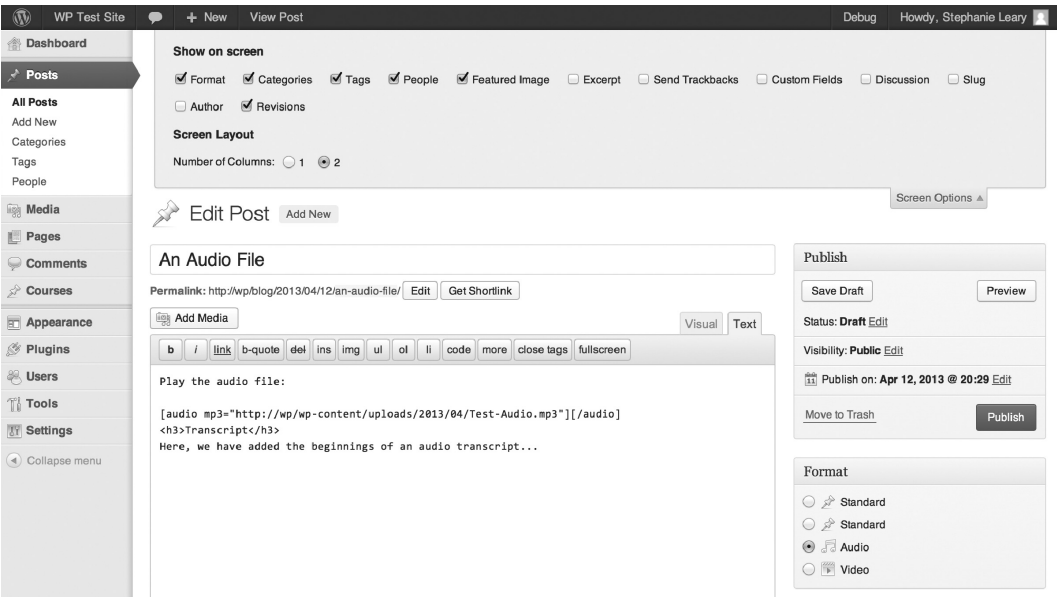

Figure 4-16. *Turning on Revisions in the Screen Options*
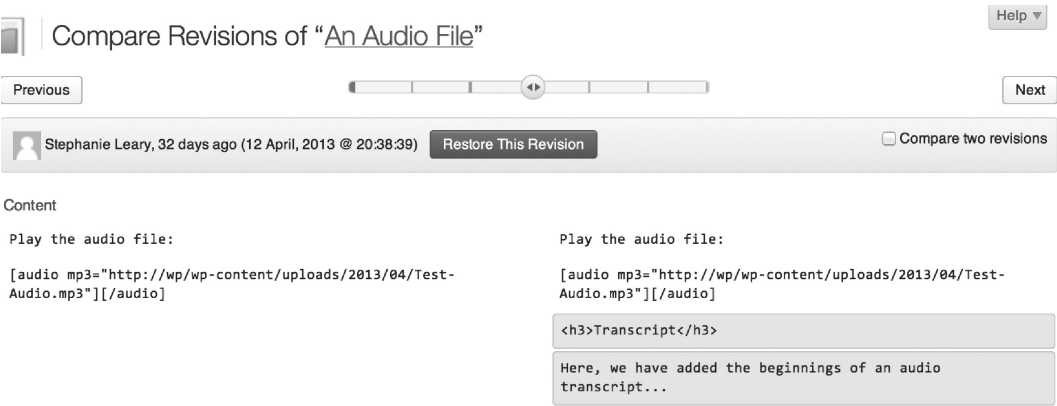

Figure 4-17. *Comparing revisions*

Restoring a post or page actually creates *another* revision. WordPress copies the revision you chose, saves it as a new version, and marks it as the current revision. In other words, if you revert a post and later realize that you really do need the newer copy, it's still there. Just look in the revision list for the corresponding date.

As you might imagine, storing all these revisions can inflate the size of your WordPress database. If you're concerned about storage space, you can limit the number of revisions WordPress stores by adding the following line to your wp-config.php file:

```
define('WP_POST_REVISIONS', 3);
```

To turn off revisions altogether, set the number to zero:
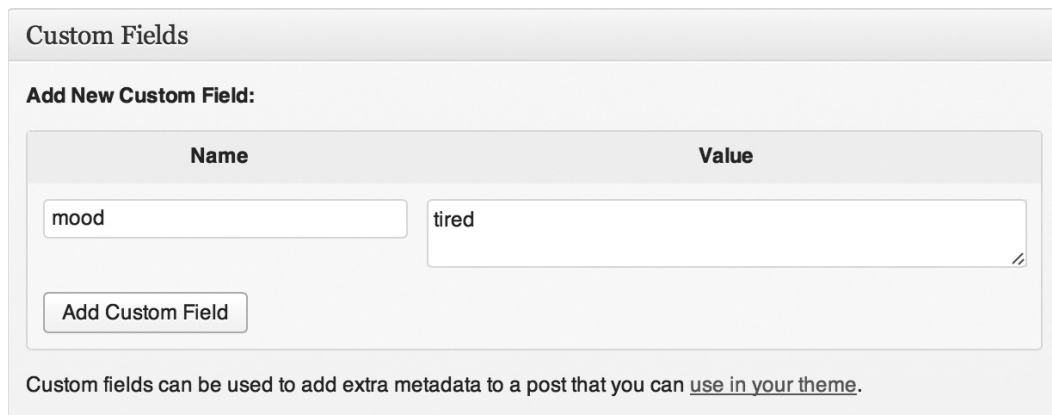
```
define('WP_POST_REVISIONS', 0);
```

There are also several plugins that will handle this setting for you. They provide a Settings screen where you can make changes without having to edit your config file. Revision Control is a good one.

Custom Fields

Custom fields allow you to create new attributes for your posts and pages. Some common uses for custom fields include adding a mood to each blog post, providing custom CSS for posts or pages, listing what music you're currently listening to or the books you're reading, or setting an expiration date for posts.

The custom fields box is not visible by default. If you need it, you can turn it on using the Screen Options. The field values are stored in the database but are not shown in most themes. You'll have to add a template tag to your theme file or use a plugin to display your custom field data.

The built-in custom field interface (Figure 4-18) is not very user-friendly. Often, developers create custom meta boxes with a more intuitive interface for entering custom field data. You'll learn how to do this for your own themes and plugins in Chapter 14.
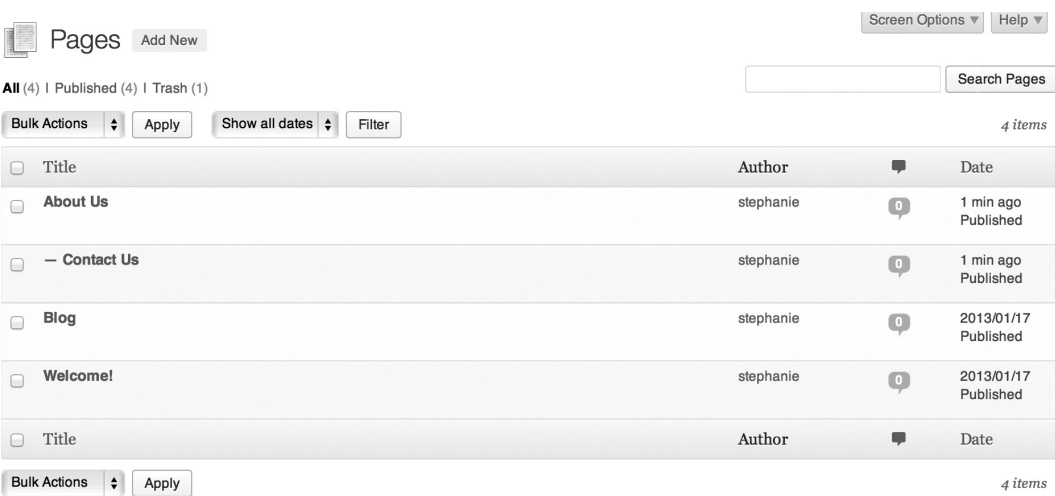

Figure 4-18. *Custom fields*

Pages

Pages in WordPress are for information that is not part of a blog—that is, content where the publication date is (mostly) irrelevant. You'll notice that your first page, Sample Page, was created for you during installation.

Pages are much like posts: you need a title and some content, and that's about all. The ID, author, date, publication status, and visibility will be set for you when you publish the page. However, there are some important differences. The publication date is not displayed for pages in most themes, and pages are not organized by date. Also, you probably noticed that categories and tags are not available for pages. Pages can be organized into a hierarchy, but since they exist outside the collection of posts, they don't share the same metadata.

Page Attributes: Parents, Templates, and Order

You can arrange your pages into filesystem-like hierarchies by making them children of parent pages (Figure 4-19). In the Attributes box on any single page's Edit screen, you'll be able to select another existing page as the parent. That page could, in turn, have another parent, and so on.

Title	Author	💬	Date
About Us	stephanie	0	1 min ago Published
— **Contact Us**	stephanie	0	1 min ago Published
Blog	stephanie	0	2013/01/17 Published
Welcome!	stephanie	0	2013/01/17 Published
Title	Author	💬	Date

Figure 4-19. Pages arranged in a parent/child hierarchy

If you've turned on permalinks, your page's URL will be built by adding its slug to that of its parent and any other page ancestors, as shown in Figure 4-20.
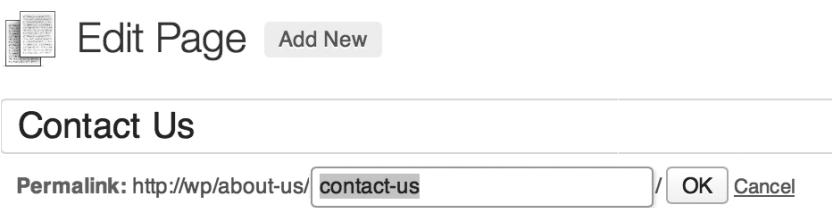
Figure 4-20. The slug of a page with a parent

As you'll see in Chapter 5, WordPress themes can have multiple templates for pages. When you create a new page template, it becomes available as an option in the parent drop-down portion of the Page Attributes box (Figure 4-21). To use your new template instead of the default page template, select it here and update the page.

Figure 4-21. *Page Attributes*

When custom menus have not been specified, WordPress builds menus by listing pages, and it uses the order field to sort them. Numbering them using this field is a bit like programming in BASIC; inevitably, you'll find that you need to insert a new page between two existing ones, and then you'll have to redo the numbering for all the pages. To avoid the problem, you can use a numbering scheme that leaves you plenty of room between pages (111, 222, 333, etc.). If you prefer, there are plugins that provide a drag-and-drop screen where you can rearrange your pages without having to count. Simple Page Ordering (Figure 4-22) is one of the best. If you plan to use the custom menu feature, the order of your pages probably doesn't matter much, and you can simply leave the order field blank.

Figure 4-22. *Simple Page Ordering lets you drag and drop pages to rearrage their order*

Posts vs. Pages: Same, but Different

Sometimes it's not immediately clear whether your content would work best as a post or a page. On the surface, they are much the same in WordPress: they share a similar editing screen and both can accept comments and trackbacks. How do you decide which to use?

In general, posts are ideal for date-based content: blogs, podcasts, columns, newsletters, journals, or a press release archive. In short, for news of any kind, you should definitely use posts. Putting the rest of your content into pages will provide a logical division for both your visitors and your content authors.

Posts are shown in a chronological sequence (usually newest to oldest) on a single page, such as your home page or an archive of posts from a particular month or category. Once your visitors select a post to view by itself, they'll be able to read the comments as well as your content.

Pages are generally not grouped in chronological order. Each page will appear on its own screen. You can create a list of pages using a widget or a menu (see Chapter 5).

If your site consists mainly of articles that will not often change and need to be arranged in a simple hierarchy, like files in folders, then pages will probably work well for you. In this case, you could ignore the post screens altogether or create a basic "What's New?" blog as an adjunct to the main site.

If no such clear division exists in your content, think about your content taxonomy and your subscribers' needs. Pages do not have tags or categories. They can be arranged in a parent/child hierarchy, but if you need a more complex or flexible taxonomy, posts would probably work better. Also, pages are not included in feeds. Will your readers want to be notified every time you add a document? If so, your content should go into posts.

Posts Are Pages; Pages Are Posts

Posts and pages in WordPress are essentially the same thing. They share the same table in the WordPress database (wp_posts), with one field to distinguish them: type, which could be "post" or "page." (In fact, media files also share this table, as you'll see later.) Posts and pages use most of the same fields in that table. The big difference is in the way they're presented to you. Even though all the database fields are available to each type of content, only some of those fields appear in the Edit panels.

As with nearly everything in WordPress, this default behavior can be changed using plugins. For example, you can add excerpts, categories, and tags to pages.

Pages do not have excerpts, even though they have a database field for them. Since pages never appear in archive lists, excerpts would never be used for pages in a typical WordPress site. However, excerpts can be useful for pages as well as posts. For example, you might tweak your search results theme file to display excerpts rather than the full post content. Also, some heavily customized themes do list pages in archive-like lists. You can use a plugin such as PJW Page Excerpt or Excerpt Editor to add excerpts to your pages.

In Chapter 14, you'll see how you can add categories and tags, as well as new custom taxonomies, to your pages.

Editing Posts and Pages

You can filter the list of posts by category or date using the drop-down menus at the top of the list. You can also search your posts and pages using the box at the top right side of the Edit screens, but beware: it searches not only the titles but also the complete content of posts and pages.

Autosave

WordPress does save your posts automatically, once per minute, as you write. You can adjust this timing by adding this line to your wp-config.php file:

```
define('AUTOSAVE_INTERVAL', 120 );  // autosave every two minutes
```

■ **Note**   The autosave function will not continue to work if you close your browser window or go offline.

If you leave a post open in your browser after you've published it, WordPress might autosave a revision. The next time you edit this post, you'll see a warning that a newer revision exists. Use the comparison tool to check the revision. If it's no different from the published version, you can dismiss the warning by deleting the revision or updating the post.
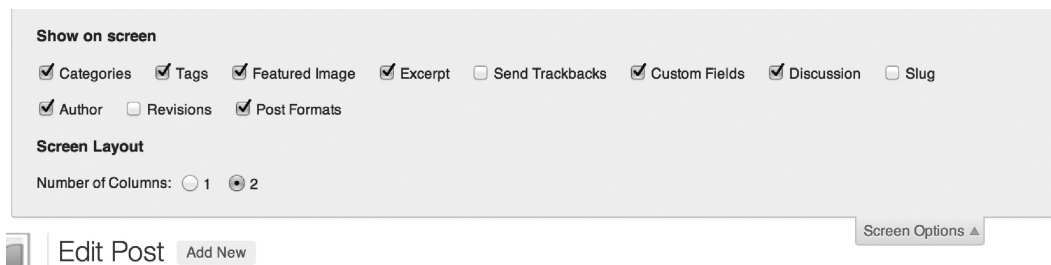
Screen Options

Like the Dashboard, the Edit Posts and Pages panels have Screen Options available. You can choose which columns you want to see; the post/page title will always display, but the author, categories, tags, comments, and date columns are optional. You can also choose how many posts or pages you'd like to see per page (Figure 4-23). Twenty is the default, but you can increase it if you have lots of content and you'd like to scroll through it faster. Keep in mind that the more posts or pages you put on each screen, the longer it will take WordPress to generate the screens.
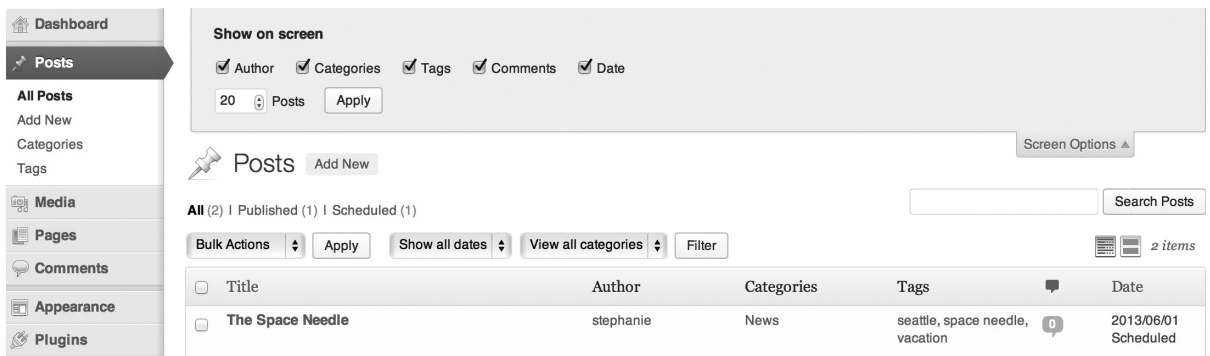
Figure 4-23. *Screen options for the Edit Posts screen*

Screen options are also available when editing individual posts and pages (Figure 4-24). If you're working on a small screen or a monitor with a low resolution, you might want to switch your editing layout to a single column. You can also choose to enable boxes that are turned off by default, like Revisions and Custom Fields.

Figure 4-24. *Screen options for an individual post*

Quick Edit

If you need to change the attributes of a post or page without editing the content, you can do so quickly using the Quick Edit feature. Go to Edit Posts (or Pages) and hover your mouse over the post you want to modify. A row of links will appear below the title: Edit, Quick Edit, Delete, and View. Choose Quick Edit, and the table row will transform into a miniature editing form (Figure 4-25) that lets you change nearly everything about the page except the content, excerpt, and custom fields.

Figure 4-25. *The Quick Edit feature*

Bulk Edit

What do you do when you need to change the attributes of many posts or pages at once? Again, go to your list of Posts (or Pages). Select the checkboxes next to the posts you want to edit, then choose Edit from the Bulk Actions drop-down above the list of posts and press Apply. (If you want to select all the posts on the page, just use the checkbox in the gray table header.)

The Bulk Edit form (Figure 4-26) offers fewer options than Quick Edit. Things that would be illogical to change for multiple posts, like titles and publication dates, are not available. You can edit the categories and tags (for posts), parent and template (for pages), and the comment, trackback, visibility, and publication status settings.

Figure 4-26. *Bulk editing posts*

Media Files

WordPress allows you to upload virtually any kind of file and attach it to your post or page (as long as your host allows file uploads). You can add files using the uploader found on the individual post/page editing screens and in the Media Library section. You can insert links directly to the media files into your posts, or you can link to an attachment page, a dedicated view showing details about the file and a link to the source.

Edit any individual post or page, and you'll see that there's an icon labeled Add Media above the content box. Click it and a pop-up box should appear with two tabs across the top: Upload Files and Media Library. On the right side of this window you'll have options to create a gallery, set the featured image, or insert a file from a URL.

Uploading a File from Your Computer

The media uploader lets you choose multiple files from your computer, or just drag them from your desktop into the empty area in the middle of the uploader window. Once WordPress has processed the file, you'll see a dialog (Figure 4-27) where you can fill in details: a title, a caption, a description, a link URL, and some alignment and size options.
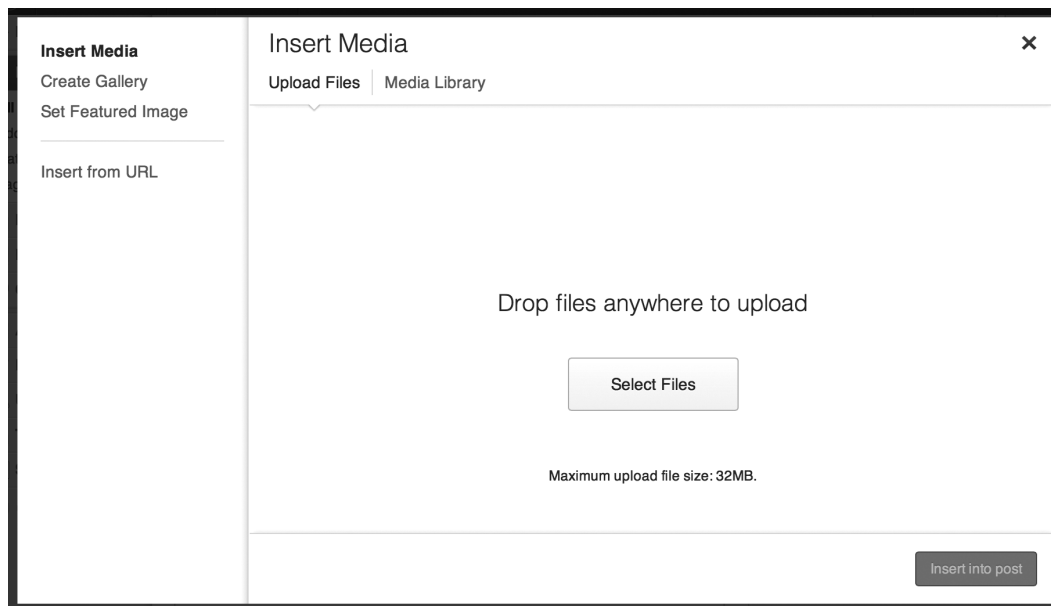
Figure 4-27. *Uploading an image from your computer*

Title: This is for internal use only. When you're browsing your media library, you'll see this title next to a tiny thumbnail of the image. If you don't fill in a title, the file name will be used.

Caption: This will be shown beneath the image, audio file, or video in your post. The exact formatting will depend on your theme's stylesheet.

Alternate Text: For images, this is the text that will be displayed if the image is missing. It will be read aloud to visually impaired users browsing your site with a screen reader.

Description: This will be displayed in your media library. It will also be displayed on the file's attachment page.

Link URL: This lets you specify whether your file is linked, and if so, where it leads. Linking to the file URL is a great way to let your visitors see the full-size image if you're inserting a smaller version. If your post discusses another site, you might choose to paste that URL here instead.

Alignment: Choose whether an image should be aligned to the left, the right, in the center, or not at all. If you choose left or right alignment, your post text will wrap around the image. If you choose center, your image will appear on its own line.

Size: You can insert the full-size image into your post. WordPress will generate up to three smaller sizes (based on the dimensions you choose in your Media Settings), and you can choose any of these if one will fit better in your post content.

Below these fields, you'll see a blue button that lets you insert the image into your post.

Some themes do not support image alignment. If your images are not aligned correctly, add the lines in Listing 4-1 to your theme's `styles.css` file. These CSS rules correspond to the classes WordPress inserts into image tags; with these styles in place, your images will be aligned according to the settings you choose in the upload screen.

Listing 4-1. Image Alignment Styles

```
img.alignright, a img.alignright { float:right; margin: 0 0 1em 1em}
img.alignleft, a img.alignleft { float:left; margin:0 1em 1em 0}
img.aligncenter, a img.aligncenter { display: block; margin: 1em auto; }
```

If you chose multiple files, you'll see all these options for only the first file. Simply click another file to edit its details. The file you are currently editing will be highlighted in blue (Figure 4-28).
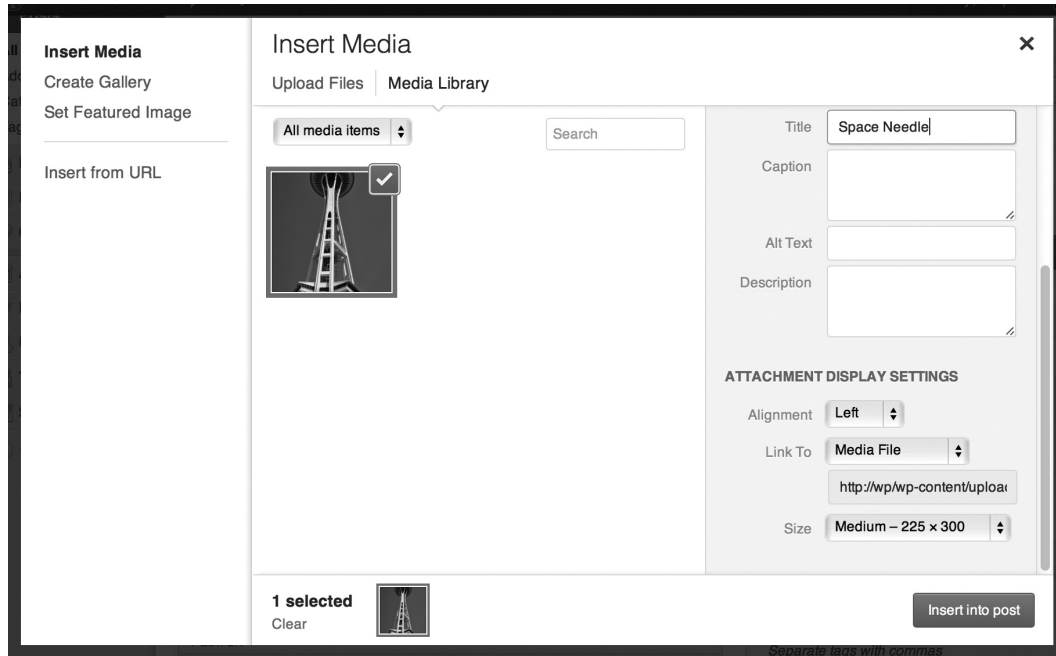
Figure 4-28. *Adding an image from the Gallery*

Inserting an Image from a URL

You can use images hosted on another site without downloading them to your computer and uploading them into WordPress. Instead of selecting files to upload, click the Insert from URL tab. You'll be asked for the source URL in addition to the caption, alt text, alignment, and link fields (Figure 4-29). However, WordPress won't generate other sizes; you have to use the image as-is.
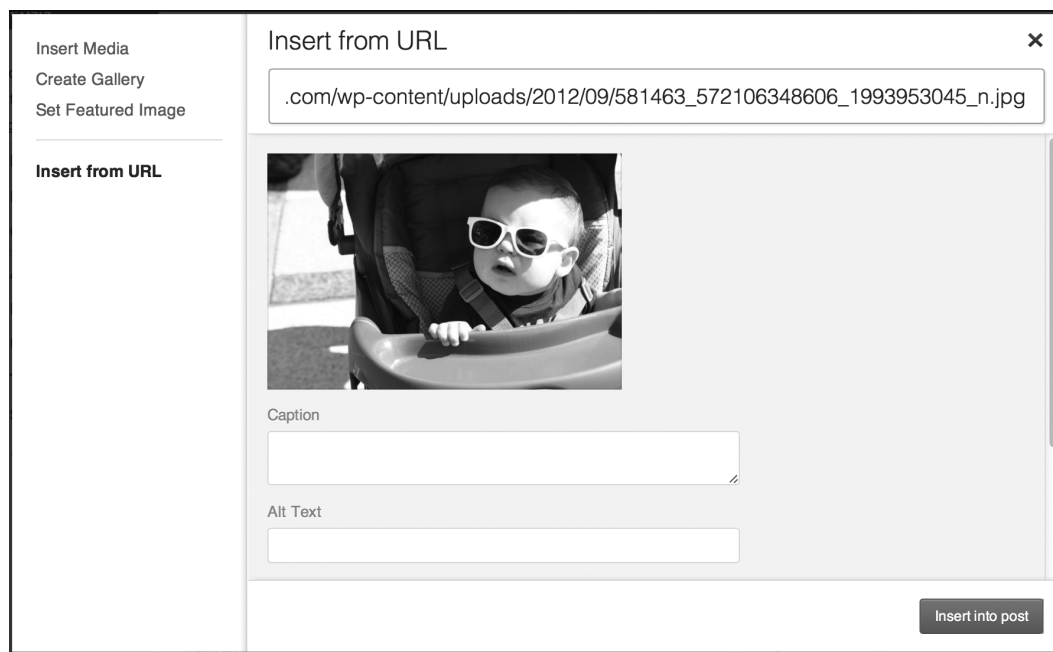
Figure 4-29. *Adding an image from a URL*

Keep in mind that images inserted from URLs are not copied to your server. If the owner of the original file moves or deletes it, it will no longer appear in your post.

Editing Images

The WordPress media uploader includes a basic image editor. You can crop, resize, and rotate the images you've uploaded. To begin, click the Edit Image button next to the thumbnail shown in the image details. A simple editing interface will appear (Figure 4-30). Click the image once, then drag your cursor to choose an area to crop. If you want to scale or crop the image to a precise number of pixels, use the numeric scaling and cropping forms to the right of the image.

Edit Media Add New

Space Needle

Permalink: http://wp/2013/06/the-space-needle/100_0033_2/ Edit

Scale Image

Image Crop (help)

Aspect ratio: [   ] : [   ]

Selection: [2390] : [2225]

Thumbnail Settings (help)

Current thumbnail

Apply changes to:
- ● All image sizes
- ○ Thumbnail
- ○ All sizes except thumbnail

Cancel   Save
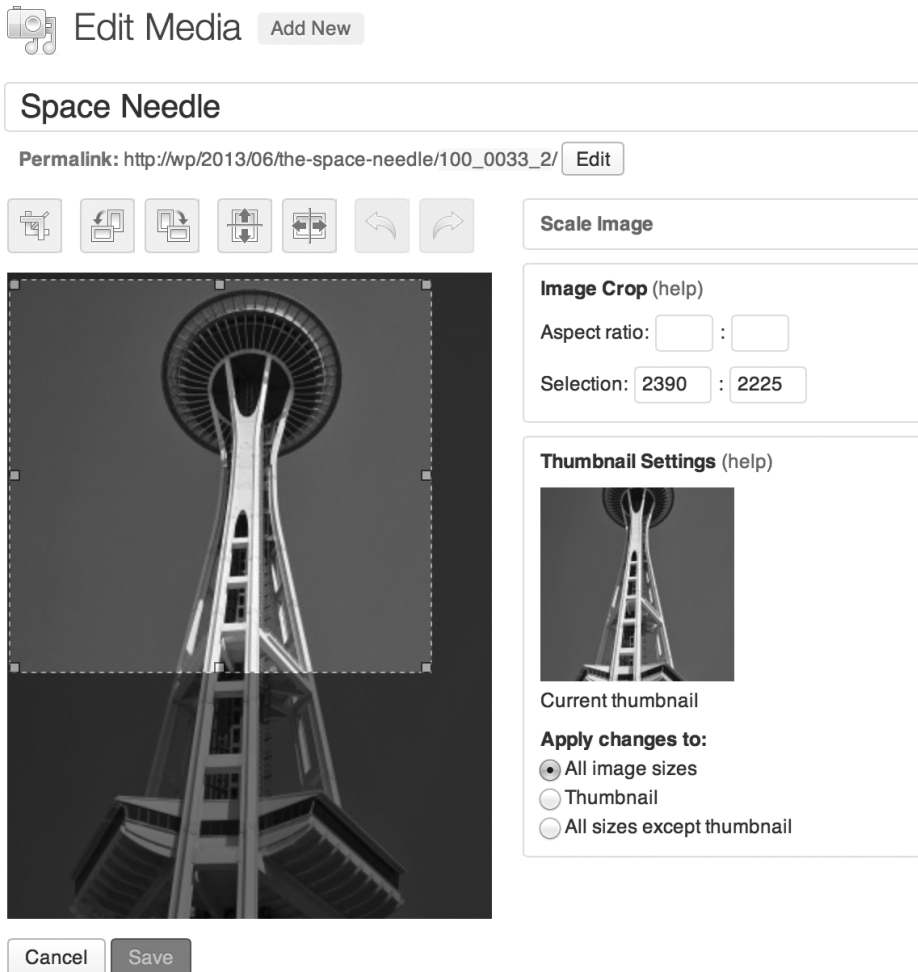
Figure 4-30. *Cropping an uploaded image*

Galleries

If you have several images to add, you can do them all at once and create a gallery rather than inserting them one at a time. Galleries are automatically formatted into neat grids of thumbnails that link to the larger versions of the images.

When you're finished uploading files, choose the Create Gallery tab (Figure 4-31). You'll see all the images in your media library; if you prefer, you can use the dropdown just above the images to limit your selections to the images that have been uploaded for this post. Clicking an image will add it to your selections, shown at the bottom of the window. When you're done, click the "Create a new gallery" button.

Create Gallery   ✕

Upload Files | Media Library

| Images ▲▼ | Search | **ATTACHMENT DETAILS** |

100_0033_2.jpg
February 8, 2013
2736 × 3648
Edit Image
Delete Permanently

Title   Space Needle

Caption

Alt Text

Description

5 selected   Create a new gallery
Clear
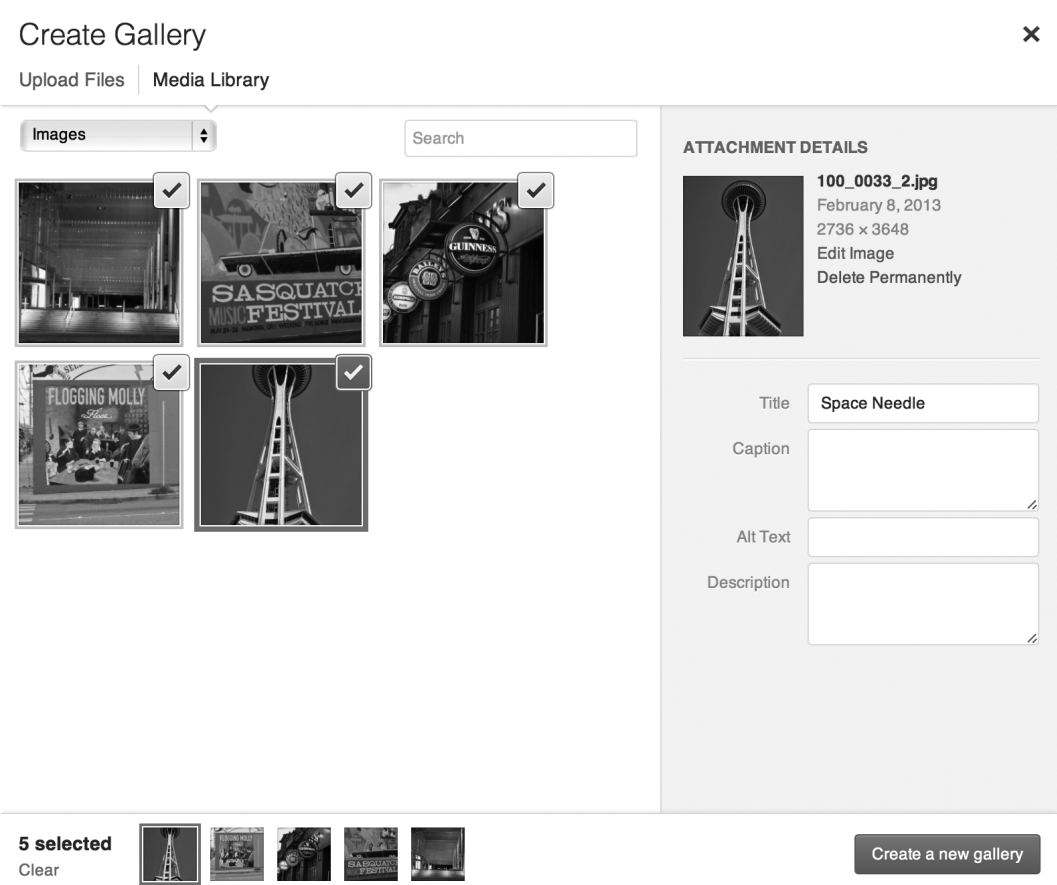
Figure 4-31. *Selecting images to create a gallery*

On the subsequent Edit Gallery screen, you'll be able to add captions, rearrange the images, and choose some display options for your gallery, like the number of columns and whether the thumbnails link to the full-size images or attachment pages. When you press "Insert gallery," you'll see that "[gallery]" has been added to the post's text (possibly with some attributes like a list of IDs, depending on the options you chose). Just leave that shortcode on its own line and type whatever else you'd like to say. When you publish the post, a thumbnail-sized copy of each photo appears in the post, as shown in Figure 4-32.
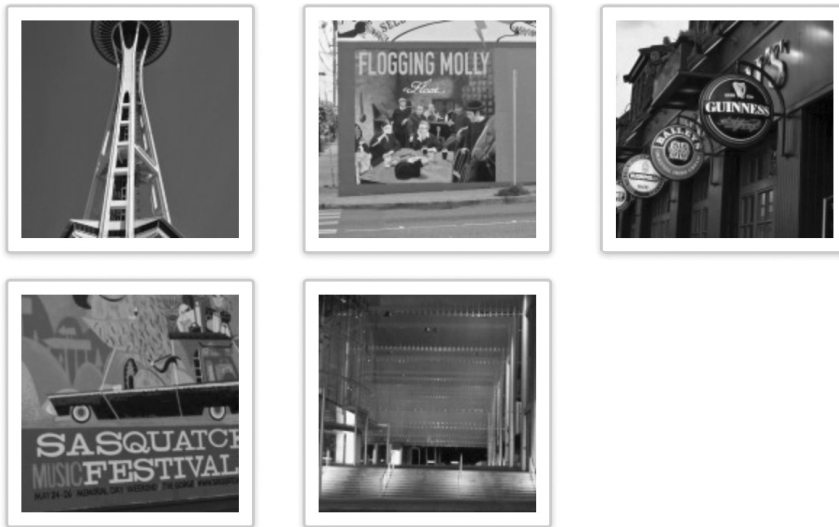
This entry was posted in <u>News</u> and tagged <u>seattle</u>, <u>space needle</u>, <u>vacation</u> on <u>June 1, 2013</u>. <u>Edit</u>

Figure 4-32. *An image gallery as shown in the default theme*

Audio

Uploading audio is fairly straightforward, too: choose the file, and you'll be asked to fill in the title, description, caption, and link URL. When you press Insert into post, an [audio] shortcode will be inserted into your post. When you view the post, you'll see that the shortcode has been replaced with a player (Figure 4-33). This is an HTML5 interface created using MediaElement.js (`http://sleary.me/wp18`[1]), and its appearance can be customized using CSS in your theme. In older browsers, it will fall back to a Flash or Silverlight interface.

An Audio File

<u>Leave a reply</u>

Play the audio file:

This entry was posted in <u>Uncategorized</u> on <u>April 12, 2013</u>. <u>Edit</u>

Figure 4-33. *The [audio] shortcode turns into an HTML5 player*

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[1]`http://mediaelementjs.com`

Podcasting

Podcasting with WordPress is relatively easy. If you've inserted your audio file into your post (even as a simple link), WordPress will automatically add the proper enclosures to your feeds. However, if you want to include your podcast in the iTunes podcast directory, you'll need a plugin to configure some additional fields for your feed. Blubrry PowerPress Podcasting is the most popular, but there are several podcasting plugins available; see Appendix A.

■ **Tip** The various podcasting plugins work for both audio and video podcasts.
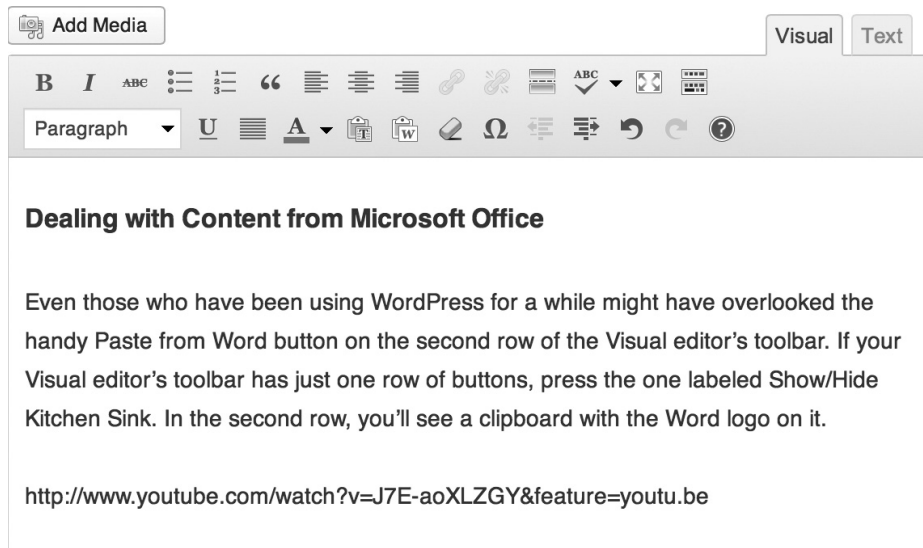
Video

When you upload a video, you'll be asked to fill in the four basic attributes: title, description, caption, and link URL. Inserting the file into the post results in a [video] shortcode. When the post is viewed, this turns into a HTML5 player similar to the audio player.

oEmbed

Embedding video from other sites is quite easy. WordPress supports the oEmbed standard. What this means is that you don't have to paste the complicated HTML provided by sites such as YouTube. Instead, you can simply paste the URL of the video page into your post on its own line. Try it out now! Grab a URL from YouTube, save your post (Figure 4-34), and view it. If everything is working as expected, your plain text URL should have been replaced with a video player, as shown in Figure 4-35.

Figure 4-34. Embedding a YouTube video is as easy as pasting the URL into your post

Dealing with Content from Microsoft Office

Even those who have been using WordPress for a while might have overlooked the handy Paste from Word button on the second row of the Visual editor's toolbar. If your Visual editor's toolbar has just one row of buttons, press the one labeled Show/Hide Kitchen Sink. In the second row, you'll see a clipboard with the Word logo on it.

This entry was posted in <u>News</u> and tagged <u>seattle</u>, <u>space needle</u>, <u>vacation</u> on <u>June 1, 2013</u>. <u>Edit</u>

Figure 4-35. *The YouTube video embedded from the URL*

oEmbed works with a number of video providers. See `http://sleary.me/wp19`[2] for a complete list. This page also contains instructions on adding other video providers, if your favorite is not already included.

Other File Types

For all other kinds of files, you'll have just a few attributes: title, caption, description, and link URL. As with audio and video files, inserting another file type will result in a simple link to the original file.

Unfortunately, there is no easy way to list all the files attached to a post, unless they're images. The [gallery] shortcode doesn't work with documents like Word or PDF files. You can use the List Child Attachments plugin, which provides both a template tag and a shortcode to list all attached files. See Appendix A for more plugins that help out with attachments.

---

[2]`codex.wordpress.org/Embeds#oEmbed`

File Sizes and Upload Permissions

If you are working with other users, occasionally your content authors might get an error message when uploading unusual file types. While the error might mention the file size as a potential problem, more likely the real issue is the unfiltered upload capability in WordPress user roles. You'll quickly find, for example, that only administrators can upload Flash videos (.flv). To get around the problem, you can use a role-editing plugin like Members to allow unfiltered uploads for other user roles, or you can use a plugin like PJW Mime Config that allows you to specify individual MIME types that will be allowed.

Of course, it's possible that the file size really is the problem. If you have access to your server's php.ini file, increase the file_uploads, upload_max_filesize, and post_max_size values. If you can't modify php.ini, you can try adding the value to wp-config.php using PHP's ini_set() function. If that still doesn't work, check with your server administrator.

Sometimes, file uploads fail not because they're too large, but because the permissions are not set correctly on your uploads directory or one of the month-based subdirectories. See Chapter 9 for the correct permissions settings.

The Media Library

You can see and edit the details for all the media files currently on the site (Figure 4-36) by choosing the Media Library option in the main navigation menu. You can add files to the library directly. They won't be associated with any posts or pages, but individually they can be inserted into posts and pages from the Media Library tab in the upload dialog box.

		File	Author	Uploaded to	🗨	Date
☐		chapter4.doc DOC	stephanie	(Unattached) Attach	0	1 min ago
☐		visitor.pdf PDF	stephanie	(Unattached) Attach	0	3 mins ago
☐		100_0016 JPG	stephanie	The Space Needle, 2013/02/08	0	14 mins ago
☐		100_0014 JPG	stephanie	The Space Needle, 2013/02/08	0	14 mins ago
☐		100_0012 JPG	stephanie	The Space Needle, 2013/02/08	0	14 mins ago
☐		Space Needle JPG	stephanie	The Space Needle, 2013/02/08	0	19 mins ago
☐		File	Author	Uploaded to	🗨	Date

Figure 4-36. All media types are shown in the Media Library

Feeds

WordPress generates RSS and Atom feeds automatically for your posts and comments. Links to these feeds are available in the Meta widget, which you'll see in Chapter 5. If you're using a browser that discovers feeds automatically, you'll see that your post and comment feeds are available on every page of your site. Post feeds display your most recent posts, as determined by the number you chose on the Reading Settings panel. If you've set up permalinks, you can find your feeds by adding /feed (for RSS) or /feed/atom to your site's URL. If you haven't set up permalinks, you can use the query string URL format instead: /?feed=rss2 or /?feed=atom.

The comment feeds are located at /comments/feed/ or /?feed=comments-rss2 for RSS and /comments/feed/atom or /?feed=comments-atom for Atom. The number of comments displayed, like the number of posts, is based on the number you chose in the Readings Settings panel.

WordPress generates a number of other feeds in addition to those for posts and comments (see Table 4-1). There's a feed for each of your categories and tags. You can get feeds of the posts written by an individual author. You can even get feeds for search results! Since WordPress doesn't advertise these hidden feeds, you'll have to do a little URL manipulation to find them. In general, you can go to any archive page and add /feed (or /feed/atom) to its URL, and you'll get the corresponding feed. For example, if you have a Recipes category and its URL is http://example.com/category/recipes, its RSS feed will be http://example.com/category/recipes/feed.

Table 4-1. *Hidden Feeds in WordPress*

Feed Type	Default URL	Clean URL
Posts RSS 2.0 (default)	/?feed=rss2	/feed or /feed/rss2
Posts Atom 1.0	/?feed=atom	/feed/atom
Posts RSS 0.92	/?feed=rss	/feed/rss
Posts RDF	/?feed=rdf	/feed/rdf
Comments	/?feed=comments-rss2 /?feed=comments-atom	/comments/feed /comments/feed/atom
Category ID: 1 slug: news	/?feed=rss2&cat=1 /?feed=atom&cat=1	/category/news/feed /category/news/feed/atom
Tag slug: book	/?feed=rss2&tag=book /?feed=atom&tag=book	/tag/book/feed /tag/book/feed/atom
Multiple Tags slugs: book, apress	/?feed=rss2&tag=book+apress /?feed=atom&tag=book+apress	/tag/book+apress/feed /tag/book+apress/feed/atom
Custom Taxonomy Term taxonomy: genre term: mystery	/?feed=rss2&genre=mystery /?feed=atom&genre=mystery	/genre/mystery/feed /genre/mystery/feed/atom
Author ID: 2 username: joe	/?feed=rss2&author=2 /?feed=atom&author=2	/author/joe/feed /author/joe/feed/atom
Search Results term: apress	/?feed=rss2&s=apress /?feed=atom&s=apress	/search/apress/feed /search/apress/feed/atom
Custom Post Type slug: course	/?feed=rss2&post_type=course /?feed=atom&post_type=course	/course/feed /course/feed/atom

Of course, once you've located your feeds, you can place the links somewhere in your theme so your visitors can find them too. In Chapter 12, you'll see how to add a `<link>` tag to a new feed in your theme, which allows browsers and RSS readers to discover the feed automatically.

Summary

If you've been playing along at home, your new WordPress site is now chock-full of delicious content. In Chapter 5, I'll talk about how to make that content look good by customizing your theme—and in Chapter 12, you'll learn how to build your own.

Things to keep in mind:

- When choosing between posts vs. pages, any content that's organized by date or anything that belongs in a feed should be stored as a post.

- Stored revisions can drastically increase the size of your database. Limit the number of revisions WordPress keeps if you're concerned about storage space.

- Use your screen options, bulk edit, and quick edit features when you need to make fast changes to groups of posts or pages.

- New in 3.6: audio and video uploads are no longer treated as links, but are displayed with a complete player interface.

While WordPress generates lots of feeds for you, most of them aren't visible to your users. Create links in your theme files or a text widget if you want to make them available.