

What does that mean, exactly?

A Primer for WordPress Terminology

What does that mean, exactly?

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Nerd Alert!

If I use a term you don't understand

Stop Me

Make me explain it

Items underlined will be in future slides

What does that mean, exactly?

Why this topic?

You can't ask questions if you don't speak the language

No one ever asks this stuff because they are worried they'll look dumb

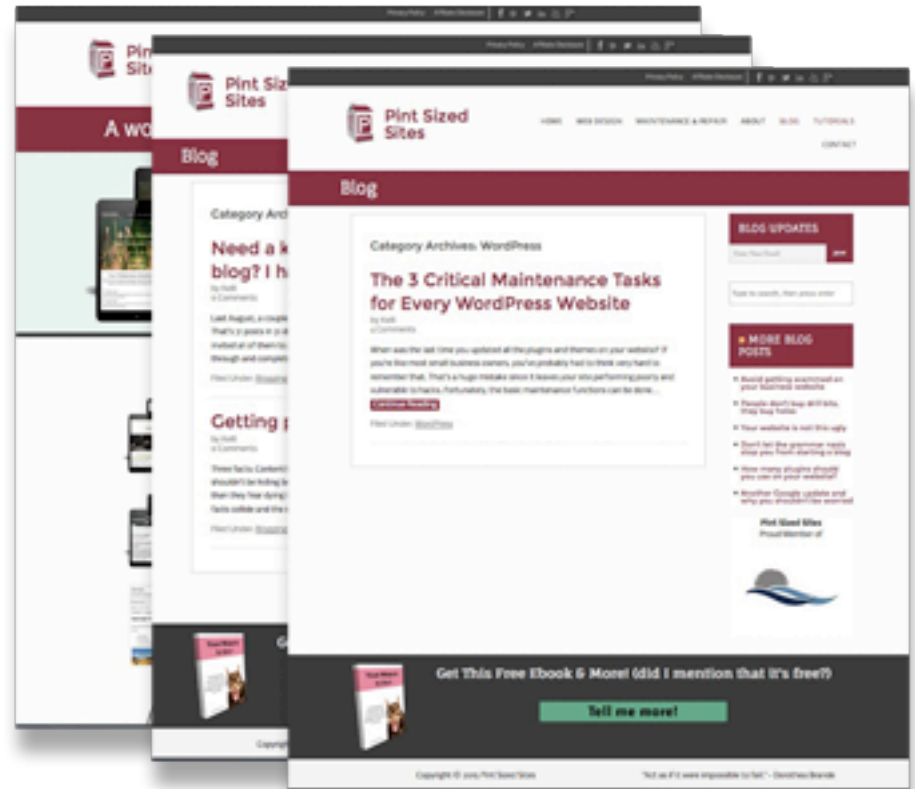
No one else has done it*

* that I know of

What does that mean, exactly?

Web Site

- A collection of web pages, blog posts, and supporting files
- All falling under the same Domain Name



What does that mean, exactly?

Domain Name

- Domain Name is an easy to remember name for the website
example.com
- URL (Uniform Resource Locator) is a very detailed reference that includes the type of connection and the exact location

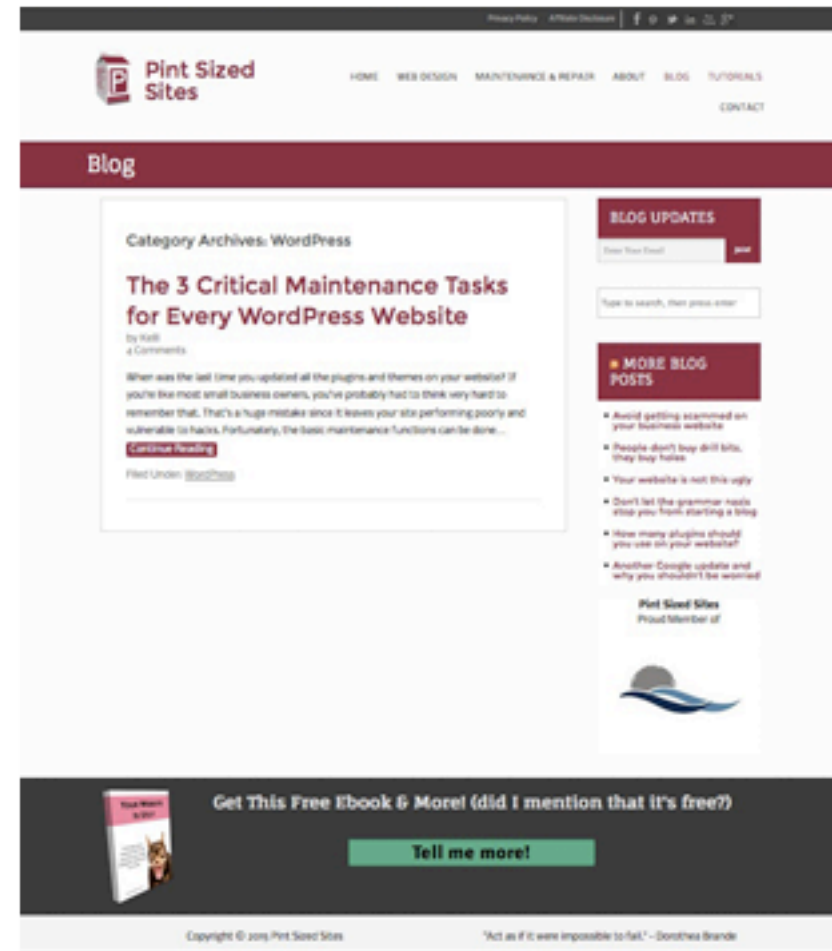
<http://www.example.com/picture.jpg>

Domain name is part of the URL

What does that mean, exactly?

Web Page

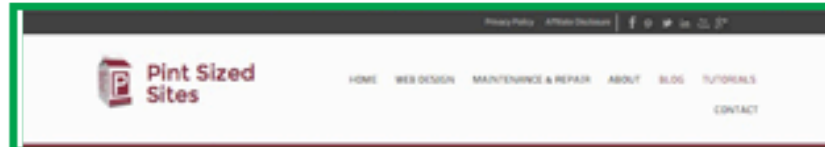
- A single document on your web site
- Written in HTML
- Appearance is defined by CSS
- Created dynamically by WordPress



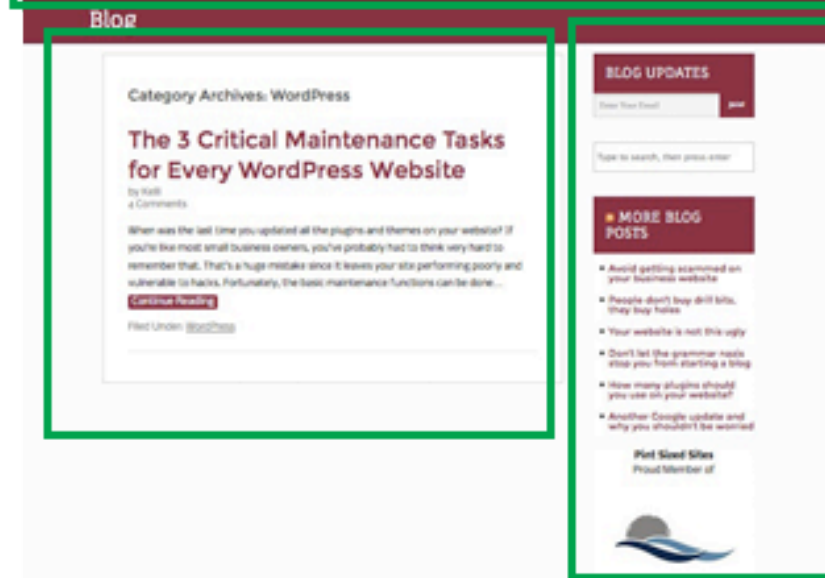
What does that mean, exactly?

Web Page Terms

Header

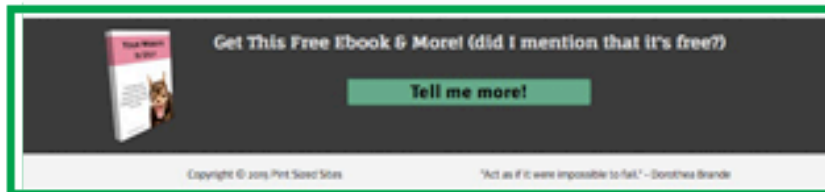


Content



Sidebar

Footer



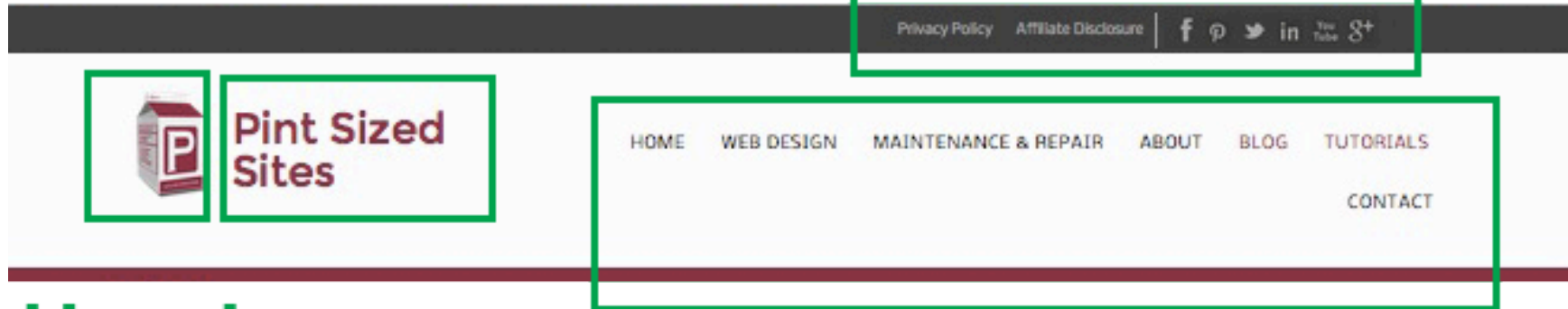
What does that mean, exactly?

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Header

Site
Identity

Menu
Location 2



Header
Image

Menu
Location 1

What does that mean, exactly?

Head - Header - Heading

You're not the only one confused

What does that mean, exactly?

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Head

- The document `<head>` is the html code that contains data about the HTML document
- Not visible in the browser
- Where you put your Google Analytics scripts

```
1 <!DOCTYPE HTML><html lang="en-US" prefix="og: http://ogp.me/ns#">
2
3 <head>
4 <meta charset="UTF-8" />
5 <link rel="profile" href="http://gmpg.org/xfn/11" />
6 <title>Home - Pint Sized Sites</title>
7
8 <!-- This site is optimized with the Yoast SEO plugin v2.3.5 - https://yoast.com/
9 <meta name="description" content="Affordable web design and blog setup
10 <link rel="canonical" href="http://pint-sizedsites.com/" />
11 <meta property="og:locale" content="en_US" />
12 <meta property="og:type" content="website" />
```

What does that mean, exactly?

Heading

- A title of a page, paragraph, or section of your web page
 - h1 is the most important
 - h6 is the least important

Heading 1

Heading 2

Heading 3

Heading 4

Heading 5

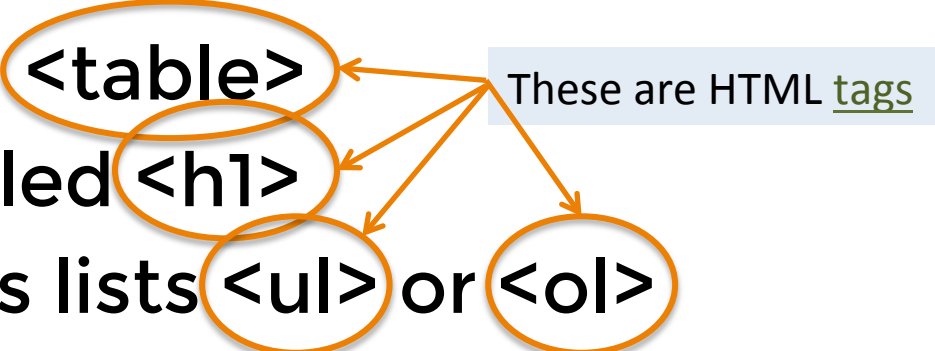
Heading 6

What does that mean, exactly?

HTML

- HyperText Markup Language
- Labels the content of the webpage *semantically* - i.e. it provides the meaning of the information
 - Tables are labeled `<table>`
 - Headings are labeled `<h1>`
 - Lists are labeled as lists `` or ``
 - Paragraphs are labeled as paragraphs

These are HTML tags



What does that mean, exactly?

HTML Tag

- Code that describes a page element
- Enclosed by carrot brackets

< >

- Tags are opened then closed

<h1>Heading 1</h1>

What does that mean, exactly?

CSS

- Cascading Style Sheets
- Separate file
`style.css`
- Describes how the HTML elements should look
 - Size
 - Color
 - Placement

What does that mean, exactly?

HTML & CSS working together

HTML

```
<h1>Heading 1</h1>  
<p>This is a paragraph</p>
```



CSS

```
h1 {  
    font-size: 42px;  
    color: red;  
}  
  
p {  
    font-size: 16px;  
    color: black;  
}
```

What does that mean, exactly?

WORDPRESS SPECIFICS

What does that mean, exactly?

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Pro-tip: WordPress

- The W and the P are always capitalized
- Free & Open-source CMS
- Based on MySQL and PHP

What does that mean, exactly?

Free & Open-Source

- *Anyone* can use, copy, study and change the software in any way
- Openly shared to encourage volunteers to improve the software

What does that mean, exactly?

CMS

- **Content Management System**
 - Used to create, store, organize and manage content
 - Filing cabinet will store and manage information for easy retrieval

What does that mean, exactly?

Database

- An organized collection of data
 - A cookbook is a database
 - Recipes are sorted by
 - Food type, i.e. appetizers, soup, entrée
 - Ingredient, i.e. chicken, oatmeal, carrots

What does that mean, exactly?

MySQL & PHP

- PHP is a server-side scripting language for web development
 - PHP is short for “Personal Home Page”
- MySQL is a open source, relational database

What does that mean, exactly?

In rough terms:

php instructions ask for specific content to be fetched from the MySQL database



php instructions use that content to create the web page HTML



CSS specifies how that web page should look

What does that mean, exactly?

Server-side Scripting

- This is code that is executed on your web server

What does that mean, exactly?

Web Server

- This is the computer where your website is stored
- The server is located and maintained by your Web HOST
- This is specialized computer equipment that is similar to your PC, but bigger, faster, and connected to the Word Wide Web

What does that mean, exactly?

Web Host

- Provide computer hardware to store your website code, graphics, and media
- Connected to the World Wide Web

What does that mean, exactly?

Shared Hosting

- Your website is placed on the same web server with many other websites
 - Local gym where you share a locker room with a lot of other people

What does that mean, exactly?

**PROBABLY WON'T USE
THESE**

What does that mean, exactly?

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VPS Hosting

- Virtual Private Server - a dedicated portion of a webserver is set aside just for you
 - YMCA locker room where you get your very own, dedicated locker that no one else has access to

What does that mean, exactly?

Dedicated Hosting

- You get your very own server and no other websites are using it
 - Personal home gym

What does that mean, exactly?

Ant

Lorem
Mi ris
id, ut
maeco

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Nib

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Suspe
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aliqua



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Conae
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What does that mean, exactly?

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