



Certified WordPress Developer
Sample Material
VS-1048

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1. CMS AND WORDPRESS BASICS

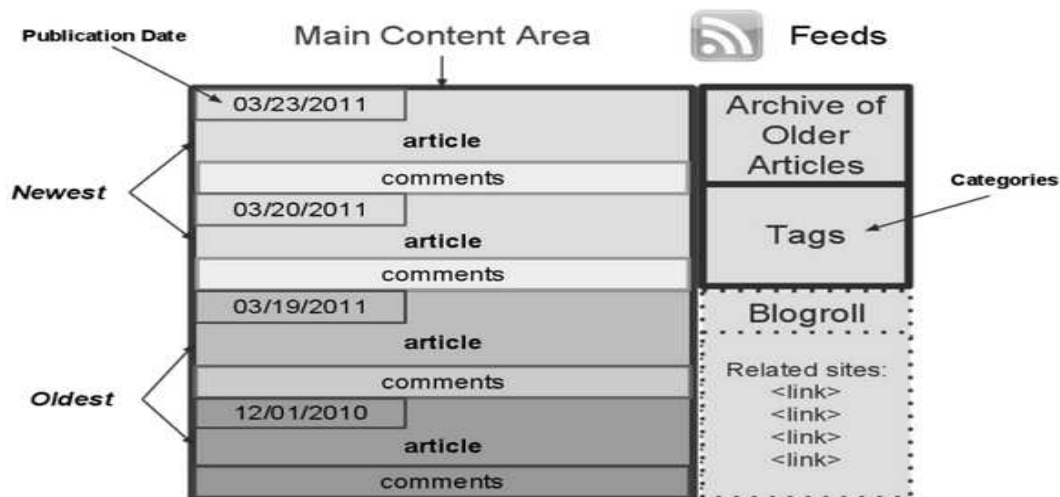
WordPress is a free and open-source content management system (CMS) based on PHP and MySQL.

1.1. What is a "blog"

"Blog" is an abbreviated version of "weblog," which is a term used to describe websites that maintain an ongoing chronicle of information. A blog features diary-type commentary and links to articles on other websites, usually presented as a list of entries in reverse chronological order. Blogs range from the personal to the political, and can focus on one narrow subject or a whole range of subjects.

Many blogs focus on a particular topic, such as web design, home staging, sports, or mobile technology. Some are more eclectic, presenting links to all types of other sites. And others are more like personal journals, presenting the author's daily life and thoughts.

Generally speaking (although there are exceptions), blogs tend to have a few things in common:



- ✓ A main content area with articles listed chronologically, newest on top. Often, the articles are organized into categories.
- ✓ An archive of older articles.
- ✓ A way for people to leave comments about the articles.
- ✓ A list of links to other related sites, sometimes called a "blogroll".
- ✓ One or more "feeds" like RSS, Atom or RDF files.

Some blogs may have additional features beyond these. Watch this short video for a simple explanation for what a blog is.

Blogger

A blogger is a person who owns or runs a blog or a person who maintains the blog. That is, posting articles or new posts, information, sharing the most up-to-date news, opinions and case studies to name but a few. Such entries are known as blog posts.

The Blog Content

Content is the raison d'être for any website. Retail sites feature a catalog of products. University sites contain information about their campuses, curriculum, and faculty. News sites show the latest news stories. For a personal blog, you might have a bunch of observations, or reviews. Without some sort of updated content, there is little reason to visit a website more than once.

On a blog, the content consists of articles (also sometimes called "posts" or "entries") that the author(s) writes. Yes, some blogs have multiple authors, each writing his/her own articles. Typically, blog authors compose their articles in a web-based interface, built into the blogging system itself. Some blogging systems also support the ability to use stand-alone "weblog client" software, which allows authors to write articles offline and upload them at a later time.

Comments

Want an interactive website? Wouldn't it be nice if the readers of a website could leave comments, tips or impressions about the site or a specific article? With blogs, they can! Posting comments is one of the most exciting features of blogs.

Most blogs have a method to allow visitors to leave comments. There are also nifty ways for authors of other blogs to leave comments without even visiting the blog! Called "pingbacks" or "trackbacks", they can inform other bloggers whenever they cite an article from another site in their own articles. All this ensures that online conversations can be maintained painlessly among various site users and websites.

1.2. What is CMS

A content management system (CMS) is a computer application that supports the creation and modification of digital content. It typically supports multiple users in a collaborative environment.

CMS features vary widely. Most CMSs include Web-based publishing, format management, history editing and version control, indexing, search, and retrieval. By their nature, content management systems support the separation of content and preparation.

A web content management system (WCM or WCMS) is a CMS designed to support the management of the content of Web pages. Most popular CMSs are also WCMSs. Web content includes text and embedded graphics, photos, video, audio, maps, and program code (e.g., for applications) that displays content or interacts with the user.

Such a content management system (CMS) typically has two major components:

- ✓ A content management application (CMA) is the front-end user interface that allows a user, even with limited expertise, to add, modify, and remove content from a website without the intervention of a webmaster.

- ✓ A content delivery application (CDA) compiles that information and updates the website.

Digital asset management systems are another type of CMS. They manage content with clearly defined author or ownership, such as documents, movies, pictures, phone numbers, and scientific data. Companies also use CMSs to store, control, revise, and publish documentation.

Based on market share statistics, the most popular content management system is WordPress, used by over 28% of all websites on the internet, and by 59% of all websites using a known content management system. Other popular content management systems include Joomla and Drupal.

Content management systems typically provide the following features:

- ✓ SEO-friendly URLs
- ✓ Integrated and online help
- ✓ Modularity and extensibility
- ✓ User and group functionality
- ✓ Templating support for changing designs
- ✓ Install and upgrade wizards
- ✓ Integrated audit logs
- ✓ Compliance with various accessibility frameworks and standards, such as WAI-ARIA
- ✓ Intuitive indexing, search and retrieval features index all data for easy access through search functions and allow users to search by attributes such as publication dates, keywords or author.
- ✓ Format management facilitates turn scanned paper documents and legacy electronic documents into HTML or PDF documents.
- ✓ Revision features allow content to be updated and edited after initial publication. Revision control also tracks any changes made to files by individuals.
- ✓ Publishing functionality allows individuals to use a template or a set of templates approved by the organization, as well as wizards and other tools to create or modify content.
- ✓ User Management – It allows managing the user information such as changing the role of the users to (subscriber, contributor, author, editor or administrator), create or delete the user, change the password and user information. The main role of the user manager is Authentication.
- ✓ Media Management – It is the tool for managing the media files and folder, in which you can easily upload, organize and manage the media files on your website.
- ✓ Theme System – It allows modifying the site view and functionality. It includes images, stylesheet, template files and custom pages.
- ✓ Extend with Plugins – Several plugins are available which provides custom functions and features according to the users need.
- ✓ Search Engine Optimization – It provides several search engine optimization (SEO) tools which makes on-site SEO simple.
- ✓ Multilingual – It allows translating the entire content into the language preferred by the user.
- ✓ Importers – It allows importing data in the form of posts. It imports custom files, comments, post pages and tags.

Other popular features of CMSes include:

- ✓ SEO-friendly URLs
- ✓ Integrated and online help, including discussion boards
- ✓ Group-based permission systems
- ✓ Full template support and customizable templates
- ✓ Easy wizard-based install and versioning procedures
- ✓ Admin panel with multiple language support
- ✓ Content hierarchy with unlimited depth and size
- ✓ Minimal server requirements
- ✓ Integrated file managers
- ✓ Integrated audit logs

Advantages

- ✓ Reduced need to code from scratch
- ✓ Easy to create a unified look and feel
- ✓ Version control
- ✓ Edit permission management

Disadvantages

- ✓ Limited or no ability to create functionality not envisioned in the CMS (e.g., layouts, web apps, etc.)
- ✓ Increased need for special expertise and training for content authors

1.3. What is WordPress

WordPress is a free and open-source content management system (CMS) based on PHP and MySQL. To function, WordPress has to be installed on a web server, which would either be part of an Internet hosting service or a network host in its own right. An example of the first scenario may be a service like WordPress.com, and the second case could be a computer running the software package WordPress.org. A local computer may be used for single-user testing and learning purposes. Features include plugin architecture and a template system. WordPress was used by more than 29.4% of the top 10 million websites as of January 2018. WordPress is reportedly the most popular website management or blogging system in use on the Web, supporting more than 60 million websites. WordPress has also been used for other application domains such as pervasive display systems (PDS).

WordPress was released on May 27, 2003, by its founders, Matt Mullenweg and Mike Little, as a fork of b2/cafelog. WordPress is released under the GPLv2 (or later) license.

WordPress has a web template system using a template processor. Its architecture is a front controller, routing all requests for non-static URIs to a single PHP file which parses the URI and identifies the target page. This allows support for more human-readable permalinks.

Features

Themes - WordPress users may install and switch among different themes. Themes allow users to change the look and functionality of a WordPress website without altering the core code or site

content. Every WordPress website requires at least one theme to be present and every theme should be designed using WordPress standards with structured PHP, valid HTML (HyperText Markup Language), and Cascading Style Sheets (CSS). Themes may be directly installed using the WordPress "Appearance" administration tool in the dashboard, or theme folders may be copied directly into the themes directory, for example via FTP. The PHP, HTML and CSS found in themes can be directly modified to alter theme behavior, or a theme can be a "child" theme which inherits settings from another theme and selectively overrides features. WordPress themes are generally classified into two categories: free and premium. Many free themes are listed in the WordPress theme directory, and premium themes are available for purchase from marketplaces and individual WordPress developers. WordPress users may also create and develop their own custom themes. The free theme Underscores created by the WordPress developers has become a popular basis for new themes.

Plugins - WordPress' plugin architecture allows users to extend the features and functionality of a website or blog. WordPress has over 50,316 plugins available, each of which offers custom functions and features enabling users to tailor their sites to their specific needs. These customizations range from search engine optimization, to client portals used to display private information to logged in users, to content management systems, to content displaying features, such as the addition of widgets and navigation bars. Not all available plugins are always abreast with the upgrades and as a result they may not function properly or may not function at all. Most plugins are available through WordPress themselves, either via downloading them and installing the files manually via FTP or through the WordPress dashboard. However, many third parties offer plugins through their own websites, many of which are paid packages.

Mobile Support - Native applications exist for WebOS, Android, iOS (iPhone, iPod Touch, iPad), Windows Phone, and BlackBerry. These applications, designed by Automattic, have options such as adding new blog posts and pages, commenting, moderating comments, replying to comments in addition to the ability to view the stats.

Other features - WordPress also features integrated link management; a search engine-friendly, clean permalink structure; the ability to assign multiple categories to posts; and support for tagging of posts. Automatic filters are also included, providing standardized formatting and styling of text in posts (for example, converting regular quotes to smart quotes). WordPress also supports the Trackback and Pingback standards for displaying links to other sites that have themselves linked to a post or an article. WordPress posts can be edited in HTML, using the visual editor, or using one of a number of plugins that allow for a variety of customized editing features.

Advantages

- ✓ It is an open source platform and available for free.
- ✓ CSS files can be modified according to the design as per users need.
- ✓ There are many plugins and templates available for free. Users can customize the various plugins as per their need.
- ✓ It is very easy to edit the content as it uses WYSIWYG editor (What You See Is What You Get is a user interface that allows the user to directly manipulate the layout of document without having a layout command).
- ✓ Media files can be uploaded easily and quickly.
- ✓ It offers several SEO tools which makes on-site SEO simple.

- ✓ Customization is easy according to the user's needs.
- ✓ It allows creating different roles for users for website such as admin, author, editor and contributor.

Disadvantages

- ✓ Using several plugins can make the website heavy to load and run.
- ✓ PHP knowledge is required to make modifications or changes in the WordPress website.
- ✓ Sometimes software needs to be updated to keep the WordPress up-to-date with the current browsers and mobile devices. Updating WordPress version leads to loss of data, so a backup copy of the website is required.
- ✓ Modifying and formatting the graphic images and tables is difficult.

1.4. WordPress Evolution and Versions

b2/cafelog, more commonly known as b2 or cafelog, was the precursor to WordPress. b2/cafelog was estimated to have been installed on approximately 2,000 blogs as of May 2003. It was written in PHP for use with MySQL by Michel Valdrighi, who is now a contributing developer to WordPress. Although WordPress is the official successor, another project, b2evolution, is also in active development.

WordPress first appeared in 2003 as a joint effort between Matt Mullenweg and Mike Little to create a fork of b2. Christine Selleck Tremoulet, a friend of Mullenweg, suggested the name WordPress.

In 2004 the licensing terms for the competing Movable Type package were changed by Six Apart, resulting in many of its most influential users migrating to WordPress. By October 2009 the Open Source CMS MarketShare Report concluded that WordPress enjoyed the greatest brand strength of any open-source content management system.

History of the WordPress Name

Besides the technical terminology of WordPress, it is also interesting to know the history of the name, WordPress. The name "WordPress" was originally coined by Christine Tremoulet in response to developer Matthew Mullenweg's desire to associate his new software project with printing presses. In this sense, press refers to the world of reporters, journalists, columnists, and photographers. An aptly chosen name, because WordPress serves as the printing press that enables its users to publish their words.

Versions

Version	Code name	Release date	Notes
0.7	none	May 27, 2003	Used the same file structure as its predecessor, b2/cafelog, and continued the numbering from its last release, 0.6. Only 0.7.1-gold is available for download in the official WordPress Release Archive page.
1.0	Davis	January 3, 2004	Added search engine friendly permalinks, multiple categories, dead simple installation and upgrade, comment moderation, XFN

Version	Code name	Release date	Notes
			support, Atom support.
1.2	Mingus	May 22, 2004	Added support of Plugins; which same identification headers are used unchanged in WordPress releases as of 2011.
1.5	Strayhorn	February 17, 2005	Added a range of vital features, such as ability to manage static pages and a template/Theme system. It was also equipped with a new default template (code named Kubrick). designed by Michael Heilemann.
2.0	Duke	December 31, 2005	Added rich editing, better administration tools, image uploading, faster posting, improved import system, fully overhauled the back end, and various improvements to Plugin developers.
2.1	Ella	January 22, 2007	Corrected security issues, redesigned interface, enhanced editing tools (including integrated spell check and auto save), and improved content management options.
2.2	Getz	May 16, 2007	Added widget support for templates, updated Atom feed support, and speed optimizations.
2.3	Dexter	September 24, 2007	Added native tagging support, new taxonomy system for categories, and easy notification of updates, fully supports Atom 1.0, with the publishing protocol, and some much needed security fixes.
2.5	Brecker	March 29, 2008	Major revamp to the dashboard, dashboard widgets, multi-file upload, extended search, improved editor, improved plugin system and more.
2.6	Tyner	July 15, 2008	Added new features that made WordPress a more powerful CMS: it can now track changes to every post and page and allow easy posting from anywhere on the web.
2.7	Coltrane	December 11, 2008	Administration interface redesigned fully, added automatic upgrades and installing plugins, from within the administration interface.
2.8	Baker	June 10, 2009	Added improvements in speed, automatic installing of themes from within administration interface, introduces the CodePress editor for syntax highlighting and a redesigned widget interface.
2.9	Carmen	December 19, 2009	Added global undo, built-in image editor, batch plugin updating, and many less visible tweaks.

Version	Code name	Release date	Notes
3.0	Thelonious	June 17, 2010	Added a new theme APIs, merge WordPress and WordPress MU, creating the new multi-site functionality, new default theme "Twenty Ten" and a refreshed, lighter admin UI.
3.1	Reinhardt	February 23, 2011	Added the Admin Bar, which is displayed on all blog pages when an admin is logged in, and Post Format, best explained as a Tumblr like micro-blogging feature. It provides easy access to many critical functions, such as comments and updates. Includes internal linking abilities, a newly streamlined writing interface, and many other changes.
3.2	Gershwin	July 4, 2011	Focused on making WordPress faster and lighter. Released only four months after version 3.1, reflecting the growing speed of development in the WordPress community.
3.3	Sonny	December 12, 2011	Focused on making WordPress friendlier for beginners and tablet computer users.
3.4	Green	June 13, 2012	Focused on improvements to theme customization, Twitter integration and several minor changes.
3.5	Elvin	December 11, 2012	Support for the Retina Display, color picker, new default theme "Twenty Twelve", improved image workflow.
3.6	Oscar	August 1, 2013	New default theme "Twenty Thirteen", admin enhancements, post formats UI update, menus UI improvements, new revision system, autosave and post locking.
3.7	Basie	October 24, 2013	Automatically apply maintenance and security updates in the background, stronger password recommendations, support for automatically installing the right language files and keeping them up to date.
3.8	Parker	December 12, 2013	Improved admin interface, responsive design for mobile devices, new typography using Open Sans, admin color schemes, redesigned theme management interface, simplified main dashboard, "Twenty Fourteen" magazine style default theme, second release using "Plugin-first development process".
3.9	Smith	April 16, 2014	Improvements to editor for media, live widget and header previews, new theme browser.
4.0	Benny	September 4, 2014	Improved media management, embeds, writing interface, easy language change, theme customizer, plugin discovery and compatibility

Version	Code name	Release date	Notes
			with PHP 5.5 and MySQL 5.6.
4.1	Dinah	December 18, 2014	Twenty Fifteen as the new default theme, distraction-free writing, easy language switch, Vine embeds and plugin recommendations.
4.2	Powell	April 23, 2015	New "Press This" features, improved characters support, emoji support, improved customizer, new embeds and updated plugin system.
4.3	Billie	August 18, 2015	Focus on mobile experience, better passwords and improved customizer.
4.4	Clifford	December 8, 2015	Introduction of "Twenty Sixteen" theme, and improved responsive images and embeds.
4.5	Coleman	April 12, 2016	Added inline linking, formatting shortcuts, live responsive previews, and other updates under the hood.
4.6	Pepper	August 16, 2016	Added streamlined updates, native fonts, editor improvements with inline link checker and content recovery, and other updates under the hood.
4.7	Vaughan	December 6, 2016	Comes with new default theme "Twenty Seventeen", Video Header Support, PDF preview, custom CSS in live preview, editor Improvements, and other updates under the hood.
4.8	Evans	June 8, 2017	The next-generation editor. Additional specific goals include the TinyMCE inline element / link boundaries, new media widgets, WYSIWYG in text widget. End Support for Internet Explorer Versions 8, 9, and 10.
4.9	Tipton	November 16, 2017	Improved theme customizer experience, including scheduling, frontend preview links, autosave revisions, theme browsing, improved menu functions, and syntax highlighting. Added new gallery widget and updated text and video widgets. Theme editor gives warnings and rollbacks when saving files that produce fatal errors.
5.0	TBD	2018	WordPress 5.0 will be the first "major" release of 2018, including the new editor, codenamed "Gutenberg".

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