

# **WordPress<sup>®</sup>** FOR **DUMMIES<sup>®</sup>**

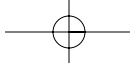
**by Lisa Sabin-Wilson**

**Foreword by Matt Mullenweg**  
Co-Founder of WordPress



Wiley Publishing, Inc.



**WordPress® For Dummies®**

Published by  
**Wiley Publishing, Inc.**  
111 River Street  
Hoboken, NJ 07030-5774  
www.wiley.com

Copyright © 2008 by Wiley Publishing, Inc., Indianapolis, Indiana

Published by Wiley Publishing, Inc., Indianapolis, Indiana

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 Legal Department, Wiley Publishing, Inc., 10475 Crosspoint Blvd., Indianapolis, IN 46256, (317) 572-3447, fax (317) 572-4355, or online at <http://www.wiley.com/go/permissions>.

**Trademarks:** Wiley, the Wiley Publishing 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, 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 Automattic, Inc. All other trademarks are the property of their respective owners. Wiley Publishing, 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 800-762-2974, outside the U.S. at 317-572-3993, or fax 317-572-4002.

For technical support, please visit [www.wiley.com/techsupport](http://www.wiley.com/techsupport).

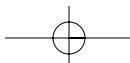
Wiley also publishes its books in a variety of electronic formats. Some content that appears in print may not be available in electronic books.

Library of Congress Control Number: 2007936103

ISBN: 978-0-470-14946-1

Manufactured in the United States of America

10 9 8 7 6 5 4 3 2 1



## About the Author

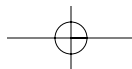
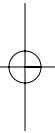
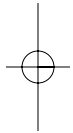
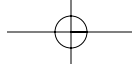
**Lisa Sabin-Wilson** has worked with the WordPress software since its inception in 2003 and has built her business around providing technical support, hosting, and design solutions for bloggers who use WordPress. She reaches thousands of people worldwide with her WordPress services, skills, and knowledge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

Lisa operates a few blogs online, all of which are powered by WordPress. Her personal blog ([justagirlintheworld.com](http://justagirlintheworld.com)) has been online since February of 2002; her design business at E.Webscapes ([ewebscapes.com](http://ewebscapes.com)) has been online since 1999. She also provides a successful Web hosting service, Blogs About Hosting ([blogsabout.com](http://blogsabout.com)), which caters to blogs and bloggers on a global scale.

When she 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 conferences such as the annual South By Southwest Interactive Conference.

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 either at her favorite coffee shop sipping espresso, on a mountaintop somewhere hitting the slopes with her family, or 100 feet beneath the ocean waters, scuba diving with her husband and swimming with the fishes.



## *Dedication*

For the amazing man who is my husband, whose patience, encouragement, and unwavering belief in my abilities never end. For every line you read, for each and every concept we discussed, and for every deadline I obsessed over (while you did the dishes and laundry), you had my back every step of the way. I love you.

## *Author's Acknowledgments*

Many, many thanks and kudos to Matt Mullenweg, the core development team from Automattic, 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 prerelease 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!

A few individuals who are not directly connected to this book but whose contributions, by way of providing interviews, input, and encouragement I would like to acknowledge are Susie Gardner, Aaron Brazell, Mark Jaquith, Chris Pearson, Ben Eastaugh, Scott Wallick, Ghyslain Armand, Rebecca Wei, Alex King, Leanne Wildermuth, Lindsey Hardegree, Chelle Killilea, Andrew Billits, Dave Powers, Peter Flaschner, Joelle Reeder, and Kathy Scoleri. If any of you want to know what I'm thanking you for, drop me a line! Special thanks to Tom Naughton for those much-needed sanity breaks.

Huge thanks to Melody Layne, Steve Hayes, Susan Christophersen, and Heidi Unger from Wiley Publishing for their support, assistance, and guidance during the course of this project. Just the mere fact that Susan and Heidi had to read every page of this book means that they deserve the Medal of Honor! Also, many thanks to technical editor Paul Chaney and other editors of the project who also worked hard to make sure that I look somewhat literate here.

To any family members and friends whom I have neglected during the process of writing this book, thank you for not abandoning me!

Finally, I thank my family — my husband, Chris; my children, Ben and Melissa; and my parents, Donald and Penny Sabin — for their unending support through this project.

## **Publisher's Acknowledgments**

We're proud of this book; please send us your comments through our online registration form located at [www.dummies.com/register/](http://www.dummies.com/register/).

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

### ***Acquisitions, Editorial, and Media Development***

**Project Editor:** Susan Christophersen  
**Executive Editor:** Steve Hayes  
**Sr. Acquisitions Editor:** Melody Layne  
**Copy Editors:** Heidi Unger, Virginia Sanders  
**Technical Editor:** Paul Chaney  
**Editorial Manager:** Jodi Jensen  
**Editorial Assistant:** Amanda Foxworth  
**Sr. Editorial Assistant:** Cherie Case  
**Cartoons:** Rich Tennant  
([www.the5thwave.com](http://www.the5thwave.com))

### ***Composition Services***

**Project Coordinator:** Erin Smith  
**Layout and Graphics:** Claudia Bell, Stacie Brooks, Carl Byers, Stephanie D. Jumper, Barbara Moore, Laura Pence, Melanee Prendergast  
**Proofreaders:** Todd Lothery, Toni Settle  
**Indexer:** Potomac Indexing, LLC  
**Anniversary Logo Design:** Richard Pacifico

---

### **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**

**Diane Graves Steele**, Vice President and Publisher  
**Joyce Pepple**, Acquisitions Director

### **Composition Services**

**Gerry Fahey**, Vice President of Production Services  
**Debbie Stailey**, Director of Composition Services