Professional WordPress: Design and Development

By Hal Stern, David Damstra, Brad Williams

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An in-depth look at the internals of the WordPress system. As the most popular blogging and content management platform available today, WordPress is a powerful tool. This exciting book goes beyond the basics and delves into the heart of the WordPress system, offering overviews of the functional aspects of WordPress as well as plug-in and theme development.

What is covered in this book?

- WordPress as a Content Management System
- Hosting Options
- Installing WordPress Files
- Database Configuration
- Dashboard Widgets
- Customizing the Dashboard
- Creating and Managing Content
- Categorizing Your Content
- Working with Media
- Comments and Discussion
- Working with Users
- Managing, Adding, Upgrading, and Using the Theme Editor
- Working with Widgets
- Adding and Managing New Plugins
- Configuring WordPress
- Exploring the Code
- Configuring Key Files
- wp-config.php file
- Advanced wp-config Options
- What's in the Core?
- WordPress Codex and Resources
- Understanding and customizing the Loop
- Building A Custom Query
- Complex Database Operations
- Dealing With Errors
- Direct Database Manipulation

- Building Your Own Taxonomies
- Plugin Packaging
- Create a Dashboard Widget
- Creating a Plugin Example
- Publish to the Plugin Directory
- Installing a Theme
- Creating Your Own Theme
- How and When to Use Custom Page Templates
- How to Use Custom Page Templates
- Pushing Content from WordPress to Other Sites
- Usability and Usability Testing
- Getting Your Site Found
- How Web Standards Get Your Data Discovered
- Load Balancing Your WordPress Site
- Securing Your WordPress Site
- Using WordPress in the Enterprise
- Is WordPress Right for Your Enterprise?
- and much more!

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Professional WordPress: Design and Development By Hal Stern, David Damstra, Brad Williams Bibliography

- Sales Rank: #1108749 in Books
- Published on: 2010-04-05
- Original language: English
- Number of items: 1
- Dimensions: 9.09" h x .91" w x 7.37" l, 1.54 pounds
- Binding: Paperback
- 412 pages

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Editorial Review

From the Back Cover
Explore the power and possibilities of WordPress from the inside out

As the most popular self-hosted blogging software in use today, WordPress is remarkably simple to operate and can be extended and tailored for a wide variety of applications. This guide focuses on the internal structure and flow of the core code, as well as the data model on which that code operates, so that you can harness the power of WordPress to meet your specific needs. The author team pulls together developer and deployer expertise, as well as knowledge of popular open source plugins, themes, and tools for WordPress, to provide an in-depth guide suitable for all WordPress users, from self-hosted bloggers to enterprise content management system applications.

Professional WordPress:

- Offers an overview of the WordPress system and describes what happens when a WordPress-generated web page is displayed
- Discusses the core of WordPress, describing internal code flow and data structures
- Demonstrates extending WordPress through plugins and customizing it via themes
- Combines a developer view of user experience and optimization with the deployer requirements for performance, security, and measurement
- Provides practical examples of integrating WordPress with enterprise and social networking tools

Wrox Professional guides are planned and written by working programmers to meet the real-world needs of programmers, developers, and IT professionals. Focused and relevant, they address the issues technology professionals face every day. They provide examples, practical solutions, and expert education in new technologies, all designed to help programmers do a better job.

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About the Author
Hal Stern is a vice president at a technology company and uses WordPress to blog about his adventures in golf, ice hockey, and food.

David Damstra is the Manager of Web Services for CU*Answers, a credit union service organization, where he manages a team of developers to create web sites and web applications for the financial industry.

Brad Williams is the CEO and Co-Founder of WebDevStudios.com. He is also a co-host on the SitePoint Podcast and an advisor on SitePoint Forums.

Users Review

From reader reviews:

Nathan Kelly:

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