





Building a

**WORDPRESS**

**BLOG**

People Want to Read



SCOTT McNULTY





# **Building a WordPress Blog People Want to Read**

**Scott McNulty**

# Building a WordPress Blog People Want to Read

---

Scott McNulty

Peachpit Press

1249 Eighth Street

Berkeley, CA 94710

510/524-2178

510/524-2221 (fax)

Find us on the Web at: [www.peachpit.com](http://www.peachpit.com)

To report errors, please send a note to [errata@peachpit.com](mailto:errata@peachpit.com)

Peachpit Press is a division of Pearson Education.

Copyright © 2009 by Scott McNulty

Executive editor: Clifford Colby

Editor: Kathy Simpson

Production editor: Danielle Foster

Compositor: WolfsonDesign

Indexer: Julie Bess

Cover design: Charlene Charles-Will

Interior design: WolfsonDesign

## Notice of Rights

All rights reserved. No part of this book may be reproduced or transmitted in any form by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher. For information on getting permission for reprints and excerpts, contact [permissions@peachpit.com](mailto:permissions@peachpit.com).

## Notice of Liability

The information in this book is distributed on an “As Is” basis without warranty. While every precaution has been taken in the preparation of the book, neither the author nor Peachpit shall have any liability to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by the instructions contained in this book or by the computer software and hardware products described in it.

## Trademarks

WordPress and Akismet are trademarks of Automattic, Inc., registered in the U.S. and other countries. Many of the designations used by manufacturers and sellers to distinguish their products are claimed as trademarks. Where those designations appear in this book, and Peachpit was aware of a trademark claim, the designations appear as requested by the owner of the trademark. All other product names and services identified throughout this book are used in editorial fashion only and for the benefit of such companies with no intention of infringement of the trademark. No such use, or the use of a trade name, is intended to convey endorsement or other affiliation with this book.

ISBN-13 978-0-321-59193-7

ISBN-10 0-321-59193-3

9 8 7 6 5 4 3 2 1

Printed and bound in the United States of America

*Blogging has brought a tremendous number of fantastic things into my life, but none better than my lovely girlfriend, Marisa. This book is dedicated to Marisa for her patience and support throughout the process of writing the book. I think she might be a keeper.*





## About the Author

---

Scott McNulty is a simple geek living in Philadelphia. Scott has been blogging for just over nine years about whatever strikes his fancy. He runs more WordPress blogs than anyone should and even has a few other blogs using other blogging engines.

More of Scott's words can be found in his personal blog, [blog.blankbaby.com](http://blog.blankbaby.com); at [MacUser.com](http://MacUser.com), where he is a senior contributor; and at [Obsessable.com](http://Obsessable.com), where he writes a weekly feature about technology.



# Acknowledgments

---

Lots of smart and talented people worked very hard to make me look good, which is a Herculean task. Thanks to Cliff Colby for making this book happen; to Kathy Simpson for making sure my words were intelligible (any garbled or wrong sections of this book are entirely my responsibility); and to the production team of Danielle Foster, WolfsonDesign, and Julie Bess for their help in making a book that I'm darned proud of.

I'd also like to thank my bosses, Joe Cruz and Dan Alig, for being so flexible with my work schedule as I wrote this book. Not all workplaces would be so accommodating, and I'm thankful that I work at such an enlightened place.



# Contents

---

---

## **Chapter 1. Why WordPress?**

[The Downside of WordPress](#)

[The Upside of WordPress](#)

[WordPress.com vs. WordPress.org](#)

## **Chapter 2. Installing WordPress**

---

[Getting What You Need](#)

[Setting up the MySQL Database](#)

[Editing the wp-config File](#)

[Choosing Your Blog's URL](#)

[Installing WordPress](#)

[Troubleshooting Common Installation Problems](#)

## **Chapter 3. Managing User Accounts**

---

[Managing User Profiles](#)

[Adding and Deleting Users](#)



## **Chapter 4. The Dashboard**

---

[Right Here: Right Now](#)

[Meeting the Public: Comments and Links](#)

[Getting Technical: Development Blog and Plugins](#)

[Keeping Current: Other WordPress News](#)

[Beyond the Dashboard](#)

## **Chapter 5. Futureproofing Your Blog**

---

[General Settings](#)

[Writing Settings](#)

[Reading Settings](#)

[Discussion Settings](#)

[Avatar Settings](#)

[Privacy Settings](#)

[Permalink Settings](#)

[Miscellaneous Settings](#)

## **Chapter 6. Preparing to Post**

---

[Breaking Down the Elements of a Post](#)

[Composing and Formatting a Post](#)

[Adding Media to a Post](#)

[Creating Tags and Categories](#)

[Setting Advanced Posting Options](#)

## **Chapter 7. Publishing Your Post (Finally!)**

---

[Previewing a Post](#)

[Setting Publishing Status](#)

[Posting to Your Blog](#)

[Using the Press This Shortcut](#)

[Managing Posts](#)

[Managing Categories](#)

[Managing Tags](#)

## **Chapter 8. Working with Pages**

---

[Working with Page Settings](#)

[Understanding Page Permalinks](#)

[Creating a Page Template](#)

[Managing Pages](#)

## **Chapter 9. Handling Links**

---

[What the Heck Are Links?](#)

[Configuring Links](#)

[Importing Links](#)

[Managing Links](#)

## **Chapter 10. Coping with Comments**

---

[Comments: Bad or Good?](#)

[Who Can Comment](#)

[Understanding How Users Comment](#)

[Moderating Comments](#)

[Managing Comments](#)

[Dealing with Comment Spam](#)

## **Chapter 11. Working with Themes and Widgets**

---

[Viewing the Current Theme](#)

[Installing a New Theme](#)

[Adding Widgets for Code-Free Customization](#)

[Customizing the Current Theme](#)



- [Unfettered here](#)
- [read online \*The Victorian Internet: The Remarkable Story of the Telegraph and the Nineteenth Century's On-line Pioneers\* here](#)
- [download \*\*Incompleteness: The Proof and Paradox of Kurt Godel\*\* book](#)
- [read online He Died With a Felafel in His Hand](#)
- [click \*The Man Who Sold the World: David Bowie and the 1970s\*](#)
  
- <http://www.freightunlocked.co.uk/lib/Unfettered.pdf>
- <http://honareavalmusic.com/?books/The-Victorian-Internet--The-Remarkable-Story-of-the-Telegraph-and-the-Nineteenth-Century-s-On-line-Pioneers.pdf>
- <http://sidenoter.com/?ebooks/4G-LTE-LTE-Advanced-for-Mobile-Broadband.pdf>
- <http://fitnessfatale.com/freebooks/New-Green-Home-Solutions--Renewable-Household-Energy-and-Sustainable-Living.pdf>
- <http://studystategically.com/freebooks/Listening-through-the-Noise--The-Aesthetics-of-Experimental-Electronic-Music.pdf>