

WORDPRESS

~ Level 1

Class 3

Presented by Barbara Bitner
www.barbarabitner.com
bkbitner@gmail.com



©Copyright 2019
Barbara Bitner
All Rights Reserved

- Did you make some posts, pages?
- Did you learn anything we all should know?
- Did you create categories
- Did you delete “Uncategorized”?
- Do you have/want a “Coming Soon” page activated?
- Did you get a chance to do any Website planning
 - Navigation
 - Logo

QUESTIONS?

Who are we and where is everyone at?



©Copyright 2019
Barbara Bitner
All Rights Reserved

IN THIS CLASS WE'LL COVER

- 1. Working with media i.e. images, video, audio**
 - 1. Working with LOCAL media i.e. images**
 - 2. Working with EMBEDDED media i.e. video & maps**

HOW WORDPRESS HANDLES MEDIA

Images, Video, Audio

There's 2 ways WP handles media

- 1. LOCAL CONTENT:** uploaded directly to WP: Typically images & documents
- 1. EMBEDDED CONTENT:** Media that lives “somewhere” else: Typically audio & video

LOCAL MEDIA – *Page 1*

Media located in your Wordpress backend i.e. on YOUR server

Upload images 2 ways:

- 1.) Directly from post editor.
- 2.) From Media in admin panel

When you upload an image, WP creates an Attachment Post for that image.

- It is a completely different post that holds all the info about it, i.e. Title, alt. text, caption, description, link to the image.
- You can insert the image anywhere & as many times on your site and the info associated with it will be the same

LOCAL MEDIA - *Page 2*

Media located in your Wordpress backend i.e. on YOUR server

WP MAKES many versions of uploaded images.

- i.e. Full Size, Large, Medium, a square Thumbnail.

When you add an image to a page, you choose which file size to use.

Please note that the following slides are referring to how to use the classic editor, not Gutenberg.

However Gutenberg offers the same options, just located in different places.



©Copyright 2019
Barbara Bitner
All Rights Reserved

ADDING IMAGES TO A POST/PAGE

- Put cursor in the post/page where you want the image
- Click on “Add Media”
- Click on upload files
- Either drag files directly onto that page OR you hit “Select Files” and browse your computer to find the file
- It goes to your “Media Library” where the image is shown in thumbnail view.
- Details on the image are on the right

ADDING IMAGE DETAILS – (1)

- **URL** = the webpage of this “attachment post”.
- **CAPTION:** appears in the editor and on the your site.
- **ALT. TEXT:** Help people with text-to-speech browsers know what the image is AND it tells Google what’s in the image.
 - If the image contains text that's important, the alt text should be that text.
 - If the image is related to the content in the post, for example it’s a photo of a person, the alt text should describe that.
 - If the image links to another page, the alt text should describe that page
 - If image is purely for decoration, leave alt text blank.

ADDING IMAGE DETAILS – (2)

- **ALIGNMENT:** Can do in page editor.
- **LINK TO:**
 - **MEDIA FILE:** Use if you want to have that image link to the full-sized image which will pop up as a lightbox in the browser when clicked.
 - **ATTACHMENT PAGE:** Takes you to the attachment page
 - **CUSTOM URL:** Links to a page on your site or on another site.
 - **NONE:** Removes the link completely
- **SIZE:** Select the size you want to insert
- **Hit insert into post/page**

CREATING IMAGE GALLERIES

If you have a lot of images that you want to insert into a post but it would take up too much room to show them all you can put them in an image gallery where only the thumbnails show up and when clicked, the viewer is taken to the whole image.

CREATING IMAGE GALLERIES - 2

- Select a page where you want to insert gallery.
- In page editor, put your cursor where you want the gallery to be
- Click “Add Media”
- On the left click “Create Gallery”
- Upload gallery images
- Assign them image data (on the right)
- Be sure only the images you want in the gallery are checked
- Hit Create Gallery
- That takes you to an “Edit Gallery” page

EDIT GALLERY PAGE

- Drag and drop the ORDER of the images
- Reverse order
- Delete images
- Decide where the thumbnails will link to. The default is ‘Attachment page’ but the better choice is “Media File”
- Choose the number of columns. The default is 3 unless your theme doesn’t let you.
- Decide if you want random order
- Size that will display on the page. Thumbnail is the best.
- Hit Insert Gallery
- To edit gallery later, select it and hit “pencil”

FEATURED IMAGES

- On Media Test page > featured image panel > click “add featured image”
- A different version of the media library opens.
- Upload image and add the attachment information
- The featured image will NEVER be displayed with a caption.
- The image is not added to the post content editor. It is only under featured image panel on post editor page.
- The featured image is displayed OUTSIDE of the post. Where it appears depends on your theme but it is usually at the top and usually fairly large.
- If you go to the front end of your site and click on it, it will take you to the whole post.

MORE ABOUT FEATURED IMAGES

- If someone goes to your site, finds this post and shares the URL to the post to any kind of social media outlet i.e. Facebook or Google+, this featured image will show up above the post. This way Facebook doesn't have to randomly pick an image from your post.
- Certain themes use the featured image as a highlight when you see indexes of posts.
- SO, use featured images as much as possible to make your viewers experience better and makes sure the best image shows up in social media or your index page.

EMBEDDING MEDIA CONTENT

Finding Images

- Nevada City Chamber Flickr page.
<https://www.flickr.com/photos/nevadacity/sets/>
 - Go to the site & choose a photo you want to use
 - In lower right corner select downward facing arrow
 - Select “View All Sizes”
 - Click on the size you want & right-click directly on the image and select “copy image location”
 - Go to Media Test Page & Paste that info into the content editor.
 - BUT, check out rights section on flicker. Most don’t want \$\$ but do want attribution.

MORE ABOUT EMBEDDED IMAGES

- You CAN'T adjust the size. That's done in flicker
- You CAN'T replace the image with some other image
- Embedded images takes some of the load off of your server.
- BE SURE YOU HAVE proper explicit permission of the rights holder to do so, if you aren't allowed to use the image you could get into trouble
- **RULE OF THUMB: Only use images that you**
 1. Took yourself
 2. Paid for
 3. Have written permission of the rights-holder to publish

FINDING AUDIO, VIDEO ON *Creative Commons*

- Creative Commons Search Page. <https://search.creativecommons.org/>
 - Enter your search topic
 - Choose which service you want to search
 - You can select an Image, YouTube Video or Audio file
 - Below search box indicate whether you want something for commercial purposes and/or to modify, adapt or build upon
 - Choose SoundCloud for this exercise
 - Choose your file & below it hit the share button
 - Then select Embed & copy the code
 - In Wordpress, go to text editor and paste the text in the code editor.
 - Save

FINDING IMAGES

on GOOGLE

Do your search in google

- **Click on images**
- **Click on “Tools”**
- **Click on “Labeled for noncommercial reuse”**
- **Select the kinds of images you want**
- **Be sure to continue to check copyrights**

EMBEDDING YOUTUBE VIDEO

- Open your post. Insert your cursor where you want the video to show up
- Find the YouTube video you want to embed and copy it's URL
- I Used: <https://www.youtube.com/watch?v=xknm3qKKHKc>
- Paste that URL into the post
- This pasting of URL's also works for
- TED
- Vimeo
- SoundCloud
- Twitter
- Flickr

WHY NOT UPLOAD VIDEOS

To your Wordpress site

1. **Bandwidth** – Video's take up A LOT of bandwidth.
2. **Visibility and Traffic** – YouTube is the world's second most used search engine & third most visited site. Thus, it brings you more traffic. With social networking, it could go viral.
3. **Video Quality Optimization** – YouTube/Vimeo optimize all videos uploaded to it. Viewers can see low res or HD videos. They try & determine your internet connection to play the video in the quality best for you
4. **Easy Sharing** – It's easy to share videos if it's an embedded YouTube video

EMBEDDING GOOGLE MAPS

(Manually Embedding Media)

- Find the location. **3775 Richardson Drive, Auburn 95602**
- Click “Share” & Select “Embed map”
- Choose a size on the left
- Select the code next to the size drop down
- Go back to your site and switch to the Text editor
- Paste the code into the text editor

MAKING MAP RESPONSIVE

- To make your map responsive so it will resize according to the device it is being seen on.
- Go into text editor and find the text near the end of the short code that says width= “600” (or whatever width you selected earlier).
- Change the numbers inside the quotes to read “100%”.
- Leave the height the same.

EMBEDDING GOOGLE CALENDAR

Open your google calendar >

under “My Calendars” click on the calendar you want to embed

click on Calendar settings > click on the “Share this calendar” tab

Click on “Make this calendar public” > Hit SAVE.

Staying on that page click on “Calendar details” tab > Go to “Embed This

Calendar” > copy the code > Go to you’re the place in wordpress, i.e. a

calendar page, click on the “HTML” editor (NOT the visual editor) and paste the code in there.

You can customize the color, & size, in the “Embed this calendar” section.

EMBEDDING A PDF FILE

- Add the plugin “Pdf Viewer”.
- Then when you select media and choose your pdf it will give you a short code on the back end.
- Save the file and the pdf will load on the front end of your site.

HOMWORK-MEDIA TEST PAGE

Practice adding media to a Media Test Page on your site. *No one will see it unless you add it to the navigational menu.*

- Add a page called “Media Test Page” and publish.
- Add your image gallery here.
- Add Featured Image to this page
- Embed an image from flicker or Common Commons
- Insert a sound/mp3 file
- Insert a YouTube video
- Insert a Google map
- Insert a Google calendar
- Add the pdf viewer plugin and add a pdf to the page