

— *State of the* —

**WORD**

— NASHVILLE, TN • 2017 —



*“Code is Poetry”*

*Amanda Giles*

— *State of the* —

**WORD**

— NASHVILLE, TN • 2017 —



# *Matt Mullenweg*

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*matt.blog • ma.tt • @photomatt*

**#WCUS**

# *Thank you to our sponsors*





Attribution: dconvertini / Flickr / CC BY-SA 2.0

# *Thank you to our organizers*

---



2017

128

*WordCamps*

▲ 11.3%

*in*

48

*countries*

▲ 11.6%



# WordCamps

39,625

*tickets sold*

↑ 6.8%

# WordCamps

1,008

*organizers*

▲ 33.9%

2,310

*speakers*

▲ 11.3%

1,091

*sponsors*

▲ 3.6%

2017

4,379

*Meetups*

*in*

73

*countries*

▲ 42.9%

▲ 25.9%



*meetup* + wework

A dark blue world map is visible in the background, showing the outlines of continents and countries. The map is centered on the Atlantic Ocean.

# Meetups

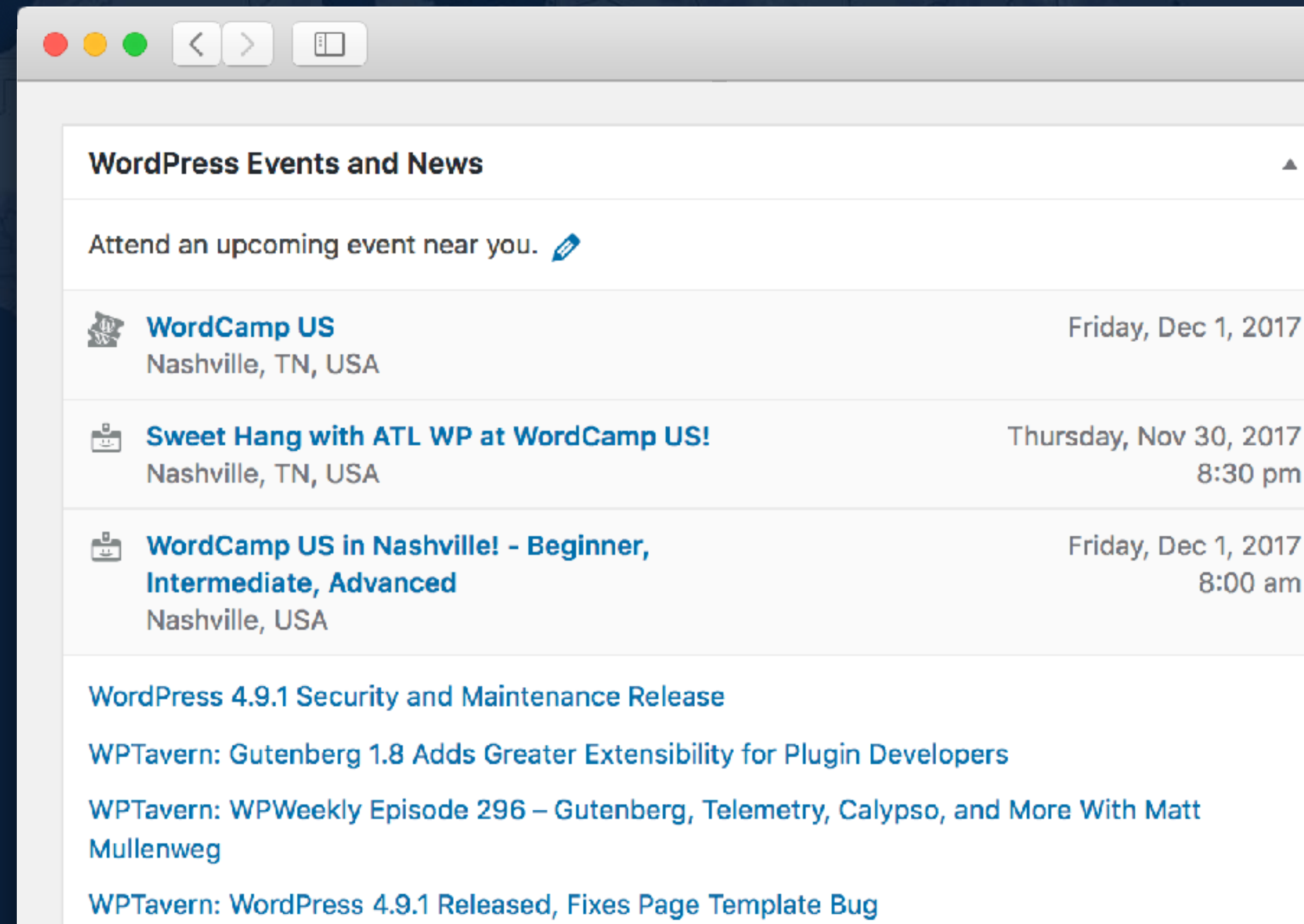
99,301

*attendees*

▲ 64.9%

# 4.8 Events Widget

↑ **31.6%**  
*average monthly  
attendance*



The screenshot shows a browser window displaying the 'WordPress Events and News' widget. The widget has a title bar with standard window controls (red, yellow, green buttons, back/forward arrows, and a refresh icon). Below the title bar, the widget content is organized into sections. The first section is titled 'Attend an upcoming event near you.' and contains three event listings, each with a calendar icon, a title, a location, and a date. The second section is titled 'WordPress 4.9.1 Security and Maintenance Release' and contains three news items, each with a document icon and a title.

Event Title	Location	Date
WordCamp US	Nashville, TN, USA	Friday, Dec 1, 2017
Sweet Hang with ATL WP at WordCamp US!	Nashville, TN, USA	Thursday, Nov 30, 2017 8:30 pm
WordCamp US in Nashville! - Beginner, Intermediate, Advanced	Nashville, USA	Friday, Dec 1, 2017 8:00 am

News Title
WordPress 4.9.1 Security and Maintenance Release
WPTavern: Gutenberg 1.8 Adds Greater Extensibility for Plugin Developers
WPTavern: WPWeekly Episode 296 – Gutenberg, Telemetry, Calypso, and More With Matt Mullenweg
WPTavern: WordPress 4.9.1 Released, Fixes Page Template Bug



*Donated \$45,000 to*

hack<sup>the</sup>hood





# do\_action



*Johannesburg*



*Beirut*



*Cape Town*



*Montreal*

*Supporting the educational work  
of the WordPress Foundation  
is now much easier.*

*[wordpressfoundation.org/donate](https://wordpressfoundation.org/donate)*

# hackerone

*Since May 2017*

52

*bugs resolved*

46

*hackers thanked*

39

*reports rewarded*

TOP REPORTER



**skansing**

9 reports



*.org*



# es.wordpress.org

**Únete a WordPress**

WordPress es un software de código abierto que puedes utilizar para crear fantásticas webs, blogs o aplicaciones. Nos gusta decir que WordPress es, al tiempo, gratis y de un precio incalculable. Dicho de forma sencilla, WordPress es el sistema que utilizas cuando deseas trabajar con tu herramienta de publicación en lugar de pelearte con ella.

WordPress lo crean y mantienen miles de voluntarios de la comunidad, y hay miles de plugins y temas disponibles para transformar tu web en cualquier cosa que puedas imaginar. Más de 60 millones de personas han elegido WordPress.

**Descargar**

Aquí puedes descargar la versión completa de WordPress en español de España. Para instalarlo, sigue las instrucciones que encontrarás un poco más abajo.

También, si lo deseas, puedes descargar el paquete completo y usar solo el archivo de la traducción sobre una instalación en inglés. Para ello encontrarás el fichero 'es\_ES.mo' que deberás subir a la carpeta '/wp-content/Languages/'.

Si encuentras algún error en esta traducción, te rogamos nos lo indiques en el subforo de la traducción. Si estás dispuesto a colaborar en la traducción de futuras versiones, ¡escríbenos también o únete al Slack de la comunidad WordPress España!

**Recursos**

Para obtener ayuda con la instalación o el uso de WordPress, consulta nuestra documentación en tu propio idioma.

- Versiones anteriores de WordPress
- WordPress.org

**Escaparate**

- Fundación de la Cultura Islámica [Visita el sitio →](#)
- Auxadi [Visita el sitio →](#)
- Nucleon Video Marketing [Visita el sitio →](#)
- Cooking & Tasting [Visita el sitio →](#)



es.wordpress.org  
*and 26 more languages!*

WORDPRESS.ORG Español

Temas Plugins Soporte Colabora Equipo Meetups Blog

Descarga WordPress

# Únete a WordPress

WordPress es un software de código abierto que puedes usar para crear fantásticas webs, blogs o aplicaciones.

Bonitos diseños, potentes características, y la libertad de crear lo que tú quieras. WordPress es al mismo tiempo gratis y de precio incalculable.

Avalado por los mejores

El 29% de la web usa WordPress, desde blogs de aficiones hasta los mayores sitios de noticias online.



**47,350**  
*active plugins*



**633,274,305**  
*plugin downloads*

# Language Packs

1,166

*themes*

*with language pack*



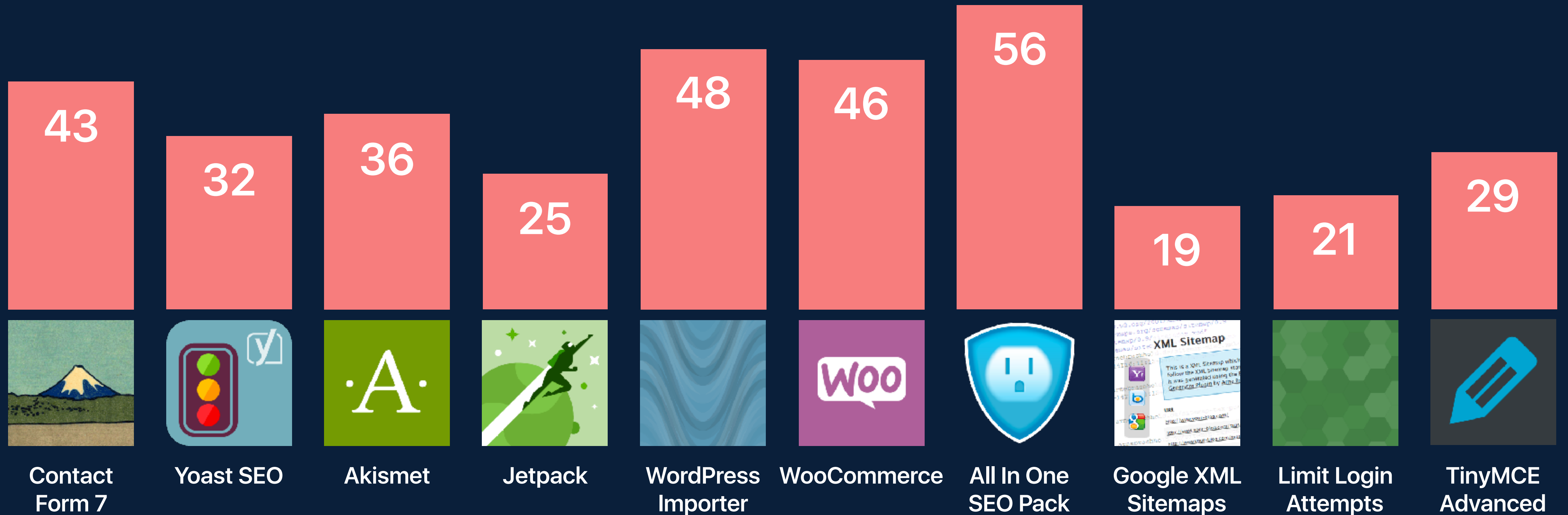
2,023

*plugins*

*with language pack*



# Top 10 Plugins



New in 2018

**tide**

# **tide**

---

*A series of automated tests run  
against every plugin and theme in  
the directory.*

# *Growth Council*

---

# *Growth Council*

---

*First meeting next week*



36.28%

*WordPress sites  
using https*

From 14% last year

**BIG SHIFT**

---

*A new feature-driven  
release schedule*

*Had two great releases.*



FOCUS

---

*Customization*

WordPress 4.8 | WordPress 4.9



*Weston Ruter*

WordPress 4.8 | WordPress 4.9



*Weston Ruter*



*Mel Choyce*



WordPress 4.8 | WordPress 4.9



*Weston Ruter*



*Mel Choyce*



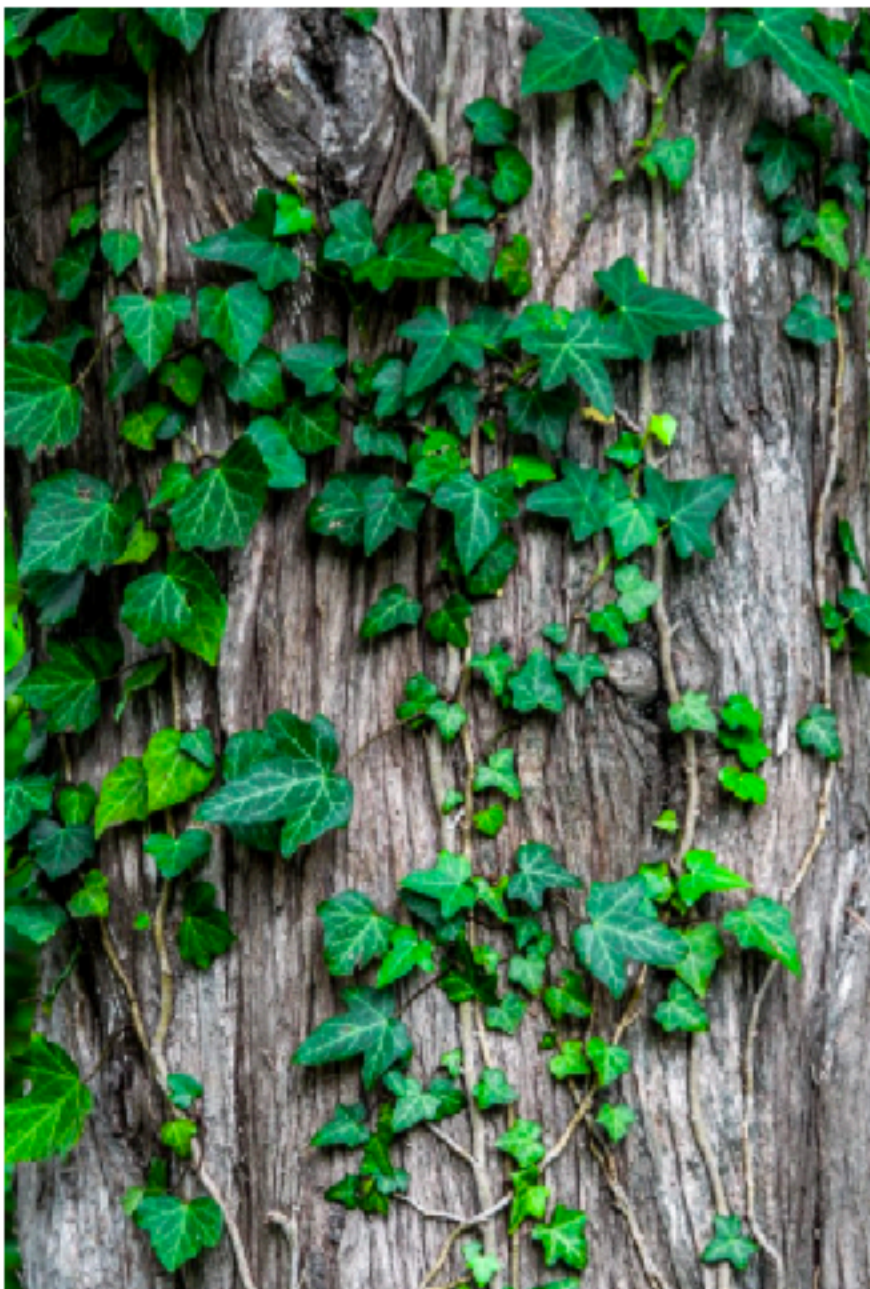
*Jeff Paul*



# New widgets and widget updates

**Image: Image widget** ▲

Title:  
Image widget




Edit Image Replace Image

[Remove](#) | [Close](#)

**Video: Video Widget** ▲

Title:  
Video Widget




Edit Video Replace Video

[Delete](#) | [Close](#)

**Audio: Audio Widget** ▲

Title:  
Audio Widget



Edit Audio Replace Audio

[Delete](#) | [Close](#)

**Text: Updated Text Widget** ▲

Title:  
Updated Text Widget

Visual Text

**B** *I* ☰ ☷ 🔗

Now you can add formatting, like **bold** and *italic*!

You can also add lists, with and without numbers:

- Item 1
- Item 2

Best yet, you can [add links](#) without needing to write HTML!

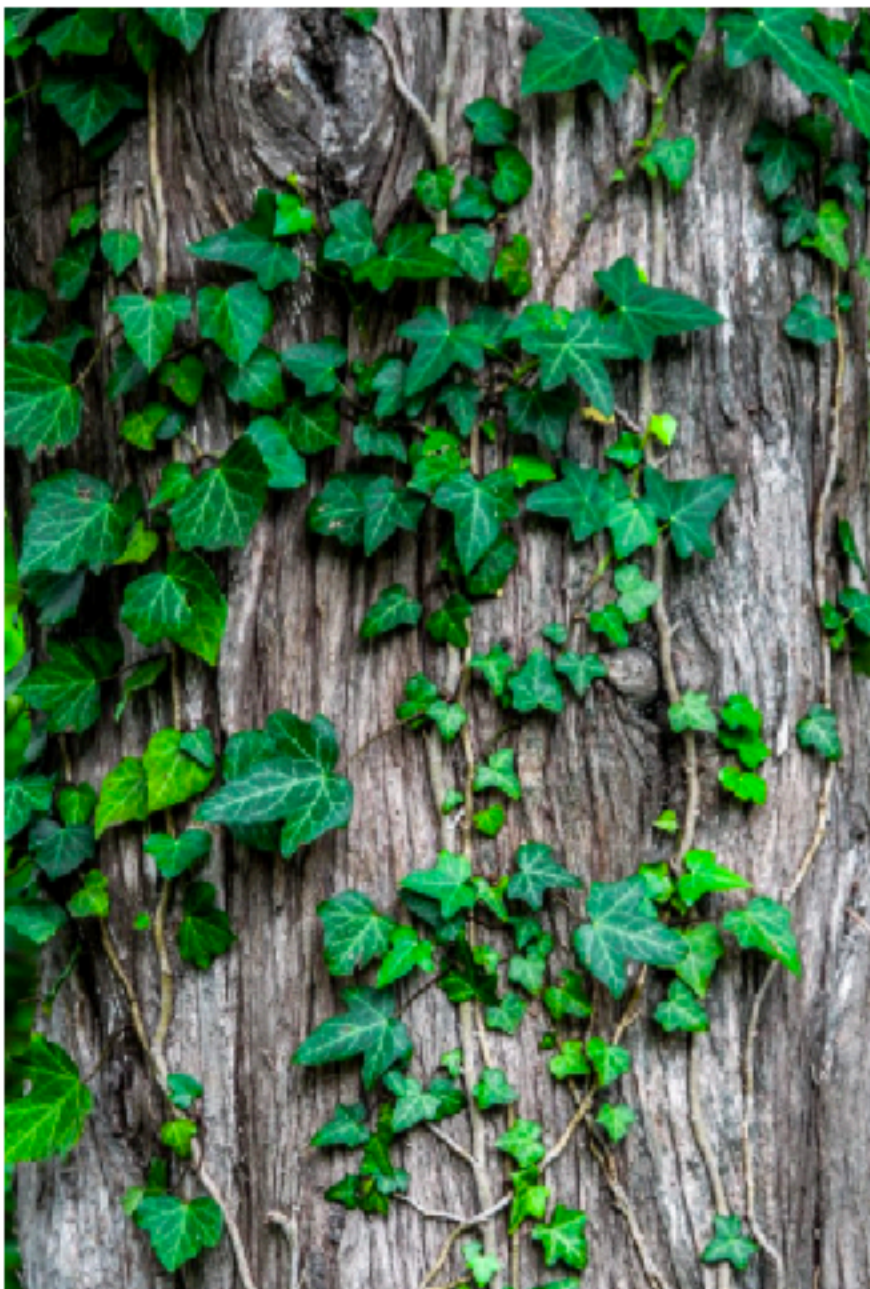
[Delete](#) | [Close](#)



# Rich text formatting

**Image: Image widget** ▲

Title:  
Image widget




Edit Image    Replace Image

[Remove](#) | [Close](#)

**Video: Video Widget** ▲

Title:  
Video Widget



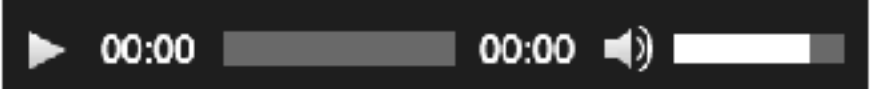
Edit Video    Replace Video

[Delete](#) | [Close](#)

---

**Audio: Audio Widget** ▲

Title:  
Audio Widget



Edit Audio    Replace Audio

[Delete](#) | [Close](#)

**Text: Updated Text Widget** ▲

Title:  
Updated Text Widget

Visual    Text

**B**    *I*

- 

- 

[Link](#)

Now you can add formatting, like **bold** and *italic*!

You can also add lists, with and without numbers:

- Item 1
- Item 2

Best yet, you can [add links](#) without needing to write HTML!

[Delete](#) | [Close](#)



# Link boundaries

The screenshot shows the WordPress 4.8 editor interface. At the top is a toolbar with various icons for text formatting (Paragraph, Bold, Italic, Bulleted List, Numbered List, Quote, Indent Left, Indent Right, Outdent Right), linking (Link, Unlink), and media (Image, Gallery). Below the toolbar, the text "A brief excerpt from **The Time Machine**, by H. G. Wells:" is displayed. The words "The Time Machine" are highlighted in blue. A tooltip box is positioned over this text, containing the URL [gutenberg.org/ebooks/35](http://gutenberg.org/ebooks/35), a pencil icon for editing, and a flower icon for unlinking. Below the tooltip, the text continues: "The Time Traveller (for so it will be convenient to speak of him) was now expounding a recondite matter to us. His grey eyes shone and twinkled, and his usually pale face was flushed and animated. The light of the lamps burned brightly, and the soft radiance of the incandescent light of the lilies of silver caught the bubbles that flashed and passed through his glasses. Our chairs, being his patents, embraced and caressed him."



# Events widget

## WordPress Events and News ▲

Attend an upcoming event near **Cambridge**.

- |  |                                  |
|--|----------------------------------|
| <b>WordCamp Portland, Maine USA</b><br>Portland, Maine USA     | Friday, May 26, 2017             |
| <b>Developers: TBD</b><br>Portsmouth, NH, USA                  | Thursday, Jun 8, 2017<br>6:30 pm |
| <b>Topic TBD But It Will Be Awesome!</b><br>Pawtucket, RI, USA | Tuesday, Jun 13, 2017<br>6:00 pm |

[WordPress 4.8 Beta 2](#)

[Matt: Profile of Anker](#)

[HeroPress: My Life, Designed by WordPress!](#)

[WPTavern: WordPress 4.8 Improves Accessibility on Admin Screens](#)

[Meetups](#) | [WordCamps](#) | [News](#)





# Scheduling site customization drafts

WordPress Customizer interface showing the "Schedule" action for a customization draft.

**Customizing Colors**

**Color Scheme**

- Light
- Dark
- Custom

**Header Text Color**

Select Color

**Action**

- Publish
- Save Draft
- Schedule

Schedule your customization changes to publish ("go live") at a future date.

**Date**

11-Nov 08, 2017

**Time**

12 : 42 PM EST

[Discard changes](#)

**Share Preview Link**

See how changes would look live on your website, and share the preview with people who can't access the Customizer.

Please save your changes in order to share the preview.

<http://testing.dev/src/> [Copy](#)



# Share live preview link

Close (X) | Schedule | Settings (G)

Customizing Colors

Color Scheme

Light

Dark

Custom

Header Text Color

Select Color

Action

Publish

Save Draft

Schedule

Schedule your customization changes to publish ("go live") at a future date.

Date

11-Nov 08, 2017

Time

12 : 42 PM EST

[Discard changes](#)

**Share Preview Link**

See how changes would look live on your website, and share the preview with people who can't access the Customizer.

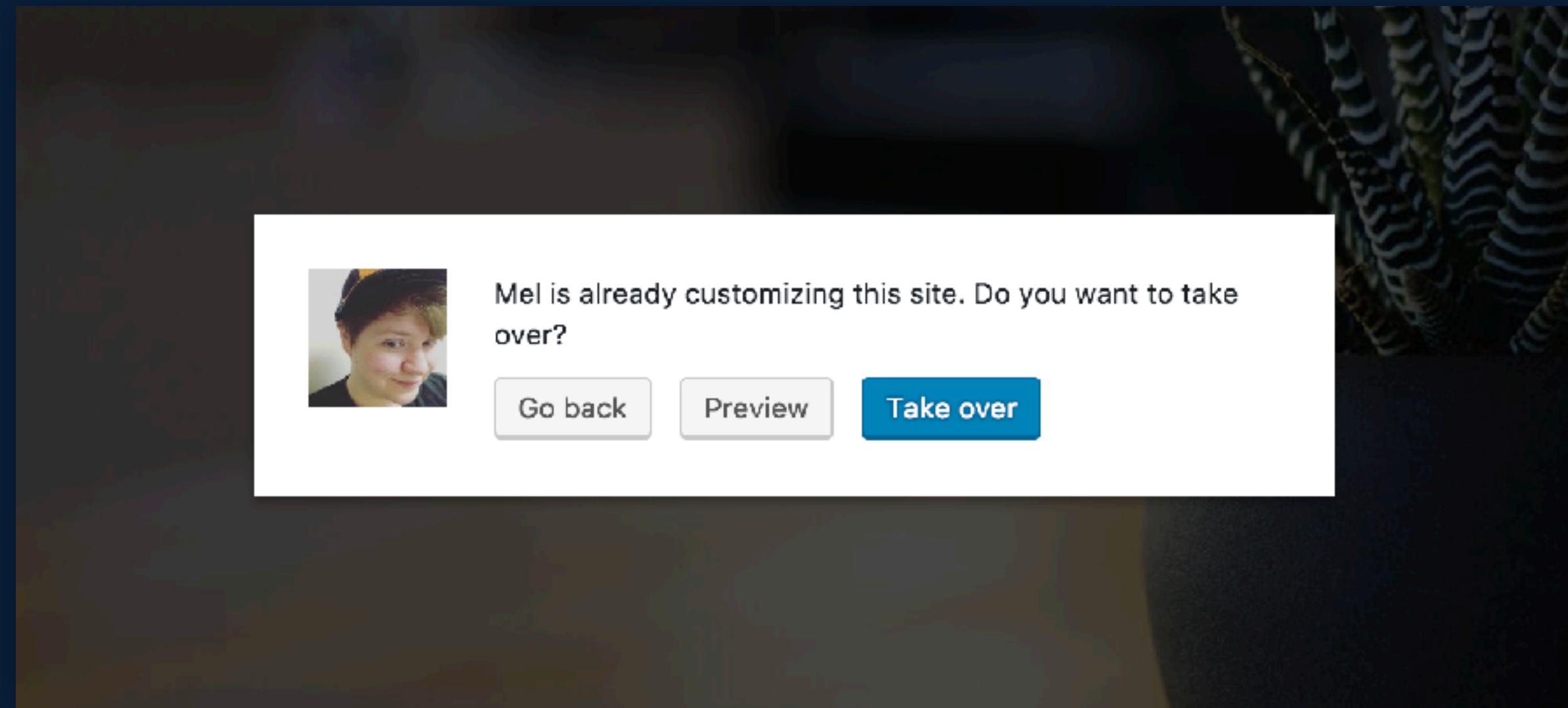
Please save your changes in order to share the preview.

<http://testing.dev/src/> Copy



---

# Customization locking





# Restore autosaves in the Customizer

A screenshot of the WordPress Customizer interface. At the top right, there is a blue button labeled 'Published'. Below it, a yellow warning banner contains the text: 'There is a more recent autosave of your changes than the one you are previewing. [Restore the autosave](#)'. Below the warning, the text 'You are customizing WordPress 4.9' is displayed with a question mark icon. The main content area shows 'Active theme Twenty Seventeen' with a 'Change' button. Below this are several menu items: 'Site Identity', 'Colors', 'Header Media', 'Menus', and 'Widgets', each with a right-pointing chevron icon.



# Better native code editing

A screenshot of the WordPress 4.9 'Additional CSS' editor. The interface includes a 'Save Draft' button and a settings gear icon. The title bar reads 'Customizing Additional CSS'. The code editor contains the following CSS:

```
1 h1.site-title {
2   text-transform: capitalize;
3   letter-spacing: 0;
4 }
5
6 h2,
7 .home.blog .entry-title {
8   text-transform: uppercase;
9   font-weight: 60;
10  letter-spacing:
11 }
12
13 h3 {
14   text: center;
15 }
```

Two error messages are visible: one in a tooltip pointing to line 14, and another on the line itself. The tooltip message is: 'Unknown property 'text''. The error on line 14 is: 'Unknown property 'text: center;''.



# Better native code editing

WordPress 4.9 Customizer interface for widget editing:

- Buttons: Publish, Settings
- Breadcrumbs: Customizing > Widgets > Blog Sidebar
- Instruction: Add widgets here to appear in your sidebar on blog posts and archive pages.
- Widget Selection: Text: About This Site, Custom HTML: HTML Widget (highlighted)
- Error Message: There are 2 errors which must be fixed before you can save.
- Title: HTML Widget
- Content Editor (code view):

```
1 <p>
2   <input type="checkbox"
3   /> Check this if you like
4   WordPress.
5 </p>
6 <btn>
7   Submit
8 </button>
```

WordPress 4.9 Blog Post:

- Navigation: Home, About, Blog, Contact
- Section: POSTS
- Date: NOVEMBER 10, 2017 EDIT
- Title: MAJOR CUSTOMIZER IMPROVEMENTS, CODE ERROR CHECKING, AND MORE! 🎉
- Image: Illustration of two people looking at a large screen displaying a website layout.
- Text: Version 4.9 of WordPress is available for download on the WordPress dashboard. New features in 4.9 will smooth your workflow and keep you safe from coding errors.

WordPress 4.8 | WordPress 4.9



*No default theme this year*

*Stay on focus*



FOCUS

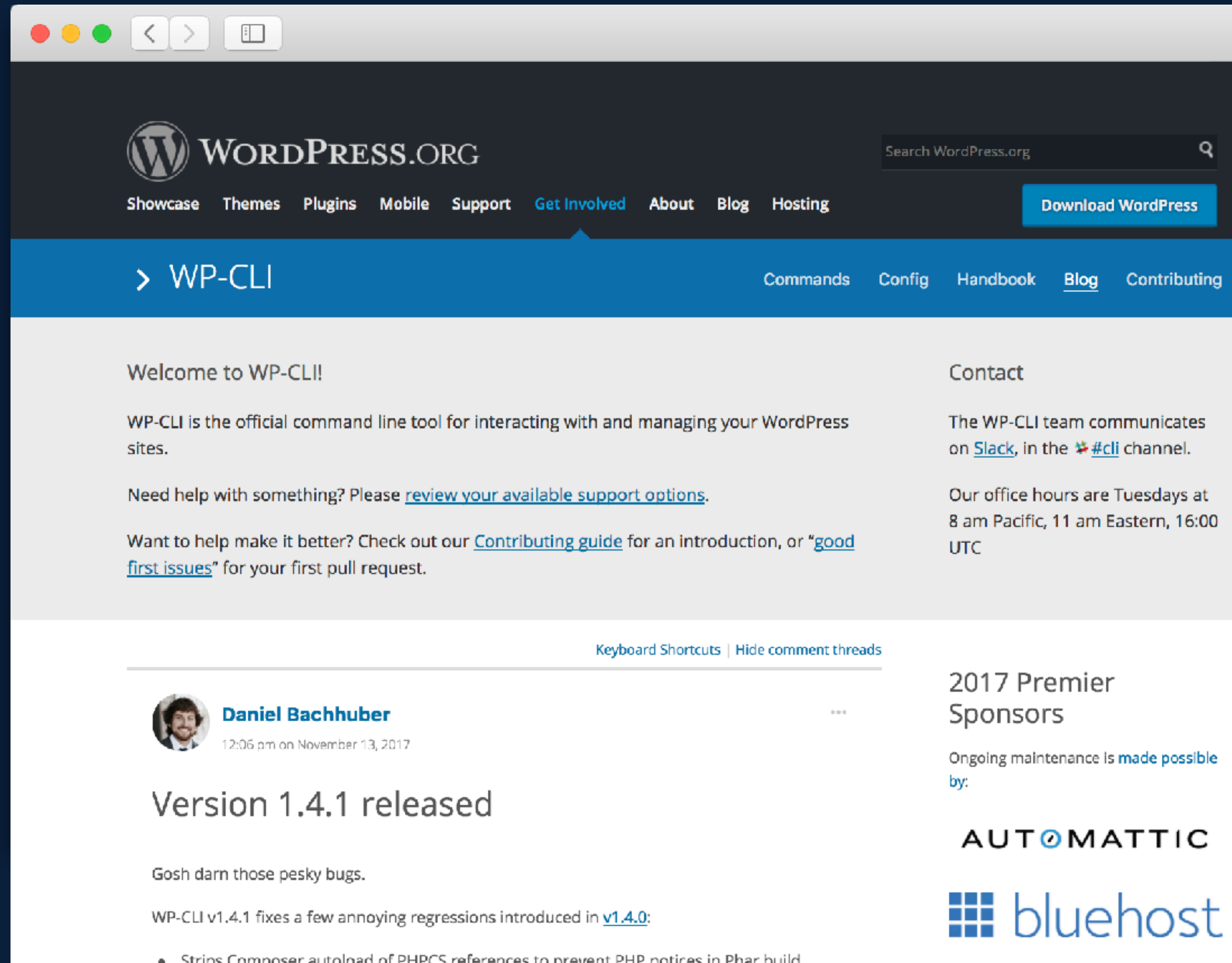
---

*API: Room to  
improve here still*

## BONUS FOCUS

# WP-CLI

*make.wordpress.org/cli*



The screenshot shows the WordPress.org website for WP-CLI. The top navigation bar includes links for Showcase, Themes, Plugins, Mobile, Support, Get Involved, About, Blog, and Hosting. A search bar is located in the top right corner. Below the navigation bar, the main content area is titled "WP-CLI" and includes a welcome message, a description of the tool, and links to support options and contributing guides. A sidebar on the right contains contact information and a list of 2017 Premier Sponsors, including Automattic and Bluehost.

WordPress.ORG

Showcase Themes Plugins Mobile Support **Get Involved** About Blog Hosting

Search WordPress.org

Download WordPress

> WP-CLI

Commands Config Handbook **Blog** Contributing

Welcome to WP-CLI!

WP-CLI is the official command line tool for interacting with and managing your WordPress sites.

Need help with something? Please [review your available support options](#).


Want to help make it better? Check out our [Contributing guide](#) for an introduction, or "[good first issues](#)" for your first pull request.

Contact

The WP-CLI team communicates on [Slack](#), in the [#cli](#) channel.

Our office hours are Tuesdays at 8 am Pacific, 11 am Eastern, 16:00 UTC

Keyboard Shortcuts | Hide comment threads

 **Daniel Bachhuber** 12:06 pm on November 13, 2017

### Version 1.4.1 released

Gosh darn those pesky bugs.

WP-CLI v1.4.1 fixes a few annoying regressions introduced in [v1.4.0](#):

- Strips Composer autoload of PHPCS references to prevent PHP notices in Phar build

2017 Premier Sponsors

Ongoing maintenance is [made possible by](#):

AUTOMATTIC

bluehost

# WP-CLI

4

*releases*

124

*contributors*

46

*WP-CLI talks  
at WordCamps*

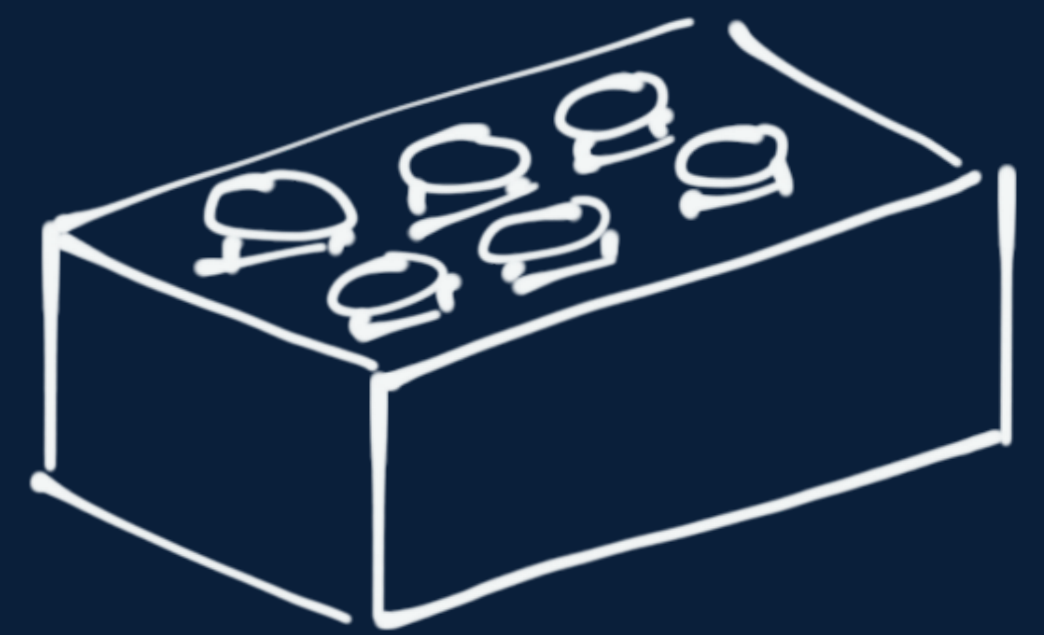
FOCUS

*Editor with  
Gutenberg*



*Longest-running major feature*  
*development we've ever had.*

*“Gutenberg is an effort to simplify  
into one elegant concept: blocks.”*



# 11 months since kickoff



**Joen Asmussen**

2:48 am on January 25, 2017

## What Are Little B

At the core of the 2017 editor focus is to "make it easy what today might take a lot of discovery". How do we do that?

Let's start with paragraphs as blocks that we can manipulate, here's how that co

Many entrepreneurs id



**Matias Ventura**

10:52 am on January 17, 2017

## Editor Technic



As we start looking at the editor, the main obstacles and requirements I wrote before, the editor focus is on a path of treating a post as being made of pieces that should be easy to insert



**Matt Mullenweg**

4:32 pm on January 4, 2017

## Focus Tech and Design Leads

There are three main focuses this year: the REST API, the editor, and the customizer.

For the REST API we're going to work on getting first party wp-admin usage of the new endpoints, and hopefully replace all of the core places where we still use admin-ajax.

The editor will endeavour to create a new page and post building experience that makes writing rich posts effortless, and has "blocks" to make it easy what today might take shortcodes, custom HTML, or "mystery meat" embed discovery.

The customizer will help out the editor at first, then shift to bring those fundamental building blocks into something that could allow customization "outside of the box" of post\_content, including sidebars and possibly even an entire theme.

Each focus will have a tech lead, and a design lead, and I'll be working closely with each to make sure we're aligned and moving diligently in the right direction even though we don't have the normal release hooks. These starting leads will be:

REST API: Ryan McCue and KAdam White.

Editor: Matias Ventura and Joen Asmussen.

Customizer: Weston Ruter and Mel Choyce

4,302

*commits*

100+

*contributors*

1,796

*issues*



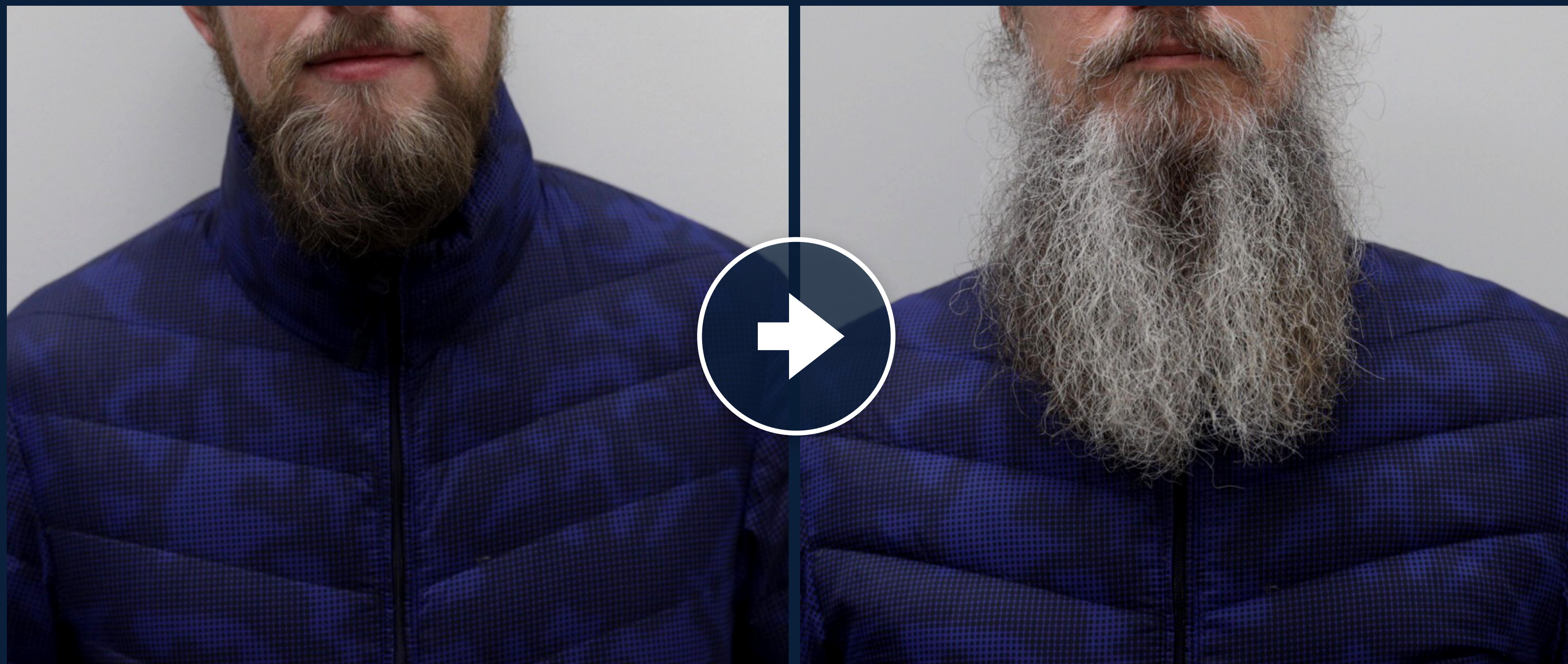
18

*major iterations*



*Matías Ventura*

*How long?*



Estimating another few inches on the Gutenbeard.

12

*iterations*

*...or about 4 months.*

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 Apr	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

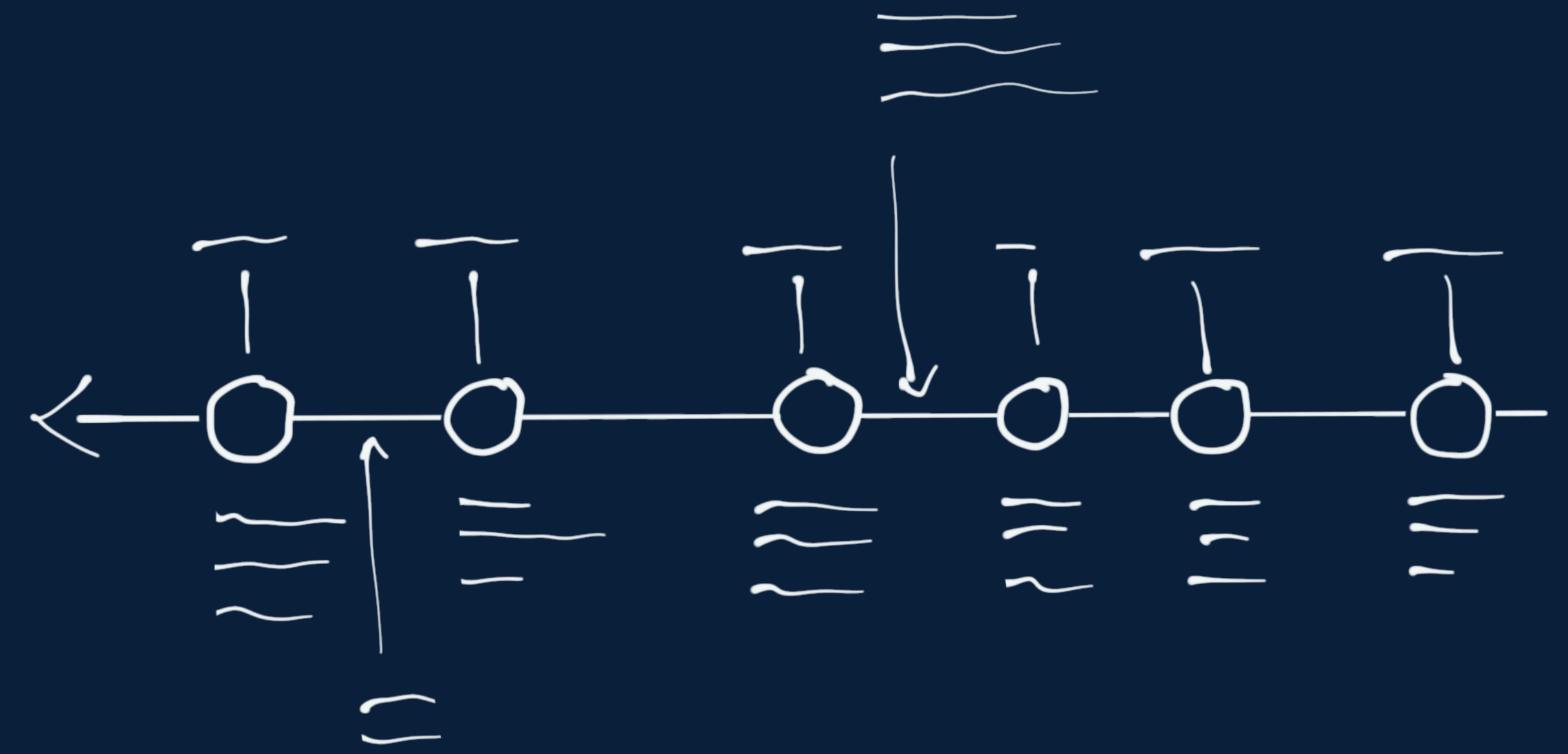
*In the meantime...*



*What needs to happen?*



*Needs great documentation.*



*Needs continued  
conversations.*

77

*Meetup  
events*

20

*WordCamp  
sessions*

*Needs plugin  
developers.*



*Needs you.*

WE WANT YOU!



*To test* **GUTENBERG**  
**ENLIST NOW!**

Learn more about testing WordPress: [make.wordpress.org/test](https://make.wordpress.org/test)

We Want You!

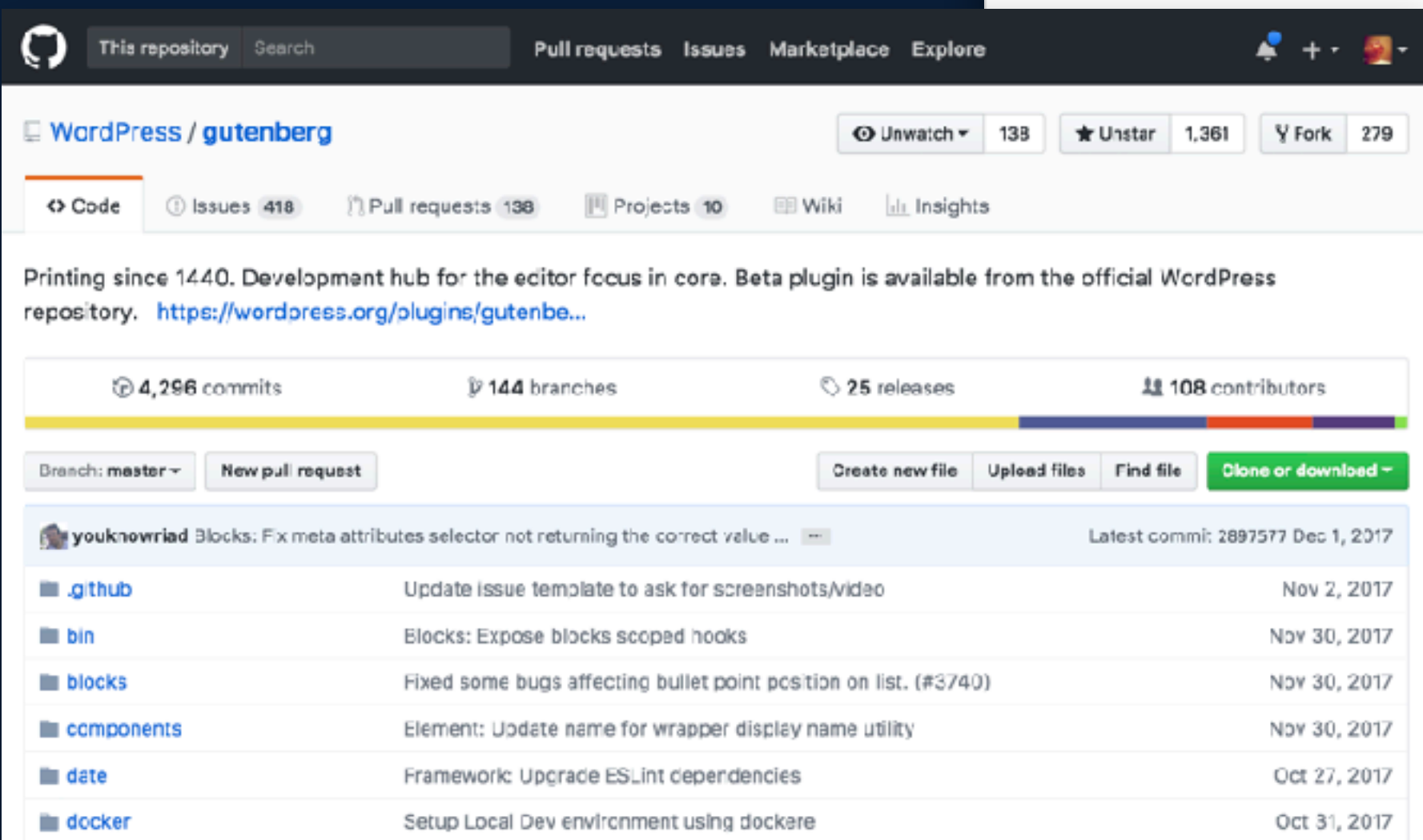
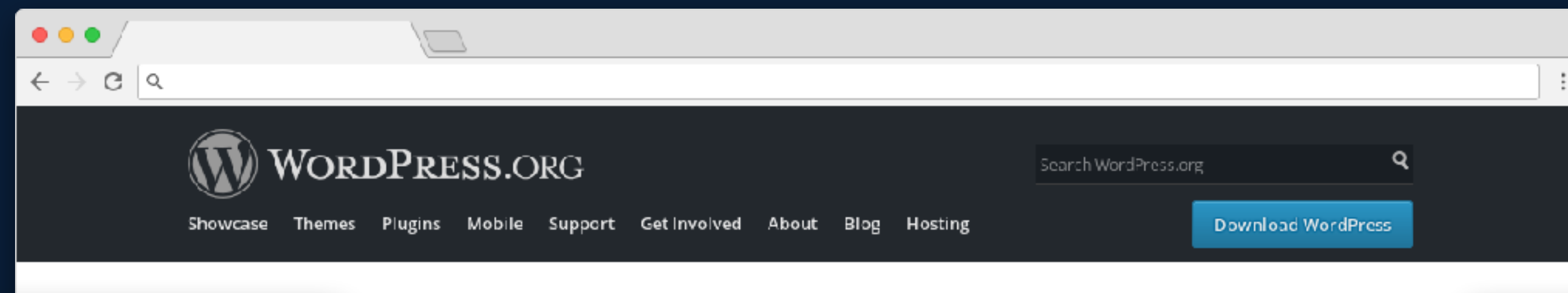


TO TEST  
**Gutenberg**

Learn more about testing WordPress: [make.wordpress.org/test](https://make.wordpress.org/test)

# Contribute to Gutenberg

[wordpress.org/gutenberg](https://wordpress.org/gutenberg) • [github.com/WordPress/gutenberg](https://github.com/WordPress/gutenberg)



## Introducing a new way to WordPress



## Make WordPress Test

Search ...

### PAGES

Call for testing

Gutenberg testing

Glossary

Guide to Observational Usability Testing

## Call for testing


When a feature is ready for a beta testing to [make/core](#). Use this hashtag when creating your post. Or, skip and tagging it #needs-testing is sufficient for posting.

## Template #

A detailed LEGO city model featuring a train, a river, and various buildings. The scene is set on a dark blue background. In the foreground, a grey train with orange and white accents is on a track. To the left, a river flows through a green and blue landscape. In the background, there are several buildings, including a tall one with a grid pattern and a smaller one with a curved roof. The text "Forget 280 characters." is overlaid in the center in a white, italicized font.

*Forget 280 characters.*

Attribution: Scazon / Flickr / CC BY 2.0

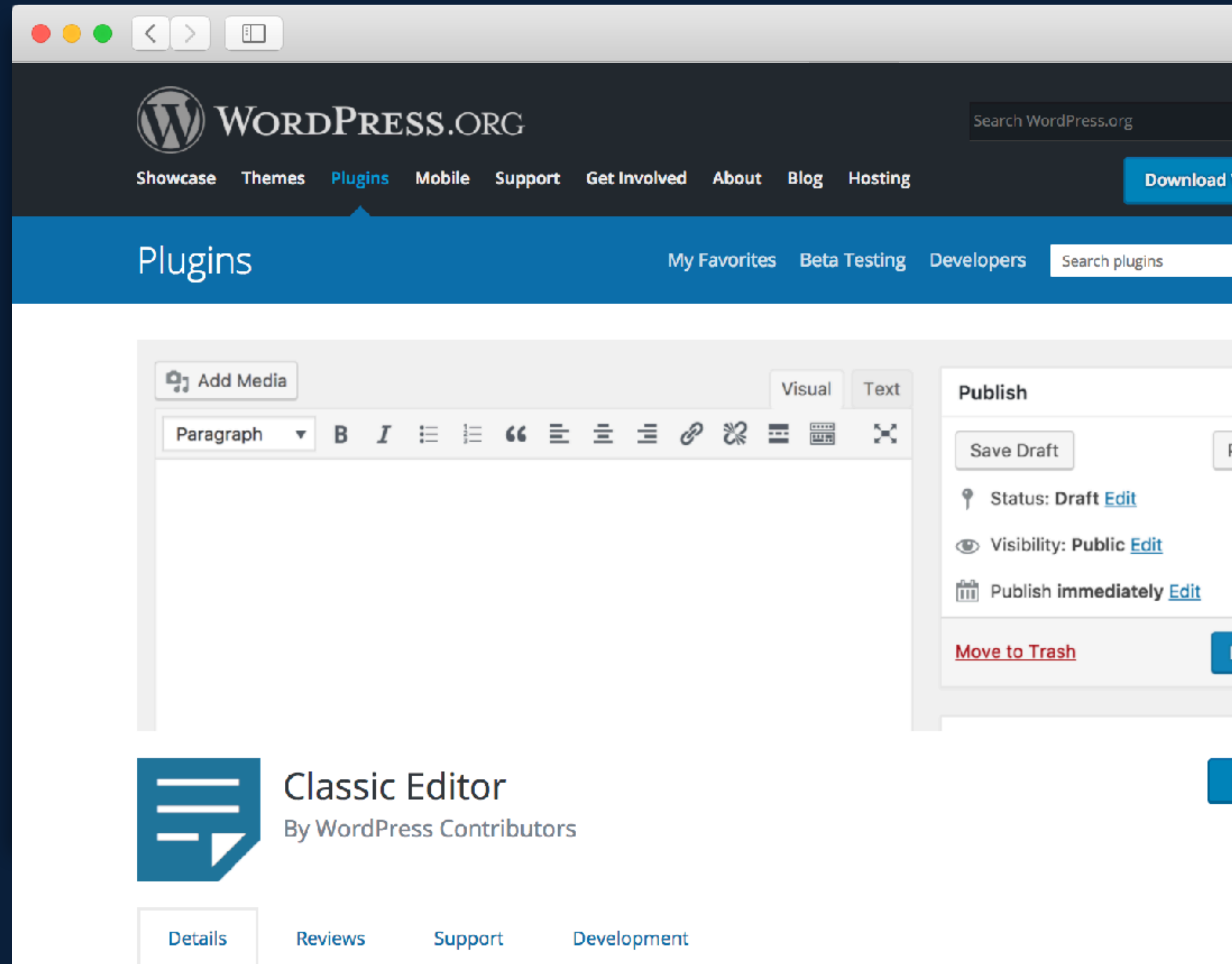
An aerial view of a highly detailed LEGO city model. The scene includes a large stadium-like structure with tiered seating, a body of water with a boat and a small house, a train with a locomotive and passenger cars, and various buildings and vehicles. The text "Let's have 280 blocks." is overlaid in the center in a white, italicized font.

*Let's have 280 blocks.*

Attribution: Scazon / Flickr / CC BY 2.0

# Classic Editor

[wordpress.org/plugins/classic-editor](https://wordpress.org/plugins/classic-editor)



The screenshot shows the WordPress.org website interface. At the top, the WordPress logo and 'WORDPRESS.ORG' are visible. A navigation menu includes 'Showcase', 'Themes', 'Plugins' (highlighted), 'Mobile', 'Support', 'Get Involved', 'About', 'Blog', and 'Hosting'. A search bar for 'Search WordPress.org' and a 'Download' button are also present. Below this, a blue header for the 'Plugins' section contains 'My Favorites', 'Beta Testing', 'Developers', and a 'Search plugins' input field. The main content area displays a preview of the Classic Editor interface, showing a rich text editor with a toolbar (including 'Add Media', 'Paragraph', 'Bold', 'Italic', 'List', 'Quote', 'Link', 'Image', 'Table', and 'Fullscreen') and a 'Publish' sidebar with options like 'Save Draft', 'Status: Draft', 'Visibility: Public', and 'Publish immediately'. Below the preview, the plugin's title 'Classic Editor' is shown, followed by 'By WordPress Contributors'. At the bottom, there are tabs for 'Details', 'Reviews', 'Support', and 'Development'.



*Very different approach this year,  
the world didn't end.*

# Market Share

29%

*W3Techs*

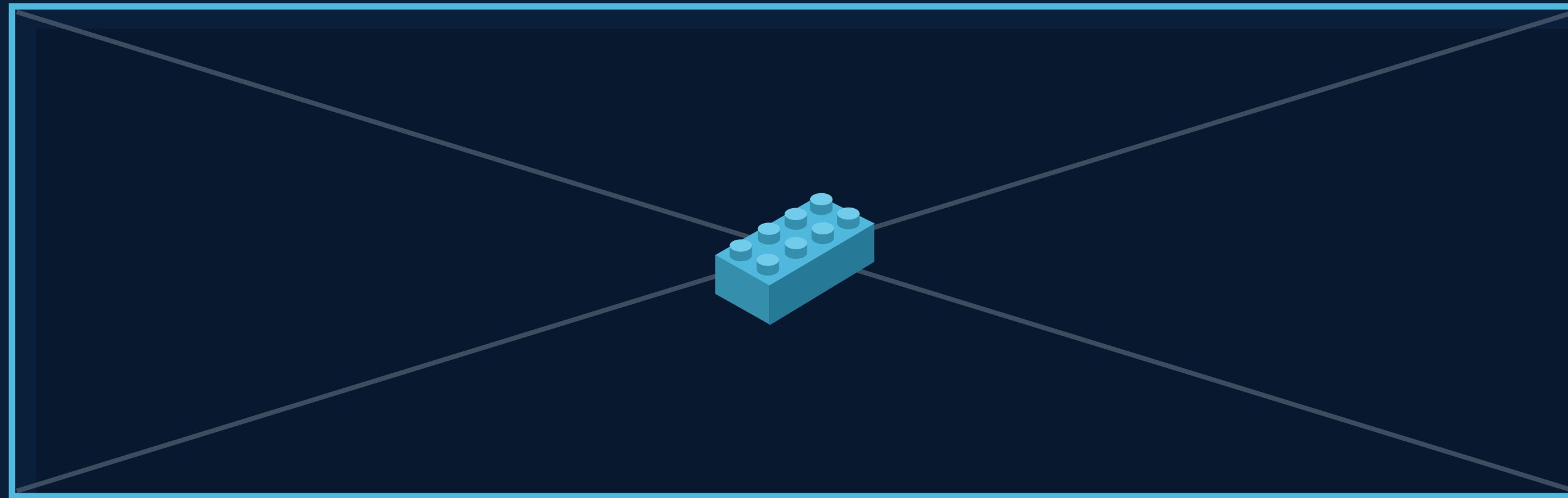
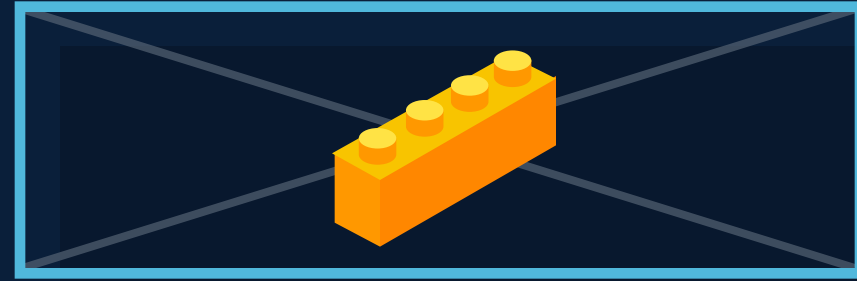


*Will keep “lead hat” on  
through 2018.*

THE NEXT FRONTIER

---

# *Gutenberg-based site customization*



*Worth doing a  
new default theme.*

*Customization can happen  
faster than phase 1.*



*Editing  
Customization  
Theme*



*Most of the hard stuff  
is out of the way.*

— Q & A —

*matt.blog • ma.tt • @photomatt*