



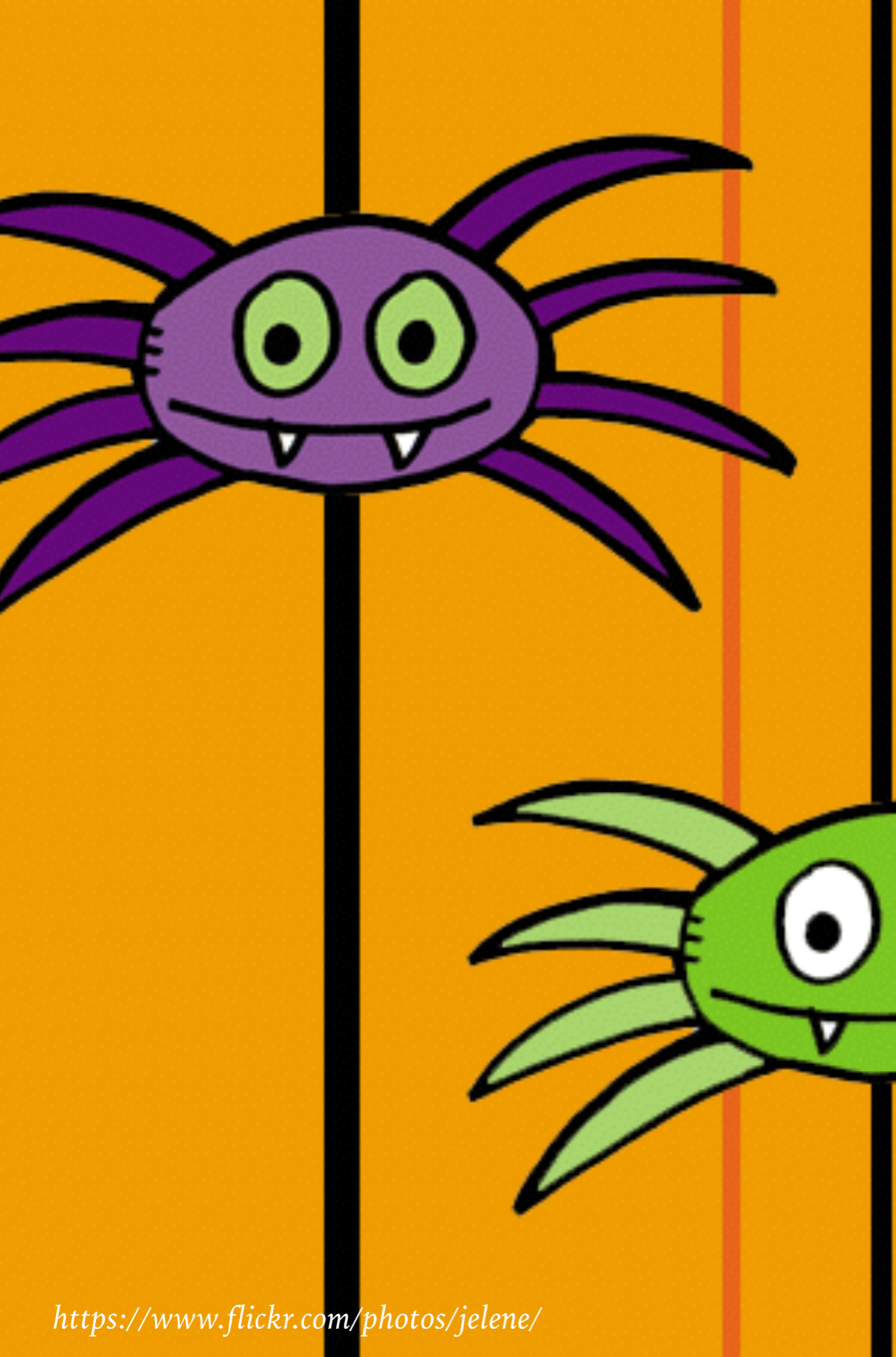
HOW TO FAIL AT WORDPRESS

5 common hurdles you'll face
by Alicia Ramirez

FEAR

hurdle 1





LEARN!

-
- Blogging, writing, HTML, CSS, PHP, Graphic Design, SEO, User Experience, Marketing, etc.
 - Look at it objectively
 - Find the root cause
 - Create a roadmap
 - Start Small
 - Set achievable goals
 - Curate a list of resources

FEAR BUSTING RESOURCES

- Stanford University CS101 (<http://online.stanford.edu/course/computer-science-101-self-paced>)
- Code Academy (<https://www.codecademy.com>)
- Lynda.com (<https://www.lynda.com>)
- Codex (https://codex.wordpress.org/Main_Page)
- Hooks and Actions (http://adambrown.info/p/wp_hooks/hook)

APATHY

hurdle 2

meh

Elements Console Sources Network Timeline Profiles Application S

```

<!DOCTYPE html>
<html lang="en">
  <head>...</head>
  <body class="single single-post postid-1 single-format-standard logged-in admin-bar customize-support cz-shortcut-listen="true"> == $0
    <div class="row">
      <div class="cute-4-tablet">...</div>
      <div class="cute-8-tablet">
        <h1>
          <a href="http://localhost:8888/2016-wd1-a1">Assignment 1</a>
        </h1>
        <h2>Just another WordPress site</h2>
      </div>
      ::after
    </div>
    <div class="row">
      <div class="cute-12-tablet">...</div>
      ::after
    </div>
    <div class="row">
      <div class="cute-8-tablet">...</div>
      <div class="cute-4-tablet">...</div>
      ::after
    </div>
    <script type="text/javascript" src="http://localhost:8888/2016-wd1-a1/wp-includes/js/admin-bar.min.js?ver=4.6.1"></script>
    <script type="text/javascript" src="http://localhost:8888/2016-wd1-a1/wp-content/plugins/contact-form-7/includes/js/jquery.form.min.js?ver=3.51.0-2014.06.20"></script>
    <script type="text/javascript">...</script>
    <script type="text/javascript" src="http://localhost:8888/2016-wd1-a1/wp-content/plugins/contact-form-7/includes/js/scripts.js?ver=4.5"></script>
    <script type="text/javascript" src="http://localhost:8888/2016-wd1-a1/wp-includes/js/comment-reply.min.js?ver=4.6.1"></script>
    <script type="text/javascript" src="http://localhost:8888/2016-wd1-a1/wp-includes/js/wp-embed.min.js?ver=4.6.1"></script>
    <script type="text/javascript">...</script>
    <div id="wpadminbar" class>...</div>
  </body>
</html>

```

Styles Computed Ever

Filter

```

element.style {
}

body {
  background: #fff;
}

body, button, input,
textarea {
  color: #404040;
  font-family: 'Roboto';
  font-size: 16px;
  font-size: 1rem;
  line-height: 1.5;
}

body {
  margin: 0;
}

*, ::before, ::after {
  box-sizing: inherit;
}

*, ::after, ::before {
  margin: 0;
  padding: 0;
  -webkit-box-sizing: border-box;
  -moz-box-sizing: border-box;
  box-sizing: border-box;
}

body {
  display: block;
  margin: 8px;
}

Inherited from html
html {
  font-family: sans-serif;
  -webkit-text-size-adjust: 100%;
  -ms-text-size-adjust: 100%;
}

Pseudo ::before element
*, ::before, ::after {
  box-sizing: inherit;
}

*, ::after, ::before {
  margin: 0;
  padding: 0;
  -webkit-box-sizing: border-box;
  -moz-box-sizing: border-box;
  box-sizing: border-box;
}

```

body

BE CURIOUS!

-
- Get out of your comfort zone
- Not magic, look under the hood
 - What does that do?
 - What happens if I...?
 - How did they do that?
- Read documentation
 - Discover new hooks
- Developer tools
 - What is being generated?
- Experiment

IMPOSTOR SYNDROME

hurdle 3



BE CONFIDENT!

- Be objective
 - Get feedback
 - Accept criticism
- Know your value
 - Know the market
 - F*ck you, Pay me (<https://creativemornings.com/talks/mike-monteiro--2/1>)

COMPLACENCY

hurdle 4



https://www.flickr.com/photos/cosmic_bandita/

KEEP LEARNING

- Build for building's sake
 - MAMP (<https://www.mamp.info>)
- Docs
 - Codex (<https://codex.wordpress.org>)
- WordCamp
- Meetup
 - <https://www.meetup.com/wordpresswinnipeg>
- Contribute
 - Codebase
 - Help others

KEEP LEARNING (CONT.)

- Tutorials, articles and Videos
 - WPBeginner (<http://www.wpbeginner.com>)
 - WP101 (<https://www.wp101.com>)
 - CSS-Tricks (<https://css-tricks.com>)
 - Smashing Magazine (<https://www.smashingmagazine.com>)
 - SitePoint (<https://www.sitepoint.com>)
 - CreativeBloq (<http://www.creativebloq.com>)
 - WordPress.tv (<http://wordpress.tv>)
 - ProBlogger (<http://www.problogger.net>)

KEEP LEARNING (CONT.)

➤ Read Books

- A Book Apart (<https://abookapart.com>)
- Wrox (<http://www.wrox.com>)
- Packt (<https://www.packtpub.com>)
- O'Reilly (<http://www.oreilly.com>)

➤ News

- WordPress.org Blog (<https://wordpress.org/news>)
- Make WordPress (<https://make.wordpress.org>)
- WP Tavern (<https://wptavern.com>)
- Post Status (<https://poststatus.com>)

➤ Other: Podcasts, Slack, Twitter

KEEP LEARNING (CONT.)

- New (to you) Technologies
 - Version control (Git/GitHub)
 - CSS Preprocessors (SASS, Less)
 - Workflow enhancers (Grunt, Gulp, NPM, etc.)
 - JavaScript libraries (jQuery, Angular, React, etc.)
 - Responsive Web Design
 - SVG
 - There is always something new to learn

CARELESS

hurdle 5



BE SAFE!

- Use a strong password
- Update all the things!
 - WordPress
 - Plugins
 - Themes
- Coding best practices
- Validate, Escape and Sanitize (https://codex.wordpress.org/Validating_Sanitizing_and_Escaping_User_Data)
- Backup!
 - VaultPress (<https://vaultpress.com>)

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