Creating a social networking website with mobile accessibility

A Guide to WordPress, BuddyPress, and mobile readiness



Creating a social networking website with mobile accessibility

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Introduction

In this 'how-to' guide, you will learn how to create personalized website using WordPress. WordPress began as just a blogging system, but has developed into a full content management system for website development. WordPress is an award winning, open sourced publishing platform which is know for its aethetics, adherence to web standards, and usability (http://www.packtpub.com/open-source-awards-home). WordPress is capable of meeting the needs of both a novice user who only wishes to publish blog posts, and an advanced user who runs an e-commerce website.

In this particular 'how-to' guide, you will build a basic website with built-in social network. You will also learn how to create mobile versions of your website that can be viewed by most (if not all) mobile devices.

WordPress has a large user community that can provide additional support beyond this guide. This can be accessed at: http://wordpress.org/support/

Supplies needed:

Personal Computer (either Mac or Windows) Internet Browser

- Firefox 2.0 or greater
- Internet Explorer 6 or greater
- Safari 3.0.4 or greater

Internet Connection – reliable connection required for all development

Time required:

1-2 hours for initial setup

Cost:

\$17/year if using WordPress as domain host (recommended)

Level of difficulty:

Novice/Intermediate – requires a good understanding of basic computer functions, file systems, and web browsing. Experience with basic image and photo editing would be helpful but not necessary.

*More experienced users can explore more complicated features within WordPress if they choose.

End result:

Website with a built-in social network

- Custom Groups
- Discussion Forums
- User Profiles
- Private Messaging



^{*} cost may vary depending on your chosen domain host

Mobile device accessibility

- Optimized website for mobile devices (smartphones & featurephones)
- Unique site for each type of device
- File size is minimized to manage loading times and data charges
- Optimized (and tested) for use on:
 - o iPhone
 - o Android
 - o Windows Phone 7
 - Blackberry
 - o Basic cell phone (featurephone)



Section One: Installing WordPress

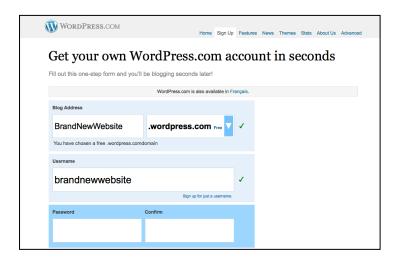
a. Before any website development, you must first sign up for a WordPress account. If you have already registered a personalized domain that has WordPress preinstalled on the domain, you may skip this section.

Let's start by going to http://wordpress.com



- **b.** Click *Sign up now* at the top right-hand corner of the website. There are two options for setting up your new WordPress website, purchase your own personalized domain name (i.e. *mydomain.com*) or get a free account with WordPress (*mydomain.wordpress.com*). The benefit to a personalized domain is greater flexibility for advanced website development. Additional plugins cannot be installed in free accounts. This 'how-to' requires the use of additional plugins and therefore requires that you purchase your own personalized domain.
 - i. You can either register a domain through WordPress (\$17/year) or deal with external hosting sites such as netfirms.com or godaddy.com. Although the initial sign-up is more expensive with WordPress, most external domain hosts charge extra to have WordPress pre-loaded on your website.
 - ii. If you wish to register with a domain host other than WordPress, see http://wordpress.org/download/ for a list of web hosting partners and installation guides.
 - iii. The most straightforward way to register your domain is by signing up at http://wordpress.com and following the instructions below.
- **c.** Type your proposed *Blog Address* in the space provided to see if it is available.
 - i. Select .wordpress.com for free account setup
 - ii. Select .com, .net, or .org for personalized domains





- **d.** Type your proposed *Username* (can be the same as Blog Address), *Password*, and *E-mail Address* as indicated. Click *Sign-up*
- e. Check your email account activation email and select activation link.
- f. Sign-in with your Username and Password

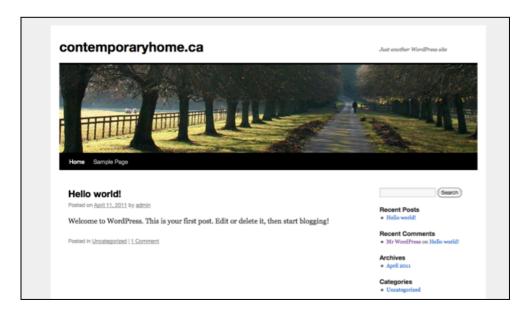






Section Two: Exploring your WordPress website

a. Click *My Blog* at the top of the browser window to view your new website. Your website can also be viewed by typing your website's domain name (i.e. mydomain.com) into the address bar of your browser. This is a generic view of your new website.

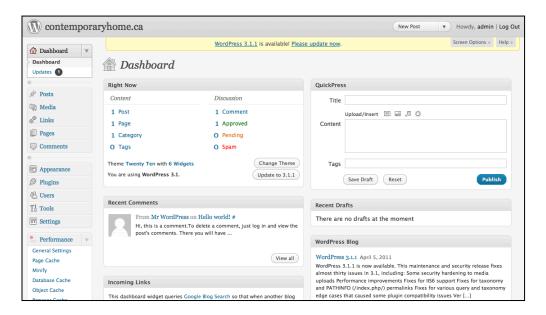


- **b.** The 'anatomy' of a WordPress website.
 - i. Site Title this is seen at the top of the new website, this can be customized to say whatever you wish.
 - ii. Header the picture below your Site Title that stretches the width of the site is your Header.
 - iii. Menu bar the area under the Header (states *Home* and *About* currently) is your Menu Bar, this can be setup to reflect the needs of your particular website or blog
 - iv. Blog Post under the Menu bar, there is a blog post titled *Hello world!* This is a sample post created by WordPress. Whenever you post an update, web link, or photo, it will appear on your *Home* page in chronological order.
 - v. Widgets on the right side of the site there are a number of links and other options, these are widgets pre-loaded on your website by WordPress. Widgets can be customized, moved, added, and removed as you choose. See *Changing Widgets* below for details.
 - vi. Footer under all of your recent posts, pages, etc, there is a bottom line that includes whatever information you wish to include. Many people include a copyright, such as © *My Domain 2011*.



Section Three: Exploring the Dashboard

a. The *Dashboard* is where all changes will be made to your WordPress website. Move your cursor over *My Blog* at the top of the website. A drop-down menu appears, this allows you to make a quick post to your blog, check site statistics, or access the *Dashboard*. Click on *Dashboard*



- **b.** Each of the headings on the left side can expanded to reveal further functions by clicking the arrow that appears to the right of the particular heading when the cursor hovers over the heading. I.e. Hover over *Posts* then click the arrow; this reveals four new options (Posts, Add New, Categories, and Post Tags).
- **c.** You will need to be most familiar with the following headings:
 - i. Posts Here you will update your users on new topics, resources, links, interesting ideas, etc. You will be able to edit any of your posts under this heading.
 - ii. Pages Here you will be able to create any additional pages for your website (i.e. Contact, Links, Resources, etc). Currently, WordPress has created one extra page, the *About* page. You can easily add or edit existing pages under this heading.
 - iii. Comments Here you will be able to monitor the comments that your users post on your website.
 - iv. Appearance Here you will add custom themes (also known as templates), widgets, menus, etc. The *Appearance* heading will provide the majority of site customization.
 - v. Plugins Here you will be able to add advanced functionality to your website. You will notice around four or five plugins



- currently installed, these likely are pre-installed to improve efficiency of the website. We will go further into *Plugins* in coming sections, adding forums and mobile browser settings. NOTE: Plugins are not available on a free WordPress hosted site.
- vi. Settings Here you will be able to edit settings related to how users and administrators (yourself) interact and view the site. We will go further into *Settings* in coming sections.



Section Four: Creating a social network – Installing BuddyPress

- a. A basic WordPress website will allow users to comment on your posts or pages, but does not allow them to interact with each other. By installing BuddyPress, you create a powerful social network with your own website. BuddyPress allows users to create custom user profiles, create groups, and create discussion forums within each group. Users can then interact with each other as they would on other mainstream social networking sites such as facebook.com, including sending each other private messages.
- **b.** To add BuddyPress to your WordPress website, we must first install the BuddyPress plugin. Click *Plugins* at the left of the Dashboard.



Click the *Add New* button at the top of the screen. Type "*BuddyPress*" in the search field and click search. The first option will be called *BuddyPress*, click *Install Now*.





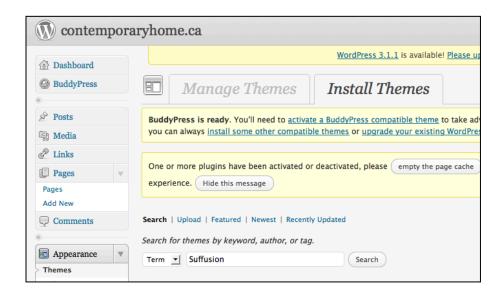


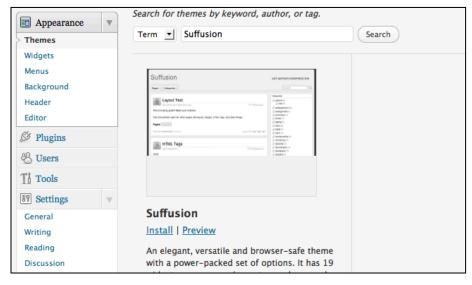
WordPress will then confirm that you wish to install this plugin, click *OK*. Lastly, click *Activate Plugin* to load BuddyPress on your site. BuddyPress is now loaded on your site, and new heading is listed on the left under *Dashboard*.



Section Five: Installing themes and setting up BuddyPress

a. First, we must activate a BuddyPress compatible theme. BuddyPress comes with a default theme, which is suitable. However, for more advanced menus and structure, I would recommend searching for additional themes. We will pick a theme called *Suffusion*. Select the *Appearance* heading on the left side of the Dashboard, then select *Themes*, and lastly select *Install Themes* at the top of the screen. Type "Suffusion" in the search field and click search; *Install* and *Activate* this theme.

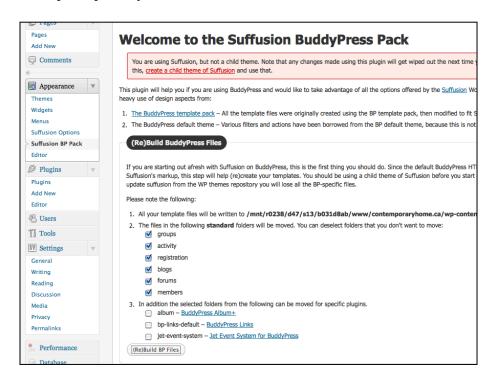




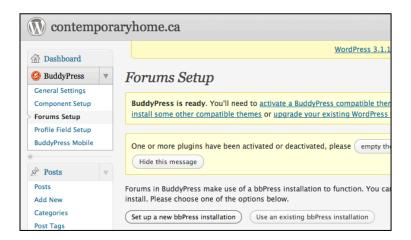
b. Suffusion requires the installation of a plugin called *Suffusion BuddyPress Pack*. Search for and install this plugin the same as you did in step 4b when installing BuddyPress, once installed select



Activate. Now you must build the BuddyPress files in *Suffusion*; under *Appearance* on the left side of the Dashboard, select *Suffusion BP Pack*. Click the first button down the page titled (*Re*)*Build BP Files*, click *OK* when prompted by WordPress to confirm.



c. Next, we must integrate the discussion forum in BuddyPress. Select *BuddyPress* on the left under *Dashboard*, and then select *Forums Setup*. Select the *Set up a new bbPress installation* button, and then select *Complete Installation*.

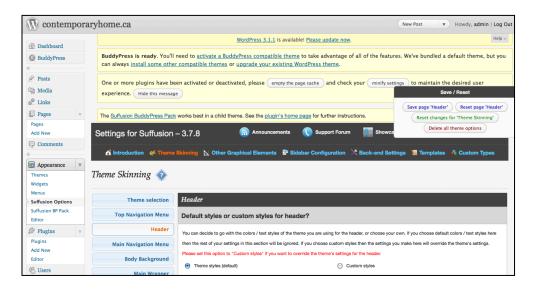


d. BuddyPress is now integrated, but not yet visible on your website. See section 11 – Adding BuddyPress to Menu.



Section Six: Custom header and site title

- **a.** Your website can have a custom image or logo as its header, this is also often called a banner. You must first have an image file (typically in one of these formats: jpeg, gif, or png) that will serve as your header image or logo. The Suffusion theme is formatted for a header size of 1000 x 130 pixels, so ensure your image is cropped to this size. Other themes have different header image size requirements.
- **b.** Insert Custom Header or Logo To insert your header image, first select *Appearance* on the left side of the site, then select *Suffusion Options*, then select *Theme Skinning* at the top, and lastly select *Header* on the left of the *Theme Skinning* menu. The first item under *Header* is *Default styles or custom styles*, select *Custom styles* in order to override the theme header.



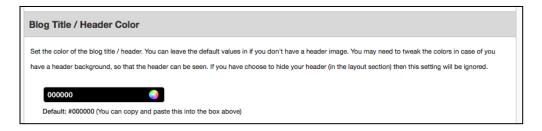
You can leave most of the other settings as is. Scroll down a few headings to a section titled *Header Background Image*, select the *Upload Image* button, browse your computer for your particular header file and select *Open*. Your image file will now upload.



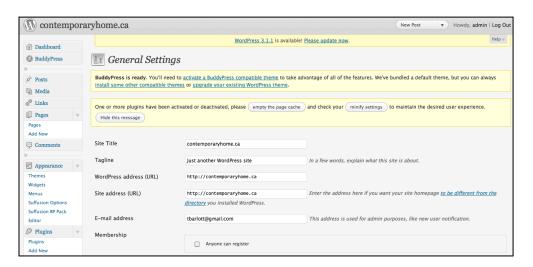
c. Edit Title Font Color - If you choose to keep the title on top of your header image (you may choose to simply use your header image or



logo), you will need to edit the text color to be in high contrast with your header image. To do so, stay in the same section as you were to insert a header image; scroll down further until you read *Blog Title / Header Color*. Click on the color bar (black by default) and select the color for your site title font. Continue to scroll down further until you reach *Blog Description / Sub-header Color*, click on the color bar and edit the color as necessary.

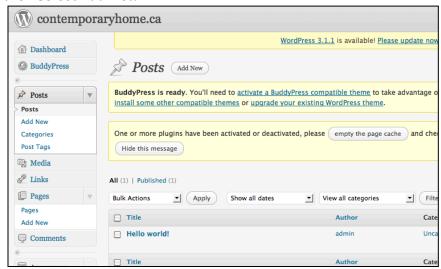


- **d.** Click *Save page 'Header'* on floating Save / Reset box
- **e.** Edit Site Title Your site title defaults to your web domain (i.e. mydomain.com). To edit your title select *Settings* on the left of the Dashboard, and then select *General*. The first item is the Site Title, edit this field to reflect the site title that you wish to be seen on the top of every page on your website. Or you can delete the title if you only wish to have a header image or logo. Under the Site Title is the Tagline (sub-header), which you can edit or delete altogether.



Section Seven: Making a post

- **a.** The primary method of quickly displaying information, without having to edit your website is the *Blog Post*. Posts are displayed on your main page in reverse chronological order (i.e. newest is at the top).
- **b.** To create a *Post*, select the *Posts* heading on the left of the Dashboard, then select *Add New*.



- vii. Other ways to access *Posts* are: Select *Dashboard* in the upper left hand of the page, then select *New Post* in the upper right of the Dashboard.
- **c.** Enter a title for your post.
- **d.** Enter the post content in the large white area below the title. Feel free to edit your text the same way that you would in any word processor (i.e. bold, italics, bullets, etc).
- **e.** Include pictures, videos, sounds, etc in your post by selecting various media icons located between the post title and the content.
- **f.** To improve the organization of your website, it is recommended that you select applicable *Categories* related to your post. See the next section on *Creating Categories*.
- **g.** Click the *Publish* button on the upper right side of the Dashboard to publish your Post to your website.



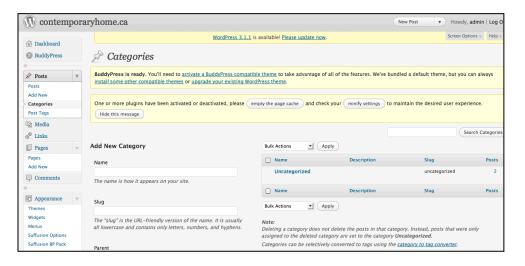


h. To edit any existing *Post*, select the *Posts* heading on the left of the Dashboard, then select the appropriate post you wish to edit. Change the contents as necessary and click *Update* to save your changes.

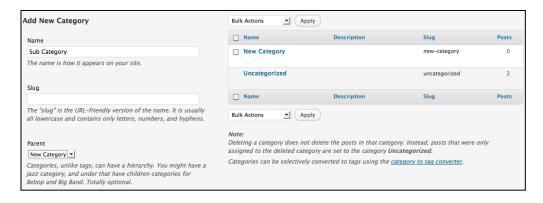


Section Eight: Creating categories

- **a.** Categories provide a helpful way to organize posts and to quickly tell readers what a post is about. Categories also make it easier for readers to find what they are looking for on your website. It is recommended that you link Categories to each post that you create. You may link as many Categories as you wish to each post.
- **b.** To create a *Category*, expand the *Posts* heading on the left of the Dashboard, then select *Categories*. Type your new category name under *Add New Category*. The *Slug* is the way your category will be viewed in the site URL (website address bar); WordPress will create a *Slug* for you if this field is left blank. Click the *Add New Category* button at the bottom of this page to create your new category.



c. To create a *Sub-Category*, add a new *Category* as in Section 8: b above, but under the *Parent* heading, select the appropriate *Parent* category from the drop-down.



d. When making a post, as described in Section 7, you can now link particular *Categories* to your new post. On the right side of the *Add*

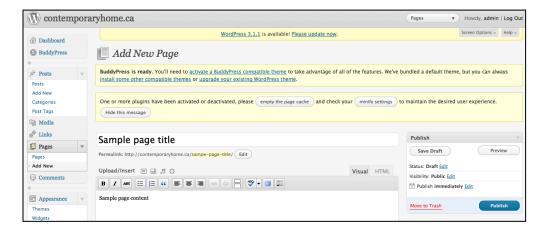


- *New Post* page, the *Categories* box indicates all available categories as well as allows you to *Add New Category*. Once you have completed the content of your post, select the appropriate *Categories*, and click *Publish*.
- **e.** To add a *Category* to an existing post, select the *Posts* heading on the left of the Dashboard, select the appropriate post you wish to add the *Category*, and the select the applicable *Categories* as in Section 8: d. Click *Update* to save your changes.
- **f.** There are various ways to display categories. Typically, categories are displayed at the bottom of each post. You may also display categories in the sidebar of your website in the form of a *Category* widget. This will be explained further in Section 12 Managing Widgets.



Section Nine: Creating pages

- **a.** *Pages* display static information, are not listed by date, and do not use categories. *Pages* are a good way to publish information that doesn't change much, such as the About page on a website.
- **b.** To create a *Page*, select the *Pages* heading on the left of the Dashboard, then select *Add New*.

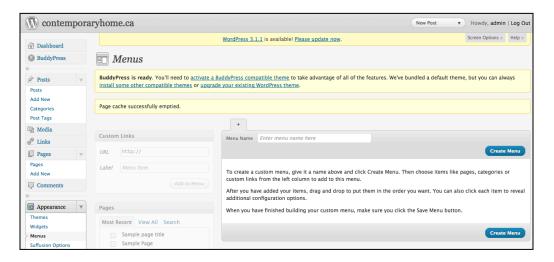


- **c.** Enter a title for your page.
- **d.** Enter the page content in the large area provided below the title. Feel free to edit your text the same way that you would in any word processor (i.e. bold, italics, bullets, etc). There is no content size limitation.
- **e.** Include pictures, videos, sounds, etc in your page by selecting various media icons located between the post title and the content.
- **f.** Click the *Publish* button on the upper right side of the Dashboard to publish your Page to your website.
- **g.** To edit any existing *Page*, select the *Pages* heading on the left of the Dashboard, then select the appropriate page you wish to edit. Change the contents as necessary and click *Update* to save your changes.
- **h.** To create *Sub-Pages*, follow Section 9: a-e, but prior to publishing the page, edit the *Page Attributes* at the right. Select the applicable *Parent* page from the drop-down menu. I.e. If you had previously created an About page, then wish to have a Contact sub-page, you would select About as the *Parent* page. Click the *Publish* button to save your new sub-page.



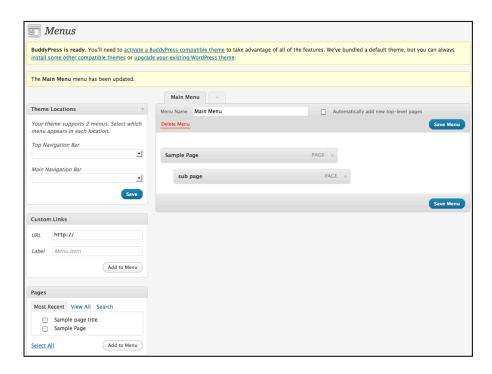
Section Ten: Creating menus

- **a.** *Menus* provide an organized way for readers to navigate your website. Typically, the *Menu* bar is listed below your website header. Your particular theme must support Custom Menus in order to create a navigation menu. The *Suffusion* theme that we are using supports Custom Menus. *Pages, Categories,* and *Custom Links* can be added to your menu
- **b.** To create a *Menu*, under the *Appearance* heading on the left of the Dashboard, select *Menus*.

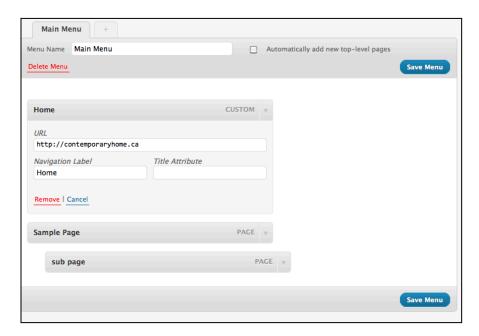


- **c.** Type the name of your menu in the *Menu Name* field. This name is not displayed on your website. Click on *Create Menu*.
- **d.** To add an existing *Page* or *Category* to your menu, select the applicable *Pages* or *Categories* from the left and click *Add to Menu*. You can then drag your menu items to be in the order you choose.
- **e.** To create a *Sub-Menu*, drag a menu item so that it is indented beneath the appropriate parent menu item. I.e. the Contact page is a sub-menu item beneath the About page. *Your theme must support drop-down menus in order to utilize *Sub-Menus*.





f. By default, there is no Home page added to your menu. Under Custom Links enter your website URL in the space provided (i.e. http://mydomain.com), type Home as your label, and click Add to Menu. Drag the Home menu item to be at the top of the menu hierarchy.



g. If you wish for every *Page* (not *Sub-Pages* as in Section 9: h) to become a menu item, then check the *Automatically add new top-level pages* box.

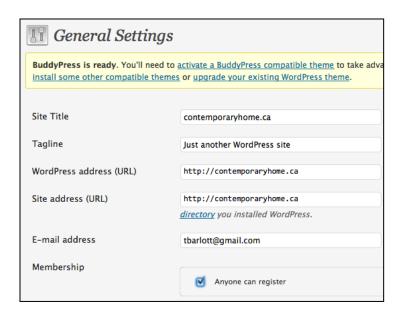


- **h.** When you are finished, click *Save Menu*.
- i. To enable this new menu within the *Suffusion* theme, under *Theme Locations* select your new menu under the *Main Navigation Bar* dropdown. Select *Save*.



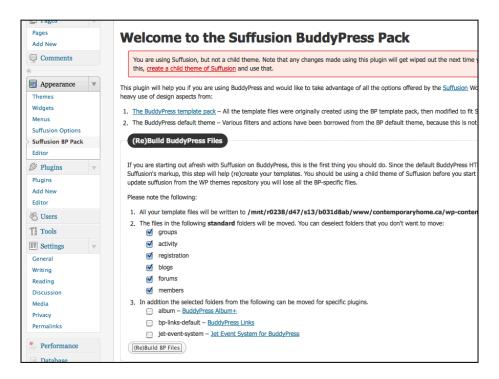
Section Eleven: Adding BuddyPress to menu

- **a.** Although BuddyPress is loaded on your website, it is not automatically included in any menu system. You must first create a custom menu as seen in Section 10.
- **b.** The following features are included in BuddyPress:
 - Register Before your users can participate in the social networking capabilities of your website, they must first register with the site.
 - *Membership registration must be enabled: Settings->General->Anyone can register
 - ii. Members Users can view a list of all registered members of your social network. Registered members can then add each other as friends or send private messages to other members.
 - iii. Groups Any registered member can create a discussion group.
 - iv. Forums Any registered member can create a forum (also known as a discussion forum), which is a site where members can interact by posting various comments, questions, and other information. The information presented in a forum is completely member generated, yet can be moderated by the site administrator.
 - v. Activity all recent BuddyPress activity is located here in reverse chronological order.

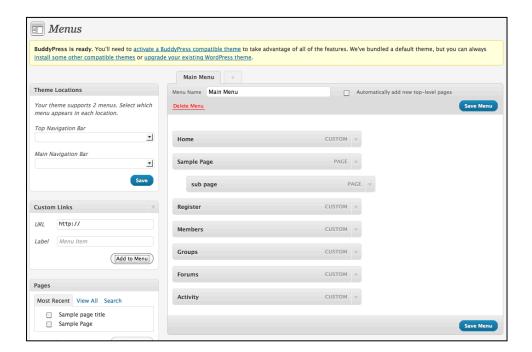


c. In order to add BuddyPress links to the menu, we must first build the BuddyPress Files. Under *Appearance* on the left of the Dashboard, select *Suffusion BP Pack*. Select *(Re)Build BP Pack*; when the popup requests confirmation, select *Ok*.



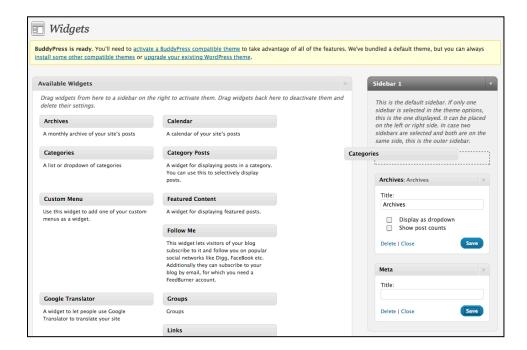


- **d.** Return to the *Menus* section of the Dashboard (*Appearance->Menus*). Now that you have created a menu, use the *Custom Link* section to add each individual BuddyPress feature to the custom menu. You must know the URL link to add a *Custom Link*. The URL always corresponds with the following:
 - i. Register http://mydomain.com/register/
 - ii. Members http://mydomain.com/members/
 - iii. Groups http://mydomain.com/groups/
 - iv. Forums http://mydomain.com/forums/
 - v. Activity http://mydomain.com/activity/
 *These are also called *Navigation Links* and can be found by selecting *Suffusion BP Pack* under *Appearance* on the left side of the Dashboard. *Navigation Links* are found at the bottom of this page.



Section Twelve: Managing widgets

- **a.** Widgets can also be understood as sidebar accessories as they display additional links, headings, and other information. Widgets can be placed in multiple places on your website depending on your WordPress theme.
- **b.** In this section we will insert the *Categories, Archives,* and *Meta* widgets.
- **c.** To manage widgets, select *Widgets* under the *Appearance* heading on the left side of the Dashboard.
 - i. In the main section of this page, you will see all the *Available Widgets* that can be used on your website.
 - ii. On the right side, you will notice numerous headings, the first one being *Sidebar 1*. These are locations that widgets can be placed.
- **d.** Click on the location you wish to insert a widget; for the purposes of this guide, select *Siderbar 1*. Drag whichever widget you wish into *Sidebar 1*. Basic functionality can be achieved with the *Categories*, *Archives*, and *Meta* widgets.
 - i. *Categories* this widget can be customized to show your entire category hierarchy or simply the parent categories.
 - ii. *Archives* this widget allows readers to select monthly archives of your posts
 - iii. *Meta* this widget provides links to website log-in and registration



e. Click *Save* anytime you edit a particular widget.



Section Thirteen: Adding plugins to your website

- **a.** Additional features and widgets can be found by searching available plugins.
- **b.** Click *Plugins* at the left of the Dashboard. Click the *Add New* button at the top of the screen. Search any particular function that you would like to add to your website. i.e. weather widget, Google maps, etc

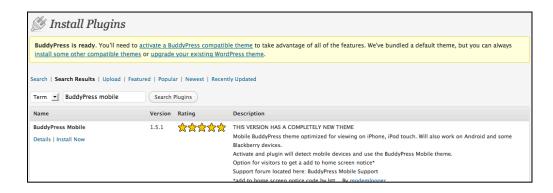




Section Fourteen: Creating mobile version of website

Overview - The increasing popularity of mobile devices makes it important to consider creating a website that is accessible on a mobile device. Standard websites become cumbersome and slow when viewed on a smartphone and virtually unusable on a basic cell phone. By creating a website that is mobile accessible, you dramatically increase the size of your potential audience. This section provides instructions on how to create a mobile version of your website that is optimized for smartphones (such as iPhone, Android, or Blackberry) and for basic mobile phones.

- **a.** Creating a mobile site with access to BuddyPress One of the primary challenges when mobilizing your WordPress website is integrating BuddyPress. The utility of a built-in social network is lost when users cannot access this feature on their mobile device. The issue is that most mobile themes, filters, and plugins do not support BuddyPress. They may create a very user-friendly mobile experience, but will omit anything related to BuddyPress.
- **b.** To create a mobile site for smartphones, you must first add the *BuddyPress Mobile* plugin. To install this plugin, search for the *BuddyPress Mobile* as you did in Section 4: b & 13. Once installed, click *Activate* in order to enable your mobile site.
 - i. This particular plugin will provide a full website experience, including BuddyPress integration. The plugin detects when a user is accessing the website from an iPhone, Android, or Blackberry and displays a unique website for these particular devices. *Not all Blackberries are supported by this plugin
 - ii. However, if you are using a device other than an iPhone, Android, or Blackberry, you will not be detected and therefore will not view the *BuddyPress Mobile* website. See Section 14: c for detection of all other devices.

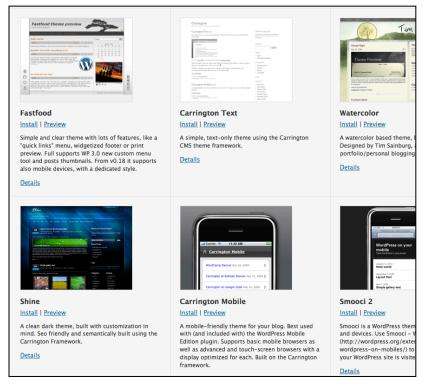




c. To create a mobile site for basic mobile phones (featurephone) and unrecognized smartphones (i.e. Windows Phone 7 or Symbian) you must add the WPMS Mobile plugin. To install this plugin, search for the WPMS Mobile plugin as you did in Section 13, this plugin is also known as the WordPress Multi Site Mobile Edition plugin. Once installed, click Activate in order to enable your extended mobile site.

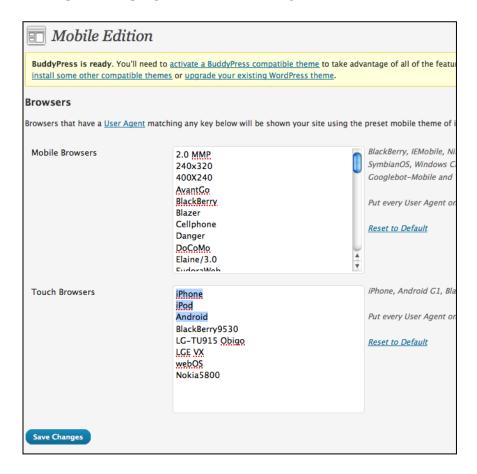


i. This plugin requires that you have a mobile theme loaded on your WordPress site called *Carrington Mobile*. Search for and install the *Carrington Mobile* theme in the same way you did in Section 5: a. Install the theme but DO NOT activate it. The *WPMS Mobile* plugin will automatically detect the theme and apply it as necessary.





- ii. To ensure accurate device detection, you must first adjust the *WPMS Mobile* settings. Select *Settings* under *WPMS Mobile* on the main plugin page or select *Mobile* under the *Appearance* heading on the left of the Dashboard.
- iii. You will see two boxes of detected *Browsers, Mobile Browsers* and *Touch Browsers*. You must disable browser detection for the devices that are detected by *BuddyPress Mobile*. Delete the following *Touch Browsers: iPhone, iPod,* and *Android*. Do NOT delete any Blackberry related Browsers, as some Blackberries will require this plugin. Click *Save Changes*.

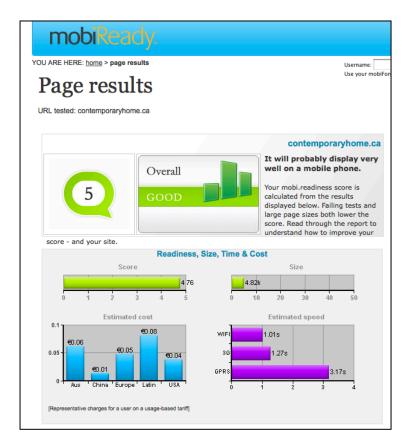


d. Your website is now completely mobilized. Any mobile device that has an internet browser will now be able to access the mobile version of your website. This site will feature a text based interface making it faster, more economical, and easier to view on a smaller mobile screen.

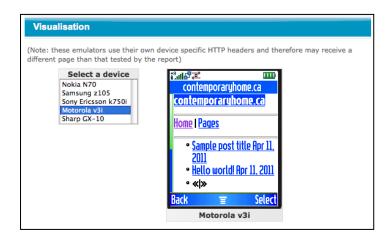


Section Fifteen: Testing your mobile website

- a. It is important to test the mobile readiness of your website using an objective tool. While it is recommended that you trial your website with any mobile devices you have access to, it is unrealistic that you will be able to test it on all applicable devices. A website titled *mobiReady* offers a free testing tool to evaluate the mobile readiness of your website using industry standards. *mobiReady* scores your website from 1-5 for overall mobile readiness; it also tests the size of each page, estimated loading times, estimated costs. *mobiReady* also provides a Visualization emulator, which shows how your website will appear on specific devices.
- **b.** Visit http://ready.mobi/ to test your website. Simply enter your site URL (i.e mydomain.com) in the search space provided, then click Go.
- c. If you have followed all the instructions in this 'how-to' guide, your mobile website should score approximately 4.76/5 and a page size of 4.88k. This suggests that your website will display very well on a basic mobile phone. If you wish to look further into the test results, *mobiReady* provides insight into detailed test results and how to improve upon your current design.







Congratulations on your new website!

