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Historical Teaching & Professional Material Archive

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This presentation is preserved **solely for historical and archival purposes**.

- The content reflects the **state of knowledge, tools, technologies, and industry practices** available at the time the lecture was originally delivered.
- Examples, recommendations, and technical references are **intentionally time-bound** and may no longer represent current best practices.
- This material is retained to document **teaching methodology, professional experience, and industry context** during the stated period.

Presentation Format Explanation

This archived version intentionally displays **both slide content and speaker notes** to preserve full instructional context.

- **Slide Presentation Area (~80%)**
Displays the original visual content used during the lecture.
- **Speaker Notes Area (~20%)**
Displays the instructor's verbal explanations, teaching intent, and contextual clarifications in a smaller font.

Speaker notes are included **for documentation, academic review, and historical reference**, and were not intended to be visible to the original live audience.

Intended Use of This Archive

This material is intended for:

- Academic and professional portfolio review
- Teaching and curriculum documentation
- Historical reference of IT education and industry practices
- Analysis of pedagogy and professional development over time

This material is **not intended** to serve as:

- Current technical guidance
- Up-to-date industry instruction
- A live presentation without revision or contextual update

Author's Statement

This archive represents the author's **professional and teaching experience** during the period indicated and is preserved to reflect its **original context and intent**.

Historical Course Material - WordPress: An Introduction | October 15, 2008, ace I.T. Learning Solutions



WordPress

An Introduction

Seminar for Fresh IT Professionals

October 15, 2008

ace I.T. Learning Solutions, Quezon City, MM

**Abegail Torrendon (thenocturnaldevgypsy.com)
I.T. Mentor (Guest)**



Speaker's Notes

This seminar focuses on WordPress as a practical Content Management System used in real PH projects. This is not a blogging tutorial and not a PHP fundamentals session. The purpose is to understand why WordPress is being adopted by agencies, freelancers, and businesses, how it fits within CMS-driven development trends, and how it impacts project delivery and career opportunities.

This seminar focuses on WordPress as a practical CMS used in real PH projects. It is not a blogging tutorial but a professional evaluation of WordPress as a delivery tool.

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WordPress

An Introduction



- I'm Abby, BSCS Graduate, planning to continue MIT when time permits
- I.T. Industry:
 - Project Manager & Application Developer
 - GIS & Facility Monitoring Systems
 - PH & US Government Projects
- I.T. Academe:
 - Instructor II
 - Programming I & II, Web Development, Multimedia

Speaker's Notes

- Introducing myself to the attendees:
- BS Computer Science graduate from STI College Southwoods, with plans to pursue an MIT
 - Project Manager and Application Developer at Pacific Data Resource Asia, specializing in GIS and government facility monitoring systems
 - IT Instructor II at AMA University Makati, teaching programming, web development, and multimedia
 - Invited speaker for web development seminars by the ace I.T. Learning Solutions

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Seminar Objective

- CMS, not raw PHP coding
- Real PH & overseas projects usage
- Practical evaluation, not hype
- Prepare for simple hands-on implementation
- **Please feel free to ask questions! It's a 4-HR session XD**

Speaker's Notes

Most attendees already know PHP at some level.

This seminar focuses on how CMS tools change development workflows and business expectations. WordPress is evaluated as a delivery tool, not as a hobby platform. The goal is to assess when WordPress makes sense professionally.

Most attendees already understand PHP. This session shifts the discussion toward delivery efficiency and business value. WordPress is evaluated as a CMS tool used by agencies, freelancers, and businesses, not as a toy or hobby platform.

CMS-focused discussion, practical evaluation, and hands-on learning.

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Quick PHP Recap (Context Only)

- PHP still powers most PH websites
- PHP skills still relevant
- PHP as CMS foundation
- CMS builds on PHP, not replaces it
- WordPress is PHP + MySQL -based

Speaker's Notes

WordPress does not replace PHP skills. Instead, it builds on them. Tasks such as authentication, admin interfaces, and content workflows are already implemented. Developers shift from writing everything from scratch to configuring and extending existing systems.

WordPress is built on PHP and MySQL. PHP skills remain relevant, but WordPress abstracts many repetitive tasks. Instead of writing authentication systems, admin panels, and content workflows from scratch, developers work within an established framework. This changes how PHP is used in day-to-day work.

WordPress is built on PHP and MySQL. CMS abstracts repetitive work so developers can focus on customization.

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Rise of CMS (2006-2008)

- Faster project delivery
- Content managed by non-developers
- Lower long-term maintenance cost
- Strong client demand
- Repeatable site structures

Speaker's Notes

Between 2006 and 2008, CMS adoption accelerated/grew rapidly due to client demands.

Clients wanted control over content, agencies needed faster turnaround, and businesses wanted lower long-term costs. CMS platforms addressed these pressures effectively.

Businesses wanted websites that could be updated without technical help. Agencies needed faster turnaround times. CMS platforms became the practical solution to these pressures.

CMS adoption increased as clients demanded faster delivery and self-managed content.

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CMS Impact in PH

- (Heavy) Agencies adopt CMS for speed
- SMEs demand editable websites
- Reduced dependency on developers
- Faster project turnover = more projects

Speaker's Notes

In PH, CMS adoption is driven by agencies and SMEs needing efficiency and lower costs.

CMS usage is driven by budget constraints and practicality. CMS platforms allow agencies to handle more projects while allowing clients to manage content independently.

In PH market, CMS platforms are heavily used by web agencies, freelancers, and SMEs. CMS allows businesses to manage content internally, reducing ongoing development costs. This aligns well with budget-conscious clients and fast-paced project requirements.

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What Is WordPress

- PHP-based CMS
- MySQL database
- Open-source
- Theme & plugin system

Speaker's Notes

WordPress is an open-source PHP CMS with themes and plugins for extensibility.

WordPress began as a blogging platform but has evolved into a flexible CMS. Its simplicity and extensibility make it attractive for many real-world projects.

WordPress is an open-source, PHP-based content management system using MySQL. It started as a blogging platform but has evolved into a flexible CMS capable of supporting full websites. Its simplicity is one of its strongest advantages.

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WordPress Positioning

- Easier than Joomla & Drupal
- Less structured, more flexible
- Easier than fully custom PHP

Speaker's Notes

WordPress is valued for ease of use and flexibility.

WordPress is known for ease of use. It is often chosen when Joomla feels too heavy and Drupal feels too complex. This positioning drives its popularity.

WordPress is known for being easier to learn and use compared to other CMS platforms. While it is less structured than Joomla and less complex than Drupal, its ease of use makes it very attractive for many projects, especially content-driven sites.

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Core WordPress Features

- User roles
- Content management
- Menu system
- Theme-based layout
- Plugins
- Media management

Speaker's Notes

Core features allow non-technical users to manage content. These built-in features allow non-technical users to manage websites. This is one of WordPress's strongest selling points in PH market.

WordPress provides built-in content management, user roles, themes, plugins, and a simple admin interface. These features allow non-developers to manage websites effectively, which is a key selling point in PH market.

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WordPress's Pros and Cons

- Quick setup
- Easy admin interface
- Large plugin ecosystem
- Strong community support
- Can become messy if unmanaged
- Plugin conflicts
- Performance concerns
- Security depends on setup

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Speaker's Notes

WordPress enables rapid development and easy handover to clients. Agencies can deliver faster and support more projects.

WordPress's strengths include quick setup, ease of use, a large plugin ecosystem, and strong community support. These benefits allow developers and agencies to deliver projects faster and support clients more efficiently.

WordPress enables rapid delivery and easy client handover.

WordPress flexibility can become a weakness without discipline. Overusing plugins or poorly managing updates can lead to instability.

WordPress also has limitations. Its flexibility can lead to poorly structured projects if not managed properly. Performance and security issues may arise if plugins are misused. Understanding these risks is important for professional use.

Without discipline, WordPress projects can become unstable.

Common WordPress Use Cases (PH)

- Blogs
- Corporate websites
- News & content portals
- Personal portfolios
- Small business sites

Speaker's Notes

In PH, WordPress is widely used for content-focused projects where ease of use is critical.

WordPress is commonly used for blogs, corporate websites, news portals, personal portfolios, and small business sites. Its simplicity makes it suitable for clients with limited technical knowledge.

WordPress is widely used for content-focused PH projects.

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Popular WordPress Plugins

- Akismet
- SEO plugins
- Contact form plugins
- Basic caching tools

Speaker's Notes

Plugins extend WordPress functionality significantly, but must be chosen carefully to avoid performance and security issues.

Popular plugins include Akismet for spam protection, SEO plugins, contact form plugins, and basic caching tools. Plugins significantly extend WordPress functionality, but must be selected carefully.

Plugins extend WordPress but must be chosen carefully.

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WordPress Themes & Layout

- Pre-built themes
- Customizable layouts
- Separation of design & content

Speaker's Notes

Themes allow rapid visual changes without altering content. This separation simplifies maintenance and redesign.

Themes control the visual appearance of WordPress sites. Developers can use existing themes or customize them to match client branding. This allows rapid layout changes without modifying core functionality.

Themes allow quick visual changes without altering logic.

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WordPress vs Custom PHP

- Faster initial delivery
- Less custom coding
- Easier content updates
- Less flexibility for complex logic

Speaker's Notes

WordPress is often chosen for speed and maintainability. Custom PHP remains better for complex business logic.

Compared to custom PHP development, WordPress offers faster delivery and easier maintenance. However, it sacrifices some flexibility. Choosing WordPress should be based on project scope and client needs, not convenience alone.

WordPress favors speed and maintainability over deep customization.

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WordPress vs Other CMS

- WordPress: simpler, blog-focused, flexible
- Joomla: balanced & more structured
- Drupal: powerful but complex, heavier learning curve

Speaker's Notes

Each CMS has a role. WordPress excels in simplicity and accessibility.

WordPress is simpler than Joomla and Drupal, making it ideal for content-focused projects. Joomla offers more built-in structure, while Drupal is more suitable for complex systems. WordPress excels in ease of use.

Each CMS serves different needs; WordPress excels in simplicity.

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WordPress Job Market (PH & Overseas)

- High agency demand
- Freelance opportunities
- Overseas contracts value CMS skills
- Content-focused roles

Speaker's Notes

Many job listings explicitly ask for WordPress skills. CMS expertise increases employability.

WordPress skills are increasingly in demand in both local and overseas markets. Many job postings request WordPress experience specifically, especially for agency, freelance, and content-driven projects.

WordPress skills are in demand locally and overseas.

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WordPress

An Introduction



Who Should Learn WordPress

- PHP developers
- Web designers
- Agency developers
- Freelancers handling multiple clients

Speaker's Notes

WordPress is useful for PHP developers, designers, freelancers, and agencies. It expands service offerings and improves employability without replacing core development skills.

WordPress expands service offerings without replacing core technical skills.

WordPress benefits developers, designers, and freelancers.

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When WordPress Is the Right Choice

- Content-heavy sites
- Marketing websites
- Clients want admin control
- Client-managed content
- Fast delivery timelines
- Reusable site patterns

Speaker's Notes

WordPress is ideal when simplicity and speed matter more than deep customization.

WordPress is ideal for blogs, marketing sites, content-heavy platforms, and projects requiring fast delivery and easy content updates.

WordPress is ideal when speed and ease of use matter.

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When WordPress Is NOT Ideal

- Highly custom workflows
- Complex transactional systems
- Performance-critical applications

Speaker's Notes

Not every project should use WordPress. Professional judgment is key.

WordPress is not recommended for highly customized business logic, complex transactional systems, or performance-critical applications.

Not suitable for complex or performance-critical systems.

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WordPress

An Introduction



Any questions?

Speaker's Notes

Ask attendees for any questions.

Ask the following:

- Give me 1 Pros and 1 Cons of WordPress
- What is the positioning of WordPress when it comes to CMS and PHP development?
- What database is WordPress using?
- Is WordPress an opens-source?
- Who should learn WordPress?
- What are the common projects implemented or application of WordPress framework?

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Hands-On Session/ Lab Exercise

- Local setup
- WordPress installation
- Admin panel tour
- Hands-on exercises for adding content, change theme and enable plugin
- Mentor support
- Open Q&A



Speaker's Notes

The second half of the seminar transitions from theory to practice. Attendees will install WordPress locally, explore its default setup, and gain hands-on experience with the admin interface.

Attendees perform guided exercises: installing WordPress, adding content, changing themes, and enabling plugin. This reinforces learning through practice.

Hands-on comparison is key to learning. Encourage comparison, not debate. It's also an open Q&A.

Remind attendees to read/check their handouts that was distributed earlier.

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Environment Setup

- XAMPP
- Apache + PHP + MySQL
- Browser-based admin

Speaker's Notes

We use XAMPP to simulate common development environments used by Philippine SMEs. This setup includes Apache, PHP, and MySQL, making it suitable for WordPress development and testing.

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Installing Joomla

- File copy
- Database creation
- Web installer
- Admin credentials

Speaker's Notes

The installation process involves setting up files, creating a database, and configuring admin access. This step builds confidence and familiarity with WordPress's setup requirements.

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Default WordPress Site Tour

- Frontend view
- Default & sample content
- Default theme

Speaker's Notes

The default installation includes sample posts and themes. Reviewing these helps participants understand WordPress's structure and capabilities.

Default setup shows WordPress value. The default setup demonstrates WordPress's out-of-the-box value.

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WordPress Admin Panel

- Dashboard
- Posts & pages
- Users
- Settings

Speaker's Notes

The admin panel is where site management occurs. Understanding posts, pages, users, and settings is essential for supporting clients.

Admin panel is where clients interact. This is where clients usually interact with the site.

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Managing Content

- Posts
- Pages
- Media uploads
- Publishing workflow

Speaker's Notes

WordPress makes content creation simple. Posts, pages, and media can be managed without technical knowledge, which is a major advantage for clients.

Content management is WordPress strength. Content management is WordPress's strongest feature.

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Themes & Customization

- Switching themes
- Basic customization
- Branding changes

Speaker's Notes

Themes separate design from content. Themes allow rapid visual changes without rewriting logic.

Participants learn how to change themes and customize layouts. This demonstrates how WordPress separates design from content.

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Plugins & Extensions

- Installing plugins
- Activating features
- Managing updates

Speaker's Notes

Plugins add functionality, but excessive use can cause issues. Developers must balance convenience with performance and security.

Plugins add power but require management. Plugins add power but must be managed carefully.

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An Introduction



Group Reflection

- Ease of use
- Challenges faced
- Suitability for projects

Speaker's Notes

This discussion allows participants to reflect on ease of setup, challenges faced, and suitability for projects.

Group discussion allows participants to share challenges, insights, and impressions. This feedback helps assess WordPress's suitability for their projects.

Discussion reveals real-world challenges. Feedback reveals real-world adoption concerns.

Reflection helps align tech choice with job reality. This reflection is critical.

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WordPress in PH Industry & Takeaways

- Agencies, SMEs, Bloggers & media sites, Marketing-driven projects
- WordPress is a practical CMS, Complements PHP skills, Strong career value

Speaker's Notes

WordPress is widely used in PH agencies, SMEs, bloggers, and media-related projects. Its popularity continues to grow due to ease of use and low cost.

WordPress usage is widespread in PH. WordPress usage is widespread and growing in PH market.

WordPress is a powerful CMS when used appropriately. It complements PHP skills and offers strong career opportunities.

CMS skills enhance professional value. CMS knowledge enhances professional versatility.

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WordPress

An Introduction



**WordPress simplifies development,
but professional judgment
determines success.**

**Thanks for attending!
Any questions?**

Speaker's Notes

Professional judgment determines success. The value of WordPress lies not in the tool itself, but in knowing when and how to use it responsibly.

The value lies in knowing when and how to use it effectively.

Ask attendees for any questions.

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WordPress: An Introduction - Notes and Lab Guidelines

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This handout summarizes the key concepts discussed in the seminar "WordPress: An Introduction". It is designed for Fresh IT professionals who already have PHP experience and want to understand:

- Why WordPress is widely adopted in real projects
- Where WordPress fits compared to Joomla and custom PHP
- How WordPress is used in the Philippine IT industry

This document complements the lecture and hands-on lab session.

1. PHP and the Role of WordPress

WordPress is built on **PHP and MySQL**.

It does **not replace PHP**, but changes how PHP is applied in projects.

Instead of repeatedly coding:

- Authentication systems
- Admin dashboards
- Content publishing workflows

WordPress provides these features out of the box.

Developers focus on:

- Configuration
- Theme customization
- Plugin integration
- Business requirements

WordPress is built on PHP and MySQL. It does not replace PHP, but changes how PHP is applied. Instead of repeatedly coding authentication, admin dashboards, and publishing workflows, WordPress provides these out of the box, allowing developers to focus on configuration, theme customization, plugin integration, and business requirements.

2. CMS Growth and Industry Shift (2006–2008)

Between 2006 and 2008, CMS platforms became mainstream because:

- Clients demanded faster project delivery
- Businesses wanted to update content themselves
- Agencies needed repeatable solutions
- Maintenance costs had to be reduced

CMS grew rapidly because it addressed these needs with **simplicity**.

CMS platforms became mainstream as clients demanded faster delivery, content self-management, repeatable solutions, and reduced maintenance costs. WordPress grew rapidly because of its simplicity.

3. CMS Impact in Philippines

In the Philippine market, CMS platforms are widely used by:

- Web agencies
- Freelancers
- SMEs
- Bloggers and media creators

CMS solutions allow:

- Faster website launches
- Reduced reliance on developers
- Better alignment with client budgets

In the Philippine market, CMS platforms are widely used by agencies, freelancers, SMEs, bloggers, and media creators. CMS allows faster launches, reduced reliance on developers, and better budget alignment.

4. What WordPress Is

WordPress is:

- An **open-source PHP-based CMS**
- Uses **MySQL** for data storage
- Managed through a browser-based admin panel
- Extended through **themes and plugins**

Although it began as a blogging tool, by 2008 it supports full websites.

WordPress is an open-source, PHP-based CMS using MySQL. It is managed through a browser-based admin panel and extended through themes and plugins. By 2008, it supports full websites beyond blogging.

5. WordPress Positioning Among CMS as of 2008

In 2008:

- WordPress is the **easiest CMS to learn and use**
- Joomla offers more built-in structure
- Drupal is powerful but complex

WordPress is often chosen when:

- Speed matters
- Content management is the priority
- Clients prefer simplicity

WordPress is the easiest CMS to learn and use. Joomla offers more structure, while Drupal is more complex. WordPress is often

WordPress: An Introduction - Notes and Lab Guidelines

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chosen when speed, simplicity, and content management are priorities.

6. Core WordPress Features

WordPress includes:

- Post and page management
- Media uploads
- User roles and permissions
- Theme-based layouts
- Plugin-based extensions

These features allow non-technical users to manage websites effectively.

Post and page management, media uploads, user roles, theme-based layouts, and plugin-based extensions allow non-technical users to manage websites effectively.

7. Advantages of Using WordPress

Key strengths include:

- Fast setup and deployment
- Simple admin interface
- Large plugin ecosystem
- Strong global community

These strengths align well with Philippine project realities.

Fast setup, simple admin interface, large plugin ecosystem, and strong global community make WordPress well-suited for Philippine project realities.

8. Limitations of WordPress

WordPress also has limitations:

- Can become disorganized without standards
- Plugin conflicts may occur
- Performance issues if poorly configured
- Security depends on updates and discipline

Professional usage requires proper management.

Without standards, WordPress projects can become disorganized. Plugin conflicts, performance issues, and security risks may arise if updates and configuration are not managed properly.

9. Common WordPress Use Cases (PH)

In the Philippines, WordPress is commonly used for:

- Blogs and personal sites
- Corporate and marketing websites
- News and content portals
- Small business websites
- Online portfolios

Blogs, corporate and marketing websites, news and content portals, small business websites, and online portfolios.

10. Popular WordPress Plugins

Commonly used plugins include:

- **Akismet** - spam protection
- SEO plugins
- Contact form plugins
- Basic caching tools

Plugins extend WordPress but must be selected carefully.

Akismet for spam protection, SEO plugins, contact form plugins, and basic caching tools are commonly used.

11. WordPress vs Custom PHP Development

Compared to custom PHP:

- Faster initial delivery
- Easier maintenance
- Less development effort

Trade-off:

- Reduced flexibility for complex logic

Choosing WordPress is a **business decision**, not a shortcut.

WordPress enables faster delivery and easier maintenance but sacrifices flexibility for complex logic. Choosing WordPress is a business decision, not a shortcut.

12. WordPress and Career Impact

WordPress skills:

- Increase employability
- Enable freelance and agency work
- Complement PHP development

Many job postings specifically request **WordPress experience**.

WordPress: An Introduction - Notes and Lab Guidelines

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WordPress Lab Exercise: Installation and Exploration

Lab Objective: By the end of this lab, participants will be able to:

- Install WordPress locally
- Access the admin panel
- Manage content
- Change themes
- Install and manage plugins

Expected Outcome: A working local WordPress site with basic admin proficiency and CMS understanding.

Requirements: Windows XP or Vista, XAMPP, WordPress installation package, Internet Explorer or Firefox.

Exercise 1: Environment Setup

- Install XAMPP
- Start Apache and MySQL
- Confirm PHP is running via browser

Install XAMPP, start Apache and MySQL, and verify PHP is running in the browser.

Exercise 2: WordPress Installation

- Copy WordPress files to htdocs
- Create a MySQL database
- Run the WordPress web installer
- Set admin username and password

Copy WordPress files to htdocs, create a MySQL database, run the web installer, and set administrator credentials.

Exercise 3: Default Site Tour

- View the frontend
- Review default posts and pages
- Identify the active theme

View the frontend, review default posts and pages, and identify the active theme.

Exercise 4: Admin Panel Navigation

- Log in to WordPress Admin
- Explore Dashboard
- Navigate Posts and Pages
- Review Users and Settings

Log in to WordPress Admin, explore the Dashboard, Posts, Pages, Users, and Settings sections.

Exercise 5: Managing Content

- Create at least 2 posts
- Create 1 static page
- Upload media (image)
- Publish and update content

Create at least two posts, one static page, upload media, and publish or update content.

Exercise 6: Themes & Customization

- Switch to another theme
- Preview layout changes
- Activate selected theme

Switch to another theme, preview layout changes, and activate the selected theme.

Exercise 7: Plugins

- Install **Akismet** or another plugin
- Activate plugin
- Observe changes in admin panel

Install and activate Akismet or another plugin and observe changes in the admin panel.

Exercise 8: Reflection & Discussion

Discuss ease of use, client suitability, challenges encountered, and comparison with Joomla or custom PHP.

- Ease of use
- Client suitability
- Challenges encountered
- Comparison with Joomla or custom PHP

NOTES & REFLECTION for LAB EXERCISE:
