WORDPRESS WEBSITE WIDGETS

SOCIAL ICONS, BLOG TOOLS & SOCIAL WIDGETS

Zero to **Personal Website**

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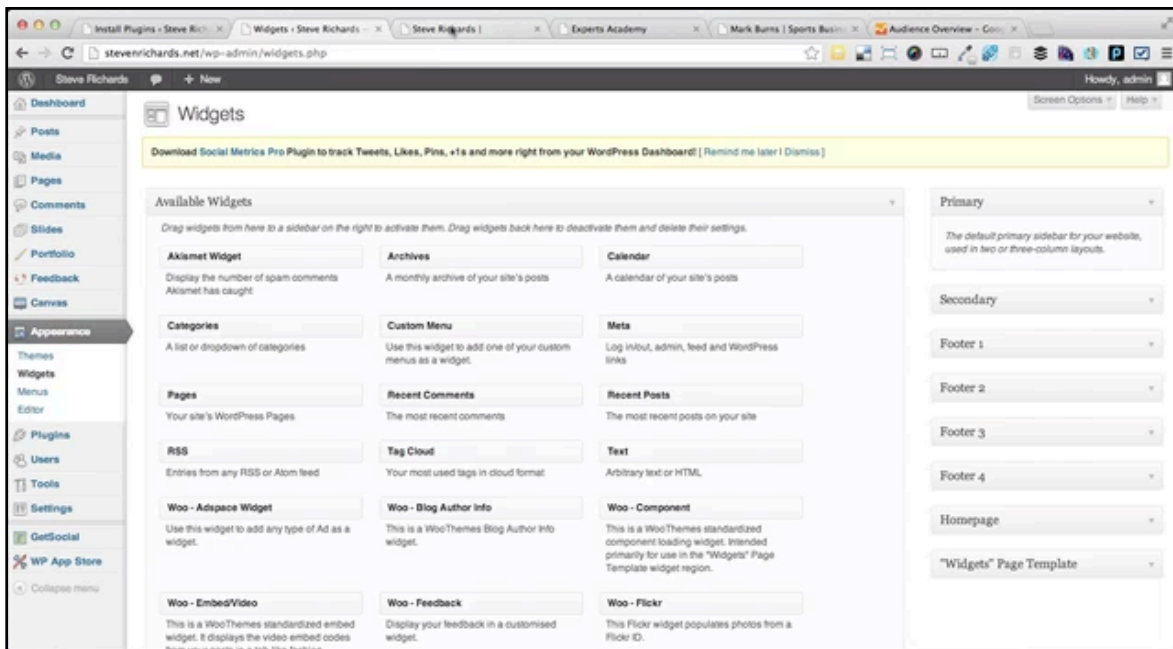
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Introduction

In this video we're going to review WordPress widgets

Widgets are what are going to show up in your sidebar on all of your different posts and pages. You can see currently that there are some default widgets that are automatically added to you Web site when you create your WordPress Web site. They are recent posts, recent comments, archives, categories and meta. Where you can find these is in the back end if you go into Appearance just hover over top of Appearance click on it and then click on widgets.

You'll see here that we actually have 6 different areas as well as the Homepage and the Widgets Page Template we can add widgets into. The only one were worried about right now is the primary one. This is the only one we're using and it relates to everything that we see here in the sidebar on this Web site. Thats all of these on the right side.
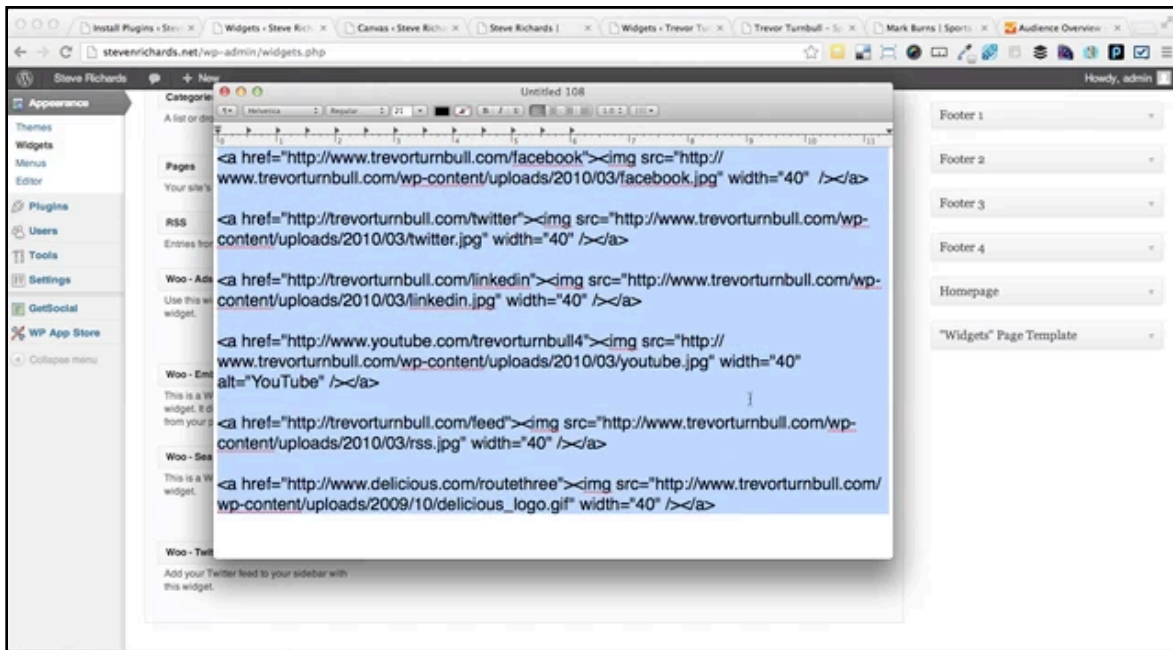
WordPress Website Widgets

THE PRIMARY WIDGET

If I open up this primary one you can see that here are all of those widgets. Theres the recent posts, recent comments, archives, etc. Lets just go ahead and delete those out of there and that will give us a fresh, clean slate to work from. Im just going to delete all five of these and then we'll come back to the front end and we'll refresh it and I'll show you that they all disappeared. Back to the front end and refresh and there we go. Now we have a nice, blank slate to work from in the sidebar area here.

SOCIAL ICONS WIDGET

The first one that Im going to suggest that you do; and Im going to base this on what I currently have on my Web site; you can see that I have these social icons here at the top. Then theres also the author bio section. Thats another one that we're going to show you how to do. Theres also these widgets like my LinkedIn one here. You can see that this is my LinkedIn profile. And if I just scroll down the page further you'll see that theres recent posts, we've got categories, we'll definitely add those too. We'll also add a Twitter one; I don't actually have that one displayed on my Web site. We're also going to add a Facebook badge and Im also going to show you how to create a WooTabs one and I'll show you how it works here in just a second.

The very first one is the social icons. You can see that here is all of the widgets that you have available to you. Feel free to play along with these and see whats best for you. Im going to show you these five or so that I would suggest you use.

The first one is the social icons that you see here at the top of my sidebar. These are actually custom coded in using a text widget. Its a really simple thing to do and

Im going to show you exactly how to do it and you'll be able to actually copy and paste this HTML code right here right from the report that you're going to be provided with this video. Don't get too overwhelmed by this - Im going to walk you through this whole process and it'll be quite easy to do.

Let me just go ahead, first of all, and increase the size of these just so you can see this. This is HTML code. Again theres not a whole lot here aside from "<a href" which just refers to the link that the image will link to so in this case I have these custom URLs set up. "trevorturnbull.com/facebook." That might go to facebook.com/trevorturnbull because that will go the same place for me anyway because I have it set up that way. Then "img src" you can see that I have these images uploaded to my Web site thats pulling in the image that's represented as you can see here for the Facebook icon. Then finally the size of the image itself. In this case I've got this width set at 40. Then the closing tags here to be able to wrap it all up.

What I would suggest that you do is of course copy and paste all of text that Im going to provide you in the report and just put it right into your widget area.

In order to get that widget set up you to need to grab this text one. You can see I can just click on it and drag it over and Im going to paste all of that code right in there.

HERE IS YOUR SOCIAL ICON HTML CODE

```
<a href="http://www.trevorturnbull.com/facebook"><img src="http://
www.trevorturnbull.com/wp-content/uploads/2010/03/facebook.jpg"
width="40"  /></a>

<a href="http://trevorturnbull.com/twitter"><img src="http://
www.trevorturnbull.com/wp-content/uploads/2010/03/twitter.jpg"
width="40" /></a>

<a href="http://trevorturnbull.com/linkedin"><img src="http://
www.trevorturnbull.com/wp-content/uploads/2010/03/linkedin.jpg"
width="40" /></a>

<a href="http://www.youtube.com/trevorturnbull4"><img src="http://
www.trevorturnbull.com/wp-content/uploads/2010/03/youtube.jpg"
width="40" alt="YouTube" /></a>

<a href="http://trevorturnbull.com/feed"><img src="http://
www.trevorturnbull.com/wp-content/uploads/2010/03/rss.jpg"
width="40" /></a>

<a href="http://www.delicious.com/routethree"><img src="http://
www.trevorturnbull.com/wp-content/uploads/2009/10/
delicious_logo.gif" width="40" /></a>
```

If I go and save this right now and come back into the front end of Steve's site and refresh you can see that all of those icons are now showing up there. The reason for that is that I have one for Facebook, one for Twitter, one for LinkedIn, one for YouTube, one for RSS feed and one finally for a Delicious account. You might not have all of these but, again, we will provide all of the links to these files for you in the report or somewhere by the video that you're watching right now.

The things that you're going to edit are; number one, you're going to need to upload those images to your own Web site. In this case Im just going to open this one up just so I can show you that there is the icon. Im going to save this image to my Desktop and we'll call this Facebook-icon. You're going to do the same thing when we provide you with these icons. You're going to download them to your computer, you're going to come back to the back end of your site, I'll come over

here, and you're going to go into Media. You're going to go Add New and now you're going to upload that Facebook icon. Let me go and find that Facebook icon, there it is, Im going to click open and you'll see that it uploads that image now and when I click on it here is the URL to that file.

Im going to copy this and Im just going to replace the source URL. Thats just this one after "src= "and the URL itself." I just want to replace the link thats inside of there.

The reason that Im going that is because now those images are uploaded to my own database. You're not going to be using the images from my own personal Web site because if I ever delete those images they're going to disappear. This is why Im telling you that its critical that you take the icons that I provide you, upload them to your own Web site and then change the source in this code right here.

>>> Click Here To Download The Social Icons <<<

Then of course you're going to want to change the URL that this is going to. In this case it might be "facebook.com/steverichards."

You're going to do that for all of these different icons here. So if I was to change this one out as well I'll just do that really quickly. Theres the Twitter icon. Im going to save this image and call this one twitter-icon and we'll upload another file so we'll select it, find that file and go open. And then I have to grab that URL once again and there it is, the file URL. Im going to come back to my widget and Im going to replace that one as well and we'll call this one "twitter.com/srichards31."

Now if I save these changes you'll see on the front end that nothing has changed as far as the images go because now they're just pulling from a different source but if I hover over top of them and then ultimately click on these two icons you'll see that I have the wrong Facebook account for Steve so it didn't show it to me and the
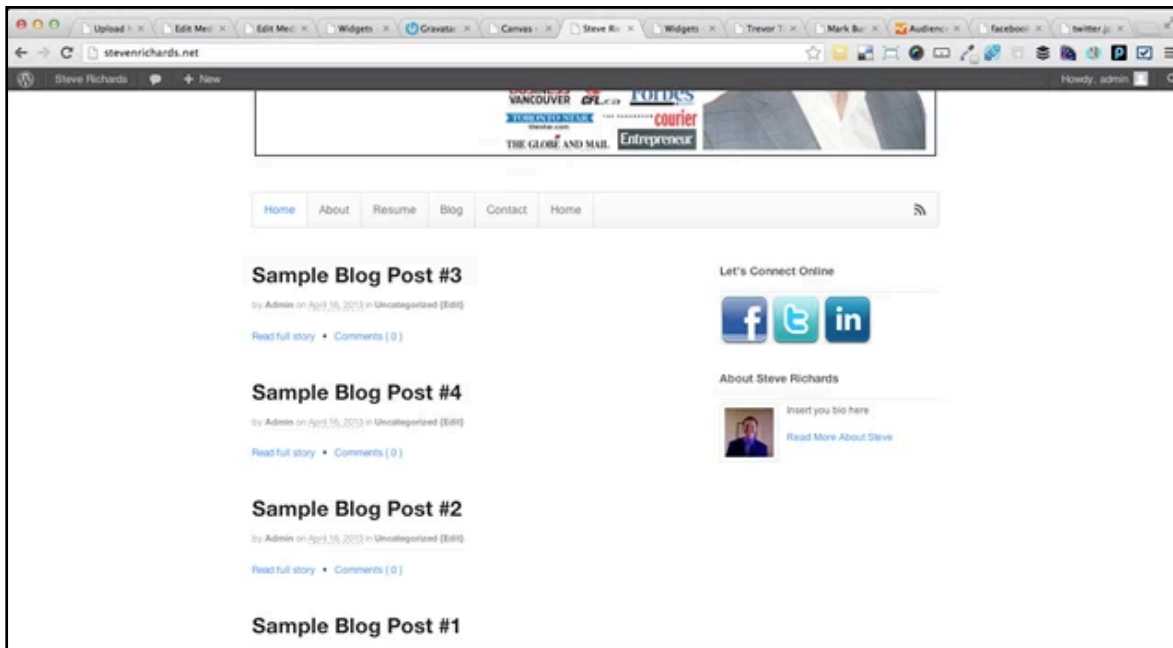
wrong Twitter one as well. But it would link out to your accounts as long as you use the proper links in that widget.

Once again I will provide you with all of the HTML code that you need. You'll have to upload these images to your own Web site and then feel free to adjust the size of these as needed. For example if I was back in the widgets here and say I had a Facebook, I had a Twitter, I had a LinkedIn but that was it, so if I delete all of the others and save it and come back to the front end you'll see that it gets rid of all the other ones. But I might want to make these a little bit bigger just because I have room to work with now. I would just change the width number on these to 60 and save it and come back to the front, refresh and you can see now I have these nice big icons right here.

I can also put a title on the top of this. "Lets Connect Online." And save it, come back to the front end, refresh, and now I've got a nice little title introducing these as well.

Thats the first one I would suggest. Make it easy for people to be able to connect with you on your other social accounts

WOO - BLOG AUTHOR INFO

The second one that Im going to show you is this Woo Blog Author right here. You can see that I've got this nice image of myself as well as some text right here and then a link to learn more about me.
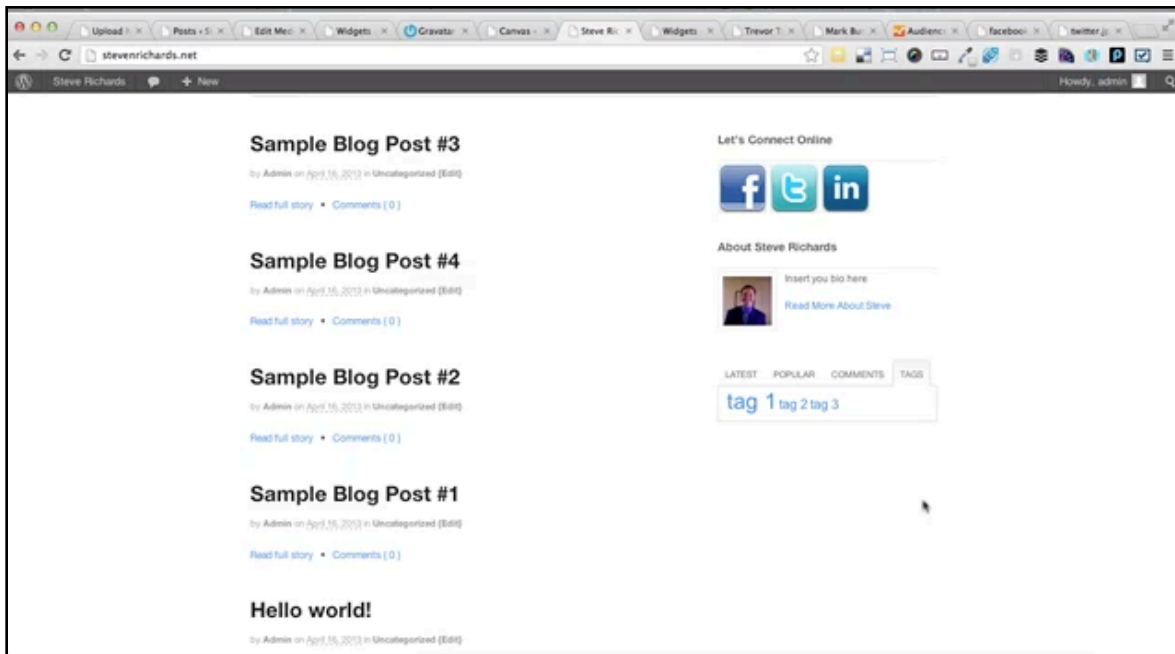
The one that I need for that, Im just going to collapse this one here, is down in all of these tab options here and Im looking for the Woo - Blog Author Info. Im just going to drag this one up and I'll drag it and drop it right below the first one. You can change this to "About Steve Richards" and you're going to insert your bio here. Your Gravatar email - so again if you need to set up a Gravatar account you can go ahead and do that by going to Gravatar.com and you'll have to use your WordPress.com account again to set that up. Basically what it does is it allows you to create an account that anytime you use a certain email your photo thats associated with that email will show up on other Web sites. Whether its when you're leaving comments on other Web sites or, in this case, when you're trying to set up your Blog Author Bio.

In this case Im pretty sure that Steve has his set up already so lets just go ahead and use his Gmail address just to see if it works. And I can choose the Gravatar size. Lets make this one 60. We'll make the alignment left vs right and read more about Steve. Then the URL that we'll use is "stevenrichards.net/about" because of course we have an About page here set up for Steve thats at stevenrichards.net/about.

Lets save the settings here, come back and refresh and there we go. Now we have the blog author on here. You can see that it actually doesn't show an image because Steve hasn't set up a Gravatar for this email address yet but if I change this email to one that I know he has set up, so steve.richards@onewebsite.ca and save and refresh you'll see that his photo now shows up next to it.

Feel free to be creative in what you write about yourself and where you link to and all that kind of stuff. This is another nice little tool so that people can know where they can go and find out more about you and get that quick glance at who you are and why they might want to get in touch with you.

WOO - TABS

The next one I'll show you is Woo - Tabs. Thats this one right here. Im just going to drag that one.

In this case the options for us are number of posts to display. This is referring to your blog posts. Thumbnail size again. Lets change this one to 60 as well. Popular limit (days) - we might choose a limit on this one and just say 60 - and I'll show you what that means here in a second. First visible tab - I always like to set this one to latest because then it shows your latest blog post up at the top. Now of course you can hide some of the tabs as well. Lets save the changes and take a look at what this one looks like as well.

If I come into the front end and refresh you'll see I have this nice little widget now that shows my latest blog posts. Theres all five of them so far that I've created. Those are just the sample ones that I've created. Popular, which show the most popular ones based on comments. Of course this is a new Web site so theres not really anything for it to base the popularity on yet. Eventually you would have

multiple comments on certain articles and those would rise to the top in this section. Comments will show any comments that have been made on your blog posts. You can see the only comment on this site right now is just a default one that WordPress creates when it installs the Web site. Then finally tags. We don't currently have any tags showing up in here but let me go in a create few tags just to show you what that would look like.

If I go into my posts and lets just edit any one of these here. We're going to add some tags onto this one. Right here on the side is tags. We might say "tag 1, tag 2, tag 3." If I add that and update and now we come back to the front end of the Web site here and refresh you'll see under the Tags section we now have tag 1, tag 2, tag 3. This is just an easy way for people to be able to find interesting and relevant content that they might be interested in learning about. It might be marketing or it might be dogs or kittens or whatever it is that you're into. You use these tags liberally and just make it so that people can find this stuff very easily.
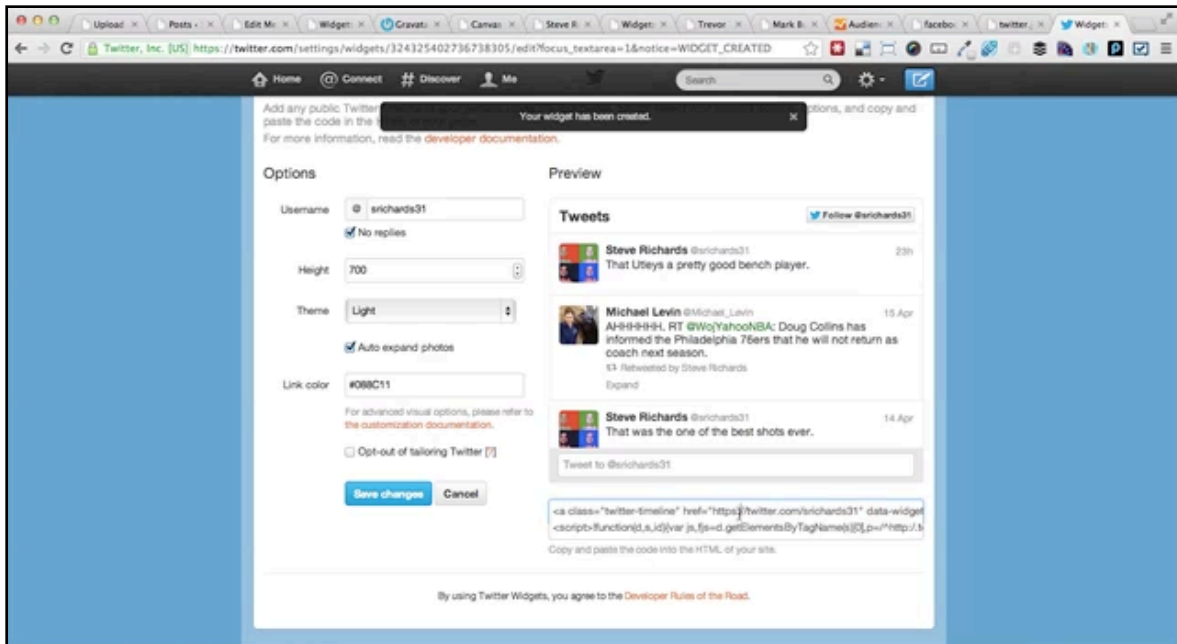
If I go into another one of these blog posts; I'll just go back into All Posts and I can actually add these tags very quickly using the quick edit option too. I'll call this one "tag 1." We'll just add tag 1 to this one and say update. Come back to the front end and refresh and what you'll notice here is that in the Tags area tag 1 is actually larger than tag 2 and tag 3. The reason being is that, of course, I've used tag 1 on more than one of my blog posts. So the more popular the tag is, the more commonly used the tag is on your Web site, the bigger that word will become and it will really stand out. This is a great way to really brand yourself and differentiate yourself so that if you want to be known for, in Steve's case, maybe sports marketing or sports publishing, he might use that tag in his Web site and that becomes the primary tag people use to find content on this site.

This is a great little tool just to make it easy for people to be able to navigate around your blog. Again it is called the Woo - Tabs.Thats the third one.

SOCIAL WIDGETS

The fourth, fifth and sixth ones that Im going to show you refer to some of the social widgets that you can go and set up.

Twitter Widget

The first one that we'll do is Twitter. You can see here its at http://twitter.com/settings/widgets. But if I just go to Google "Twitter widgets" you're going to see that its actually the first one that pops up. You can get to it that way as well.

Im currently logged into my personal profile. Im just going to log out of that because you have to be logged into your Twitter account in order for this to work properly. Let me log into Steve's and I've just got to grab his info really quickly. Its srichards31; thats why my link didn't work properly before; and we'll go ahead and sign in.

You can see that it doesn't actually take me back to the widgets page, which is kind of annoying but we can just easily get back there by going to Twitter widgets again and just clicking on this link.

There we go. Now you can see Im logged in with Steve Richards' profile and if I go to create a new widget there's all kinds of stuff that I can do here. And you can see here that it gives me a preview of it here right now.

It automatically inserts my username. I can choose a height. It defaults to 250. Lets make it 700 right now. Now I can change the look of it. It can be a light theme or it can be a dark theme. A dark theme is just black, a light theme is of course a white background. The link color, so you can see the link color default is just this blue right here but I can choose any other color. Lets go ahead and choose a green or something. Say done and there we go. Now it changes the link color to green. So you can see its a really easy wizard to just go ahead and create this.
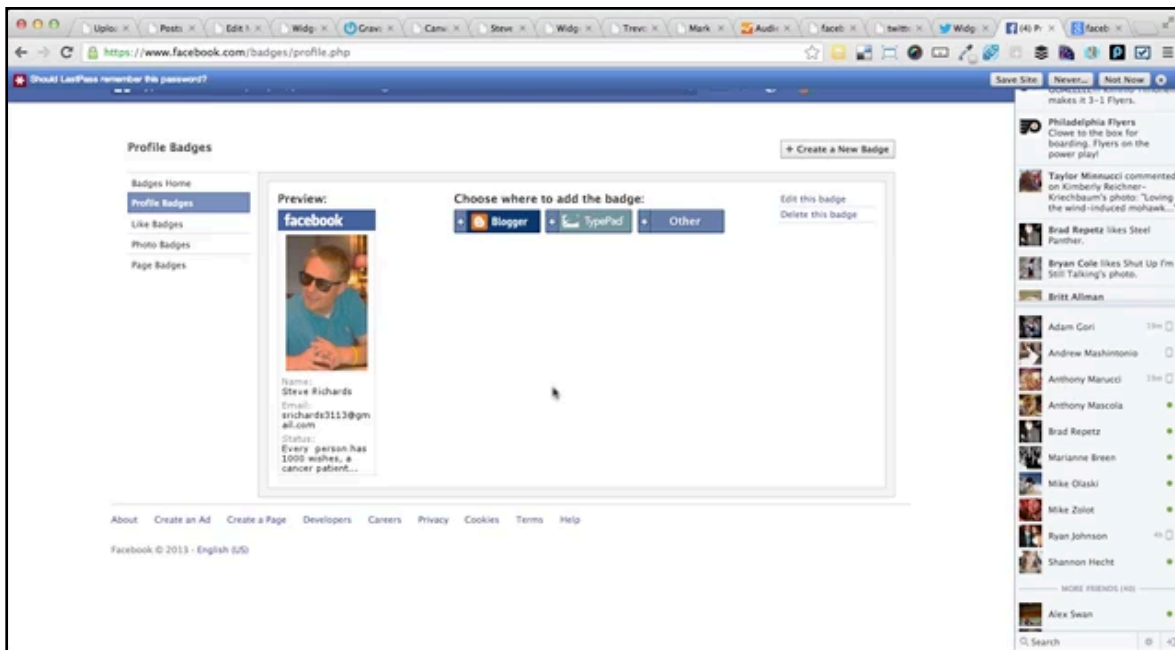
Now we're gong to say Create widget. Thats really all you need to do with this one. You can see it spits out this code for me down here in the bottom. I'm going to select this and copy it - Im just going to use CMMD+C on my computer - and paste it in. Alright there we go. Now Im going to save this and we'll see if it works.

We'll refresh this page and there we go. Now we have this nice Twitter widget. You can see that its actually quite long, this one. I might shorten it up a little bit. People can follow Steve easily here by just going follow @srichards31. Its got all of his most recent tweets on here, its got a nice, big, long scroll bar. If I wanted to adjust that, because again its too high, I might say 250 instead, save the changes and when I do that I have to copy the new code out of here, come back into my widget, replace it, save it, refresh the front end. There's a common theme with that.

Theres we go. Now I have a nice small one here. You can see I can still scroll through this but it doesn't create this big, long, never ending sidebar where people are constantly scrolling, scrolling, scrolling to see all of the things that you have in your widget sidebar.

That is the Twitter one. Very handy, very good from a personal branding standpoint.

Facebook Badges

The next one that I'll show you is Facebook badges. Now again you can go and get this one at Facebook.com/badges or again you can just do a Google search and go "Facebook badges." And you can see its the very top one on the page. Heres the Facebook badges one. I just want a Facebook profile badge. Now its going to ask me to log in here again, so let me just go ahead and log in. And just so you know I did get permission from Steve to actually go ahead and access his accounts here. I did not steal his information. And I'll grab his password and paste and log in.

Now its giving me a preview of what this is going to look like. I can choose from a number of things here by the way - I can choose a like badge, but Steve Richards doesn't have a fan page. Theres a photo badge of course here as well. And again none of these are really that relevant for what we're looking for but I just thought I would show these to you.

For the profile badge though what we're going to choose is Other. We just want to copy this code right here and come back into our widget area; we'll just collapse
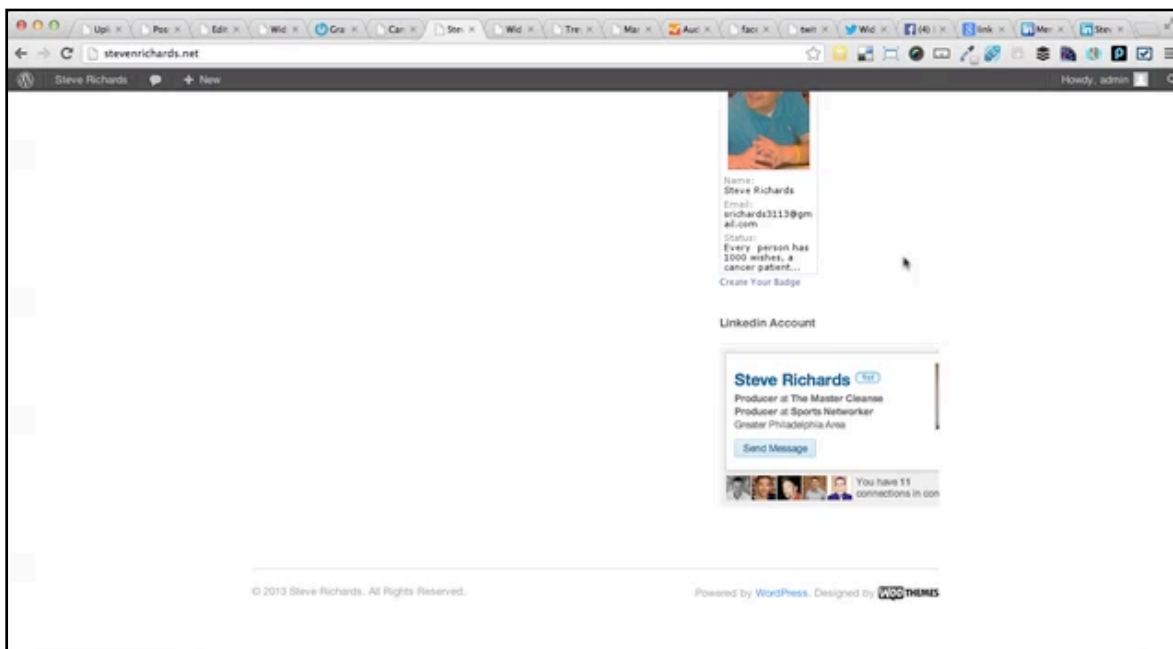
this one. You might want to name this Twitter one as well. "Twitter account." Just so they're easy to identify in the back end here.

Once that saves I'll close it and then drag another text box over here, paste that Facebook badge in there and we'll call this one "Facebook account" and we'll save it. And I'll come back and refresh the front end of the Web site.

If I scroll down on the page here you can see now I have my Facebook account embedded in here as well. Thats how you do the Facebook one.

Now you've got your Twitter and your Facebook and, again, you can choose to have one or both or none of these on there. I just wanted to show you how this works.

LinkedIn Widget

The one that you definitely want to have, especially from a personal branding standpoint if you're looking to get a job in whatever industry it happens to be, you

should definitely have a LinkedIn account. Let me show you how to actually add the LinkedIn widget on your Web site.

The LinkedIn widget looks like this. You can see I have my personal one here right now; It has my photo from LinkedIn, it has all of my different titles, my location, people can click and view my profile right from here. Very, very slick widget and its something you're going to want to put on your Web site.

This is how you get to the widgets area. Its at http://developer.linkedin.com/plugins. Or again you can go over to Google and you can just type in LinkedIn plugins and it will be the first one on the list right here. Lets go and check this out.
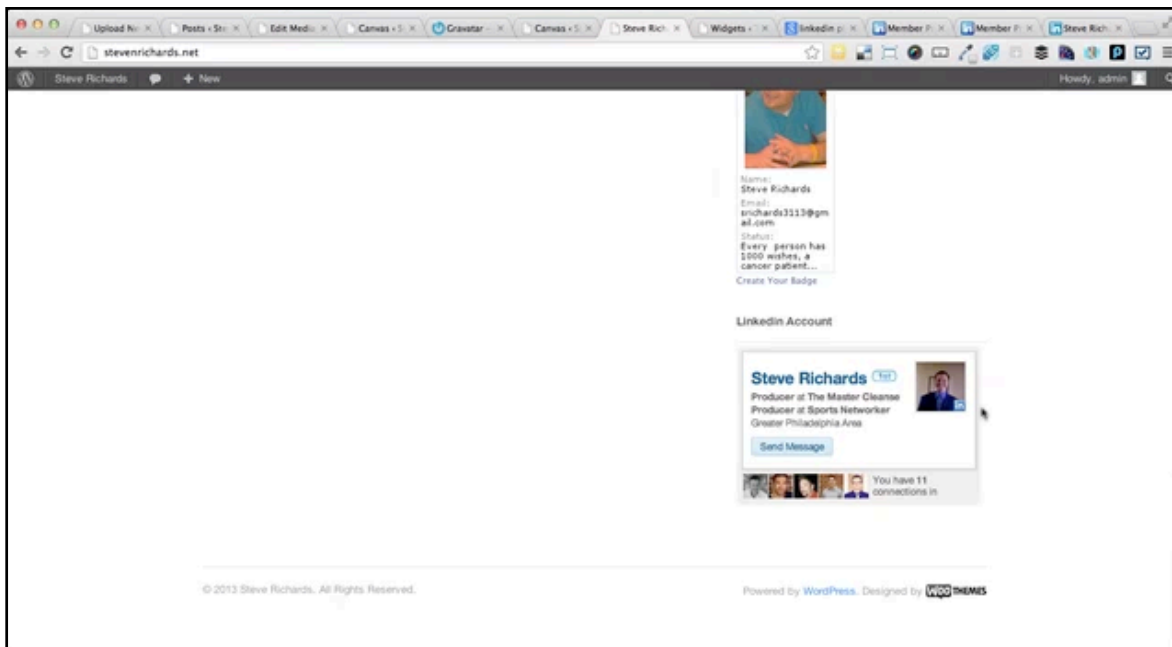
We're looking for the Member Profile one. Im going to look for that in the menu and this is the one that I want right here. Im going to say Get it. And they're asking for the profile URL first of all; it shows the CEO of LinkedIn as a default right here. What I need to do is figure out what Steve Richards' LinkedIn URL is. I can do that by going to LinkedIn and I'll just log into my account because I'll be able to find this on Steve's profile. If I go Steve Richards, there he is. So on Steve's profile you can see there's his LinkedIn profile right here. Its linked.com/in/srichards31. Im going to copy that and Im going to come back to the LinkedIn widget and Im going to paste that guy in there and it will set up a preview for me, which you can see it did right there. So that looks great.

Now you can choose to show or hide your connections. If I just choose hide you can see it removes who Im connected to, or who I have in common with Steve that we're connected to. The way this works is that if I show up on Steve's Web site and Im logged into my own LinkedIn account it will show me who I have in common with Steve, which is a really nice, personalizing feature in this LinkedIn widget because it helps create that trust in people when they get there and they can see common connections. Lets keep Show on.

And we'll go Get Code and if I scroll down heres our code. Im just going to copy this one as well. Again you can right click these and choose to copy it that way. I go CMMD+A, CMMD+C to copy these, just as a little tip. Now Im going to come back in here and choose a text widget again and I'll call this LinkedIn Account and paste that one in there. And we'll go ahead and save it and refresh the front end and we'll now see Steve's LinkedIn widget on there as well.

And you can see that this one is a little bit broken right now. The LinkedIn widget is actually a little quirky in the sense that it doesn't give you a whole lot of functionality to adjust the size of it.

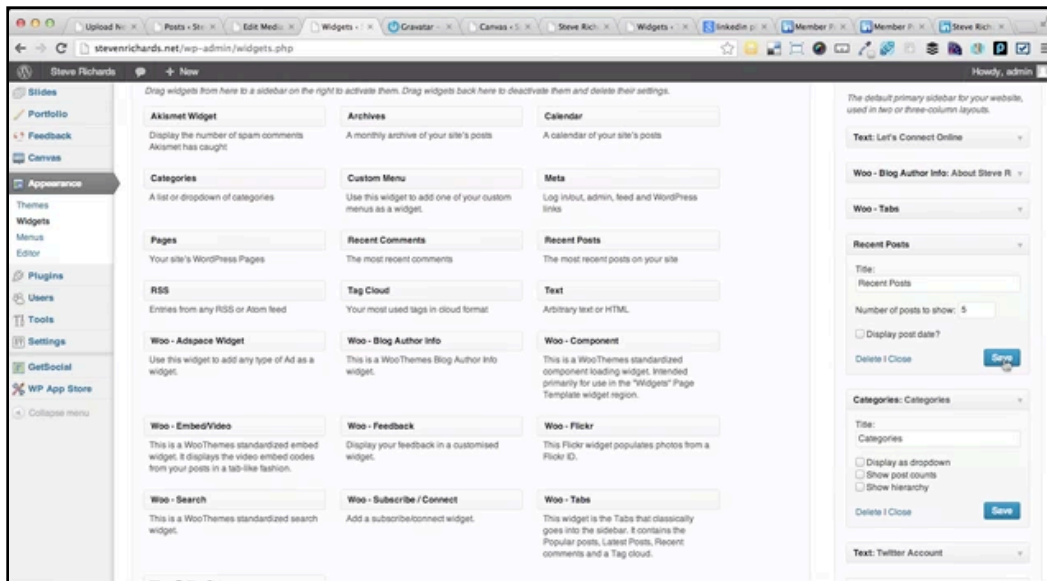## TROUBLESHOOTING QUIRKY WIDGETS

What I would do in this case to troubleshoot this, I've saved it already, Im going to come into my Canvas settings and theme options. This is a little off-topic but Im just showing you how to troubleshoot some of these things. If I go into the layout section I currently have the site width at 840. Let me just delete some of these tabs because its getting a little unruly here. Alright, here's SteveRichards.net right now and you can see the width of this is not very wide. I should probably make it a little

wider - lets make it 960. We'll save the changes and if I come back to the front end - just watch the menu right here. You can see that my menu is currently as wide as the banner right here. If I refresh this page you'll see that its now much wider and now my banner is a little bit out of sorts. So I would just recreate my banner so that its full width of this Web site. That would be my easiest fix. By doing that it actually made my sidebar a little bit wider too so you can see that this actually fits in there perfectly now when I make the width of my site 960 because all of the sudden my sidebar got a little bit wider.

And just to clarify this is my sidebar area on the right side. This is my main content area to the left of that. This is my navigation where the menu items are. And this is my header right above the navigation.

So that was just a quick little tutorial on how to adjust these things. Of course go back and watch the video on how to actually update your header in your Canvas settings if you do end up running into this problem and you do need to make a wider header.

PERSONALIZE YOUR WIDGETS

Those are the widgets that I would recommend that you install and set up on your Web site but, of course, there are all kinds of widgets that you have access to. If I just go back to the widgets area here theres all kinds of things including categories, you've got custom menus you can create, you can drag in and create menus out of your pages, you can drag over your recent posts. Lets drop that one in there, lets drop the categories one in here as well and you can see that they're so easy to do.

Titles; we'll just call this one "Recent Posts" and we'll call this one "Categories" just so that we can see the two of them. And we'll save it and save it and come back to the front end and refresh and you'll see now we have our recent posts here and our categories.

Conclusion

Once again lots of stuff that you can do in here. Play around, see what works for you, play with the settings, make it look nice and you'll be off and running with your own personal Web site.

If you have any questions about the videos that you've watched please feel free to get in touch with us. You can email us with the contact information that you'll see on the page that this video is on. Other than that best of luck, I hope these videos have been helpful and I hope that they help get you started on creating your own personal Web site.

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