

WORDCAMP

B O G O T Á

2 0 1 8

@fabolivar23 #WCBogota



¡Hola!

Soy Fabian Altahona

@fabolivar23 / Koombea / Ab2Web / WPBQ

 koombea

 koombea

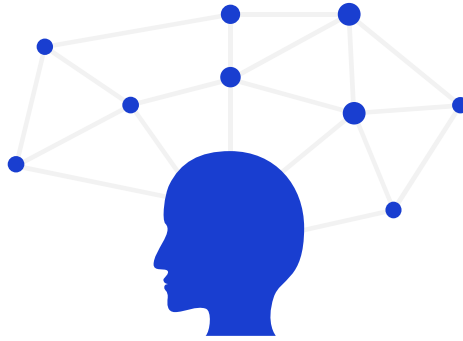
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Professional **WordPress** Development

5 Things You Need to Know to Becoming a Professional Web Developer

#WCBogota



How does the Internet Work?

“¡Hands up!”

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How DNS Works?

[Domain Name Server]

Domain Name Server

1. Computers devices communicate using IP addresses to identify each other on the internet.
2. But humans can't remember IP addresses, so they use words.

How DNS Works?

User type "wordpress.org"
into the browser



What is the IP for wordpress.org?

OS - BROWSER - CACHE

RESOLVER



DNS SERVER
(ISP)

What is the name server
for wordpress.org?

.org TLD Server



ROOT SERVER

What is the NS for
wordpress.org?



TLD (.org, .com, .net)
NAME SERVER

ns1.wordpress.org
ns4.wordpress.org
ns2.wordpress.org
ns3.wordpress.org

What is the IP for
wordpress.org?



WEB SERVER

It's 66.155.40.249

Single Responsibility

Wikipedia: The **single responsibility principles** is a computer programming principle that states that every module or class should have responsibility over a single part of the functionality provided by the software, and that responsibility should be entirely encapsulated by the class.

#1. Project Scope

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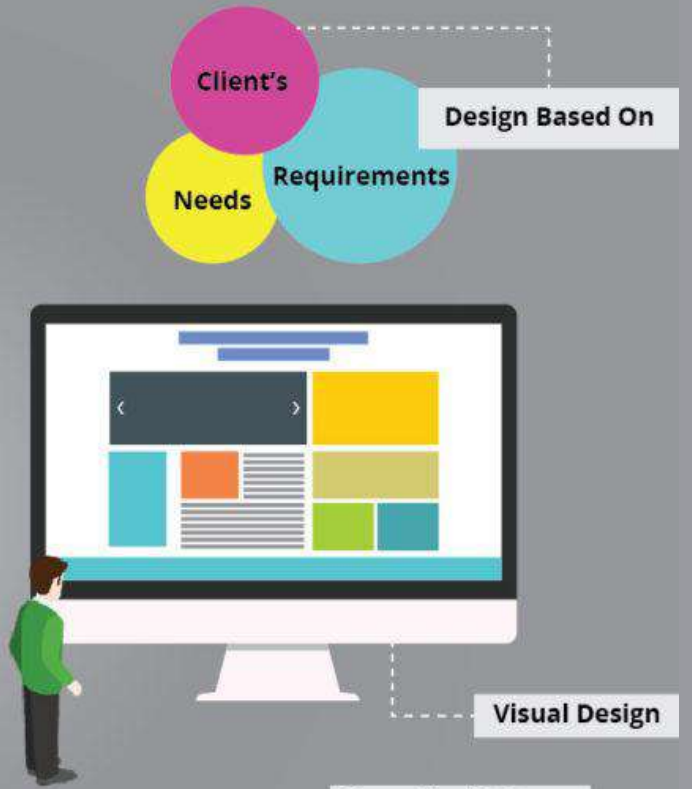
- Requirements
- Researching (Brief)
- Information Architecture (User flow and Sitemap)
- Wireframes - Visual Design



Expertise Patterns

- Wireframes
- Prototypes
- Research

UX



Expertise Patterns

- MockUps
- Graphics
- Layouts

UI

#1. Project Scope

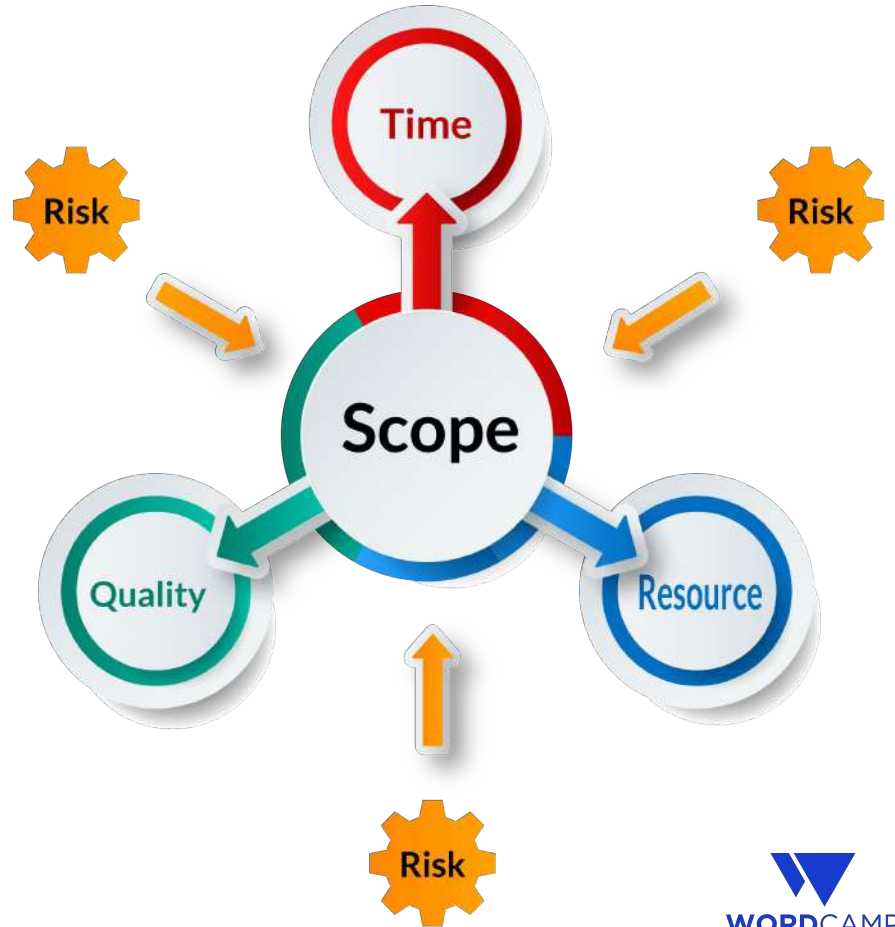
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- Planning
- Site Development
- Site Testing
- Site Launch
- Site Maintenance



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- Requirements
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- Information Architecture (User flow and Sitemap)
- Wireframes - Visual Design
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- Site Maintenance

Budget \$\$\$ Fixed vs Flexible





**CLIENT
BUDGET**



**CLIENT
EXPECTATION**

#1. Project Scope

- Requirements
- Researching
- Information Architecture
(User flow and Sitemap)
- Wireframes - Visual Design
- Planning
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Budget \$\$\$ Fixed vs Flexible



#2. Development Environment



#2. Dev. Environment

- Choose a Suitable Server Solution
- Find a Suitable Text Editor or IDE
- Pick a Suitable Browser
- Enable Debugging

Web Server

Local server

- Docker
- Xampp
- Wamp
- Mamp

	Linux	L
	NGINX	E
	MySQL	M
	PHP	P

Remote server

- Shared Hosting
- Cloud Hosting
- VPS
- Dedicated
- Docker
- AWS



Web Server



docker



Web Server



A command line app for managing a LEMP local development environment based on Docker.

<http://pilothouse-app.org>

Web Server



Features

- Unlimited local sites
- Laravel and WordPress support built-in
- Seamless Composer and WP-CLI integration
- Multiple PHP versions, configurable on a per-site basis
- Automated hosts file management
- SSL automatically available for all local sites
- Remote PHP debugging using Xdebug

Web Server



What's Inside



Nginx

PHP 5.6, 7.0, 7.1 and 7.2

MariaDB

phpMyAdmin

Redis

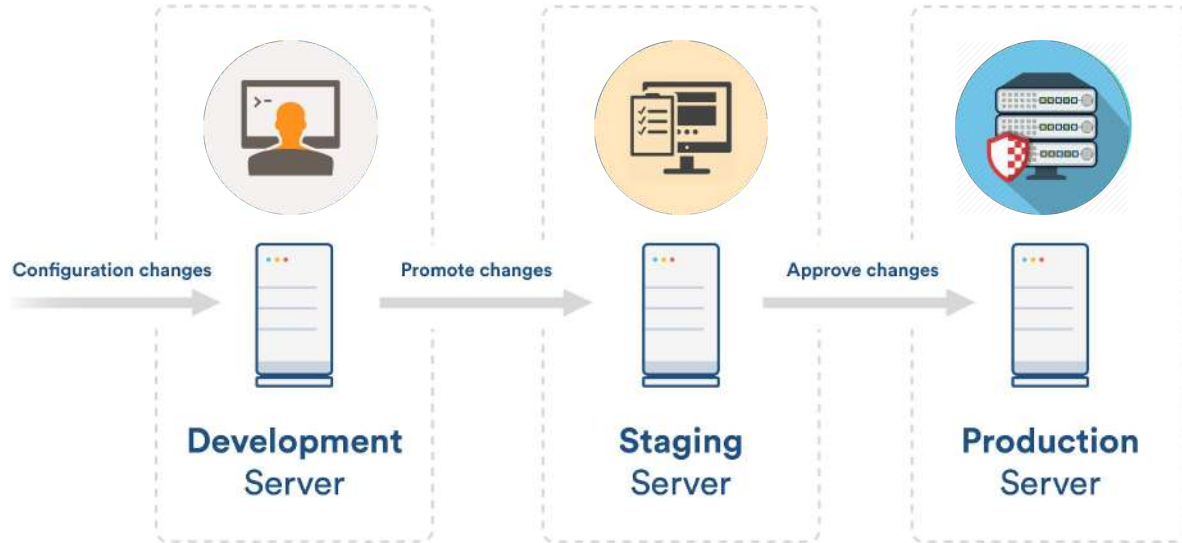
Xdebug

Composer

WP-CLI

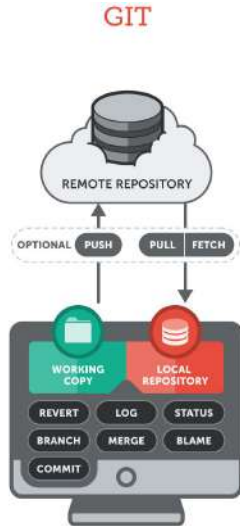
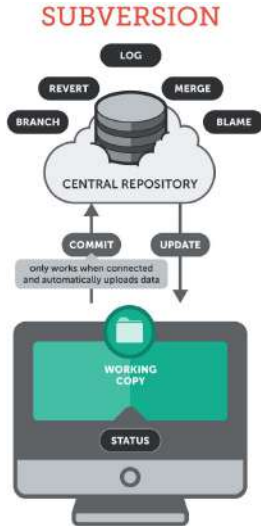
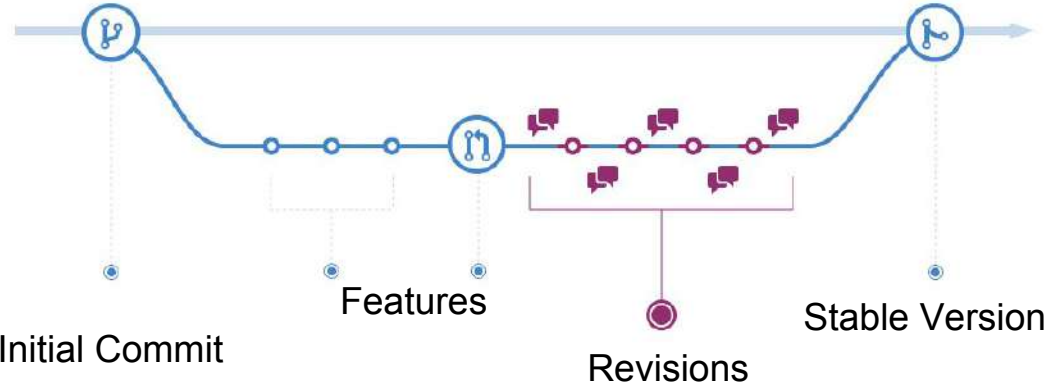
MailCatcher

Deployment Process



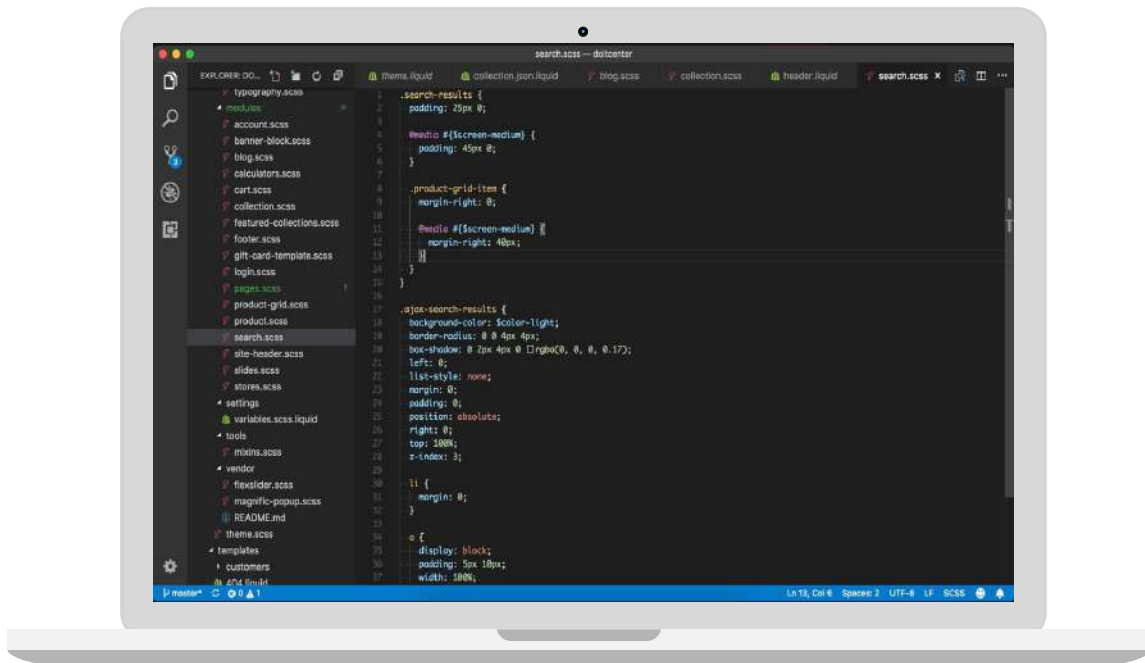
Version control

- Git
- SVN



Text Editor or IDE

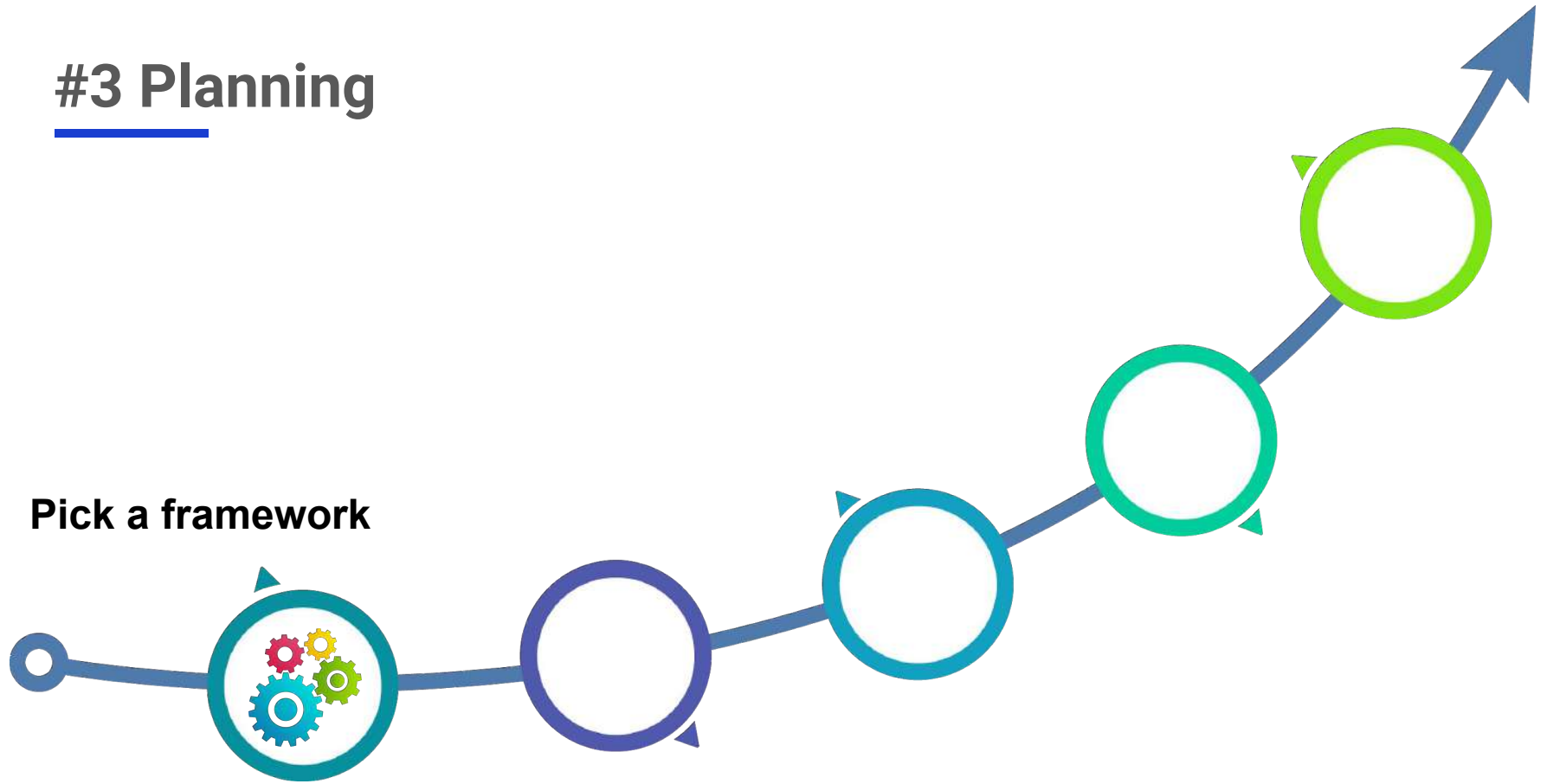
- Sublime Text
- Visual Studio Code
- Atom
- Notepad ++



#3. Planning

#3 Planning

Pick a framework





FRAMEWORKS



WordPress Frameworks



WordPress Frameworks

#WPBQ



GENESIS
framework

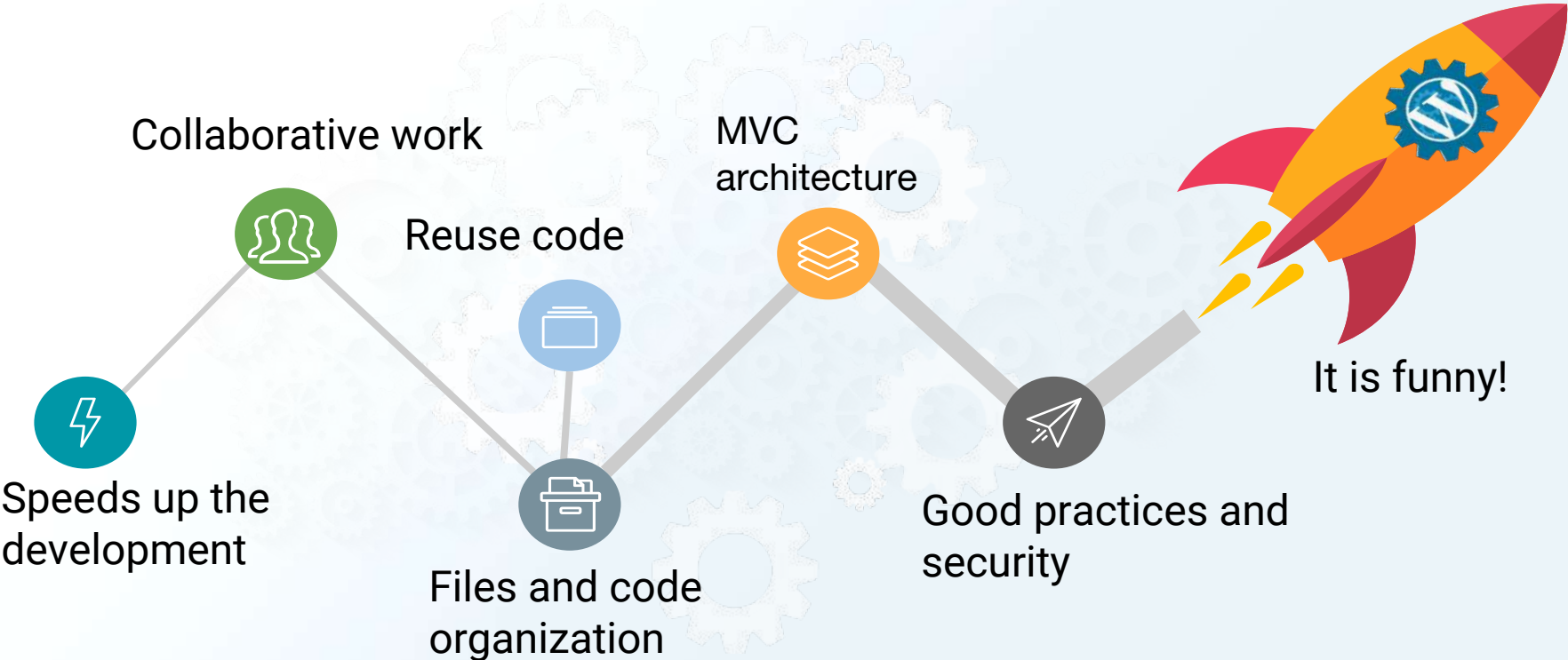


[kiliframework.org](https://github.com/koombea/kiliframework)

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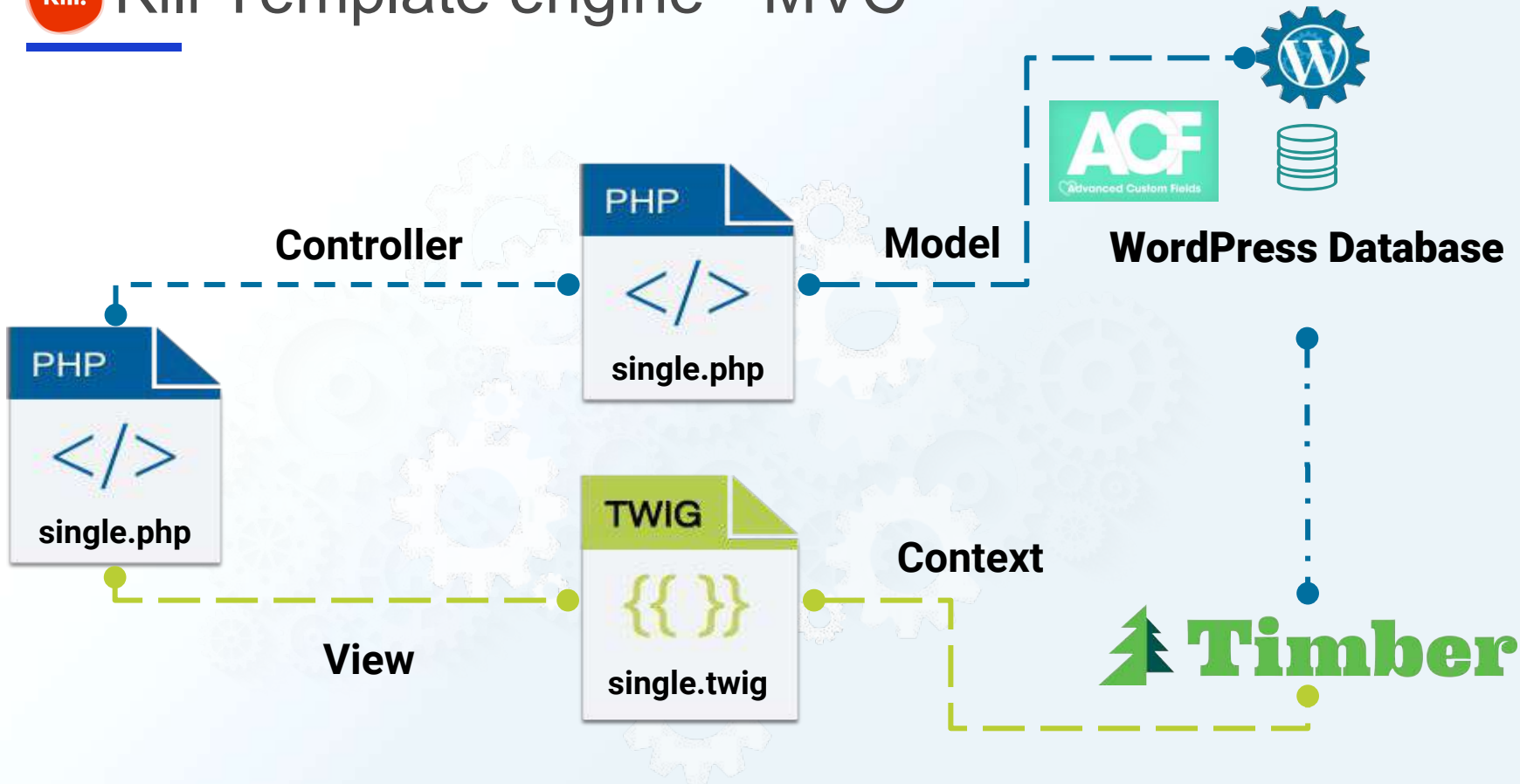


Advantages

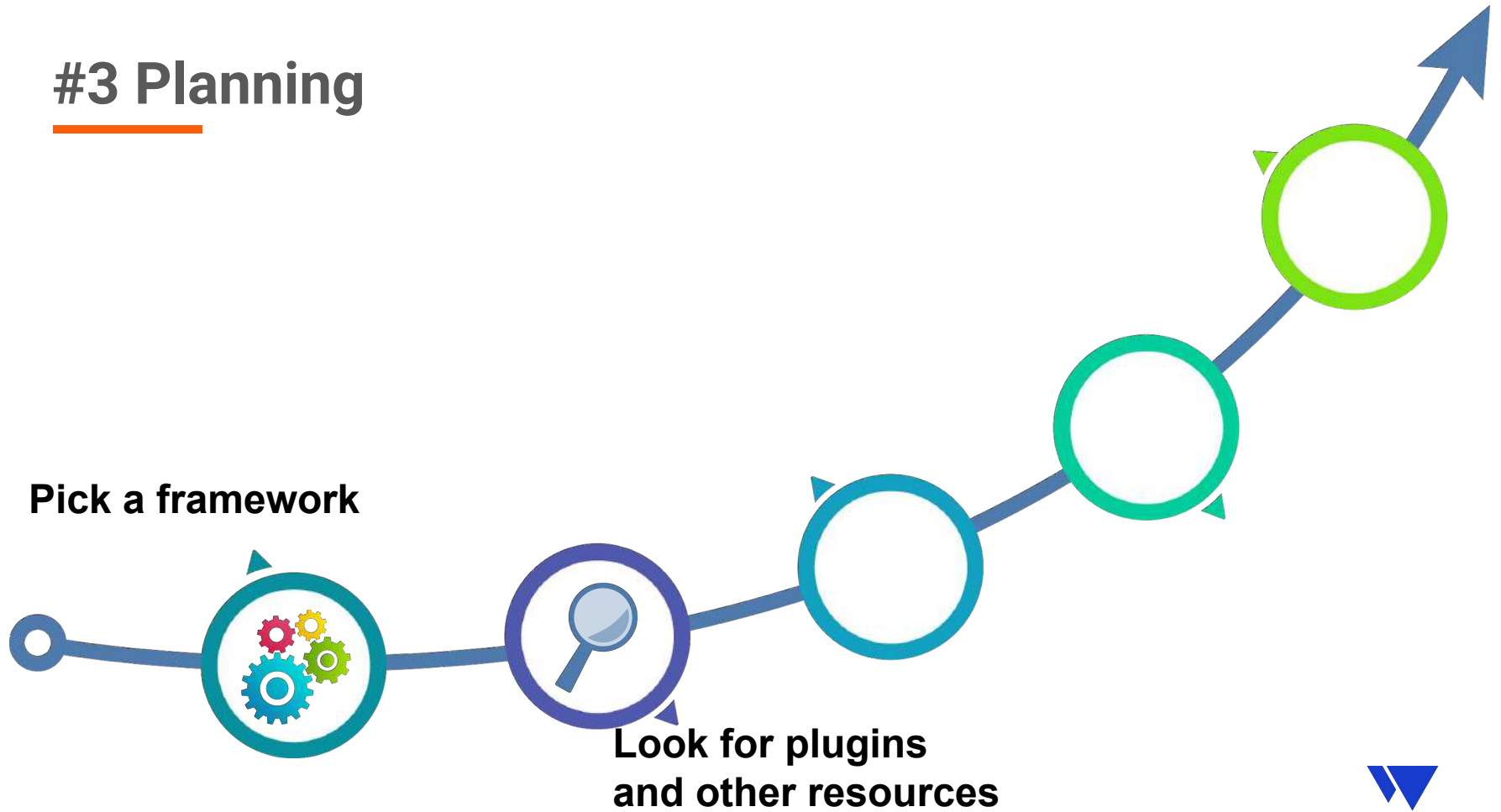




Kili Template engine - MVC



#3 Planning



Look for plugins



WooCommerce
Por [Automattic](#)



Contact Form 7
Por [Takayuki Miyoshi](#)



Yoast SEO
Por [Team Yoast](#)



Advanced Custom Fields
Por [Elliot Condon](#)




Look for plugins

Add Plugins [Upload Plugin](#)

Featured Popular Recommended Favorites

Keyword

Plugins extend and expand the functionality of WordPress. You may automatically install plugins from the [WordPress Plugin Directory](#) or upload a plugin in .zip format by clicking the button at the top of this page.



Akismet Anti-Spam


Akismet checks your comments and contact form submissions against our global database of spam to protect you and your site from malicious content.

By *Automattic*

★★★★★ (878) Last Updated: 3 months ago

1+ Million Active Installations **Compatible** with your version of WordPress

[Install Now](#) [More Details](#)



Jetpack by WordPress.com


The ideal plugin for stats, related posts, search engine optimization, social sharing, protection, backups, security, and more.

By *Automattic*

★★★★☆ (1,421) Last Updated: 3 days ago

1+ Million Active Installations **Compatible** with your version of WordPress

[Update Now](#) [More Details](#)




WP Super Cache

A very fast caching engine for WordPress that produces static html files.

By *Automattic*

[Install Now](#) [More Details](#)



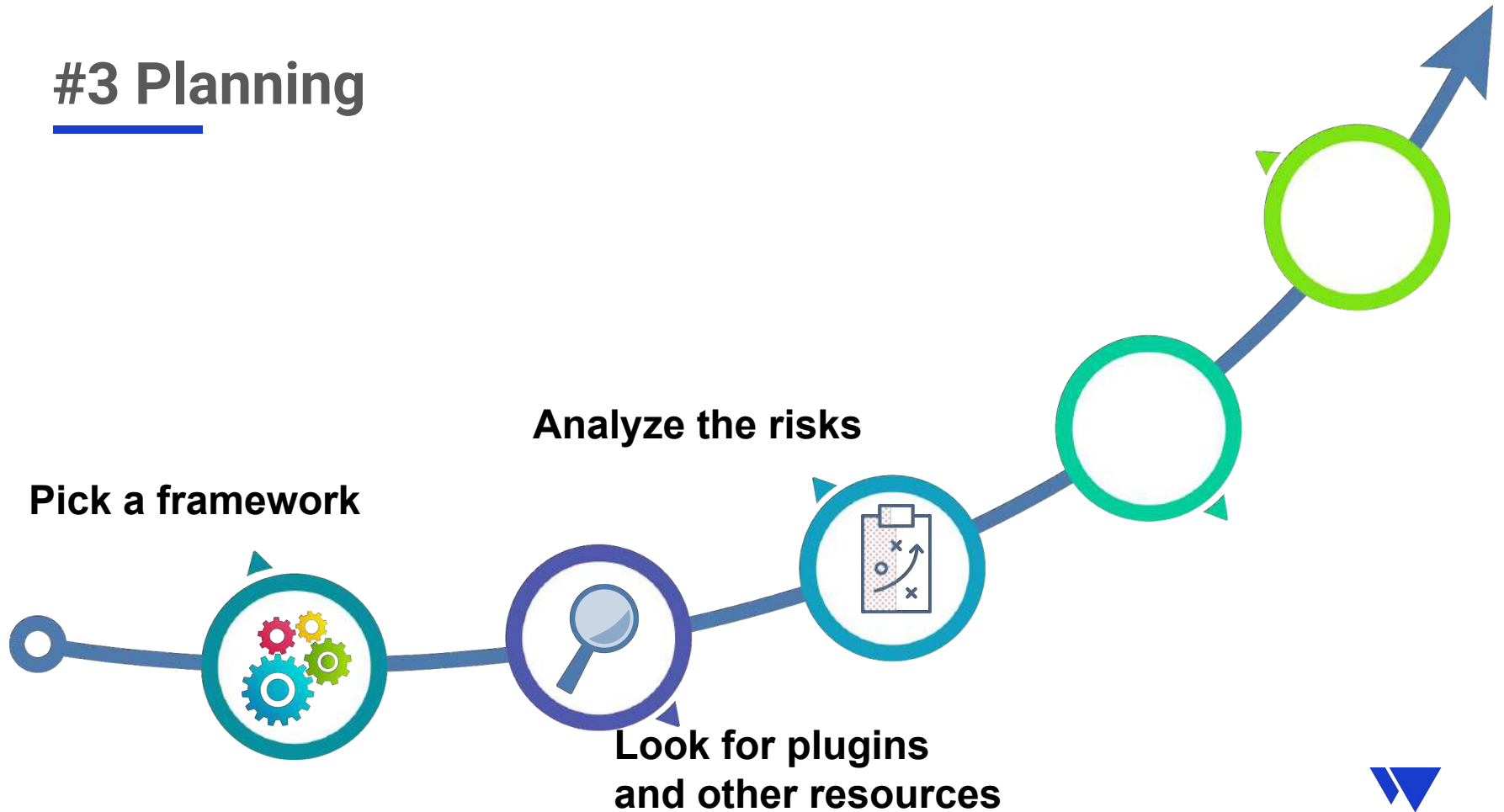
bbPress

bbPress is forum software, made the WordPress way.

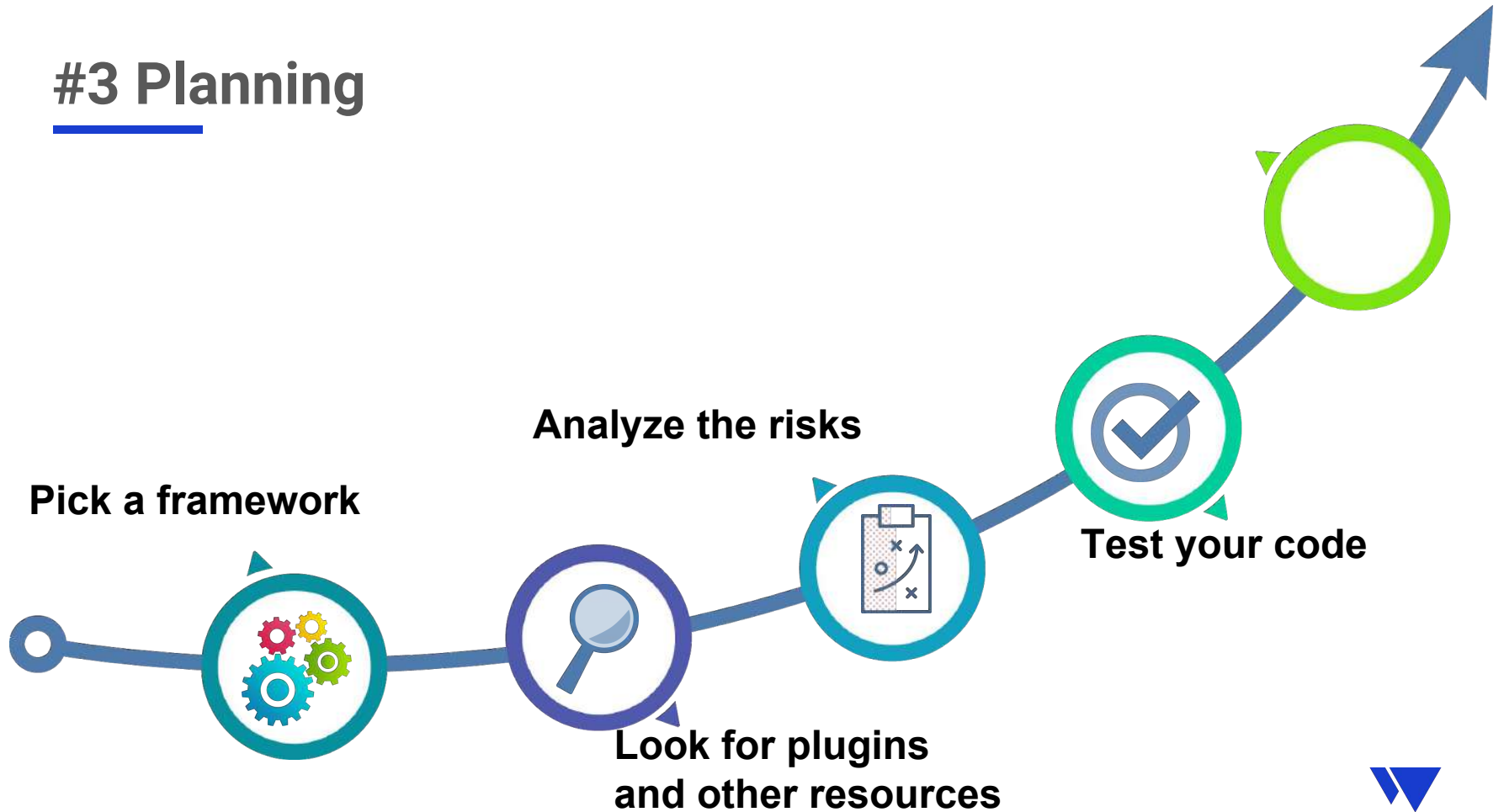
By *The bbPress Community*

[Install Now](#) [More Details](#)

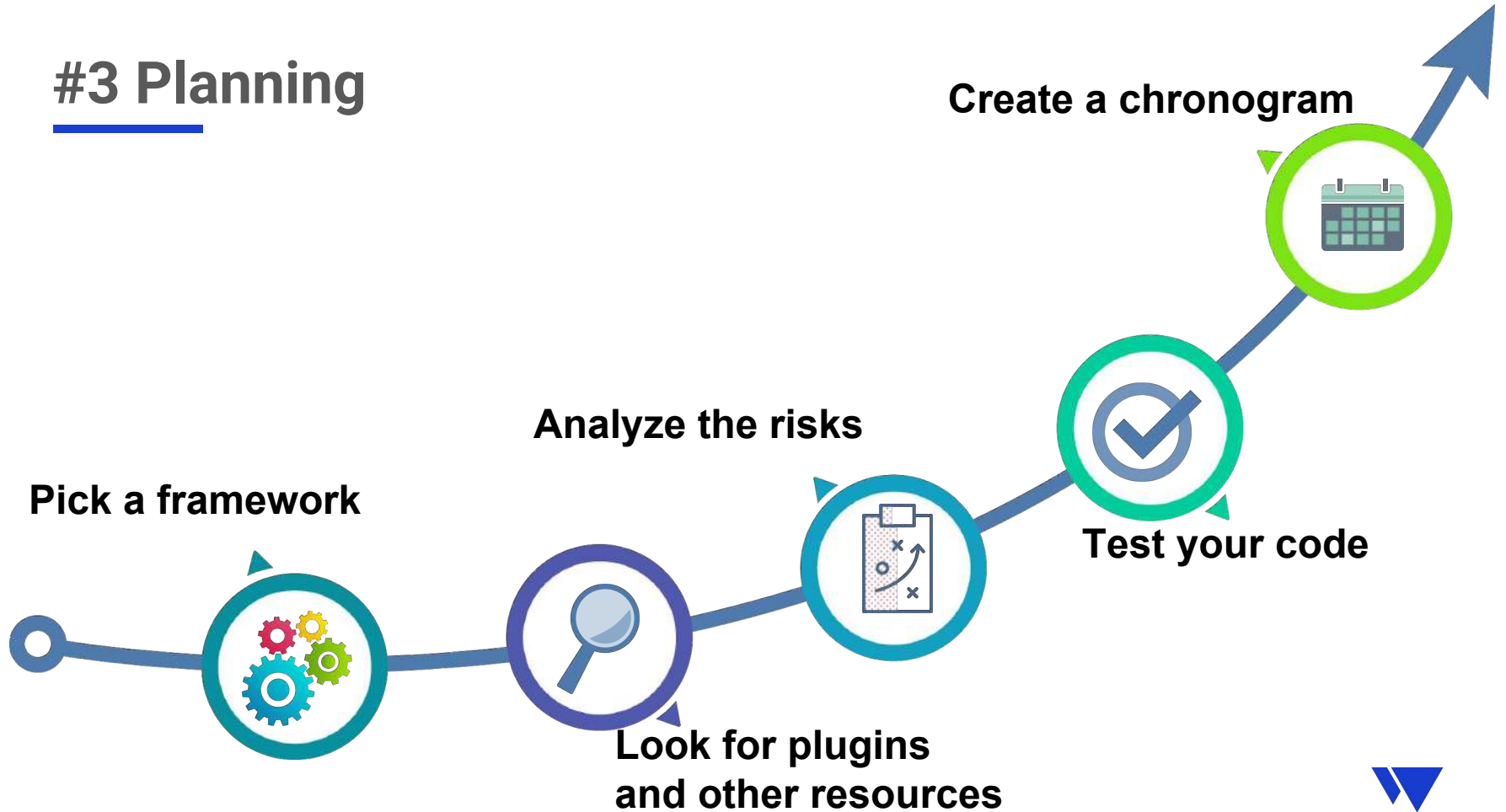
#3 Planning



#3 Planning



#3 Planning



#4. Be careful with your time

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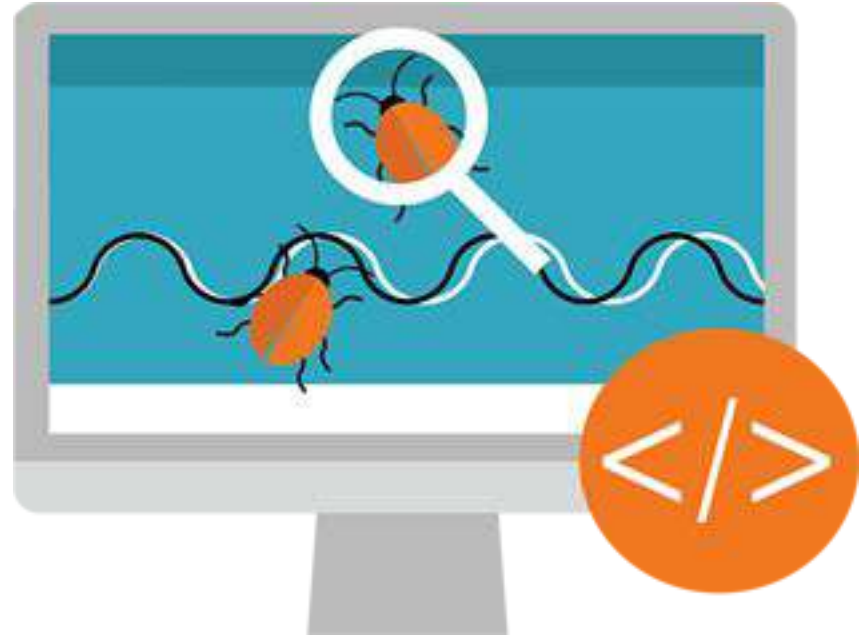
- Use a time tracking app (<https://toggl.com/>)
- Stick to your plan
- Be aware of unwanted activities

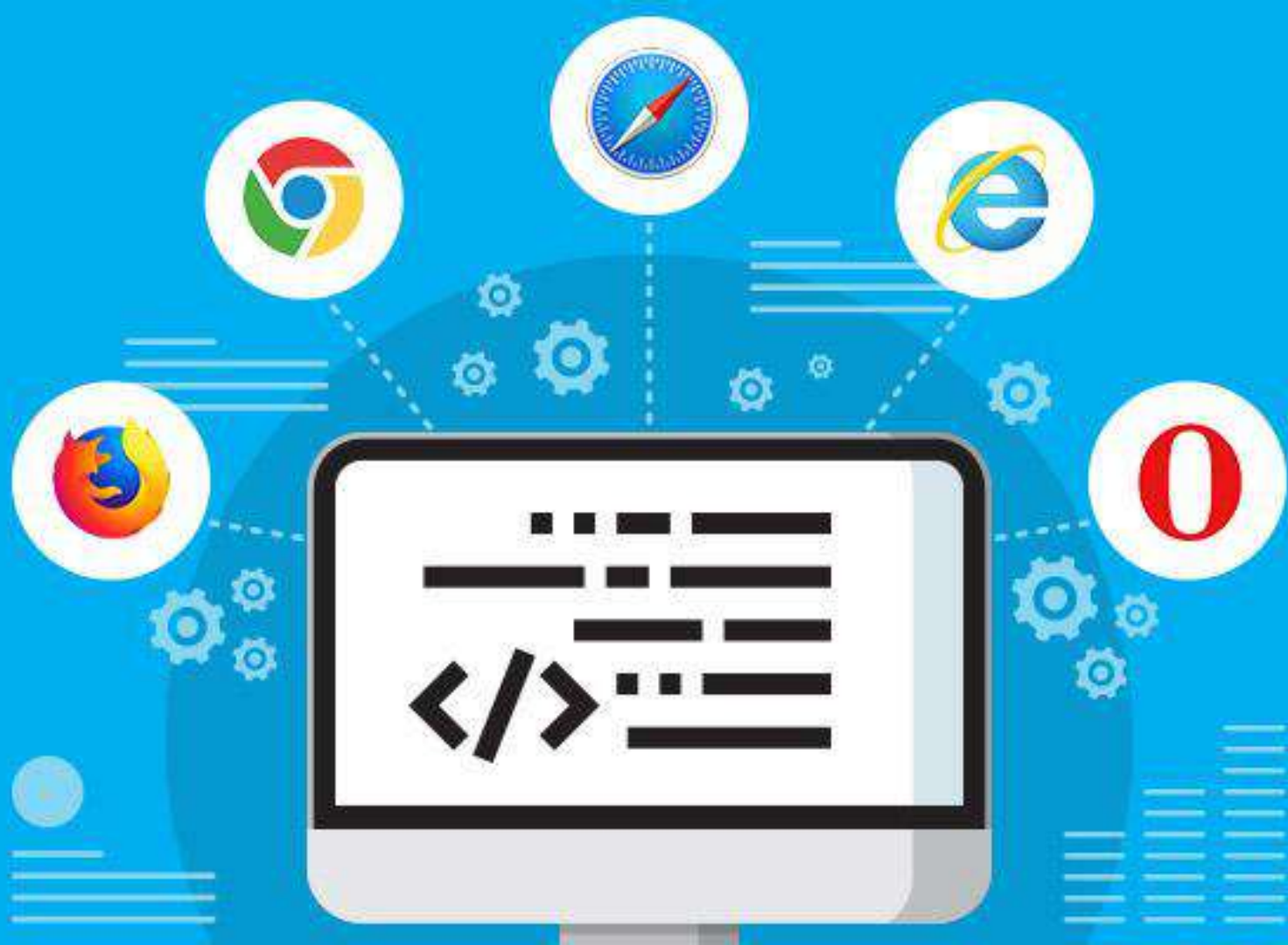


#5. Quality Check

#5. Quality Check

- Browser Compatibility
- Responsive Web Design
- Web Accessibility
- Favicon
- Error page





Browser Compatibility

- Install at least two browsers (Chrome, Firefox)
- You can use online testing tools

[BrowserStack](#) [Browsershots](#) [Browserling](#) [Litmus](#)

[IE NetRenderer](#) [Browser Sandbox](#) [TestingBot](#)

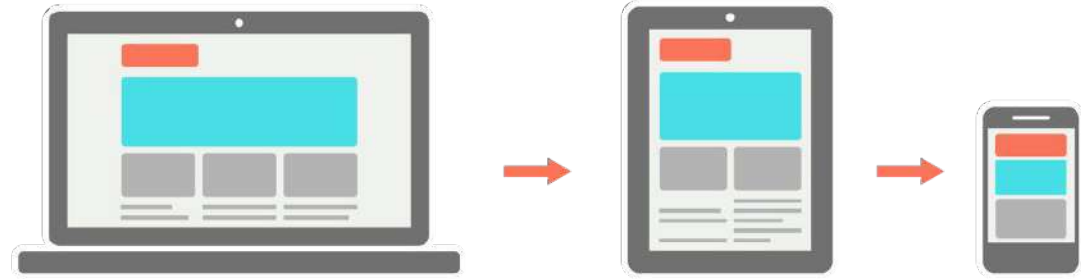
[BrowseEmAll](#) [Multibrowser](#) [CrossBrowserTesting](#)

[Equafy](#) [Sauce Labs](#)



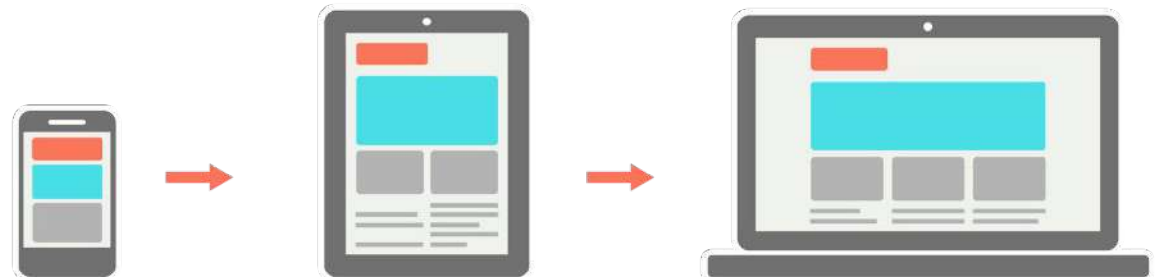
Responsive Web Design

- Mobile First



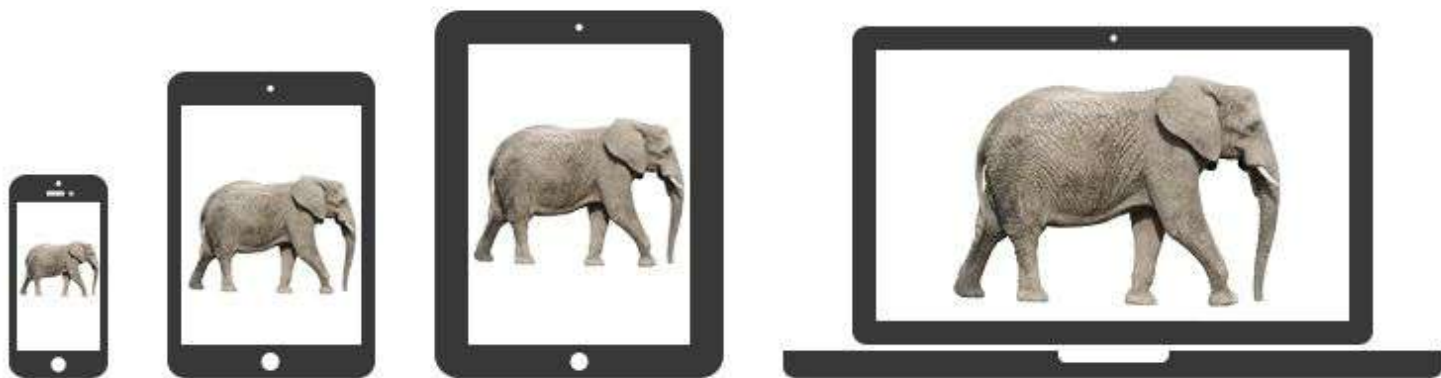
Responsive Web Design

Mobile First Web Design





Mobile last



Mobile first

Responsive Web Design

- Mobile First
- Grid System



Web Usability

- Specific Users.
- Specific Goals.
- Specific Context.
- Effectively, efficiently and with satisfaction.



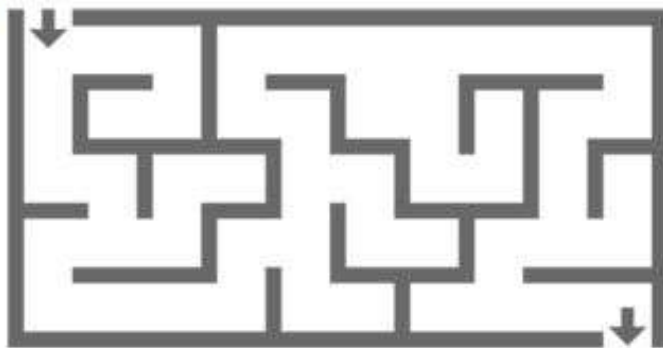
Web Usability

Vs

Web Accessibility

Usability Testing

Poor Usability



GOAL

Good Usability



Web Accessibility

- Flexibility.
- User benefits.
- Assistive technologies.
- Is often required by law.
- Equal access and equal opportunity.

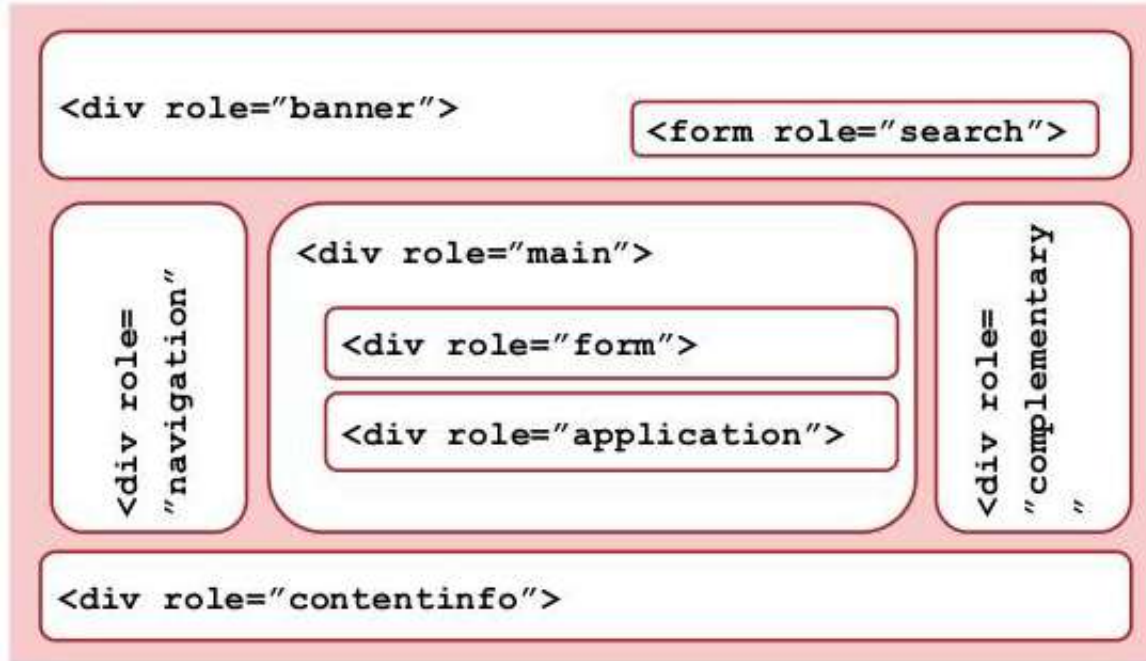
W3C[®]

WAI-ARIA



Accessibility
is not black and white

Web Accessibility



W3C®

WAI-ARIA



Resources

- WordPress Codex (<https://codex.wordpress.org/>)
- Stack Overflow (<https://stackoverflow.com/>)
- WPBegginer (<http://www.wpbeginner.com/>)

¡Gracias!

“Las preguntas, que sean fáciles, por favor. XD”