





Andrew dela Serna

HAPPINESS ENGINEER

@druesome



Kaohsiung City

Hong Kong
香港

HAINAN

Philippine Sea

Paracel Islands

South China Sea

Luzon

Manila

Philippines

Panay

Cebu

Negros

Palawan

Sulu Sea

Mindanao

Davao

Palau

SABAH

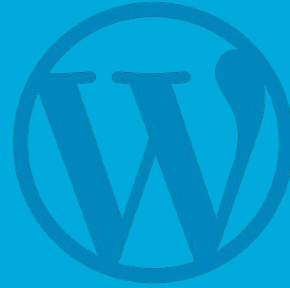
Brunei

NORTH KALIMANTAN

Celebes Sea

AUT  MATTIC

**How to Make a WordPress
Site In 30 minutes**



WordPress.com



How it all began

- **WordPress** was created by Matt Mullenweg in 2003.
- **WordPress** is a content management system that currently powers 30% of the web.
- **WordPress.com** was created in 2005 to bring **WordPress** to the masses.



Photo credit: Florian Ziegler

7 Steps

1. Sign up for a WordPress.com account
2. Create a Website
3. Register a Domain
4. Select a Theme
5. Setup Pages
6. Setup Blog
7. Customize (colors, menus, CSS)

Calypso Dashboard

The screenshot displays the Calypso dashboard for a site named "Andrew's Travel Blog". The interface includes a top navigation bar with "My Sites" and "Reader" tabs, and a "Write" button. A left sidebar contains a "Switch Site" dropdown and a menu with categories like "Stats", "Plan", "Site", "Design", and "Tools". The "Site" category is expanded, showing "Pages", "Posts", and "Media" highlighted with a red box and a red arrow pointing to the text "Pages, Posts, Media". The "Design" category is also expanded, with "Customize" and "Themes" highlighted by red boxes and red arrows pointing to the text "Customizer" and "Themes".

The main content area features a "Traffic" tab and a "Create a tagline" section with a progress indicator showing "67% completed" and a "Do it!" button. Below this is a bar chart for "Views" and "Visitors" from June 7 to July 5, 2019. The chart shows zero activity for most of the period, with a "No activity this period" message. A legend indicates "Views" (dark grey) and "Visitors" (light grey). At the bottom of the chart, summary statistics are shown: VIEWS: 0, VISITORS: 0, LIKES: 0, COMMENTS: 0.

Below the chart, the date "Stats for July 5, 2019" is displayed. Three summary cards are shown: "Posts & Pages" (No posts or pages viewed), "Referrers" (No referrers recorded), and "Countries" (No countries recorded).

What is a Theme?

A **Theme** is the overall look and feel of your site. A theme defines where menus and widgets appear on your site, as well as the color scheme and the default layout of pages and posts.

Page Editor

Page Title

Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

Featured Image

Content

Document Block X

Status & Visibility ^

Visibility [Public](#)

Publish [Immediately](#)

Pending Review

Featured Image ^



Replace Image

[Remove featured image](#)

Excerpt v

Discussion v


Page Attributes v

Common Pages

1. About Me
2. Resume
3. Contact Us
4. Services
5. Photo Gallery

Post Editor

My Blog Post ← **Post Title**



Featured Image →

← **Content**

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Document Block ×

Status & Visibility ^

Visibility [Public](#)

Publish [Immediately](#)

Post Format [Standard](#) ↓


Stick to the top of the blog

Pending Review

Categories v

Tags v

Featured Image ^



[Replace Image](#)

[Remove featured image](#)

Excerpt v

Discussion v

Sample Posts

1. **Adventures in Boracay**
2. **My Japan Experience**
3. **Lost my Wallet in Spain -- How I Survived**
4. **Almost Got Deported**

What is a Featured Image?

A **Featured Image** represents the contents, mood, or theme of a post or page. Posts and pages can have a single featured image, which many themes and tools can use to enhance the presentation of your site.

Twenty Fifteen

The WordPress default theme for 2015.



About Twenty Fifteen

Read me.

Readability

Twenty Fifteen supports optional menu description.

Image Alignment and Styles

Check out image alignment style here.

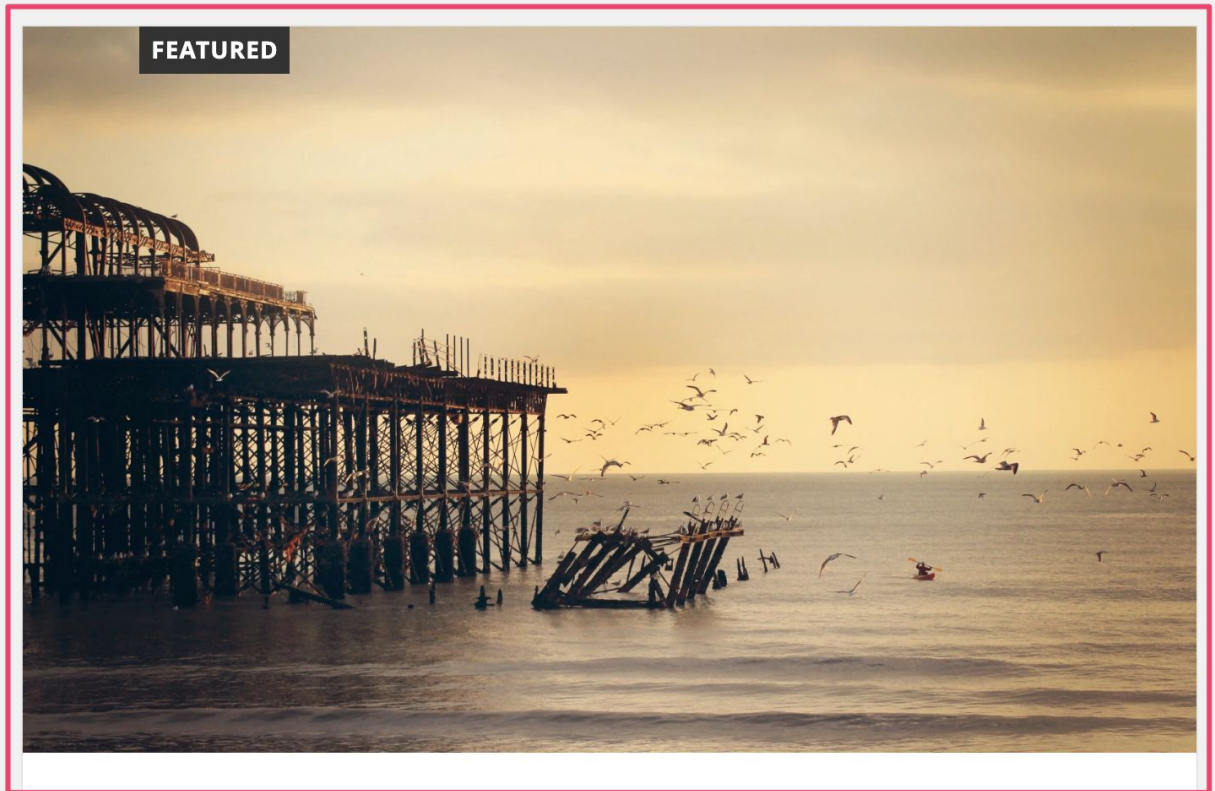
HTML Elements

Check out styles for some HTML elements.

A Parent Page



This is a dropdown demo.



Sticky Post with a Featured Image

Our 2015 default theme is clean, blog-focused, and designed for clarity. Twenty Fifteen's simple, straightforward typography is readable.

Clear blue waters





December 21, 2016

Imagination and Wonder

Island Beauty



Characteristics of a good Featured Image

1. High resolution (at least 1200 x 800 pixels)
2. Landscape photos work best
3. Clear, well-lit photos
4. Pictures that accurately represent the subject matter

Where Can I Get Free Photos?

Pexels.com

7 Steps

1. Sign up for a WordPress.com account
2. Create a Website
3. Register a Domain
4. Select a Theme
5. Setup Pages
6. Setup Blog
7. Customize
8. Profit! (ok, 8 steps)

What about Plugins?

A **Plugin** is a piece of software containing a group of functions that can be added to a WordPress website. They can extend functionality or add new features to your WordPress websites.

What about Plugins?

In the WordPress community, there is a saying that goes around: “there’s a **plugin** for that”. They make it easier for users to add features to their website without knowing a single line of code.

What about Plugins?

WordPress.com vs. WordPress.org

- WordPress.org is a site hosted on a hosting provider that has the WordPress software installed.
- Complete freedom and flexibility
- Can install custom plugins and themes, and edit PHP and JS files.
- Security, software updates, server management are handled by the site owner
- Preferred by bloggers who wish to “level up”

What about Plugins?

WordPress.com vs. WordPress.org

- WordPress.com is a blogging platform where anyone can sign up for a free blog.
- Security, software updates, server management are handled by the team.
- Limited capabilities.
- No custom plugins or themes allowed.

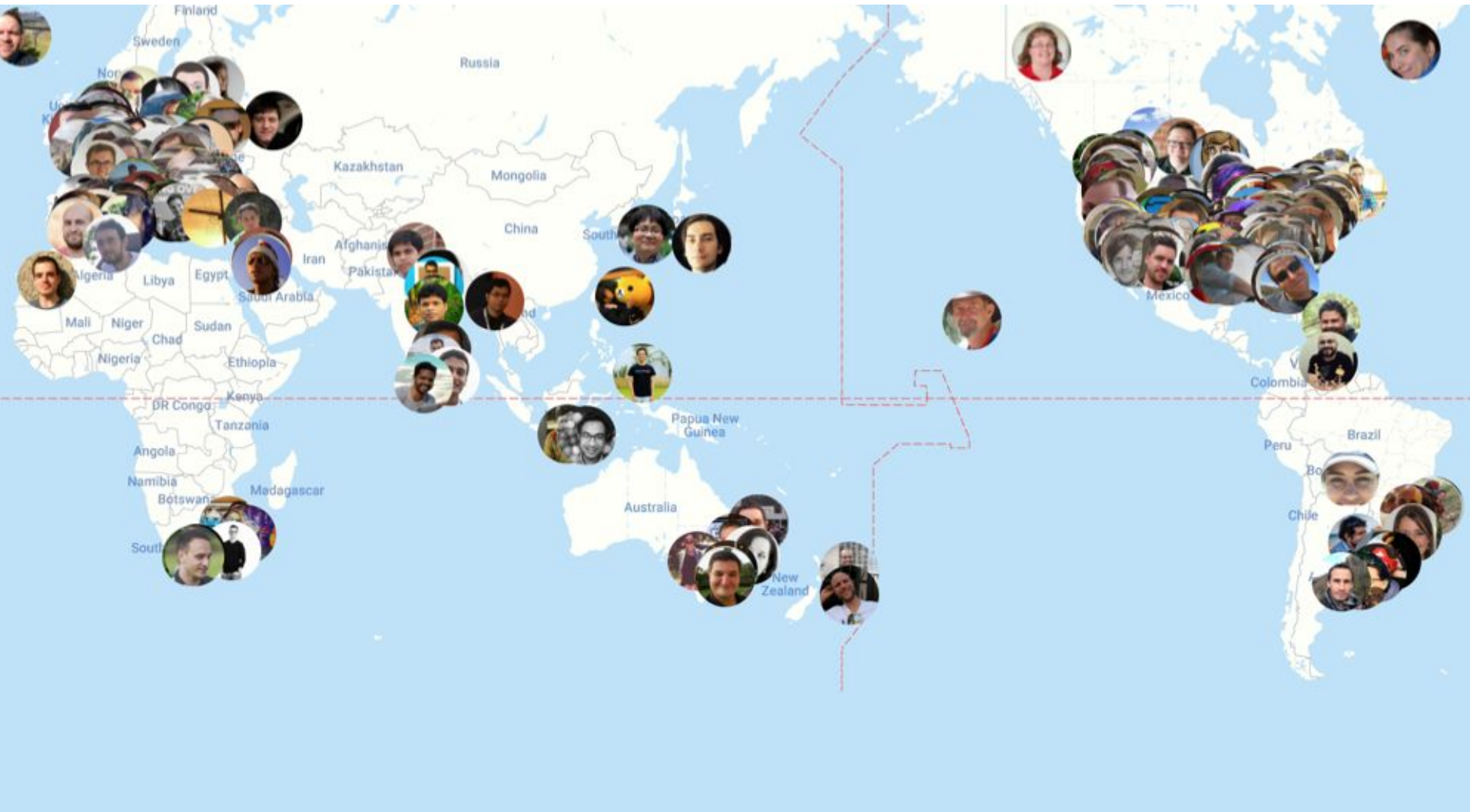
What about Plugins?

WordPress.com vs. WordPress.org

- WordPress.com is a blogging platform where anyone can sign up for a free blog.
- Security, software updates, server management are handled by the team.
- Limited capabilities.
- No custom plugins or themes allowed. – wrong!
- Custom plugins and themes are allowed since August 2017. This will require a Business Plan upgrade.

Office? What office?

- We are a distributed workforce of 900+ Automatticians, spread across 52 countries, speaking more than 60 languages.





What is distributed?

Flexibility of

where and when to work

Office? What office?

- We are a distributed workforce of 698 Automatticians, spread across 62 countries, speaking more than 80 languages.
- We all work from our homes, or if not, in a cafe or coworking space or at a beach.

officetoday.wordpress.com

TABLE MOUNTAIN, SOUTH AFRICA



officetoday.wordpress.com

제주창조경제혁신센터

JEJU ISLAND, SOUTH KOREA



Hubud
Bali



Silicon Beach
Santa Monica



J-CCEI
Jeju



Google Campus
London



Yu-Link
Shanghai



Hubba
Bangkok



Magic
Kuala Lumpur



officetoday.wordpress.com

DUHNEN, GERMANY




AUTOMATTIC

1. Home 2. About Us 3. News 4. Work With Us

Work With Us

Want to make the web a better place for more than a billion people each month? We're hiring.

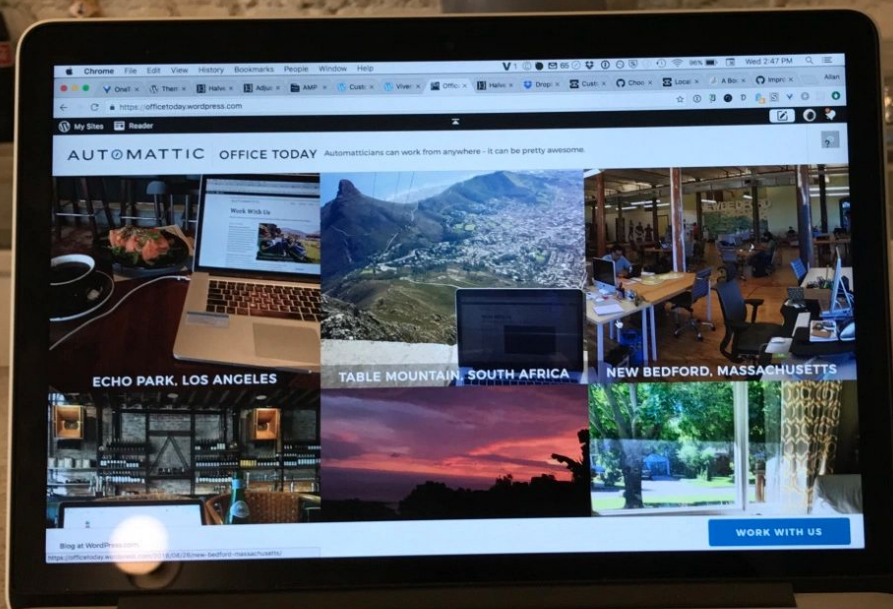
HOW WE WORK

Choose your own adventure -  Everyone works from the location they choose. We're spread out all over the world in 45 countries and counting. We track about 70 percent of our projects on P2-themed WordPress.com blogs, 25 percent in private chat rooms, and the rest on Slack. Because of the geographic variance, we're active 24/7. We care about the work you do, not just the hours you



officetoday.wordpress.com

BROOKLYN, NEW YORK



Only N.Y.®

officetoday.wordpress.com

PUERTO ADVENTURAS, MEXICO



AUTOMATTIC

Work With Us

Want to make the web a better place for more than a billion people each month? We're hiring.

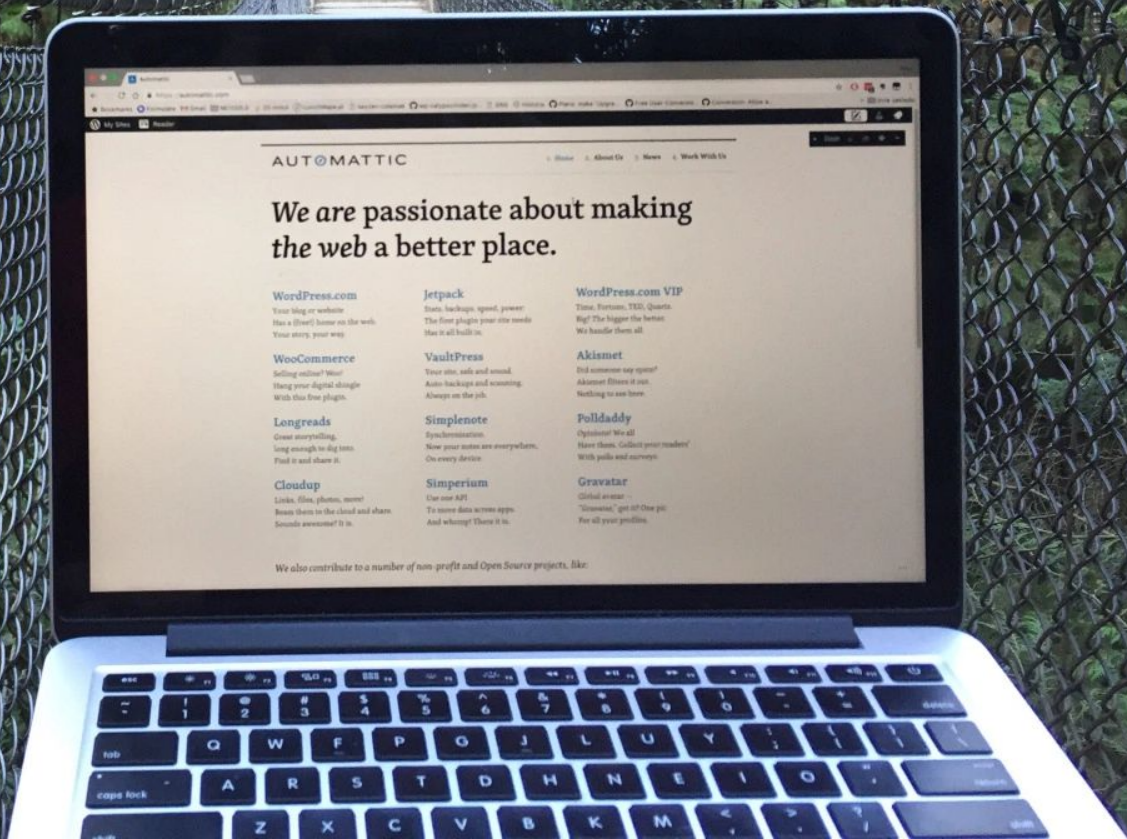
HOW WE WORK

Choose your own adventure
Determine results from the location they choose. We're spread out all over the world to do customer and marketing. We track about 20 percent of our projects on 15 different WordPress.com blogs, so projects in person don't make sense and the rest is dark. Remote



officetoday.wordpress.com

LYNN CANYON, VANCOUVER, CANADA



Office? What office?

- We are a distributed workforce of 600+ Automatticians, spread across 52 countries, speaking more than 60 languages.
- We all work from our homes, or if not, in a cafe or coworking space or at a beach.
- We have a brick and mortar office on 132 Hawthorne Street, San Francisco that is mainly used for conferences.

Happiness

Role of a Happiness Engineer

Talk directly to users

- Users can reach us via Live Chat
- We can also be reached via email at help@wordpress.com or through our website's contact form

Report bugs & payment disputes

- Report bugs or errors in themes, UI, functionality directly to developers and make sure they are solved
- Report payment disputes and issue refunds

Document

- See to it that user-facing support pages are up-to-date

- *Everyone* starts as a Happiness Engineer

Communication

“Communication is Oxygen”

Automattic’s Creed:

*I will never stop learning. I won’t just work on things that are assigned to me. I know there’s no such thing as a status quo. I will build our business sustainably through passionate and loyal customers. I will never pass up an opportunity to help out a colleague, and I’ll remember the days before I knew everything. I am more motivated by impact than money, and I know that Open Source is one of the most powerful ideas of our generation. **I will communicate as much as possible, because it’s the oxygen of a distributed company.** I am in a marathon, not a sprint, and no matter how far away the goal is, the only way to get there is by putting one foot in front of another every day. Given time, there is no problem that’s insurmountable*

No Email

AUTOMATTIC

Mail ▾

1-50 of 724

COMPOSE

Important

All Mail

Bin

<input type="checkbox"/>	☆	WordPress.com	14 Jul
<input type="checkbox"/>	☆	WordPress.com	14 Jul
<input type="checkbox"/>	☆	MC Stat Monitor	14 Jul
<input type="checkbox"/>	☆	Store Requests (4)	14 Jul
<input type="checkbox"/>	☆	WordPress.com	13 Jul
<input type="checkbox"/>	☆	WordPress.com	13 Jul
<input type="checkbox"/>	☆	WordPress.com	13 Jul
<input type="checkbox"/>	☆	MC Stat Monitor (2)	12 Jul
<input type="checkbox"/>	☆	MC Stat Monitor (2)	12 Jul
<input type="checkbox"/>	☆	Store Requests (3)	12 Jul

AUTOMATTIC

in:sent

Mail ▾

1-26 of 26

COMPOSE

Inbox

Sent Mail

<input type="checkbox"/>	☆		28 Jun
<input type="checkbox"/>	☆		31 May
<input type="checkbox"/>	☆		19 May
<input type="checkbox"/>	☆		11 May
<input type="checkbox"/>	☆		1 May
<input type="checkbox"/>	☆		1 May

Daily interactions



The screenshot shows a Slack channel named "#happiness" with 189 members. The channel header includes a search bar and icons for phone, settings, and calendar. The conversation history shows a message from Simon Ouder Kirk: "I understand he minored in biscuitry" (partially visible). A message from Pam Kocke asks, "Are you still using your cardboard mousepad Pam?" and includes a laughing face emoji. Andrea Badgley responds, "I remember you squirreling it away in NOLA". Pam Kocke replies, "yes! maybe it's still there." with a shrugging emoji. Gaurav Pareek shares a link to an Amazon product page for a Razer Goliathus Alpha Mouse Mat. Jacob Scott shares a link to an Amazon product page for a SteelSeries QcK+ Gaming Mouse Pad (Black). The left sidebar shows a list of channels, with "#happiness" selected. The bottom of the screen shows a text input field with a plus sign and a smiley face icon.

happiness | A8C Slack

https://a8c.slack.com/messages/happiness/

#happiness 189 members | Simon Ouder Kirk: I understand he minored in biscuitry

Yesterday

Are you still using your cardboard mousepad Pam?

Pam Kocke 00:21
😂

BINGO
that's what I need.

Andrea Badgley 00:22
I remember you squirreling it away in NOLA

Pam Kocke 00:22 ☆
yes! maybe it's still there. 🤷

Gaurav Pareek 00:24
I've been using a Razer Goliathus for nearly 4 years now, and it's the best mouse pad ever.
https://www.amazon.com/Razer-Goliathus-Alpha-Mouse-Mat/dp/B002R0DXOU/ref=sr_1_4?ie=UTF8&qid=1467994977&sr=8-4&keywords=razer+goliathus

amazon.com
Amazon.com: Razer Goliathus Alpha Mouse Mat - Precision Control Surface: Electronics
Buy Razer Goliathus Alpha Mouse Mat - Precision Control Surface: Everything Else - Amazon.com ✓ FREE DELIVERY possible on eligible purchases

Jacob Scott 00:30
I've been a fan of the Steelseries mousepads for a basic, large comfortable option: <https://www.amazon.com/SteelSeries-QcK-Gaming-Mouse-Black/dp/B000UVRU6G/>

amazon.com
Amazon.com: SteelSeries QcK+ Gaming Mouse Pad (Black): Electronics
Buy SteelSeries QcK+ Gaming Mouse Pad (Black): Mouse Pads - Amazon.com ✓ FREE DELIVERY possible on eligible purchases

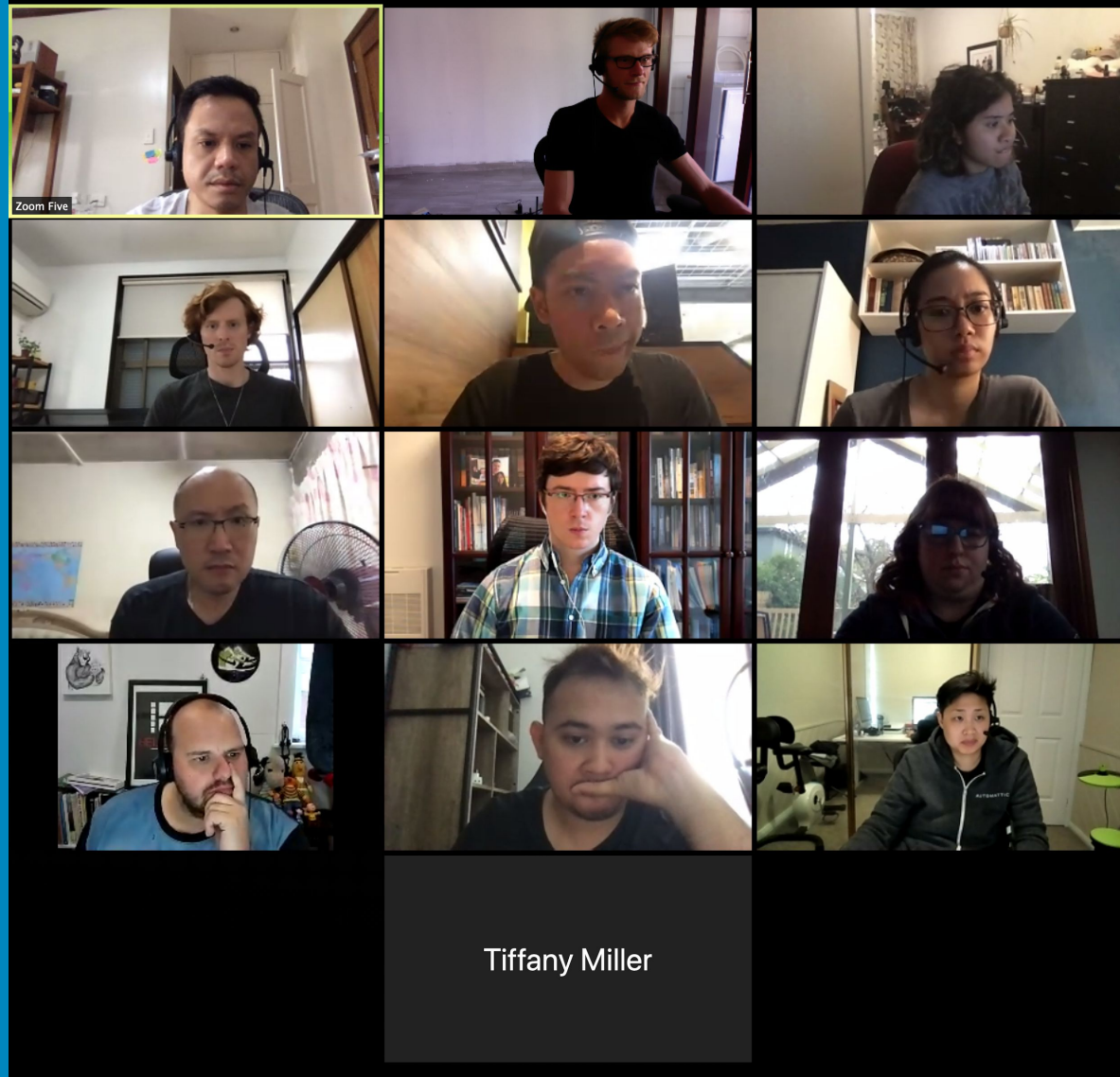
P2 it, or it didn't happen!

The screenshot displays a social media interface with a blue header containing 'Home' and 'About' links. Below the header is a blue bar with the text 'HI THERE! WHAT'S HAPPENING?' and a rich text editor with icons for bold, italic, link, image, quote, and code. A 'Post' button is located at the bottom right of the editor, and a checkbox for 'Notify me of follow-up comments via email.' is at the bottom left.

The main content area is titled 'RECENT UPDATES' and includes a link for 'Keyboard Shortcuts | Toggle comment threads'. The first update is by 'Allen' (5 hours ago) with the title 'It's That Time Again'. The text of the post reads: 'I looked at the jobs queue and it looks like we're running a bit #hot on the number of jobs that are taking longer than 20 seconds to complete. As part of our annual get the numbers right effort, I'd really like to see this number down to more like 19 seconds. I don't have any idea how to accomplish this, so I'm open to suggestions. Perhaps we could randomly discard every 20th job? That might help.' Below the post, a comment by 'Beau' (4 hours ago) says 'Sounds perfect! @pento can you make it so?'. The second update is by 'Gary' (8 hours ago) with the title 'What One Can Invent' and the text: 'There was once a young man who was studying to be a poet. He wanted to become one by Easter, and to marry, and to'.

On the right side, there is a 'Teaming Up!' section with the text 'This team o2 is the cat's pajamas!' and a search bar. Below that is a 'Recent Updates' list with items: 'Recent Comments', 'My @Mentions', 'No Replies', and 'My Posts'. The 'Recent Activity' section lists several activities, including 'Comment on What One Can Invent' (4 minutes ago), 'Comment on It's That Time Again' (4 hours ago), 'It's That Time Again' (5 hours ago), 'Comment on What One Can Invent' (7 hours ago), 'What One Can Invent' (8 hours ago), 'Everything in the Right Place' (Yesterday at 6:02 pm), and 'Comment on Easy Brownies' (Yesterday at 4:52 pm). At the bottom right, a notification bubble shows 'New comment by jennifer' (4 minutes ago) and a 'Clear Notifications' link.

Hangouts with **zoom**



Document everything!

Remove silos

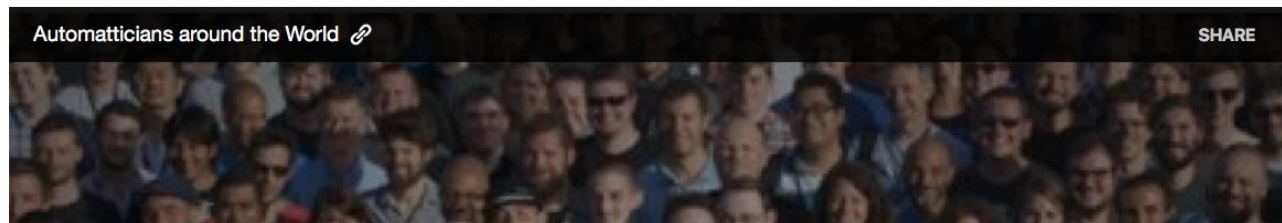
Automattic Field Guide

THE AUTHORITATIVE RESOURCE TO ALL THINGS AUTOMATTIC

Search the Field Guide...

OVERVIEW <i>Break that ice.</i>	COMMUNICATION <i>Just like oxygen.</i>	ANTI-CHAOS <i>Behind the scenes.</i>	DEVELOPMENT <i>For our code poets.</i>
DESIGN <i>Kern those letters.</i>	SYSTEMS <i>How we role.</i>	SUPPORT <i>Happyifying FTW.</i>	TRAINING <i>Be afraid.</i>
WORKING HERE <i>How we roll.</i>	PAY & BENEFITS <i>All that and a bag of chips.</i>	TEAM LEAD <i>Put me in, coach!</i>	TRAVEL <i>Getting around.</i>

Welcome to the Chaos



Perks of the Job

Perks of the Job

- Travel, travel, travel!







제주창조경제혁신센터



Hawaii Maui



Boston South East Boston



A-CCSI Asia



Google Campus London



No Line Singapore



Austin TX



Austin TX



MONEY CHANGER









Perks of the Job

- Travel, travel, travel!
- Office Setup









TIMBUK2

TIMBUK2
MADE IN THE USA

Perks of the Job

- Travel, travel, travel!
- Office Setup
- Flexible Vacations



Happier Employee

Geography









We're hiring!

Happiness Engineers

Woo Happiness Engineers

Theme Wranglers

Code Wranglers

Mobile Developers

VIP Wranglers

and many, many more...

We're hiring!

automattic.com/work-with-us

Thank you!

~Pop Quiz!~

... win a prize!!

**What is the name of the
company that owns
WordPress.com?**

What is the name of the
company that owns
WordPress.com?

Automattic

**What is the URL of the
site where you can get
free photos?**

What is the URL of the
site where you can get
free photos?

Pexels.com

Who is this?



Who is this?



Matt Mullenweg

Questions?