AUTOMATTIC

Andrew dela Serna

HAPPINESS ENGINEER

@druesome

AUTOMATTIC

Kaohsiung City
Hong Kong
香港
HAINAN
Philippine Sea
Paracel Islands
South China Sea
Luzon
Manila
Philippines
Panay
Cebu
Negros
Spratly Islands
Palawan
Sulu Sea
Mindanao
Palau
SABAH
Brunei
NORTH KALIMANTAN
Celebes Sea

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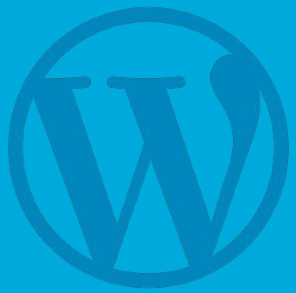
How to Make a WordPress Site In 30 minutes



WordPress.com

How it all began

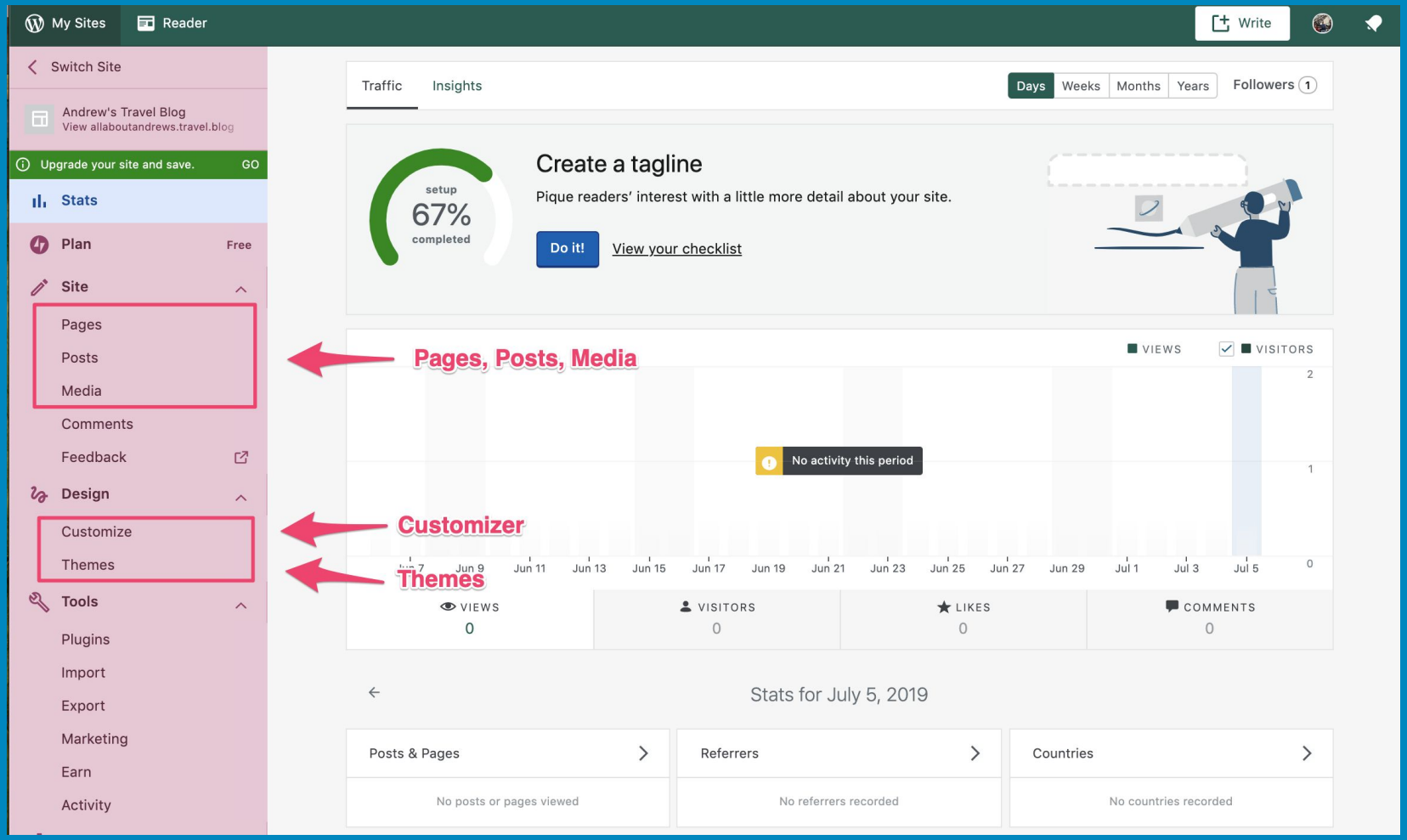
- **WordPress** was created by Matt Mullenweg in 2003.
- **WordPress** is a content management system that currently powers 30% of the web.
- **WordPress.com** was created in 2005 to bring **WordPress** to the masses.

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



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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

Featured Image

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.

Content

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?

Document | Block

Status & Visibility

Visibility: Public

Publish: Immediately

Pending Review

Featured Image

Replace Image

Remove featured image

Excerpt

Discussion

Page Attributes

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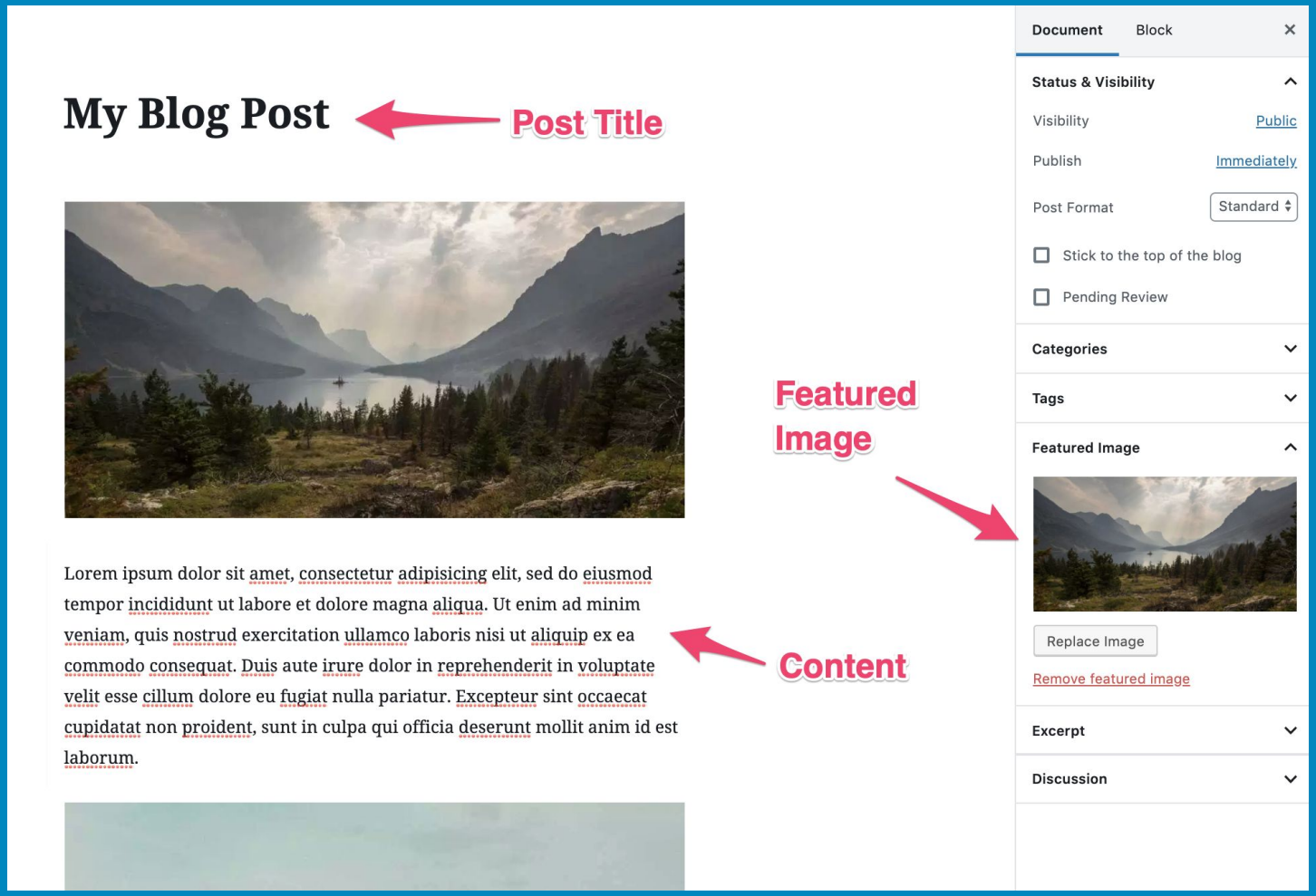
Common Pages

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

Post Editor


My Blog Post
Post Title
Featured Image
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.
Content
Document
Block
Status & Visibility
Visibility
Public
Publish
Immediately
Post Format
Standard
Stick to the top of the blog
Pending Review
Categories
Tags
Featured Image
Replace Image
Remove featured image
Excerpt
Discussion

Sample Posts

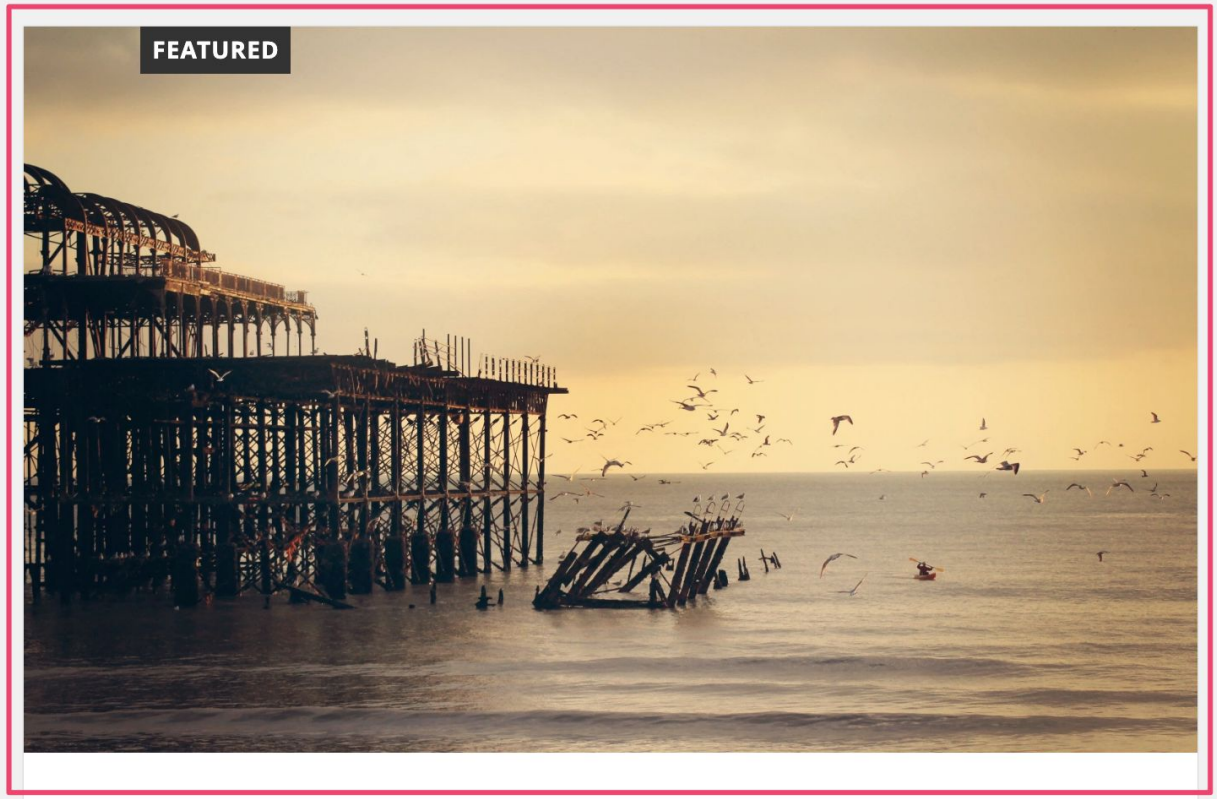
1. Adventures in Boracay
2. My Japan Experience
3. Lost my Wallet in Spain -- How I Survived
4. Almost Got Deported

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.

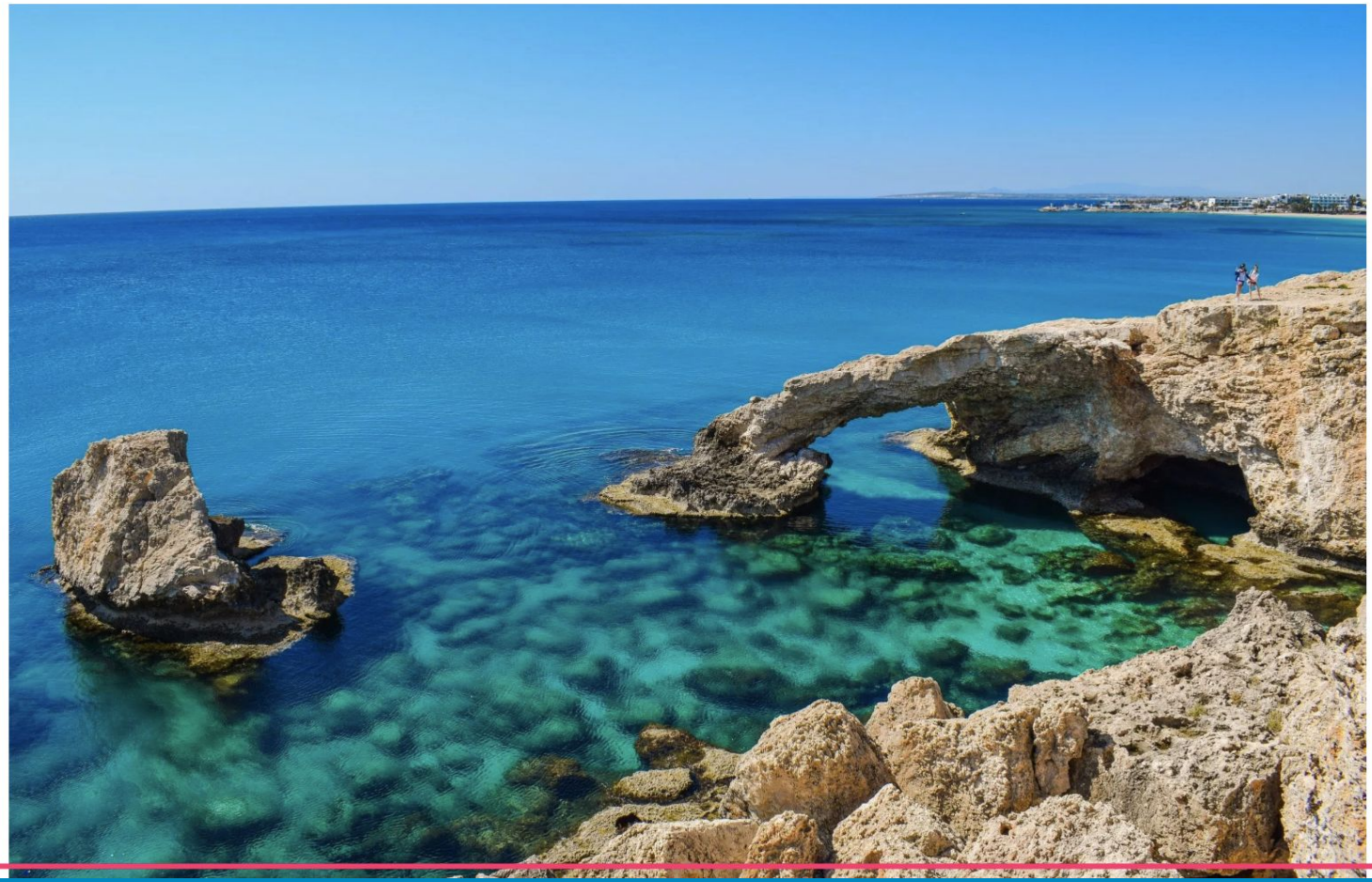


- About Twenty Fifteen
  Read me.
- Readability
  Twenty Fifteen supports optional menu description.
- Image Alignment and Styles
  Check out image alignment style here.
- HTML Elements
  Check out styles for some HTML elements.
- A Parent Page
  This is a dropdown demo.

Sticky Post with a Featured Image

Our 2015 default theme is clean, blog-focused, and designed for clar-

Clear blue waters



WANDERER
An Eloquent Theme for your Longform Content
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
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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.

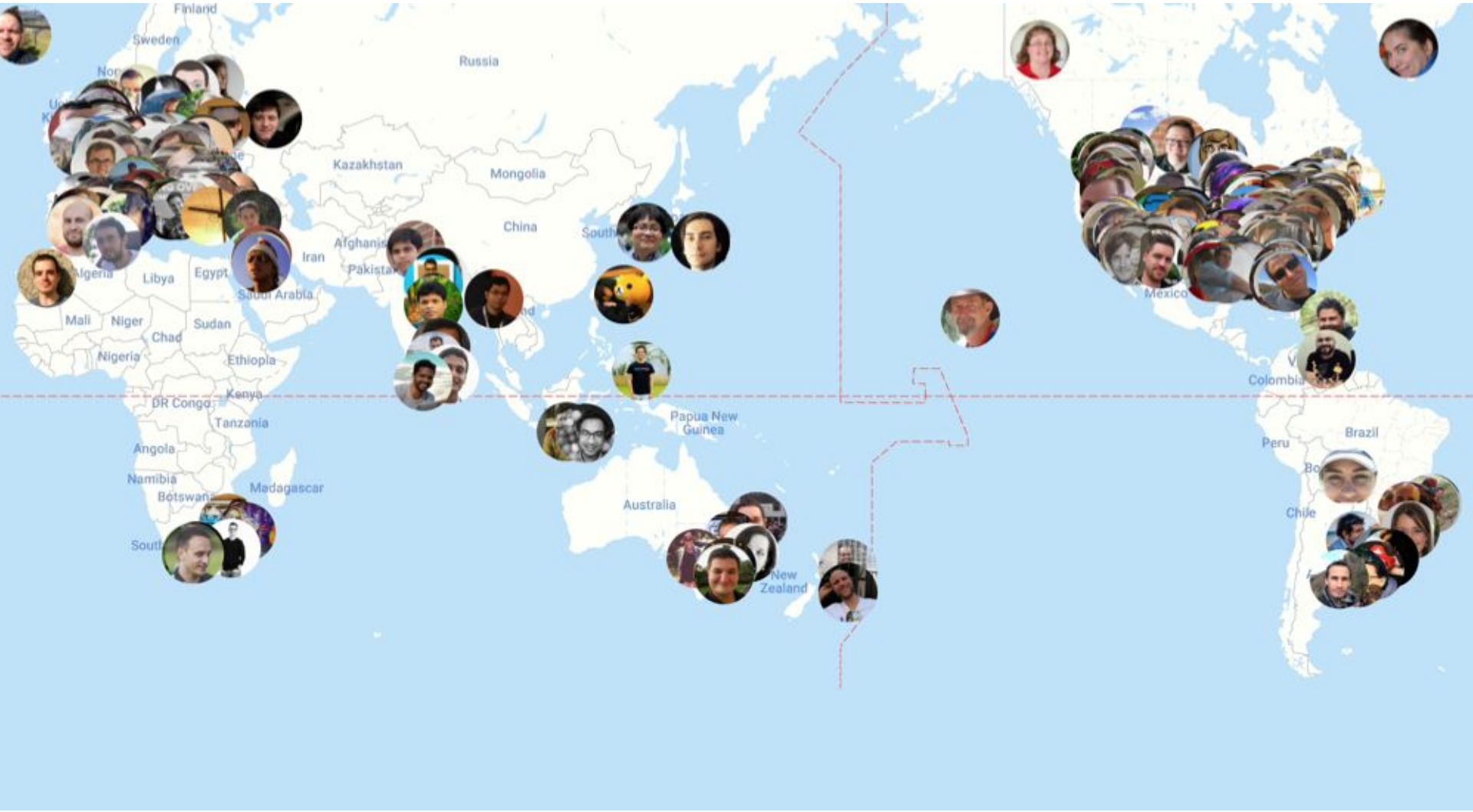
What about Plugins?

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.


Finland
Sweden
Russia
Kazakhstan
Mongolia
China
Iran
Libya
Egypt
Mali
Niger
Sudan
Chad
Nigeria
Ethiopia
Kenya
DR Congo
Tanzania
Angola
Namibia
Botswana
Madagascar
Papua New Guinea
Australia
New Zealand
Mexico
Colombia
Peru
Brazil
Chile

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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

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officetoday.wordpress.com

JEJU ISLAND, SOUTH KOREA

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officetoday.wordpress.com

DUHNEN, GERMANY

officetoday.wordpress.com

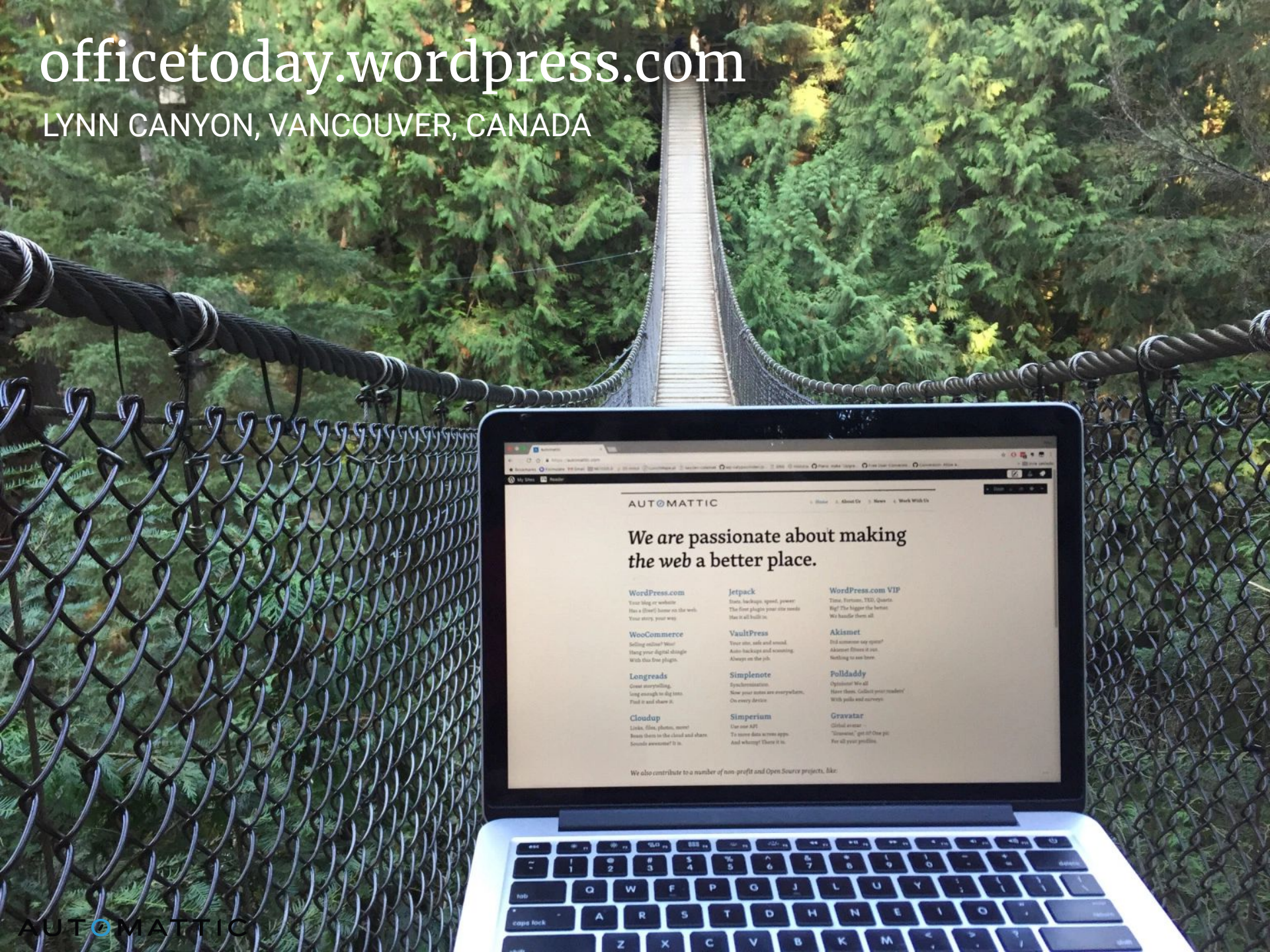
BROOKLYN, NEW YORK

officetoday.wordpress.com

PUERTO ADVENTURAS, MEXICO

officetoday.wordpress.com

LYNN CANYON, VANCOUVER, CANADA



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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

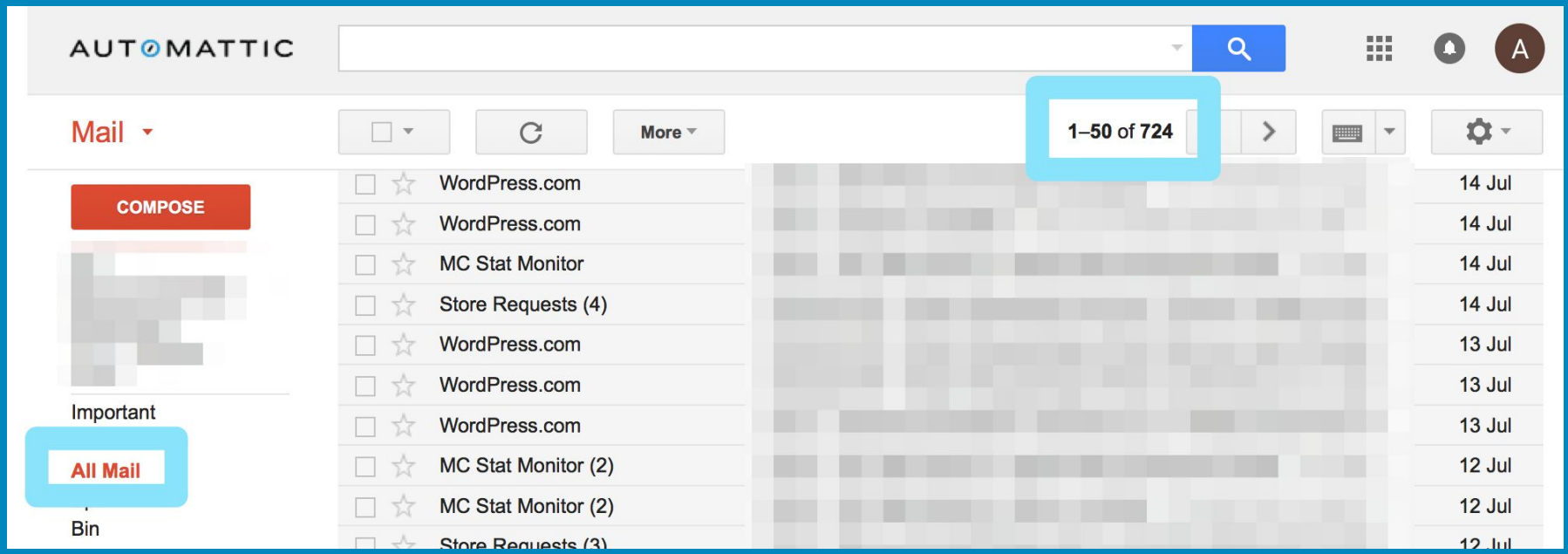
Communication

“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
More
1–50 of 724
COMPOSE
Important
All Mail
Bin
WordPress.com
WordPress.com
MC Stat Monitor
Store Requests (4)
WordPress.com
WordPress.com
WordPress.com
MC Stat Monitor (2)
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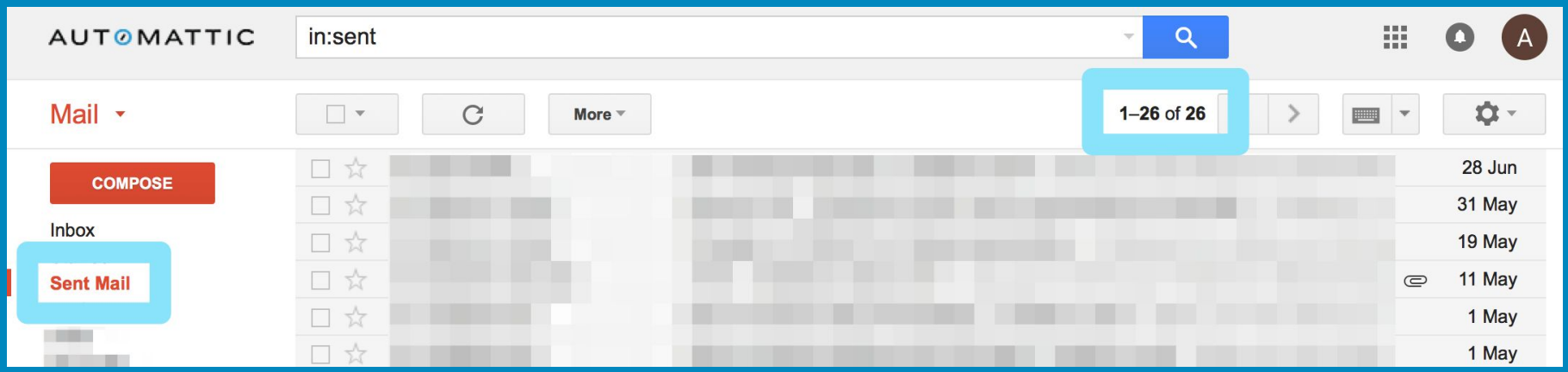
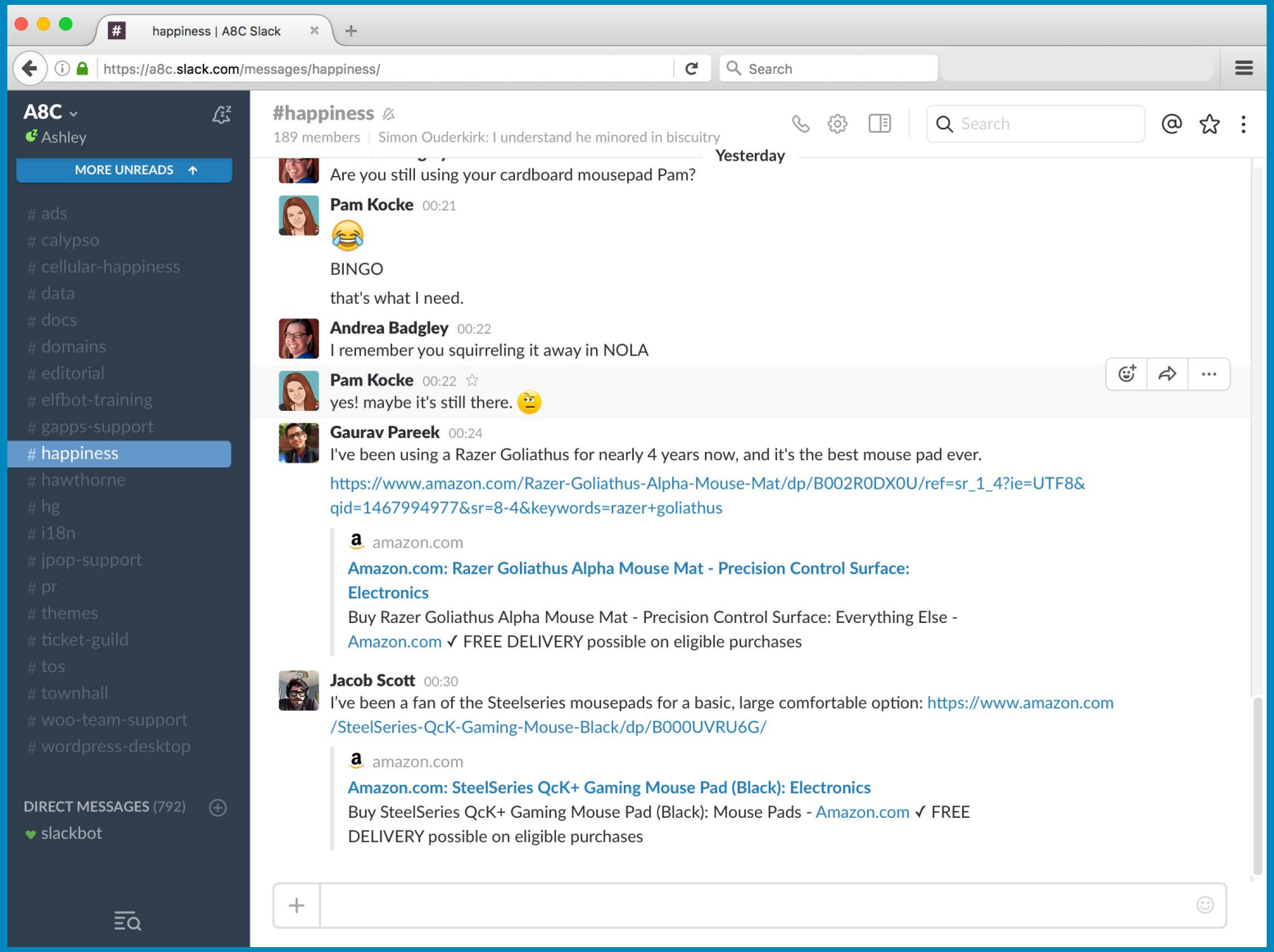
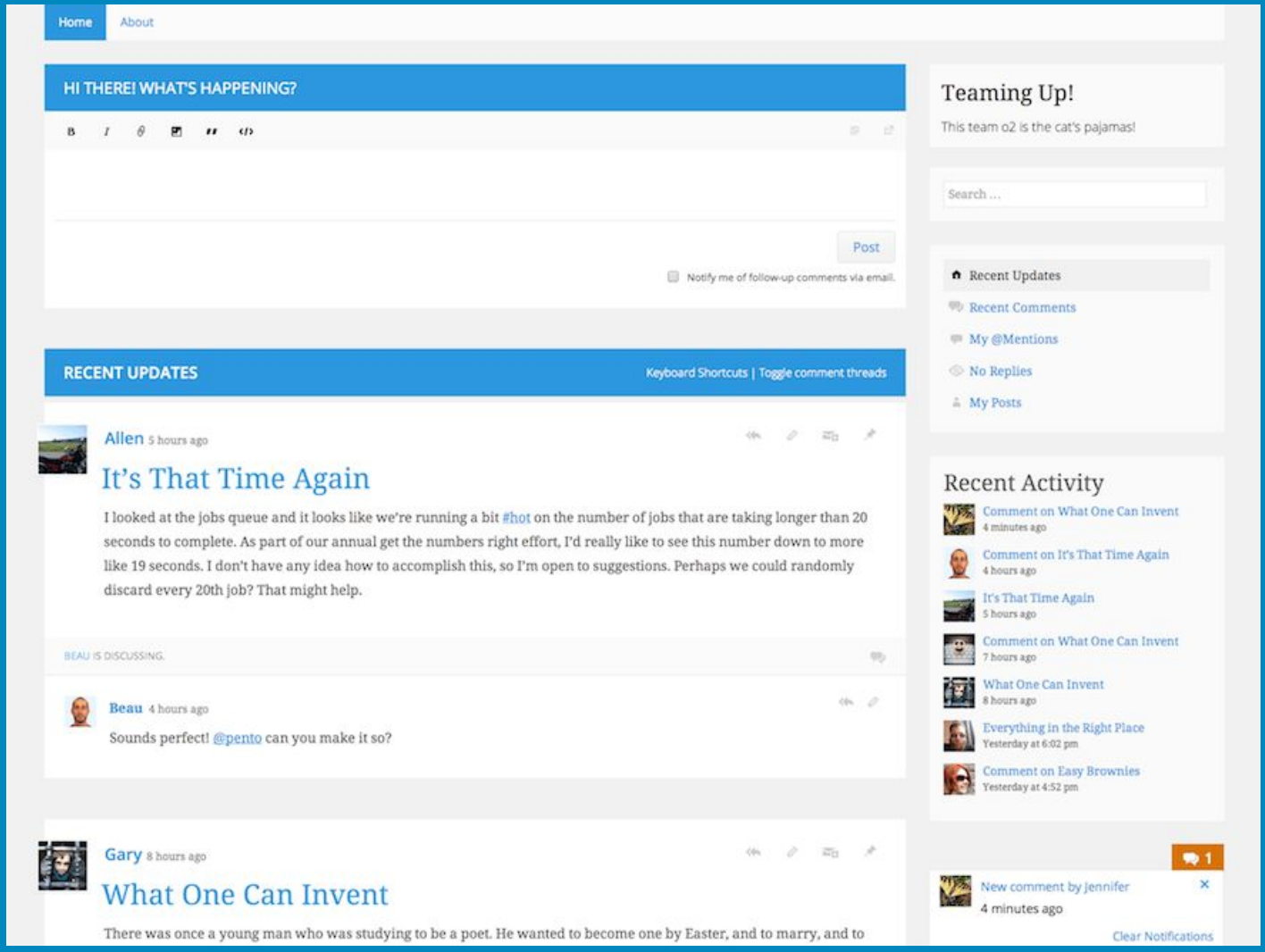

AUTOMATTIC
in:sent
Mail
More
1–26 of 26
COMPOSE
Inbox
Sent Mail
28 Jun
31 May
19 May
11 May
1 May
1 May

Daily interactions slack



P2 it, or it didn't happen!



Hangouts with zoom

Document everything!
Remove silos

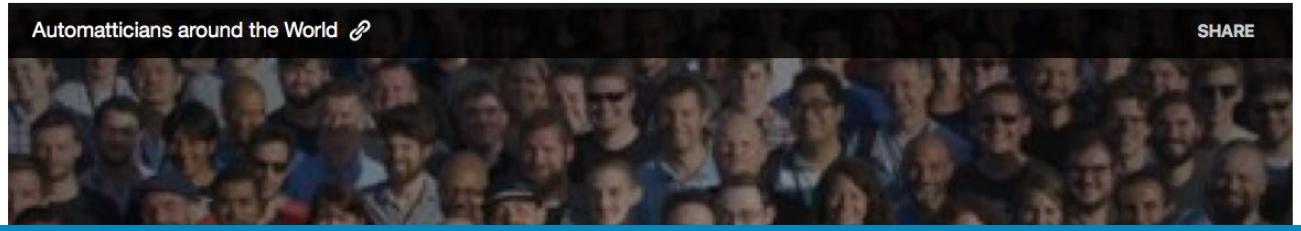
Automattic Field Guide

THE AUTHORITATIVE RESOURCE TO ALL THINGS AUTOMATTIC

Search the Field Guide...

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

Welcome to the Chaos



Perks of the Job

Perks of the Job

- Travel, travel, travel!

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GM
AUTOMATTIC

제주창조경제혁신센터
AUTOMATTIC

AUTOMATTIC

MONEY CHANGER

patronus
THEY

TIMES SQUARE
NYU

Perks of the Job

- Travel, travel, travel!
- Office Setup

MacBook Pro
esc
delete
tab
caps lock
enter
return
shift
shift
fn
control
option
command
command
option

BOSE
QuietComfort 15

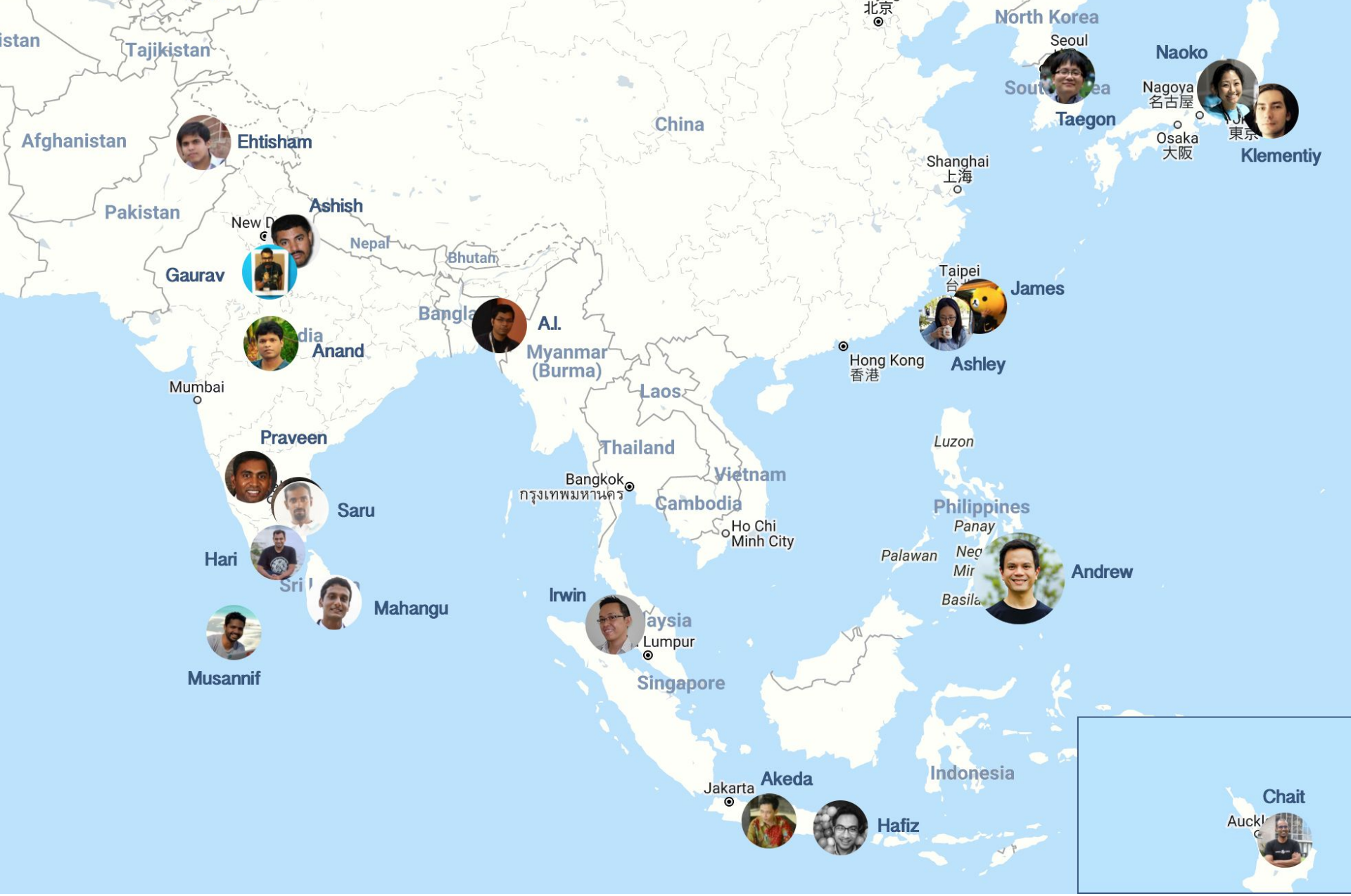
TIMBUK2

Perks of the Job

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

Happier Employee

Geography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Gaurav
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北京
North Korea
Seoul
Naoko
Taegon
Nagoya
名古屋
Osaka
大阪
東京
Klementiy
Shanghai
上海
Taipei
James
Ashley
Hong Kong
香港
A.I.
Myanmar
(Burma)
Laos
Thailand
Bangkok
กรุงเทพมหานคร
Vietnam
Cambodia
Ho Chi
Minh City
Anand
Mumbai
Praveen
Saru
Hari
Mahangu
Musannif
Irwin
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Singapore
Luzon
Philippines
Panay
Palawan
Andrew
Indonesia
Jakarta
Akeda
Hafiz
Chait

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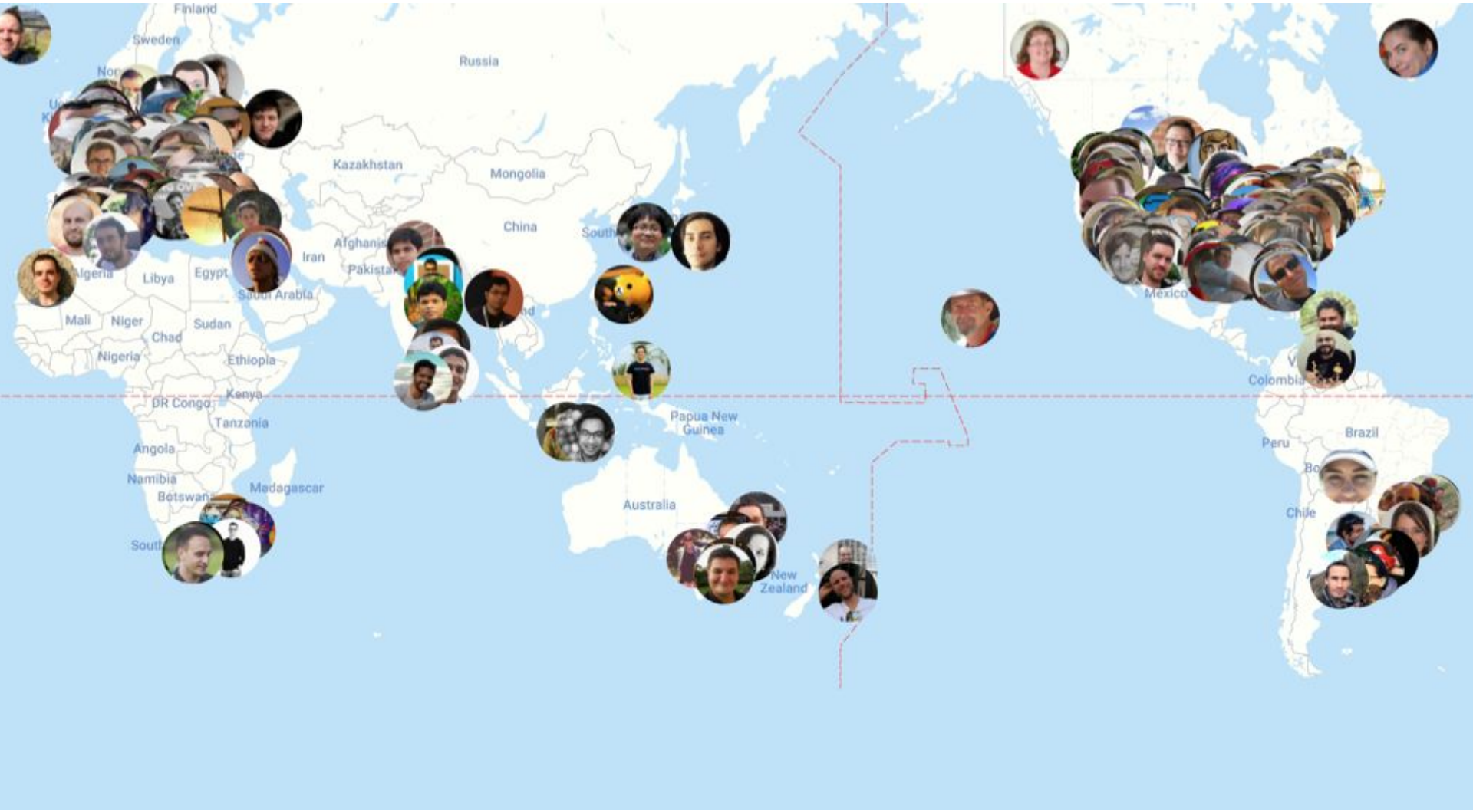
Finland
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Ethiopia
Kenya
DR Congo
Tanzania
Angola
Namibia
Botswana
Madagascar
Papua New Guinea
Australia
New Zealand
Mexico
Colombia
Peru
Brazil
Chile

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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?