WordCamp Baltimore 2012

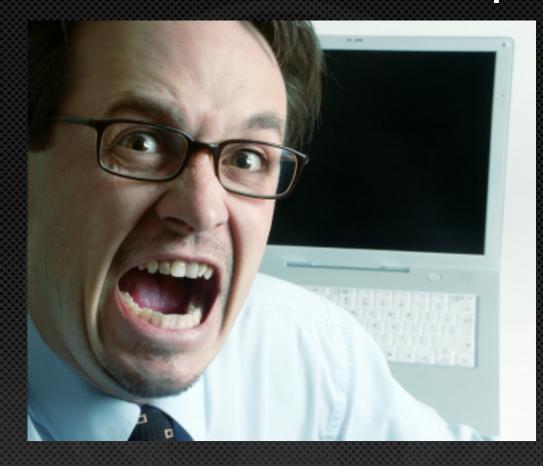
# Becoming a More Efficient Freelancer

by Eric Karkovack http://www.karks.com



by Eric Karkovack

## Overworked & Underpaid?



### Too many projects? Too little Time?

## Become More Efficient!

WordPress tools that can help you become a more efficient designer & developer:

- Frameworks
- Plugins that Save Coding Time
- Keeping a Repository of Re-Useable Code



Frameworks are WordPress themes with additional features built in, such as:

- Custom Page Layouts "on the fly"
- Change theme options from within the WordPress Admin
- Built-in Shortcodes provide a quick method for implementing special features
- Powerful backend features that save you from extra coding

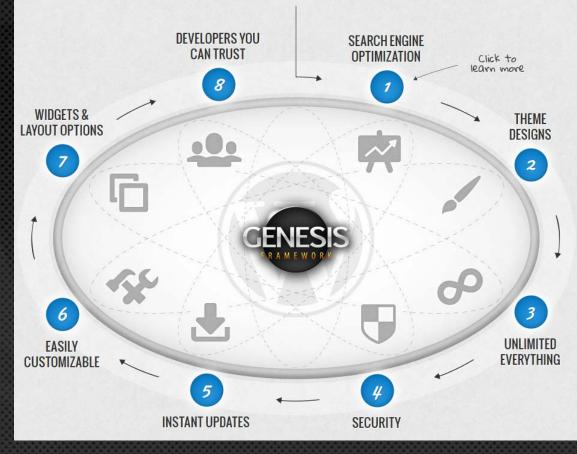
## **Popular Frameworks**

### Genesis

### www.studiopress.com \$59.95 for Genesis Child Themes cost extra

- Widely Used
- Unlimited Support
- Lots of Child Themes
- Automatic Updates

### **GENESIS IS THE FOUNDATION** OF ANY SMART WORDPRESS DESIGN



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## **Popular Frameworks**

### StartBox

www.wpstartbox.com FREE Child Themes & pro support cost extra

- Very Useful Shortcodes
- Custom Layouts for each page/post/ category
- Custom Sidebars and Slideshows
- Theme Options Page
- Child Themes/Support are \$100 per year



#### Shortcodes

StartBox has loads of shortcodes to make it as easy as possible for you to style and organize your content. These shortcodes help you insert buttons, info boxes, social media badges, columns and more without ever leaving the visual content editor.

#### **Buttons**

Turn your plain-text links into a highly stylized CSS3 button. Specify your own colors and sizes with ease.

#### **Content Boxes**

Info (default)

Quickly grab a reader's attention by setting small bits of content apart in a different colored box.



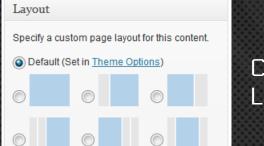
## Inside StartBox

### Theme Options

Karks 2012 Options			Screen Options # Help #
Save All Settings Reset All Settings			
Branding Logo Settings Upload an image or specify some text to use for your logo.			Need Help?
			Struggling with some of the theme options or settings? Click on the "Help" tab above.
Logo Image: http://www.karks.com/ Preview Nedia Library Uploa	Version Information		
Or, use this text instead:		StartBox Version: 2.5.6	
Disable Logo	Enable Automatic Updates		
Display Site Tagline	Google Analytics		
You can set your site Tagline in <u>Setiros # General</u>	Enter your <u>analytics</u> code below:		
Favicon: http://www.karks.com/ Preview Media Library Upload			
The favioon is a small logo/loon that displays alongside your URL in most browsers.			
Navigation Settings			
Primary Navigation.	Main Menu		Feedburner Settings
Primary Navigation Depth:	Unlimited		Enter your Feedburner feed URL below:
Primary Navigation Position:	After Header		Enter your Feedburner Comments URL:
Primary Navigation Extras:	Disabled		
	Add "Home" Link to Prima	ary Navigation	Save the Web
Secondary Navigation:	Disabled		Help save the internet by letting users of older browsers know that it's time for an upgrade. See an example >
Footer Navigation:	Bottom Nav		Save the web!
Footer Navigation Depth:	1		
Footer Navigation Position	Footer Right (above as	dmin link	

### Built-in Slideshow Tool

	Front Slideshow			Publish
Permalink: http://www.supportpab	iomass.org/wordpress	1/slideshows/front-slideshow/ Edit View S	lideshow	Preview Cha
Slides				Status: Published Edit
				Visibility: Public Edit
MASS	Remove Slide		ve Slide	📅 Published on: Jul 25, 2012 @ 14:58
LALADD	BOLIDAY INN, BARRI			Move to Trash Upda
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### Custom Layouts

While plugins aren't always the best option, using the right ones increase your efficiency.

- •CMS Dashboard
- •Display Widgets
- •List Category Posts
- •Raw HTML Snippets

•SB Child List

•Search & Replace

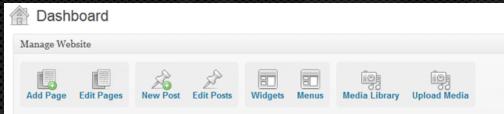
•Smart WYSIWYG Blocks of Content

•WP DBManager

## CMS Dashboard

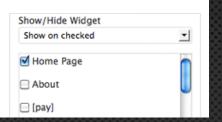
http://wordpress.org/extend/plugins/content-management-system-dashboard/ Customizes the WordPress dashboard for easy access to

### common tasks.



### **Display Widgets**

http://wordpress.org/extend/plugins/display-widgets/ Use a simple form to define where a widget should (and shouldn't) display.



## List Category Posts

http://wordpress.org/extend/plugins/list-category-posts/

Use a shortcode to display posts from a specific category.

[catlist id=23 orderby=date order=asc date=yes dateformat=m-d-y template=bulletins numberposts=0 excerpt=yes]

### **Raw HTML Snippets**

http://wordpress.org/extend/plugins/raw-html-snippets/

Insert snippets of HTML or JavaScript into a post using a shortcode.

Shortcode	Actions
[raw_html_snippet id="connections-form"]	Edit Snippe

## SB Child List

http://wordpress.org/extend/plugins/sb-child-list/

Shortcode that will list child pages or a parent page.



### Search & Replace

http://wordpress.org/extend/plugins/search-and-replace/

Globally search for and replace items in your database.

#### Search & Replace

Information Search & Replace

This plugin uses an standard SOL query so it modifies your database directly! Attention: You cannot undo any changes made by this plugin. It is therefore advisable to backup your database before running this plugin. No legal claims to the author of this plugin! Activate the plugin only, if you want to use it

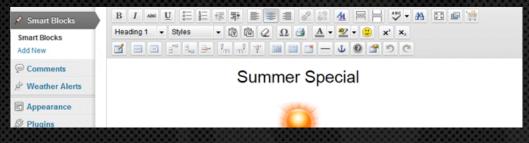
Text search is case sensitive and has no pattern matching capabilites. This replace function matchs raw text so it can be used to replace HTML tags too.

Step One: Use the follow search for a better information with return the sql-query and tables with the results. The search use alle fields in all tables! After this you have more informations and you can use the replace function.

## Smart WYSIWYG Blocks of Content

http://wordpress.org/extend/plugins/smart-wysiwyg-blocks-of-content/

Use a WYSIWYG editor to easily customize text widgets.



### WP DBManager

http://wordpress.org/extend/plugins/wp-dbmanager/

Automatically back up your database and have it emailed to you.

#### Automatic Scheduling

Automatic Backing Up Of DB:

Next backup date: May 7, 2012 @ 7:30 pm

Every 1 Week(s) 💌 Gzip No 💌

E-mail backup to: webmaster@karks.com

(Leave blank to disable this feature)

WP-DBManager can automatically backup your database after a certain period.

# Your Own Code Cheat Sheet

Keep a file of the code you write for future reference.

## Don't Have a Cheat Sheet? I'll Get You Started!

*Just Visit:* http://www.karks.com/baltimore/

by Eric Karkovack

## Thanks For Coming!

### Questions or comments?



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