

# YOUR SITE



OGNJEN ODOBAŠIĆ | 030NE | 17. NOVEMBAR 2011.

<http://goo.gl/LWEYU>

## OGNJEN ODOBAŠIĆ

SENIOR WEB DESIGNER  
GRAPHIC DESIGNER  
2D ANIMATOR

Adobe Creative Suite  
- Flash (advanced)  
- Fireworks (expert)  
- Illustrator (advanced)  
- Photoshop (advanced)  
- Dreamweaver (advanced)

Orange Studio, advertising agency  
web designer & developer  
2005 - present

Freelancing  
graphic & web design  
1999 - present

## INTRO

- 00 IDEJA
- 01 SOFTVER ZA WEB DEVELOPMENT
- 02 DOMEN & HOSTING
- 03 CONTENT MANAGEMENT SYSTEM
- 04 WORDPRESS
- 05 FLASH
- 06 SEARCH ENGINE OPTIMIZATION

## INTRO IDEJA

Koja je namena vašeg sajta?  
Koja je vaša ciljna grupa posetilaca?  
Šta će privući posetioce?  
Naziv?



Da li imate potreban materijal?  
Vremenski rok izrade?  
Život sajta nakon završetka izrade?  
Plan promovisanja?

...

## INTRO SOFTVER ZA WEB DEVELOPMENT

BROWSER **FIREFOX + FIREBUG add-on, CHROME, IE...**

EDITOR KODA **DREAMWEAVER, NOTEPAD...**

GRAFIČKI PROGRAMI **FIREWORKS, PHOTOSHOP, PIXLR, GIMP...**

FILE TRANSFER **FILEZILLA, FIREFTP, TOTAL COMMANDER**

## INTRO DOMEN & HOSTING

|      |             |         |   |          |
|------|-------------|---------|---|----------|
| WWW. | DOMAIN NAME | .COM    | = | 767 DIN  |
|      |             | .ORG    | = | 767 DIN  |
|      |             | .RS     | = | 1880 DIN |
|      |             | .ORG.RS | = | 767 DIN  |

**WWW.YOURSITE.RS** = 1880 DIN

## INTRO DOMEN & HOSTING

ZADOVOLJAVAJUĆI  
HOSTING PAKET

5 GB - PROSTORA  
50 GB - PROTOK  
1 MYSQL BAZA  
cPanel

= 3000 DIN

**WWW.YOURSITE.RS** = 1880 DIN

## INTRO DOMEN & HOSTING

UKUPNI GODIŠNJI ZAKUP DOMENA I HOSTINGA

~ 50e

## INTRO CONTENT MANAGEMENT SYSTEM

### OPENSOURCE

WORDPRESS  
DRUPAL  
Joomla  
TYPO3  
MAGENTO  
ZENCART  
...

## INTRO WORDPRESS

|                                                                      | WordPress            | Drupal                                                     | Joomla                                                           |
|----------------------------------------------------------------------|----------------------|------------------------------------------------------------|------------------------------------------------------------------|
| RELEASE DATE                                                         | 2003/05              | 2001/08                                                    | 2000/08                                                          |
| TOTAL NUMBER OF UPDATES                                              | 984                  | 87                                                         | From version 1.0 and 1.0.23 (including beta)                     |
| FREQUENCY OF VERSION UPDATES (on average)                            | Once every 17.5 days | Once 4.2 was released in February 2002, there were 30 days | Version 1.0.23 was never 40 days before 1.0.23 was never 20 days |
| NUMBER OF PLUGINS/MODULES/EXTENSIONS                                 |                      |                                                            |                                                                  |
| NUMBER OF THEMES                                                     | 1,200                | 900                                                        | 1000000                                                          |
| U.S. MONTHLY UNIQUE VISITS TO MAIN SITE                              | 30,000,000           | 30,000                                                     | 10,000                                                           |
| NUMBER OF WEB SITES USING THE PLATFORM (of the top million websites) |                      |                                                            |                                                                  |
|                                                                      | 14.3%                | 1.8%                                                       | 1.7%                                                             |

## INTRO WORDPRESS

|                             | WordPress     | Drupal     | Joomla          |
|-----------------------------|---------------|------------|-----------------|
| OUT-OF-BOX SEO STRENGTH     | ★★★★★         | ★★★★★      | ★★★★★           |
| MOST POWERFUL SEO EXTENSION | WordPress SEO | Pathfinder | SEO! and SEO!2! |
| EASE OF INSTALLATION        |               |            |                 |
| EASE OF MIGRATION           |               |            |                 |
| WHO'S IT FOR?               |               |            |                 |

DeviousMedia  
www.deviousmedia.com

## INTRO WORDPRESS

- + BRZA INSTALACIJA I KONFIGURISANJE
- + LAKOĆA UNOSA MATERIJALA
- + BROJNI TEMPLEJTI
- + OGROMAN BROJ PLUGINOVA (+12000)
- + VELIKA ZAJEDNICA WORDPRESS USER-A
- + ODLIČNO SEO POZICIONIRANJE
- PRETEŽNO ŠABLONSKI DIZAJN
- RANJIVOST OD NAPADA I SPAM-A

## INTRO WORDPRESS

PRIMERI:

[www.b-link.org](http://www.b-link.org)  
[www.o3one.rs](http://www.o3one.rs)  
[www.photoorange.rs](http://www.photoorange.rs)  
[www.podrum.info](http://www.podrum.info)  
[www.arhipelag.rs](http://www.arhipelag.rs)

## INTRO FLASH

# PRETI MU IZUMIRANJE !?

## INTRO FLASH

- + INTERAKTIVNOST I ANIMIRANJE
- + INTEGRACIJA MUZIKE
- + RAZVOJ VIDEO IGARA
- + RAZVOJ DESKTOP APLIKACIJA (ADOBE AIR)
- BRZINA AŽURIRANJA SAJTA
- LOŠA REPUTACIJA TROMIH I OGROMNIH SAJTOVA
- KATASTROFALNO SEO POZICIONIRANJE

## INTRO FLASH

PRIMERI:

[www.aleksandrakovac.com](http://www.aleksandrakovac.com)  
[www.jelenablecic.net](http://www.jelenablecic.net)  
[www.tribeca.rs](http://www.tribeca.rs)  
[www.atlasuzice.com](http://www.atlasuzice.com)  
[www.coffeeccompany.rs](http://www.coffeeccompany.rs)

## INTRO SEARCH ENGINE OPTIMIZATION

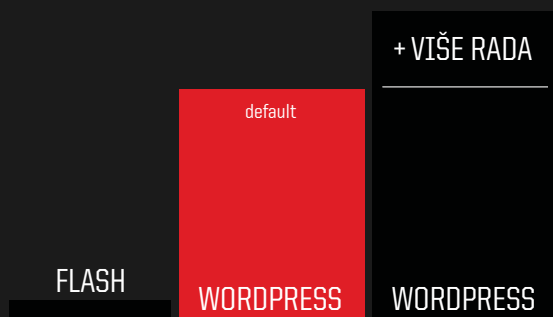
AKO VAS NEMA NA GOOGLEU  
ONDA VAS NEMA NA INTERNETU

## INTRO SEARCH ENGINE OPTIMIZATION

PREDLOZI ZA GOOGLE SEARCH:

“UVODNA REČ GRADONAČELNIKA”  
“ORANGE STUDIO”  
“EFEKAT LETEĆE VEVERICE”  
“PDF PRIPREMA ZA STAMPU”  
“MOJ TREĆI GRAD”

## INTRO SEARCH ENGINE OPTIMIZATION



## YOUR SITE

13H | WORDPRESS CMS

PRIPREMA SERVERA  
I INSTALACIJA WORDPRESA NA SERVER



## WORDPRESS

- 00 DOWNLOAD WORDPRESA
- 01 SERVER KONFIGURACIJA
- 02 KONFIGURISANJE WP-CONFIG.PHP
- 03 INSTALACIJA U 2 KLIKA
- 04 UPOZNAVANJE SA INTERFEJSOM I SETTINGS OPCIJA
- 05 LOGIKA ORGANIZACIJE MATERIJALA
- 06 UNOS MATERIJALA NA SAJT
- 07 KORIŠĆENJE PLUGINOVA
- 08 INSTALACIJA TEMPLEJTA I KORIŠĆENJE WIDGETA

## WORDPRESS 00 DOWNLOAD WORDPRESA



[www.wordpress.org](http://www.wordpress.org)

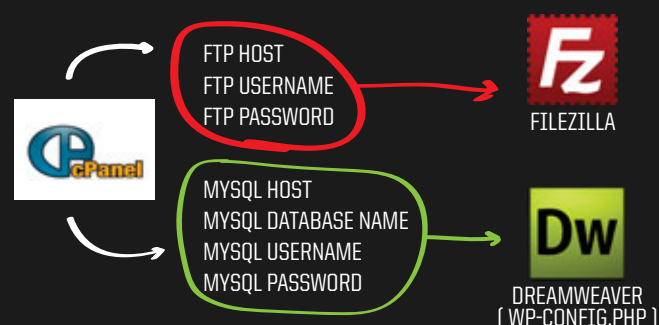
[www.wordpress.com](http://www.wordpress.com)

## WORDPRESS 01 SERVER KONFIGURACIJA

|                     |                                      |                                                                       |
|---------------------|--------------------------------------|-----------------------------------------------------------------------|
| HOSTING ADMIN PANEL | <b>FTP</b><br>FILE TRANSFER PROTOCOL | FTP HOST<br>FTP USERNAME<br>FTP PASSWORD                              |
|                     | <b>MYSQL</b><br>DATABASE             | MYSQL HOST<br>MYSQL DATABASE NAME<br>MYSQL USERNAME<br>MYSQL PASSWORD |

## WORDPRESS 01 SERVER KONFIGURACIJA

WWW.E-ORANGES.COM // cPANEL



WORDPRESS

## 01 SERVER KONFIGURACIJA

WWW.E-ORANGES.COM // cPANEL

FTP HOST **yoursite.e-oranges.com**FTP USERNAME **yoursite@e-oranges.com**FTP PASSWORD **!blink2011**

MYSQL HOST

MYSQL DATABASE NAME

MYSQL USERNAME

MYSQL PASSWORD

WORDPRESS

## 01 SERVER KONFIGURACIJA

TABLE "WP\_"

MYSQL  
DATABASE NAME

DATABASE HOST

ALL RIGHTS  
create,execute,insert,update  
delete,create view,drop...USERNAME  
PASSWORD

MYSQL USER

WORDPRESS

## 01 SERVER KONFIGURACIJA

MYSQL  
DATABASE

FTP

INSTALACIJA  
SVA PODEŠAVANJA!  
SVI TEKSTOVI!  
PODEŠAVANJE PLUGINOVA  
PODEŠAVANJE TEMPLEJTAFOTOGRAFIJE  
TEMPLEJTI  
PLUGINOVI  
WORDPRESS SYSTEM

WORDPRESS

## 01 SERVER KONFIGURACIJA

WWW.E-ORANGES.COM // cPANEL

FTP HOST **yoursite.e-oranges.com**FTP USERNAME **yoursite@e-oranges.com**FTP PASSWORD **!blink2011**MYSQL HOST **localhost**MYSQL DATABASE NAME **eoranges\_yoursite**MYSQL USERNAME **eoranges\_yoursite**MYSQL PASSWORD **2011blink!**

WORDPRESS

## 02 WP-CONFIG.PHP



MYSQL HOST **localhost**  
 MYSQL DATABASE NAME **eoranges\_yoursite**  
 MYSQL USERNAME **eoranges\_yoursite**  
 MYSQL PASSWORD **2011blink!**

WORDPRESS

## 02 WP-CONFIG-SAMPLE.PHP

## KORAK 1 // UNOS MYSQL PARAMETARA

```

37 // ** MySQL settings - You can get this info:
38 // ** The name of the database 1 to WordPress *)
39 define( 'DB_NAME', 'database_name_here' );
40
41 // ** MySQL database user *)
42 define( 'DB_USER', 'username_here' );
43
44 // ** MySQL database password 3
45 define( 'DB_PASSWORD', 'password_here' );
46
47 // ** MySQL hostname *) 4
48 define( 'DB_HOST', 'localhost' );
49
50 // ** Database Charset to use in creating database
51 // ** tables. Only supports 'utf8' and 'utf8mb4'
52 define( 'DB_CHARSET', 'utf8' );
53
54 // ** The Database Collate type. Don't change it
55 // ** unless you know what you are doing.
56 define( 'DB_COLLATE', '' );

```

4 MYSQL HOST **localhost**  
 1 MYSQL DATABASE NAME **eoranges\_yoursite**  
 2 MYSQL USERNAME **eoranges\_yoursite**  
 3 MYSQL PASSWORD **2011blink!**

WORDPRESS

## 02 WP-CONFIG-SAMPLE.PHP

## KORAK 2 // WORDPRESS SECURITY KEYS

```

41 // Authentication Unique Keys and Salts.
42
43 // Change these to different unique phrases!
44 // You can generate new unique phrases using the script
45 // located at https://api.wordpress.org/secret-key/1.1/salt/
46 // The more unique the better.
47
48 // Block 2.0.0
49
50 define( 'AUTH_KEY',         'put your unique phrase here' );
51 define( 'SECURE_AUTH_KEY',  'put your unique phrase here' );
52 define( 'LOGGED_IN_KEY',    'put your unique phrase here' );
53 define( 'NONCE_KEY',        'put your unique phrase here' );
54 define( 'AUTH_SALT',        'put your unique phrase here' );
55 define( 'SECURE_AUTH_SALT', 'put your unique phrase here' );
56 define( 'LOGGED_IN_SALT',   'put your unique phrase here' );
57 define( 'NONCE_SALT',       'put your unique phrase here' );

```

<https://api.wordpress.org/secret-key/1.1/salt/>

WORDPRESS

## 02 WP-CONFIG-SAMPLE.PHP

## KORAK 3 // TABLE PREFIX

```

41 // WordPress Database Table prefix.
42 //
43 // You can have multiple installations in one database if you give each a unique
44 // prefix. Only numbers, letters, and underscores please!
45
46 $table_prefix = 'wp_';

```

PROMENITI DA NE BUDE DEFAULT "wp\_" VREDNOST ZBOG POVEĆANJA SIGURNOSTI WP SISTEMA

PRIMERI:

"34w2p\_"

"ysWp\_"

"so40a\_"

...

# WORDPRESS 02 WP-CONFIG-SAMPLE.PHP

KORAK 4 // SNIMANJE  
WP-CONFIG.PHP

KORAK 5 // UPLOAD

FTP

# WORDPRESS 03 INSTALACIJA U 2 CLICKA

HTTP://YOURSITE.E-ORANGES.COM



SITE TITLE: YOURSITE  
WP ADMIN USERNAME: BLINK  
WP ADMIN PASS: !BLINK2011  
WP ADMIN EMAIL: YOURSITE@E-ORANGES.COM  
ALLOW MY SITE... CHECK  
CLICK 1 - INSTALL WORDPRESS

# WORDPRESS 03 INSTALACIJA U 2 CLICKA

SUCCESS! PREOSTAO CLICK NA LOG IN



# WORDPRESS DA REZIMIRAMO

HOSTING ADMIN PANEL  
FTP  
FILE TRANSFER PROTOCOL  
MYSQL  
DATABASE

FTP HOST  
FTP USERNAME  
FTP PASSWORD

MYSQL HOST  
MYSQL DATABASE NAME  
MYSQL USERNAME  
MYSQL PASSWORD



# WORDPRESS DA REZIMIRAMO

HOSTING ADMIN PANEL  
FTP  
FILE TRANSFER PROTOCOL  
MYSQL  
DATABASE

FTP HOST  
FTP USERNAME  
FTP PASSWORD

MYSQL HOST  
MYSQL DATABASE NAME  
MYSQL USERNAME  
MYSQL PASSWORD



DREAMWEAVER  
(WP-CONFIG.PHP)

# WORDPRESS DA REZIMIRAMO

HOSTING ADMIN PANEL  
FTP  
FILE TRANSFER PROTOCOL  
MYSQL  
DATABASE

FTP HOST  
FTP USERNAME  
FTP PASSWORD

MYSQL HOST  
MYSQL DATABASE NAME  
MYSQL USERNAME  
MYSQL PASSWORD



FILEZILLA



DREAMWEAVER  
(WP-CONFIG.PHP)

# WORDPRESS DA REZIMIRAMO

HOSTING ADMIN PANEL  
FTP  
FILE TRANSFER PROTOCOL  
MYSQL  
DATABASE

FTP HOST  
FTP USERNAME  
FTP PASSWORD

MYSQL HOST  
MYSQL DATABASE NAME  
MYSQL USERNAME  
MYSQL PASSWORD



DREAMWEAVER  
(WP-CONFIG.PHP)

# WORDPRESS DA REZIMIRAMO

PREOSTALA  
INSTALACIJA U 2 CLICKA  
HTTP://YOURSITE.E-ORANGES.COM

MYSQL HOST  
MYSQL DATABASE NAME  
MYSQL USERNAME  
MYSQL PASSWORD



DREAMWEAVER  
(WP-CONFIG.PHP)

# YOUR SITE

13H | WORDPRESS CMS

RAD SA WORDPRESSOM  
I KORIŠĆENJE DODATAKA



# WORDPRESS

- 00 DOWNLOAD WORDPRESSA
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- 08 INSTALACIJA TEMPLEJTA I KORIŠĆENJE WIDGETA

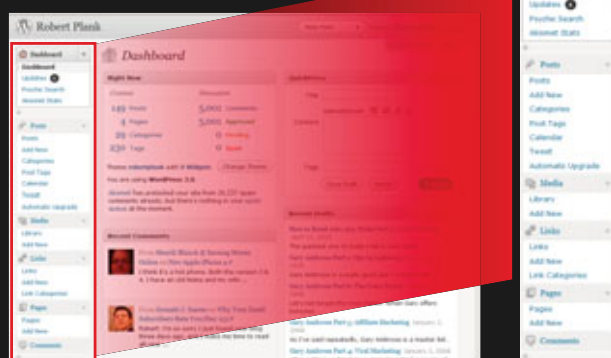
# WORDPRESS DA SE VRATIMO...



[www.wordpress.com](http://www.wordpress.com)

[www.wordpress.org](http://www.wordpress.org)

# WORDPRESS 04 INTERFACE



# WORDPRESS 05 LOGIKA WP

TEMA: LIČNA INTERNET PREZENTACIJA

**PORTFOLIO**  
- logotipi  
- sajtovi  
- fotografije



**BIOGRAFIJA  
LINKOVI  
KONTAKT**

**BLOG**  
- tekstovi  
- video  
- muzika

# WORDPRESS 05 LOGIKA WP

**PAGES  
STRANE**

**BIOGRAFIJA  
LINKOVI  
KONTAKT**

**CATEGORIES  
KATEGORIJE**

**PORTFOLIO**  
- logotipi  
- sajtovi  
- fotografije

**BLOG**  
- tekstovi  
- video  
- muzika

**POST  
ČLANCI**

logo1, logo2, logo3...  
sajt1, sajt2, sajt3...  
foto1, foto2, foto3...

text1, text2, text3...  
video1, video2, video3...  
muzika1, muzika2, muzika3...

# WORDPRESS 05 LOGIKA WP

**PAGES  
STRANE**

**BIOGRAFIJA  
LINKOVI  
KONTAKT**

**CATEGORIES  
KATEGORIJE**

**PORTFOLIO**  
- logotipi  
- sajtovi  
- fotografije

**BLOG**  
- tekstovi  
- video  
- muzika

**POST  
ČLANCI**

logo1, logo2, logo3...  
sajt1, sajt2, sajt3...  
foto1, foto2, foto3...

text1, text2, text3...  
video1, video2, video3...  
muzika1, muzika2, muzika3...

ŠAŠAVO ZAR NE?



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam malesuada ante at nunc scelerisque pellentesque. Nulla facilisi. Donec vehicula, risus eget elementum mattis, urna augue facilisis nulla, nec pulvinar turpis...

**TAG  
MARKER**

**KOSTIMI** **STAR WARS** **FUNNY**  
**DŽUKCI**

# WORDPRESS 05 LOGIKA WP

**TAG  
MARKER**

**KOSTIMI** **STAR WARS** **FUNNY**  
**DŽUKCI**

ŠAŠAVO ZAR NE?



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam malesuada ante at nunc scelerisque pellentesque. Nulla facilisi. Donec vehicula, risus eget elementum mattis, urna augue facilisis nulla, nec pulvinar turpis...

KOLEKCIONARI FANATICI



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam malesuada ante at nunc scelerisque pellentesque. Nulla facilisi. Donec vehicula

**STAR WARS** **IGRAČKE**

## WORDPRESS 04 INTERFACE



1 POSTS, CATEGORIES, TAGS // Članci, kategorije, tagovi

2 PAGES // Statične strane

3 Rad sa templejtima i widgetima

4 Rad sa plug-inovima (dodatni paneli)

6 Podešavanje WP sistema

## WORDPRESS 06 UNOS MATERIJALA

DASHBOARD // POST & PAGES & CATEGORIES & TAGS

### BIOGRAFIJA

### PORTFOLIO

- logotipi

logo1, logo2, logo3...

- sajтови

sajt1, sajt2, sajt3...

- fotografije

foto1, foto2, foto3...

### BLOG

- tekstovi

text1, text2, text3...

- video

video1, video2, video3...

- muzika

muzika1, muzika2, muzika3...

### LINKOVI

### KONTAKT

## WORDPRESS 07 INSTALACIJA PLUG-INOVA

Lightbox2  
Contact form 7  
Twitter Blender

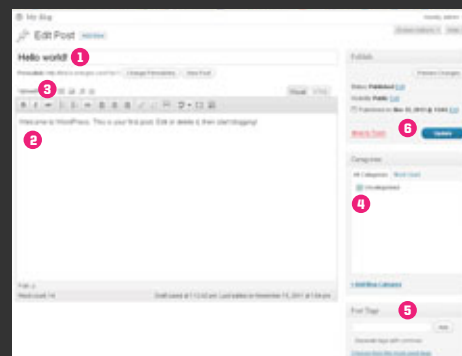
## WORDPRESS 09 WIDGETI

Tags  
Text widget  
Categories  
Recent posts

## WORDPRESS 04 SETTINGS

General  
Writing  
Reading  
Discussion  
Media  
Permalinks

## WORDPRESS 04 INTERFACE



- 1 Titl teksta
- 2 Telo teksta
- 3 Ubacivanje slike
- 4 Kategorija teksta
- 5 Tag teksta
- 6 Objava teksta

## WORDPRESS 08 INSTALACIJA TEMPLEJTA

WP Template search  
Themeforest.net  
Woothemes.com

## WORDPRESS DA REZIMIRAMO 2

PAGES  
STRANE

BIOGRAFIJA  
LINKOVI  
KONTAKT

CATEGORIES  
KATEGORIJE

PORTFOLIO  
- logotipi  
- sajтови  
- fotografije

BLOG  
- tekstovi  
- video  
- muzika

POST  
CLANCI

logo1, logo2, logo3...  
sajt1, sajt2, sajt3...  
foto1, foto2, foto3...

text1, text2, text3...  
video1, video2, video3...  
muzika1, muzika2, muzika3...

TAG  
MARKER

KOSTIMI  
STAR WARS  
FUNNY  
DŽUKCI  
SPORT  
AVIONI