

WordPress Seminar, Innovathens, EEΛ/ΛAK, 02/04/2016

"The text editor"

Takis Bouyouris, Nevma



WordPress

| GREEK
COMMUNITY

Who am I?

Takis Bouyouris

Software Engineer / Web Developer

Co-founder @ Nevma

WordPress Greek Community

WordPress Greek Athens Meetup

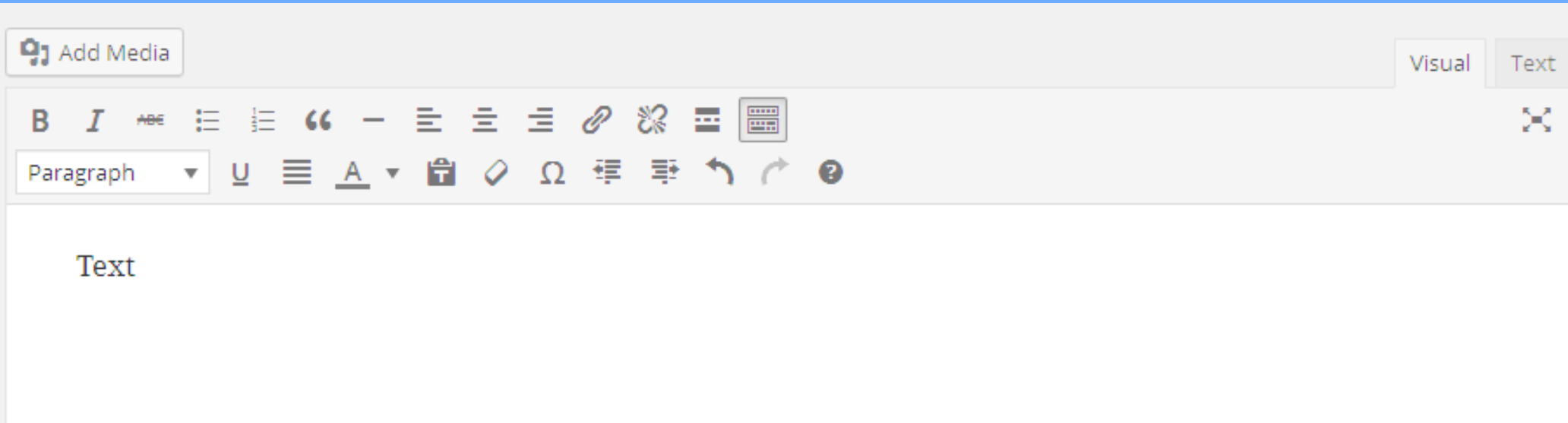
<Hello_World/>



TinyMCE

the text editor
of WordPress

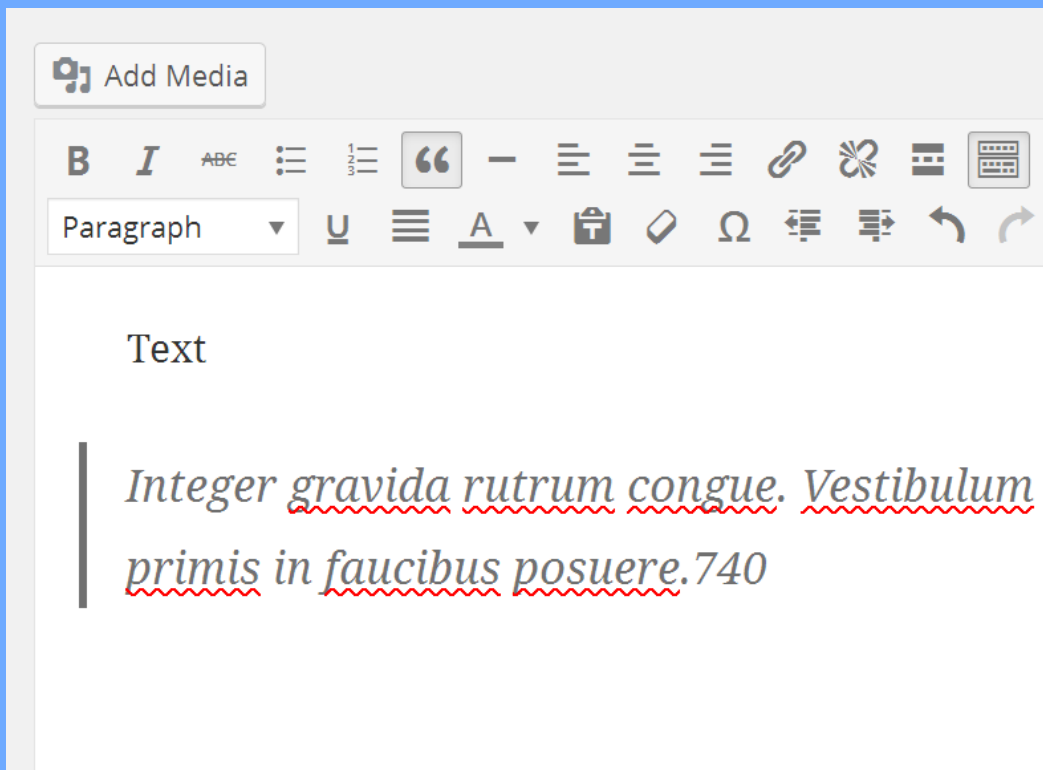
Today: we will talk about the text editor, that simple, everyday day tool you forgot to master



Use the editor
in a natural
flowing, elastic
and semantic way

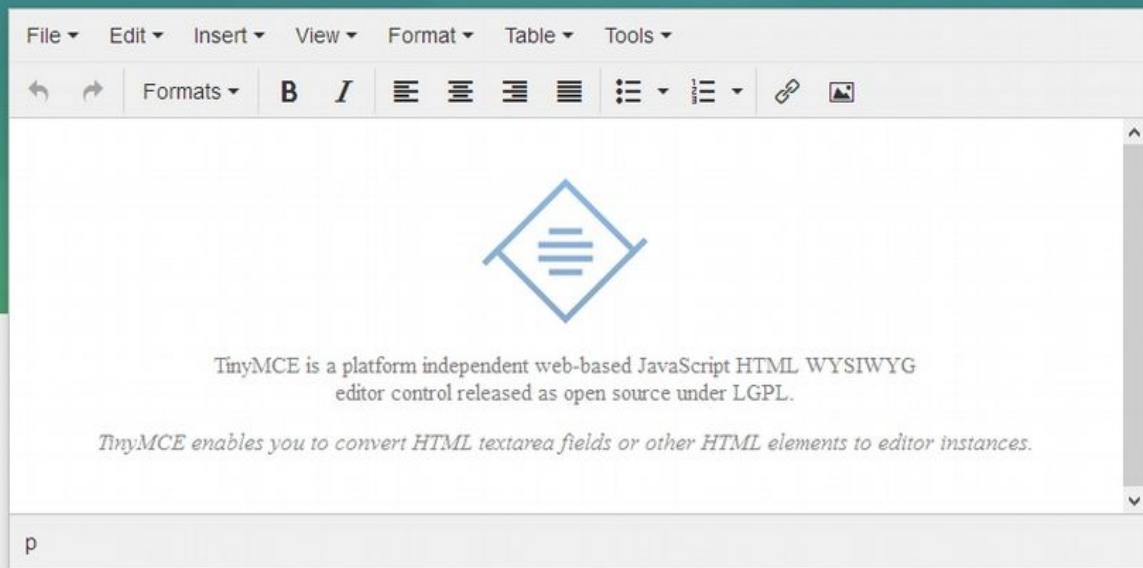
WYSIWYG editor

What you see is what you get



```
128 function adaptive_images_debug_perform_check_gd () {
129
130     $icons = array( 'true' => '&#10004;', 'false' =>
131
132
133
134     // Check if PHP GD image library is installed and
135
136     $gd_extension_installed = adaptive_images_debug_is
137
138     $result = array(
139         'result' => $gd_extension_installed,
140         'message' =>
141
142         $gd_extension_installed ?
143
144         '<p>' .
145             $icons['true'] . ' The PHP GD lib
146         '</p>' :
147
148         '<p>'
149             . $icons['false'] . ' The PHP GD :
150         '</p>' .
151         '<p>' .
152             'This is absolutely necessary for
153         '</p>' .
154         '<p>' .
```

Full featured web editing. Featherweight download.


[Take a tour](#)
[Download \(4.3.8\)](#)

TinyMCE text is a web page itself

Simple texts are easy to handle

Complex structures can be very tricky

```
▼ <html style="overflow-y: hidden;" lang="en-US"> ev
  ▶ <head></head>
  ▶ <body id="tinymce" class="mce-content-body content
    post-type-post post-status-auto-dra...autoresize html5-caption
    post-format-standard has-focus" style="overflow-y: hidden;"
    data-id="content" contenteditable="true"></body> ev
  </html>
</html>
</iframe>
</div>
```

TinyMCE contents are HTML elements

- HTML elements flow
- HTML elements have style
- HTML elements are semantic
- HTML elements are naturally elastic

TinyMCE inspect element

The image shows the TinyMCE editor interface with the 'Inspect Element' tool open. Red arrows connect specific elements in the editor to their corresponding HTML code in the 'Inspect Element' panel.

Editor Content:


Paragraph

Aliquam mollis orci enim, vel dictum massa vehicula ut. Nullam posuere pulvinar dolor. Ut aliquet odio nec leo ornare, eu faucibus libero efficitur. Morbi sit amet lacus in dui dictum ultricies sed at arcu.

Aliquam mollis orci enim, vel dictum massa vehicula ut. Nullam posuere pulvinar dolor. Ut aliquet odio nec leo ornare, eu faucibus libero efficitur.

- Aliquam mollis orci enim
- Svel dictum massa vehicula ut
- Nullam posuere pulvinar dolor
- Ut aliquet odio nec leo ornare

- Eu faucibus libero efficitur
- Morbi sit amet lacus in dui
- Dictum Integer sodales magna ut orci dapibus dignissim
- Sed viverra ullamcorper urna, in porttitor nunc tincidunt a
- Cupr lorem ipsam dolor at



Inspect Element Panel:

```
lang="en-US"> ev
  <head></head>
  <body id="tinymce" class="mce-content-b
    content post-type-post post-status-
    auto-dra...autosize html5-captions
    post-format-standard has-focus"
    style="overflow-y: hidden;"
    data-id="content" contenteditable="true
  ev
    <p></p>
    <blockquote></blockquote>
    <ul></ul>
    <ol></ol>
    <p>
      <img class="alignnone size-large
        wp-image-11"
        src="http://innovath.onpressidium.c
        /wp-content/uploads/2016/04/beach-
        1024x358.jpg" alt="beach" data-mce-
```

Rules | Computed | Fonts | Box Model | Anima

Filter Styles

Pseudo-elements

This Element

```
element {
}
p {
  editor-style.
```

Usual HTML text elements: headings

Add Media

Visual

Text

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Heading 5 ▼

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H1 Proin consectetur justo id interdum


H2 Vestibulum nibh orci, condimentum eget nulla

H3 Lacinia laoreet magna ut turpis tellus, commodo vitae

H4 Lacus vel, rhoncus finibus justo vivamus sit amet ullamcorper est

H5 VEL SCelerisque Mauris. Integer at nisi ullamcorper, laor

Usual HTML text elements: paragraphs

 Add Media

Visual

Text



Paragraph ▼



Proin consectetur justo id interdum rutrum. Vestibulum nibh orci, condimentum eget nulla nec; lacinia laoreet magna. Ut turpis tellus, commodo vitae lacus vel, rhoncus finibus justo. Vivamus sit amet ullamcorper est, vel scelerisque mauris. Integer at nisi ullamcorper, laoreet neque a, porttitor leo. Nam aliquet augue elit, sed blandit augue.

Proin consectetur justo id interdum rutrum. Vestibulum nibh orci, condimentum eget nulla nec; lacinia laoreet magna. Ut turpis tellus, commodo vitae lacus vel, rhoncus finibus justo. Vivamus sit amet ullamcorper est, vel scelerisque mauris. Integer at nisi ullamcorper, laoreet neque a, porttitor leo. Nam aliquet augue elit, sed blandit augue.

Usual HTML text elements: lists

Add Media

Visual


Text



- Proin consectetur justo id interdum rutrum
- Vestibulum nibh orci, condimentum eget nulla nec
- Llacinia laoreet magna. Ut turpis tellus, commodo vitae lacus vel
- Vivamus sit amet ullamcorper est, vel scelerisque mauris
- Integer at nisi ullamcorper, laoreet neque a, porttitor augue

1. Proin consectetur justo id interdum rutrum.
2. Vestibulum nibh orci, condimentum eget nulla nec
3. Nacinia laoreet magna. Ut turpis tellus, commodo
4. Vitae lacus vel, nibh orci, condimentum eget nulla nec

Usual HTML text elements: blockquotes

 Add Media

Visual

Text



Proin consectetur justo id interdum rutrum. Vestibulum nibh orci, condimentum eget nulla nec; lacinia laoreet magna. Ut turpis tellus, commodo vitae lacus vel, rhoncus finibus justo. Vivamus sit amet ullamcorper est, vel scelerisque mauris. Integer at nisi ullamcorper, laoreet neque a, porttitor leo. Nam aliquet augue elit, sed blandit augue.

Proin consectetur justo id interdum rutrum. Vestibulum nibh orci, condimentum eget nulla nec; lacinia laoreet magna. Ut turpis tellus, commodo vitae lacus vel, rhoncus finibus justo. Vivamus sit

Usual HTML text elements: images

Add Media

Visual

Text



Proin consectetur justo id interdum rutrum. Vestibulum nibh orci, condimentum eget nulla nec; lacinia laoreet magna. Ut turpis tellus, commodo vitae lacus vel, rhoncus finibus justo. Vivamus sit amet ullamcorper est, vel scelerisque mauris.



"Unusual" HTML text elements: galleries

Add Media

Visual

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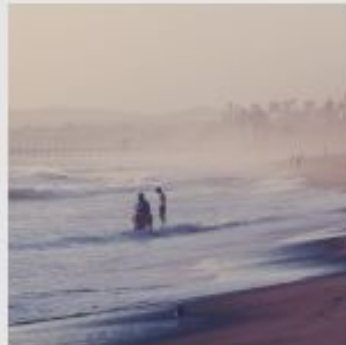
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Proin consectetur justo id interdum rutrum. Vestibulum nibh orci, condimentum eget nulla nec; lacinia laoreet magna. Ut turpis tellus, commodo vitae lacus vel, rhoncus finibus justo. Vivamus sit amet ullamcorper est, vel scelerisque mauris.



"Unusual" HTML text elements: tables

 Add Media

Visual

Text

File ▼ Edit ▼ Insert ▼ View ▼ Format ▼ Table ▼ Tools ▼




Paragraph ▼



Lorem	64	3456543	z	--	634
<u> Ipsum</u>	65	546543	y	---	54364
Dolor	33	546456464	y	---	5466
Sit amet	23	4564654654	x	**	4358

[illegible]

"Unusual" text elements: shortcodes

 Add Media

Visual

Text



Shortcodes:

[mycode attr="value"]

Some content...

[/mycode]

Why all the fuss?

Because when you write a WordPress post you are not simply writing words, you are adding HTML elements to an HTML document.

And HTML elements **flow**, are **semantic**, can be **styled** and are **naturally elastic**.

TinyMCE parts

Editor basic tools

 Add Media

Visual

Text

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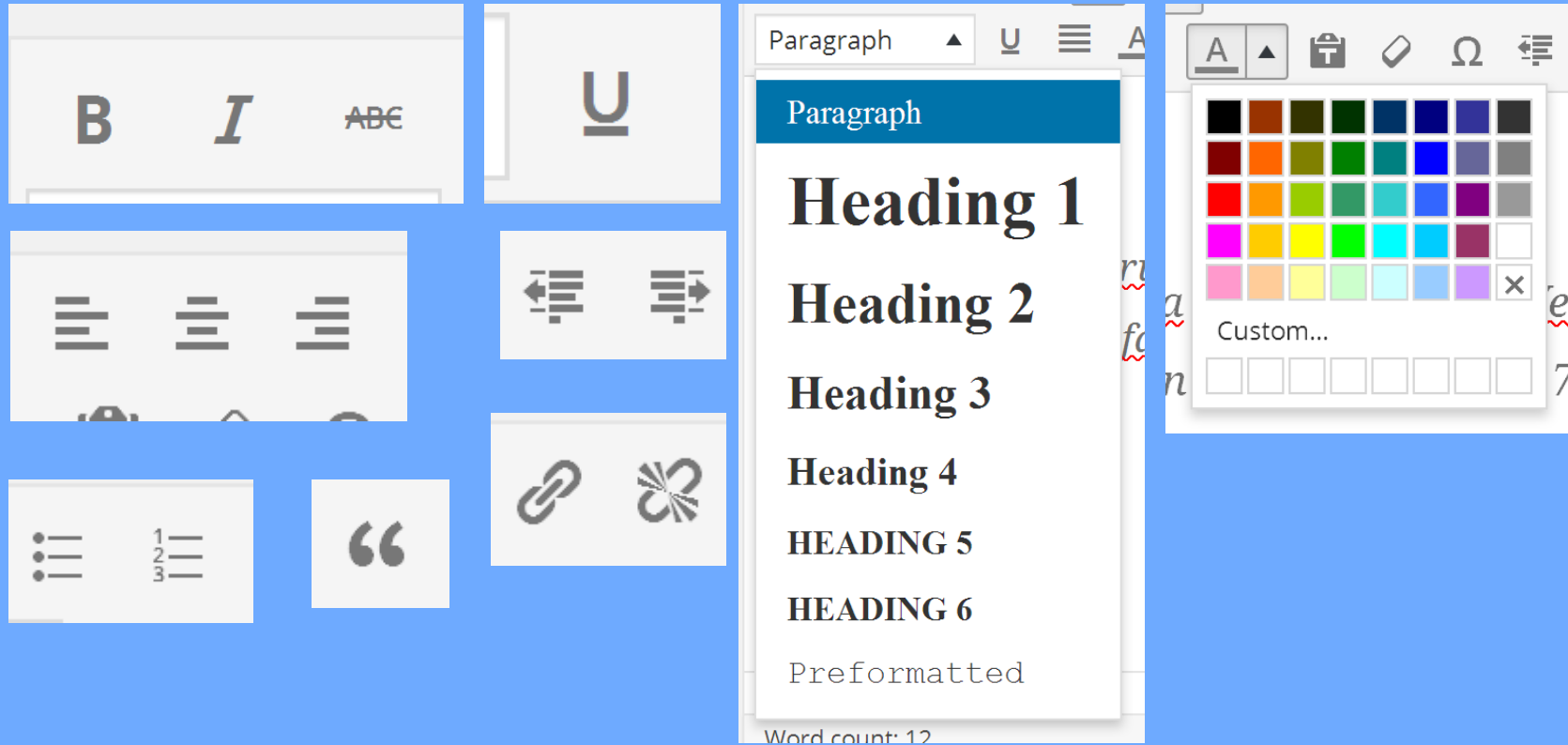


Paragraph ▼



TinyMCE Parts

Text styling



TinyMCE parts

The tools



Insert Media

Create Gallery

Featured Image

Insert from URL

Insert Media

Upload Files

Media Library

All media items

All dates

Search



ATTACHMENT DETAILS



office.jpg

April 1, 2016

147 kB

2000 × 800

[Edit Image](#)

[Delete Permanently](#)

URL

Title

Caption

Alt Text

Description

ATTACHMENT DISPLAY SETTINGS

Alignment

Link To

Size

Insert Media Dialog

Add Media

B **I** ABC    
Paragraph   



p » img

Word count: 0

Insert/edit link



Enter the destination URL

URL

☐ Open link in a new tab

Or link to existing content ▲

Search

Search or use up and down arrow keys to select an item.

Sample Page

PAGE

Hello world!

2016/04/01

Insert Link Dialog

Cancel

Add Link

at 9:25:05 pm.

Status: Draft

Visibility: Public

Publish immediately

Move to Trash

Categories

All Categories

☐ Uncategorized

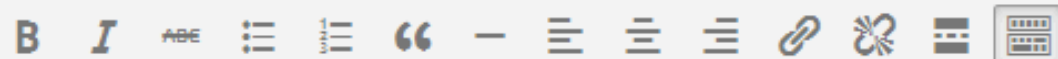
+ Add New Category

Tags

Separate tags with commas

Text automations
(formatting shortcuts)

Write one thing
lots happenning under the hood



Paragraph



Proin consectetur justo id interdum rutrum. Vestibulum nibh orci, condimentum eget nulla nec; lacinia laoreet magna. Ut turpis tellus, commodo vitae lacus vel, rhoncus finibus justo. Vivamus sit amet ullamcorper est, vel scelerisque mauris. Integer at nisi ullamcorper, laoreet neque a, porttitor leo. Nam aliquet augue elit, sed blandit augue.

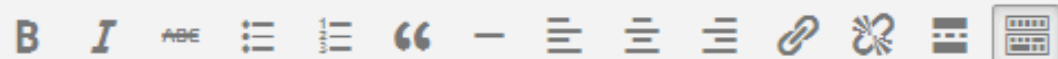
Auto ordered list

p

Word count: 50

Draft saved at 9:29:17 pm.

Author



Paragraph



Proin consectetur justo id interdum rutrum. Vestibulum nibh orci, condimentum eget nulla nec; lacinia laoreet magna. Ut turpis tellus, commodo vitae lacus vel, rhoncus finibus justo. Vivamus sit amet ullamcorper est, vel scelerisque mauris. Integer at nisi ullamcorper, laoreet neque a, porttitor leo. Nam aliquet augue elit, sed blandit augue.

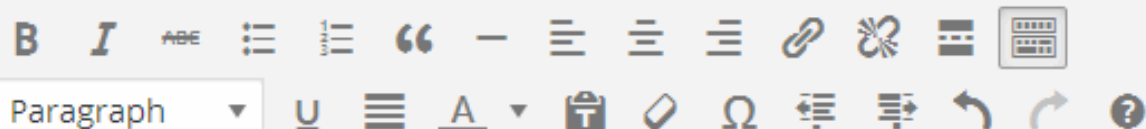
Auto unordered list

p

Word count: 50

Draft saved at 9:29:17 pm.

Author



Proin consectetur justo id interdum rutrum. Vestibulum nibh orci, condimentum eget nulla nec; lacinia laoreet magna. Ut turpis tellus, commodo vitae lacus vel, rhoncus finibus justo. Vivamus sit amet ullamcorper est, vel scelerisque mauris. Integer at nisi ullamcorper, laoreet neque a, porttitor leo. Nam aliquet augue elit, sed blandit augue.

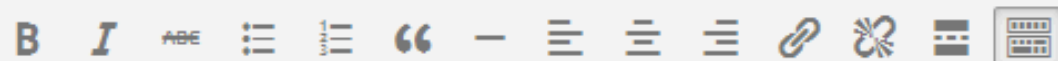
Auto headings

p

Word count: 50

Draft saved at 9:29:17 pm.

Author



Paragraph



Proin consectetur justo id interdum rutrum. Vestibulum nibh orci, condimentum eget nulla nec; lacinia laoreet magna. Ut turpis tellus, commodo vitae lacus vel, rhoncus finibus justo. Vivamus sit amet ullamcorper est, vel scelerisque mauris. Integer at nisi ullamcorper, laoreet neque a, porttitor leo. Nam aliquet augue elit, sed blandit augue.

Auto blockquote

p

Word count: 50

Draft saved at 9:29:17 pm.

Author

Some tips

Remember



≠



Microsoft
Word

Whatever you do
do not copy and
paste from Word

Huge possibility to
mess up the
website

Lose aesthetic
uniformity

Lose future
maintainability

ΣΟΥΖΗ ΚΑΝΕΙΣ COPY-PASTE ΑΠΟ WORD



**ΚΑΙ ΨΕΥΔΕΣΑΙ ΚΑΙ ΚΑΝΕΙΣ
COPY-PASTE ΑΠΟ WORD**

Instead paste as text or Ctrl+Shift+V

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Paragraph ▼



Paste as text

Proin consectetur justo id interdum rutrum. Vestibulum
nibh orci, condimentum eget nulla nec; lacinia laoreet
magna. Ut turpis tellus, commodo vitae lacus vel, rhoncus
finibus justo. Vivamus sit amet ullamcorper est, vel
scelerisque mauris.



Proin consectetur justo id interdum rutrum. Vestibulum nibh orci,
condimentum eget nulla nec; lacinia laoreet magna. Ut turpis tellus, commodo
vitae lacus vel, rhoncus finibus justo. Vivamus sit amet ullamcorper est, vel
scelerisque mauris.

I

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ABC



Paragraph ▼



Proin consectetur justo id interdum rutrum. Vestibulum nibh orci,
condimentum eget nulla nec; lacinia laoreet magna. Ut turpis tellus, commodo
vitae lacus vel, rhoncus finibus justo. Vivamus sit amet ullamcorper est, vel
scelerisque mauris.

I



Proin consectetur justo id interdum rutrum. Vestibulum nibh orci,
condimentum eget nulla nec; lacinia laoreet magna. Ut turpis tellus, commodo
vitae lacus vel, rhoncus finibus justo. Vivamus sit amet ullamcorper est, vel
scelerisque mauris.

I

B*I*

ABC



Paragraph ▼



Proin consectetur justo id interdum rutrum. Vestibulum nibh orci,
condimentum eget nulla nec; lacinia laoreet magna. Ut turpis tellus, commodo
vitae lacus vel, rhoncus finibus justo. Vivamus sit amet ullamcorper est, vel
scelerisque mauris.

I

And: should you copy paste from Word?



Do: use the editor native features which is what web pages are made of naturally:

paragraphs <p>

headings <h1-6>

blockquote <blockquote>

tables <table>

images

etc

Bad copy – Good copy

Add Media

B *I* ~~ABC~~ [List Icons] [Link Icon] [Image Icon] [Table Icon]

Paragraph [Dropdown] [Bulleted List Icon] [Text Color Icon] [Background Color Icon] [Link Icon] [Image Icon] [Table Icon] [Undo Icon] [Redo Icon] [Help Icon]

Pellentesque euismod ultricies hendrerit. Proin placerat ac enim non commodo! Mauris nec maximus quam. Aliquam erat volutpat. Praesent tincidunt lobortis mauris, id euismod ligula luctus vel. Duis et convallis est. Nullam rhoncus hendrerit facilisis? Vivamus auctor massa ut turpis eleifend, vel pellentesque purus varius. Etiam accumsan risus vitae pulvinar interdum. Proin sed convallis augue. Morbi vel luctus mi. Aliquam mattis, lectus eu vehicula ultricies, libero nisi pharetra nisi, et bibendum leo sem eu nisi. I

Integer nec mollis eros. Sed rhoncus pellentesque ipsum ac commodo. Aliquam molestie congue pharetra. Quisque suscipit, odio vitae pharetra ultricies, ante dolor convallis ex; et tincidunt justo est eget erat? Suspendisse potenti. Pellentesque ac pellentesque elit. In sodales viverra maximus. Ut congue, libero sed bibendum elementum, libero odio iaculis lectus, sed ultricies eros ex quis quam. Cras a nisl dictum, vestibulum metus eget, convallis mi. Fusce sed odio quis urna eleifend bibendum at nec nisl.

Phasellus at elit mollis, consequat mi nec, rhoncus mauris. Sed vel lorem diam. Praesent aliquet faucibus euismod. Integer placerat tincidunt luctus. In sit amet est placerat, pretium dui nec, porttitor augue. Suspendisse dapibus dictum elit; eu luctus lectus facilisis at! Cras placerat, augue et pharetra pretium, lorem eros

Add Media


B *I* ~~ABC~~ [List Icons] [Link Icon] [Image Icon] [Table Icon]

Paragraph [Dropdown] [Bulleted List Icon] [Text Color Icon] [Background Color Icon] [Link Icon] [Image Icon] [Table Icon] [Undo Icon] [Redo Icon] [Help Icon]

Pellentesque euismod ultricies hendrerit.

Proin placerat ac enim non commodo! Mauris nec maximus quam. Aliquam erat volutpat. Praesent tincidunt lobortis mauris, id euismod ligula luctus vel. Duis et convallis est. Nullam rhoncus hendrerit facilisis? Vivamus auctor massa ut turpis eleifend, vel pellentesque purus varius.

1. Etiam accumsan risus vitae pulvinar interdum.
2. Proin sed convallis augue. Morbi vel luctus mi.
3. Aliquam mattis, lectus eu vehicula ultricies, libero nisi.
4. Ppharetra nisi, et bibendum leo sem eu nisi. I



And it's good for SEO

Search machines love good
quality, semantic copy

Trust your developer and your theme

But before that, choose them wisely
because with your help it is their
responsibility to make the editor
produce a smooth text in your website

Thank you!

takis@nevma.gr

<http://takis.nevma.gr/>

fb @ takis.bouyouris

tw @takis.big



WordPress

| GREEK
COMMUNITY