WORDPRESS

GETTING STARTED @UNIFR

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1. FIRST STEPS

Access

You now have access to your site via the URL you have been given.
Administration is done by adding `/wp-admin` behind this URL.

For example:
- Site URL = `https://blog.unifr.ch/mon-site-web`
- Administration URL = `https://blog.unifr.ch/mon-site-web/wp-admin`

Authentication is done with your Switch-edu-ID account.

If you have any problems with it, you can test your account at https://eduid.ch or get support from the Support Center: support@unifr.ch
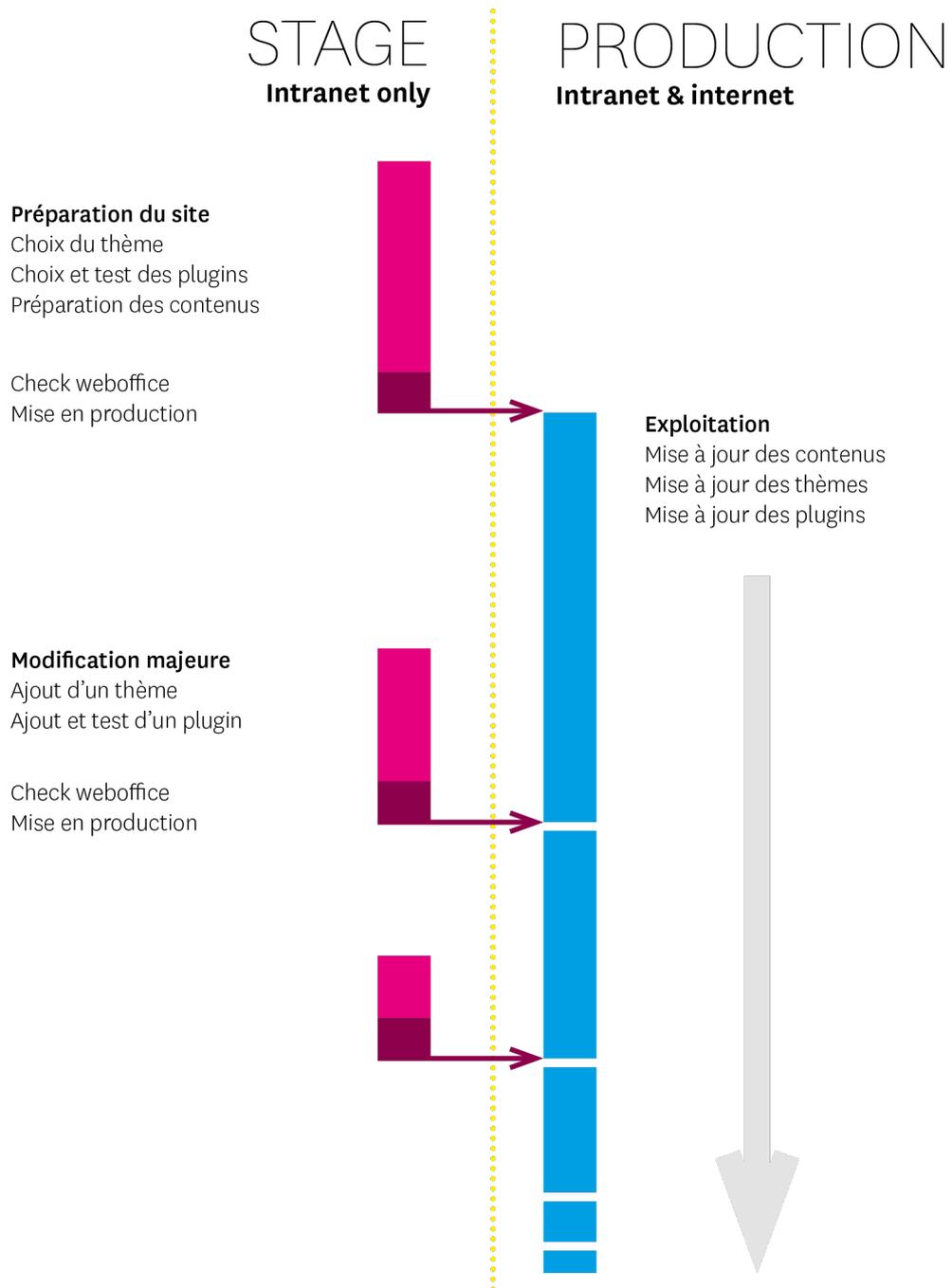
Some special features

If you're familiar with Wordpress, you'll notice a few specialties specific to the University, including
- Wordpress core updates are done centrally through the Weboffice
- Themes and plugins updates are your responsibility and are done through the Wordpress administration interface
- access to the administration interface is only possible with an *eduID* account for security reasons
- Services via `xmlrpc.php` are disabled for security reasons
- `Wp-cron` is disabled to improve performance

2. PREPARING YOUR SITE

2.1. LIFE CYCLE

The deployment of a new Wordpress site is done via a specific procedure, first on our development environment STAGE and then only on the production environment PROD.

STAGE
Intranet only

PRODUCTION
Intranet & internet

Préparation du site
Choix du thème
Choix et test des plugins
Préparation des contenus

Check weboffice
Mise en production

Exploitation
Mise à jour des contenus
Mise à jour des thèmes
Mise à jour des plugins

Modification majeure
Ajout d'un thème
Ajout et test d'un plugin

Check weboffice
Mise en production

2.2 STAGE AREA

This space is accessible on the intranet only.

It can only be accessed from within the University or via VPN (www.unifr.ch/vpn).

It is intended for :

- initial site preparation
- but also at risky upgrade phases such as a new theme or a new plugin.

2.3 PREPARING YOUR SITE

Before publishing a site that will be indexed, it is necessary to :

- Choose and test your theme which will set the look and functionality (see chapter below)
- Choose and test plugins that will add functionality (see chapter below)
- Organising and formatting the content

Content is King

Content is king. This assertion places the priority on content, which is the only added value for a university. Your site will be distinguished first and foremost by the relevance of its content and by the organisation of this content.

How to proceed

1. Structuring the content
    a. Fix what is permanent (page) and what is not (posts and news)
    b. Organise the menus according to the visitor's logic
    c. Check your department's website to make sure you are not using similar content.
       Indeed, this can confuse the visitor, especially in terms of indexing. For example, you should avoid giving information such as a description of a master's degree that appears on the department's official website and instead link to it
2. Take particular care in writing content:
    a. Choice of titles
    b. Text length
    c. Choice of words: these are the words that will be indexed and allow visitors to find you
    d. Rhythm and intertitles
3. Choose illustrations that are relevant to your theme and ensure that you have the right to use these images. In case of misuse of images, your organisational unit will be responsible.

3. USERS

Access to the Wordpress management interface is restricted to users with an eduID account.

To ensure the correspondence between the local data and the eduID authentication, it is mandatory to :

1. Use @unifr email as username when creating a user
2. Disable the sending of the password at the creation of the user account
3. Do not disable the *http Authentication* plugin to ensure a transparent login

Roles

It is recommended to assign each user a role according to their tasks. It is not a good idea to name every user of the blog as an *Administrator.*

Creating an account

Accounts can be created in the STAGE area during the preparation of the sites.
In production, users can be added or deleted via the Weboffice. An interface will be available shortly.

- To create an account, please enter the email @unifr in lower case as username and do not send the password to the user, as per the template above.

4. THEMES AND PLUGINS

We recommend that you limit the number of plugins to those features that are essential to your website. Plugins slow down your site and can cause security problems if not maintained.

We also recommend proven templates and plugins that are guaranteed to be up-to-date.

4.1 THEMES

The choice of theme is crucial.
Our recommendations are
- to the official Wordpress themes
- to proven generators such as Divi or Elementor
- to active communities like https://themeforest.net/

It is better to choose a theme that is close to your needs and that integrates the desired functionalities rather than adding a bunch of plugins.
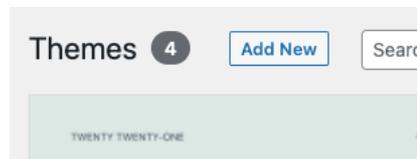
Also, use the *CHILD* function of a theme to customise it rather than modifying it.

|	STAGE	PRODUCTION
Add a theme	✓	✗
Activate a theme	✓	✓
Update a theme via the interface	✓	✓
Update a theme by uploading	✓	✗

After your tests, delete the unused themes.
They are a source of security risks.

In practice

To install a theme, go to the themes menu.
Choose **Add new** to add a theme.

Then choose a theme from the Wordpress themes offered or click on **Upload theme** to upload your own theme. Please note: online editing is disabled. You must therefore upload a ready-to-use theme.
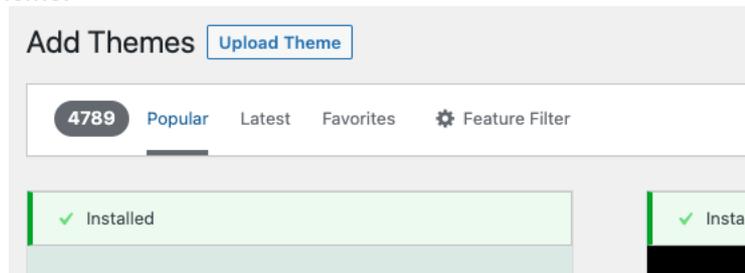
Now activate and configure your theme from the list of installed themes.

Keep your themes up to date to ensure optimal security of your site.
Delete unused themes

4.2 PLUGINS

Plugins allow you to add specific functionality.
The downside is that plugins also slow down your site. Choose them carefully according to your needs.
Note that it is recommended to use a theme that integrates most of the required functionalities rather than multiplying plugins.
The plugin must bring you a real added value. A plugin to create a title, for example, should be avoided because it will weigh down your instance and will not provide any real added value, as a title can be created with the built-in tools.
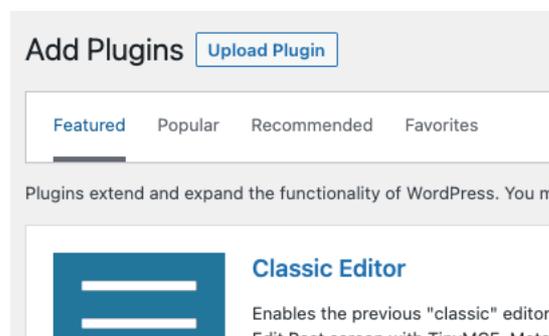
	STAGE	PRODUCTION
Add a plugin	✅	❌
Activate a plugin	✅	✅
Update a plugin via the interface	✅	✅
Update a plugin by uploading	✅	❌

In practice

To install a plugin, go to the plugins menu.
Choose *Add new* to add a plugin.
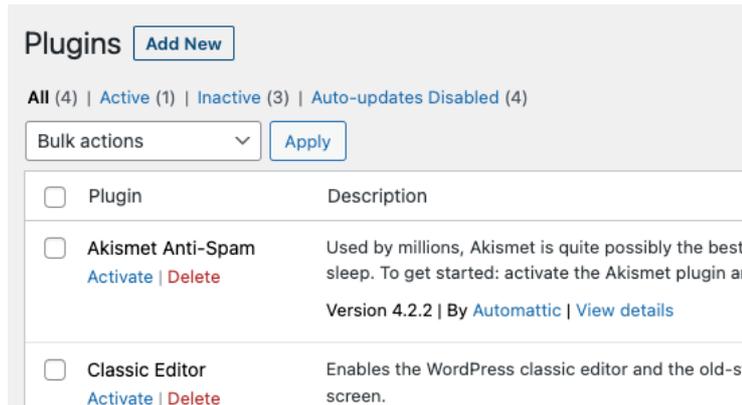
Then choose a plugin among the proposed plugins listed at Wordpress or click on *Upload Plugin* to upload your own plugin.

Now activate and configure your plugin from the list of installed plugins.

Keep your plugins up to date to ensure optimal security of your site.
Deactivate and delete unused plugins.

4.3 RECOMMENDATIONS AND RULES

Themes and plugins give full control over the functionality of Wordpress but also beyond.

The following is a non-exhaustive list of recommendations applied within the University to ensure security and to avoid duplication of functions already active (such as backups).

Themes or plugins providing the following functions are forbidden:
- Backup (done centrally, for content, use Wordpress' built-in versioning)
- Changes to the roles and permissions system
- Execution of PHP code in pages
- Modification/bypass of server settings such as the maximum file size to be uploaded
- Managing users outside of Wordpress
- Community management outside the Wordpress/eduID authentication system
- Global content migration tool, except in the STAGING phase

If you have a special need that is not covered by these recommendations, we will be happy to discuss it with you and direct you to the appropriate solutions for your needs.

5. STORAGE SPACE

A reasonable 1GB of space has been provided for your website.
Should your needs exceed this limit, please contact us.

We recommend that you store your large files in appropriate spaces, for example :
- Video: no video or podcast on the servers. Prefer external services such as SwitchTube, YouTube, Vimeo etc...
- Archive or large documents in .zip format for example: use the publicly accessible spaces in the Pub folders, use the SwitchDrive spaces, or ask for a specific storage space at the DIT.
- High resolution images: use the DIT storage space

6. CONTROL AND PRODUCTION START-UP

Before going into production, a control phase is carried out by the Weboffice.
It does not include the proper functioning of the plugins but rather a check on compliance with the above recommendations and rules.

As soon as your site is ready to be transferred to the production area, let us know by sending a message to webmaster@unifr.ch

7. SUPPORT

The weboffice does not support the use of Wordpress.
It only ensures the proper functioning of a basic instance.
Any investigation of functionality problems is your responsibility via the STAGE area.

Contact: webmaster@unifr.ch