**ADVANCED WORDPRESS TIPS**

Taking Your WordPress Blog To The Next Level

**Brought To You By:**

Aaron Leighton

http://www.IMIntegrity.com

# Thanks For Downloading "Advanced Wordpress Tips!"

**I have added below a small list of resources you may find useful in your online marketing.**

If you have questions, please contact me at my support desk

## WORDPRESS PLUGINS YOU MAY FIND USEFUL

**PlatinumPopup** – Super versatile popup plugin for Wordpress. One of the best of its kind for Wordpress. Lite (free) and Premium versions available.

**PlatinumSlideIn** – Unique slide-in plugin that really catches your visitors' attention without distracting them from your main offer. Free or Pro versions available.

**WpOptimumSqueeze** – A versatile new plugin that allows you to easily create squeeze forms and popups on your Wordpress Blog. HOT: Resell rights available!
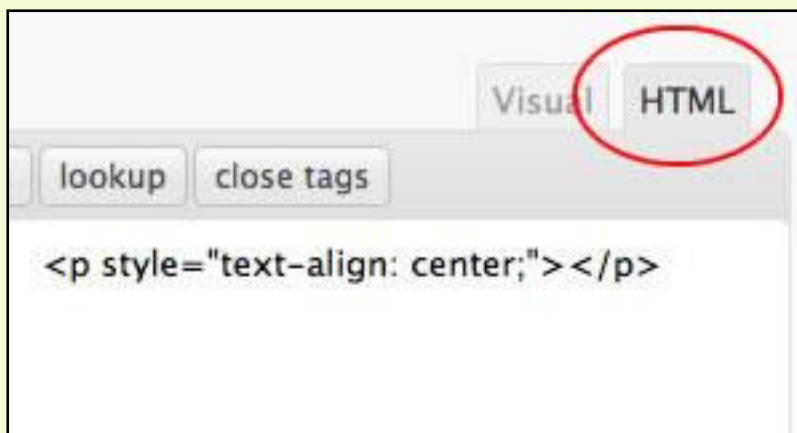
# Table of Contents

# How to deal with the WordPress visual editor stripping out line breaks. How to add a line break to your post.

One of the most annoying parts of dealing with WordPress can be the issues that the Visual Editor cause.  One of these issues is that it often strips out line breaks.  If you hit enter a couple extra times, that won't help once you publish the post.  Even if you take it a step further and actually add **<br>**'s via the HTML editor, they will still get stripped out.

If you do a Google search on this issue, many people will recommend turning off the visual editor and just using the HTML version of the WordPress editor. Well that is great if you are comfortable with HTML, but what about those of us who aren't?  Turning off the visual editor for myself isn't an option.  It is an even worse solution if you are developing WordPress sites for other people. Luckily there is an easy solution using some inline css.  If you want to add some extra white space then instead of using <br> use the following code:

```
<p style="text-align: center;"></p>
```

Just use this code wherever you want to add a white line of space.  Make sure there is nothing between the sets of brackets and that you add it in the HTML editor.

This problem can be theme specific.

Sometimes the above solution won't even work, and sometimes it simply takes a hard enter to accomplish this.

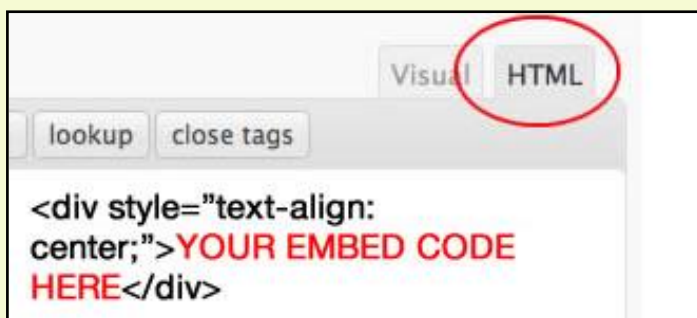If this doesn't work for you, consider a theme switch.

# How to Center a YouTube video (and other embedded content).

When I am browsing blogs, aesthetics matter.  If a site is eye catching, neat and orderly then I am more likely to stick around.  One issue that drives me crazy is when a post has left justified videos.  It looks better to have the video centered.



It just looks more organized.  One reason so many people don't center their videos is because it can be a pain in the neck.  In fact, when centering any flash object it can be a pain.  With a picture, you add it and then you just hit "center" in the visual editor and are good to go.  Same with titles and text.  Embeddable objects like YouTube videos and Divshare players are a bit different and that won't work.  Even wrapping it in center tags doesn't always do the trick.  Luckily once again some inline CSS in the html editor does the trick! Just add your youtube code between the two sets of brackets:

**&lt;div style="text-align: center;"&gt;&lt;/div&gt;**



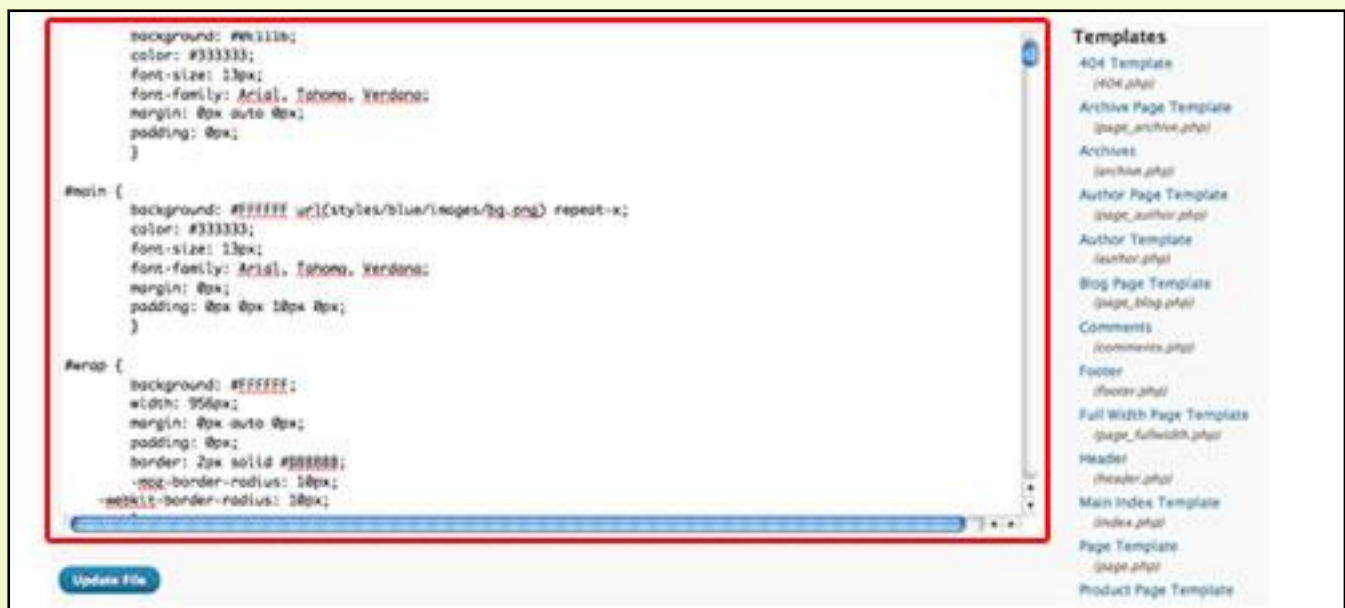Centering your YouTube videos simply looks more professional.

There is something that doesn't seem aesthetically pleasing when a video is left justified in a blog post.

# How to do basic customizations to your WordPress theme AND How to use the Firefox browser and Firebug add-on



One of the most intimidating steps to take when getting in depth with WordPress is tackling the Theme Editor. The Theme editor is found underneath the Appearance heading in the WordPress dashboard menu.

From this area you can edit the actual files that create your theme. You can also completely break your site so you have to be very careful.



The above picture is what you will see when you enter the editor. The red area is where you can actually edit the code. To the right of that area are the different templates that control the different aspects of your WordPress site (i.e. header, footer etc..) Below the red area is an Update File button, this button will make your changes official.

Firefox is not the fastest browser out there (Chrome may be), but it has many add-ons that can make the life of blogger and/or internet marketer much easier.

This is a very sensitive area, especially if you don't know any PHP or HTML code. You can certainly break your website messing around in this area. Every time I edit a file in the Editor I first copy everything in the red window from above, and paste it into a text file (don't use Word, use a plain text editor). This way, if I do break my blog, I can simply paste the code from the text file and then hit Update File to fix it.

The most common use for this area will be to add code to your header or footer (analytics, webmaster tools etc...). You simply choose the header or footer file from the list on the right of that page, and then insert the code where you are told.

The second most common use will be changing style aspects of your site like font size, font color, heading size, bullet margins etc... In almost cases this will be controlled by a CSS file. On that right hand list, usually near the bottom you will find a file named something like stylesheet.css. Regardless of what it is called it will end in .css. If you check out this file you will see all of the page elements listed with different variables. The problem is how do you know which element to change?

If you look at your webpage and see some text you want to change, how do you know what text that is? Is it body, heading, link, list? You might be able to tell just by looking, but there is a plugin for the Firefox web browser (firebug) that makes this simple:

**Firefox**: http://www.mozilla.com/en-US/firefox/
**Firebug Addon**: https://addons.mozilla.org/en-US/firefox/addon/firebug/