



BUILDING A SIMPLE WORDPRESS PLUGIN

Doug Yuen

Owner - EfficientWP

efficientwp.com



ABOUT ME

- Owner of EfficientWP - designing, developing, hosting, and maintaining WordPress websites and specializing in a design in a day service
- Developing with WordPress since 2008
- Spoke at WordCamps Boston, Connecticut, Philly, Portland
- Co-hosted the WPcast.fm podcast
- Co-organizer of the Portland WordPress Meetup
- Published 4 plugins in the WordPress.org repository (but they are all overdue for updates)

***Slides:** efficientwp.com/wcpdx2017*

WHAT WE'LL COVER

- Plugin basics
- Shortcode basics
- Best practices for development
- A basic shortcode plugin
- Adding attributes / parameters
- A call to action button plugin
- Next steps
- Additional resources

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PLUGIN BASICS

- A plugin is just a .php file in your /plugins/ or /mu-plugins/ folder, usually in a subfolder with a matching name
- Why use a plugin instead of editing functions.php?
- What you should know:
 - PHP: a must
 - MySQL: if interacting with the database
 - JavaScript: depending on certain functionality

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SHORTCODE BASICS

A shortcode is a small piece of code that can add predefined functionality without using lots of custom code inside the editor. Depending on the shortcode, it can be standalone or have a start and end tag, and you can specify attributes / parameters to customize the result.

Examples:

[gallery]

[embed width="123" height="456"]...[/embed]

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BEST PRACTICES FOR DEVELOPMENT

- Develop locally, on a staging site, or an unimportant site
- Use SFTP/FTP (don't edit PHP in the WordPress dashboard or cPanel)
- Use version control (i.e. GitHub)
- Use comments liberally
- Prefix your functions
- Sanitize all inputs from the frontend (i.e. forms)
- Make it translation ready
- Remove data when uninstalled

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A BASIC SHORTCODE PLUGIN

```
<?php
```

```
/*
```

```
Plugin Name: WordCamp Portland Announcement
```

```
Plugin URI: https://efficientwp.com
```

```
Description: Displays "Welcome to WordCamp Portland 2017!"
```

```
Version: 1.0
```

```
Author: EfficientWP
```

```
Author URI: https://efficientwp.com
```

```
*/
```

```
function wcpdx_announcement_func( ) {  
    return "Welcome to WordCamp Portland 2017!";  
}
```

```
add_shortcode( 'announcement', 'wcpdx_announcement_func' );
```

OUTPUT:

[announcement]

Welcome to WordCamp Portland 2017!

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ADDING ATTRIBUTES / PARAMETERS

```
function wcpdx_announcement_func( $atts ) {  
    $a = shortcode_atts( array(  
        'city' => "",  
        'year' => "",  
    ), $atts );  
  
    return "Welcome to WordCamp {$a['city']} {$a['year']}!";  
}  
  
add_shortcode( 'announcement', 'wcpdx_announcement_func' );
```

OUTPUT:

[announcement city="Portland" year="2017"]

Welcome to WordCamp Portland 2017!

[announcement city="NYC" year="2020"]

Welcome to WordCamp NYC 2020!

A CALL TO ACTION BUTTON PLUGIN (1/2)

```
<?php

/*
Plugin Name: CTA Button
Plugin URI: https://efficientwp.com
Description: Displays a simple call to action button based on conditional logic
Version: 1.0
Author: EfficientWP
Author URI: https://efficientwp.com
*/
```

OUTPUT:

[cta_button type="buy"]

[Buy Now!](#)

[cta_button type="consult"]

[Request a Consultation](#)

[cta_button type=""]

[Learn More](#)

[cta_button]

[Learn More](#)

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A CALL TO ACTION BUTTON PLUGIN (2/2)

```
function ewp_cta_button_func( $atts ) {  
    $a = shortcode_atts( array(  
        'type' => "",  
    ), $atts );  
  
    if ( $a['type'] == 'buy' ) {  
        return '<a class="button" href="https://amazon.com" target="_blank">Buy Now!</a>';  
    } elseif ( $a['type'] == 'consult' ) {  
        return '<a class="button" href="/contact">Request a Consultation</a>';  
    } else {  
        return '<a class="button" href="/info">Learn More</a>';  
    }  
}  
  
add_shortcode( 'cta_button', 'ewp_cta_button_func' );
```

OUTPUT:

[cta_button type="buy"]

[Buy Now!](#)

[cta_button type="consult"]

[Request a Consultation](#)

[cta_button type=""]

[Learn More](#)

[cta_button]

[Learn More](#)

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NEXT STEPS

Publish your plugin in the WordPress.org plugin repository

[WordPress.org Plugin Handbook](#)

Sell your plugin

<https://easydigitaldownloads.com>

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ADDITIONAL RESOURCES

<https://pippinsplugins.com>

Tutorials by Pippin Williamson

Professional WordPress Plugin Development

Book by Brad Williams, Ozh Richard, and Justin Tadlock

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THANK YOU!

Doug Yuen  EFFICIENTWP

Website: <https://efficientwp.com>

Email: doug@efficientwp.com

Twitter: [@Doug_Yuen](https://twitter.com/Doug_Yuen)

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