

Eigene Themes from Scratch

Stefan Fröhlich

WordCamp Berlin 2015

Stefan Fröhlich



- 1984: Basic und 6510-Assembler mit C-64
- seit 1995 freiberuflicher Entwickler
- seit 2012: WordPress
- anfangs Anpassung von Themes und Plugins
- nach kurzer Zeit ausschließlich Entwicklung kundenspezifischer Themes
- Administrator etlicher WP-Installationen

stefan@froehlich.it

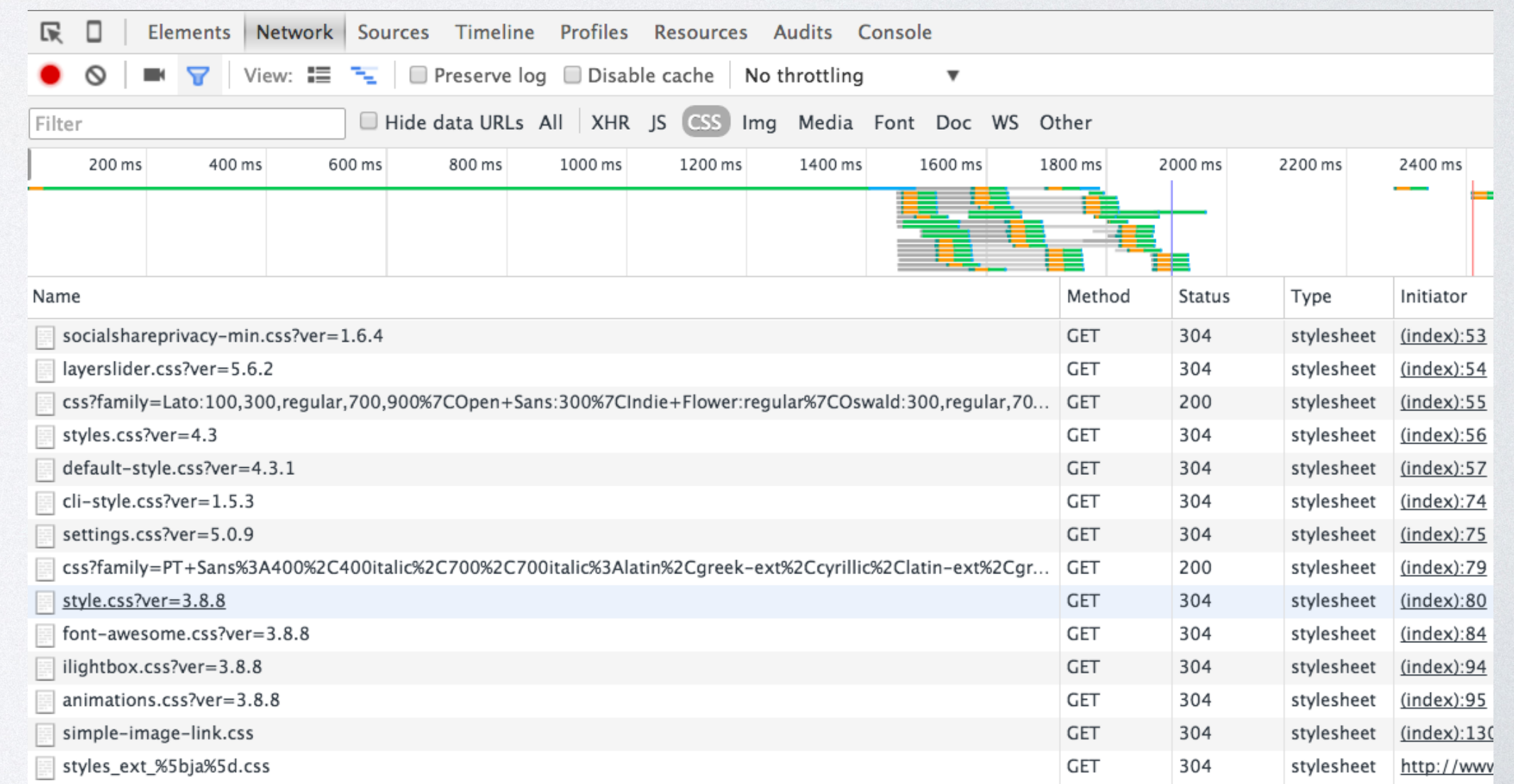
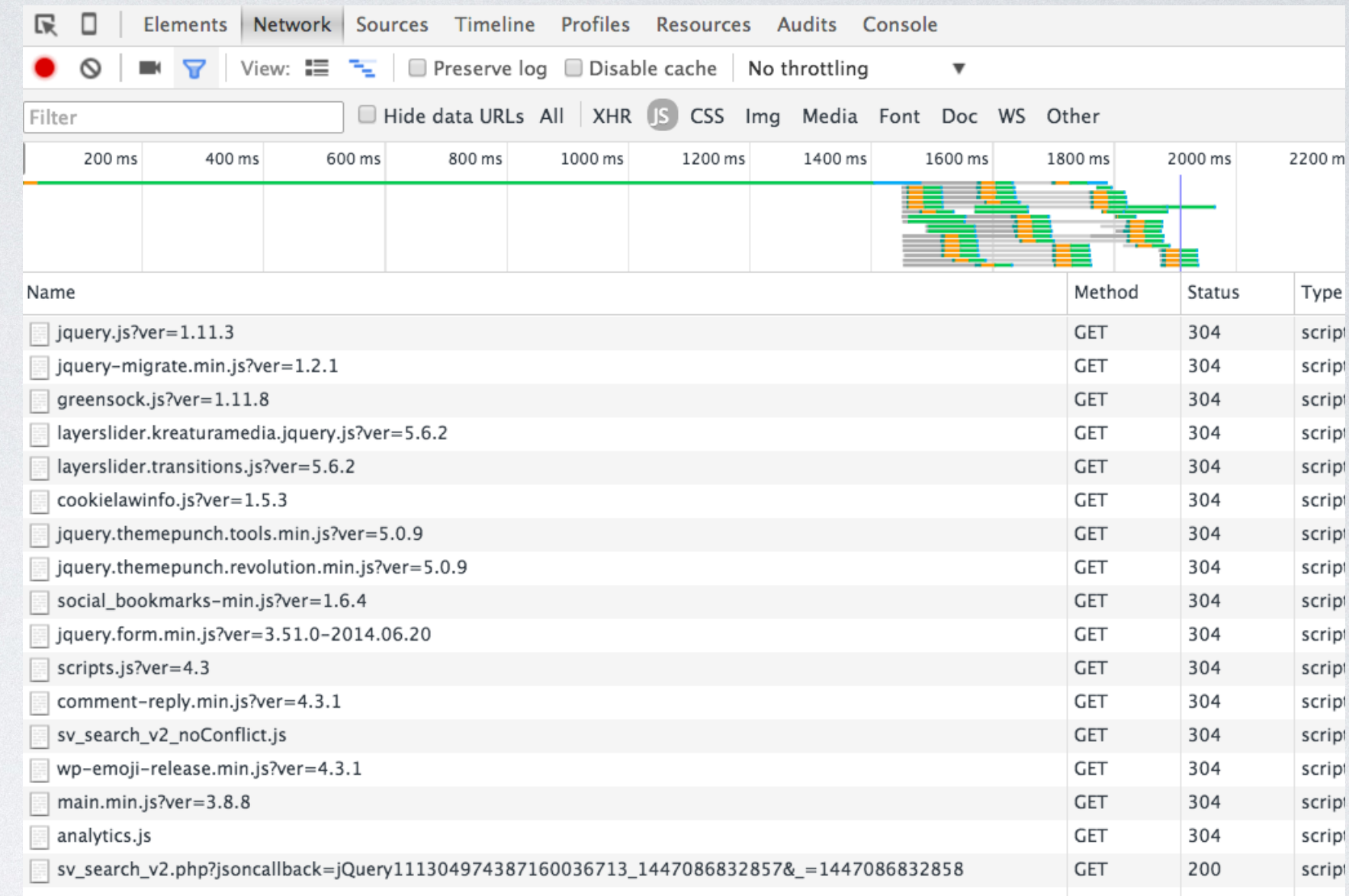
Wozu ein eigenes Thema?

„Premium“-Themes und Frameworks

- unnötige Funktionalität und Code
- wichtige Projektanforderungen fehlen
- ergänzende Plugins haben häufig dieselben Probleme:
viele Optionen, aber nicht die erforderlichen

- aufgeblähter Code

- viele CSS- und JS-Dateien



PageSpeed-Ergebnis

- Out of the box: eher unerfreulich
- Abhilfe:
entsprechendes Hosting (Kosten/ Administration)
oder
Plugins (funktioniert oft nicht)
oder
Aufwand für Optimierung

Mobil Desktop

27 / 100 Schneller gemacht

! Behebung erforderlich:

JavaScript- und CSS-Ressourcen, die das Rendering blockieren, in Inhalten "above the fold" (ohne Scrollen sichtbar) beseitigen

Ihre Seite enthält 8 blockierende Skript-Ressourcen und 13 blockierende CSS-Ressourcen. Dies verursacht eine Verzögerung beim Rendern Ihrer Seite.

Keine der Seiteninhalte "above the fold" (ohne Scrollen sichtbar) konnten ohne Wartezeiten für das Laden der folgenden Ressourcen gerendert werden. Versuchen Sie, blockierende Ressourcen zu verschieben oder asynchron zu laden, oder laden Sie kritische Bereiche dieser Ressourcen direkt inline im HTML.

Entfernen Sie JavaScript, das das Rendering blockiert:

- <http://www.includes/js/jquery/jquery.js?ver=1.11.3>
- <http://www. ...s/jquery/jquery-migrate.min.js?ver=1.2.1>
- <http://www. ...Slider/static/js/greensock.js?ver=1.11.8>
- <http://www. ...slider.kreaturamedia.jquery.js?ver=5.6.2>
- <http://www. .../js/layerslider.transitions.js?ver=5.6.2>
- <http://www. ...e-law-info/js/cookieinfo.js?ver=1.5.3>
- <http://www. ...jquery.themepunch.tools.min.js?ver=5.0.9>
- <http://www. ...y.themepunch.revolution.min.js?ver=5.0.9>

Optimieren Sie die CSS-Darstellung für die folgenden URLs:

- <http://www. ...css/socialshareprivacy-min.css?ver=1.6.4>
- <http://www. ...der/static/css/layerslider.css?ver=5.6.2>
- <http://fonts.googleapis.com/...300,regular,700&subset=latin%2Clatin-ext>
- <http://www. ...t-form-7/includes/css/styles.css?ver=4.3>
- <http://www. ...ed-posts/css/default-style.css?ver=4.3.1>
- <http://www. ...kie-law-info/css/cli-style.css?ver=1.5.3>
- <http://www. ...public/assets/css/settings.css?ver=5.0.9>
- <http://fonts.googleapis.com/...ek%2Ccyrillic-ext%2Cvietnamese&ver=4.3.1>
- <http://www. ...content/themes/Avada/style.css?ver=3.8.8>
- <http://www. ...s/fontawesome/font-awesome.css?ver=3.8.8>
- <http://www. ...ent/themes/Avada/lightbox.css?ver=3.8.8>

Günstiger Preis, aber zusätzliche Kosten

- unnötige Features entfernen
- erforderliche Features implementieren
- Anpassungen an Design oder Corporate Identity des Kunden
- Bugfixing
- zusätzlicher Testaufwand durch Bugfixing und CSS-Anpassung

Sicherheit

- beliebte Themes haben auch beliebte Sicherheitslücken
- Sicherheitslücken der in das Theme integrierten Plugins
- Kein Problem, wenn regelmäßig alles aktualisiert wird, aber die Praxis sieht oft anders aus.

```
WPScan
WordPress Security Scanner by the WPScan Team
Version 2.8
Sponsored by Sucuri - https://sucuri.net
@WPScan_, @ethicalhack3r, @erwan_lr, pvdL, @FireFart_

[+] URL: http://localhost/~stefan/
[+] Started: Mon Nov 9 20:36:18 2015

[!] The WordPress 'http://localhost/~stefan/.../readme.html' file exists exposing a version number
[!] Full Path Disclosure (FPD) in 'http://localhost/~stefan/.../wp-includes/rss-functions.php': /Users/stefan/Sites
[+] Interesting header: SERVER: Apache/2.2.29 (Unix) DAV/2 PHP/5.6.14 mod_ssl/2.2.29 OpenSSL/0.9.8zg
[+] Interesting header: X-POWERED-BY: PHP/5.6.14
[+] XML-RPC Interface available under: http://localhost/~stefan/.../xmlrpc.php
[!] Upload directory has directory listing enabled: http://localhost/~stefan/.../wp-content/uploads/

[+] Enumerating plugins from passive detection ...
| 6 plugins found:
[+] Name: revslider
| Location: http://localhost/~stefan/.../wp-content/plugins/revslider/

[!] We could not determine a version so all vulnerabilities are printed out

[!] Title: WordPress Slider Revolution Local File Disclosure
Reference: https://wpvulndb.com/vulnerabilities/7540
Reference: http://blog.sucuri.net/2014/09/slider-revolution-plugin-critical-vulnerability-being-exploited.html
Reference: http://marketblog.envato.com/general/affected-themes/
Reference: http://packetstormsecurity.com/files/129761/
Reference: https://cve.mitre.org/cgi-bin/cvename.cgi?name=CVE-2015-1579
Reference: http://osvdb.org/show/osvdb/109645
Reference: https://www.exploit-db.com/exploits/34511/
Reference: https://www.exploit-db.com/exploits/36039/
[i] Fixed in: 4.1.5

[!] Title: WordPress Slider Revolution Shell Upload
Reference: https://wpvulndb.com/vulnerabilities/7954
Reference: https://whatisgon.wordpress.com/2014/11/30/another-revslider-vulnerability/
Reference: http://osvdb.org/show/osvdb/115118
Reference: https://www.rapid7.com/db/modules/exploit/unix/webapp/wp_revslider_upload_execute
Reference: https://www.exploit-db.com/exploits/35385/
[i] Fixed in: 3.0.96

[+] Name: LayerSlider
| Location: http://localhost/~stefan/.../wp-content/plugins/LayerSlider/

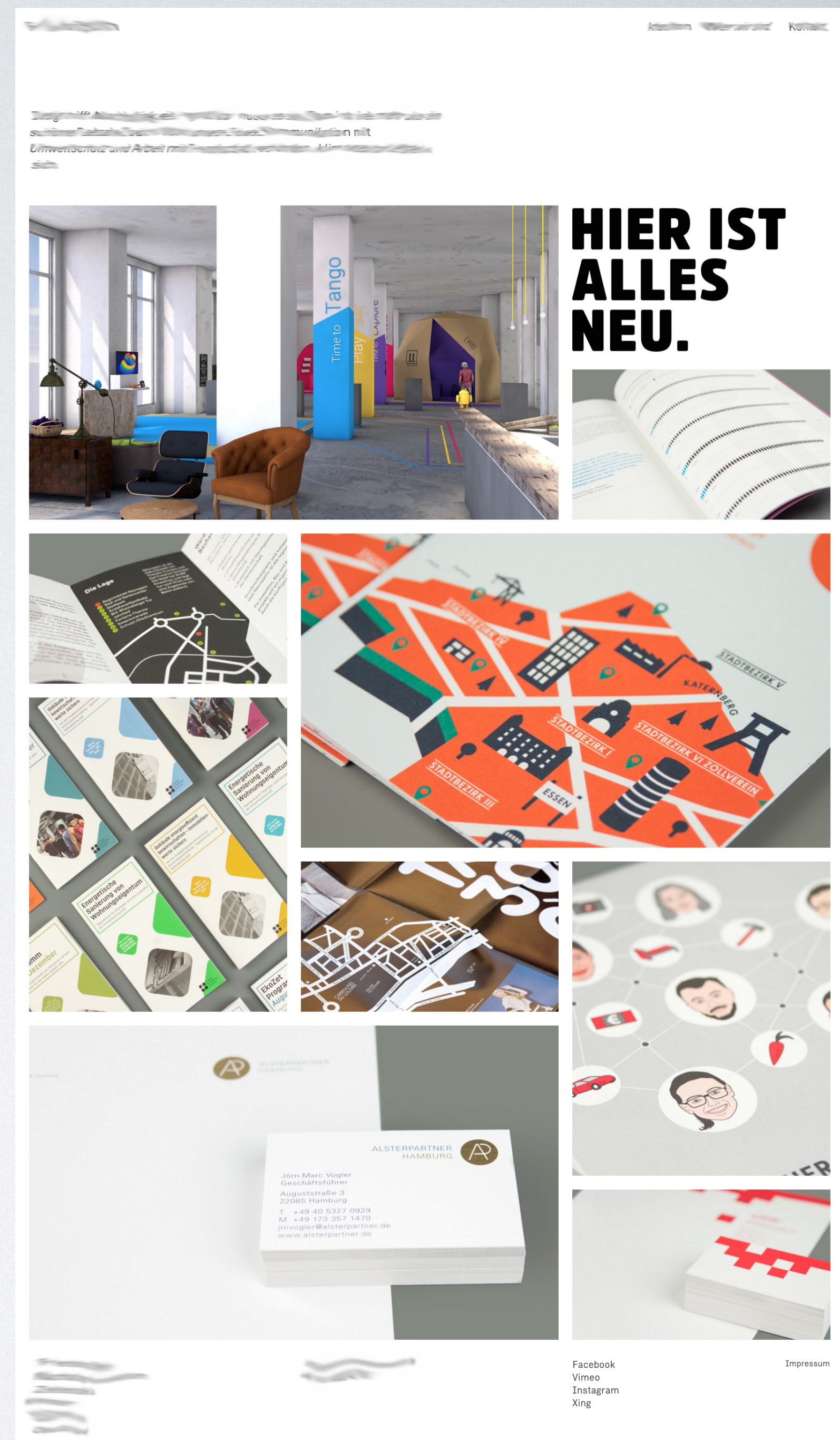
[!] We could not determine a version so all vulnerabilities are printed out

[!] Title: LayerSlider 4.6.1 - Style Editing CSRF
Reference: https://wpvulndb.com/vulnerabilities/7152
Reference: http://packetstormsecurity.com/files/125637/
Reference: https://secunia.com/advisories/57930/
Reference: http://osvdb.org/show/osvdb/104393
[i] Fixed in:

[!] Title: LayerSlider 4.6.1 - Remote Path Traversal File Access
Reference: https://wpvulndb.com/vulnerabilities/7153
Reference: http://packetstormsecurity.com/files/125637/
Reference: https://secunia.com/advisories/57309/
Reference: http://osvdb.org/show/osvdb/104394
[i] Fixed in:
```

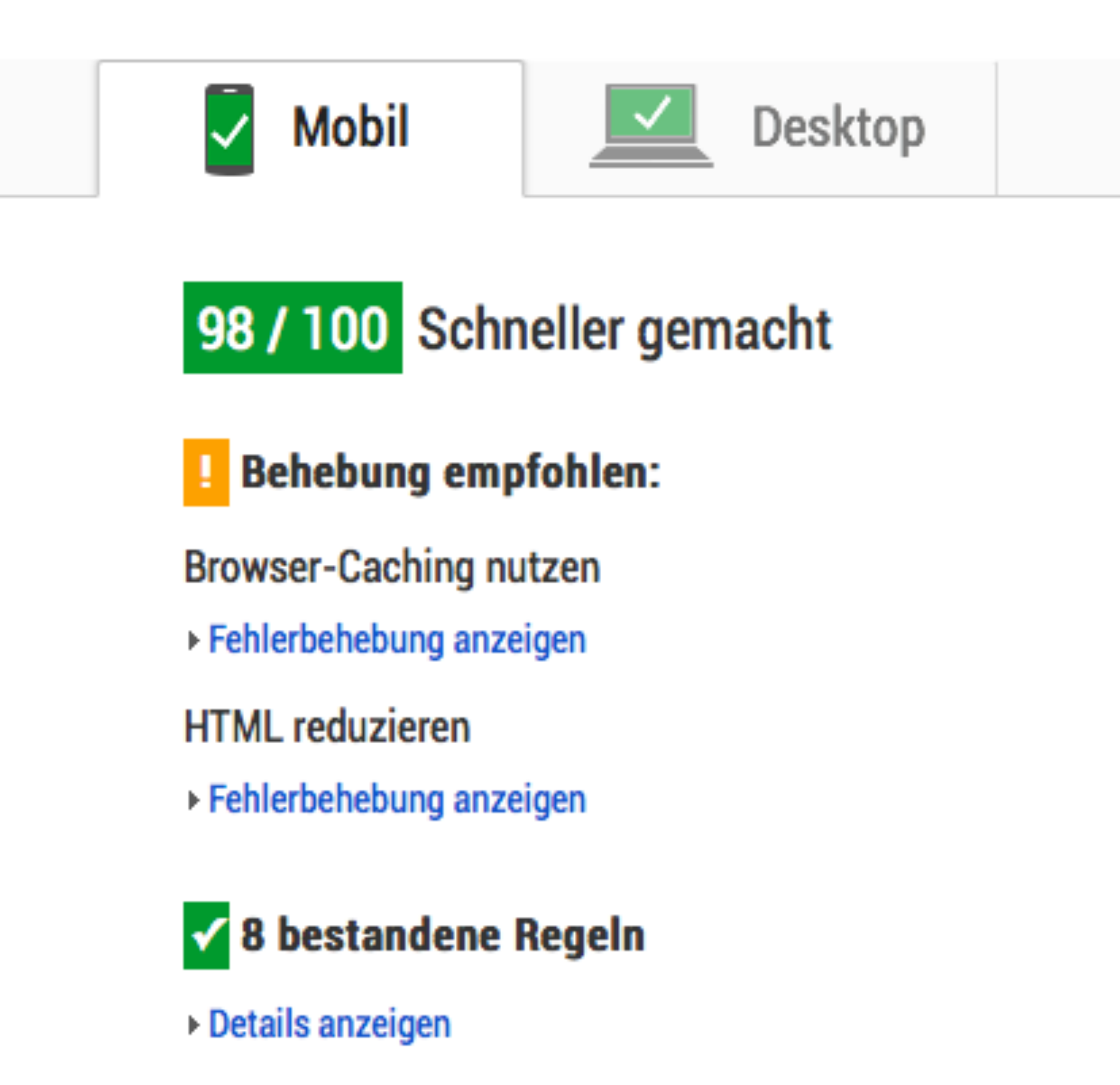

Eigenes Thema

Individuelles Design - nicht von der Stange





- Genau die gewünschte Funktionalität - nicht zuviel, nicht zuwenig
- Übersichtliches Backend, das ebenfalls den Kundenwünschen entsprechend aufgebaut ist

- Keine bekannten Sicherheitslücken
- Schlanker Code
- bessere Performance
- weniger CSS- und JS-Dateien



The screenshot shows a performance audit interface with two tabs: 'Mobil' (Mobile) and 'Desktop'. The 'Mobil' tab is active, indicated by a green checkmark icon. Below the tabs, a green box displays the score '98 / 100' followed by the text 'Schneller gemacht'. An orange warning icon is followed by the heading 'Behebung empfohlen:'. Below this, two categories of recommendations are listed: 'Browser-Caching nutzen' and 'HTML reduzieren', each with a blue arrow and the text 'Fehlerbehebung anzeigen'. At the bottom, a green checkmark icon is followed by the heading '8 bestandene Regeln' and a blue arrow with the text 'Details anzeigen'.

 Mobil  Desktop

98 / 100 Schneller gemacht

! Behebung empfohlen:

Browser-Caching nutzen
▶ Fehlerbehebung anzeigen

HTML reduzieren
▶ Fehlerbehebung anzeigen

✓ 8 bestandene Regeln
▶ Details anzeigen

Anatomie eines Themes

Theme-Verzeichnis

- Neues, leeres Verzeichnis:
.../wp-content/themes/from_scratch

Themes 3

Installieren

Installierte Themes durchsuchen ...

Twenty Fifteen

The WordPress default theme for 2015.


Theme
Welcome to Twenty Fifteen.

Dropcaps
This is the first letter of the first paragraph.

Short
This is the first paragraph of the first post.

Blog
This is the first paragraph of the first post.

ABOUT
Our 2015 default theme is clean, blog-focused, and designed for clarity. Twenty Fifteen's simple, straight-forward typography is readable on a wide variety of screen sizes, and suitable for multiple languages.



The Myth of the Pier

Attired after the fashion of the Middle Ages, they bore upon their shoulders a splendid pair of wings, but what especially distinguished them was the long noses which were fastened to their faces, and the axes which they made of them. These noses were made of bamboo, and were five, six, and even ten feet long, some straight, others curved, some ribbed, and some having imitation warts upon them.

It happened that the performer who had hitherto formed the base of the Car had quitted the troupe, and as, to fill this part, only strength and adroitness were necessary.

Aktiv: Twenty Fifteen [Anpassen](#)

Twenty Fourteen

A beautiful image for theme

FOOTER

ABOUT

NEWS

HOME

POSTS

VIDEO

WORDPRESS

FOLLOW US ON TWITTER

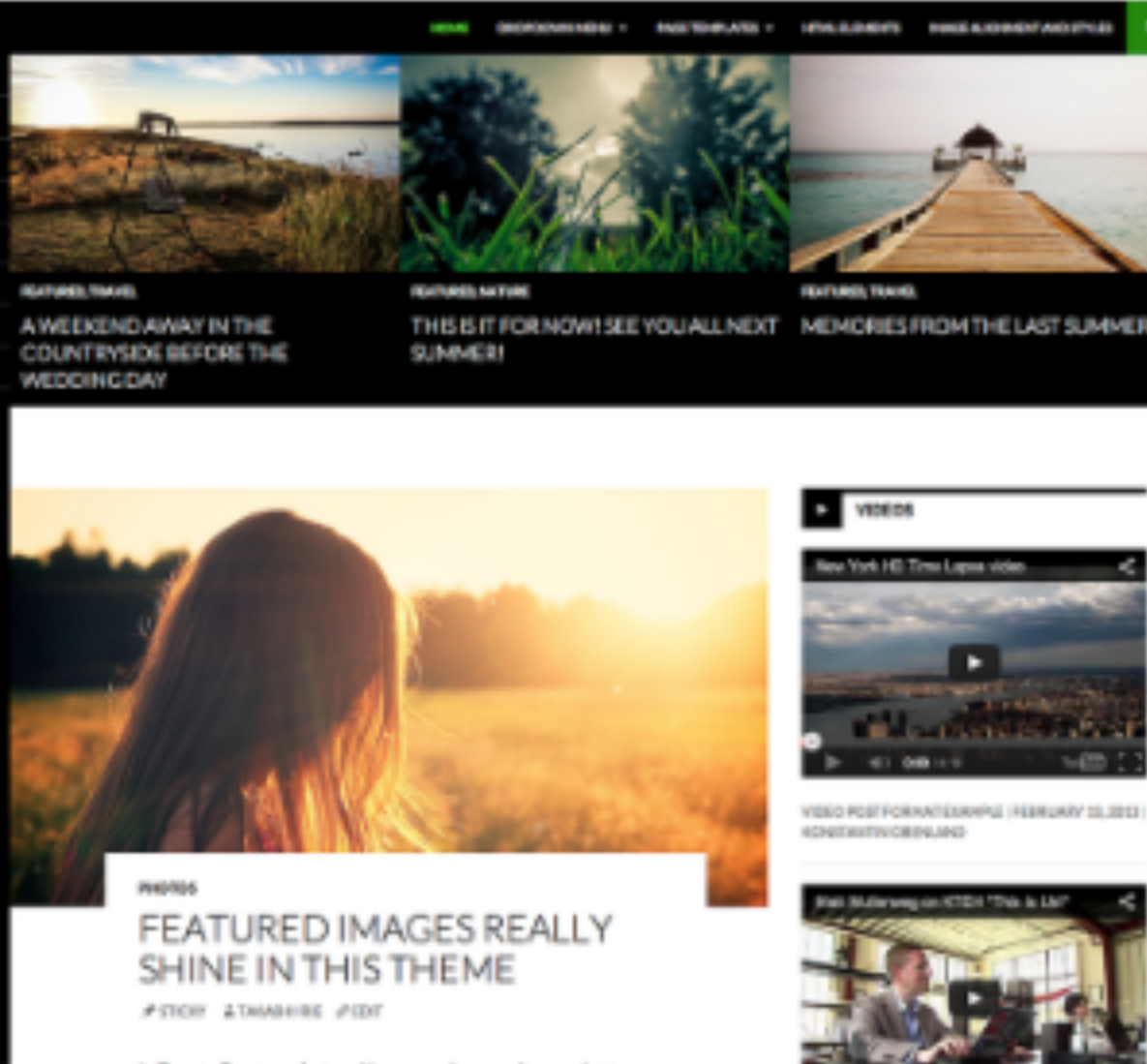
TOP POSTS & PAGES

Default Page Template
Full width page template with alignment and sidebar.

Blog
A standard page for the WordPress blog with the sidebar.

Contributor Page Template
Full width page template for the contributor page.

Featured Images Really Shine in This Theme
This is the first paragraph of the first post.



FEATURED IMAGE
A WEEKEND AWAY IN THE COUNTRYSIDE BEFORE THE WEDDING DAY

FEATURED IMAGE
THIS IS IT FOR NOW! SEE YOU ALL NEXT SUMMER!

FEATURED IMAGE
MEMORIES FROM THE LAST SUMMER

VIDEO

VIDEO POST FOR HATEORPHAL (FEBRUARY 11, 2014)
KONIGSWORFENLAND

POST SUBSCRIBING ON YOUTUBE (THIS IS LAT)

WORDS
FEATURED IMAGES REALLY SHINE IN THIS THEME
#STORY #THIRDSIDE #POST

Twenty Fourteen

Beschädigte Themes

Die folgenden Themes sind installiert, aber nicht vollständig. Themes müssen ein Stylesheet und ein Template haben.

Name
from_scratch

Beschreibung
Es fehlt ein Stylesheet.

Löschen

style.css

/ LICENSE & DETAILS*

```
=====

Theme Name:    Eigenes Theme from Scratch
Theme URI:    http://www.froehlich.it
Description:   Demo-Theme für WordCamp Berlin 2015
Version:      0.1
Author:       Stefan Fröhlich
Author URI:   http://www.froehlich.it
License:      GNU General Public License v2 or later
License URI:  http://www.gnu.org/licenses/gpl-2.0.html
Tags:        bla, blub
Text Domain:  from_scratch
```

**/*

Themes

3

Installieren

Installierte Themes durchsuchen ...

Twenty Fifteen
The WordPress default theme for 2015.

Name
Twenty Fifteen

Dropdown
This is a dropdown menu item.

Blog
This is my blog.

ABOUT
Our 2015 default theme is clean, blog-focused, and designed for clarity. Twenty Fifteen's simple, straightforward typography is readable on a wide variety of screen sizes, and suitable for multiple languages.

The Myth of the Pier

Attired after the fashion of the Middle Ages, they bore upon their shoulders a splendid pair of wings; but what especially distinguished them was the long noses which were fastened to their faces, and the uses which they made of them. These noses were made of bamboo, and were five, six, and even ten feet long, some straight, others curved, some ribbed, and some having imitation warts upon them.

It happened that the performer who had hitherto formed the base of the Car had quitted the troupe, and as, to fill this part, only strength and address were necessary.

Aktiv: Twenty Fifteen **Anpassen**

Twenty Fourteen

A beautiful magazine theme

FEATURED IMAGES REALLY SHINE IN THIS THEME
BY JOHN & THOMAS | JUNE

VIDEOS
New York HD Time Lapse video

VIDEO NOTICABLE CHANGE: FEBRUARY 10, 2015
HERE'S THE CHANGES

FROM MULTIMEDIA TO CTR: THIS IS HOT!

TOP PORTFOLIO POSTS
Default Page Template
Full-width cover template
Image alignment and size
HTML Elements
A featured image in the new posts below the main title
Grid/Slider Page Template
Post Grid
Featured Images Ready to Use in This Theme
This is the new look of our summer!
Full-width content

Twenty Fourteen

Beschädigte Themes

Die folgenden Themes sind installiert, aber nicht vollständig. Themes müssen ein Stylesheet und ein Template haben.

Name

Eigenes Theme from Scratch

Beschreibung

Das Template fehlt.

index.php + screenshot.png

```
<!-- Gibt es mindestens einen Beitrag? -->
<?php if ( have_posts() ) : ?>

    <!-- Dann alle Beiträge ausgeben: -->

    /* DER LOOP */
    <?php while ( have_posts() ) : the_post(); ?>

        <article>
            <header>

                <!-- Überschrift -->
                <h1>
                    <a href="<?php the_permalink(); ?>">
                        <?php the_title(); ?>
                    </a>
                </h1>

            </header>

            <!-- Inhalt -->
            <?php the_content(); ?>

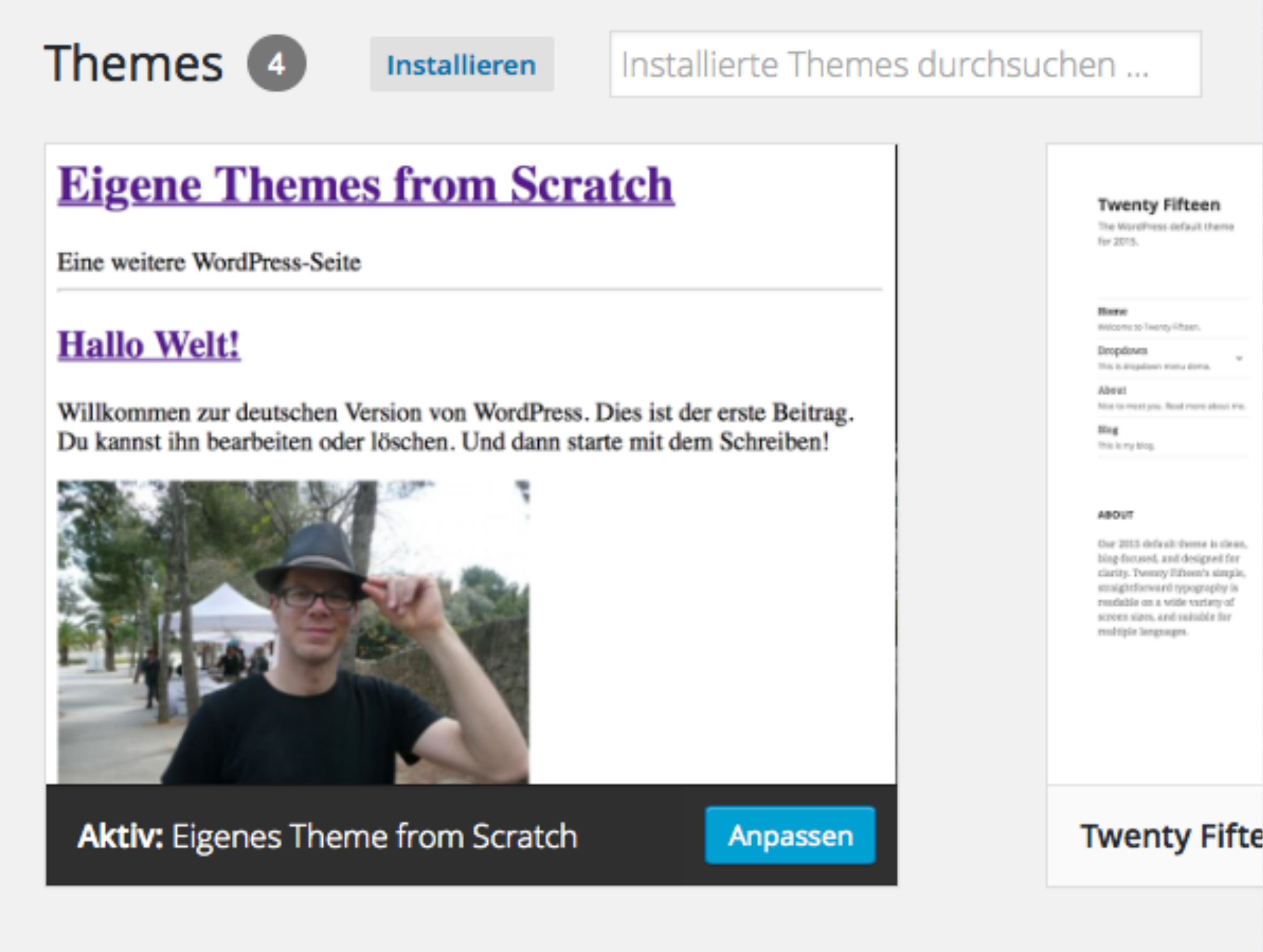
        </article>

    <?php endwhile; ?>

<!-- Falls es keine Inhalte gibt -->
<?php else : ?>

    <p><?php _e( 'Nothing Found', 'from_scratch' ); ?></p>

<?php endif; ?>
```



The screenshot shows the WordPress Themes management interface. At the top, it says 'Themes 4' with a blue 'Installieren' button and a search box containing 'Installierte Themes durchsuchen ...'. The main content area features a large card for the 'Eigene Themes from Scratch' theme. This card includes the title 'Eigene Themes from Scratch', a subtitle 'Eine weitere WordPress-Seite', and a large purple heading 'Hallo Welt!'. Below the heading is a paragraph: 'Willkommen zur deutschen Version von WordPress. Dies ist der erste Beitrag. Du kannst ihn bearbeiten oder löschen. Und dann starte mit dem Schreiben!'. There is a photo of a man wearing a hat and glasses. At the bottom of the card, it says 'Aktiv: Eigenes Theme from Scratch' and has a blue 'Anpassen' button. To the right, a sidebar shows the 'Twenty Fifteen' theme as the current default, with sections for 'Here', 'Dropdown', 'About', and 'Blog'. The 'Twenty Fifteen' title is also visible at the bottom of the sidebar.

Header und Footer einbinden

```
<?php get_header(); ?>
```

```
<!-- Gibt es mindestens einen Beitrag? -->
```

```
<?php if ( have_posts() ) : ?>
```

```
...
```

```
<?php else : ?>
```

```
    <p><?php _e( 'Nothing Found', 'from_scratch' ); ?></p>
```

```
<?php endif; ?>
```

```
<?php get_footer(); ?>
```

- Header: Alles, was vor dem Loop kommt, inklusive HTML-Header und Navigation
- Footer: Alles, was nach dem Loop kommt. Inklusive Footer und schließendes </body>-Tag usw.

header.php

```
<!DOCTYPE html>
<html>
<head>
  <meta charset="<?php bloginfo( 'charset' ); ?>">
  <meta name="viewport" content="width=device-width">

  <link rel="stylesheet" href="<?php echo get_stylesheet_uri(); ?>" type="text/css" />

  <?php wp_head(); ?>

</head>
<body>
  <nav class="navigation" role="navigation">
    <?php wp_nav_menu( array( 'theme_location' => 'mainmenu' ) ); ?>
  </nav>
```

footer.php

```
<footer>
  <strong>Footer:</strong> Unser eigenes Theme from Scratch!
</footer>

</div>

<?php

  wp_footer();

?>

</body>
</html>
```

Weitere Template-Dateien

- sidebar.php: Darstellung der Seitenleiste(n)
- functions.php: Festlegen globaler Einstellungen, z.B. Skripts und Styles einbinden oder ausschließen
- front-page.php: Startseite für „letzte Beiträge“ oder „statische Seite“
- home.php: Startseite für „letzte Beiträge“
- page.php: Template für die Darstellung von Seiten
- single.php: Template für einzelner Beiträge
- category.php, archive.php: Darstellung von Kategorieren / Archiven

Weiterführende Links:

<https://developer.wordpress.org/themes/basics/template-hierarchy/>

https://codex.wordpress.org/Theme_Development#Template_Files

Alternative Seiten-Templates

```
<?php

/*
 * Template Name: Anderes Template
 */

get_header();

?>

<?php while ( have_posts() ) : the_post(); ?>
    <article>
        <header>
```

The screenshot shows the WordPress post editor interface. At the top right, there is a user profile for 'Willkommen, from_scratch' and two menu items: 'Optionen' and 'Hilfe'. Below this, there is a 'Veröffentlichen' (Publish) panel with a 'Vorschau der Änderungen' (Preview changes) button. The status is 'Veröffentlicht' (Published) with a 'Bearbeiten' (Edit) link. The visibility is 'Öffentlich' (Public) with a 'Bearbeiten' link. The publish date is '10. Nov 2015 @ 10:28' with a 'Bearbeiten' link. There is a button 'In Papierkorb legen' (Move to trash) and a blue 'Aktualisieren' (Update) button. Below the publish panel is the 'Attribute' (Attributes) panel. Under the 'Template' section, there is a list of templates: 'Standardtemplate' (checked), 'Anderes Template' (highlighted), and 'Reihentolge'. Below this is a text input field containing '0'. At the bottom of the page, there is a footer that reads 'ort von from_scratch am 10. November 2015 um 12:11'. The main content area shows a 'Visuell' (Visual) and 'Text' editor tab, with the 'Visuell' tab selected. The main content area contains the text 'Vorstellung für mögliche Besucher der'.

Weitere Komponenten

- Erweiterung durch Custom Post Types und Taxonomien
- Erweiterung durch Custom Fields
- Wie gewohnt beliebige Plugins

Custom Post Types / Taxonomien

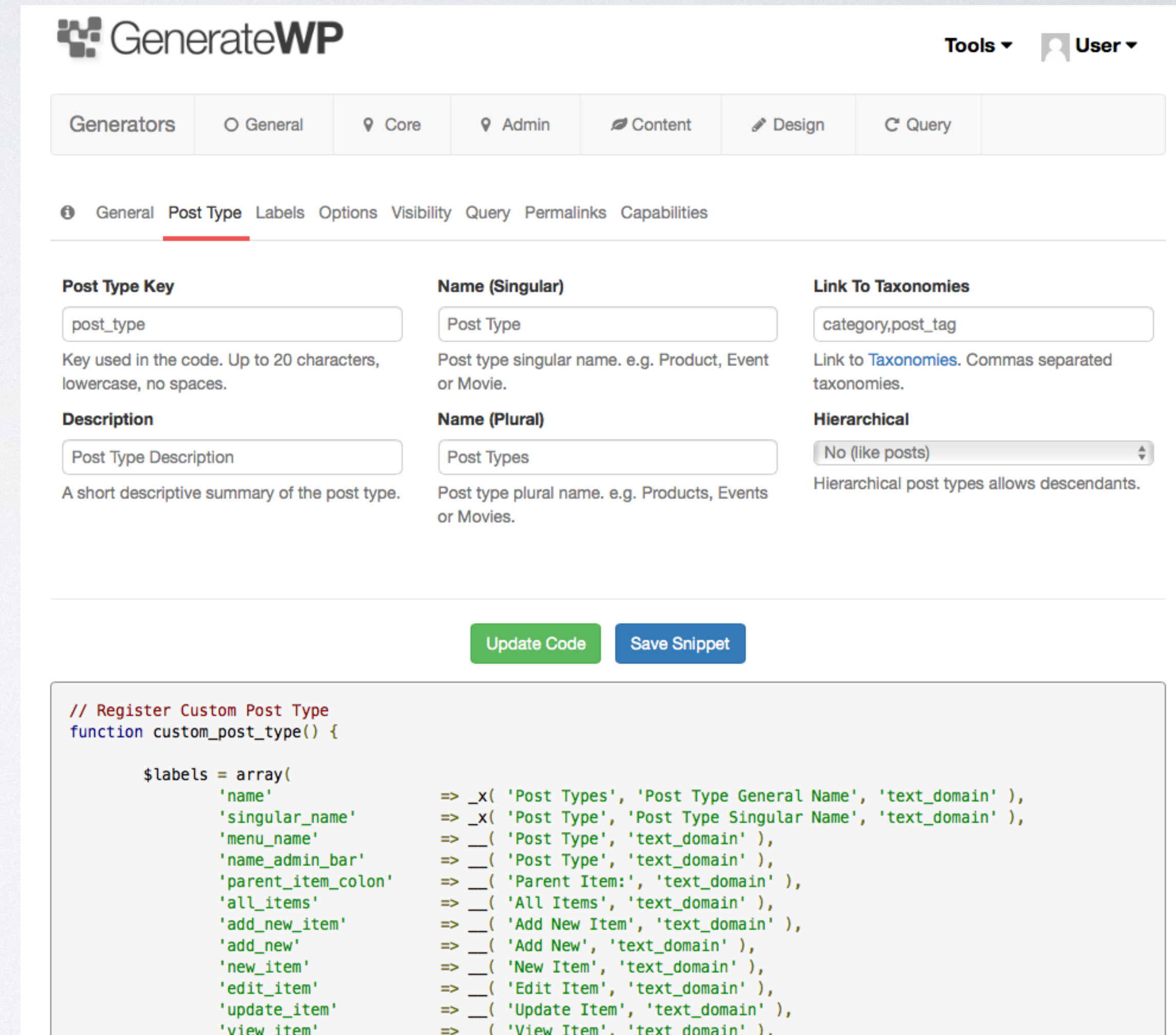
- Code

- bequemer mit

<https://generatewp.com/post-type/>

- beliebtes Plugin:

<https://wordpress.org/plugins/types/>



The screenshot shows the GenerateWP website interface for configuring a custom post type. The page is titled 'Post Type' and includes a navigation menu with options like 'General', 'Labels', 'Options', 'Visibility', 'Query', 'Permalinks', and 'Capabilities'. The 'Post Type' tab is selected. The configuration form includes several fields:

- Post Type Key:** A text input field containing 'post_type'. Below it, a note states: 'Key used in the code. Up to 20 characters, lowercase, no spaces.'
- Name (Singular):** A text input field containing 'Post Type'. Below it, a note states: 'Post type singular name. e.g. Product, Event or Movie.'
- Name (Plural):** A text input field containing 'Post Types'. Below it, a note states: 'Post type plural name. e.g. Products, Events or Movies.'
- Description:** A text input field containing 'Post Type Description'. Below it, a note states: 'A short descriptive summary of the post type.'
- Link To Taxonomies:** A text input field containing 'category,post_tag'. Below it, a note states: 'Link to Taxonomies. Commas separated taxonomies.'
- Hierarchical:** A dropdown menu set to 'No (like posts)'. Below it, a note states: 'Hierarchical post types allows descendants.'

At the bottom of the form, there are two buttons: 'Update Code' (green) and 'Save Snippet' (blue). Below the form, a code block shows the PHP function for registering the custom post type:

```
// Register Custom Post Type
function custom_post_type() {

    $labels = array(
        'name'          => _x( 'Post Types', 'Post Type General Name', 'text_domain' ),
        'singular_name' => _x( 'Post Type', 'Post Type Singular Name', 'text_domain' ),
        'menu_name'     => __( 'Post Type', 'text_domain' ),
        'name_admin_bar' => __( 'Post Type', 'text_domain' ),
        'parent_item_colon' => __( 'Parent Item:', 'text_domain' ),
        'all_items'     => __( 'All Items', 'text_domain' ),
        'add_new_item'  => __( 'Add New Item', 'text_domain' ),
        'add_new'       => __( 'Add New', 'text_domain' ),
        'new_item'      => __( 'New Item', 'text_domain' ),
        'edit_item'     => __( 'Edit Item', 'text_domain' ),
        'update_item'   => __( 'Update Item', 'text_domain' ),
        'view_item'    => __( 'View Item', 'text_domain' ),
```


Custom Fields

- Code
- beliebtes Plugin:
Advanced Custom Fields (Pro)


Seite bearbeiten [Erstellen](#)

Startseite

Permalink: <http://fs.r2d2.io/> [Seite ansehen](#)

 Dateien hinzufügen

Visuell **Text**

b *i* [link](#) [b-quote](#) [del](#) [ins](#) [img](#) [ul](#) [ol](#) [li](#) [code](#) [more](#) [Tags schließen](#) [wpfcNOT](#) 

Design trifft Nachhaltigkeit – genau so muss es sein. Das ist viel mehr als ein schöner Gedanke. Darin steckt unsere Idee: Kommunikation mit Umweltschutz und Arbeit mit Freundschaft verbinden, klimaneutral versteht sich.

Wortanzahl: 31

Zuletzt geändert von stefan_f am 29. Oktober 2015 um 13:17

Bildgalerie ▲

Galerie

Hier können Sie beliebig viele Bilder hochladen bzw. URLs von Vimeo- bzw. YouTube-Videos angeben.

1 Bild

Bild



[Eintrag hinzufügen](#)

Highlights ▲

Highlights *

1 Projekt + -

Projekt

Google play Entwicklerkonferenz Berlin 2015 ▼

2 Seite

Seite

Beispiel-Seite ▼

Tools für effizienten Workflow

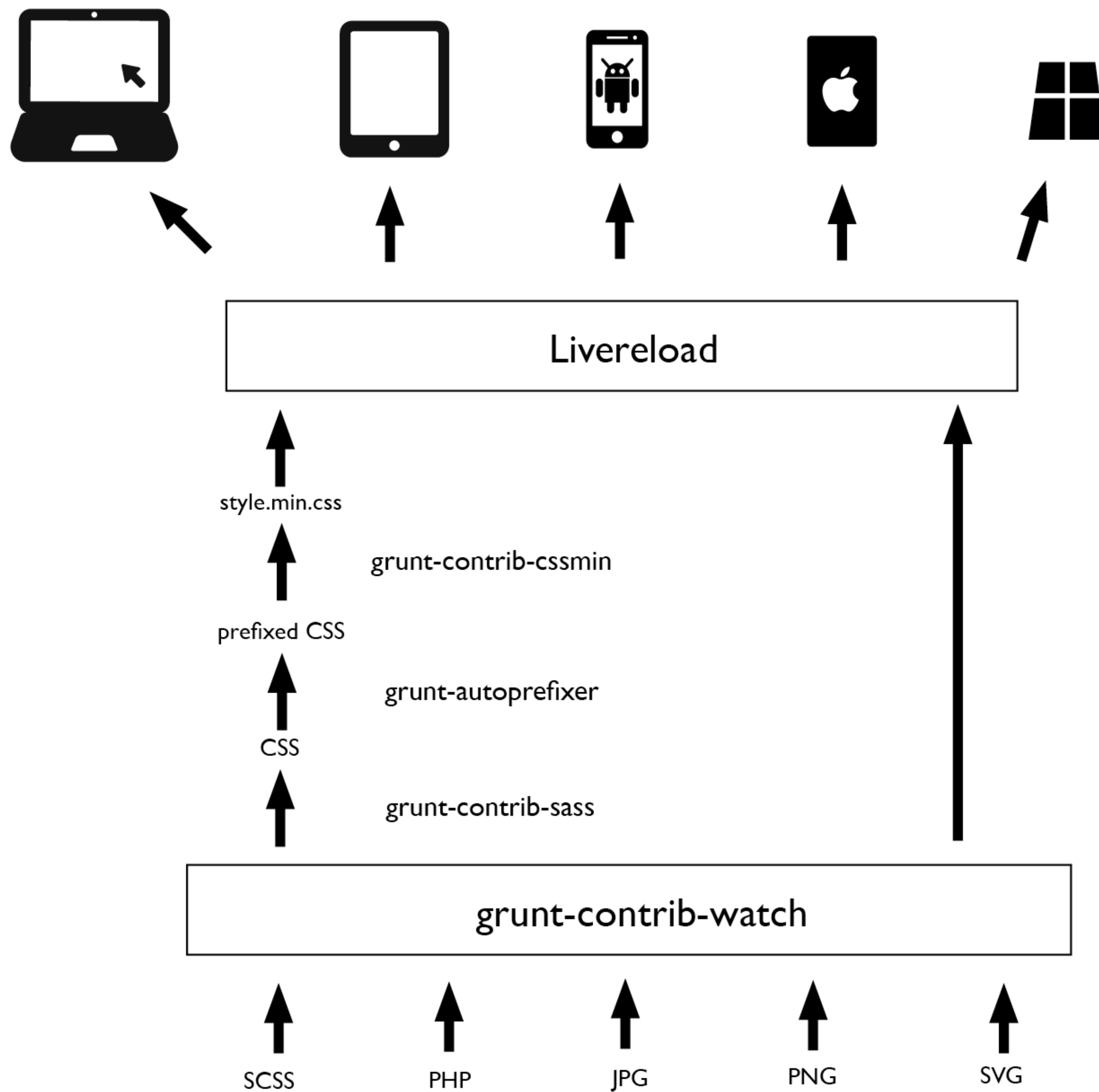
Tools

- lokale Entwicklungsumgebung: **Webserver + PHP + MySQL**
- Automatisierung mit **grunt**
- Versionsverwaltung und Deployment mit **git**

Lokale Entwicklungsumgebung

- Apache / nginx + PHP + MySQL (Mac / Unix / Linux)
- MAMP: <https://www.mamp.info> (Windows / Mac)

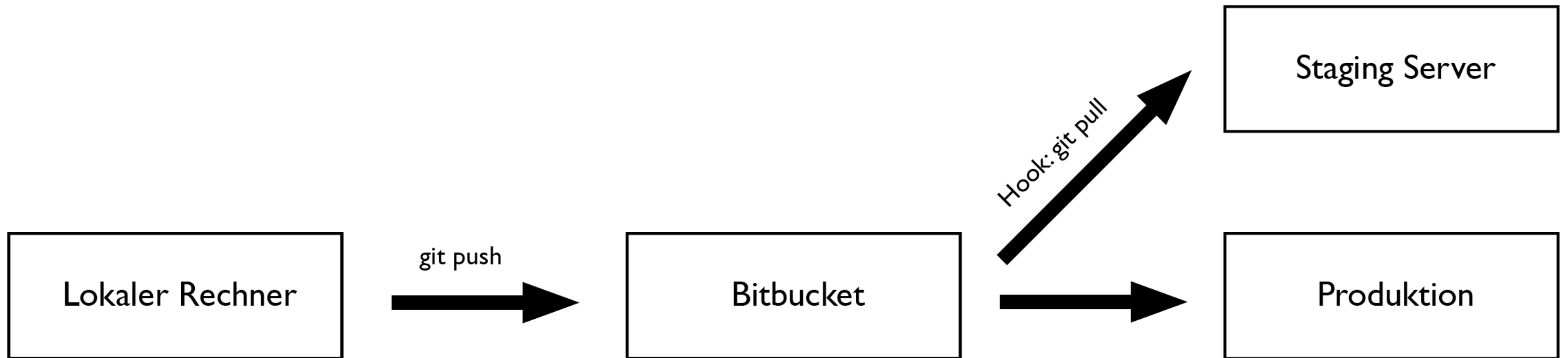
Automatisierung mit grunt



Versionierung mit git

- Versionskontrolle mit git dringendst zu empfehlen für jedes Projekt
- öffentliche Projekte: <https://github.com>
- vertrauliche Projekte: privates Repository, z.B. auf <https://bitbucket.org>

Deployment mit git



Fragen?

Vielen Dank und weiterhin viel Spaß auf dem WordCamp Berlin 2015 :-)

Stefan Fröhlich
stefan@froehlich.it