

Plugin Development

- Joey Kudish

<http://slides.jkudish.com>

About me

- WordPress developer since 2007
- Initially built sites for a variety of clients + plugin development
- Code Wrangler at WordPress.com / Automattic since May 2012
- Canadian traveler & nomad.

**What's a
plugin?**

**A plugin extends or
modifies WordPress
to do something it
didn't previously do**

**Themes can act as
plugins. Oh and
there's mu-plugins too.**

Jetpack by WordPress.com

Supercharge your WordPress site with powerful features previously only available to WordPress.com users.

Download Version 2.1.1

Description Installation FAQ Screenshots Changelog Stats Support Reviews Developers

Jetpack is a WordPress plugin that supercharges your self-hosted WordPress site with the awesome cloud power of WordPress.com.

For more information, check out [Jetpack.me](#).

Features include:

- Simple, concise stats with no additional load on your server. Previously provided by [WordPress.com Stats](#).
- Email subscriptions for your blog's posts and your post's comments.
- Social networking enabled comment system.
- Monitor and manage your site's activity with Notifications in your Toolbar and on WordPress.com.
- Simple, Akismet-backed contact forms.
- The [WP.me URL shortener](#).
- Hovercard popups for your commenters via [Gravatar](#).
- Easily embedded media from popular sites like YouTube, Digg, and Vimeo.
- The ability to post to your blog from any email client.
- Integration with and automatic posting to your favorite social networks including Twitter, Facebook, Tumblr, and LinkedIn.
- For the Math geeks, a simple way to include beautiful mathematical expressions on your site.
- A widget for displaying recent tweets. Previously provided by [Wickett Twitter Widget](#)
- Your readers can easily share your posts via email or their favorite social networks. Previously provided by the [Sharedaddy](#) WordPress plugin.
- Your writing will improve thanks to After the Deadline, an artificial intelligence based spell, style, and grammar checker. Previously provided by the [After the Deadline](#) WordPress plugin.
- With Carousel active, any standard WordPress galleries you have embedded in posts or pages will launch a gorgeous full-screen photo browsing experience with comments and EXIF metadata.
- A CSS editor that lets you customize your site design without modifying your theme.
- A mobile theme that automatically streamlines your site for visitors on mobile devices.
- Mobile push notifications for new comments via WordPress mobile apps.
- The ability to allow applications to securely authenticate and access your site with your permission.
- Creative formats for your image galleries: mosaic, circles, squares, and a slideshow view.
- and *many* more to come!

Requires: 3.3 or higher

Compatible up to: 3.5

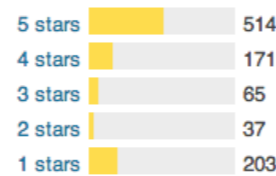
Last Updated: 2013-1-5

Downloads: 3,666,503





Ratings



3.8 out of 5 stars



Authors

	automattic 69 plugins
	apeatling 10 plugins
	beaulebens 10 plugins
	hugobaeta 2 plugins
and 27 others ↓	

Support

201 of 554 support threads in the last two months have been resolved.

Got something to say? Need help?

View support forum

Compatibility

WordPress	3.5	⬆
+ Plugin	2.1.1	⬆
=	Works!	

5 people say it works.

Plugins can be huge...

Character Count Excerpt

Generate automated excerpts using character count instead of word count. New Reading setting to specify length.

[Download Version 1.0](#)[Description](#)[Installation](#)[Stats](#)[Support](#)[Reviews](#)[Developers](#)

By default, WordPress trims excerpts by word count (55 words by default). This plug-in allows you to trim by a maximum character count instead. All of the usual filters apply; developers can also modify the character count using a new

```
character_count_excerpt_length
```

filter. Non-developers can now easily change the excerpt length using a new option on the Reading settings pages.

The default character length is 300.

Tags: [character count](#), [excerpt](#), [tr.im](#)

Requires: 3.0 or higher

Compatible up to: 3.2.1

Last Updated: 2011-9-24

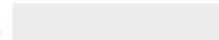
Downloads: 944

Ratings

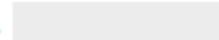


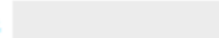
4.5 out of 5 stars

5 stars  3

4 stars  0

3 stars  1

2 stars  0

1 stars  0

Authors



jakemgold

17 plugins



10up

12 plugins

[Donate to this plugin »](#)

... or tiny.

What's in a plugin?

```
1 <?php
2 /*
3 Plugin Name: Demo plugin
4 Plugin URI: http://wordpress.com
5 Description: This plugin will demonstrate how to build plugins
6 Version: 0.1
7 Author: Joey Kudish
8 Author URI: http://jkudish.com/
9 License: GPLv2
10 */
11
12 /* some code goes here... */
```

Where does it go?

wp-content/plugins/[plugin_name]
or wp-content/mu-plugins/

**In order to “hook”
into WordPress, we
use action and filter
hooks**

**Action hooks allow
you to add your own
code to WordPress'
call stack**

**Filter hooks allow you
to modify an existing
variable or piece of
information**

Demo time

Let's add Google Webmaster Tools verification to our site

Webmaster Tools

Verify your ownership of <http://wordcampwinnipeg.com/>. [Learn more.](#)

Recommended method

Alternate methods

☒ **HTML tag**

Add a meta tag to your site's home page.

1. **Copy** the meta tag below, and paste it into your site's home page. It should go in the <head> section, before the first <body> section.

```
<meta name="google-site-verification" content="r1u9mHi2unZ8k6E6ACIb8eU7Wzy9sVAA8qcEbMkWsFQ" />
```

► [Show me an example](#)

2. Click **Verify** below.

To stay verified, don't remove the meta tag, even after verification succeeds.

☐ **Domain name provider**

Sign in to your domain name provider.

☐ **Google Analytics**

Use your Google Analytics account.

VERIFY

Not now

```
1 <?php
2 /*
3 Plugin Name: Demo plugin
4 Plugin URI: http://wordpress.com
5 Description: This plugin will demonstrate how to build plugins
6 Version: 0.1
7 Author: Joey Kudish
8 Author URI: http://jkudish.com/
9 License: GPLv2
10 */
11
12 add_action( 'wp_head', 'geneva_demo_add_meta_tag' );
13 function geneva_demo_add_meta_tag() {
14     echo '<meta name="google-site-verification" content="long verification string...">';
15 }
```



Name	Date Modified	Size
.DS_Store	Today, 3:30 PM	6 KB
▶ .idea	Mar 2, 2013, 7:08 AM	--
▶ .svn	Mar 2, 2013, 6:32 AM	--
23450.diff	Mar 2, 2013, 7:06 AM	36 KB
index.php	Jan 16, 2013, 4:15 AM	395 bytes
license.txt	Jan 19, 2013, 2:09 AM	20 KB
readme.html	Jan 16, 2013, 4:15 AM	9 KB
wp-activate.php	Feb 6, 2013, 6:57 AM	5 KB
▶ wp-admin	Mar 2, 2013, 6:59 AM	--
wp-blog-header.php	Jan 16, 2013, 4:15 AM	271 bytes
wp-comments-post.php	Mar 2, 2013, 6:21 AM	4 KB
wp-config-sample.php	Jan 16, 2013, 4:15 AM	3 KB
wp-config.php	Jan 16, 2013, 4:40 AM	4 KB
▼ wp-content	Today, 3:30 PM	--
.DS_Store	Today, 3:30 PM	6 KB
debug.log	Mar 2, 2013, 6:58 AM	25 KB
index.php	Jan 16, 2013, 4:15 AM	28 bytes
▶ mu-plugins	Feb 7, 2013, 8:59 PM	--
▼ plugins	Today, 3:30 PM	--
▶ akismet	Jan 16, 2013, 4:16 AM	--
hello.php	Jan 16, 2013, 4:15 AM	2 KB
index.php	Jan 16, 2013, 4:15 AM	30 bytes
wc-geneva.php	Today, 3:28 PM	398 bytes
▶ themes	Mar 2, 2013, 6:21 AM	--
wp-cron.php	Jan 16, 2013, 4:15 AM	3 KB
▶ wp-includes	Mar 2, 2013, 6:21 AM	--
wp-links-opml.php	Jan 16, 2013, 4:15 AM	2 KB
wp-load.php	Jan 16, 2013, 4:15 AM	2 KB
wp-login.php	Mar 2, 2013, 6:21 AM	29 KB
wp-mail.php	Mar 2, 2013, 6:21 AM	8 KB
wp-settings.php	Mar 2, 2013, 6:21 AM	10 KB
wp-signup.php	Feb 6, 2013, 6:57 AM	22 KB
wp-trackback.php	Mar 2, 2013, 6:21 AM	4 KB
xmlrpc.php	Jan 16, 2013, 4:15 AM	3 KB

- Dashboard
- Posts
- Media
- Pages
- Comments
- Appearance
- Plugins**
- Installed Plugins
- Add New
- Editor
- Users
- Tools
- Settings
- Collapse menu

🔌 Plugins

Add New

Plugin deactivated.

All (4) | Inactive (4) | Recently Active (1)

Let's activate and see what happens

Search Installed Plugins

Bulk Actions

Apply

4 items

<input type="checkbox"/> Plugin	Description
<input type="checkbox"/> Akismet Activate Edit Delete	Used by millions, Akismet is quite possibly the best way in the world to protect your blog from comment and trackback spam . It keeps your site protected from spam even while you sleep. To get started: 1) Click the "Activate" link to the left of this description, 2) Sign up for an Akismet API key , and 3) Go to your Akismet configuration page, and save your API key. Version 2.5.7 By Automatic Visit plugin site
<input type="checkbox"/> Hello Dolly Activate Edit Delete	This is not just a plugin, it symbolizes the hope and enthusiasm of an entire generation summed up in two words sung most famously by Louis Armstrong: Hello, Dolly. When activated you will randomly see a lyric from Hello, Dolly in the upper right of your admin screen on every page. Version 1.6 By Matt Mullenweg Visit plugin site
<input type="checkbox"/> WordCamp Victoria Custom Login Page Activate Edit Delete	Customize the wp-login.php page Version 0.1 By Joachim Kudish Visit plugin site
<input type="checkbox"/> WordCamp Winnipeg Add Meta Tag Activate Edit Delete	Adds Google Webmaster tools verification to your site Version 0.1 By Joey Kudish Visit plugin site
<input type="checkbox"/> Plugin	Description

Bulk Actions

Apply

4 items

WordCamp Winnipeg

Just another WordPress site

[HOME](#)

[SAMPLE PAGE](#)

Hello world!

[1 Reply](#)

Boom, there it is

```
<link rel="alternate" type="application/rss+xml" title="WordCamp Winnipeg » Comments Feed" href="http://wordcampwinnipeg.com/comments/feed/">
<link rel="stylesheet" id="admin-bar-css" href="http://wordcampwinnipeg.com/wp-includes/css/admin-bar.min.css?ver=3.5.1" type="text/css" media="all">
<link rel="stylesheet" id="twentytwelve-fonts-css" href="http://fonts.googleapis.com/css?family=Open+Sans:400italic,700italic,400,700&subset=latin,latin-ext" type="text/css" media="all">
<link rel="stylesheet" id="twentytwelve-style-css" href="http://wordcampwinnipeg.com/wp-content/themes/twentytwelve/style.css?ver=3.5.1" type="text/css" media="all">
<!--[if lt IE 9]>
<link rel="stylesheet" id="twentytwelve-ie-css" href="http://wordcampwinnipeg.com/wp-content/themes/twentytwelve/css/ie.css?ver=20121010" type="text/css" media="all" />
<![endif]-->
<link rel="EditURI" type="application/rsd+xml" title="RSD" href="http://wordcampwinnipeg.com/xmlrpc.php?rsd">
<link rel="wlwmanifest" type="application/wlwmanifest+xml" href="http://wordcampwinnipeg.com/wp-includes/wlwmanifest.xml">
<meta name="generator" content="WordPress 3.5.1">
<meta name="google-site-verification" content="r1u9mHi2unZ8k6E6ACIb8eU7Wzy9sVAA8qcEbMkWsFQ">
<style type="text/css" media="print">#wpadminbar { display:none; }</style>
<style type="text/css" media="screen">...</style>
</head>
<body class="home blog logged-in admin-bar full-width custom-font-enabled single-author customize-support">
```

Computed Style ☐ Show inherited

Styles

```
element.style {
}
```

Matched CSS Rules

meta {	user agent stylesheet
display: none;	
}	

Inherited from [html](#)

media="all"	wordcampwinnipeg.com/
html {	style.css?ver=3.5.1:481
font-size: 87.5%;	
}	

media="all"	wordcampwinnipeg.com/
html {	style.css?ver=3.5.1:98
font-size: 100%;	
}	

Finding hooks

- The best way is to get to know/search core (use an IDE (phpStorm/netbeans) or a command line tool like ack)
- WordPress.org Codex (<http://codex.wordpress.org/>)
- http://adambrown.info/p/wp_hooks
- Debug Bar + Debug Bar Action Hooks plugin (<http://wordpress.org/extend/plugins/debug-bar-action-hooks/>)

Some pro tips

**Use built-in APIs,
don't re-invent the
wheel**

Use WordPress coding standards

WordPress Coding Standards « WordPress Codex

codex.wordpress.org/WordPress_Coding_Standards

Reader

WordPress Coding Standards

Languages: [English](#) • [日本語](#) • [Português do Brasil](#) • [中文\(简体\)](#) • [\(Add your language\)](#)

Some parts of the WordPress code structure for PHP markup are inconsistent in their style. WordPress is working to gradually improve this by helping users maintain a consistent style so the code can become clean and easy to read at a glance.

Keep the following points in mind when writing code for WordPress, whether for core programming code, [Plugins](#), or [WordPress Themes](#). The guidelines are similar to [Pear standards](#) in many ways, but differ in some key respects.

See also [this post on the wp-hackers list](#). There is also a page on proposed [Inline Documentation](#) standards.

PHP

Single and Double Quotes

Use single and double quotes when appropriate. If you're not evaluating anything in the string, use single quotes. You should almost never have to escape quotes in a string, because you can just alternate your quoting style, like so:

```
echo '<a href="/static/link" title="Yeah yeah!">Link name</a>';
echo "<a href='$link' title='$linktitle'>$linkname</a>";
```

An exception to this is JavaScript, which sometimes requires double or single quotes. Text that goes into attributes should be run through [esc_attr\(\)](#) so that single or double quotes do not end the attribute value and invalidate the HTML and cause a security issue. See [Data Validation](#) for further details.

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[hide]

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 - 1.2 Indentation
 - 1.3 Brace Style
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 - 1.5 Regular Expressions
 - 1.6 No Shorthand PHP tags
 - 1.7 Remove Trailing Spaces
 - 1.8 Space Usage
 - 1.9 Formatting SQL statements
 - 1.10 Database Queries
 - 1.11 Naming Conventions
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Codex Resources
[Community portal](#)
[Current events](#)
[Recent changes](#)
[Random page](#)
[Help](#)

**Be nice to other devs.
and to your users
Namespace your
classes and functions.
Leave hooks for others.**

A few words on Security

**Don't trust
users**

Sanitize input; escape output

http://codex.wordpress.org/Data_Validation

**Protect users from
malicious attacks;
use nonces to
validate user actions**

http://codex.wordpress.org/WordPress_Nonces

Use the built-in APIs and functions unless you absolutely can't. Keep reusability in mind and avoid custom tables if possible.

Plugin Distribution

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[posts \(1645\)](#)

[sidebar \(1450\)](#)

[twitter \(1165\)](#)

[google \(1160\)](#)

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[images \(1119\)](#)

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Your Custom Metabox with Fields

Repeatable Text Area

sadg

[+ Add New](#)

Read Only Text Area

a value

Custom Metadata Manager

An easy way to add custom fields to your object types (post, pages, custom post types, users)

[Download Version 0.7.1](#)

♥ [Favorited](#)

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An easy way to add custom fields to your object types (post, pages, custom post types, users) & to generate option pages.

The goal of this plugin is to help you rapidly build familiar, intuitive interfaces for your users in a very WordPress-native way.

The custom field panel is nice, but not quite the easiest thing for users to work with. Adding your own metaboxes and fields involves a lot of time and repetitive code that could be better used elsewhere.

This plugin handles all that heavy-lifting for you behind-the-scenes, so that you can focus on more on building out and connecting your data rather than all the minor details. This single piece of code `x_add_metadata_field('my-field-name', 'post');` generates a metabox with a text field inside it, with the necessary hooks to save the entered values.

The API is similar to that used for registering custom post types and taxonomies so it should be familiar territory.

NOTE: The plugin now requires WordPress 3.3+ (chiefly for the wysiwyg & datepicker fields)

Like what you see? Want more field types and features added? [Get in touch](#) or [contribute on github](#)

See "Other Notes" section for usage information

Requires: 3.3 or higher

Compatible up to: 3.4.2

Last Updated: 2012-7-11

Downloads: 7,281

Ratings

★★★★★

4.6 out of 5 stars

5 stars 13

4 stars 2

3 stars 0

2 stars 0

1 stars 1

My Rating

★★★★★

Authors



batmoo
16 plugins



jkudish
6 plugins



cvernon
4 plugins



stresslimit
4 plugins

Extend Home

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WordPress can host your plugin

You've got a cool new plugin and are hoping to give it some exposure. You're in the right place. Just [ask us to host it for you](#). You'll be able to:

1. Keep track of how many people have downloaded it.
2. Let people leave comments about your plugin.
3. Get your plugin rated against all the other cool WordPress plugins.
4. Give your plugin lots of exposure in this centralized repository.

There are only a few restrictions

1. Your plugin must be compatible with the [GNU General Public License v2](#), or any later version. We strongly recommend using the same license as WordPress — "GPLv2 or later."
2. The plugin must not do anything illegal, or be morally offensive (that's subjective, we know).
3. You have to actually use the [Subversion](#) repository we give you in order for your plugin to show up on this site. The WordPress Plugins Directory is a hosting site, not a listing site.
4. The plugin must not embed external links on the public site (like a "powered by" link) without explicitly asking the user's permission.
5. If you don't specify a compatible license, what you check in is considered GPLv2 or later.
6. We also have a large list of [detailed guidelines](#), but mostly they say how not to be a spammer.

It's pretty simple

1. [Sign up](#).
2. Within some vaguely defined amount of time, your plugin will be manually reviewed. You may be emailed and asked to provide more information.
3. Once approved, you'll then have access to a [Subversion Repository](#) where you'll store your plugin.
4. Once you put your plugin (and a [readme file](#)!) in that repository, it will shortly be automatically entered into the [plugins browser](#).
5. Check out the [FAQ for more information](#).

Readme files

To make your entry in the plugin browser most useful, each plugin should have a readme file named `readme.txt` that adheres to the [WordPress plugin readme file standard](#). You can put your readme file through the [readme validator](#) to check it.

BLIC



blobaugh / misspelling-reporter

★ Star

12

Fork

16



Code

Network

Pull Requests 1

Issues 8

Graphs

Contributors

Commits

Code Frequency

Punchcard

May 18th 2013 - May 25th 2013

Commits to master, excluding merge commits

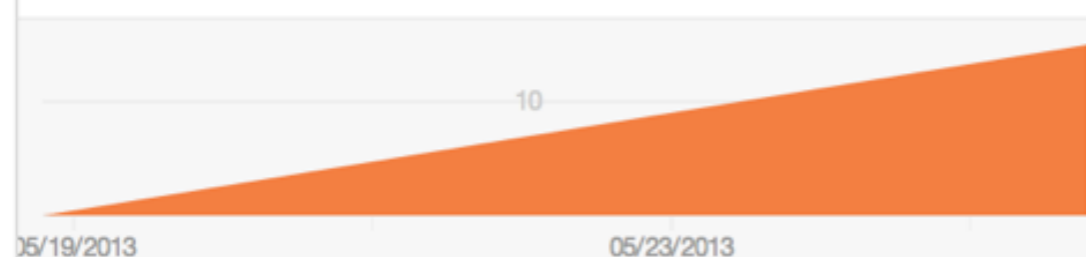
Contribution Type: **Commits** ▾



DrewAPicture

15 commits / 281 ++ / 158 --

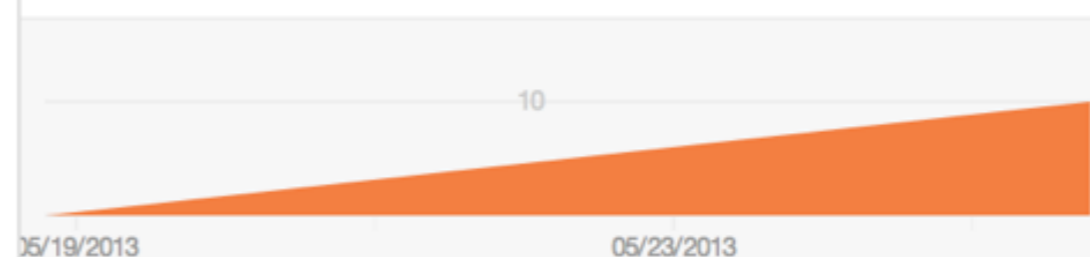
#1



blobaugh

10 commits / 170 ++ / 12 --

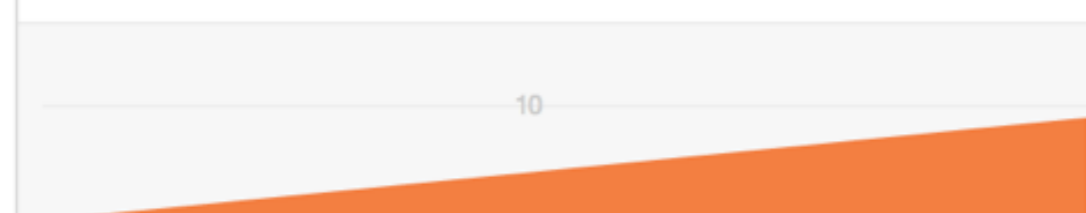
#2



tannerm

9 commits / 82 ++ / 68 --

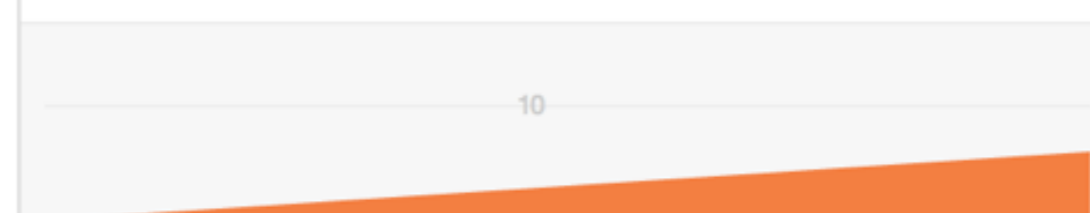
#3



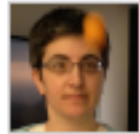
JustinSainton

6 commits / 34 ++ / 24 --

#4



**Further
reading**



Ipstenu (Mika Epstein) 9:31 am on December 20, 2012

[Permalink](#) | [Reply](#)

Tags: [gpl](#), [licensing](#) (2)

GPL and the Repository

All plugins hosted in the WordPress.org repository must be compatible with GPLv2 or later. That means all code that is on our servers, from images to CSS to JS to the PHP code, has to meet that requirement. This is an extra requirement than just the standard one of derivative code, but we strongly feel that proprietary content has no need to be in our repository. If your code needs to be split licensed, or you have to include proprietary code for any reason, we can't host you on .org, but that has no bearing on how neat and cool your code might be.

For a list of various licenses, and their compatibility with GPLv2 please read this:

<http://www.gnu.org/licenses/license-list.html> – We know not all of you are lawyers, and thankfully that list makes it easy to check what licenses do and don't mesh. If something doesn't have a license, ask the author please, and don't assume.

The following code bases are popular (which is to say we see submissions with them pretty regularly), but at the time of this post, are not licensed GPL-compatible. None of this means you can't or shouldn't use this code on your sites or plugins, just that we can't host it *here* if you do.

- [Adobe Air](#)
- [FancyBox v2 or later](#)
- [FancyZoom](#)
- [Font Awesome](#) (**Edit:** Version 3.0 of this is now compatible)
- [FLV Player](#)
- [Highcharts](#)
- [Highslide](#)
- [HTML 5 Music Player \(Code Base Hero\)](#) (only pre version 1.0.1 – [you can use this version](#))
- [Imageflow](#)
- [Isotope](#)
- [JpGraph](#)
- [jquery Lightbox](#)
- [LightBox2](#)
- [MagicToolbox](#)

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Stripe Integration Part 9 – The Stripe Button

Posted on December 28, 2012 by **Pippin** in [External APIs](#), [Intermediate](#), [Short Codes](#), [Tutorials](#) | [No Comments](#)



[add_shortcode, Stripe](#)

In part 9 of this Stripe.com + WordPress tutorial series, we are going to look at using the Stripe button for accepting payments through our website. The Stripe checkout button creates a really slick, secure popup window that the customer enters their payment details into. This entry is part 9 of 9 in the Integrating [...]

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A Layman's View
of the WordPress
User Roles

Articles \ General \ Rating: ★★★★★

A Layman's View of the WordPress User Roles

Michael Brown on Jan 6th 2013 0 Comments and 0 Reactions

The WordPress user feature could be confusing for some of us in the beginning. Therefore, to remain effective and efficient, it is paramount to understand the different roles that are available when creating users and defining their capabilities. There are different types of users in WordPress. WordPress offers default roles in the form of Administrator, Editor, Author, Contributor and Subscriber. You can also add a new user and assign him custom roles. The role defines a list of things that the person is allowed to do and is known as the capabilities of the role.

[\(Continue\)](#)

WordPress themes for W

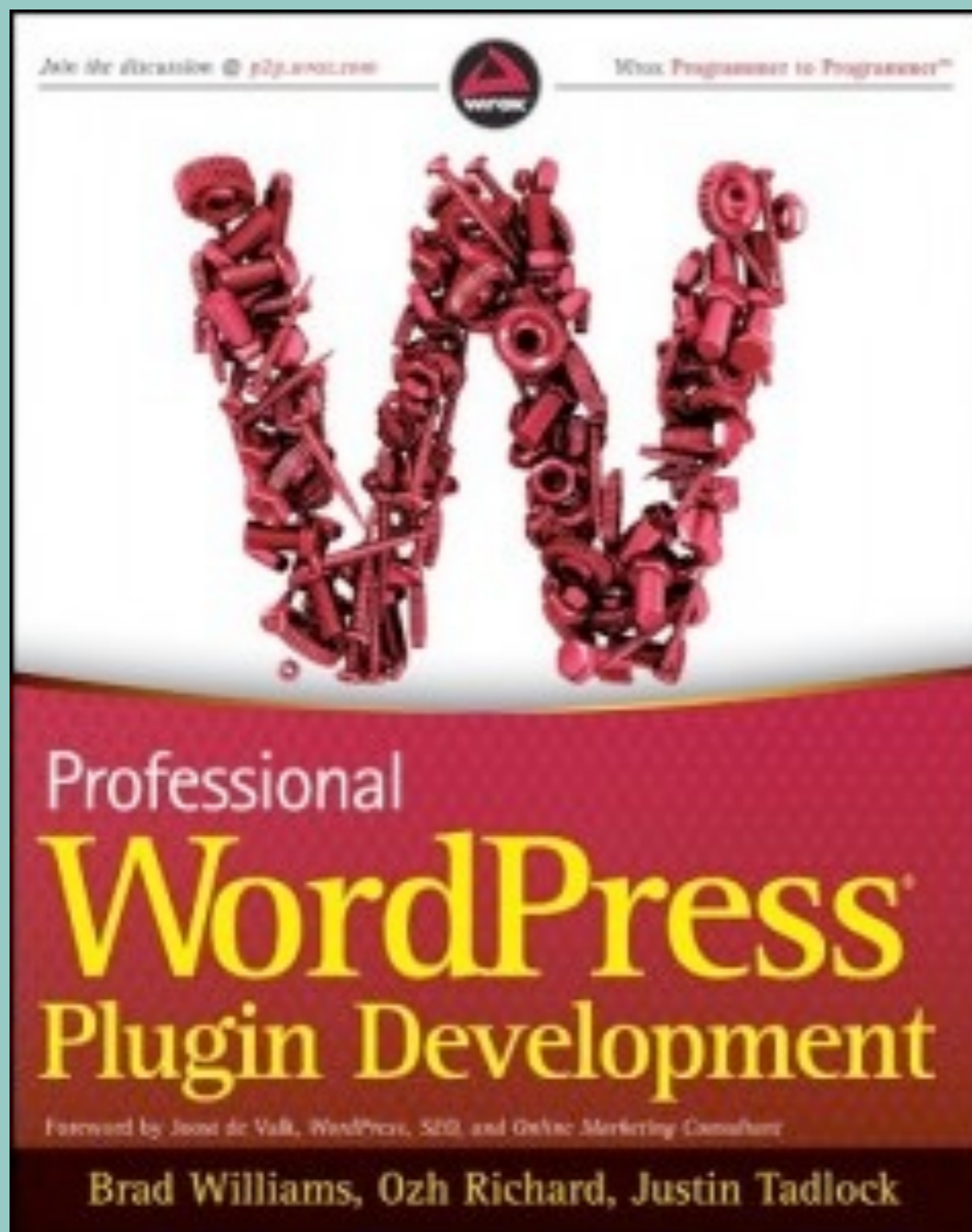


Start Browse

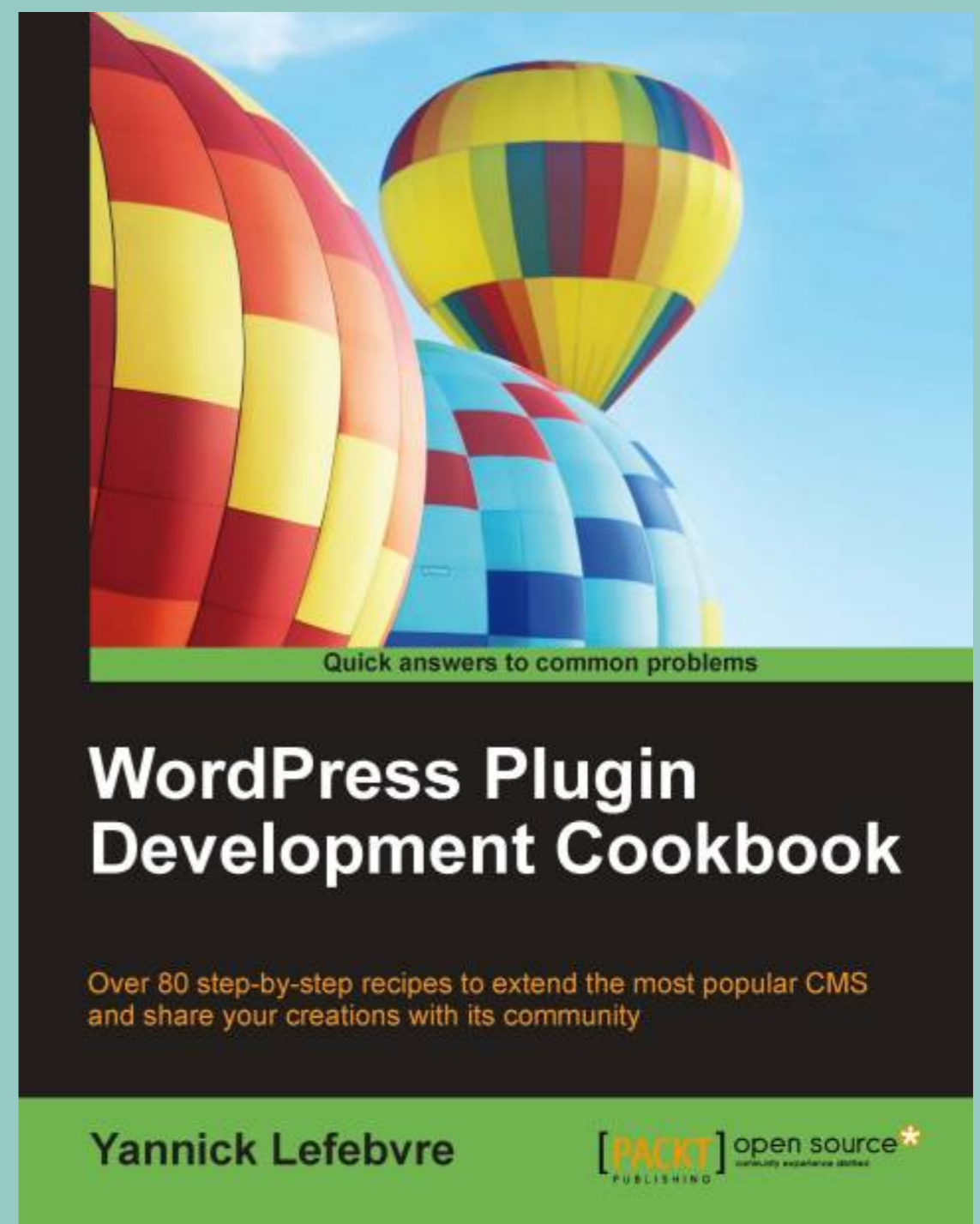
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Thanks Geneva!

Q&A

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