

# ***Mobile WordPress Theme Development with Media Queries***



Josh Williams

<http://tucsonlabs.com>

Spoke 6 November 17, 2010

# Why is mobile important?

- Mobile web use is growing strong
- 148% worldwide increase in mobile web traffic in 2009

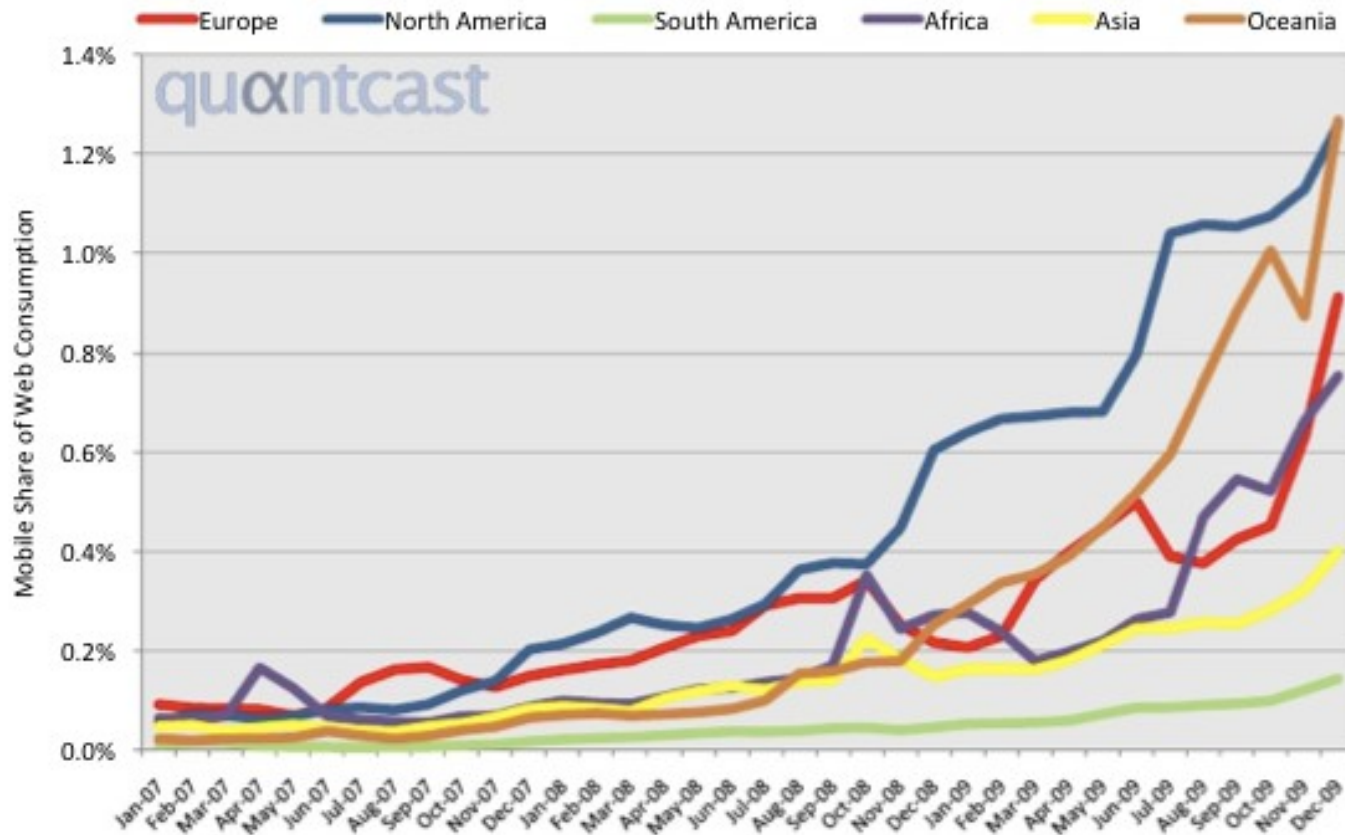
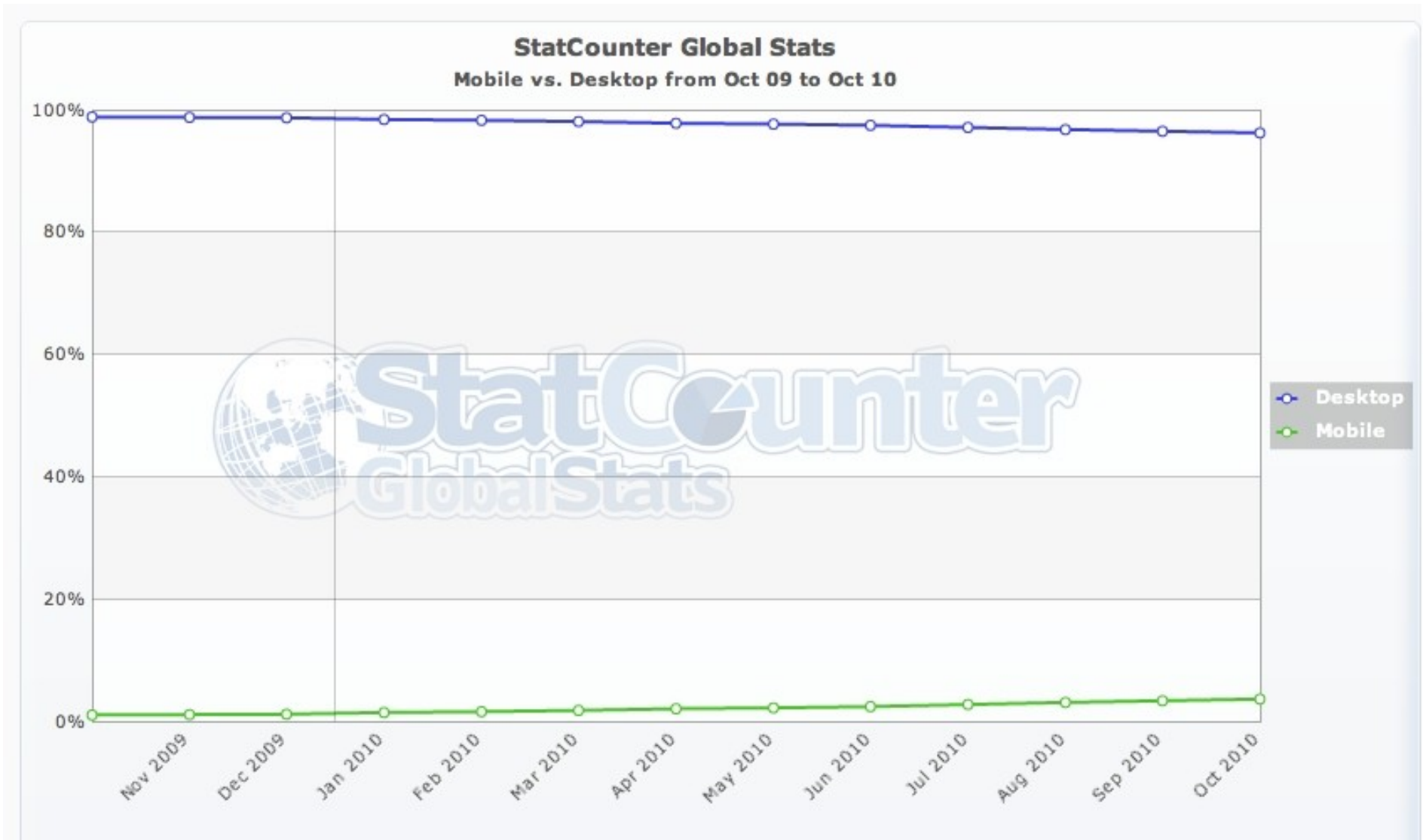


Figure 3: Mobile Share of Pageviews by Continent



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# ***Mobile Design + WordPress***

## **Options**

- Plugins
- Mobile specific URLs
- Media Queries

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# ***Plugins***

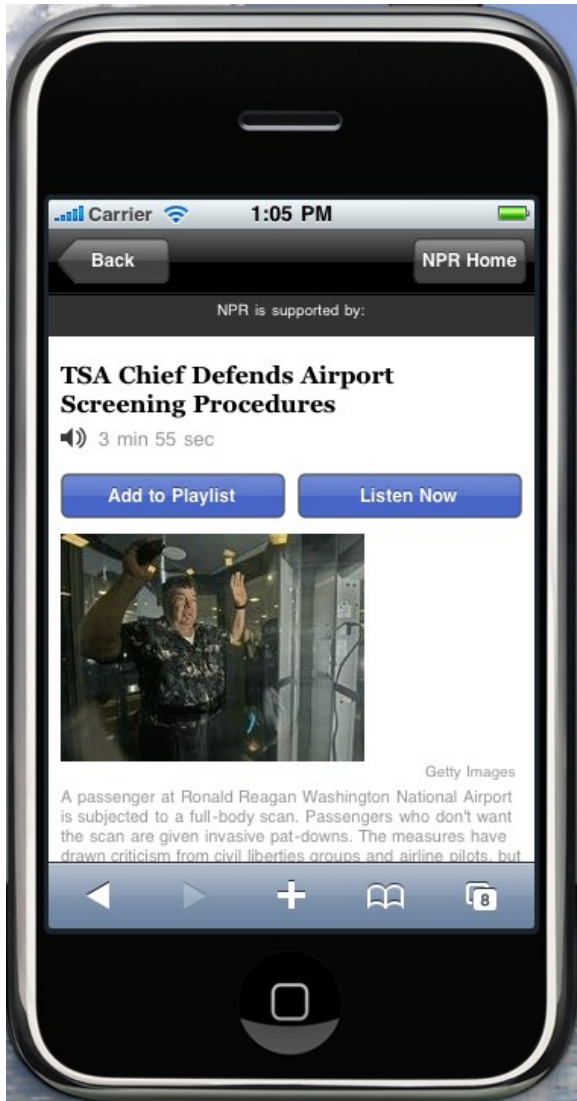
- Easy to use and install
- Look nice
- Harder to customize
- More resource intensive
- Might not work on feature phones

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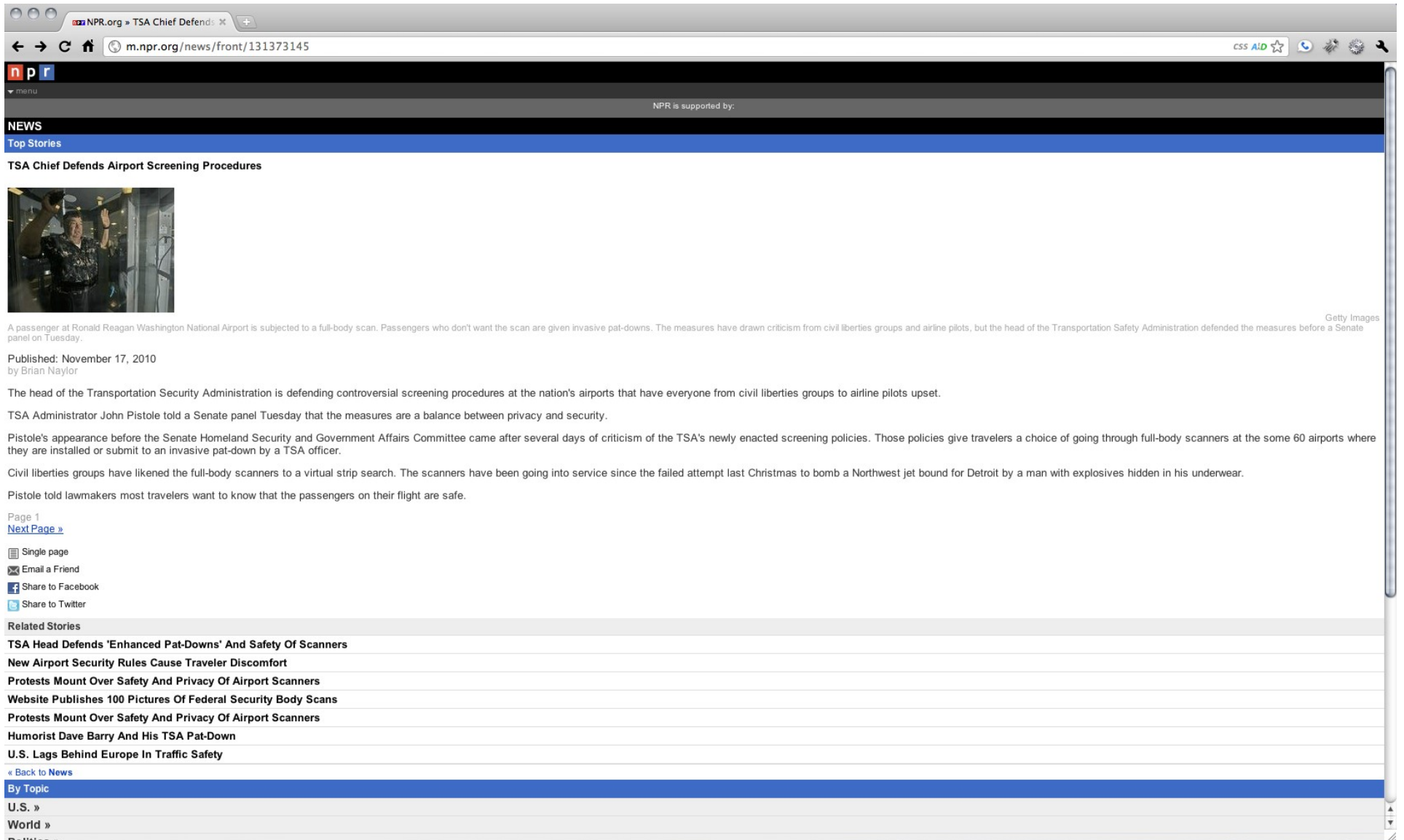
# *Mobile specific websites*




<http://m.npr.org>

- Look nice
- Easy to move elements without affecting the desktop version

# Mobile specific URLs



The screenshot shows a mobile browser window with the address bar displaying `m.npr.org/news/front/131373145`. The page content includes the NPR logo, a "NEWS" header, and a "Top Stories" section. The main article is titled "TSA Chief Defends Airport Screening Procedures" and features a photograph of a TSA officer. The article text discusses the TSA's defense of screening procedures, mentioning TSA Administrator John Pistole's appearance before a Senate panel. Below the article, there are navigation links like "Page 1" and "Next Page", social sharing options, a "Related Stories" list, and a "By Topic" section.

NPR.org » TSA Chief Defends »  
m.npr.org/news/front/131373145  
CSS AID  
NPR is supported by:  
NEWS  
Top Stories  
TSA Chief Defends Airport Screening Procedures  
  
A passenger at Ronald Reagan Washington National Airport is subjected to a full-body scan. Passengers who don't want the scan are given invasive pat-downs. The measures have drawn criticism from civil liberties groups and airline pilots, but the head of the Transportation Safety Administration defended the measures before a Senate panel on Tuesday. Getty Images  
Published: November 17, 2010  
by Brian Naylor  
The head of the Transportation Security Administration is defending controversial screening procedures at the nation's airports that have everyone from civil liberties groups to airline pilots upset.  
TSA Administrator John Pistole told a Senate panel Tuesday that the measures are a balance between privacy and security.  
Pistole's appearance before the Senate Homeland Security and Government Affairs Committee came after several days of criticism of the TSA's newly enacted screening policies. Those policies give travelers a choice of going through full-body scanners at the some 60 airports where they are installed or submit to an invasive pat-down by a TSA officer.  
Civil liberties groups have likened the full-body scanners to a virtual strip search. The scanners have been going into service since the failed attempt last Christmas to bomb a Northwest jet bound for Detroit by a man with explosives hidden in his underwear.  
Pistole told lawmakers most travelers want to know that the passengers on their flight are safe.  
Page 1  
[Next Page »](#)  
Single page  
Email a Friend  
Share to Facebook  
Share to Twitter  
Related Stories  
TSA Head Defends 'Enhanced Pat-Downs' And Safety Of Scanners  
New Airport Security Rules Cause Traveler Discomfort  
Protests Mount Over Safety And Privacy Of Airport Scanners  
Website Publishes 100 Pictures Of Federal Security Body Scans  
Protests Mount Over Safety And Privacy Of Airport Scanners  
Humorist Dave Barry And His TSA Pat-Down  
U.S. Lags Behind Europe In Traffic Safety  
[« Back to News](#)  
By Topic  
U.S. »  
World »  
Politics »

# ***Media Queries***

- Ability to target individual devices
- Wide browser support
- Less resource intensive (mobile devices don't *need* to download a desktop stylesheet).
- No problems sharing links from mobile devices
- Accessible to most all devices

***Mobile WordPress Theme Development***

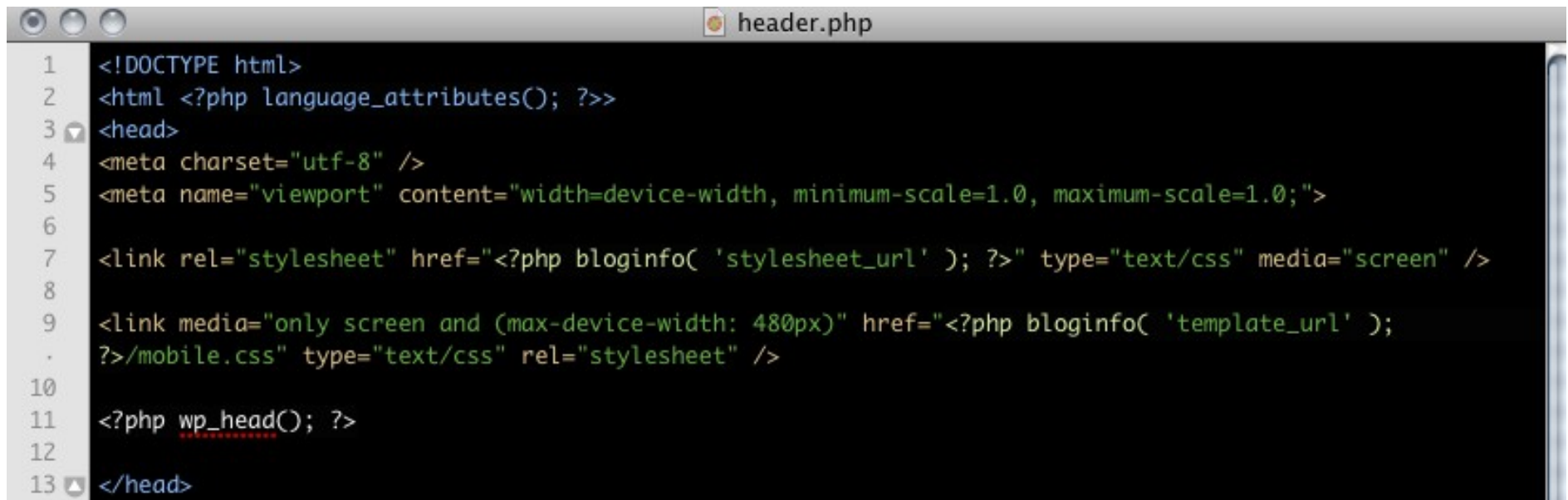
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# Media Query Basics

- Standard screen stylesheet for desktop browsers
- Separate mobile stylesheet for smart phones and feature phones
- Control page scaling for Webkit-based browsers



```
1 <!DOCTYPE html>
2 <html <?php language_attributes(); ?>>
3 <head>
4 <meta charset="utf-8" />
5 <meta name="viewport" content="width=device-width, minimum-scale=1.0, maximum-scale=1.0;">
6
7 <link rel="stylesheet" href="<?php bloginfo( 'stylesheet_url' ); ?>" type="text/css" media="screen" />
8
9 <link media="only screen and (max-device-width: 480px)" href="<?php bloginfo( 'template_url' );
. ?>/mobile.css" type="text/css" rel="stylesheet" />
10
11 <?php wp_head(); ?>
12
13 </head>
```

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# Media Query Basics

```
header.php
1 <!DOCTYPE html>
2 <html <?php language_attributes(); ?>>
3 <head>
4 <meta charset="utf-8" />
5 <meta name="viewport" content="width=device-width, minimum-scale=1.0, maximum-scale=1.0;">
6
7 <link media="only screen and (min-width: 481px)" href="<?php bloginfo( 'stylesheet_url' ); ?>" type="text/css"
  rel="stylesheet" />
8
9 <link media="only screen and (max-width: 480px)" href="<?php bloginfo( 'template_url' ); ?>/mobile.css" type="text/css"
  rel="stylesheet" />
10
11 <!--[if IE]>
12 <link rel="stylesheet" type="text/css" href="<?php bloginfo( 'template_url' ); ?>/exploder.css" media="all" />
13 <![endif]-->
14
15 <link rel="stylesheet" href="<?php bloginfo( 'template_url' ); ?>/mobile.css" type="text/css" media="handheld" />
16
17 <?php wp_head(); ?>
18
19 </head>
```

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# Examples

EYE PHYSICIANS AND SURGEONS  
**P.A. TERRACIANO, MD, PC** » THE TERRACIANO DIFFERENCE

HOME   OUR TEAM   OUR OFFICES   TECHNOLOGIES   FAQ   FORMS



P.A. Terraciano, MD, PC has proudly served the Bronx community for over 42 years and the Brooklyn community for over 7 years.

In this time we have performed thousands of ocular surgeries including cataract, cornea, glaucoma, refractive laser vision correction, and premium intraocular lens implantation.

[MORE ABOUT THE TERRACIANO DIFFERENCE...](#)

**NEW PATIENT RESOURCES**

[Patient Consent Form](#)  
(PDF Download)

[Patient Registration Form](#)  
(PDF Download)

**MEET OUR TEAM**

**Dr. Jennifer Yang** is a board-certified comprehensive ophthalmologist with a specialty in Cornea and Anterior Segment Diseases.

**Dr. Anthony Terraciano** is a board-certified comprehensive ophthalmologist with specialty training in Cornea, External disease and Refractive surgery.

**Dr. Pasqual Terraciano** is a board-certified comprehensive ophthalmologist with specialty training in oculoplastics.

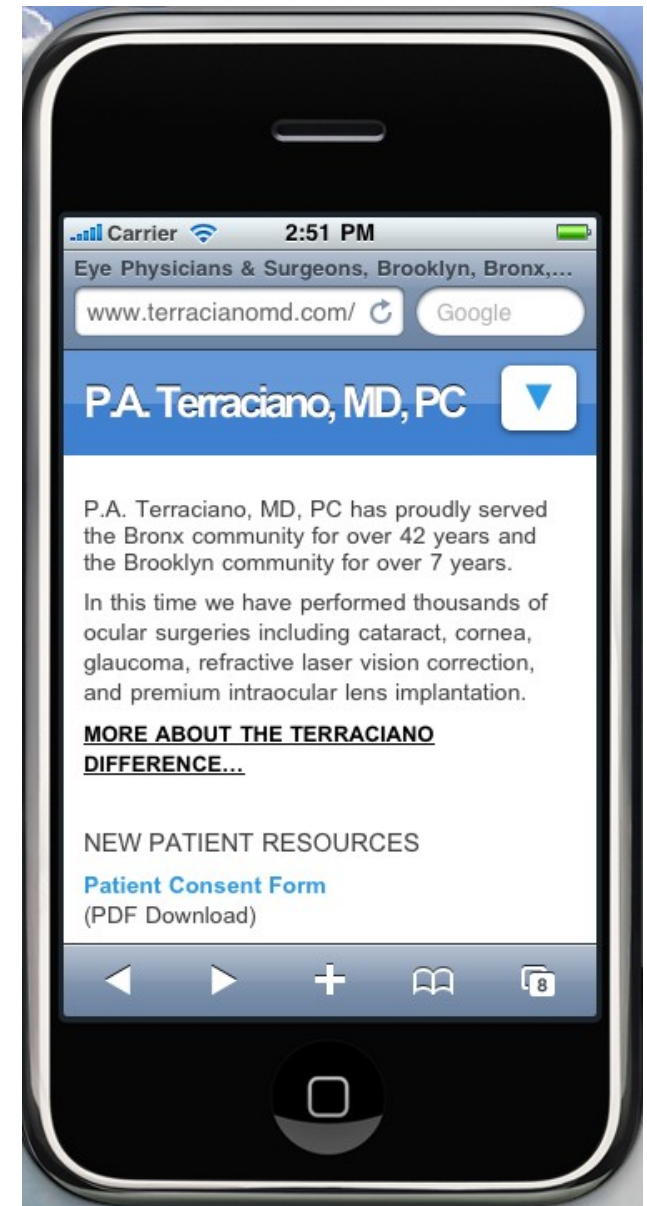
**FREQUENTLY ASKED QUESTIONS**

- [Blepharitis](#)
- [Cataract & Cataract Surgery](#)
- [Diabetes and the Eye](#)
- [Dry Eye Syndrome](#)
- [Flashes and Floaters](#)
- [Glaucoma](#)
- [Age-Related Macular Degeneration \(AMD\)](#)
- [Narrow Angles and Narrow Angle Glaucoma](#)
- [Refractive Eye Surgery](#)

**BRONX OFFICE** [2241 Esplanade, Bronx, NY 10469](#) » p (718) 654-7122 » f (718) 547-5876

**BROOKLYN OFFICE** Narrows Medical Building, [9920 4th Ave., Suite #209, Brooklyn, NY 11209](#) » p (718) 238-2667 » f (718) 238-5258



**HOURS** M: 9-5, TU: 9-5, W: 9-5, TH: operating (not in office), F: 9-5, SA/SU: closed





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**Fitness**

- Fitness Classes
- Pool
- Spa

**Fitness Director**



**Rebecca Crawley** is Skyline's Fitness Director. She is certified by the National Academy of Sports Medicine as a Personal Trainer, Sports Fitness Specialist, and Corrective Exercise Specialist.

**Fitness**

Skyline's fitness facility, "The K Center" strives to provide the ultimate fitness experience. Our mission is to ensure that all members obtain the feeling of relaxation and awakening of the senses and a renewed enthusiasm for life that comes with a regular exercise program. The facility features multiple treadmills, elliptical trainers, exercise bikes and other aerobic machines as well as a complete line of strength training equipment and free weights.

In addition to equipment for fitness, our Fitness Director Rebecca Crawley schedules a full complement of exercise classes taught by trainers including spin, Zumba and stretch pilates as well as many others.

The fitness center is a mixed facility providing you with workout equipment and services including personal trainers, dry sauna, Jacuzzi, cold dip and massage therapists.

Appointments may be made for any of the services offered in the Fitness Center by calling 299-0600

**Personal Trainers**


We offer one on one personalized training. Please contact the Fitness Center to set up an appointment.

**Fitness Staff:** Joe Worden is certified by the American Council on Exercise.

**Contact Information**

520-299-0600


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 Videos Interest Holiday Classes  
 Contact Us Information Clubs Events  
 Community Offsite Pool  
 Events Catering  
 Family Banquets and  
 Events Private  
 Special Functions  
 Classes Weddings




Carrier 2:55 PM

Fitness

skyline.tucsonlabs.co... Google



Menu ->



**Fitness**

Skyline's fitness facility, "The K Center" strives to provide the ultimate fitness experience. Our mission is to ensure that all members obtain the feeling of relaxation and awakening of the senses and a renewed enthusiasm for life that comes with a regular

Navigation icons: back, forward, home, search, tabs (8)

# ***Guidelines for mobile style sheets***

- Don't create pixel-based layouts
- Use ems or percentages for sizing text
- Consider the size of peoples fingers for touch interaction
- Don't use :hover

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# Thanks!

## Resources

*Media Queries* - <http://www.quirksmode.org/m/table.html>

*Mobile compatibility tables* - <http://www.quirksmode.org/m/table.html>

*Responsive Web Design* - <http://www.alistapart.com/articles/responsive-web-design/>

*Iphone Simulator* - <http://developer.apple.com/devcenter/ios/index.action>

*Android Simulator* - <http://developer.android.com/guide/developing/tools/emulator.html>

*Mobi Ready (feature phone simulator)* - <http://ready.mobi/>

*Quantcasts 2009 Mobile Stats* - <http://www.scribd.com/doc/24826531/Quantcast-Mobile-Report1>

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