WordPress Websites for Everyone
a WP.COM Solution

APPLE PI

Cedar Lane Unitarian Universalist Church

Bethesda, MD

October 26, 2019

By

Gary Vaughan PMP

WordPress for Everyone

Intro

- *Quick Poll of audience*

- My background: PC, USAID, State ("PMP")...WordPress Community

- I'm a WP.COM user...WordPress (WP) is dynamic...and fun!

- *Discuss WP.COM in context of a general branding + digital **STRATEGY.***

Some happy WordCamp Attendees!

Handouts and References

Handouts:

1. My Key WordPress.Com Tips;

2. Site Setup Tips + My Free Coaching for Apple Pi Group

3. Business Card

Online References:

a) *Apple Pi* Website *(to contain preso video link recording):* https://www.wap.org/,

b)   My WP Resource Site (+ Help Form): https://wpwebforpro.wordpress.com/

c)   Find these slides also on Slideshare, and linked on b) WP Resource site, above.

Presentation Agenda

1. Why is a Website/WP Useful (an online "Hub")?

2. Context: Your "branding" (visual identity) on *and* off line

   Wapuu
   Mascot

3. WP.COM Site Tips to Get You Started (4 Models, 2 Case Studies)

4. Later...Step-by-Step Demo to create a Sample site...+ *maybe yours??*

My Free Coaching thru December 6 (submit [Help Form](#)) - optional!

WordPress (WP) Background

- 34% of Web is on WP
- Includes Bloomberg, CNN, NASA, Nat'l Park Service, Houston Zoo
- Over 48,000+ Plugins, and well over 11,000 Themes
- Free or low-cost – user friendly – backend/frontend, "modular"
- Evolution from simple blog to broad Content Mgt System (CMS)

WP is *Dynamic!*

- Open Source, with Updates each quarter in Core WP

- Last big WP software release December 2018: [Gutenberg "block editor"](#) or Yoast article, [*What is Gutenberg*](#) (Version 5.0)

- My focus on a simplified version of WP called **"WordPress.Com",** supported by a company, [*Automattic,*](#) *which is owned by* WP Founder, Matt Mullenweg

Basic Alternatives to WP...

Image by users Gerd Altmann, pixabay.com

- *Existing social media*: Facebook, Linkedin, etc

- *Simple About Me page Online directories*: local chamber of commerce, TripAdvisor, etc.

- *User friendly site-builders*: Wix, Squarespace, etc.
   - ❑*PC Magazine's 2019 list and ranking of these and other site-builders*

- **Pro:**   avoid WP learning curve, easy starter designs (templates)
- **Con:** customization?, limited support communities, proprietary

Why Need a Website vs Social Media (SM)

- Website a place you control content, "brand" – unlike SM

- A "hub" to connect to other info, sites, social media

- But to be useful, *a website has to have a purpose and plan!*

Decide Your Level of Effort…Engagement

- Your Website Effort Spectrum – *it depends!*
  - 3 days or around 3 months to build a website
  - Depends on your goals and current digital presence
  - Simple blog vs. More complex organizational site (small biz, non-profit)

- Gauge Your degree of involvement in WP (and Community!)
  - Casual User…Power User…Website Designer or Developer
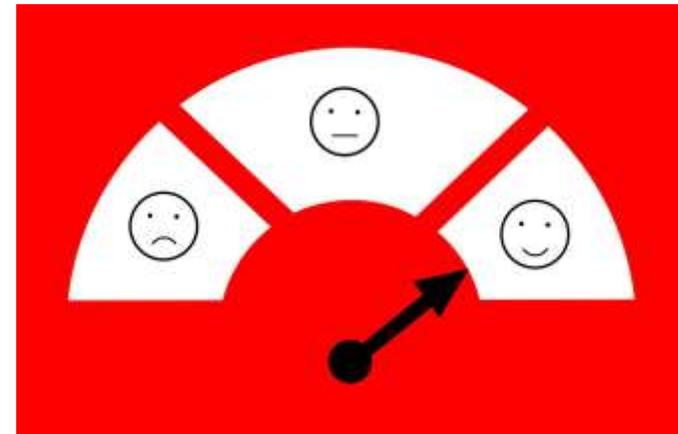
Website as a Digital + Marketing Hub

- **[WP.COM](link)** *(a WP starter site… and our focus today!)*
- *PRO*
  - Basic site – easy, free setup, simple Dashboard
  - Mainly bloggers – but CMS, business capability
  - Fully supported by *[Automattic](link)*, and can grow (various paid plans)
  - Shorter learning curve – a "one-stop-shop"!
- *CON*
  - Advertising with free site
  - 3 Gig Size Limit
  - Limited customization – no Plugins, only 300+ Themes with free version
  - More bloggers than business users ("Reader" blog community)

WordPress.com Limitations *(con'd)*

- *Automattic's* platform changes (Themes retired, etc)
- Limits on design (font, color, layout), esp with free version.
- Company focus on paid, premium clients
- WP.ORG (not WP.COM) dominates community resources
- Quantity over Quality sites – *although many great examples!*
- Sites Need some testing, fine-tuning – not fully "good to go"

Possible WordPress.com Scenarios

1. *Experiment,* explore what you need (a "sandbox")

2. *Build your own* free site (self-help)

3. *Upgrade from free*, to paid WP.COM site (more customization)

4. *Pay a web designer* to help you upgrade within WP.COM

5. *Prepare for future, robust WP.ORG site* (use WP.COM to lower cost of web developer for self-hosted WP.ORG site!) – *See also Annex 4*

Fit WP.COM scenario to your needs!

Basic WP Concepts – *a Glossary*

CONTENT

- Site Dashboard
- Content Inputs
  - By Admin: Posts, Pages, Media
  - By Users: comments, surveys
- Data Location/Navigation
  - Blog categories, tags
  - Menu, Sidebar(s)
  - WP "front end" links to other sites
  - New "block editor" (Gutenberg)

FUNCTIONALITY*

- WP.COM (basic) vs WP.ORG (custom)
- Themes (layout, "look & feel")
- Plugins (add big functionality)
  - Gravity Forms (surveys etc)
  - MailPoet (newsletter)
- Widgets (add small features)
  - Search, Calendar, Text Box, etc.

*Site Usage Analytics (Jetpack Site Stats…or Google Analytics, if a WP.COM Premium Plan)

Get Started with a Simple WordPress.com site

- WP.COM is a cheap, entry-level step into Wordpress
- Simplified interface, metrics
- Easy to post, edit content
- Support community ("Reader"), Theme Directory

- *Let's look at my WP Resource Site as a WP.COM example…..*

Site Example:
Our "WP Websites for Everyone" WebSite

- ***Purpose:*** for training reference and user feedback

- ***Functionality:***
  - Classic top tabs for key content
  - Featured Page and Posts on Home Page
  - Tag Cloud for easy reference
  - Sidebar for WP ref links
  - Threaded Comments, Polls for feedback
  - 6 Built-in Color Schemes, Stock images
  - Cost: *Free!*

WP.COM Site Design: https://wpwebforpro.wordpress.com/,
with **"Textbook"** Theme Elements: *Header, Image, Menu, Featured Page*
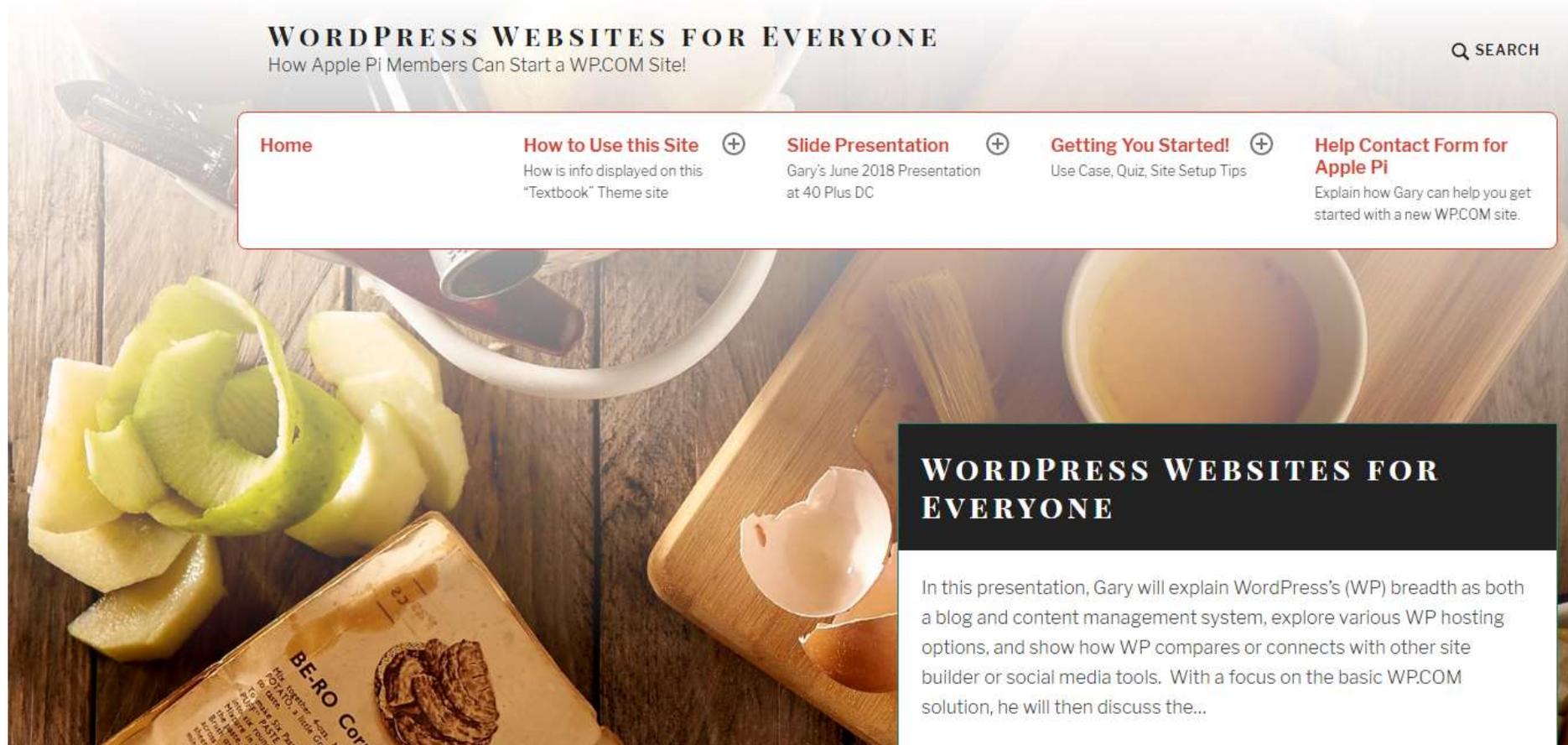
Support 1: How to Choose a WP Theme

1. Check out [WP.COM Theme Info](#)

2. Do filtered Search of Themes available: by purpose, function

3. Scroll through Theme displays of functionality, access a live demo

4. Check out tips on WP.COM by *Automattic*, users on "Reader" blog

5. Activate, test on a new WP.COM site

6. See if layout right for your content, apply customizations.

N.B.: Check speed, security, support of Theme (caveat emptor!)

Search for Theme on WP.COM
(300+! Options – Browse Theme Dashboard/Search)

Check out WP.COM [Info on "Textbook" Theme](#)

Support 2: Use WP.COM Knowledge Base

- How to Access
  - On your Dashboard (lower right "?")
  - Or On Google – type Search term + "WordPress.Com"
- Content: articles, videos
- Also Search, Discover, Tags on "Reader" tab Dashboard re other sites
- *Example*: "How to do a category" - per Google search: https://en.support.wordpress.com/posts/categories/#adding-categories

Support 3: Interactive Help

- [WP.COM Forum](#)

- Online Chat (Premium accounts)

- In person help:
  - Attend a free [DC WordPress Meetup](#)*, next one at U-Group, Dupont Circle, on Nov. 19 (or small No/VA branch meeting in Rosslyn, first Thursdays)
  - Check [WordCampCentral](#)** for (almost) free upcoming conferences!
  - Participate in an online course by WP.COM: [Blogging University](#)
  - *Get my Coaching Help Nov. 4 – Dec 6 (Apple Pi: see Handout #2)*

    Link Notes
    * https://www.meetup.com/wordpressdc/
    ** https://central.wordcamp.org/

DEMO (Tutorial): Starting a WP.COM Site –
Default Theme

- *To show typical actions that you would take in starting and managing a new site from your "Dashboard" (ADMIN)…..*

- *Goal: Let's start a TRAVEL BLOG…..*

Basic Steps to Produce a Simple *WP.COM Blog Site*

1

2

3

4

| TAKE STOCK | PLAN | IMPLEMENT | FOLLOW UP |

- Mission
- Inventory

- Requirements
- Site Models
- Site Map

- Create
- Design
- *Migration?*
- Launch

- Marketing
- Maintenance

Training/Testing

1

2

3 → Max. Level of Effort

4
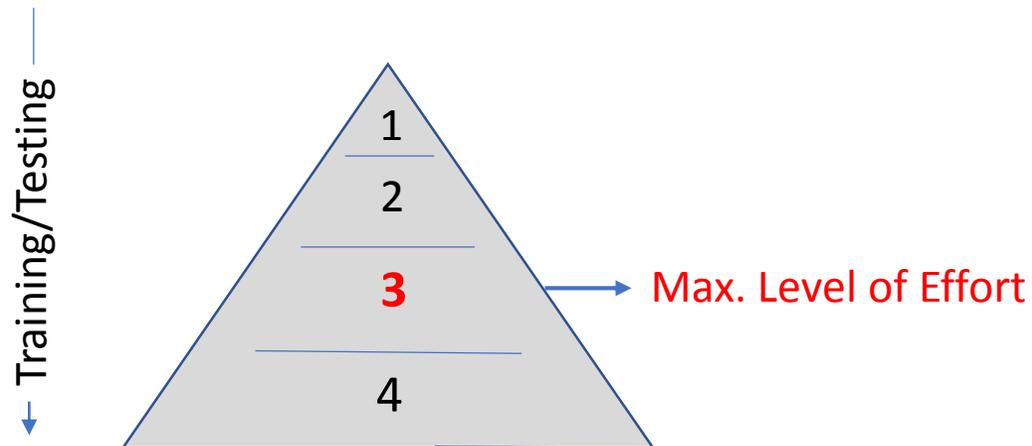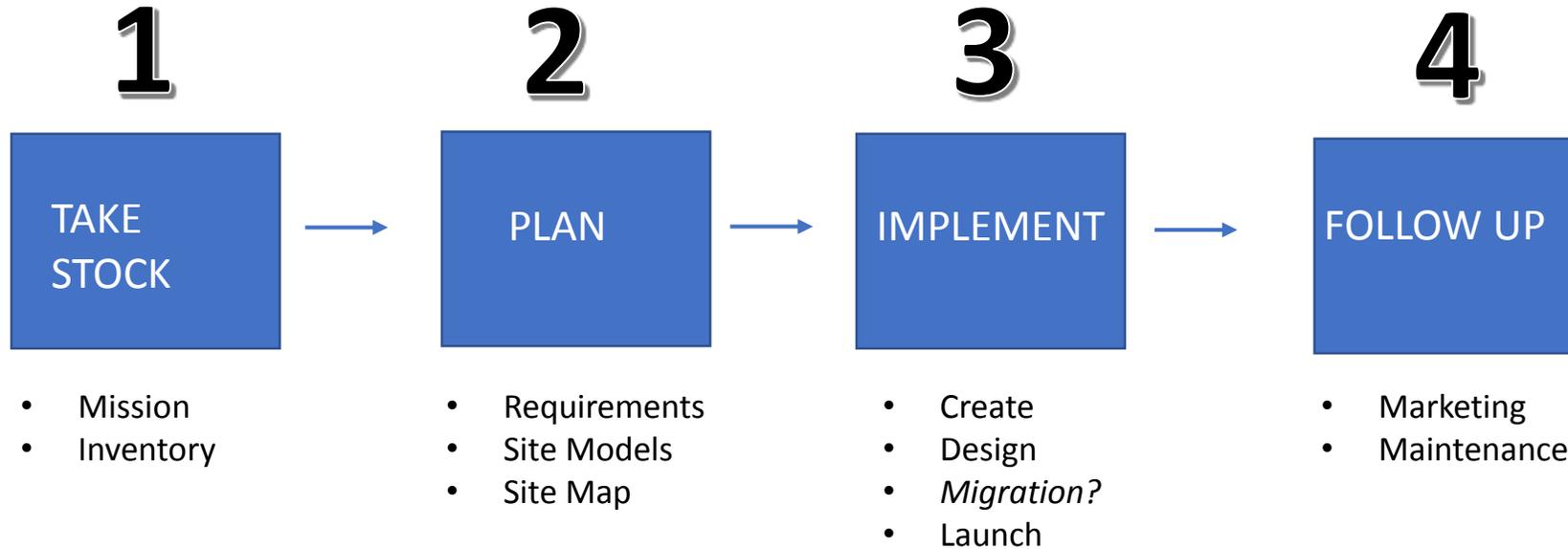
Project Brief: Travel Blog (DEMO)

- A personal blog
- Share trip reports with friends
- Keep handy Packing Tips
- Collect Resource information for future travel

1. **Start Site** (WP.COM Account Regis., URL) (DEMO)

- Click "Get Started" on WP.COM site,
Answer 6 Questions…*
[*DONE!*]

- Our Demo Travel Blog already set up at:
https://40plusdemo.wordpress.com/
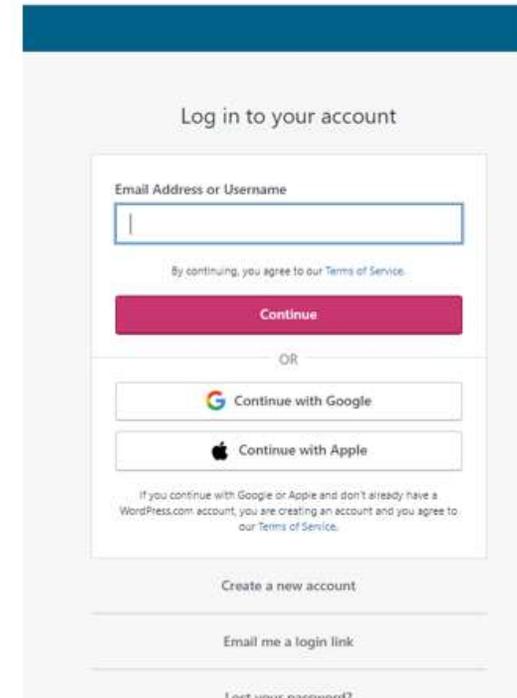
For Step-by-Step process to Start a new Site, see Annex 1 Slide Screenshots

2. **Site Settings** (Basic Settings, Framework) (DEMO)

- Adjust General Settings

- Select and activate Theme

- Upload Header image…tagline?

3. Layout Site (Navigation)   (DEMO)

- Set up Menu (drag and drop)

- Set About "Static Front Page" vs. "Posts Page"

- Sample "widgets": Text box, Search, Tag cloud + *Reorder them*

4. **Site Content** (Text, Images, etc.)   (DEMO)

- Draft 2 Pages (static)
  - "About"
  - "Packing Tips"
  - Draft/Preview/Publish…Enable Comments…and Test Comment
- Draft 2 Posts (dynamic)
  - "Welcome"
  - "Trip Reports"
  - Draft/Preview/Publish…Enable Category, Comments

5. **Review Site** (Testing)   (DEMO)

- Check out "look and feel" of Home Page, etc.

- Do edits on the fly, test Reply to Post [See Comments on Dashboard]

- Toggle Admin Dashboard vs Site View

- See effect if Themes changed: Twenty Sixteen vs. TwentyNineteen (both default WP.ORG themes)

Website *Design* Best Practices

- ***Design Best Practices***: Clean and simple...good use of white space, limit 3 Fonts in 3 sizes, few colors...key message (call to action?)
- ***Navigation***: Easy to find info (Visual Hierarchy), leverage conventions, consistency, accessibility, menus max 3 levels deep. Contact info clear
- ***Content***: Well written, engaging, varied content for audience
- ***Images:*** Optimize size/photos, copyright
- ***Engagement:*** Build for usage/traffic on Web, SEO, check Google Tools
- ***Testing***: check browser/device compatibility

Do a Business Card to Practice Design

- My Vistaprint example…

Site Maintenance

- *No matter how great the design, Maintenance is key!*
- Keep content fresh
- Maintain site layout, functionality
- Document design, record site problems/questions to guide Help
- Respond to user comments, feedback
- Keep in touch with tech advances, alerts within the WP community!

Social Media (SM) Strategy

- *Assess* current SM Goals, Channels and Results
- *Research* your Audience (Demographics, "Personas")
- *Track* Metrics (WP.COM "Stats", other SM analytics)
- *Create* a SM Content Calendar
- *Promote* your site to similar blogs and other SM

Popular Social Media

- *Facebook:* Link website to your public FB Page

- *Instagram:* Feed photos to your site

- *Twitter:* "Push" WP Posts to your Twitter account

- *LinkedIn:* Share your Posts, and use complementary profile

- *YouTube:* Upload to a channel, or link to existing videos*

- *MailChimp:* Apply tool to broadcast website content to an email distro list

*Consider creating simple "videos" by animating slides using PowerPoint, Prezi or Adobe Captivate

4 Possible User Model Sites…

[your optional "homework"…after this presentation!]

Try 1 of 4 types of WP.COM sites w/ my help or on your own…

1. *Personal Blog*
2. *Creative Photos*
3. *Non-Profit Site*
4. *Small Business Site*

A good starting Theme "framework" is key!

1. Personal Blog

- ***Purpose:*** promotion of individual professional or hobbyist

- ***Key Content***
  - Bio, Resume, Client Testimonials
  - Blog about tips, "thought leadership"
  - Areas of expertise/service
  - Work Sample: Papers, Slides, Project Summaries…eBook
  - Events (either presenting or attending)
  - Social Media Link – *Linkedin*

WP.COM Blog Examples

- Wine Blog:
    - ❖ https://drinkwhatyoulike.wordpress.com/

- SeinfeldLaw,
    - ❖ https://seinfeldlaw.com/

- Mental Health at Home,
    - ❖ https://mentalhealthathome.org/

- Good Morning Gloucester
    - ❖ https://goodmorninggloucester.org/

- Live Laugh RV
    - ❖ https://livelaughrv.net/

Suggested *Themes* for Personal Blogs

- Get ideas from other professionals' sites on the Web: https://tsavoneal.com/best-consultant-websites/
- Free Personal Themes
  - Libre 2, fixed top level navigation, custom header
  - Editor, left menu format, pull quotes
  - Colinear, magazine design, allows for rich content
  - TwentyNineteen, simple, clean, optimized for new editor
- A Premium theme: Maxwell, trad'l layout, 6 color palettes, $69

Sample Theme Functionality : *Color Palettes,* for "Maxwell" and ***Pullout Quotes for*** "Editor" Blog Themes

Maxwell includes six free color palettes to choose from. For more, unlimited colors (and Typekit fonts) are available with the Premium or Business plan.

Customize Colors easily
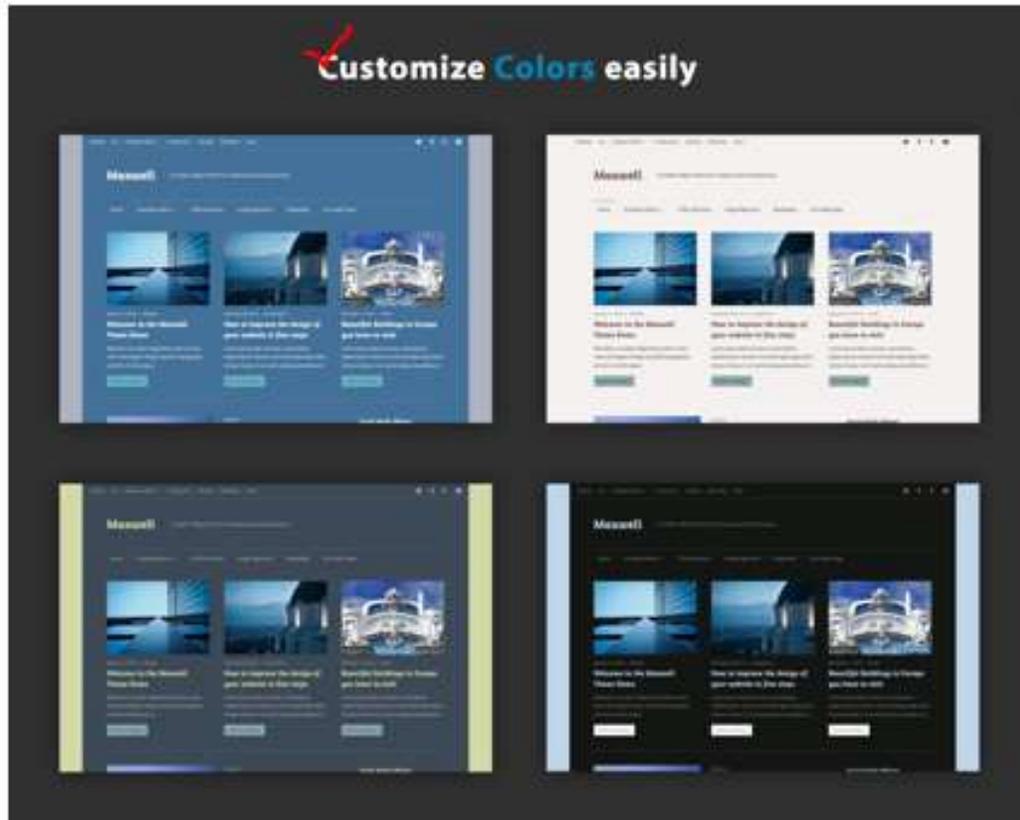
Editor comes with a few custom styles you can use by switching your editor to Text mode.

Pull Quotes

Pull quotes can be used to highlight short pieces of text. You can create one by adding a class of **pull-left** or **pull-right** to your content:

```
<span class="pull-right">This text will be pulled right.</span>
```

You can see an example of the pull quote styles in the demo.

A pull quote (also known as a lift-out quote) is a quotation or excerpt from an article that is typically placed in a larger or distinctive typeface on the same page, serving to entice readers into an article or to highlight a key topic. The term is principally used in journalism and publishing.

THIS PULL QUOTE IS JUST HANGING OUT ON THE RIGHT SIDE OF THE POST. LOREM IPSUM DOLOR SIT AMET, CONSECTETUR.

This is how pull quote to the right looks like on the theme.

My Planned Blog Redesign: DCWineBrewAdvisor
(from free "Hemingway Revisted" to Premium "Maxwell" Theme)
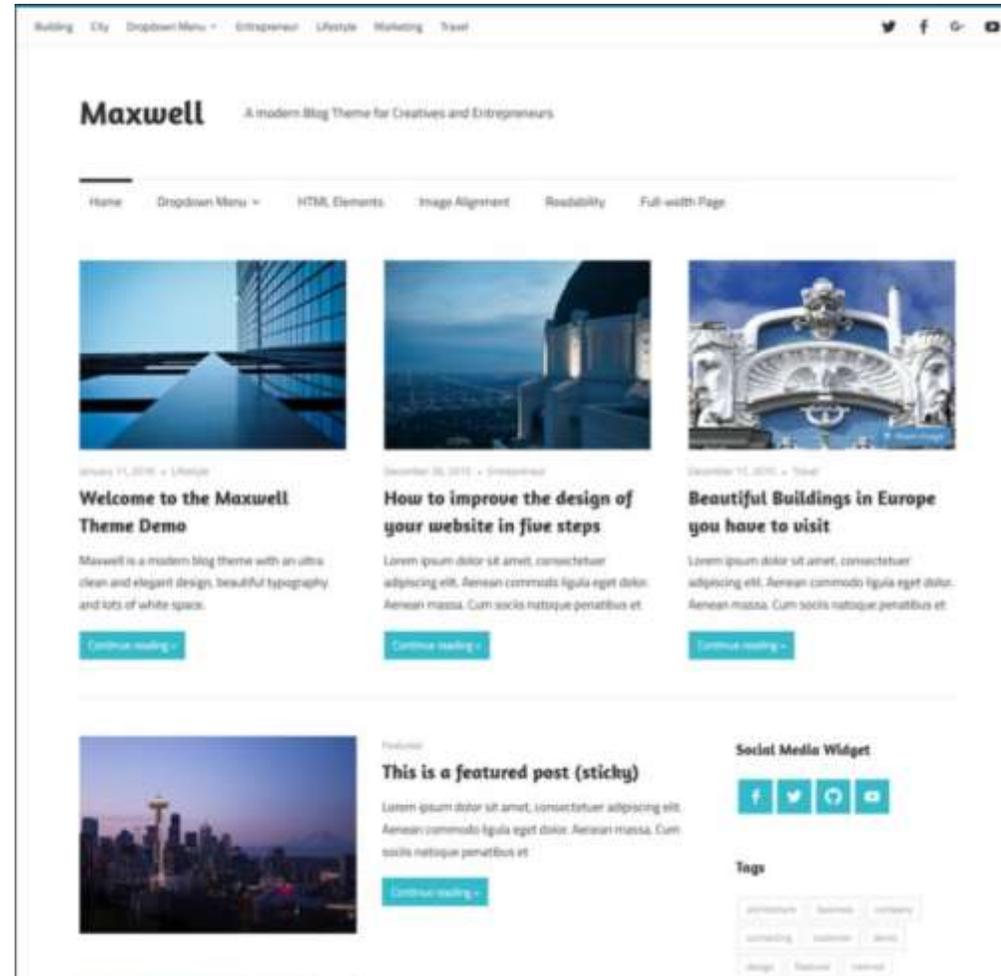
2. Photo Site

- *Purpose:* creative display of photo collection as profession/hobby

- *Key Content:*
  - Logo
  - About…Contact
  - Type: Wedding, Portrait, Artistic, Hobby…
  - Media: Gallery of photos, podcast, video…
  - Social Media Links: *Pinterest or Instagram*

Suggested *Themes* for Photo Sites

- ✓ ideas of other photo sites on the Web: Vandelay Design Portfolio or After the Coaldust

- Free Photo Themes
  - AltoFocus – Clean Grid, images "pop", scrolling from top menu
  - Rebalance – 6 Color schemes, more traditional grid for photos
  - Illustratr – Minimalist layout

- Premium site option: Photo blog {recommended by WP.COM] 3 layouts, 4 style packs, 26 photo filters…$36

WP.COM Photo Site Examples

- Shutter Clutter (AltoFocus Theme):
  - ❖ https://shutterclutter.wordpress.com/
- Cooking without Limits
  - ❖ https://cooking-without-limits.com/
- Andrew Nixon's Photo Blog:
  - ❖ https://nixonphoto.wordpress.com

Sample Theme Functionality: *Grid vs Masonry Layout of Photos* – for " Photo Blog " Theme
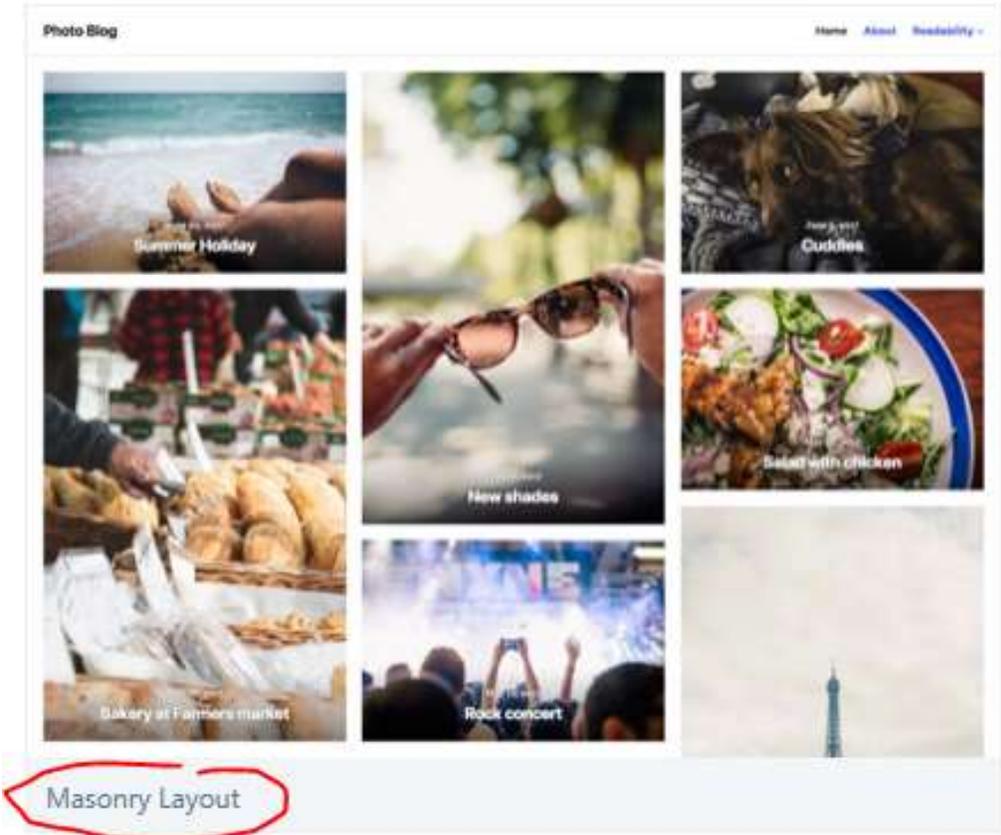
vs.
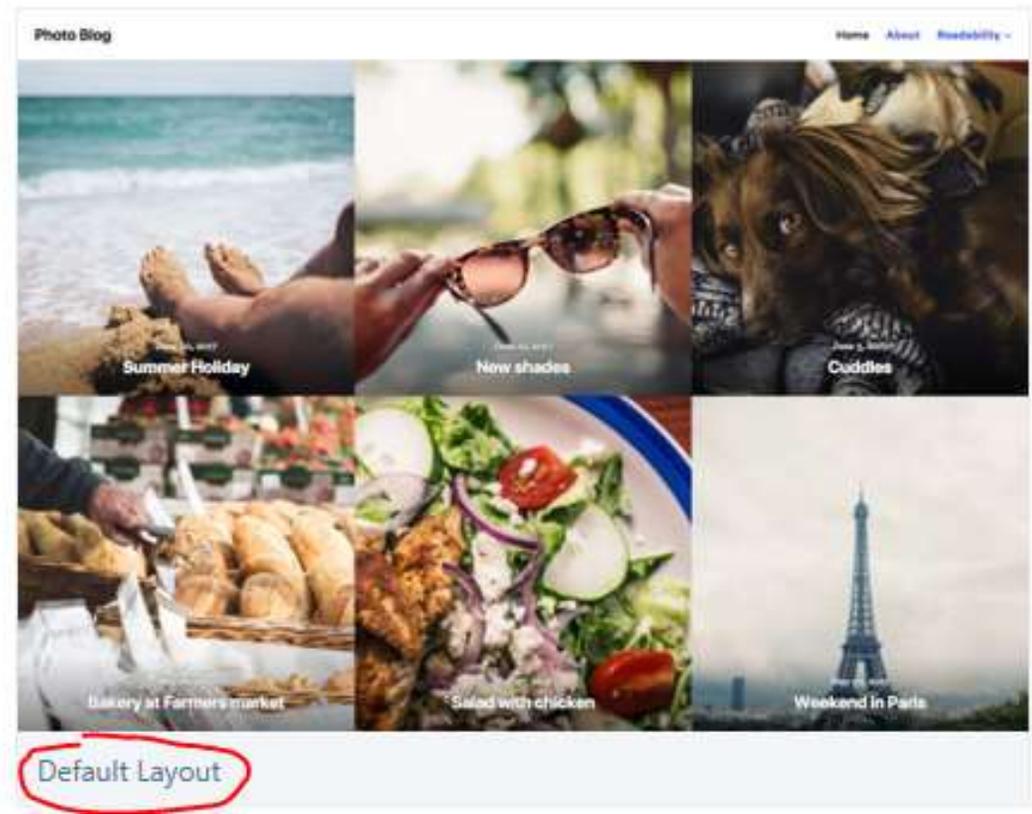
3. Non-Profit Site

- *Purpose:* an info hub for non-profit or business

- *Key Content for Non-Profit* [Do Detailed Site Map/Hierarchy]
  - Call to Action/Donate
  - Programs
  - Testimonials
  - About: Staff, Board, Annual Report, Careers
  - Blog: Newsletter
  - Social Media Links (broad…yet targeted!): FB, Twitter, LinkedIn, etc.

Sample Non-Profit WP.COM Sites

- Minding the Workspace:
  - ❖ https://newworkplace.wordpress.com/
- Alternative Estuary (UK):
  - ❖ https://alternativeestuary.home.blog/
- 4th Street Food Coop (NYC):
  - ❖ https://4thstreetfoodcoop.wordpress.com/
- Raleigh Score:
  - https://raleighscore.wordpress.com/

Suggested *Themes* for *Non-Profit Sites*

- Model sites on Web

- Free Themes:
  - Rebalance
  - TwentySeventeen – scrolling, "one piece", modern design; or Twenty Sixteen – another default theme on WP.COM, traditional format, can instantly change background color
  - Textbook (see this class site)

- One Premium option:…Organization, specific for non-profits, call to action, Page templates, $69

Sample Theme Functionality: *3 Columns* for "Organization"

✓ Page Templates

In addition to the Home Page Template, Organization offers a Full
Width Template, Site Archives Template and a Three Column
Template for displaying a sidebar on each side of your content. Page
Templates can be applied in the Page Attributes.

Use the three column page template to display widgets on both sides of the
content.

4. Small Business Site

- ***Purpose:*** To sell a product or a service

- ***Key Content:***
  - Product or Service Descriptions
  - Location and Hours
  - Blog Tips
  - Ecommerce
  - Branding important
  - Complement site with other physical "collateral": brochures, etc.

Sample WP.COM Business Sites

- From WP.COM home page marketing: *Natural Hair Salon*
  - https://nappstarrocks.com/

- Other Small Business Sites
  - *PachaMama Coffee*:
    - ❖https://www.pacha.coop
  - *Gatewell Therapy Center*:
    - ❖https://gatewelltherapycenter.com/
  - *Online Long Beach Newspaper*:
    - ❖https://www.presstelegram.com/

Suggested Themes – Small Business

- Free Themes
  - Cerauno
  - Gateway
  - Morden
  - Brompton
  - Shawburn
  - Canape (restaurant – specific, menus)
- Premium Themes
  - Gridiculous Pro - $69
  - InfoWay - $70

Sample Theme Functionality for "Brompton" Theme [Optimized for New Editor]
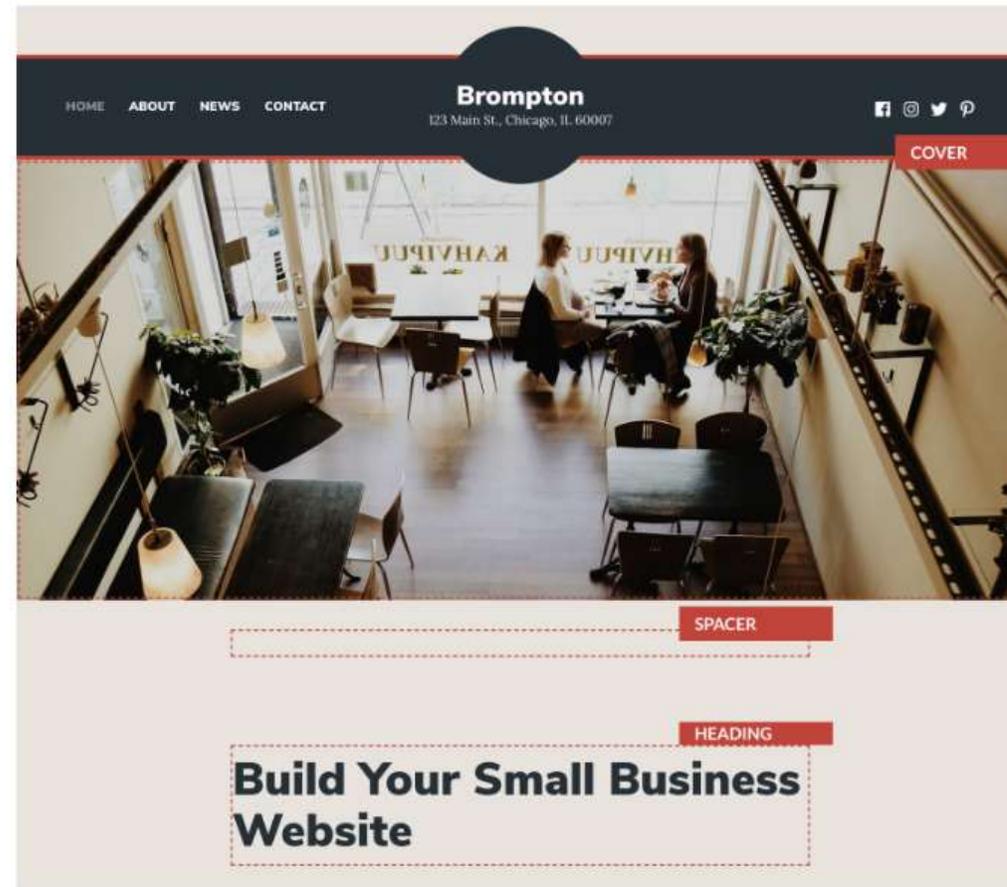
Detailed Restaurant Theme:

"Canape", Menus
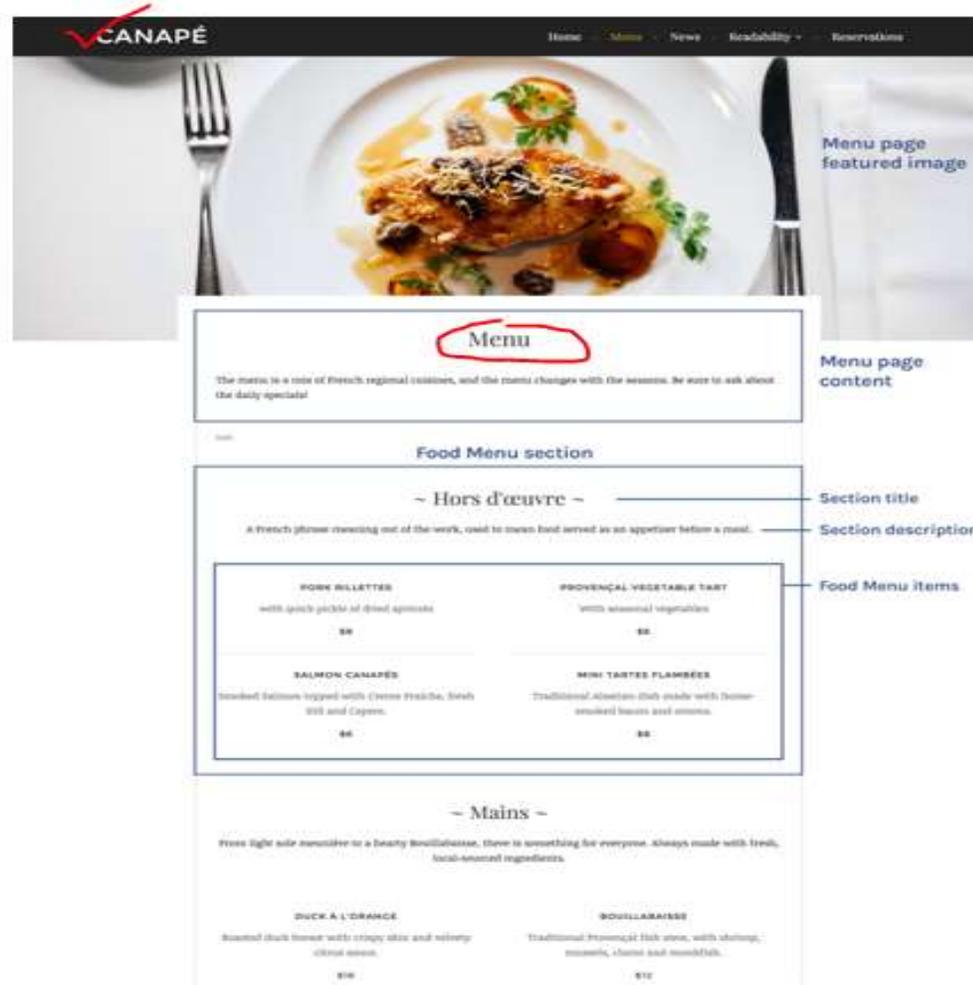
Recap of my 3 Handouts …

WordPress for Everyone

1. **WP.COM Site Set-up Tips** *(Self-Help – See also my ref website)*

2. **My *Apple Pi* WP.COM Coaching Content - Schedule** *(Assistance)*

3. **Business Card** *(My contact info – "real world" marketing!)*

Project Brief (*see also* [online Form]) DEMO+ *Jet-Tek*

❑ *PREVIEW – LATER "DEEP DIVE" DEMO!*

- **Site Name** (Fictitious): *Jet-Tek,* with Clyde as sole proprietor, from home
- **Mission:** to provide computer repair services via drone
- **Audience:** Metro DC area Small Businesses and Residences
- **Ecommerce:** Customers can pay online for initial drone trouble-shooting

- *Desired Results Post-Website Launch:*
  - ➢ 20% increase in sale calls due to drone technology promotion
  - ➢ Reduce customer telcalls/emails asking basic service info
  - ➢ More professional website than current Facebook page

Model Website Links

DEMO+

Source: Best Buy

Site Map   DEMO+

- About
  - My Bio (*Clyde*)
  - Testimonials from Customers
- Services
  - Diagnostic
  - Troubleshooting
  - Buy or Upgrade
  - Monthly Maintenance
- Blog Tips (Tags: Desktop, Mobile, Security, Storage, Upgrade, Crash, Browser)
- Contact
  - Location
  - Social Media
  - Contact Me for Free Checkup
- Search
- *Social Media Links: e.g. Twitter, Instagram, Facebook*

Jet-Tek

CONTEMPORARY REFERENCES

PC Repair 101

GPS
0.6 Miles

FAST ON SITE
computer repair

I miss you like an idiot misses the point.

bObsweep
VS
iRobot
Roomba®
GREATCLEANINGGEAR.COM

IBM Watson

Geek SQUAD™

THE Jetsons
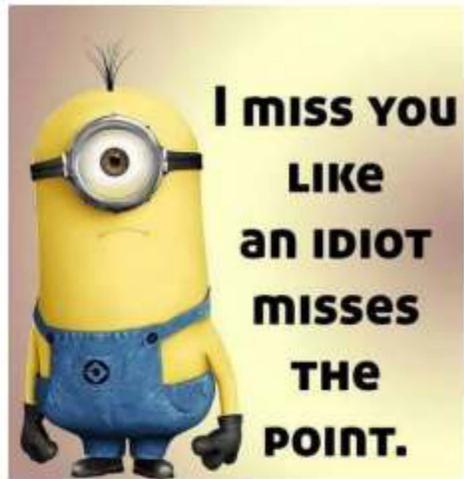
Customize Menu – Home Page   DEMO+

https://jettek.wordpress.com/

"Barebones" Info…   DEMO+
that I need to Create *your* Site later in Deep Dive Demo!

1. Your Email Address and Password

2. Kind of Site: Blog/Business/Professional/Online Store

3. What's blog about: Travel, Local, etc.

4. Site's Name *(be flexible to get a free domain!)*

5. Access Your Email (Mobile or Web) to Confirm Account.

Optional:
- Invite me as guest Admin to help on your site: "Manage/People/Invite"
- Create an added Sandbox site for your testing/training: "+Add New Site"

Optional "Homework"!

- Share "Poll" feedback on my presentation at the WP Ref site

- Create a free WP.COM site (on your own, or with my help!)

- Attend a WordCampCentral [*Calendar*] - (low cost...just your time!)
  - WC US in St Louis (National Conference), Nov 1-3, 2019 *(I'm going!)*
  - Lancaster, PA o/a Spring 2020
  - WC Philadelphia o/a Fall 2020

- Participate in informal monthly WP Meetups (both presentations and informal how-to help): DC Meetup *– next one November 19.*

Other Reference and Support Links

- *Imagery, Photos, Text*

  - Iconmonstr, Free Icons
  - WP Website Design Videos (Bourn, WP.TV)
    - Part 1 , Part 2
  - Better Photography Video (Eggleston, WP.TV)
  - Create Infographics to Turn Your Data into a Powerful Marketing Tool - Video (Ramirez, SCORE)
  - Lorem Ipsum (Dummy Text Generator)
  - Looka (Logo designer built into many Themes)

- *Project Management & Design*

  - PM Day of Service - Annual - Free business plan help for non-profits (Saturday, MLK Day Weekend, Jan. 2020)
  - SCORE Business Management Videos
  - UI/UX Design Specialization (Coursera – CALARTS), including Website Project Management, by Roman Gaster
  - Graphic Design Specialization (Coursera – CALARTS)

My Contact Info: *Gary Vaughan*

- My personal contact info and bio
  - Email: glvconsulting@hotmail.com
  - Tel/Text: 703-899-9940 (Cell)
  - Twitter: @glvaughan
  - Linkedin: Gary Vaughan PMP
  - Blog: dcwinebrewadvisor/about
  - WP Ref Site: https://wpwebforpro.wordpress.com/

WordPress for Everyone

Thank You!

Image Credits in Presentation

- Photo WordCampers, Slides 3, 61: https://central.wordcamp.org/

- WAPUU, WP Mascot, Slides 5: https://torquemag.io/2017/08/wapuu-created-cultural-center-wordpress/

- Slides 10 (Meter) and 66 (Windows) Images from Creative Commons

- Source of all Theme Screenshots, WordPress logos: https://wordpress.com/, or https://wordpress.org

- Slides 8, 9, 14, 26, 35, 36, Various images, Pixabay

- Drone clipart Slides 66 etc (B/W) and Slide 56, 65, etc (Color) and *Clyde* photo (61) from Adobe Stock

- Slide 33, Screenshot Business Card template, Vistaprint

- Annex 1 Screenshots, Wordpress.Com

- Annex 2 Case Study – screenshots and logo from *RestonUSE*, and my thanks to the *RestonUSE* Web Team for permission to share this experience.

ANNEX References

Annex 1: Steps to Start a New Free WP.COM Site

Step 1: Create New WP.COM Account: *Sign In*

Step 2: Choose Kind of Site

Step 3: What is your Site about?

Step 4: Tell your Site's Name

Step 5a: Give your site an Address [Domain]
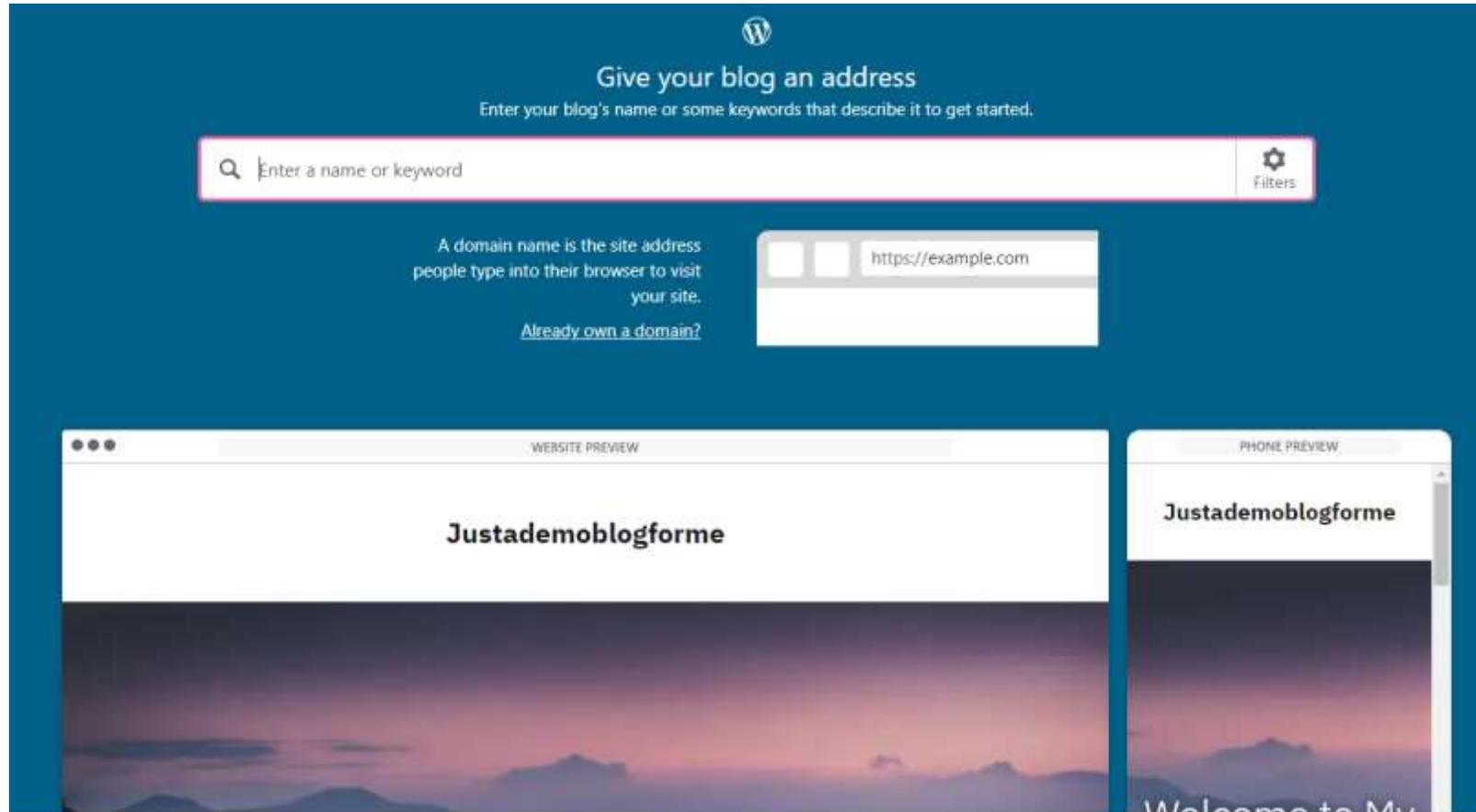
Step 5b: Match Site Name to *Free* Site Domain…then *Select!*

Step 6: Pick a *Free* Plan

Success – *Site Created!*
Do Setup steps: update home page, confirm email, etc. *before* launch

What Your New Blog Looks like...
a skeletal site, with default Theme [Maywood] and starter content

Step 7: *But*...you can't Admin site until your Email confirmation
[see below]

---------- Forwarded message ---------
From: **WordPress.com** <donotreply@wordpress.com>
Date: Sat, Oct 19, 2019 at 2:20 PM
Subject: Activate demoyourstuff
To: <angelavaughan08@gmail.com>

Welcome to WordPress.com. Please click the button below to confirm your email address and activate your account.

Click here to Confirm Now

After you confirm your account, come back and check your inbox for your WordPress.com Welcome Kit email. It includes all the information you need to get started, including a simple 5-step process to get your site launched quickly, and a boatload of free marketing tips to help you drive traffic to your site.

Helpful reminder: At any time, log into your account with your username, **demoyourstuff**, or your email address.

Step 8: Use "Welcome Email" Links to Guide your Site Setup

From: **WordPress.com** <hello@wordpress.com>

Welcome to the WordPress.com family!

Congratulations, your new site, justademoblogforme.wordpress.com, is up and running!

This email has everything you need, including links to several videos and guides, to help you get started.

The resources are 100% free and even include a free bonus. As a special "thank you" for joining WordPress.com, you're going to get access to three marketing courses that are overflowing with many of the most important marketing tips we've discovered over the years (links below).

So hang on to this email and refer back to it often as your site progresses. With all that said, let's get started! …..

✓ *Consult the links*, videos, & online courses in your **WP.COM Welcome reply email**
✓ *Invite Gary as a guest Admin* to help…Create your added Testing site (optional)
✓ *Finally, "Launch" your site* Public when ready – and reset Settings to "Private", "Hidden"

Annex 2: *RestonUSE* WP.COM Website Case Study

USE Organizational Background:

- ***Purpose:*** a community "time-bank" where members exchange hours of service with other members for their services (ranging from rides to the airport to home maintenance).

- ***Activities:*** very active, many lunches, fairs and other events.

- ***Membership:*** about 100 members, mostly retired and living in the Reston, VA area

Technology - *Past and Projected*

- USE had an existing WP.ORG website that was little used and not user-friendly.

- For Member-limited information, USE maintains an hOurworld website that uses Time and Talent software to sign up new Members and exchange Services, as well as a Members-only Facebook page.

- Gary volunteered to help a USE Web Team design and launch a new WP.COM website during January-May 2019.

Old WP.ORG Website *[via "Wayback Machine"]*

USE New WP.COM Website Goals:

- *To attract* new USE Members and better engage existing Members

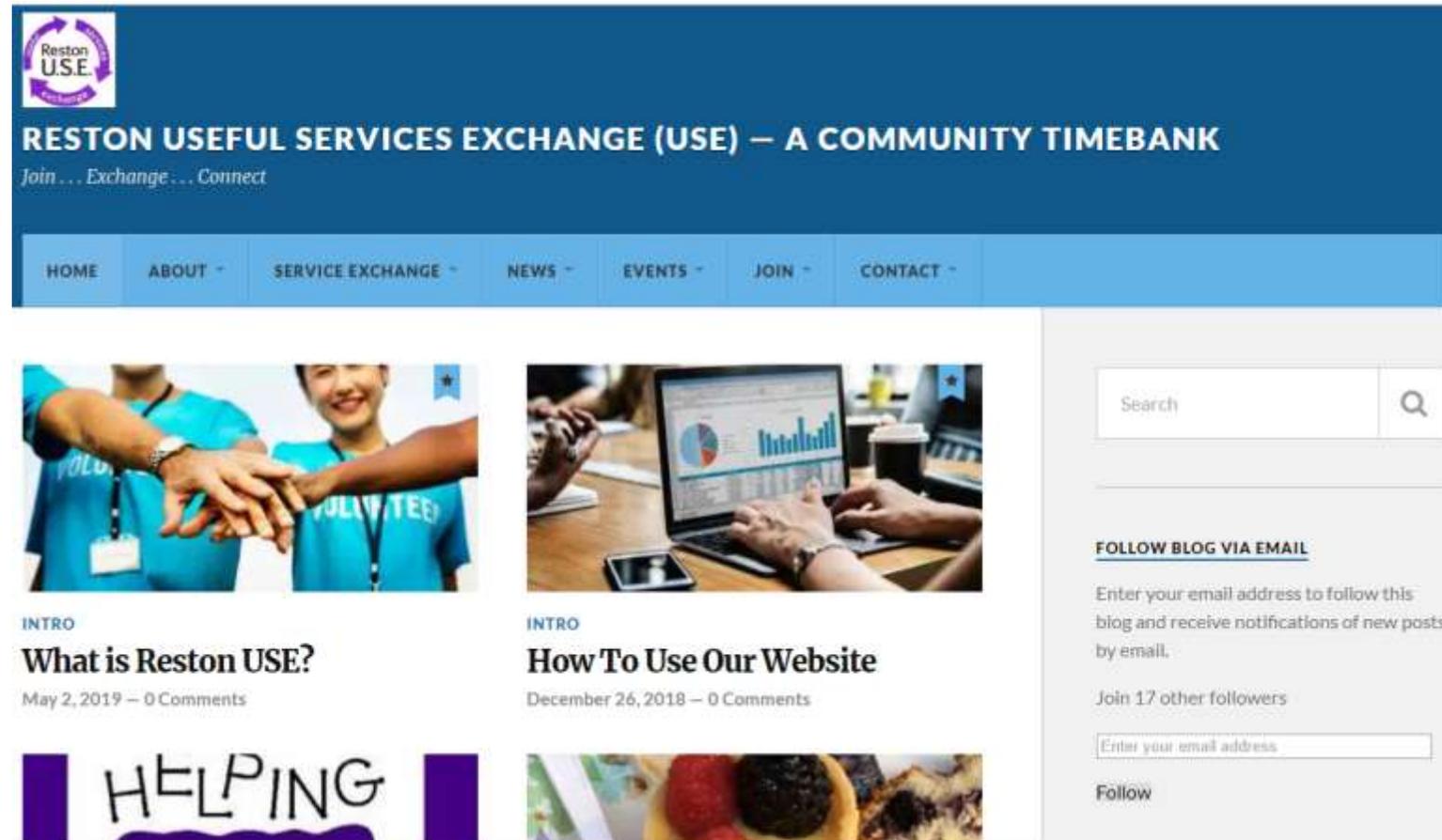- *To leverage* additional resources: Volunteers, Board, partner organizations and local media.

USE Website Project Lessons Learned

- Better clarify USE website requirements up front, involving the USE Board and a full Web Team

- Get USE Web Team, Board and end user feedback and testing on the site throughout the period of site development, rather than "bunched" toward the end.

- Start USE WP Admin training at the outset by creating their own site and early comparison (testing!) of alternative Themes, layouts and content.

- Apply project management software (*Asana*?) to economize on Web Team email and teleconference overload

- Better incorporate social media for a public launch of the website once completed

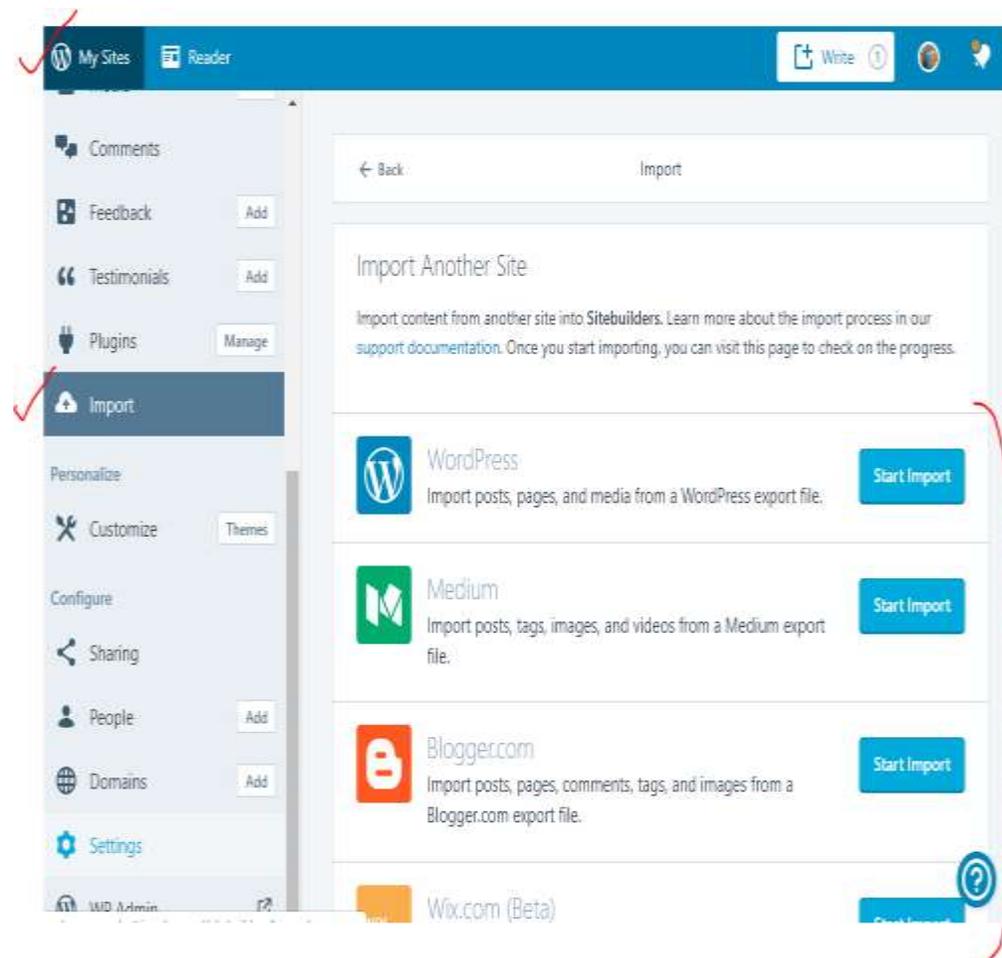# WP.COM Website Result [with free *Rowling* Theme]
https://restonuse.org/
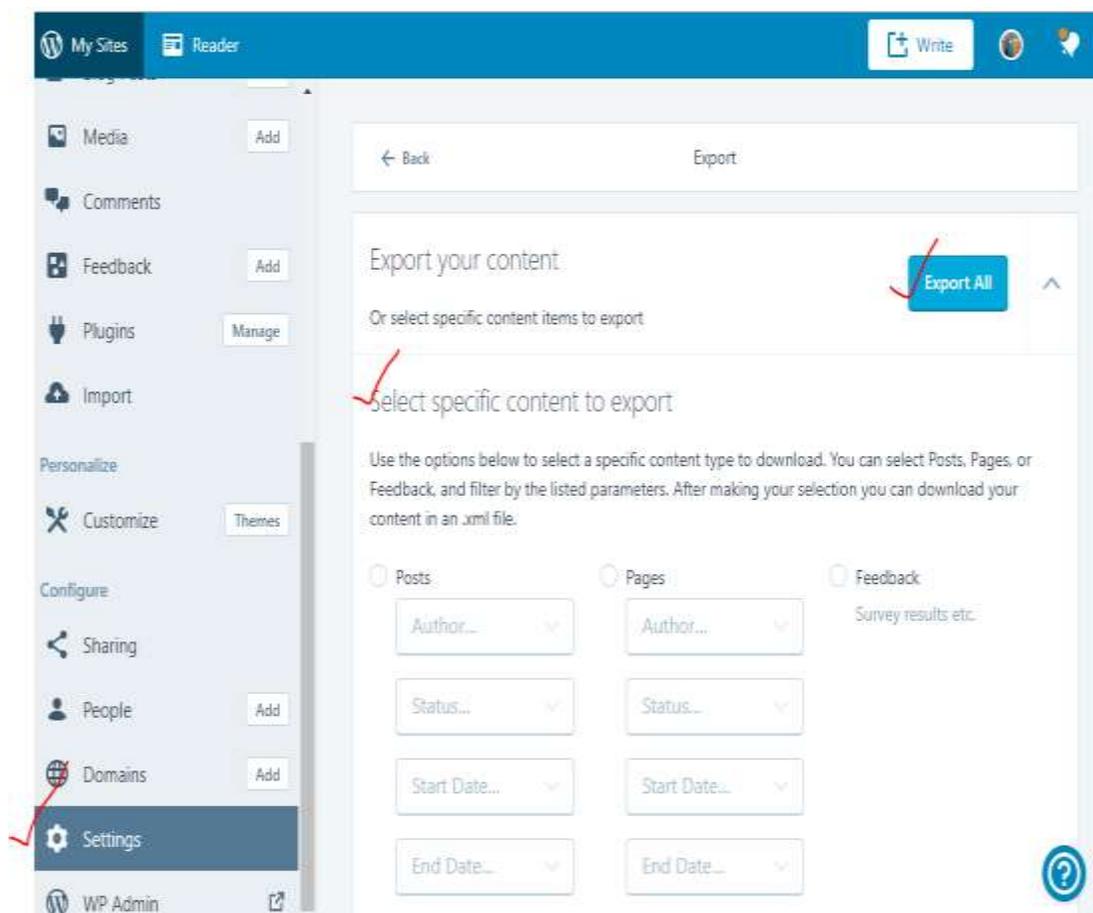
Annex 3: WP Migration Tips

- Need to plan "export" from old site and "import" to new site

- You may need an added migration tool to minimize disruption

- Testing, backups, and redirection of former site are key

- *Easiest to "copy and paste" PC content to brand new WP.COM site*

- Migration Reference Links:
  - General Site Migration Tips (and details re migration to WP.ORG)
  - How to Import Content into WP.COM
  - *Graduating – Moving a site from WP.COM to WP.ORG:* https://www.wpbeginner.com/wp-tutorials/how-to-properly-move-your-blog-from-wordpress-com-to-wordpress-org/

Migrating Content to/from WP.COM

- *"Import" Screen*

- *"Export" Screen*

Annex 4: WORDPRESS.ORG

- [WP.ORG](WP.ORG) (a more advanced WP option)
- *PRO*
  - More flexible, customizable, robust site
  - Wide variety of users, from bloggers to large organizations
  - Open Source, PhP scripting language
- CON
  - More expensive, requires a hosting company on Web
  - Longer learning curve – for IT Developers, Designers, Site Admins
  - Detailed configuration on web host important

If you decide to "graduate" and move up in WordPress complexity...

- **WP.ORG site** more complex than WordPress.Com, needs configuration, and *you* maintain the WP software

- Need a Host – fees vary.

- Can power more modern designs – see [GeneratePress Premium templates](#)

- Host selection criteria: speed, uptime, cost, support, "shared" vs "managed"...very limited support for use of WP software.

WP.ORG Hosting

Many hosts, but a few to consider:

- BlueHost
- DreamHost
- SiteGround
- HostGator

Note: migration from WP.COM to WP.ORG relatively easy with right tools