

Planning a Powerful WordPress Website



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*Failing to plan is
planning to fail.*

Benjamin Franklin

Founding Father of the United States

Presentation Overview

Learning Objectives

Part 1: WordPress 101

Part 2: Examples of a WordPress site

Part 3: Planning Tips and
Going Further!



What is WordPress?

Software used by approx. 30%
of all websites worldwide

WordPress is an efficient content management system (CMS) and offers a flexible framework from which to build a website or a blog.

WordPress is a community of web developers, programmers and content creators.



WordPress is....
What?

Live Example

<https://blogyouwant.com>

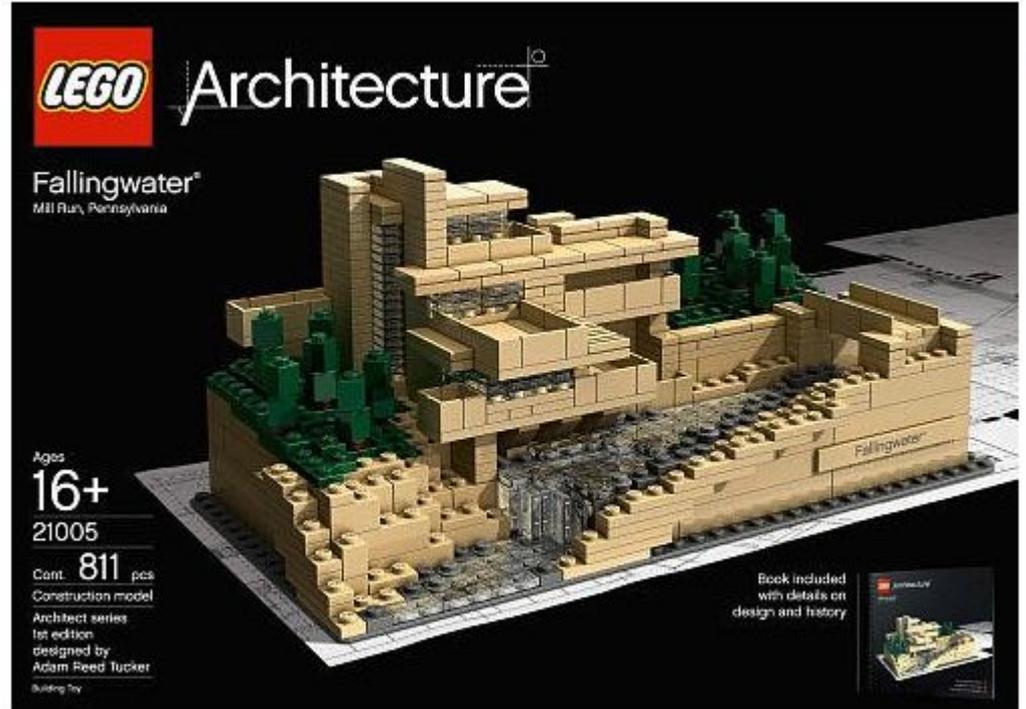
Don't be confused!

WordPress.com vs WordPress



WordPress vs. WordPress

Click to select Blue



Building your own platform with WordPress

A recipe for success.



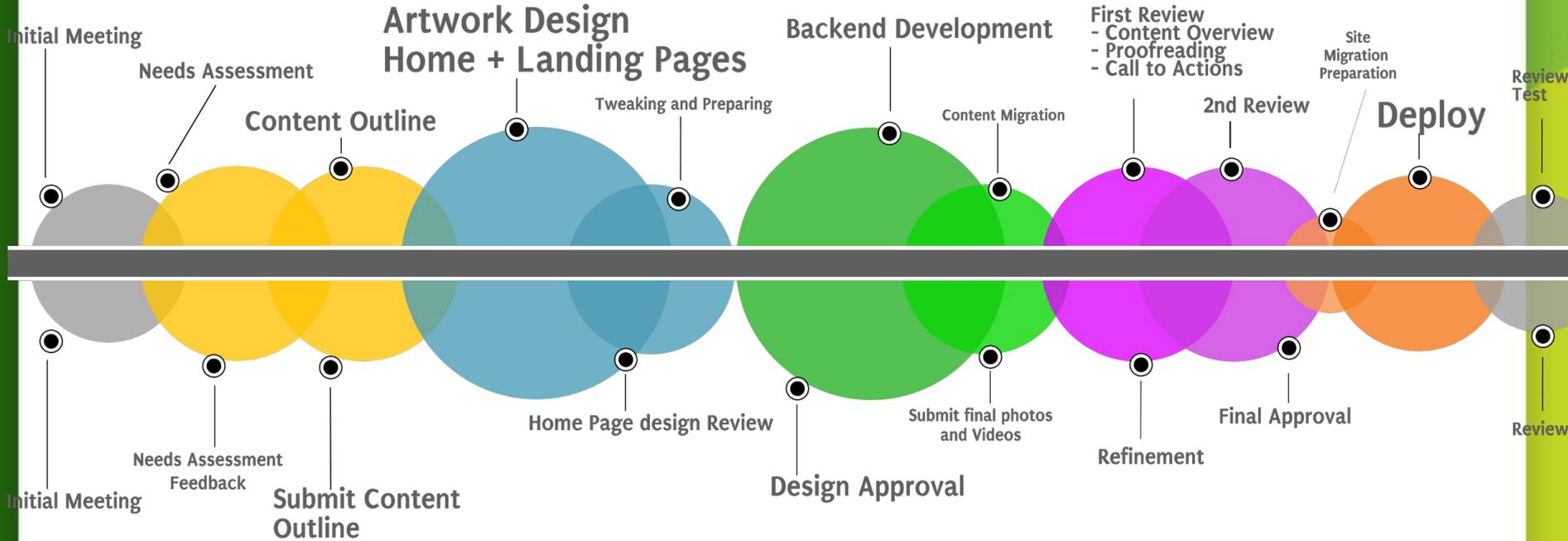
= Growth Platform

How do you plan
that growth platform?

*Begin with the end
in mind...*

Stephen R. Covey

Website Development Process



Content Strategist

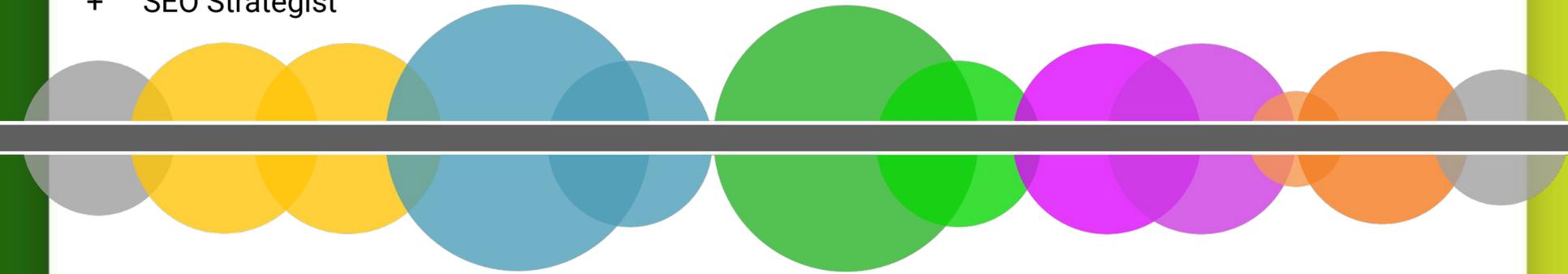
- + Copywriter
- + Project Manager
- + SEO Strategist

Visual/Ux Designer

- + Video Production

Developer/Assembler

- + Programmer



What type of website do I really need?



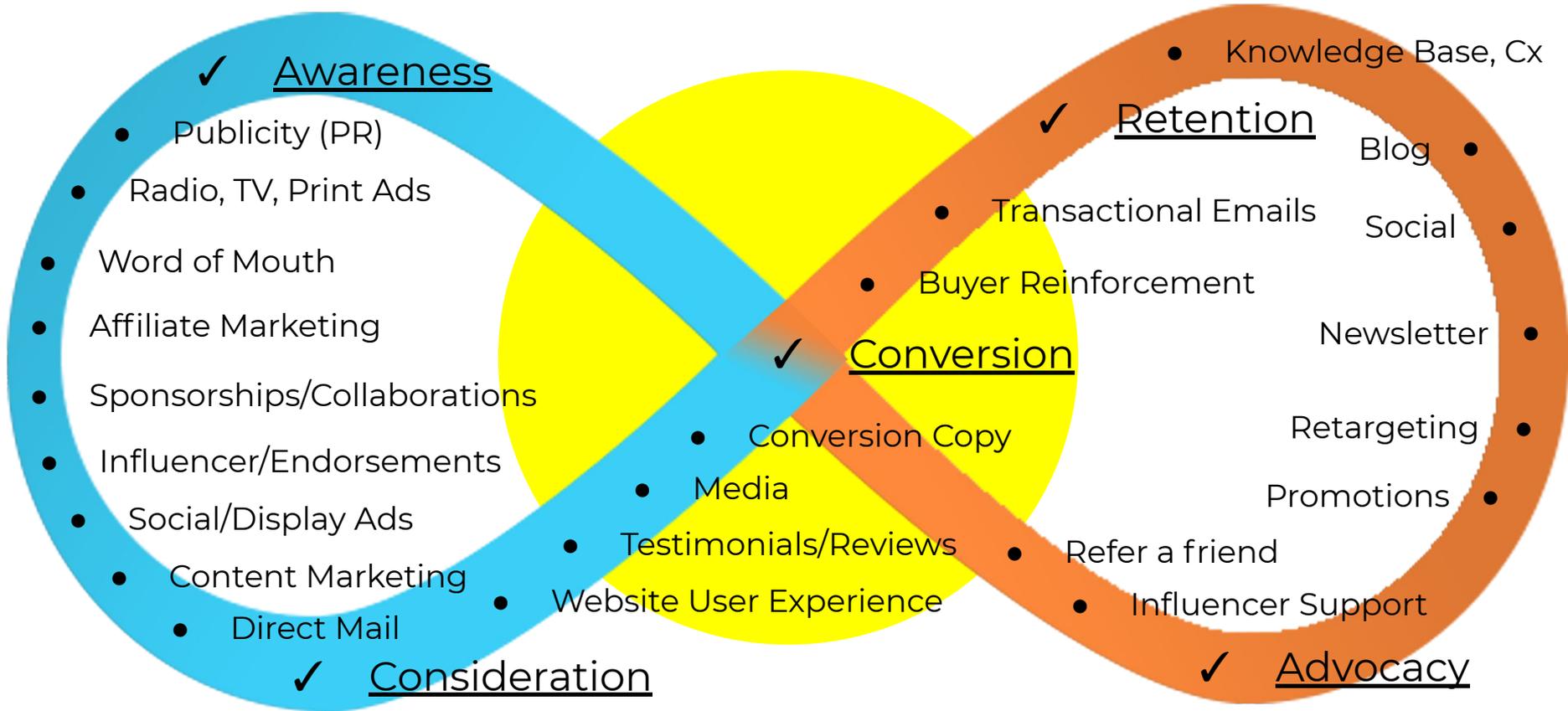
CONTENT
ACADEMY®

First and foremost...

- Who is my target audience?
- What is the key function my website needs to perform?
- When does this website need to launch?
- Where will website visitors find my website?
- How many pages will my site need?

WHAT AM I SELLING AND HOW WILL PEOPLE FIND ME?

Digital Acquisition Cycle



Tips For Planning
Communication is key here!



CONTENT
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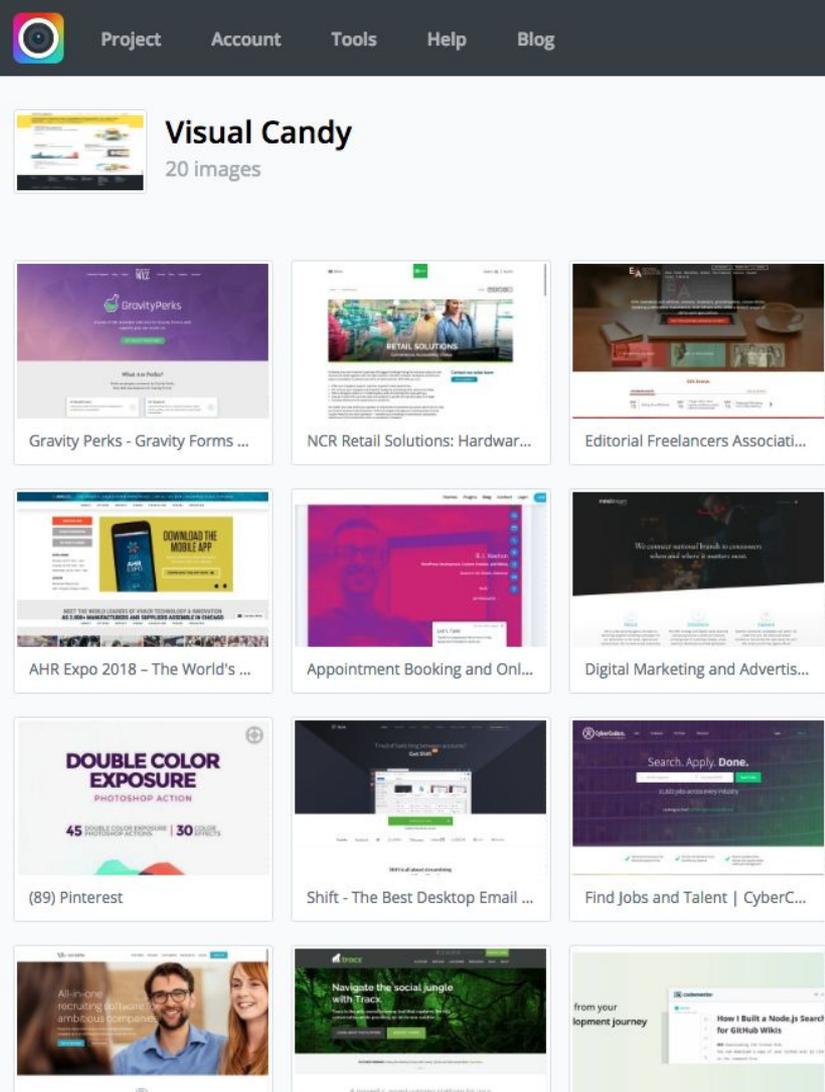
Find Inspiration

Create a “Visual Candy” folder by taking screenshot samples of websites that you like.

- Themes and Templates
- Dribbble and Behance
- Pinterest

Tool Recommendation:

<https://www.awesomescreenshot.com>

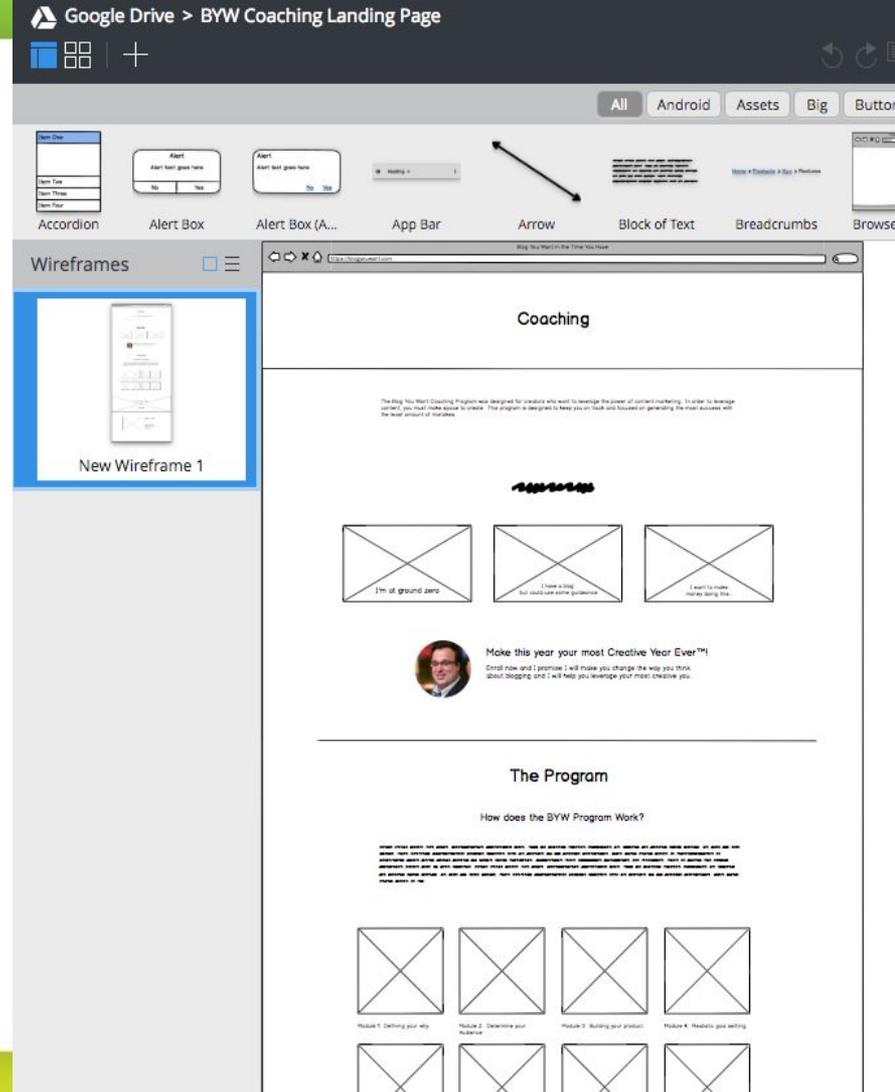


The screenshot shows the Visual Candy website interface. At the top, there is a navigation bar with a logo and links for Project, Account, Tools, Help, and Blog. Below the navigation bar, the main content area displays a grid of website screenshots. The first screenshot is titled "Visual Candy" and shows 20 images. Below it, there are several other screenshots, each with a title and a brief description. The screenshots include:

- Gravity Perks - Gravity Forms ...
- NCR Retail Solutions: Hardwar...
- Editorial Freelancers Associati...
- AHR Expo 2018 - The World's ...
- Appointment Booking and Onl...
- Digital Marketing and Advertis...
- DOUBLE COLOR EXPOSURE PHOTOSHOP ACTION (89) Pinterest
- Shift - The Best Desktop Email ...
- Find Jobs and Talent | CyberC...
- All-in-one recruiting software for ambitious companies
- Navigate the 'social jungle' with Tracx
- from your deployment journey

Prototype

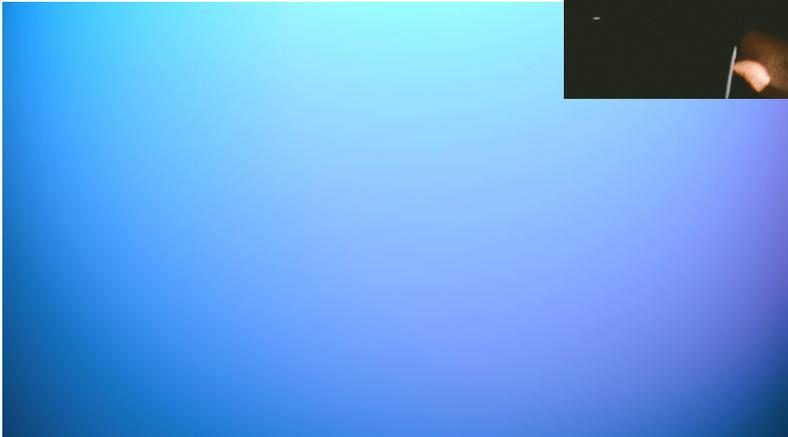
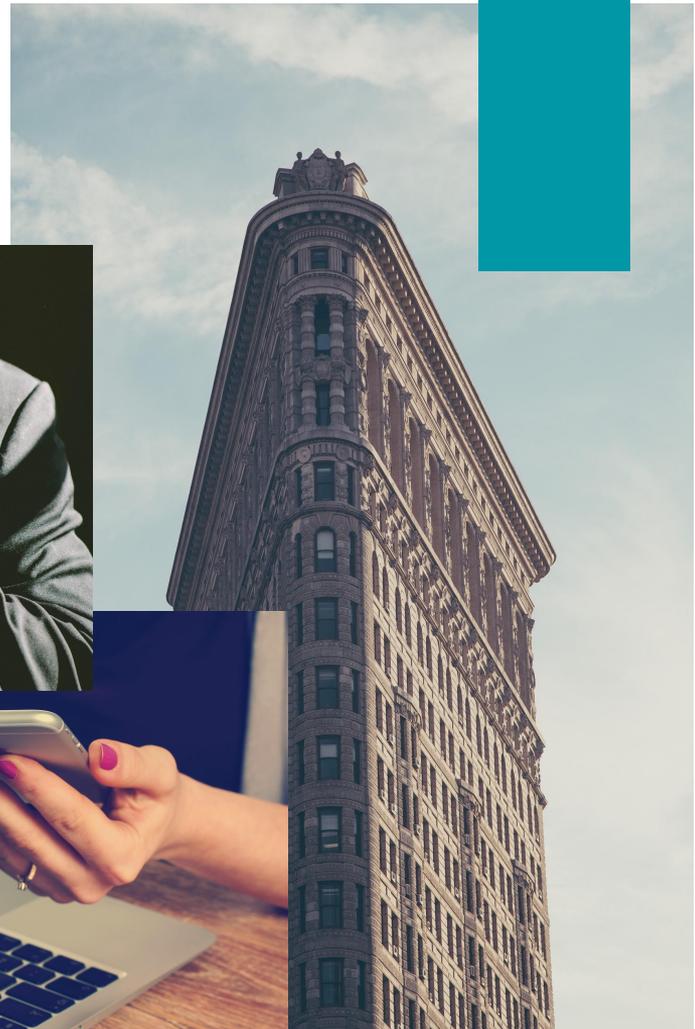
1. Sketch it out! (Activity)
2. Create wireframes or mockup =>
3. Select some photos
4. Identify color swatches
5. Identify fonts selections
6. Identify some icons



Concept Board Example

Headings Font

Paragraph Font



Outline/Request

1. Outline of each page of the site
2. Brief for the overall project

Community Project MVP

DEVELOPMENT BRIEF

STATUS: **Submitted for Proposals**

Author: Scott Winterroth

Core Tasks for MVP project:

- Creation of a custom WordPress Theme from provided visual UI
 - Note: Main content area should be no larger than 933px to smaller screens as appropriate
- Creation of mobile menu based on desktop designs and supplied

Job Description |

Seeking a PHP/javascript programmer for a custom WordPress an internal project that we are building.

We're using WordPress, BuddyPress and would like to hire the right person. WordPress theme that replicates our UI prototypes as submitted with this **do not underbid** this project, please provide us with a project rate that covers development of the prototype specifications contained in this document.

About the hiring/product manager: I have over 10 years of experience with have specific specifications, please review our project brief fully before submitting backend for this initial projects does not have to be perfect but it does need

This request is only for the beginning phase to build a **working** prototype work with someone that could see the entire project through.

Don't overthink it.

Ship your M.V.P.

Going Further

Needs Assessment

Determine what role(s) you are willing to take on and what to hire out?

- Content Strategist
- Copywriter
- Designer
- Programmer
- Builder Assembler
- Project Manager
- Client
- Student



WordPress Intensive



HALF-DAY

WordPress Intensive:

\$199.00 per student
BONUS:
6/months of WP
hosting and domain
+ workbook

Level Up!

DAC Marketing
Mastermind
Community

Questions & Thank You



WORDSPACES™
LAUNCH *your* UNIVERSE

Thank you for participating.

Please send feedback or questions to
scott@contentacademy.com.

Examples of WordPress sites

Live Examples

<https://scottwinterroth.com> (Personal Branding Blog)

<http://blogyouwant.com> (Podcast)

<http://frontandsocial.com> (Agency/Freelance)

<http://contentacademy.com> (Online eCom Business)

<http://thechic.us> (Online Magazine)