

Creating “Awesome” WordPress Websites For Niche Organizations

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* Pronounced NAY-hah

Niche organizations

- Small Businesses
 - Selling a product
 - Providing a service
- Nonprofits
 - Charities
 - Think tanks

Hello, World!

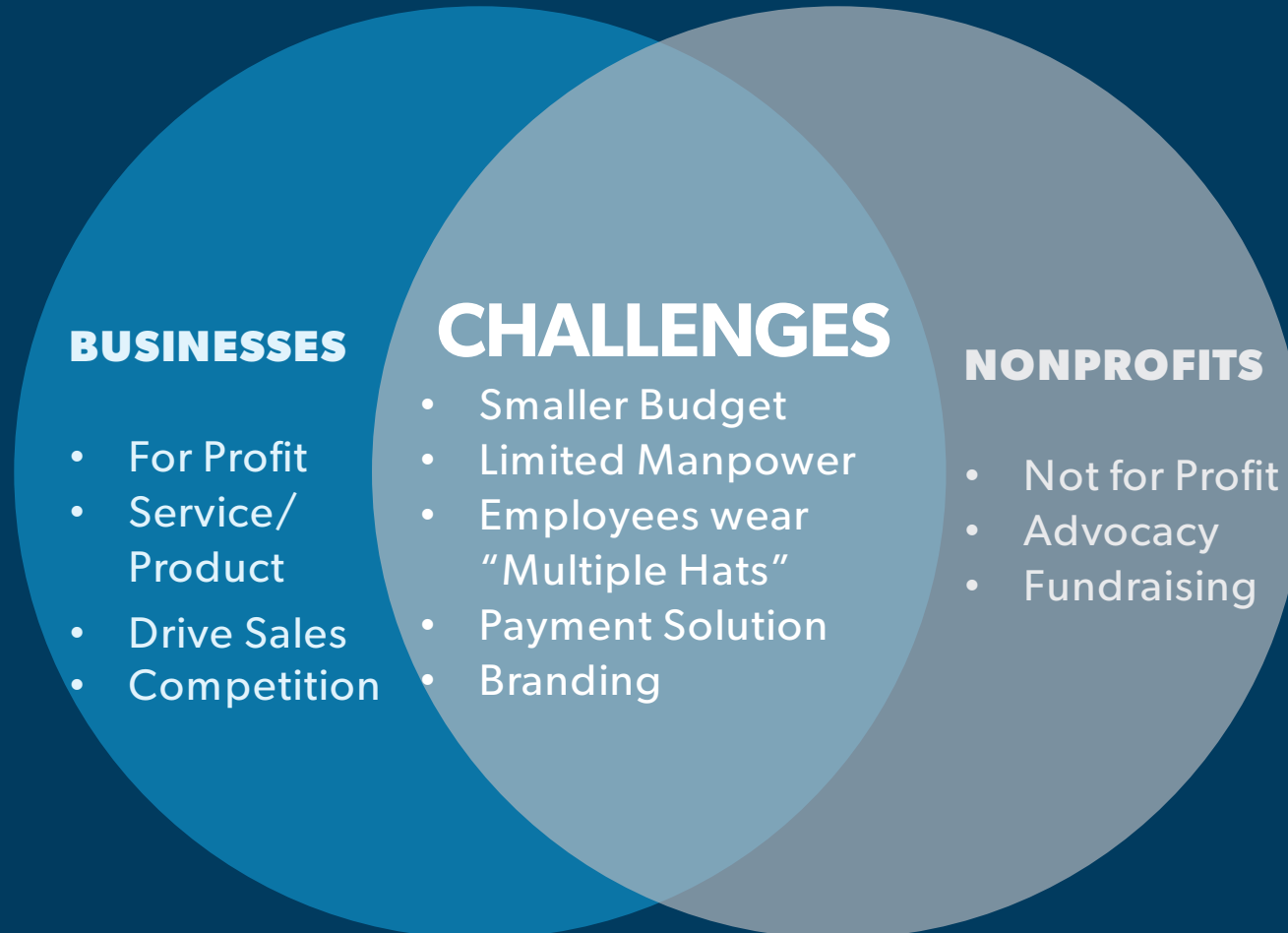


- Have been working for “niche” organizations for the past decade
- Web Developer at American Enterprise Institute
- Key to an awesome website: “TELL THE STORY”

AGENDA

- Unique challenges and needs of a niche organization
- How to address and work with the challenges
- Using WordPress to create a website
- Brief Discussion on WP Advanced Topics

Unique Challenges of “niche” organizations



Overcoming the Challenges

Understanding the goals

- What is most important to your organization?
- What does success look like?
- How will your website help achieve your goals?
- How will you track the success of your website?

Understanding your audience

- What is important to your audience?
- How does your audience access your website?
- How does your audience interact with your website?

Cohesive “Niche” Website Strategy

- Clear and Consistent Branding
- Easy to find information
- Easy to use functionality
- Easy to update and maintain
- Mobile-friendly aka Responsive website
- TELL YOUR “AWESOME” STORY

Why WordPress?

- Fastest growing CMS (~60% of the CMS market share*)
- User-Friendly
- Easy to install and maintain
- Customizable (Themes and Plugins)
- Active WordPress Community
- Trusted by many organizations

* Source: https://w3techs.com/technologies/history_overview/content_management

WordPress Theme Considerations

- Purchase a theme
- Create a custom theme
- Responsive Design
- Branding of the website
- Functionality of the website

Taxonomy

- Categories
 - Broad grouping of content
 - Makes it easy for the user to find content
 - Hierarchical
- Tags
 - Index words
 - Not hierarchical

Post Types

- Post Types
 - Pages
 - Posts
 - Custom Post Types
 - Requires developer skills

Advanced Custom Fields

- Custom data/fields in the CMS
- Multiple input types :
 - WYSIWYG
 - Date Picker
 - Color Picker
 - Object Relationships

Intro to WP-CLI

- Advanced WordPress Management
- Perform functions without logging into WordPress:
 - Install a WordPress website
 - Update WordPress Core
 - Manage Plugins
 - WordPress Backup
- Bulk Operations and Data migration

Keep In Mind

- Website Performance
- Use categories and tags judiciously
- Use plugins that are actively maintained
- Update core and plugins regularly
- Website Security
- Documentation!

YES, you can...build an AWESOME website

- Understanding the goals of your organization
- Understanding your audience
- Create a Cohesive Website strategy
- Tell your "AWESOME" story

HEY GIRL

THAT'S AN AWESOME WEBSITE.

Thank You

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- **Slides:** nehagoyal.co/events