

Current visible components + recommended handoffs.

Public web presence

- WordPress site: bgecko.org (mission, research overview, institute content, coordination, about).
- Shopify storefront: bgecko.myshopify.com (currently password-protected).

Publishing

- Marble Publishing posts (WordPress) link out to OSF/Zenodo for preprints and archives.
- The Garden (GitHub Pages) hosts tools and files for research artifacts.

Feedback & recruiting

- Feedback form and Team Application form are linked from the home page.
- Recommendation: route form submissions into a single triage inbox + tracking sheet.

Analytics

- Instrument: Meta Pixel / analytics tags on key funnels (site -> shop -> checkout).
- Define event names and owners; ensure privacy compliance in policies.

Next integrations (safe defaults)

- Single sign-on where possible; password manager + MFA everywhere.
- Automate backups for WordPress assets and critical docs.
- Create a single 'source of truth' doc for system ownership.