

Current issues with website

Problem definition

- Website is in very rudimentary condition
- New page/posts can only be made with WordPress editor
- Editor has limited functionality
- Limited aesthetic options (basic themes)
- Lacking any statistical reports which can help improve website performance

Need for plugins

- Plugins have powerful editing functions
- Can avoid html and css because built in widgets and templates provide high functionality
- Easy to implement due to low code approach
- Faster to make dynamic websites as different functions are easy to integrate into website
- Can provide meta data and important data about website to improve performance

Types of plugins required

- Front end page builder plugin will help create front end posts/pages
- Specialised resume builder plugin due to the nature of assessment
- Caching plugin to boost the speed of the website loading
- SEO plugin to ensure that website shows up when relevant searches are made in a search engine
- Analytics plugin is required to show details and information about web-traffic. Utilized to improve the website performance such as creating relevant content based on geographical location of most traffic
- Social media integration plugin makes it easier to add LinkedIn profile which also acts as a resume
- Subscription plugin for future if projects and activities are to be sent out using newsletter

Comparison of plugins installed and activated

- Front end page builder
 - Elementor vs Beaver Builder
 - Elementor installed
 - Previous experience using Elementor hence familiarity
 - Highest rated free version front end page builder online
 - Better overall online reviews
 - 28 free templates in Elementor while only 6 modules available on Beaver
- Specialised resume builder
 - Resume Builder vs Resume/CV
 - Resume Builder installed
 - Better aesthetics than Resume/CV which was very basic
 - Easy drag and drop features not in Resume/CV
 - More professional outlook in Resume Builder

*All plugins similarly installed

- Caching
 - WP Rocket vs W3 Total Cache
 - W3 Total Cache installed
 - Previously used W3 Total Cache hence familiar
 - WP rocket is a premium service which charges money whilst W3 total cache is free
 - W3 Total Cache has a Yoast SEO extension hence easier to integrate with Yoast SEO
- SEO
 - Yoast SEO vs All in One SEO Pack
 - Yoast SEO installed
 - Easily integrates with installed caching plugin
 - Experience using Yoast
 - Additional customizable features in All in One not needed for simple resume website
- Analytics
 - MonsterInsights vs ExactMetrics
 - MonsterInsights installed
 - Both use Google Analytics
 - Easier to install MonsterInsights with existing Google Analytics profile
 - Simply add the new website to the Google Analytics for reports in dashboard

Procedures to implement plugin

- Elementor
 - Installed from SEO marketplace using Add New plugin*
 - Used in the blog page for articles
 - Used pre-existing templates and widgets to create a few blog posts
- Resume Builder
 - Add New Resume option selected
 - Relevant information was filled in from actual CV
 - Resume page published
- W3 Total Cache
 - Installed
 - Yoast extension enabled
 - Left to ensure faster loading of website
- Yoast SEO
 - Installed
 - Provides insights on tags and keywords
 - Improved readability of resume
 - Added keywords and tags to show up on searches for consultants
- MonsterInsights
 - Installed
 - Setup and linked to existing google account with Analytics Profile
 - Used stats and reports in dashboard

Expected benefits of plugins

- Elementor
 - Fast implementation of new pages
 - Attractive design for pages with no/minimal code
 - Easier to expand pages due to powerful editing/building capabilities
- Resume Builder
 - Purpose built for resume hence faster
 - Very standard and professional look hence attracts recruiters
 - Easy to get information hence attracts recruiter
- W3 Total Cache
 - Faster loading will ensure that recruiters actually read the content and engage
- Yoast SEO
 - Improving readability and optimizing to show up higher on the search engine likely to get viewed by recruiter as they check only the first few
- MonsterInsights
 - Able to get traffic source and understand user behavior hence able to optimize the site to attract relevant recruiters