

What's the Word on WordPress?

WOMEN IN TECH MEETUP - AUGUST 29, 2018

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WHY WORDPRESS?



SECTION ONE



WHY CHOOSE WORDPRESS?

I. It is by far the most popular open source CMS (Content Management System) ~75 million websites

II. Per year, 100 million new websites are created

© W3Techs.com	usage	change since 1 February 2018	market share	change since 1 February 2018	websites
1. WordPress	30.0%	+0.6%	60.2%	+0.2%	//
2. Joomla	3.1%		6.3%	-0.1%	
3. Drupal	2.2%		4.4%	-0.2%	
4. Magento	1.2%		2.4%	-0.1%	
5. Shopify	1.0%	+0.1%	1.9%		

III. Huge ecosystem

a. Thousands of themes and plugins

b. You can scale up and expand with themes and plugins

IV. For content editors, it is extremely intuitive and easy to use

WHY CHOOSE WORDPRESS?



- V. SEO - Automatically generates title tags and meta descriptions and there are a TON of plugins that help - the most popular and feature-rich is Yoast SEO Plugin
- VI. Mobile and Design Friendly - Easy to add Title and Alt tags to images, fully optimized to work well on multiple devices, browsers and systems - TONS of Themes and design options

.ORG or .COM??!



WHAT TYPES OF SITES USE WORDPRESS?

- I. Blogs like [Techcrunch](#), [After Ellen](#), [The Sartorialist](#)
- II. Startup websites
 - A. Quickly profitable ones: [Kokoon](#), [The Primal Pantry](#), [Litmos Heroes](#), [Candy Kittens](#)
- III. News sites like the [Walt Disney Company](#) & [Chicago Sun Times](#)
- IV. Portfolios like [Katy Perry](#) & [Work by Simon](#)
- V. Forums (top plugins are [bbPress](#) and [BuddyPress](#)) like [Mojo-Themes forums](#)
- VI. eCommerce sites like [Tinkering Monkey](#) (#1 plugin - [Woocommerce](#), then [WP e-commerce](#))

MORE TYPES OF WORDPRESS SITES

- VII. Galleries like [Jess Marks Photography](#)
- VIII. Job Boards like on the [WordPress Jobs](#) site & [WPMU Dev job board](#)
- IX. Q&A sites like the FAQ section on [Lollapalooza](#)
- X. Directory sites like [This is Your Kingdom](#)
- XI. Nonprofits and public service sites like [Greenwich Library](#) & [Houston Zoo](#)
- XII. Media-centric sites like [Variety.com](#) and [Sony Music](#)
- XIII. Totally wild and awesome sites like [We Virtually Are](#) and [da-Ink](#)
- XIV. Agency sites like ours, [Smashing Boxes](#), and [Design the Planet](#)

WHEN SHOULD YOU NOT CHOOSE WP?

- I. **Sensitive projects** that need high security
- II. If blogging and allowing comments, it attracts a lot of spam
- III. If you need or want a LOT of plugins
 - When WP updates, most plugins need updating. They may break when a new WP update is installed
 - Many do not play nicely together
- IV. For very diverse page layouts
 - Most free themes aren't extremely customizable
 - Even really good themes don't easily allow for unique page layouts from page to page
 - Several plugins like [VisualComposer](#) can really help and hopefully the new [Gutenberg](#) editor

BEWARE...



WORDPRESS DEVELOPMENT



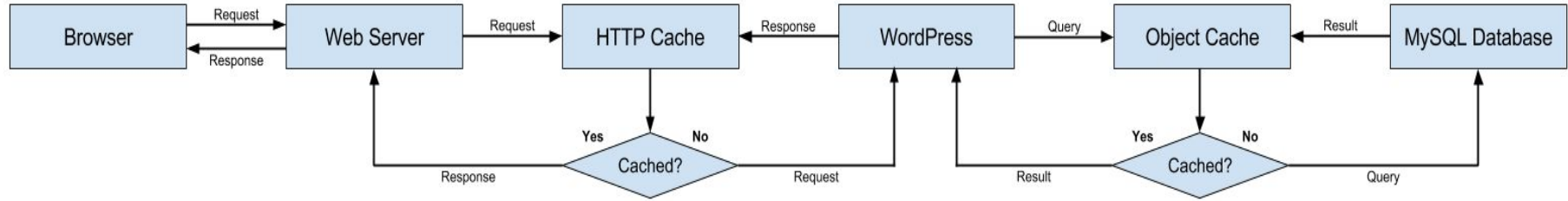
SECTION TWO



WP TECH STACK

- I. Web Server - Apache or Nginx
- II. PHP - runs the WP code (v7+)
- III. Database Layer - usually MySQL (v5.6+)
- IV. Hosted solutions vary, but WP Engine and most others - php, MySQL, Apache/Nginx and AWS, New Relic monitoring
 - a. [Bluehost](#)
 - b. [HostGator](#)
 - c. [SiteGround](#)

WP TECH STACK



- I. The request-response cycle between browser and WP
- II. WordPress (script that the PHP runtime executes)
- III. The query-result cycle between WP and MySQL

BENEFITS OF HOSTING ON



- I. Security - They handle backups, server monitoring, upgrades and every security update
- II. Each site has development, staging and production environments - migrating between environments with a click of a button
- III. Many integrations - New Relic, Google Cloud Platform, AWS
- IV. Better performance with object and CDN caching

WORDPRESS AND DESIGN



SECTION THREE



UX and UI

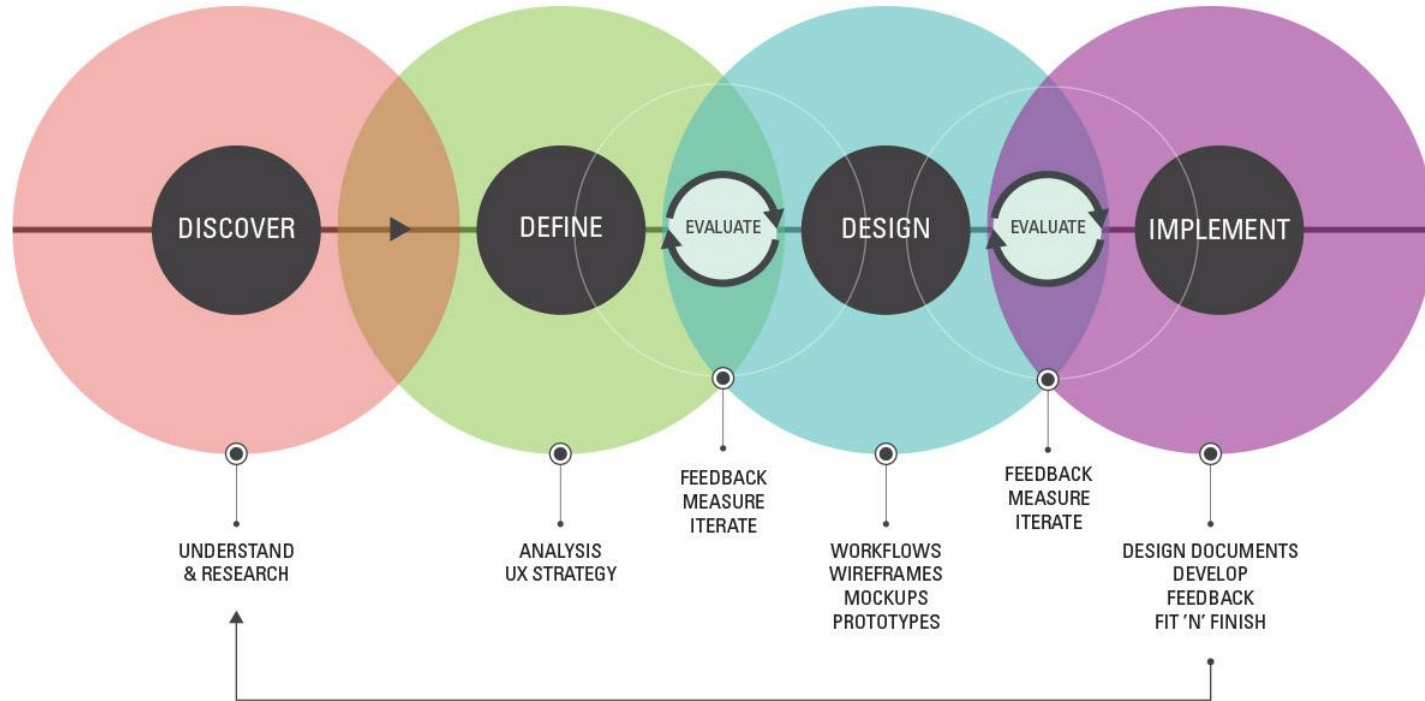
- I. Not the same but they're two sides on the same coin.
- II. UI is how the user and a computer **interact** with the devices. Comprised of elements like buttons, typography, and color schemes.
- III. UX is about the end-user interaction and **emotional outcome** using your product and services.

WHY UX MATTERS IN WP

- I. Because your audience matters!
- II. Benefits over features.
- III. There is no such thing as one size fits all in UX.
- IV. Experience, not just site and components.

UX FLOW

Image: VladcDesign



WHY UI MATTERS IN WP

- I. Visually communicate what UX designer has laid out.
- II. People can navigate the site without distractions.
- III. Clean, consistent, and responsive brand.
- IV. Can have several different themes with the same content and the same functionality. (csszengarden.com)

RESPONSIVE DESIGN

- I. Creates a pleasing experience, no matter what device you are using.
- II. Purpose is to unify the experience for ALL users, through accessibility and usability standards.
- III. **61%** of users say they are unlikely to revisit a site they had trouble accessing and **40%** go to a competitor's page instead. -Google
- IV. Impact of SEO: Separate sites—never again!



RESPONSIVE DEEPER DIVE

“The practice consists of a mix of flexible grids and layouts, images and an intelligent use of CSS media queries. As the user switches from their laptop to iPad, the website should automatically switch to accommodate for resolution, image size and scripting abilities.”

- Smashing Magazine on Responsive Design

RESPONSIVE BENEFITS

According to Google, responsive websites offer a ton of benefits, including the pared-down list below:

- Makes it easier for users to share and link to your content with a single URL.
- Helps Google's algorithms accurately assign indexing properties to the page rather than needing to signal the existence of corresponding desktop/mobile pages.
- Requires less engineering time to maintain multiple pages for the same content.
- Reduces the possibility of the common mistakes that affect mobile sites.
- Requires no redirection for users to have a device-optimized view, which reduces load time.
- Saves resources when Googlebot crawls your site.





THE AVERAGE ATTENTION
SPAN OF A HUMAN IN
2000



THE AVERAGE ATTENTION
SPAN OF A HUMAN IN
2013



THE AVERAGE ATTENTION
SPAN OF A
GOLDFISH

CONTENT FOCUSED DESIGN

- I. We're just a big bowl of goldfish.
- II. Content needs to support user tasks.
- III. Content needs to keep it real.
- IV. Can be subjective, which is why you test.

WORDPRESS CUSTOMIZATION



SECTION FOUR



IMPORTANCE OF A THEME

- I. According to [WPOnlineSupport](#), **38%** of people stop engaging with a site if the content/layout is unattractive.
- II. Content is clear, concise, and SEO friendly.
- III. Code is clean (but check reviews).
- IV. Powerful imagery and stylization.
- V. Social Media support.

Theme Directory

Commercial Themes Upload Your Theme

15

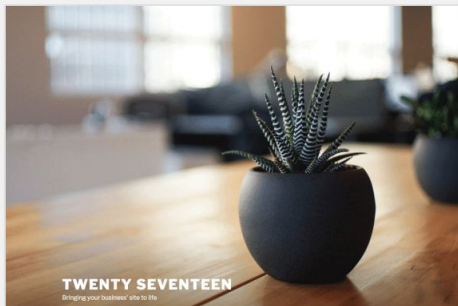
Featured

Popular

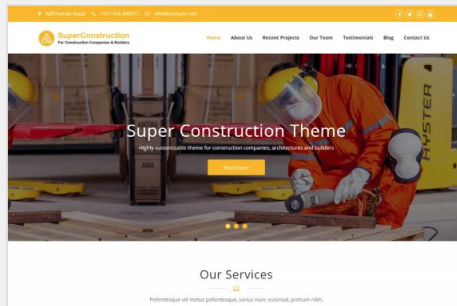
Latest

Feature Filter

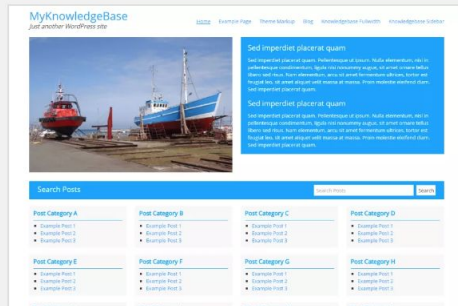
Search themes...



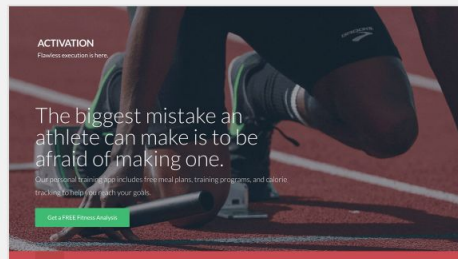
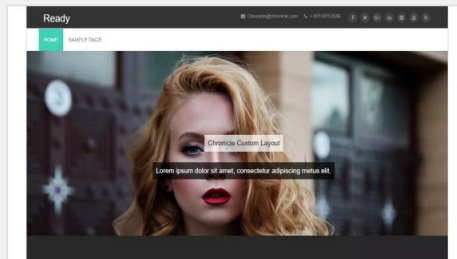
Twenty Seventeen



Super Construction



MyKnowledgeBase



STARTING FROM SCRATCH

- I. From scratch isn't always a productive use of time and can be costly.
- II. More traditional process (content, user flows, visual design, coding).
- III. Design is catered to the client.
- IV. Advanced development knowledge gives you full control over the function and design elements.

CUSTOM THEME

- I. Still needs development/design sensibility work.
- II. Sometimes it is hard to override code, and has its limits.
- III. Can modify the look without the hassle of underlying software.
- IV. Most themes are affordable, and some are free!

PAGE BUILDING & UI PLUGINS

- I. [Visual Composer](#) - Page Building
- II. [Elementor Page Builder](#)
- III. [Modula Image Gallery](#) - Image Gallery
- IV. [The Events Calendar](#) - Calendar
- V. [Page Builder](#) - Another Page Builder
- VI. [Everest Forms](#) - Form Builder



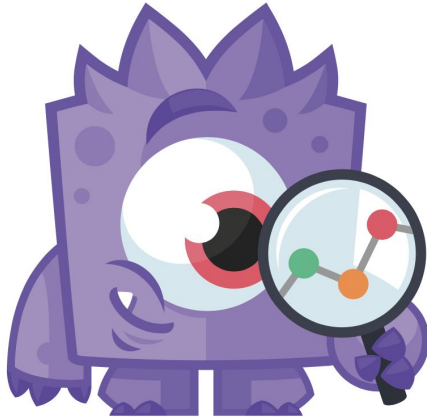
PERFORMANCE & UTILITIES

- I. [Speed Booster Pack](#) - Improve Site Score
- II. [Duplicator](#) - Migrations and Backups
- III. [All-in-One WP Migration](#)
- IV. [Wordfence Security](#) - Firewall and Malware Scan
- V. [JetPack](#) - Design, Marketing, Security



ANALYTICS AND SEO PLUGINS

- I. [Yoast SEO](#) - All in one SEO - #1 SEO Plugin
- II. [GADWP](#) - Analytics Dashboard
- III. [Google Analytics for WP](#) by MonsterInsights

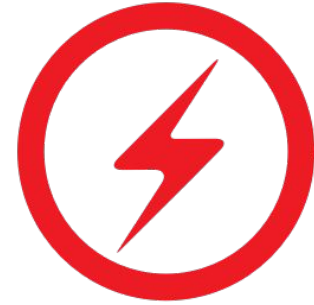


Monster**Insights**



MOBILE ENHANCING

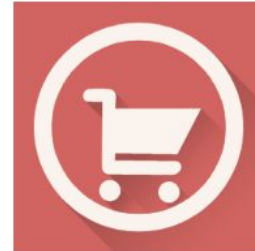
- I. [AMP for WP](#) - Accelerated Mobile Pages
- II. [Super Progressive Web App](#) - Instant PWAs



ECOMMERCE PLUGINS



Easy Digital
Downloads



WP eCommerce

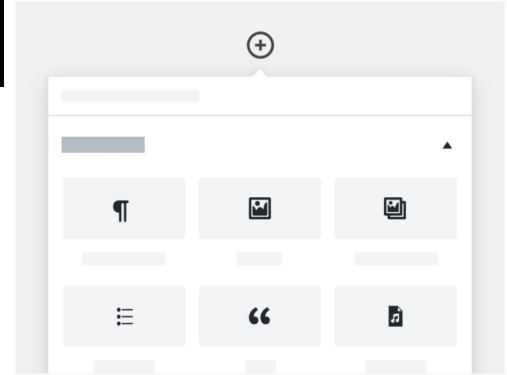
BUT WAIT...
THERE'S MORE



SECTION FIVE



WHAT'S NEXT > WORDPRESS 5.0



- I. New Gutenberg Editor (available as plugin, now, but will be released in next WP 5.0)
- II. Improvements to the [WordPress Rest API](#)
- III. [Read more...](#)

UX DESIGN RESOURCES

- I. [A List Apart](#)
- II. [Nielsen Norman Group](#)
- III. [Boxes & Arrows](#)
- IV. [Smashing Magazine](#)
- V. [Usabilla](#)
- VI. [UX Booth](#)
- VII. [UX Magazine](#)
- VIII. [UX Movement](#)
- IX. [UX Pin](#)
- X. [Invision Blog](#)

Local:

Triangle UXPA (triuxpa.org)

Training:

Nielsen Norman Certifications

(www.nngroup.com/ux-certification)

WP DEVELOPMENT RESOURCES

- I. [WP Engineer](#)
- II. [WP Shout](#)
- III. [Kinsta](#) (WP Hosting, too)
- IV. [Smashing Magazine](#)
- V. [WP Tavern](#)
- VI. [WP Explorer](#)
- VII. [WP Hub](#)
- VIII. Medium (TONS of WP articles, but in particular -
['Why WP is the Is The BEST Platform To Build Your Business or Startup Website On'](#))



THANK YOU!

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