What are some practical considerations when building a website for a client?

(possible common concerns or requests)

What are some practical considerations when building a website for a client?

—the budget

—access and flexibility to make updates or changes

—aesthetically aligning with brand standards

—user experience

—reliability and longevity

—data collection or customer interaction

—access to analytics

Opportunities & constraints of a graphic designer working with WordPress

Opportunities

WordPress is free

(in more than one way)

WordPress is free

—zero dollars

—an easy sell to clients

—free to play with, learn and explore

—open source

—publicly available to anyone

—many contributors, constant progress

WordPress is easy

(relatively speaking)

WordPress is easy

—dashboard interface is straightforward

—a great next step after learning HTML and CSS

—be productive almost immediately

—ease in and keep learning as you go

—plugins can help you with some hard stuff

WordPress is popular
(and has existed forever)

WordPress was created in 2003, which is basically a millennium ago in web terms.

(it predates Facebook by nearly a year)

With more than 60 million websites, WordPress is the most popular website management or blogging platform in the world
(Canada's population is 36 million for perspective)

WordPress powers over 27% of all websites

(no other CMS even comes close)

WordPress is popular

—household name

—has stood the test of time

—huge online community and local meetups

—countless resources

—widespread industry use

—looks wonderful on a résumé

WordPress is current
(keep it fresh)

WordPress is current

—up to date technology powering it
—leverage modern browser capabilities via plugins
—easily update versions of software and plugins
—you'll look brilliant without getting your hands dirty
—ensure longevity of the core site

WordPress is flexible

(make it what you want it to be)

WordPress is flexible

—give users access to what they need

—if you don't like a theme you can change it, or create your own

—customize the front end or the back end

—blogs, ecommerce stores, portfolios, marketing campaigns, etc.

Constraints

WordPress can be slow
(well, not exactly)

WordPress can be slow

—lost traffic or poor search engine performance
—plugins can cause bloat
—too many assets, too many server requests
—massive media files causing latency

WordPress can be vulnerable

(if you're not careful)

WordPress can be vulnerable

—hackers!
—plugins can be written by anyone, this isn't always a good thing
—updates introduce new security features, but you need to run updates
—scary territory for a designer

WordPress can break

(or just give you a good scare)

WordPress can break

—sometimes things break
—updating software and plugin versions can introduce issues
—can result in downtime or data loss
—backups or a staging environment

WordPress uses PHP

(do those question marks symbolize my confusion?)

```php
get_header(); ?>

    <div id="primary" class="content-area">
        <main id="main" class="site-main" role="main">

        <?php
        if ( have_posts() ) : ?>

            <header class="page-header">
                <?php
                    the_archive_title( '<h1 class="page-title">', '</h1>' );
                    the_archive_description( '<div class="archive-description">', '</div>' );
                ?>
            </header><!-- .page-header -->

            <?php
            /* Start the Loop */
            while ( have_posts() ) : the_post();

                /*
                 * Include the Post-Format-specific template for the content.
                 * If you want to override this in a child theme, then include a file
                 * called content-___.php (where ___ is the Post Format name) and that will be used instead.
                 */
                get_template_part( 'template-parts/content', get_post_format() );

            endwhile;

            the_posts_navigation();

        else :

            get_template_part( 'template-parts/content', 'none' );

        endif; ?>

        </main><!-- #main -->
    </div><!-- #primary -->

<?php
get_sidebar();
get_footer();
```

WordPress uses PHP

—new and confusing
—not as forgiving as HTML and CSS
—learning curve
—a new way of thinking

What does it all mean?

—WordPress is a great CMS, especially if you have some front end skills

—user friendly, even designers can do it

—more resources and support than you'll probably ever need

—big ecosystem of plugins and tools, all the design flexibility you'll need

—many problems can be avoided

—a huge community that can help you on your journey