

# Managing Your WordPress Website Content



# What will we cover today?

- Gain a fuller understanding of basic WordPress content management
- Understand the nuances of using Categories and Tags
- Discover "best in class" plugins for key site functions
- Learn to evaluate, prioritize, and make best use of resources

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# What level is today's material?

WordPress for  
Beginners

- wpbeginners.com

WordPress 201:  
Content  
Management

Custom  
WP App  
Integration

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# How will we address this topic?

- Work along – show vs. tell
- Play around in your own site, ideally
- Plugin recommendations
- Crowd-sourced 'Skip' button

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# Here's our order today:

- Background (optional)
  - a (brief) history of Content Management, websites today
- CM, the WordPress way
  - **Good Bones** - content and site basics
    - content types, pages vs. posts, categories and tags; solid themes; how to evaluate “building blocks”;  
site and server security in brief
  - **Inviting / engaging**
    - menuing, sliders, embedding video;  
widgets; outside feeds; events; commerce
  - **Findability** ( pre-SEO )
    - SEO-friendly structure, tools; sharing

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# Content Is King, but ...



## Content Management Is Queen!

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# Content Management

- **Circa 1995 ...**
  - Content map lived outside the server
  - Content changes implemented by humans
  - Repetitive, labor-intensive, error-prone

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# Content Management

- **Circa 2005 ...**

- Rise of proprietary content management systems
- Integration with databases
- Greatly reduced repetitive human effort and human error
- BUT: licensing fees, slow development, 'hostage content'

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# Content Management

- **Circa 2014 ...** the Open Source revolution
  - Your content truly yours ... runs anywhere
  - Crowd-sourced evolution
  - Communitarian culture

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# Content Management

- What are the best practices for small business, in light of shifts in CM over time?
  - Most manageable
  - Least effort
  - Most sustainable, long-term

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# Websites today ...

- Easier to build than ever, more options than ever ...
- David vs. Goliath
- BUT ... David vs. David becomes the real issue
- Nimbleness WITH focus wins

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# It's like building a house.

- **Good Bones** - thoughtfully laid-out rooms ...
  - Content types
    - PRETTY permalinks, and why they matter
  - Pages vs. posts
  - Home page vs. 'front page'
  - Single view vs. archives
  - Categories and tags

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# It's like building a house.

- **Good Bones** - thoughtfully laid-out rooms ...
- ... atop a solid foundation
  - Clean responsive theme (customize with child-theme)
    - **THEME:** Vantage
  - Best-of-class themes and plugins
    - Frequently updated
    - Widely deployed
    - Favorably reviewed
    - Well-supported

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# It's like building a house.

- **Good Bones** - thoughtfully laid-out rooms ...
- ... atop a solid foundation
- ... a quick word about **Good Locks**
  - WordPress.org site hardening white paper
    - [http://codex.wordpress.org/Hardening\\_WordPress](http://codex.wordpress.org/Hardening_WordPress)
  - **PLUGIN: iThemes Security**

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# It's like building a house.

- **Good Bones**
- **Inviting** – engage with core content ...
  - Clear menu organization
  - Sliders and/or hero images
    - **PLUGIN: Meta Slider**
  - Embed videos
  - Leverage the power of widgets

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# It's like building a house.

- **Good Bones**
- **Inviting** – engage with core content ...
- then choose extra features to deepen connection
  - Outside feeds (FaceBook, Twitter, other)
  - Email list signup
  - Contact forms
  - Events
  - Commerce
  - Other...?

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# It's like building a house.

- **Good Bones**
- **Inviting** – engage with core content ...
- then choose extra features to deepen connection
  - **PLUGINS:**
    - Benchmark / MailChimp / Constant Contact / AWeber
    - Jetpack for simple forms
    - Gravity Forms for detailed intake
    - Events Manager / EM Pro
    - Woo Commerce

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# It's like building a house.

- **Good Bones**
- **Inviting**
- **Findable**
  - Build strategically, augment thoughtfully
  - Make your site as search-engine friendly as possible
  - Make it simple for visitors to share your content in their circles

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# It's like building a house.

- Good Bones
- Inviting
- Findable
  - **PLUGINS:**
    - Google Analyticator
    - Yoast SEO
    - All in One Schema.org Rich Snippets
    - Google Maps Widget
    - JetPack or AddThis

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# Plugin Recommendations

- Structural
  - THEME: Vantage / Vantage Pro
  - iThemes Security
- Engagement
  - Email subscribe  
(Benchmark / MailChimp /  
Constant Contact / AWeber)
  - JetPack for simple forms, Gravity  
Forms for more complex
  - Events Manager (Pro)
  - Woo Commerce
- SEO support
  - Google Analyticator
  - Yoast SEO
  - All in One Schema.org Rich  
Snippets
  - Google Maps Widget
  - Jetpack or AddThis

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# Questions?

- I'd love to connect with you!
  - Email: Benjamin@media-schmedia.com
  - Our managed WordPress websites service:  
<http://mightylittlewebsites.com>
  - Facebook: Follow mightylittlewebsites



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# Thank You.

*(Now go get to work!)*

Please take a moment to complete  
your workshop survey in your eventmobi app

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