IT’S A LOT LIKE BUILDING A HOUSE

Presented by
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MINDSHARE STUDIOS
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HI

✔ My name is Adam
✔ Born in Albuquerque
✔ Married with an 8-month old boy
✔ Work for Mindshare Studios in Santa Fe
✔ Worked locally as in-house designer for international chemicals company, for K2MD, and other ad agencies
✔ Been using WP to build sites for over 6 years
LET’S GET PERSONAL

✔ Use WordPress?
✔ Personal use?
✔ Design websites?
✔ Develop / code websites using WordPress for businesses/organizations?
✔ Business / Organization with a WordPress site?
WordPress is an intuitive, flexible website content management tool.

BUT

Many websites that use WordPress aren't useful
Would you start building a house without a set of plans?
HOW DO YOU BUILD A WEBSITE?
STEP ONE

Define the purpose
Define the audience
STEP THREE

Define the brand
Discover the information
STEP FOUR

✔ Based on: Purpose
✔ Based on: Audience
✔ Based on: Brand
Organize the pages
Organizational Chart
Outline Format
Based on: Purpose
Based on: Audience
Based on: Brand
Step Six

Build the site
STEP SIX

- Hosting
- Developer / Designer
- WordPress
- Plugins
ANY QUESTIONS?

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