

Boston WordPress Meetup

April 26, 2010

How to Setup a Web Site as Opposed to a Blog in WordPress

Most of the information listed below does *not* pertain to the topic. Rather they are links that I have found useful in the three years I have been using WordPress. Thus, almost all of the information below will not be discussed in the presentation. A lot of it is information I have learned from previous Boston WordPress meetups and the Cambridge SEO meetups. See Section 16 if you would like an electronic copy of this handout.

1 Moderator

- James Mitchell
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2 Boston WordPress Meetup

- Meets most months
Last Monday of the month
Microsoft New England Research and Development Center (“NERD”)
- James Coletti
(Founder and co-organizer of Boston WordPress meetup)
mobile: (860) 367-8484
jcoletti@gmail.com
<http://jamescoletti.com>
- Kurt Eng
(Co-organizer of Boston WordPress meetup)
kurteng@gmail.com
<http://kurteng.com>

3 WordPress 3.0

- http://codex.wordpress.org/Version_3.0

4 Boston WordCamp

- These are one day expositions at which dozens of seminars are given, all dealing with some aspect of WordPress. Typically there are several tracks, such as beginner, design, PHP developer, etc.
- The first Boston WordCamp was held in January 2010. It was fantastic. Tickets were \$40.
- The one in January 2010 sold out quickly, and there were a few hundred people who wanted to purchase a ticket but could not. Thus, we recommend that you register now to let them know you are interested in the next one, and they will notify you when tickets are for sale for the 2011 WordCamp.
- <http://wordcampboston.com>
- For questions about Boston WordCamp, Kurt Eng is one of the organizers. Or you can contact
Amanda Blum
(602) 487-2457
amanda@howlingzoe.com
- You can find out about other WordCamps in other cities at <http://central.wordcamp.org/>

5 Thesis Theme

- <http://diythemes.com/thesis>
- Showcase of particularly good Web sites that use Thesis
<http://diythemes.com/thesis/showcase/>

6 Google Analytics

- As soon as you set up a Web site, WordPress-based or not, you should setup a Google Analytics (“GA”) account and then install GA on your Web site. Even if it will be one year from now before you start looking at the data GA generates, it will mean that GA has had a year to collect data. GA is free.
- www.google.com/analytics

- Advanced Web Metrics with Google Analytics, 2nd edition
www.amazon.com/gp/product/0470562315/ref=pd_lpo_k2_dp_sr_1?pf_rd_p=486539851&pf_rd_s=lpo-top-stripe-1&pf_rd_t=201&pf_rd_i=0470053852&pf_rd_m=ATVPDKIKX0DER&pf_rd_r=0F092ACME91SR5DBF9PR

7 Web Sites Covering WordPress

- Joost de Valk
<http://yoast.com>
- Lorelle on WordPress
<http://lorelle.wordpress.com>

8 Pages vs. Posts in WordPress

- An essay written by James Coletti and James Mitchell. It is probably the most comprehensive discussion of when to use a page or a post in WordPress.
- www.jmitchell.me/essays/wordpress-pages-versus-posts

9 Favorite Plugins

- After the Deadline
- All-in-One SEO Pack
- AuditTrail
- Google (XML) Sitemaps Generator for WordPress
- Robots Meta
- SEO WordPress Plugin
- ShareThis
- Ultimate Google Analytics

10 Books on Web Design and Usability

- Designing the Obvious by Robert Hoekman, Jr.
- Don't Make Me Think (Second Edition) by Steve Krug

11 Books on SEO

- SEO Book by Aaron Wall
You used to be able to buy it as an ebook for \$80, but now I think you have

to sign up for the course and pay \$300 a month. (Ouch!) If you write to James Mitchell, he will send you a pdf of the book.

- SEO Warrior by John I. Jerkovic
- The Art of SEO by Eric Enge

12 Cambridge SEO Meetup

- This is a meetup that deals with search engine optimization. I highly recommend it.
<http://www.meetup.com/BostonSEO/>

13 Books on Conversion

- Waiting for Your Cat to Bark?
- Neuro Web Design: What Makes Them Click?
- Submit Now: Designing Persuasive Web Sites by Andrew Clark
- Web Design for ROI by Lance Loveday
- Call to Action by Bryan and Jeffrey Eisenberg
- Landing Page Optimization by Tim Ash
- Website Optimization by Andrew B. King

14 Some Useful Links

- Some useful links are available at:
www.jmitchell.me/what-i-read

15 Boston Convivium

- The most successful high end social group in Boston. We give great parties.
- You can sign up at
<http://bostonconvivium.com/apply/about/>
Membership is free

16 Electronic Copies of This Handout

Electronic (Word and PDF) versions of this handout are available at:

- www.jmitchell.me/boston-wordpress-meetup
- Within the Boston WordPress section of meetup.com

17 Marketing Representative

- We are looking for a marketing representative representative to contact legal Web sites about partnering up with them.
- You should have excellent communication skills, good computer skills, be financially motivated, self managing, and exceptionally smart. Prior sales experience is obviously preferred but is not required. You should have a “sales personality.”
- Earning potential is extraordinary, and I mean extraordinary.
- Contact James Mitchell
(781) 718-1301
jmittchell@kensingtonllc.com
- Or at the meetup you can also talk with Keith MacKay.

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