A WordPress Website at Russell Labs

An Introduction
WordPress is a content management system that lets you maintain your website over the Web from any location.

Other advantages include:
1. You don’t have to know HTML to edit the page.
2. You can easily change the look-and-feel of the entire website in one fell swoop by changing the theme.
3. You can have rotating photos in the website banner to add sparkle to the page.
4. There are a large number of bolt-on programs called plugins to enhance the website.
**Advantage One:**
You don’t have to know HTML to edit the page

WordPress uses a simple editor to edit content:

From inside WordPress, you can upload photos to the webserver and link them to the pages.
**Advantage Two:**
You can easily change the look-and-feel of the entire website in one fell swoop by changing the theme.

A WordPress Theme is like a skin – it changes the look and feel around your content – colors, fonts, menu, background for the website.
Here is the same website with two different themes, Asokay and Twenty Eleven:

- **Asokay Theme**
- **Twenty Eleven Theme**
**Advantage Three:**
You can have rotating photos in the website banner to add sparkle to the page. The photo changes each time a new page is clicked, or the page is refreshed.

Asokay Theme

Twenty Eleven Theme

http://labs.russell.wisc.edu/zuckerberg/

http://labs.russell.wisc.edu/rissman/
**Advantage Four:** There are a large number of add-on programs called plugins to enhance the website. An events calendar plugin is shown below.

In addition to the ones we’ve already installed, there are over 17,000 free WordPress plugins available. If you find a plugin you’d like on your website, email us. We’ll test the widget to make sure it works in our environment and then turn it on.

For more information: http://wordpress.org/extend/plugins/
Our Process...
**Step One: Design**
1. You review two of our existing sites for design ideas, noting what you like and why:
   - Examples:
     - Prof. Zuckerberg - [http://labs.russell.wisc.edu/zuckerberg/](http://labs.russell.wisc.edu/zuckerberg/)
     - Prof. Rissman - [http://labs.russell.wisc.edu/rissman/](http://labs.russell.wisc.edu/rissman/)
2. You decide:
   - Which WordPress theme you want to use – you can choose from our existing themes – Asokay or Twenty Eleven – or you can find one on the Web and have us install it.
   - What you want to name your website
   - Which of your staff/students will create and maintain your website content
   - What additional features you want on your website, e.g. blog page, events calendar

**Step Two: Consulting**
We meet with you to review your decisions.

**Step Three: WordPress Site Setup**
1. Based on the results of the meeting, we setup a website area with your chosen name, and create accounts for the staff/students you designate to create and maintain content. If you chose a new theme, we install it for you, along with basic customizations* agreed to at the meeting.
2. We hold a one-hour orientation session with the new content managers.
   * Customization is limited to one hour, covering evaluating the maintainability of add-ons

**Step Four: Site Construction**
1. Your content managers login to WordPress and build the website.