



How Page Builders Can Play a Role in Project Management and Productivity



Brought to you by...  **The WP Project Manager's Academy**



Beth Livingston

- First grade teacher
- M. Ed. in Instructional Design
- Training Specialist
- Technical Writer
- IT Business Analyst
- Project Manager





Now

- WordPress ***Solution Provider***
- WordCamp ***Speaker***
- Local ***Educator***
- GoDaddy Pro Ambassador
- Creator/Director of...

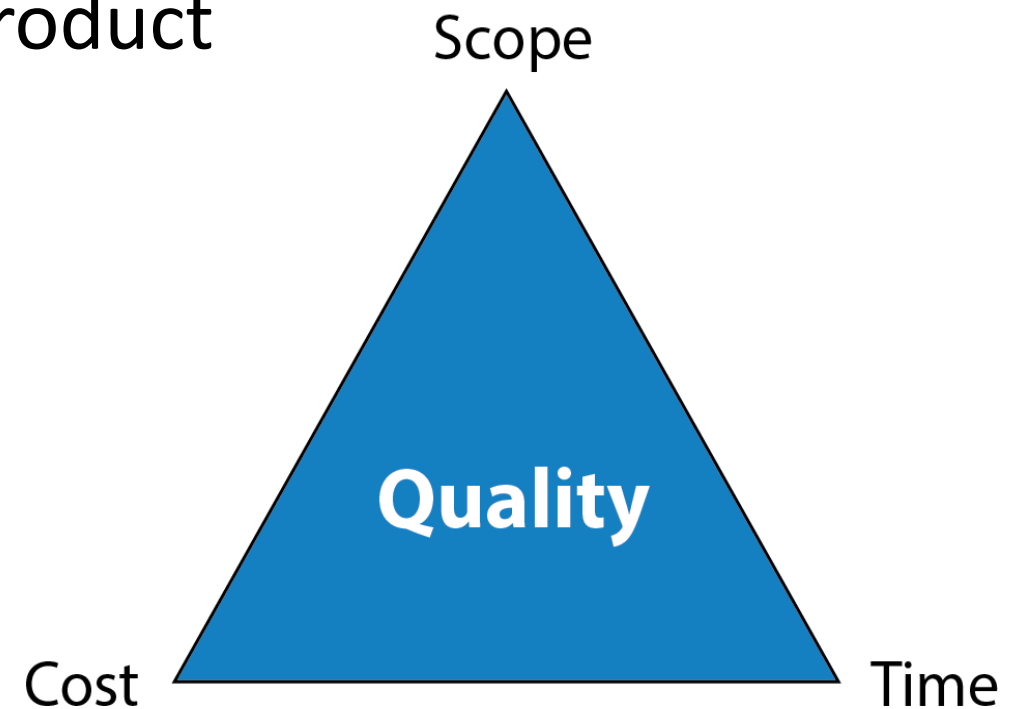


 **The**
WP Project Manager's Academy



What is Project Success?

Successfully Managing the Triple
Constraint to create a Quality Product





What is Project Management?

A set of principles, processes, and procedures that work together to ensure projects are completed:

- On time
- Within budget
- Features that meet the client's business requirements
- Retains your planned profit margin





6 Productivity Principles for Project Success

Define the Job in Detail with a Content First Approach

Get the Right Resources Involved

Estimate the Time and Costs OFTEN

Break the Job Down

Establish and Stick To a Change Procedure

Agree on Interim AND Final Acceptance Criteria



Breaking the Job Down (Process)

1. Visual Sitemap
2. Layout
3. Content
4. Functional/Technical Requirements
5. Styling and Branding



**LET'S
BREAK IT
DOWN**



Put them all together and you get...

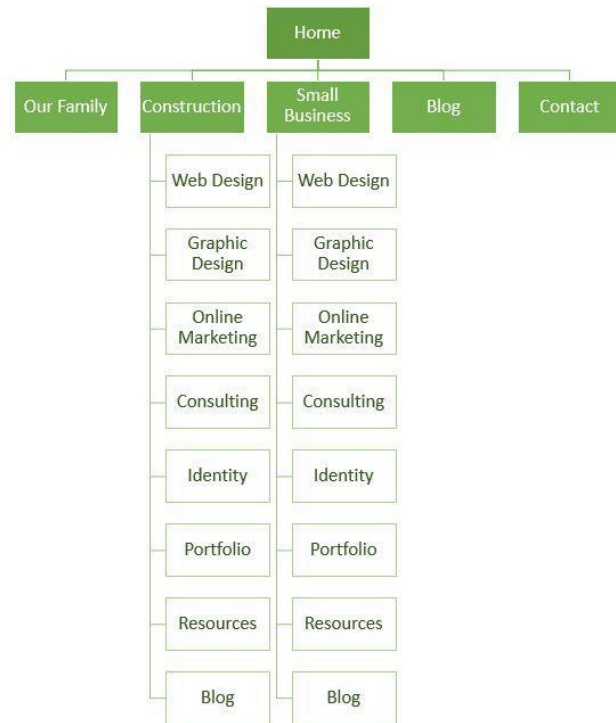
Complete Statement of Work (website spec)





1. Visual Sitemap

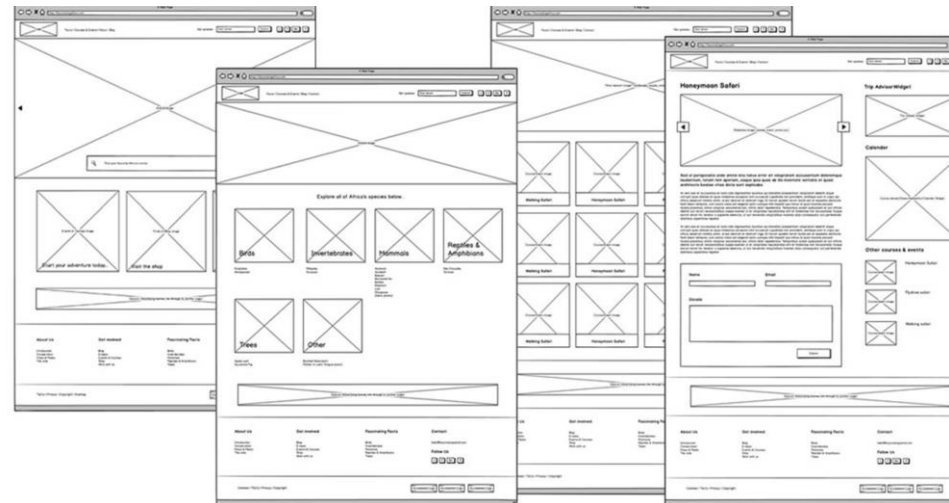
- Client approves the hierarchy of the website pages





2. Layout

- Low-Fidelity Wireframes
- Use your page builder





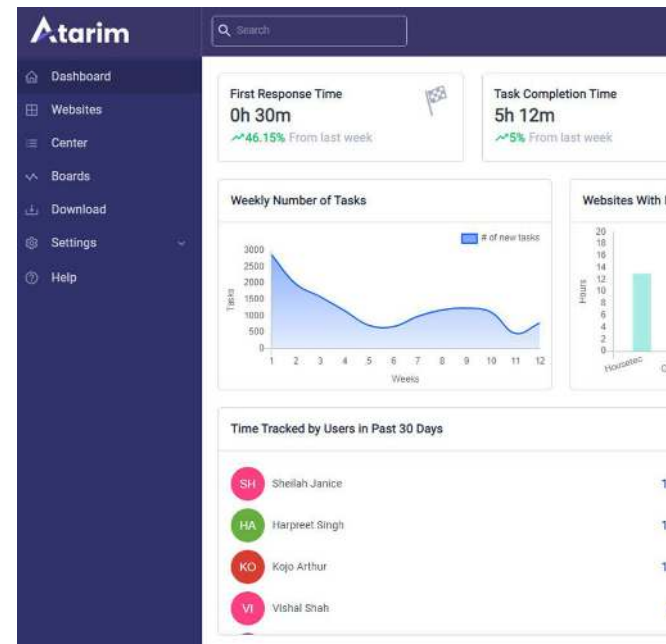
3. Content

- Request content for each “box” of the wireframes

Content Snare

The screenshot shows the Content Snare web application. The browser address bar displays 'https://jimmyred.contentsnare.com/requests/52/edit'. The interface includes a sidebar with a user profile 'TEST COMPANY jimmy Red' and a list of field types: TEXT FIELDS (Text, Textarea, Email, Url, Wysiwyg), NUMERICAL FIELDS (Number, Phone, Date/Time), FILE FIELDS (Image, File, Gallery), and OPTION FIELDS. The main content area is titled 'REQUESTS A NEW WEBSITE' and contains form fields for 'CLIENT' (Bob's Tractors), 'DUE DATE' (26/05/2017), 'REQUEST TEMPLATE' (None), and 'COMMUNICATIONS' (Default). There is also a 'Tabs' section with 'HOMEPAGE', 'ABOUT', and 'CONTACT' tabs, and a 'TAB NAME' field set to 'Homepage'. A 'NEW CLIENT' button and a 'Tab Instructions' checkbox are also visible.

Atarim (WP Feedback)



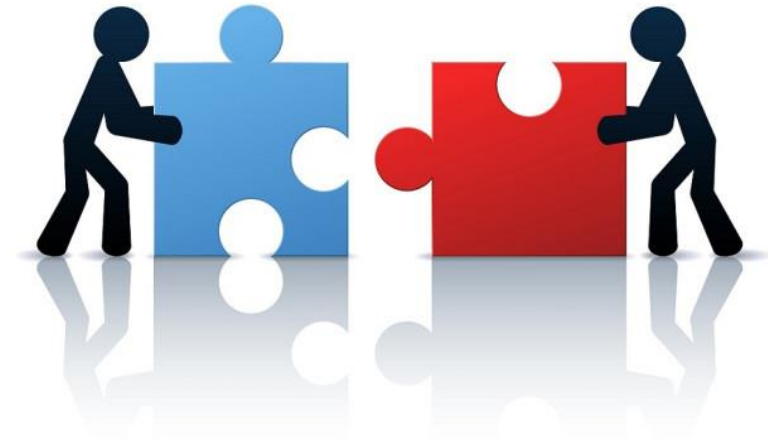


4. Functional/Technical Requirements

What the website needs
to **DO** to meet the
business requirements



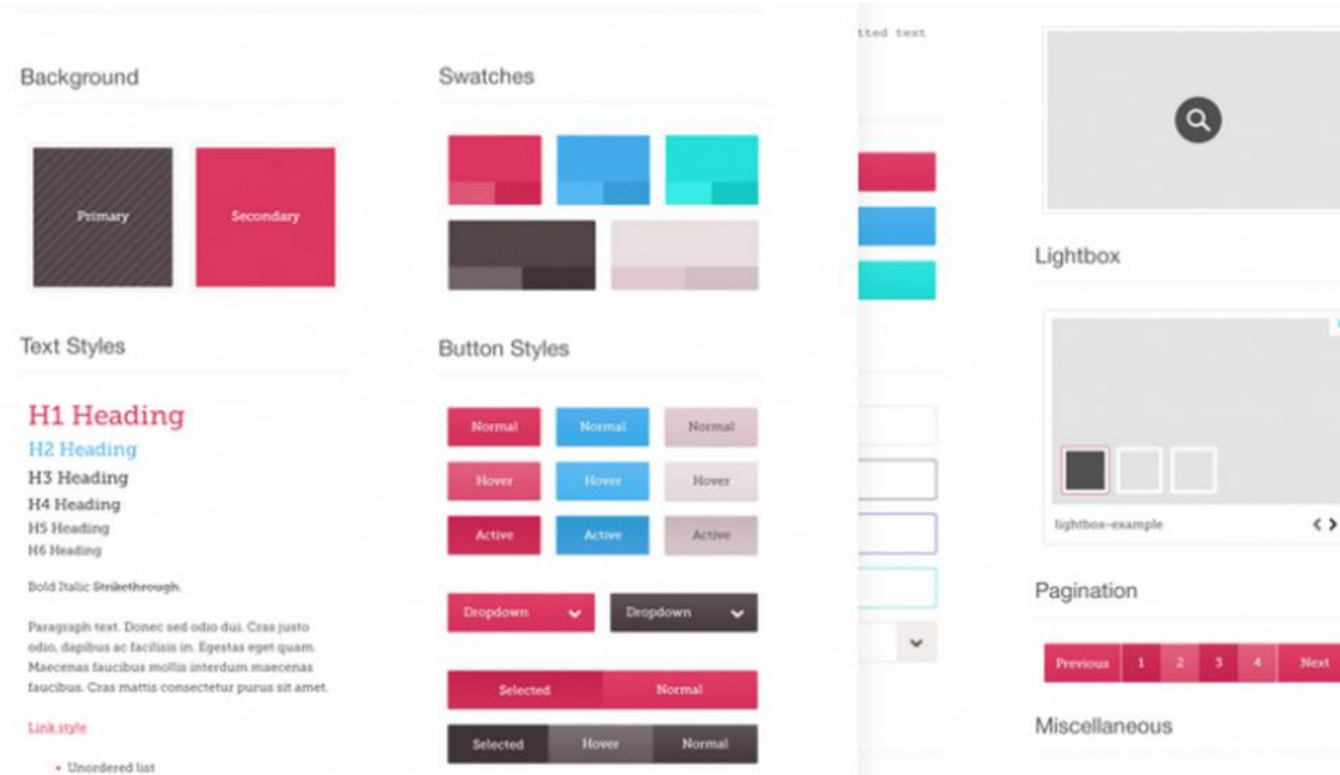
What technical resources are
needed to carry out the
functional requirements.





5. Styling and Branding

- Defines the “Look and Feel”





How Page Builders Can Help with Procedures



Page Builders and Visual Sitemap

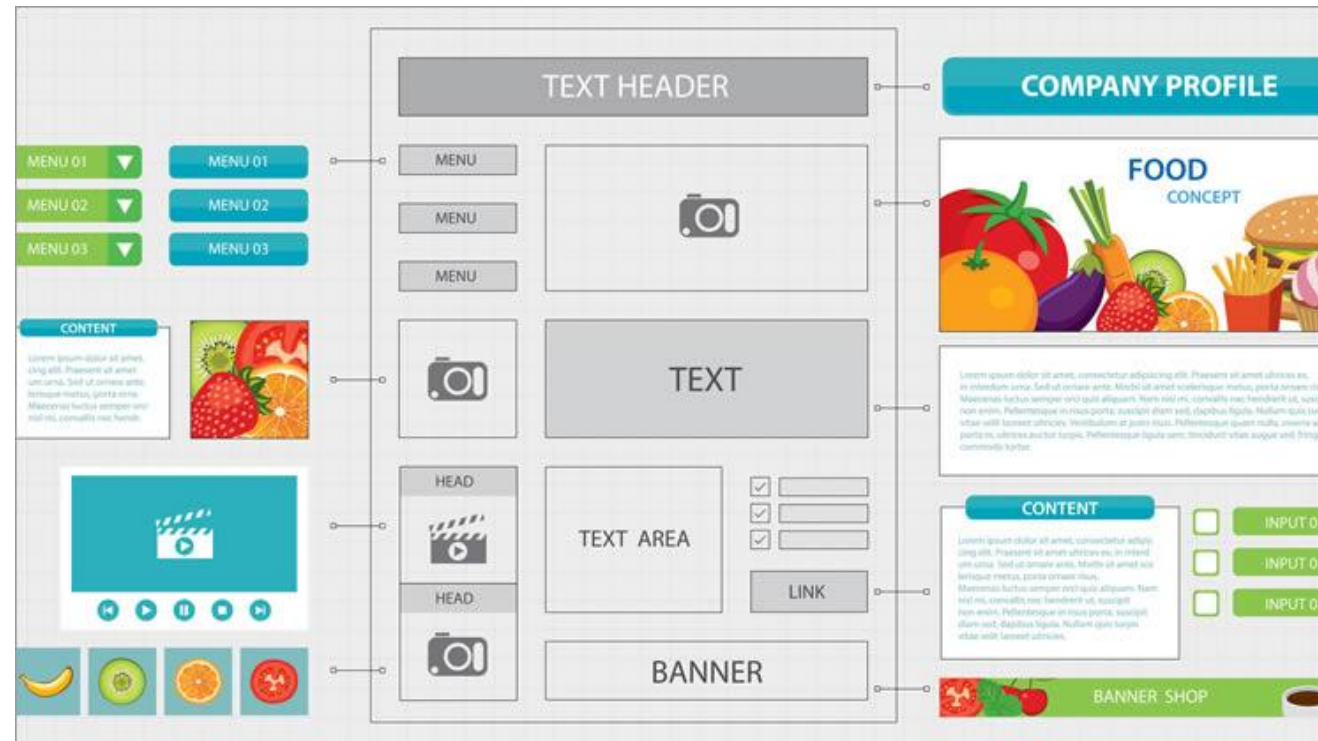
- Sitemap widget

Sitemap		
Top Pages	Previous Conferences	Speakers
<ul style="list-style-type: none">• Countdown Widget• Tokyo 2019<ul style="list-style-type: none">• Sitemap• Workshops• Sponsors• Speakers• The masters• Help• Agenda• Team• About us	<ul style="list-style-type: none">• Los Angeles 2013• Hong Kong 2014• New York 2015• Mexico City 2016• Seoul 2017• Moscow 2018• Warsaw 2013	<ul style="list-style-type: none">• Nathan Edwards• Monica M. Seidel• Melisa Connor• Mary J. Patel• Mario Ambrose• Margaret M. Brown• Gabriel Cosby• David Marks• Charles Mahoney• Carmen Fritz



Page Builders and Layout + Content

- Low-Fidelity Wireframes





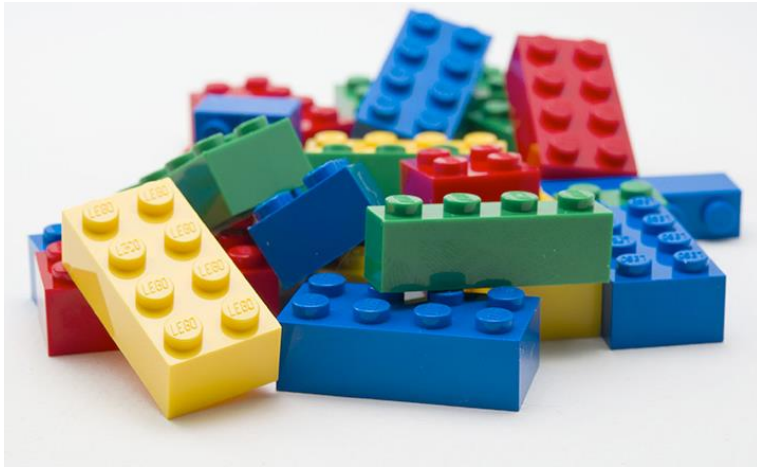
Page Builder Wireframe Procedure

1. Create or acquire low-fidelity wireframe images/elements
 - Or Upload ours
2. Rough sketch your designs on paper
3. Use your page builder to recreate your sketched designs
4. Review with the client for acceptance
5. Later... replace wireframe elements with agreed-upon content and styling



PBs and Functional/Technical Requirements

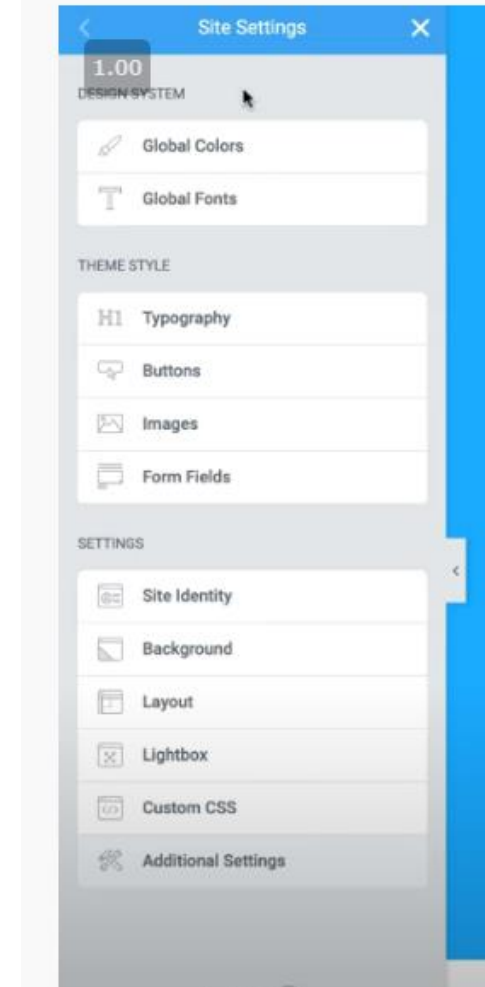
- Portfolio
- Reusable Blocks and Templates





Page Builders and Styling and Branding

- Use the “global” function to set styling for the site

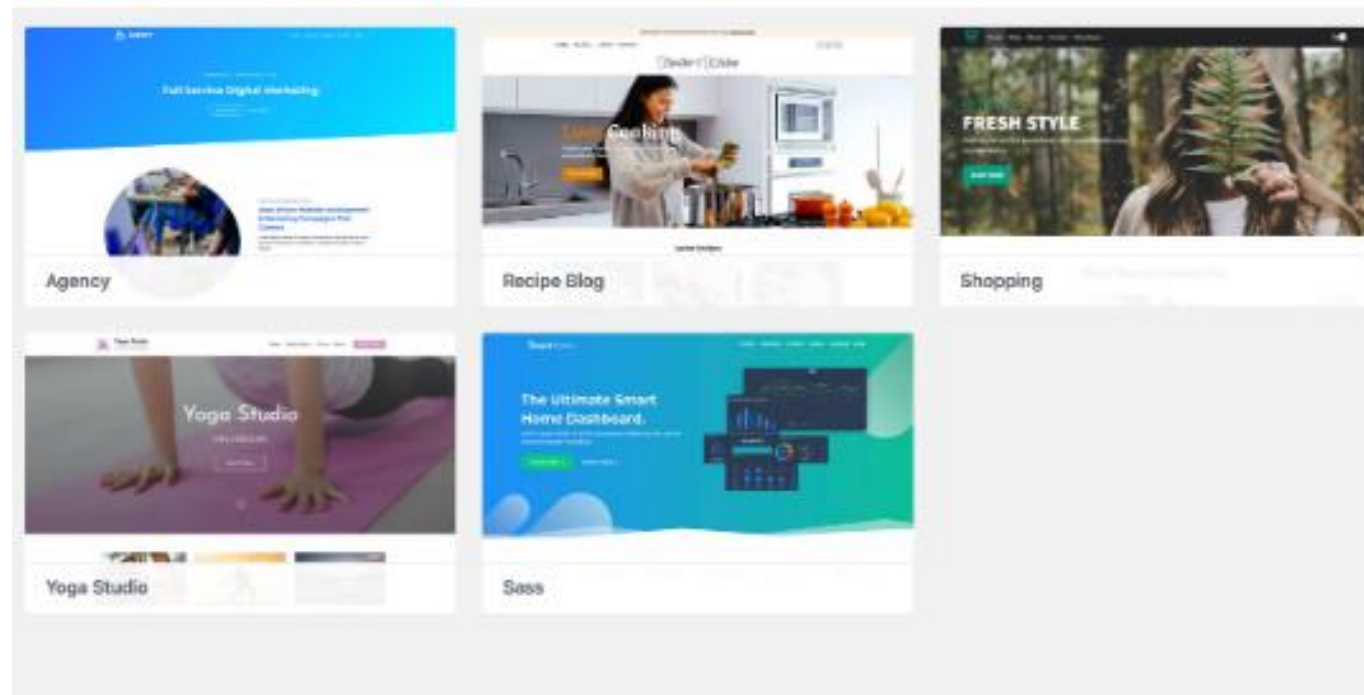




BONUS

Page Builders and Recurring Revenue

- Selling Blocks or Templates





Session Review

- **Project Management** consists of principles, processes, and procedures designed to achieve project success.
- **Breaking the job down** into manageable “chunks” focuses the client on one thing at a time and reduces review cycles.
- A page builder site map element can help compare what you built against the agreed upon visual site map.
- A page builder can help with validating layout and content by using it to create low fidelity wireframes for client approval.





Session Review

- A page builder can help with functional and technical requirements on future projects by building your portfolio and can speed future development by SAVING reusable templates and blocks.
- A page builder helps with styling and design because you can use it to set global styles and typography across your site, sometimes regardless of the theme.





**Want to Learn
More?**



How to Learn More

You're invited!



The ONLY program of its kind that teaches you how to consistently get your WordPress Projects completed on time, within budget, with features that meet your client's business requirements (without sacrificing your profit).



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FREE

**The WordPress
Project Management
101 Roadmap**

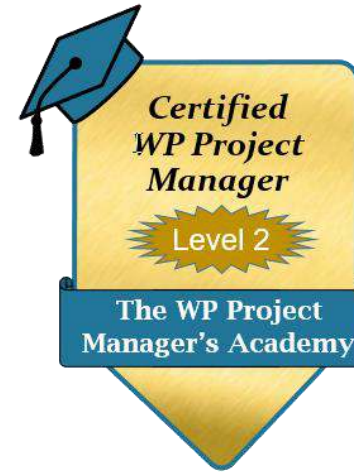


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thank you



Beth Livingston

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