



DRIVING PARTICIPATION

WITH BETH BRODOVSKY

SESSION 127

AVOIDING TROUBLE WITH WORDPRESS THEMES AND PLUGINS

WITH ANDY STITT

BETH: Hello. This is Beth Brodovsky, and welcome to Driving Participation. Today I have Andy Stitt on the call with me. Andy is an expert in WordPress, and today we're gonna be talking about avoiding trouble with things like WordPress themes and plugins. A lot of people start building out their websites and start adding and adding to them or starting with something that seems like it's going to work well, but then as you get into it, problems happen. So Andy has been through all of this stuff, and I thought it would be a great subject to talk about because people are always asking me, "Is WordPress the right thing to build in?" and we had Margaux O'Malley on a number of episodes ago talking about building in Drupal. So I thought I had to give the WordPress side a fair chance. So, Andy, thank you so much for jumping on with me today and sharing this sort of other technology people are using for web development.

ANDY: Yes, thank you so much for having me.

BETH: So how did you get into building in WordPress?

ANDY: Well, I have been a serial tinkerer for a long time. I've worked in the nonprofit world for a number of years and I've also done web development on the side just as a curiosity and when I first found WordPress, it didn't seem very sophisticated to me, and so I went towards ExpressionEngine instead and kind of played around with that, but then fast forward to about 2012, and I found WordPress again and this time it evolved into a full-blown content management system and so I just kind of started playing around with it and then a couple years later I got more involved in the community and met a whole bunch of really awesome developers and freelancers and developers and so I've been hooked on WordPress ever since.





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BETH: You know, it's so funny that you should mention that because I mean there is still a bit of a stigma around it. I still hear it sometimes because WordPress was originally a blogging platform. It wasn't something that people used to create a whole site, and you know it's really changed since then.

ANDY: Yes, very much so. It has grown into a full content management system. It is an active development by a lot of really, really bright people who are all volunteers. They're all basically volunteering towards the WordPress project, but it's really, really solid software that's maintained by real software engineers, basically.

BETH: So the question that I always like to ask everyone and it's a little different. I'm talking to a web developer. So when you think about the work that you do, we talk about this driving participation a lot, getting people involved and I'm curious. What does the word "participation" mean to you as it relates to the kind of work you do and what your clients are looking for? How does it help them thrive?

ANDY: Well for me, what I try to encourage my clients to do as well as my volunteer projects that I do as well as the previous work that I've done in the nonprofit world, what I encourage them to do is remain very active in their website, to proactively do what they need to do with their website whether it's keeping software updated or just regularly updating it with content, because what I find that many people end up doing is they have their website build and then they just kind of let it sit and it just kind of sits up there on the internet as an online brochure and the website can really serve a much greater purpose than that, especially with nonprofits. A website can help nonprofits meet their mission, whether it's driving online donations so they can fund their programs, but how do you drive online donations to fund your programs? You have good content. You tell good stories and so not just letting the website sit there and kind of be an online brochure is how I encourage participation because ultimately it helps you to meet your mission, it helps do your piece of good in the world, it helps you do your work.





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BETH: I think that's such good advice because you and I, like we've been building websites for years and years and when we first started doing it, it was a project. We'd do a project scope and you would start the website, get the content in, build it, launch it, turn it over to the client and walk away and then they didn't tend to keep working with us, but they also didn't really tend to continue touching it. It was like, "Phew, that's done. Let's move on to something else," but that's just not working anymore as far as having a website remain functional technically, much less remain relevant. I mean I'm assuming you see the same thing as well.

ANDY: Yes. As far as having it remain functionally, technically software updates, especially with WordPress, but really with most content management systems, they get updated pretty frequently. WordPress gets updated once every quarter. I think other content management systems may get updated once every year, once every two years, but organizations or individuals, nonprofits, they can let their website sit for more than a year or two because they're so busy doing whatever it is they do that if the software, if the plugins, if whatever is under the hood isn't updated, then eventually something is going to break and you're gonna wind up with the dreaded white screen of death and that's just not going to help anybody. So from a technical standpoint, yes, participation is definitely encouraged, but also from a content standpoint, there are no more real brochure sites with just five pages that remain the same forever that have any sort of effectiveness. Now all of the websites that are really effective are constantly updated with content, which feeds social media, which feeds your email, which feeds everything. It's the new bare minimum.

BETH: Right, exactly. My brother's term, I love this, he calls it "table stakes." You know, if you're playing poker, there's certain tables you need to pony up a certain amount even to be able to sit at that table. I love that term. So like there's a certain like you must be this high to get on this ride kind of aspect to it, that thinking about your website is something that needs to have content added to it is both good for your users, but it's also pretty much required by Google these





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days. A static site that never changes is often never caught by Google and if being found online independently is any value to you, continuing to put fresh and relevant new content up there is going to become more and more important.

ANDY: Yes, that is exactly right. Continuing to put fresh content out there is critical to being found and it's just critical for the mission and the work that you do period. It is the minimum buy-in for the poker table as you were saying.

BETH: Exactly. So getting into WordPress. It's funny that you know there's a group of people that think this is blogging software and it's really not right for me, but I also hear the other side of things. I've literally heard people say to me, "You know, it should be easy. It's just WordPress." You just put up a WordPress site. Can you talk a little bit about the complexity of WordPress and what are the things you were saying have moved it into being a full service CMS system, which stands for content management system? What has happened over the last few years that have turned it from a blogging platform into something that a nonprofit should seriously consider for the platform for building their site?

ANDY: Sure, absolutely. So there is one difference I just wanted to clarify between WordPress.com and WordPress.org just in case your listeners happen to see WordPress out there and they see WordPress.com. WordPress.com is completely self-hosted. So if you want the "It should be easy, it's just WordPress. Shouldn't we just be able to set up a website?" then you could technically go with WordPress.com because all of those updates and everything under the hood is taken care of on the back end. However, WordPress.com is completely inflexible as far as what you need. So if you need any kind of functionality beyond just the regular pages and blog posts, then you would go with WordPress.org, which is the self-hosted WordPress and so it's been built up over the years into much more sophisticated software, a much more sophisticated management system and what it has wound up becoming is it consists of three different parts. It consists of core, which is the core software that runs the WordPress engine and the second part is the theme, which dictates the design and the look and the feel





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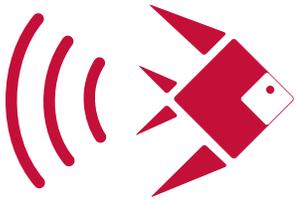
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and the layout and what color your fonts are and what color the background is and then there are the plugins which allow WordPress to do the things and add features to it which don't come right out of the box. So that's kind of the overarching thing of WordPress is that core themes and plugins and so all of these different aspects of it need to work harmoniously together and it takes effort to be able to do that. It's not just a set it and forget it type of process.

BETH: Right, and the core is just sort of the base coding of WordPress. It just sort of is what it is. It's the thing that volunteers all over the world are working to strengthen and make big, make better. The themes and the plugins are the things that individual developers like you or clients like maybe a nonprofit wants to do them things for themselves can kind of look for online. You can go to places online where you can see a bunch of themes that are paid and free and you can go to places where you can see a bunch of plugins that are both paid and free and there's so many things out there and they're all pretty and they all seem functional, but it can start to get complicated really fast, which is why I thought this was such a great topic to talk about because people are out there going, "I think I want to try to build my own website," or "I might want to work with a developer to build my own website." So to talk a little bit about what a theme is, how it works and where the problems come in when choosing to build from a theme I think is a really good thing for people to know at this time. So let's start with that. Let's sort of start with a theme in WordPress. Now when we build in WordPress, we don't use themes. We build from just the black box of WordPress up and the reason that we tend to do that is a lot of times when people pick a theme, they'll hit a point where they want to change something that, "Ugh, if we just started," like it's not easy to make the theme the way they want it to, but there's lots of really great reasons to use a theme. So can you talk a little bit about the reasons why it's good to start with a theme from WordPress?

ANDY: Yes, absolutely. So if you don't necessarily have the budget for a huge custom job or if you don't even have the need for a huge custom job, you just need something that will give you a really nice layout and if you have simple





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enough design needs that you don't really need anything all complicated, then it would be great to start from a regular theme. You can find them, there are plenty of free ones in the WordPress theme repository. There are also plenty of premium ones, ones that cost money and it doesn't have to cost a heck of a lot of money. The one that I use is the Genesis Framework and for a software license it cost like \$60 and it's a really, really solid theme and the good news is when you pay for something you are more likely to actually get support for it so when you submit a support ticket, there's going to be someone on the other end to actually help you through whatever trouble it is you're having. Whereas if you're using a free theme, it may be good, but ultimately the developer will be less likely to support it if it's just free and so if you have simple enough needs for your design and how the overall website looks, then it's great to start out with either a good free theme or a good premium theme.

BETH: I think that's a really good concept, the idea of a solid theme, and it's so easy to think, "Gosh, there's so much free stuff out there. Why should I pay for it?" but if you build out all of your content and build your site on a free theme and something goes wrong, there really isn't anybody to call when it comes to getting support for that. You'd have to call in a developer to help you kind of untangle whatever mess you get into.

ANDY: Right. Absolutely. You will always wind up needing help. It is inevitable that something isn't going to be quite right or maybe you just want to change the size of that font or that color or whatever, so something will always come up. Don't ever assume you can simply set it and forget it. Don't have too many rose-colored glasses on.

BETH: My son was just house shopping and there was this one house he felt was at the top of his budget. I thought it was way over his budget, and he kept doing Excel spreadsheets saying things to me like, "Well, if everything goes as planned, then we can do this." I had to keep telling him, "Sweetie, nothing ever goes as planned. Not, it might not; it's just doesn't in life," and it certainly does in web





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development.

ANDY: Very true, very true.

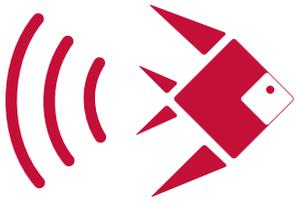
BETH: You talked about you set a solid theme. What are the characteristics of a theme that make it solid?

ANDY: Absolutely. So my main thing when it comes to themes, when I'm evaluating themes, when I'm looking over them to see how they run and what they do, I want to make sure that they primarily focus on design because to me, functionality and features should be put in a plugin. There are some instances where it might be OK to put some functionality into a theme like if you were calling a particular Java script library or something external, like Google Font, then that would be a good scenario for you to have functionality in a theme, but overall, the theme should concentrate strictly on the design, on the layout and everything and the other thing that makes a theme solid is if they do things the WordPress way, if they adhere to coding standards that WordPress has established and so as a nonprofit, as someone who may not have a huge technical background, you may need guidance from a developer as to which WordPress themes meet this or you can just look in the WordPress theme repository or just look online at different reviews and see when it was last updated and how many people use it on their website to kind of be able to tell which themes are good and which ones aren't because there are a lot of themes out there, but the ones that do things the WordPress way and don't stray too far away from that are ultimately the ones that are solid.

BETH: You said that you want your themes to primarily focus on design and leave the functionality to plugins. Why? Why is that better?

ANDY: Well, to me, it's better especially as a nonprofit, if you're not getting this huge custom theme done, if you ever want to switch themes in the future and there are plenty of good reasons to want to switch themes, then as soon as you





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activate the new theme, all of the features and functionality that you had with the previous theme, they go away and so it's better to build them out into plugins so that you can be completely theme-independent so as your needs change, as your design needs change, then you can just feel free to switch to a new theme without needing to worry about losing important functionality.

BETH: I think that's really, really good advice. Themes are not all the same, and I'm curious. You said you like Genesis themes. What are some of the problems that come up in themes when you're using them that has made you think that Genesis has been the most effective for your work?

ANDY: Well, Genesis is very clean and doesn't come with a whole lot of overhead basically. So Genesis itself is a themed framework and you build child themes on top of it. You don't actually touch any of the code within the Genesis framework so if you have somebody who is tech savvy, who has some at least basic web development skills, then they can use Genesis and all of its features to basically make a really good looking design for your website. There was a volunteer project that I did with a nonprofit and the theme that they wanted came with about 10,000 plugins. I'm exaggerating a little bit, but it came with 10,000 plugins and the technical people like me and a couple other team leads, we had to wrestle with it just to make it work and we couldn't ultimately make it work. So Genesis or any other WordPress theme that doesn't come with a lot of overhead and just allows you to cleanly make it do what you want it to do, those are the ones that I recommend.

BETH: Can you explain what a child theme is? I remember when I first started working in this world this whole concept, I couldn't even understand it.

ANDY: Sure. So a child theme is basically a theme on top of a theme.

BETH: That does not make it clear!

ANDY: Yeah, of course. The whole reason behind a child theme is for a theme





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like the Genesis framework, it gets updated pretty regularly and so I do theme customizations by going into the style sheet, what's called the cascading style sheets, CSS, and so I basically make customizations through the CSS and if I did that directly within the Genesis framework, then as soon as it gets updated and I push that update, then all of my customizations are overwritten. They are gone. You will never ever find them. So instead, you build a child theme on top of it, which basically means that the child theme calls all of Genesis' features. It says, "Bring in all of the styles. Bring in all the functionality. Bring in everything," but also, the child theme then says, "OK, now tweak this. Go here. Go there. Perfect," and then whenever Genesis gets updated you don't have all of your customizations overwritten.

BETH: I had a problem one time when we were doing projects for clients with themes where we downloaded what we thought was a good and legitimate theme. We thought it looked really nice. We built it out and it looked beautiful and there was this one feature. I'm sure people have seen this, where the top navigation bar holds still and it kind of looks like the whole rest of the site is scrolling underneath of it. It's called a sticky header, and we couldn't make it work. I had my internal team do it. I sent it out to an outside developer. Like we built and built and built. We tried everything. We could not make it work. At the time I was really frustrated. I thought it was us and that we maybe didn't know what we were doing, but as you and I were talking to prepare for this, you said, "Maybe there was another reason for that." Can you talk a little bit about these, are just developers building these things that we're using and they may not always be perfect?

ANDY: Yeah, sometimes they just don't work, especially when you don't do things as I was talking about, the WordPress way. So with the sticky header not working properly, I'm thinking it may have been a plugin within a plugin within a plugin trying to do the work that maybe just a simple regular WordPress menu on its own could have done, and then a little bit of styling through CSS to just say position absolute or something like that, just really try to keep it simple because





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the more layers of complexity that you add, the more opportunity you have for things to break.

BETH: That is sort of like mantra number one I think we all need to remember and people often say to me they have a website and they'll want to come to us and say, "Well, can you just do these updates for us?" and "Can you make these changes?" We don't do that anymore mostly because every developer is a different person. It's so easy to think, "It's just WordPress," and so you move this to the left, you do this, but WordPress is like this base framework and then on top of it, individual developers do what they do and there are, I don't know how many. Hundreds of ways that you can do any one specific thing. You just listed 304 different ways to do a sticky header and every developer has their way to doing it. Working with somebody else's code is almost like trying to figure out how someone else is thinking, and everyone does their own thing. So sometimes the way one developer codes things may or may not work, may or may not work for you and making one change can end up breaking the whole darn thing.

ANDY: That's exactly right, and actually, with the freelance work that I've been doing over the last few months as a WordPress developer, every time I come into a new situation, whether it's a support ticket or somebody just launched a new website, I always have to spend the first, I don't know, hour or two figuring out where the bodies are buried and how this thing happens to work and then I can start contributing, because you're absolutely right. Every developer and every agency and every person does things their own way, so absolutely.

BETH: Right. Yeah, it's not like a static piece of software, and I think it's just a hard thing to wrap your head around in the beginning when you're first using it.

ANDY: Definitely, definitely.

BETH: Let's talk a little bit about plugins because these are two things that work together that can feel a little jargon-y, and I'm always on the mission of





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deconstructing the jargon and trying to figure out how we can communicate it in regular people words, because a lot of people that are in nonprofit communications and marketing that are responsible for this, have very different backgrounds. I always say these are my slash marketing people. They're a program manager or an executive director and have a philosophy degree and never expected to be maintaining or managing a website. So in regular people terms, what do plugins do for a site?

ANDY: So most people will tell you that it adds functionality, but just to use plain English here, it adds a feature to your website. I'll give you a couple of examples. One is if you want WordPress to be able to have an editorial calendar capability, if you want to be able to schedule your posts ahead of time, that would be a plugin since WordPress doesn't do that right outside of the box or if you have events, whether it be fundraisers or otherwise that you use EventBrite for, then there's an EventBrite plugin that you can use so that it integrates very easily with your website and you can have your EventBrite ticket page right in on your website and you don't have it on a separate page or on the subject of events, if you need an event calendar to display on your website that you can easily add new events to, the titles and the dates and the locations and otherwise, then there are plenty of event calendar plugins, but basically if you need your website to do something that WordPress can't do right out of the box, then that's what a plugin is for.

BETH: Perfect! Awesome! Regular people language! So plugins are cool and you can go into archives of them and see all the neat things that they can do and like it's very easy to treat them like Pokemon. You just want to go and collect them all. I want one of these and one of these and it would be so cool if my website could do that and you can add and add and add and there aren't any technical limits to how many you can put on your site. So can you talk a little bit about sort of best practices around plugins and what happens to a site as you continue to add plugins for these features into them?

ANDY: Sure. So as far as best practices for plugins, there are certain features





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that you definitely want your website to have and they're not just universal for nonprofits. They're universal for most websites and so there's a backup plugin and there's a number of plugins that allow you to add backups to your website, the capability to backup your website because you never know what's gonna happen and so there are backups that you can do and then there's search engine optimization, which is really critical in order for Google to find you and so there are plugins that can take care of that. There are security plugins. There are just like these baseline plugins that you will want your website to have and otherwise, just be aware of how many plugins you have on your website. There is no magic number of plugins that you should have or that you should limit it to, but just understand that there could be occasional plugin conflicts. I've had this come up where two plugins are butting heads for some reason and so if you're trying to do something with one plugin, then the other plugin is rendering that incapable of that happening. At one point when I was doing a support ticket in my freelancing work, I was trying to add new photos to a slider plugin, to a SEO plugin and it wouldn't allow me to add new photos, but when I deactivated that version of the SEO plugin, suddenly I could add new photos and so just be aware that the more plugins you have, the more opportunities you have to basically have something mess up. So there is no magic number, but just be very aware that conflicts do arise.

BETH: I think that's really and of course you know the next question I was gonna ask you was, "How many plugins should people have?" and you're right. It probably depends on what plugins you have and each plugin is its own little piece of software so you could have a very light plugin that's simple and small and just does a simple little thing, but you could also have like pretty intense heavy plugins, like a plugin that runs an entire forum or community or you could have a plugin. I don't know, is it considered a plugin if you do something like e-commerce?

ANDY: Yes, definitely.





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BETH: E-commerce plugin is a hefty plugin. Like you don't even, it could be any tiny little place that these things conflict. The other thing that I think is interesting to talk about when it comes to plugins is I love how you said, "Think of them as adding a feature to your website," and I would also add to that think of the features you want to add to your website at the beginning of your project. We had a project come along where the client needed an events plugin and we went and did a ton of research on events plugins because they also had a third-party registration tool that we had to kind of partner up with and share data back and forth with through something called an API, which lets you talk to an outside piece of software. So we did all this research, we found the one we wanted. It was great. We got it all working, designed perfect and like at the eleventh hour, the client said, "Can you just?" and as I always say, "just" is the most expensive word in business. "Can you just add on that plugin that lets you do the thing where it's the event calendar and you click that button and it lets you add to your Google calendar or your iCalendar?" Without thinking it through, I said, "Oh, just that little button? Sure. Let me do that," and it was hours and hours and hours of research only to discover with the events plugin that we had already picked and already implemented and installed, there was not a single one that would work. There were different events plugins that already had that embedded in it, but we had gone so far down that path we couldn't give them what they wanted. I'm sure you've had things like that come up.

ANDY: I have certainly seen it come up in website projects that I've been involved in. Basically as you mentioned, the overall principle is to flush everything out and get all your requirements out in the beginning and there is a certain amount, the flexibility that people should generally have with change requests, but yes. The further down you are in development, the less flexibility you have. You pretty much almost have no flexibility at the end of the project by the time everything is already built out and so if something needs to be changed, it's more than likely going to take a lot of time and cost a lot of money. So yes, as many ideas as possible in the beginning and trusting that these ideas in the beginning will work because I sometimes when people want to make changes to their website





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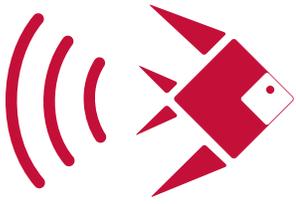
whether major or minor, like at the last minute, I think part of that comes out of insecurity, like you're not exactly sure if this thing is going to work. Just trust the process, trust the people that you're working with and it should turn out fine and if for some reason it doesn't, then you can always adjust and course correct.

BETH: That is excellent, excellent advice. The one other thing I wanted to ask you about that I'm starting to hear from other people, especially smaller newer nonprofits and even smaller newer entrepreneurs. There are some other opportunities coming up to build websites. In the last few years, it used to be that WordPress was the inexpensive, easy way to build a website, but recently, tools like Squarespace and Wix, and Weebly is another one, have popped up onto the web development scene, that are drag and drop do it yourself don't need to know any coding types of tools. Could you talk a little bit about sort of the difference between the features and functionality and flexibility of what you can get using those versus making the choice to do a WordPress site?

ANDY: So you basically have a ceiling of what kind of flexibility you can get and how your needs can be met by Weebly or Wix or Squarespace. Now if you absolutely need nothing but a simple brochure site and you have a zero budget, then I would absolutely recommend the Squarespace or Weebly or Wix because WordPress isn't going to be right for everyone, but you're going to have a ceiling as far as what it can actually do for you and so as your needs grow, as you have more complex design needs, as you need more features, I don't think you can get an events calendar on a Weebly site for example. As your needs grow, that's when WordPress comes in and WordPress is a much more cost effective solution than a content management system that costs hundreds or thousands of dollars a year just for the software license itself. So WordPress is definitely a good fit if you need more than what a Squarespace can provide you, but you don't have tens of thousands of dollars to spend on.

BETH: OK, so then let's talk about it the opposite way. Is there a point where WordPress is not the best tool, that it sort of maxes out the capabilities and you





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should consider some other type of software to build your site?

ANDY: I think for really, really large websites that have millions upon millions of visitors and I don't know if WordPress would necessarily be the best for a site like Amazon with all the complicated e-commerce that goes on, but I've seen from some of my friends in the WordPress community, they've had clients like WalMart and Disney so you can scale up WordPress pretty far, but WordPress, it certainly has its ceiling so if you're trying to create the next Amazon it might not be the best solution.

BETH: I think that that's really good advice. I mean, I think the New York Times runs on WordPress and that still goes along with doing things the WordPress way. Like the New York Times is ultimately blog posts and pages that have access. You know you can basically limit access to it. That's all, even though it's huge and large, it's all using very native WordPress functionality.

ANDY: Yes, absolutely, and the fact that it's a very high traffic website, that's not necessarily WordPress's thing to handle all that traffic. That's the server's thing, and so they have whatever servers they need to handle all the millions of visitors they get every day, but yeah. WordPress certainly accomplishes what the New York Times needs and it's flexible enough for them to customize it as they see fit.

BETH: Yeah, exactly. We've seen that it hasn't always been a good fit when you've needed like highly complex external integrations that then actually need to pass content through to the front end of a website. For example, an association's membership site where from the front end of the website, you need to be able to log in and do application level stuff on a live website, that maybe you need something that really, sometimes we've had to go to Drupal or things like that. Have you found that WordPress has reached a level that it can handle high level complex integrations with outside software?

ANDY: I haven't honestly come across that in my WordPress experience. As far





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as high level complex integrations, I've seen that in projects that I've been on with the site core content management system, but I don't necessarily have experience in the WordPress domain. I know that it can. Like if I were to imagine a scenario, I know that it can, but it really just depends on how much you have to bend it to try to make it work, where there may just be a simpler solution out of the box for your problem and ultimately you want to look at the best solution for your problem, even if it isn't WordPress.

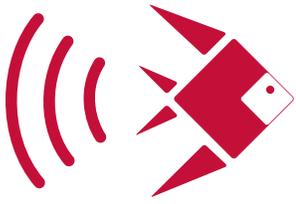
BETH: And I think that's fabulous advice. We only build in WordPress mostly because it just got to be too hard to become experts in multiple different software, but that doesn't necessarily mean that WordPress is the solution for every different kind of site and so you know, the advice that I would probably leave people with is definitely don't be afraid to go and look at different software that might solve your problem better, but it may not be a software issue. It may be that you need to get the right developer who knows how to use the tool to integrate it with what you want and there's WordPress developers at all different levels, from people who can change a color and post a site to people that can make it like dance and sing and do incredible integrations. So if you decide that WordPress is a good tool for you, definitely look at the people that you're working with and make sure that the features, functionality and technology that you want to use are a good fit for that developer and that they feel comfortable making what you need to happen, happen.

ANDY: Yes, definitely. For sure.

BETH: Andy, what piece of advice would you leave people with if they were thinking of getting started with a theme-based WordPress site?

ANDY: I would say do your research. If you know someone who knows what they're doing, who has experience in this arena, definitely pick their brain, but if you don't know anyone who has experience in that arena, just do your research. The WordPress community is incredibly generous in their time and resources and





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so there are a lot of resources online about how to select the best theme, what to look for in a theme, tutorials and how to create themes and all that good stuff. So get some sort of a basis of knowledge and make sure that you know what you're doing, at least more than just kind of starting from zero before you really jump into anything.

BETH: Fabulous! That is excellent advice. If people have more questions for you, how can they connect with you?

ANDY: Sure, absolutely. You can always find me at DeliberateMediaSolutions.com or on Twitter @AndyWPDev.

BETH: Fabulous. Andy, thank you so much for sharing your knowledge and expertise with both me and our whole nonprofit community.

ANDY: Thank you for having me. I appreciate it.

