

a disturbance
in the force

JOINING THE WORDPRESS CAUSE

Thousands of installations

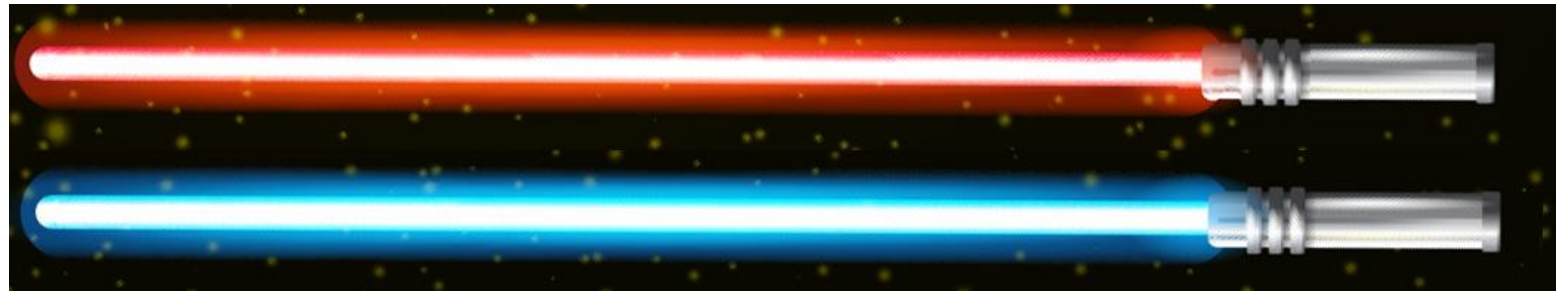
- WordPress is an open-source Content Management System
- WordPress started as a blogging platform more than 20 years ago
- WP has evolved and become the dominant player in open-source CMS
- Estimated that more than 43% of the web runs on WordPress
- WP and Accessibility (wordpress.org/about/accessibility/)
 - “WordPress aims to make the WordPress Admin and bundled themes fully WCAG 2.0 AA compliant where possible.”

all across the galaxy

- WP is used in just about any field or endeavor you can think of
 - Extremely popular among small businesses
 - News organizations and information providers have used it for years
 - And yes...governments use it too with great success
 - Whitehouse.gov; Round Rock, TX; Ocean City, MD; Bellingham, WA; and more.
 - Personal example: City of Bryan, TX – 7 WP sites (and mobile app powered by plugin)
- So, why does it appeal to so many different sectors?

what's the appeal?

- It's powerful
- It's flexible
- It's extendable – The plugin community is enormous
- It's relatively easy to use (doesn't require a team of devs normally)
 - Though the uninitiated might want some professional help to get started



and did we mention costs...

- It's open-source.
- So it's basically free!



i've got a bad feeling about
this

BUT HERE'S WHY YOU SHOULDN'T

This is the way

- What do you actually need to get a WP site up and running?
 - Reputable web host that you like (shared, cloud, dedicated, whatever)
 - WordPress.org recommends: Bluehost, Dreamhost and SiteGround
 - Ken uses SiteGround “go geek” plan for personal and freelance work
 - Ken recommends Kinsta for ultra-premium WordPress hosting
 - Kinsta only WP hosting Ken would recommend for mission-critical sites
 - Five minutes or less to install WordPress and create the database
 - Most web hosting companies have 1-click installs now

R2d2: plugins and themes

- Technically, that's all you need to do to create a shell of a WP site
- What about plugins? Don't you have to have plugins?
 - Not necessarily. Only if you need the service or functionality it provides (Security)
- But don't you have to pick a design theme or something?
 - Yes, but Full Site Editing makes the default theme as powerful as commercial or third-party
- Ken will never buy or use a third-party theme ever again
 - Bryan 150th Anniversary site: WP default 2021 / BCS Library site: WP default 2022

Father please! Help me!

- Official WordPress support documentation
 - [WordPress.org](https://wordpress.org) / developer.wordpress.org / learn.wordpress.org
- Community support is extremely widespread
 - Someone somewhere has experienced your problem
- Lots of non-official WP developers and info sources
 - WP Beginner / Kinsta blog / WP Tavern for news and updates

so, what i told you was
true...

...FROM A CERTAIN POINT OF VIEW

double-bladed lightsaber

- It's a scary website/hosting world out there for non-technical users
 - And actually, it's scary for technical users, too (So many hosting options, security, etc.)
- WP is easy to use, but starting from scratch can still be intimidating
 - Despite WP's famous "5-minute" install, it still freaks people out
 - "I just want to run my business, not be a web developer. So, I don't need WordPress."

the “empire” is strong

- You know the names: The government-focused website providers
- “Comprehensive Solution Portfolio.” One-stop shop, Turn-key solution. Those are words that just scream “EASY.”
- And there’s absolutely nothing wrong with that. These companies provide good products. (Bundles, all-in-one support, etc.)
- Especially attractive for small- and medium-sized entities.

For a price

- Proprietary CMS software is expensive. (WordPress is free.)
- Many clients. Less flexibility for one-off features or customizations.
- Lack of control of your site during technical issues.
 - What is your I.T. department's posture regarding cybersecurity and P.I.I.?
 - What approach does your I.T. department prefer – outsource or in-house?

Cost comparison

- In-depth research on this topic: Ken's 2021 CGDSP Capstone paper
- Cost comparisons for website hosting over 3 years:
 - City of Bryan is self-hosted (11 websites and 1 mobile app – **\$157.41**)
 - A 190,000 pop. jurisdiction in southwestern U.S. using a government web third-party solution: (4 websites – approx. **\$147,000**)
 - Obviously, you get more than just hosting from that third-party solution, but it's worth taking a look to see what your financial savings could potentially be.

become one
with the force

NO MATTER WHAT CMS YOU CHOOSE

The last word

- WordPress is capable of powering any government website.
- Gives you control, flexibility and potential cost savings.
- It does require some technical knowledge, and maybe I.T. assistance.
- Is it a perfect fit for everyone? No. Can it be leveraged more by governments? Absolutely!
- Could be a very cost-effective solution for microsites, events, etc.

The final order

- There's no right or wrong answer.
- Websites have to work for us, but more importantly, they must work for the public.
- Remember that we're public servants, and our duty is to provide our residents with the best possible digital services, no matter what form the CMS takes.

may the force be with you

QUESTIONS? I'M HERE TO HELP



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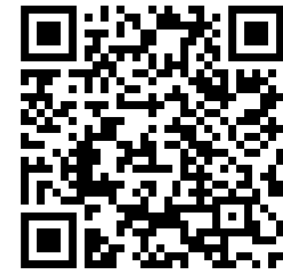
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