

Do-It-Yourself -----vs----- Outsourcing

Do-It-Yourself

- Easy to get started
- 1-click WordPress install
- Select a Theme
- Customize, fairly user-friendly control panel
- Remember: WP is written in PHP, not HTML
- Install your own plug-ins (paid site)
- Spend a lot of time learning

Outsourcing

- Get a professional with a portfolio
- No portfolio? Guinea pigs don't pay!
- Look over their Web AND WP portfolio (PHP NOT HTML)
- Analyze styles and variety
- Ask for references/recommendations
- Do Your Homework First!
- Browse free (if necessary paid) themes
- Choose one (or two or three) ahead of time
- Attend blogging workshops AND learn from online tutorials
- Gather high resolution images and media, if necessary
- Outline your blog plans

Blog Outline

- Are you just blogging (simple posts)?
- Are you selling items or ad space?
- Adding images or video?
- How many pages are you planning?
- Do you need custom e-mail addresses? How many?
- Do you want a customized header? This may be an additional design charge.
- Set a goal for your launch date.
- Choose a designer/developer.

Questions to Ask

- Will your hosting be on a secure server? NOT HOME COMPUTER!
- Is domain registration included and who keeps track of yearly renewal?
- How much WP experience do they have with customized themes?
- How many customized e-mail addresses are included?
- How much storage space included?
- Will they recommend plug-ins and is installation included?
- Will an SEO plug-in be installed? Will they walk you through the steps?
- How much support is included, for how long?