



CLOUD CLUB®

by RSM

WORDPRESS

Website Builder



WORDPRESS

What is it?

WordPress is a highly popular website builder that is accessible for anyone (even if you are not a developer). It is also an open source content management system that allows you to edit the content on your website without any programming experience. From its humble beginnings as a blogging tool, WordPress has morphed into a hugely customisable platform to create any type of website, including an eCommerce store. It hosts an impressive suite of plugins and themes that you can choose from. All you need to do is to purchase web hosting and a domain name and you can get started.

FEATURES

Themes

Get access to thousands of themes. Are you building a simple landing page, a portfolio or a something far more complex? At RSM, we recommend a theme called Divi which has a great visual editor (think drag & drop, inline text editing and responsive editing). This allows you to create designs that fit your brand with ease and efficiency.

Plugins

These plugins enable you to extend the functionality of your website. Plugins can help you run automatic backups and updates, monitor performance, improve SEO (search engine optimisation) – the list goes on! The list of new plugins grows daily.

eCommerce

eCommerce is one of the more popular WordPress plugins. At RSM, we recommend using WooCommerce – it is fully customisable and extendable (as it's open-source – you control and own your content). Make your web store look and behave exactly how you want it to look and behave. Get you cart and checkout pages configured, collect payments securely, configure shipping and tax rates (tax calculations are automatic) and monitor key metrics.

Host your website anywhere

Web hosting is one of the more critical choices when getting started with a website. You want to ensure speed and uptime (look for at least 99.94% uptime and load times less than 700ms). WordPress.org allows you to choose who you want to host your site.

Pricing

WordPress.org	Free
Hosting	Per provider (from \$55.00/month)
Domain	Per provider (from \$15.00/year)
SLL	Per provider (from \$10.00/month)

For general information only. Please contact your RSM adviser to find out more about website hosting services.



How do I sign up?

If you have any questions regarding **WordPress** feel free to get in touch with us at digital@rsm.com.au

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