

# Let's Build a Site Together

## Part 3



**HARTFORD WORDPRESS MEETUP**

**July 12<sup>th</sup>, 2021**



# Agenda



- Speaker Introductions
- Recap of Parts 1 & 2 (5 mins) – Ray & Peter
- Finishing Touches for the Header (15 mins) – Ray
- Finishing Touches for the Hero Section (15 mins) – Peter
- Building the 50/50 Section (15 mins) – Ray
- Building the Blurb Section (15 mins) – Peter
- Q&A Time
- What's Coming Up Next



About Me:

25+ years in IT

Developer/Architect

Pratt & Whitney, Aetna,  
UnitedHealthGroup

4+ years using WordPress

Self-employed

Lives in Newington

Married, no kids -  
1 crazy cat

Geek



## Ray Michno

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**Co-Organizer, Hartford WordPress**



## About Me:

35 years in technology-based sales, marketing, and creative.

Build & maintain WP sites.

Data-driven sites since 1996, used ColdFusion before WordPress.

The Hartford Courant  
Mason Advertising Agency  
Kuehne + Nagel Logistics  
Henkel / Loctite

A proud autodidact.  
Introvert by nature, ambivert by practice.

Live in South Windsor  
Married with two adult children



**Peter Ingersoll**  
**[peter@ingersollinteractive.com](mailto:peter@ingersollinteractive.com)**

**Ingersoll Interactive**  
**Co-Organizer, Hartford WordPress**

# Parts 1 & 2 Recap



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# The Big Picture



- Build a moderately complex website from scratch
- Only use (free) plugins when needed
- Each Meetup will build on prior ones
- Show best-practices vs. quick-and-dirty solutions
- Participate hands-on as much as possible!
- No hosting required to participate – build locally

# Our Project



- Fictional Non-profit
  - WP Animal Rescue
- Goals of website:
  - Education, Donations, Facilitate Pet Adoptions, Recruit Volunteers
- Even though our project will be very specific, the tools, techniques and guidelines can be applied to any type of website

# Our Inspiration



[Who We Are](#)

[What We Do](#)

[Our Impact](#)

[Take Action](#)

[Contact](#)

[DONATE](#)

## Your Support Makes a Difference

Helping young people grow into healthy, educated  
and productive adults.

[LEARN MORE](#)



<https://www.duda.co/preview?site=/site/dm-theme-1007730-en-431?preview=true&themeld=1007730&manifestId=-1>



# Finishing Touches for the Header



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# The Header – Finishing Touches



About Us ▾

Adopt

Get Involved

News

Donate

- Make header “sticky” when scrolling on desktop/tablet
- Mobile menu styling
  - Add Call-to-action button
  - Change colors and font styling

# Finishing Touches for the Hero Section



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# Fixing Responsive Layout Issues with New Blocks



## Introducing First Plugin



### Container

Organize your content into rows and sections.

Replaces Cover Block



### Grid

Create advanced layouts with flexible grids.

Replaces Columns Block



### Headline

Craft text-rich content with advanced typography.

Replaces Headings Block



### Buttons

Drive conversions with beautiful buttons.

Replaces Buttons Block

# Building the 50/50 Section



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# 50/50 Section



**Image**

**Our  
Mission**

**Headline**

**Paragraph**

We are a non-profit organization dedicated to helping children, families, and communities across the country reach their full potential by enabling them to overcome poverty and injustice to fulfill their dreams and ambitions.

# Building the Blurb Section



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# Blurb Section – Three Features




## Our Focus

We help children, families, and communities break the cycle of poverty by empowering people of all ages to dream, aspire and achieve.




### Education

Teaching children today allows for a brighter future, one in which they can both learn and teach.



### Health

Vaccinating children against preventable disease enables them to live a healthy, productive life.



### Community

It takes an entire community to raise a child. Once that community is formed, anything can be achieved.

[LEARN MORE](#)

Container

Headline

Headline Text

Grid 3 Containers

Icon & Headline

Paragraph

Button



# What's Coming Up Next



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# What's Next in Part 4



- Build Footer
- Build “Available Pets” Section
  - Custom Fields
  - Custom Post Types