

How to Create a Membership Website - Week 2 - June 13, 2011

Considerations in Choosing Membership and Shopping Cart Plugins

1. Use of WordPress Functions
 - a. Integration is the key
 - b. User roles
 - c. Content Types
2. Choice of Shopping Cart
 - a. Payment providers
 - b. Paypal
 - i. Integration with PayPal recurring payments system
 - ii. Integration with subsequent PayPal transactions
 - iii. Return transaction details to Google Analytics Ecommerce
 - c. Suitability for the type of products
 - d. CDN Support
3. Template tags
 - a. Login
 - b. Product display
 - c. Various control functions

General Settings

1. WordPress Settings
 - a. General -
 - i. Site Name and Title - should use keyword rich descriptive phrases
 - ii. URLs
 - iii. membership/user roles
 - iv. time and date
2. Change mail details settings
 - a. from name and address
3. Thesis Settings - Design Options
 - a. Site Layout
 - i. columns - 2 - 600 & 300
 - ii. column order
 - iii. framework - full-width
 - iv. outer page padding - 0px
 - b. Display Options
 - i. Header - show sitename in header
 - ii. Comments - disable on all pages
 - iii. Administration - remove edit & admin links
 - c. Fonts, Colors and More
 - i. show interior layout & borders
 - d. Content area
 - i. font size - 16px

- e. Multimedia Box
 - i. Do not show

Create Initial Pages

1. The Site Architecture - What are we creating?
 - a. Goal - a semantic architecture
 - i. rational grouping
 - ii. page structure/url structure coincide
 - iii. result in a sentence like structure
 - b. Page Structure
 - i. Always Visible
 1. home
 2. contact
 3. forum
 4. blog
 - ii. Visible to Guests Only
 1. about
 2. products
 - iii. Never Visible
 1. Landing Pages
 2. Thank You Page
 - iv. Visible to All Members
 1. member dashboard
 2. courses
 3. Free course
 - v. Visible to Specific Members
 1. Premium courses.
2. URL Structure
 - a. The Goal: Semantic URLs
 - b. Pages are hierarchical
 - c. Posts will use categories to create hierarchy
 - d. Set permalink settings
3. Create Static Front Page & Blog
 - a. Brief description of Static vs Blog
 - b. Create both pages
 - i. Home Page
 - ii. Blog Page
 - c. Settings -> Reading Settings
4. Setup Thesis Nav Menu
5. Using Page Attribute Order to organize pages
 - a.

Initial WP eStore Configuration

1. WP eStore General Shopping Cart Settings
 - a. Language
 - b. Shopping Cart Widget - we aren't using so we'll skip these settings
 - c. Currency
 - d. Products Per Page
 - e. Add to Cart Button - We aren't using this
 - i. Set text
 - ii. add an image url
 - f. Sold out image - N/A
 - g. Return URL - Important - set to Thank You Page
 - h. Cancel URL - N/A
 - i. Products Page - N/A
 - j. Display continue shopping link - N/A
 - k. Checkout Page - N/A
 - l. Automatic Redirection to checkout page - N/A
 - m. Allow Shopping Cart anchor - N/A
 - n. Hide Shopping cart image - N/A
 - o. Terms and Conditions Page - N/A
 - p. Show Terms and Conditions - N/A
 - q. Enable fancy redirection on checkout - N/A
 - r. Enable Lightbox effect - Unchecked
 - s. Enable Smart Thumbnail Options - We'll get back to this.
3. Shipping & Tax Related Settings
 - a. Base Shipping cost - N/A
 - b. Shipping variation - N/A
 - c. Calculate tax - this might be important where you are
4. Secondary Currency
 - a. Ignore this
5. Digital Product Delivery Settings
 - a. Ignore this
6. Pay Per View Content Settings - we'll get back to this
7. Post Payment Processing -
 - a. Use Automatic Post Payment - check
 - b. Use strict paypal email address - uncheck
 - c. Automatic Customer Record Removal - uncheck
 - d. Enable Transaction Result Display - check
8. Email Settings
 - a. Use WordPress mail - check
 - b. Send Emails to Buyer after purchase - check
 - c. From Email Address
 - d. Buyer Email Subject
 - e. Buyer Email Body
 - i. This should be informative - it should help the buyer know what's coming next

- ii. We'll get back to this
- f. Notification Email Address
- g. Seller email subject
- h. Seller Email Body

Homework

1. Create your pages
2. Setup Your Nav Menu
3. Come up with a buy-now button
4. Come up with product images or icons