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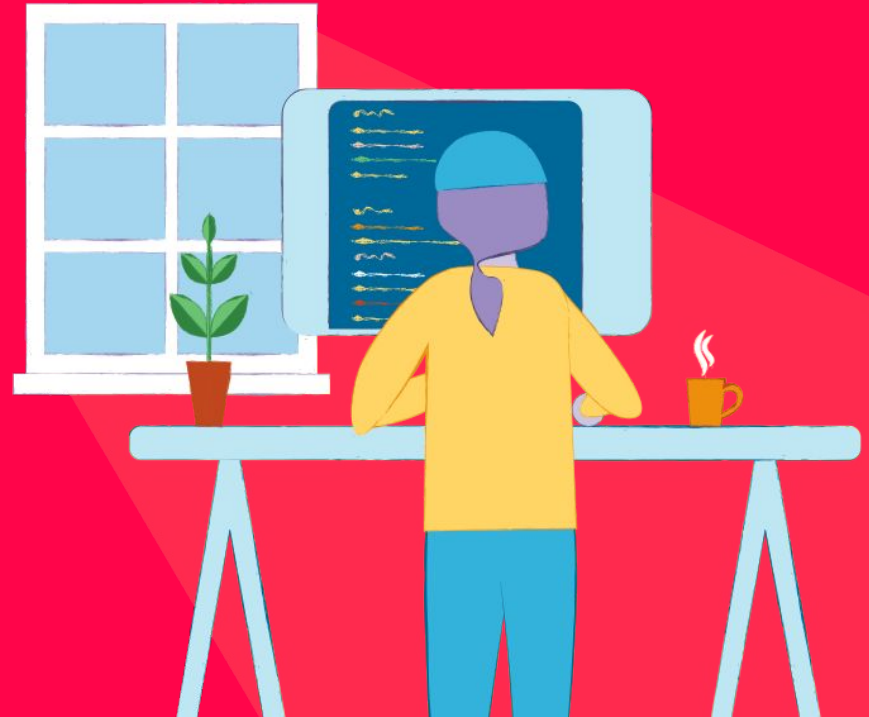
# User Value = Business Value

A guide to growing user engagement  
by Cathi Bosco

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# Why WordPress?

- Content Management System CMS
- The Four Freedoms (open source)
- 15 years young!
- Usability & Accessibility Standards
- Powers  $\frac{1}{3}$  of the entire internet



# Survey time!

**How long have you been using WordPress?**

1 -2 years

3-5 years

Longer - I am a dinosaur!

**Business • Membership Site  
E-commerce • Blogging  
Portfolio • Education • Non-profit  
Brochure Site • Portfolio**

I want to empower you, your work, and your community. Let's expand our worlds!

- **Mapping it out**  
Blueprint for understanding
- **Real Resources**  
Plugins, themes and functions
- **SEO tips & methods**  
Searchable sites!
- **Identify your Audience**  
Realistic expectations and what is ahead in 2019 for us!

# My journey...

Twitter:

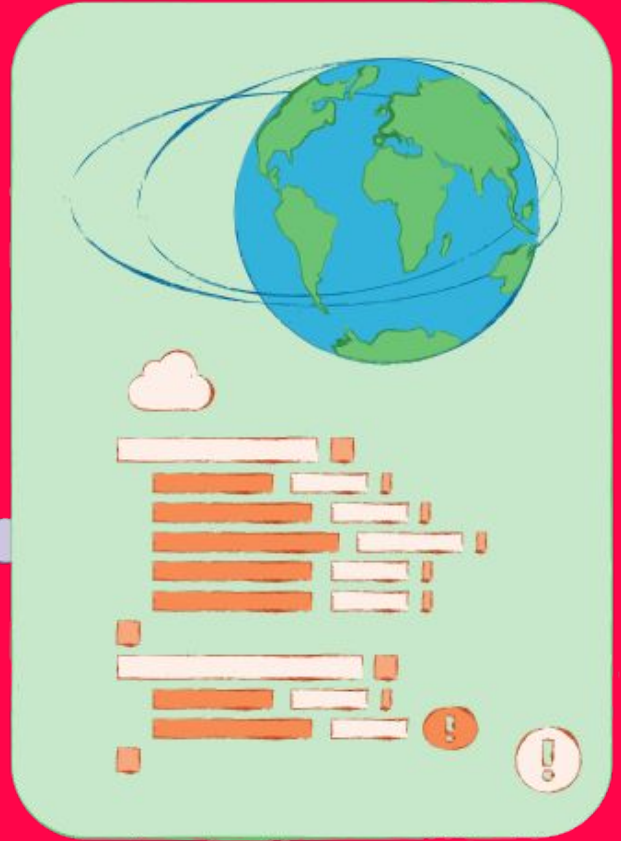
@BeTheBreeze

UX Architect XWP

Co-Founder SaaS

DocsWithApps.com

C & D Studios





Google Adwords  
Retargeting Ads  
Boost Social  
Social Groups  
Social Events  
RISK Walled-off Content

SEM RUSH  
GOOGLE ANALYTICS  
COMPETITOR ANALYSIS  
USER RESEARCH  
PERSONAS  
SCENARIOS

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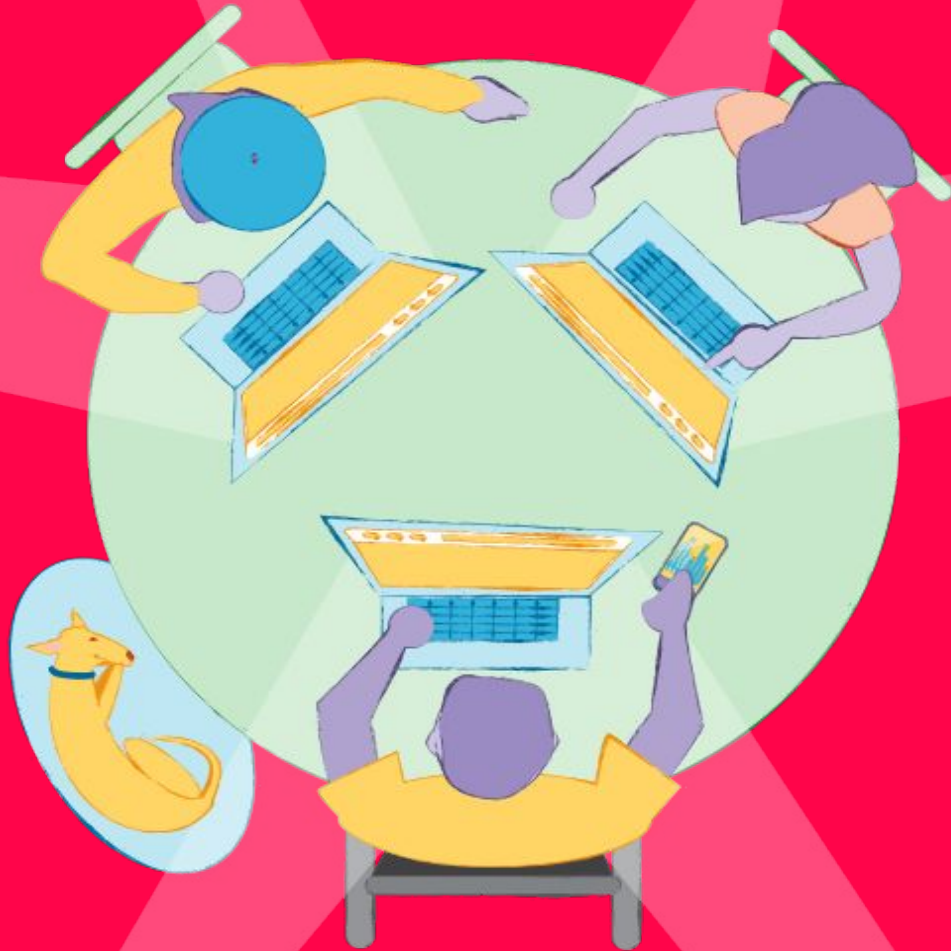
# Plugins & Theme

## Hosting

- **What**  
wordpress.org
- **What**  
wordpress.com
- Yoast, Google Analytics Dashboard for WP (GADWP), Gravity Forms,



# Plugins!



# The 3 things...

**Create and publish original, quality content on a regular basis and optimize it.**

**Use imagery!**

Unsplash, paid stock, make your own. Never use without permission.

**Collaborate with like minded folks!**

Guest blogging - groups - events... become an authority!

*You can do it!*

—

# Connect Share Grow



*Design is intelligence made a shared experience.*  
-Cathi Bosco