

The Complete Guide To

WORDPRESS FOR SMALL BUSINESS

GREG TAYLOR, TRINITY WEB MEDIA & DEVELOPMENT

ABOUT THE AUTHOR

After working in marketing and business development for over ten years, Greg Taylor decided to pursue his passion for WordPress development and content marketing by starting his own company. Tired of seeing sites that look great but don't achieve results, he founded Marketing Press in 2009 to help business owners find the best of both worlds.

In addition to leading the company, Greg has become well-known in the WordPress community as a speaker and teacher. He has presented at several conferences (including TechPHX, WordCamp LA, WordCamp Phoenix, and WordCamp Vegas, WordCamp Orange County and WordCamp San Diego), been featured on industry podcasts (such as BusyMarketer and EOFire), and regularly appears on popular shows (like WPwatercooler and his very own Marketing Press TV).



WHY WRITE THE COMPLETE GUIDE TO WORDPRESS FOR SMALL BUSINESS

I love WordPress. I truly believe WordPress is one of the greatest tools for leveling the playing field in business. Before WordPress only big powerhouse companies could handle content, product, company and industry news with a velocity that moved the business down the path of success. Today, by understanding some fundamental principles of web development, digital marketing and constructing content you can empower your business as subject matter experts and industry thought leaders.

This book gives you the necessary resources and background for you to launch a successful WordPress site that works for your business. This is not meant to be a how-to develop a site or a tutorial in writing code, but more of a point of reference to make sure you, your team, or your hired WordPress developer are all on the same page when it comes to key items that make a site successful.



TABLE OF CONTENTS (OR WHAT WILL I LEARN?)

We organized this book into 10 sections. The topics will help you get in the right mindset for what needs to happen in order to make a great WordPress site for your business.

I suggest this first time through this book go through in order. After that this can be used as a point of reference for the various stages of your business' site's development.

1. Why use WordPress for your business' website
2. What goals should I set for my site?
3. Who is my audience? How can I find them? How will they find me?
4. Hiring a WordPress Developer or going at it alone
5. Creating a branded WordPress site
6. Content development that works
7. Search Engine Optimization (SEO)
8. Understanding analytics and measuring progress
9. Iterations and making adjustments
10. WordPress Updates



LET'S GET STARTED AND MAKE SOMETHING GREAT



Getting Started Why Use WordPress For My Small Business?



WHY USE WORDPRESS FOR YOUR BUSINESS' SITE?

WordPress is powerful Currently, WordPress powers over 25% of the entire and has a 69% marketshare of all CMS systems. (Source: Open Source CMS)

If that is not reason enough for you to use WordPress here are more reasons:

WordPress is Free. WordPress is a free open-source software. It costs nothing to download, install and start using for your business. There are some associated costs for hosting or WordPress themes by other companies like Marketing Press, but there is no fee to use the software.

Scalability. As the business grows, WordPress will grow with you. What once started as a simple blogging platform now powers 24% of the whole web. That is a lot of sites. Unless you venture into something completely custom, which at that time you are no longer a small business, WordPress will be there to support you.

SEO Friendly. Search engines love WordPress. Chances are if your site is built on the WordPress platform, the search engines will find you. When the search engines find you, there is a way better shot of your customers finding you.

WHY USE WORDPRESS FOR YOUR BUSINESS' SITE? (CONT.)

Compare Search terms ▾

wordpress
Search term

joomla
Search term

drupal
Search term

+ Add term

Interest over time ?

News headlines ? Forecast ?



</>

WHY USE WORDPRESS FOR YOUR BUSINESS' SITE? (CONT.)

Content Management System. WordPress makes it to manage ongoing content initiatives. Creating blog posts, embedding YouTube videos, and gaining newsletter subscribers is not such a daunting task when it comes to WordPress.

Manage Ongoing Web Changes. No longer will you have to call a web developer to make minor changes to your site. Your business will be in control of your brand's own content and copy and manage it accordingly. From time to time a developer may need to do customizations or complex changes, but more often than not your company can manage edits.

WordPress Community and Support. The WordPress community is own that bands together to help one another. There are a plethora of blog posts and tutorial videos that will get you what you need. The WordPress community also has a strong social media presence on Twitter and YouTube, Facebook groups.

These reasons are compelling enough to make me wonder why anyone would choose anything over WordPress.

ADDITIONAL RESOURCES:

[Small Business Series: Why Use WordPress](#)

[Marketing Press On-Air Podcast](#)



"THE BEST WAY TO PREDICT YOUR FUTURE
IS TO CREATE IT." ABRAHAM LINCOLN





What Goals Should I Set For My New WordPress Site



GOALS FOR MY NEW WORDPRESS SITE?

We are big believers of beginning with the end in mind.

Sound familiar? It is Stephen Covey's second rule in *Seven Habits of Highly Effective People*. When it comes to building an effective website for your small business it is essential, to begin with the end in mind, that is, know what you want your website to accomplish.

When Marketing Press works with small businesses we make sure to spend a lot of time discussing the state of the business, and what we are trying to accomplish. Goals need to be clearly defined from the start.

Goals Defined

I believe there are only three goals to think about for your site.

- **Creating a platform for content:** Your content will position your product, service or brand for better search visibility and get you noticed in your market for your subject matter expertise. Also, this platform can and should serve as the go to place for your clients (and potential clients) to get valuable knowledge of your company or products.
- **Forming a community for product, service or brand:** Communities are important if you want clients to become loyal. In our first post of this series, we cited the WordPress community of users and developers as one of the reasons Why You Should Use WordPress. Now, think about what would happen if you had that same force of community behind your company? Pretty powerful stuff.
- **Gaining Conversion:** Conversions are when a website visitor to act in a manner that helps your business. Some conversion points are newsletter subscribers, contact or product requests, purchases if you are an E-commerce company or even a good old-fashioned phone call.

GOALS FOR MY NEW WORDPRESS SITE? (CONT.)

The Website Goal Elephant In The Room (or on the page...)

When I speak at WordCamps (which are a great way to hone your WordPress knowledge and meet some great people) I usually ask, "Does anyone think I left anything out?"

Inevitably someone screams from the back of the room, "Making MONEY! I want my site to make me (us) money! That's the goal of my website."

Generating revenue is important and the ultimate sign of a successful website. My answer to this remark, however, is always the same, "Generating revenue is NOT a goal in itself, it's a byproduct of meeting your goals."

Your Business, Your Site

Now that we have the goals defined, what do you want your site to do for you? Only you can answer that question, and not every goal can be successfully accomplished on every page of every WordPress site.

To determine what goals are most important for your small business website answer these questions:

- **Assuming you have an existing site, can your site be found in search results when someone searches for your name, product, service, or any of the proceeding with adding your location?**

If NO, you need a content-centric site.

- **Do you participate in regular events either as an attendee or host?**

If you said YES, a community-based site may work well for your business.

GOALS FOR MY NEW WORDPRESS SITE? (CONT.)

- **Do you send out newsletters, email blasts, or sell anything from your site?**

These are the traits of a conversion-centric site.

- **Would publishing articles in a timely manner help your customers know how to use your products or services, and position you as a subject matter expert in your industry?**

This is indicative of a content-based WordPress site.

Determining goals for your site is the foundation for any future development and successful small business website.

If you do not have goals set for the site, it will be impossible to measure how the site is performing for your business.

ADDITIONAL RESOURCES:

[Small Business Series: Setting Goals For Your WordPress Site](#)

[Marketing Press On-Air Podcast](#)



"THE BEST GIFT YOU CAN GIVE YOUR SITE VISITORS IS CONTENT DESIGNED TO SHOW THEM HOW YOU SOLVE THE PROBLEMS THEY'RE HAVING. ANYBODY CAN SAY, "THIS IS WHAT I SELL." THE SMART PEOPLE SAY, "THIS IS HOW I HELP."
SUSAN BAIER



**Who is my audience?
How can I find them?
How will they find us?**



WHO IS MY AUDIENCE? HOW CAN I FIND THEM? HOW WILL THEY FIND US?

When it comes to your WordPress site the theory of If You Build It They Will Come is flawed thinking. Just because you spend time creating a new website for your business it does not guarantee you will get site visitors and traffic. Too often, people have a set it and forget it mentality, which only leads to failure.

Who is my audience?

Before investing time and money in a new WordPress site think about who you are trying to reach. Marketing Press always asks our clients three questions:

- What does your ideal client look like?
- What information does my ideal client want and need?
- Where do your clients (or prospective clients) hangout online?

Once we know the answers to these questions we can start to create an audience profile or persona. Figuring out the personas of your clients is a powerful exercise. Once determined, the persona will tell us how to speak to the intended audience, what content is appealing to them and where to broadcast the content.

Here is a way to answer the above questions and begin identifying an accurate client profile for your small business:

What does your ideal client look like?

If you have customers already start there first. What common traits do these existing clients have? What is the typical business size you work with in both revenue and employees? How do they use your product or service? Start simple and build your ideal client profile from here.

WHO IS MY AUDIENCE? HOW CAN I FIND THEM? HOW WILL THEY FIND US? (CONT.)

What information does my ideal client want and need?

This answer will position your site to become a helpful resource to your market. For a company's WordPress site to be successful and considered a resource, it needs to help its' visitors. An easy way to answer this question is by keeping a log of questions internal customer service representatives answer. If someone asks a question on the phone or in person, I guarantee tons of other people are using search engines to answer the same question.

Where do your clients (or prospective clients) hangout online?

This the part of the process where we begin fleshing out where to broadcast your content. If there is a large social media presence in your industry, post content from WordPress to networks like Facebook or Twitter. If your ideal clients use your site as the place to get answers, we can employ various search functionality on the site.

This is just the beginning of creating a client profile for your small business. Companies like [Audience Axis](#) specialize in educating business owners in finding their market.

Before we can expand your sphere of influence and your market reach, it is important to start with your existing business. Our three question exercise is the beginning to finding out what type of site a business needs to manage and how to construct the content that helps them become loyal to a brand. (Note: This is the beginning of your content and design strategy.)

ADDITIONAL RESOURCES:

[Small Business Series: Finding Your Audience](#)

[Marketing Press On-Air Podcast](#)



"IF YOU WANT TO GO FAST, GO ALONE. IF YOU WANT TO GO FAR, GO TOGETHER." AFRICAN PROVERB



Should I Hire A WordPress Developer or Go At It Alone?



SHOULD I HIRE A DEVELOPER OR GO AT IT ALONE?

Should I hire a WordPress Developer or should I create my small businesses site on my own? This question comes up quite often. There are pros and cons to both choices.

WordPress is easy to use, but not always simple if you want a more in depth website. Let's explore this question deeper to get a better understanding of both choices.

Should I hire a WordPress Developer for my project?

Pros

- Know how to create websites that work well for businesses
- Have extensive knowledge of website design
- Access to a higher level of functionality
- Are creative thinkers and can add a branded "personality" to your site.
- Develop websites with to meet your small business goals

Cons

- There is a cost involved when working with WordPress Developers
- It may be difficult to find a developer that works well with you

SHOULD I HIRE A DEVELOPER OR GO AT IT ALONE? (CONT.)

Should I develop my business' website on my own

Pros

- No money involved, just time
- You can go at your own pace to develop the site

Cons

- There is a potential learning curve
- The end product may not be as developed and detailed as you hoped for
- Time has to be spent on development and learning code

These are the basic pros and cons. If you really want to learn how to develop WordPress sites, I would say go for it. There is always a learning curve when you are acquiring any new skill, so patience is key.

This section is not meant to scare you away from doing the project in-house or in your spare time. We just want to make sure you know what you are getting into. Yes, WordPress is free and not overly complicated to use, but there are instances when it is not simple and may take watching tutorials or reading instruction documents to accomplish your web development tasks.

ADDITIONAL RESOURCES:

[Small Business Series: Should I Hire A Developer?](#)

[Marketing Press On-Air Podcast](#)



"A BRAND IS THE SET OF EXPECTATIONS, MEMORIES, STORIES AND RELATIONSHIPS THAT, TAKEN TOGETHER, ACCOUNT FOR A CONSUMER'S DECISION TO CHOOSE ONE PRODUCT OR SERVICE OVER ANOTHER." SETH GODIN



Creating a Branded WordPress Site

CREATING A BRANDED WORDPRESS SITE

It is very expensive to build a brand. It takes time, money and other resources to ensure everything in your company is synchronized. Branding to us is everything from social media personas to printed collateral to your website.

When it is time to create a WordPress site for your small business all the details matter. It is important to think about the imagery, verbiage, color profiles, and primary content that is presented to the visitor. Any gaps here will lead to client or consumer doubts and objections. Many of the visitor's doubts and objections may be unwarranted, but why create doubt when you can foster a sense of security.

Tips For Creating a Branded Web Presence

- Make sure all colors match your corporate brand and identity.
- The images used on your website should evoke emotion with your visitors.
- All language needs to reflect the language of your industry and something your clients will identify with.
- Give the visitor multiple ways to connect with the company, whether online, in person or on the phone.
- If possible refer to the same font or complimentary fonts as any printed collateral.

We want to instill confidence in your visitors when visiting your site. The best way to instill confidence is to make sure all branded items line up. The more everything is congruent, the more confidence your visitors will have in your company.

When it comes to creating a branded website for your small business the devil is in the details.

ADDITIONAL RESOURCES:

[Small Business Series: Creating A Branded Website](#)

[Marketing Press On-Air Podcast](#)



"IT'S NOT ABOUT CREATING CONTENT, IT'S ABOUT IMPROVING YOUR BUSINESS THROUGH CONTENT." JAY BAER



Developing Content That Works For Your WordPress Site



CREATING CONTENT FOR YOUR WORDPRESS SITE THAT WORKS

Content development is one of the most important parts of creating a website that works for small business. Without well constructed and executed content, your website has an underwhelming presence with little chance of helping for your business. Check out this link to my WordCamp Phoenix 2014 presentation for additional insight into content creation – [What Is Your Site Without Content And What To Do About It.](#)

Different Types of Content

- Web Pages
- Blog Posts
- Photos and Images
- Videos
- Podcasts
- Ebooks

Foundation Content For Your Website

I do not want creating content for your site to be daunting. Content creation is a process that never ends. Successful business sites are constantly publishing content for their site. A consistent stream of content keeps visitors coming to your site and increasing the chances of your site being used as a resource.

Top Tips For Great Content For Small Business

Be Helpful: Content that helps your audience get answers they need is engaging content. Too often businesses want to be promotional vs. helpful.

CREATING CONTENT FOR YOUR WORDPRESS SITE THAT WORKS (CONT)

Many times it feels like if you are being helpful there is a possibility of losing a sale; and although this may be the case from time to time; it is more important to be looked at as an industry expert, which will lead to greater revenue and loyal customers in the future. Think long-term when it comes to being helpful.

Be Clear and Concise: When it comes to page content make sure your message is being received in the way it is intended. It is important not to assume the audience will understand what you mean; say what you mean in the simplest way.

Concentrate on the Home Page, About Us, Contact Page and Services Page: Do not worry about how many pages your site has, but rather focus on the quality of the content on the pages. Each page should tell the audience why your product and/or service is important to them and have a clear call to action.

Your call to action should tell your customers what the next logical step is in the process of using your service. Good example calls to action that work are: “Sign up now for your FREE DEMO” or “Did we miss anything? Contact our team and we can help you get what you need.” Be strategic and make sure to tell the audience what they will receive by contacting you. Please note, you are making a promise to your visitor. The best way for your visitors to build trust in your company and services is by delivering what you promise.

Brevity: There is no magic formula for the perfect length for your content. Marketing Press abides by one simple rule — the perfect length of content for your site is whatever it takes to clearly and concisely convey your message.

Do not overlook how your content is packaged or as Jay Baer says, “Merchandised.” Taking care of the presentation details will help your content get noticed.

CREATING CONTENT FOR YOUR WORDPRESS SITE THAT WORKS (CONT)

ADDITIONAL RESOURCES:

[Small Business Series: Creating Content For Your Site](#)

[Marketing Press On-Air Podcast](#)

GREG TAYLOR WORDCAMP PRESENTATIONS:

[Winning The Search War With Content: WordCamp LA](#)

[What Is Your Site Without Content And What To Do About It: WordCamp Phoenix](#)

[The New Age Of Content: WordCamp Sacramento](#)

[Is Your Content Helping or Hurting You?: WordCamp San Diego](#)

[Content Development: WordCamp Orange County](#)



"SMALL BUSINESS SEO ISN'T ABOUT GETTING ONE BIG
THING RIGHT, IT'S ABOUT GETTING 100 SMALL THINGS
RIGHT." JOSHUA ZIERING



SEO For Your WordPress Site



SEO THAT WORKS FOR YOUR SITE AND YOUR BUSINESS

Search engine optimization (SEO) is the practice of optimizing your site so it is visible in search engines when people are looking for specific keyword sets and industry terminology. Rather than re-invent the wheel with this post here is a great article that outlines [100 SEO tips for small business](#). [[Click here for article](#)]

SEO is never complete. A good WordPress SEO strategy is constant. You always have to fine tune and pivot your search strategy to make things work for your set. This is definitely more of a review, refine and repeat process than a set it and forget it series of events.

Marketing Press Guide To WordPress SEO For Small Business

Know the competition: Know what competitor ranks for which important keyword or phrase.

Reverse engineer how the competitor's SEO strategy and try to beat them at their own game

Develop your content for people: Do not worry about your rankings. If your content is great, helpful and relevant to your site rankings will come. Remember you are doing business with people, not algorithms.

Only post and publish original content: Stealing content is plagiarism and Google will penalize your site big time. Google's penalty for stolen content is severe, you don't want to mess with Google. (Along the same lines, if you have more than one site do not use the same copy from the other site without altering the content.)

Use Page and Post Titles with keywords in the title.

Keywords and Phrases: While you are writing for people (not search engines) to consume your content never use your intended keyword search terms too many times. This is called keyword stuffing and will lower your content's SEO value. It is always best to make your content read naturally and fluent.

SEO THAT WORKS FOR YOUR SITE AND YOUR BUSINESS (CONT.)

Add a Blog: It is easy to add a blog page to your WordPress site. WordPress and WordPress themes are already set up with a blog template. If you add a blog and use it as part of a content strategy you are adding new content to your site on a regular basis. Fresh content, as long as it is on a relevant topic as the rest of the site, gives Google a reason to crawl and index your page regularly. Recency is a key ranking factor for Search Engines.

Name Images Accurately: Naming your images for what they are and how they relate to your site helps a lot. For example, if you are a baseball glove company and you use an image of a Major Leaguer using your product name the file: Player's Name-Name of Product.jpg. Too often people overlook this step and leave the file how it comes off the camera (ex: dkagoar9440fd.jpeg)

Use An Awesome WordPress Plugin: There are many SEO plugins for WordPress, but we only trust Yoast SEO by Joost de Valk. This system is the best and takes care of most of the technical aspects of your site for good search results. By no means is this a magic bullet and will get you ranked without good content, so do not even think of it.

Site Speed: Search Engines like sites that are fast. Use a good, reliable host and keep your images optimized for size and chances are your site will do ok with site speed. Tools like GT Metrix are available at no cost to monitor site speed. GT Metrix grades websites and tells you where your technical challenges are for you to fix.

SEO THAT WORKS FOR YOUR SITE AND YOUR BUSINESS (CONT.)

Hire a Professional: There are many WordPress companies that can help get your business' site up to speed.

[Caution: Everyone says they can do SEO, but few really deliver as experts. If you choose to hire someone, as we recommend, make sure they are fully qualified and vetted before signing a contract with them. While Marketing Press offers SEO services, if you need help vetting SEO professionals we will help you qualify your selected SEO vendor in confidence. The WordPress community is the best and the last thing we want to do is have someone tarnish the community's reputation.]

We know this is a lot to take in. We are here to help you launch the best WordPress site for small business. Take your time, have a plan, execute the plan and keep moving towards better search engine rankings.

ADDITIONAL RESOURCES:

[Small Business Series: WordPress SEO](#)

[Marketing Press On-Air Podcast](#)



"THE PRICE OF LIGHT IS LESS THAN THE COST OF DARKNESS."
ARTHUR C. NIELSEN

Understanding Analytics & Measuring Results



THE BASICS OF ANALYTICS AND MEASURING PROGRESS

[Important Note: If you do not have a Google Analytics account, go to analytics.google.com and sign up now and install the tracking code. Installing analytics a key component to launching your site. If this step was missed, install now, and check back on the data in a week.]

Before you read this article I want your mindset to be: Review, Refine, Repeat. Marketing Press' Review, Refine, Repeat process starts after content is created and the site is launched. This is the process we will use repeatedly to keep the site progressing.

Before you decide whether or not the site is working towards your business goals it is wise to take a moment and review the site's analytics and performance. This data is contained within the site's Google Analytics account.

We need to review the data. What pages are people visiting? Where are they coming from? What are the entrance and exit paths for the WordPress pages? What is the site's overall bounce rate?

This data lets us know whether we are moving in the correct direction. For now, we can keep it simple and use the Review portion of Review, Refine, Repeat.

Review what is working for the site

- Are your key pages getting traffic?
- Are you getting people to fill out forms and contact the business?
- What pages get the most traffic?
- Do you see a pattern of return visitors to the site?
- Is traffic coming from important keywords and search phrases?

THE BASICS OF ANALYTICS AND MEASURING PROGRESS (CONT.)

These are all indicators of a healthy start for the site. If the site's content is working for the business, now is the time to figure out how to do more of the same that works. Conversely, if the data is not trending in the right direction it is time to make some changes and try something new. (This is the Refine part of our Review, Refine, Repeat process.)

Reviewing analytics and measuring progress is an ongoing process. If you incorporate the review and refine process into your monthly web tasks the WordPress site for your business has a greater chance of working for the business. We can't stress enough that this is a process and not an event.

ADDITIONAL RESOURCES:

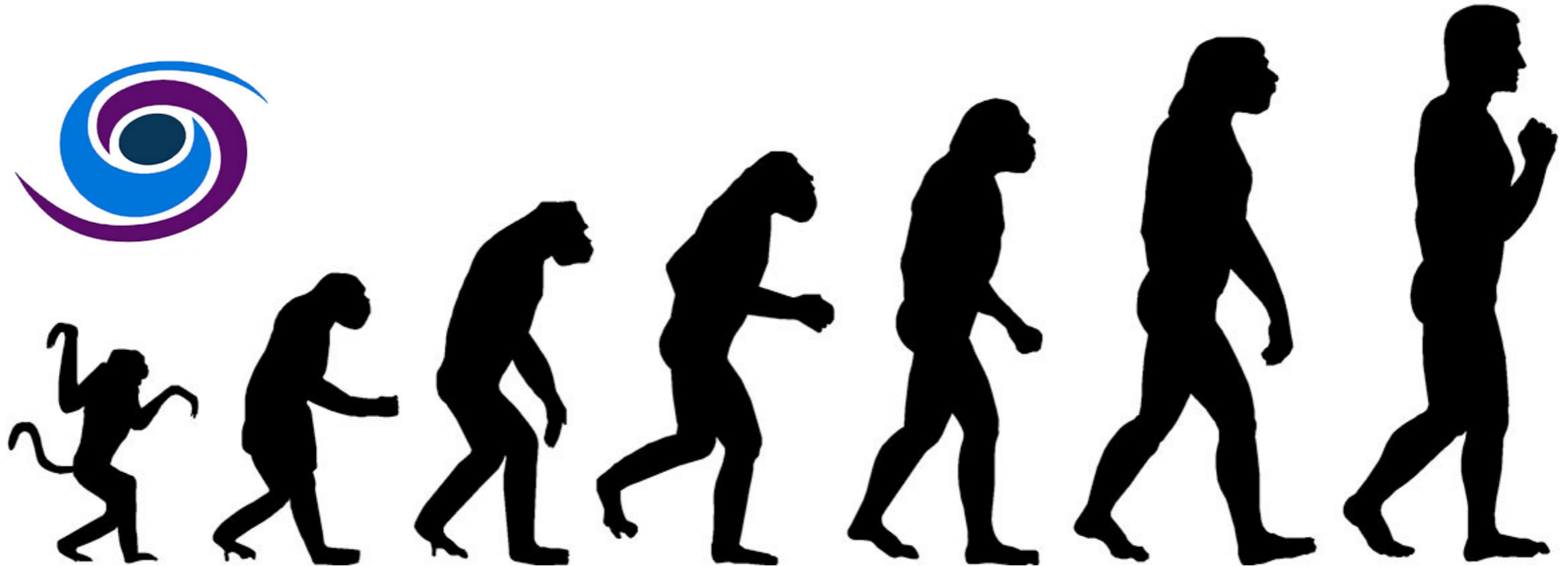
[Small Business Series: Analytics and Progress](#)

[Marketing Press On-Air Podcast](#)



“PERFECTION IS THE ENEMY OF PROGRESS”

Site Adjustments and Iterations



SITE ADJUSTMENTS AND ITERATIONS

Too many times we see clients and businesses who wait for their WordPress site to be perfect before they launch the site. This is the worst trait of many small businesses when it comes to web development and digital marketing.

When WordPress is the web platform of choice for your business you can increase the velocity of which you distribute key company information and news. Along the same lines, WordPress assists you in making changes to content that doesn't work as well as it should, or flat out misses the mark.

In the last post, we discussed the importance of a Review, Refine, Repeat strategy. After all the data is collected and measured you can now refine (or iterate) your content and/or site attributes like colors and images. This way you the changes you make based on data will help the business achieve the goals set.

Once the changes and iteration are complete we enter into the Repeat portion of Review, Refine, Repeat. Start the process all over by measuring data collected for the changed content etc. and refine the changes to work better and so on.

When your business uses WordPress to power their web presence you have the power of using an iterative process. As long as the business can understand that the site is never truly complete, it will work for you.

ADDITIONAL RESOURCES:

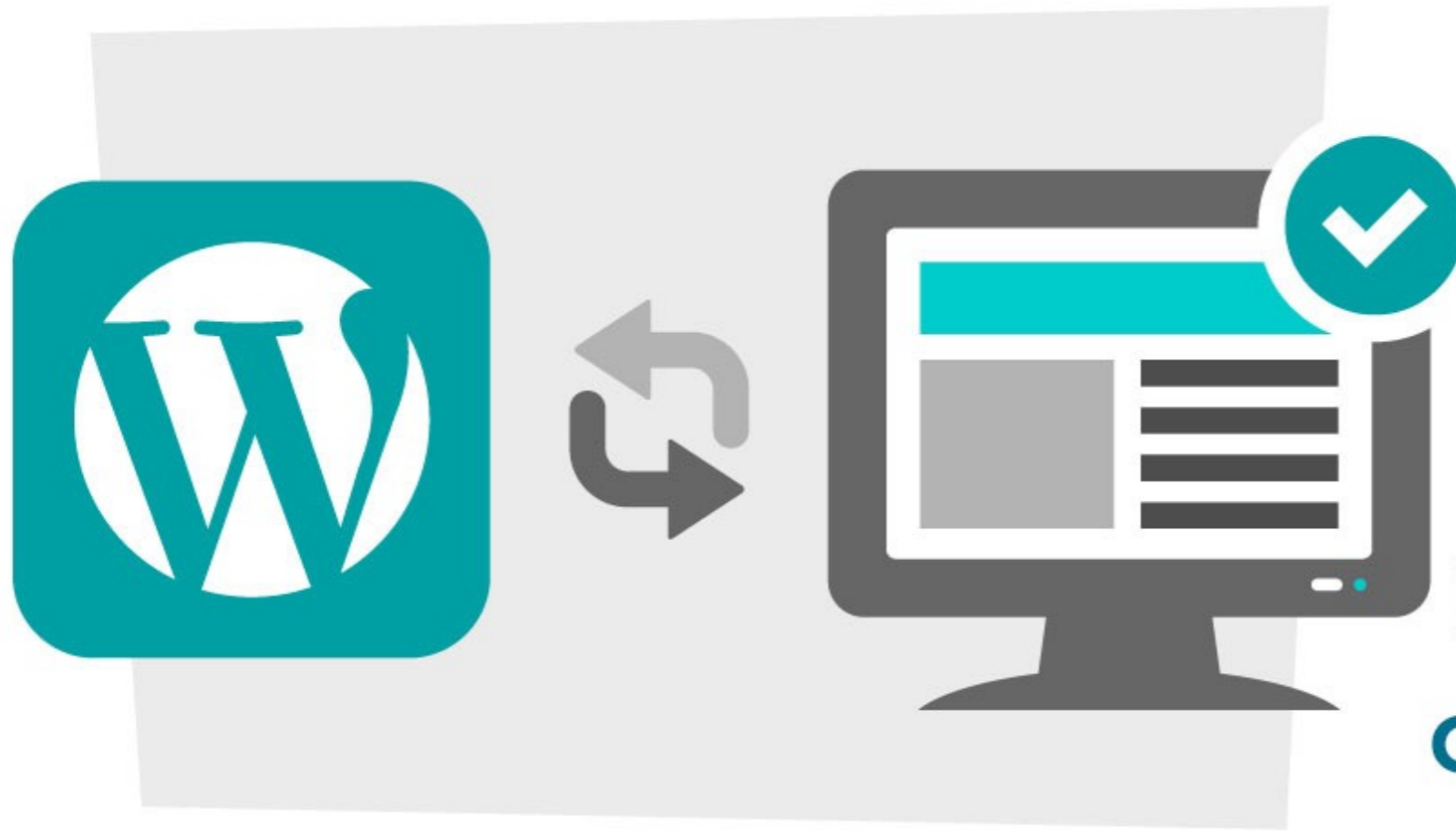
[Small Business Series: Site Adjustments and Iterations](#)

[Marketing Press On-Air Podcast](#)



"I DON'T HAVE BIG IDEAS. I SOMETIMES HAVE SMALL IDEAS, WHICH SEEM TO WORK OUT." MATT MULLENWEG





Importance of WordPress Updates

THE IMPORTANCE OF UPDATING WORDPRESS

Just as your business changes WordPress will also have its changes. WordPress changes as user's demands changes and other bells and whistles come about. From time to time the WordPress dashboard will prompt you to update the software and possibly associated functionality plugins. When you see these prompts it is important to update the system.

Some updates are for security purposes and other updates are for increased user functionality. Either way, do your self a favor and keep everything updated.

To make sure your site runs well here are our tips to updating your WordPress site.

- **Before you update run a backup.** Check with your hosting company to see how often the backup your site's theme files and database. (The theme files are the looks of the site and the database is all the content.)
- **Update all plugins**
- **Update all themes**
- **Run the WordPress system updater from the WordPress dashboard**

WordPress runs fast and WordPress is secure as long as you keep your site up to date.

I do not want to overcomplicate this section, but please do not underestimate the importance of keeping your business' WordPress site current.

THE IMPORTANCE OF UPDATING WORDPRESS (CONT.)

ADDITIONAL RESOURCES:

[Small Business Series: Keeping WordPress Updated](#)

[Marketing Press On-Air Podcast](#)



"...AND IN THE END..."



THANK YOU

Like anything, this book was not created by one person. Yes, I wrote it, but the free flowing exchange of thoughts, ideas and edits are always a team collaboration.

We want to thank:

Julia Beyer for your support and edits.

Susan Baier, Chris Lee and their families for always being there for us and giving us the help we need without reserve. I am a huge fan of both of everything you do.

Joshua Ziering —Really goes without saying. **The SF Guys** — you know who you are and thank you for making me continually up my game.

Jay Baer, Kelly Santina, Jess Ostroff and the whole Convince and Convert Team. Thanks guys. Having C&C as a client allows us to have a behind the scenes look at how a world class Content Marketing Company is run and how good stuff gets done.

Francine Hardaway: Your mentorship and friendship over the years have pulled us through and allowed me to 'keep on keeping on'.

All Clients: Thank you for trusting us with your WordPress Development and allowing us to participate in your successes.



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WordCamp Presentation Videos:

[WordPressTV](#)



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