



# WordPress User's Guide

## Educating Your Clients

Presented to the  
East Bay WordPress Meetup  
by Diana Thompson, Like the Goddess

# Introduction

**Diana Thompson**  
Like the Goddess

- Freelancing in web, email, and graphic design since 2005
- WordPress design and administration since 2008
- Specializing in design for the arts and small businesses

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# Client Considerations

- Scope of client's current knowledge
  - Sources of WordPress, blogging, and general technology information currently used
- Amount of information acquired at any given time
- Depth and breadth of information sought
- Learning styles
  - visual, auditory, kinesthetic
  - through sequential or random access
  - concrete or abstract
- Working independently or with others

# Educator Considerations

- Apply Client Considerations to yourself
- Assess your comfort level with:
  - forming lesson plans
  - written communications
  - speaking in front of groups
  - working one-on-one
  - design and technical skills
- Sources of support and assistance

# Information Sharing Options

- **Media**

- print, PDF, blog, video, screencast, podcast

- **In-person**

- presentations, workshops, tutoring

- **Online communications**

- discussion forums, screen-sharing, email boilerplate

# Project Goals

To create the Like the Goddess WordPress User's Guide, I focused on:

- Defined scope of project
- Logical linear presentation
- Clear hierarchy of information
- Cross-referencing of content
- Reduction of repetitive content
- Concise, yet thorough explanations
- Consistent verbiage within itself and with WP
- Consistent visual style
- Screenshots illustrating elements of instruction