

# WordPress Website proposal

## **Rationale: When and why we create sites outside of Easysite**

Easysite is the Content Management System (CMS) that powers the Aston University website ([www.aston.ac.uk](http://www.aston.ac.uk)).

It's a powerful CMS that allows us to create, edit and maintain a content-rich web presence with many editors across the University. It is supported by a comprehensive training program and a wealth of internal resource (in Marketing and ISA).

However sometimes we have to work outside of Easysite for projects that meet specific requirements. In these instances we use WordPress – an open source CMS with more design freedom.

## **Easysite: Branding & web address**

Easysite can have pages incorporating other brands and so can, to an extent, be co-branded.

However Easysite cannot be 'white labelled' – it will retain elements of Aston's corporate branding and will largely be in keeping with the [aston.ac.uk](http://www.aston.ac.uk) look and feel.

Also, the web address will always begin with [www.aston.ac.uk](http://www.aston.ac.uk).

If a project requires a complete standalone website with a unique address Easysite may not be appropriate.

## **WordPress: Customisation and design**

WordPress offers us a range of well- designed responsive 'themes' – easily utilised website templates.

This allows us to quickly create (resource allowing) attractive and very functional sites out of the box. The trade-off is that these themes are sometimes inflexible.

## **Editing**

Easysite supports a high volume of content and multiple editors, and has training and development support.

WordPress sites we create are typically shallower in terms of content and have fewer and less frequent edits. There is some flexibility here, but it should be considered.

## Examples

The Digital Marketing Team at Aston are happy to work with colleagues to create new and exciting WordPress based web projects.

Examples of projects we have completed include:

- [www.earlyyearsapp.com](http://www.earlyyearsapp.com)
- [www.clearingguide.co.uk](http://www.clearingguide.co.uk)
- [www.light-fest.co.uk](http://www.light-fest.co.uk)

## Project form

To help us to ascertain if a standalone web presence is appropriate, and how we should create it, please outline the project below. We understand that some of these elements may be subject to change or approval.

When we say 'project' we refer to the web project, which may differ from the overarching research project.

### Project name:

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Is the name finalised?

Yes / No

Do you have a domain (web address) purchased?

Yes / No

### Project outline:

Please outline the purpose of the web presence:

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### Project Hosting:

Does it **have** to be separate from aston.ac.uk?

Yes / No

If 'Yes', why does it need to be a separate website?

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**Project audience(s):**

Please rank in order of importance:

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**Project manager(s):**

Who is running the web project? Who is our regular contact? Who has to sign off or approve decisions?

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**Assets:**

Do you have a logo? Yes / No

Do you want our design team to create a logo? Yes / No

Do you have any content ready for the website? Yes / No

We would appreciate taking copies of your assets as early in the project as possible. Assets attached to the same email as this form, or a link to Dropbox or Google Drive would be much appreciated.

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**Look and feel:**

Do you have any guidance on look and feel for the site? Any websites you'd like us to take inspiration from?

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**Functionality:**

Are there any specific functions you require? Data capture, secure areas etc

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## Promotion:

There's no benefit in having a wonderful website that no one sees. It's like locking a Ferrari in a garage. What channels do you have to promote the site and drive traffic?

Please outline channels below:

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If you have not already, please begin to compile a list of websites, Twitter accounts, Facebook pages and individuals who can assist in promoting your web presence.

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If you have social media already set up please list below

- @
- Facebook.com/

## Contact

Please contact the Digital Marketing team with any questions or to submit a completed Project form: [b.mcaree@aston.ac.uk](mailto:b.mcaree@aston.ac.uk)