

WordCamp Baltimore 2012

Becoming a More Efficient Freelancer

by Eric Karkovack

<http://www.karks.com>



@karks88

Overworked & Underpaid?



Too many projects? Too little Time?

Become More Efficient!

WordPress tools that can help you become a more efficient designer & developer:

- Frameworks
- Plugins that Save Coding Time
- Keeping a Repository of Re-Useable Code



What's a Framework?

Frameworks are WordPress themes with additional features built in, such as:

- Custom Page Layouts “on the fly”
- Change theme options from within the WordPress Admin
- Built-in Shortcodes provide a quick method for implementing special features
- Powerful backend features that save you from extra coding

Popular Frameworks

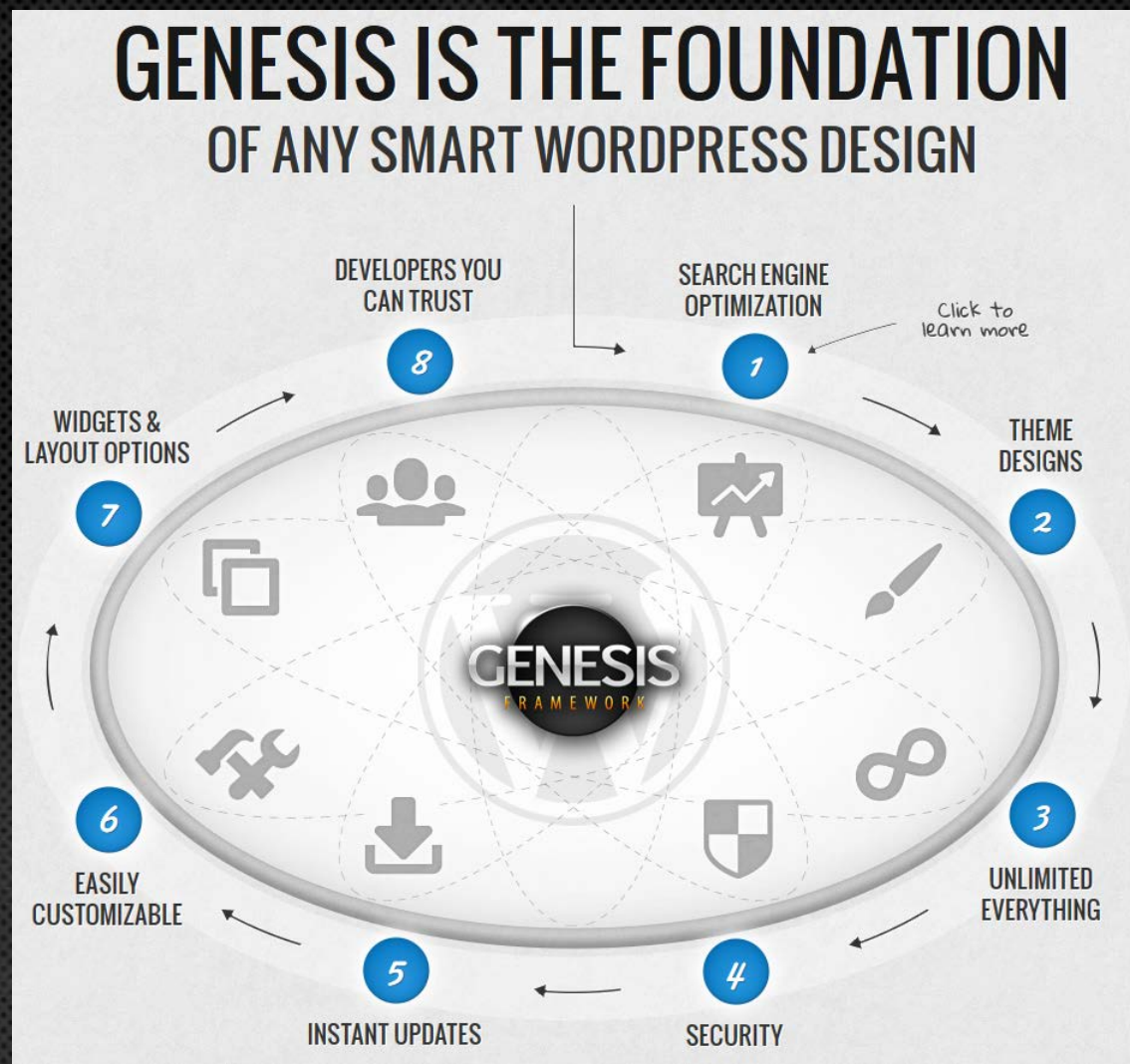
Genesis

www.studiopress.com

\$59.95 for Genesis

Child Themes cost extra

- Widely Used
- Unlimited Support
- Lots of Child Themes
- Automatic Updates



Popular Frameworks

StartBox

www.wpstartbox.com

FREE

Child Themes & pro
support cost extra

- Very Useful Shortcodes
- Custom Layouts for each page/post/ category
- Custom Sidebars and Slideshows
- Theme Options Page
- Child Themes/Support are \$100 per year

STARTBOX™

Home Themes Affiliates Blog Contact Members Join

STARTBOX™
INCREDIBLY POWERFUL WORDPRESS THEMES

Emmanuel Theme Primary Theme

Better Theme Options **Plenty of Shortcodes** **Very Widget Friendly** **Easy to Customize** **Support & Upgrades**

Shortcodes
StartBox has loads of shortcodes to make it as easy as possible for you to style and organize your content. These shortcodes help you insert buttons, info boxes, social media badges, columns and more without ever leaving the visual content editor.

Buttons
Turn your plain-text links into a highly stylized CSS3 button. Specify your own colors and sizes with ease.

Content Boxes
Quickly grab a reader's attention by setting small bits of content apart in a different colored box.

Button Button Button Button

Info (default)

Inside StartBox

Theme Options

Built-in Slideshow Tool

Custom Layouts

Time-Saving Plugins

While plugins aren't always the best option, using the right ones increase your efficiency.

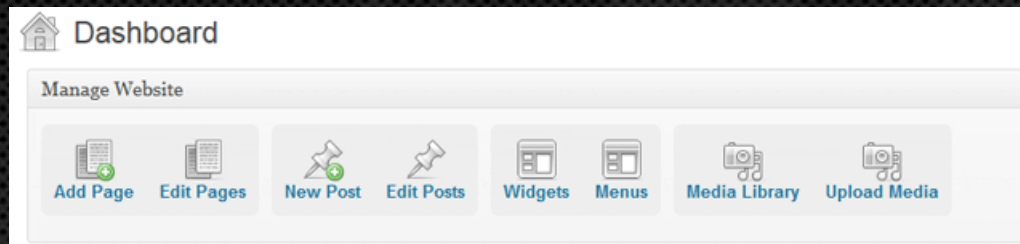
- CMS Dashboard
- Display Widgets
- List Category Posts
- Raw HTML Snippets
- SB Child List
- Search & Replace
- Smart WYSIWYG Blocks of Content
- WP DBManager

Time-Saving Plugins

CMS Dashboard

<http://wordpress.org/extend/plugins/content-management-system-dashboard/>

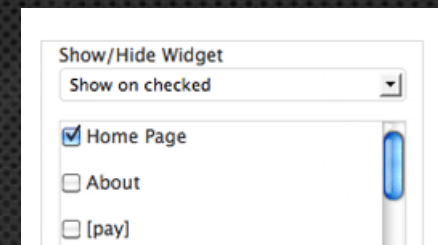
Customizes the WordPress dashboard for easy access to common tasks.



Display Widgets

<http://wordpress.org/extend/plugins/display-widgets/>

Use a simple form to define where a widget should (and shouldn't) display.



Time-Saving Plugins

List Category Posts

<http://wordpress.org/extend/plugins/list-category-posts/>

Use a shortcode to display posts from a specific category.

```
[catlist id=23 orderby=date order=asc date=yes dateformat=m-d-y template=bulletins numberposts=0 excerpt=yes]
```

Raw HTML Snippets

<http://wordpress.org/extend/plugins/raw-html-snippets/>

Insert snippets of HTML or JavaScript into a post using a shortcode.

Your Snippet Library		
Snippet Name	Shortcode	Actions
connections-form	<code>[raw_html_snippet id="connections-form"]</code>	Edit Snippet

Time-Saving Plugins

SB Child List

<http://wordpress.org/extend/plugins/sb-child-list/>

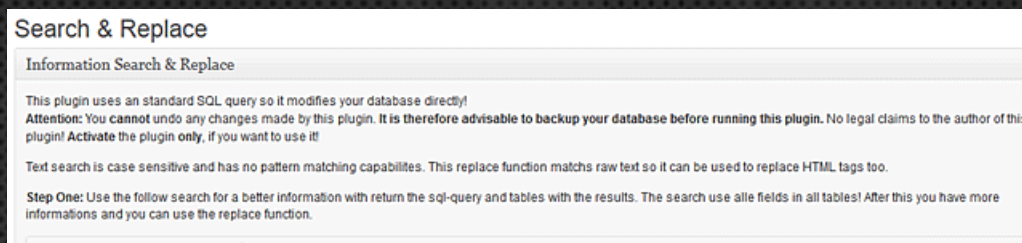
Shortcode that will list child pages or a parent page.



Search & Replace

<http://wordpress.org/extend/plugins/search-and-replace/>

Globally search for and replace items in your database.

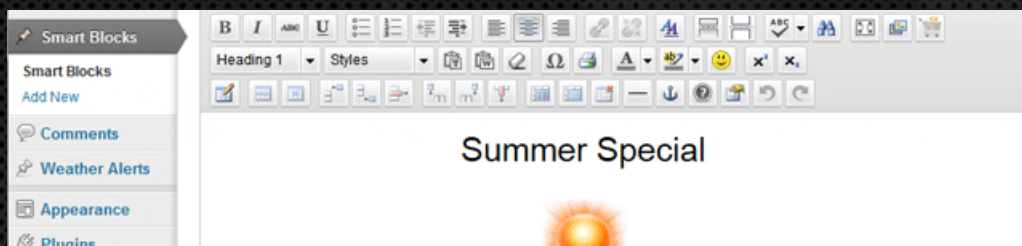


Time-Saving Plugins

Smart WYSIWYG Blocks of Content

<http://wordpress.org/extend/plugins/smart-wysiwyg-blocks-of-content/>

Use a WYSIWYG editor to easily customize text widgets.



WP DBManager

<http://wordpress.org/extend/plugins/wp-dbmanager/>

Automatically back up your database and have it emailed to you.

Automatic Scheduling

Automatic Backing Up Of DB: Next backup date: May 7, 2012 @ 7:30 pm

Every

E-mail backup to: (Leave blank to disable this feature)

WP-DBManager can automatically backup your database after a certain period.

Your Own Code Cheat Sheet

Keep a file of the code you write for future reference.

Don't Have a Cheat Sheet?
I'll Get You Started!

Just Visit:

<http://www.karks.com/baltimore/>

Thanks For Coming!

Questions or comments?



webmaster@karks.com



www.karks.com



[@karks88](https://twitter.com/karks88)



LET'S
GO O's!