

Building More Complex WordPress Sites And Apps

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What Is A “Complex App”?

Not a Blog or Standard CMS

Mobile / Responsive

Beyond Informative - Interactivity

May Contain Social and/or Search Functionality

Usually For A Niche Audience

Let's Not Reinvent The Wheel

Pre-Existing Solutions

Existing Solutions w/ WordPress
Themes and/or Plugins

Directory Sites

Social / Communities

Ecommerce / Shopping

Events / Calendar

Education

What's Out There?

gravityforms.com

woocommerce.com

<https://wordpress.org/plugins/business-directory-plugin/>

<https://wordpress.org/plugins/the-events-calendar/>

<https://wordpress.org/plugins/easy-digital-downloads/>

<https://restrictcontentpro.com/>

What's Out There?

<https://wordpress.org/plugins/booking/>

<https://wordpress.org/plugins/events-manager/>

Ok, Time To Reinvent The Wheel

Building Your Own Road

Ok, Time To Reinvent The Wheel

Product or SaaS?

Ok, Time To Reinvent The Wheel

Plugin Or Theme? Or Both?

Other Things To Think About

Mobile

SSL / Security

Hosting & Scaling

Income / \$\$\$ / Pricing Models

Automattic Renewals, Updates, And Refunds

Look Before You Leap:

Build A MVP For Under \$50

Look Before You Leap:

Digital Ocean

ServerPilot.io

Linode

Look Before You Leap:

Private Beta