



WordPress

Giving everyone a voice



About Shaunelle

Interests

Airlines
Piano
Photography
WordPress

Strengths

Connecting
Partnering
Engaging
Creative

Last Travelled

Jamaica
Spain
Singapore
USA

Lived in

Jamaica
Canada
Guyana
UK

EARLY DAYS

●
2012

Newsletter

Email

vs.

WordPress.com

vs.

WordPress.org

●
2014

Server

“Personal”

Hosting

WD

●
2016

URL
QNAP

2016 NYC, Geneva

●
2018

Turning point

Content
Music messages
Email List

2017 Bern

2018 Lausanne

A pair of black-rimmed glasses with silver-colored temples is shown broken into two pieces on a light-colored, textured fabric surface. A red, hand-drawn rectangular box with a splatter effect is centered over the broken pieces. Inside the box, the text "broken = opportunity to re-vision" is written in a white, cursive font. The background is a soft-focus, light-colored fabric.

*broken =
opportunity
to re-vision*



ConnectingYouToxyz is now offline!

Inspirational music from the website is not possible right now.

And if you are one of those who stream your background music directly from ConnectingYouToxyz, this could be a bit disappointing.

What really happened?

Plain and straight - we got a technical glitch.

My husband (Carey) and I built the website from scratch as a personal project. To be honest, it has been a tremendous learning experience for us. We have gained so much knowledge about the technical aspects as well as the softer side of sharing our lives and experience with you in various forms.

When we came upon an technical error on our web server a couple days ago, we realized it would take us a bit of time to address.



Could this be an opportunity?

When we started a year ago, we didn't anticipate the impact the music would have on people.

And we certainly didn't anticipate having over 300 active subscribers!

We take this very seriously.

So we will use this broken website as an opportunity for deep reflection and re-visioning.

FOCUS

●
2019

Hack

Opportunity for
re-visioning

From personal
to true! self-hosting

2019 Zurich

●
2020

Community

Zoom
Zapier
Calendly
Mailerlite

●
2021

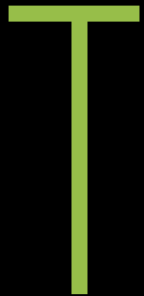
THEMES, PLUGINS

- Twenty Seventeen
- OceanWP
- SiteOrigin
- Neve
- Stackable
- Audioigniter
- Mailerlite
- Countdown

WordPress

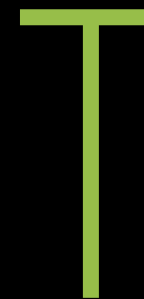
Helps us share our gifts with the world

Decisions



1. Business, Leisure, Bleisure
2. Managed Hosting or Self-Hosting
3. URL
4. Free or Premium tools
5. Solo or Support

Non-negotiables



6. Staging
7. Backup
8. Security
9. Support/Community
10. Learning what's new

WordPress

Helps us share our gifts with the world

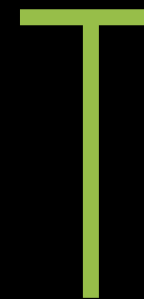
Theme and Plugin

Choices



1. Supports sharing YOUR gifts
2. Instills confidence
3. Works very well for your core content
4. Performs well - reliable
5. Take learning curve into account

Minimum
site assets



6. About you
7. An taste of your gift
8. Get in touch
9. Notification
10. Transformation

'SitAWhile' is my voice

A SPACE TO
PAUSE
BE STILL
REFRESHED
GET CALM

WordPress has helped me
spread my message

IMPACT



2022

Inclusive

Re-evaluation
Accessibility
Translation
SEO



202x

Greater Impact

?

Finally

- **EARLY STARTER:** Can be overwhelming at first, stick to what is absolutely necessary to get your story out
- **INTERMEDIATE:** Keep your story as the focus as you embellish and explore new WordPress capabilities
- **EXPERT: THANK YOU** for helping others get their story out!

♥ Keep Learning

THANK YOU
FOR LISTENING

Questions?



Shaunelle Drake