

Reduce the amount of expenses

Every type of the website (html5 or wordpress) has available upgrade. Some of them you can change on your own, and for some of them- I need to make changes instead of you. Available upgrades are [Additional Elements](#).

HTML5 (static website)

What I need to change instead of you

WORDPRESS (dynamic website)

What you can change on your own

HTML5 - non responsive

I have no example of non-responsive website, but you can take a look at [Willingboro Township PD](#) website, which is simple and functional. **Why?** Because it is informative and presentational. For this type of website you will need occasional updates - from me, such as employment opportunities as on their website.

What you can change on your own

Option 1 - Mobirise Desktop App

To change content on your own you can download it on your computer and try it - so you can be sure it suits you. If you decide to choose this option, I'll write you instructions how to update your website content.

On the next slide you can see some examples.

Example 1:

<http://www.marजारikic.com/en/demo/fire-department-2/index.html>

Example 2:

<http://www.marजारikic.com/en/demo/police-department-2/index.html>

Example 3:

<http://www.marजारikic.com/en/demo/police-department-3/index.html>

What you can change on your own

Option 2 - Wordpress (CMS)

Compared to Mobirise you don't have to download it to a computer, because once your website is on the web server, you can change content on your own. It is a bit more demanding than Mobirise, but when you learn basics of website updates (which you will get from me) you will see how easy it is to use.

On the next slide you can see some examples.

Example 1:

<http://www.marjarikic.com/en/themes-fire-department-1.html>

Example 2:

<http://www.marjarikic.com/en/themes-premium-police-department-1.html>

According to [WP Codex](#) plugins are ways to extend and add to the functionality that already exists in WordPress.

I divide plugins in two categories:

1. Plugins for functionality
2. Plugins specific for your Department

1. Plugins that are part of a theme
so your website can function properly.

2. Plugins that are part of a theme -
specific for your Department (extra features)

On the next slide you can see two examples.

Example 1: instead of using “The Events Calendar” plugin, you can use Google Calendar (Online Calendar).

What is the optimal number of plugins for you web site? There is no optimal number. **Why?**

Example 2: WP Rocket is easier to set up than W3 Total Cache, which has a lot of configuration options and their premium services are expensive. Even if they have their own support forums, articles and contacts, I think that - WP Rocket has much better support system (which is based on ticket system when you buy a license) and prices are more affordable. Third option is WP Super Cache, so even if you have to spend a lot of time to search for answers on forum, they have detailed FAQ section and it's the best free plugin.

More about this you can read at WPMU DEV.

How to reduce the amount of expenses?

Answer 1: feel free to search (my website) so you can decide what is the best package for your Department, and if you get lost :) , you can send me an email - and I will help you to choose the best option.

How to reduce the amount of expenses?

Answer 2: extra help, extra discount. Get 25% off your website development.