

EDHP-SIG Site Requirements

Project Purpose

The Health Professions Special Interest Group (EDHP-SIG), is in the process of designing and developing a WordPress website to “foster collaboration and communications aimed at advancing the professional practice of healthcare professionals and instructional designers.”

Requirements

Using WordPress for a content management system requires the developer to have access to a web hosting account, and MySQL server. Based on the current knowledge, the EDHP-SIG website will be a low traffic website. While there are no industry standard definitions for traffic, for this analysis, low traffic means less than 50 visitors per day, and less than ten concurrent users at a time. Any basic web hosting package can serve these needs. Below I will outline two packages for hosting for the group to consider and review other costs associated with building an online presence.

WordPress Themes

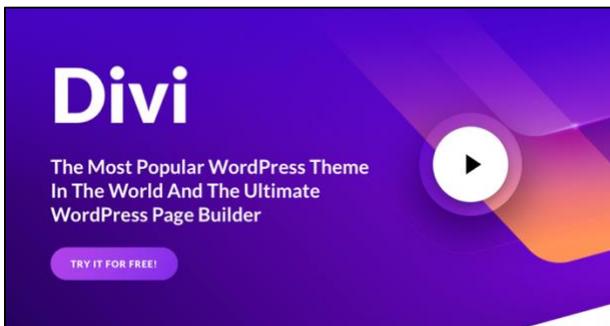
The EDHP-SIG should consider licensing a WordPress theme for the project. The theme will help establish the look and feel of the website, and then it will be customized based on the project specifics. Most themes employ a block-based building system that makes controlling content easier than WordPress’s Gutenberg editor. The cost will vary depending on the theme, but most average \$70 to license. The following are three popular themes.



Avada Theme | \$62

<https://avada.theme-fusion.com>

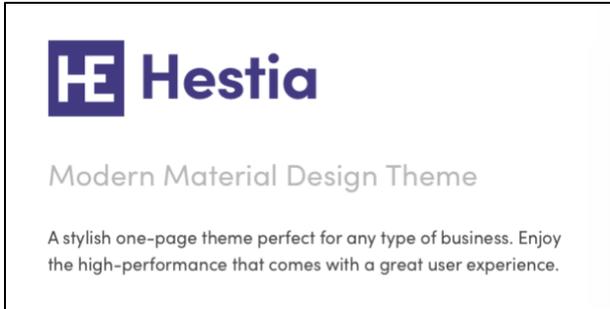
I have successfully implemented this theme over eight websites, and I find it very easy to use and flexible for design.



Divi Theme | \$89

<https://www.elegantthemes.com/gallery/divi/>

The Divi Theme is a very popular option. The theme is consistently ranked high by users and industry blogs. It has a higher cost than most themes.



Hestia Theme | Free (Premium \$69)
<https://themeisle.com/themes/hestia>
 The Hestia theme has a free version, with the option to unlock premium features.

Economy Hosting

The [Economy hosting plan](#) from GoDaddy offers 100 gigabytes of storage space on a shared virtual server with a single CPU and 512MB of memory. This plan is sufficient for a single website running WordPress. The Basic Security option (\$2.99/month) is highly recommended to provide access to automatic daily backups and malware scanning.

Pros: The package provides a lot of space, and the client has control over the account and can use other applications on the hosting package such as forums, LMS, contact managers, etc. (See the full list here: <https://installatron.com/apps>)

Cons: The hosting package can have implications on website speed. You are in a shared space, and “bad neighbors” can affect the performance of the website. This effect is more noticeable with large loads of daily visitors to the website.

	Year One	Year Two
Economy Hosting	\$85	\$108*
Basic Security Option	\$36	\$36
Domain Name (.org)	\$0	\$21
Theme	\$70	\$0
Yearly Total Cost	\$191	\$165

**based on non-discounted \$8.99/month rate*

Basic WordPress Hosting

The [Basic WordPress hosting](#) plan from GoDaddy offers 30 gigabytes of storage space on a managed WordPress platform. Managed hosting means GoDaddy automatically updates the WordPress framework for the website and optimizes features for their servers.

Pros: The WordPress framework is well optimized to work on the servers, and they have an easy caching system in place. Furthermore, the Basic Security Option is included with the managed hosting.

Cons: You lose the ability to use your hosting space for other applications. Furthermore, some plugins will not work due to vendor lock-in.

	Year One	Year Two
Basic WordPress	\$96	\$120*
Domain Name (.org)	\$0	\$21
Theme	\$70	\$0
Yearly Total Cost	\$166	\$141

**based on non-discounted \$9.99/month rate*

SSL Certificates

While installing an SSL certificate was not discussed, they are useful in certain situations. One of the biggest issues with WordPress is malware and infections within the files. Hackers can gain access through “sniffing” usernames and passwords out of information that isn’t encrypted. To protect against “sniffing,” SSL certificates encrypt the information moving between the server and the users. In the case of this website, if there will be multiple editors, then it may be pertinent to use an SSL certificate. To implement an SSL certificate for a domain name costs \$80/year from GoDaddy.

Web Developer Recommendations

If there are no plans to use additional applications on the host, the **Basic WordPress plan** is the better deal, and slightly cheaper. It would be difficult to use 30 gigabytes of space, and there are better systems for file repositories (Google Drive, Office365, Dropbox, etc.) rather than using WordPress for this function. Based on the above recommendations, the initial cost is \$166, with a second-year cost of \$141.

The **SSL certificate** is optional, but worth the investment if there will be other editors on the website. In looking at similar websites, only one out of five websites are currently using an SSL certificate.