Paula G Tech Skill List (Last Updated: May 3, 2016)

While the purpose of this list is to be full of tech and geek-speak…

Don't panic! My signature style is that of translating technical concepts into plain-English so that you can understand what you need, what you don't need, and why it matters (or doesn't) for your specific business needs.

WordPress

- Manual installation and best practices configuration

Themes

- Design and customization of existing theme (graphics, CSS, PHP, etc.)
- Build custom theme on Genesis Framework (from Designer PSD File)
- Child theme creation (at beginning of build process AND after the fact)
- Experience with a wide variety of premium themes, Genesis Framework and child themes

Plugins

- Customization of code (intermediate level)

Google Analytics

- Site integration
- Report creation
- Train end user on analysis

Ecommerce

- WooCommerce
- 1ShoppingCart
- PayPal

Databases

- Creation for new WordPress install
- Optimization
- -Manipulation using phpMyAdmin and SQL

Backups

- BackupBuddy
- Duplicator
- Updraft
- VaultPress
- Manual backup & restore (in crisis situations)

Sliders

- Genesis Slider
- Soliloquy Slider
- Rev Slider

Security & Performance

- Setup basic security configurations via combination plugins, .htaccess, robots.txt, site configurations
- Site uptime monitoring (Uptimerobot)
- Facilitate Cleaning Hacked Site (I use a third-party for this but manage the process for you and get things ship-shape afterwards)
- Use of CDN, image compression, and other techniques for faster performance

Hosting & Migration

- cPanel (preferred)
- FTP & sFTP
- A2 Hosting - My preferred hosting provider
- Bluehost, HostGator, HostMonster, – (Moving toward getting people off BlueHost on case by case basis)
- GoDaddy - I don't typically work on sites hosted there, but would consider (on a case by case basis) moving sites AWAY
- WPEngine - I can work on sites hosted there on a case by case basis
- Others, by request and evaluation

Email - site integration as well as email marketing, campaign/list setup and email template design,

- Aweber
- MailChimp
- ConstantContact

SEO

- On-site optimization (intermediate +)
- Setup of Google Search Console, Bing Webmaster Tools
- Keyword research (basic)
- Setup redirects (basic regex as well)

External Storage

- Amazon S3
- Dropbox
- Google Drive

Content Delivery Network (CDN)

- CloudFlare

Remote Storage

- Amazon S3

Application Connection & Workflow

- IFTTT (If This Then That)
- Evernote

Google Apps for Work

- Setup, configuration, email migration from existing email accounts (e.g. Gmail, Hotmail, AOL, Yahoo, web-based email)

If you know someone who could benefit from what I offer – please have them contact me for a **complimentary discovery session** to explore working together.

Call: 267-382-0568

Email: paula@thepaulagcompany.com

Cut to the chase: http://www.thepaulagcompany.com/discovery-call