



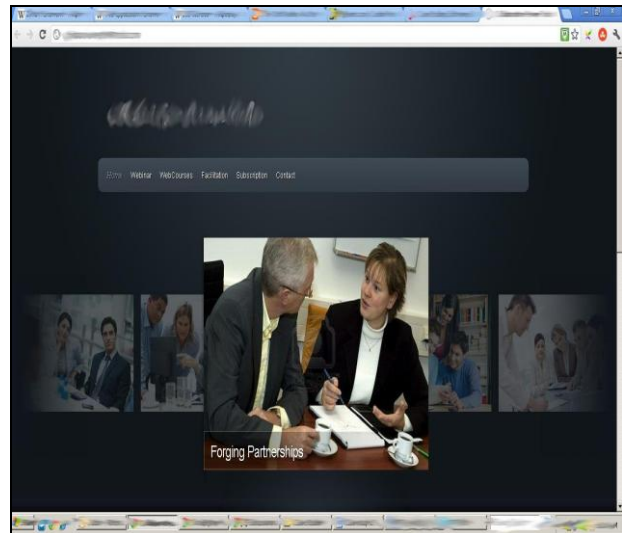
Multi Site Setup for selling courses online

WordPress Solution

Executive Summary:

WordPress as a content management system is popular in a variety of sectors, Education being one of them. One of our clients from the USA who is a premier Education Services provider approached us to come up with a solution for a MultiSite setup using WordPress for selling courses online. Some of the finer requirements that the client asked us to implement are as follows:

- ✓ Create Multiple WordPress sites for the various courses that he had on offer.
- ✓ Each WP site can have a separate template or theme and would be controlled by individual admins.
- ✓ The admins would have the authority to create their own Post/Pages etc which would be reflected only in that particular WP site and not in the other WP sites.
- ✓ The master control would be in the hands of a super admin controlling the main WP site with which all other WP site would share their code bases.



Mindfire Solutions responded proactively to the above requirements and did a commendable job for the client. The client was extremely pleased with the services offered by Mindfire as well as the developer carrying out the job. The client also expressed their desire to employ the services of the same developer again for another fresh project.

About our Client:

Client Description: Online Education Service Provider

Client Location: Florida, USA

Industry: Education



Business Situation:

The client is a leading online education Services provider from Florida, USA. He was interested in adopting WordPress as the CMS for his business and make use of its powerful functionalities to build a Multisite setup for selling their courses online. First, the customer wanted us to create multiple WordPress sites along with one main WordPress site (PRC) which would be controlled by a super admin. The other WordPress sites should have their own admins. All the other WordPress websites will compulsorily share the same code base as that of the main WP site. This arrangement would render the WP site parametric. Hence, if any change is made in the main WordPress site it would reflect in the rest of the websites. The admins should have the liberty of choosing different templates for their individual WordPress sites and can, at a later stage create more number of WP sites each characterized by its individual theme. Each of the admins can create Post/Pages etc. and it must be reflected only to that WP site not to all WP sites thus retaining the individuality of each WP site whereby, each WP site will have their own post/pages etc.

Solution details:

The Mindfire Solution

Mindfire offered the following solutions in order to cater to the customer's requirements:

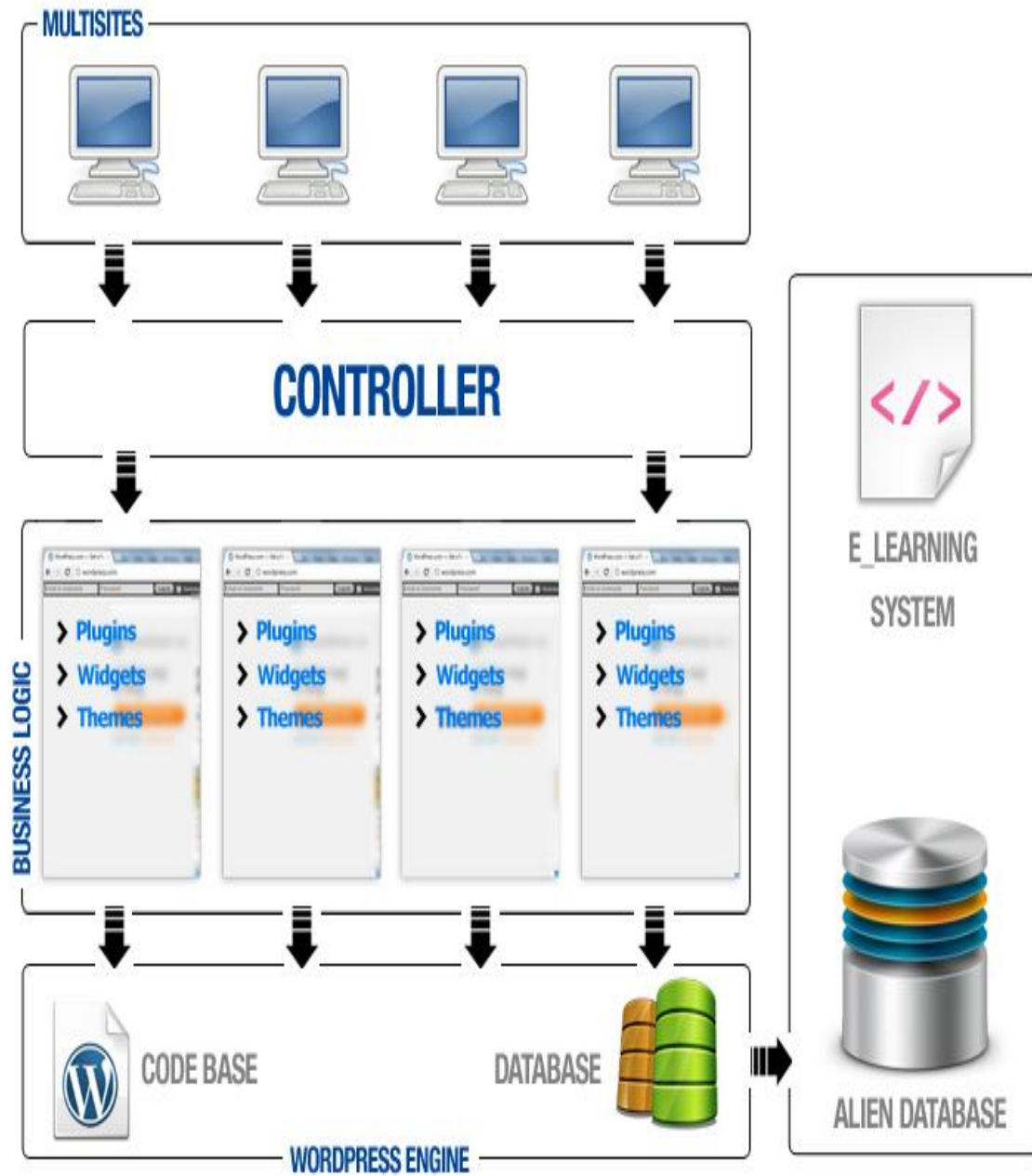
- ✓ **Designed and Implemented multi-tenant/multisite support with WordPress MU**
The application code instance allows for hosting twenty eight different marketing sites that allow for sales of different courses which are filtered by website content. The courses and costs are managed in a separate system.
- ✓ **Created an interface with a remote website**
We implemented a plug-in that allows for interfacing with the remote website wherein REST APIs/services were also implemented.
- ✓ **Integrated constant contact forms with individual WP sites**
This was done primarily because the WordPress sites are used for SEO and marketing purposes. Hence, integrating constant contact forms helped in capturing the details of interested prospects.
- ✓ **Integrated dynamic inclusion of relevant slide rocket videos**
This was done for showing related courses based on domain it was included on.
- ✓ **WordPress theme customization**
We customized the existing Elegant WordPress themes such as Nova, Envisioned, Aggregate etc. to cater to the individuality of each WP site.
- ✓ **Create rich UI/UX experience**
In order to create a rich user interface, we added Ajax functionality and used jQuery plug-ins

Technology:

WordPress 3.0, WordPress MU, Plug-ins, LAMP, PHP, jQuery, CSS, MySQL, SVN, REST, Constant Contact forms, Slide Rocket Videos, Elegant WordPress themes such as Envisioned, Nova , Aggregate etc.



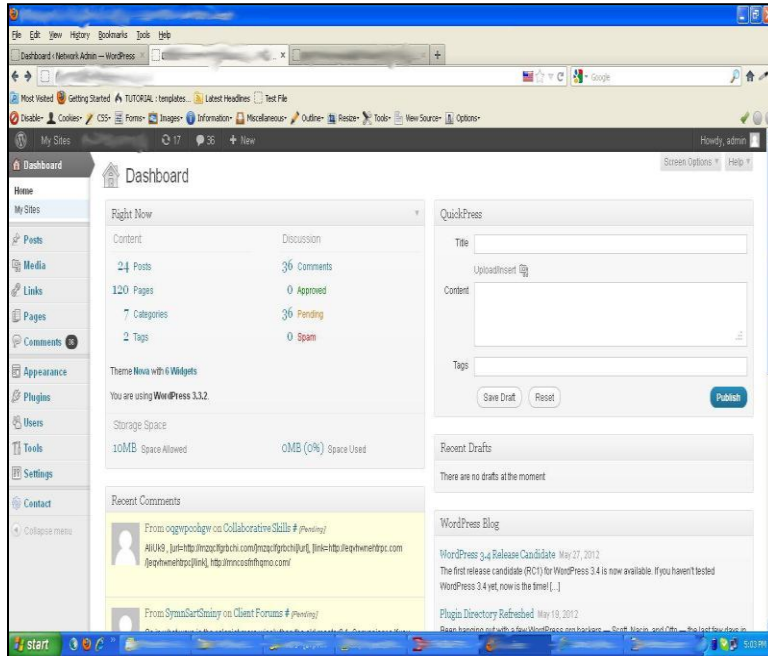
Project Architecture Diagram:



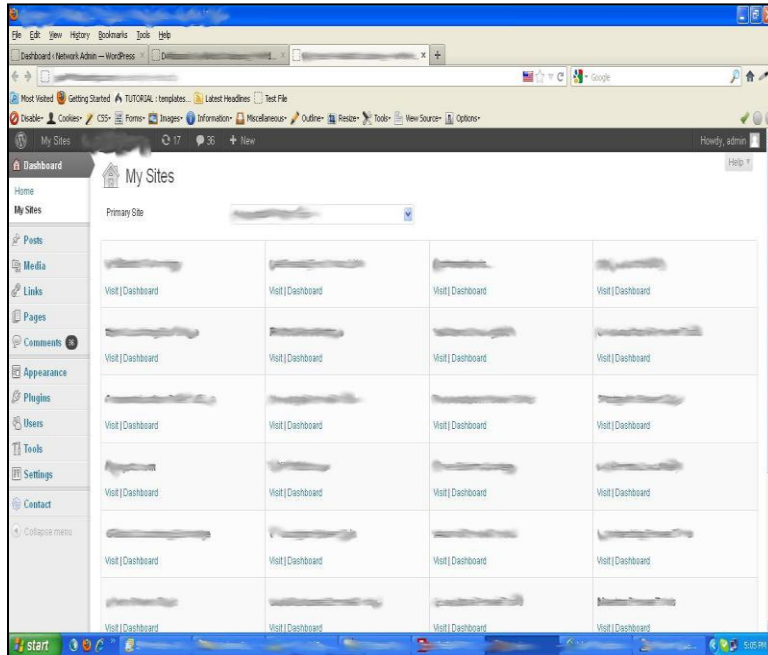
The high level diagram shown above explains in detail the data flow from the multi sites to the main W P site. The controller is the super-admin who has the authority over all the other multi sites. It also shows the interface with a remote website.



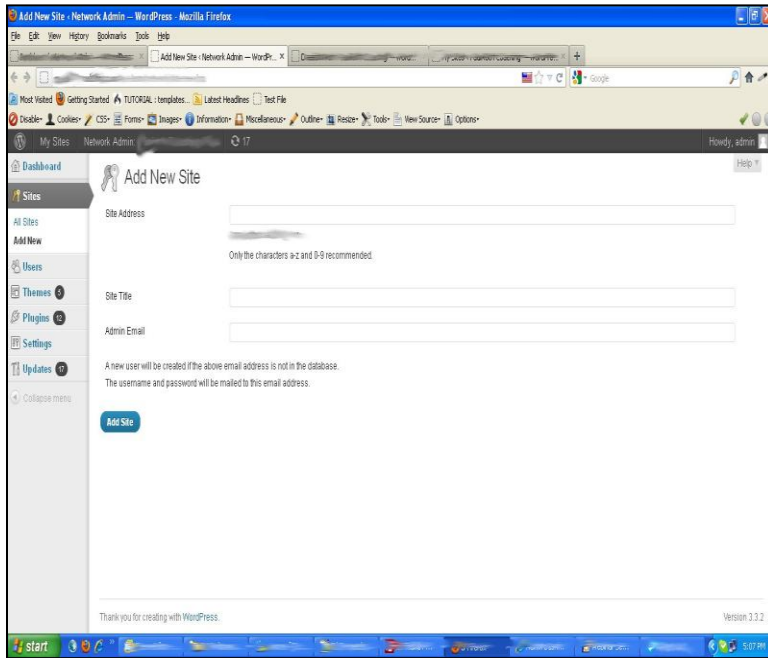
Final results:



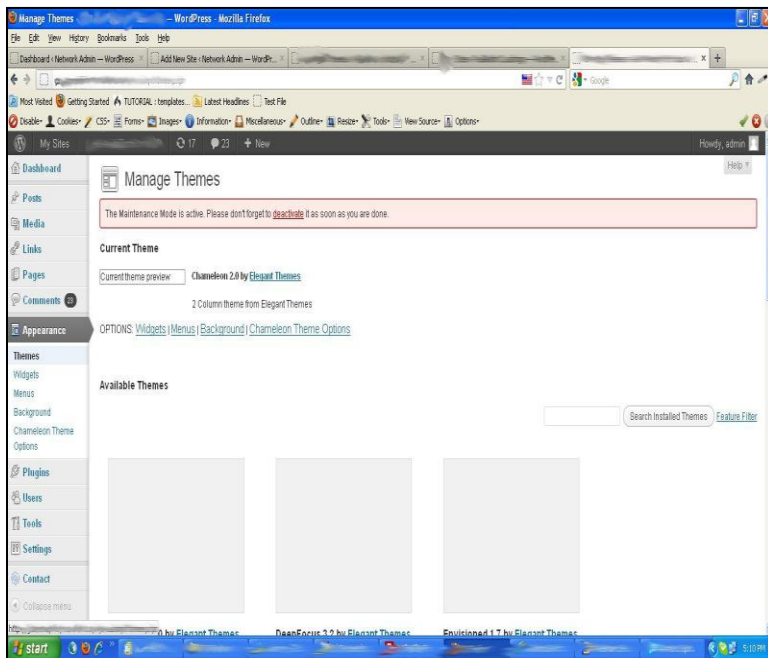
The above screenshot shows a dashboard that is managed by the super admin who is responsible for managing the main WordPress site.

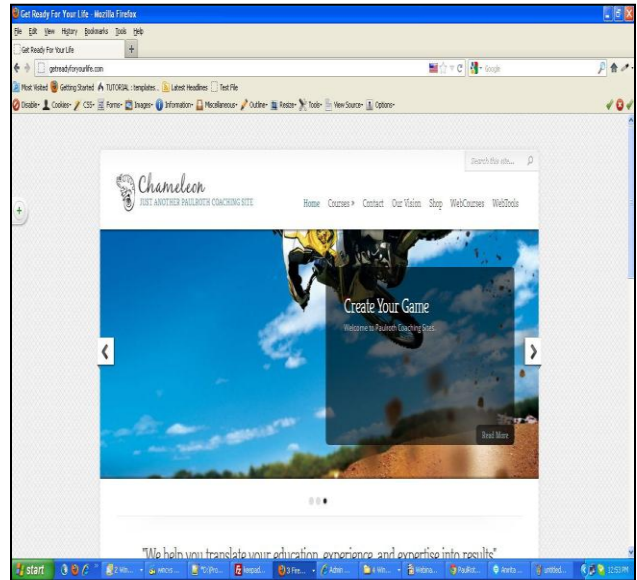
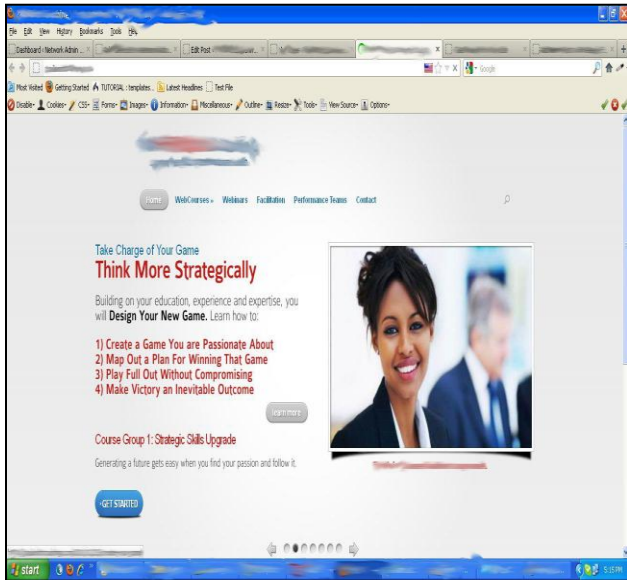


The above screenshot shows a multisite dashboard. We have included a feature in this WordPress site whereby, each admin can further create more number of WP sites that would be directly managed by him



While the above picture shows the process of adding a new site by the super-admin who manages the main WP site, the screenshot below shows how a particular admin can manage the various themes that he has used for all the WordPress sites that he has created.





The above screenshots are the various types of front end themes that have been chosen for two different WordPress sites that share the same code base with the main WP site.

Customer Benefits:

The customer was greatly benefitted from the parametric WordPress site that we created which made changing generic content and particular content so very easy for him.

Our solution helped him to minimize on costs and effectively optimize all his WordPress sites for better SEO and marketing purposes.

Future Relationship:

The client was very happy with the timely delivery of the project and expressed his desire to employ the services of the same developer who had worked on this particular project in another project that came up next. We have a long term relationship with the client and it has indeed been a fruitful one for us.

