



We selected WordPress as we got positive references, and as it's the most popular *open source* platform for content management. It was easy to find WordPress consultants via Upwork and other freelancer portals, but the quality of consultants was not easy to determine. Our first experience was bad. Our second experience very good.

The standard implementation of WordPress is quite basic, both regarding its back-office and front-office. Actually, the templates look a bit outdated. So, some tailoring was definitely needed in our case. Especially, because we wanted an easy hamburger menu, integrating all the menu options. And, because we wanted the interface to be aligned with that of our other websites.

Release Notes Iceclog

The Iceclog website, using a WordPress framework, is recently introduced and now updated per September 1, 2016. Some tweaks are made, to make it better for users. I highlight these here:

- The SEO (Search Engine Optimization) score is increased from 69 to 88, as measured by [SEO Site Checkup](#). We like the advises from this checker, as they focus on current policies of Google and other search engines and don't provide obsolete advises like filling in key word tags that are not used anymore. In the next update, we will look into increasing the score further by following their obvious advises, and will look into advanced SEO improvements more in-depth in later versions.
- The website is fully responsive, and some issues with headers and the WordPress templates are resolved. By the way, we like the world of WordPress, as this open source platform is widely used and tons of well-tested and nice plugins are available.
- Standard sharing tools for Facebook, Twitter, Google Plus, and others are included.
- The Iceclog loading time is less then average loading speed of 5 seconds. But, here might be some space for improvement.
- A lot of little design inconsistencies are improved in this version, including linking styles, titles, order of title, author, date, featured image etc. One typical usability mistake was resolved: we use black fonts in stead of grey for maximum contrast. We

also noted that in some cases grey text on a light grey background was used, and had it corrected to maximize contrast.



- The search bar behaviour was improved
- [WP Security 4.1.4](#), [WP Statistics v10.3](#) and [Google Analytics for WordPress](#) were added.

In the next version, we will look into further improving SEO, design improvements, a hamburger menu to reduce the number of menu lines in the mobile version, functionality for adding product reviews, and move more of our content into iceclog.

In the mean time, we review the security functionality, as the openness of WordPress also makes it a common target for WordPress spam.

Featured image: [jphotostyle](#)



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