

From Way-Too-Broad
to Super-Niche:
Using WP Multisite to
Find, Nurture, and Delight
Your Target Audience

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New Beginnings
DOULA TRAINING

Gratitude and a Disclaimer

Thank you WordPress Community & WCKC!

Devoted to causes bigger than ourselves.

The key to discovering opportunities

Unique junction in the history to fix the world's challenges and problems with data

Tools like WordPress Multisite offer limitless possibilities.



What is WP Multisite?

Single Site



What is WP Multisite?

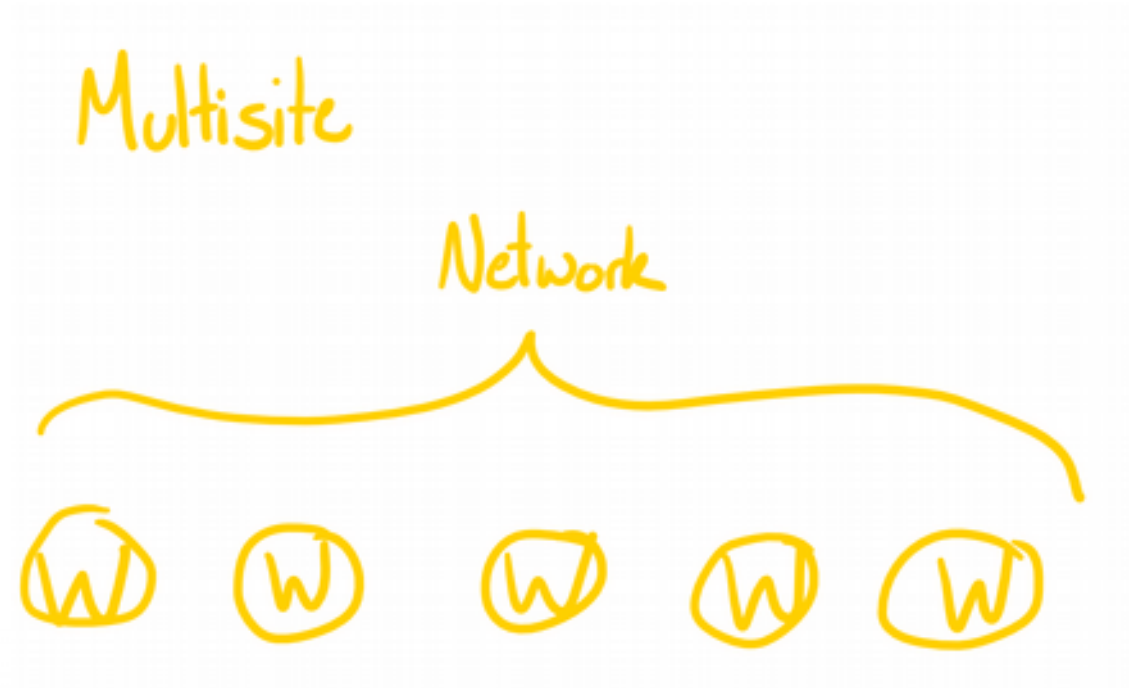
Single Site



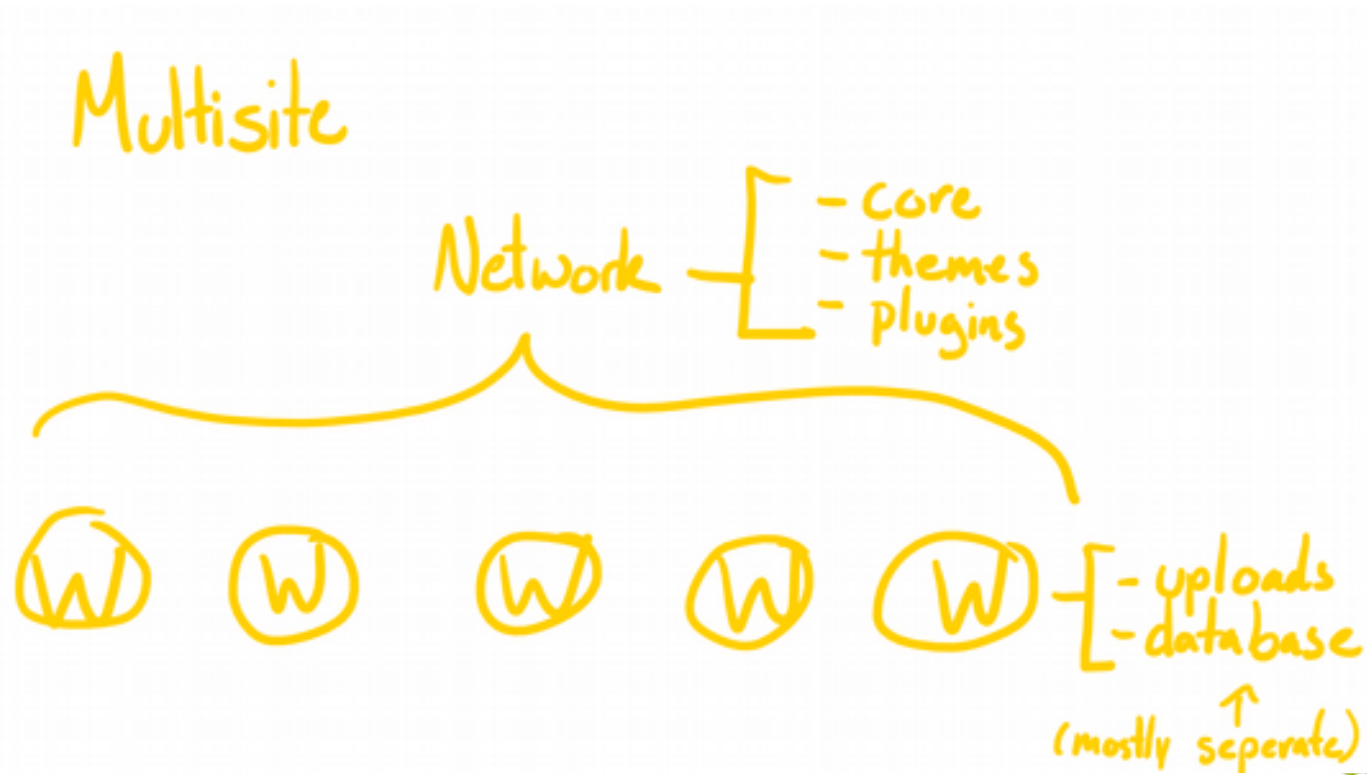
- core code
- themes
- plugins
- uploads
- database



What is WP Multisite?



What is WP Multisite?



First Blush with WP Multisite

The temptation: multiple clients, wanting to get all their sites synced on the same WordPress installation.

Initial purpose of WP Multisite.

Half-baked business plan (for me).

Not viable for custom site builds.



Some Principles

The 80/20 rule (aka. The long tail)

Inbound Marketing (Thank you, Thank you!)

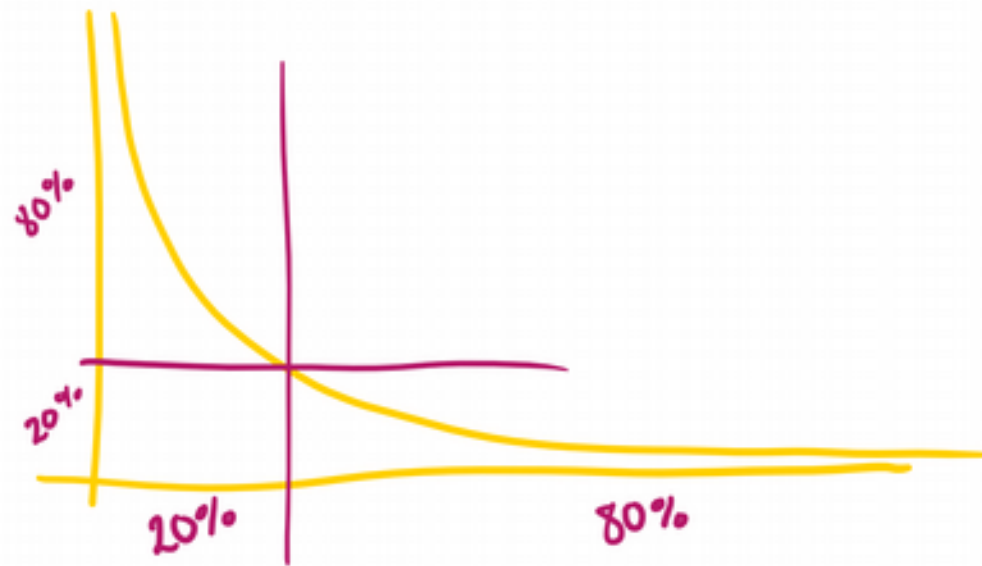
The Funnel

Giving People What They Want

Re-purposing Existing Business Assets



The 80/20 rule (aka. The long tail)



The 80/20 rule (aka. The long tail)



20/80 Coloring Page Tangent

Back in 2010,
page 1 for niche
coloring pages:

Knitting Llamas

Namaan the Leper

Yucky Vegetables

...and more



20/80 Coloring Page Tangent

Conclusion: When you have a product that no one else has – you win!

(Thanks Internet / Google / Long-Tail!)



Inbound Marketing

Outband

Vs.

Inband



(interruption)



(attraction)



Inbound Marketing



by HubSpot



Inbound Marketing in Practice

Examples we followed:

YNAB.com

Emyth.com

(We rebuilt www.trainingdouglas.com from the ground up with a focus on Inbound Marketing.)



Inbound Marketing

Conclusion: It's about fulfilling real needs and engagement on their level.

(Charitable / Helpful / Giving / Fun!)



Other Business Needs

Re-purposing business assets

Better tracking of user conversion process (CRM)

Broadening our target market



Pre-Business Awakening



Main
Site
(www)



Shop



Course
(LMS)



Post-Business Awakening



Library



CRM



Main
Niche



COURSE



DIRECTORY



Post-Business Awakening

Library Site (Membership)
People Manager / Newsletter (CRM)
Main Niche Site (Marketing)
Course E-Learning (LMS)
Professional Listings (Directory)
One thing in common – **Users**



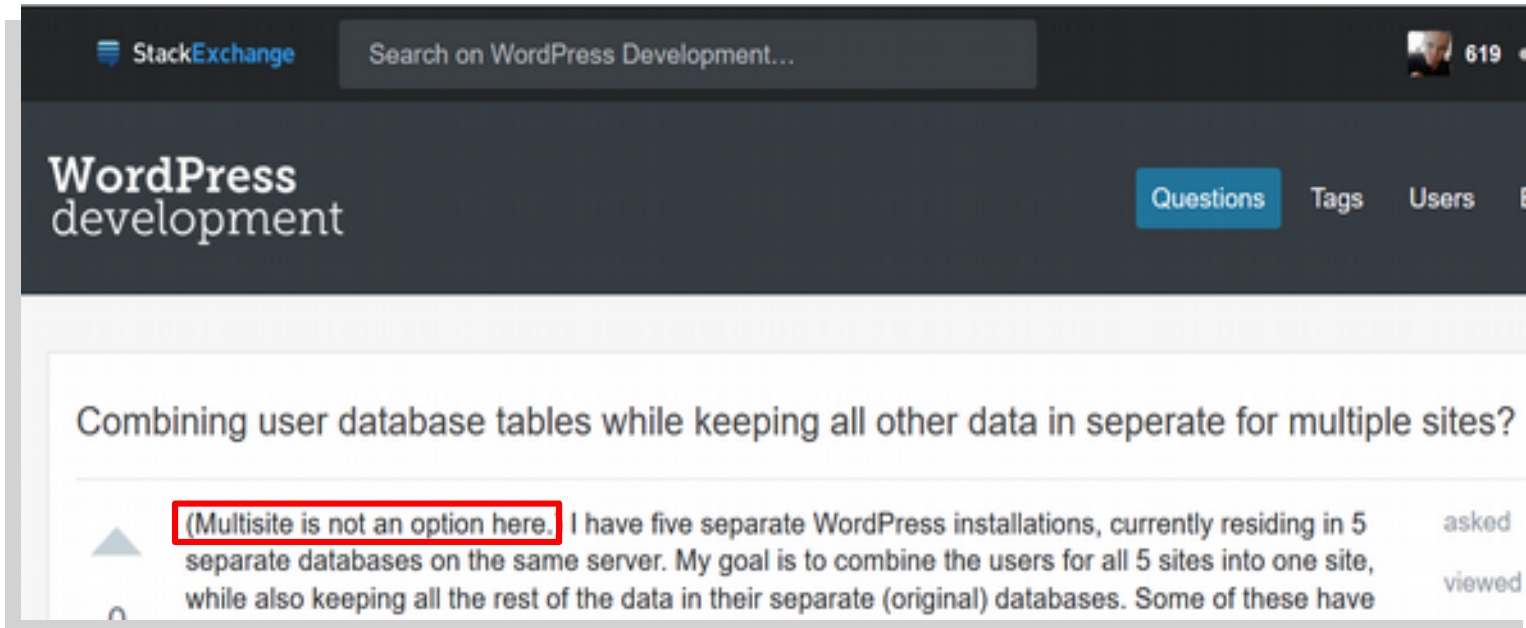
Reluctance to Return to Multisite

Need for unified user accounts across multiple sites.

All other data needs to be kept mostly separated, ideally in distinct databases.



Reluctance to Return to Multisite



The screenshot shows a StackExchange page for the 'WordPress development' category. The page title is 'Combining user database tables while keeping all other data in separate for multiple sites?'. The question text is: '(Multisite is not an option here.) I have five separate WordPress installations, currently residing in 5 separate databases on the same server. My goal is to combine the users for all 5 sites into one site, while also keeping all the rest of the data in their separate (original) databases. Some of these have

StackExchange Search on WordPress Development... 619

WordPress development Questions Tags Users B

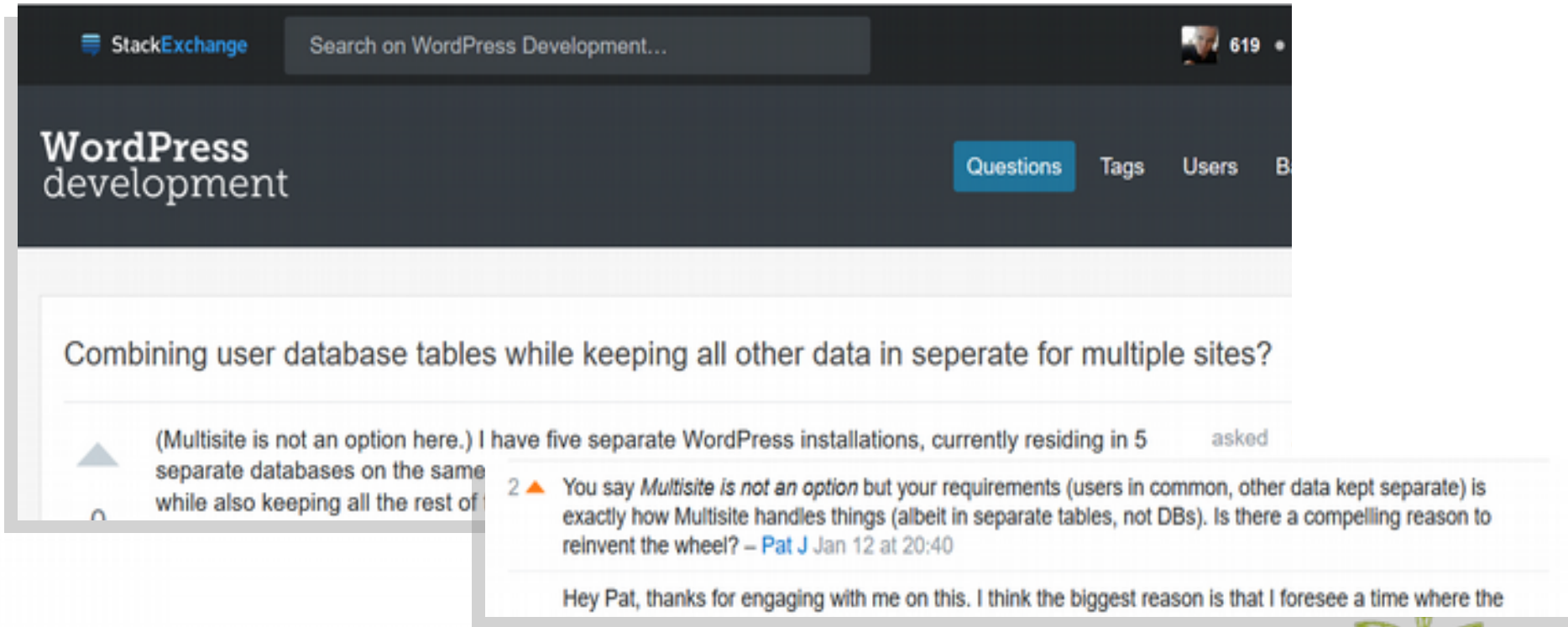
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asked viewed



Reluctance to Return to Multisite



The screenshot shows a StackExchange page for the 'WordPress development' tag. The question title is 'Combining user database tables while keeping all other data in separate for multiple sites?'. The question body starts with '(Multisite is not an option here.) I have five separate WordPress installations, currently residing in 5 separate databases on the same while also keeping all the rest of'. A top answer by user 'Pat J' is highlighted, with a score of 2. The answer text is: 'You say *Multisite is not an option* but your requirements (users in common, other data kept separate) is exactly how Multisite handles things (albeit in separate tables, not DBs). Is there a compelling reason to reinvent the wheel? - Pat J Jan 12 at 20:40'. A partial second answer is visible below, starting with 'Hey Pat, thanks for engaging with me on this. I think the biggest reason is that I foresee a time where the'.

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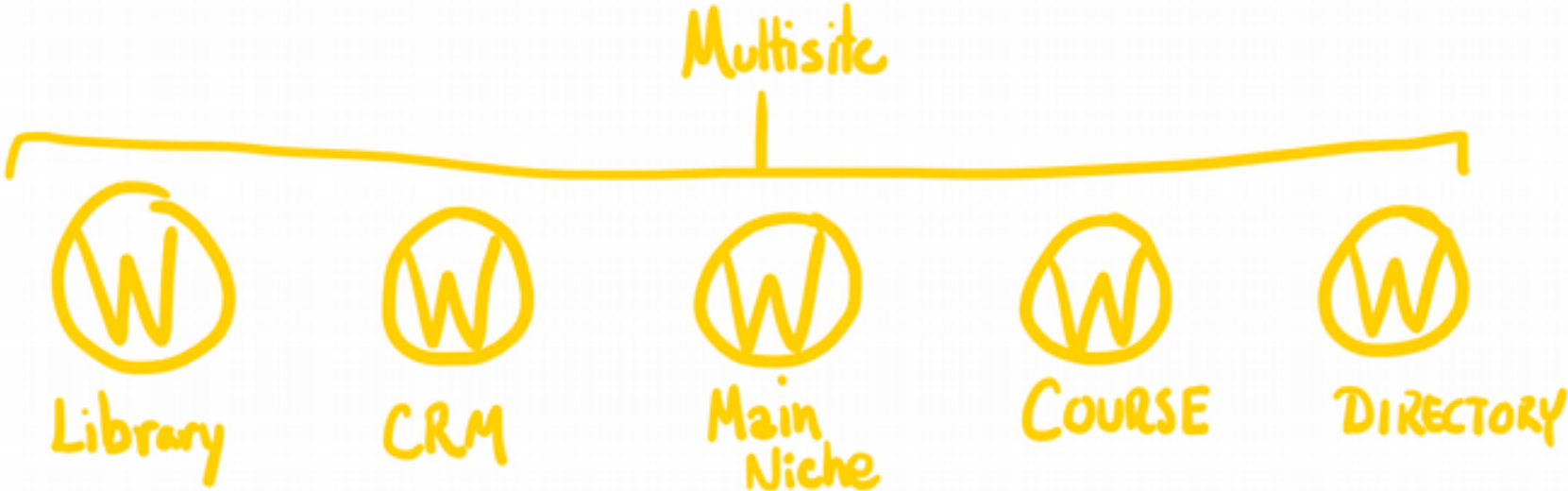
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Hey Pat, thanks for engaging with me on this. I think the biggest reason is that I foresee a time where the



One Install to Rule Them All



In Summary

WordPress Multisite allows us to:

- Combine users data into one table

- Keep all other site data separate

- Progress users from site to site

- Re-purpose content across multiple sites.

- Grow by degrees



Questions?



Technical Talk

Sparse Documentation

Domain Mapping Native Feature ~ WP4.4

Communication between Sites limited to DB.

All sites share the same user database.

Every site can have a unique set of user roles.



More Tech Talk

Setting up Cron Jobs on Multisites.

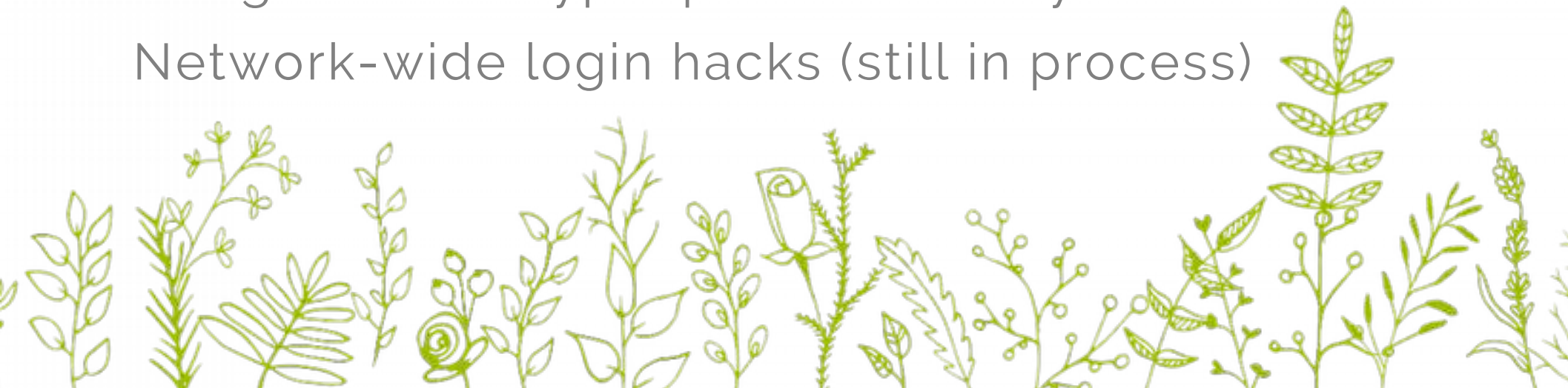
Must use wGet to target crons by the fully qualified domain name, not server path.

Crons are site and network specific.

Hack to target each site on the network at the same time.

Setting up a SSL Cert on a multisite installation using Let's Encrypt. (patience is key)

Network-wide login hacks (still in process)



Communication between Sites

Limited to DB access.

Functions nested in one site cannot be accessed by another. (Network vs. Site)

`switch_to_blog()` functionality, database only.



Conclusion

WP Multisite is a powerful tool that works for online small business.

Opportunity to replicate this business model with WP Multisite tools that work more universally.

Social-entrepreneurship. We need more of it.



Thank you!

