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Dear Mr. Mickers,

As an experienced trainer and Wordpress front-end developer, it is my job to translate the often abstract needs of a company into concrete, actionable deliverables in the form of functionality and content, and finally, giving trainings to the stakeholders who manage the content. All the while focusing on the perspective of both the end-user and that of the marketeer or content manager. In this sense, content is in fact primary. However, it isn't a matter of just throwing text and photos on a page and hope that it somehow creates a coherent experience for the user.

Unfortunately, many people live under the illusion that Wordpress websites are somehow "easy". With more than 22 years of experience in development and content management, I know that this is not entirely true. I also know most, if not all, the pitfalls that clients may encounter; mostly from a technical point of view. I always say to my clients, "you have to keep track of over 1000 different things while creating a website". It is then my duty as trainer to handle as many of those roadblocks as possible teaching the client the "proper" way of doing things.

What I also see is that even seasoned professionals make simple mistakes. The greatest mistakes lie in a misunderstanding of the semantic nature of web pages. How often have you seen multiple <h1> tags on a page? I give my students the tools to think critically about the "meaning" of each element on a page as well as techniques to create a better flow of information.

After a number of years running my own graphics/web design company I have come to realise that I crave direct feedback and opportunities to learn from others. The reciprocal is also true; I have been a teacher/trainer for many years and I know how to convey information in a way that is both coherent and concise. A win/win situation for everyone involved.

I hope this short introduction has provided you with sufficient information. Please feel free to contact me if you have any questions or need clarification.

Sincerely,

Jason Thane Jeffers