

WORDPRESS WEBSITE - CASE STUDY

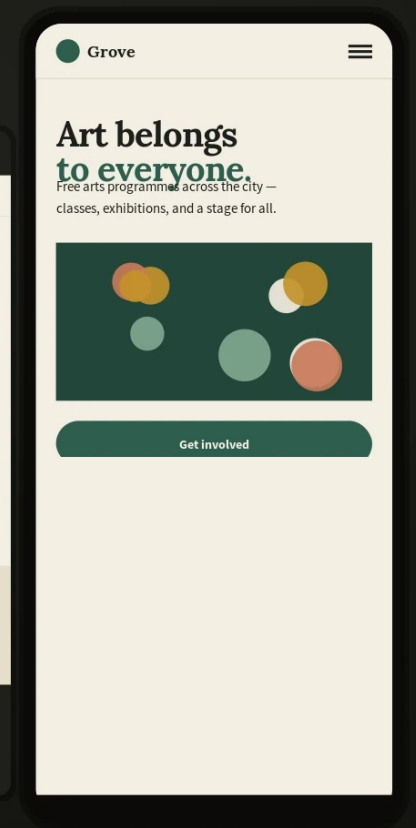
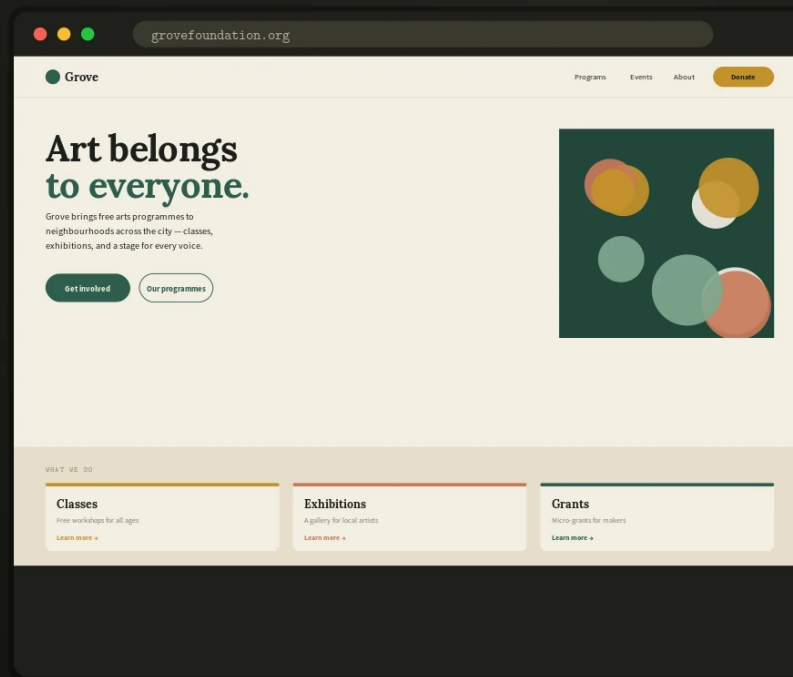
Grove

A nonprofit its own staff can run.

A premium WordPress redesign for an invented community arts foundation — content, events and donations that volunteers update without touching code.

SCOPE	Discovery · IA · theme · custom blocks · ally
STACK	WordPress · ACF blocks · GiveWP · Yoast
WHY WP	Non-technical editors, tight budget, fast to ship

Loli Mari Montalvo



Grove

OVERVIEW

Grove is a community arts foundation — free classes, exhibitions and micro-grants across a city. Its old site was a notice board of PDFs and dead links that only one staffer could update. I redesigned it on WordPress into a warm, current site the whole team can run.

CHALLENGE

The people who keep a nonprofit's site alive are rarely developers. Content changes weekly — new programmes, events, a donation push — and the old build broke every time someone tried. The brief: a site that looks bespoke but is edited in minutes, by volunteers, without breaking the design.

STRATEGIC THINKING

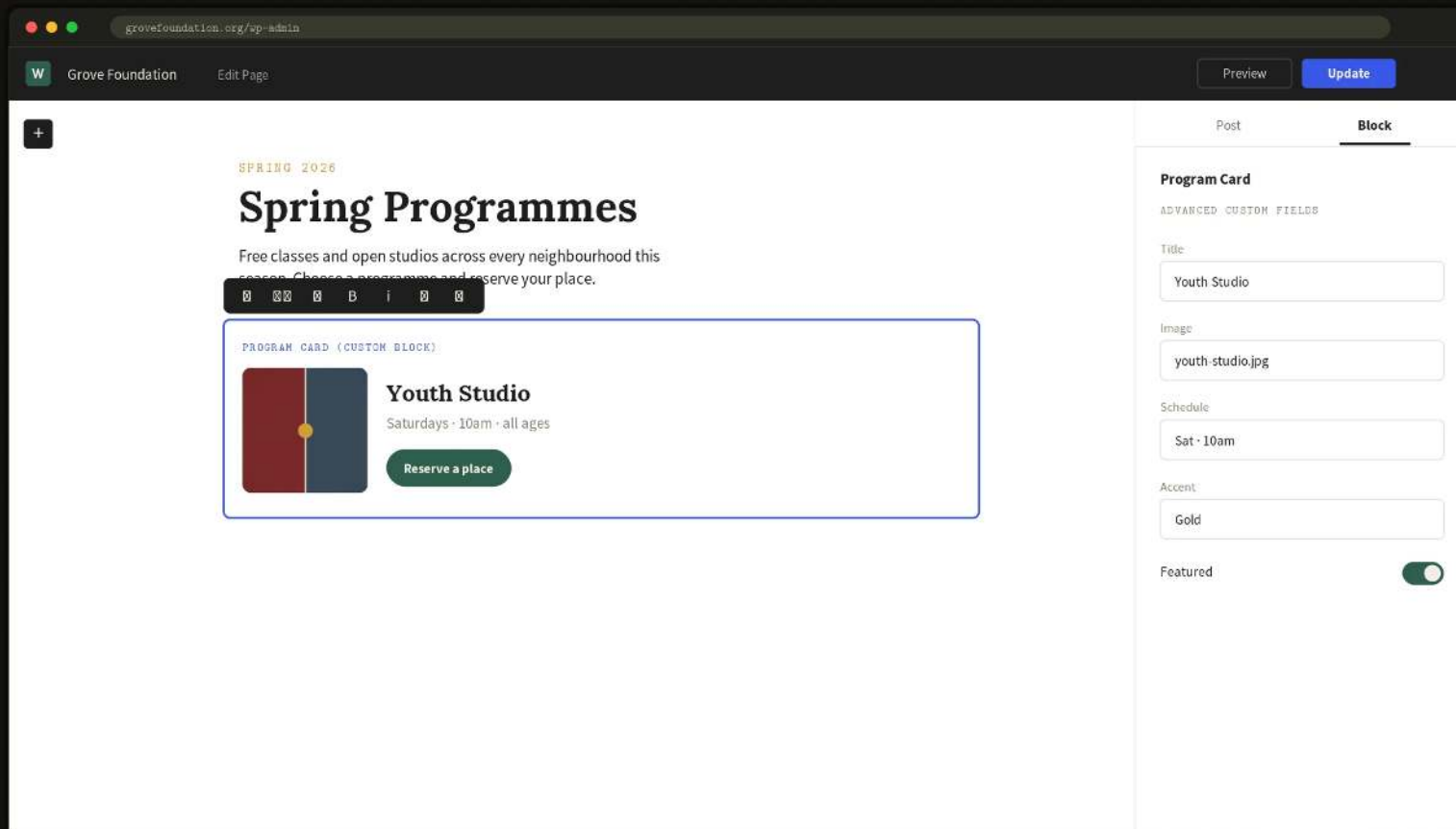
WordPress was the right tool precisely because it isn't glamorous — it's the platform a rotating team already half-knows, with a plugin for every non-core need and a hosting bill a nonprofit can afford. The design bet: don't hand editors a blank page builder. Give them a small set of custom blocks — Program Card, Event, Donation CTA — each with guided fields, so every edit stays on-brand.

Editor experience

EDITOR EXPERIENCE · WHY WORDPRESS

The people who run it aren't developers

Every content type is a custom Gutenberg block with guided fields — no page-builder sprawl, no broken layouts.



Architecture & templates

INFORMATION ARCHITECTURE & TEMPLATES

Sitemap → WordPress template hierarchy

SITEMAP



TEMPLATE RESOLUTION

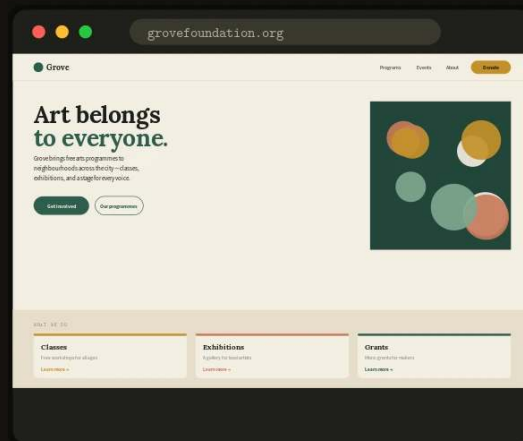
/	→	front-page.php
/programmes/	→	archive-program.php
/programmes/youth-studio/	→	single-program.php
/events/spring-fair/	→	single-event.php
/donate/	→	page-donate.php
/news/	→	home.php (blog index)
(fallback)	→	page.php → index.php

KEY PAGES

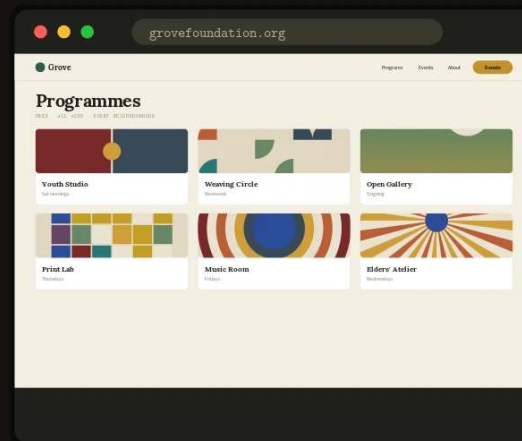
Key pages

KEY TEMPLATES

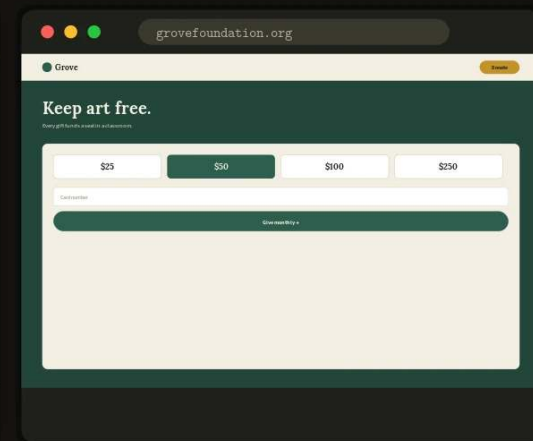
Home, programmes, donate



HOME



PROGRAMMES



DONATE

Custom block library

Editors compose pages from safe parts



Program Card

image · title · schedule · CTA



Event

date · venue · register



Donation CTA

amount tiers · GiveWP



Impact Stat

number · label



Staff Grid

photo · name · role



Pull Quote

quote · attribution



Gallery

curated works



Newsletter

email capture

Plugin strategy

PLUGIN STRATEGY

Buy the boring parts, build the brand



ACF Pro

Custom fields & blocks

Chosen so staff never edit code.



GiveWP

Donations & recurring gifts

Chosen so staff never edit code.



The Events Calendar

Programme & events

Chosen so staff never edit code.



Gravity Forms

Sign-ups & volunteering

Chosen so staff never edit code.



Yoast SEO

Metadata & schema

Chosen so staff never edit code.



WP Rocket

Caching & speed

Chosen so staff never edit code.

Performance & accessibility

PERFORMANCE & ACCESSIBILITY

Fast, and open to everyone



Performance



Accessibility



Best Practices



SEO

LOAD TIME (MOBILE, 4G)

Largest Contentful Paint	5.8s	→	1.6s
Total page weight	4.2 MB	→	0.9 MB
Time to Interactive	7.1s	→	2.3s

ACCESSIBILITY

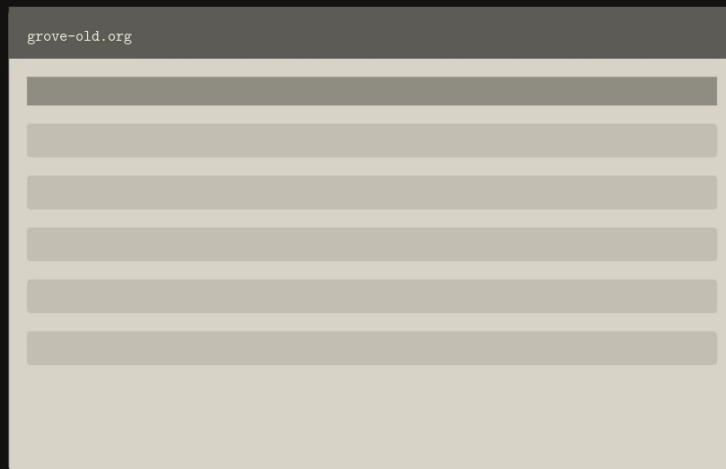
- WCAG 2.1 AA - keyboard & screen-reader tested
- Semantic headings, landmarks, alt text enforced in blocks
- Focus-visible states, 4.5:1 minimum contrast

BEFORE / AFTER

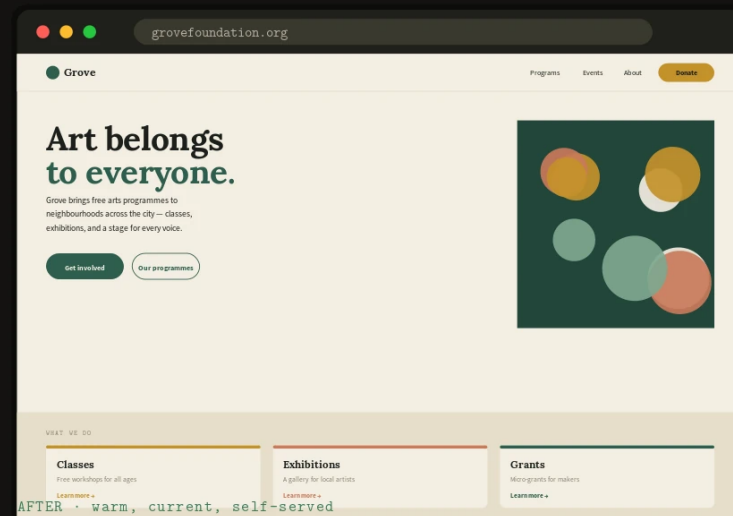
Before / after

BEFORE / AFTER

From notice-board to living site



BEFORE · a PDF-and-links notice board



AFTER · warm, current, self-served

OUTCOMES & REFLECTION

The outcome

FINAL SOLUTION

Home, Programmes, Events, Donate and News — each a WordPress template, each composed from the same blocks. Editors work in Gutenberg with a right-hand panel of plain-language fields; donations run on GiveWP, events on The Events Calendar. It looks custom and updates like a document.

RESULTS

Fast and open — a Lighthouse profile of 96 / 100 / 100 / 100, largest-contentful-paint down from 5.8s to 1.6s, page weight from 4.2MB to 0.9MB, and WCAG 2.1 AA baked into the blocks (semantic headings, enforced alt text, 4.5:1 contrast). The real result is organisational: the site stopped depending on one person.

LESSONS LEARNED

The best CMS work is invisible. The measure of this build isn't the homepage — it's whether a volunteer can add Saturday's workshop in two minutes and trust it will look right. Constrain the editor, and the brand takes care of itself.

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