



Lesson #33

Ramp Up Your Productivity

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Introduction

After you've worked on several Word Press sites you'll begin to realize a lot of the work that you do is repetitive. While the project itself may have largely different results, but the actual coding is the same.

For example, you find yourself copying 4 pasting snippets of code over and over again. You'll re-use tags several times. You probably do several things the same at the very beginning of a project as you get things set up. For this reason, it makes perfect sense to reduce the amount of typing you do, make it easier to find code and automating your process to shortcut development time.

Framework Theme

It goes without saying that building a theme from scratch every time does not make sense. It's definitely not productive. Maybe you are already developing client sites using Premium Themes as a jumping of point. That's certainly a great way to go about it.

Here are some Premium themes you may want to look into.

- [StudioPress](#)
- [Thesis](#)
- [WPRemix](#)
- [WooThemes](#)
- [ithemes](#)
- [Press75](#)

There are a boat load of premium themes, out there. This is certainly not an exhaustive list. Another alternative you want to try is the [Artisteer](#) software. This builds WordPress themes for you. It's pretty impressive and the themes look

good. If you ever venture into Drupal and Joomla customization, [Artisteer](#) can do those too.

No matter which you choose, try to keep on hand a few different types of themes premium or not. This way, you can develop a variety of designs to suit the clients. Your portfolio looks diversified and not too cookie cutter

Direct Access

[Direct Access](#) is a software that I rely on countless times throughout the day. It has several different features but what I use it for most, is to help me type code I re-use constantly. Here's how it works.

In Direct Access, I type in e. g. `<php? blog('url'); ?>`, I give it a key stroke e.g. “**;blogurl**” then save it. Whenever I need to use this word Press tag in my theme, I just type **;blogurl** anywhere and direct Access does the the typing for me. I've just saved a bunch of typing and time because copying and pasting takes longer and typing out the code with brackets, apostrophes and all that is a pain. When you type it out each time it also increases your chances of an error. Copying and pasting can generate errors too especially when the lines of code get wrapped and some code is sensitive to wrapping.

When you copy and paste, you also have to spend time looking for the exact code you want to use. With Direct Access, all that can be done in with five keystrokes.

You can program any text into Direct Access including HTML, even your regularly used email signatures or email replies. That's not all. You can even launch programs with it. That's another thing I love about it.

Whenever I want to launch PS Pad, I type pspad. [Direct Access](#) will open the program for me. When I want Filezilla, I type filezilla and Filezilla opens up right away. Very neat and a huge time saver.

Evernote Or Any Note Taking, Web Clipping Software

To supplement Direct Access, I also use [Evernote](#). Evernote is a web clipping / note taking application. Whenever I find a piece of useful code, I'll clip it using Evernote. It saves all these snippets of code and also saves links to web pages where there are longer explanations or how-to's. I can even save images and take screen shots.

Why not just bookmark them or save the code into Direct Access?

First, bookmarks can break. We never know when people will delete or move the page. saving the information or clipping bits of it is more permanent..

As for Direct Access, I've found it's wonderful for code that are used regularly since it requires me to remember the correct keyboard shortcut to press. The more often it is used, the better it'll be. But if you don't use the code often, you'll forget the keyboard shortcut.

Evernote is where I keep these least used but still useful code snippets or techniques. It's also great to help me quickly save information that I don't need right away but possibly will later on.

Ever note is not the only software. I like it because it is can be used on Macs or PC's and even from your phone. That has come in super handy thus far. Here are others you may want to check out.

- [DEVONthink](#) if for Mac users
- [Microsoft OneNote](#)
- [Scrapbook](#) (free) extension for Firefox. This might have some limitations but pretty awesome for text code.

Next Lesson...

It's case study time again. In our second case study, we will look at a very important lessons I learned when building a multi-category, multi-sidebar site.

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