

# Building Unique Templates with Custom Post Types (CPT) in WordPress

**Madison PHP Conference 2017**

<https://joind.in/talk/e4043>

# Hi, I'm Andrea

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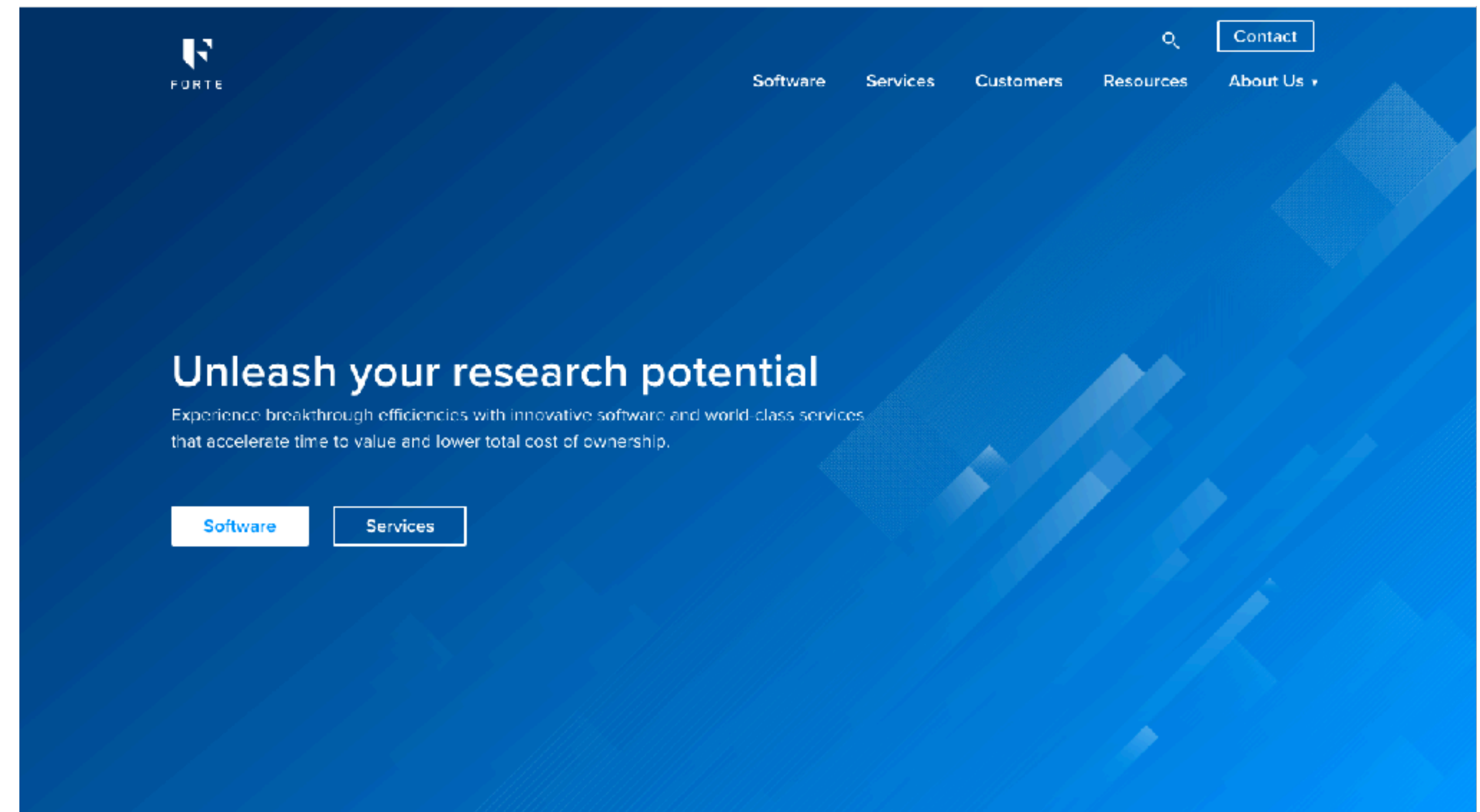
Slides & Feedback:

<https://joind.in/talk/e4043>

I'm the Web Developer & Designer  
at Forte in Madison, WI

We launched a redesign of  
our flagship website  
[forteresearch.com](http://forteresearch.com) on August 25th.

It's built on WordPress.



spacer.gif

(I've been working on the web for a a long time)

“WordPress is just a  
blogging platform.”

– me, a while back

“WordPress themes and  
plugins are bloated and  
hard to work with.”

– me, not that long ago

but Custom Post Types  
have opened my eyes.

“WordPress is a great tool  
to build a custom website!”

– me, today



# Why use Custom Post Types?

- Create a better content entry experience for the CMS administrators
- Lighten up your database by removing the HTML from the WordPress editor
- Develop custom layouts specific to your data
- Ability to query and sort your custom data

# Possible uses for CPT

- Testimonials
- Webinars
- eBooks
- Advertisements
- Job Postings
- Conference Sessions
- Portfolio Pieces
- Content Carousels

WisconsinVerbs.com theme from this talk

(Pardon the sandbox)

Theme

<https://github.com/andreawetzel/WisconsinVerbsThemeV01>

Plugin (Gist)

[bit.ly/wi-verbs-cpt](http://bit.ly/wi-verbs-cpt)

# CPT Steps:

1. First, create your Custom Post Type
2. Next, add some data in your WordPress admin panel
3. Third, template your custom theme page to display the data

# 1. Creating Custom Post Types

..by adding code to your theme's  
functions.php

For example, see line 191:

<https://github.com/andreawetzel/WisconsinVerbsThemeV01/blob/master/functions.php>

```
1  <?php
2
3  add_action( 'init', 'create_post_type' );
4  function create_post_type() {
5      register_post_type( 'acme_product', // Your Custom Post Type
6          array(
7              'labels' => array(
8                  'name' => __( 'Products' ),
9                  'singular_name' => __( 'Product' )
10             ),
11             'public' => true, // Public single page? True = yes
12             'has_archive' => true, // Post type archive listing? True = yes
13         )
14
```

## Add CPT directly in functions.php

[https://codex.wordpress.org/Post\\_Types#Custom\\_Post\\_Types](https://codex.wordpress.org/Post_Types#Custom_Post_Types)

```

25 register_post_type( 'wiverb_hike',
26     array(
27         'labels' => array(
28             'name' => __( 'Hiking Trails' ),
29             'singular_name' => __( 'Hiking Trail' ),
30             'add_new_item' => __( 'Add New Trail' ),
31             'edit_item' => __( 'Edit Trail' ),
32             'new_item' => __( 'New trail' ),
33             'view_item' => __( 'View trail' ),
34             'search_items' => __( 'Search trails' ),
35             'not_found' => __( 'No trails were found' ),
36             'not_found_in_trash' => ( 'No trails found in trash' )
37         ),
38         'public' => true,
39         'show_in_menu' => true,
40         'exclude_from_search' => true,
41         'has_archive' => true,
42         'supports' => array( 'title', 'editor', 'thumbnail', 'revisions', 'page-attributes' ),
43         'menu_icon' => 'dashicons-location-alt',
44     )
45 );

```

## More Custom Post Type Settings

[https://codex.wordpress.org/Function\\_Reference/register\\_post\\_type](https://codex.wordpress.org/Function_Reference/register_post_type)

# supports

```
'supports' => array('title', 'editor', 'thumbnail', 'revisions', 'page-attributes'),
```

Why rebuild the wheel when you can use built-in WP Functionality?

- **thumbnail** (Featured Image)
- **page-attributes** (To set a custom order)
- **revisions** (Save your revisions in the DB)



# menu\_icon

No more pushpins please.



<https://developer.wordpress.org/resource/dashicons>









- **Roll your own**









```
'get_template_directory_uri() . "youricon.png"'
```

- **Use a Dashicon**

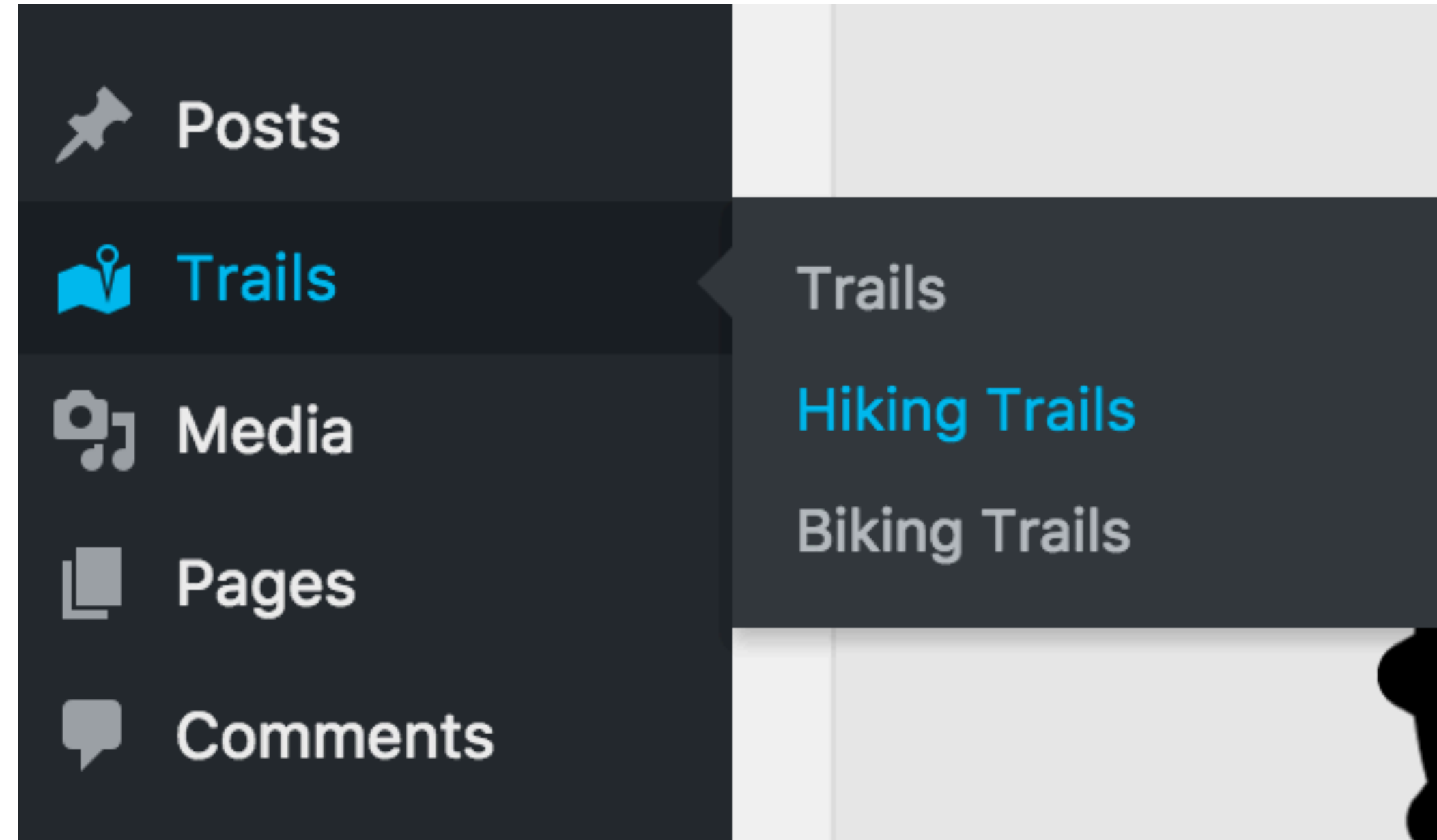
```
'menu_icon' => 'dashicons-clipboard'
```



-  Feature Request
-  Conference Sessions
-  Organizations
-  Announcements
-  Uploaded Files
-  Jasper Reports
-  Career Opportunities
-  Dashboard Top Story

-  Feature Request
-  Conference Sessions
-  Organizations
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-  Jasper Reports
-  Career Opportunities
-  Dashboard Top Story

What if you have lots of  
Custom Post Types?



Nesting your CPT in the Admin Panel

```
register_post_type( 'not_in_menu',  
...  
    'public' => true,  
    'has_archive' => true,  
    'show_in_menu' => false,  
...)
```

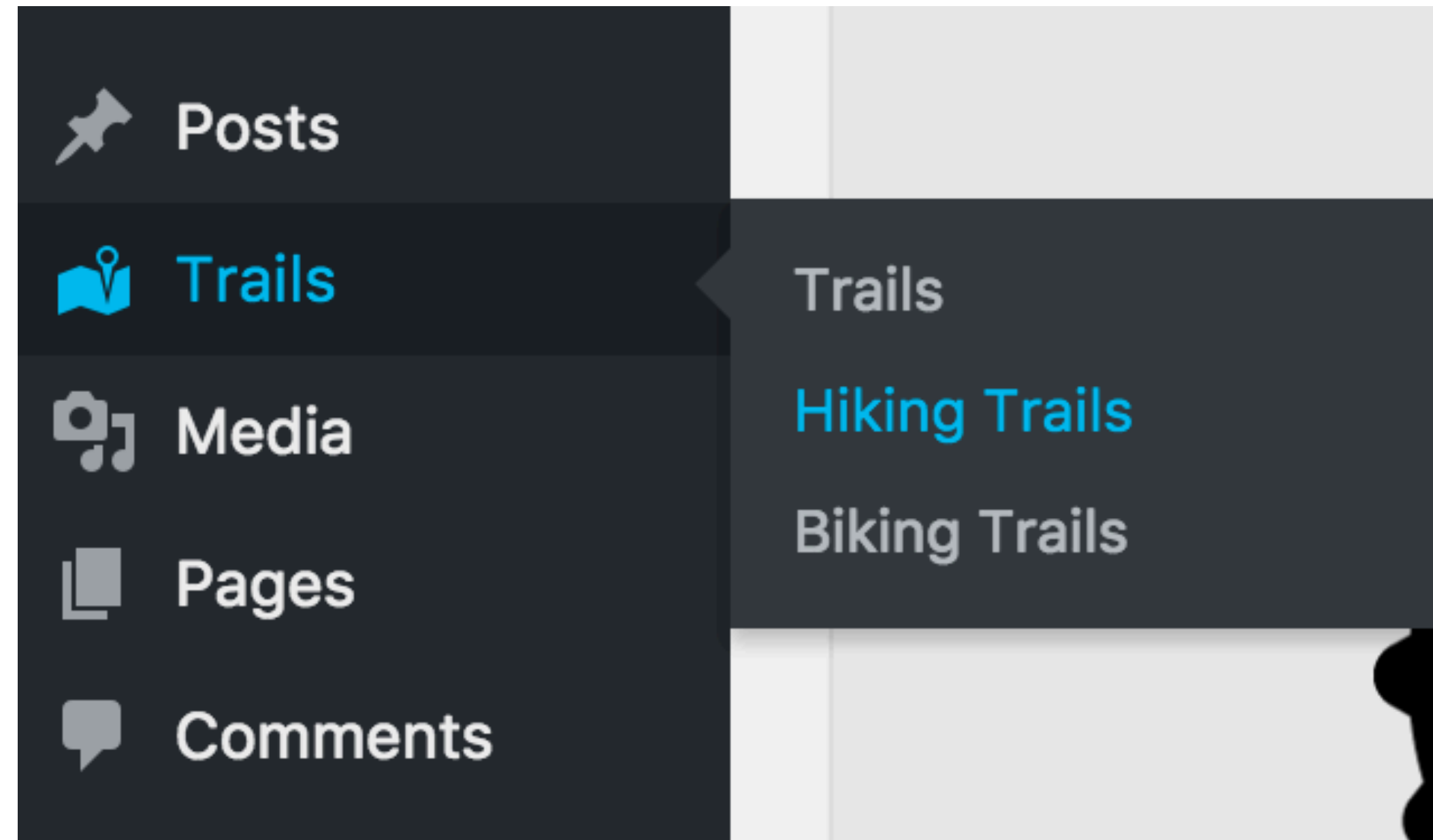
## **Nesting your CPT in the Admin Panel**

First, don't show the Post Type in the menu itself

```
76
77 if(!function_exists('wiverbs_trails_menu')) {
78     /**
79     * Adds admin nav & subnav
80     */
81     function wiverbs_trails_menu() {
82         add_menu_page( 'Trails', 'Trails', 'edit_posts', 'wiverbs_trails',
83             • 'wiverbs_trails_page', 'dashicons-location-alt', 5 );
84
85         add_submenu_page('wiverbs_trails', 'Hiking Trails', 'Hiking Trails',
86             • 'edit_posts', 'edit.php?post_type=wiverb_hike');
87
88         add_submenu_page('wiverbs_trails', 'Biking Trails', 'Biking Trails',
89             • 'edit_posts', 'edit.php?post_type=wiverb_bike');
90     }
91     add_action( 'admin_menu', 'wiverbs_trails_menu' );
92 }
93 }
```

## Nesting your CPT in the Admin Panel

[https://codex.wordpress.org/Administration\\_Menus](https://codex.wordpress.org/Administration_Menus) for more information



Nesting your CPT in the Admin Panel

```

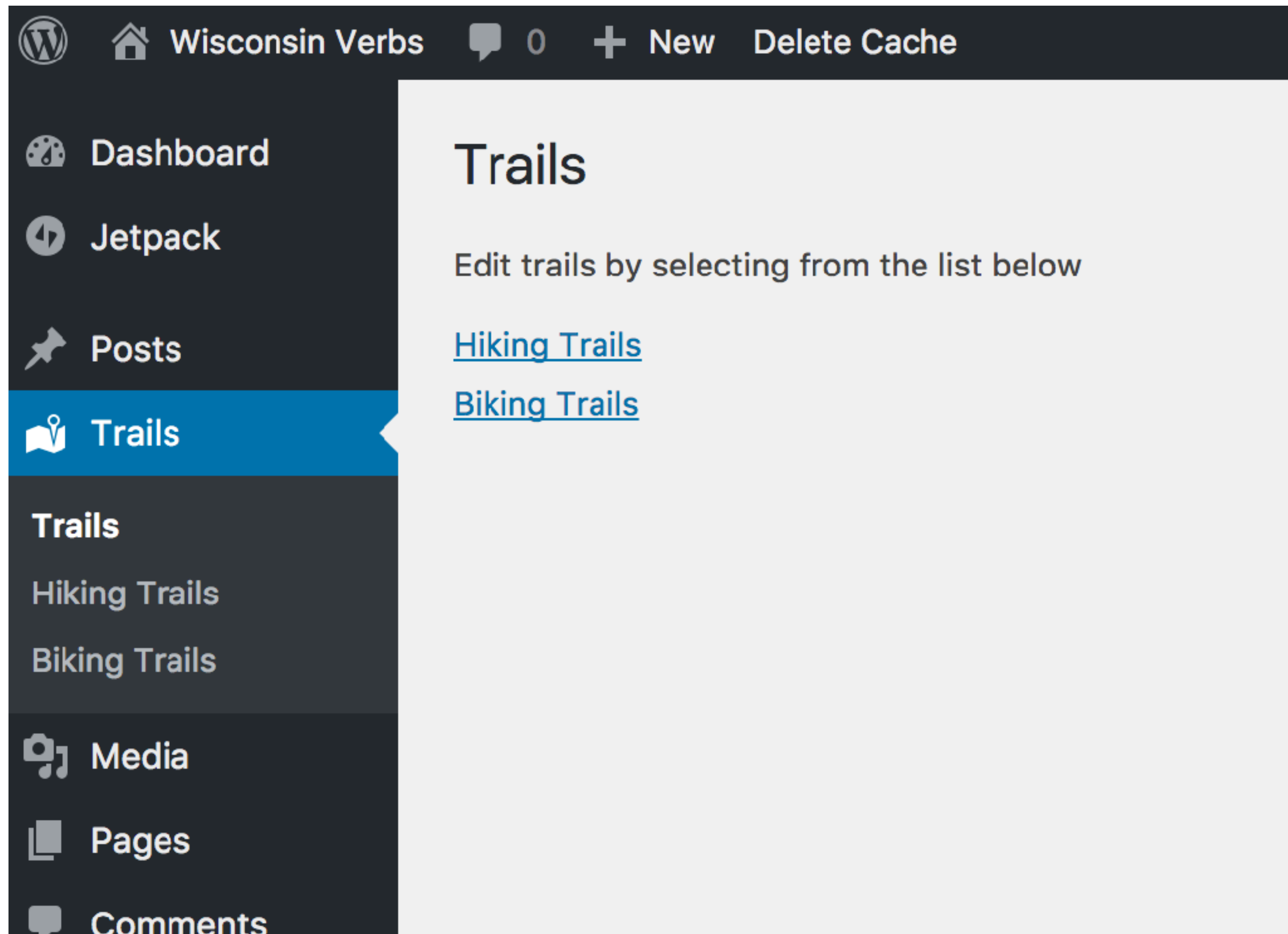
91  if(!function_exists('wiverbs_trails_page')) {
92      /**
93       * Add content to the admin trails top-level page
94       */
95      function wiverbs_trails_page() {
96          if ( !current_user_can( 'edit_posts' ) ) {
97              wp_die( __( 'You do not have sufficient permissions to access this page.' ) );
98          }
99          echo '<div class="wrap">';
100         echo '<h2>Trails</h2><p>Edit trails by selecting from the list below';
101         echo '<ul>';
102         echo '<li><a href="'. home_url()
103         • './wp-admin/edit.php?post_type=wiverb_hike">Hiking Trails</a></li>';
104         echo '<li><a href="'. home_url()
105         • './wp-admin/edit.php?post_type=wiverb_bike">Biking Trails</a></li>';
106         echo '</ul>';
107         echo '</div>';
108     }
109 }

```

## Nesting your CPT in the Admin Panel

[https://codex.wordpress.org/Administration\\_Menus](https://codex.wordpress.org/Administration_Menus)





# Nesting your CPT in the Admin Panel

[https://codex.wordpress.org/Administration\\_Menus](https://codex.wordpress.org/Administration_Menus)

# Custom Subdirectories

To achieve the url:

<http://wisconsinverbs.com/trails/hiking/>

```
'rewrite' => array( 'slug' => 'trails/hiking' ),
```

```
'has_archive' => 'trails/hiking'
```

## **Custom Subdirectories: REMINDER**

**\*Remember to flush/rebuild your permalinks after this change**

Either manually or by adding a flush to your theme or plugin activation

[https://codex.wordpress.org/Function\\_Reference/flush\\_rewrite\\_rules](https://codex.wordpress.org/Function_Reference/flush_rewrite_rules)

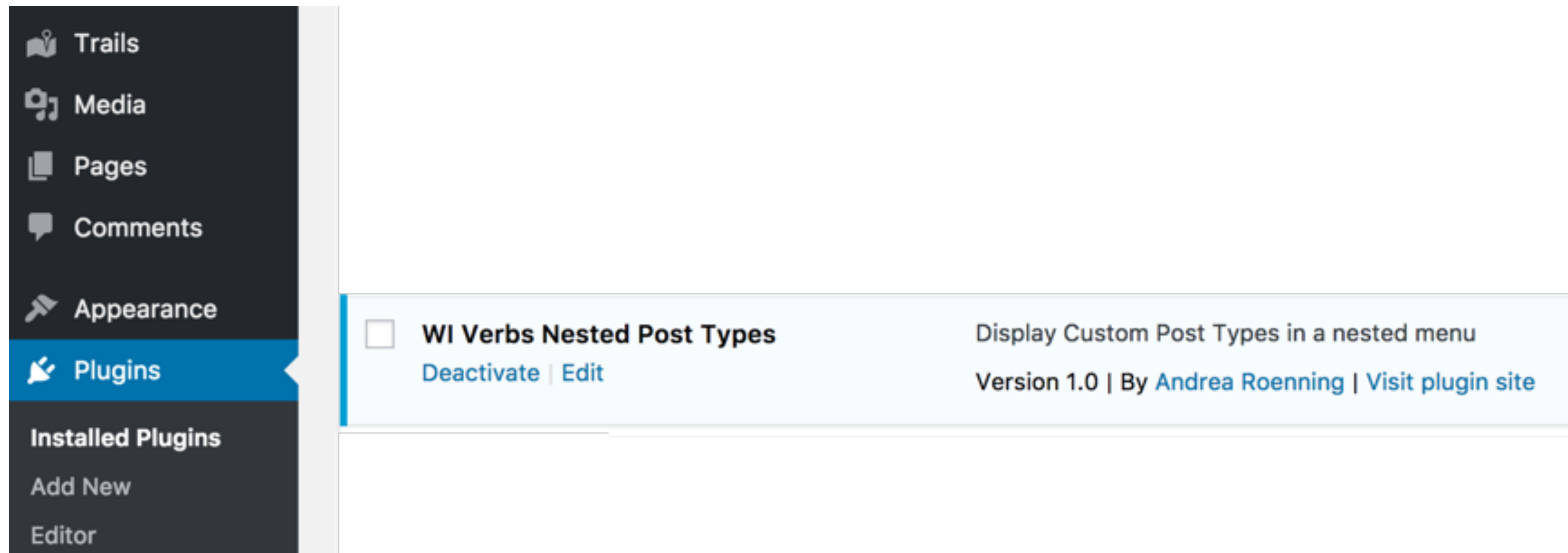
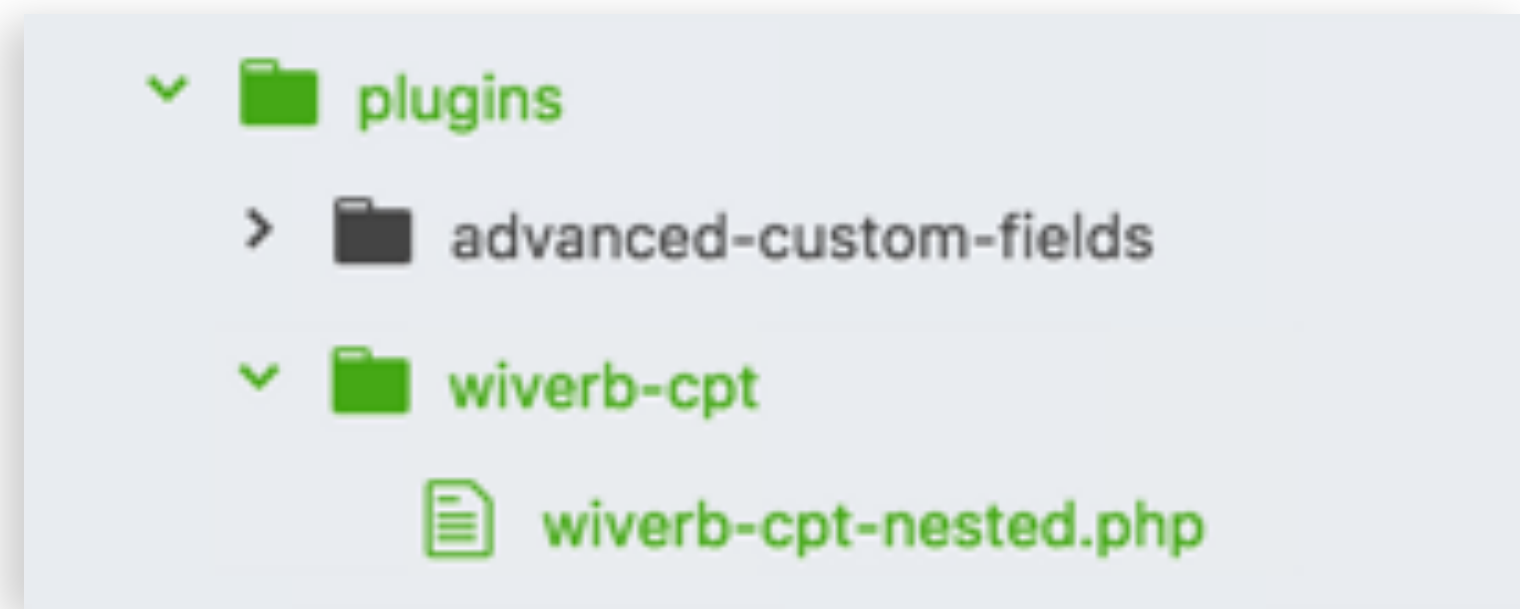
But what if you change themes?

# 1. Creating Custom Post Types

..you could build your CPT code into a custom plugin.

example plugin gist on GitHub

[bit.ly/wi-verbs-cpt](https://bit.ly/wi-verbs-cpt)



## Creating CPT Manually: Create a Plugin

<https://developer.wordpress.org/plugins/the-basics/header-requirements/>

# 1. Creating Custom Post Types

..you could use a third party Custom Post Type management plugin.

My Pick: CPT UI

<https://wordpress.org/plugins/custom-post-type-ui>



Dashboard

Jetpack

Posts

Media

Forms

Pages

Comments

Quotes

Sessions

Appearance

Plugins

Users

Tools

Settings

Custom Fields

SEO

CPT UI

Add/Edit Post Types

Add/Edit Taxonomies

Registered

## Add/Edit Post Types

Add New Post Type

Edit Post Types

View Post Types

Import/Export Post Types

### Basic settings

Post Type Slug \*

The post type name/slug. Used for various queries for post type content.

Slugs should only contain alphanumeric, latin characters. Underscores should be used in place of spaces. Set "Custom Rewrite Slug" field to make slug use dashes for URLs.

Plural Label \*

(e.g. Movies)

Used for the post type admin menu item.

Singular Label \*

(e.g. Movie)

Used when a singular label is needed.

Add Post Type

### Additional labels

Post Type Description

Dashboard

Jetpack

Posts

Media

Forms

Pages

Comments

Quotes

Sessions

Appearance

Plugins

Users

Tools

Settings

Custom Fields

SEO

CPT UI

Add/Edit Post Types

Add/Edit Taxonomies

### Menu Position

See [Available options](#) in the "menu\_position" section. Range of 5-100

The position in the menu order the post type should appear. `show_in_menu` must be true.

### Show in Menu

"Show UI" must be "true". If an existing top level page such as "tools.php" is indicated for second input, post type will be sub menu of that.

True  (default: true) Whether or not to show the post type in the admin menu and where to show that menu.

The top-level admin menu page file name for which the post type should be in the sub menu of.

### Menu Icon

Image URL or Dashicon class name to use for icon. Custom image should be 20px by 20px.

### Supports

Add support for various available post editor features on the right. A checked value means the post type means the feature is supported.

Use the "None" option to explicitly set "supports" to false.

- Title
- Editor
- Featured Image
- Excerpt
- Trackbacks
- Custom Fields
- Comments

## CPT Steps:

1. First, create your Custom Post Type
2. Next, add some data in your WordPress admin panel
3. Third, template your custom theme page to display the data

- Dashboard
- Jetpack
- Posts
- Trails
- Media
- Pages
- Comments
- Appearance
- Plugins
- Users
- Tools
- Settings
- Custom Fields
- Instagram Feed
- Collapse menu

## Edit Trail [Add New](#)

Screen Options

# Pheasant Branch Conservancy

Permalink: <http://localhost/WisconsinVerbs/trails/hiking/pheasant-branch-conservancy/> [Edit](#)

[Add Media](#)

Visual

Text

- b**
- i*
- [link](#)
- b-quote
- del
- ins
- img
- ul
- ol
- li
- code
- more
- close tags
- ¶
- ✕

`<p>The 550-acre conservancy protects Pheasant Branch Creek, which supplies Lake Mendota with 1,800 gallons of crystal-clear water every minute. Visitors will find nature trails running throughout this oasis of pristine woods and wetlands.</p>`

Word count: 32

Last edited by Andrea Roenning on June 24, 2017 at 11:55 am

### Publish

[Preview Changes](#)

Status: **Published** [Edit](#)

Visibility: **Public** [Edit](#)

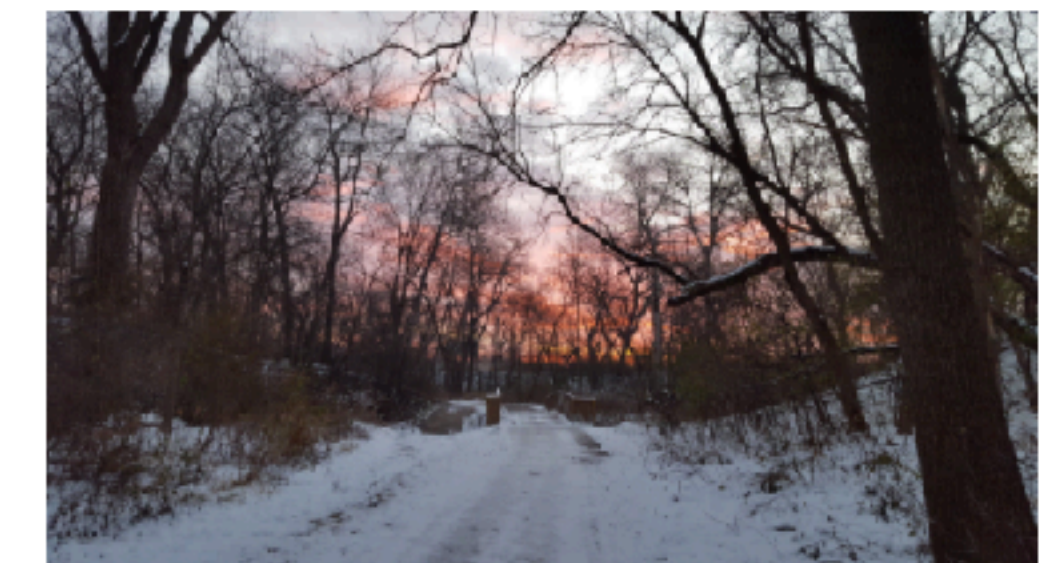
Published on: **Jun 24, 2017 @ 11:55**  
[Edit](#)

[Move to Trash](#)

[Update](#)

### Post Attributes

### Featured Image



*Click the image to edit or update*

What if you want more fields than  
WordPress's title & description?

# Custom Fields

- Core WordPress Custom Fields

[https://codex.wordpress.org/Custom\\_Fields](https://codex.wordpress.org/Custom_Fields)

- Advanced Custom Fields Plugin (ACF)

<https://www.advancedcustomfields.com>

# Standard field types

Wisconsin Verbs 0 + New Delete Cache

## Add New Field Group

Trail Fields

Field Order	Field Label	Field Name	Field Type
1	Trail Link	trail_link	Text

**Field Label \***  
This is the name which will appear on the EDIT page  
Trail Link

**Field Name \***  
Single word, no spaces. Underscores and dashes allowed  
trail\_link

**Field Type \***  
Text

**Field Instructions**  
Instructions for authors. Shown when submitting data  
URL for Trail Webpage

**Field Type \***

**Field Instructions**  
Instructions for authors. Shown when submitting data

**Required?**

**Default Value**  
Appears when creating a new post

**Placeholder Text**  
Appears within the input

**Prepend**  
Appears before the input

**Append**  
Appears after the input

- Basic
  - Text
  - Text Area
  - Number
  - Email
  - Password
- Content
  - Wysiwyg Editor
  - Image
  - File
- Choice
  - Select
  - Checkbox
  - Radio Button
  - True / False
- Relational
  - Page Link
  - Post Object
  - Relationship
  - Taxonomy
  - User
- jQuery
  - Google Map
  - Date Picker
  - Color Picker
- Layout
  - Message
  - Tab

ACF Plugin admin (Free version)

# ACF Plugin: Assign custom fields to your Custom Post Type locations

The screenshot displays the WordPress Admin dashboard with the 'Custom Fields' menu item highlighted in blue. The main content area shows the 'Location' configuration for a field group. On the left, under the 'Rules' section, there is a description: 'Create a set of rules to determine which edit screens will use these advanced custom fields'. The main configuration area is titled 'Show this field group if' and contains three rule groups connected by 'or' operators. The first rule group consists of a dropdown menu set to 'Post Type', followed by a comparison operator 'is equal to', another dropdown menu set to 'wiverb\_hike', and an 'and' button. The second rule group is identical but with the dropdown menu set to 'wiverb\_bike'. Below the second rule group is an 'Add rule group' button.

**Appearance**

**Plugins**

**Users**

**Tools**

**Settings**

**Custom Fields**

**Custom Fields**

Export

Add-ons

### Location

#### Rules

Create a set of rules to determine which edit screens will use these advanced custom fields

**Show this field group if**

Post Type is equal to wiverb\_hike and

or

Post Type is equal to wiverb\_bike and

or

Add rule group



Edit Trail [Add New](#)

Pheasant Branch Conservancy

Permalink: <http://localhost/WisconsinVerbs/trails/hiking/pheasant-branch-conservancy/> [Edit](#)



**Trail Link**

URL for Trail Webpage

[Add Media](#)

Visual Text

**b** *i* link b-quote ~~del~~ ins img ul ol li code more close tags ¶ ↻

<p>The 550-acre conservancy protects Pheasant Branch Creek, which supplies Lake Mendota with 1,800 gallons of crystal-clear water every minute. Visitors will find nature trails running throughout this oasis of pristine woods and wetlands.</p>

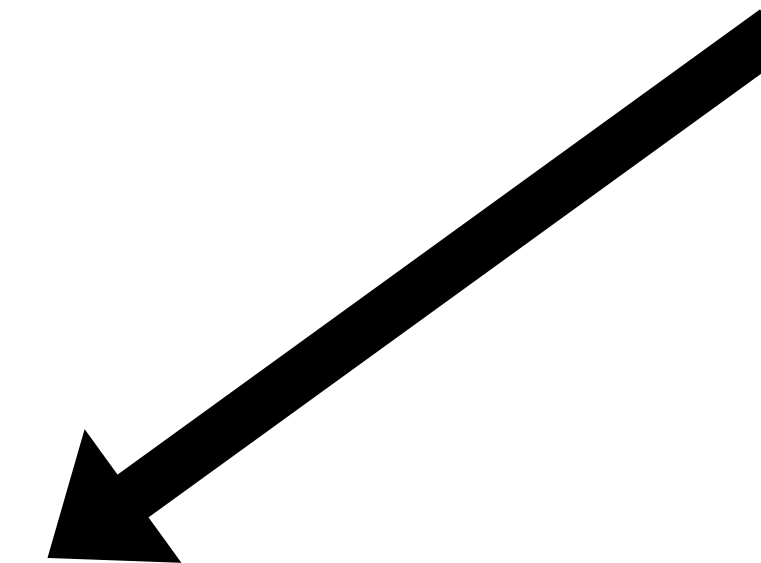
```
<?php the_field('trail_link'); ?>
```

# ACF Plugin

```
7 <div class="row">
8   <div class="col-md-6">
9     <h1>Bike Trail: <?php the_title(); ?></h1>
10    <?php the_content(); ?>
11
12    <p>
13      <a href="<?php the_field('trail_link'); ?>">
14        <?php the_field('trail_link'); ?>
15      </a>
16    </p>
17
18    <?php
19
20    $trail_link = get_field('trail_link');
21
22    if ($trail_link) {
23      echo ('<p><a href="' . $trail_link . '>' . $trail_link . '</a></p>');
24    }
25
26    ?>
27
```



or



## ACF Plugin

\*This just scratches the surface  
of developing themes using  
custom fields.

<https://www.advancedcustomfields.com>

## CPT Steps:

1. First, create your Custom Post Type
2. Next, add some data in your WordPress admin panel
3. Third, template your custom theme page to display the data

# WordPress Template Hierarchy

If your CPT is set 'public' => true, your content will display on one of your default WordPress template pages such as index.php or single.php

<https://developer.wordpress.org/themes/basics/template-hierarchy>

# WordPress Template Hierarchy

<https://developer.wordpress.org/themes/basics/template-hierarchy>



index.php is the default

# WordPress Template Hierarchy

This is easily overridden by creating a `single-your_post_type.php` page.

The same concept applies for your archive page.

<https://developer.wordpress.org/themes/basics/template-hierarchy>



## Hiking Trail: Pheasant Branch Conservancy

The 550-acre conservancy protects Pheasant Branch Creek, which supplies Lake Mendota with 1,800 gallons of crystal-clear water every minute. Visitors will find nature trails running throughout this oasis of pristine woods and wetlands.



[More Hiking Trails](#)

```
get_post_type_archive_link( 'wiverb_hike' );
```

Using **single-wiverb\_hike.php** to display **wiverb\_hike** CPT



```
1  <?php get_header(); ?>
2  <div class="container">
3    <div class="row">
4      <div class="col-xs-12 blog-post-single add-btm-margin">
5        <?php if (have_posts()) : while (have_posts()) : the_post(); ?>
6          <section <?php post_class() ?> id="post-<?php the_ID(); ?>">
7            <div class="row">
8              <div class="col-md-6">
9                <h1>Hiking Trail: <?php the_title(); ?></h1>
10               <?php the_content(); ?>
11             </div>
12             <div class="col-md-6">
13               <?php
14               if ( has_post_thumbnail() ) { ?>
15                 <a href="<?php the_permalink(); ?>"> <?php the_post_thumbnail('medium'); ?></a>
16               <?php } ?>
17             </div>
18             <div class="col-xs-12">
19               <p><a href="<?php echo get_post_type_archive_link( 'wiverb_hike' ); ?>">
20                 More Hiking Trails
21               </a></p>
22             </div>
23           </div>
24         </section>
25       <?php endwhile; endif; ?>
26     </div>
27   </div>
28 </div>
29 <?php get_footer(); ?>
30
```



## HIKING TRAILS



**Pheasant Branch Conservancy**



**Indian Lake County Park**

Using **archive-wiverb\_hike.php**

<https://github.com/andreawetzel/WisconsinVerbsThemeV01>

# Querying Custom Post Types in a Page

If you want to display data from your Custom Post Types on a WordPress page, you can create a second WP\_Query call and loop through it.

Loop Example

[https://codex.wordpress.org/Post\\_Types#Querying\\_by\\_Post\\_Type](https://codex.wordpress.org/Post_Types#Querying_by_Post_Type)

Setting Parameters

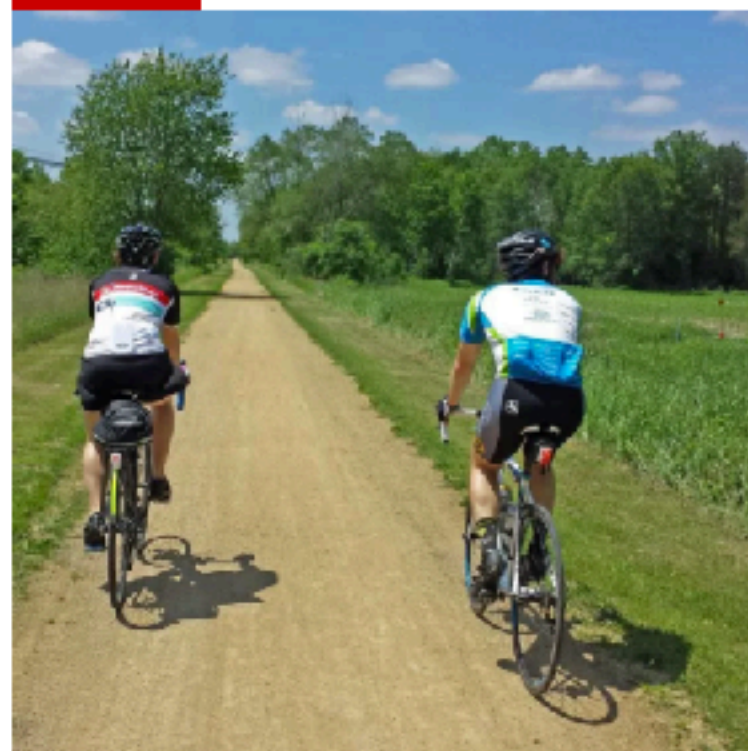
[https://codex.wordpress.org/Class\\_Reference/WP\\_Query#Multiple\\_Loops](https://codex.wordpress.org/Class_Reference/WP_Query#Multiple_Loops)



# TRAILS

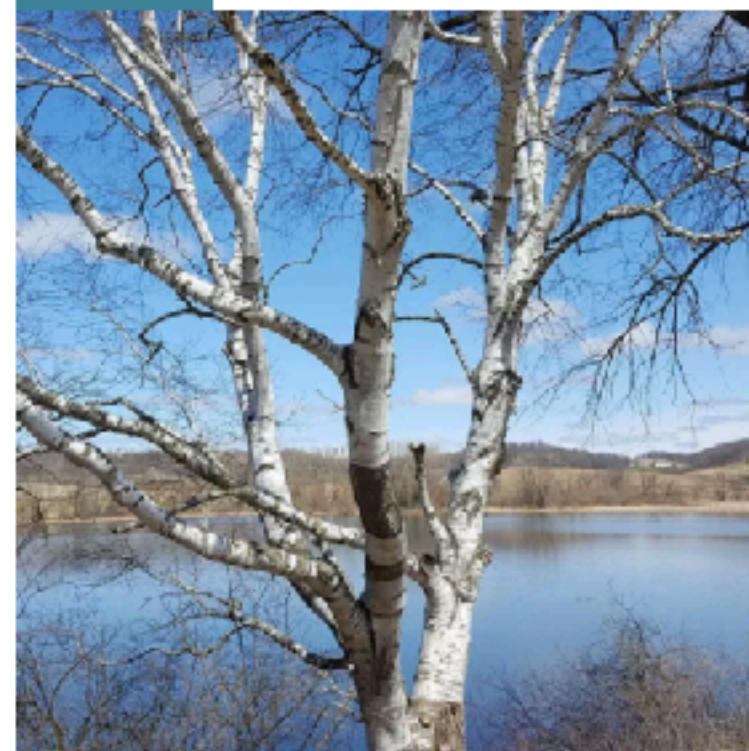
Here are some local trails

**Bike**



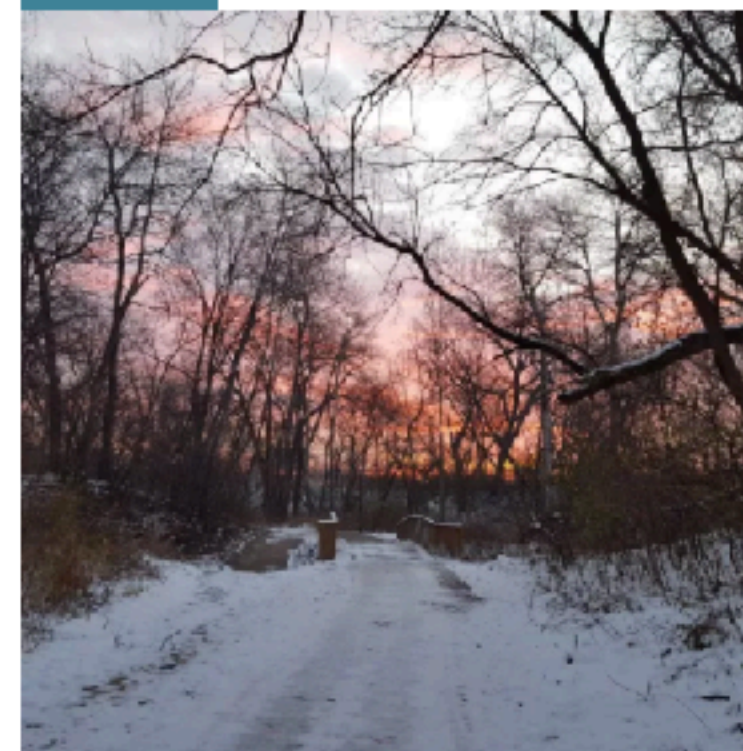
Badger State Trail

**Hike**



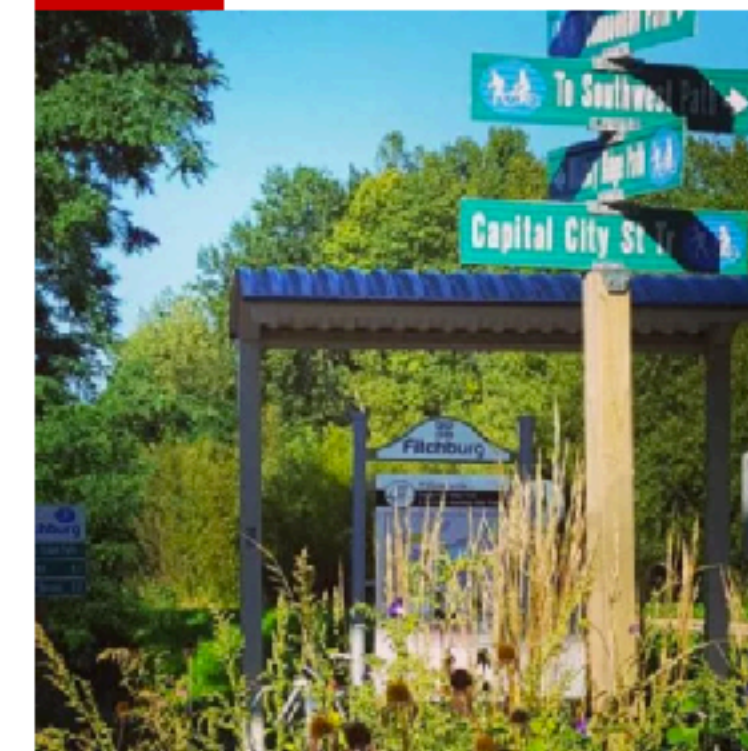
Indian Lake County Park

**Hike**



Pheasant Branch Conservancy

**Bike**



Southwest Commuter Path

Using **template-trails.php**

```
1  <?php
2  /*
3   **Template Name: Trails Template
4   */
5  ?>
6
7  <?php get_header(); ?>
8  <div class="title-bg hero-title-bg">
9     <div class="container">
10     <div class="row">
11         <div class="archive-leader col-sm-12">
12             <h1><?php wp_title( ' ' ); ?></h1>
13         </div>
14     </div>
15 </div>
16 </div>
17 <div class="container">
18     <div class="row">
19         <div class="col-md-8">
20             <div class="page-content">
21                 <?php if ( have_posts() ) : while ( have_posts() ): the_post();
22                     // Display page content as intro
23                 ?>
24                 <?php the_content(); ?>
25                 <?php endwhile; endif; ?>
26                 <? wp_reset_postdata(); ?>
27             </div>
28         </div>
29 </div>
```

```
30
31 <?php
32 // Second query to display hiking and biking trails
33 $args = array( 'post_type' => array('wiverb_hike', 'wiverb_bike'), 'posts_per_page' => '6',
34   • 'orderby' => 'title', 'order' => 'asc' );
35
36 $query2 = new WP_Query( $args );
37
38 if ( $query2->have_posts() ) { ?>
39 <div class="row">
40 <?php while ( $query2->have_posts() ) {
41   $query2->the_post();
42   $postType = get_post_type(get_the_ID());
43   switch($postType){
44     case 'wiverb_hike':
45       $postTypeText = 'Hike';
46       $postTypeClass = 'bg-blue';
47       break;
48     case 'wiverb_bike':
49       $postTypeText = 'Bike';
50       $postTypeClass = 'bg-red';
51       break;
52   } ?>
53 <div class="col-sm-3">
54   <div class="trl-tag <?php echo $postTypeClass ?>"><?php echo $postTypeText; ?></div>
55   <div><a href="<?php echo get_the_permalink($query2->post->ID);?>">
56     <?php echo get_the_post_thumbnail($query2->post->ID, 'thumbnail') ?>
57   </a></div>
58   <div class="trl-link"><a href="<?php echo get_the_permalink($query2->post->ID);?>">
59     <?php echo get_the_title($query2->post->ID); ?>
60   </a></div>
61 </div>
62 <?php } //End While
63 wp_reset_postdata(); ?>
64 </div>
65 <?php } //End if ?>
66 </div>
67 <?php get_footer(); ?>
```

- Dashboard
- Jetpack
- Posts
- Trails
- Media
- Pages**
- All Pages
- Add New
- Comments
- Appearance
- Plugins
- Users
- Tools
- Settings
- Custom Fields
- CPT UI

# Edit Page [Add New](#)

## Trails

Permalink: <http://wisconsinverbs.com/trails/> [Edit](#)

[Add Media](#)

[b](#)
[i](#)
[link](#)
[b-quote](#)
[del](#)
[ins](#)
[img](#)
[ul](#)
[ol](#)
[li](#)
[code](#)
[more](#)

[close tags](#)
[proofread](#)

Here are some local trails

Word count: 5 Last edited by Andrea Roenning on June 25, 2017 at 10:27 pm

[Screen Options](#) [Help](#)

### Publish

[Preview Changes](#)

**Status: Published** [Edit](#)

**Visibility: Public** [Edit](#)

**Published on: Jun 25, 2017 @ 22:27**  
[Edit](#)

[Move to Trash](#) [Update](#)

### Page Attributes

**Parent**  
(no parent)

**Template**  
Trails Template

**Order**  
0

..you could make a shortcode to display your CPT content on multiple pages

```
[template part="template-part-hello"]
```

<https://github.com/halfempty/template-part-shortcode>



30 lines (23 sloc) | 649 Bytes

Raw

Blame

History



```
1 <?php
2 /*
3 Plugin Name: Template Part Shortcode
4 Plugin URI: https://github.com/halfempty/template-part-shortcode
5 Description: A (very) simple WordPress plugin for embedding template parts in your content.
6 Version: 0.1
7 Author: Marty Spellerberg
8 Author URI: http://martyspellerberg.com
9 License: GPLv2 or later
10 */
11
12 function template_part_shortcode( $atts ) {
13
14     extract( shortcode_atts( array(
15         'part' => '',
16     ), $atts ) );
17
18     $file = locate_template('parts/' . $part . '.php');
19
20     ob_start();
21     include $file;
22     $template = ob_get_contents();
23     ob_end_clean();
24     return $template;
25
26 }
27 add_shortcode( 'template', 'template_part_shortcode' );
28
29 ?>
```

# So, to recap

1. First, create your Custom Post Type

- Use the theme's `functions.php`
- Custom Plugin
- Third Party Plugin

2. Next, add some data in your WordPress admin panel

- This is the easy part

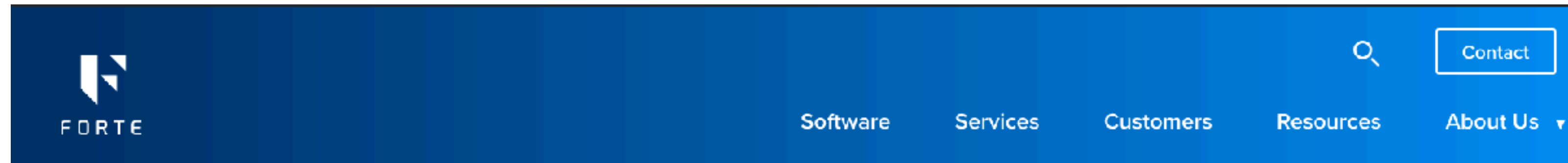
3. Third, template your custom theme page to display the data

- Create a custom single or archive page
- Use a second `WP_Query` call
- Consider using a shortcode for easy access to your content

# Custom Post Types in the wild

# A simple case: Upcoming conference listing

<https://forteresearch.com/contact-us/see-us-at>



## Upcoming Events:

Interested in meeting with us in person at an upcoming conference? Please reach out to us at [media@forteresearch.com](mailto:media@forteresearch.com).

### Fall Onsemble Conference 2017

September 19 - 22, 2017

Monona Terrace, Madison, Wisconsin

[Learn more →](#)

### ACCI/CCAF Annual Meeting

October 15 - 17, 2017

Grand Hyatt Washington, DC, Washington, DC

[Learn more →](#)

# A simple case: Upcoming conference listing

The screenshot displays a web editor interface for editing a page. At the top left, there are buttons for 'Edit Page' and 'Add New'. The main content area shows a heading 'See Us at these Upcoming Conferences and Meetings' with a permalink below it: <https://forteresearch.com/contact-us/see-us-at/>. Below the heading are buttons for 'Add Media' and 'Add Form', and tabs for 'Visual' and 'Text'. A rich text editor toolbar is visible, including options for paragraph, bold, italic, quote, list, link, and unlink. The main content area contains the following text:

## Upcoming Events:

Interested in meeting with us in person at an upcoming conference? Please reach out to us at [media@forteresearch.com](mailto:media@forteresearch.com).

[template part="template-part-see-us-at"]

On the right side, there is a 'Publish' sidebar with a 'Preview Changes' button. It shows the page status as 'Published', visibility as 'Public', and 26 revisions. The page was published on Nov 25, 2013 @ 14:03. There are also checkboxes for 'Readability: OK' and 'SEO: Not available'. At the bottom of the sidebar are buttons for 'Move to Trash' and 'Update'. Below the publish sidebar is a 'Page Attributes' sidebar with dropdown menus for 'Parent' (set to 'Contact Us') and 'Template' (set to 'Default Template').

# Leadership Page: Before Custom Post Types

```

Add Media Add Form Visual Text
b i link b-quote del ins img ul ol li code more close tags
<div id="senior-leadership" class="content-wrapper">
<div class="shadow"></div>
<div class=" content company">
<h1 class="center ">Senior Leadership</h1>
<!-- Shree -->
<div class="col col-one-third align-right pad-top-right"></div>
<div class="col col-two-thirds pad-top-bot">
<h2>Shree Kalluri</h2>
<h3><span class="minor">Founder, President, CEO & Chief Customer Officer</span></h3>
<p class="big">Inspired to create a company that makes a huge difference, Shree Kalluri founded
Forte Research Systems, Inc. in 2000. Today, Shree continues to drive the company's strategic
direction and shape the culture that makes Forte a company that people and organizations seek
out and stay with. Shree takes pride in the contribution that the company's products make to the
discovery of new cures through the work done at research organizations across the United States
and beyond.</p>
</div>
<div class="clear"></div>
<!-- End Shree -->
<!-- Orla -->
<div class="border-top">
<div class="col col-one-third align-right pad-top-right"></div>
<div class="col col-two-thirds pad-top-bot">
<h2>Orla Mester</h2>
<h3><span class="minor">Vice President, Operations </span></h3>
<p class="big">As the Vice President of Operations, Orla helps define the implementation
strategy and support offerings for the Forte product family. She has 20 years of experience in
leading high performing teams to meet delivery and support requirements for complex projects and
programs. At Forte she leads a talented team of technical, functional and project management
experts that strives to deliver world class service and support to all customers.</p>
</div>
<div class="clear"></div>
</div>
</div>
<!-- End Orla -->

```

## Senior Leadership



### Shree Kalluri

#### Founder, President, CEO & Chief Customer Officer

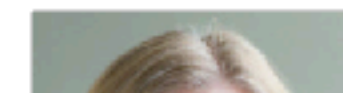
Inspired to create a company that makes a huge difference, Shree Kalluri founded Forte Research Systems, Inc. in 2000. Today, Shree continues to drive the company's strategic direction and shape the culture that makes Forte a company that people and organizations seek out and stay with. Shree takes pride in the contribution that the company's products make to the discovery of new cures through the work done at research organizations across the United States and beyond.



### Orla Mester

#### Vice President, Operations

As the Vice President of Operations, Orla helps define the Implementation strategy and support offerings for the Forte product family. She has 20 years of experience in leading high performing teams to meet delivery and support requirements for complex projects and programs. At Forte she leads a talented team of technical, functional and project management experts that strives to deliver world class service and support to all customers.



### Carrie Nemke

## Before Custom Post Types:

- Difficult for staff to edit HTML or use the WordPress Editor WYSIWYG without “Breaking” the page
- Everything was sorted manually, meaning a lot of HTML edits were needed for each addition or removal.
- It didn't feel like a good use of a CMS.

# Leadership Page: After Custom Post Types

## Leadership



**Shree Kalluri**  
Founder, President, CEO & Chief Customer Officer



**John Starr**  
Chief Financial Officer



**Orla Mester**  
Senior Vice President, Operations



**James Wurdeman**  
Senior Vice President, Products & Quality



**Beau Grignon**  
Vice President, Engineering & Infrastructure



**Laura Hilty**  
Vice President, Product Management



**Shamiq Hussain**  
Vice President, India Operations



**Martha Johannsen**  
Vice President, Culture & Team Development



**Colleen M. Krattiger**  
Vice President, Compliance & Regulatory Affairs



**Carrie Nemke**  
Vice President, Customer Relationships



**Mike Wokasch**  
Vice President & General Counsel



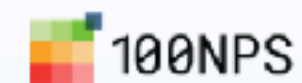
# Leadership Page: After Custom Post Types



## Shree Kalluri

**Founder, President, CEO & Chief Customer Officer**

Inspired to create a company that makes a huge difference, Shree Kalluri founded Forte Research Systems, Inc. in 2000. Today, Shree continues to drive the company's strategic direction and shape the culture that makes Forte a company that people and organizations seek out and stay with. Shree takes pride in the contribution that the company's products make to the discovery of new cures through the work done at research organizations across the United States and beyond.



Shree blogs about Forte's philosophy and company culture at [100nps.org](https://100nps.org).

### Recent Forte Blog Posts

[Introducing the New Forte](#)

[Working Together to Improve Clinical Research Operations](#)

[Giving Tuesday: Helping Childhood Cancer Survivors After the Storm Has Passed](#)

[Introducing the Forte Research Ecosystem](#)

[View All Forte Leadership](#)

# Leadership Page: After Custom Post Types

Edit Leadership [Add New](#) Screen Options ▾

Shree Kalluri Publish ▾

Permalink: <https://forteresearch.com/about/our-team/shree-kalluri/> [Edit](#)

**Leadership** ▲

**Title \***

Founder, President, CEO & Chief Customer Officer

**Author Profile**  
Enter this team member's WordPress username. If filled out, this will help link the author's blog posts.

skalluri

**Top Level Leadership**

Put on Top Leadership Section?

**Second Level Leadership**

Put on Second Leadership Section?

**Last Name**  
Most leadership sections are in order of last name. Top leadership section order is set by post order field.

Kalluri

[Add Media](#) [Add Form](#) Visual Text

**Text**


**b** **i** **link** **b-quote** **del** **ins** **img** **ul** **ol** **li** **code** **more** **close tags** **¶**

Inspired to create a company that makes a huge difference, Shree Kalluri founded Forte Research Systems, Inc. in 2000. Today, Shree continues to drive the company's strategic direction and shape the culture that makes Forte a company that people and organizations seek out and stay with. Shree takes pride in the contribution that the company's products make to the discovery of new cures through the work done at research organizations across the United States and beyond.

`<a href="http://100nps.org"></a>`

Shree blogs about Forte's philosophy and company culture at `<a href="http://100nps.org/">100nps.org</a>`.

**Featured Image** ▲



Click the image to edit or update

[Remove featured image](#)

# Designing with CPT in Mind

# What to consider when designing a new website:

- What design elements do we see repeating?
- What content will need its own page?
- Is there content that will need to be re-sorted or searched?
- Is there content that will need to be syndicated or displayed on other websites, rss feeds or apps?

# Content first

- Having a content-first approach speeds up the design and development process.
- You can create a map of your content types and the fields they will include as an early deliverable for your client or team.

# Questions?

Web : [andrearoenning.com](http://andrearoenning.com)

Twitter: [@andreaencode](https://twitter.com/andreaencode)

Slides & Feedback:

<https://joind.in/talk/e4043>

# Madison Dev Community

- Madison PHP Meetup
- WordPress Madison Meetup
- MadJS
- Web Designer Meetup
- Women in Tech
- Codecinella Tech Talks

..and so many more!

