

The



# AppPresser

# Handbook



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# INTRODUCTION

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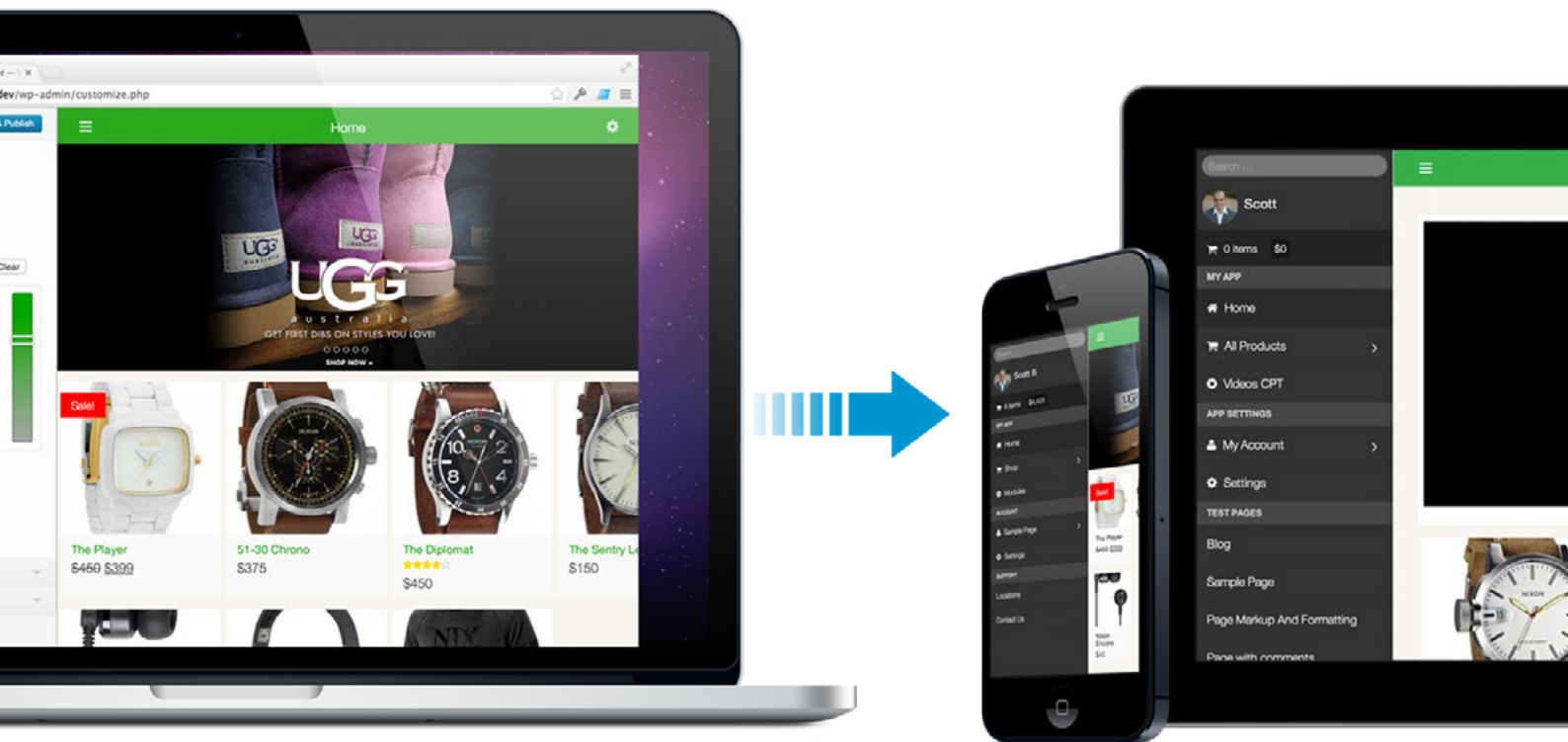
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“It was on this very stage, a few years ago, when we first introduced the concept of WordPress as an application platform...2003-2007 was WordPress as a blog, 2008-2012 was WordPress as a CMS and 2012 onward, for the next 5 year trend, will be WordPress as an application platform as the dominant thing.”

*Matt Mullenweg, co-founder of WordPress:  
State of the Word 2013*

If you know how to create a web site in WordPress, now you know how to create a mobile application. Design your app and customize it the same way you build a normal WordPress site, then distribute to the iOS and Android app stores.

Have fun developing with WordPress in a new and exciting way. Build mobile apps for your clients, increasing your revenue. It's all possible with AppPresser, the power of building mobile apps with WordPress is now in your hands!



# WHAT APPRESSER CAN DO FOR YOU

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If you are a WordPress developer and you don't already offer mobile apps to your clients, doing so can increase your revenue.

Adding an entirely new service to your business is not only exciting, it's good for profits. Here's how things usually go for your average WordPress developer...

You just landed a new client who wants a WordPress site, sweet!

Normally you'd build it, launch it, and you're done. But what if they want a mobile app?

# “Sorry Mr. Client, we don’t make mobile apps. You might want to try this other company...”

With AppPresser, you now have the power to make that app for them, and increase your revenue! You can add an app into the initial project scope, or upsell them after the site is done. You can even go back to old clients and sell them an app.

The best part is that you don’t have to hire an Objective C or Java developer, increasing your overhead. You can now keep app development in-house, and add another income stream to your business.

Let’s look at the details of how that could work.

I have some friends who recently got a project to migrate an online retail site from a non-WordPress solution into WooCommerce.

When their client heard that they could make a mobile app with their new WordPress site, they were very excited. All of a sudden the initial project scope increased, and they were able to upsell the client on an app to go along with their site.



Mobile apps are very valuable, they are very expensive to make from scratch, and they add value to your client. Now that you can make them with WordPress, it’s a no-brainer.

# CONSIDERATIONS FOR CLIENT PROJECTS

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## How to scope your projects

**G**etting new clients is great, and so is maximizing the amount of revenue you get from each client.

Here are some things to keep in mind when quoting an app to your client:

Designing the app. You may need to make customizations to the app theme, and possibly add custom features. This may involve using the built-in customization options, or making a child theme.

Custom features. Some clients want crazy stuff in apps. Adding special functionality will take the most development time, depending on what it is. You can use the Phonegap API to add some features, keep in mind that anything really custom may require integrating a Phonegap plugin with WordPress. This is not trivial, but definitely possible for good developers.

Maintenance and updates of the app. In most cases you won't need to resubmit the app, but if your client wants a major change or feature add, you might have to. One example would be push notifications, because you need different certificates for that.

Developer licenses. Who is going to obtain and pay for developer licenses, you



or the client? Apple costs \$99/yr, and Google is a flat \$25 fee.

What if the app is rejected? It's possible Apple will request some changes if your app doesn't meet their guidelines, and you will have to resubmit the app. This happens rarely in our experience, but plan for this in your project timeline just to be safe.

App + website. The app is the website, so most changes to the site are taken care of in the app. There are certain cases (like major color changes) where you may have to edit the AppPresser theme separately, causing a little more work.

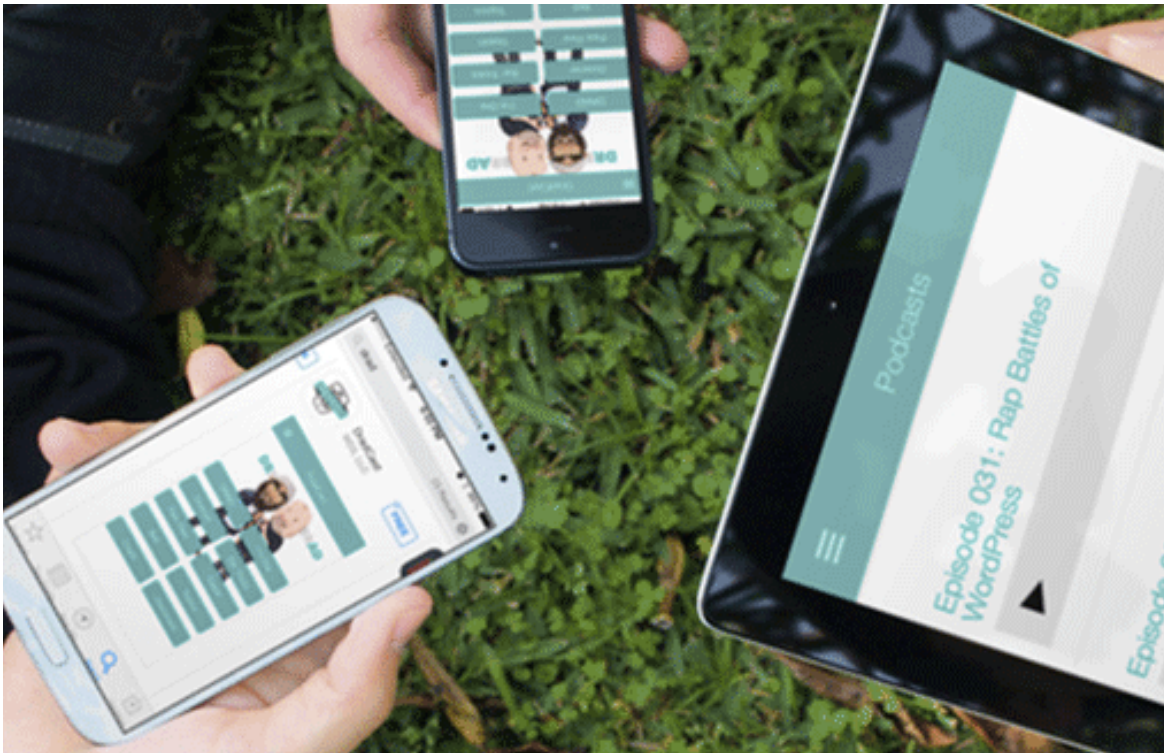
Cost. You can and should charge more for apps than you do for websites in most cases. They are more complex, and require more time.

None of the above considerations are big and scary, they are just little things you need to keep in mind when quoting a mobile app to your client.



# WHAT APPS CAN I MAKE?

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**A**ppPresser is a framework to make almost any type of app. If you have the time and the chops, you can access device features through javascript, and integrate those features with WordPress. If that doesn't sound like you, we have several turnkey apps available to help you get started.

Using the [Phoneygap API](#) you can access any native device feature. You can also use [Phoneygap Plugins](#) to add pre-built functionality, like a barcode scanner or in app purchases. (Note: Integrating Phoneygap Plugins with WordPress is not easy, we'd recommend sticking to our pre-made extensions)

WordPress pages and posts will show up in your app with no trouble. If you just need a informational type app, you shouldn't need to do much more than some



styling and tweaking.

If you aren't looking to spend a lot of development time on your app, you may want to look into our turnkey features.

## Turnkey Apps

We have created several turnkey extensions for specific types of apps, that require no coding.

Create a simple content based app with our [Starter Bundle](#).

Create a WooCommerce app with our [ECommerce Bundle](#).

Create a social networking app with [AppBuddy](#).

Create a photo journaling app with [AppCamera](#). (Note: there's a tutorial for this [on our blog](#))

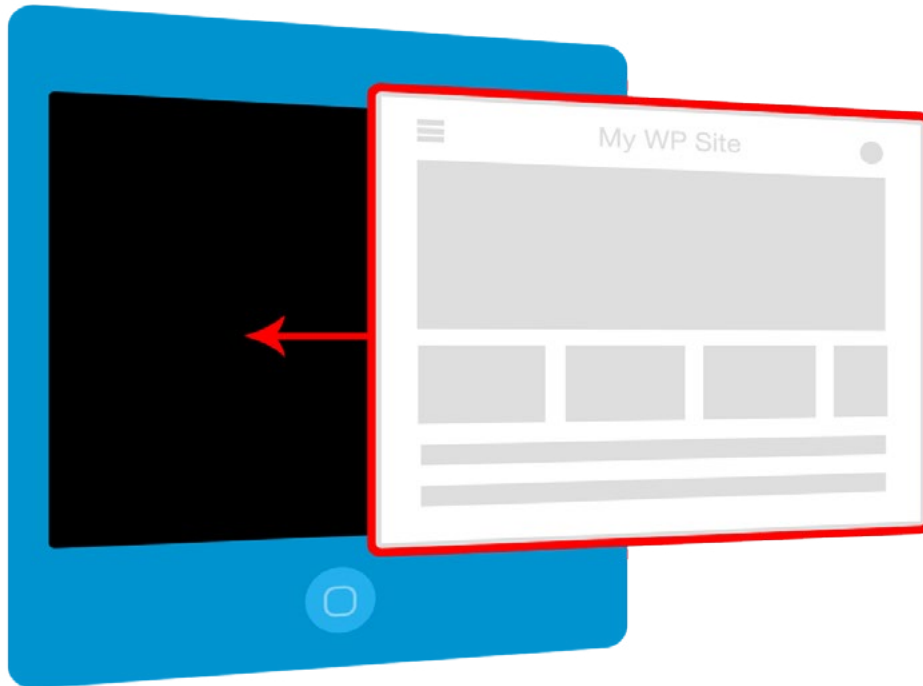
This list will continue to grow, check our website for the latest information. You can also combine our individual extensions to make your own type of app.



# HOW IT WORKS

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**W**ith AppPresser installed on your site, you can load it inside a Phonegap app wrapper. The theme will be switched out for the AppTheme, and all of the device features (camera, contacts, etc) will be available through the Phonegap API.

AppPresser does not change the look of your desktop or mobile site, it is only active inside the native mobile app. Your normal website theme and functionality will not be affected at all, think of it like adding a mobile app, not changing your normal site. That means if you visit your website through the normal internet browser on your device, you will not see AppPresser.

You can display different pages in the app that are hidden on your normal site,

custom menus, and a custom homepage. That way you can make your app look exactly how you want. Add pages from your site, custom pages, or both, it's up to you.

This video is a great introduction to AppPresser: <http://appresser.com/introduction/>

## Technical Details

AppPresser integrates [Phoneygap](#) with WordPress.

Phoneygap allows you to create mobile apps using HTML, CSS and JavaScript. No native code like Objective C or Java is required.



Phoneygap does not work with WordPress on its own, but the free [AppPresser core plugin](#) brings these two technologies together. This gives you the vast feature set and ease of use of WordPress, combined with the power of Phoneygap to create mobile apps.

Since the entire Phoneygap API is exposed, you can create a WordPress plugin that uses any Phoneygap feature. For example, add geolocation, integrate with device contacts, use the device camera, and much more.

What you end up seeing in the app is your actual WordPress site, and AppPresser/Phoneygap are behind the scenes making the device features work.

# FREQUENTLY ASKED QUESTIONS

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## Do you have any example apps?

Yes, please take a look at our [examples page](#).

## Can I use my existing WordPress site?

Yes, AppPresser made to work with your existing site. You can use a new site if you want, but it is not required. AppPresser is only active inside the app, so it will not change the look or functionality of your normal site.

## Can I make changes to my app after it's submitted?

Yes. You are looking at your website in the app, so any changes you make to the site will show up in the app.

If you want to add device features, change the site url or icon/splash images, you will have to rebuild and submit an update to the app stores.

## Will my app work offline?

AppPresser apps require an internet or cellular data connection to work. We create custom apps

## Can I use my custom plugins/theme in an app?

Since AppPresser apps display your website in the app, technically plugin content will

also be displayed. However, most plugins were not meant to be used in a mobile app, so compatibility will vary.

The only plugins we officially support are the ones we've made integrations for, like WooCommerce and BuddyPress.

Regarding custom themes, some themes have custom functionality that you want to include in your app. We don't recommend this. Themes were not made to work in a mobile app, so it probably won't work the way you want it to.

Apple states in their design guidelines that your app should not look like a website, which is why we created the AppTheme. The AppTheme has custom app-like features and integrates with all of our extensions. We recommend creating a child theme of AppTheme if you would like to customize your app.

For more FAQs, please visit our [website](#).

# WHAT NOW?

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**A**ppPresser puts the power of creating mobile apps with WordPress in your hands, hopefully you are as excited as we are! Here are some resources to help you take the next step.

## Further Resources

AppPresser live presentation: <http://wordpress.tv/2014/03/02/scott-bolinger-creating-mobile-apps-wordpress-tips-tricks-and-more/>

Blog: <http://apppresser.com/blog/>

## Ready to Purchase

<http://apppresser.com/pricing>

## More Questions?

FAQ: <http://apppresser.com/faq/>

Documentation: <http://apppresser.com/docs/>

Tutorial videos: <https://www.youtube.com/user/apppresser>

Contact us: <http://apppresser.com/contact/>

## About Us

<http://apppresser.com/about/>