

Orthoneo: Custom WordPress CMS

CLIENT	Orthoneo, an online distributor of Class I to III medical implants
STACK	WordPress, custom theme development, custom plugin development, Elementor, PHP, cPanel, VIPcontrol, VentralIP hosting
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STATUS	Staging, not yet published

1. System Overview

This engagement replaced Orthoneo's existing VIPsites builder with a self hosted WordPress CMS, built on a custom theme and a small set of custom plugins. The goal was not just a new website, but a system the client's non technical staff could run independently after handover.

WordPress runs on the client's existing VentralIP Select Hosting Shared plan, so the migration carried zero additional hosting cost. Staff manage all content through the WordPress admin dashboard, with Elementor available for layout level changes within the boundaries the custom theme sets.

2. High Level Architecture

Component map

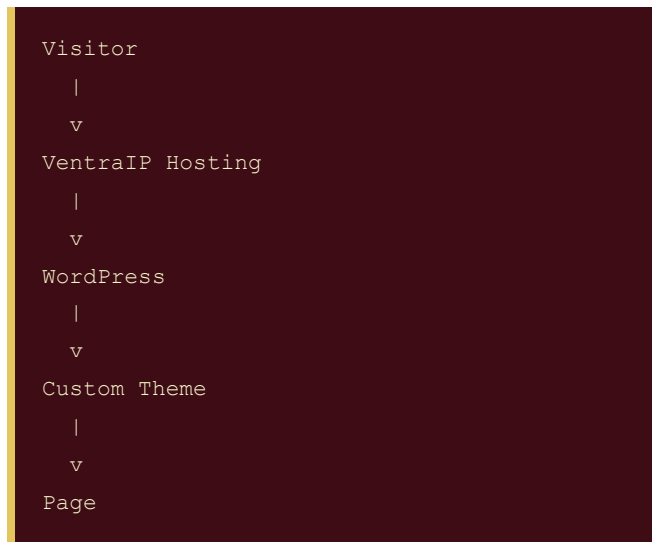
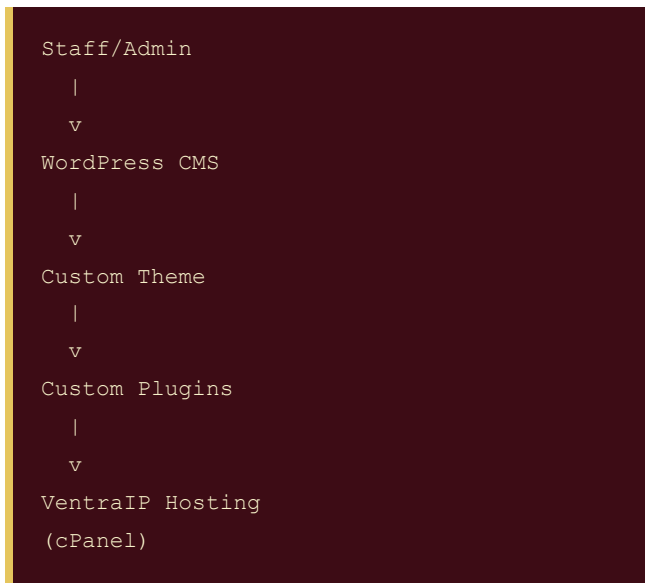
Layer	Component	Responsibility
Hosting	VentralIP Shared Hosting	Server infrastructure, DNS, cPanel access
Platform	WordPress	CMS core, admin dashboard, content storage
Presentation	Custom Theme	Brand and layout structure, design constraints
Page building	Elementor	Staff level layout control within theme constraints
Extension	Custom Plugins	Product and content management features specific to the business

Staff and visitor flow

The site has two distinct flows: staff managing content through the WordPress admin, and visitors reading published pages. They share the same platform but never the same entry point.

STAFF AND ADMIN FLOW

VISITOR FLOW



3. Infrastructure Design

WordPress was installed on the client's existing VentraIP Select Hosting Shared plan, the same plan that previously ran VIPsites. This meant the migration carried zero additional hosting cost, since no new hosting product or upgrade was required.

Hosting level configuration, including DNS records and server settings, was managed through cPanel and VentraIP's VIPcontrol panel. Both were configured as part of the migration, alongside the WordPress installation itself.

4. Theme Architecture

The custom theme defines the brand and layout structure: colours, typography, header and footer structure, and the templates for each content type the business uses. These are the boundaries staff do not change day to day, which keeps the site visually consistent as content is added or updated.

Elementor sits on top of the custom theme as the page builder layer. Staff can use it to rearrange sections, adjust layout, and build new pages within the constraints the theme sets, without needing to edit any theme code directly.

5. Plugin Architecture

The custom plugins handle the specific product and content management features the business needed, the kind of functionality a generic theme or a page builder alone does not provide. Building this as a plugin set, rather than as functions bundled into the theme, keeps the functionality independent of the theme. It can survive a future theme change or update without needing to be rebuilt.

Each plugin gives staff a straightforward admin interface for the content type it manages, so day to day product and content updates do not require touching code or contacting a developer.

6. Content Management Model

Staff manage day to day content, including product information and page text, directly through the WordPress admin dashboard, using the interfaces the custom plugins provide.

Layout level changes, such as rearranging sections on a page, go through Elementor within the constraints the custom theme sets.

Changes outside those boundaries, such as a new content type or a structural template change, still require developer involvement. That boundary was scoped deliberately during handover, so staff know what they can change directly and what needs to come back to a developer.

7. Security Design

Concern	Approach	Where enforced
Admin access	WordPress admin credentials, unique to authorised staff	WordPress
Hosting access	cPanel and VIPcontrol credentials held by the account owner	VentralIP hosting
Plugin updates	Custom plugins and WordPress core kept on a regular update cycle	WordPress, hosting
Theme integrity	Custom theme code kept separate from content, so content changes cannot affect site structure	Custom theme
Data backup	Hosting level backups through the VentralIP plan	VentralIP hosting

8. Next Phase Architecture

Retainer scoping is in progress for the next phase. Two integrations are planned:

HotDoc booking integration would connect the site to HotDoc's booking API, so patients and referrers can book directly from the site rather than through a phone call. The integration would sit alongside the existing custom plugin set, calling the HotDoc API with a scoped API key rather than exposing any booking logic to the browser directly.

The AI powered FAQ chatbot would use the Claude API to answer common procurement and product questions on the site. The chatbot would call the Claude API from the backend, with the API key held server side, and would be scoped to the business's own product and policy content rather than open ended conversation.

Neither integration is live yet. Both are scoped for the next phase of the engagement.

9. My Contributions

As the sole developer on this engagement, my ownership covered:

- Infrastructure assessment of the existing VIPsites setup and VentralP hosting plan
- DNS and hosting configuration through cPanel and VIPcontrol
- WordPress installation
- Custom theme development
- Custom plugin development
- Client handover and documentation for non technical staff

Staging site available to view on request. Akash Ramesh is available to walk through any aspect of this architecture in detail during interview or technical review.