

Orthoneo: Custom WordPress CMS

CLIENT	Orthoneo, an online distributor of Class I to III medical implants
TYPE	Freelance, direct client relationship, solo delivery
MY FOCUS	Full engagement end to end, from infrastructure assessment through to theme build, plugin development, and client handover
STATUS	Staging, not yet published
STACK	WordPress, custom theme development, custom plugin development, Elementor, PHP, cPanel, VIPcontrol, VentralP hosting
SOURCE	Staging site, available to view on request

1. Overview

Orthoneo's existing site ran on VIPsites, a basic drag and drop builder bundled with their VentralP hosting plan. It could hold static pages but had no real content management model, no advanced forms, and no path to the features the business needed next. This engagement assessed that constraint and migrated the business to a self hosted WordPress CMS that their non technical staff could run day to day.

The business sells medical implants to hospital and clinical procurement stakeholders, so the site needed to read credible and professional to that audience while staying simple enough for internal staff with no development background to update directly.

2. Problem Statement

VIPsites is a basic drag and drop builder bundled free with VentralP hosting plans. It could hold static pages, but it had no real content management model behind it, no support for advanced forms, and no reasonable path toward the features the business needed as it grew. Every content change beyond simple text edits meant waiting on a developer.

The business needed two things that pulled in different directions: a site that read as credible and professional to hospital and clinical procurement stakeholders, and a system simple enough for non technical staff to run without filing a request for every update. Meeting both meant moving off VIPsites entirely, to a platform with a real content management layer and a design built specifically around the client's day to day workflow.

3. In Scope

- Infrastructure migration: DNS configuration and hosting setup through cPanel and VIPcontrol on the existing VentralP plan
- WordPress installation and setup
- Custom theme development, built around the client's brand and content structure
- Custom plugin development, giving staff direct control over product and content management
- Elementor configured as the page builder layer for staff level layout control
- Client handover documentation for non technical staff

4. Out of Scope

- E commerce or payment processing
- Native mobile app
- SEO campaign management
- The planned next phase features: HotDoc booking integration, an AI powered FAQ chatbot, and Google Business Profile optimisation

5. Key Architecture Decisions

WordPress over staying on VIPsites

The existing VentralP hosting plan could run WordPress natively, so the migration carried zero additional hosting cost. VIPsites could not support the business's near term needs: more sophisticated forms and a credible, polished presentation to hospital and clinical procurement stakeholders. WordPress with Elementor as the page builder was recommended as the right level of capability for the client's technical comfort and growth needs.

Custom theme and plugin set for non technical ownership

The actual design goal was not just a WordPress site but a CMS the client could run independently after handover. A custom theme and a small plugin set were built specifically so staff with no development background could update product and content information themselves, without filing a request to a developer for routine changes. That ownership boundary was the central requirement.

End to end delivery including infrastructure

The full migration path was owned personally: DNS configuration, hosting setup through cPanel and VIPcontrol, WordPress installation, theme build, plugin development, and client handover documentation. The client did not need to manage any of the technical migration steps themselves.

Elementor as the page builder layer

Elementor was chosen as the page builder layer on top of the custom theme so that staff could make layout adjustments to pages without touching code. The custom theme sets the design boundaries and brand constraints, and Elementor gives staff the flexibility to rearrange content within those constraints.

6. Outcomes

- Staff can now manage all content directly, with no developer involvement required for routine updates
- Migration carried zero additional hosting cost by running WordPress on the existing VentralIP plan
- Site reads as credible and professional to hospital and clinical procurement stakeholders
- Full handover completed with documentation for non technical staff
- Retainer scoping in progress for next phase features, including HotDoc booking integration, an AI powered FAQ chatbot built on the Claude API, and Google Business Profile optimisation

7. Integration Footprint

Service	Role	Auth method
VentralIP Hosting	Shared hosting, DNS, cPanel server management	cPanel credentials
WordPress	CMS, content management, admin dashboard	WordPress admin credentials
Elementor	Page builder layer for staff layout control	WordPress plugin
Custom Theme	Brand, design constraints, layout structure	Theme files, no external auth
Custom Plugins	Product and content management for staff	WordPress plugin, no external auth
HotDoc (planned)	Online booking integration, next phase	API key, not yet integrated
Claude API (planned)	AI powered FAQ chatbot, next phase	API key, not yet integrated

8. My Role

Sole delivery on this engagement, direct with the client, covering:

- Infrastructure assessment of the existing VIPsites setup and VentralIP 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

9. What is Next

Retainer scoping is in progress for a next phase of work, covering HotDoc booking integration so patients and referrers can book directly from the site, an AI powered FAQ chatbot built on the Claude API to handle common procurement and product questions, and Google Business Profile optimisation to improve local search visibility.

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