Infographics MADE EASY

Chris Lema
The Power of STORY
We've been telling stories since we were kids!
Once upon a time...
In terms of the story...

You’re Yoda
I said it first... she said it louder

Nancy Duarte

http://www.ted.com/talks/nancy_duarte_the_secret_structure_of_great_talks.html
The Power of Infographics
Remember the Matrix?

When you saw this...
How many of you saw her?
AN INFOGRAPHIC IS A VISUAL DEPICTION OF DATA, DESIGNED TO TELL A STORY THAT IS MORE LIKELY TO BE READ & REMEMBERED
Visuals are processed 60,000x faster than anything else in our brain.

50% of our brain is “wired” for visuals.

An infographic is 30x more likely to be read than a text-based article.
How to Assemble A Visual Story
What point are you trying to make?
Find the research to back you up!
Sketch out your concept!
Where to find
The Data
Go to the source

55,660,207

WordPress Sites in the World

A live look at activity across WordPress.com
An Example
Making the Case for WordPress
Everybody is using WordPress

Over 352 million people view more than 2.5 million pages in an average month on WordPress.com

WordPress.com is run using the Multisite version and over 32 million sites are active on that one installation of WordPress MS

In the first week of March 2012, in excess of 826,000 YouTube videos were embedded in WP websites

In an average week, users of the site switch themes over 225,000 times, with more than 100 different themes to pick from
It's killing the competition.

WordPress boasts the biggest market share when it comes to content management systems:

- WordPress: 53.8%
- Joomla!: 9.2%
- Drupal: 6.7%
- Others: 30.3%

In the UK, WordPress is ten times as big as Drupal and Joomla.
Number of visits to .org sites in March 2012 according to Experian Hitwise:

- WordPress: 1.4 million
- Drupal: 147,000
- Joomla: 130,000

In the US, WordPress is even more dominant than Drupal and Joomla.
Number of visits to .org sites in March 2012 according to Experian Hitwise:

- WordPress: 2.4 million
- Drupal: 107,000
- Joomla: 60,000

Additional data supplied by Experian Hitwise.
There are lots of plugins.

**WordPress**
A survey of over 18,000 users by the WordPress Foundation in 2012 found that the median rate of a WordPress project is $50 p/h

**oDesk**
ODesk reports over 36,000 WordPress developers and 86,396 WP jobs posted, an average of 6,725 per month. It also lists WordPress as the 5th most requested skill

**Freelancer.com**
Freelancer lists over 100,000 WordPress developers around the world, and reports over $3.6m in WordPress projects completed

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**Plugins**
There are 19,000+ plugins freely available in the WordPress Plugin Directory. Altogether, these plugins have been downloaded more than **285,000,000** times, or nearly one download for every person in the United States of America.
Thankfully, the case was Already Made

http://yoast.com/wordpress-stats/
You don't need to be a designer

Infographic Tools
GOOD LABS
MAKE YOUR OWN INFOGRAPHIC

2
3
4

PIE

VENN
Now it's time for a DEMO
How to Find Me
CHRISS LEMA

http://chrislema.com
Twitter: @chrislema
Facebook: /chrislema
LinkedIn: /in/mrchrislema