

Role-by-role Guide

TO YOUR WEBSITE



Administrator

Who this is for: Business owner or trusted senior decision-maker

What they can do:

- Full control of the website
- Add, edit, or remove users
- Install and manage plugins and themes
- Change all settings and configurations

Important note:

This role has the highest level of access. It should only be assigned to a very small number of trusted individuals.



Editor

Who this is for: Content manager or editorial lead

What they can do:

- Manage all posts and pages
- Edit or publish content created by any user
- Organize categories, tags, and media

What they cannot do:

Access system settings, plugins, or themes



Author

Who this is for: Independent content writers

What they can do:

- Write, edit, and publish their own posts
- Upload media for their content
- Manage their own published articles

Limitation:

Cannot edit content created by others



Contributor

Who this is for: Junior writers or guest contributors

What they can do:

- Write and edit their own content drafts
- Submit posts for review

Limitations:

- Cannot publish content
- Cannot upload media files (in most setups)



Subscriber

Who this is for: Basic users or members

What they can do:

- View content
- Manage their profile or account
- Receive updates or newsletters

Important note:

No editing or backend access is provided.



No Role for This Site

Who this is for: Users who should not access the website backend

What this means:

- The user exists but has no permissions
- They cannot log into the dashboard
- Used to disable access without deleting the account



Important Safety Tips

To keep your website secure and stable:

- Limit Administrator access to trusted individuals only
- Regularly review user roles and permissions
- Remove unused or inactive accounts
- Use strong passwords and secure logins
- Always test major changes before applying them live



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Shop Manager

Who this is for: E-commerce operations manager

What they can do:

- Manage products, orders, and inventory
- Handle customer purchases and refunds
- Access shop reports and sales data
- Update store settings (within e-commerce tools)

Where it is used:

Online stores powered by systems like WooCommerce



Customer

Who this is for: End users or buyers

What they can do:

- Create an account
- Place and track orders
- View order history
- Manage their personal details

Important note:

This role does not have access to the backend dashboard for management.



SEO Manager

Who this is for: Lead SEO strategist or marketing head

What they can do:

- Full SEO control across the website
- Manage global SEO settings
- Configure sitemaps, indexing rules, and structured data
- Assign SEO tasks to SEO Editors



SEO Editor

Who this is for: Content or marketing staff handling SEO tasks

What they can do:

- Edit SEO titles and meta descriptions
- Optimize pages and posts for search visibility
- Manage basic SEO settings per page

What they cannot do:

- Change global SEO settings or advanced configurations



Partner

Who this is for: External collaborators, agencies, or trusted business partners

What they can do (varies by setup):

- Access specific sections depending on configuration
- Collaborate on selected content or campaigns
- View limited data or reports

Important note:

This is usually a custom role and is configured based on business needs.



Quick Mapping

- Business Owner → Administrator
- Operations / Store Manager → Shop Manager
- Marketing Lead → SEO Manager / Editor
- SEO Staff → SEO Editor
- Content Manager → Editor
- Writers → Author / Contributor
- Clients or readers → Subscriber
- External collaborators → Partner (if needed)

Your website is a long-term business asset.

With the right role structure in place, your team can operate efficiently while keeping the website stable, secure, and scalable.

If future changes require technical updates or structural improvements, it is always recommended to consult experienced web professionals to avoid disruptions.

For queries, visit www.rdcwebdesign.com

