THE QUALITY PROMISE

What we've learned from over 60 thousand successfully outsourced WordPress projects.

∞ codeable

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INTRODUCTION

When business owners think about WordPress outsourcing, they think it has to do with repetitive, low quality, cheap work. A nightmare they do not want their business associated with.

Given the bad reputation outsourcing has had for years, it is hard to imagine it could be any different from this.

On top of that, business owners might be scared away because they feel they're no longer in control of the desired outcome. Will the outsourced developer deliver quality work? Will they deliver on time? Will they be able to fully understand the project requirements? When thinking about outsourcing development work, none of these questions seem able to be answered up front or guaranteed.

All these concerns, which are ultimately business concerns, find their roots within a widespread approach shared among many platforms providing outsourced professionals. What is it, then? Well, it all comes down to the lack of quality control, one of the most critical elements for outsourced development.

Usually, there's no such thing as a quality-guarantee policy, nor any other effective system in place able to lower poorly executed work to the very minimum.

When this key aspect is taken seriously and completely addressed, outsourcing development is an empowering lever for any business. A lever that improves efficiency, speeds up development, allows your business to have highly-skilled developers for as long as you need them, and enhances your business by adding specialists to your team.

There's a catch, though.

Finding reliable, top-notch, professional WordPress developers isn't an easy task. Many outsourcing platforms run as crowded, unspecialized, unvetted environments that will require you to spend lots of time to invest in, all without the certainty of finding the best fit for your development needs.

Luckily, there's a way out of this nightmare scenario! In this whitepaper, we've put together all that we've learned from over 60 thousand successfully outsourced WordPress projects. This way you'll see for yourself how outsourcing can actually be a powerful business asset to be added to your strategy so that you'll reach your goals faster!

OUTSOURCING DEVELOPMENT: THE (NOT SO) SECRET BUSINESS STRATEGY TO GET TOP DEVELOPERS WORK FOR YOU

IBM research "Driving Productivity through Smarter Sourcing" [discovered](#) that companies and organizations who implement smarter sourcing gain significant and measurable benefits in several key areas. These companies see improvements in regards to their costs, quality, cycle time, predictability, and innovation. Specifically, they're able to increase their productivity and competitiveness 10- to 100-fold, as Michael F. Corbett points out in his book, "The Outsourcing Revolution".

It doesn't have to surprise you that many world-famous companies such as PayPal, Google, Alibaba, Skype, and others, have leveraged (and still are leveraging) outsourced developers continuously.

Outsourcing isn't for tech giants, and multi-million dollar companies only. Actually, it's the complete opposite of that because outsourcing development sits on the business strategy shelf and it applies to the majority of businesses, regardless of their size and budgets.

Why top businesses choose outsourcing

The power of outsourcing done right shows clearly when we look at what benefits it could provide your business with. Let's see the main ones:

Outsourcing…

- is budget friendly
- is time-efficient
- allows access to expert and specialized service providers
- relieves resource constraints
- lets you balance in-house staff and overhead expenses

Based on IBM's research, we learn what the [main drivers behind businesses who opt to outsource development](#) around the world are. Specifically:

[PIE CHART]

27% of companies outsource to cut costs

36% are innovators

37% are growth-seekers, using outsourcing as one of their tools to optimize their businesses

[/PIE CHART]

As a powerful business strategy, outsourcing still might sound "obscure" to some business owners. And here's the reason why.

What business owners fear the most when they think about outsourcing

At its core, outsourcing is an advanced form of delegating, i.e. assigning to someone else what you used to be in charge of/responsible for. The act of delegating something usually entails somebody that is close to you, whether personally (friend, spouse, etc.), professionally (employee, assistant, etc.), or geographically (in our office, part of your team, etc.).

When it comes to outsourcing, business owners typically have 4 main types of concerns:

FEAR OF	CAN BE TRANSLATED WITH...
...losing control of the overall project	How will I be able to keep track of the ongoing status regularly?
... issues related to language barriers and/or different time-zones	Will they understand the project requirements clearly? Will I be able to provide the info they need when they are working?
... late delivery	How long will it take to find the perfect match for this project? Will they be able to keep up with the agreed schedule?
... lacking trust in an outsourced professional	How can I be sure they stick to what we agree on and deliver on time since we live apart?

The question is: how could you address and overcome your concerns when it comes to outsourcing? Well, it's all about finding a trusted platform, one that is able to provide the right freelance developers based on your needs, while giving you peace of mind if anything might go wrong.

WHAT TO LOOK FOR WHEN CONSIDERING OUTSOURCED PROVIDERS

If you are thinking about outsourcing help with a WordPress project or part of a project you have likely considered your options for [hiring freelancers](). In a perfect world, you know a local freelancer with the right skills who can work seamlessly with you or your team. But in reality, finding that perfect freelancer is never as quick or easy as you'd hoped, sometimes it's even impossible. So what do you do? Where do you look?

In the past decade, various outsourcing platforms have become an important business asset for many companies. Through them, business owners, project managers, startup founders have been able to fulfill their development needs in a cost-effective, and fast-paced manner.

No outsourcing platform is created equal, though: each one has its own specific features that might work great for a single type of project while being completely off for other project types. Still, there are 3 higher-level qualities that you should always look for in an outsourcing platform.

Let's see them in detail.

1. Market-focused with proven vetting process

If you're considering starting to leverage outsourcing, you might want to look for outsourcing platforms that serve a well-defined market rather than a broad, generic one.

This directly affects two important aspects in your research:

- Required time to find the "perfect fit" for your project
- Likelihood of finding a developer with a proven expertise in your area of interest

A non-specific outsourcing platform will require you to invest a lot of time to scout for the right WordPress developer who's paired with the experience you're in need of. If a platform is both generic and also allows anyone to quickly create and display a developer profile, without any verification of minimum experience/knowledge assessment, finding good candidates would be no more than a lucky call each time.

On top of that, generic platforms will flood your project posting (and your inbox) with lots of automated, impersonal, poorly crafted applications for your project coming from freelancers who didn't even read your brief but wanted to "win" your job by being the lowest cost provider.

Let's take a quick look at a side-by-side comparison between Codeable and Upwork (formerly Elance-oDesk), which is the world's largest freelancer marketplace:

	CODEABLE	UPWORK
Platform type	Specific (WordPress)	Generic
# of WP developers	295+	(Not defined)
Proven track of WP experience	Yes	No
Avg. # of estimates/bids received	2-3	38
Screening process for WP developers	Yes	No

2. Project support & Consulting

Another important aspect you should definitely look for in an outsourced platform is project support. What if, for example, the scope of your project isn't properly defined? What if you can't find a developer because of it? And again: what if you set a higher budget than the project's requirements?

For all these common scenarios (and many others), having a world-class customer support agent helping you throughout the whole project flow will make you feel safe and always in control. A helpful 3rd-party to weigh in and be there should any questions or disputes arise to efficiently resolve them.

In addition, for some types of projects, such as large websites, eCommerce stores, custom builds, etc., it's useful to have the ability to chat directly with developers to let them understand/learn more about the project before hiring them. Who could help you understand a project better than the developers themselves? Many platforms do not let you chat with the freelancers before you hire them, whereas Codeable ensures all questions are answered and the project scope is crystal clear before the project can be estimated.

Let's take a quick look at a side-by-side comparison between Codeable and Toptal, a well-known outsourcing platform for hiring developers and tech professionals:

	CODEABLE	TOPTAL
Platform type	Specific (WordPress)	Generic
# of WP developers	295+	(Not defined)
Screening process for WP developers	Yes	Yes
Project Support	Yes	No
Talk with developers before hiring them	Yes	No
Coaching/Consulting	Yes	No

3. Accurate estimates, no bidding race to the bottom

The last and 3rd quality you need to look for in an outsourcing platform is how transparent their pricing system is. When a platform allows freelancers to bid on an indefinite number of projects, the quality provided decreases as the number of bids increase.

A bidding system often triggers a "bidding war" for the lowest price and often lowest quality to win a project over. In other words, bidding ends up in quality getting thrown out the window.

In contrast, being able to get an actual estimate for free and with no obligation to hire results in much more direct and valuable information. From a business perspective, that would help the budgeting stage with little room for errors.

Let's take a quick look at a side-by-side comparison between Codeable and Freelancer.com, one of the top outsourcing platform with 20+ million users:

	CODEABLE	FREELANCER.COM
Platform type	Specific (WordPress)	Generic
# of WP developers	295+	(Not defined)
Estimates vs bids	Estimates	Bids
Max. # of active projects for single developer	5	(Not defined)
Money-back guarantee	Yes	Only available on regular contests only

THE CODEABLE DIFFERENCE: THE #1 WORDPRESS OUTSOURCING PLATFORM

Codeable has successfully completed 60k+ projects of all types, with 8,000 of them being WooCommerce-related, and 98.9% of all projects have been rated with 5-stars out of 5, with a 79% rate of returning clients.

On a monthly basis, we usually complete over 1,300 projects falling into a wide price range from just $60 to over $200K. Codeable is quite a bit different from all of the other outsourcing platforms online. Here's how.

"In 2016 I heard that Codeable has partnered with Automattic, the company behind WordPress. This was really reassuring because it shows that Codeable will be the no. 1 place to find WordPress experts and is backed by the right people."

[Katie Keith](#), Operations Director at Barn2 Media

An estimate, not a bidding war, to provide top quality work

One of Codeable's unique traits is not being a bidding-based platform. We found that the bidding system used by the other companies online results in a race to the bottom with regards to price, but also quality. And at Codeable, we care about quality being the #1 most important aspect for our customers.

Once you post your project, the most qualified Codeable experts with your scope will make comments and ask you questions to get it 100% defined and crystal clear.

You won't get 37 'bids' from people who never read your project brief. You'll get on average 2-3 experts having a real conversation with you to ensure they understand what you're looking to have delivered, and then they'll provide a no risk, no obligation to hire estimate for you.

Also, the conversation will be shared among those experts matched to your project so that you only have to answer the same question to clarify the project once. When you post your project, you and the matched experts all share a common goal of getting your requirements clear enough to provide a no-obligation estimate. There is also plenty of work for experts on Codeable so they are not fighting over your project, and will not be offended if you prefer speaking to just one responding expert over another after posting.

But who are these Codeable experts? How is Codeable able to assess their skills and expertise deeply?

"I have used other outsourcing marketplaces and platforms before in the past. The quality of services provided is unmatched on Codeable and ensures that my time isn't going to be wasted with developers who are just blindly bidding on projects. [...] Unlike the spammy nature of individuals over on some platforms looking to make a quick buck or simply add projects to their portfolio, Codeable developers are already experts and I don't have to worry about being a "test subject"

Evan Henry, BisonTech

Thorough screening process

All of Codeable WordPress experts have been [carefully screened and vetted](#)to ensure they meet our high standards of providing quality communication (in English), clean code, and responsiveness. Ultimately, the entire Codeable Review Team determines if they feel the expert can be trusted to deliver on the Codeable Quality Promise.

If an applicant is admitted for a trial period that means Codeable is confident they will be able to deliver the level of quality work that Codeable clients expect. But experts on trial, as well as seasoned Codeable experts, are constantly monitored to ensure quality with multiple quality assurance systems and checks in place.

Only 2% of the applicants successfully go through the entire process, and at any given time, there's an over 2-month waiting line to being able to have your application reviewed.

Codeable is also very community driven and experts hold each other accountable to follow simple but strict expert guidelines set in place by Codeable.

Not only do experts on Codeable hold each other accountable, but they also support each other when they need it. A big part of being an expert on Codeable is involvement in the community of Codeable Experts. If Codeable experts have troubles or get stuck on a project, there is a large network of support resources shared within the community of experts to help get past almost any problem.

"Sometimes it seems that WordPress specialists can be found in virtually every corner of the digital freelance workforce. But when you're working with Codeable developers, you're dealing with a qualitatively different kind of expert. The folks at Codeable are carefully vetted, highly skilled professional WordPress developers. They staff talent with a wide array of specialization within the WordPress ecosystem, so no matter what sort of problem you're trying to tackle, you can be confident that you will find a developer who has already solved a similar challenge."

[Travis Simpson](#), founder of Symbolscape Media

Beyond developers: work with specialists

Codeable is empowered by 295+ WordPress developers bringing in different expertise, competencies, and skills. Specifically, Codeable has partnered with major theme and plugin authors and vendors such as Avada, Enfold, YITH, as well as many other well-respected ThemeForest authors to whom we provide support for customization work and requests they cannot help with.

Codeable is also "in the family" with WooCommerce, as they were one of Codeable's original investors and have played a huge role in [Codeable's growth and success](). With 100+ WooCommerce specialists, who have completed several thousands of WooCommerce-focused projects, Codeable has become one of the biggest players in the market when it comes to WooCommerce projects.

"I've used UpWork, I've used freelancer.com too. The fact that you have pre-vetted developers and you specialize in one thing and you do that one thing well, is what makes Codeable different. "

[Luke Kennedy](), owner of Scan2CAD

"I didn't really need much convincing to check Codeable because I was led to Codeable through ThemeForest, where an author of a theme pointed me to check out Codeable for custom work. Plus, the majority of my concerns were alleviated by the fact that Codeable was the only WordPress place."

[Ian Garvie](), founder of Promo Work

Accurate price, easier budgeting

No matter how big or complex a project may be, one key aspect is always getting a clear and accurate estimate for it. This will let you to see how much your project might cost in the end, allowing you to budget accordingly.

Sometimes projects posted to Codeable are not estimated, or not able to be estimated, because Codeable experts only estimate if the requirements are crystal clear and they are sure they can complete the project. So further Q&A with interested developers is required to receive an estimate, which when given is sure to be more accurate and the expert can commit to the project.

Rates on Codeable range USD $70 - $120 per hour and are based on the total scope to be completed (approx. # of hours), complexity, and urgency. Our system takes the average of all estimates and adds our 17.5% Codeable fee to the top. The price you see displayed on your screen is the total out the door price including the fee already.

The averaging of estimates eliminates the bidding race to the bottom. We find that experts on Codeable usually estimate very near one another, and there is rarely a large discrepancy between estimates. The reason why this happens is because estimates are based on the same two factors: crystal clear requirements, and Codeable rates (as described above).

"The one Codeable contractor I have worked with is super talented. He gets the job done right and quickly. After a few projects with him, I do not have to worry if he is going to be able to solve the problems I have. He delivers the quality I need at the budget I have and quicker than he says he'll be able to do it".

[John Doherty](#), founder of Credo

World-class customer support before, during and after project completion

Codeable's system is designed to close gaps between client and experts with a personal, hand-holding approach leading to the successful completion of projects.

World-class support is provided throughout any stage: from getting projects scoped properly, to being posted, payment handling, and also if anything unfortunate might happen. Support is provided 24/7, with a median response time of 3 minutes on weekdays.

You should always get the response you need or expect. Yet, if the Codeable platform falls shorts, Codeable world-class support is there to pick up the slack and help make things right for you. Just ask.

Customer support agents go beyond our system's automated skill/availability matching and in addition manually pair clients with the right Codeable expert for their project. So if Codeable's system fails to find a developer for your project, Codeable support will promote it to those we know are the best fit based on your requirements and will help you get started with less friction.

Need development work for a $5K+ project and up? Codeable will evaluate your project requirements and can help determine and match you with the right expert(s) or team/agency to work with you. On larger projects, it's especially important to be correctly matched with the right outsourced professional and Codeable understands this and lends that extra hand to ensure the project's success from the start.

"I didn't have the best experience with one of the Codeable devs, but Per (co-Founder of Codeable) handled that situation like a customer success champion - the only value that matters in business, frankly - and won my business and loyalty."

Travis Simpson, founder of Symbolscape Media

Quality assurance system and security

Codeable binds developers to terms that they can only submit estimates on projects they know they can solve and complete well on time. We then stand behind them 100% **with our money back guarantee**.

Codeable also has quality assurance systems in place to protect clients from overestimation if you set a budget higher than the project's requirements. If our experts are overestimating based on budget, and we find them doing this, then they are not following our guidelines and internal action will be taken.

Anything you post to Codeable is private to our vetted and professional experts that we allow on our platform. We are respectful of your sensitive information and you never need to worry about the details of your project being made public as it is encrypted behind SSL and not indexable or searchable by any search engines.

Codeable is all for making clients feel safe and sound. That's why all passwords, logins, and other sensitive data can be safely shared through the Codeable Credential Vault and then removed once the project is completed. This gives the client secured control over sensitive information by only allowing access to those who they wish to allow.

Security also is important when it comes to handling money transactions. With Codeable, money is collected when you hire a Codeable expert and then securely stored in Escrow. Until you're happy with the final results of your project and mark as "complete", the money is never released. Once you say the project is complete are the fund released to the expert to be paid for their work and transfer the ownership rights over to you.

While most developers provide a 3-5 day warranty period for bugs found, **Codeable has an industry leading 28 day warranty period**. You can have peace of mind that should you notice anything after marking complete that your expert and Codeable stand behind the work although given the importance of quality at Codeable it is rare that bugs do come up.

While most developers provide a 3-5 day warranty period for bugs found, **Codeable has an industry-leading 28-day warranty period**.

Given how seriously quality is taken at Codeable, it is rare that bugs do come up. However, should you notice anything after marking your project complete you can have peace of mind that your expert and Codeable stand behind the work.

Ever since I've found Codeable, I haven't been back to oDesk/UpWork because it's hard to find somebody reliable. Everyone on Codeable is a professional. I've used some of their help for several things like little tasks, speed improvements, and of course some theme customizations. I've never had a problem with anyone on Codeable: it's always been straightforward, good communication, efficient. -- [Ian Garvie](), founder of Promo Work

THE CODEABLE DIFFERENCE - HIGHLIGHTS

	UPWORK	TOPTAL	FREELANCER	CODEABLE
Platform type	Generic	Generic	Generic	Specific (WordPress)
Estimates vs bids	Bids	(Hiring process)	Bids	Estimates
Max. # of undergoing project for single developer	(Not defined)	(Not defined)	(Not defined)	5
Chat with developers before hiring them	No	No	No	Yes
Project Support	No	No	No	Yes
Proven track of WP experience	No	Yes	No	Yes
Avg. # of estimates/bids received	38	(Not defined)	10+	4-5
Screening process for WP developers	No	Yes	No	Yes
# of WP developers	(Not defined)	(Not defined)	(Not defined)	295+
Money-back guarantee	Possible, but not guaranteed	14-day trial	Only for Regular Contests	Yes
Quality assurance system	No	No	No	Yes
Free to post	Yes	No ($500)	Yes	Yes

The quality level of Codeable's experts is unrivaled. The seventy websites our team manages couldn't be in better hands. Thanks to Codeable, our clients keep getting personalized attention, support, and the best service possible even when my team is busy with other projects. -- Aaress Lawless, DuoParadigms

Codeable has helped triple my agency's revenue because I always know that the perfect dev for every task is just a click away. Love it. -- Franz Sauerstein, founder of Xciting Webdesign

FINAL REMARKS

Now that you know more on how outsourcing can really benefit your business, it's time to get things rolling and see for yourself!

Free Project Assessment & Estimate

Free to post and chat with experts, always no-obligation to hire.

Get a Free Estimate ›