



# THE KICKSTART GUIDE TO WORDPRESS OUTSOURCING



# The Kickstart Guide To WordPress Outsourcing



*When people think about WordPress outsourcing, they think it has to do with repetitive, low quality, cheap work. And it couldn't have been any different from this because online outsourcing has had a bad reputation, for years.*

*The reason's due to the bidding process and the lack of quality control that have always been the identifying elements of the whole idea of outsourcing WordPress projects and tasks.*

*When these two aspects are no longer part of the equation, outsourcing is a lever that empowers any business and paves their way towards future goals. It improves efficiency, speeds up product development, makes it easier to handle strict deadlines, just to give you the very first benefits you'll earn thanks to outsourcing.*

*Finding a reliable, top-notch, professional WordPress expert is the beginning of any outsourcing journeys (and we can help with that!). But it's not enough: outsourcing is a mutual activity where your part is as important as the one from the developer or designer you'd work with eventually.*

*In this guide, you'll find a 4-year experience with thousands of customers outsourcing WordPress projects, all condensed and translated into practical suggestions to empower you and your business with the right tools to start your outsourcing journey.*



Per Esbensen  
Co-Founder, CEO @ Codeable



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Bonus: The money-saving questions to ask yourself when outsourcing [Save as PDF]

## About Codeable

Get to know more about Codeable

# Introduction



*WordPress plays a key role on the Internet, and its adoption rate keeps growing at a fast pace. Matt Mullenweg and Mike Little's famous fork of [b2/cafelog](#) can lay claim to 60+ million websites, 58.8% percent of the CMS-powered websites market share and a vast community of enthusiast developers, designers, and entrepreneurs like yourself. .*

*Running a business based on WordPress is tough (we've been there). Plugins that aren't the perfect fit, updates that break a client's website, compatibility issues, customizations that are needed more often than not, are things you and your business face every day.*

*And don't get me started on how difficult it is to handle months with very few projects and then other months with too many projects!*

*That's why outsourcing should be something you should consider to leverage and scale your business needs effectively.*

*This ebook will show you how to accomplish this goal while providing you with actionable tips and guidelines on how to outsource your next WordPress project successfully and with minimal stress.*

*Enjoy!*



Matteo Duò,  
Content Strategist @ Codeable



# Why outsourcing

We have limited resources in our lives. That's why we look for help when we can't make it to picking up kids at school, don't know how to cook something new or just don't have any idea on how to fix that leaky pipe. We look for help and most of the time we realize we could have asked for it long before. Same thing happens with our professional lives: we have limited resources (time, money, knowledge) in our business, thus we look for help to overcome an issue we can't take care of. Specifically, we outsource entire projects or some tasks that come our way.

## Top 5 case scenarios for outsourcing WordPress projects

- An important client has a new request that falls out of your experience, but you'd still want to address it to ensure a future commitment with the client's business
- You said "yes!" to a project because it looked like an easy task, but the client made some changes and now it's a larger or more complex project than before
- You're a small agency with no in-house resources available at that time and a small-to-medium web project just entered the office
- You need someone to help you solve your current work situation so you look for experts that would be able to provide you with what you need
- You're in a rush and need help to quickly finish a project

There's a high chance you'd fall under one these case scenarios because they represent the vast majority of how business challenges happen. You really don't need to worry though, because here's what you should do to get the most out of outsourcing.

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# The one thing to do before outsourcing anything

## Have a clear idea about your business goal

It all starts with what your business really needs. Take some time to clearly understand what your end goal is, then reverse-engineer the route to determine what you would need to get there.

Think of this example: I want to build a large mailing list to reach out to people and sell my vintage heavy metal LPs. What would I need to achieve that? A page where my website visitors could add their email address and be automatically added to a list that I can manage and communicate with them about my products.

See what I did? I started from what my goal was and then moved backwards outlining all the steps and elements needed to create what I wanted.

This way you'll be fully aware of all the steps that are required to reach your goal and better ask your outsourced expert to help you with those.

## Create a well-crafted project brief (job description)

Whenever you work with outsourced peers, specifically developers and designers, you should share with them what you're looking for, how much money you have budgeted for the project and a time frame in which you expect to have it be delivered.

All this information is shared via a project brief, which is what you should now take care of.

## 6 things that should be included in any WordPress project brief



- Goals of the project



- Budget



- Timeframe



- Users and target audience



- Design consideration and preferred aesthetic



- Success criteria

Let's have a look at each of them

## 1. Goals of the project

If you're outsourcing some projects of yours, you need to know what you want to achieve and have a crystal clear picture of it in your head. The reverse-engineer approach will play great in supporting your outlining process, even for those minor yet important tasks that would bring to life your desired outcome.

If you're not sure or simply don't know which services, tools or technology would be a good fit, just describe your desired outcome in more details and add some examples to help developers suggest to you what they think is the best solution.

## 2. Budget

The budget is the money you'd want to invest in a specific project you outsource. More precisely, you allocate budget for a project, meaning that you should already have a clear plan in your mind about the "why" and "what" that project is crucial to your business goals. Writing down the budget (or at least a budget range) on your project brief is an effective way to save time.

You set a budget for almost every activity in your life: lunch, vacation, clothes and the like. Working with outsourced experts shouldn't be different. If you don't include a budget (at least a budget range) you may appear somewhat insecure about what's asking and, worst, you'd look as someone looking for cheap work not caring about quality at all.

It's the same as when you go car shopping, and you give a price range to the reseller, so he/she doesn't waste your time showing you cars you're not interested in (or can't afford, simply). Long story short: put a number on it.



### 3. Timeframe

Just as with knowing how much money you're able to invest in an outsourced project, you should also provide a specific timeframe the project needs to be developed and delivered within.

The importance of setting up a deadline is quite self-explanatory: it gives both sides an objective time frame within the work has to be completed and after which it should be delivered to you. This allows the developer to set expectations realistically.

Be reasonable, though: if you're one of those who answer "Yesterday" when they're asked when a deadline is, you won't find remote developers and experts wanting to work with you. Forewarned is forearmed.

### 4. Users and target audience

You're asking an expert to build something for you, whether it's a new website, a landing page, e-commerce, whatever. A crucial information that will help them working their magic out is knowing who you're targeting, your prospects. This way an expert can evaluate several factors (design, technology, etc.) that pertain to specific users and provide you with the best solution accordingly.



## 5. Design consideration and preferred aesthetic

When it comes to qualitative and aesthetic considerations writing down all preferred elements isn't the most suitable way to share that kind of information, while showing them is better way. When writing your brief, add resources to leave misunderstandings out the door: try pairing any element of design you'd want with a description or comment. You can pick examples from websites, books, sketches, and anything you shows what you're looking for. While the project is running, lead the expert with your feedback.

## 6. Success criteria

One element that often get left out from a project brief is how you will measure the success of the project itself in an objective way: the KPIs. What are the Key Performance Indicators? They're measurable metrics by which a project can be judged as a success (or not) in accordance with the client's primary goal. Some examples of KPIs for web projects can be:

- Increase brand awareness
- Generate 10% more traffic
- Increase newsletter subscriptions

I like the way Sam Barnes easily put it:

*"The key ingredients to a KPI are the 'before and after' metrics that allow for an equal comparison of numbers to determine success levels."*

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(and they'll thank you)!



# The importance of your WordPress project brief

There's a wrongly attributed quote to former US President Abraham Lincoln that perfectly embodies the key concept laying under any project briefing that goes:

"Give me six hours to chop down a tree and I will spend the first four sharpening the axe."

This quote perfectly provides all that's important for a project brief. Before thinking about plugins, features, requests and anything that has to do with execution, sit down, pour some coffee, and invest all the time you'd need to figure out your business needs, knowing you're not wasting it over a bunch of "useless words", rather you're increasing the chance for your project to be great.



# How you can work effectively with WordPress outsourced experts

Now that you've created your project brief (yay! to you) it's time to get things rolling and start working with your outsourced expert. No matter how much you're experienced with outsourcing work, you might end up facing at least one "hiccup" (if you're lucky) from the moment you post your project brief to the very moment in which the project gets completed.

When dealing with an outsourced expert, you'll be facing new situations that you might not know how to handle. Think about working with a 12-hour time span: you write a request and you get an answer half-day after. What if you didn't write correctly all the specs and you missed something? Communication is vital here.

[Need help hiring the right developer or designer?](#)

[This guide](#) will tell you which aspects, other than code, you should consider when hiring outsourced experts.

## Developers, designers and you have different perspective

Let's state something that might sound obvious but it isn't: developers and designers don't speak the same language. What looks as a kick-ass new feature to a designer might actually be a trivial feature to a developer. Same story when a UX designer explains why the website should have that specific feature, while on the developer's hears it sounds a simplistic (aka not a priority) choice. In this common scenario, there's a misconception involving about how difficulty is perceived on each sides.



As Jim Pugh, CEO at ShareProgress and Director of Analytics for Barack Obama, put it:

*"When developing software, some things that may seem very easy to non-technical people can actually be very hard, and some things that seem hard can actually be quite simple. So when you describe product requirements to your development team, it may turn out that some minor features will actually end up taking a huge percentage of the time to build."*

You can apply the very same communication problems when you think about your client's request. In their minds, clients always need to make "just little things" to their websites and online projects. Little tweaks are, in most cases, never little as they sound. Actually they're the opposite of that because they can generate a flow of other "little things" the client wasn't aware of.



# 5 tips for effectively share feedback with an outsourced developer/designer

Working with remote peers is all about keeping the discussion focused and always look for constructive conversation.

These proven-tips tell you how to get better at it.

## 1. Be specific

The first thing you should take into consideration is to be sure you and your remote expert are on the same page. This means the project's goal, scope, and all sub-task you're requesting, are clearly understood on both side. Share specific requests or comments and keep discussing strictly on them to let the discussion be as focused as possible. Numbered lists might come in handy to make referencing, even in future discussions, more easily accessible.

## 2. Do everything to remove misunderstandings

Once the project starts, the expert might ask you questions to better understand your needs. This could be the case for the 2 of you to share some thoughts and feedback on mockup, prototypes, etc. At this point, share straightforward comments (both negative and positive) you think would be useful to the progress of the work and write only those words that are necessary to let the expert understand and act accordingly.

### **3. Keep away subjective words to prevent conversation go personal**

We're human beings and subjectivity always gets in the way to ruin everything. By knowing this in advance, try to avoid subjective terms like "weird", "bad" or sentences like "that's wrong" and think more about how the expert can act on what you say. How can anyone fix something "weird"? It gives no clues. Instead, try to use an objective approach to your feedback and go with something like "I'm not used to see things like this. Why did you do that?" so that you can keep conversation about the development and understand why the expert came up with that specific solution. Of course, if you have data-backed numbers to support your argument, they could be pretty useful in such conversation.

### **4. Be polite**

It's difficult not to follow through with gut feelings when something doesn't go as you would expect. But these kind of feelings are your worst enemy when you want to get the best out from anyone. Whenever this happens, try not to go all crazy on the expert and shot angry comments because it'd probably shift the focus of the discussion to a complete new topic and, from your point of view, this would mean the work gets paused and likely be done in more time.

### **5. Answer quickly so your work doesn't get delayed**

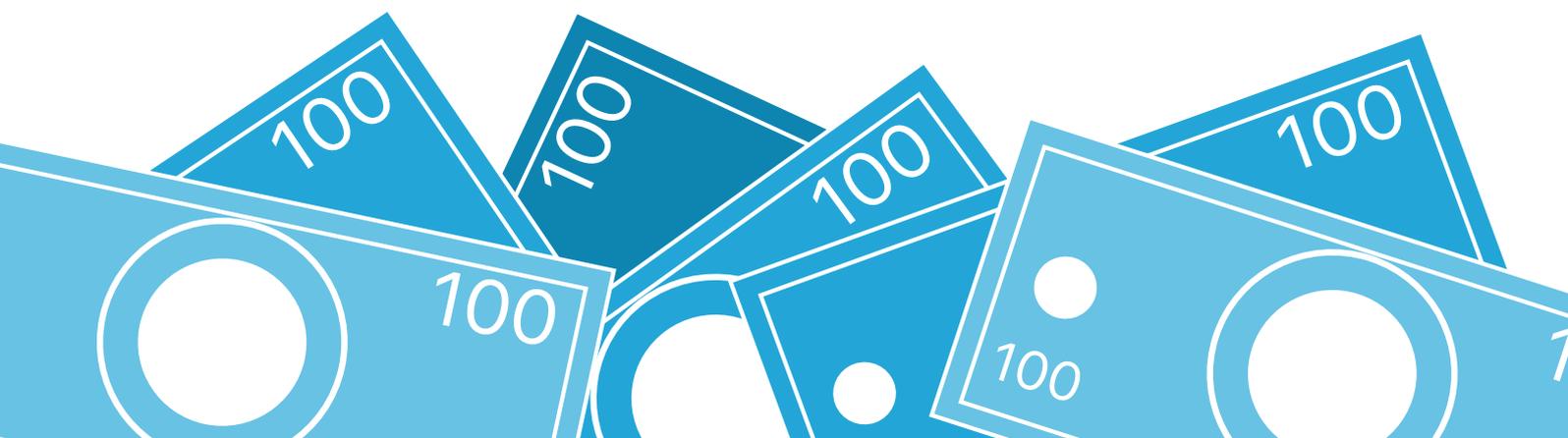
Not having your expert right at your office's next door is something that makes you understand how accurate communication between the two of you should happen. When dealing with outsourcing experts, time matters even more for the completion of your job/task. That's why you should be willing to be more active with answers and feedback in a shorter period of time than you normally do.

# Bonus: The money-saving questions to ask yourself when outsourcing [Save as PDF]

If you're starting with outsourcing, there are lots of important new things you should now consider. Many of them will have an impact on your money, the time and the output eventually. That's why we listed some questions you should be able to answer with a "yes", while act accordingly if the answer isn't affirmative.

Keep them as a reference for future outsourced projects.

- Is my task/project clearly explained?
- Did I provide additional resources to get the outsourced expert a better idea about the desired outcome (mockup, visual sketches, links)?
- Did I provide the expert with all information needed to complete the task?
- Did I talk about hosting, maintenance, and future updates?
- Did I share the login credentials to access my staging website (or other tools)?
- Did I share one other communication channel other than my email (Skype, Google Hangout, phone number) for emergencies and misunderstandings?



# About Codeable

Codeable is a Denmark-based startup, founded in 2012 by Per Esbensen and Tomaž Zaman with a mission in mind: connecting people in need of on-demand WordPress requests with hand-picked WordPress professional around the world, keeping quality and customer service as key elements within the outsourcing experience.

Codeable is currently powered up by a team of 12+ people working from across the world and can count on 250+ Wordpress developers, designers and a high rating ratio from its customers: 989 of every 1000 completed projects are rated with 5/5 stars.

## Get to know more about Codeable



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### The Quality Promise

What you can learn from over 60k successfully outsourced projects.

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