

The logo for 'webdev' is displayed in white lowercase letters within an orange square. The background of the entire page features a dark gradient with a hexagonal pattern and glowing orange lines and dots, suggesting a network or digital theme.

webdev

CLIENT HANDBOOK

Welcome to WebDevStudios

webdevstudios.com

Content

[Company Overview](#)

[Our Value](#)

[Why WebDevStudios?](#)

[WordPress](#)

[Working with WebDevStudios](#)

[WebDevStudios Team Culture](#)

[The Sales Process](#)

COMPANY OVERVIEW

Vision

WebDevStudios strives to improve experiences on the web by building world-class digital experiences for brands and people through design, development, user experience and technology.

We are experts in our field, which allows you to focus on the aspects of your business that need you and your expertise. We ask questions and hear your answers before we start designing your website or writing code. This makes us more efficient, less expensive, and more effective in order to help you and your business be more successful.

Mission

Our mission is your success.

That is a simple mission statement that has 3 pillars that includes the success of our company, our team and, most importantly, our clients.

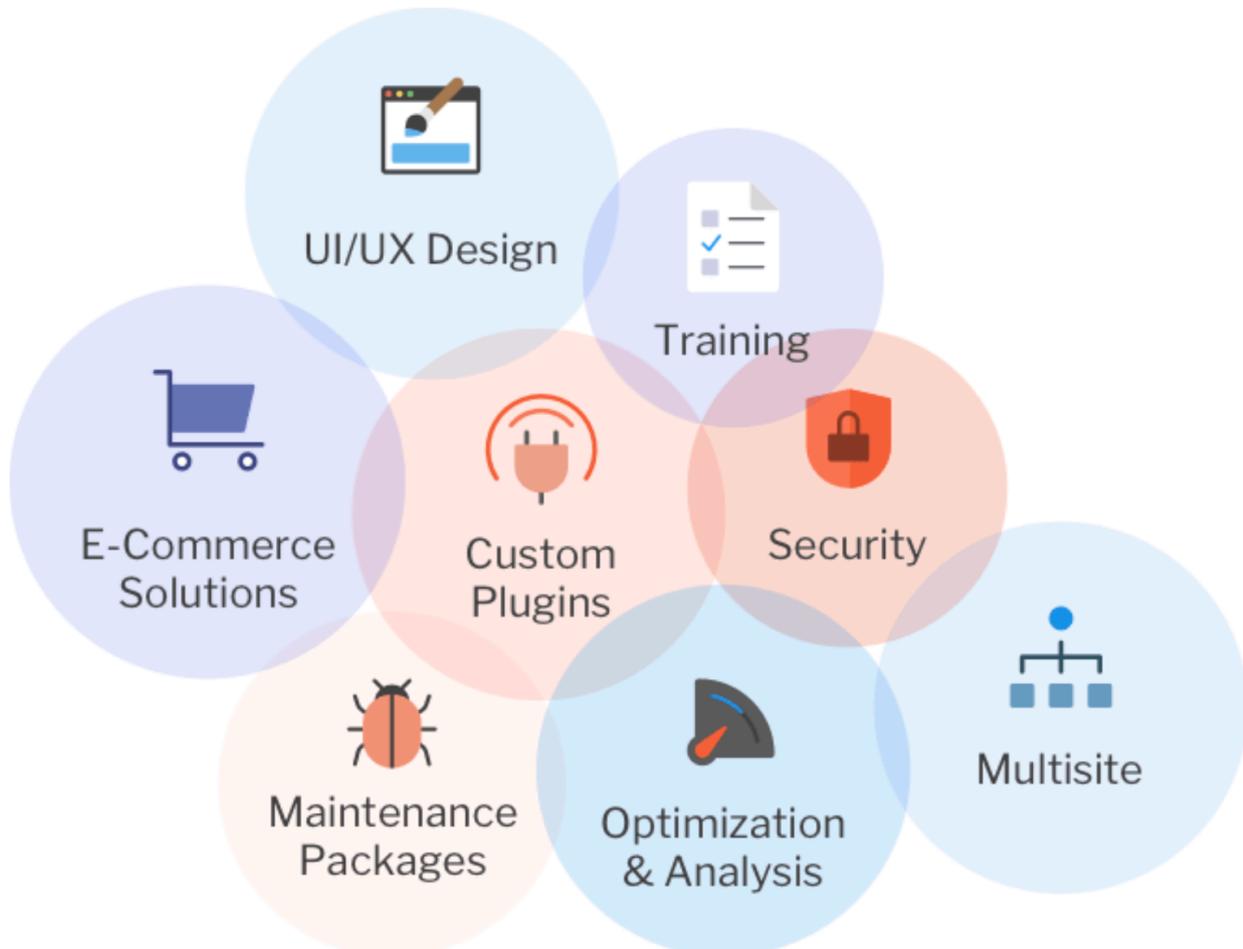
We are your partner for success. We lean into the relationship and want to be your partner - not just a vendor. Our ultimate goal at WebDevStudios is to help you achieve the best results for your business.

OUR VALUE

WebDevStudios is owned and operated by Brad Williams and Lisa Sabin-Wilson, pioneers in the WordPress industry. Since its establishment in 2008, the company has expanded to a highly skilled group of designers, developers, and project managers dedicated to delivering amazing client results.

For the past 16 years, WebDevStudios has been building robust solutions with WordPress, the platform that powers over 45% of the web.

WebDevStudios has service options and solutions for start-ups, small to mid-size businesses, enterprise organizations, nonprofits, higher education, and marketing agencies.



WHY WEBDEVSTUDIOS?

We pride ourselves on being masters of our craft.

Accomplished: WebDevStudios is among the select few agencies globally recognized for its expertise and dedication to building and managing WordPress sites capable of handling millions of monthly page views and visits. With an impressive client portfolio that includes industry leaders such as Cisco, Microsoft, Viacom, and the NBA, our team is proficient in implementing best practices and leveraging the latest features.

Published: Due to the recognition of our leaders as top thought leaders in the WordPress space, WebDevStudios is the only agency in the world to have published best-selling books on WordPress. These include the popular "WordPress For Dummies" series and the "WordPress Plugin Development" series, both published through Wiley Publishing.

Elite Partner: We are among the select few agencies globally invited to join the WordPress.com VIP partner program. Our extensive portfolio includes numerous successful projects built and deployed on the WordPress.com VIP platform.

In-depth Expertise: We leverage our profound expertise and experience to enhance and solidify WordPress as an Enterprise CMS. Our development process consistently adheres to the key principles of creating robust, professionally built applications, with a strong emphasis on reliability, scalability, and ease of maintenance.

Renowned: As active participants in the WordPress community, we are globally recognized for our esteemed contributions and standing. We engage in speaking at, sponsoring, and organizing numerous WordCamps events that reach thousands of attendees annually.

Open Source Commitment: We are committed to contributing to the WordPress open source project in multiple areas including core contributions, plugin and theme development, marketing and documentation. Our company prioritizes contributing 5% of our time, annually, to contributing to the project through an initiative called Five For The Future. In addition, we have authored and published white papers, podcasts and webinars for both the WordPress developer and user community..

WORDPRESS

WordPress is an open-source platform that currently powers over 45% of the web.

In 2008, we leaned toward WordPress as our preferred content management system (CMS). WordPress is a powerful and versatile tool for building and managing websites, making it a popular choice for individuals, businesses, and organizations worldwide.

WordPress allows editors to create and manage content on their websites easily. Initially developed as a blogging platform, it has evolved to support various websites, including e-commerce stores, portfolios, forums, and more.

At WebDevStudios, WordPress has been our sole focus for over 16 years. This extensive experience has honed our team's skills and competence, ensuring we can craft solid solutions for our clients.

Learn About Our WordPress Solutions For:

- [The Enterprise](#)
- [Media](#)
- [ECommerce](#)
- [Education](#)
- [NonProfits](#)
- [Consumer Packaged Goods](#)
- [Headless WordPress](#)
- [WordPress VIP](#)



WORDPRESS

WORDPRESS

Here are some key features of WordPress:

User-Friendly Interface: WordPress offers an intuitive interface that makes it easy for users of all skill levels to create and manage content.

Themes and Plugins: Users can customize the appearance and functionality of their websites using themes and plugins. Themes control the design, while plugins add features like SEO optimization, contact forms, and e-commerce capabilities.

Open Source: WordPress is open-source software, meaning it is free to use, modify, and distribute. This has led to a large and active community of developers who contribute to its development and offer support.

Flexibility: WordPress can be used to create any type of website, from simple blogs to complex e-commerce sites, thanks to its flexible and extensible architecture.

SEO-Friendly: WordPress is designed with search engine optimization (SEO) in mind, making it easier for websites to rank higher in search engine results.

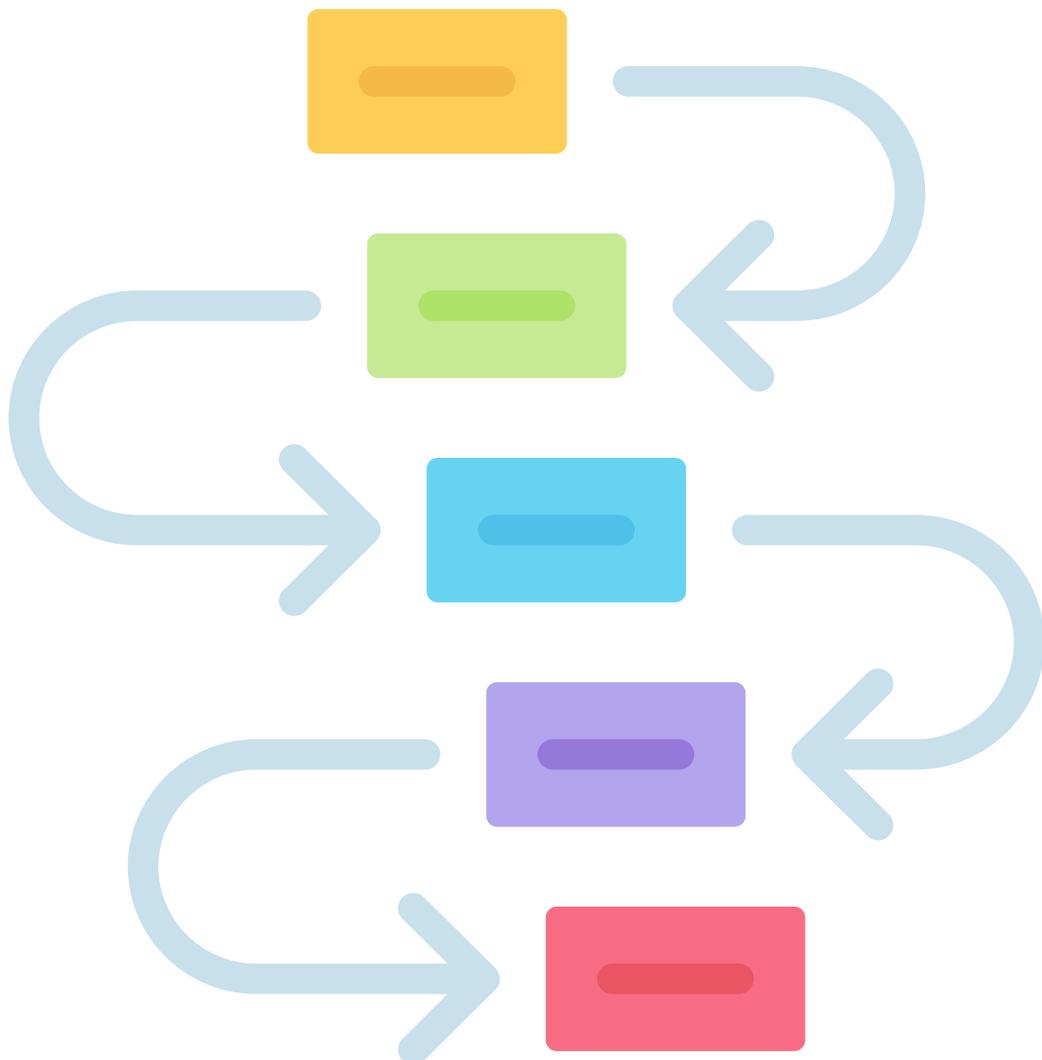
Regular Updates: WordPress is regularly updated with new features, security improvements, and bug fixes, ensuring that it remains secure and up-to-date.



WORKING WITH WEBDEVSTUDIOS

Our processes and workflows enable us to deliver high-quality, solution-oriented results.

From our sales process through active development and the launch of your project, our processes and workflows are collaborative and involve professional, transparent communication with you and your team every step of the way.



WORKING WITH WEBDEVSTUDIOS

Project Workflow

Effective communication is the cornerstone of any successful business and essential for fostering positive relationships, whether for distributed or office-based teams. Our entire development process is crafted to ensure transparency and support clear communication, both within our team and with our clients. No matter the project's scope or engagement duration, certain core principles remain consistent across every project we undertake.

Project Kickoff and Onboarding

The project kickoff period is crucial to establishing a foundation and workflow. Typically spanning approximately two weeks, this phase involves assessing stakeholder needs alongside our development team to build a comprehensive understanding of the project.

Objective: To seamlessly integrate our teams and systems, ensuring a smooth project kickoff and continuous, transparent collaboration throughout our partnership.

We kick off with team introductions to establish key contacts and understand communication preferences. We then collaborate to provide your team with access to the communication tools we use, such as Atlassian's Jira Confluence, and work with you to obtain access to your environments integrated with your projects and teams.

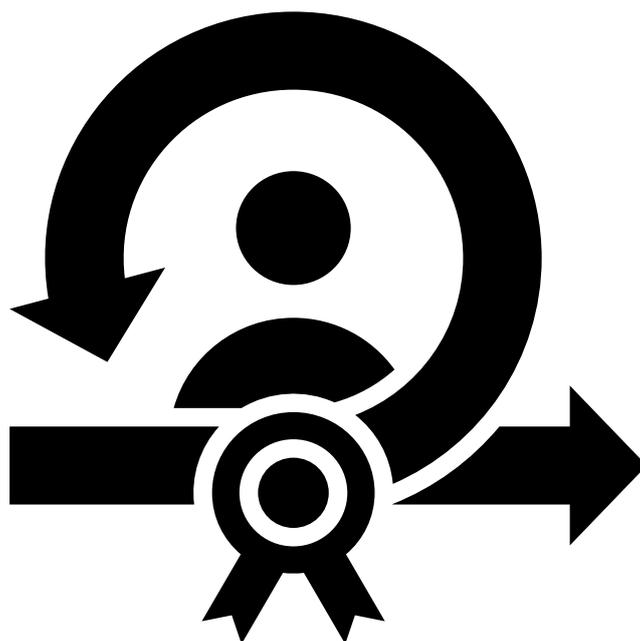
By the end of the onboarding phase, our teams will be well-prepared and fully equipped to embark on the project with a clear understanding of processes, tools, access, and communication strategies.

WORKING WITH WEBDEVSTUDIOS

Project Management

All Project Managers at WebDevStudios have their Scrum Master Certification. This means they each have a solid understanding of Scrum Methodology, which is the leading agile framework for managing projects like yours.

Every project at WebDevStudios have a dedicated Project Manager who is your point-of-contact whose primary responsibilities include task organization and management, clear and thorough communication, resource utilization, and regular progress updates.



WORKING WITH WEBDEVSTUDIOS

Website Planning and Strategy

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The biggest factor in the success of a custom development effort is a clear understanding of the project shared between our team and our client.

We don't just work for you; we work with you as a team. Together, we determine the best approach to delivering a great product. Our collaborative efforts aim to avoid communication problems and agree on issues that can impact cost and timeline, ensuring a smooth and successful project.

Objective: To craft a comprehensive plan that transforms your vision into a practical and effective website redesign. Our goal is to align our expertise with your business needs to create a roadmap for success.

At a minimum, we engage in weekly strategy meetings with your stakeholders to gather insight, technical requirements, specifications, and feedback on your project. Based on these insights, our team develops a detailed strategy plan outlining the path to your new website's completion.

At the conclusion of this strategy phase, we deliver a detailed and tailored strategic plan that serves as the blue print for your website's development with clear milestones, timelines and establishing clear benchmarks for the project's progression.

WORKING WITH WEBDEVSTUDIOS

Design

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We are well known for being the best in class for website development and designing beautiful experiences for websites! We ask questions first and listen to your answers before we write a single line of code, which makes us more efficient and effective. We prioritize your needs to build the solution that will make you successful.

Websites are tools for people, and our motto is “People over pixels.” This means we never design things for ourselves but always put the user and their needs first.

Objective: To visually encapsulate your organization's mission and values through a tailored design that is both functional and aesthetically pleasing. This ensures the website is easy to navigate and aligns with your strategic goals.

This phase of your project is very collaborative with regularly scheduled design reviews to ensure alignment and progress throughout.

The outcome of this phase includes the integration of strategic design elements that will translate into the front end development of your website. This includes a responsive and accessible website design that effectively addresses desktop, tablet and mobile devices, as well as accessibility requirements.

WORKING WITH WEBDEVSTUDIOS

Development

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With the help of the project plan and finalized design mockups, our strategy team provides a clear guide to our engineers for executing the project. This will give us more control over the timeframe and milestones reached throughout development.

This phase aims to fully develop the new website and all functionality detailed in the complete strategic implementation plan.

Objective: To build a modern, responsive, fully functional website that aligns with the strategic plans and design mockups previously developed, using a structured, agile approach to ensure timely delivery and high-quality outcomes.

WebDevStudios is Agile

Once your project begins development, we plan cycles around two-week sprints. These sprints establish a consistent rhythm for software delivery and provide a structured framework for robust communication, which is essential to the success of each project.

Each sprint and its associated tasks are outlined in a Sprint Planning meeting. Whenever possible, the team gathers to review the remaining issues in the backlog initiated during the kickoff phase. Midway through the sprint, we conduct a mid-sprint review to ensure development is progressing as planned. The sprint concludes with a Sprint Review to assess completed work and plan for the next sprint.

WORKING WITH WEBDEVSTUDIOS

Data Migration

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Companies who need content and data migrations to WordPress come to WebDevStudios because we import data from any platform. Whether you're migrating from legacy to new architecture, we're here to help.

Objective: To migrate all existing data from the client's current website to the new WordPress platform while converting and optimizing the data format to fully leverage the capabilities of the WordPress Blocks and Site Editor. This will empower the client's editorial team to manage and update content efficiently, enhancing their ability to maintain an engaging and dynamic website.

We start by analyzing your current data source and completing data discovery and mapping so we have a full plan for how your existing data will be mapped into your new website. We convert all relevant data into formats compatible with WordPress Blocks and the Site Editor, ensuring that your new sites are intuitive, user-friendly, and fully utilize modern WordPress features and functionality.

We maintain the integrity of your information architecture by keeping your existing SEO efforts in place and ensure the transfer of all media files (images, documents, videos, etc.) - all while ensuring all the links to your website that exist in search engines today still work. You are not losing any critical inbound traffic. Our process ensures you will not lose any traffic by ensuring proper redirects and permalink matching is in place.

WORKING WITH WEBDEVSTUDIOS

Quality Assurance

At WebDevStudios, we embrace a culture of quality. That means quality is everyone's job at every point during the project.

We take pride in delivering high-quality code to our stakeholders. We adhere to WordPress coding standards and have additional rigorous standards.

Objective: Conduct thorough quality assurance (QA) and user testing before launch to ensure the new website operates seamlessly and meets all functional requirements. This phase is designed to identify and rectify any issues that impact the website's performance, usability, or stability, ensuring a flawless user experience upon launch.

From a development standpoint, we work in small, concise blocks of code, each of which is thoroughly reviewed by another member of the team before being merged. These reviews focus on checking the logic and identifying any coding errors from the original developer. However, they do not test for functionality, potential performance issues, or security problems. Because our work is done in an agile, sprint-based workflow - continuous QA throughout the course of the project is prioritized, minimizing any bug fixes just prior to launch.

The expected outcome of our QA phase is a solid, quality launch delivering a fully functional website that has been rigorously tested and refined based on comprehensive internal review, as well as feedback from your team.

WORKING WITH WEBDEVSTUDIOS

Launch Planning

At WebDevStudios, we embrace a culture of quality. That means quality is everyone's job at every point during the project.

We take pride in delivering high-quality code to our stakeholders. We adhere to WordPress coding standards and have additional rigorous standards.

Objective: To seamlessly transition the newly developed website from staging to live production, ensuring a smooth and successful public launch. This phase marks the culmination of our collaborative efforts and celebrates achieving the project's strategic objectives.

We utilize a structured approach to staging and testing, employing separate environments for development, staging, and production. This strategy minimizes risks associated with direct modifications to the live site and allows for comprehensive testing in production-like settings without impacting the current live environment.

By using a multi-stage environment approach, we aim to optimize hosting costs and ensure that ongoing development and testing do not degrade the performance of the current live site.

Our launch preparations include conducting thorough final checks and preparations with your project manager, who will guide you through the necessary steps to ensure everything is in place for a successful launch. This includes confirming access permissions and finalizing any pre-launch configuration.

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Celebration of Success!

Celebration of Success: Acknowledge the hard work of both teams with a formal recognition of the project's completion and success.



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Post-Completion Support

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Immediately following the launch, monitor the website for any issues that might arise and ensure all systems are functioning as expected. This agreement includes minor maintenance and bug fixing over a 30-day period and ensures that any post-launch issues are quickly addressed and resolved.

This support is designed to stabilize the newly launched website and enhance client satisfaction by providing immediate assistance for minor maintenance and bug fixes.

At the end of the 30-day period, you have the option to transition to extended support services, providing ongoing assurance and help for your website.



TOOLS WE USE



We use Atlassian Jira for project management, sprint planning, task tracking for active projects.



We use Atlassian Confluence for project documentation like project plans, progress notes and functional documentation.



We use Slack for asynchronous communication and invite your team to join ours in a shared Slack channel for real-time communications.



For securely storing and sharing login information for things like WordPress Admin access, SFTP, 3rd party website accounts, etc.



Collaborative platform for designing, sharing and comment feedback.



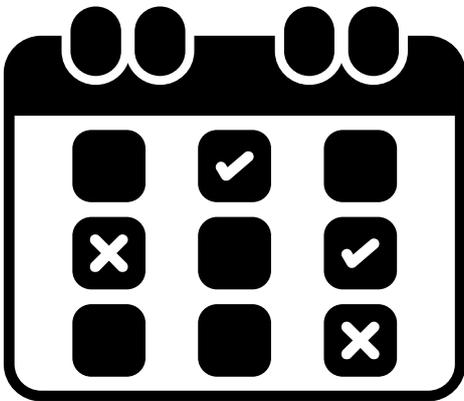
We use Google Meet for regular project update meetings between your team and ours.



Github is our code version control tool of choice. Each project is associated with a unique repository

WEBDEVSTUDIOS TEAM CULTURE

Our hours of operation are Monday - Friday, 9 am to 5 pm Eastern Standard Time (USA). We are closed on the weekends and for official US federal holidays.



Sick Time & PTO

In cases of illness or scheduled paid time off, team members must notify their Project Manager promptly. The Project Manager will keep you informed and, if necessary, reallocate resources to ensure the project remains on track.

Five For The Future

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We dedicate an entire day each month towards a company-wide initiative called Five For The Future. We prioritize this initiative in order to give back at least 5% of our company's time to the WordPress open-source project through contributions of core code, plugins, documentation and reviews.

The WordPress platform is fundamental to the work that we do, so we prioritize this initiative on the final Friday of every month. Our team is available for questions and feedback, but are generally not actively working on client projects on this day.

THE SALES PROCESS

Our sales team are dedicated account managers, committed to understanding your company and becoming your digital partner, guiding you through every project phase.

At WebDevStudios, we aim to establish the best possible relationship between our clients and our agency, focusing on delivering value rather than maximizing sales or profit. Our sales team also serves as your account managers, ensuring continuity and commitment from the initial conversation through the project. We take the time needed to understand your needs and move at a pace that suits you, accommodating urgent requirements whenever possible.

Our sales process often begins with a recommendation or referral, which is how the majority of our clients find us. This means they typically have a good understanding of who we are, what we offer, and how we operate. These referral-based introductions are usually informal, and we respond promptly, often with an email the same day to set up a call.

Our initial conversations are usually about two things: finding out what you need, and discovering whether our two teams are a good fit.

THE SALES PROCESS

Understanding Your Needs

It's essential for us to clearly understand the scope of your project to ensure we're the right fit for the job. While we specialize in WordPress development and may be unable to assist with platforms like Drupal, we want to assure you that we are proficient in a wide range of technologies that complement WordPress, such as React and JavaScript, or integrations with external platforms like Salesforce or Hubspot. If your project requires these skills, we can certainly help.

During our initial conversations about your project, we typically involve a Strategy and/or Engineering team member in our early conversations. This allows us to dive into the specifics of project structure, including timescales, roles and responsibilities, methodologies, and potential architectural approaches.

Our initial discussions are centered around meeting you where you are at, developing an understanding of your current challenges and getting to know the goals you want to achieve with your project. Very quickly, your goals become our goals!



THE SALES PROCESS

Your Project Proposal

Once we've reached a mutual understanding that we can meet your needs, we'll provide a proposal. The detail level will correspond to our conversation's progress and your organization's requirements. All proposals include estimated costs, which won't be surprising as we discuss budgets early on for mutual transparency. The proposal serves as a communication tool between us, you, and your stakeholders.

Executive Summary

A brief overview of the project, clearly identifying the key business problem being addressed.

Project Overview

An outline of the primary goals for your project and descriptions of the solutions WebDevStudios recommends.

Goals & Objectives

A detailed project process outline includes stages, key goals, and objectives for each phase of your project. We'll specify what we will deliver and the commitment required from you.

Budget & Timeline

An outline with a clear timeline to ensure you know when each phase of the project will occur. We also include a budget that is based on the amount of time required to complete your project.

From Proposal to Agreement

Ideally, we aim to transition from a proposal to an agreement to proceed with the project, followed by an executed Master Services Agreement (MSA) and a statement of work (Project Plan). However, it's common to have an additional face-to-face meeting before you make your final decision on your project partner.

LET'S DISCUSS YOUR NEXT PROJECT

Since 2008, we've been developing WordPress and building some of its largest websites. Our goal is to create a cutting-edge digital platform that enhances performance, drives sales, and reflects the innovative spirit of your company.

Contact us to see how we can help you build your future.

Brad Williams, CEO & Co-Founder

Lisa Sabin-Wilson, COO & Co-Founder



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