

Expert WordPress Developer for Fast-Growing Affiliate Site

We're looking for an expert WordPress Developer to join our virtual freelance team. With ### visitors per month, our evolving affiliate website needs a more knowledgeable, proactive, and diligent technical expert behind the scenes.

From managing and customizing our WordPress theme (**Theme Name/Maker**) to vetting, implementing, and monitoring plugins, we'll rely on your expertise to keep the site running smoothly and efficiently.

At the end of the day, we're looking for a reliable partner we can trust, consult, and look to for guidance when head-scratcher technical questions or issues arise.

Priority Duties (Deep Expertise):

- **Mitigate Issues:** Anticipate ***and avoid*** potential issues (e.g. slow speed, plugin incompatibility, downtime, inability to rollback changes).
- **Troubleshoot Site Speed:** Improve and stabilize slow/volatile site speed (will provide additional context).
- **Provide Guidance:** Are there things we can improve? Any new trends we need to pay attention to? Bring your recommendations to the table!
- **Additional Priority:** TBD

Additional Responsibilities:

- Monitor ongoing site performance, speed, and technical components
- Ensure superior mobile and desktop user experience
- Manage our site theme, plugins, and associated settings and customization
- Design and implement new features and tools
- Benchmark us against competitive websites
- **Additional task**

Sample Wish List:

- Analyze hosting and recommend more growth-oriented platform (e.g. WP Engine)
- Set up second fail-safe backup in addition to ManageWP backups
- Create step-by-step "disaster plan" document
- Analyze existing plugins (and settings) and recommend changes/improvements
- Improve mobile experience and load speed
- Implement accessibility best practices
- Successfully serve up next-generation images (e.g. Webp)
- Home page redesign (long term)

- Routine plugin updates and testing

What We Expect:

- Strong knowledge of the WordPress platform
- Plan ahead to avoid “silly mistakes” and catastrophes!
- Confidence managing and restoring from backups
- Deep experience with affiliate marketing websites
- Set up and test changes in staging vs. production environment
- Deep understanding of Google Analytics and Search Console
- Set up and keep detailed change logs
- Comfortable working with debugging tools like Firebug, Chrome inspector, etc.
- Experience with the **Name** ad platform and **Name** email platform are a plus
- Deep knowledge of HTML/CSS, JavaScript frameworks, PHP, HTML5, and JQuery
- Ability to understand CSS changes and their ramifications to ensure consistent style across platforms and browsers
- Ability to convert concepts and ideas into working HTML pages
- Relentless troubleshooting and testing
- Same-day acknowledgment of requests/questions with follow-up ETA
- Clear communicator (e.g. explain technical things in non-techy ways)
- Reliable weekly status report emails
- Solid design eye (e.g. know when something looks good vs. off)
- Raise red flags early and come to the table with potential solutions

What You Can Expect:

- Clear expectations and requests
- Kind and courteous email communications (texts optional)
- Follow-through and quick responses
- No meetings or calls unless truly needed
- Adoration and appreciation for your help
- Prompt payment—of course!