

**THINGS WE
LEARNED THE
HARD WAY**

WORDPRESS PROFESSIONALS IN THEIR OWN WORDS

MICHAEL PICK

WORDCAMP SEATTLE 2012



WORDPRESS



WORDPRESS.COM



WORDPRESS.COM

VIP



WORDPRESS
for BlackBerry



WORDPRESS
for Android



WORDPRESS
for iOS

AUTOMATIC



VaultPress

VideoPress



Jetpack



PollDaddy

intense debate



Gravatar

A kis met



CODE POET

EST. 2012



CODE POET CRAVES

YOU



Because you make things with WordPress

BOOKS

INTERVIEWS

RESOURCES

QUIZ

OUR STORY



GETTING PRICING RIGHT

BOOKS

Pricing is hard work. Read what WordPress pros have to say on how to set your price and how to charge for your work.



WORDPRESS MEET RESPONSIVE DESIGN

BOOKS

Read about how three WP pros use fluid images, fluid grids, and media queries to create responsive WordPress sites.



FREE-TO-USE CONTRACTS

RESOURCES

Never, ever work with out a contract. It's like skydiving without a parachute: sure to end in disaster.



WES CHYRCEL INTERVIEW

INTERVIEWS

Meet Wes Chyrchel, a WordPress pro with a motto: "only simple solutions will win."

WHAT'S THIS ABOUT

Code Poet is a resource for anyone building sites with WordPress. [More](#)



WORDPRESS IQ TEST

How well do you know WordPress? [Take the quiz](#) and figure out how knowledgeable you are.

BROWSE BY TOPIC

[Business](#)

[Design](#)

[Theme Dev](#)



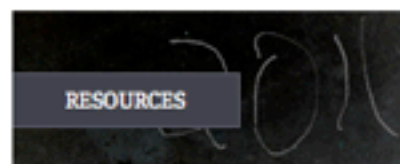
RESOURCES

Relentlessly Resourceful Article
Relentlessly resourceful: the tenacious ability to rip down



RESOURCES

Customer Dev for Product Managers
Devine what your customers need, not just what they



RESOURCES

Twenty Eleven
The default theme for WordPress in 2011. Chock



RESOURCES

_s Starter Theme
The starter theme _s, available on GitHub, tackles

**WHAT'S THE ONE THING
YOU WISH SOMEONE TOLD YOU
WHEN YOU WERE STARTING OUT
BUT YOU ENDED UP LEARNING
THE HARD WAY?**



1. PLUGINS & THEMES



1. PLUGINS & THEMES

2. CLIENTS



1. PLUGINS & THEMES

2. CLIENTS

3. TOO GOOD TO MISS OUT

BUT DIDN'T FIT EITHER

OF THE ABOVE.

PLUGINS & THEMES



THE PROBLEM WITH PLUGINS

1. BREAK WITH WORDPRESS UPDATES

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**2. TURN OUT TO HAVE SECURITY
PROBLEMS**

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**3. POOR PERFORMANCE
(SLOW | CAN'T HANDLE TRAFFIC)**



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(SLOW | CAN'T HANDLE TRAFFIC)**



**DON'T PUT ALL YOUR FAITH
IN A PLUG-IN. USE THEM
WHEN YOU MUST, BUT IF YOU
DO YOU'RE AT THE MERCY OF
THE PLUG-IN MAKER.**

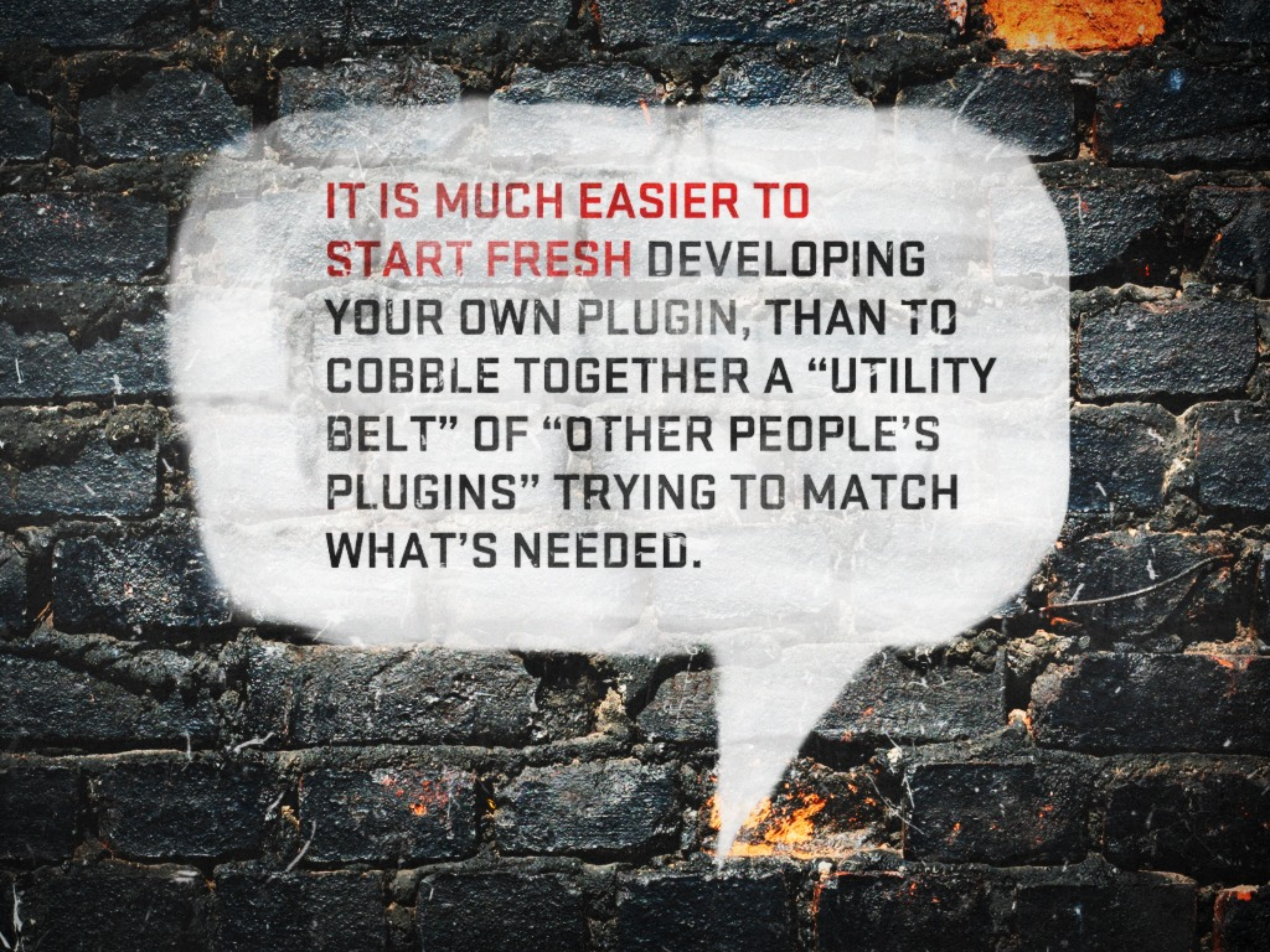
A white speech bubble with a pointed tail at the bottom, set against a brown, textured background. The text inside the bubble is in a bold, sans-serif font. The words 'PLUGINS RECOMMENDED BY' and 'A CLIENT' are in red, while 'TURN OUT TO BE' and 'A BAD IDEA.' are in black.

**PLUGINS RECOMMENDED BY
A CLIENT TURN OUT TO BE
A BAD IDEA.**

A white speech bubble with a pointed tail at the bottom center, set against a dark, textured background of black and grey stones or bricks. The text inside the bubble is centered and reads:

**PLUGINS CAN SAVE
A LOT OF WORK.**

**I WISH I HAD NOT BEEN
AFRAID TO PAY GOOD MONEY
FOR SERVICES. I'LL DROP \$100
ON A PLUGIN IN A HEARTBEAT
IF IT SAVES ME AN HOUR OR
TWO OF WORK.**



**IT IS MUCH EASIER TO
START FRESH DEVELOPING
YOUR OWN PLUGIN, THAN TO
COBBLE TOGETHER A “UTILITY
BELT” OF “OTHER PEOPLE’S
PLUGINS” TRYING TO MATCH
WHAT’S NEEDED.**

TIPS FOR PLUGINS

**1. ONLY USE PLUGINS FROM
REPUTABLE SOURCES**

TIPS FOR PLUGINS

1. ONLY USE PLUGINS FROM REPUTABLE SOURCES

2. ONLY USE PLUGINS THAT HAVE BEEN UPDATED

TIPS FOR PLUGINS

1. ONLY USE PLUGINS FROM REPUTABLE SOURCES

2. ONLY USE PLUGINS THAT HAVE BEEN UPDATED

3. DON'T TRY TO COBBLE A BUNCH TOGETHER

TIPS FOR PLUGINS

1. ONLY USE PLUGINS FROM REPUTABLE SOURCES

2. ONLY USE PLUGINS THAT HAVE BEEN UPDATED

3. DON'T TRY TO COBBLE A BUNCH TOGETHER

4. CHECK PLUGIN PERFORMANCE

TIPS FOR THEMES

**1. ONLY USE THEMES FROM
REPUTABLE SOURCES**

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TIPS FOR THEMES

1. ONLY USE THEMES FROM REPUTABLE SOURCES

2. ONLY USE THEMES THAT HAVE BEEN UPDATED


3. CHECK THEME PERFORMANCE



EASE OF USE



EASE OF USE AND THE
FIVE MINUTE INSTALL,
WHICH IS THIRTY SECONDS
ON MY HOSTING PROVIDER.

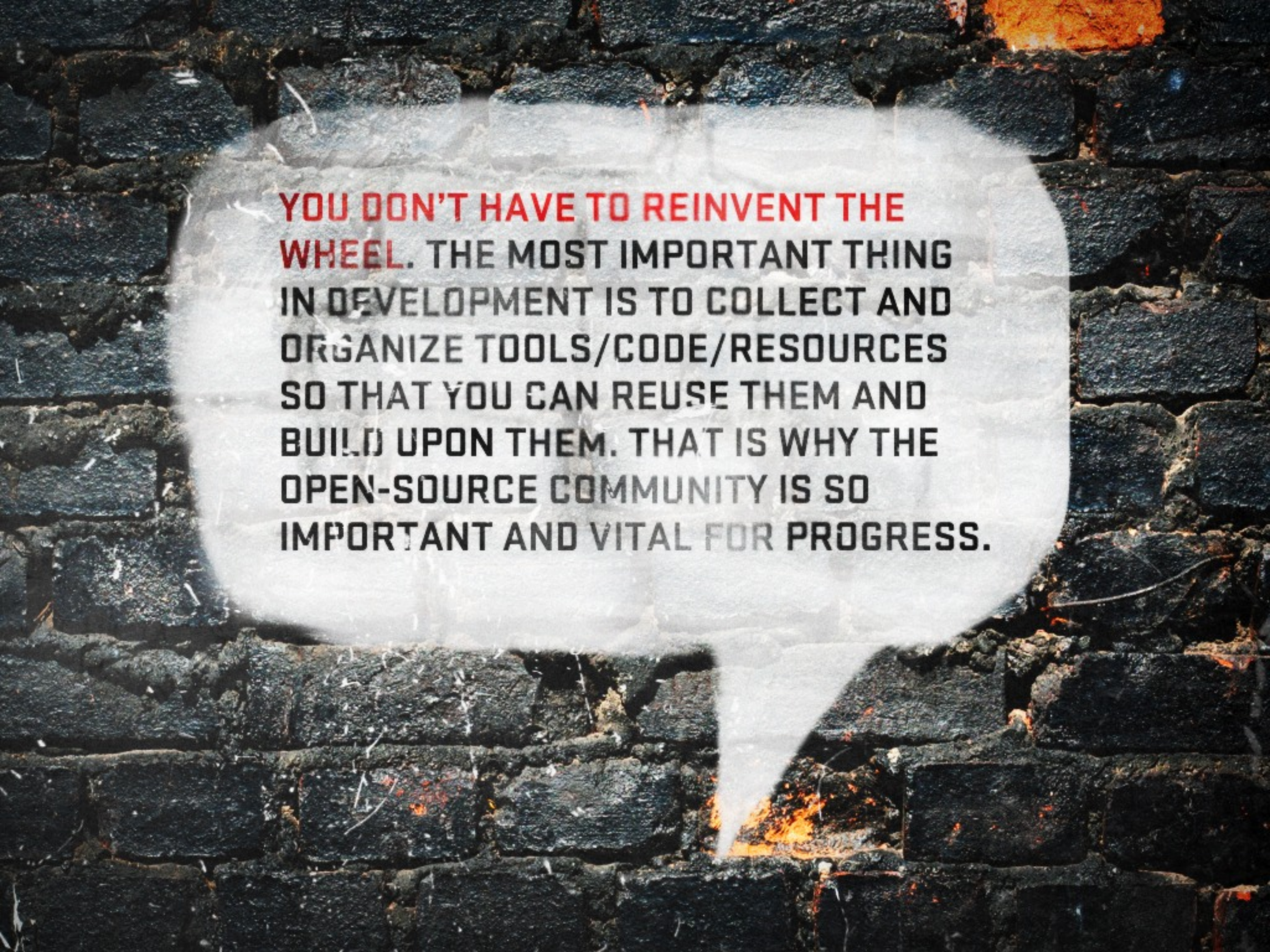


**FLEXIBILITY FOR THE
DEVELOPER AND EASE OF
USE FOR THE CONSUMER
THROUGH THE DASHBOARD.**



EASE OF USE FOR MY
“id-10-t” CUSTOMERS

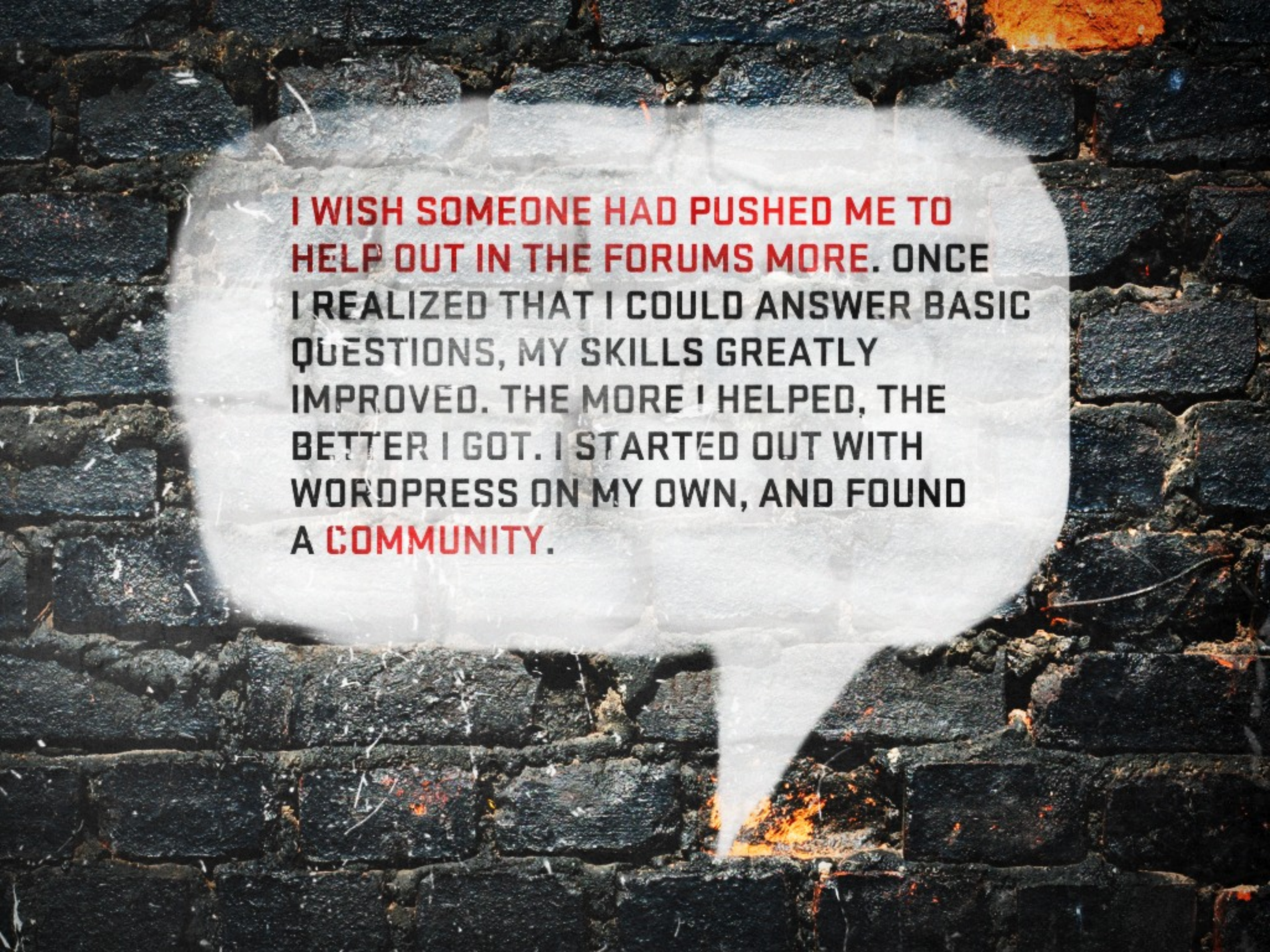
COMMUNITY



YOU DON'T HAVE TO REINVENT THE WHEEL. THE MOST IMPORTANT THING IN DEVELOPMENT IS TO COLLECT AND ORGANIZE TOOLS/CODE/RESOURCES SO THAT YOU CAN REUSE THEM AND BUILD UPON THEM. THAT IS WHY THE OPEN-SOURCE COMMUNITY IS SO IMPORTANT AND VITAL FOR PROGRESS.

A white speech bubble with a pointed tail at the bottom, set against a brown, textured background. The text inside the bubble is in a bold, sans-serif font. The words 'COMMUNITY' in both lines are highlighted in red, while the other words are in black.

**TO RELY HEAVILY ON THE COMMUNITY.
THE COMMUNITY ROCKS!**



I WISH SOMEONE HAD PUSHED ME TO HELP OUT IN THE FORUMS MORE. ONCE I REALIZED THAT I COULD ANSWER BASIC QUESTIONS, MY SKILLS GREATLY IMPROVED. THE MORE I HELPED, THE BETTER I GOT. I STARTED OUT WITH WORDPRESS ON MY OWN, AND FOUND A COMMUNITY.

CLIENTS


COMMUNICATION:

BEING FAIR TO


YOU

&


THEM



**“BUILD IT AND THEY WILL COME” IS A
BIG FAT LIE. WHEN I STARTED OUT I
THOUGHT THAT IF I JUST PUT UP A
DECENT WEBSITE, I’D HAVE ALL KINDS
OF CLIENTS KNOCKING AT MY DOOR.**


A white speech bubble with a pointed tail at the bottom, set against a brown, textured background. The text inside the bubble is centered and reads:

**USE CONTRACTS WITH CLIENTS
EARLY. IT PROTECTS YOU AND
THE CLIENT, AND KEEPS THE
PLAYING FIELD EVEN. TAKE A
DEPOSIT BEFORE STARTING
WORK, TOO.**



**BILL CLIENTS UP FRONT OR AT
LEAST ASK FOR DESPOSITS, AND
DON'T STRESS ABOUT CONTRACTS
(THEY'RE ACTUALLY NOT WORTH
THE TIME IF THE JOB AMOUNT THEY
COVER IS LESS THAN THE LAWYER'S
FEES NEEDED TO PURSUE A
CONTRACT BREACH.)**

**BE VERY SELECTIVE IN CHOOSING
YOUR CLIENTS. WHILE YOU MAY
PERIODICALLY END UP PASSING
UP A POTENTIALLY GOOD CLIENT,
THE COST TO YOUR BUSINESS
TAKING ON A BAD ONE IS ONE
YOU CAN'T AFFORD WHEN
YOU'RE STARTING UP.**



FREELANCING IS INCREDIBLY HARD,
TIME-CONSUMING WORK; YOU SPEND
AS MUCH TIME LOOKING FOR CLIENTS
AS YOU DO WORKING. NO MATTER HOW
EASY YOU MAKE WORDPRESS FOR
YOUR CLIENT TO USE, THEY WILL
MANGLE IT, AND YOU WILL HAVE TO
COME IN AND CLEAN UP THEIR MESS.

A white speech bubble with a pointed tail at the bottom, set against a brown, textured background. The text inside the bubble is in a bold, sans-serif font. The words 'THE CLIENT' are in red, while 'IS NEVER ABSOLUTELY RIGHT.' are in black.

**THE CLIENT IS NEVER
ABSOLUTELY RIGHT.**

**ALWAYS
COMMUNICATE**

GETTING
PRICING
RIGHT



WORDPRESS PROS ON SETTING
AND INCREASING YOUR RATES



WORDPRESS
meet
RESPONSIVE DESIGN

WORDPRESS PROS ON THE WHAT, HOW & WHY
OF RESPONSIVE DESIGN



MARK JAQUITH

COVEREDWEBSERVICES.COM



REMKUS DE VRIES

[FORSITEMEDIA.NET](https://forsitemedia.net)

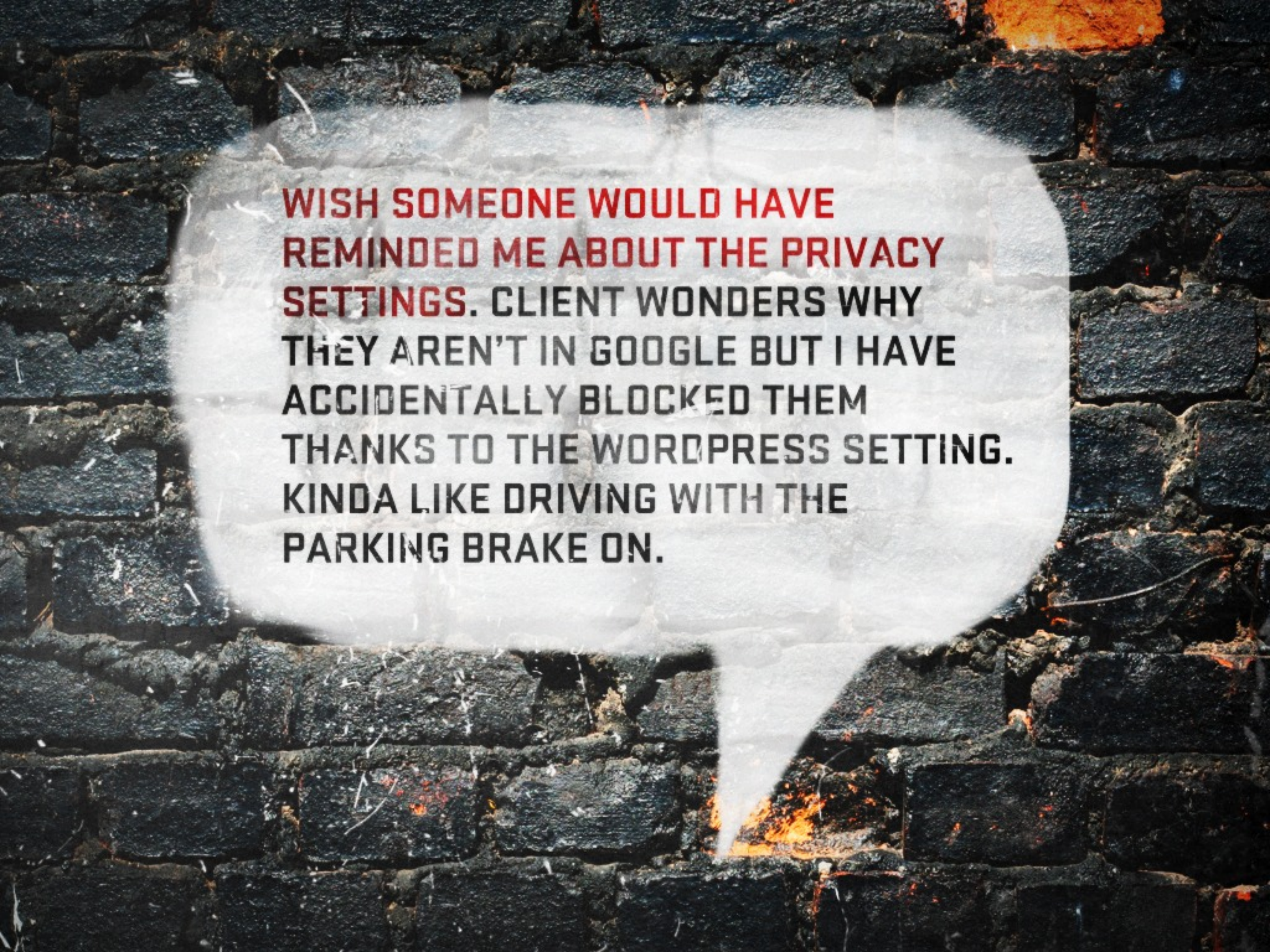


SHANE PEARLMAN

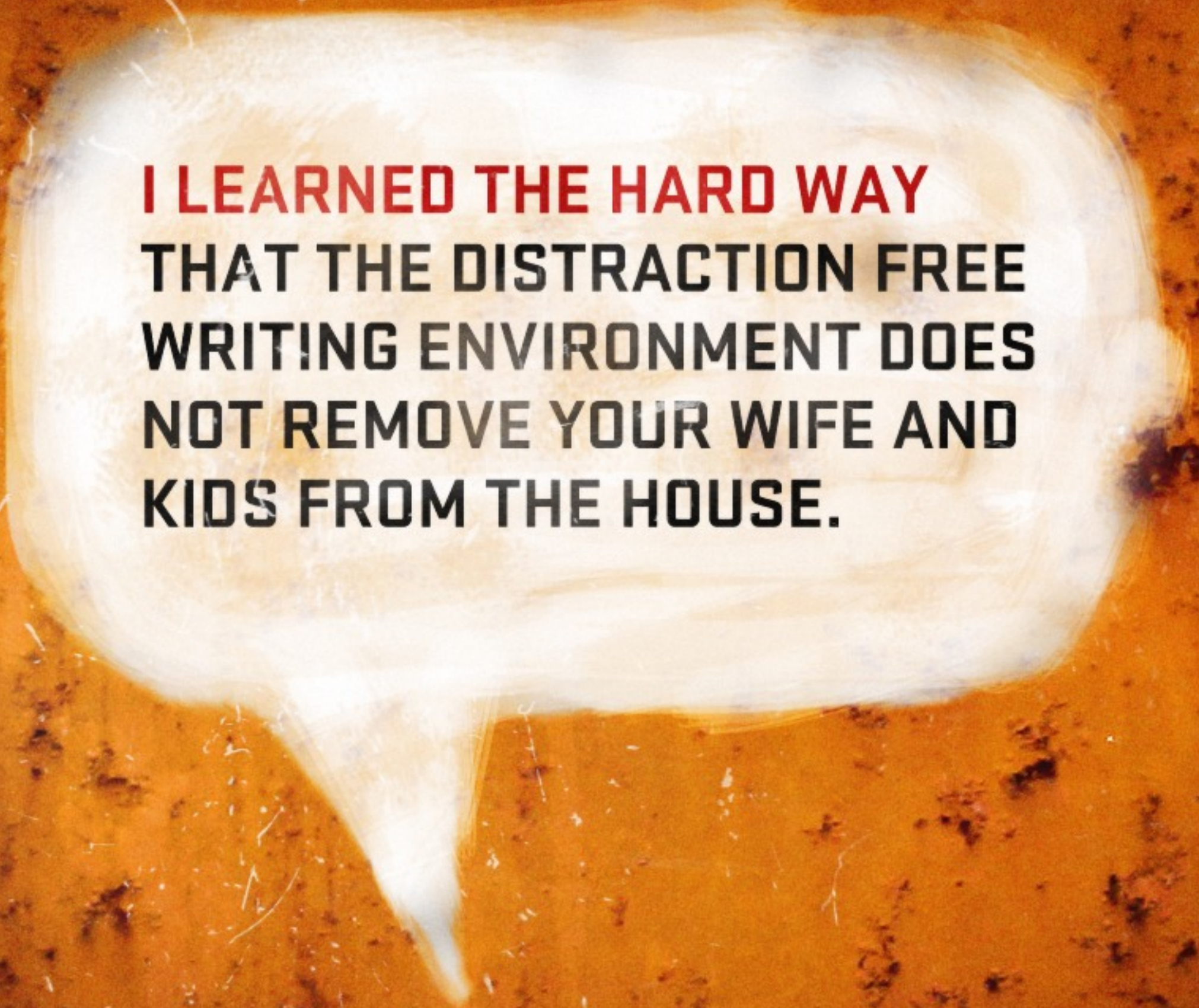
TRI.BE

PARTING SHOTS

**WHEN I FIRST STARTED WEB
DESIGN I WAS CODING USING
NOTEPAD. THEN FLASH
BECAME BIG AND I USED THAT
A BUNCH. I WISH SOMEBODY
WOULD HAVE TOLD ME THAT
THEY WOULD ALL GO TO SHIT
ONE DAY.**



**WISH SOMEONE WOULD HAVE
REMINDED ME ABOUT THE PRIVACY
SETTINGS. CLIENT WONDERS WHY
THEY AREN'T IN GOOGLE BUT I HAVE
ACCIDENTALLY BLOCKED THEM
THANKS TO THE WORDPRESS SETTING.
KINDA LIKE DRIVING WITH THE
PARKING BRAKE ON.**

A white speech bubble with a pointed tail at the bottom, set against a brown, textured background. The text inside the bubble is in a bold, sans-serif font. The first line is in red, and the rest are in black.

I LEARNED THE HARD WAY
THAT THE DISTRACTION FREE
WRITING ENVIRONMENT DOES
NOT REMOVE YOUR WIFE AND
KIDS FROM THE HOUSE.

HELLO WORLD

michaelp@automattic.com

michaelpick.wordpress.com

@madebypick