







\$100K WORDPRESS WEBSITES

ABOUT VICTOR:

- ▶  **Lead Software Engineer at Dow Jones (WSJ Editorial)**
- ▶  **Founder An Abstract Agency**
- ▶  **Mentor at Thinkful, Code Nation, All Star Code**
- ▶  **Co-organizer WPNYC MeetUp**

HELP ME:

**TWEET OR TAG ME IN YOUR IG
STORY @ISVICTORIOUSSS
WITH #WCMONTCLAIR FOR
EMOTIONAL SUPPORT**



IM ASSUMING YOU KNOW

- ▶ **The basics of WordPress administration**
- ▶ **WordPress Plugin Development Concepts**

IF YOU DON'T KNOW



IF YOU DON'T KNOW

- ▶ Lynda, WordPress Essential Training
- ▶ KnowTheCode, Local Dev Setup



**THIS IS 100% MY PERSONAL
& PROFESSIONAL OPINION**

BUILDING \$100K WORDPRESS SITES

WHAT I'LL COVER

- 1. Who needs a \$100k site**
- 2. Why they'll pay for it**
- 3. What makes a \$100k site**
- 4. Real Life Examples**

**WHO NEEDS A
\$100K SITE**

4 TYPES OF ORGANIZATIONS

1. **Soloists & DIYers**
2. **Those not using WordPress (yet)**
3. **Organizations with WP Leads**
4. **Multi-user WordPress**

EXAMPLES OF 4 ORGANIZATIONS

1. **Site Owner DIYer**
 2. *Squarespace, Drupal, CraftCMS**
 3. *Non Profit with WP Admin or Agency**
 4. *Publisher or Multi-Role Store**
- *Our focus for this talk**

HIGH VALUE INDICATORS

- 1. Revenue Threshold**
- 2. Regularly Updated Content**
- 3. Organization Size**
- 4. Industry Compliance**

REVENUE VALUE INDICATORS

10 EMPLOYEES X \$100K = ~\$2M REVENUE

CONTENT VALUE INDICATORS
DO THEY USE THEIR SITE REGULARLY?

ORGANIZATION SIZE

INDICATORS

LARGER ORGS HAVE LARGER NEEDS

INDUSTRY COMPLIANCE

VALUE

ARE THEY DEVS, SCHOOLS, MEDICAL

**THEY'RE LOOKING
FOR EXPERTS!
IMPLEMENTER VS DEVELOPER**

IMPLEMENTER WORKFLOW

- 1. I installed it**
- 2. It works**
- 3. Thank You**

DEVELOPER WORKFLOW

- 1. Discovery**
- 2. Development & Unit Testing**
- 3. Quality Assurance & Integration Testing**
- 4. Deployment**
- 5. Monitoring**

**PRICING VIA DEVELOPER WORKFLOW
DETERMINE HOURLY RATE**

$$\frac{\text{(DESIRED SALARY + COSTS)}}{\text{(WEEKLY HOURS X WORKING WEEKS)}} = \text{HOURLY RATE}$$

MY HOURLY RATE

$(\$100K + \$24K)$

$/ (25 \text{ HOURS} \times 48 \text{ WEEKS})$

$= \$103 \text{ AN HOUR}$



**KNOWING I CHARGE \$103/HR & REQUIRE QA & DEV
I'M GOING TO LIST TASKS
THAT TAKE AT LEAST 5 HOURS**

- 1. Custom User Roles**
- 2. Single Sign On**
- 3. Form Integrations**
- 4. Landing Page Builder vs Unbounce**
- 5. Mail Sent via SMTP**
- 6. Facebook Pixel Custom Events Ads Start Day 1**
- 7. Google Analytics Tag RAW, TEST, PRO**
- 8. Branded Error Pages 404, Error, Updating**

THERE'S MOAR!

ITEM'S WORTH

EASILY \$2K+



- 1. Custom development from design**
- 2. CRM integration lead scoring, content**
- 3. Custom Gutenberg blocks & APIs**
- 4. Feedback loops support & pre-sale**
- 5. Lead capture in the dashboard**
- 6. Affiliate linking system & training**
- 7. Geo IP Content Customization**
- 8. LDAP**

ITEM'S WORTH

EASILY \$5K+



- 1. REST API connection to existing apps**
- 2. Amazon Polly integration to podcast**
- 3. Advanced content types with user journey**
- 4. Ongoing accessibility testing & compliance**
- 5. 2+ Multi-Lang Implementations**
- 6. Security as a service**
- 7. Gutenberg**

BUT

SQUARESPACE?

Squarespace is a Page Builder not a CMS.

No Alexa, no membership sites, no custom

REST API end points, no auto insert

affiliate links, etc with any of these.

They're not competitors.

– Victor's professional opinion

CASE STUDIES

**NOTE: I CANNOT SHARE EXACT PRICING BUT
WILL COVER THE PROJECT START TO FINISH
TO ILLUSTRATE**

TODAYTIX

\$90M BROADWAY STARTUP

TODAYTIX

- 1. Custom REST API, Shows & Locations**
- 2. Landing Page Module for Adwords**
- 3. Multi-Lang, English & Spanish**
- 4. iOS & React application integration**
- 5. Custom CMS Dashboard**
- 6. HREFlang Internationalization (SEO)**

WIBBITZ

\$100M AI GENERATED VIDEO

STARTUP

WIBBITZ


- 1. Landing Page Module for Ads**
- 2. GeolP Content Planning US, Israel, France**
- 3. Smart Content via Marketo**
- 4. Speed Optimization & Training**
- 5. CPTs Videos, Case Studies, News, Press**

MAKERBOT
\$500M 3D PRINTING
COMPANY

MAKERBOT

- 1. User roles: designer, editor, SEO, translator**
- 2. WPML English, German, Chinese**
- 3. CPT & Taxonomies for Learning Guides**
- 4. Video SEO via Wistia**
- 5. Training & onboarding**
- 6. Singular dependency & tooling**

Q&A

SLIDES  ### BIT.LY/

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