



Managing a small WordPress agency

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Over 200 projects
in 12 years

One conclusion:

**Work for value and glory.
Not for the money.**

As company or project managers, we deal with **different problems.**

Pricing

Team management

Project management

Let's talk about the pricing

Pricing



- **Decide what pricing model to use**
 - Fixed price
 - Hourly price
 - A combination of these two
- **Choose who do you work for**
 - Marketing/branding agency
 - Outsourcing for other development company
 - Working with a direct client

Pricing



Working for a marketing agency

- No headaches with structure
- Final design is usually delivered by the agency
- No need to focus on copywriting
- You need to prepare the project for deployment
- Requires testing and security
- Requires customer support
- **Downside** - You can't put the project in your portfolio

Pricing



Outsourcing for another development agency

- You should get the smallest details about the project
- Occasionally requires design services (if available)
- Ask for responsive design versions
- Ask about the technology used and backend interface
- Ask about the server where the website will be hosted
- **Downside** - You can't put the project in your portfolio

Pricing



Working with a direct client

- Most complicated option
- You need a designer, a copywriter and a developer (front-end, back-end), even a project manager and a content deployer, depending on the size of the project
- You should go through “**9 stages of project development**”
- Requires support after the website is published
- Pay attention to details, include them in the contract

**What about the team
management?**

Tools for collaboration



- **Use a project management software**
 - Active Collab, Basecamp, Asana
 - Collaborative, time tracking
 - Error tracking, status updates
- **Communication is a skill, not a talent**
 - Use Slack for team and client communication, if possible
 - Channels for clients, projects, research etc.
 - Avoid email as much as possible

Project management

Procedures



- 1. Information architecture**
- 2. Wireframing / UX / UI**
- 3. Visual design (Photoshop, Sketch)**
- 4. Front-end development / Responsive / JavaScript**
- 5. WordPress integration**
- 6. Copywriting**
- 7. Content deployment**
- 8. Error testing / Security**
- 9. Website deployment / Testing**

Depending on the project's requirements, you can use all or just some of these stages



Information architecture



2

Wireframing / UX / UI

3

Visual design

4

Front-end development

Responsive JavaScript

5

WordPress integration

Back-end user interface

6

Copywriting

7

Content deployment

8

Error testing / Security checking

9

Website deployment

Post-deployment testing

QUESTIONS?



Branding / Marketing / Strategy / Web

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