

# WordPress Web Development Agency Checklist

Use this checklist to evaluate and compare WordPress agencies before making your decision.

## Experience & Expertise

- Do they specialize in WordPress, not just general web development?
- How many years have they worked with WordPress?
- Do they have experience with projects similar to yours, not your specific field, but broad strokes: (eCommerce, membership, corporate brochure sites, etc.)?
- Are they experienced with custom theme development?
  - Do they rely only on pre-built themes?
  - Do they rely on page builders rather than a custom theme and native blocks development?
- Can they build custom plugins when necessary?
- Can they handle advanced API integrations and third-party tools?

## Portfolio & Case Studies

- Do they have a diverse portfolio and testimonials?
- Can they provide references from satisfied clients?
- Are their designs unique or do they all look more or less the same?
- Do these examples explain the strategy behind each project?
- Do they provide measurable results (traffic growth, conversions, UI/UX improvements)?

## Technical Standards

- Do they follow WordPress coding best practices?
- Do they prioritize site speed optimization for both desktop and mobile?
- Do they build with clean, maintainable code?
- Is SEO structure built in from the start?
- Do they implement proper security measures?
- Do they follow accessibility standards (WCAG 2.2 or higher without overlays)?
- Do they use version control using GitHub, BitBucket, or similar?
- What is their approach to vetting and using plugins?

## SEO & Performance

- Do they optimize for Core Web Vitals?
- Do they properly structure heading tags and schema markup?
- Do they set up caching and performance tools?
- Do they have experience in migration to preserve SEO value?
- Do they have experience working with hosting companies for server-side optimizations?

## Process & Communication

- Do they have a documented project process?
- Is there a clear strategy (or discovery) phase before development?
- Is there a dedicated project manager?
- Is there a consistent and dedicated team, or do they outsource everything?
- Where is everyone located? Will communication be friendly to your time zone?
- How often will you receive updates?
- What does their quality assurance process look like?
- Is training provided?
- Is there post-launch support?
- Do they offer ongoing maintenance plans?

## Hosting & Infrastructure

- Do they recommend high-performance hosting that can scale?
- Are they experienced with managed WordPress hosting providers?
- Are there development, staging, and production environments?
- Will they troubleshoot server issues with your hosting provider and advise you on next steps?
- How are backups and disaster recovery handled?

## Security & Compliance

- Do they work with your hosting company to harden WordPress installations?
- What kind of training or background checks do their employees go through?
- Are they willing to share their internal security policies?
- Do they ensure GDPR, CCPA, or relevant privacy compliance?
- Do they offer regular updates and security monitoring?

## Transparency & Pricing

- Is pricing clearly defined (fixed, hourly, retainer)?
- Are deliverables clearly outlined in the proposal?
- Are there clear policies on scope changes?
- Who owns the website and code after completion?
- Are ongoing costs such as licensing fees explained upfront?

## Post-Launch Support

- Do they offer ongoing support packages?
- What are their response times for urgent issues?
- Do they offer performance monitoring?
- Will they assist with future feature development?