

Do WordPress Developers **Actually Write Code?**

Stanko Metodiev | CTO at DevriX



Jointly with Software University

SoftUni's vision - to be a main driver of the global digital revolution, contributing to a new digital age.

SoftUni's mission - to create real experts and future leaders, providing practical, quality and affordable education in the field of digital and information technologies, following one dream – Bulgaria, Silicon Valley of Europe!



SLI.CO Code: #WordPress





About me

- CTO @ DevriX
- Dad of a princess
- WordPress veteran
- Leader of the group WordPress Sofia (WPBGUG)
- Lead Organizer of WordCamp Sofia 2023
- More than 12 years in developing complex SaaS platforms and multisite solutions





So, do WordPress developers actually write code?







Thank you!





Table of Contents

- 1. What WP Developers Can Actually Use?
- 2. Common WordPress Myths
- 3. What is WordPress?
- 4. Who's Using WordPress?
- 5. Benefits of WordPress
- 6. WordPress Site Builders
- 7. Web Developers & WordPress
- 8. Tooling
- 9. Skills of a Good WordPress Developer



What WP Developers Can Actually Use?







How many of you are developers?





Common WordPress Myths





Common WordPress Myths

It's not secure

It's slow

Stanko Metodiev

It's not scalable

It doesn't offer support



Common WordPress Myths

It's free which means low quality

All WordPress sites

look the same

Stanko Metodiev

It's just for blogging

It's not suitable for eCommerce



Welcome to the world's most popular website builder.

43% of the web is built on WordPress. More bloggers, small businesses, and Fortune 500 companies use WordPress than all other options combined. Join the millions of people that call WordPress.com home.

Start your website



What is WordPress?

Stanko Metodiev

• A free and open-source content management system (CMS) written in hypertext preprocessor language (PHP) and paired with a MySQL or MariaDB database with supported HTTPS.

Released on May 27, 2003

• Founders - Matt Mullenweg and Mike Little



Who's Using WordPress?





WordPress powers 43.1%

of all websites *.

Stanko Metodiev

=> You can build all types of websites on WordPress.

Industries Using WordPress

eCommerce Platforms



Digital Publishers

ADVERTISE ABOUT US T&C CONTACT US WOMEN IN JOURNALISM 🥤 🎔 💿 🖬 🖒 🕀 🗔 🖬 🖉 NEWS SPORT CULTURE LIFESTYLE BUSINESS & FINANCE STUDENTLIFE VIDEO WIN

Build an ark? Over 100mm of rain set lash THREE regions in SA



WATC tonight's teaser E247 S8



Ireland vs South Africa LIVE Saturday 5 November 2022



Example: https://www.thesouthafrican.com/



Institutions





Example: https://www.whitehouse.gov/

Blogs





Corporate Sites



Example: https://thewaltdisneycompany.com/



Example: <u>https://invisiblechildren.com/</u>

Nonprofits

OUR WORK



Why such huge international businesses choose WordPress?





Benefits of WordPress







Open source is source code that is made freely available for possible modification and redistribution. Source: Wikipedia

* free as freedom of speech, not free as a free lunch





| ishboard | Edit Page Add New | | | | | | | Screen Optio | ons 🔻 Help |
|--------------------------|--|--|---|---|---|----|---------|-------------------------|----------------------------|
| ode | | 」 s post that is more recent than the version below. <u>Vie</u> | aw the autorave | | | | | | |
| its | There is an autosave of the | s post that is more recent than the version below. <u>Vit</u> | w the autosave | | | | | | |
| rtfolio | Creative Director | | | | | | Publish | Å | |
| ontent Block | Permalink: Preview Change | | | | | | | | |
| alleries | CLASSIC MODE PASTE 0 | | | | | | | | lit |
| ledia | | | | | | | | Visibility: Public Edit | t |
| ages < | WPBakery Page Builder | | | | | | * | Published on: Sep 4 | , 2017 @ 14:54 <u>Edit</u> |
| ges lew | + 🖽 | | | | | 23 | 0 | Move to Trash | Update |
| ories | | | | | | | | | |
| omy Order | 8 | | | + | | | × | Categories | * |
| omments | | | | | | | ¢ | All Categories Most U | |
| ontact | | + | 0 | | + | Ø | | Creative Classic | - H |
| /ooCommerce | 0 | | | | | | · . | Portfolio Blog | - 11 |
| roducts nvato Toolkit | | H Heading Heading text: About me | | Heading Heading text: I have worked with a number of clients, both through agencies and independently. I have worked with a number of clients, both through agencies and independently. Sometimes. I am fortunate | | | | Shop | |
| | | | | enough to win some awards & recognition. | | | | Top Menu Overlay | |
| ppearance lugins 🔞 | | H Heading Heading text Experience and beautiful sexthetics. | | + Ø × | | | | Lateral | |
| ers | | Treating text, experience and begunn associat | æ | | | | | + Add New Category | |
| ols | | + Ø | × × | | | | | Page Attributes | |
| Bakery Page Ider | | | | | | | | _ | |
| ilider ttings | | | | | | | | | |
| yerSlider WP | 22 | | | | | | < | | |
| ider Revolution | 1111 12 12 12 12 12 12 12 12 12 12 12 12 12 1 | + | + | + | + | | 2 | | |
| ollapse menu | 0 | | | | | | • | | |
| | | 123 Counter Counter value: 18 | 123 Counter Counter value: 22 | 123 Counter Counter value: 64 | 123 Counter Counter value: 125 | | | | |
| | | Animation: Opacity Animation delay: ms 200 | Animation: Opacity Animation delay: ms 300 | Animation: Opacity Animation delay: ms 400 | Animation: Opacity Animation delay: ms 500 | | | | |
| | | | | | | | | \sim | > NI |
| | | H Heading | H Heading | H Heading | H Heading | | | | > No > Us |
| | | Animation: Opacity | Animation: Opacity | Animation: Opacity | Animation: Opacity | | | | |
| | | Animation delay: ms 200 | Animation delay: ms 300 | Animation delay: ms 400 | Animation delay: ms 500 | | | 1 | |

developers building sites Page Builders, Gutenberg and ready-to-use themes/plugins

Stanko Metodiev

WordPress Site Builders



WordPress Site Builders

Finding quick solutions to problems Y Pushing forward Page builders and tools **Provides the opportunity for additional monetization** ★ Questionable reliability in the long-run *



Web Development & WordPress







WordPress developers often need full-stack skills. Doing both the front-end and the backend of a website, some server work and tools





1 Inspector Console Debugger () Share Same href="http://www.google.com/chrome" in <!--- HEADER BOXED FONT WHITE TRANSPORT <div class="header-black-bg"></div <!---NEED FOR TRANSPARENT HEADER ON MUSIC > <header id="nav" class="header header</pre> <!---FEATURES 7 HALF IMG---> w <div class="page-section bg-gray-light"</pre> ::before v <div class="fes7-img-cont col-mass"</pre> <div class="fes7-img" style="background-lange"</pre> </div> > <div class="container">>></div</pre> ::after </div> <!---FEATURES SECTION 2---> > <div class="page-section">>></div</pre> <!--FEATURES SECTION 1--> > <div class="page-section">>></div</pre> and the property of the Cart





Plugins







Plugins (2)

- ★ API Integrations
- ★ Payment Gateways
- **Automation**
- **Unit Tests** \star
- **★** Scripting



Stanko Metodiev







Server work



Optimization and Performance

- **Slow** site optimization
- **★** Server performance
- **Caching tools** \star
- Minification
- **★** Core Web Vitals





Stanko Metodiev



Security

- Ethical hacking
- ★ Updates

 \star

★ Penetration testing



React and JS

★ React with Next.js

GraphQL / Gatsby JS

★ Gutenberg



Gutenberg



G





This page was built with blocks — pieces of content, similar to LEGO bricks — that you can move around. Click around to explore them.







★ Converting more and more sites to the new editor

Stanko Metodiev

Say Hello to Gutenberg, the WordPress Editor

Experience the flexibility that blocks allow, whether you're building your first site or write code for a living.

Try Gutenberg today in WordPress





Open Source



- **Working with people across the globe**
- **★** Joining communities



Y Pushing forward and learning together











Tooling

- ★ Personalized Text Editor/IDE
- **★** Shortcuts and alias
- **WP-CLI**
- ★ Query Monitor
- **★** Local server Lamp/Mamp/Xampp*
- ★ SSH/Terminal
- ★ Git/Version Control
- Coffee



Tooling (2)

- ★ Node/npm
- **Automate repeating tasks**
- **Webpack/Gulp/Grunt**
- Composer $\mathbf{\star}$
- ★ Xdebug
- ★ Logs
- ★ Chrome dev tools *



Tooling (3)

- ★ ngrok
- Postman $\mathbf{\star}$
- **★** Cloudflare
- ★ More Coffee :D
- **Grafana/New Relic**
- ★ The list goes on



Skills of a Good WordPress Developer

- Communication skills
- PHP
- HTML/CSS
- SQL
- JavaScript

- Web design
- SEO
- Knowledge of industry trends



• Attention to detail • Communication skills • Analytical thinking



Recap

- What can WP developers use?
- Common WordPress Myths
- Who and why is using WordPress?
- WordPress Site Builders
- Web developers and WordPress

Stanko Metodiev

• WordPress developers DO write code.



Want to become a WordPress developer? Enroll in the course of SoftUni "WordPress for Developers"

Lecturer: Stanko Metodiev Date: in the beginning of 2023 Place: Online



Get in

Touch



@metodiew

WordPress.org

metodiew

Stanko Metodiev

LinkedIn

Stanko Metodiev





DevriX