



x



Do WordPress Developers Actually Write Code?



Stanko Metodiev | CTO at DevriX



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sli.do

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



Stanko Metodiev

DevriX

So, do WordPress
developers actually write
code?



Yes

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Thank you!



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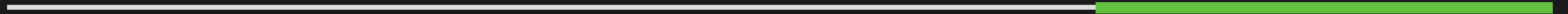


What WP Developers Can Actually Use?

- ★ PHP
- ★ HTML/CSS
- ★ JavaScript & React/Vue
- ★ DevOps
- ★ Full-Stack



How many of you are developers?





Common WordPress Myths



Common WordPress Myths

It's not secure

It's not scalable

It's slow

**It doesn't offer
support**



Common WordPress Myths

**It's free which means
low quality**

It's just for blogging

**All WordPress sites
look the same**

**It's not suitable for
eCommerce**

What is WordPress?

- 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

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





Who's Using WordPress?





WordPress powers

43.1%

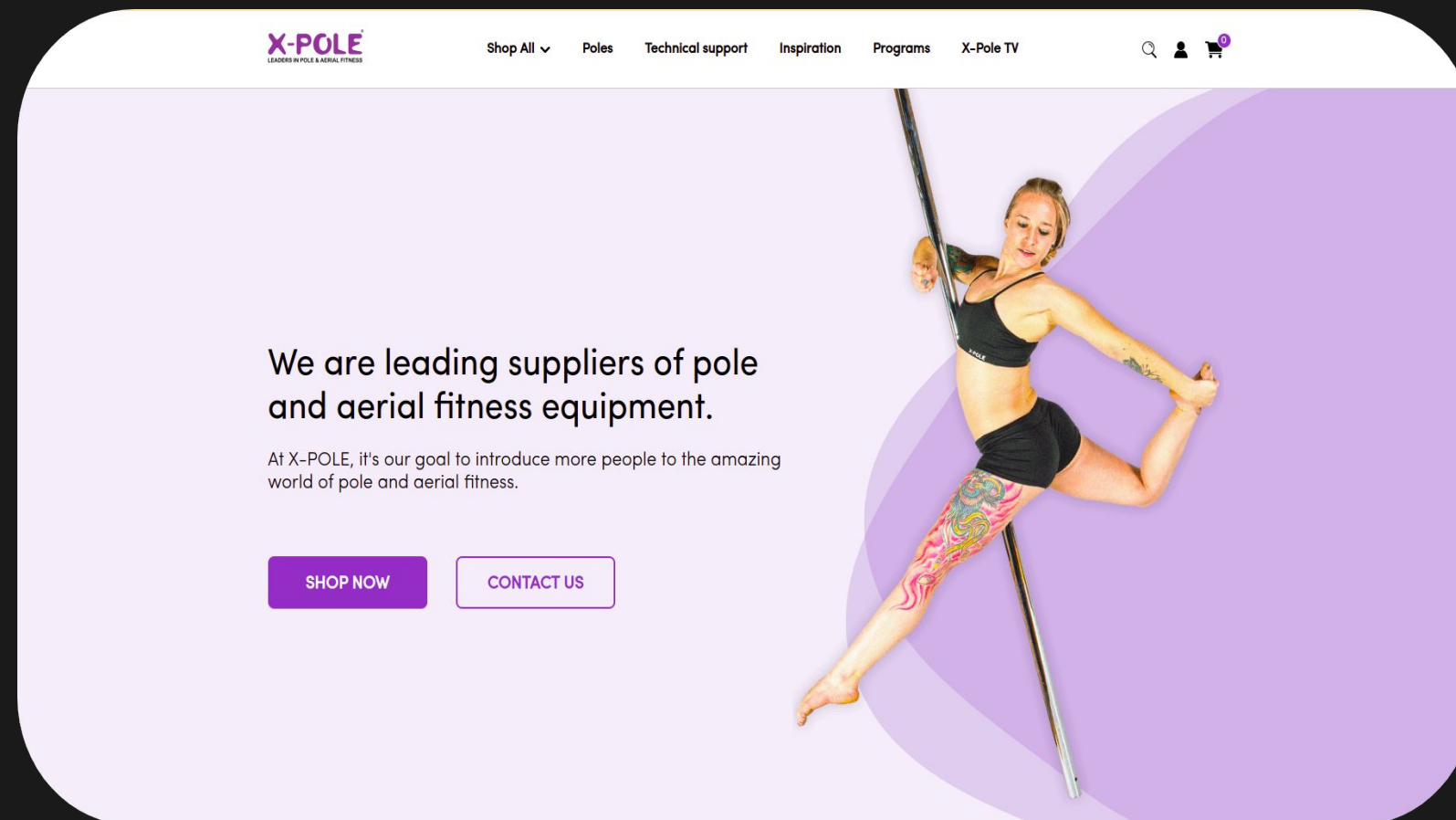
of all websites *.

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



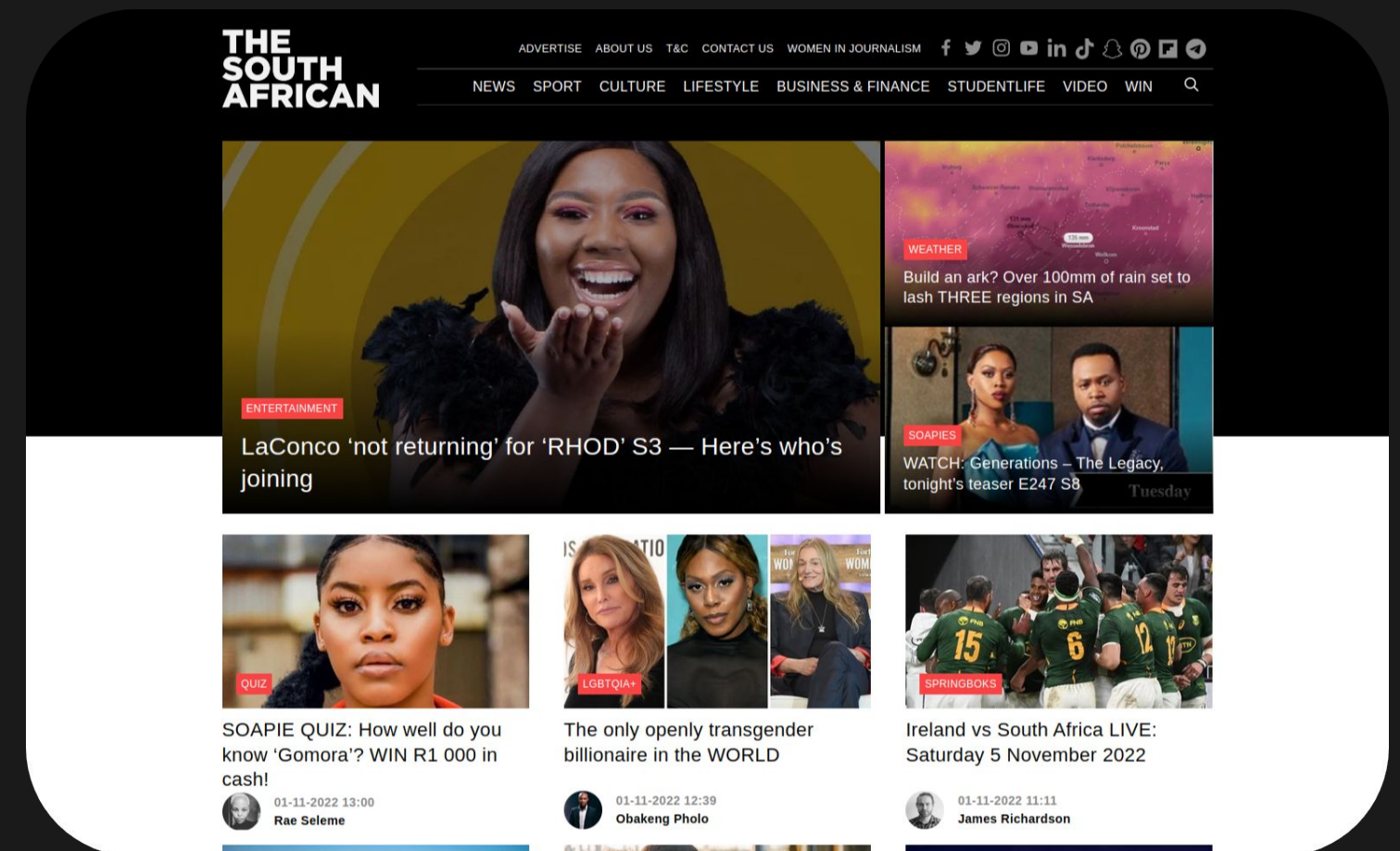
Industries Using WordPress

eCommerce Platforms



Example: <https://xpoleus.com/>

Digital Publishers

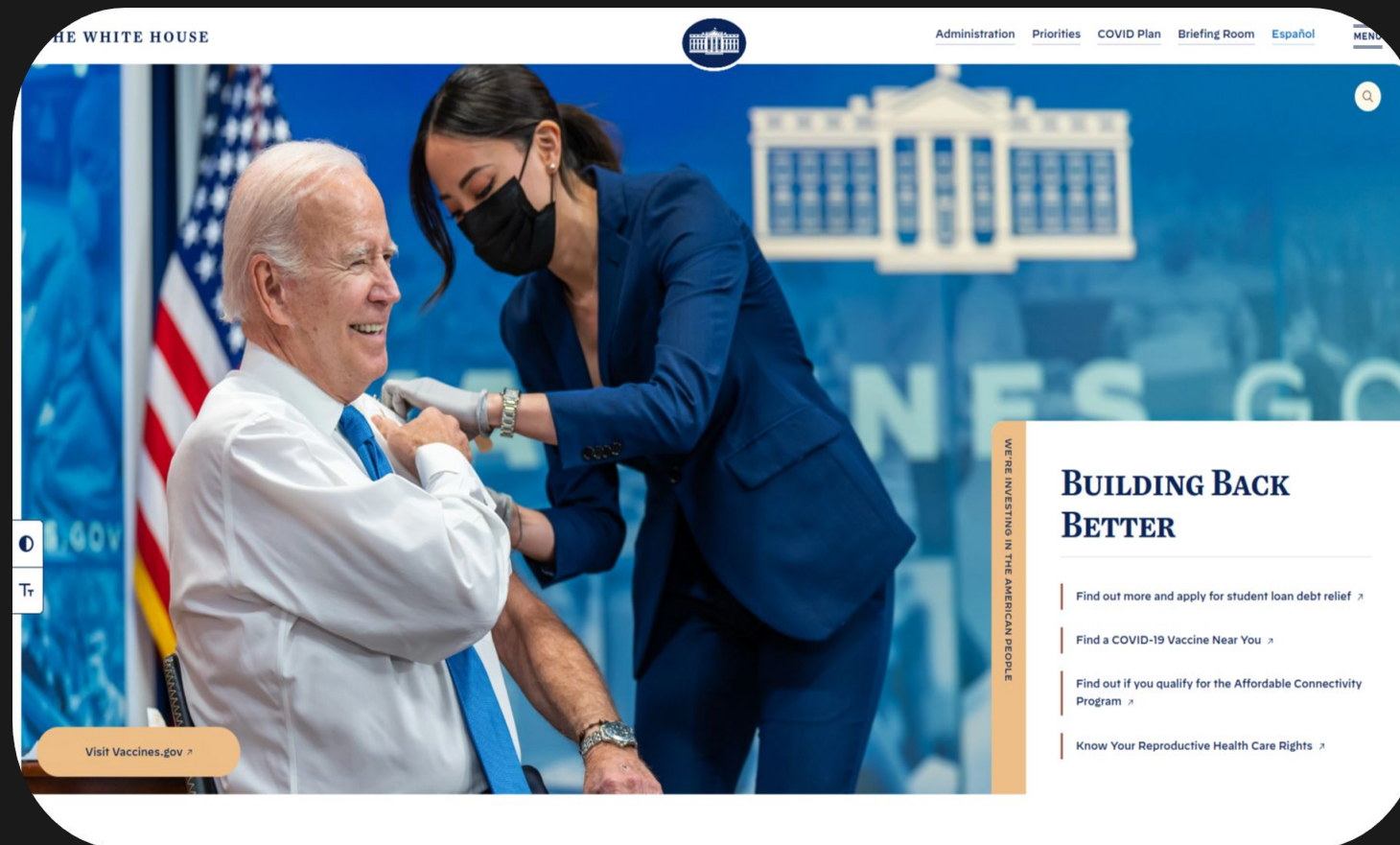


Example: <https://www.thesouthafrican.com/>



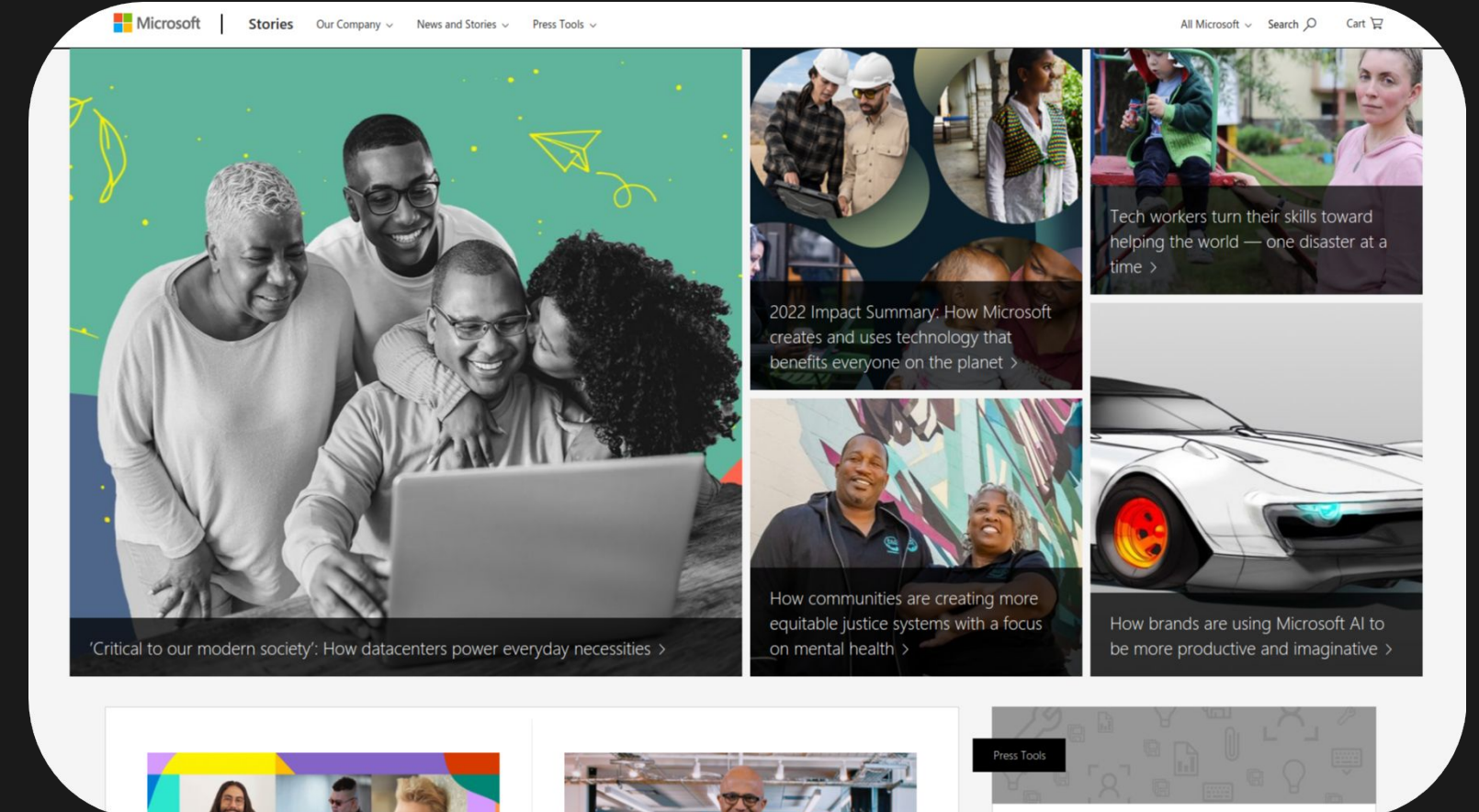
Industries Using WordPress

Institutions



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

Blogs

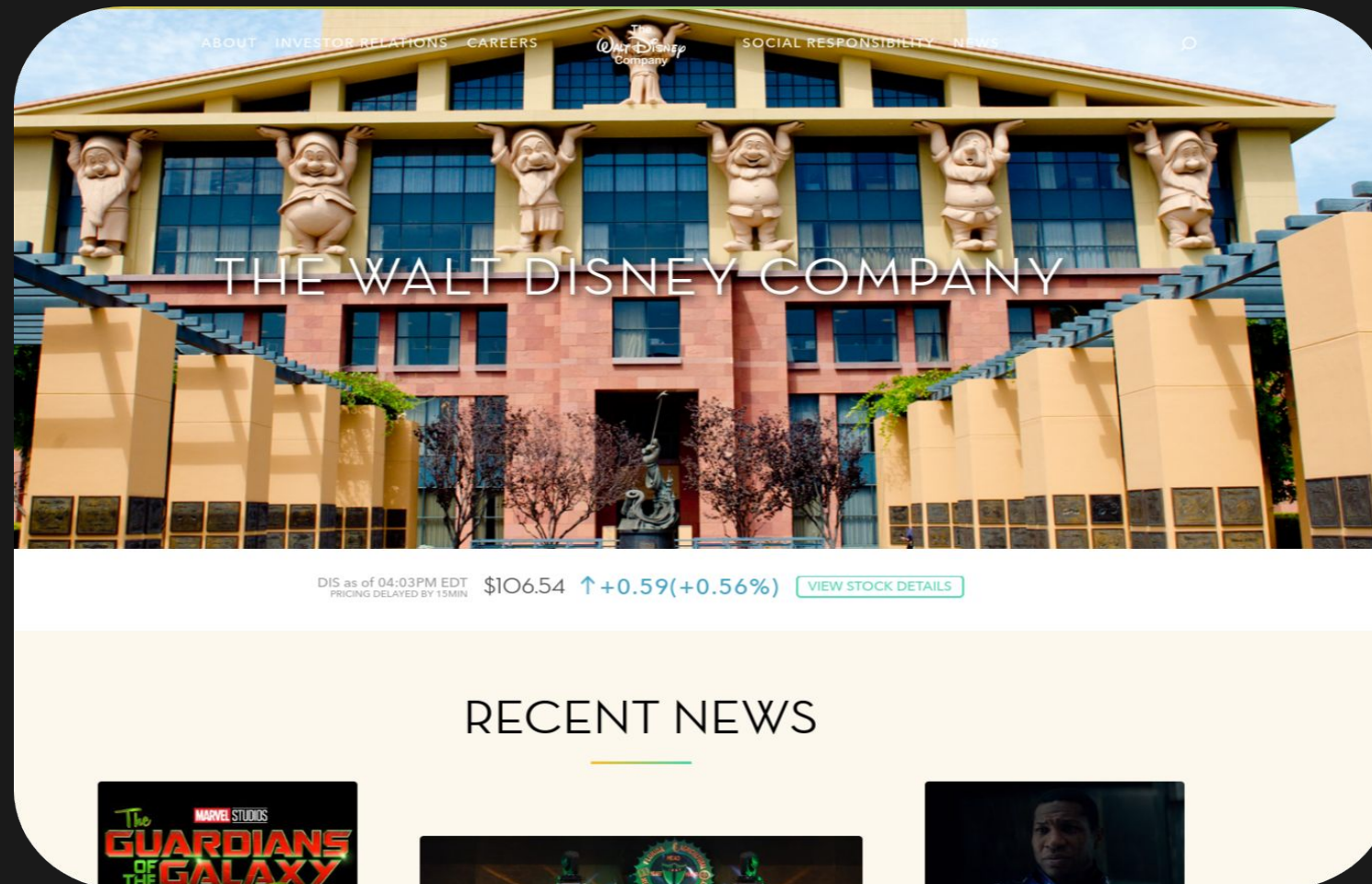


Example: <https://news.microsoft.com/>



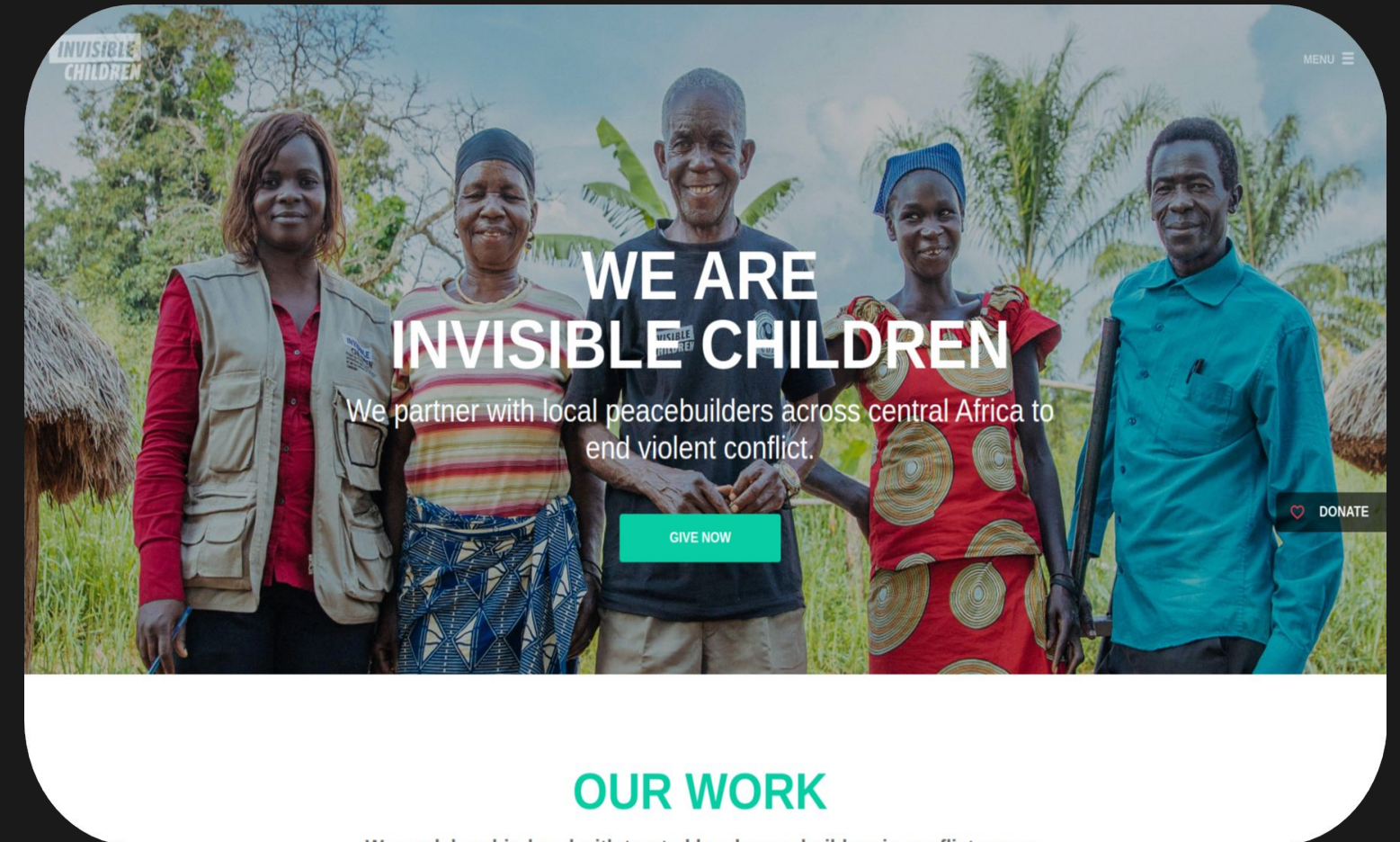
Industries Using WordPress

Corporate Sites



Example: <https://thewaltdisneycompany.com/>

Nonprofits



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



Why such huge international businesses choose WordPress?



Benefits of WordPress

- ★ Scalable
- ★ Easy to manage
- ★ Large online support community
- ★ Broad variety of themes
- ★ Plugins for every feature
- ★ SEO optimized
- ★ Secure and reliable



*Open source is source code that is made
freely available for possible modification and
redistribution.*

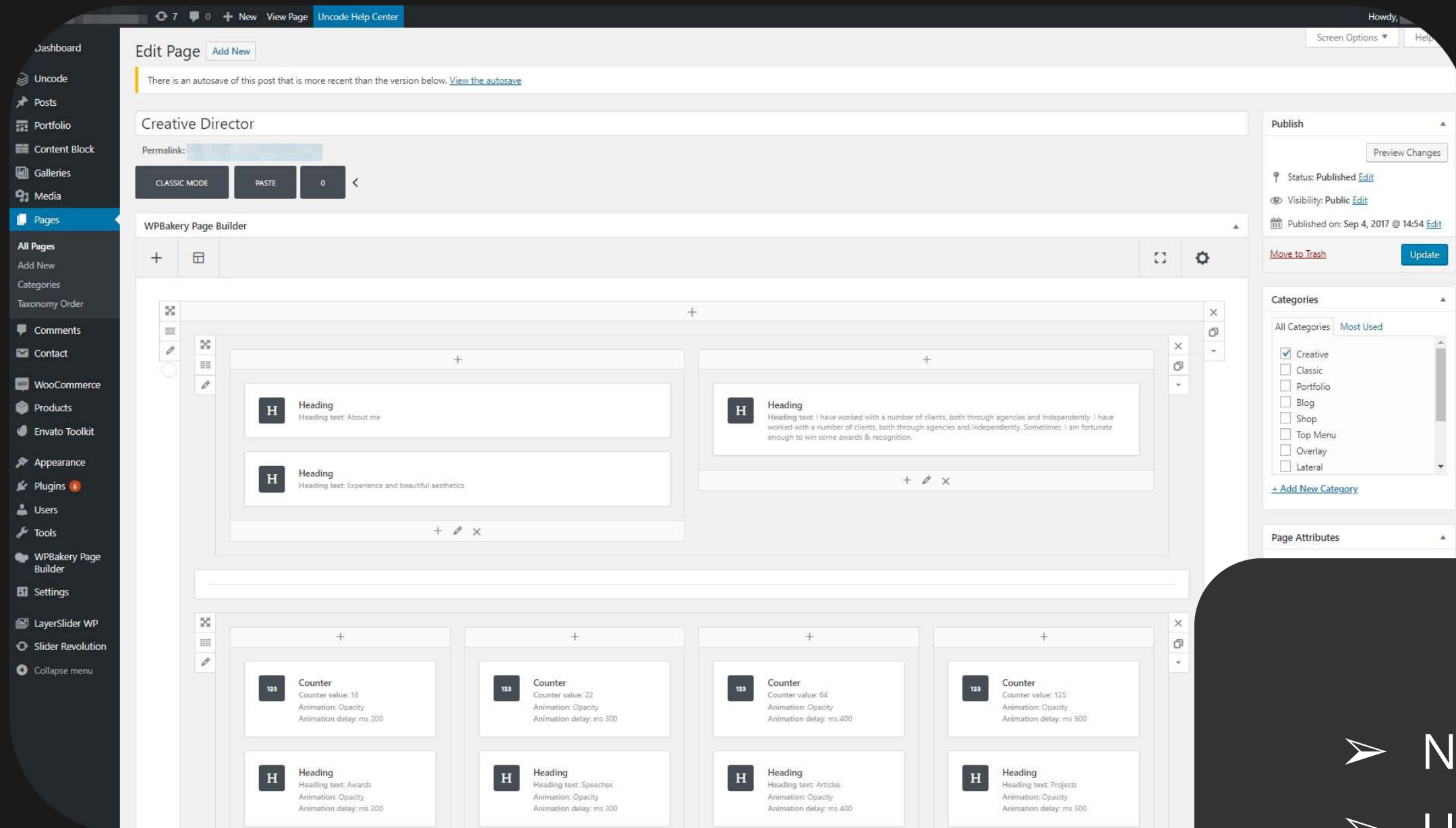
Source: Wikipedia

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

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WordPress Site Builders

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





WordPress **Site Builders**

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



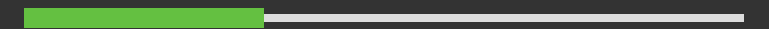
Web Development & WordPress

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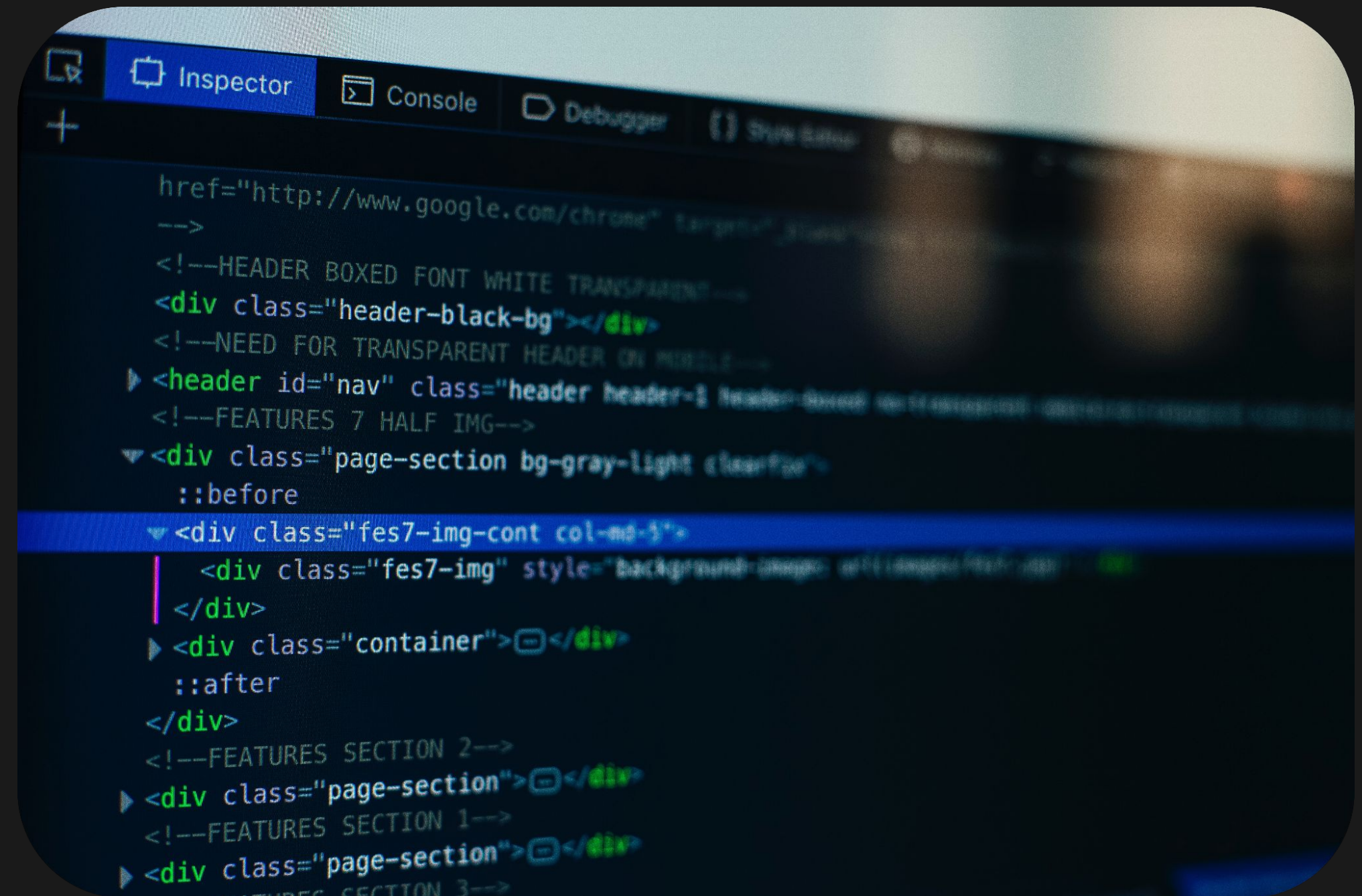
WordPress developers often need full-stack skills.

Doing both the front-end and the backend of a website, some server work and tools



Themes

- ★ HTML/CSS
- ★ JavaScript
- ★ PHP *
- ★ Sass/Less CSS
- ★ Design
- ★ a11y

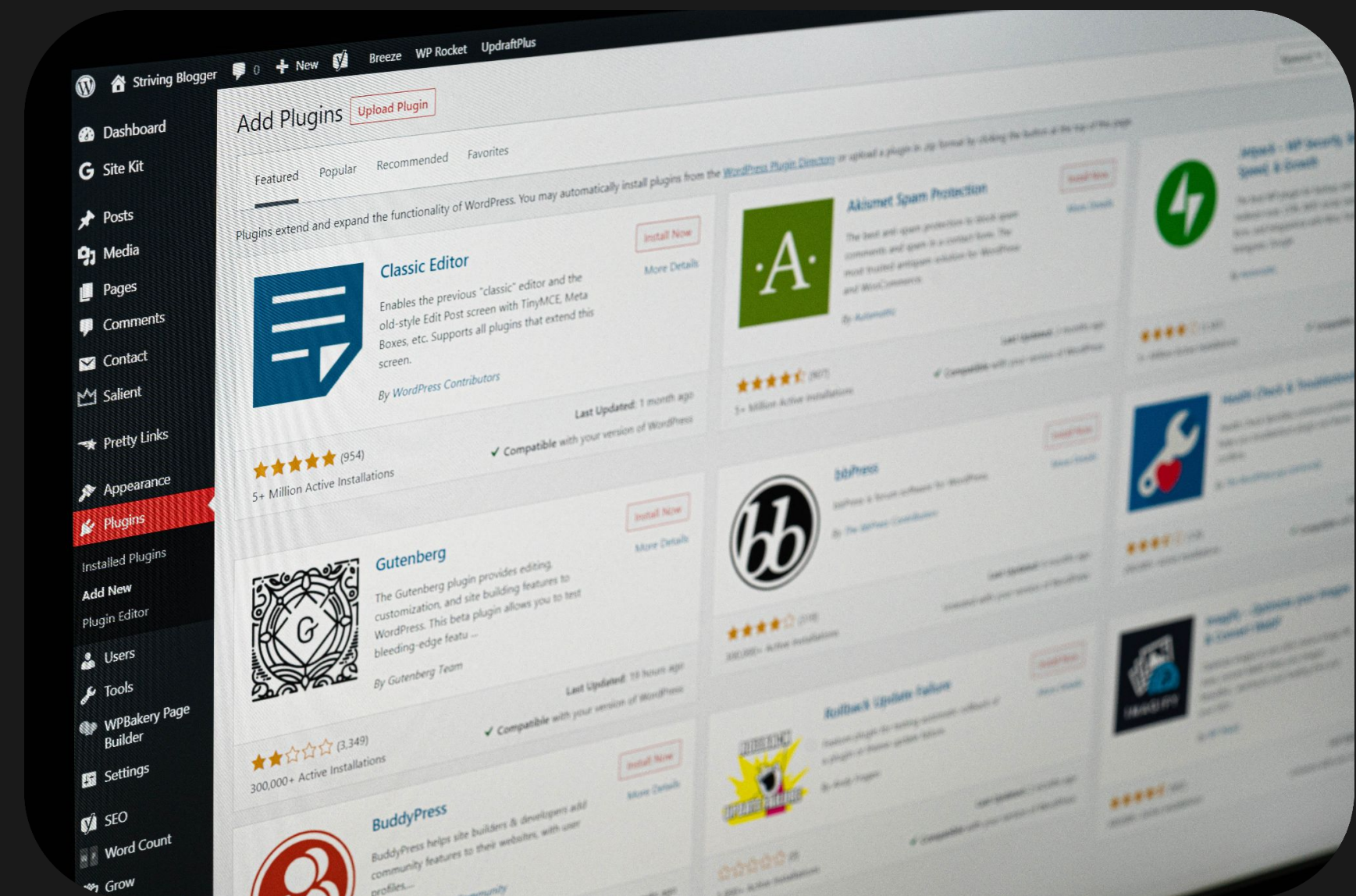




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Plugins

- ★ PHP
- ★ OOP vs functional
- ★ SQL and Database management
- ★ MVC
- ★ Composer
- ★ Design patterns

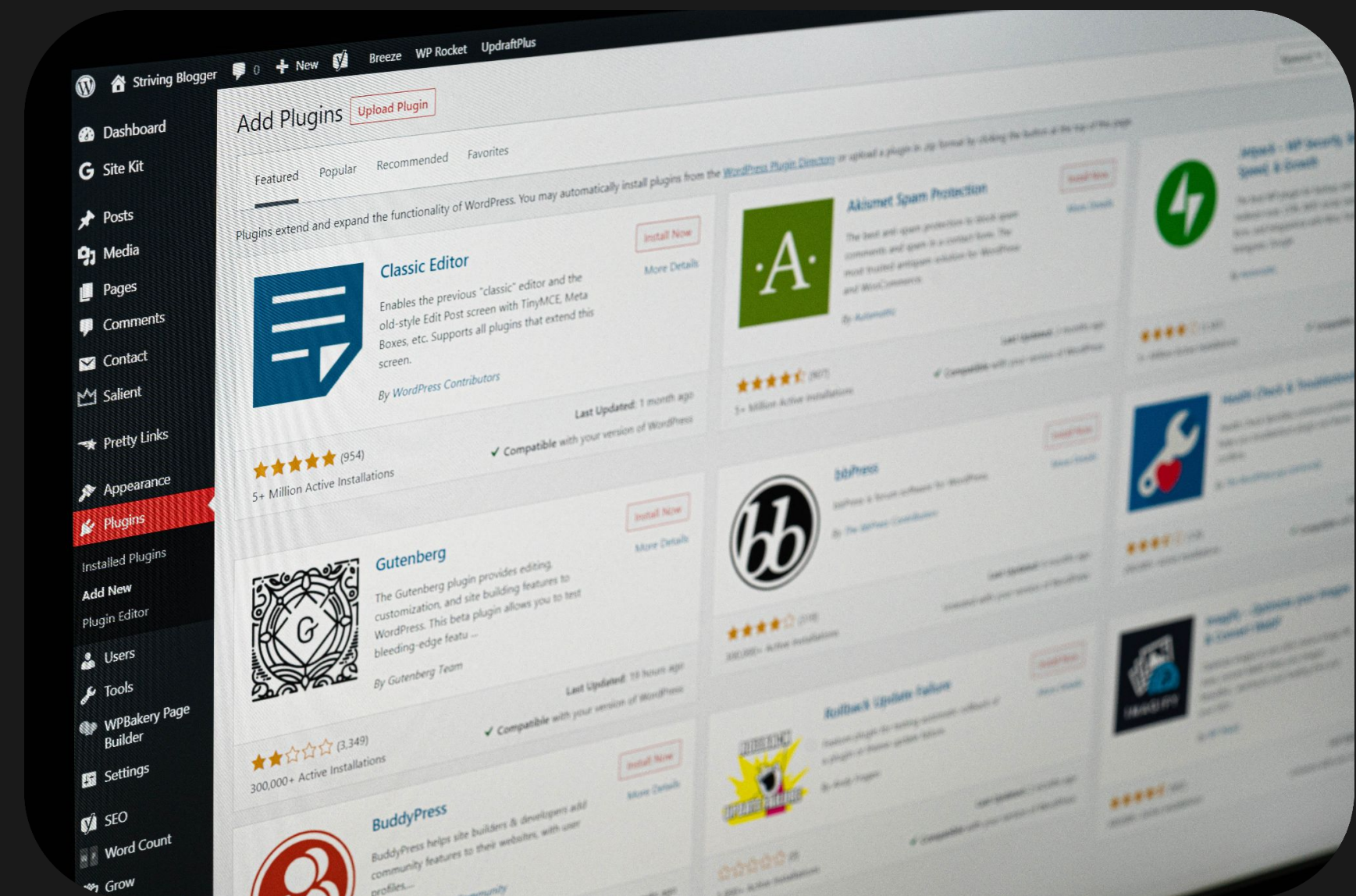




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Plugins (2)

- ★ API Integrations
- ★ Payment Gateways
- ★ Automation
- ★ Unit Tests
- ★ Scripting



Server work

- ★ Lamp stack
- ★ unix
- ★ DevOps *
- ★ Bash
- ★ Automation





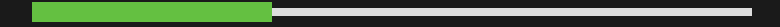
Optimization and Performance

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





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Security



- ★ Ethical hacking
- ★ Updates
- ★ Penetration testing



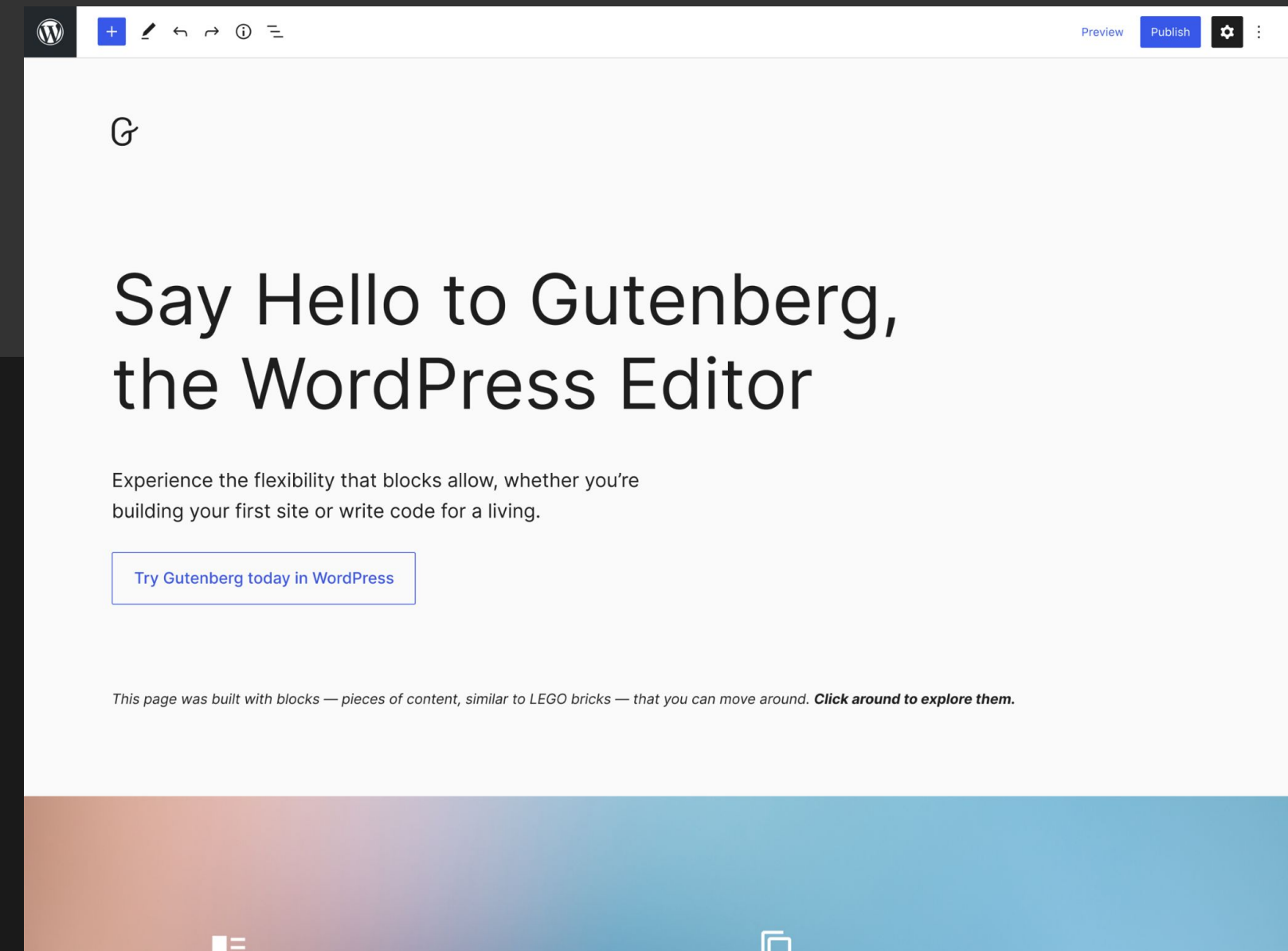
React and JS

- ★ React with Next.js
- ★ GraphQL / Gatsby JS
- ★ Gutenberg



Gutenberg

- ★ Building blocks
- ★ Creating patterns
- ★ Contributing back
- ★ Converting more and more sites to the new editor



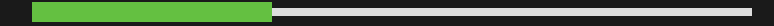


Open Source

- ★ Contributing back
- ★ Working with people across the globe
- ★ Joining communities
- ★ Pushing forward and learning together
- ★ Communication skills

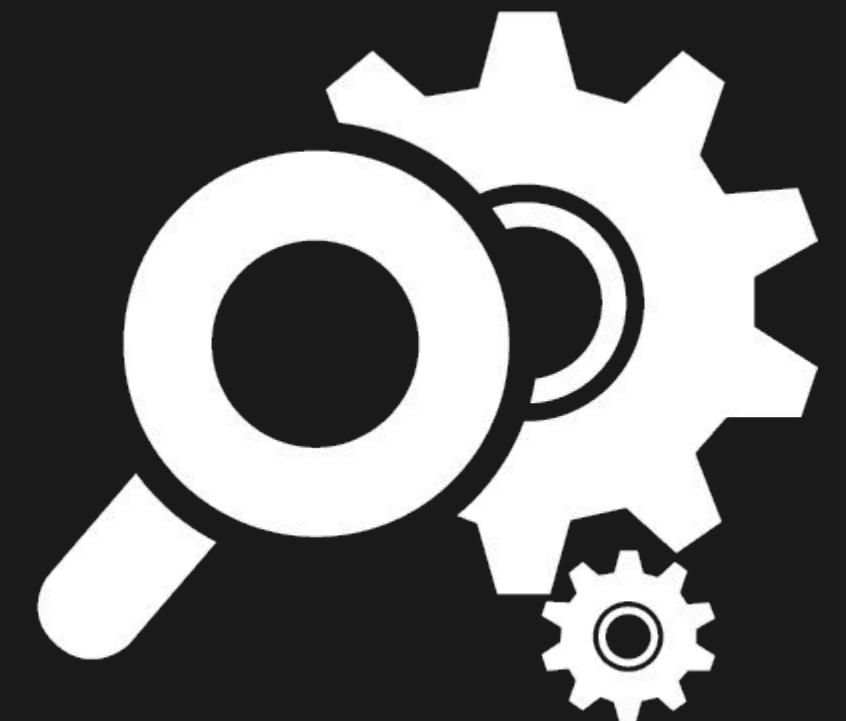


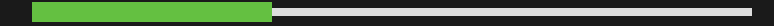




Tooling

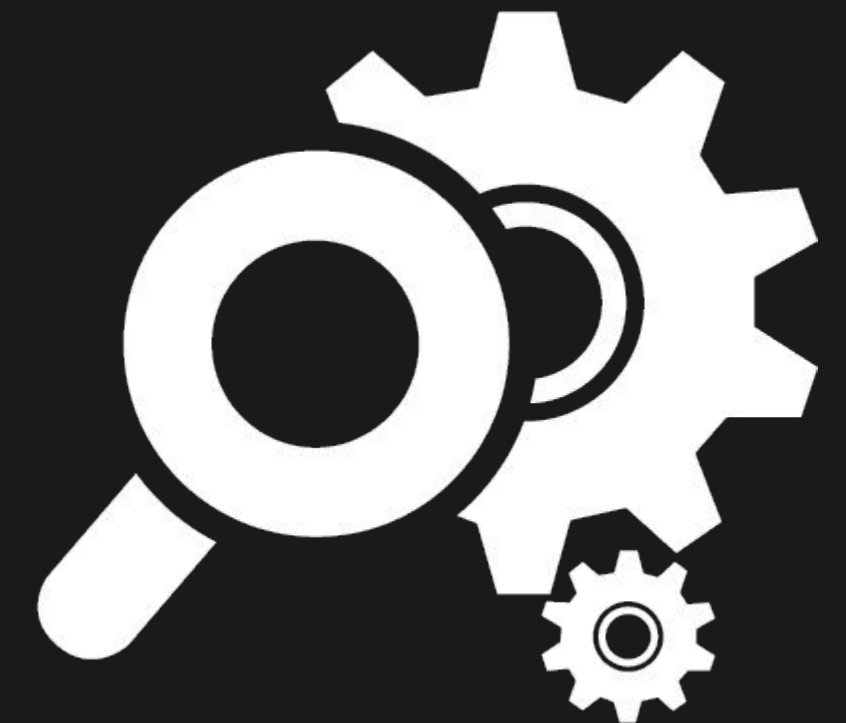
- ★ Personalized Text Editor/IDE
- ★ Shortcuts and alias
- ★ WP-CLI
- ★ Query Monitor
- ★ Local server - Lamp/Mamp/Xampp*
- ★ SSH/Terminal
- ★ Git/Version Control
- ★ Coffee

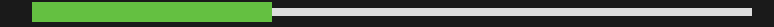




Tooling (2)

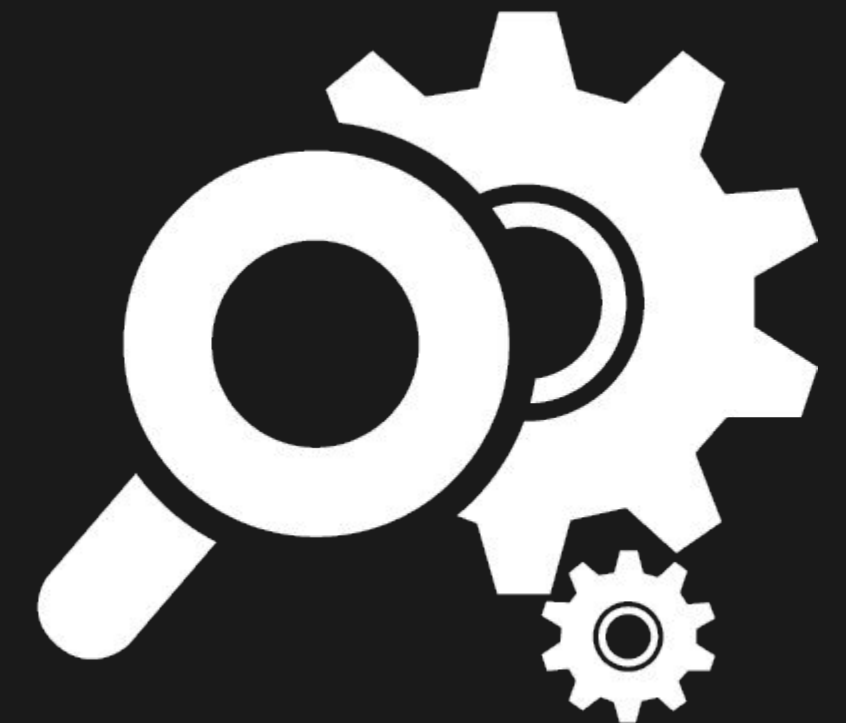
- ★ Node/npm
- ★ Automate repeating tasks
- ★ Webpack/Gulp/Grunt
- ★ Composer
- ★ Xdebug
- ★ Logs
- ★ Chrome dev tools *





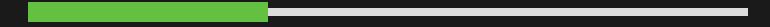
Tooling (3)

- ★ ngrok
- ★ Postman
- ★ 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

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

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



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