

TECHNICAL CAPABILITY DOCUMENT

How We Build WordPress Websites That **Actually Hold Up.**

A detailed look at our WordPress development process — from heading structure and Core Web Vitals to security hardening and post-launch maintenance. This is exactly how every WordPress project is built, not a simplified summary.

1,500+

PROJECTS DELIVERED

96%+

UPWORK JOB SUCCESS

28

IN-HOUSE ENGINEERS

13 Yrs

IN BUSINESS

INTRODUCTION

Why this document exists

Most agencies will tell you they build "fast, secure, SEO-friendly websites." Very few will show you exactly what that means in practice. This document walks through the specific technical decisions, checklists, and standards we apply to every WordPress project — the same process whether the project is a \$999 five-page site or a complex membership platform.

Our WordPress development philosophy

We build every WordPress site from scratch. No purchased themes, no page-builder templates dressed up as custom design, no shortcuts that create technical debt you inherit later. Three principles guide every decision below:

1. The site must be fast by default, not fast after optimization

Performance is designed in from the first line of code — not bolted on with a caching plugin at the end. This is the difference between a site that scores 90+ on PageSpeed and one that scores 90+ only after three rounds of "optimization."

2. The site must be structured for search engines and AI answer engines from day one

Heading hierarchy, schema markup, and semantic HTML are part of the build, not an SEO add-on purchased separately. A technically sound site needs far less SEO "fixing" later.

3. You must be able to manage the site without needing us again for basic tasks

Clean handover documentation, a sensible plugin count, and a maintainable structure mean you are not dependent on us for every content update. We want you to stay because the work is good, not because you are stuck.

What this document covers: heading tag structure, meta tags and on-page SEO, image and alt tag standards, Core Web Vitals engineering, structured data (schema), mobile-first design, our WordPress security checklist, plugin philosophy, our testing process, and post-launch maintenance.

SECTION 1

Heading tag structure

Every page follows a strict single-H1 hierarchy. This is not a stylistic choice — it directly affects how Google and AI crawlers understand what a page is about.

TAG	RULE WE FOLLOW
H1	Exactly one per page. Contains the primary keyword phrase and matches search intent for that specific page. Never used more than once, never skipped.
H2	Used for each major section of the page. Structured to read logically even if a visitor only scans the H2s top to bottom.
H3-H6	Used only for genuine sub-structure within an H2 section — never used purely for visual styling of text that isn't actually a subheading.
Skipped levels	Never allowed. We do not jump from an H2 directly to an H4. Screen readers and crawlers both rely on sequential hierarchy.

Why this matters practically: a page with a clean, single H1 and logical heading hierarchy is significantly more likely to be pulled correctly into Google's Featured Snippets and cited accurately by AI answer engines like ChatGPT and Perplexity, both of which rely heavily on heading structure to extract page meaning.

SECTION 2

Meta tags & on-page SEO

Every single page — not just the homepage — ships with a complete, unique set of meta data. Generic or duplicated meta tags across pages is one of the most common problems we find when auditing sites built elsewhere.

ELEMENT	OUR STANDARD
Title Tag	Unique per page, 50-60 characters, primary keyword placed near the front, brand name at the end.
Meta Description	Unique per page, 140-160 characters, written to earn the click, not just describe the page.
Canonical Tags	Set on every page to prevent duplicate content issues, especially important on e-commerce and filtered category pages.
Open Graph & Twitter Cards	Configured so links shared on LinkedIn, Facebook, and X display a proper title, description, and preview image instead of a broken or generic card.
URL Structure	Short, readable, keyword-relevant. No query strings or auto-generated IDs in the visible URL for standard pages.

SECTION 3

Image optimization & alt tags

Images are typically the single largest contributor to a slow website. We treat image handling as a core performance task, not an afterthought.

- ❑ **Every image compressed and served in next-gen format** — WebP or AVIF with a fallback, reducing file size by 40-70% with no visible quality loss.
- ❑ **Every image has a descriptive, unique alt tag** — written for actual accessibility and SEO value, not stuffed with keywords.
- ❑ **Lazy loading applied below the fold** — images outside the initial viewport load only as the visitor scrolls to them.
- ❑ **Correct dimensions set in the HTML** — prevents layout shift as images load, which directly affects Core Web Vitals.
- ❑ **Responsive image sets (srcset)** — mobile visitors download a smaller file than desktop visitors automatically.

SECTION 4

Core Web Vitals & performance engineering

Google uses Core Web Vitals as a direct ranking factor. We target 90+ PageSpeed scores on both mobile and desktop as the standard, not the exception.

METRIC	WHAT IT MEASURES	OUR TARGET
LCP Largest Contentful Paint	How long the main content takes to become visible	Under 2.0 seconds
CLS Cumulative Layout Shift	How much the page visually shifts while loading	Under 0.1
INP Interaction to Next Paint	How quickly the page responds to a click or tap	Under 200ms
TTFB Time to First Byte	Server response speed before any content loads	Under 600ms

How we hit these targets in practice: minified and combined CSS/JS, render-blocking resources eliminated or deferred, a lightweight hosting stack recommendation, database query optimization, browser caching configured correctly, and a CDN recommendation for image-heavy or e-commerce sites.

SECTION 5

Schema markup & structured data

Schema tells search engines and AI systems exactly what your content is, not just what it says. This is one of the most under-used technical SEO tools by agencies that build sites without a dedicated SEO discipline.

Organization Schema

LocalBusiness Schema

Service Schema

FAQ Schema

Review / Rating Schema

BreadcrumbList Schema

Product Schema

Article Schema (blog)

Every schema implementation is tested and validated using Google's Rich Results Test before a project is considered complete. Schema that is present but invalid provides no benefit — we verify it actually works, not just that it exists in the code.

SECTION 6

Mobile-first design

Over 70% of traffic to most of our clients' sites in the US and Canada is mobile. Google also indexes the mobile version of your site first, not the desktop version. Mobile is the primary design target, not a secondary check at the end.

- ☐ **Designed mobile-first, then scaled up** — not designed for desktop and shrunk down, which is where most layout problems on mobile originate.
- ☐ **Tap targets sized and spaced correctly** — buttons and links meet minimum touch-target size guidelines to prevent mis-taps.
- ☐ **Tested on real iOS and Android devices** — not simulated only in a browser's responsive mode.
- ☐ **Forms and checkout flows tested specifically on mobile** — the highest-friction part of any site if done poorly.

SECTION 7

WordPress security checklist

WordPress powers over 40% of the web, which makes it a constant target. Every project we deliver passes through this checklist before launch — not as a one-time task, but as the baseline configuration.

Access & authentication

- ☐ Default "admin" username never used — all accounts have unique, role-appropriate usernames
 - ☐ Strong password policy enforced for all admin and editor accounts
 - ☐ Two-factor authentication enabled on all administrator accounts
 - ☐ Login attempts limited and rate-limited to prevent brute-force attacks
 - ☐ wp-admin access restricted by IP where the client's setup allows it
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Core configuration

- ☐ WordPress core, theme, and all plugins kept on the latest stable version at launch
 - ☐ File editing disabled from within the WordPress dashboard (DISALLOW_FILE_EDIT)
 - ☐ Database table prefix changed from the default "wp_"
 - ☐ Security keys and salts unique and properly configured in wp-config.php
 - ☐ Directory browsing disabled on the server
 - ☐ XML-RPC disabled unless a specific integration requires it
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Ongoing protection

- ☐ SSL certificate installed and enforced sitewide (HTTPS only, no mixed content)
 - ☐ Web application firewall configured (Wordfence, Sucuri, or hosting-level equivalent)
 - ☐ Automated daily backups configured and tested for successful restoration
 - ☐ Malware scanning scheduled on a recurring basis
 - ☐ Uptime monitoring in place with alerting if the site goes down
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SECTION 8

Plugin philosophy

Every plugin added to a site is a piece of code we did not write and are now responsible for. More plugins means more attack surface, more update conflicts, and slower page speed. We treat every plugin addition as a deliberate decision, not a default.

PRINCIPLE	HOW WE APPLY IT
Minimum necessary	We build custom functionality directly into the theme wherever reasonable instead of installing a plugin for something simple.
Vetted before use	Every plugin is checked for last update date, open support tickets, and code quality before being added to a client site.
No abandoned plugins	We do not use plugins that have not been updated in over 12 months, regardless of how popular they once were.
Documented on handover	Every plugin used is listed in your handover documentation along with its specific purpose, so nothing is a mystery later.

SECTION 9

Testing process

Every project goes through structured testing before launch — not a quick click-through, but a defined process covering function, performance, and compatibility.

- ❑ **Cross-browser testing** — Chrome, Safari, Firefox, and Edge on both desktop and mobile
- ❑ **Cross-device testing** — real iOS and Android devices, not simulators alone
- ❑ **Form and checkout testing** — every form submission and payment flow tested end to end, including failure states
- ❑ **Broken link and 404 check** — a full site crawl before launch to catch any dead links
- ❑ **PageSpeed and Core Web Vitals verification** — scores confirmed before handover, not assumed
- ❑ **Client review on staging** — you review and approve the complete site before it goes live, never after

SECTION 10

Post-launch maintenance

A website is not a one-time deliverable. WordPress core, themes, and plugins all require ongoing updates, and search engines continue to evaluate your site long after launch.

INCLUDED WITH EVERY PROJECT	AVAILABLE AS ONGOING PLANS
30 days of free post-launch support for bugs and minor adjustments	Site Care — daily backups, updates, uptime monitoring, from \$149/mo
Full handover documentation and a Loom walkthrough of your dashboard	Site Care Pro — adds monthly dev hours and priority support, from \$299/mo
Staging environment access removed only after your final sign-off	Site Care Plus — built for WooCommerce and high-traffic stores, from \$499/mo

The standard we hold ourselves to: every checklist in this document is not aspirational — it is the actual baseline configuration applied to every WordPress project we deliver, regardless of budget tier. A \$999 project and a \$9,000 project both pass through the same security checklist, the same Core Web Vitals targets, and the same testing process. The difference in price reflects scope and complexity, never technical rigor.

Talk to us about your WordPress project

If you would like to discuss a new WordPress build, a redesign, or a technical audit of your existing site against this checklist, we would be glad to talk.

Email: hello@webwalls.in | **Web:** webwalls.in | **Book a free 30-min call:** cal.com/webwalls/30min