Webmaster and Back-end system manager needed

We are looking for an experienced and knowledgeable webmaster to replace our current resource. There will be a strong hand-over and the ability to communicate with this person for the first year as needed.

We are looking for a new team member who wants to stay for at least the next 5 years.

We are calculating about 40-60 hours per month after the initial learning curve. Of course, during the development of projects, these hours would increase accordingly.

1. **Read the entire list** of our needs. Confirm those which you have extensive knowledge in and those in which you have a limited experience. Outline examples of your experience. This posting may require more than one person.
2. **Send us your questions** for clarification. We want you to ASK and not assume.
3. **Send us references** with a list of your previous clients/websites which are SIMILAR to ours. (10+ years successfully monetized online; updating an old website; self-managed database integration in the background; service industry; etc.)
4. **Include the phone numbers** and name of the appropriate contact from these previous projects. We will call them.
5. **How many clients are you currently managing? How many hours per month?**
6. **What is your availability? How fast is your response time?**
7. **What is your fee? What additional services or expertise can you provide as part of your work?**

**What we do**

We have been online for over 10 years. Three months ago we migrated our ugly old site to WordPress while keeping the old style, formatting, etc. We now want to update the look, navigation and user experience extensively. The business is an online service provider for professional editing. We have editors working 24/7 around the world for clients who hire us online. We have an administrative backend CRM system which accepts and assigns samples and orders; provides automated, scheduled email campaigns; allows administrators to keep notes/tickets and complete communication info on every client; creates reports and tracks business activity overall.

**Our current websites**

We have 300 pages and 276 posts. Many pages have content auto-filled and auto-created from the CRM, i.e. client statistics, client reviews, client interviews (both text and images). We would like to organize this and create an additional website which will simply provide promotional pages for our clients who are authors with published books.

We also have 5 more additional sites which need updating/attention/love.

We have an outline/plan for additional websites in the same industry.

**What I need**

* An independent thinker who self-manages and directs their tasks with little feedback and micromanagement.
  + A person willing and able to OFFER solutions and suggestions without being asked.
  + Someone capable of communicating clearly.
  + Strong ability to create structured plans and meet self-imposed deadlines.
  + A self-motivated individual who would like to be part of our long-term growth with the opportunity to participate in developing our next chapter of growth and beyond.
* Someone knowledgeable in creating sites for monetization. Focus on loading speed, CTA, landing pages, UX, meta tags, Yoast SEO, etc.
* Strong knowledge of current plug-ins/tools within WP. What do we truly need. What is the limit of plugins for function and security?
* Monthly updates, security tasks, and tests conducted to prevent loss, ensure proper functioning, and deter attacks from hackers.
* WP Divi Theme – Design & Development
  + UX
  + SEO
  + Updating old websites to new WP & themes
  + Back-up and then update new versions as the come out
* Email development – within our own database
  + Tracking bounces, delivery, opens, click-through, activity on the site and abandonment
  + Expanding tasks/abilities
  + Possible development
* Fixing bugs in database
* Creating new features inside the database when necessary OR offering solutions
* Create new sites with minimal instructions using themes
* Graphics/images
* Someone who will independently test all links and pages before publishing changes without requiring me to do so.
* Creating the “full package” when making changes to our design. For example, the branding must be consistent. Thus, changes on the site will also need to coordinate with our ppc ads, affiliate banners, social media banners, etc. I need someone who puts this all together naturally without a request or reminder.

Requirements from our technical manager:

**SKILLS**

1. **Linux server level skills** – communicating (but not implementing) with our server hosting team regarding being on top of:
   1. Updates for softwares
   2. Security – Wordpress, FTP, ZBblock, SSH and; both hardware and software firewalls
   3. Scheduled Tasks (cron scripts for example)
   4. Log analysis – be able to research and understand linux system logs
   5. Develop a monthly server report with our server hosting team that will describe the health of the server regarding hacking attempts, memory usage, hard drive usage, response time etc.
   6. Create a solution for a mirror site on a different server that would be used as a back-up solution if our server hosting companys network goes down
2. **HTML, PHP, Javascript skills**
   1. Knowledge regarding latest HTML standards and requirements on the web
   2. Ability to program in HTML code
   3. General understanding and ability to do some editing of scripts
3. **Image editing skills**

Edit and create images and graphics with PaintShop, PhotoShop or similar softwares

1. **MySQL database skills**
   1. Connecting and configuring websites to Wordpress and other databases
   2. Understand content feeds from our CRM database **to** Wordpress site via php-scripts
   3. Run PHP-admin to find and fix errors in the database
   4. Control that backups are in function
   5. Understand SQL-statements

**ROLES**

1. **Project manager for backend and frontend systems**
   1. Understand the business logics and how the features in our backend system support these
   2. Sort and prioritize tasks for developing our backend and websites based on input from CEO and consultants
   3. Create instructions for these tasks and communicate them to our PHP-developers
   4. Test and confirm tasks are thoroughly done and implemented
   5. Create instructions for design and layout sub-contractors
   6. Keep up to date with HTML and web development in general
2. **Email Delivery System manager**
   1. Be familiar with Linux email group sending services as Exim and PHP-mailing scripts (PHP mailer for example)
   2. Analyze email error messages in email sending logs
   3. Implement automated removal of hard bouncing emails from our email list
   4. Choose a trustworthy SMTP provider for sending out group emails (up to 100.000 emails per month)
3. **WordPress expert**
   1. Setup of WordPress sites
   2. WordPress security
   3. Apps vs loading speed
   4. Suggest theme choices based on long term development and flexibility
   5. Implement Updates
   6. Make sure backups are in place

1. **Website content structuring / SEO manager**
   1. Implement on-page SEO
   2. Adjust content to reach high organic Google ranking based on advice from sub-contractors
   3. Communicate with and select sub-contractors for organic position analysis
   4. Develop landing pages based on advice from marketing subcontractors and pay per click consultants

Do you have any of these additional skills that we need?

1. **Google Analytics / Google search console / SEM rush / MOZ analyser**
   1. Ensure correct tracking of our websites
   2. Use google analytic as a tool for traffic analysis and content development
   3. Create monthly traffic reports with proposed actions for website improvements and A/B tests
   4. Create monthly conversion reports showing what keywords and affiliates that has generated the most conversions
   5. Communicate with sub-contractors