



Small-Business WordPress Developer Code of Honor

Overriding Principles

1. The purpose of my work is to accomplish my clients' real-world goals.
2. I will hold myself accountable for the knowledge and skills necessary to do my work well.
3. I will never use my clients' lack of knowledge against their best interest.
 - a. I will not mislead my clients.
 - b. I will not misrepresent my own knowledge.

General Approach to Projects

1. I will offer solutions within the context of the real-world goals of the project.
2. I will know, and communicate, the boundaries of my own competencies.

Client Relationships

1. I will treat my clients with respect.
2. I will offer, and adhere to, clear timeframes in which the client can expect a response from me.
3. I will communicate steadily and proactively about the project's cost and progress toward completion.
4. I will not dissolve, or become unavailable for, client relationships without proactively informing my clients.

WordPress Development Practices

1. I will not market myself as a "WordPress developer" without the qualifications of that term.
 - a. Knowledge of PHP.
 - b. Knowledge of WordPress as a software system.
 - c. Knowledge of proper development practices.
 - d. Fundamental knowledge of SEO.
2. I will take seriously, and hold myself accountable for investigating, the quality of the third-party software I use within WordPress.
 - a. Defensible theme choices.
 - b. Defensible plugin choices.
3. My hosting recommendations for my clients will stand up to reasoned scrutiny.
4. My use of third-party software will not have the purpose of compensating for gaps in my knowledge.
5. I will not use WordPress for projects that are bad fits for the software.

Billing Practices

1. I will not outsource labor without informing the client.
2. I will track my time and bill for the tracked amount.
3. I will only bill for time that the client is aware I'm billing for.