



## Blog Writer Application Task

WPMU DEV

CampusPress

Edublogs

So you want to work at WPMU DEV? Of course you do, why else would you be looking at this task sheet?!

We're looking for the right people to join our team - you'll already have solid experience writing about WordPress/software/tech.

Your completed task should be sent directly to us.

Good luck!

Be the hero we need, come join us in our mission at WPMU DEV!

Should you choose to accept the challenge, the initial trial task for this role is to select one of our suggested WordPress article topics and come up with:

- The overall structure of the post (in as much detail as you like)
- An actual introduction to the post (not an overview, but written as you would write it)
- A sentence (or bullet point) summary of what you'd put in each section (the more, the better... show us how good you are!)

**Here are some post topics to choose from:**

- How To Add Multi-Step Forms To Wordpress Using Forminator
- Creating Perfect Content For Humans And Search Engines With SmartCrawl
- How To Make Better Content Decisions With Beehive's Analytics Reports
- How and Why You Should Mask Your WordPress Login Page With Defender

You'll notice each of these articles features a WPMU DEV plugin. We'll leave it up to you to find and install them ;) (there's a free version of each).

Make sure you have a good understanding of the plugin you're working with before writing anything. Checking the plugin documentation will help too.

**Up for a challenge? Here are some more technical topics to tackle:**

- Converting HTML sites to WordPress
- How To Set Up Age Verification Restrictions Using Forminator (or Hustle)
- How to Clean up Your wp\_options Table and Autoloaded Data

**Style and audience notes:**

Who are our audience?

- We have a large splash zone, but the core audience we're looking to target is smaller web developers and agencies who create and manage WordPress websites for clients.
- You can assume they are WordPress-savvy and already know how to install and configure plugins.
- They already know the basics, so focus on explaining why our plugins and the solutions you are explaining are helpful for their workflow and business.

Writing style notes:

We're not big on placing writers in a restrictive box, and we encourage you to express yourself and bring your own unique voice to WPMU DEV articles.

Having said that, here are some general guidelines to follow:

- Aim for a mix of a conversational and formal tone (though our content can be technical at times, it should never be boring and should still keep the reader engaged).
- Write as if you're talking to one person only (never address the crowd, pretend you're having a one-on-one conversation).
- Let your expertise and authoritativeness shine through (make the reader believe you are an expert on the topic, not by using complicated or technical language, but by explaining things in a clear and concise way).
- Always be specific where possible and avoid generalities (e.g. big increase in performance using optimization tools vs. 256% increase in site speed using Hummingbird's performance suite).
- With every mention of a feature, tool, or strategy, remember to reiterate the benefits to the reader and how it helps them solve problems or improve their business/workflow (e.g. "Defender's security tools are powerful and easy-to-use..." why is this important? Why should the reader care? What are the consequences of not properly securing websites?).

**Final note:**

While we're only looking for you to spend as much time as you would preparing for and going through an interview with us on this task, we would like to see some technical understanding of WordPress as part of the post structure and intro - feel free to link to some examples or use screenshots.

Best of luck!