



WordPress Sales Support Specialist Application Task

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

We want to be able to gauge how excellent your skills are, so here are 5 quick tasks you'll need to complete and submit with your application.

These tasks are created to help us find those shining examples of awesomeness, as they are designed to test a bit of everything. Give it your best shot, and try to complete as much as possible.

When answering each question, focus on helping the reader not only understand the topic but also recognize the most practical way to move forward.

Your completed task should be sent directly to us. You can either answer inline or you can create a separate text file and number the answers.

Good luck.

1. Something simple, really?

We keep seeing new users join, sometimes even pay for access, but still feel unsure about what WordPress actually is or whether it's the right direction for what they want to build. A lot of them are at the point where they're trying to decide if they should continue or switch to something else.

If you were explaining WordPress to someone completely non-technical, how would you make it clear not just what it is, but why it's actually worth using compared to other ways of building a website? And when you talk about plugins, how would you position them in a way that helps the person understand what they're unlocking by using WordPress properly, especially if they are considering investing time or money into it?

Try to answer in a way that helps them feel confident that choosing WordPress is a smart decision, not just an explanation of what it does.

2. Languages on my site.

I'm building my first WordPress website, and I'm at a point where I need to decide the structure before I go too far.

One of my main goals is to reach a wider audience in different countries, which means I'm considering a multilingual setup. At the same time, I'm trying to avoid overengineering something that might not be worth it early on.

If you were helping someone decide this properly, how would you explain whether a multilingual WordPress setup is actually worth the effort compared to keeping a single-language site? And depending on your recommendation, what approach would you suggest that balances simplicity now with long-term growth potential, especially if the site is meant to eventually support business or revenue?

3. Photos are too important!

I'm a photographer building a portfolio site, and I'm trying to make a decision about image optimization tools. My concern is not just speed, but whether using these tools could affect how my work is perceived by potential clients.

If you were advising a photographer who is thinking about using a plugin, which and how would you position it in terms of business impact rather than just technical performance? Would you recommend it as something that improves the value of their website, or something they should be cautious about investing in?

And if you were to convince them to actually use it, how would you explain the benefits in a way that makes it feel like a necessary upgrade for professionalism, not just a backend optimization tool?

4. I need more control!

I run a small agency managing around 30 WordPress websites across different hosts, and at this point the workload is becoming harder to justify manually. A lot of time is spent just switching between dashboards, doing updates, and checking issues one by one instead of focusing on growth or client work.

If you were speaking to an agency owner in this situation, how would you position a centralized management solution in a way that makes it clear it's not just a convenience tool, but something that can directly improve efficiency and profitability? What would you say to help them understand why investing in a tool like this is actually a smart business decision rather than an optional upgrade?

And if you had to recommend a first step for someone ready to improve their workflow immediately, what would that look like?

5. I need more speed!

We checked our website using Google PageSpeed Insights and got a score around 45, which is starting to affect how we think about performance and whether we're losing visitors or opportunities because of it.

If you were advising a business in this situation, how would you frame the issue so they understand the business impact of slow performance, not just the technical causes? And more importantly, how would you guide them toward a solution that makes it clear what they gain by investing in optimization tools or services rather than trying to fix everything manually?

If you were trying to convince them to take action now, what would you highlight first so they can see the value clearly and feel confident moving forward with a paid solution or platform?

Awesome, all complete. Now all you have to do is return the task, and the team will be back in contact within 5-10 working days; it's that simple!

Good luck.