

WordPress Website Design and Development

Service Definition

1. Service overview

WordPress Website Design and Development provide design and build support for content-managed websites using WordPress. The service supports public sector organisations that require a usable, accessible website with clear information architecture and a maintainable content management system.

2. How the service works

The service is delivered as a project-based engagement covering design and development activities.

Typical activities include:

- Review of requirements, content needs and objectives
- Design of information architecture and page content blocks
- Visual and interaction design aligned to buyer requirements
- Configuration and customisation of the WordPress CMS
- Front-end development and theme implementation
- Bespoke feature development and configuration where required
- Pre-launch functional and browser testing
- SEO Launch package ensuring high visibility, structured metadata, and Core Web Vitals optimisation
- Handover of the completed website

Delivery is typically remote. Buyers are expected to provide content, approvals and timely feedback throughout the project.



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3. Skills and experience

The service is delivered by a multidisciplinary team with experience designing and developing WordPress websites for public sector use.

Roles involved may include:

- Design
- UX specialist
- Solutions Architect
- Quality Control
- Information Technology (Hosting, environment configuration)
- WordPress developer
- Front-end developer
- Project or delivery lead

The team applies established web development and accessibility-informed design practices appropriate to public sector websites.

4. Relevant experience

The supplier has delivered WordPress website design and development projects for public sector and regulated organisations.

Relevant experience includes:

- Designing and building content-managed websites
- Implementing clear information architectures and page templates
- Supporting accessibility-informed website builds

This work has resulted in maintainable websites that support content publishing and user access needs.

5. Onboarding and offboarding

Onboarding

The service begins with a mobilisation session to confirm scope, timelines, roles and access requirements. Buyers provide content, brand assets, technical constraints and access to relevant systems.

Offboarding

At completion, the buyer receives the website codebase, configured CMS and any supporting documentation. A close-out session is held to confirm handover and next steps.

6. Service constraints

The service focuses on WordPress website design. It does not include ongoing hosting, support or content population unless otherwise agreed.

Delivery is dependent on the buyer providing content and approvals on time. Work is usually delivered remotely, but face to face workshops and meetings are helpful where needed.

7. Service management and support

A named project or delivery lead manages the service and acts as the primary point of contact. Progress is managed through agreed milestones and review points. Issues and risks are discussed with the buyer as they arise. Ongoing support after delivery is not included.

8. Technical and operational requirements (if applicable)

Buyer-provided access to hosting environments, domains and third-party services is required. The buyer is responsible for ongoing hosting, security updates and operational management following handover.

9. Hosting, data and security

The service does not include hosting or ongoing operation of the website; however, hosting and ongoing maintenance and support can be provided as a separate service.



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10. Exit, data return and deletion

At the end of the engagement, all buyer-owned materials, code and documentation are returned. Any copies held by the supplier are deleted in accordance with agreed retention and confidentiality arrangements.



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