
OUTREACH PACKET FOR WEB DEVELOPMENT CONTRACTORS

Project: WordPress Website Overhaul, Content Refresh & Video Training

A. FREELANCER / UPWORK JOB POST

PROJECT OVERVIEW

I run an endurance sports coaching business and need an experienced WordPress developer to clean up, restructure, and refresh our website. This is a mix of technical cleanup (media optimization, site performance), content/structure updates across several pages, and light ongoing-maintenance training so I can handle simple updates myself going forward.

We've worked with your agency before on a different project and were happy with the results — looking for a WordPress specialist on your team to take this one on.

Category: Web Development / WordPress

Project Type: One-time project (open to ongoing relationship)

Budget: Open to proposals — please quote fixed price or hourly rate based on your assessment of scope below

SCOPE OF WORK

1. Site Cleanup & Optimization

- Reduce total site size to under 5GB
- Identify and remove duplicate photos/media clutter from the media library
- General media library organization and optimization (compress/resize oversized images as needed)

2. Training / Handoff

- Ideally some combination of one-on-one tutorial/teaching and any pre-existing video tutorials if available, covering how to do most of the update tasks in this posting myself going forward. This allows me to learn on my own schedule and minimizes hourly cost spent on learning the basics.

3. Homepage

- Replace front-page content "boxes" with new content (e.g., swap out old program boxes for current offerings like Clinics vs. MTB Academy)
- Add a "current news and events" box somewhere on the home page to showcase latest offerings
- Remove "Sterling Sports Group" text in the header, as the logo image already conveys the name
- Add a new client testimonial (copy will be provided)

4. Site-Wide Photo & Logo Updates

- Replace outdated photos across multiple pages
- Update Sterling Coach logos site-wide (new logo files will be provided)
- Make relevant photos/logos clickable links (e.g., to partner sites or specific pages)

5. Camps/Clinics Page

- Update content to reflect current camp/clinic offerings, and teach me how to update this page myself going forward

6. Coaching Services Page

- Add a new "Testing / INSCYD" section
- Add new coaching logos
- Add/update a "Camps, Clinics and Trips" section

7. Sonic Online Section

- Update schedule to reflect fall/winter season
- Add new content (video and photos)

8. Blog Replacement

- Replace the existing Blog section/page with an embedded feed of my Substack newsletter
- Teach me how to keep the embed updated going forward (or confirm it auto-updates)

9. Video Embedding

- Add video content in the relevant sections above (Sonic Online, etc.)
- Teach me how to embed/replace video content myself going forward

WHAT I'LL PROVIDE

- All new photos, logos, and copy for testimonials/news items
- Access to WordPress admin and hosting as needed
- Examples/reference of current vs. desired page layouts where helpful

IDEAL CANDIDATE

- Strong WordPress experience (theme customization, media management, page builder used on our site, embeds/plugins for Substack and video)
- Comfortable creating clear, concise screen-recorded tutorials in addition to doing hands-on work
- Good communicator, responsive during the engagement
- Prior experience with small business or sports/coaching sites a plus

TO APPLY — PLEASE INCLUDE

- Relevant WordPress portfolio examples (especially any site cleanup or content-refresh work)
- Your proposed approach and rough timeline for a project of this scope
- Fixed-price or hourly quote