WordPress can support anything from a focused business website to a busy publishing operation or WooCommerce store, but its flexibility comes with ongoing technical responsibility. Themes, plugins, hosting, PHP, caching, security, and third-party services all need to work together. Liquid Purple develops, repairs, and manages WordPress websites with an emphasis on maintainability, performance, and careful change control—not simply adding another plugin whenever a problem appears.

WordPress Web Development Services

WordPress Maintenance & Strategic Care

Structured care for production websites, including WordPress core, plugin, and theme updates; backups; uptime and error monitoring; security review; performance work; analytics checks; and prioritized improvements. Updates are evaluated in context rather than applied blindly, because a routine plugin release can affect templates, checkout flows, forms, caching, or custom code.

Security Hardening & Compromise Recovery

WordPress security depends on more than installing a security plugin. We review users, extensions, file integrity, permissions, exposed services, administrator access, backups, and hosting controls. When a site has been compromised, the work includes identifying the entry point, removing malicious changes, updating vulnerable software, and reducing the chance of reinfection.

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Custom WordPress Development

New sites and substantial rebuilds are structured around your content, conversion paths, editing workflow, and operational needs. The goal is a dependable website that remains understandable after launch—not a fragile collection of visual effects and overlapping plugins.

Theme, Block & Builder Development

We work with the native block editor, established themes, child themes, and selected page builders. Existing designs can be repaired or extended, and supplied brand direction can be translated into reusable layouts without sacrificing responsive behavior or editor usability.

Plugin Integration & Custom Functionality

Plugins are selected for compatibility, support history, performance, and long-term fit. When off-the-shelf software does not meet the requirement, focused custom plugin work can add business logic, integrations, content types, administrative tools, or automation without modifying WordPress core.

WooCommerce Development

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WooCommerce stores require more than product entry. We configure and improve catalogs, checkout behavior, payments, shipping, transactional email, subscriptions, tax integrations, analytics, and performance while accounting for the additional risk that extension conflicts create on a revenue-producing site.

Performance & Core Web Vitals

Slow WordPress sites are usually affected by several interacting layers: hosting, database growth, plugins, theme code, fonts, images, third-party scripts, and caching. We measure the actual bottlenecks, then improve the layers that matter instead of relying on a single optimization plugin.

Hosting, Migration & Recovery

WordPress sites can be migrated between hosts, domains, or staging environments with database serialization, media paths, redirects, email delivery, SSL, DNS, caching, and scheduled tasks checked as part of the move. Recovery planning includes verified off-site backups and a practical restore path.

Start With a WordPress Assessment

How We Work With Your WordPress Site

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1

Inventory & Baseline Review

We document WordPress core, the active theme and child theme, plugins, users, hosting, PHP, backups, scheduled tasks, forms, analytics, search tools, and critical business workflows. This establishes what the site depends on before anything is changed.

2

Risk & Priority Planning

Unsupported plugins, security exposure, update conflicts, performance bottlenecks, broken tracking, and conversion problems are ranked by impact. The resulting plan separates urgent stabilization from useful improvements and optional enhancements.

3

Staged Implementation

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Risky updates and structural changes are tested in a private staging environment whenever practical. We verify templates, forms, user journeys, integrations, and ecommerce functions before deploying approved work to the live site.

4

Monitoring & Preventive Care

Uptime, errors, security signals, search visibility, analytics, and site health are reviewed over time. Routine maintenance is paired with observation so recurring failures, database growth, expired integrations, and performance regressions are caught early.

5

Reporting & Technical Roadmap

Reporting explains what changed, what was discovered, and what should happen next. Recommendations account for the site's real plugin stack, business priorities, budget, and tolerance for disruption rather than applying a generic maintenance checklist.

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Why Hire Liquid Purple for Your WordPress Website

Experience Beyond the WordPress Dashboard

Professional website work since 1995 provides context that a dashboard-only workflow cannot. We can investigate PHP, SQL, JavaScript, CSS, DNS, email, SSL, hosting, server logs, caching, and analytics when the real cause sits below—or outside—the WordPress interface.

A Disciplined Plugin Strategy

Plugins are valuable, but every plugin adds code, updates, dependencies, and potential conflicts. We prefer a smaller, supportable stack, avoid duplicate functionality, document important dependencies, and use custom code when it creates a cleaner long-term result.

Clear Accountability & Change Control

Every engagement has a clear owner, an organized work history, and a defined next step.

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Backups and staging are treated as operational safeguards, not afterthoughts, and significant changes are reviewed in the context of the whole website.

Analysis and Implementation in One Place

We do not stop at a report that leaves you searching for another developer. The same process can identify the problem, explain the tradeoffs, implement the approved solution, and monitor the result across development, content, SEO, analytics, and infrastructure.

See If We Are the Right Fit

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