

Recruitment Practical Task

Role: Junior WordPress Developer

Task: Develop a Fully Functional WordPress Website for Plug99

Project Brief

Plug99 is a Nigerian **affiliate-driven digital marketing platform** whose primary mission is to **use affiliate marketers to promote both external brands' products/services and Plug99's own in-house services.**

How Plug99 Works

- We recruit, train, and manage a **large network of affiliates and influencers.**
- Affiliates promote:
- **External brands** – businesses onboarded onto the Plug99 platform.

- **In-house services** – including Website Development, Graphics & Video Editing, Crypto & Gift Card Swaps, and Trainings.

The Core Services (promoted via affiliates onboard on the platform)

- **Affiliate & Influencer Marketing** (our main business).
- **Website Development** (Plug99 in-house service).
- **Graphics & Video Studio** (Plug99 in-house service).
- **Crypto & Gift Card to Naira Swap** (Plug99 in-house service).
- **Brand & Business Services** (branding, consulting, promotions).
- **Courses & Masterclasses** (affiliate, influencer, and content creation training).

Vision

To become **Nigeria's largest affiliate-driven marketplace**, helping thousands of affiliates earn, while enabling brands and businesses to grow.

The mission is to **empower brands, creators, and affiliates** by connecting them to opportunities that drive growth.

TASK

As a Junior WordPress Developer candidate, your task is to **build a functional, professional WordPress prototype website for Plug99** using free tools, plugins, and themes. The goal is to test your ability to:

- Install, configure, and customize WordPress.
- Apply design best practices for branding.
- Integrate basic business and marketing functionality.

- Demonstrate creativity while working with free resources.

Technical Details

1. Theme Requirement

Choose one of the following free themes:

- Astra
- GeneratePress
- Blocksy
- Hello Elementor

Reason: They are lightweight, fast, and beginner-friendly.

2. Required Plugins (Free Versions)

The following plugins **must be installed** to provide

key functionality:

Page Builder & Design

- **Elementor** – for page design and layout.

Forms & User Interaction

- **WPForms Lite** – for contact, affiliate sign-up, and service request forms.

SEO & Analytics

- **RankMath SEO** (or Yoast SEO free) – for basic search engine optimization.
- **Google Site Kit** – to connect Analytics & Search Console.

Performance & Security

- **LiteSpeed Cache** (or Autoptimize) – for speed optimization.
- **Wordfence Security** – for basic site protection.

Functionalities

- **Click to Chat (WhatsApp)** – to integrate WhatsApp direct chat.
- **Simple Social Icons** – for social media integration.

E-commerce / Shopping

- **WooCommerce** – core plugin for selling services or digital products.
- **WooCommerce Paystack Gateway** – for Nigerian-friendly payments.
- **CartFlows (Lite)** – for simple sales funnel/checkout optimization.
- **WooCommerce PDF Invoices & Packing Slips** – for auto-generated invoices.

Affiliate Management[Use Just one of this]

- **Affiliates Manager (WP Affiliate Manager)** – free plugin to manage affiliates, track referrals, and set commissions.
- **AffiliateWP Lite (if allowed)** – a limited free version for referral tracking.
- **Pretty Links (Lite)** – for affiliate link shortening and tracking.
- **Ultimate Affiliate Pro (Lite)** – another free option (lite version).
- **SliceWP (Free)** – simple affiliate tracking plugin (candidate may explore).
- **Affiliate For WooCommerce (Lite)** – if WooCommerce is being used heavily.

NOTE

The candidate must at least use these

- **WooCommerce + Paystack** (shopping/payment)

- **One affiliate plugin** (like WP Affiliate Manager or SliceWP Free)

3. Mandatory Pages

- **Home Page** – Overview of Plug99 (hero banner, services, CTA).
- **About Us** – Mission, vision, story, team placeholders.
- **Services Page** – Different Sections for the different services
- **Affiliate Program Page** – Affiliate breakdown, form to join.
- **Contact Page** – Contact form, WhatsApp button, email, social links.
- **Blog Page** – At least 2 demo blog posts.

4. Functional Requirements

- **Responsive** (mobile/tablet/desktop).

- Fast-loading pages.
- Clear navigation & structure.
- Working forms (service request, affiliate sign-up, contact).
- SEO-friendly titles, meta descriptions, and permalinks.

5. Features (Extra Credit)

- WooCommerce demo setup (service checkout).
- Affiliate tracking demo (via Google Form or free plugin).
- Newsletter integration.
- Blog category structure (Affiliate Marketing, Content Creation, Business Growth).

Submission Guidelines

- **Deadline:** [9am, Wednesday 20th August, 2025]
- **Delivery Package:**
- Website link (live hosted [Contact IT Team Lead for Cpanel details]).
- WordPress admin login details.
- A short **documentation file (max 2 pages)** listing:
- Theme chosen
- Plugins used & purpose
- Customizations made
- Questions and answer session on Wednesday or Thursday 20th / 21st August, 2025

Evaluation Criteria

- **Functionality (40%)** – Are features working?

- **Design/UI (20%)** – Is it visually professional?
- **Responsiveness & Speed (15%)** – Mobile-friendly and fast?
- **Creativity (15%)** – Did they go beyond basics with free tools?
- **Documentation (10%)** – Is it clear and professional?

