Josh Morley

Freelance WordPress Developer, SEO and Paid Search Specialist

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PROFILE

WordPress developer and search specialist running my own practice since 2012, full time since 2014. Over 2,400 paid projects for more than 900 clients, rated 4.92 out of 5 on Codeable across 2,523 reviewed projects. Equally comfortable in PHP and the database as in Google Search Console and the Google Ads API, which means a site gets built, ranked, advertised, hosted and secured by one person rather than handed between four.

Known for diagnosis rather than guesswork: auditing before changing, verifying on the live page rather than trusting an API response, and documenting what was changed so somebody else can follow it. A habit formed earlier in automotive quality management, working to ISO 9001 and TS 16949. Holds six platform partnerships and works with clients across the UK, Europe, the United States and Canada.

4.92/5	2,405	902	14 yrs	6
Codeable rating, 2,523 rated projects	Projects delivered since 2015	Individual clients	Running my own practice, since 2012	Platform partnerships held

EXPERIENCE

Founder. SEO, PPC and Web Design Specialist

January 2012 to present

Marketing the Change, Liverpool, United Kingdom

- Founded in 2012 building websites and running SEO, PPC and SEM campaigns. Run alongside a quality engineering role for the first two and a half years, full time since the end of 2014.
- Now a WordPress design, development and digital marketing practice serving clients from solo founders to international organisations across more than twenty sectors, with a deliberate bias towards charities, non-profits and value-driven businesses. A share of profits is reinvested into charitable causes.
- Senior technical lead on every engagement: scoping, architecture, build, search, paid media, hosting and security, with client-facing responsibility throughout.
- Built the internal reporting platform that now covers **47 client properties**, pulling Google Search Console, GA4, Ahrefs and WooCommerce into versioned per-client snapshots with automated commentary, replacing several days of manual reporting a month.
- Hold WooCommerce Pro, WordPress Pro, Jetpack Pro, Pressable Pro, GoDaddy Pro and Google Partner status, each granted on delivered work.

Codeable Certified Expert

March 2015 to present

Codeable, remote, vetted WordPress development marketplace

- **2,405 projects delivered for 902 customers**, rated **4.92 out of 5** across 2,523 reviewed projects. Codeable accepts roughly two per cent of applicants.
- Specialisms listed on profile: WordPress development including custom themes and plugins, WooCommerce builds and optimisation, site speed and Core Web Vitals, security hardening and malware cleanup, technical SEO and tracking, ADA compliance, and ongoing maintenance.
- Regular work on inherited and undocumented codebases, emergency fixes and recovery from failed migrations, often as the developer brought in after another has walked away.

Technical Support, Quality

March 2012 to October 2014

Steel & Alloy Gonvarri Industries, West Midlands, United Kingdom

- Quality management in automotive supply to ISO 9001 and TS 16949: defective material claims, reject stock management and resolution of customer concerns. Qualified as an ISO/TS 16949 internal auditor in the role.
- The origin of the way I work now: audit before changing, evidence the finding, document the remediation.

Earlier: Rigging and Events Assistant, Neon Contracts Limited, contract, 2010 to 2011. Customer Service Assistant, Tesco PLC, 2004 to 2007.

SELECTED ACHIEVEMENTS

- **Portfolio scale.** **5.4 million organic clicks and 813 million impressions** in the last twelve months across the 364 verified Search Console properties in my accounts, 338 of which carry traffic.
- **Organic growth.** Took a UK professional services firm to **page one for its core commercial terms** against national chains, through page architecture, indexation fixes and commercial content. Four accommodation sites under one owner grew 36.7%, 38.6%, 57.1% and 70% in a single quarter.

- **SEO at scale.** Technical and template-level work on a US national publishing brand serving **3.37 million organic clicks and 566 million impressions** over the last twelve months, currently running at 426,357 clicks a month.
- **Paid search.** Rebuilt a local lead-generation account: conversions **30 to 56 a month** on near-flat spend, cost per lead **£15.11 to £10.41**, click-through rate 7.7% to 9.9%. Applied as 176 Google Ads API operations, dry-run first and atomically, with zero failures.
- **Migration and rebuild.** Rebuilt a multi-site holiday lettings network on a full-site-editing theme and launched with **610 of 610 URLs matching** the previous site, so no redirect chains and no ranking loss on cutover.
- **Security and offboarding.** Audited **418 user accounts**, every notification route, webhook, cron job and application password on a healthcare assessment platform after an agency split. Found the site administrator address and eighteen other settings still routing to the departed developer, plus five of their live accounts including user 1, and remediated with evidence. Now produces the client's monthly security report.
- **Infrastructure.** Works across Pressable, WP Engine, Kinsta, Cloudways, SiteGround, GoDaddy Managed WordPress, Hostinger and Convesio, plus a self-managed ten-droplet DigitalOcean fleet and an 80-subsite multisite network.
- **Commercial findings.** Identified roughly **$6,700 of discount abuse** during an unrelated store audit: uncapped codes redeemed 334 times, with a hardening plan written and the commercial decision left with the owner.

TECHNICAL SKILLS

LANGUAGES
PHP, JavaScript, TypeScript, Python, SQL, HTML, CSS

WORDPRESS
Custom themes and plugins, must-use plugins, block themes and the site editor, ACF, WP REST API, WP-CLI, multisite, WPML, Polylang

COMMERCE
WooCommerce and extensions, Subscriptions, payment gateways, Printful, Sensei LMS, LearnDash, Merchant Center feeds

FRONT END
React, Node, modern CSS layout, Playwright, Core Web Vitals, WCAG and ADA remediation, axe, Lighthouse

SEARCH
Technical SEO, Google Search Console, GA4, Google Tag Manager, Ahrefs, Semrush, Screaming Frog, Bing Webmaster Tools, Yoast, Rank Math, structured data

PAID MEDIA
Google Ads and the Google Ads API (v25, GAQL), Microsoft Advertising, Meta Ads, conversion and call tracking, offline conversion import

INFRASTRUCTURE
Pressable, WP Engine, Kinsta, Cloudways, SiteGround, Hostinger, Convesio, DigitalOcean, LiteSpeed, nginx, Apache, Cloudflare Workers, Pages and D1, SSH, cron, Git

SECURITY
Wordfence, MalCare, Jetpack Security, malware cleanup, access and offboarding audits, two-factor enforcement, security reporting, secrets hygiene

OPEN SOURCE AND COMMUNITY

- WordPress.org plugin developer, member since February 2015. Author of the Steel Hardness Calculator plugin, rated 5.0 in the directory.
- Support forum contributor on WooCommerce, PayPal Payments, caching, sitemaps and plugin conflicts. Public repositories include a plugin for front-end display of Codeable expert data.

CERTIFICATIONS

- **Codeable Certified Expert**, Codeable, March 2015. Credential 41657045.
- **The Fundamentals of Digital Marketing**, Google, November 2018. Credential N2XW44R6J.
- **ISO/TS 16949 Internal Auditor**, Industry Forum, March 2013.
- **Measurement Systems Analysis**, Industry Forum.

EDUCATION

- **BA Theology**, Trinity School of Theology, 2010 to 2011, grade 2:2. Piloted a community cohesion event between the Muslim and Christian communities of Liverpool, recruiting and delegating to a team.
- **Diploma in Theology**, Bible College of Wales, 2007 to 2009.
- **Applied Computing, Computer Systems Technology**, Manchester Metropolitan University, 2006 to 2007. Programming, web authoring, database design, systems analysis, networking.

AVAILABILITY

Open to contract, fractional, fixed-scope project, white-label and permanent work. Based in Liverpool, core hours 10am to 5pm GMT, with experience of working to North American schedules. Replies within one business day. English, native. Client references available on request.

Client names are withheld. Every figure quoted comes from the live Search Console, Google Ads or server data for that engagement and can be evidenced on request. The Codeable rating and project counts are publicly verifiable on the linked profile.