



WordPress Website Estimating Cheat Sheet

Phase 0 - Proposal Estimate

1. Use a proposal questionnaire or meeting with the client to determine basic requirements
2. Create a Visual Site Map
3. Determine the content Rough Order of Magnitude using the pages of the site map
4. Edit your standard WBS to reflect the project details and content activities
5. Assign resources to the WBS at the **Activity** level
6. Estimate the time required for each activity in the WBS
7. Estimate the least number of hours it will take for each Activity
8. Estimate the most number of hours it will take for each Activity
9. Multiply the hours by each resource's hourly rate
10. Add incidental time for other activities not shown in the WBS
11. Using the above, craft your range estimates for both time and costs

Phase 1 - Post Deep Dive Estimate (for final approval)

1. Determine if any changes to the requirements were uncovered during the deep dive. (add, changed, deleted)
2. If yes, make the appropriate adjustments to the WBS Activities and Tasks
3. Assign resources to the WBS at the Task level
4. Re-Estimate the time required for each **Activity** in the WBS
5. Estimate or re-estimate the time required for each **Task** in the WBS
6. Multiply the hours by each resource's hourly rate
7. Make any necessary adjustments to incidental time for other activities not shown in the WBS
8. Using the above, craft a more precise estimate for both time and costs.
9. Include the estimate in the Statement of Work for final project approval.

Change Requests

1. Perform an estimate on the Change Request as well as the overall project.
2. If the change request is approved, move the funds, as warranted, from the Change Budget to the Development budget.
3. Invoice the client as agreed.

[For more help, visit the WP Roadmaps and Coaching website.](#)