



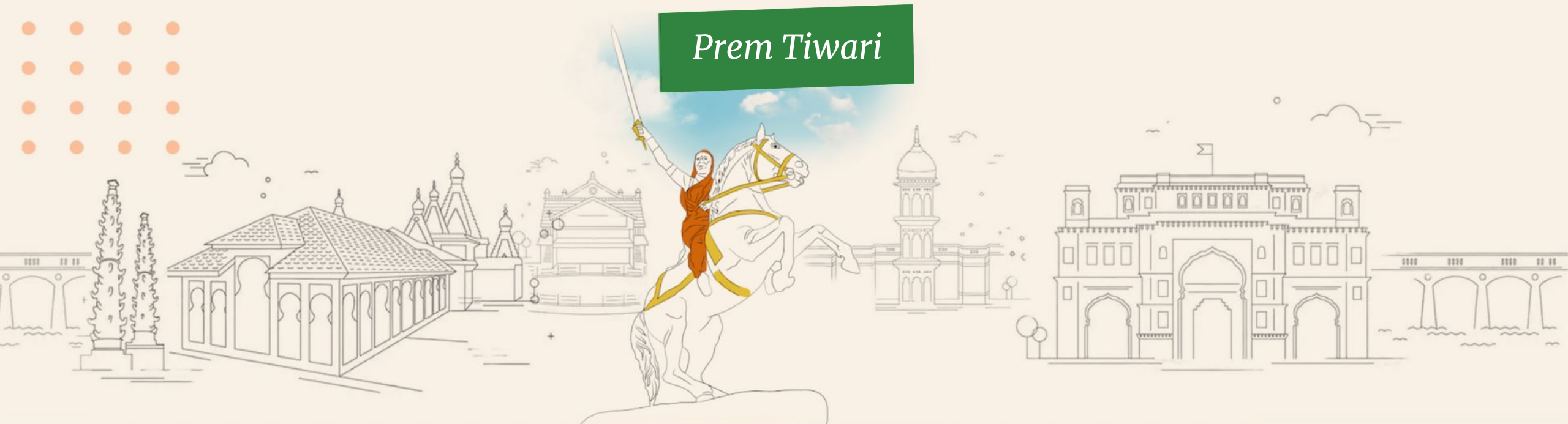
WORDCAMP
KOLHAPUR
2025



WordPress Plugin Development

From Idea to Marketplace

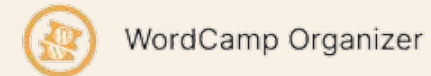
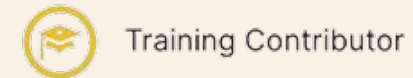
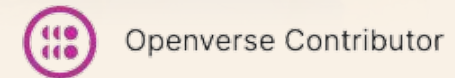
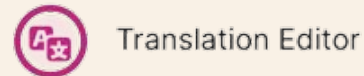
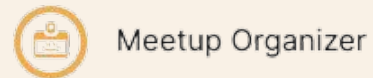
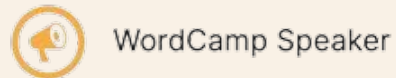
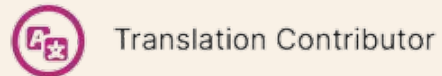
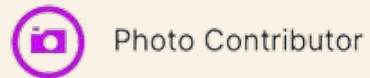
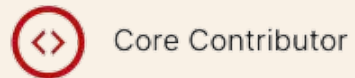
Prem Tiwari



About Me

I am Prem Tiwari from Bengaluru and working as Lead Engineer in News Corp.

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WordPress Plugin



- Introduction
- Conceptualizing the Idea
- Plugin Development
- Test Your Plugin
- Publishing on WordPress.org
- Promoting Your Plugin
- Monetize Your Plugin



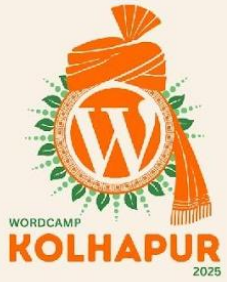


WordPress Plugin

What are WordPress Plugins?: WordPress plugins are tools that add specific functionalities to a WordPress site, enabling customization without altering core code.

Market Significance: As of 2024, there are over 59,000+ plugins on WordPress.org, with a thriving market for premium plugins generating millions annually.

Who is this for?: Aspiring developers looking to create impactful solutions and distribute them through the WordPress ecosystem.





Conceptualizing the Idea

Turning Concepts into Realities



Identifying the Need

Analyze market demands, user pain points, and gaps in existing plugins.



Validating Your Idea

Conduct surveys, interact with potential users, and gather feedback to confirm feasibility.



Documentation and Planning

Define core features, outline functionality, and create a roadmap for development.





Plugin Development

Building Your Plugin



Setting Up the Environment: Install local WordPress setups like XAMPP or Local by Flywheel for development.

Creating the Plugin Structure: Define folders and files such as main PHP file, readme.txt, and assets folder.

Core Coding Practices: Follow WordPress coding standards and use hooks, filters, and actions effectively.





Test Your Plugin

Ensuring Plugin Quality



Debugging Techniques

Utilize tools like Query Monitor and WP_DEBUG to identify and resolve issues.



Performance Testing

Test your plugin's impact on site speed using tools like GTmetrix and PageSpeed Insights.



User Acceptance Testing (UAT)

Collect feedback from real users to ensure functionality aligns with expectations.





Plugin Deployment

Publishing on WordPress.org



Packaging Your Plugin: Ensure all files are properly organized, include documentation, and create a zip file for distribution.

Compatibility Checks: Test compatibility with different WordPress versions and popular themes or plugins.

Respond to Feedback: Address user reviews and update the plugin regularly.

Submission Process: Follow plugin repository guidelines and submit your plugin.

Add your plugin

Before you submit your plugin, we ask you to review our [Guidelines](#) and read the [Frequently Asked Questions](#). A brief selection of common questions is available below the form.

Currently there are **277** plugins awaiting review.

The review queue is currently longer than normal, we apologize for the delays and ask for patience.

The current wait for an initial review is at least **16** days.



Promote Your Plugin

Leverage social media



Create a Landing Page: Highlight features and benefits.

Share on Social Media: Engage with the WordPress community.

Leverage Email Marketing: Send updates to your subscribers.





Monetize Your Plugin

Making Your Plugin Profitable



Freemium Model

Offer a basic version for free and monetize advanced features through a premium version.



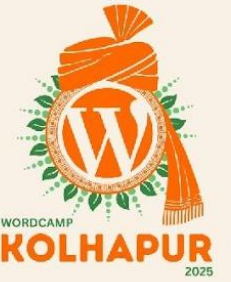
Direct Sales and Licensing

Sell directly from your website using WooCommerce or similar solutions.





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Thank you & Happy Coding!

