Steve Furley

Freelance WordPress & WooCommerce Developer · Bath, UK

I help UK agencies with WordPress and WooCommerce overflow, subcontract and rescue work. I do the build; you keep the client relationship and the brand.

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ENGAGEMENT	TURNAROUND	AVAILABILITY
Day rate · Project · Retainer	Typical reply 24-48 hrs · Fast start	Open for agency work · Remote UK

SUMMARY

Freelance WordPress specialist with **16+ years** in web development and **8+ years** running my own practice. I build bespoke themes, WooCommerce stores, and ACF-driven systems. Trusted by UK agencies for overflow and subcontract capacity, turning designs into WordPress sites, and delivering on time and on budget.

300+ projects · 25 five-star reviews · Bath-based, remote UK-wide

EXPERIENCE

Freelance WordPress Developer at Steve Furley

2010 - Present · Bath / Remote

Full-time from Oct 2017 (part-time alongside Varn 2017-2019). Early freelance client work from 2010 alongside agency roles.

- Overflow and subcontract WordPress for agencies across Bath, Bristol, and the South West, slotting into existing processes while the agency keeps the client relationship
- 300+ custom builds including WooCommerce (B2B pricing, subscriptions, course logic) and ACF/Gutenberg block systems for editor-friendly sites
- Recent trust and multi-site work including Ormiston Trust and The Business Exchange; long-standing relationships with Naturesource, Vet CPD and We Are Reach

Lead Developer at Varn

2016 - 2019 · Bradford on Avon

- Led WordPress projects end to end: requirements, estimation, build, performance testing, client training, and ongoing support
- Standardised delivery methods across the team; sole developer on multiple concurrent client builds
- Cut initial page load times by ~50% by cloning the WordPress REST API locally so unchanged responses served from local JSON

Frontend Developer at Burfield Digital Agency

2015 · Farrington Park

- Shipped custom mobile-first WordPress themes from scratch for corporate and SME clients
- Delivered concurrent projects with client training and UX focus across the agency pipeline

Front End Web Developer at Microserve Ltd

2012 · Bristol

- Built Drupal themes and custom modules for agency clients, including food-sector campaign work such as British Lion Eggs and Simply Beef & Lamb
- Implemented responsive design across large multi-page client builds

EARLIER BACKGROUND

2003-2012: IT tutoring, network administration, and media/digital training (Bath College, Bath & North East Somerset Council, Curo, Somervale School), giving me a foundation in client support, teaching, and systems before moving fully into web development.

AGENCY SERVICES

- Overflow & subcontract WordPress
- Custom themes, plugins & ACF blocks
- WooCommerce (B2B, subscriptions, custom logic)
- Retainers, support & rescue work
- Design-to-WordPress builds
- HubSpot custom theme development
- Performance & Core Web Vitals

TECHNICAL SKILLS

WordPress · PHP · WooCommerce · ACF · Gutenberg · JavaScript · HTML/CSS · SCSS · MySQL · Git · REST APIs · AJAX · GSAP · HubSpot · Performance

SELECTED PROJECTS

PROJECT	SUMMARY	TECH
Ormiston Trust	Youth charity rebuild: bespoke Gutenberg theme, 37 custom ACF blocks, replacing Elementor	WordPress · ACF · Gutenberg
The Business Exchange	Regional news sites plus central events/ticketing platform; WooCommerce decoupled from magazines	WordPress · WooCommerce
We Are Reach	Entertainment agency site covering video, design and social campaigns	WordPress · Vimeo API
Vet CPD	Course logic, dynamic pricing, events, editor-friendly blocks	WooCommerce · ACF
Schools Go Surfing	GSAP animations and interactive destination maps	JavaScript · GSAP
Naturesource	Danish B2B wholesale with pricing logic and AJAX catalogue search	WooCommerce · AJAX

Full portfolio: stevefurley.co.uk/work

Available now for agency overflow, subcontract & project work

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