

# 20 Tips to Improving Your WordPress Site... for Beginners



WORDCAMP RI, OCT 01, 2016  
REIKO BEACH – TRB DESIGNS.COM



About me...

WORDCAMP RI, OCT 01, 2016  
REIKO BEACH – TRB DESIGNS.COM

# Good Hosting

What do  
you want ?



<https://www.wpsitecare.com/performance-of-7-top-wordpress-hosting-companies-compared/>  
<http://www.codeinwp.com/blog/wordpress-hosting-survey-results/>

# Good Hosting (examples only, there are many, many more)

Good & Cheap: shared hosting

- GoDaddy, Bluehost, DreamHost

Fast & Cheap shared hosting: A2Hosting, SiteGround

Fast & Good (managed WordPress):

- Pantheon, WP Engine



# Good Passwords

Have strong passwords at all entry points:

- Hosting control panel
- FTP
- WordPress admin (never use “admin”)

**Download code directly from [wordpress.org](https://wordpress.org)**  
when possible



# Good Passwords

2014 most used passwords:

1. 123456 (Unchanged)
2. password (Unchanged)
3. 12345 (Up 17)
4. 12345678 (Down 1)
5. qwerty (Down 1)
6. 123456789 (Unchanged)
7. 1234 (Up 9)
8. baseball (New)
9. dragon (New)
10. football (New)
11. 1234567 (Down 4)
12. monkey (Up 5)
13. letmein (Up 1)
14. abc123 (Down 9)
15. 111111 (Down 8)
16. mustang (New)
17. access (New)
18. shadow (Unchanged)
19. master (New)
20. michael (New)
21. superman (New)
22. 696969 (New)
23. 123123 (Down 12)
24. batman (New)
25. trustno1 (Down 1)



# Backup your site

Use a plugin or service (automatic) [Backup Buddy](#) or [VaultPress](#) or [UpdraftPlus](#)

(to name a few)

-or-

Your Hosting service - just make sure its not backing up to the same server.

Article on different (free) ways to back up your site:

<http://premium.wpmudev.org/blog/free-wordpress-backup-plugins/>

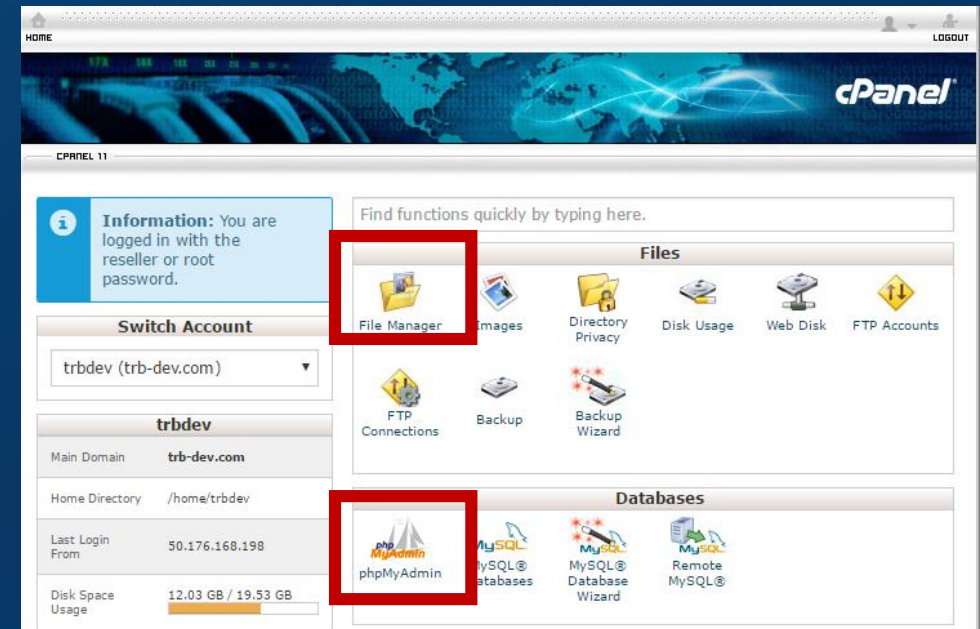


# Backup your site

REMEMBER - A WordPress site lives in two separate places simultaneously (visit your CPanel)

- files and folders (file manager)
- data in tables in a database (phpMyAdmin)

**You need to back up both**  
Secure your backups





# Site Security



## The Website Ahead Contains Malware!

Google Chrome has blocked access to [www.microsoft.com](#) for now.

Even if you have visited this website safely in the past, visiting it now is very likely to infect your computer with malware.

Malware is malicious software that causes things like identity theft, financial loss, and permanent file deletion. [Learn more](#)



[Go back](#)

[Advanced](#)

Improve malware detection by sending additional data to Google when I encounter warnings like this. [Privacy policy](#)

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# Site Security

- JetPack
- Ithemes Security
- Wordfence
- All in One WP Security
- Limit Login Attempts
- Clef Two-Factor Authentication
- Sucuri

<https://yoast.com/wordpress-security/>

<https://wordpress.org/plugins/tags/security>



# Stay Up-to-date



56% of WordPress installations were running out of date versions of core

<https://sucuri.net/website-security/website-hacked-report/>



# Stay Up-to-date

Keep plugins, themes and core WordPress updated

Be careful of what files you change  
(ideally, don't change any "core" files in themes, plugins or WordPress itself)



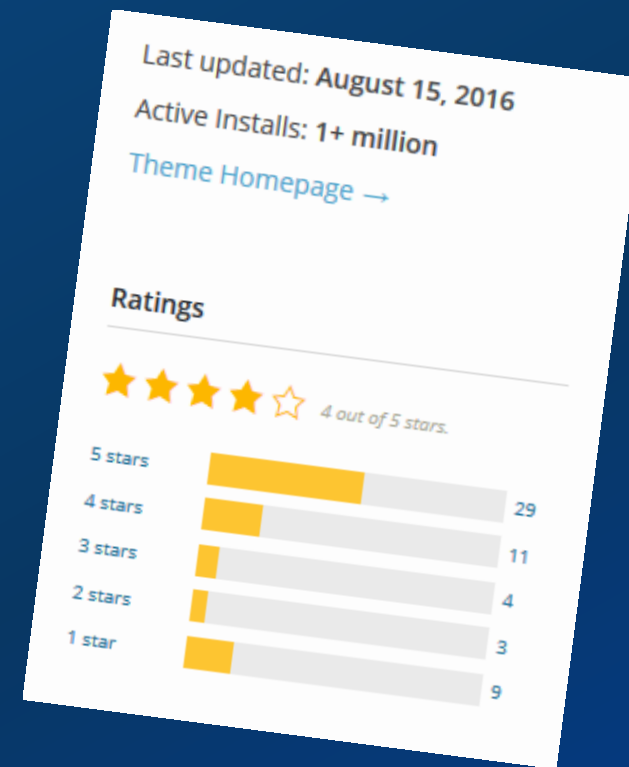
# Use Good Themes

Free Themes

Be aware of “Freemium” model

Some Premium Themes:

- [Elegant Themes](#)
- [ThemeForest](#)
- [Themify](#)



<https://wordpress.org/themes/>

<http://www.wpbeginner.com/beginners-guide/choose-premium-wordpress-theme-site/>



# Ditto on Plugins

Plugins extend and expand the functionality of WordPress. **46,761** plugins with **1,409,750,985** total downloads on WordPress.org

[There's an app for that]

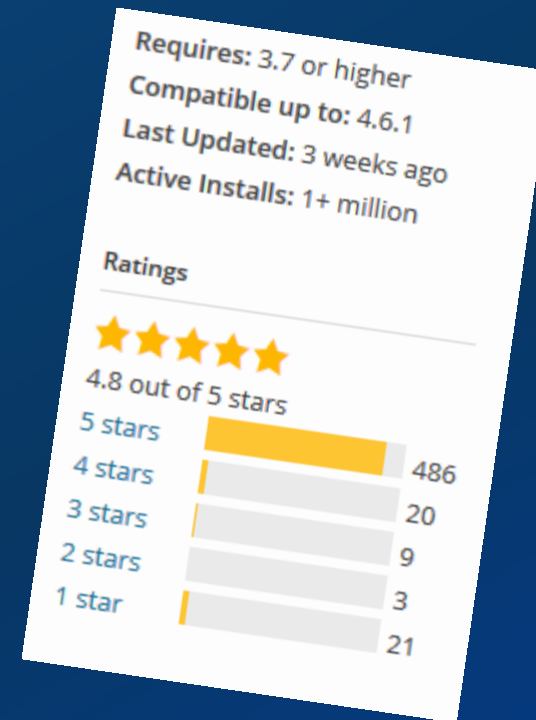
<http://wordpress.org/plugins>



# Ditto on Plugins

Check:

- The ratings
- When last updated
- Support forum



<http://www.wpexplorer.com/best-wordpress-plugins/>

<http://www.wpbeginner.com/showcase/24-must-have-wordpress-plugins-for-business-websites/>

# Always have an image

Articles containing relevant images have a **94 percent** more total views than articles without images



<http://www.mdgadvertising.com/blog/its-all-about-the-images-infographic/>





# Always have an image

Where to find images:

- [Creative Commons Search](#)
- [Flickr](#)
- Google or Bing images – make sure you define the search for “labeled for commercial reuse with modifications”
- Stock Image sites – Shutterstock, Adobe, Depositphotos, iStock (many, many more)




# Title & AltText your Image

Image Alt Text – fill it in, it helps with Accessibility and SEO



ATTACHMENT DETAILS Saved.



366393127\_ae569532a7.jpg  
September 24, 2016  
101 KB  
500 x 375  
[Edit Image](#)  
[Delete Permanently](#)

URL

Title

Caption

Alt Text

Description

<http://www.wpbeginner.com/beginners-guide/image-alt-text-vs-image-title-in-wordpress-whats-the-difference/>



# Title & AltText your Image

Image Title Attribute:  
Under Advanced Options



**Image Details**

Caption

Alternative Text

---

DISPLAY SETTINGS

Align

Size

Link To

---

ADVANCED OPTIONS ▲

Image Title Attribute

Image CSS Class

Open link in a new tab

Link Rel

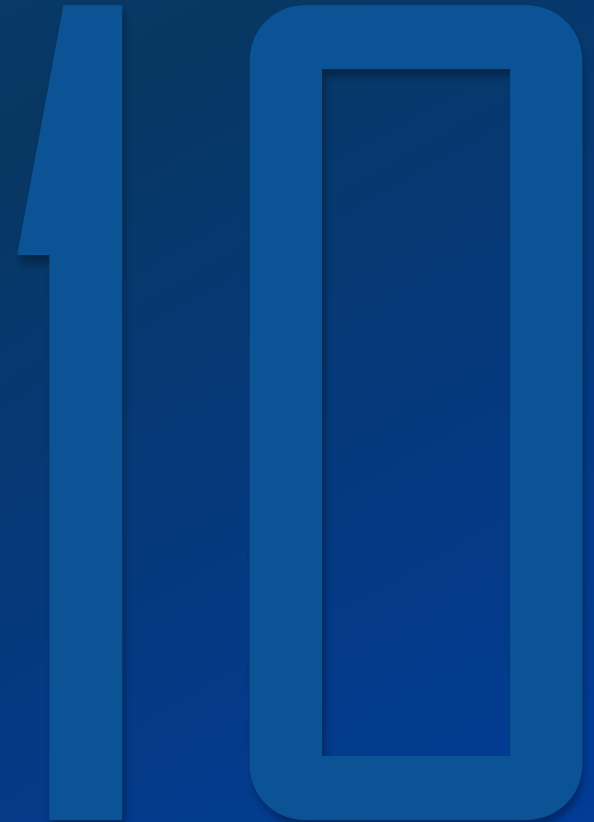
Link CSS Class



# Image Size

- File size (kb)
- Size of image (px)
- Resolution (72 px for web 300px for print)
- File Type (jpg, gif, png, ico)

[https://codex.wordpress.org/Image\\_Size\\_and\\_Quality](https://codex.wordpress.org/Image_Size_and_Quality)



# Image Size

Plugins to help resize and optimize images:

- [EWWW Image Optimizer](#)
- [WP Smush](#)



**EWWW Image Optimizer**

Reduce image sizes in WordPress including NextGEN, GRAND FIAGallery, FooGallery and more using lossless/lossy methods and image format conversion.


*By: nosilver4u.*

★★★★☆ (273)

300,000+ active installs

Last Updated: 3 weeks ago

Compatible up to: 4.6.1



**WP Smush - Image Optimization**

Reduce image file sizes, improve performance and boost your SEO using the free WPMU DEV WordPress Smush API.

*By: WPMU DEV - Your WordPress Team and Alex Dunae.*

★★★★★ (2,032)

500,000+ active installs

Last Updated: 1 month ago

Compatible up to: 4.6.1



# Embed Content

“It's super easy to **embed** videos, images, tweets, audio, and other content into your WordPress site.”

```
Check out this cool Tweet:
```

```
https://twitter.com/Interior/status/552230355781320704
```

```
That was a cool Tweet.
```

<https://codex.wordpress.org/Embeds>



# Embed Content

Flickr

Hulu

Instagram

Kickstarter

Meetup.com

Photobucket

PollDaddy

SlideShare

Tumblr

Twitter

VideoPress

WordPress TV

YouTube

Full list here:

<https://codex.wordpress.org/Embeds>



# Remove Formatting from Copied Text

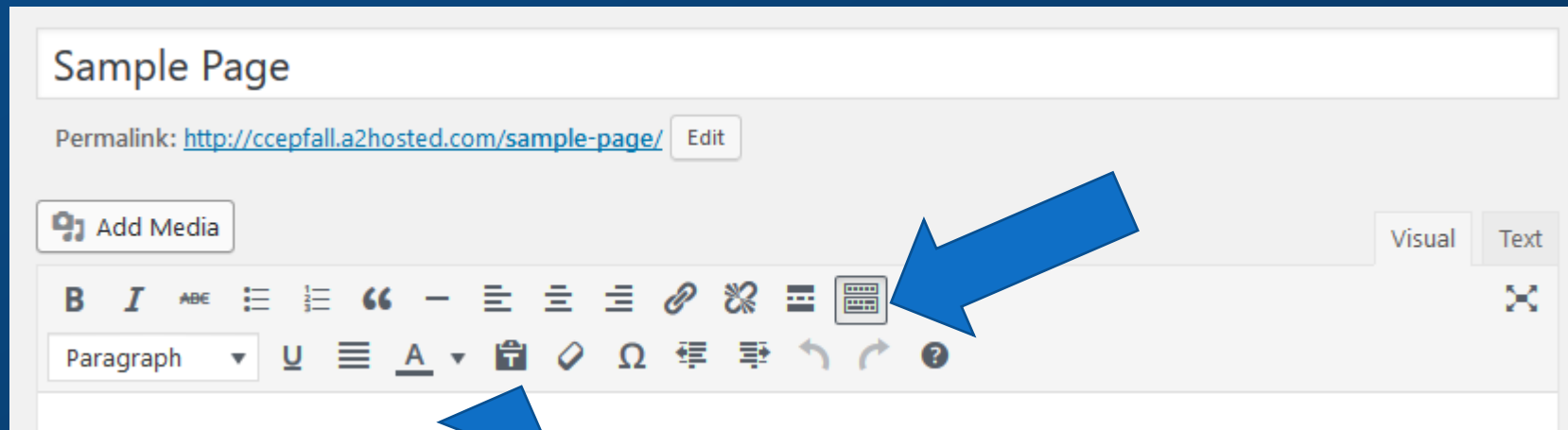
WordPress automatically removes Word formatting.

You can also copy just get the text





# Remove Formatting from Copied Text

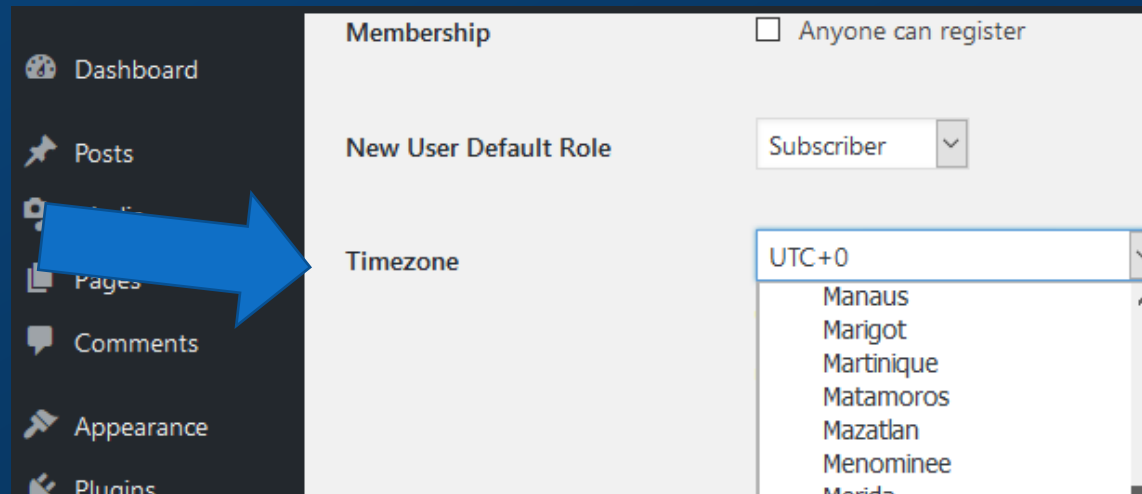


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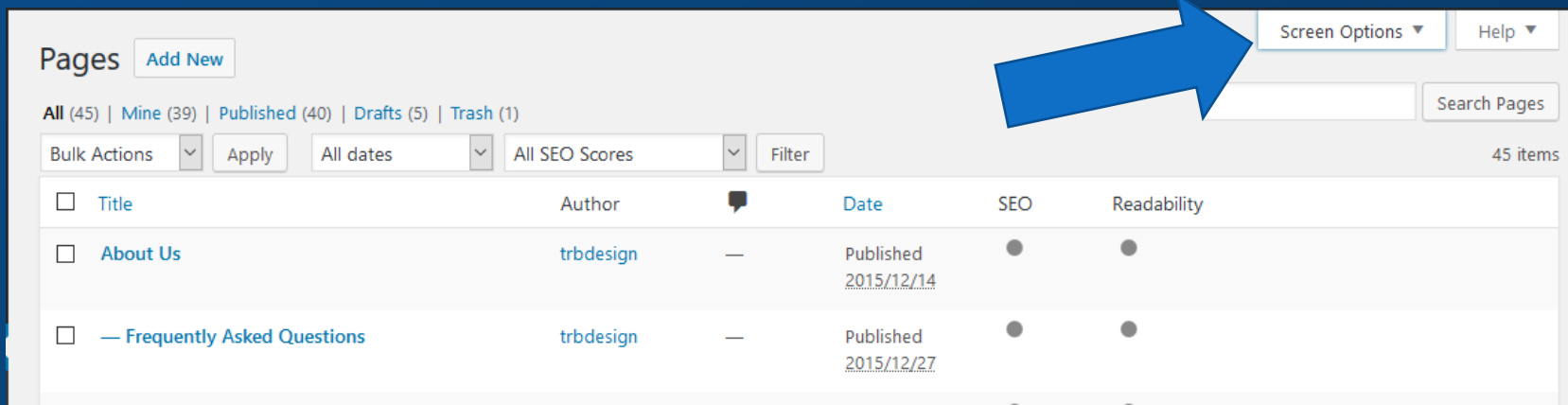
# Set up Time Zone

Settings >> General

Go down to Timezone and change to New York for websites in this time zone



# Options in Admin Area



Pages [Add New](#)

All (45) | Mine (39) | Published (40) | Drafts (5) | Trash (1)

Bulk Actions  All dates  All SEO Scores  45 items

<input type="checkbox"/>	Title	Author	<input type="checkbox"/>	Date	SEO	Readability
<input type="checkbox"/>	About Us	trbdesign	—	Published <a href="#">2015/12/14</a>	●	●
<input type="checkbox"/>	— Frequently Asked Questions	trbdesign	—	Published <a href="#">2015/12/27</a>	●	●

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<https://www.wpsitecare.com/performance-of-7-top-wordpress-hosting-companies-compared/>  
<http://www.codeinwp.com/blog/wordpress-hosting-survey-results/>

# Options in Admin Area

## Columns

Author  Comments  Date  SEO  Readability  SEO Title  Meta Desc.  Focus KW

## Pagination

Number of items per page: 50

Apply

Screen Options ▲

Pages [Add New](#)

# Quick Edit

Pages [Add New](#)

[All \(45\)](#) | [Mine \(39\)](#) | [Published \(40\)](#) | [Drafts \(5\)](#) | [Trash \(1\)](#)

Bulk Actions  All dates

<input type="checkbox"/>	Title	Author
<input type="checkbox"/>	<a href="#">About Us</a> Edit <a href="#">Quick Edit</a> <a href="#">Trash</a> <a href="#">View</a>	trbdesign
<input type="checkbox"/>	<a href="#">— Frequently Asked Questions</a>	trbdesign
<input type="checkbox"/>	<a href="#">— Mission</a>	trbdesign




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# Quick Edit

Pages [Add New](#)

All (45) | Mine (39) | Published (40) | Drafts (5) | Trash (1)

Bulk Actions  All dates  All SEO Scores  45 items


Title Author  Date SEO Readability

QUICK EDIT

Title	<input type="text" value="About Us"/>	Parent	<input type="text" value="Main Page (no parent)"/>
Slug	<input type="text" value="about-us"/>	Order	<input type="text" value="0"/>
Date	<input type="text" value="12-Dec"/> <input type="text" value="14"/> , 2015 @ <input type="text" value="20"/> : <input type="text" value="07"/>	Template	<input type="text" value="Default Template"/>
Author	<input type="text" value="trbdesign (trbdesign)"/>	<input type="checkbox"/> Allow Comments	
Password	<input type="text"/> -OR- <input type="checkbox"/> Private	Status	<input type="text" value="Published"/>

# SEO – Search Engine Optimization

Popular Plugins: Yoast SEO & All in One SEO



**Yoast SEO**

Improve your WordPress SEO: Write better content and have a fully optimized WordPress site using Yoast SEO plugin.


*By: Joost de Valk.*

★★★★☆ (1,978)

1+ million active installs

Last Updated: 3 weeks ago

Compatible up to: 4.6.1



**All in One SEO Pack**

The most downloaded plugin for WordPress (almost 30 million downloads). Use All in One SEO Pack to automatically optimize your site for Search Engines

*By: Michael Torbert, Steve Mortiboy, Dougal Campbell, Peter Baylies, and others.*

★★★★☆ (305)

1+ million active installs

Last Updated: 2 weeks ago

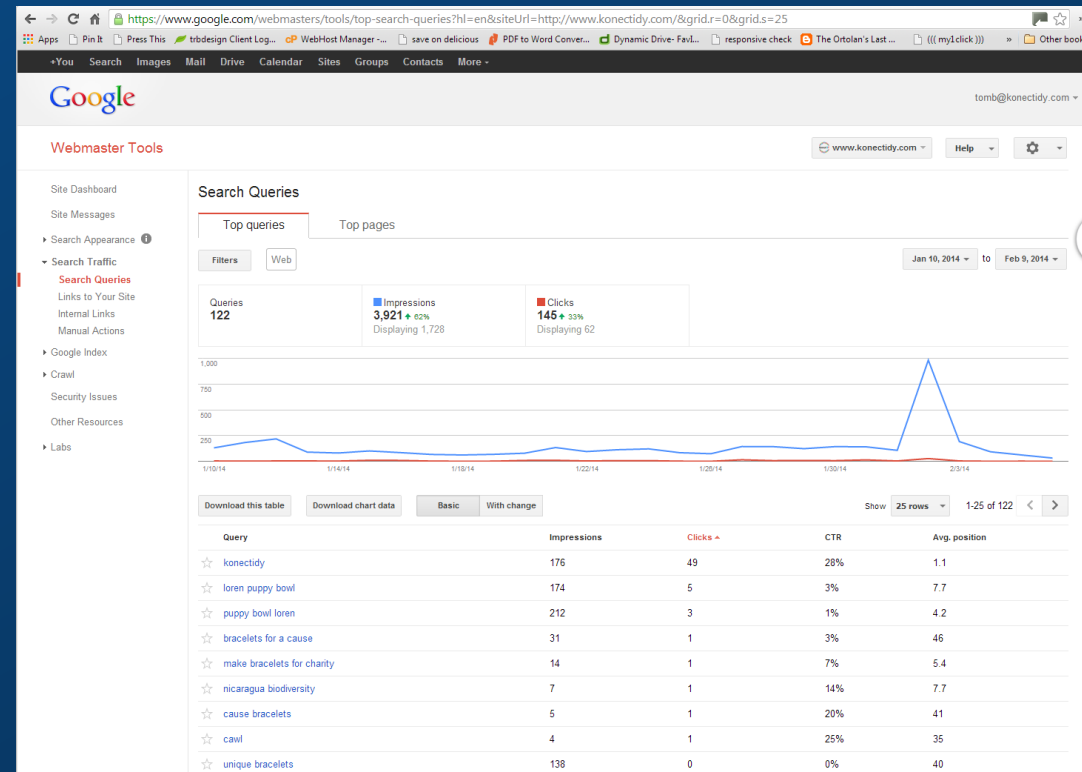
Compatible up to: 4.6.1

<https://wpvkp.com/best-wordpress-seo-plugins/>

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# Google Analytics & Search Console

[Don't forget  
Bing!]



<https://www.elegantthemes.com/blog/resources/an-introduction-to-google-analytics-for-wordpress>  
<https://kb.yoast.com/kb/how-to-connect-your-website-to-google-webmaster-tools/>



# Make Sharing Easy



## “Social Media” plugins: 1,283 items

- 74% of marketers saw an increase in traffic after spending just 6 hours per week on social media
- 50% of Internet users are active on Facebook
- 52% of marketers have gained a customer through Facebook, and 35% have done so through Twitter



<https://www.elegantthemes.com/blog/resources/best-social-media-sharing-plugins-for-wordpress>

<http://www.searchenginepeople.com/blog/925-social-media-stats-year.html>

<http://modernwpthemes.com/7-best-free-wordpress-social-media-plugin/>

# Text Widget - html

The WordPress Text widget is the easiest way to add custom HTML code to your WordPress sidebar.



# Text Widget - html

What if you don't know html?

1. Use a plugin [something like [Black Studio Tiny MCE](#) ]
2. Do an “add new” post or page
  - Format the information in the Visual Editor then go to the text tab – copy and paste to the widget (then trash the post or page.)

# Resources

- [WpBeginner](#) (Lots of other sites, [WPShout](#), [WPTavern](#))
- [Udemy](#), [Lynda](#), [Treehouse](#), [Skillshare](#)
- Facebook, LinkedIn groups & pages
- Local WP [Meetups](#) – [WordCamps](#)
- [WordPressTV](#) & YouTube

<http://www.codeinwp.com/blog/wordpress-courses-for-beginners-udemy-vs-lynda-vs-treehouse-vs-skillshare/>

<http://themeisle.com/blog/blogs-about-wordpress-to-read/>

# Questions?



» Twitter: Reikob

**Linked in**

» LinkedIn: ReikoBeach



» [Reiko@trbdesign.com](mailto:Reiko@trbdesign.com)



» phone: 781.987.1655