

# ~~25~~ 39 Things You're Doing Wrong On Your WordPress Site (and how to fix them!)

   #WCLAX

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# About me.

- ✓ **Working on websites since 1998**
- ✓ **Using WP since 2009**
- ✓ **Core contributor**
- ✓ **Currently maintain & support 200+ sites.**
- ✓ **I like dogs.**





**Get a one-page checklist  
and these slides.**

**Text “wordcamp” to:  
(415) 528-7403**

**Security.**

**Speed.**

**SEO** (search engine optimization).

**UX** (user experience).

**Other Best Practices &  
Generally Good Ideas.**



# ~~1. Not going to WordCamp~~

## 2. Not making backups.

**Don't trust your host to do it!**

**VaultPress**  
**UpdraftPlus**  
**Code Guard**

# **3. Not keeping your site updated.**

**Outdated plugins are one of the top ways sites get hacked.**

# 4. Using too many plugins.

**(Generally speaking, fewer is better.  
But there is no magic number here.)**



## 5. Using plugins.

**Quality is more important  
than quantity.**

**Coding quality and size are important.**

# 6. Keeping unused plugins & themes.

**Keep a clean house!**



# 7. Editing a parent theme.

**See also: Not using a child theme.**

**See also also: Don't edit WordPress core files either!**



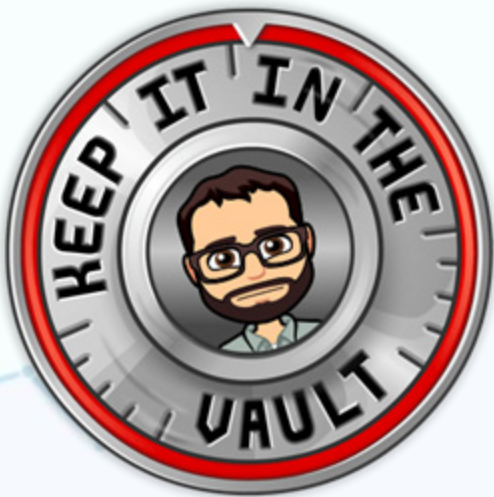
# **8. Not understanding the difference between themes & plugins.**

**Themes are for design and layout.  
Plugins are for functionality.**

<https://www.billerickson.net/core-functionality-plugin/>

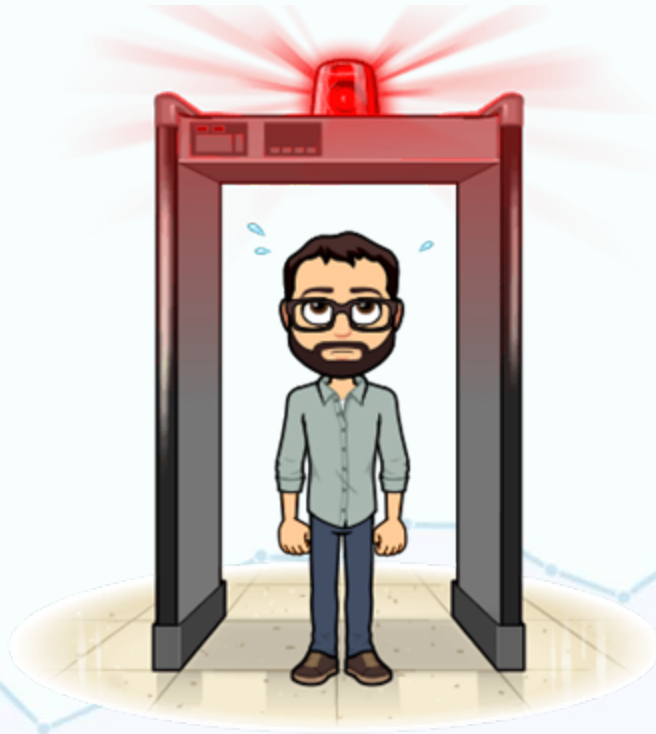
# 9. Not using strong, unique passwords.

**Use a password manager. Please.**



**1password  
Dashlane  
Keepass  
Passwork**

# 10. Not blocking brute-force password-guessing attacks.



**Jetpack**  
**Invisible reCaptcha**  
**Limit Login Attempts**  
**Login Lockdown**  
(use only one)

# 11. Giving Admin access to people who don't need it.



**Subscriber**  
**Contributor**  
**Author**  
**Editor**  
**Administrator**

[https://codex.wordpress.org/Roles and Capabilities](https://codex.wordpress.org/Roles_and_Capabilities)

# **12. Leaving old Administrator accounts lying around.**

**Your old developer.**

**Your ad network.**

**Your neighbor who helped two years ago.**





# 13. Putting multiple sites on one account.



# 14. Using Hosting.

# 15. Not securing your email account with two-factor authentication.



# 16. Not using caching.

*Plugins (choose one):*

**WP Rocket (\$)**

**WP Super Cache**

**W3 Total Cache**

**WP Fastest Cache**

**Comet Cache**

*Firewall-and-CDN:*

**Cloudflare**

**Cloudproxy**

# 17. Not using https (SSL).

**Free Let's Encrypt Certificates  
Really Simple SSL plugin**

**Make sure to have redirects  
to “force” https.**

<https://blogtutor.com/switch-to-ssl/>

# 18. Not using clean permalinks.

## Settings > Permalinks

Common Settings

<input type="radio"/> Plain	<code>https://www.loavesanddishes.net/?p=123</code>
<input type="radio"/> Day and name	<code>https://www.loavesanddishes.net/2018/09/20/sample-post/</code>
<input type="radio"/> Month and name	<code>https://www.loavesanddishes.net/2018/09/sample-post/</code>
<input type="radio"/> Numeric	<code>https://www.loavesanddishes.net/archives/123</code>
<input checked="" type="radio"/> Post name	<code>https://www.loavesanddishes.net/sample-post/</code>
<input type="radio"/> Custom Structure	<code>https://www.loavesanddishes.net</code> <input type="text" value="/%postname%/"/>

<https://yoast.com/research/permalink-helper.php>

# 19. Blocking search engines.

## Settings > Reading

Search Engine Visibility

☐ Discourage search engines from indexing this site

*It is up to search engines to honor this request.*

# 20. Not blocking search engines on your development site.

Search Engine Visibility

☒ Discourage search engines from indexing this site

*It is up to search engines to honor this request.*

<https://blogtutor.com/if-google-indexed-your-dev-site/>



# **21. Changing a post's URL after it's published.**

**But if you do, at least set up a redirect!**

**The “Redirection” plugin is great.**

# 22. Having redirect “chains.”

URL	Status Codes	# Redirects ▾
<a href="http://www.wordpress.com">http://www.wordpress.com</a>	301 → 301 → 200	2
<a href="https://www.wordpress.com">https://www.wordpress.com</a>	301 → 200	1
<a href="https://www.wordpress.com">https://www.wordpress.com</a>	301 → 200	1
<a href="https://wordpress.com">https://wordpress.com</a>	200	0

<https://httpstatus.io>

# 23. Inconsistent use of “www”.

**Pick one or the other and stick to it.**



# 24. Using huge images.

**Scale images down  
before you upload them.**



# 25. Using too many photos.



# 26. Not optimizing images.



**Shortpixel**  
**Imagify**  
**EWWW Image Optimizer**  
**Smush**

# 27. Not using a content distribution network (CDN).



**Cloudflare**  
**Jetpack (Photon)**  
**Sucuri Firewall (Cloudproxy)**

# 28. Not keeping your database tidy.



**Optimize Database after  
Deleting Revisions**

**WP-Optimize**



# 29. Not using an SEO plugin.



**Yoast SEO.**

# 30. Not checking your site on Google Search Console.





<https://search.google.com/search-console/>

# 31. Not adding your Sitemap to Google Search Console.

Add a new sitemap

<https://blogtutor.com/>

Submitted sitemaps 

Sitemap	Type	Submitted ↓	Last read	Status	Discovered URLs
/sitemap_index.xml	Sitemap index	9/20/18	9/18/18	Success	47 

Rows per page: 10 ▼ 1-1 of 1 < >

# 32. Not testing your site on Google Pagespeed Insights.

<https://developers.google.com/speed/pagespeed/insights/>

**Also:**

**gtmetrix.com**

**webpagetest.org**

# 33. Not using two stats tools.

**Google Analytics**  
**Jetpack Stats**

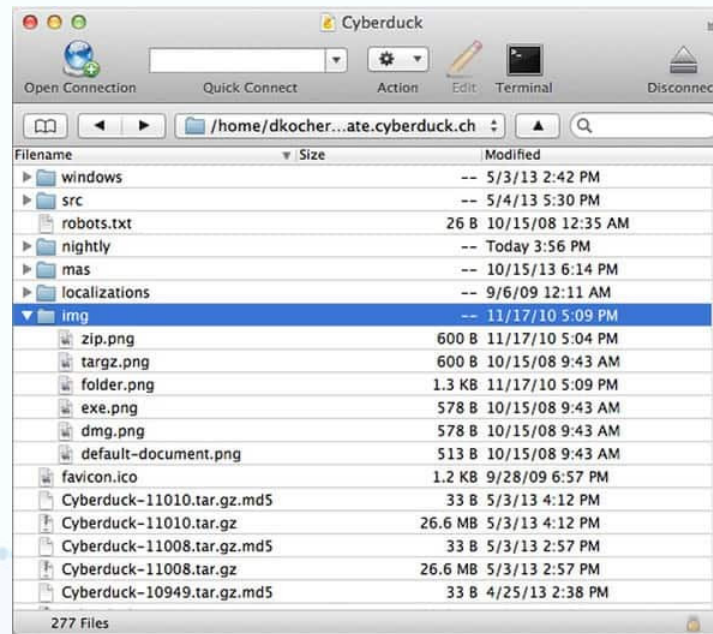


# 34. Not making sure your site can send email.



**WP Mail SMTP  
Mailgun**

# 35. Not learning how to use FTP.



<https://blogtutor.com/how-to-use-ftp/>

# 36. Not thinking about your user's experience.

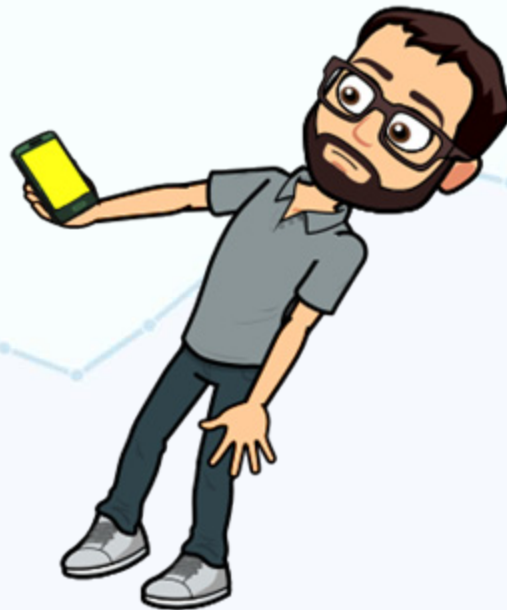
**How we work on our sites:**





# 36. Not thinking about your user's experience.

**How *a user* visits our sites:**



# 37. Not adding content regularly.



# 38. Not updating existing content regularly.



# 39. Not hiring help.





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