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Outdated plugins are one of the top ways sites get hacked.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

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/

Use a password manager. Please.

1password
Dashlane
Keepass
Passwork

Jetpack
Invisible reCaptcha
Limit Login Attempts
Login Lockdown
(use only one)
11. Giving Admin access to people who don’t need it.

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

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


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.

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.”

<table>
<thead>
<tr>
<th>URL</th>
<th>Status Codes</th>
<th># Redirects</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://www.wordpress.com">http://www.wordpress.com</a></td>
<td>301 → 301 → 200</td>
<td>2</td>
</tr>
<tr>
<td><a href="https://www.wordpress.com">https://www.wordpress.com</a></td>
<td>301 → 200</td>
<td>1</td>
</tr>
<tr>
<td><a href="https://www.wordpress.com">https://www.wordpress.com</a></td>
<td>301 → 200</td>
<td>1</td>
</tr>
<tr>
<td><a href="https://wordpress.com">https://wordpress.com</a></td>
<td>200</td>
<td>0</td>
</tr>
</tbody>
</table>

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.

Shortpixel
Imagify
EWWW Image Optimizer
Smush
27. Not using a content distribution network (CDN).

Cloudflare
Jetpack (Photon)
Sucuri Firewall (Cloudproxy)

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.
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.
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