25 40 Things

You're Doing Wrong

On Your WordPress Site

(and how to fix them!)

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Hi, I'm Andrew Wilder.

- ✓ **Working on websites since 1998**

- ✓ **Using WordPress since 2009**

- ✓ **Core contributor**

- ✓ **Currently maintain & support 250+ sites.**

- ✓ **I like dogs.**

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Get a one-page checklist and these slides.

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(415) 528-7403

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Security.

Speed.

SEO (search engine optimization).

UX (user experience).

Other Best Practices & Generally Good Ideas.

1. ~~Not always learning.~~

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Outdated plugins are one of the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.

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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: **Editing WordPress core files.**

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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/

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9. Not using strong, unique passwords.

Use a password manager. *Please.*

1password
Dashlane
Keepass
Passwork

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

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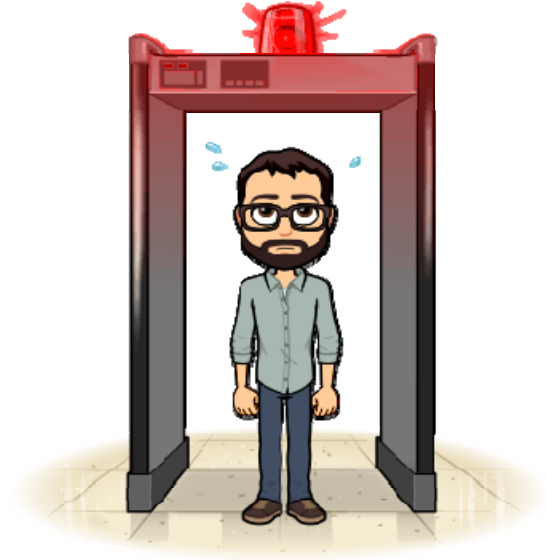
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11. Giving Admin access to people who don't need it.

Subscriber
Contributor
Author
Editor
Administrator

https://codex.wordpress.org/Roles_and_Capabilities

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12. Leaving old Administrator accounts lying around.

Your old developer.
Your ad network.
Your neighbor's kid who helped two years ago.

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13. Putting multiple sites on one hosting account.

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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 (choose one):
Cloudflare
Cloudproxy

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17. Not using https (SSL).

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

**Make sure to have redirects
to "force" https.**

https://www.nerdpress.net/switch-to-ssl/

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18. Not using clean permalinks.

Settings > Permalinks

Common Settings

○ Plain	https://www.loavesanddishes.net/?p=123
○ Day and name	https://www.loavesanddishes.net/2018/09/20/sample-post/
○ Month and name	https://www.loavesanddishes.net/2018/09/sample-post/
○ Numeric	https://www.loavesanddishes.net/archives/123
● Post name	https://www.loavesanddishes.net/sample-post/
○ Custom Structure	https://www.loavesanddishes.net /%postname%/

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

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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://www.nerdpress.net/if-google-indexed-your-dev-site/

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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.

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22. Having redirect "chains."

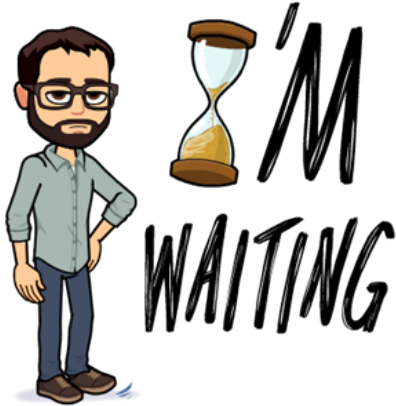| URL	Status Codes	# Redirects
http://www.wordpress.com	301 → 301 → 200	2
https://www.wordpress.com	301 → 200	1
https://www.wordpress.com	301 → 200	1
https://wordpress.com	200	0

https://httpstatus.io

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23. Inconsistent use of "www"

Pick one or the other and stick to it.

24. Using huge images.

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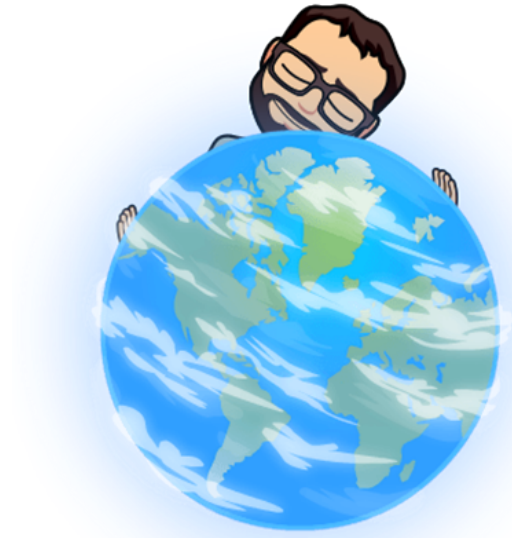before you upload them.**

25. Using too many photos.

send pics ;)

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26. Not optimizing images.

Shortpixel
Imagify
EWWW Image Optimizer
Kraken
Smush Pro

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

Cloudflare
Jetpack (Accelerator)
Sucuri Firewall (Cloudproxy)

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28. Not keeping your database tidy.

Optimize Database after Deleting Revisions

WP-Optimize

29. Not using an SEO plugin.

Yoast SEO.

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30. Not checking your site on Google Search Consle.

https://search.google.com/search-console/
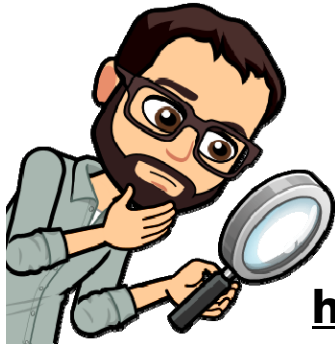
31. Not adding your Sitemap to Google Search Console.

Add a new sitemap

https://www.nerdpress.net/ Enter sitemap URL   SUBMIT

Submitted sitemaps

Sitemap	Type	Submitted ↓	Last read	Status	Discovered URLs
/sitemap_index.xml	Sitemap index	Dec 27, 2018	Apr 15, 2019	Success	48

Rows per page: 10 ▾   1-1 of 1   ‹ ›

Search Console > Index > Sitemaps

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32. Not testing your site on Google Pagespeed Insights.

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

Also:
webpagetest.org
gtmetrix.com

But don't use testmysite.thinkwithgoogle.com!

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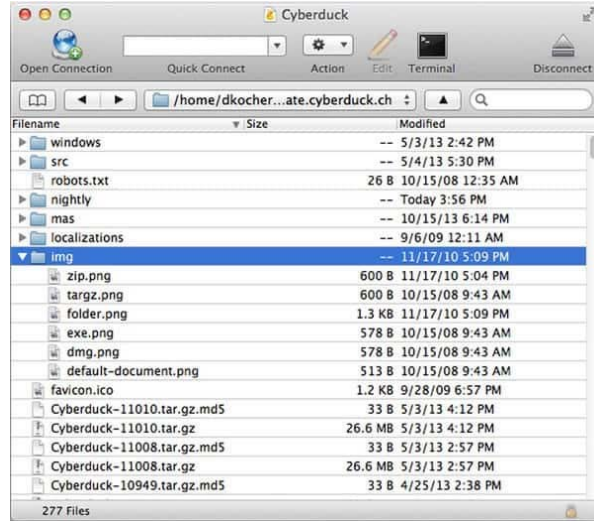# 33. Not using two stats tools.

Google Analytics
Jetpack Stats

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34. Not making sure your site can send email.
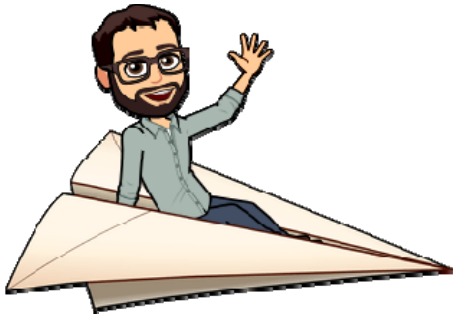
WP Mail SMTP
Mailgun

35. Not learning how to use FTP.

https://www.nerdpress.net/how-to-use-ftp/

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36. Not thinking about your user's experience.

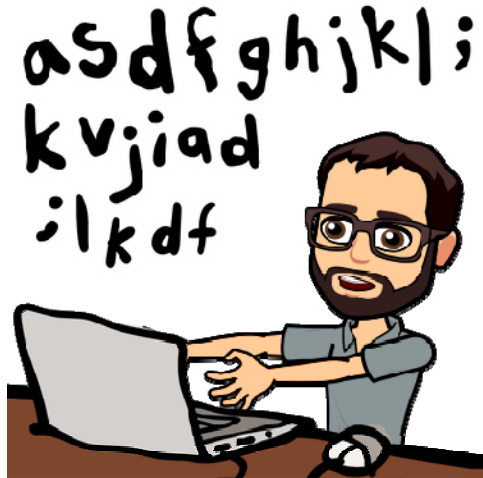## How *we* work on our sites:

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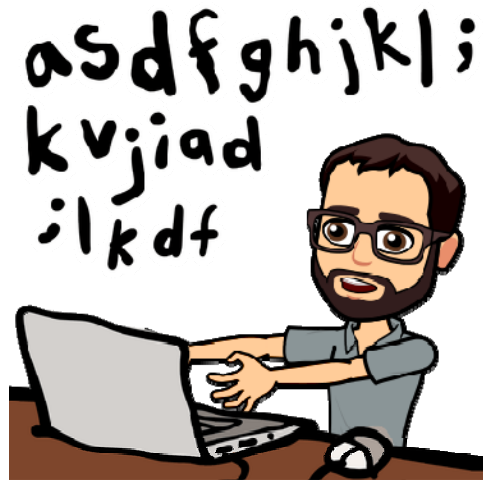# 36. Not thinking about your user's experience.

How *a user* visits our sites:

37. Not adding content regularly.

38. Not *updating* existing content regularly.

39. Not using PHP 7

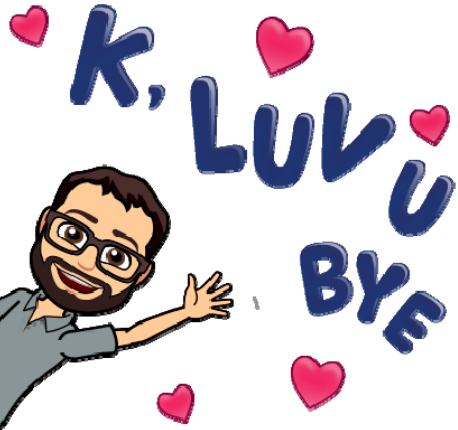## (actually, PHP 7.3)

It's twice as fast as PHP 5.6!!

Impressive

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40. Not hiring help.

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