

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

   #WCLAX

Andrew Wilder

andrew@blogtutor.com

< BlogTutor >

@blogtutor <https://blogtutor.com>

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.

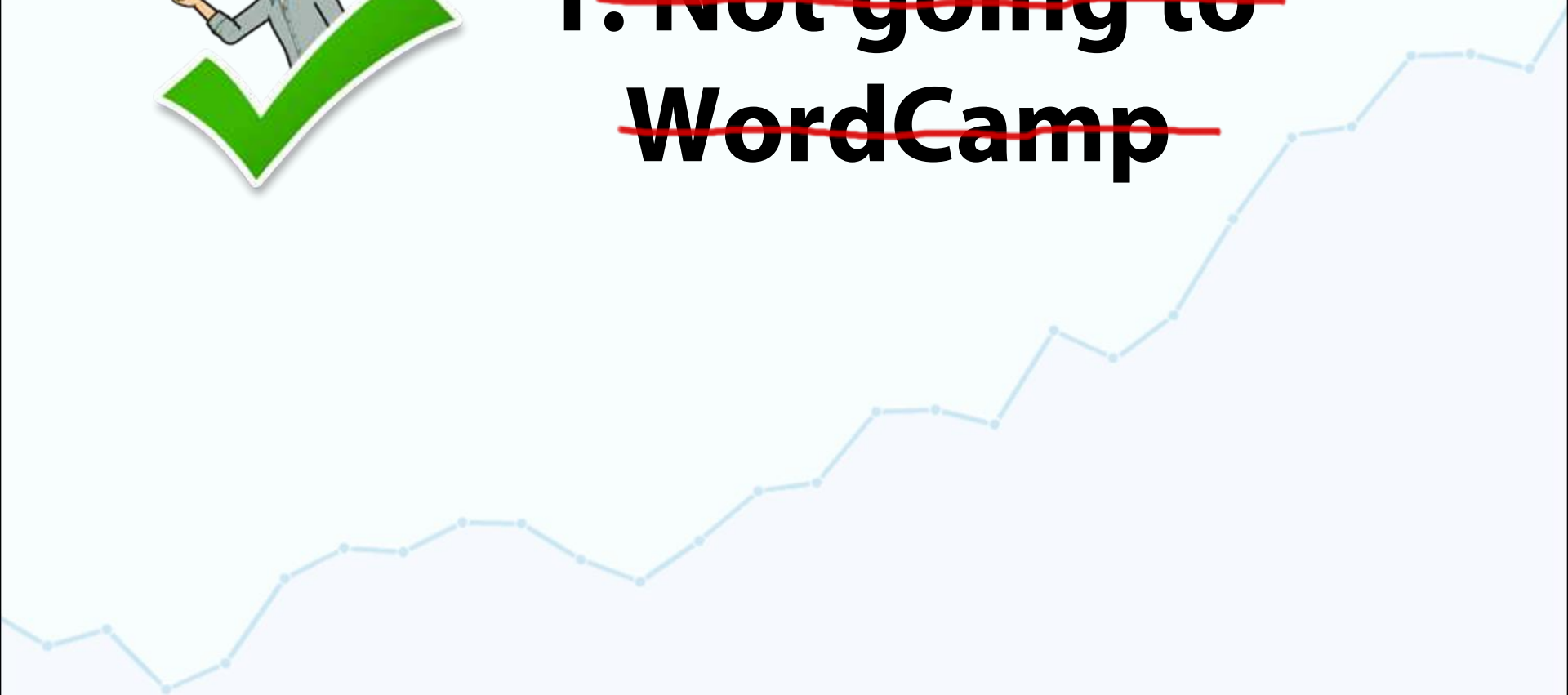
SEO (search engine optimization).

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Outdated plugins are one of the top ways sites get hacked.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

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/> SUBMIT

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

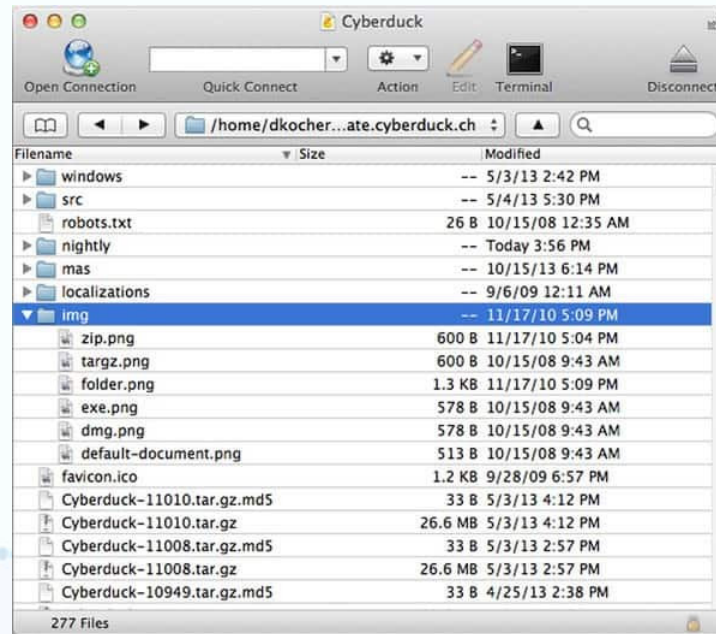


34. Not making sure your site can send email.



**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.





**Get the checklist
and slides!**

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

< BlogTutor >

andrew@blogtutor.com
@blogtutor