



You're Doing it Wrong

13 WordPress Mistakes to Avoid

About ME

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- Heavily Involved with WordPress
 - Developer (HartzlerDM.com)
 - Podcaster (YourWebsiteEngineer.com)
 - Instructor (ConquerYourWebsite.com)



DustinIsLive.com



Today's **GAME PLAN**



- Most Common Mistakes
- Solutions to the Mistakes
- Special Offer



Shortcut Your Way to Successfully Using WordPress




Mistake #0 USING WRONG TYPE OF WORDPRESS

- WordPress.com vs. WordPress.org
- This presentation will focus on self-hosted WordPress



Mistake #1 NOT REMOVING INITIAL SETTINGS

 General Settings

Site Title

WordPress 3.6

Tagline

Just another Twenty Twelve Theme

In a few words, explain what this site is about.

WordPress Address (URL)

http://localhost:8888/wordpress

Site Address (URL)

http://localhost:8888/wordpress

Enter the address here if you want your site homepage [to be different from the directory](#) you installed WordPress.

E-mail Address

Dustin@HartzlerDM.com

This address is used for admin purposes, like new user notification.

Membership

☐ Anyone can register

New User Default Role

Subscriber ▾

Timezone

UTC+0 ▾

UTC time is 2013-08-23 21:52:15

Choose a city in the same timezone as you.



Mistake #1 NOT REMOVING INITIAL SETTINGS



Permalink Settings

By default WordPress uses web URLs which have question marks and lots of numbers in them, however WordPress offers you the ability to create a custom URL structure. This can improve the aesthetics, usability, and forward-compatibility of your links. A [number of tags are available](#), and here are some examples to get you started.

Common Settings

☒ Default

`http://localhost:8888/wordpress/?p=123`

☐ Day and name

`http://localhost:8888/wordpress/2013/08/23/sample-post/`

☐ Month and name

`http://localhost:8888/wordpress/2013/08/sample-post/`

☐ Numeric

`http://localhost:8888/wordpress/archives/123`

☐ Post name

`http://localhost:8888/wordpress/sample-post/`



☐ Custom Structure

`http://localhost:8888/wordpress`



How to **FIX**

- Customize your Title & Tagline
- Enable post name permalinks
- Set your time zone



Mistake #2 ABSOLUTELY NO BACKUP

- Rollback if your site gets hacked
- Restore point if an update crashes your site
- Don't lose years worth of content if your server crashes



How to **FIX**

- Install a plugin
 - BackupBuddy or BackWPup
- Configure
- Forget about it!



Mistake #3 NOT USING BETTER WP SECURITY

System Status

1. You are not enforcing strong passwords. [Click here to fix.](#)
2. Your WordPress header is showing too much information to users. [Click here to fix.](#)
3. Non-administrators can see all updates. [Click here to fix.](#)
4. The *admin* user has been removed.
5. A user with id 1 still exists. [Click here to change user 1's ID.](#)
6. Your table prefix should not be *wp_*. [Click here to rename it.](#)
7. You are not scheduling regular backups of your WordPress database. [Click here to fix.](#)
8. Your WordPress admin area is available 24/7. Do you really update 24 hours a day? [Click here to fix.](#)
9. You are not blocking known bad hosts and agents with HackRepair.com's blacklist? [Click here to fix.](#)
10. Your login area is not protected from brute force attacks. [Click here to fix.](#)
11. Your WordPress admin area is not hidden. [Click here to fix.](#)
12. Your .htaccess file is NOT secured. [Click here to fix.](#)
13. Your installation is not actively blocking attackers trying to scan your site for vulnerabilities. [Click here to fix.](#)
14. Your installation is not actively looking for changed files. [Click here to fix.](#)
15. Your installation accepts long (over 255 character) URLs. This can lead to vulnerabilities. [Click here to fix.](#)
16. You are allowing users to edit theme and plugin files from the WordPress backend. [Click here to fix.](#)
17. Better WP Security is allowed to write to wp-config.php and .htaccess.
18. wp-config.php and .htaccess are writeable. [Click here to fix.](#)
19. Users may still be able to get version information from various plugins and themes. [Click here to fix.](#)
20. You should rename the wp-content directory of your site. [Click here to do so.](#)
21. You are not requiring a secure connection for logins or for the admin area. [Click here to fix.](#)



How to **FIX**

- Install Better WP Security
- Configure all 21 items
- Enable Limit Login Feature



Mistake #4 NOT TRACKING TRAFFIC FROM DAY 1

- Set up a Google Analytics Account
- Or set up a WordPress.com account for Jetpack
- Do this early and verify it's working



How to **FIX**

- Sign up for an account
 - google.com/analytics or wordpress.com
- Install & configure plugin
- Verify it's working after 3 days



Mistake #5 A EXTREMELY SLOW SITE

- A WordPress site is dynamic
- It's resource intensive
- Long load times without a caching plugin



How to FIX

- tools.pingdom.com or gtmetrix.com
- Install W3Total Cache
- Configure to optimize your site

Report generated: Fri, Oct 4, 2013, 5:49 AM -0700
Test Server Region: Vancouver, Canada
Using: Firefox (Desktop) 14.0.1, Page Speed 1.12.16, YSlow 3.1.7



Looks like you're running WordPress
[Have a look at our WP optimization tips »](#)

Summary

Page Speed Grade:
(88%)↑

B

YSlow Grade:
(83%)↑

B

Page load time: 2.95s
Total page size: 707KB
Total number of requests: 45



Mistake #6 NOT TARGETING EXACT KEYWORDS

- Google likes WordPress sites
- But you need to say what's on each page
- When each page is optimized, your site will rank higher in search results



How to FIX

- Install WordPress SEO by Yoast
- Configure site wide defaults
- Optimize each page and post

WordPress SEO by Yoast

General Page Analysis Advanced Social

Snippet Preview: [WordPress SEO Plugin • Search Engine Optimization Plugin • Yoast](#)
[yoast.com/wordpress/seo/](#)
The most complete WordPress SEO Plugin, Yoast's WordPress SEO plugin is an All in One SEO solution for your WordPress blog, used by experts worldwide.

Focus Keyword:

Your focus keyword was found in:

Article Heading: **Yes (1)**
Page title: **Yes (1)**
Page URL: **No**
Content: **Yes (11)**
Meta description: **Yes (2)**

SEO Title:

Title display in search engines is limited to 70 chars, 6 chars left.

Meta Description:

The meta description will be limited to 156 chars, 6 chars left.



Mistake #7 NOT COLLECTING EMAIL ADDRESSES

- The money's in the list
- A direct way to communicate with your fans
- Automate this with a service like MailChimp



How to FIX

- Sign up for a free MailChimp Account
- Create a list
- Install MailChimp plugin
- Add plugin to sidebar
- Create a freebee to encourage sign ups



Mistake #8 NOT STAYING UPDATED

The screenshot shows the WordPress 3.5.1 Dashboard. At the top, a yellow banner indicates that **WordPress 3.6** is available and prompts the user to [Please update now](#). Below this, another yellow box states that **Akismet is almost ready** and requires an API key. A third yellow box informs the user that there is an update available for **Gravity Forms**, with a [View Details](#) link and a **Dismiss** button.

The left sidebar contains a menu with the following items: **Dashboard**, **Home**, **Updates** (12), **Akismet Stats**, **Posts**, **Media**, **Galleries**, **Links**, **Forms** (1), **Pages**, **Comments** (2), **Slides**, **Portfolios**, **Contact**, **Appearance**, **Plugins** (11), **Users**, **Tools**, **Settings**, **SEO**, **Fancy Gallery**, **Memory Usage**, **Gaia**, **Theme Store**, and a **Collapse menu** button.

The main content area is divided into several sections:

- Right Now**: A summary of site statistics. It shows 8 Posts, 39 Pages, 6 Categories, and 69 Tags. It also indicates that the site is using **WordPress 3.5.1** and provides an **Update to 3.6** button. Additionally, it mentions that Akismet blocks spam and that there is nothing in the spam queue.
- QuickPress**: A section for creating new posts. It includes a text input for the title, an **Add Media** button, a large text area for the content, a **Tags** input field, and buttons for **Save Draft**, **Reset**, and **Publish**.
- Recent Drafts**: A section showing no drafts at the moment.
- WordPress Blog**: A section featuring news about WordPress 3.6. It includes a post titled **WordPress 3.6 "Oscar"** dated August 1, 2013, and another titled **WordPress 3.6 Release Candidate 2** dated July 24, 2013.
- Recent Comments**: A section showing two pending comments from the website **thezenmedia.com**. The first comment is from **mass traffic on A Focus on Relationships and Wellness at IECSC Las Vegas**, and the second is from **backlink on A Focus on Relationships and Wellness at IECSC Las Vegas**.



How to **FIX**

- First create a backup restore point
- Update WordPress as soon as it's released
- Update plugins and themes as necessary



Mistake #9 INSTALLED BAD PLUGINS

WP SM Pistons Sliding Menu

Flash set of sliding menus , whose submenus are animated by a "piston" movement .

[Download Version 1.0.1](#)

♥ Favorite

[Description](#) [Installation](#) [FAQ](#) [Screenshots](#) [Changelog](#) [Stats](#) [Support](#) [Reviews](#) [Developers](#)

WordPress extension (plugin) which allows to display , on your website , a customizable Flash set of sliding menus , whose submenus are animated by a "piston" movement :

[Newsletter](#) | [Forum](#) | [Other plugins demos](#)

- [Demo 1](#)
- [Demo 2](#)
- [Demo 3](#)
- [Demo 4](#)
- [Demo 5](#)

▪ Author plugin : David DONISA

▪ Author E-mail : donimedia-servicetique@orange.fr

Requires: 3.0.1 or higher

Compatible up to: 3.2.1

Last Updated: 2011-11-3

Downloads: 322

Ratings



0 out of 5 stars

5 stars 0

4 stars 0


3 stars 0

2 stars 0

1 stars 0



Mistake #9 INSTALLED BAD PLUGINS



Contact Form 7

Just another contact form plugin. Simple but flexible.

[Download Version 3.5.2](#)

♥ Favorite

[Description](#) [Installation](#) [FAQ](#) [Screenshots](#) [Changelog](#) [Stats](#) [Support](#) [Reviews](#) [Developers](#)

Contact Form 7 can manage multiple contact forms, plus you can customize the form and the mail contents flexibly with simple markup. The form supports Ajax-powered submitting, CAPTCHA, Akismet spam filtering and so on.

Docs & Support

You can find [docs](#), [FAQ](#) and more detailed information about Contact Form 7 on [contactform7.com](#). If you were unable to find the answer to your question on the FAQ or in any of the documentation, you should check the [support forum](#) on WordPress.org. If you can't locate any topics that pertain to your particular issue, post a new topic for it.

Contact Form 7 Needs Your Support

It is hard to continue development and support for this free plugin without contributions from users like you. If you enjoy using Contact Form 7 and find it useful, please consider

Requires: 3.5 or higher
Compatible up to: 3.6
Last Updated: 2013-8-19
Downloads: 12,416,110

Ratings

★★★★☆
4.3 out of 5 stars

5 stars	1417
4 stars	330
3 stars	55
2 stars	23
1 stars	213



How to **FIX**

- Look for plugins with cover image
- Make sure they've been updated recently
- Lots of downloads



Mistake #10 USING HUGE POORLY NAMED PICS



Title	<input type="text" value="boring.jpg"/>
Caption	<input type="text" value=""/>
Alt Text	<input type="text" value=""/>
Description	<input type="text" value=""/>



How to **FIX**

- Resize images before uploading
- Give images a descriptive name
- Include Alt Text so Google and screen readers know what is being displayed



Mistake #11 Content Isn't Shareable

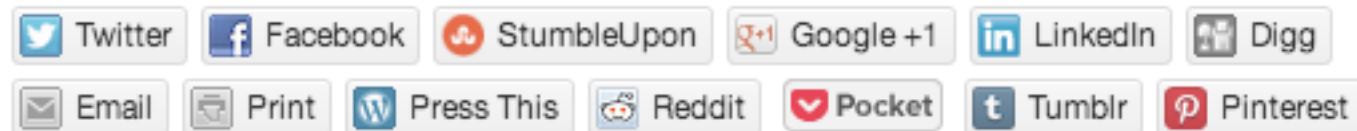
- People will share content if:
 - It's great content
 - It's easy to share
- This will bring more traffic to your site



How to **FIX**

- Easiest: Install Jetpack plugin and enable sharing
- Install one of the thousands social sharing plugins

Share this:



Mistake #12 NOT USING THE POWER OF 24/7

- Your website is running 24/7
- If you have items to sell, add them to your site
- Make things extremely automated



How to FIX

- To sell items, add WooCommerce plugin
- Set up a PayPal account
- In WooCommerce, set payment gateway to PayPal



How to **FIX**

- People want instant gratification
- If you offer a free ebook, make sure it can be downloaded instantly



Mistake #13 NOT USING A CONTACT FORM

- You want to make it as easy as possible for people to contact you
- Have a dedicated page called "Contact"



How to FIX

- Install Contact Form 7 or Gravity Forms
- Create a simple form:
 - Name, email, message box
- Verify it's working



To RECAP

- Mistake #1: Not removing initial settings
- Mistake #2: Absolutely no backup
- Mistake #3: Site vulnerable to hackers
- Mistake #4: Not tracking visitors



To RECAP

- Mistake #5: A slow loading website
- Mistake #6: Not targeting keywords
- Mistake #7: Not capturing email address
- Mistake #8: Website is outdated



To RECAP

- Mistake #9: Installed bad plugins
- Mistake #10: Too large of images
- Mistake #11: Content isn't shareable
- Mistake #12: Not using the 24/7 power
- Mistake #13: Not having a contact form



Special Offer



Conquer Your Website

- Brand new digital course
- Three day VIP Launch
- Step-by-step instructions to get your site performing at it's best



Here's What You'll Learn:

- Module #1: Backup, Backup, Backup
- Module #2: Protect Site from Hackers
- Module #3: Track Visitors w/ Analytics
- Module #4: Speed Up Your Site



Here's What You'll Learn:

- Module #5: Optimize for Google
- Module #6: Learn a Little Bit of Code
- Module #7: Keep WordPress Updated
- Module #8: Set up MailChimp



Here's What You'll Learn:

- Module #9: Must Have WP Plugins
- Module #10: Spice Up WP site w/ Images
- Module #11: Share with Social Media
- Module #12: Sell Content Online



Three Special VIP Bonuses

- 6 One Hour Q&A Webinars
- Download My Exact Settings
- 30 minute consultation with me



In this training

- I show you everything
- Step-by-step process of you looking over my shoulder
- Stop wasting time searching the web for answers



How Much?

- Hire a developer for approx. \$100/hr
- Pay for 10-12 hours to have a developer do these things
- Or spend tens of hours researching the web



My goal is to save you
time, money and
frustration



Course CONTAINS

- 12 Step-by-step modules
- 4 hours of video content
- Plus all of my settings



All of this for just \$297



Plus 2 great payment
options



ConquerYourWebsite.com/vip



Any Questions?

ConquerYourWebsite.com/vip

