



WORDPRESS Best Practices:

WordPress is the dominant publishing platform on the internet, responsible for over 25% of the web's content.

This session will help you understand the full capabilities of the platform and how it can be used as much more than a blog.

Learn best practices for building and maintaining a WordPress website.

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[Facebook.com/TayloeGrayKristof](https://www.facebook.com/TayloeGrayKristof)

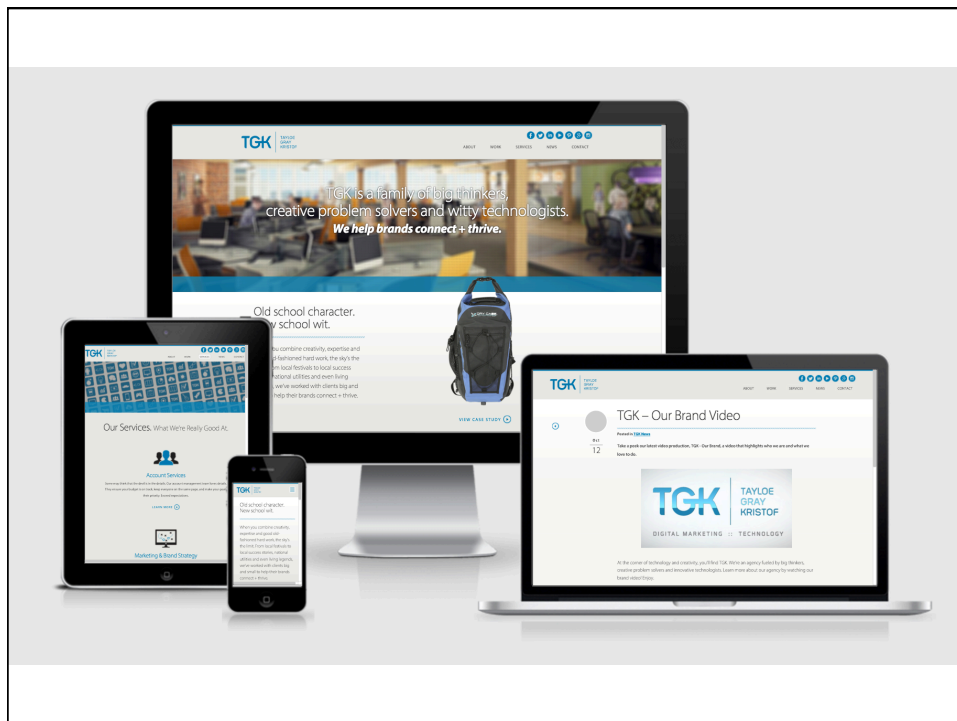
[Linkedin.com/in/grayamerica](https://www.linkedin.com/in/grayamerica)

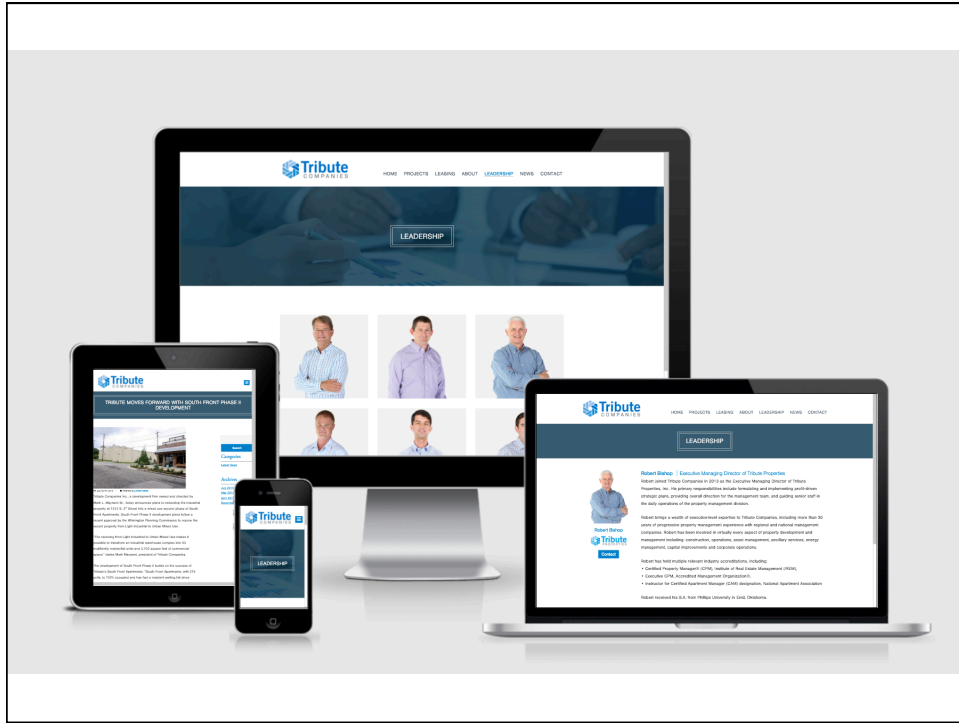


DIGITAL MARKETING :: TECHNOLOGY

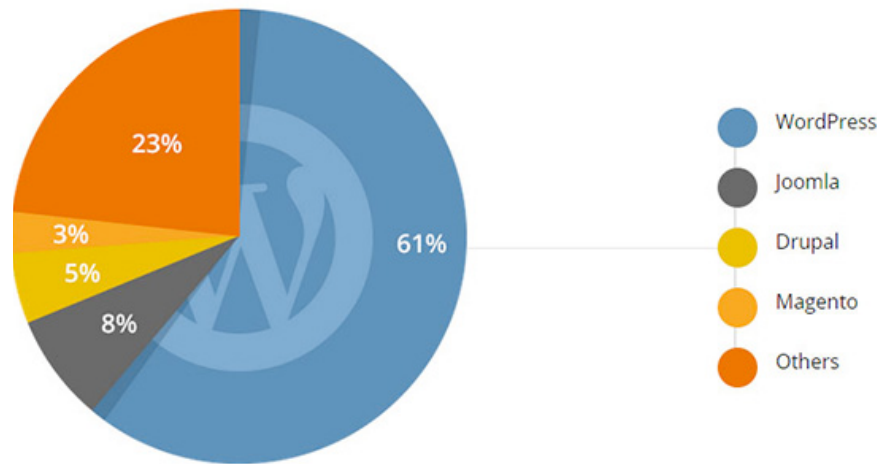
WordPress

- Open Source Content Management System
 - Started as a Blog, now a full blown CMS
- Manage Articles, Pages, Downloads, Custom Content, User Permissions
- Extended Through Plugins and Themes





WordPress Market Share (of CMS)



WordPress.com vs .org

	.com	.org
Hosting	Free	Third party
Maintenance	Included	None
Themes	Limited	Customizable
Plugins	Limited	Customizable
Advertisements	Limited	Unlimited
Source Code	Private	Available

Installation Requirements

- Linux or Windows Server
- MySQL Database
- (S)FTP access
- Managed by competent IT

Installation Process

- Use one-click install or
- Install Files from Wordpress.org
 - FTP files up to domains document root
 - Visit the domain
 - Enter sitename, admin user, database credentials into installer or edit wp-config.php to enter details

Managing Your WordPress Install



Initial Security

- Turn off
 - Comments (do you really need them)
 - Registration (do we want to allow it)
- Create new admin user
 - not named Admin or anything related to domain (domain.com)

Editing Content

The screenshot shows the WordPress editor for a post titled "Bears". The left sidebar contains navigation options like "All Posts", "Add New", "Categories", "Tags", "Media", "Links", "Pages", "Comments", "Contact", "Appearance", "Plugins", "Users", "Tools", and "Settings". The main content area shows the post title "Bears", a permalink, and a rich text editor with a visual tab. The text in the editor reads: "Bears are mammals of the family Ursidae. Bears are classified as caniforms, or doglike carnivorans, with the pinnipeds being their closest living relatives. Although only eight species of bears are extant, they are widespread, appearing in a wide variety of habitats throughout the Northern Hemisphere and partially in the Southern Hemisphere. Bears are found on the continents of North America, South America, Europe, and Asia." An image of a brown bear is visible. The right sidebar shows the "Publish" section with status "Published", visibility "Public", and a "Publish" button. Below it, the "Categories" section shows a list of categories with "Animal" and "Mammal" selected.

Organizational Concepts

- Content Organization
 - Type
 - Post - content with publish date
 - Page – content without date
 - Custom Post Types - can be anything
 - Taxonomy
 - Tags –
 - Category (hierarchical)
 - Custom Taxonomy (either)

The screenshot shows the "Categories" and "Tags" settings in the WordPress editor. The "Categories" section has two tabs: "All Categories" and "Most Used". Under "All Categories", there are four checkboxes: "Animal" (checked), "Mineral" (unchecked), "Uncategorized" (unchecked), and "Vegetable" (unchecked). Below the checkboxes is a link to "+ Add New Category". The "Tags" section has a text input field with an "Add" button. Below the input field, it says "Separate tags with commas" and shows two example tags: "cuddly" and "brown". There is a link to "Choose from the most used tags" and a text box that says "No tags found."

Tags vs Category

- **Baby Bear**
 - Tags : brown, cuddly
 - Category: Animal
- **Adult Bear**
 - Tags : brown, scary
 - Category: Animal
- **Dirt**
 - Tag: Brown
 - Category: Mineral

Categories ▲

All Categories | Most Used

- Animal
- Mammal
- Mineral
- Uncategorized
- Vegetable
- Fish

[+ Add New Category](#)

Tags ▲

Separate tags with commas

brown cuddly scary

[Choose from the most used tags](#)


TEST WORDPRESS
Just another WordPress site

MINERAL ANIMAL

[Dirt](#)

[Leave a reply](#)

Soil is the mixture of minerals, organic matter, gases, liquids, and the countless organisms that together support life on Earth. Soil is a natural body known as the pedosphere and which performs four important functions: it is a medium for plant growth; it is a means of water storage, supply and purification; it is a modifier of Earth's atmosphere; it is a habitat for organisms; all of which, in turn, modify the soil.




This entry was posted in [Mineral](#) and tagged [brown](#) on November 4, 2015 by [admin](#). [Edit](#)

[Bears](#)

[Leave a reply](#)

Bears are mammals of the family Ursidae. Bears are classified as caniforms, or doglike carnivorans, with the pinnipeds being their closest living relatives. Although only eight species of bears are extant, they are widespread, appearing in a wide variety of habitats throughout the Northern Hemisphere and partially in the Southern Hemisphere. Bears are found on the continents of North America, South America, Europe, and Asia.



This entry was posted in [Animal](#), [Mammal](#) and tagged [brown](#), [cuddly](#), [scary](#) on November 4, 2015 by [admin](#). [Edit](#)

Post Archives

- www.mysite.com/tag/brown/
 - Shows Dirt and Bears
- www.mysite.com/tag/scary
 - Shows just Bears
- www.mysite.com/category/mineral
 - Shows just Dirt

Content Data

Built In

- Title
- Permalink (URL)
- Body (HTML)
- Excerpt (short version of body)
- Featured Image

Custom

- Meta Fields
 - Text, date, other data types

Other Content

- Media
 - Images and Documents uploaded to site
 - Can be associated with post content
- Widgets
 - HTML or Code used on multiple page, such as side bar content
- Menus
 - Navigation structure with links to internal and external content

User Levels

- Administrator
 - Full Control
- Editor
 - access all content, but not themes, plugins or widgets
- Author
 - Publish content, but not content of other users
- Contributor
 - Save content, but not publish, can not upload media

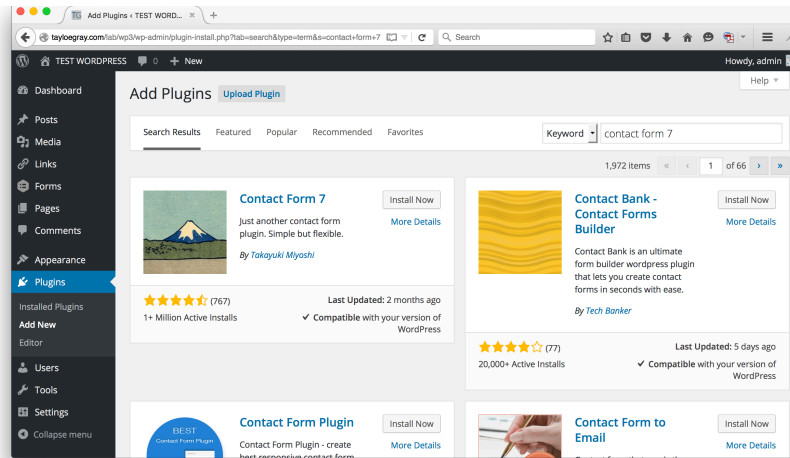
Lets Add Some Functionality

- Wordpress can be extended with plugins
 - Event Calendar
 - Jobs Board
 - Forums
 - Maps
 - Directories
 - Contact Forms / Content Gathering
 - ~~eCommerce~~-(not recommended)

Free Vs Commercial Plugins

- Only download from reputable places
- Look for support and regular updates
- Free
 - Official repository – *wordpress.org/plugins/*
- Commercial
 - WP MU DEV – *premium.wpmudev.org*
 - Gravity Forms – *gravityforms.com*

Plugins



Evaluating plugins

- When Updated
- How Many stars
- Compatibility
- Active Installs

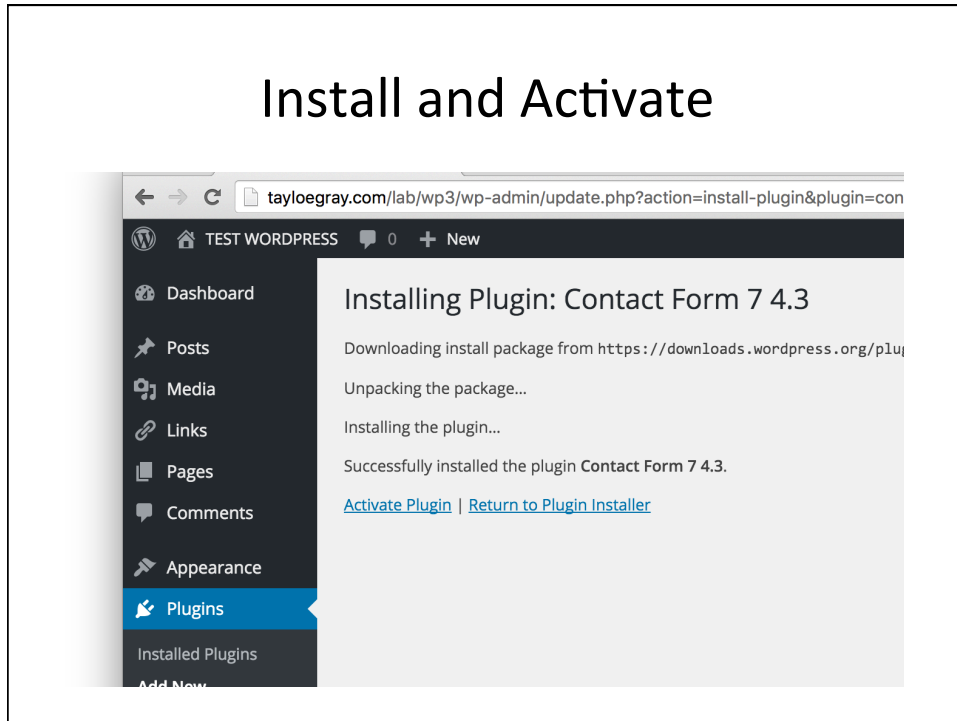
Version: 4.3
 Author: [Takayuki Miyoshi](#)
 Last Updated: 2 months ago
 Requires WordPress Version: 4.2 or higher
 Compatible up to: 4.3.1
 Active Installs: 1+ Million
[WordPress.org Plugin Page »](#)
[Plugin Homepage »](#)

AVERAGE RATING

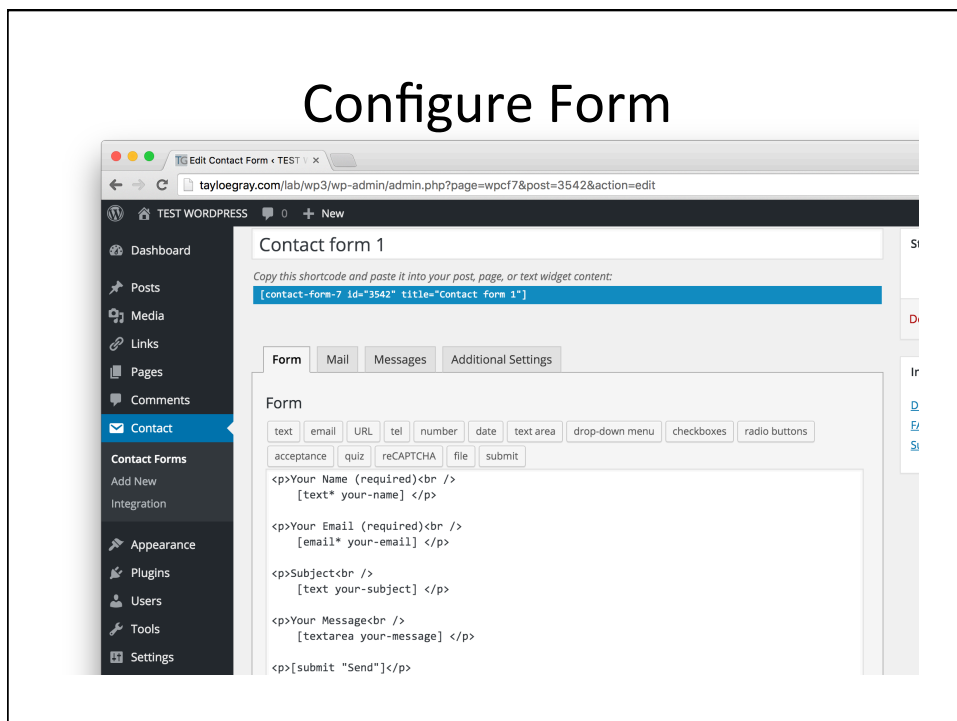
★★★★☆
 (based on 767 ratings)

5 stars	633
4 stars	69
3 stars	17
2 stars	13
1 star	35

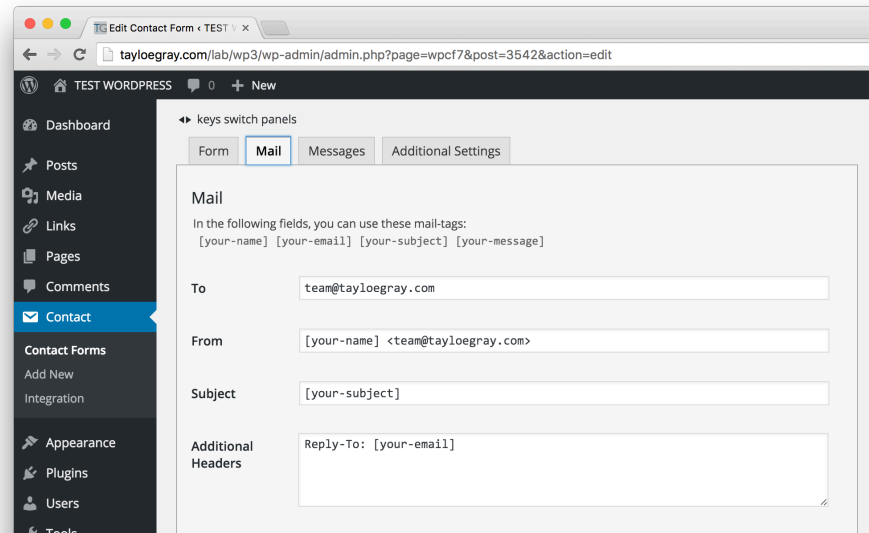
Install and Activate



Configure Form



Configure Form



The screenshot shows the WordPress admin interface for editing a contact form. The left sidebar is visible, with the 'Contact' menu item selected. The main content area is titled 'Configure Form' and has four tabs: 'Form', 'Mail', 'Messages', and 'Additional Settings'. The 'Mail' tab is active, showing the following configuration:

Mail
In the following fields, you can use these mail-tags:
[your-name] [your-email] [your-subject] [your-message]

To: team@tayloegray.com

From: [your-name] <team@tayloegray.com>

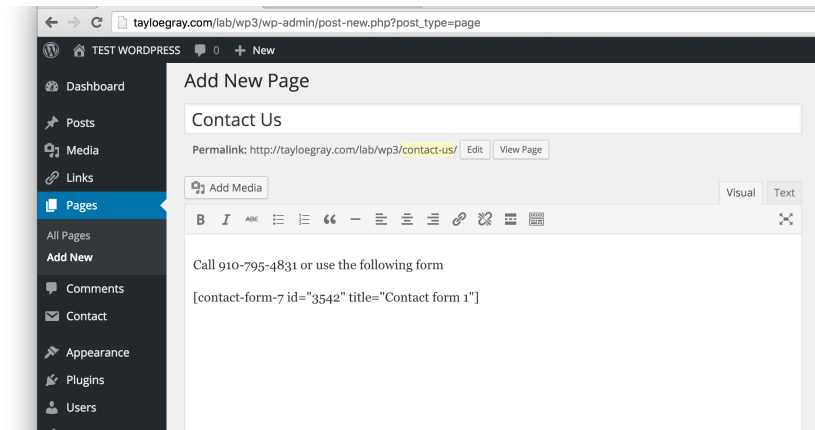
Subject: [your-subject]

Additional Headers: Reply-To: [your-email]

Copy Shortcode For Form

```
[gravityform id="8" title="true"  
description="true"]
```

Make Page / Insert Shortcode



The Results

TEST WORDPRESS

Just another WordPress site

[Example Form](#) [Log In](#) [Log Out](#) [Lost Password](#) [Register](#) [Register User](#) [Reset Passw](#)

Contact Us

Call 910-795-4831 or use the following form

Your Name (required)

Your Email (required)

Subject

Your Message

Threats to WordPress Sites

- Malicious Content
- Comment Spam
- Failed Updates / Out of Date Plugins

Ongoing Maintenance

- Run all updates
- Check backups
- Run Security Scans
- Look for odd content, other issues.

Security Plugins

- Malware Detection, Brute force lockout, firewall, more
 - Wordfence – Free / Premium
 - Sucuri Security – Free / Premium

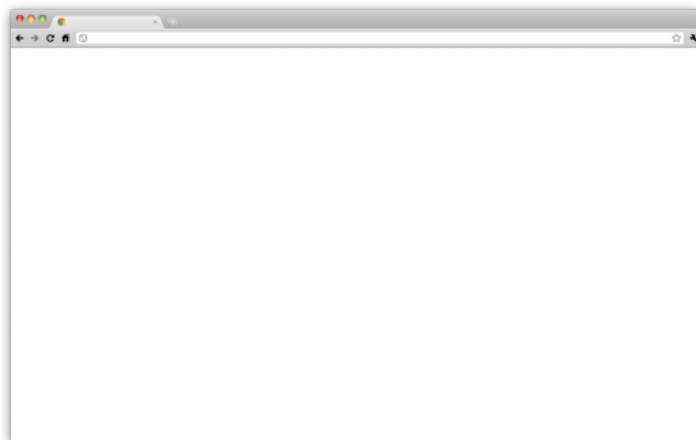
Backup Solutions

- Backups are about ability to restore not just make backup
- Server Based
 - MySQL Dump and File Level Backups
- Plugin –
 - Backup Buddy (\$80 per year, 2 sites)
- Third Party
 - Vaultpress (\$9/\$29 per month per site)

Management Solutions

- Backup, Update, Security Scans, centralized login for managing lots of installs
- Self-Hosted
 - WP Main (free, plus addons)
 - Infinite WP (free, plus addons)
- Third Party
 - Manage WP Starts at \$1-\$9 per site per month
 - Jetpack Management – Free From Automatic

The White Screen of Death



Steps to Fix

- Enable DEBUG by editing wp-config.php
 - `define('WP_DEBUG', true);`
- If you can login into admin
 - Disable Plugins and/or change theme
- If not,
 - Rename plugin folders or theme folders via FTP

Questions?

