

Advance **WORDPRESS** Mastery Kit

TRAINING GUIDE

Step-by-Step **WP Tutorial Videos** To Start Using
WordPress For Your Business & Boost Profits!





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Introduction



You've read in many places on the Internet that it's important to build your website. Whether it is for personal or business use, people tell you to get your website. But you don't know how it's done. You don't know anything about building websites, and you don't want to invest thousands of dollars in a professional coder to help build your website.

What's the next best solution?

Use WordPress. You've heard of it before. And you probably didn't know what it meant. Well, from this day forward, you're going to be learning everything there is to know about WordPress.

The learning curve will be a bit steep, especially if you know absolutely nothing about building websites. Don't worry though; we will do our best to make the technical stuff sound easy.

So, sit back, relax, and try to absorb all the information we will be sharing in this 10-part WordPress course.

By the end of this series of Chapters, you'll be able to build your very own WordPress website. You can even use your newfound skill to help other people build their WordPress sites, for a fee of course!

So let's begin...

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CHAPTER 1



WordPress: An Overview



WordPress provides the most amazing way of creating websites and blogs. More than 34% of the websites are built using WordPress. So, it can be said that this popular content management system is famous for developing blogging sites and websites. Today, WordPress has proudly brought the most supportive and useful blogging community on the web. Thousands of sites (news, updates, resources, training, tutorials— the list is endless) exist which inherit and make use of WordPress. In this chapter, you will learn about the primary purpose of WordPress and its types and features.

What is WordPress?

WordPress can be defined as an open-source CMS that has been licensed under GPLv2. It means anyone has the right to use as well as modify the WordPress software for free. It can be considered as a tool that makes the life of content publishers easy to manage an essential portion of the website like website content and multimedia files in web pages without having prior knowledge of web programming. The ultimate result is that WordPress helps develop and build a website handy for anyone, even without the skill set of a developer.

Features of WordPress

WordPress is considered to be the most popular content management system due to its characteristics.

- The most important features of WordPress are that you can create a dynamic website without any programming and design knowledge.
- WordPress is theme-based, which provides you options for various open-source and premium design themes, which can be integrated easily without any designing knowledge.
- Plugins extend the functionality of WordPress, which can be used to add new required modules.
- WordPress sites are search engine optimization (SEO) friendly, and it means sites built-in WordPress can be easily optimized for search engine listings.



- WordPress is Multilingual, which allows users to translate content in their language.
- WordPress has an inbuilt Media Management System, which is used to manage images, music, documents, etc., and can be used with text content.

Advantages of WordPress

- WordPress is a free and open-source platform under the GNU General Public License (GPL).
- Design theme customization in WordPress is straightforward.
- It allows you to manage users with different roles and permissions.
- WordPress media management is quick and easy to use.
- WordPress provides a WYSIWYG editor to manage your text content, which is very useful for manipulating the layout of the document.

What kind of websites use WordPress?

Although, WordPress was first designed for bloggers, due to the huge improvements, thousands of plugins, and unlimited themes it has turned into a website-building tool. Many famous companies use WordPress for their websites, for example, Sony, Star Wars, BBC, PlayStation, TechCrunch, and Bloomberg.

- Blogs
As mentioned before, WordPress was first designed for bloggers but over the year it has improved dramatically, but it's still popular and used for blogging purposes. Users can use this CMS at a low cost and eventually upgrade it to their website.
- Sample website
Freelancers, artists, photographers, musicians, authors, and whoever works in a specific field, can use this CMS to display a few of their samples. WordPress offers a variety of services that they can use.
- Business websites



Business owners can also use this CMS. Whether they own a small business or big, with WordPress they can create and design a professional and powerful website like Mercedes or Blackberry.

- Charity websites

Since this CMS has little cost to run, many charity organizations use this CMS. Because it's simple and offers a variety of ways to accept donations.

- Online Store websites

With this CMS, users can start their online store without having any programming knowledge. WooCommerce is one of the most powerful and popular plugins in the e-commerce world and WordPress. This plugin offers its users, shopping cart, sales system, payment gateways, and refund on their website.

Many other websites such as news, Multilanguage, music, education, etc. use WordPress.

What makes WordPress so popular?

As mentioned above, WordPress is the most popular CMS in the world and supports more than a quarter of all the websites on the world wide web, due to its many features and capabilities. The most important features of this CMS are as follows:

- Open-source

Being open-source is one of the key factors of WordPress. More than thousands of people across the globe are working to improve this CMS. One of the reasons this CMS is free is since it is open source. You will only pay for hosting and domain name. Also, more than thousands of themes and plugins are offered to its users. Users can make any changes they wish to this CMS or even fix a bug or add many other features.

- Variety of themes and plugins

Even if a user doesn't have any programming knowledge with the help of themes and plugins can make changes to their website. Currently, there are more than 50000 plugins and 5000 themes offered for free to its users. In addition, there are premium versions for both plugins and themes which you can buy. Themes can



change the appearance and plugins can change the functionality of your WordPress website.

- Easy installation

With WordPress, you don't need to have any technology or programming knowledge to install and design your website. Only with a few clicks, you can install your WordPress application. Many hosting providers enable easy installation of WordPress. In addition, you can also install WordPress on your localhost and if satisfied use it on your main website.

WordPress.com and WordPress.org

The two ways through which WordPress allows you to host a site are by WordPress.com and WordPress.org. The primary thing which varies with these two approaches is the real host. By making use of WordPress.org, you might download the script free of charge and host it on a local machine or any server. But, in the case of WordPress.com, it takes care of every aspect, right from hosting the site for you to providing features for managing the content. You don't have to organize a web server or pay for hosting or even download any application, but yes, ads will be shown on your site



WordPress.org	WordPress.com
It requires a separate web hosting account to run a WordPress site.	Requires you to sign up for an account or creating a website or blog
It helps in creating a website for free and is an open-source for further modification	Get basic website functionalities for free and need to pay to upgrade for professional site development
You can upload your plugins to extend the functionality.	No Plugin upload allowed.
Here, you can use your custom URL.	Free plans will be a sub-domain of WordPress.

Pros and Cons WordPress.com and WordPress.org

If you are not paying any interest in hosting or managing a web server, then WordPress.com is the way to go. This is because WordPress.com is free, and setup can be done quickly and easily. However, it will charge you to remove the term WordPress which will be included in the URL as well as you will not be competent enough to upload custom themes and plugins without having a prior payment for the services. You also cannot edit or modify the backend PHP code.

WordPress.org is a self-hosted version and provides additional flexibility with control on your site. Your self-bought domain name can be used, and themes can be uploaded, plugins can be incorporated. Hence, this gives flexibility and custom control to your web development.

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CHAPTER 2



How To Install WordPress
The Right Way?



WordPress is known as the most popular website builder in the world. It powers over 39% of all websites on the internet. The main reason for that is because WordPress is easy to install which makes it easy for anyone to create a website.

All the best WordPress web hosting companies allow you to install WordPress with just a few clicks. In most circumstances, installing WordPress is a simple process that takes less than five minutes to complete.

In this chapter, our goal is to offer a complete WordPress installation tutorial for beginners and advanced users alike.

For beginners, we will show you how to install WordPress on all top hosting platforms by using 1-click install scripts like Fantastico, Softaculous, and QuickInstall.

We will also explain how to install WordPress manually using FTP for our intermediate users.

Lastly, for our beginner developers and designers, we will show you how to install WordPress on a local computer (Windows, Mac, and Linux).

Apart from showing you how to install WordPress, we will also give you tips on things to do after you install WordPress.

Things You Need Before Installing WordPress

Before you install WordPress, first you will need a domain name and a good web hosting company that knows WordPress.

We highly recommend that you use Bluehost because they will give you a free domain and 60% off their hosting plan.

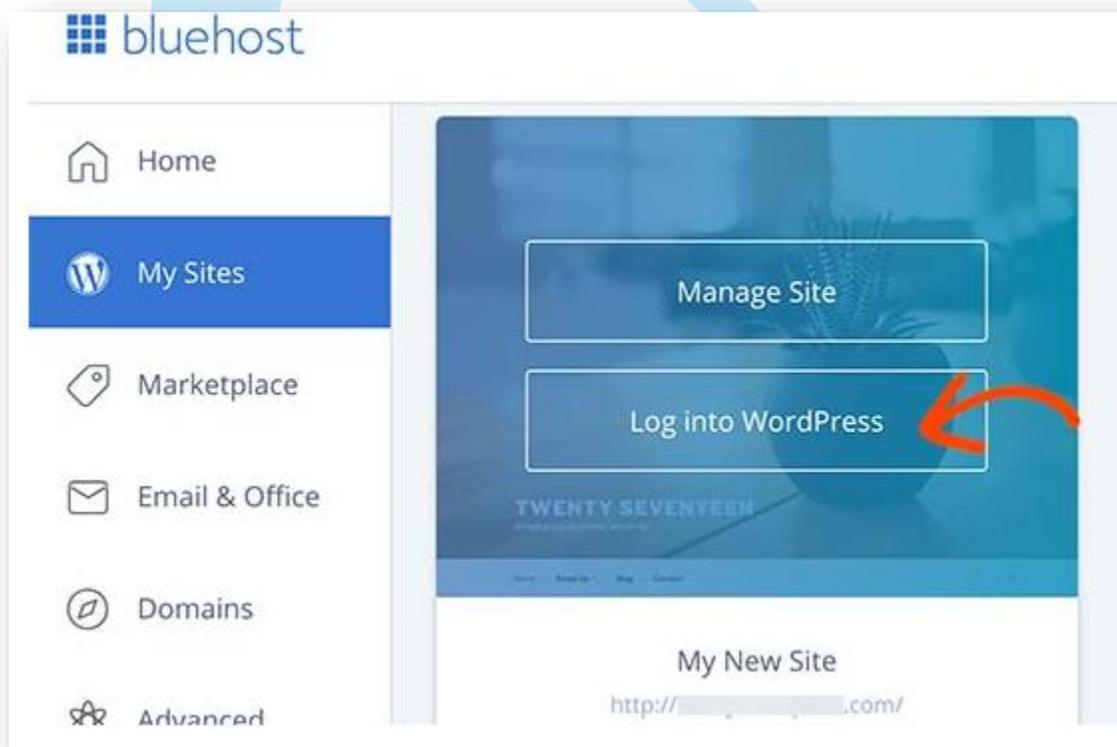
The reason we recommend Bluehost is because they are one of the largest hosting companies in the world. They are also an officially recommended WordPress hosting provider.



How to Install WordPress on Bluehost

Bluehost is an officially recommended WordPress hosting provider and one of the largest hosting companies in the world. They know WordPress inside out and have the most beginner-friendly WordPress installation process.

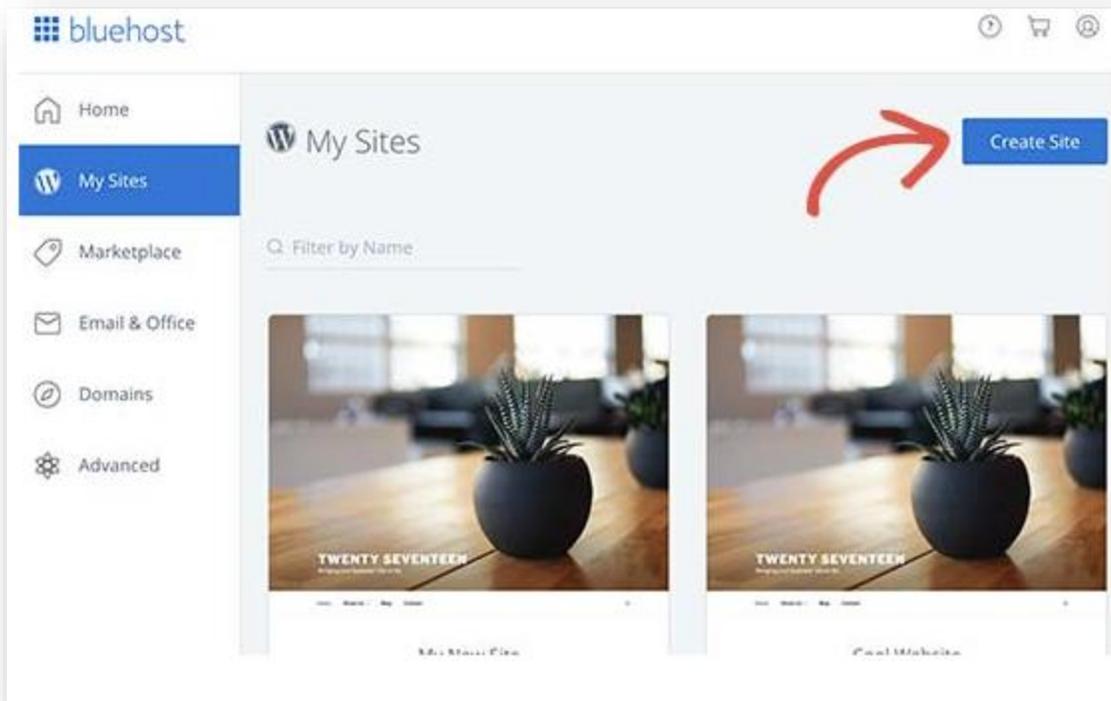
Bluehost automatically installs WordPress on your domain name when you sign up. Once you log in to your Bluehost account, you'll find your WordPress site under the 'My Sites' tab.



You can simply click on the 'Log into WordPress' button, and it will take you directly to the WordPress admin area.

Except for their 'Basic' plan, Bluehost also allows you to install WordPress on unlimited sites with all their hosting plans.

Simply click on the 'Create Site' button under the 'My Sites' tab to get started.



This will launch the Bluehost guided WordPress installation wizard. First, it will ask you to provide a site title and optionally a tagline.

Create a new WordPress site

Site Name
Simply Delicious Pastries ✓

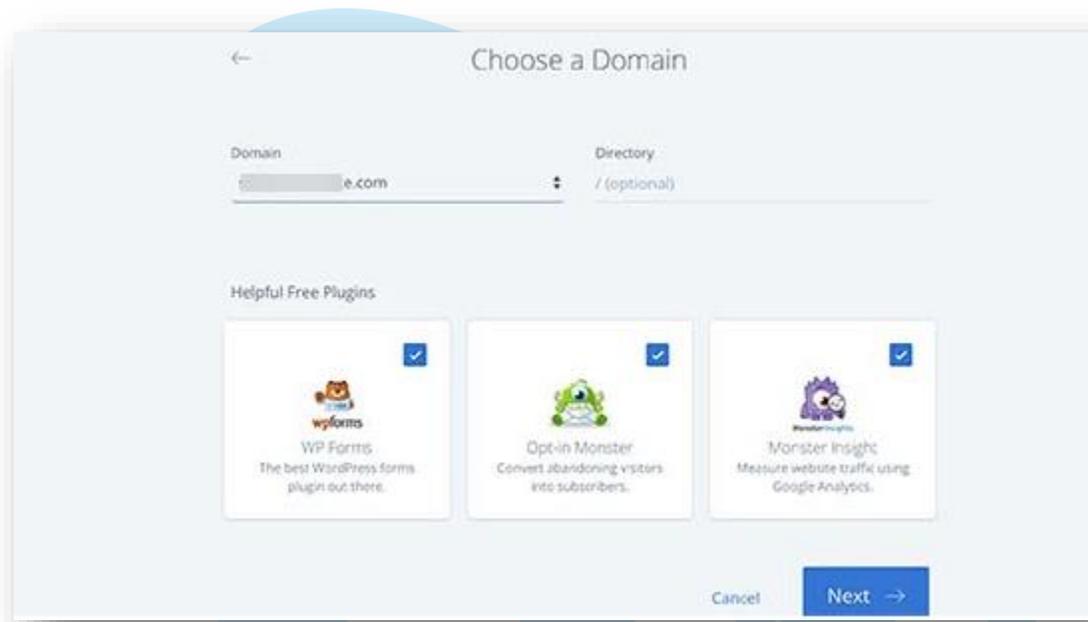
Site Tagline
Happiness starts here

Cancel Next →

Click on the 'Next' button to continue.

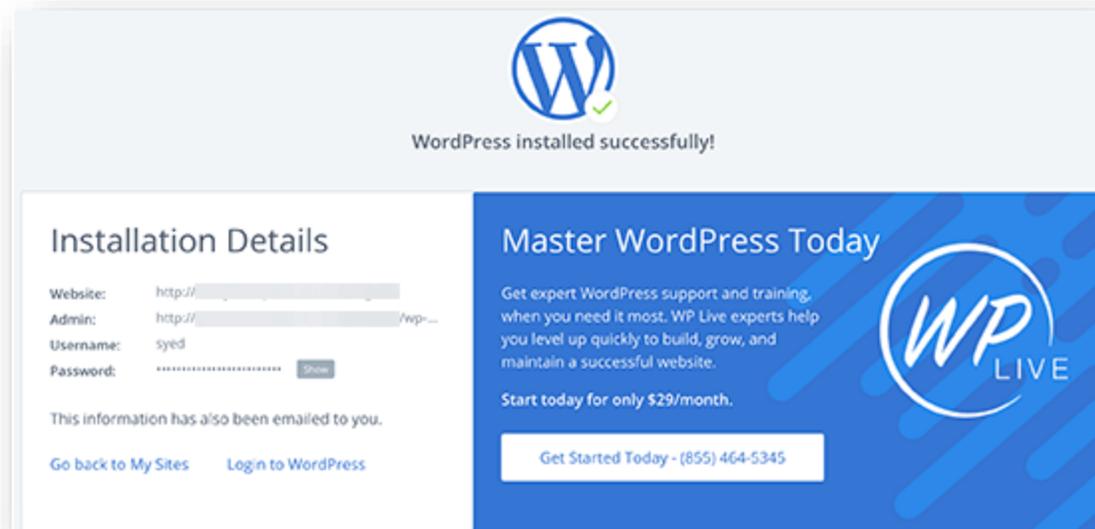


After which, you will be asked to select a domain name and path for your website. If you have already purchased a domain name, then you can select it from the dropdown menu. You can always purchase and add new domain names to your account by visiting the 'Domains' page from the hosting dashboard.



After selecting your domain name, you can leave the directory path blank and let Bluehost choose it for you. The installer will also show a few essential plugins that you can install. You can now click on the 'Next' button to continue.

The installer will set up your WordPress site, which may take a few moments. After that, you will see a success message with your WordPress site details.



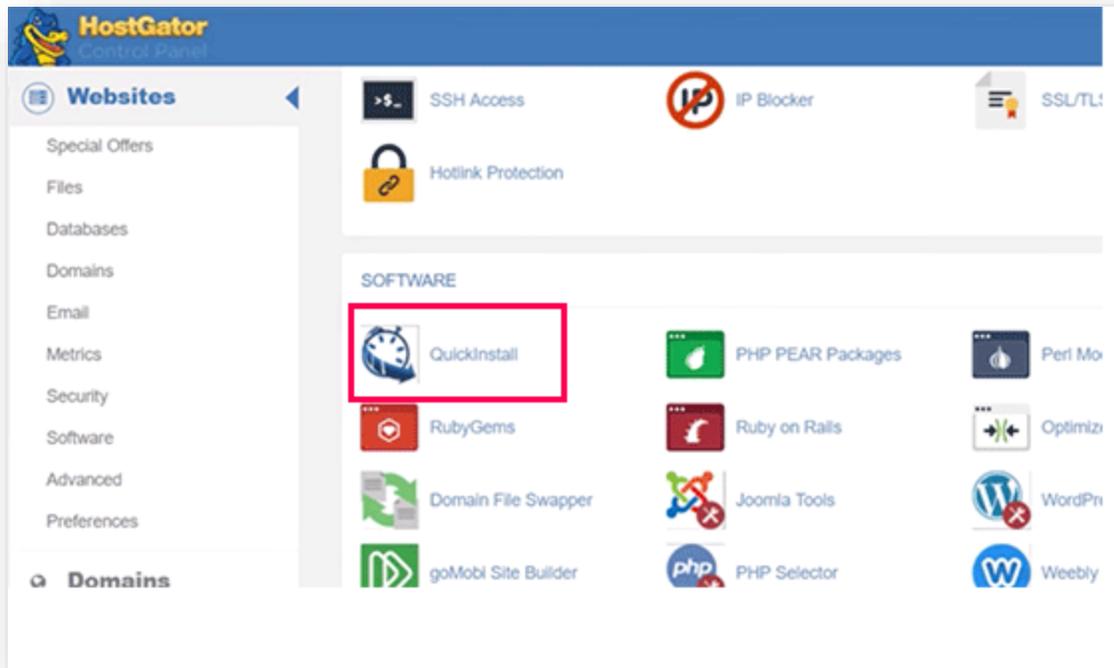
You will also receive these details via email. You can now click on the login to WordPress button to enter your new site's admin area.

Congratulations, you have installed WordPress on your Bluehost hosting account. That wasn't too bad right.

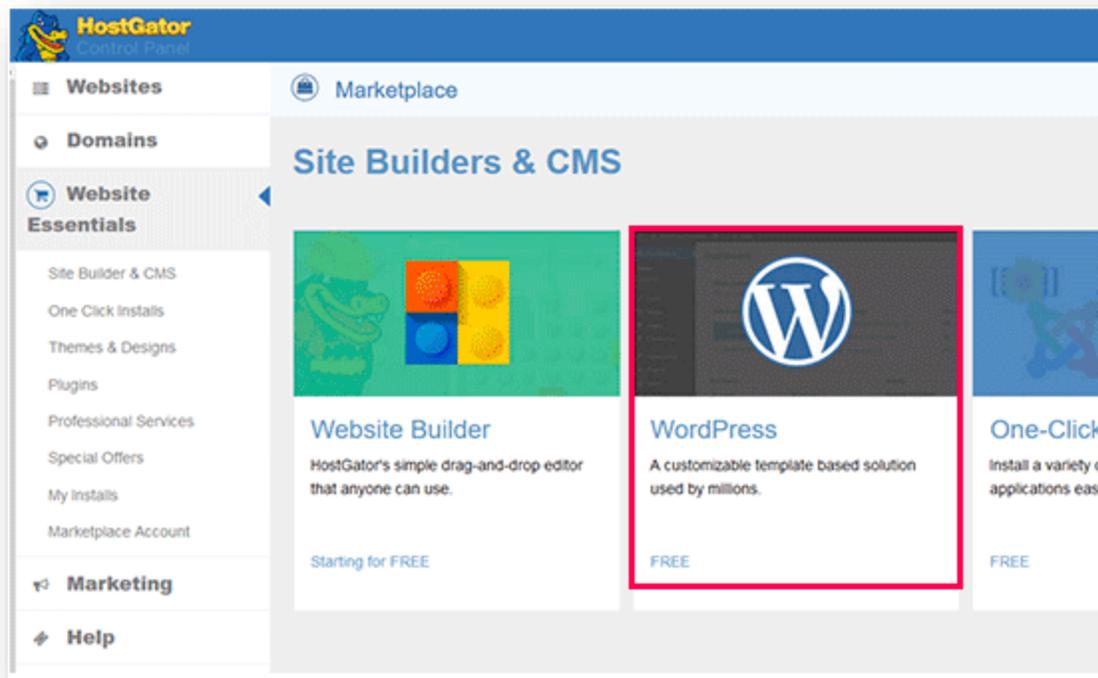
How to Install WordPress on HostGator

HostGator is another popular shared WordPress hosting provider among beginners. They also make it super easy to install WordPress with just a few clicks.

First, you need to log in to your HostGator hosting account's dashboard. From here, you need to click on the 'QuickInstall' icon under the 'Software' section.



On the next screen, you need to click on 'WordPress' to launch the installer wizard.



Now, you will be asked to select the domain name where you want to install WordPress and enter a directory path.

Most beginners want to install WordPress at the root of their domain name (for example, wpbeginner.com). In that case, you need to leave the directory field blank.

Select Domain For Installation

/

Let a Pro Do It For You (Recommended)

WordPress All-In-One	Turn-Key Website	WordPress Starter
----------------------	------------------	-------------------

Click on the next button to continue.



The installer will now ask you to enter WordPress site details. You will need to provide a site title, admin username, first and last name, and an admin email address. Make sure that you have access to that email address because this is where you will get your WordPress password reset email.

WordPress
Version 5.0.3

Talk to a WordPress Expert (855) 464-5955

Install Settings

Blog Title: Pixel Cube

Admin User: juller

First Name: Julien

Last Name:

Admin Email: gmail.com

Automatically create a new database for this installation

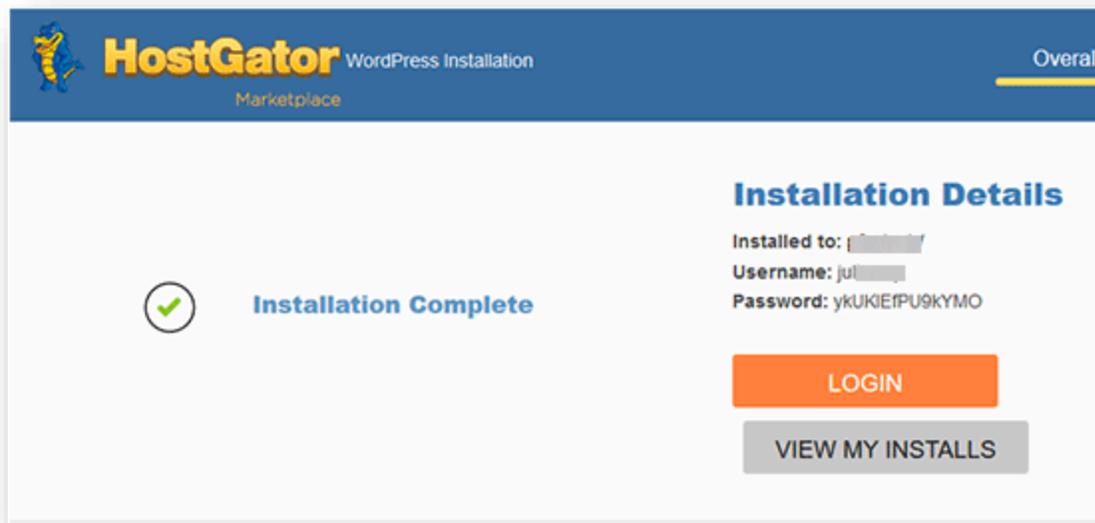
By clicking Install/Import, you accept our

Terms of Service Agreement

PREVIOUS INSTALL

After entering all the information, click on the 'Install' button to continue.

The installer will now run in the background to install WordPress for you. Once finished, you will see a success message with your admin user name and password.



You can now click on the 'Login' button to access the WordPress admin area.

Congratulations, you have successfully installed WordPress on your HostGator account.

How to Install WordPress on SiteGround

SiteGround is a popular choice among WordPress beginners. They are known for their excellent support and highly optimized WordPress hosting plans.

SiteGround offers quick and pain-free WordPress installers with all their plans. You can install WordPress directly from your hosting dashboard.

We will show you two different methods for installing WordPress on SiteGround. You can choose one that works for you.

1. Installing WordPress on SiteGround as a New User

If you just signed up with SiteGround, then you will be greeted by a welcome popup upon your first login. It will ask if you would want to set up your website now.



SET UP YOUR NEW STARTUP HOSTING ACCOUNT

Set up Your Website

Start a new website
 Transfer a website
 Don't need help now

Please choose software to install:

WordPress
 WooCommerce
 Joomla
 Drupal
 Weebly

You need to select 'Start a new website' and then click on WordPress.

The installer wizard will now ask for WordPress installation details. You need to provide an email address, an admin username, and a password for your new WordPress site.

Please choose your WordPress login details:

Admin email*:

Username*:

Password*: **Strong**

Re-type password*:

Confirm

Click on the 'Confirm' button to continue.



On the next screen, you will see details of your selection. You can also select additional website enhancements but we will skip them for now, you can add them later if needed.

SET UP YOUR NEW STARTUP HOSTING ACCOUNT

Set up Your Website

You have requested to install WordPress on your account.
Your request will be processed once you complete the setup. [Change](#)

Enhance Your Account

You have requested no enhancements to your account. [Change](#)

I confirm that I have read and agree to the SiteGround [Terms of Service](#).

[Complete Setup](#)

Go ahead and click on the complete setup button. The installer will now install WordPress for you in the background and you will see a success message when it is finished.

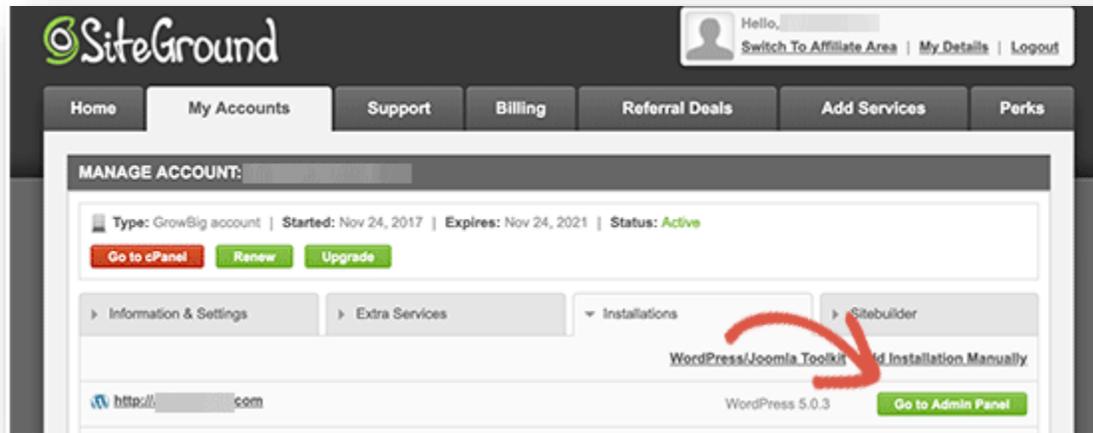
SET UP YOUR NEW STARTUP HOSTING ACCOUNT

Your Hosting Account Is Ready To Use!

[Proceed to Customer Area](#)



You can now click on the ‘proceed to the customer area’ button. From here, you’ll find your new website under the ‘My Accounts’ tab.

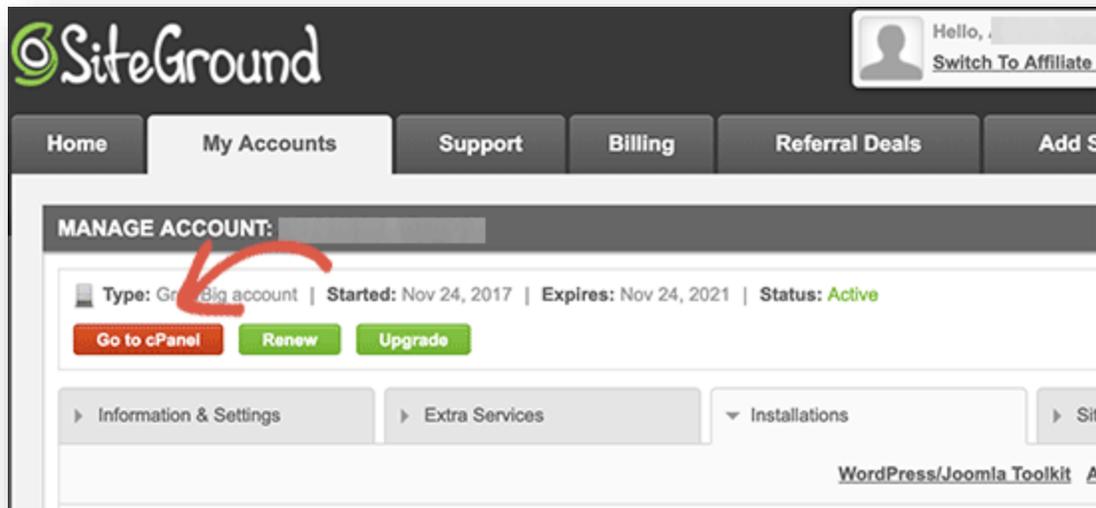


You can click on ‘Visit admin panel’ to enter the WordPress admin area.

Congratulations! You have successfully installed WordPress on your new SiteGround account.

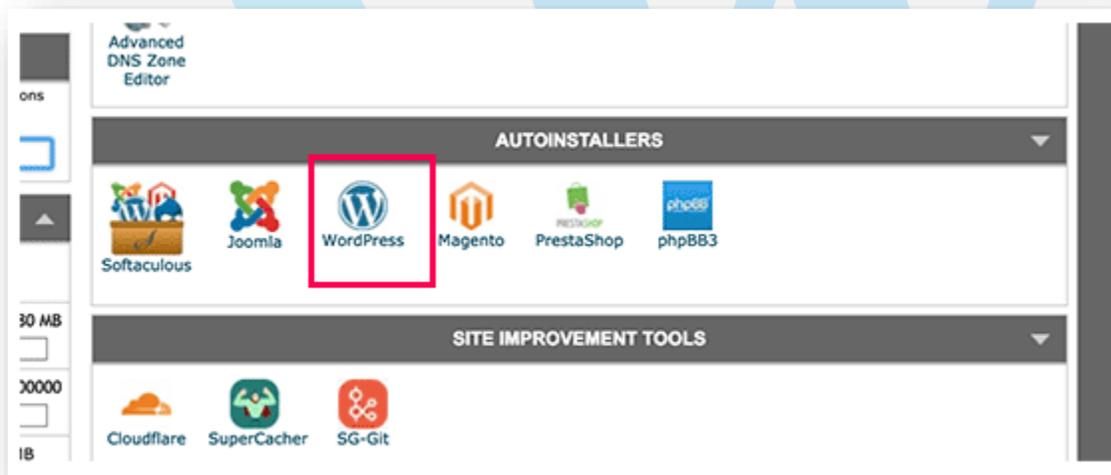
2. Installing WordPress on SiteGround as Existing Customer

SiteGround makes it extremely easy to install WordPress from your hosting account at any time. Simply log in to your hosting account and visit the cPanel dashboard.



This will load the cPanel dashboard, which is a web-based interface to manage your hosting account.

From here you need to scroll down to the 'Auto Installers' section and click on WordPress.



This will launch the auto-installer script with WordPress pre-selected. You need to click on the install button and then select a website protocol HTTP or HTTPS and domain name.



Now if you have enabled SSL Certificate on the domain name, then you can select HTTPS as your protocol, otherwise select HTTP. You can later switch WordPress to HTTPS/SSL.

WordPress

★★★★★ Version : 5.0.3 Release Date : 09-01-2019

Install Overview Features Screenshots Demo Ratings Reviews Import

Software Setup Quick Install

Choose Protocol
If your site has SSL, then please choose the HTTPS protocol.

Choose Domain
Please choose the domain to install the software.

In Directory
The directory is relative to your domain and **should not exist**. e.g.

Below that, you need to enter your site title, admin username, password, and email address.



Site Settings

Site Name

Site Description

Enable Multisite (WPMU)

Admin Account

Admin Username

Admin Password Hide
Strong (65/100)

Admin Email

You will also see other options to select language, install plugins, and more. You can change these options or leave them unchecked.

Lastly, you will see the WordPress Starter option. You need to keep it checked as it will walk you through post-installation steps to set up your site.



Select Language: English

Select Plugin(s)

- Limit Login Attempts (Loginizer)
- Classic Editor
- wpCentral - Manage Multiple WordPress

Easy setup

- WordPress Starter
- Advanced Options

Install

Now, click on the 'Install' button to continue.

The installer will now run in the background and set up a WordPress install. Once finished, you will see a success message with a link to your WordPress site's admin area.

Install Overview Features Screenshots Demo Ratings Reviews Import

Congratulations, the software was installed successfully

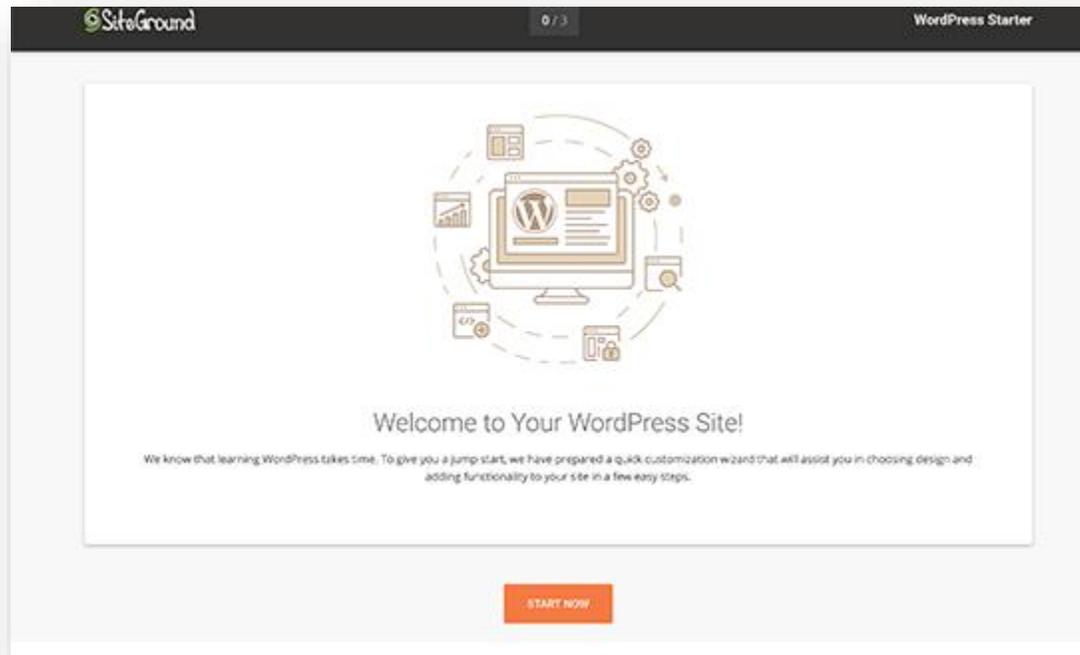
WordPress has been successfully installed at :
[/newwp](#)

Administrative URL : [newwp/wp-admin/](#)

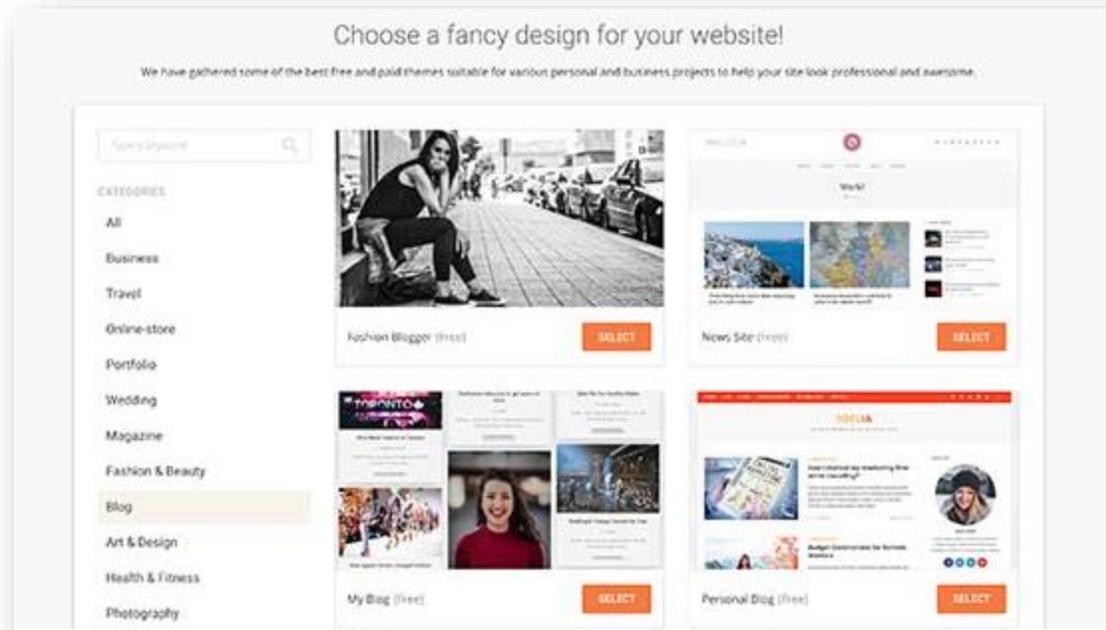
We hope the installation process was easy.



Clicking on the admin area link will take you to your website and launch the site set up wizard. This step-by-step wizard will help you get started with WordPress. Click on the 'Start Now' button to continue.

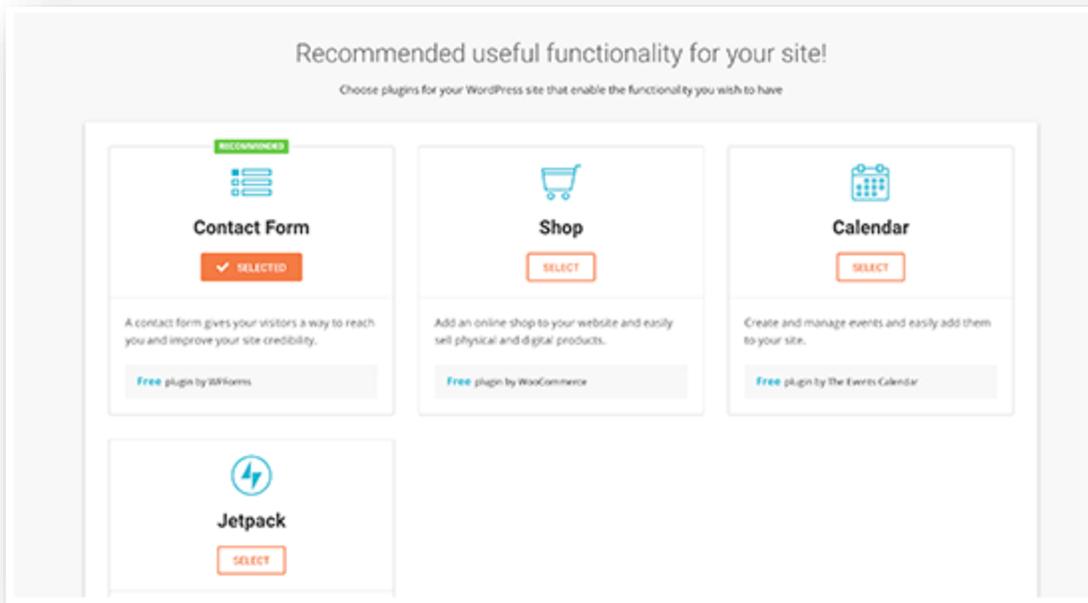


First, the starter wizard will ask you to choose a design for your WordPress site. It will show you hand-picked design templates organized in various categories.



We recommend choosing a simple design that resembles what you have in mind. Remember each theme comes with customization options and you can change how it looks to your taste.

Next, you will be asked to select functionalities you want to add to your website. It will automatically select 'Contact Form' for you because every website needs a contact form.



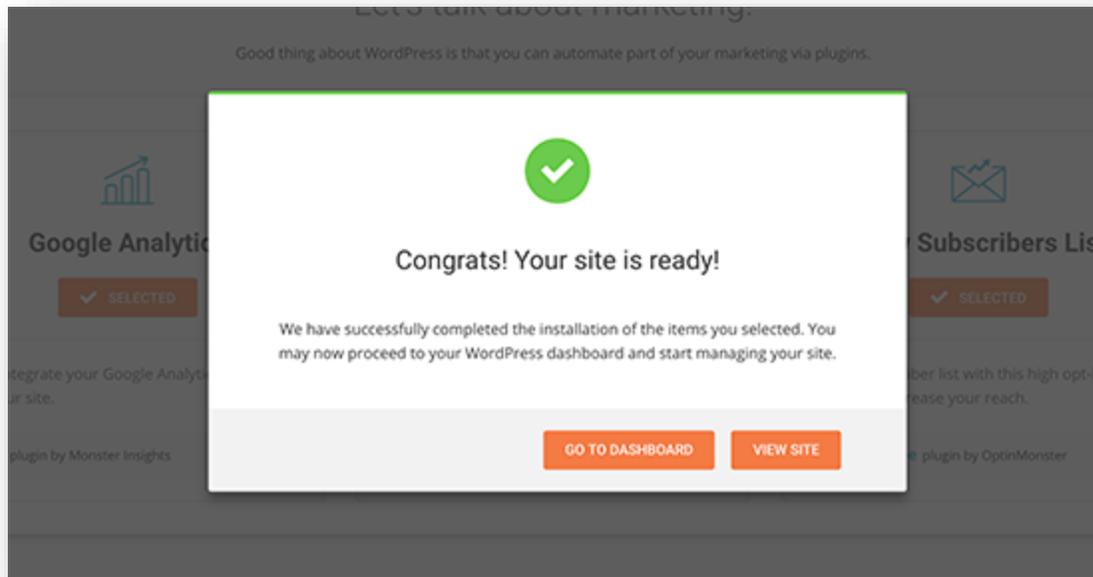
Optionally, you can choose Shop (to create an online store), calendar, or JetPack.

Click on the next button to continue.

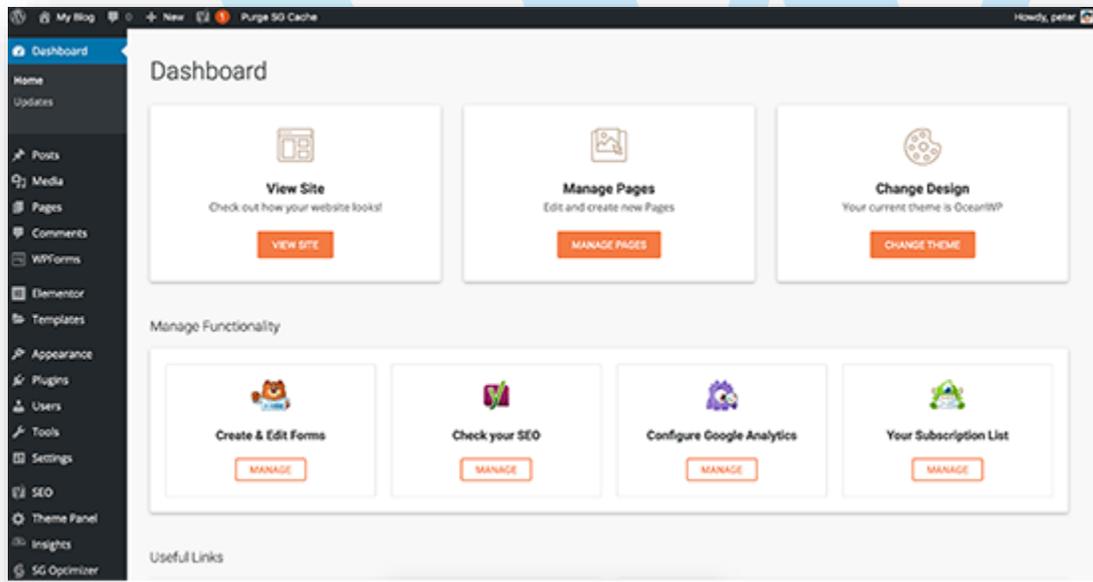
Now you will be asked to select marketing options to promote your new website. It will show you MonsterInsights for Google Analytics, Yoast SEO, and OptinMonster for lead generation.

We recommend selecting all three of them as they will help you grow your website.

After that, click on the complete button and the starter wizard will complete the installation for you. You will now see a success message with a link to enter the WordPress dashboard.



You will now see the WordPress admin dashboard with custom shortcuts to create content, customize design, and start working on your website.



That's all. You have successfully installed WordPress on your SiteGround hosting account.



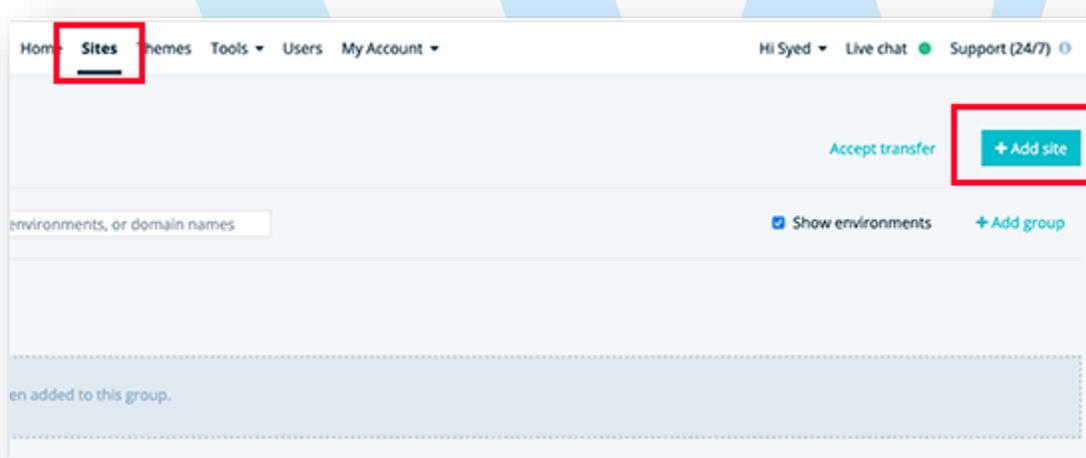
How to Install WordPress on WP Engine

WP Engine is the best-managed WordPress hosting provider. A managed hosting account is a concierge service for your WordPress website.

They take care of managing your WordPress site updates, installation, and performance optimization while you focus on growing your business.

As a managed WordPress hosting company, WP Engine automatically installs WordPress when you sign up. Depending on your hosting plan, you can also create additional websites whenever you need them.

Simply, login to your WP Engine dashboard and visit the 'Sites' page. You will see a list of all your WordPress sites. Click on the 'Create Site' button to add a new WordPress install.



On the next screen, you will be asked to provide a name for your production environment. Enter a name that helps you easily identify this website and then click on the 'Create Environment' button.



Add a Production Environment

Use a production environment as the live version of your site. By using a production environment, you can ensure that the changes made in development and staging are accounted for.

Create new Copy from existing Move existing

Name the environment

wpbtest1 .wpengine.com

The environment name cannot be changed after creation.

- ✓ Begins with a letter
- ✓ Only letters and numbers
- ✓ Between 3 and 14 characters
- ✓ Name is available

Multisite is not available for this plan. [Learn more or see upgrade options.](#)

Create environment

WP Engine will now install your WordPress environment. It will take some time for DNS changes to propagate.

After that, you will be able to access the WordPress admin area by clicking on the link in the sidebar. You will also be able to see your login credentials on the same page.

WordPress Admin

WordPress Admin

Demo link: [Redacted]

Environment stats [Download Usage CSV](#) [Delete e](#)

Domain: Enter domain CNAME: [Redacted]
Technical Contact: Syed Balkhi IP Address: [Redacted]
PHP Version: 7.2 Created: Feb 20, 2019 2:17 AM UTC
SSH Login: Feature not available on Agency plans Region: North America

Visitors [Redacted] Not Available WordPress Version: 4.9
New core update a

To add a domain to your website, you need to click on the add domain link. Since WP Engine is not a domain registrar, you will need to point your domain's DNS settings to WP Engine.



To do this, you will need your site's IP Address and CNAME. You can find this information on the overview page of your site.

Environment stats [Download Usage CSV](#) [Delete](#)

Domain: [Enter domain](#) **CNAME:** [wpengine.com](#)
Technical Contact: [Syed Balkhi](#) **IP Address:** 104.14
PHP Version: 7.2 **Created:** Feb 20, 2019 2:17 AM UTC
SSH Login: Feature not available on Agency plans ⓘ **Region:** North America

Visitors Not Available

WordPress Version: 4.9.6
🔴 **New core update:**
[Learn about our up](#)
[process](#)

Now we will show you how to enter this information in Domain.com. The basic settings are the same for all domain registrars, you just need to find the DNS settings.

Login to your Domain.com account dashboard and click on DNS and Nameserver settings for your domain name.



DOMAIN.COM

DASHBOARD / STARTMYWP SITE.COM / SUMMARY

SUMMARY

The summary surfaces information about your domain and common act

[Build Site](#) [Manage Email](#)

DOMAIN INFORMATION		DOMAIN PRIVA
Domain	startmywpsite.com	Auto Renew
Registrar	Domain.com	Domain Priv
Registered On	2019-02-14	Domain Lock
Expires On	2021-02-14 Renew	LetsEncrypt F

On the next screen, first, you need to change the A record with the @ sign as its name. Click on the Edit button to change its settings.

[+](#) Add DNS Record

Record ▾	Name	Content	Priority
A	@	66.96.162.129	n/a Edit
A	ftp	66.96.162.129	n/a Delete
A	mx	66.96.140.138	n/a ⋮
A	mx	66.96.140.139	n/a ⋮



After that, you need to enter the IP address provided by WP Engine as this record's value and then click on the Update DNS button.

Edit DNS Record

Use the following tool to edit your record type to your DNS table.

Name	<input type="text" value="@"/>	Type	<input type="text" value="A"/>
IP Address	<input type="text" value="104.198.107.254"/>	TTL (Time to Live)	<input type="text" value="1 Hour"/>
		Priority	<input type="text"/>

[Update DNS](#)

Next, you need to see if you have a CNAME record with www as its name. If you do, then you will need to edit that CNAME record. Otherwise, go ahead and click on the 'Add DNS Record' button.

Add New DNS Record

Use the following tool to add any record type to your DNS table.

Name	<input type="text" value="www"/>	Type	<input type="text" value="CNAME"/>
Content	<input type="text" value="wpengine.com"/>	TTL (Time to Live)	<input type="text" value="1/2 Hour"/>
		Priority	<input type="text"/>

[Add DNS](#)



Add the CNAME subdomain provided by WP Engine in the Value field and then click on the Add DNS button.

That's all you have successfully pointed your domain name to your WordPress site hosted on WP Engine.

How to Install WordPress from cPanel

Cpanel is a popular software used by many web hosting companies. It provides website owners with a simple web-based interface to manage their hosting accounts.

It is one-stop access to several useful utilities including auto-installer scripts that help you install WordPress.

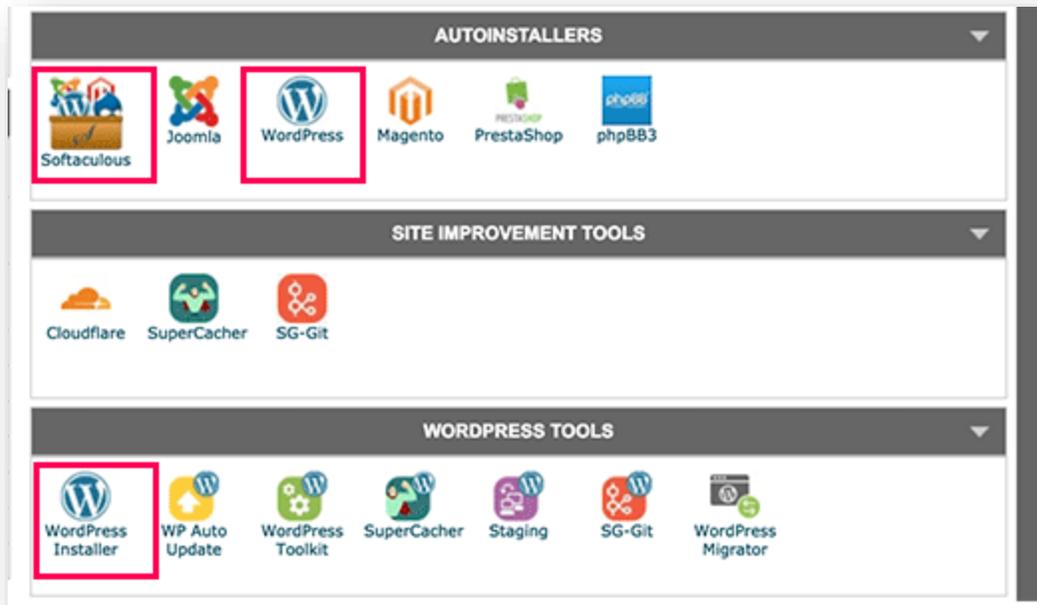
Hosting companies select which auto-installer script they want to use. Generally, Softaculous, QuickInstall, and Fantastico are the most popular options.

We will show you how to install WordPress using all three auto-installers. You can follow the instructions, based on the installer you see on your cPanel dashboard.

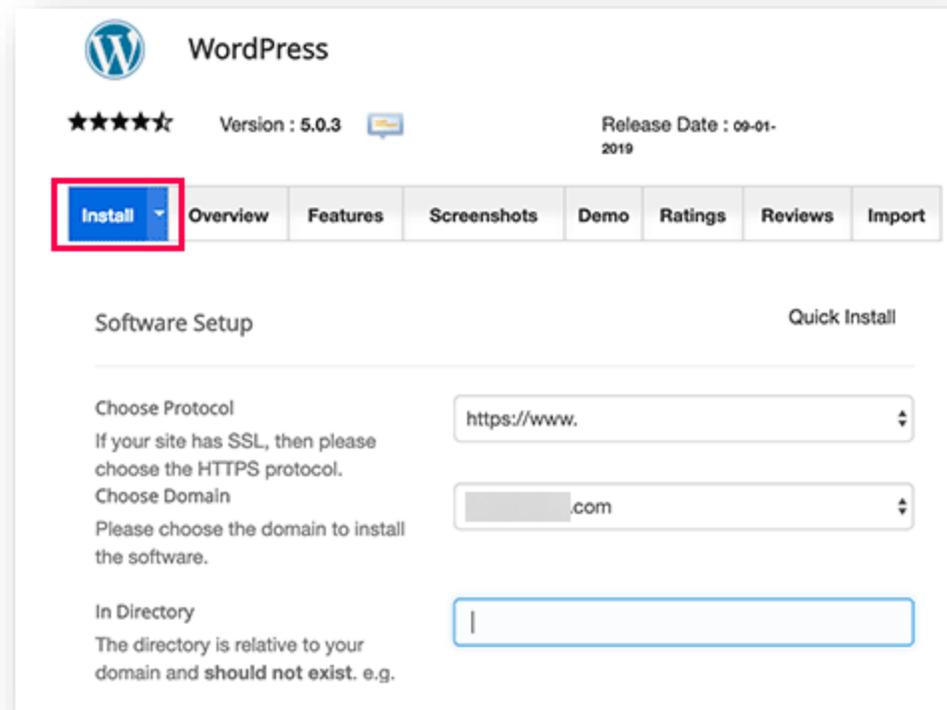
How to Install WordPress using Softaculous

Softaculous is a popular auto-installer script. It allows you to easily install popular web applications like WordPress with just a few clicks. Hosting companies like SiteGround and InMotion Hosting use Softaculous in their control panel.

Simply log in to your cPanel account and look for Softaculous or WordPress installer icon. You will find them under the Auto Installers section.



Clicking on any of these icons will launch a Softaculous auto-installer for WordPress. First, you will see an overview of WordPress. You need to click on the Install tab to continue.



Softaculous will now ask you where you want to install WordPress. You need to choose HTTP:// or http://www. as protocol.

If your site has SSL and HTTPS, then you can select HTTPS:// or https://www. as protocol.

After that, you need to choose the domain name where you want to install WordPress. Most users want to install WordPress in their domain's root directory, like example.com. In that case, you need to make sure that the 'In Directory' field is blank.

Scroll down a little, and you will see the site settings section.



The screenshot shows the 'Site Settings' form in the WordPress installation process. It includes the following fields and options:

- Site Name:** A text input field containing 'My Blog'.
- Site Description:** An empty text input field.
- Enable Multisite (WPMU):** A checkbox that is currently unchecked.
- Admin Account:** A section header for the administrator account details.
- Admin Username:** A text input field containing 'ohbhf'.
- Admin Password:** A text input field containing 'vS0#i\$&lrD'. To the right of the field is a 'Hide' button. Below the password field is a green strength indicator that reads 'Strong (65/100)'.
- Admin Email:** A text input field containing 'admin@' followed by a blurred domain.

Under this section, first, you need to provide a title and description for your WordPress site. Don't worry you can easily change them from your WordPress admin area after installation.

Next, you need to choose an admin username, password, and email address. Softaculous will automatically fill in the username and password fields for you. It will use a non-dictionary word for username and a strong password.

You can change them if you want so that they are easy to remember for you. However, we strongly urge you to always use a strong password. See our guide on the best way to manage passwords for WordPress beginners to learn how you can manage strong passwords easily.

Make sure that you enter the correct email address in the admin email field. This is where WordPress will send notifications and password reset links if you ever forgot your password.

The rest of the options on the screen are optional. You can now click on the install button to run the installer.



Select Language: English

Select Plugin(s)

- Limit Login Attempts (Loginizer)
- Classic Editor
- wpCentral - Manage Multiple WordPress

Easy setup

- WordPress Starter
- Advanced Options

Install

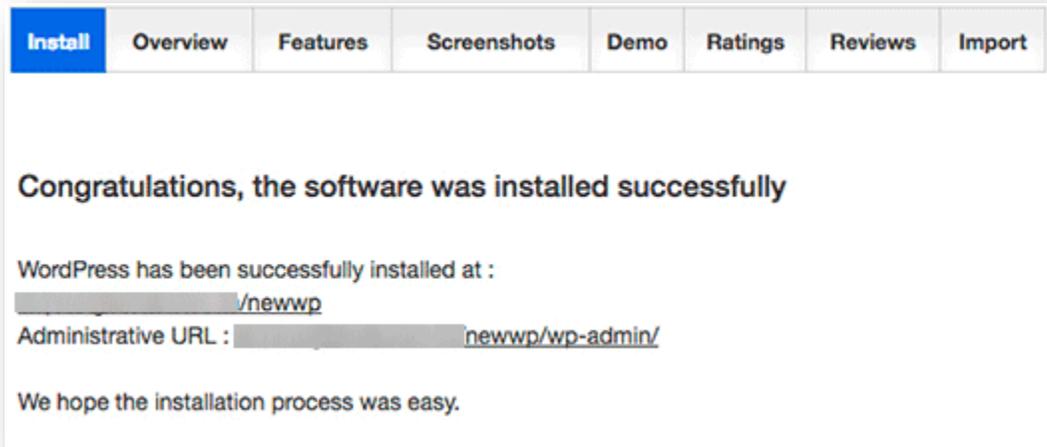
Softaculous will run the installer using the settings you provided. You will see a progress bar with installation status. It will take a couple of minutes. Do not close the window until the progress bar reaches 100% otherwise, this may affect your WordPress installation.

Install Overview Features Screenshots Demo Ratings Reviews Import

Checking the submitted data (9 %)

NOTE: This may take 3-4 minutes. Please do not leave this page until the progress bar reaches 100%

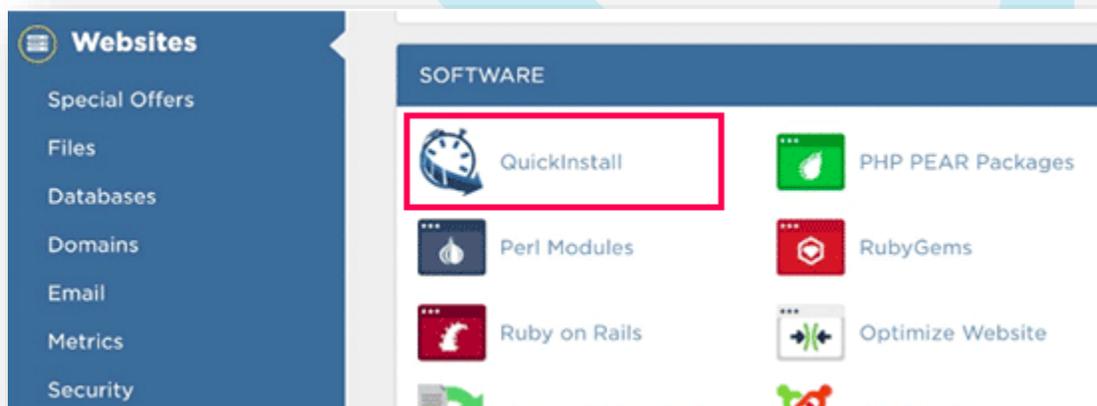
You will see a success message after the installation is finished. It will also show you links to your website and your WordPress admin area.



How to Install WordPress using QuickInstall

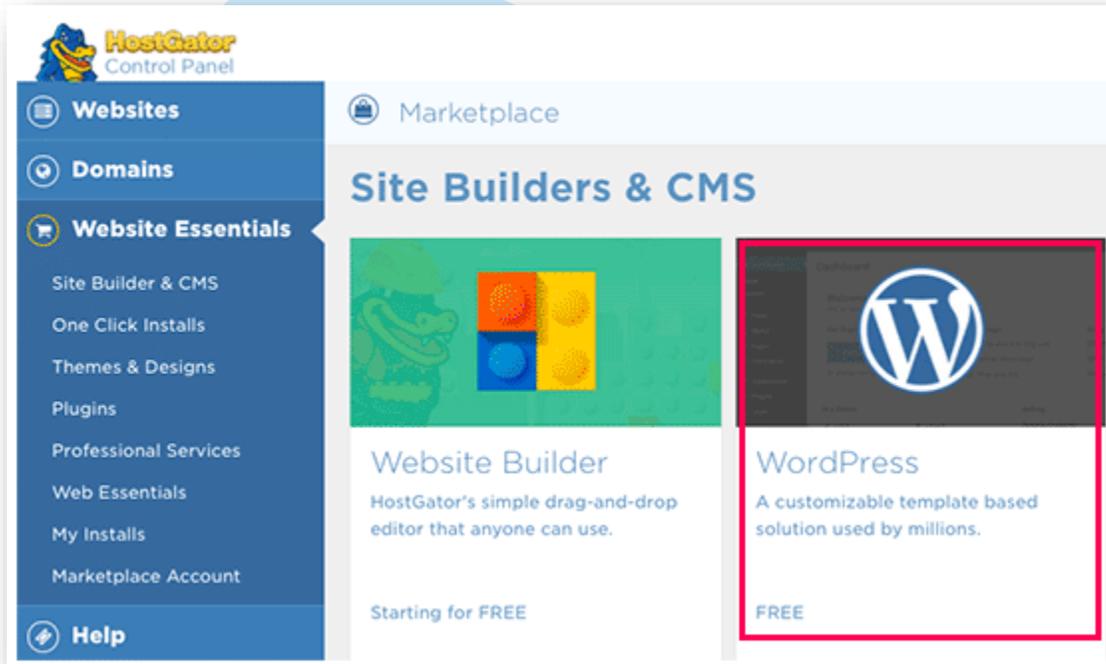
QuickInstall is another popular auto-installer used by many hosting companies like HostGator and others. We will be using HostGator's cPanel dashboard in the screenshots here, but it wouldn't be much different if you are using some other host that has QuickInstall.

First, you need to log in to your hosting account's cPanel dashboard. Scroll down to the Software section and then click on the QuickInstall icon.





This will take you to the 1-Click Installers page on QuickInstall. You will see that it offers installations for the most popular web applications including WordPress. You need to click on WordPress to launch the WordPress installer.



The installer will now show you the WordPress overview. You will be asked to select your domain name from the drop-down menu.

Most beginners want to install WordPress on the root of their website, for example, wpbeginner.com. In that case, you need to leave the directory field blank.



Free Option

Using our installer, you can do it yourself!

Install WordPress For FREE

What's WordPress?

WordPress is web software you can use to create a beautiful website or blog. We like to say that WordPress is both free and priceless at the same time.

Install WordPress

By clicking Install/Import above, you accept our Terms of Service agreement.

FREE

Now click on the next button to continue. The installer will now ask you to enter WordPress details like username, email address, and site title.

 **WordPress**
Version 5.0.3

Talk to a WordPress Expert (855) 464-5955

Install Settings

Blog Title	Admin User	First Name	Last Name
<input type="text" value="Pixel Cube"/>	<input type="text" value="julier"/>	<input type="text" value="Julien"/>	<input type="text"/>

Admin Email

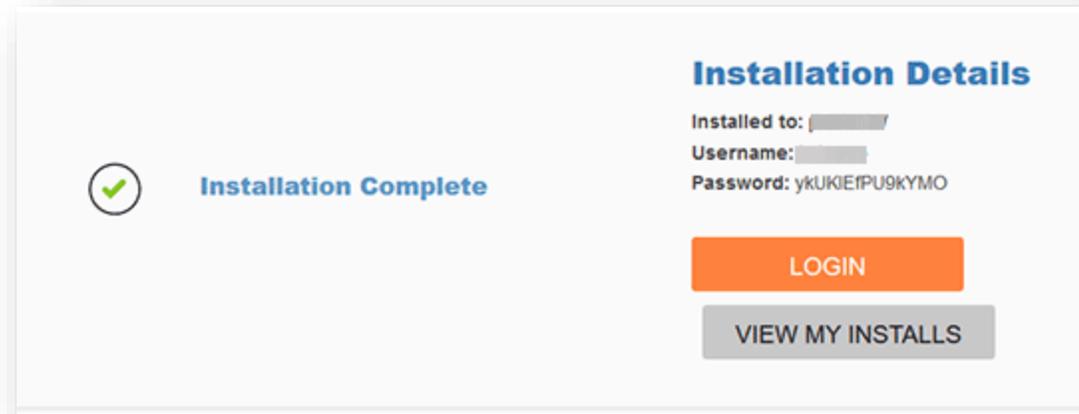
Automatically create a new database for this installation

By clicking Install/Import, you accept our

Terms of Service Agreement

After filling in all the information, click on the Install button.

QuickInstall will now install WordPress for you. After that, you will see a success message with your login details like username and password.



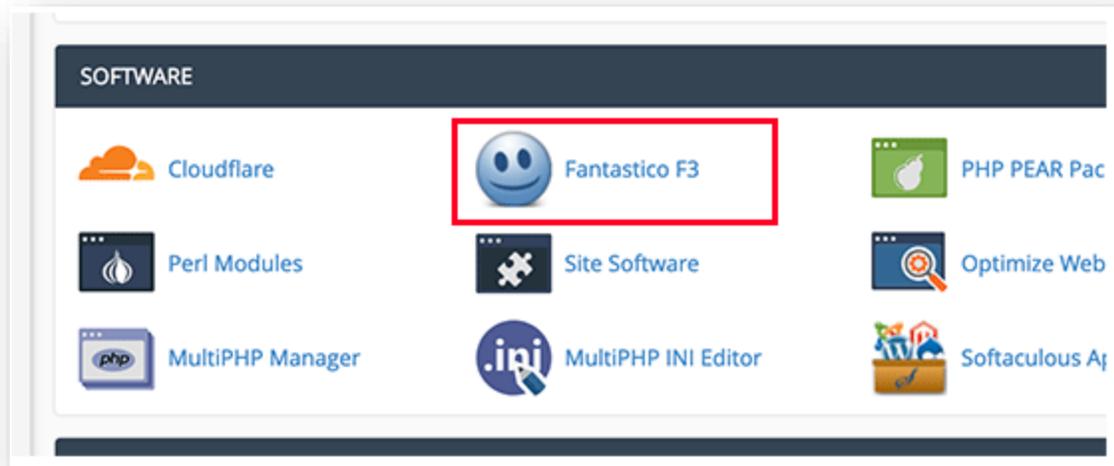
You can now click on the 'Login' button to enter the WordPress admin area.

That's all, you have successfully installed WordPress using QuickInstall.

How to Install WordPress using Fantastico

Fantastico is an auto-installer script used by several WordPress hosting providers. It is similar to the other installer scripts in this guide and offers an easier way to quickly install WordPress.

First, you need to log in to your cPanel dashboard and scroll down to the software and services section, and there you will find the Fantastico icon.



Clicking on the Fantastico icon will launch the auto-installer script.

Some hosting providers are still using an older version of Fantastico. In this tutorial, we will be showing you screenshots from Fantastico F3 version.

If Fantastico on your host looks different, then don't worry. Basic installation steps are the same, and you should be able to easily follow them.

On the main Fantastico screen, you will see a list of web applications on your left. You need to click on Blogs, and there you will find WordPress listed among many other applications.

Clicking on WordPress will show you an overview of the application with the 'Install' button.



WordPress

Version Number: 5.9.3
Last Updated On: 2019-01-09

WordPress is web software you can use to create a beautiful website or blog. WordPress is a powerful semantic publishing platform, and it comes with a great set of features designed to make your experience as a publisher on the internet as easy, pleasant and appealing as possible. We are proud to offer you a freely distributed, standards-compliant, fast, light and free content management system, with sensible default settings and features, and an extremely customizable core.

Home: <http://wordpress.org>
Documentation: http://codex.wordpress.org/Main_Page
Support: <http://wordpress.org/support>

The script you have chosen will take up a total of approximately 37.56 MB of disk space in your account. Based on the data we gathered from your control panel, we think you have approximately 695,415.53 MB of disk space available in your account right now. PLEASE NOTE: If you run out of disk space during the installation process, some of the steps may not be completed. Please ensure you have plenty of available disk space before starting the installation process.

Requirements

Disk Space	Pass
Apache 1+	Pass
MySQL 5.0+MariaDB 10.0+	Pass
PHP 5.2.4+	Pass

WordPress will only install in a **live** domain. If this is a new or transferred domain, please wait 1-2 days until it resolves.

[Click here to install a new copy of 5.9.3](#)

Simply click on the 'Click here to install WordPress' button to continue.

Fantastico auto-installer for WordPress will now ask you to fill in your installation settings. First, you need to choose the domain where you want to install WordPress.



WordPress - Install - Step 1

Note: Fields marked with a * are required.

Location Details

Domain *

Directory

Leave this field empty if you want to install in the web root for the domain you've selected (i.e., `http://domain.com/`). If you'd like to install in a subdirectory, please enter the path to the directory relative to the web root for your domain. The final destination subdirectory should not exist, but all others can exist (e.g., `http://domain.com/some/sub/directory` - In this case, "directory" should not already exist).

Administrator Details

Username *

maximum 60 characters; must not contain any special characters except hyphen, period, underscore

Password *

minimum 7 characters

Email *

Other Details

Title *

If you want to install WordPress in a sub-directory then you can enter the sub-directory name in the field below. Otherwise, make sure that this field is empty.

Under the 'Administrator Details' section, you need to provide admin user account information. Enter a username, password, and email address for your WordPress admin account.

Click on the Submit button to continue.

Fantastico will now install WordPress for you. Once it has finished installing WordPress you will see a success message.

How to Install WordPress using FTP

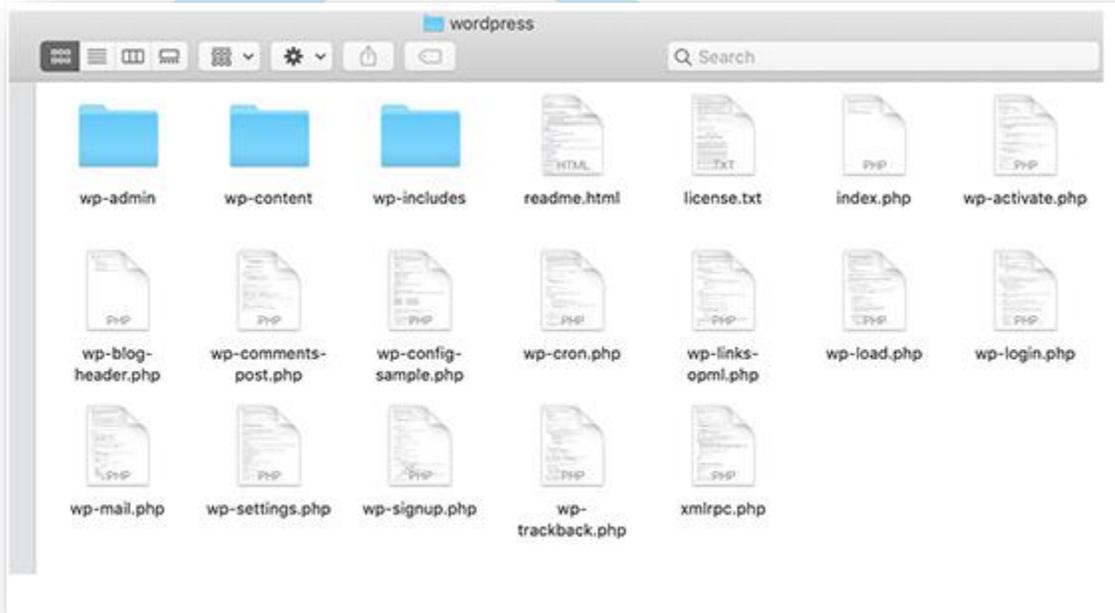
Manually installing WordPress is also known as the famous 5-minute install. It requires few added steps, and you will need an FTP client to manually install WordPress.



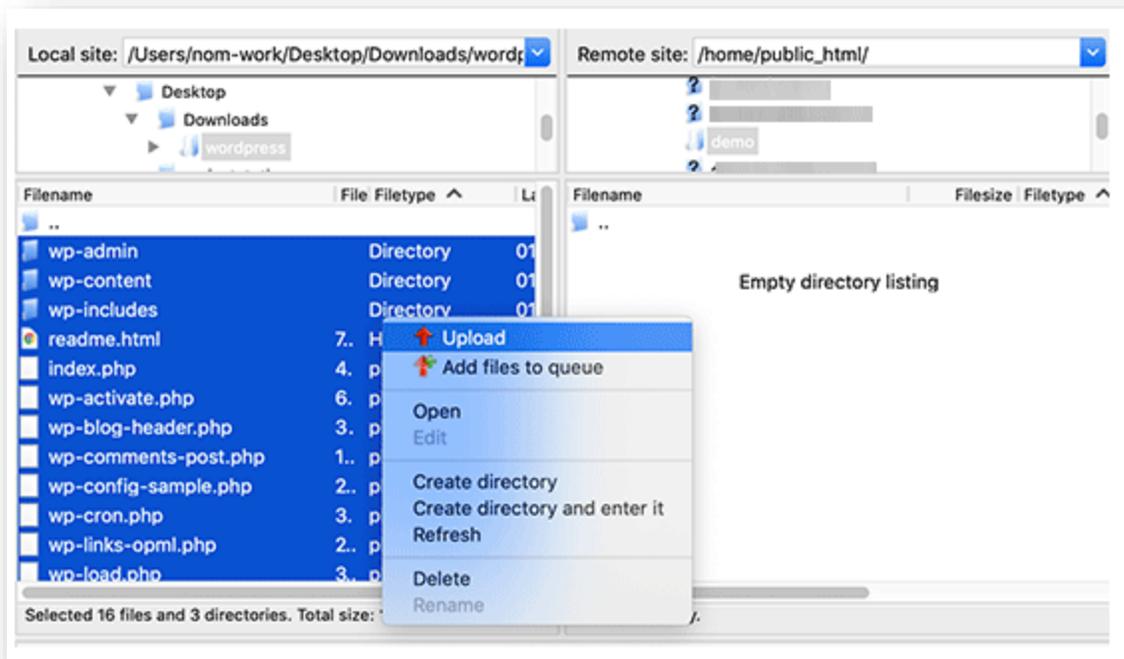
Take a look at our beginner's guide on how to use FTP to upload WordPress files.

The first thing you need to do is download the latest version of WordPress.

WordPress package comes as a Zip file. You need to unzip the file and inside it, you will find a WordPress folder. This folder contains all the WordPress files you need to upload to your web server.



Now go ahead and connect the FTP client to your hosting server. Once connected, use the FTP client to upload the WordPress files from your computer to your website server.



If you want to install WordPress on your root domain name (like example.com), then you need to upload WordPress files to your website's root directory. Usually, this directory is called `/public_html/`.

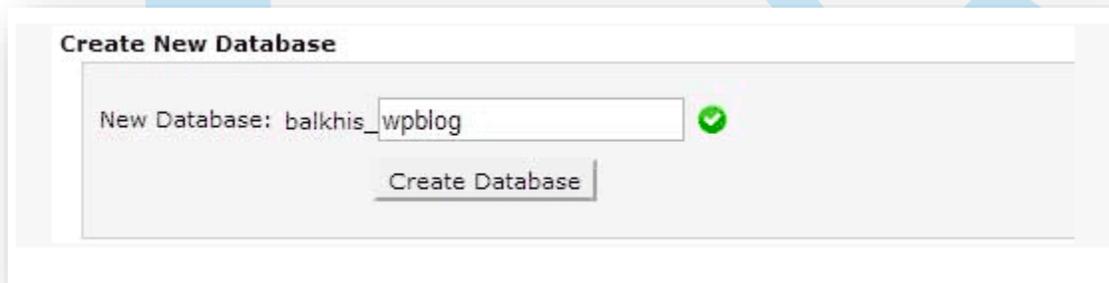
On the other hand, If you want to install WordPress in a subfolder (like example.com/blog), then upload it in a folder `/public_html/blog/`.

Once you are done uploading WordPress, go to your hosting control panel to create a database. We will be showing you how to do that using the cPanel. If your hosting provider has a different control panel then you just need to look for MySQL databases. The rest of the settings will be quite similar.

From your cPanel dashboard, click on the 'MySQL Databases' icon.



You will see a field to create a new database. Enter a name for your database, and click 'Create Database'.



Now that you have created your database, MySQL still needs a username. This username will have access to perform actions on the database.

On the MySQL Databases page in your cPanel account, scroll down to the MySQL Users section. Simply provide a username and password for your new user and click on the 'Create a user' button.



MySQL Users

Add a New User

Username:

Password:

Password (Again):

Strength (Why?): Very Strong (100/100)

This new user still does not have access to the database you created earlier. For that, you will need to add the user to the database and permit them to perform all actions.

On the same MySQL Databases page in your cPanel account, scroll down to the 'Add User to a Database' section. Select the database user you created from the dropdown menu next to the user, then select the database, and click on the add button.

Add a User to a Database

User: ▾

Database: ▾

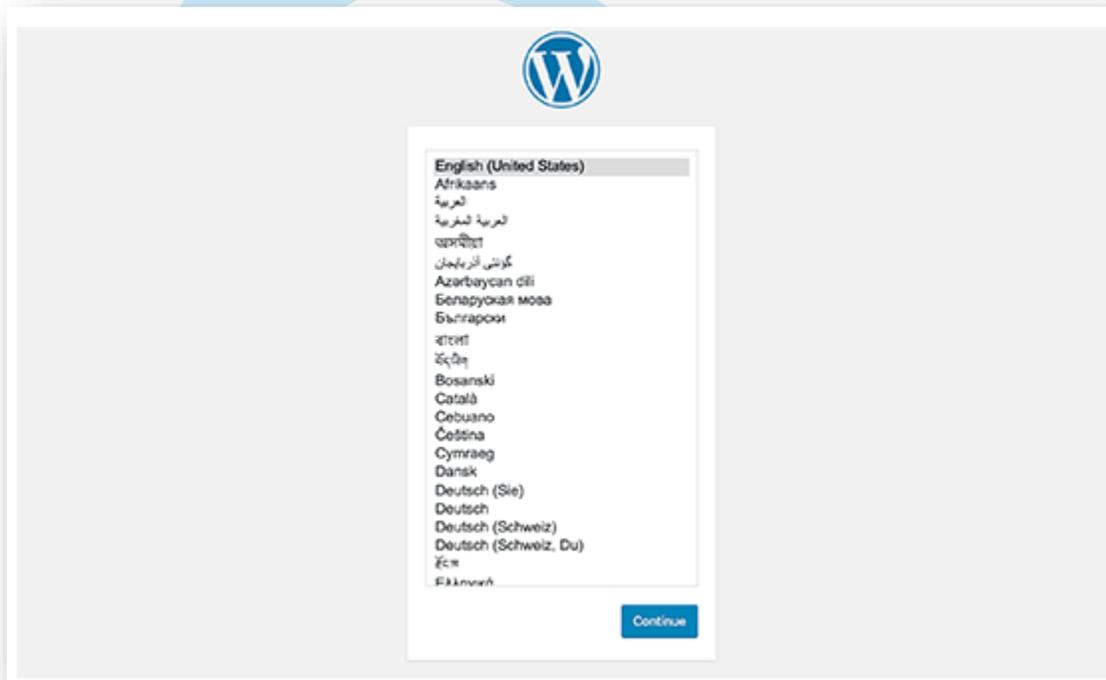
You will be now asked for the privileges you want to allow this user. Select all privileges and click on the Make changes button.

Your MySQL database and user are now ready, note down your database name and MySQL username and password. You will need that information later.



Simply go to the URL where you uploaded WordPress. If it is in the main domain, then enter your domain name in the browser window, like yoursite.com or www.yoursite.com.

You will see the language selection page. You can choose a language here so that the rest of the installation is displayed in your language. You can also use English for now and then later change the language.



Click on the continue button to proceed.

You will now see some installation instructions. WordPress will now tell you that it will need your database name, password, and MySQL host information.



The screenshot shows the WordPress installation database configuration screen. At the top is the WordPress logo. Below it, a white box contains the following text:

Welcome to WordPress. Before getting started, we need some information on the database. You will need to know the following items before proceeding.

1. Database name
2. Database username
3. Database password
4. Database host
5. Table prefix (if you want to run more than one WordPress in a single database)

We're going to use this information to create a `wp-config.php` file. If for any reason this automatic file creation doesn't work, don't worry. All this does is fill in the database information to a configuration file. You may also simply open `wp-config-sample.php` in a text editor, fill in your information, and save it as `wp-config.php`. Need more help? [We got it.](#)

In all likelihood, these items were supplied to you by your Web Host. If you don't have this information, then you will need to contact them before you can continue. If you're all ready...

At the bottom of the white box is a button labeled "Let's go!".

Click on the 'Let's go' button to continue.

WordPress will now show you a form. You need to enter the database information you created earlier.

The screenshot shows the WordPress installation database connection details form. At the top is the WordPress logo. Below it, a white box contains the following text:

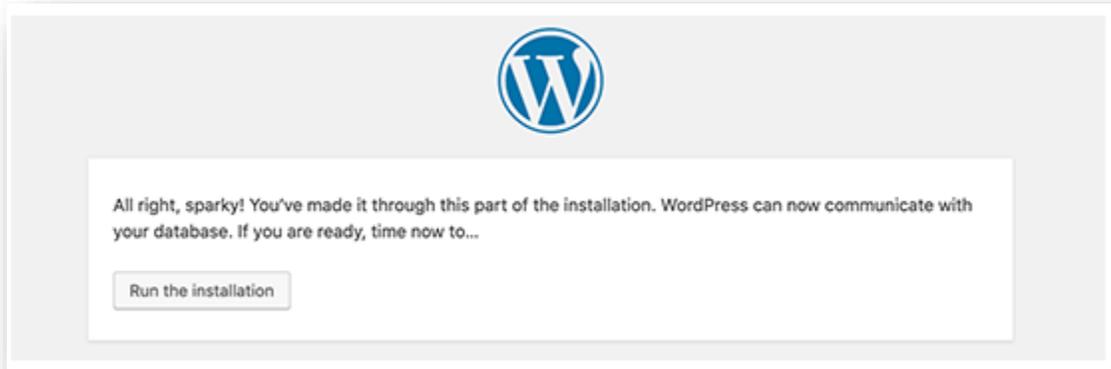
Below you should enter your database connection details. If you're not sure about these, contact your host.

Database Name	<input type="text" value="wordpress"/>	The name of the database you want to use with WordPress.
Username	<input type="text" value="username"/>	Your database username.
Password	<input type="text" value="password"/>	Your database password.
Database Host	<input type="text" value="localhost"/>	You should be able to get this info from your web host, if localhost doesn't work.
Table Prefix	<input type="text" value="wp_"/>	If you want to run multiple WordPress installations in a single database, change this.

At the bottom of the white box is a button labeled "Submit".



Fill in the information and then click on the 'Submit' button. WordPress will connect to your database and show you a success message.



Click on the 'Run the Installation' button to continue.

WordPress will now create tables in your database and then send you to the next step of the installation.

Now you need to provide some information for WordPress to set up your site. This includes the site title, username, password, and admin email address.

If you do not want your website to be visible to search engines, then you can check the box next to search engine visibility. Later when you are ready you can change this from WordPress settings. If you are unsure about what to do, then simply leave it unchecked.



Information needed

Please provide the following information. Don't worry, you can always change these settings later.

Site Title

Username
Usernames can have only alphanumeric characters, spaces, underscores, hyphens, periods, and the @ symbol.

Password
Strong
Important: You will need this password to log in. Please store it in a secure location.

Your Email
Double-check your email address before continuing.

Search Engine Visibility Discourage search engines from indexing this site
It is up to search engines to honor this request.

Click on the Install WordPress button to continue. WordPress will set up your website and finish the installation.

You will see a success message showing your username. You can now click on the login button to sign in to your WordPress site.



Success!

WordPress has been installed. Thank you, and enjoy!

Username johnsmith

Password *Your chosen password.*



How to Install WordPress on your Computer

Many of our beginner-level users often ask us if they could try WordPress on their computer? The answer is yes, but most beginners should not do that.

The reason why some folks install WordPress in a local server environment is to build themes, plugins, or to test things out.

If you want to run a blog for other people to see, then you do not need to install WordPress on your computer. If you install WordPress locally on your computer, then the only person who can see the site is you.

If you want to make your WordPress site available to the internet (rest of the world), then you need to get a web hosting account and install WordPress by using one of the methods we showed above.

Having that said, if you are interested in installing WordPress locally on your computer to learn more about theme development, test plugins, etc, then we highly encourage you to do so.

If you are using a Windows computer, then we recommend that you download and set up WAMP. If you are using a Mac, then you need to download and set up Mamp.

After you have played around with WordPress on your computer you may want to move your local install to an actual live website.

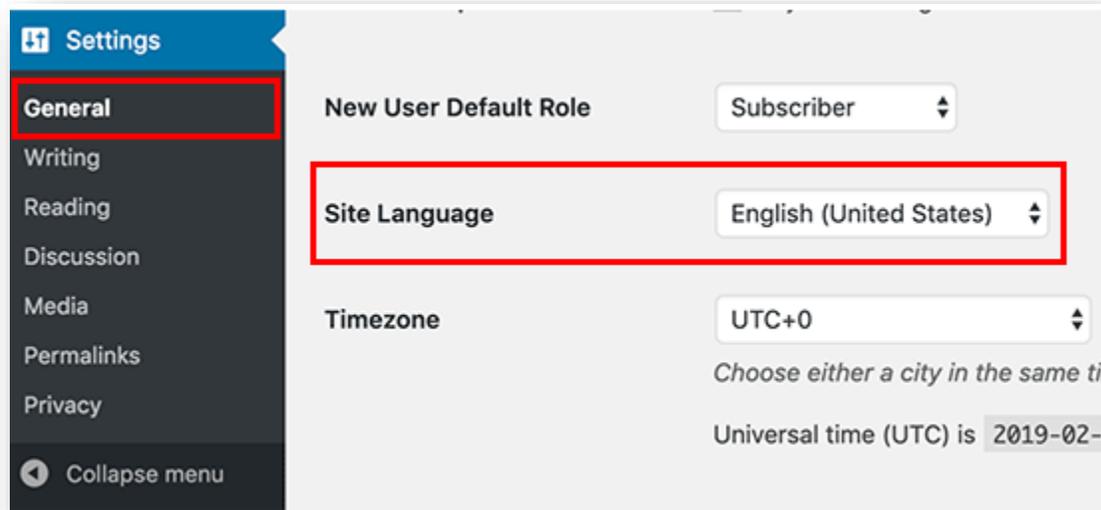
How to Install WordPress in your Language

Just like Windows, Mac, iPhone, and Android, you can use WordPress in your language.

WordPress is available in many languages including English, Spanish, French, Arabic, Korean, German, Hebrew, Hindi, Japanese, Vietnamese, Chinese (Han), Portuguese, and many others.



You can choose a language during the WordPress installation or change it by visiting the Settings » General page in the WordPress admin area.



How to Install a WordPress Multisite Network

WordPress comes with multisite functionality built-in. The multisite network allows you to create multiple WordPress sites using the same WordPress install. It can automatically create new sites on sub-domains or in sub-folders.

This makes sense for businesses, non-profits, governments with sub-sites for different locations or regions. Many educational institutes also use WordPress multisite networks to allow students to create their blogs.

Things to do After Installing WordPress

Now that you have successfully installed WordPress, here are a few things to get started with your new WordPress site.



Choosing a Theme

The visual appearance of your WordPress-powered website is controlled by Themes. There are thousands of WordPress themes available for you to choose from. With so many choices, it can become a little confusing for beginners.

Installing and Using WordPress Plugins

The real power of WordPress comes from the massive collection of plugins. They are like apps for your WordPress site, allowing you to extend functionality and add new features to your site.

There are more than 58,000 free plugins available in the WordPress plugin directory alone. More plugins are available from third-party websites as paid plugins.

Start Learning WordPress

WordPress is the easiest-to-use CMS in the market. Millions of people from all over the world use it every day. However, from time to time you may need a little help.

Advance
WORDPRESS
Mastery Kit

CHAPTER 3



How To Use WordPress: Building
A WordPress Website?



The thought of creating your website may seem overwhelming.

You might even think this task is impossible for anyone but a developer or a person with a background in web design.

Well, there is good news for you — there's software out there that's so easy to use, virtually anyone can successfully create a unique and professional-looking website for their business, blog, or portfolio. It's called WordPress.

What Is WordPress?

WordPress is a content management system (CMS) that allows you to host and build websites. WordPress contains plugin architecture and a template system, so you can customize any website to fit your business, blog, portfolio, or online store.

But how?

This chapter will cover a basic step-by-step process of creating your WordPress website as well as a list of tips and tricks to remember while working with WordPress.

1. How to Build a WordPress Website
2. WordPress Hosting
3. Install WordPress
4. Choose Your Theme
5. Install Plugins
6. Tips and Tricks

But first, let's answer the question most people have when they begin thinking about their new WordPress website: What is the difference between WordPress.org and WordPress.com?

Wordpress.org vs. WordPress.com

The difference between WordPress.org and WordPress.com has to do with who is hosting your website.



You host your website or blog on WordPress.org, through a third-party hosting provider. You also have to download your WordPress software, buy a domain name on a third-party site, and manage your server. It's a much more hands-on experience than with WordPress.com.

WordPress.com offers to host your website for you. You also don't need to download any software or manage a server. If you choose WordPress.com, your website's URL will look like this: www.mywebsite.wordpress.com. However, you have the option to also upgrade your WordPress.com account and buy a custom domain from a third-party provider (meaning your URL will look like this: www.mywebsite.com).

How to Choose Between WordPress.org or WordPress.com

You may be wondering whether WordPress.org or WordPress.com would be a better fit. Let's review a few more of the pros and cons that come with both options, so you can make an informed decision.

WordPress.org is ideal if you want full power over customizing and controlling your website. However, there is a lot more responsibility that comes with managing a WordPress.org website. You have to purchase and set up your domain name, upload and install plugins and a theme, edit your website's code, and manage your website's security. WordPress.org is free to use, but you have to pay for everything else that goes into having a website.

WordPress.com is preferable if you're looking for an all-in-one option that has most of the hard work done for you. You'll never need to manage your server, pay for your hosting, or buy a domain. Many customization options come with a WordPress.com plan to help you make your website look the way you want it to.

WordPress.com has a free and paid version. If you stick with the free version, you can't upload any custom themes or plugins, and you will have a WordPress subdomain. However, there is always the option to pay for premium upgrades and other plans that provide you with even more features and control, as well as the option to buy a custom domain through a third-party site.



WordPress for Beginners: How to Use WordPress

There are many ways for you to create your dream website with WordPress. Users generally find the software easy to use, but getting started can be understandably intimidating if you're completely new to the process. That's why we have built this guide.

For even more resources, we've also compiled some of the best websites for learning about WordPress — these can be incredibly valuable sources of information as you start your journey.

Below, we will take a closer look at how to start creating your website.

How to Build a WordPress Website

1. Select a WordPress plan (WordPress.com only).
2. Set up your domain name and hosting provider.
3. Install WordPress.
4. Choose your theme.
5. Add posts and pages to your website.
6. Customize your website.
7. Install plugins.
8. Optimize your website to increase page speed.
9. Get inspired from WordPress website examples.

WordPress is by far the most popular CMS today. Its ease of use and versatility enable the majority of users and business owners to create a website that works for their needs. Here's how you can do the same.

1. Select a WordPress plan (WordPress.com only).

To begin creating your website, select a WordPress plan. As stated earlier, with WordPress.org you only have one (free) plan option — but it requires you to buy your domain, hosting provider, plugins, themes, and everything else related to your WordPress site.



With WordPress.com, you'll have to choose between the five plans they offer.

The main differences between these plans are the monthly fee, types of site customization, and the access you get to marketing tools.

2. Set up your domain name and hosting provider.

Setting up your domain name and choosing your hosting provider for WordPress typically happen around the same time in the website creation process.

Before we talk about how to complete those tasks, let's discuss the difference between your domain name and hosting provider.

Think about your domain name as your home address — it's how your visitors can locate your website on the Internet. Your domain name will look something like this: www.example.com.

Your hosting provider is like your house — it's where your website files are stored. Without a hosting provider, your site wouldn't have space on a server to "live." Some of the best WordPress hosting providers include WP Engine, Bluehost, and Kinsta.

How to pick a domain and hosting providers

Again, WordPress.org requires you to create your domain and find a third-party hosting provider for your website. WordPress.com allows you to decide whether or not you want a custom domain depending on the plan you choose, but it takes care of the hosting for you.

Your hosting provider is important because it impacts your website's speed, security, and reliability. There are hundreds of providers to choose from, which is why we put together a list of 22 of the best WordPress hosting providers to help you decide what will work best for you. All of these providers meet WordPress' three hosting requirements:

- PHP version 7.4 or greater
- MySQL version 5.6 or greater OR MariaDB version 10.1 or greater.



- HTTPS support

When considering hosting providers for your WordPress site, make sure they meet all of the above criteria.

For domain names, getting one is as easy as searching and purchasing one through your domain registrar of choice. If you are new to WordPress.com but have already purchased and created a domain name elsewhere, no problem — you'll have the option to transfer or map it to your WordPress website.

For the sake of this guide, let's assume you do not yet have a domain or hosting provider. Here's how to start creating your website with the popular hosting service Bluehost.

First, head to Bluehost's website and click Get Started.

From here, you'll be taken to Bluehost's pricing page to choose from four plans.

Once you choose your plan and click Select, you'll be taken to another page to sign up with a domain name.

Once you select your domain name, you'll be brought to a page to complete your account and billing information for your purchase.

After confirming your account and purchasing your domain, you will gain access to your hosting dashboard where you'll be able to install the WordPress CMS.

3. Install WordPress.

If you are using a hosting provider outside of WordPress, you'll need to install the CMS to connect your new domain to your website.

This time, let's use GoDaddy as an example. (Don't worry, no matter the hosting provider you choose, this process looks similar.)

Note: If you choose to use a managed WordPress hosting service like WP Engine or Kinsta, you won't need to go through this process, as those services were built specifically for WordPress and will have WordPress installed for you.



To start, log in to your GoDaddy account, click Web Hosting, and then Manage. You will be brought to a screen with your account details.

Scroll down and under Options & Settings, you will see an area titled Popular Apps. Click on the WordPress app to begin the installation.

After installing WordPress, you'll need to answer a few questions about the domain you want to use, the directory where you want to install WordPress, and your admin information.

After about 24 hours, your website will be installed on your hosting account, and GoDaddy will send you an email confirmation.

Now that you have your domain set up and WordPress installed, you'll next need to set up your "Primary Domain" within WordPress, so your visitors see your website when they search your domain.

In WordPress, go to My Site and click Domains. Select the custom domain you want to make your primary domain.

Then, click Make Primary.

Confirm you meant to make this change by clicking Update Primary Domain.

Verify the update was successful by looking for a green box with a checkmark that says Primary Domain.

Now, on to step four: making your website look nice.

4. Choose your theme.

You can customize your WordPress website using WordPress's many themes and templates, each of which contains a multitude of layouts, formatting styles, colors, fonts, and other visual options.

WordPress automatically applies a default theme that looks rather plain. You can keep it, but your website visitors may not be so impressed. A custom WordPress theme, whether it's paid or free, will make your website look appealing and professional to your buyer personas.



Similar to the wide range of hosting providers available, there are also hundreds of themes and templates to choose from. To help you out, we've put together a guide to 20 of our favorite themes and templates and categorized them by purpose. Whether you're looking for a theme versatile enough for multiple different business types, or one suitable for your eCommerce site, portfolio, blog, or business, there's a theme that will work for your specific needs. On top of your theme, you can further customize your pages with a builder tool like Elementor.

To find a theme that works best for you in WordPress.org, head to your admin dashboard. Click Appearance, then Themes. You'll be brought to another screen where you can browse available themes or search for a specific one you have in mind.

Once you find the perfect theme, simply install it to begin customizing. Each theme has different steps required during the customization process, so be sure to follow them closely. If a theme has a website (often accessible through the WordPress theme and template library), check for documentation as you work through the customization process.

5. Add posts and pages to your website.

When you add content to your WordPress website, it's usually displayed in the form of posts and pages.

Posts (or "dynamic pages") are typically used for blogs and portfolios because they automatically place your newest website content at the top of your featured content. Pages are static, which is why they appeal more to business owners — the added content stays in the same place.

Posts and pages are the main post types in WordPress. Additionally, there are other native post types, as well as custom post types. For now, we can just stick to pages and posts.

Start by deciding whether you want a post or page to serve as the homepage (or any page) of your website. To add a post to your website, go to the admin dashboard, click Posts and then Add New.



You can add a title for your post, place photos, change the format, and insert page elements via blocks and shortcodes. Click Save Draft to save your changes as a draft, or click Publish to immediately take the post live.

Adding a page to your website is a similar process. In your admin area, click Pages, then Add New.

First, add a title to your page. Next, you can insert photos, embed videos, and add content. Follow the same steps to create multiple pages for your website. When finished, click Save Draft or Publish.

6. Customize your website.

Beyond the theme you choose, there are many ways to further customize your website. Let's review a few options.

First, let's customize your site title. From your admin dashboard, select Settings > General. Here, add your website title and tagline. You can also toggle other basic site information like your URL, email, time zone, and more.

Next, let's customize your reading sections. Under Settings > Reading, you can change your home page to a static page.

Consider this if you're a business owner who prefers having content remain in one place on your website. Consider using a dynamic page if you're a blogger who prefers having your newest content appear at the top of your pages. This way, your visitors can easily find your latest posts.

The navigation bar is customizable, too. This enables your visitors to easily find information on your website.

Add a navigation bar by going to your admin dashboard, clicking Appearance, and then Menus.



From here, you can determine how you want your bar to look, how many pages you want to include, what you want to title those pages, and what order you want them to be listed in.

Of course, this is just a fraction of what you can do in the dashboard — [click here](#) for more information on your WordPress site settings and customization options.

7. Install plugins.

Plugins are pieces of software that add functionality to your WordPress website and enhance the user experience. With over 55,000 available plugins, there are options for almost every type of website and user. Some of the most popular plugins available include:

- **HubSpot WordPress Plugin:** Easily add pop-ups, forms, and live chat to your WordPress website. And as a bonus, pair this plugin, or other CRM plugins, with your HubSpot CRM.
- **The Events Calendar:** An effortless events calendar that makes scheduling events from your site easy.
- **Yoast SEO:** The go-to plugin to help you with on-page SEO. This app makes sure you're following best practices before you push your site live.
- **TablePress:** Need a table on your site? Look no further.
- **The SEO Framework:** Another plugin that can help you master SEO on your site.

To begin the installation, head to the Plugins section in your admin dashboard. This shows you all the plugins currently installed on your site. Depending on your host, you might have several plugins installed already. Note that for a plugin to work you must activate it after installing.

To add a new plugin, click Add New. Search for your desired plugin and then click Install Now, wait a few seconds, then click Activate.

Get the WordPress CRM plugin that helps you organize, track, and nurture your leads.



8. Optimize your website to increase page speed.

Website performance is a critical part of the user experience. If a page takes too long to load, your visitors will move quickly to another site. You don't want to frustrate visitors with slow speeds.

You can improve your website's performance by enabling browser caching. Browser caching is the process of temporarily storing your website's data on your visitors' browsers. That way, your content doesn't need to be sent from the webserver for it to appear in the browser, which increases the website speed.

To enable caching for your website, install and activate a caching plugin with the process described above.

9. Get inspired by WordPress website examples.

As you begin to customize your website, you may feel overwhelmed by all the options you have. Instead of starting completely from scratch, it helps to grab some inspiration from other exemplary WordPress websites. Here are some of our favorites:

99% Invisible is a popular podcast that focuses on design and architecture. Their website is sleek, modern, and offers easy navigation for visitors to quickly access each podcast episode.

The Houston Zoo's website displays its main attraction on the homepage. The magnifying glass icon on the top menu bar makes searching the site effortlessly.

Awesome Motive, the creators behind several WordPress projects, engages their visitors with a polished, yet simple website. It features subtle animation to grab people's attention.

WordPress Website Tips and Tricks

There are many WordPress tips and tricks to make your website as impactful and user-friendly as possible — we've listed 20 of them below to help you do just that.



1. Focus on the basics and create a great user experience with a WordPress theme that complements your business and website content.
2. Use dashes and not underscores when naming your files in WordPress. Google looks at underscores as joiners, meaning your file will look like one big word. That won't help you with your SEO. Use dashes to make it obvious there are separate words. (For example, use `www.example.com/this-is-an-example`, not `www.example.com/this_is_an_example`).
3. Use WordPress's online support for any questions or concerns you may have while creating or using your website. There are many forums and ways to reach out to WordPress experts listed on their website.
4. Use Image Alt Text to your advantage. Image Alt Text can be used to improve your SEO and Google rankings.
5. Keep your sidebar as organized as possible. Stick to the essentials and think about what your website visitors and buyer personas need quick and easy access to.
6. Back up your website regularly, so if you ever lose access or have technological difficulties, you have everything you need to completely restore your content. There are many plugins, such as Snapshot Pro, made specifically for backing up your WordPress content.
7. Learn and understand SEO basics to ensure your website is completely optimized so you can boost your conversions.
8. Create a custom homepage. As mentioned earlier, WordPress will provide you with a default homepage. Take the time to create your own with a theme that works for your business — remember, this is your visitor's first impression of your business, blog, or portfolio.
9. Keep an eye on your website's performance and know what is and isn't working for your visitors. There are many useful WordPress plugins, as well as Google Analytics software, to help with this performance.



10. Include an “About Us” page on your website to show your visitors you’re a trustworthy person and/or business. “About Us” pages are known to be the second most-visited pages on websites (after homepages) — so introducing yourself is important.
11. Make sure your site is secure to ensure there are no hackers gaining entry. Again, there are plenty of plugins such as WP Defender to help you with security.
12. Create custom permalinks. Permalinks are the permanent URLs that you plan to keep static for the foreseeable future. They’re important because they improve user experience and enhance your WordPress website SEO.
13. Create a custom navigation bar (as we reviewed earlier) to make your site easy to use for your visitors.
14. Include excerpts on your blog posts so people don’t land on your blog page and see your entire piece at once. By only including excerpts on your blog page, you make room to list all of your blogs in one location. Visitors can then read the excerpts and click-through to read the posts they are most interested in.
15. Structure your website in a way that makes sense for your business, visitors, and buyer personas. For example, use posts if you’re a blogger and use pages if you’re a business owner.
16. Remove the “Comment” and “Share” buttons from specific pages of your website. You don’t need (or want) a “Comment” or “Share” button on your “About Us” page, or any of your service pages for that matter.
17. Consider what your website looks like on mobile. It’s no secret people are searching the Internet while on their phones, tablets, and other mobile devices these days. Consider using a plugin to help you achieve a responsive, mobile WordPress design.
18. Use visuals and video content when possible to break up the text on your website pages.
19. Update your WordPress site and plugins regularly. WordPress will tell you when updates are released. This will keep your website looking fresh and working efficiently.



20. Use social proof to show your new website visitors how many other people have already viewed your site and content. There are plugins to help you do this in a matter of minutes.

21. Pick a CRM that works with your WordPress site. A CRM can help you keep track of the way users are interacting with your website and company.

Build a Website With WordPress

Having a great website matters. It's how you connect with your visitors and leads, create a positive first impression with new users, and boost conversions. The good news is creating your website doesn't have to be a daunting process...at least not with WordPress.

The easy-to-use CMS offers completely customizable plans suitable for all needs. With no prior knowledge necessary, you can start building your site for your business, blog, portfolio, or online store immediately.

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CHAPTER 4



How To Create Outstanding
Long-Form Articles In Wordpress?



Gaining a loyal set of audience that is interested in your website and its content is a big accomplishment. Retaining a major chunk of this audience and growing them substantially becomes another overwhelming task for web-content writers.

Especially, if you're new to content writing and only learning about how to start a blog, this might seem like a huge challenge for you.

The key to success for any website is its content. Content is the prime factor that drives engagement to any website.

Based on the nature of a website, content can be either short-form or long-form.

On one hand, short content caters to an audience that is always in a rush. On the other hand, if you want to go about content that is inspirational and engaging on many levels, long-form content is the best option.

You should also note that Google's top 10 results are always dominated by long-form content pieces. Today we will discuss "long-form content" and provide a brief guide on how to prepare them so that you can successfully start blogging.

What Is Long-Form Content?

We often come across crisp write-ups that range anywhere from 500-700 words. These are referred to as Short-form content.

Long-Form content is usually an article or landing page that is longer than 1,500 words, where the main topic is explained in detail with several organized sub-sections to make the article more helpful and innovative.

A report from Data Lab says that an ideal long-form content piece should take about seven minutes to read and comprehend. This constitutes around 1600 words. However, nowadays, longer contents are encouraged to provide in-depth details.

The main concept of long-form content is that these articles are about informing readers in the entirety of the subject matter. A long-form article should tell stories that matter, and offer guidelines that are helpful to readers.



But it also depends on your target audience. If your target audience is about light-reading, you should probably refrain from developing long-form content for your websites.

However, most readers prefer to get in-depth guides or information. So a long-form guide is the best choice in most cases.

Benefits Of Using Long-Form Content

Here are some of the benefits of using long-form contents:

Long-form content ensures that visitors spend more time on your site. The average time on your site is a key factor in improving your domain authority.

Long-form contents are developed after a good amount of research and insights. While you are providing detailed accurate information, your website will prove to be credible to readers due to its authenticity.

Your growing credibility will result in turning new readers into regulars.

Long content with high reading time and less bounce rate can also have a positive impact on a page's rank in the SERPs.

Articles that are truly helpful and cover every aspect of a topic, are likely to get more back-links from authority sites, increasing page authority.

As long as you maintain proper topic relevancy throughout an article, i.e. an SEO optimized article, your long-form article will get more organic search hits than other similar short articles.

As you can see, using long-form content can be a great influence on improving your site's authority and eventually gaining regular prospects.

What To Focus On When Writing Long Form Contents?

Now let us focus on the crux of this article, which is to help you create long-form content on your WordPress website.

Here's a step-by-step guide.



1. Research And Choose Niche Relevant Topics

Creating long-form content is not a cakewalk. Every topic needs solid research and insights to come out as a great piece of content that will truly be helpful for your readers.

The first step is always to research your audience and industry and understand what topics might be more suitable for your readers.

Remember, your article should be a way to help people solve a problem or get a new concept to improve.

You also have to ensure that the topics you are selecting are relevant to keywords that you desire to rank for.

Scout your competitors to find out what keywords they rank for and find out the articles that are the most popular on their sites. At the same time, do organic keyword research to find out search terms that people generally look for.

Read a lot of resources that rank for specific keywords and think of topics where you can combine and provide all the important details into one article, plus add some helpful ideas of your own.

You may use tools such as Ahref, or SEMRush to do conduct SEO research.

2. Create An Outline Of The Content Elements

Now, once you have selected topics, the next thing to do is to create a topic outline. Think of sections you will be covering within the topic and write down the headings and sub-headings.

This will help to broaden the research capabilities when writing the content. Making each section as detailed as possible is key to creating compelling long-form content.

3. Use A Content Calendar

Once you have decided on what topics to write on, prepare a content calendar.

Decide target dates when you want each article to be posted, keeping in mind to keep enough time aside for marketing and sharing.



Keep the content calendar as detailed as possible. For example, try to include data such as the target keyword, target audience, transition target, relevant resources, and topic breakdown.

These details will help you to focus on your purpose when you start writing content.

For your WordPress website, you can consider using the Editorial Calendar plugin to help you maintain a proper content calendar.

4. Focus On Content Optimization

A piece of long-form content is indeed a long article and will take some time to read. Hence, it is important to keep the content optimized in a way so that readers do not get bored.

Even if the content is helpful, if it is stale in appearance, people might not get the interest to read it.

Here's what you can do to get more attention.

i. Organized Content And Easy Navigation

Long-form content pieces have a lot of information to go through. To make it easier for readers, use a Table of contents section at the beginning to enlist the number of topics you will cover throughout the article.

You can link the table of content so that clicking on a topic will take him to that section in the article. The Easy Table of Contents Plugin will help you with this one.

In your introduction, add a paragraph, summarizing what readers will learn and achieve after going through the whole article.

For example, "By the end of this article, you will learn new techniques to achieve and you will be able to without hassle."



In your article, for each heading, break them down into further subheadings to explain the sections in a more detailed and understandable manner rather than writing long paragraphs.

You can use the CoSchedule Headline Analyzer to decide on headlines and subheadings based on your topic, to make an impact.

ii. Gain Credibility With Statistical Data

People will only value your article if you can successfully show them what they can expect to achieve after reading it. Hence, using facts is the best option.

Try to provide statistics and reports on the topics you cover. For example, if you claim that a process will increase conversion, provide a report to show how it made a difference to sites that used the process.

Provide reports from statistical sites that estimate the industry. For example, if you are writing about improving WooCommerce store performance, show statistics about, how huge the WooCommerce industry will become in the coming years.

Besides in-depth explanations, relevant statistical data and other fact pieces of evidence will enhance the value of your content and will engage with more readers.

iii. Add Attractive Graphical Contents

A smart way to connect with your audience is to use graphical content. Use images from time to time. If it is a guide on using a certain tool, use screenshots of that tool being used to describe each step.

Adding images that help them create a visual connection with your content will help to lower the bounce rate.

However, you must keep in mind that you do not want to reduce your server performance by uploading too much large contents.



You can use WordPress plugins like the EWWW Image Optimizer and Smush Image compression plugin to help you compress your images to a significant amount when uploading.

Other than images, you can consider creating videos and add them to the article where appropriate. You may also create infographics to summarize sections or to provide statistics.

More graphical content will result in more engagements with the audience.

5. Other Basic Activities To Maintain

Apart from all the activities suggested so far, you have to conduct a few more activities regularly.

i. Optimize Your Long-Form Content For SEO

One of the most important steps in your long-form content creation is its search engine optimization.

Take assistance from plugins to understand where you might be lacking in terms of keyword optimization, readability optimization, and other quality factors. WordPress offers tools like the Yoast SEO Plugin, Rank Math, and the All-in-One SEO Plugin to fine-tune the SEO of your long-form content.

Make sure not to spam keywords, i.e., do not flood the article with your target keyword where it's not appropriate. Use a meta description that tells the audience exactly what they will achieve through this article.

ii. Use Improved Writing Tactics

This part is often ignored by many. Remember, you are writing for an audience, not for yourself. You have to keep your words and sentences as simple as possible.



Using difficult words will not prove you to be more expert. It will simply make you lose a few potential audiences who seek simple, understandable articles.

With that, you need to have a strategy to implement writing tactics that can engage more with the readers.

Use writing tactics such as:

- listicles to list out tools or ideas
- bullet points to highlight details
- problem-solution style – stating a problem and providing an immediate solution
- answer the questions “why” and “how” with examples, when supporting a point
- short paragraphs and sentences where possible
- offering reference resources to more elaborate explanations
- personalized content rather than general (by talking directly to each reader using 1st person uses such as “You, “Your,” etc)

These are some of the important writing tactics you can implement for better results.

You can also take help from some of the best writing review sites online when writing long-form content.

iii. Prepare For Social Media Marketing

You may follow these suggestions for a better outcome.

Once you have your content ready or at least properly planned out, start creating hype on social media even before the post goes live.

Create short videos with small summaries of a section from your long-form content and share them on your social sites even before posting the long-form content. Add a caption stating that the main content is coming soon.

Share infographics that you plan on using in your article.



Create relevant images with small useful tips from your article written on them. Share them on social media while mentioning in the caption that a complete article is on the way.

This will help to create trust in the audience even before the content is posted.

Once you post your long-form content, share your guide on social media. For WordPress, you may consider using the Social Booster plugin to help you out.

You can also schedule posts to be shared later, and set a recurring schedule to share content repeatedly at certain intervals. It will not leave any hint on the post that you used any tools. Thus saving you a lot of time in social sharing.

Here's what's next:

- Go to the previous contents you shared and leave a comment at the end, stating that the main content has arrived, and leave the link. This will notify anyone who reacted or commented on those posts, thus bringing back the same visitors for a broader read.
- Create a summary video of your long-form article, keeping it as small as 2-3 minutes, and share it with your social audience after a week of the post going live, leaving the guide link on the caption or the video description.
- Create new relevant images with small useful tips from your article written on them. Share them on social media while mentioning the article link in your caption.

These are some of the things you can do to get instant attention from your target audience. There could be many more things to do, but these steps should be enough to get you started.

Conclusion



This is just a beginner's guide to help you understand and plan out long-form content. With time you will get better at it and start seeing higher conversion results.

With our brief chapter above, we hope that now you will be able to begin creating long-form content for your WordPress website with utmost ease and garner higher online visibility for your content pieces and website.



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CHAPTER 5



How To Find The Best
WordPress Theme That Matches
To Your Website?



Struggling with how to choose a WordPress theme from the tens of thousands of options out there? With so many choices, it can feel a bit like choosing a needle in a haystack.

Well, design is subjective, so we can't help you choose a theme that matches your aesthetic, but I can help you make sure that whichever theme you end up choosing is going to set your WordPress website up for success.

See, not all WordPress themes are created equal, and there are some boxes you want a theme to check so that you don't run into issues down the road.

To help you make your decision, we are going to share eight tips to help you choose a WordPress theme that will create a strong foundation for your website.

How to Choose a WordPress Theme in 2021

1. Pick a Lightweight WordPress Theme

Your theme is a large part of your site's foundation and, as such, it's going to have a big effect on your site's performance and page load times.

I once ran a test where I switched from a "regular" WordPress theme to a performance-optimized one and my page load times dropped by 42%. That's huge!

How quickly your site loads is important for everything from user experience to SEO to conversion rates, so it's not something you can ignore.

So, how can you tell if a theme is lightweight? Well, first off, we've collected some of the best lightweight themes here. But, you can also run your tests by using a performance testing tool such as GTmetrix.

If you're looking at a free theme, install it on a test site (you can use a throwaway sandbox-like Jurassic Ninja). Then, run it through GTmetrix and see how it does.

For a premium theme, you can do the same thing with the public theme demo. This isn't a perfect method because the theme developer might be loading some of their tracking scripts that wouldn't be part of your site, but it should give you a decent idea of how optimized the theme is.



2. Look for Something That You Can Make Your Own (Via the Customizer)

If you're lucky, you might find a theme that looks pixel-perfect right out of the box.

However, the chances of that are pretty slim, and you'll probably want the ability to tweak things to make them your own.

If that sounds like you, you'll want a theme that makes it easy for you to make those changes without requiring any special technical knowledge.

Specifically, you'll want a theme that uses the WordPress Customizer. This is a core WordPress feature that lets you customize various aspects of your theme's looks using a beginner-friendly interface and a live preview of your site.

For example, with the Sydney theme, you can customize your site's colors, looks, layouts, and more using this simple interface.

Some themes give you more options than others, so you'll want to check out exactly what you can customize. Additionally, many themes give you some customization options for free but require you to purchase the Pro version to unlock all the features, which is another thing to consider.

3. Remember That Themes Are for Design, Plugins Are for Functionality

When you choose a WordPress theme, it can be tempting to look for a theme that does everything you want right out of the box.

For example, if you want to create an events website, you might look for a theme that includes a built-in events calendar feature.

As tempting as that might be, I'm going to tell you not to do that.

In WordPress, there's supposed to be a clear delineation between themes and plugins.

You pick a theme for its design and you use plugins to add functionality. A theme should not both control your design and add your functionality.



The big reason is portability. If you choose a theme that controls both design and functionality, you'll pretty much be locked into that theme for life. On the other hand, if you separate the two, you can always switch between themes as needed.

That doesn't mean you can't get an out-of-the-box solution, though. Instead of looking for a theme that combines everything, look for a theme that's built to integrate with a plugin that offers the functionality that you want.

For example, if you want a theme that offers drag-and-drop design functionality, you might not want to choose a theme with a built-in builder because it will lock you in. Instead, you could pick a theme that's designed to integrate with a third-party page builder plugin such as Elementor. For example, the Elementor team officially recommends the Sydney theme as a great option to pair with Elementor.

Similarly, if you want to run an eCommerce store, you could use a theme like Airi which is built to integrate with the WooCommerce plugin for eCommerce functionality.

Or, if you want to launch an online course, you might want the Astra theme, which offers built-in integrations for two popular WordPress course plugins — LifterLMS and LearnDash.

In 2019, many themes will come bundled with a set of recommended plugins, which is a great way to get the best of both worlds. You still get the out-of-the-box functionality that you want, but you'll also be able to change your theme in the future if needed.

4. Check Responsive Design (No, REALLY Check It)

Mobile traffic now accounts for about 50% of Internet traffic, with that number only growing.

Responsive design is the idea that your website automatically adapts based on the user's device. So, whether someone visits on their laptop or their iPhone, they should still have a good experience.

In 2019, any WordPress theme that you come across is going to be responsive, so looking for "Responsive" on the feature list is kind of a pointless thing for me to recommend.



However, just because every theme is responsive does not mean every theme implements responsive design well.

So, here's the thing — when I say to check a theme's responsive design, I mean to actually open the demo site on your smartphone and play around with it.

How's the navigation? Some themes have slick navigation menus on mobile, while others are clunky and hard to use.

How does a blog post look? Some themes are awkward and don't even show a blog post's title above the fold (on a mobile device). That's a very weird experience for visitors because they have to swipe down to even see what a post is about.

These are important considerations because you want your mobile visitors to have an awesome experience, not just an OK experience.

For example, the Airi theme offers a user-friendly hamburger menu (easy to tap!) and displays the full blog post title above the fold

5. Consider the Developer's Support Policy

No matter which theme you choose, there might come a time that you need support.

When that happens, you'll want to be able to reach out for help, so it pays to check a host's support policy before you make your decision.

Typically, most premium themes will offer 6-12 months of support and updates with your purchase, with an option to renew to continue receiving support. However, you'll want to confirm this — you should be able to find the exact policy on the developer's site.

With free themes, it can be hit or miss. Some theme developers will provide support via the WordPress.org forums, while other developers don't offer any support to free customers.

You can find the support forum for a theme from the WordPress.org listing page.



Beyond whether a developer offers support and how long it lasts, you'll also want to consider the scope of the support that you get.

Many developers are happy to help you with the theme, but that support doesn't necessarily extend to making the theme play nice with third-party plugins that you might be using.

6. Check the Reviews

As with any purchase, reviews are a great way to bring in the wisdom of the crowds to help you make the right decision.

Thankfully, it's fairly easy to find reviews for most of the WordPress themes that you might be looking at.

If you're looking at a free theme at WordPress.org, you can find ratings on the theme listing page. You can also click the "See All" link to see the actual text reviews

Similarly, if you're looking at a premium WordPress theme sold via ThemeForest, you can find the rating in the sidebar.

7. Check the Last Update Date

Another hard data point that you should look at is the date of the last update of a theme. The core WordPress software is constantly changing, so you'll want to choose a WordPress theme with a developer that keeps it up to date.

There's no hard rule here, but typically you'll want to see the last update date be at least within the past six months or so.

Again, this information is publicly accessible in most theme directories.

At WordPress.org, you'll see it right near the top of the right sidebar.

Similarly, ThemeForest also displays the last update date.



8. Don't Get Hung up on the Free vs. Premium Theme Debate

There's this weird thing you see on a lot of sites where they tell you that premium WordPress themes are inherently better than free WordPress themes.

People will say things like “premium themes have cleaner code than free themes” or “premium themes are updated more often than free themes” or “premium themes are more secure than free themes”.

These statements are meaningless...

Free themes are code. Premium themes are code.

You can have free themes with absolutely perfect code and premium themes with poorly written code.

You can have regularly updated free themes and premium themes left to die on the vine.

And, of course, the opposite can also be true.

What's more, many themes come in both a free and a Pro version, and it's the same core code between the two.

For example:

- Airi has a free version at WordPress.org and a Pro version
- Sydney has a free version at WordPress.org and a Pro version

So, if you find a free theme that you love (and it passes the other tips in this post), feel free to use it!

Choose a WordPress Theme That Sets You Up for Success

If you follow the tips on this list, you should be able to choose a WordPress theme that will set your site up for success both now and in the future.

Happy hunting!

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CHAPTER 6



Tips To Speed Up WordPress Site
For Better Performance



During a technical audit, improving your website's speed should be a top priority. Users are quick to move away from pages with poor page loading speeds, but you can make use of numerous online tools that offer detailed insights on your website speed performance.

Site speed optimization starts with your WordPress web hosting. The process is not too different from the one used to optimize a website hosted on a shared or a dedicated server. For that reason, you might find some of the tools mentioned below, like Breeze, to be similar to what you've been using on your shared website.

Why Should You Speed up Your WordPress Site?

A poorly functioning admin panel will affect your work and your time efficiency when managing the website, especially as your dashboard might become difficult to handle.

Besides that, visitors won't wait for your website to load either. If something is not working as they want it to, they'll go away. And worse, many of them won't ever come back.

A study by Portent in 2019 revealed that the first 5 seconds of the page load time has the highest impact on conversion rates. It also revealed that conversion rates drop by an average of 4.42 percent with every second of load time.

In 2019, Unbounce found out that people would rather have quicker load times than fancy animations and videos on the site. In 2017, Google stated that the probability of a user bouncing off your site increases by 32 percent as page load time goes from 1 to 3 seconds.

If you're not convinced yet, check out this research conducted by Think With Google, which revealed how adversely poor page load times can affect bounce rates.

Core Web Vitals

Google uses Core Web Vitals to understand whether a user leaves your page satisfied or not, and page speed is a huge contributor to user experience. For example, Google will use page speed to analyze if your users are getting frustrated with your sluggish load time and bouncing off within seconds.



To improve your Core Web Vitals, you need to understand how it works. Core Web Vitals is broken into three elements, Largest Contentful Paint, First Input Delay, and Cumulative Layout Shift.

LCP is a measure of how long it takes for your page to load from the first click of the link to the majority of the content. It differs from other speed metrics such as TTFB because LCP measures page speed from the user's point of view. Whether you check your LCP from Google PageSpeed Insights or your Google Search Console, you'll receive a detailed analysis of the site elements that are affecting your LCP.

Range:

0 to 2 seconds – Good

3 to 4 seconds – Needs improvement

5 to 6 seconds – Poor

The second Core Web Vital is First Input Delay or FID. This measures the time it takes for a user to interact with your page. An interaction could be defined as selecting a menu, filling a form, or searching for their preferred product on the search bar. So if your website is highly interactive, this is an important Core Web Vital that you should be working on.

Range:

0 to 100ms – Good

200ms to 300ms – Needs improvement

400ms to 500ms – Poor

Cumulative Layout Shift or CLS measures how visually stable your page is as it loads. In simpler words, if images on your page move around while your page loads, then you have got a CLS problem that needs resolving. Google considers this a Core Web Vital because it is confusing to have a page element move to a different location once the page is completely loaded.

Range:



0 to 0.1 – Good

0.1 to 0.25 – Needs improvement

0.25 to 0.3 – Poor

How to Speed up WordPress Site?

It is not necessary to try all of these solutions simultaneously for a faster WordPress website. Depending on your requirements, you can choose to use only a few of them.

So here we go!

1. Ask Your Cloud Hosting Provider

Before starting to take any actions, it's recommended to ask your WordPress managed hosting provider for their product and compatibility with WordPress. They can give you some tips and ideas on how to make your WordPress site faster. This will help you spend less time optimizing your WordPress site speed efficiently.

How can your web host improve your site speed?

When you are visiting a website, you are accessing files from a computer that is probably a hundred or thousands of miles away from you. That server has to complete tasks such as execute code, run database queries, and serve files for your web page to load. The quicker that server completes these tasks, the faster your site loads.

What determines the speed of your server? A dedicated server is quicker because the resources are not shared among other websites which means you get optimum performance any time of the day.

A bigger server is faster than a smaller one. For example, an 8GM RAM, 50GB SSD hard drive with a 2 core processor will complete those tasks much quicker than a server with fewer resources.



2. Install an Effective Caching Plugin

One of the most popular methods to increase the speed of your site is using a cache plugin. A caching plugin will store the final view of your site for any future visitors. This means that your WordPress won't have to generate it for every following person viewing the site. This data can include HTML, JS and CSS code, images, fonts, and Flash files.

Breeze improves the user experience of your site by increasing the performance of a WordPress site, reducing the download times, and providing one-click content delivery network integration.

Breeze is a Hassle-Free WordPress cache plugin that takes away the complexities of top-rated caching plugins.

Features:

- Compatible WordPress, WooCommerce, and WordPress Multisite.
- Minification
- Gzip Compression
- Supports Varnish
- Browser caching
- Grouping of static files
- Database Optimization
- File Exclusions

Before choosing and installing a plugin by yourself, ask your hosting provider if they prefer a particular caching plugin.

3. Content Delivery Network Won't Disappoint You

A CDN (Content Delivery Network) is also another important option for speeding up your WordPress site. WordPress CDN offers better loading times for your website, no matter what kind of site you run.

There are some great options you could try, like CloudwaysCDN, CloudFlare, and jsDelivr.



CloudwaysCDN is easy to use CDN that provides one-click integration with your WordPress site at the cost of only \$1/25GB/month.

Features:

- HTTPs Supported
- Single-Click Integration
- Affordable
- Global Reach

Cloudflare offers a basic free plan that includes fast site performance, stats about your visitors, and security protection. Cloudflare uses a technology called Anycast, which will route your visitors to the nearest data center. It operates in more than 28 data centers around the globe.

Features:

- Mobile optimization
- A global network to serve fast DNS
- Analytics of your website traffic
- Apps for a faster, safer, and one-click simpler site

jsDelivr is a free product that allows any developer to host their files, such as CSS, JavaScript, jQuery plugins, and fonts. Cloudflare and MaxCDN support it.

4. Look for Inactive Plugins or for Plugins that Don't Work Properly

Another way to speed up a WordPress site is by verifying if your current plugins are working correctly. Plugins and tools can sometimes cause lag in your website, rendering it slow to load.

To do the tests, you can get another plugin. It's called the Query Monitor. This plugin is free and once installed, it will report any performance problems with your website.

If you find plugins that slow down your website, remove them or try to find other performance plugins for your WordPress site.



Also, keeping a large number of active plugins will affect your WordPress site speed.

5. Compress Media Files

Uploading very large images and videos will significantly slow your WordPress site down. For that reason, another solution to speed up a WordPress site is to compress your media files.



There's a free plugin for WordPress that can reduce all your image dimensions automatically, so there's no need to do this repeatedly for each picture. Alternatively, you can also try out WP Compress – an excellent image optimization plugin.

In short, smaller files will allow your pages to load better.

6. Compress Your WordPress site's Size

The smaller your website size is, the faster it will load.

GZip compression can reduce the size of your website content by about 70 percent. A website, after being compressed, loads faster due to the reduction in bandwidth.



GZip compression can be done by simply installing and activating the Breeze WordPress cache plugin.

7. Check if the Website and the Database are in the Same Data Center

Check if your WordPress site and the database are located in the same data center. Proximity is always important when talking about hosting and servers. Having the website and its database in the same data center makes the process of fetching posts and working with the database easier and smoother, thus optimizing website performance.

To find out the location of your server, ask your hosting providers. Sometimes, companies show their server locations during the signup process too.

8. Optimize Your WordPress site's Homepage

Another thing you can do to speed up a WordPress site is to optimize your homepage. Make it look simpler, without clustered content and useless widgets or tools.

Also, don't show the posts at their full length. You can show only the first paragraph or a specific excerpt from the text. Displaying too many posts on the same page could cause a longer loading time as well.

The cleaner your homepage is, the quicker it will load.

9. Update Update Update

Keep your WordPress updated at all times. Whether it is a plugin or a theme, keep in mind that they stay up to date at all times. If there is a new patch available, try to test each update on a WordPress staging site before applying it on a live site.

10. Disable Hotlinking



Hotlinking is a term used when one website uses another's resources. For example, if someone has copied an image from your site, once his website is loaded, it loads the image from your website. This means that it is consuming bandwidth and resources from your server.

In simpler words, you can say that hotlinking is a clunky bandwidth “killer”.

To avoid such hijacking, you just need to put the below lines in your WordPress .htaccess file

```
1. RewriteEngine on
2. RewriteCond %{HTTP_REFERER} !^$
3. RewriteCond %{HTTP_REFERER} !^http(s)?://(www\.)?EXAMPLE.com [NC]
4. RewriteCond %{HTTP_REFERER} !^http(s)?://(www\.)?google.com [NC]
5. RewriteCond %{HTTP_REFERER} !^http(s)?://(www\.)?feeds2.feedburner.com/EXAMPLE [NC]
6. RewriteRule \.(jpg|jpeg|png|gif)$ - [NC,F,L]
```

As you can see that we've excluded Feedburner images so that they can appear correctly in your live feeds.

11. Minify JavaScript and CSS Files

If you test your WordPress website with Google PageSpeed Insights or ySlow, you'll be prompted up with a warning to minify JavaScript and CSS files. That means you need to reduce JS and CSS calls to reduce server response time and minify file sizes. By reducing them, you'll observe site-loading speed becomes much faster than before. This will eventually help you to save bandwidth usage.

There are many ways to minify. You can do it manually or by using a WordPress cache plugin “Breeze”. However, there are other plugins too like Autoptimize.

12. Use Light Weight Theme



There are many shiny and beautiful themes in the WordPress market. But don't forget, themes with a lot of dynamic content, widgets, slider, sidebar, etc., can cause your hosting server to respond slowly.

Always optimize your WordPress theme or use a lightweight WordPress theme. The default WordPress themes can be enough if you want to run a blogging website. For more features, you can use themes that are built on Bootstrap and Foundation.

13. Control Post Revisions

No doubt, post revision is a great feature in WordPress. But, not every feature is feasible for everyone. There are few users with low disk and database space.

In post revisions, every time you change the content, a new copy of the post is saved in the database rather than deleting the previous one. So that you can always have a chance to revert. It increases the database size, and a large size database can cause many problems.

You can limit the frequency to autosave a post. From the root folder of your WordPress installation, open the wp-config file with any file editor and write any of the below code before the code `require_once(ABSPATH . 'wp-settings.php');`

Limit Post Revision:

- `define('WP_POST_REVISIONS', 3);`

It will limit the number of revisions to 3. Meaning, your WordPress will confine itself to save only three revisions.

Disable Post Revision:

- `define('WP_POST_REVISIONS', false);`

It will disable post revision for your WordPress site. It's not the best practice to completely disable.

Increase Autosave Interval



- `define('AUTOSAVE_INTERVAL', 300); // seconds`

You can also set the frequency to autosave a post. 300 seconds means, your post will be autosaved every 5minutes rather than the default settings.

14. Remove Useless Widgets & Social Sharing Buttons

WordPress users often get carried away when it comes to widgets. Users feel like they should install as many as they can to make their website more functional, not knowing that these widgets come at a cost apart from their price. Widgets tend to bulk up your website, which results in sluggish load times as it generates a significant amount of requests on the front end. Plus, each request means an additional call to the database

The best solution to speed up your WordPress website, in this case, is to keep your widgets to a minimum and use just the ones that your website needs. For other functionalities, you can also use codes, a much less resource-intensive way of making your site functional.

15. Reduce External Scripts & HTTP Requests

Themes and plugins are often stuffed with external scripts that call various resources including JavaScript, CSS, fonts, and images.

By checking the website's source code, you will come across some scripts that you are not familiar with. The best way to speed up WordPress websites is to reduce as many external HTTP requests as possible and host them separately.

16. Optimize the WordPress Database

Just like your computer's hard drive, your WordPress database gets filled with junk that you don't need. An unoptimized WordPress database slows down your website over time. The simple solution for that is to clean it up from time to time.



You can either use a database optimization plugin to clean your WordPress database, or you can manually free up your database from garbage that you don't need to speed up your WordPress website.

17. Reduce Calls to Database & Use Database Cache

Many WordPress themes are poorly coded and there is a high chance that you might be using one that sends unnecessary calls to the database. In this case, you must replace any unwanted PHP and database calls with simple HTML.

Redis and Memcached are two caching mechanisms that help in speeding up your WordPress site by caching all the requests. This way takes less time to serve the most frequent requests.

18. Use a Better Database or Host It Separately

You must use a reputable database for your WordPress website. MySQL is most commonly used by hosting providers due to its reliability and performance alongside MariaDB and PostgreSQL.

When switching a host, you must research what database they are providing, since it is a huge determinant of your site's speed. Also, if your host has support for MariaDB, we would suggest that you move your database there for better speed.

19. Adding Google Fonts

WordPress users often use Google Fonts for their website because of its extensive library and the fact that it is hosted separately on a different server, which significantly reduces the load on the server.

While using Google Fonts is a great way to jazz up your website, you should be aware of how to make the most of it to speed up your WordPress website.



First, you need to ensure that you pre-load the Google Fonts to optimize your website for speed. Second, it is always advised that you host your Google Fonts locally, which means downloading the fonts file onto your local system. Though this method omits the reliance on a third party when using a font, it also prevents auto-updates, so you will need to update the fonts manually. Lastly, use as few font variants as possible because the more font variants you use, the longer it takes for them to download.

20. Paginate Comments

Comments are a common feature, especially for WordPress blogs. If it's a popular one, chances are that your comment section will comprise hundreds of comments that will require resources to load.

Paginating comments is a good practice to speed up your WordPress site. It allows users to load comments on demand, so only those who are interested in the comment section will be able to see it. You can accomplish this by navigating to Settings > Discussions.

21. Paginate Long-Form Content

Aside from paginating comments, you can also paginate long-form content to shorten the length of the page to load it quickly. Another benefit of breaking down your content into pages is that it improves readability and makes it easier to consume.

Most themes have the option of paginating content from the backend, but if you can't find it, just open the single.php file in your editor and add `<?php wp_link_pages(); ?>` in the WP loop.

22. Lazy Load Images

Lazy loading is an age-old technique for speed optimization, where the images are loaded as the user scrolls down the page. The idea is to not load all the elements of the page at once as it puts stress on the server resulting in slower load times. Rather it loads images as and when the user reaches the part of the page where the image is placed.



There are many lazy load plugins that you can use to implement this technique.

23. Use Third Party Platforms for Visual Content

While videos are a good way to engage your audience, they do tend to take up a significant amount of server resources to load. The best way to speed up your WordPress website in this case is to host your videos separately on video hosting services such as Youtube or Vimeo.

You can upload the videos on YouTube or Vimeo, and use the embed code to add them to your page. This way, your videos won't use your server to load and will free up resources for other elements.

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CHAPTER 7



Website Enhancing Plugins
To Install



Are you looking for a caching or minifying plugin for WordPress? Or just looking for ways to speed up your WordPress installation?

Either way, we've got you covered.

In this chapter, you'll discover 10 powerful plugins that will make your WordPress website load faster. You'll find caching plugins, minifying plugins, lazy loading plugins, and some additional plugins that allow you to make various tweaks to your website.

So, you can stop losing traffic, subscribers, and customers because of slow page load times.

Let's dive in:

The best WordPress speed-enhancing plugins

1. WP Rocket

WP Rocket is the one WordPress performance plugin to rule them all.

You get all of the caching functionality you'd expect, along with a bunch of features you probably wouldn't expect.

... All wrapped in the most user-friendly interface.

Where some caching plugins seem to require you to study an entire course to figure it out – WP Rocket makes the setup process easy by comparison.

It includes features you'd normally have to install a few extra plugins for. For example, you get image lazy loading, database optimization, and even the ability to host Google Analytics code on your site.

And the ability to delay Javascript execution time can have a huge impact on page load times and Google PageSpeed scores.

WP Rocket is well worth exploring if you want a speed optimization plugin that does it all. After installing WP Rocket on one of my sites I was able to uninstall 3 other plugins.

Features:

- User-friendly interface



- Minimal tweaking required for speed improvements
- Minify CSS, HTML, and Javascript
- Page caching
- Cache pre-load
- Image lazy loading
- Advanced caching rules
- Database optimization
- CDN integration
- Direct Cloudflare integration
- Google Analytics integration to load the code from your server
- Settings import and export
- Version rollback
- Delay Javascript execution time

2. Perfmatters

Perfmatters takes a different approach to improve page load times than most plugins on this list.

By default, WordPress has certain options enabled that aren't necessary for most sites and slow down performance. Perfmatters makes it possible to disable these options with the click of a few buttons.

But, the biggest thing that tends to slow down the rendering of your pages is HTTP requests that aren't needed.

This plugin also allows you to disable these scripts on a per-page basis. This means you can stop plugins from loading code where it isn't needed.

You can also take advantage of performance-boosting features like DNS prefetch, preconnect, local Google Analytics script hosting, and more.

So, even if you have a WordPress caching plugin installed – you should use Perfmatters too.



Note: Using Perfmatters and WP Rocket, I was able to take one of my smaller sites from a page speed score of 59 to 90. Not bad, right?

Features:

- Works with your existing caching plugin
- Disable WordPress options that are slowing your site down
- Disable scripts on per page/post basis
- Supports advanced performance-boosting functionality such as DNS prefetch and preconnect
- REST API control
- Heartbeat control
- Lightweight plugin

3. NitroPack

NitroPack is more than a WordPress performance plugin, it is a complete speed optimization platform.

The idea behind this platform is to simplify the process of speeding up websites. Instead of using several plugins and having to manually decide what to optimize, NitroPack optimizes everything for you.

Just add your website, and install the connector plugin. You can then choose how aggressive you want the optimizations to be.

NitroPack will then start optimizing your site automatically. It will Implement a global CDN, various caching types, minification, compression, image optimization, serving images in next-gen formats (e.g. SVG), DNS prefetch, deferring of JavaScript, etc.

And all of these optimizations are run by their servers so it reduces your server usage.

All of these changes can improve time to first byte (TTFB), minimize main-thread work, improve your Web Core Vitals, and more.



To squeeze out even more performance you can customize the settings but even on the “strong” setting, you will see huge improvements in page load times and Google PageSpeed scores.

And, in our review, Colin was able to reduce load times by over 3 seconds using Elementor.

Note: There is a free plan but it adds a ‘powered by’ badge to your footer. It is enough for small sites or testing purposes but we highly recommend getting a paid plan to remove the badge.

Features:

- Automatic website optimization
- Supports WordPress and other content management systems
- Global CDN included and automatically configured
- Various caching types (page, browser, and more)
- Automatic image optimization
- Convert images to next-gen formats
- DNS prefetching
- Defer JS loading
- HTML, JS and CSS minification
- HTML, CSS and JS compression

4. WP Fastest Cache

WP Fastest Cache is a performance plugin with a focus on caching. It comes with a great set of features, balanced with ease of use.

Some plugins are too basic, others are too advanced – the developer of this plugin has found the middle ground.

Just install, activate and run through the settings. Then hit save and you’re ready to go.

We especially like how easy it is to set cache expiration times for certain URL strings.



And it gets better because this plugin is used by over 1 million people and receives great reviews on WordPress.org.

Features:

- Easy setup
- 1-click to clear cache and/or minified CSS etc
- Minify CSS and HTML
- Set posts/pages to exclude (some like admin area excluded by default)
- Set expiration times for all posts/pages or certain URL strings
- CDN integration
- Premium version available with extra features

5. Cache Enabler

Cache Enabler is a great plugin from the team at KeyCDN.

It's a lightweight caching plugin that you can set up in minutes.

It comes with the option to set the cache expiry time, minification setup, and a few other options. Other than that, it's sparse on features but that's the entire point of this plugin.

If you need to add a content delivery network service, you can use the sister plugin called CDN Enabler. The same principle applies – lightweight and easy to set up.

Features:

- Simple setup
- 1-click to clear cache
- Set cache behavior (e.g. clearing after new posts)
- Minification feature
- Set post ID's to exclude from cache
- Set expiration times



6. WP Super Cache

WP Super Cache is one of the most widely used caching plugins available for WordPress.

It's straightforward to set up but has some settings for advanced users which can be used to get more out of the plugin.

Features:

- Support for multiple caching types (Mod_Rewrite, PHP, and Legacy)
- Serve static HTML files
- Cache preload
- CDN support

7. W3 Total Cache

W3 Total Cache is another popular speed-enhancing plugin. It goes beyond just being a simple caching plugin.

There's a huge array of options and various caching methods that are supported.

There's advanced support for Cloudflare and other CDN services.

But, the reality is that because there are so many options, it's not the easiest to set up. And if you don't know what you're doing, you could break something. That's why we recommend this plugin to advanced users.

It's also worth noting that uninstalling this plugin can be tricky – it takes more than the typical deactivating and deleting to get rid of it.

Features:

- CDN Support
- Browser caching
- Database caching
- Object caching
- Minifying



- And lots more

8. WP Super Minify

WP Super Minify

The idea of minifying is to combine JS, HTML, and CSS files so that they can be compressed and served to visitors in a way that reduces website loading times.

It's worth noting that you should be very careful when setting up these types of plugins, sometimes particular themes and plugins can conflict with this type of plugin.

WP Super Minify gives you the option to disable compression of JavaScript and/or CSS just in case there are any conflicts.

Features:

- Minifies JavaScript, CSS and HTML
- Option to disable compression of CSS/JavaScript
- Extremely straightforward and easy to use.

9. WP Smush.it

WP Smush is based on the Yahoo Smush.it service which is used to optimize images and remove unnecessary bytes from image files.

Most tools use 'lossy' formats which degrade quality, but WP Smush uses lossless formats so you won't be able to notice any difference in quality.

At the time, it broke all of my image thumbnails but thankfully there's a plugin called 'Regenerate Thumbnails' that fixed the issue on my site within 5 minutes, so no harm done.

Features:

- Strips un-used color from images



- Strips metadata from JPEG's (this isn't needed anyway)
- Optimizing JPEG compression
- Integrates with the Smush.it API
- Choose to run existing images through the plugin

10. LazyLoad by WP Rocket

Usually, when a visitor hits your website and tries to load a page it will load the entire page.

If it's a long page with lots of images this can cause your loading times to skyrocket.

The truth is that you don't need the entire page to load at the same time, especially images which usually take the most time to load.

The idea of 'lazy loading' is those specific elements are only loaded when they are needed. And that's what LazyLoad by WP Rocket will do.

One interesting feature is that you can replace your YouTube iFrames with preview thumbnails.

Features:

- Replaces post images, post thumbnails, etc.
- No use of jQuery or Javascript so it's ultra light-weight
- YouTube iFrames can be replaced with preview thumbnails

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CHAPTER 8



**Important Reasons Why You Should
Use WordPress For Your Website**



One of the questions that we often get asked is: Why should I use WordPress? Isn't my old site good enough? Why do I need to switch to WordPress from another platform? If you're asking these questions, then you're at the right place. In this chapter, we will share 6 important reasons why you should use WordPress. We will also cover all the different types of websites you can create with WordPress as well as showcase popular sites that are using WordPress.

Why you should use WordPress

Note: Throughout this article, when we say WordPress, we are talking about WordPress.org also known as self-hosted WordPress. Please do not confuse this with WordPress.com which is a hosting service. For details, see our comparison of WordPress.org vs WordPress.com.

One of the most common misconceptions about WordPress is that it is just a blogging platform.

It is not.

While WordPress started as a blogging tool, it has evolved throughout the years into a powerful website builder and a robust content management system (CMS).

The best part about WordPress is that it's easy to use and flexible enough to make different types of websites. That's the main reason why WordPress has grown so much in popularity. According to a recent survey, WordPress powers 32.3% of all websites on the internet.

Due to its robust features, many of the top brands use WordPress to power their websites including Time Magazine, Facebook, The New Yorker, Sony, Disney, Target, The New York Times, and more.

Let's take a look at why you should use WordPress to make your website.

1. WordPress is Free as in Freedom



WordPress is free software. It means you are free to download, install, use and modify it to match your needs. You can use it to create any kind of website. To learn more, see our article about why is WordPress free?.

While the WordPress software itself is free, you need a domain name and web hosting to install it.

A domain name is the address of your website on the internet. This is what your users type in their browser's address bar to access your website.

Web hosting is your website's house where all your website files are stored.

2. WordPress is Easy to Customize with Themes and Plugins

A large portion of people using WordPress is neither web designers nor programmers. Most folks start using WordPress without any prior knowledge of designing websites.

For non-tech savvy folks, WordPress is the perfect solution because there are thousands of free website templates (themes) that you can choose from. There is a perfect WordPress theme for just about every kind of website (whether it's a blog, business site, or an online store).

WordPress themes are easy to customize because a lot of them come with their own options panel allowing you to change colors, upload logo, change the background, create beautiful sliders, and truly customize it to your needs without writing any code at all.

You can also add custom functionality to your WordPress site by using plugins. WordPress plugins are like apps for your website that you can use to add advanced features like analytics, contact forms, membership area, and more.

Just like themes, there are thousands of free and premium plugins available for you to use. To learn more, see our article on what are WordPress plugins and how do they work.

Aside from adding extra functionality, some WordPress plugins can let you transform your website into a completely new platform. Take a look at our expert pick of essential WordPress plugins for every website.



3. WordPress is SEO Friendly

WordPress is written using standard compliance high-quality code and produces semantic markup. In non-geek terms, this makes Google and other search engines love WordPress.

This is why WordPress sites tend to rank higher than others in search engines.

By design, WordPress is very SEO-friendly out of the box. You can also use WordPress SEO plugins to further optimize your website.

4. WordPress is Easy To Manage

WordPress comes with a built-in updates management system. This allows you to update your plugins and themes from within your WordPress admin dashboard.

WordPress also notifies you when there is a new version of WordPress available, so you can update your site by simply clicking a button.

To protect your data from any accident or hacking, you can easily use a WordPress backup plugin to automatically create backups and store them safely on a remote location.

You can also manage your WordPress site on the go with WordPress mobile apps.

5. WordPress is Safe and Secure

WordPress is developed with security in mind, and it is considered to be a very safe and secure platform to run a website. However, just like the real world, the internet can be an uncertain place.

There are intruders out there who want to get their hands on as many sites as they could. To protect your WordPress site, there are a few simple things that you can do to make it even more secure. For details, see our step-by-step WordPress security guide for beginners.



6. WordPress Can Handle Different Media Types

WordPress is not just limited to writing text. It comes with a built-in media uploader to handle images, audio, and video files.

WordPress supports oEmbed enabled websites which means you can embed YouTube videos, Instagram photos, Tweets, and Soundcloud audio by just pasting the URL in the WordPress post editor.

What ways to use WordPress?

WordPress can be used in many different ways from simple websites to eCommerce marketplaces and anything in between.

Following are just a few examples of different kinds of websites you can make with WordPress.

- Start a Blog
- Make a business website
- Start an online store
- Build a membership website
- Sell online courses

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CHAPTER 9



Securing Your WordPress Site
Against Modern Day Hackers



WordPress is a frequent target for hacking. Hackers are targeting the theme, the core WordPress files, plugins, and even the login page. These are the steps to take to make it less likely to be hacked and to be able to recover easier if it should still happen.

How Hackers Attack WordPress

All sites on the web are under constant attack, whether it's a phpBB forum or a WordPress site, all sites are being probed by hackers. It's not unusual for a hacker to scan thousands of pages or try to login in hundreds of times a day.

And that's just one hacker. Sites are under attack by several hackers at the same time.

Typically it's not a person who is trying to hack you. Hackers employ automated software to crawl the web to probe for specific weaknesses in the website.

These automated software programs crawling the web are called bots. I call them hacker bots to distinguish them from scraper bots (software that is trying to copy content).

Secure Your WordPress Site with a Firewall

A firewall is a software program that blocks an intruder. In my opinion, the best WordPress firewall is a plugin called Wordfence.

What Wordfence does is to check if a website visitor's behavior matches that of an abusive bot. If the bot breaks certain rules, like asking for too many web pages in a short amount of time, Wordfence will then automatically block the bot.

Wordfence is also programmed to allow legitimate bots like Google and Bing on the site.

There are advanced features that let a publisher see what bots are attacking a site and to view where the bot is coming from, like if it's a bad bot coming from Amazon Web Services or Bluehost for example. Wordfence provides the publisher the ability to block the bot by their IP address, the entire IP address range, or even by a fake browser user agent that the bot is using.



- About User Agents (UA)

A user agent is identifying information that a browser sends that tells a website what browser it is (Chrome, Firefox, Vivaldi), and what operating system it is operating on (Windows 10, Mac OS X).

For example, this is a user agent string for a Safari 11 browser on a Mac OS X computer:

```
Mozilla/5.0 (Macintosh; Intel Mac OS X 10_11_6) AppleWebKit/605.1.15 (KHTML, like Gecko) Version/11.1.2 Safari/605.1.15
```

Bots use a lot of different user agents to fool websites and sneak in. For example, some bots pretend to be a browser on Windows XP.

The bad bots will sometimes respond by changing to another user agent, so by combining these rules, a publisher stands a chance of blocking a wide range of bad hacker bots.

Unlock (not provided) with Keyword Hero

See all your organic keywords in GA and their specific performance metrics. Free Trial. Cancel anytime. Professional support. 4-minute setup.

And that's with the free version of Wordfence.

The paid version can block entire countries. So if you don't have legitimate site visitors from certain countries, you can block every visitor that's coming from those countries.

WordPress Defense Against Exploits

Additionally, the paid version of Wordfence will protect you in advance from many compromised themes and plugins before those plugins are fixed.

Once Wordfence researchers are aware of an exploit they will update the premium version of the firewall to provide subscribers with protection from those exploits, sometimes weeks before the exploit is fixed by the compromised theme or plugin developer.



Website Security Hardening

Another free plugin that provides an additional layer of protection is called Sucuri Security. Sucuri (owned by GoDaddy) helps harden the WordPress security to block bad bots from taking advantage of certain kinds of attacks. It also has a malware scanning feature that checks all files to see if they've been altered.

Sucuri will alert you every time someone logs into your site, helping publishers to identify if a hacker is logging in. Sucuri can also alert a publisher if a file was changed, something that hackers do.

These are the features of the free version of Sucuri:

- “Security Activity Auditing
- File Integrity Monitoring
- Remote Malware Scanning
- Blacklist Monitoring
- Effective Security Hardening
- Post-Hack Security Actions
- Security Notifications”

The paid version of Sucuri includes a website firewall.

Limit Logins to Your Site

WordFence can block bots that are repeatedly filling in user names and passwords on the WordPress login page.

But if you want to focus on limiting those logins, there is a plugin called, Limit Login Attempts Reloaded that allows publishers to automatically block all hackers who enter a set number of failed name and password combinations. For example, you can set it to block hackers after three attempts to guess the password.

These are the features of the login blocker:



- “Limit the number of retry attempts when logging in (per each IP). This is fully customizable.
- Informs the user about the remaining retries or lockout time on the login page.
- Optional logging and optional email notification.
- It is possible to whitelist/blacklist IPs and Usernames.
- Sucuri Website Firewall compatibility.
- XMLRPC gateway protection.
- woocommerce login page protection.
- Multi-site compatibility with extra MU settings.
- GDPR compliant. With this feature turned on, all logged IPs get obfuscated (md5-hashed).
- Custom IP origins support (Cloudflare, Sucuri, etc.)”

The Limit Login Reloaded plugin provides a fast way to shut down hack bots that are trying to guess a password.

Backup Your WordPress Site

It is important to automatically create a daily backup of your website. Any catastrophic event that takes the site down can be recovered with a backup.

There are many backup solutions but the one that I have found to be immensely useful is called UpdraftPlus WordPress Backup Plugin. UpdraftPlus is trusted by over two million users, it's a well-regarded choice.

It can be configured to email the backups every day or send them to a cloud storage location like Dropbox.

Update all Themes and Plugins



It's important to always update all themes and plugins. WordPress provides a way to update all plugins automatically, which is convenient for publishers or businesses who don't log in and do updates often.

By enabling the auto-update feature a publisher can be assured of having the most up-to-date software. Having an out-of-date plugin is one of the leading causes of being hacked.

There are reasons not to enable the auto-update feature, but the negatives tend to happen rarely. For example, an updated plugin might be incompatible with other plugins.

But for sites that don't change frequently, the auto-update feature is probably a good thing to enable.

Beware of Abandoned Plugins

A final warning about abandoned plugins. Some plugins can continue to work years after they've been abandoned by their developer. What can happen is that these old plugins may contain a vulnerability. But because they are abandoned, they will never get fixed.

Another issue is that hackers sometimes buy old plugins and update them with malware and viruses.

Check all your WordPress plugins to make sure that they have not been abandoned and appear to be updated on a fairly frequent basis.

Protect Your WordPress Site from Hackers

For many sites, simply taking these small steps to secure a website is enough to keep the sites from getting hacked. The free versions of these plugins provide an extraordinary amount of protection and the premium versions give even more protection.



There are many security-type plugins and some of those have contained vulnerabilities themselves. Wordfence and Sucuri are in my opinion top choices for WordPress security.



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CHAPTER 10



**Common Mistakes To Avoid
In WordPress**



Over a third of all websites are powered by WordPress.

WordPress is a popular, powerful, and user-friendly platform to set up your website.

But, of course, we all make mistakes. That's why we've put together some of the most common WordPress mistakes to avoid, to help get your website up and running.

1. It's Much More Difficult Than You Thought

While setting up your WordPress website, you thought it would be super easy and fast and came to realize it can be quite the task to create a website. Although WordPress is a fantastic platform to use for creating a website, it isn't magic and doesn't remove the work that can be involved in creating a website.

Our advice is to be patient and start with the basics.

Get yourself and your domain name, you will need it. Your domain name is the website address that people will type into their web browser or URL bar to find your website.

Find a website host for your WordPress website. Your web host is where your website will live and where the files and database will be "hosted". There are hundreds of hosts to choose from, we recommend Dreamhost or Godaddy, or Digital Ocean. Digital Ocean is a little more advanced (if you are more experienced) the others are a great place to start for beginners.

2. You Didn't Choose the Right WordPress Theme

When you choose a WordPress Theme, you choose the design for your website. This is an extremely important decision.

Choose a theme that represents you, your business, or your brand – but that isn't too overwhelming or unclear. Also, make sure you choose a theme that has good reviews and is from a reputable developer. The last thing you want to happen is for the developer of the WordPress theme to disappear a year after you purchased the theme. You will then need to purchase a new, supported theme.



You also want it to work on desktop as well as mobile and tablet, be easy to use and work with, and be compatible with popular WordPress plugins. Most themes will fit into this criteria.

Try to choose a theme at the beginning of the design process, and stick with it. That way, your audience will become familiar with your design and brand, making it more recognizable and portraying your company as reliable.

3. You Didn't Set up Automatic Back-Ups

Every website could have fatal issues, have information stolen, or be a victim of hacking.

That's why it's important to back up data, to keep your website – and the information on it – safe and secure. You can easily set up automatic back-ups on WordPress.

Remember to store your backups in a remote location. That way, if something happens to your WordPress website, your back-ups will be protected in another location.

4. You Didn't Install A Security Plugin

Although WordPress is a fantastic platform, due to its popularity, it can be prone to hacking. This can be remedied by installing a solid security plugin. We recommend Wordfence.

5. You Didn't Set up a Contact Form

A contact page is one of the most important parts of your website. That's why almost all popular and successful websites have one.

A contact page means that people who visit your website will be able to get in touch with you, which could lead to exciting opportunities.

6. You Ignored WordPress Updates



WordPress updates are displayed on your dashboard, making it quick and easy for you to update whatever is needed.

You mustn't ignore these. If your WordPress is not up-to-date, themes and plugins may not work correctly and could impact the performance of your website.

Try to stay on top of your updates!

7. You Ignored SEO

Whenever you're working on your website, you need to think about SEO.

SEO means that your website will be more visible on web search engines, increasing the number of people who visit.

There are some SEO tools already built into WordPress, and many plugins that you can add.

Conclusion

Setting up your website can be exciting, fun, and hugely rewarding.

To make the process as enjoyable as possible, avoid these common WordPress mistakes and you'll be able to quickly and easily build a successful website.

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Conclusion



WordPress has been around for a long time, and it's constantly getting better and better. What used to be a humble blogging platform has expanded into a powerful CMS that's ready to take on any type of website. From this guide, you learn about WordPress and what it can do, you'll likely find it's a perfect fit for your needs.

WordPress is the best website for your online work and making it your official website might just be the best decision you take for your company.

You can do anything with it and we highly recommend this to all the beginners who want to launch their business website or start posting their blog post, sharing it with the rest of the world to just try it for once and switch to it as soon as possible if you didn't have the opportunity to use this!



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