

New WordPress Install



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Just installed WordPress?

OK then here are a few tips, or reminders, about what to do next.

Make sure you have a Backup Strategy

WordPress doesn't have a built-in backup solution. You'll need to use a plugin to back up your site's database and files. Use a plugin that will allow you to set schedules and once you have set it up you can leave it to run. Make sure that the back-ups are stored somewhere other than your webserver. Many plugins allow you to e-mail zip'd files to your desktop. Make sure that as well as backing up the database you also back up your programme files so you have a complete copy of your site.

If you are setting this site up as a test or temporary site that you will wish to move in the future consider looking for a feature that will help you do that in your chosen plugin.

Take Important Security Measures

WordPress is probably the most used CMS on the planet and as a result sites are often targeted by hackers and bots that can exploit some common default settings. This does not mean that you should not use WordPress because there is a whole community dedicated to making it harder and harder for these people to succeed. However you should look at a security plugin that:

- Automatically locks out bad users after too many failed login attempts
- Provides protection from Brute Force Attacks
- Renames the default 'Admin' user account
- Enforces strong passwords for all accounts
- Monitors files for unauthorized changes

If you are reading this article before installing your new site then when setting up the WordPress site choose something other than

wp_ as your table pre-fix and create a user name other than Admin for yourself.

Delete Default Content

Your default WordPress installation comes preloaded with default content like a “Hello world!” blog post. You’ ll want to delete the default comment that comes with your WordPress installation as a WordPress best practice.

Combat Spam

Spam comments are something else that targets WordPress. We suggest using Akismet — without it you will get a lot of spam emails and comments. Save yourself a lot of time and use this plugin.

Optimize Your Site’ s SEO

Make sure your site can be easily found online. Setting your site up to be SEO-friendly is a great way to get more traffic to your site.

SEO (Search Engine Optimization) is a huge topic all of its own. For the purpose of this article we would suggest that you look at the top rated plugins on the WordPress site. You will find that the community does not always agree on the way forward with SEO so if you are confused than stick to the principle that doing something is better than doing nothing.

Set Up a Contact Form

Make it simple for people to communicate with you if they have questions while browsing your site. A contact form can be something that can be easily forgotten if your website is not your main method of contact with users, customers or potential clients.

Don't Forget Settings

WordPress gives you a ton of settings options, so make sure you review them. These settings are especially important (and often overlooked), so don't forget to update them:

- Permalinks – Check out the common settings and choose one that is best for you. Note that having the name of the post or page in your permalinks helps your SEO efforts.
- Timezone – Make sure the time zone is set to your local time zone. This will ensure the timing is correct when you schedule posts to be published or other scheduled events such as backups
- User Profile – Don't forget to update your User Profile. Navigate to Users and click Your Profile. From here, you can choose how your name will display on the site and which email address to be used for site notifications. This is also where you can update your password if needed.

Start Tracking Metrics with Analytics

It goes without saying that tracking your site's analytics is important, but we're going to say it anyway. Put the Google Analytics tag on your site. By using it, you can track important data like the total number of site visitors, how long they stay on your site, where your traffic is coming from, conversions — and a lot more.

Google Analytics also offers real-time tracking, so you can see how many people are on your site right now.

Make Site Updates Easy

Automatic background updates were introduced in WordPress 3.7 in an effort to promote better security, and to streamline the update experience overall. By default, only minor releases – such as for

maintenance and security purposes – and translation file updates are enabled on most sites.

Make sure that either automatic updates are enabled or that you have a routine to make sure that the site is up to date. These updates often carry security upgrades to fight the most recent hacker activities and are essential to maintain. As for more major releases then that may have an impact on the way your site works so you may want to reserve that decision to yourself, however, we would always recommend that you keep as up to date as possible.

About us

Fern Leaf Consulting is a UK based management consulting firm whose core activity is the design of business processes and the integration of those processes with the most up to date technologies.

As a result of our core business we now have a number of WordPress developers who are engaged in writing and deploying business software into client websites. For example data from the companies CRM system into their client facing website.

For further information please contact us at wordpress@fernleafconsulting.co.uk.