

13 WordPress Mistakes to Avoid

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#wcgr



Your **WEBSITE**
Engineer^{WEE}

About Me

- ✓ Dustin Hartzler, from Dayton Ohio
- ✓ WordPress
 - ✓ Developer (HartzlerDM.com)
 - ✓ Podcaster (YourWebsiteEngineer.com)
 - ✓ Instructor (ConquerYourWebsite.com)




Shortcut Your Way to Successfully Using WordPress



#1 - Choosing the Wrong Platform

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

#2 - Not Removing Initial Settings & Set Up Permalinks

 General Settings

Site Title

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

WordPress Address (URL)

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

E-mail Address
This address is used for admin purposes, like new user notification.

Membership Anyone can register

New User Default Role

Timezone UTC time is 2013-08-23 21:52:15
Choose a city in the same timezone as you.


#2 - Not Removing Initial Settings & Set Up Permalinks



Permalink Settings

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

Common Settings

- Default `http://localhost:8888/wordpress/?p=123`
- Day and name `http://localhost:8888/wordpress/2013/08/23/sample-post/`
- Month and name `http://localhost:8888/wordpress/2013/08/sample-post/`
- Numeric `http://localhost:8888/wordpress/archives/123`
- Post name `http://localhost:8888/wordpress/sample-post/` 
- Custom Structure `http://localhost:8888/wordpress`



#3 - Not Spending Enough Time Uploading Images

ATTACHMENT DETAILS



4c.jpg
May 3, 2013
2736 x 3648
[Edit Image](#)
[Delete Permanently](#)

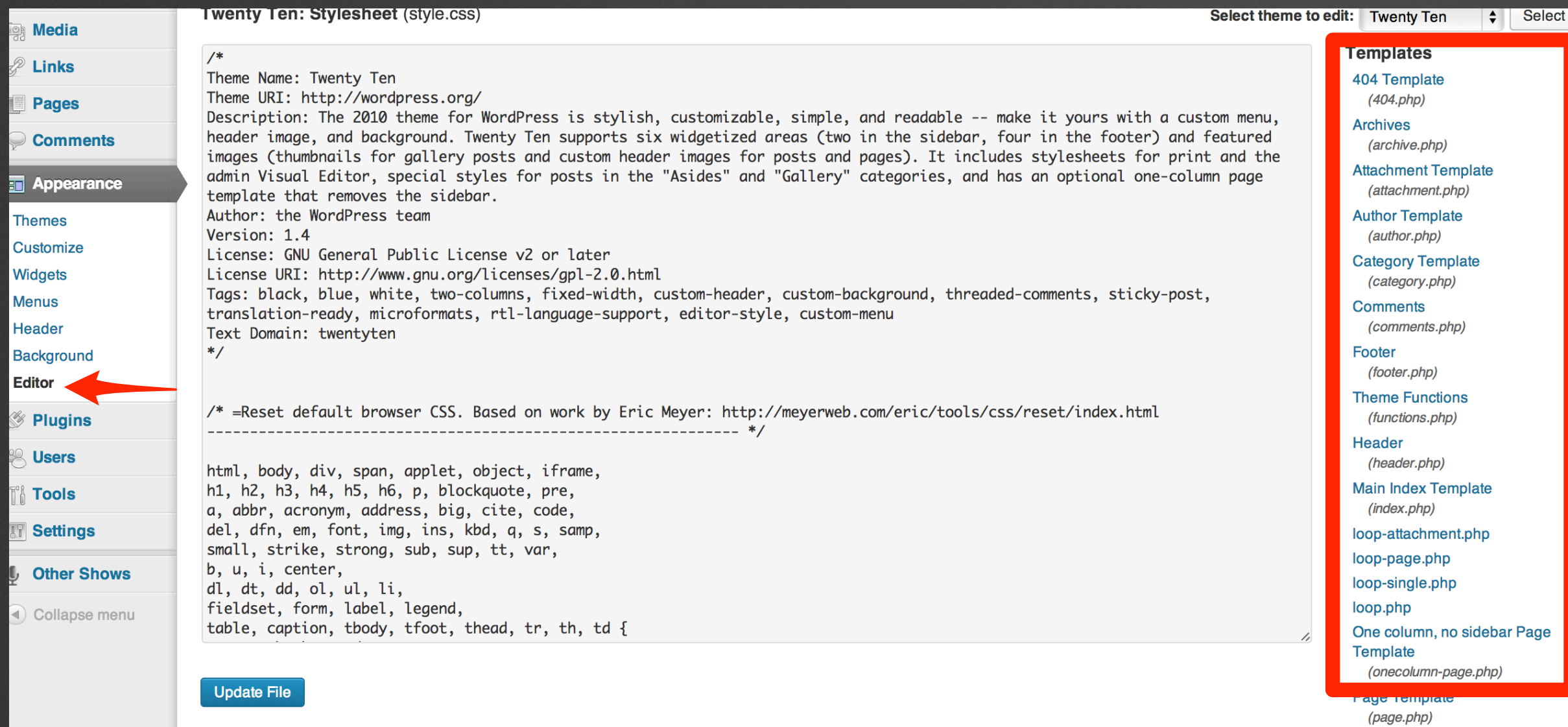
Title boring.jpg

Caption |

Alt Text

Description

#4 - Never Edit Code in Appearance Editor



The screenshot shows the WordPress Appearance Editor interface. On the left, a sidebar menu lists various options: Media, Links, Pages, Comments, Appearance (highlighted), Themes, Customize, Widgets, Menus, Header, Background, Editor (indicated by a red arrow), Plugins, Users, Tools, Settings, and Other Shows. The main content area is titled 'Twenty Ten: Stylesheet (style.css)' and contains CSS code. A 'Select theme to edit:' dropdown is set to 'Twenty Ten'. On the right, a 'Templates' sidebar is highlighted with a red border, listing various template files such as 404 Template, Archives, Attachment Template, Author Template, Category Template, Comments, Footer, Theme Functions, Header, Main Index Template, loop-attachment.php, loop-page.php, loop-single.php, loop.php, One column, no sidebar Page Template, and Page Template.

Twenty Ten: Stylesheet (style.css) Select theme to edit: Twenty Ten

```
/*
Theme Name: Twenty Ten
Theme URI: http://wordpress.org/
Description: The 2010 theme for WordPress is stylish, customizable, simple, and readable -- make it yours with a custom menu,
header image, and background. Twenty Ten supports six widgetized areas (two in the sidebar, four in the footer) and featured
images (thumbnails for gallery posts and custom header images for posts and pages). It includes stylesheets for print and the
admin Visual Editor, special styles for posts in the "Asides" and "Gallery" categories, and has an optional one-column page
template that removes the sidebar.
Author: the WordPress team
Version: 1.4
License: GNU General Public License v2 or later
License URI: http://www.gnu.org/licenses/gpl-2.0.html
Tags: black, blue, white, two-columns, fixed-width, custom-header, custom-background, threaded-comments, sticky-post,
translation-ready, microformats, rtl-language-support, editor-style, custom-menu
Text Domain: twentyten
*/

/* =Reset default browser CSS. Based on work by Eric Meyer: http://meyerweb.com/eric/tools/css/reset/index.html
----- */

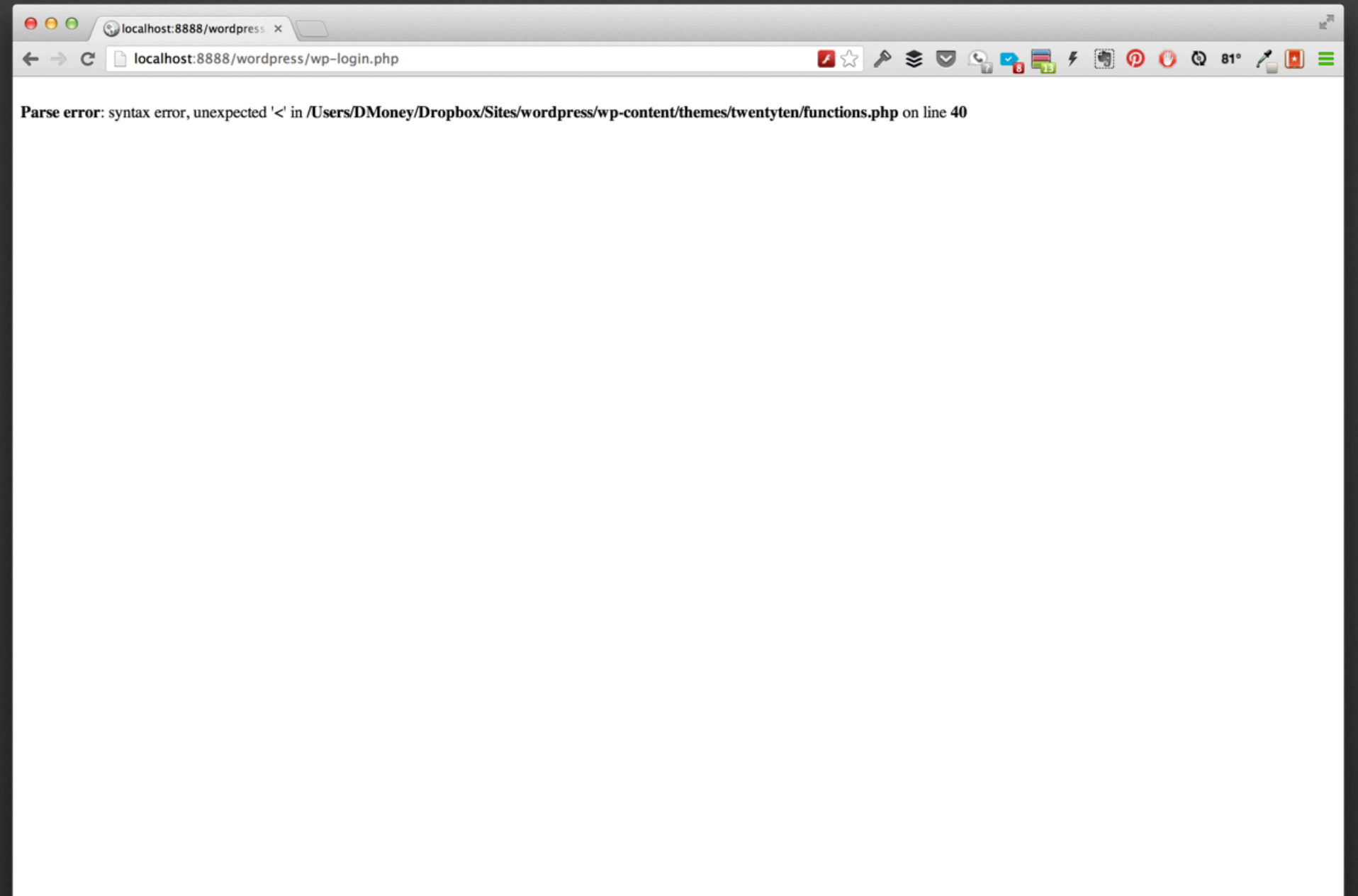
html, body, div, span, applet, object, iframe,
h1, h2, h3, h4, h5, h6, p, blockquote, pre,
a, abbr, acronym, address, big, cite, code,
del, dfn, em, font, img, ins, kbd, q, s, samp,
small, strike, strong, sub, sup, tt, var,
b, u, i, center,
dl, dt, dd, ol, ul, li,
fieldset, form, label, legend,
table, caption, tbody, tfoot, thead, tr, th, td {
```

Update File

Templates

- 404 Template (404.php)
- Archives (archive.php)
- Attachment Template (attachment.php)
- Author Template (author.php)
- Category Template (category.php)
- Comments (comments.php)
- Footer (footer.php)
- Theme Functions (functions.php)
- Header (header.php)
- Main Index Template (index.php)
- loop-attachment.php
- loop-page.php
- loop-single.php
- loop.php
- One column, no sidebar Page Template (onecolumn-page.php)
- Page Template (page.php)

#4 - Never Edit Code in Appearance Editor



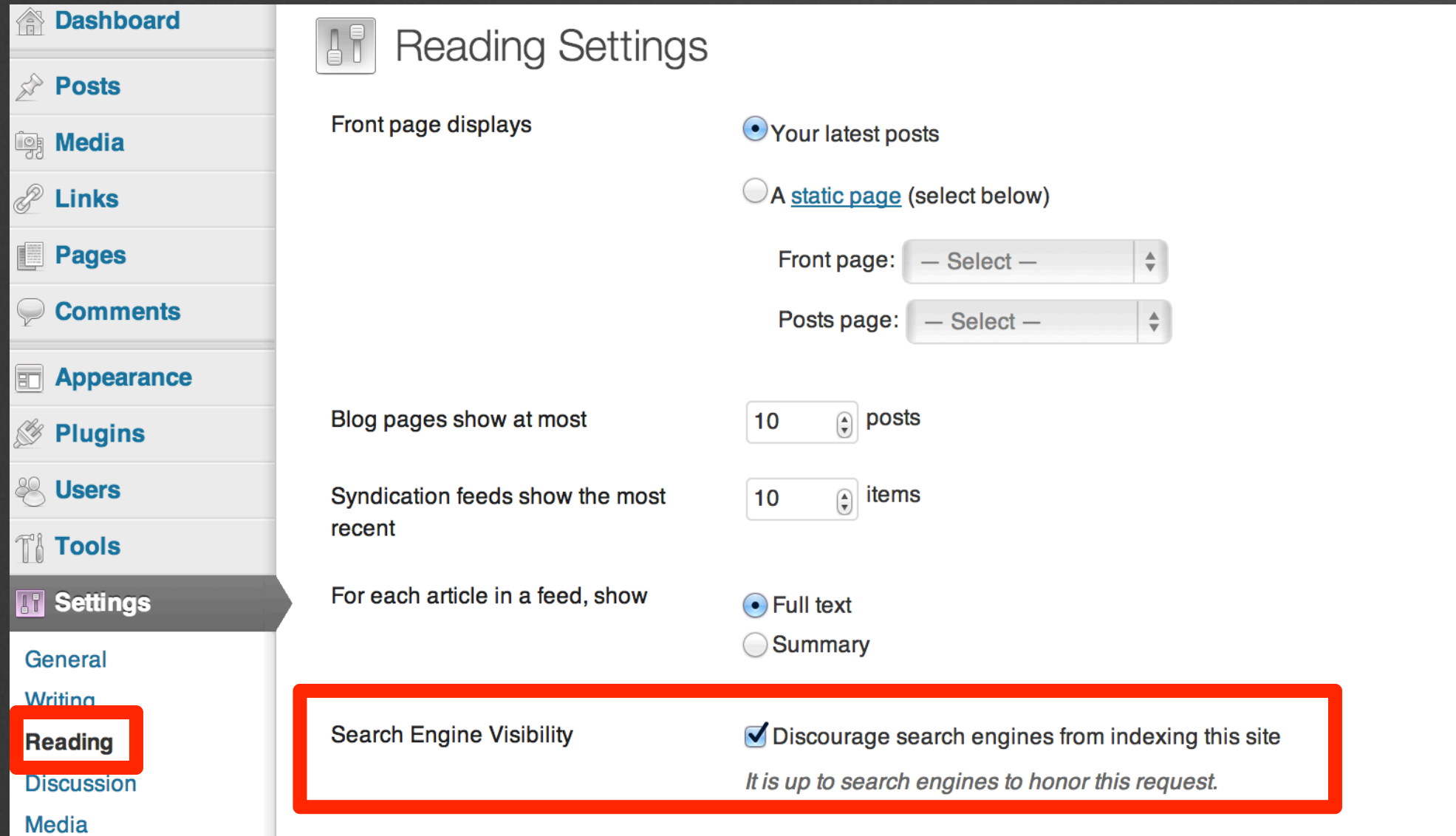
#5 - Not Investing in Stuff

- ✓ I used to spend hours looking for free solutions
 - ✓ Free Plugins
 - ✓ Free Themes
 - ✓ Free Services
- ✓ Contact Form 7 vs. Gravity Forms is a perfect example

#6 - Don't Have a Staging Site

- ✓ WordPress is super flexible and easy to move
- ✓ You'll remove a lot of pressure on yourself
- ✓ Great place to experiment

#7 - Don't Forget About Robots



The image shows a screenshot of the WordPress admin interface, specifically the 'Reading Settings' page. The left sidebar contains a menu with 'Settings' highlighted, and 'Reading' is selected under the 'Settings' category. The main content area is titled 'Reading Settings' and contains several sections of options. A red rectangular box highlights the 'Search Engine Visibility' section at the bottom of the page. In this section, the checkbox 'Discourage search engines from indexing this site' is checked, and the text below it reads 'It is up to search engines to honor this request.' Other visible settings include 'Front page displays' set to 'Your latest posts', 'Blog pages show at most' set to 10 posts, and 'Syndication feeds show the most recent' set to 10 items.

Dashboard

- Posts
- Media
- Links
- Pages
- Comments
- Appearance
- Plugins
- Users
- Tools
- Settings**
 - General
 - Writing
 - Reading**
 - Discussion
 - Media

Reading Settings

Front page displays

Your latest posts

A [static page](#) (select below)

Front page:

Posts page:

Blog pages show at most posts

Syndication feeds show the most recent items

For each article in a feed, show

Full text

Summary

Search Engine Visibility Discourage search engines from indexing this site

It is up to search engines to honor this request.

#8 - Not Tracking Traffic from Day One

- ✓ Set up a Google Analytics Account
- ✓ Do this early and verify it's working
- ✓ Otherwise, you'll forget ;)

#9 - Didn't Attend Local WordPress Events

✓ Check!



#10 - Don't Let Your Site / Plugins Go Outdated

The screenshot shows the WordPress dashboard interface. At the top, a yellow notification bar states "WordPress 3.6 is available! Please update now." with "Screen Options" and "Help" links. Below this, a message indicates "Akismet is almost ready. You must enter your Akismet API key for it to work." Another yellow notification says "There is an update available for Gravity Forms. View Details" with a "Dismiss" button.

The main content area is divided into several sections:

- Right Now:** A summary of site statistics. Content includes 8 Posts, 39 Pages, 6 Categories, and 69 Tags. Discussion includes 2 Comments, 0 Approved, 2 Pending, and 0 Spam. It also shows the current theme is "Gala" with 4 widgets and the user is using "WordPress 3.5.1" with an "Update to 3.6" button. A note mentions "Akismet blocks spam from getting to your blog. There's nothing in your spam queue at the moment."
- QuickPress:** A form for creating a new post, including fields for "Enter title here", "Add Media", "Tags (separate with commas)", and buttons for "Save Draft", "Reset", and "Publish".
- Recent Drafts:** A section stating "There are no drafts at the moment".
- WordPress Blog:** A section with two recent posts: "WordPress 3.6 'Oscar'" dated August 1, 2013, and "WordPress 3.6 Release Candidate 2" dated July 24, 2013.

The left sidebar contains navigation links for Home, Updates (12), Akismet Stats, Posts, Media, Galleries, Links, Forms (1), Pages, Comments (2), Slides, Portfolios, Contact, Appearance, Plugins (11), Users, Tools, Settings, SEO, Fancy Gallery, Memory Usage, Gaia, and Theme Store. A "Collapse menu" button is at the bottom of the sidebar.

#11 - Installed Bad Plugins

WP SM Pistons Sliding Menu

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

[Download Version 1.0.1](#)

♥ Favorite

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

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

Requires: 3.0.1 or higher

Compatible up to: 3.2.1

Last Updated: 2011-11-3

Downloads: 322

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

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

▪ Author plugin : David DONISA

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

Ratings



0 out of 5 stars

5 stars 0

4 stars 0

3 stars 0

2 stars 0

1 stars 0



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#11 - Installed Bad Plugins



Contact Form 7

Just another contact form plugin. Simple but flexible.

Download Version 3.5.2

♥ Favorite

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

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

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

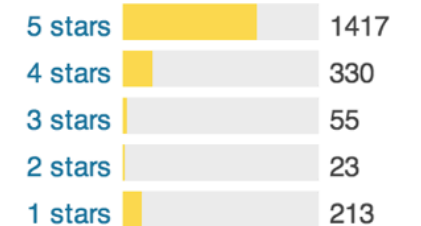
Docs & Support

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

Ratings



4.3 out of 5 stars



Contact Form 7 Needs Your Support

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

#12 - Not Using WP Better Security

System Status

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



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#13 - Not Having a Specific Contact Form

Contact Form

We would love to hear from you! Please fill out this form and we will get in touch with you shortly.

Name *

First

Last

Email *

Website

For promotion or troubleshooting purposes.

Comment *

Urgent?

- Yes - answer as soon as possible
 No - answer on next show is fine

Answer On a Podcast

- I am giving your permission to answer this on an upcoming show

Submit

Any Questions?



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