13 WordPress Mistakes to Avoid

@Dustin Hartzler

#wcgr
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

<table>
<thead>
<tr>
<th>Setting</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site Title</td>
<td>WordPress 3.6</td>
</tr>
<tr>
<td>Tagline</td>
<td>Just another Twenty Twelve Theme</td>
</tr>
<tr>
<td></td>
<td>In a few words, explain what this site is about.</td>
</tr>
<tr>
<td>WordPress Address (URL)</td>
<td><a href="http://localhost:8888/wordpress">http://localhost:8888/wordpress</a></td>
</tr>
<tr>
<td>Site Address (URL)</td>
<td><a href="http://localhost:8888/wordpress">http://localhost:8888/wordpress</a></td>
</tr>
<tr>
<td>E-mail Address</td>
<td><a href="mailto:Dustin@HartzlerDM.com">Dustin@HartzlerDM.com</a></td>
</tr>
<tr>
<td>Membership</td>
<td>Anyone can register</td>
</tr>
<tr>
<td>New User Default Role</td>
<td>Subscriber</td>
</tr>
<tr>
<td>Timezone</td>
<td>UTC+0</td>
</tr>
<tr>
<td></td>
<td>UTC time is 2013-08-23 21:52:15</td>
</tr>
</tbody>
</table>

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
- Month and name: http://localhost:8888/wordpress/2013/08/sample-post/
- 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**: |

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Your WEBSITE Engineer

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#4 - Never Edit Code in Appearance Editor
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#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

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 ;)

Your WEBSITE Engineer
#9 - Didn’t Attend Local WordPress Events

✓ Check!
#10 - Don’t Let Your Site / Plugins Go Outdated
#11 - Installed Bad Plugins

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

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

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

Download Version 3.5.2

Requires: 3.5 or higher
Compatible up to: 3.6
Last Updated: 2013-8-19
Downloads: 12,418,110

Ratings
4.3 out of 5 stars
5 stars: 1417
4 stars: 330
3 stars: 55
2 stars: 23
1 stars: 215
#12 - Not Using WP Better Security

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 writable. 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.
#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

http://

Comment *

For promotion or troubleshooting purposes.

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?