WP102

Don't fear the WordPress! In this session we will take WordPress by the horns and wrassle it to the ground! We will cover finding and installing a good theme, designing and laying out your website with a drag-n-drop page builder, choosing the right plugins, how to handle security, how to handle backups along with keeping your website up-to-date, Search Engine Optimization basics, and making the site live. Come prepared to get down and dirty!

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1. REVIEW: Finding and Installing a Good Theme

Review and continue where we left off in WP101.

- Matt: Phlox (free) with Elementor, and/or Impreza with WPBakery Page Builder (Visual Composer)
- Nate: StudioPress/Genesis, Atomic Blocks, Gutenberg, Total Theme

2. Designing and Laying Out Your Website with a Drag-n-drop Page Builder

Continue building and helping folks from WP 101.

- Nate: Gutenberg, [Atomic Blocks](), maybe Stackable, explore some more blocks.
- Matt: Elementor (Beaver Builder is similar), WPBakery Page Builder (Visual Composer)

3. How to Handle Security

- Don't use "admin" username, don't use "password" password
- Use a password manager and generate crazy long passwords, like LastPass or 1Password
- Limit Login Attempts
- Hide login URL
- Wordfence, Sucuri, iThemes Security and many other options.
- There's no substitute for **good** hosting that's not shared hosting, but with the right security plugins you can still be secure in a shared hosting environment.
    - 24/7 Custom support (chat or phone)
    - Rollback to a secure version of the site
    - Can handle and clean out malware for you (an example of a good service)
- File permissions: 755 for folders, 644 for files.

Links and Resources:
https://www.wpbeginner.com/wordpress-security - some steps in here are also handled by security plugins.

4. How to Handle Backups Along with Keeping Your Website Up-to-date

Have a backup strategy in place! Don't wait until after your site crashes or you get hacked, to come up with a backup strategy! Be proactive and store the backups offsite in DropBox, GoogleDrive, OneDrive, etc.

Backups through Host/Cpanel

Shared Hosting
- Hosts typically keep a week or 2 of backups for you. The key being, when you run into an issue and you are missing a backup, contact the host immediately to have them restore the site from backup. That being said, don't rely on this!
- Can manually make a backup in cpanel. This makes a backup of your entire hosting account, which you can then download.
- You can also usually pay an extra fee for automatic backups. This should be baked in but it is not.

Managed WordPress Hosting
- Managed WordPress Hosting (like Flywheel, WPEngine, etc.) offer nightly backups and keep them on the server for 30 days. You pay a bit more for hosting (comes with a lot of other services), but you have peace of mind knowing your site is being backed up daily.
- Can do some DB dumps and Git repos on your own, depending on what you feel comfortable with.

Backups using a Plugin
- You can also backup your site using a plugin (UpdraftPlus, Backup Buddy, etc.).
- You can configure the plugins to backup your site daily, weekly, etc, and store them on the server for a specified number of days.
- You can also configure some plugins to send your backup to a remote storage (DropBox, GoogleDrive, etc).
- This is a more granular way of doing backups because the database, themes, plugins, and uploads are all in separate zip files. This is useful when you just want to restore one piece of your website.
- The downside is that running these plugins can sometimes use up a lot of processor and memory on your website, which can cause the backups to fail. Having good hosting will eliminate this issue.

Links and Resources:
https://www.wpbeginner.com/plugins/how-to-backup-restore-your-wordpress-site-with-updraftplus

5. Search Engine Optimization (SEO) Basics

Search Engine Optimization (SEO) is a process of optimizing the content and structure of your website based on certain keyword phrases, so that your website ranks well in search results.

- Write Good Content
- Page Structure
  - Title
  - URL
  - Headings
  - 1st paragraph
  - The actual content
  - Alt tags on images
- Meta Data: Title and Description/snippet. Yoast SEO plugin mic drop
- Open Graph tags (should go with Yoast), these can be a pain if
- https://developers.facebook.com/tools/debug
- https://cards-dev.twitter.com/validator
- https://www.linkedin.com/post-inspector/inspect

Links and Resources:
https://www.wpbeginner.com/wordpress-seo
https://backlinko.com/on-page-seo
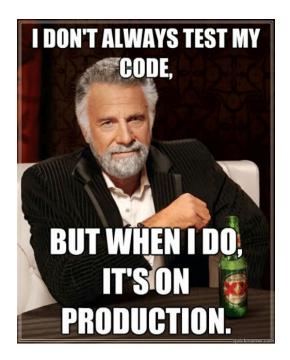https://blog.hubspot.com/blog/tabid/6307/bid/33655/a-step-by-step-guide-to-flawless-on-page-seo-free-template.aspx
https://neilpatel.com/seo-analyzer

6. Making the Site Live

- Build the site on the live domain, can have a Coming Soon message (plugin can handle this). Simply turn of Coming Soon message and UNCHECK the Discourage search engines…. checkbox and you are live!
- More advanced: move wp-content and the DB, InterconnectIT, and BOOOOOOM🔥🔥🔥, you're live 😎
- OR install a plugin to do it for you!
    - WP Migrate DB Pro and addons (worth the price!)
    - WP Clone
    - Others like Duplicator perhaps.
    - Learning curve on everything.
- DNS/Nameserver changes
- Different requirements for different hosts.
- Sometimes you just need to point your whole domain, sometimes just an A record and a CNAME, an example.
- Check your robots.txt file as well, just in case a custom file slipped in there.

Links and Resources:

https://www.wpbeginner.com/wp-tutorials/how-to-move-wordpress-from-local-server-to-live-site

7. Custom Post Types and Custom Fields

- Custom Post Type Examples (with custom fields)
  - Staff
    - Title
    - Twitter handle
    - Bio
  - Store locations
    - Address
    - Map link
    - Phone
  - Recipes
    - Ingredients
    - Steps
    - Additional Options

Links and Resources:
The Codex entry on this
Custom Post Type UI
Advanced Custom Fields (free and paid, paid is worth it!), requires some coding though.

8. Troubleshooting

Continued from WP101
- WSOD (white screen of death)
- DB migrations and overwriting comments, sales, orders, etc.
- Understanding the difference between code, database, and files, etc.
- Search and Replace in DB doesn't always catch everything (serialized data).
- wp-config.php - define('WP_DEBUG', true);

Troubleshooting Process
- Deactivate plugins one at a time, refresh the page, see if the error goes away. If the error goes away then you know that plugin caused the issue.
- Check the support forums for that specific plugin to see if there is a solution.
- Search Google for the error/issue and see if someone has already resolved it.
- Contact Support and work with them to try and resolve the issue.
- Try switching themes to a "standard twenty-something" WordPress theme, your theme options should always be saved… Unless something is wrong, in which case it's good to have a backup!
- Activating WP_DEBUG can help expose errors (can be done with the [WP Debug Bar plugin](#))

Links and Resources:
https://www.wpbeginner.com/beginners-guide/beginners-guide-to-troubleshooting-wordpress-errors-step-by-step
https://www.wpbeginner.com/common-wordpress-errors-and-how-to-fix-them