WORDPRESS BLUEPRINT FOR YOUR BUSINESS SUCCESS

Wordpress is a behemoth — it's popular, and it powers over 4.5% of the entire Internet, and we won't get anywhere near the microeconomics of the "Industry" that mushroomed around (and grew) — with Wordpress.

More than 27% of all websites in the world are on Wordpress. Chances are that your website is on Wordpress too.

The trouble is that you might have left a few boxes unchecked. That makes your website not ready for what it is meant to do.

Let's start with design:

Peep Laja at ConversionXL.com, once said,

"Don't design your own website. No, really. It will suck".

Also,

"If you build your own site, it will be ugly and it will hurt your business. You will lose money. Every day will be a wasted opportunity."

Plus, it's likely that:

-- Your current installation is not on the right kind of hosting
-- Your website loads sloooooow.
-- Your website is insecure and is open to attacks, hacking, and might have vulnerable scripts
-- Your Wordpress website could have malware.
-- The website design is not intuitive and is not prepped for sales.

If you are using Wordpress, you are suspect of running your website without giving it the care, attention, and security it deserves.

After building 90 odd websites on Wordpress -- and after doing 12 years worth of mistakes -- we just happen to know a thing or two about the right way to set up a wordpress site.

✓ Hosting

Straightaway, there are two options for the best hosting your money can buy. FlyWheel or WPEngine.

Why, you ask?

-- Wordpress specific hosting (and these guys know Wordpress inside out)
-- Blazing fast speeds
-- Daily backups
-- Server-side Cache
-- Staging features (Never upload a plugin, change themes, or do any sort of edits to the core of your website on a live site. Do all changes with staging, and keep your site safe).
-- Ngix Technology (Better than Apache -- which is the usual server technology most other hosting providers are using)
-- Technology stack that scale up with the growth of your website.
-- Great support.

✓ Security

-- Wordpress Core, Plugins and themes Updated
-- Cleaned out old themes and plugins
-- Using Akismet to stop spam comments
-- Changed default Wordpress default database prefix (wp_)
-- Changed the default login URL (/wp-admin/)
-- Limit Login Attempts
-- Use fulltime security plugins like Sucuri

✓ Speed

-- A part of what's needed to speed up your website depends on your hosting. Choosing Flywheel or WPEngine helps.

-- Optimized & compressed Images & graphics?

Use Plugins like WPSmush, EWWW Image Optimiizer, or TinyPNG's Wordpress plugin. It also helps you if the images are scaled down to just the appropriate size and not use "giant" images anywhere. Plus, online tools like compressor.io.

-- Leverage Browser Cache

This requires changes to .htaccess file on your server). If you are using FlyWheel or WPEngine, just talk to support and they'll do it from their end. For other hosts, please use the code below and add it to your .htaccess file

```
## EXPIRES CACHING ##
<IfModule mod_expires.c>
ExpiresActive On
ExpiresByType image/jpg "access 1 year"
ExpiresByType image/jpeg "access 1 year"
ExpiresByType image/gif "access 1 year"
ExpiresByType image/png "access 1 year"
ExpiresByType text/css "access 1 month"
ExpiresByType application/pdf "access 1 month"
ExpiresByType application/javascript "access 1 month"
ExpiresByType application/x-javascript "access 1 month"
ExpiresByType application/x-shockwave-flash "access 1 month"
ExpiresByType image/x-icon "access 1 year"
ExpiresDefault "access 2 days"
</IfModule>
## EXPIRES CACHING ##
```

-- Minify JS & CSS

Both your CSS files and the JavaScripts you load on your site slows down your website. By minifying, you are telling browsers to first load the website and then load these CSS and JS files.

Use Better Wordpress Minify to get this done. You can also work with WP Rocket (Paid). With a few tweaks to the settings, you'll be able to take care of this necessary step.

✓ Design

Your website has a specific reason: to help get you sales. Now, your website also ehelps with branding, allows you to do content marketing and blogging to get traffic.

Sadly, most websites are designed by "designers". For that reason, they aren't built to help you get more conversions.

-- Use the hero section to have visitors take a single action that's the most important for your business like have them take up a free trial, let them contact you, or give a report like this away.
-- Make sure you blog (at a regular frequency).
-- Keep contact information in full display.
-- Let the design be as simple and as intuitive as possible.
-- No matter what design you end up with, be sure to test (A & B versions) continuously.
-- Make design or redesign decisions based on data.

Websites are the hub of your business. It's where your customers come; it's where they make impressions about you.

Your website's performance determines the outcome of your business

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