My WordPress is up, what now?

Alex Kirk

October 7, 2015

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I live in Vienna and work for Automattic in its internationalization team.

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Ich bin gebürtiger Österreicher und spreche also auch Deutsch!

Enable updates

WordPress, the plugins and themes will be updated*. Be prepared.

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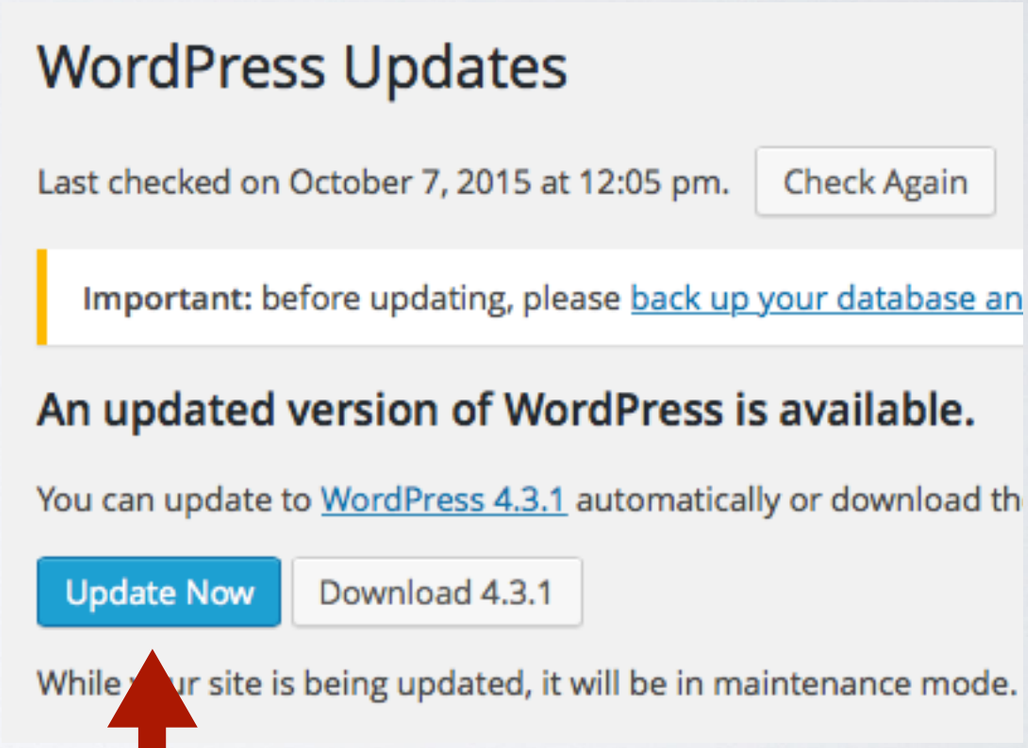

You want to be able to just click here!

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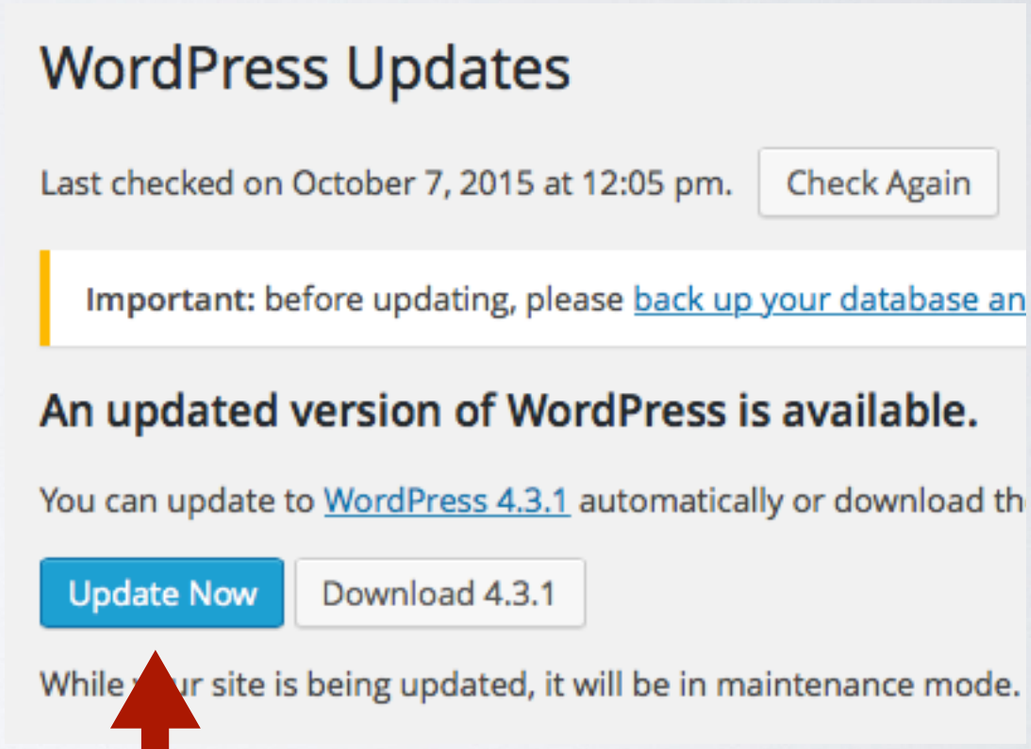

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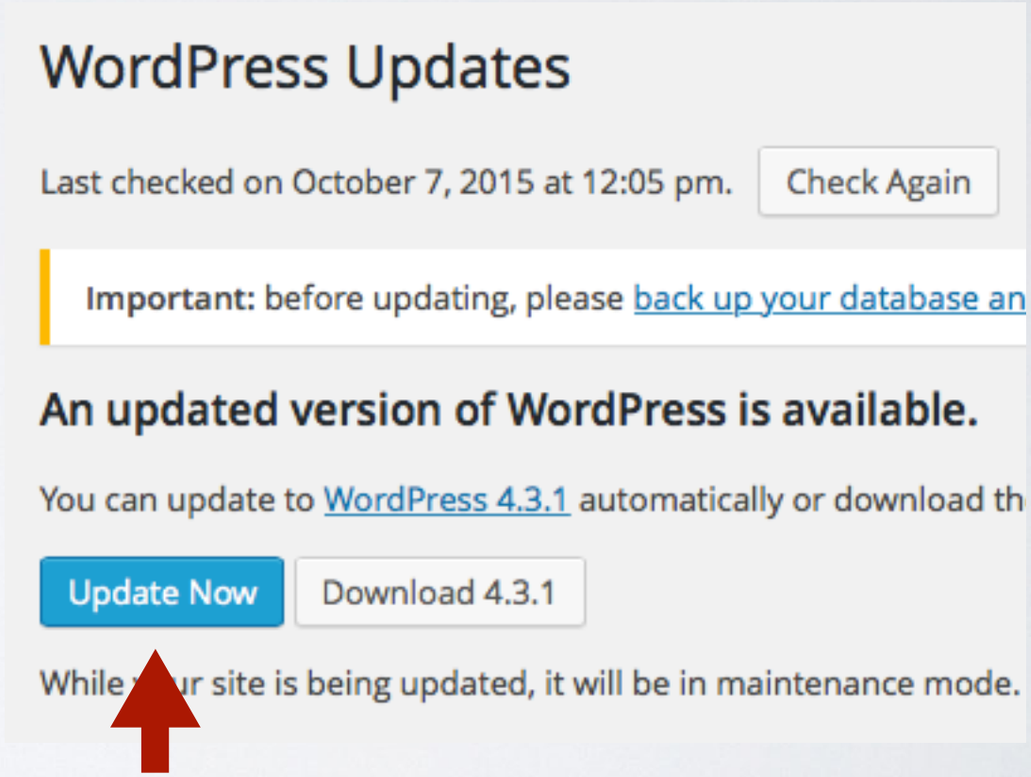
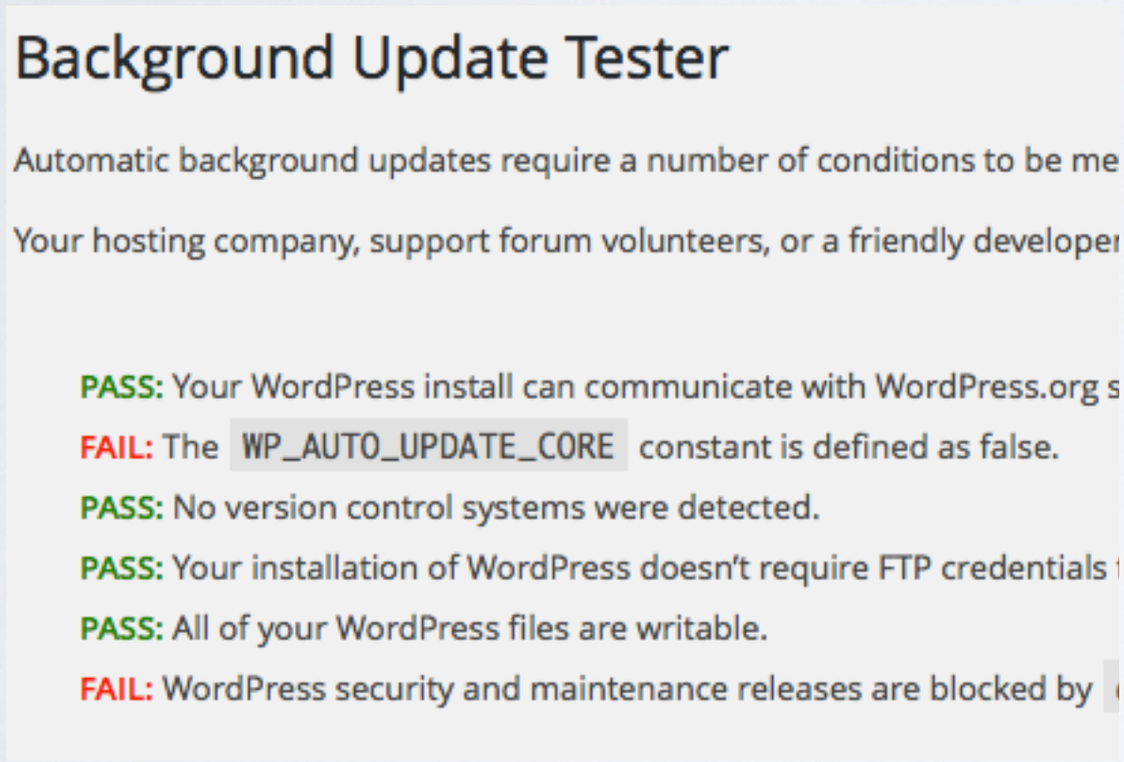
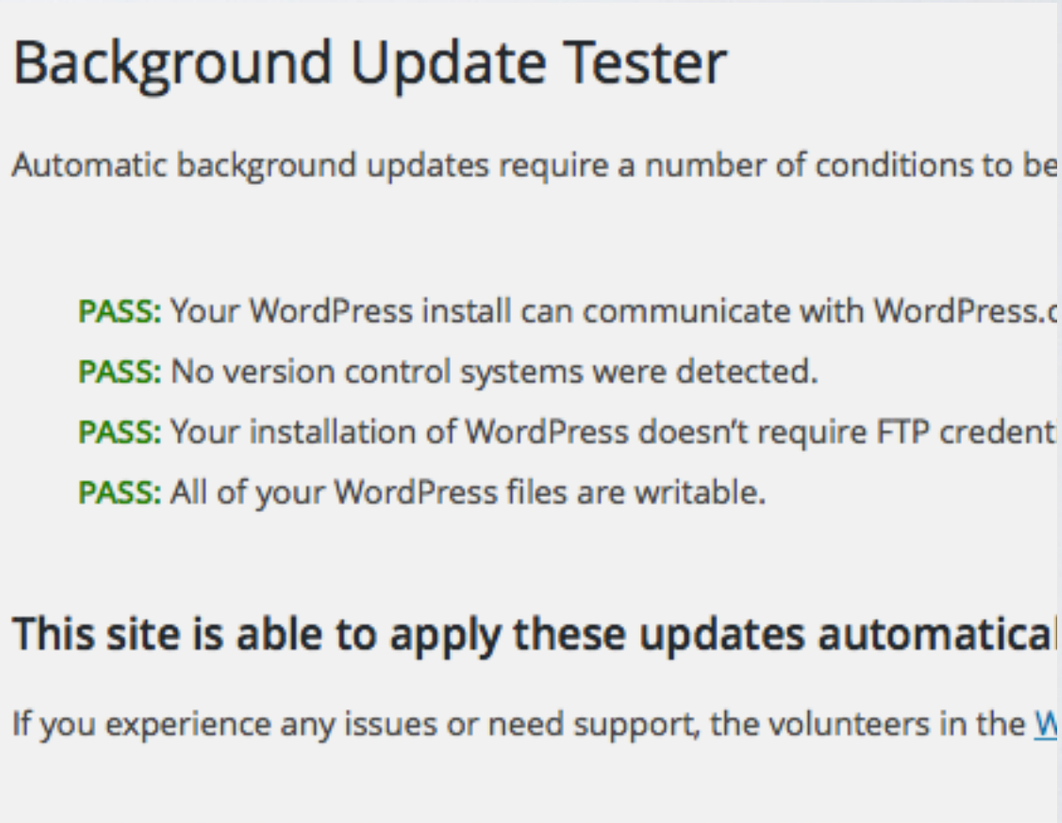
If you have SSH: make the files owned by your webserver



Enable updates

Verify it is working using the Background Update Tester plugin
https://wordpress.org/plugins/background-update-tester/





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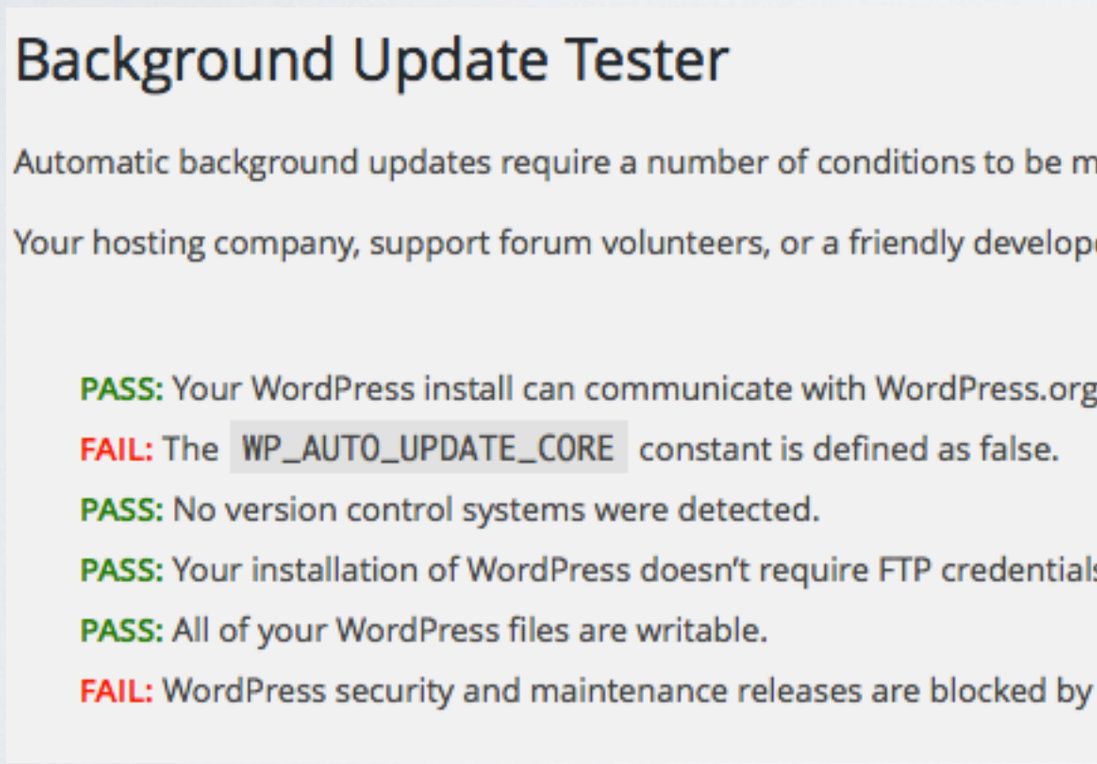

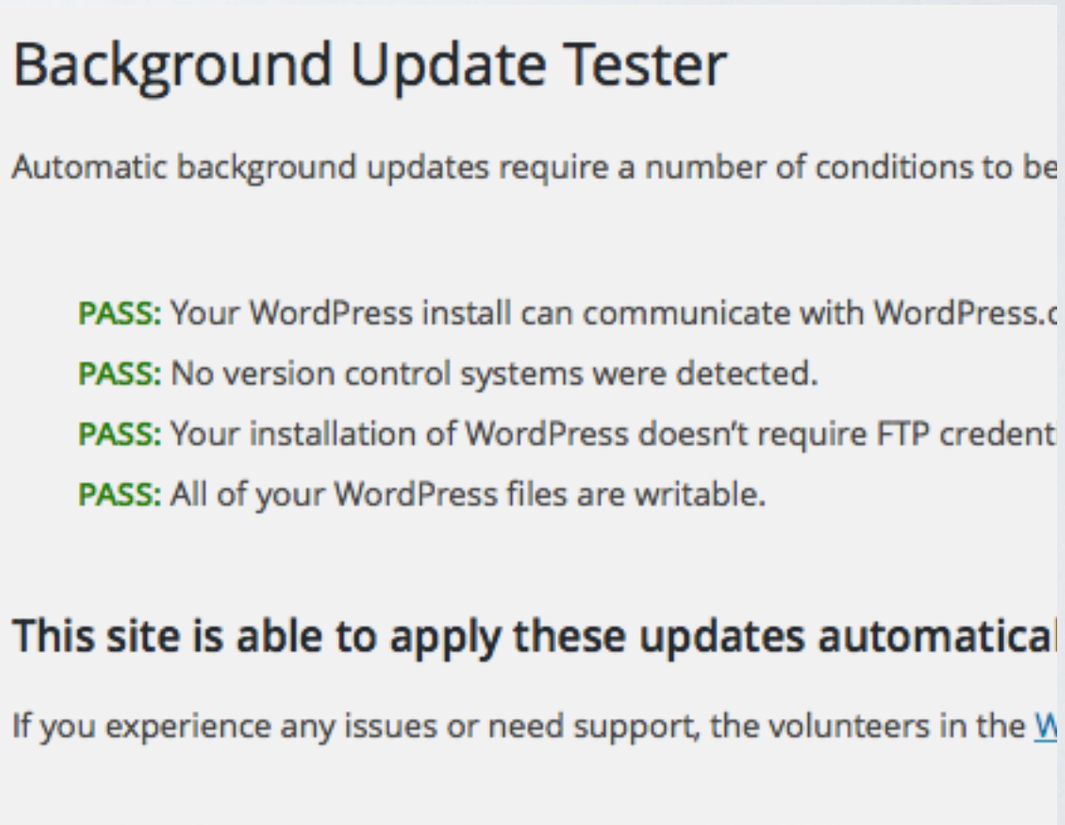

Also, otherwise you won't be able to install plugins through the UI

Security Check

Your WordPress will now be up to date, but check wp-admin every once in a while

WordPress 4.3.1 Security Release

Posted September 15, 2015 by Samuel Sidler. Filed under Releases, Securi

WordPress 4.3.1 is now available. This is a **security relea**
versions and we strongly encourage you to update your

This release addresses three issues, including two cross
vulnerabilities and a potential privilege escalation.

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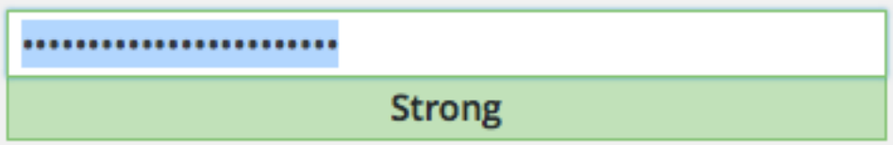

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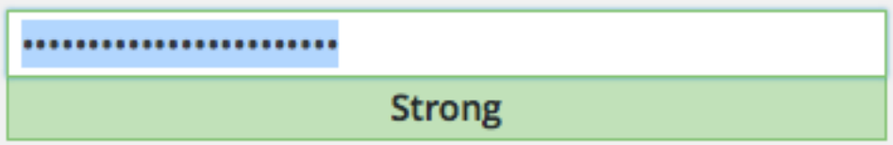

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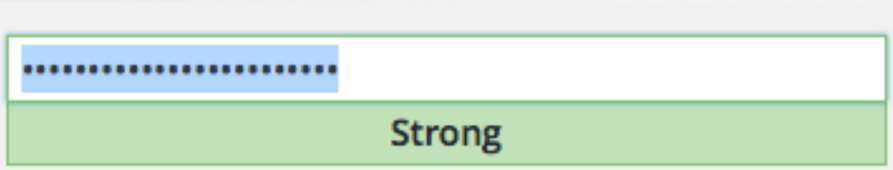

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Don't stay logged in at wp-admin. (to avoid possbile XSS)

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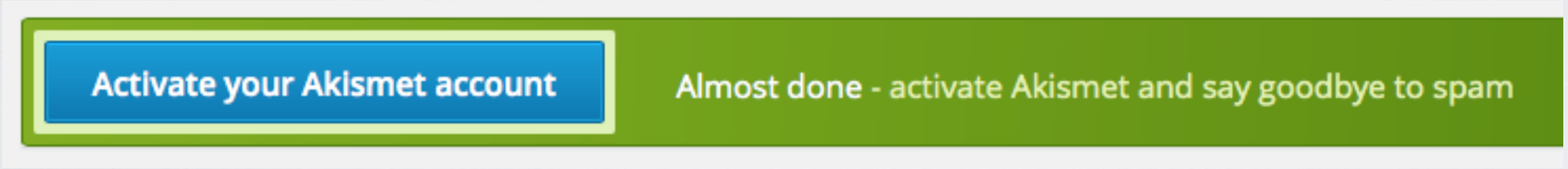
Fight comment spam

Use Akismet: the easy way



Akismet is maintained by Automattic

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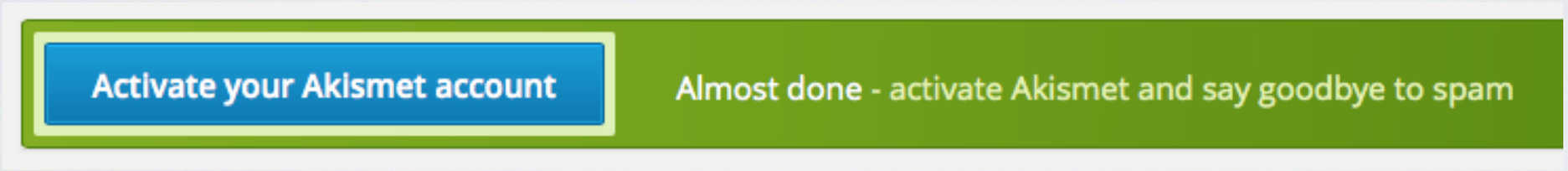

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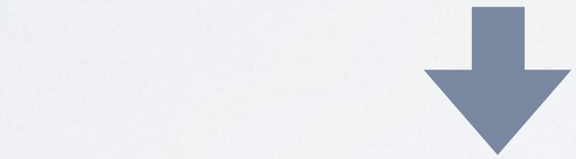
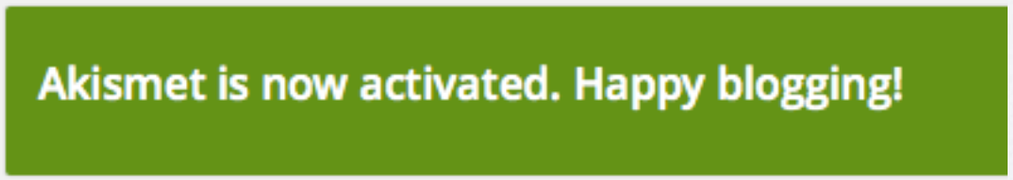
Takes a few steps





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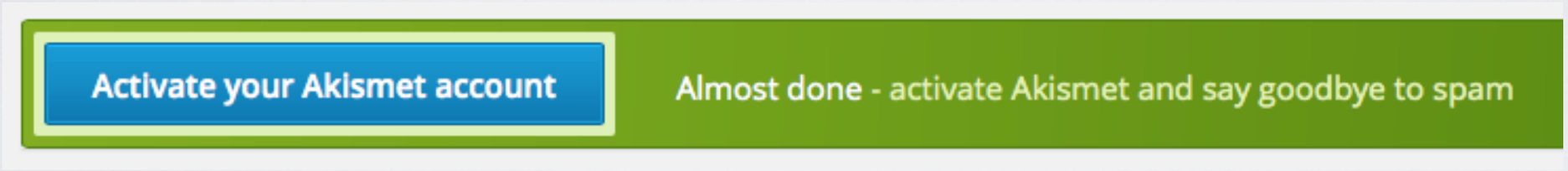

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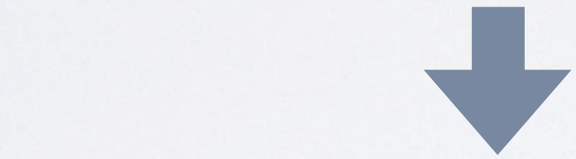
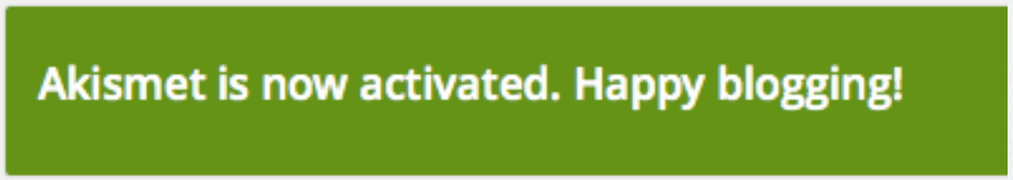
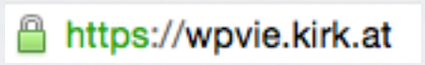




You can also use the comment e-mails to flag spam, but this will soon get boring

Get an SSL Certificate

Ranking signal for Google 

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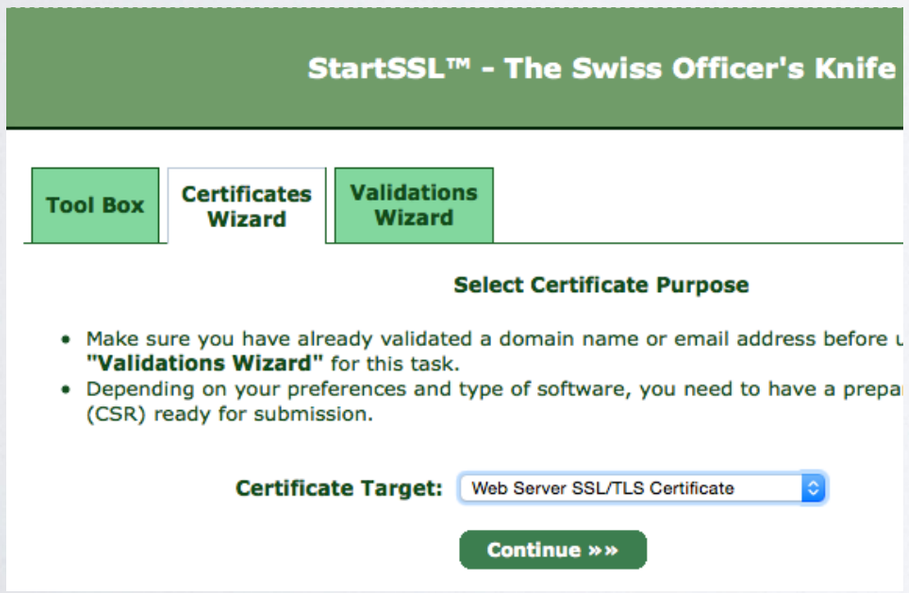
Ranking signal for Google https://wpvie.kirk.at

Possible to get it for free:
www.startssl.com
soon: letsencrypt.org



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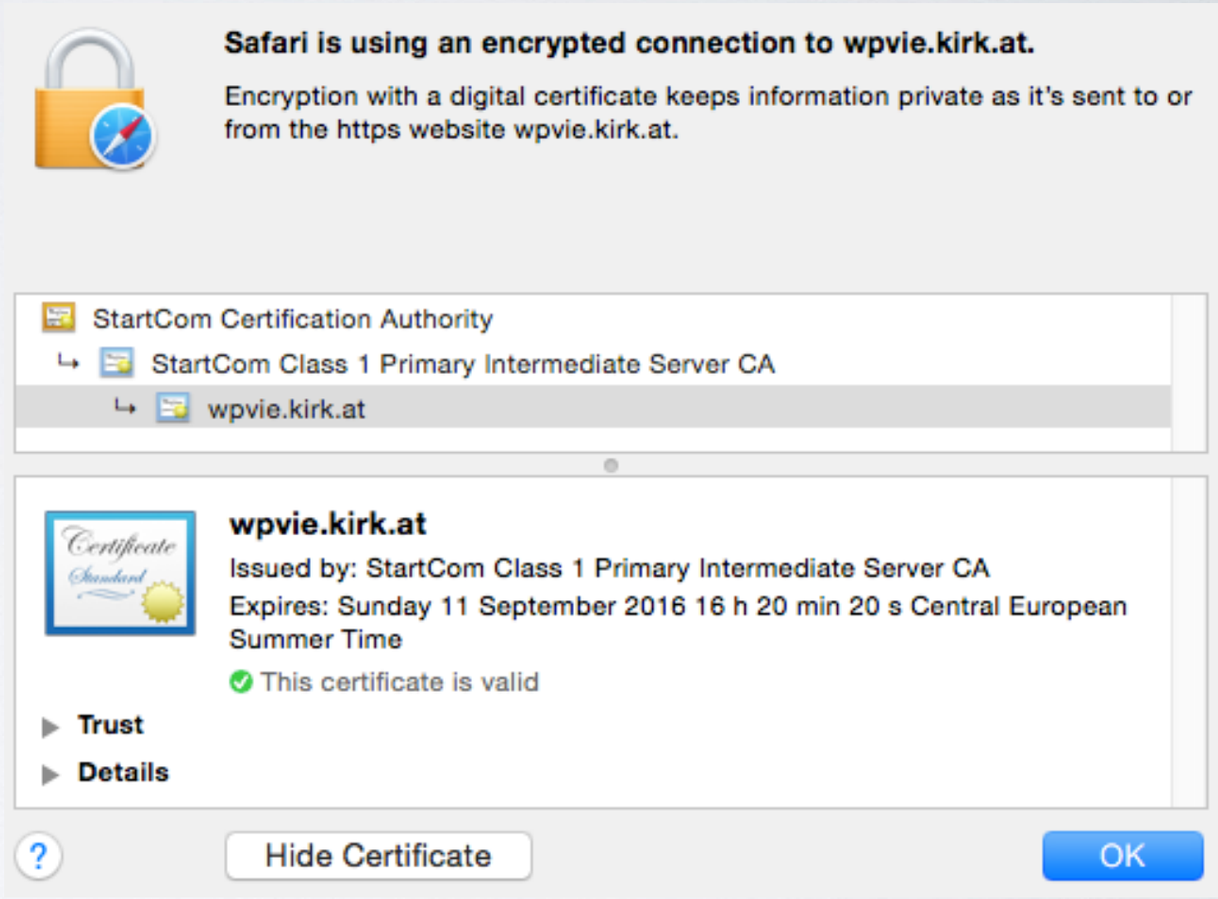
- Need to config your webserver
- Renew certificates
- Browser might need to support SNI



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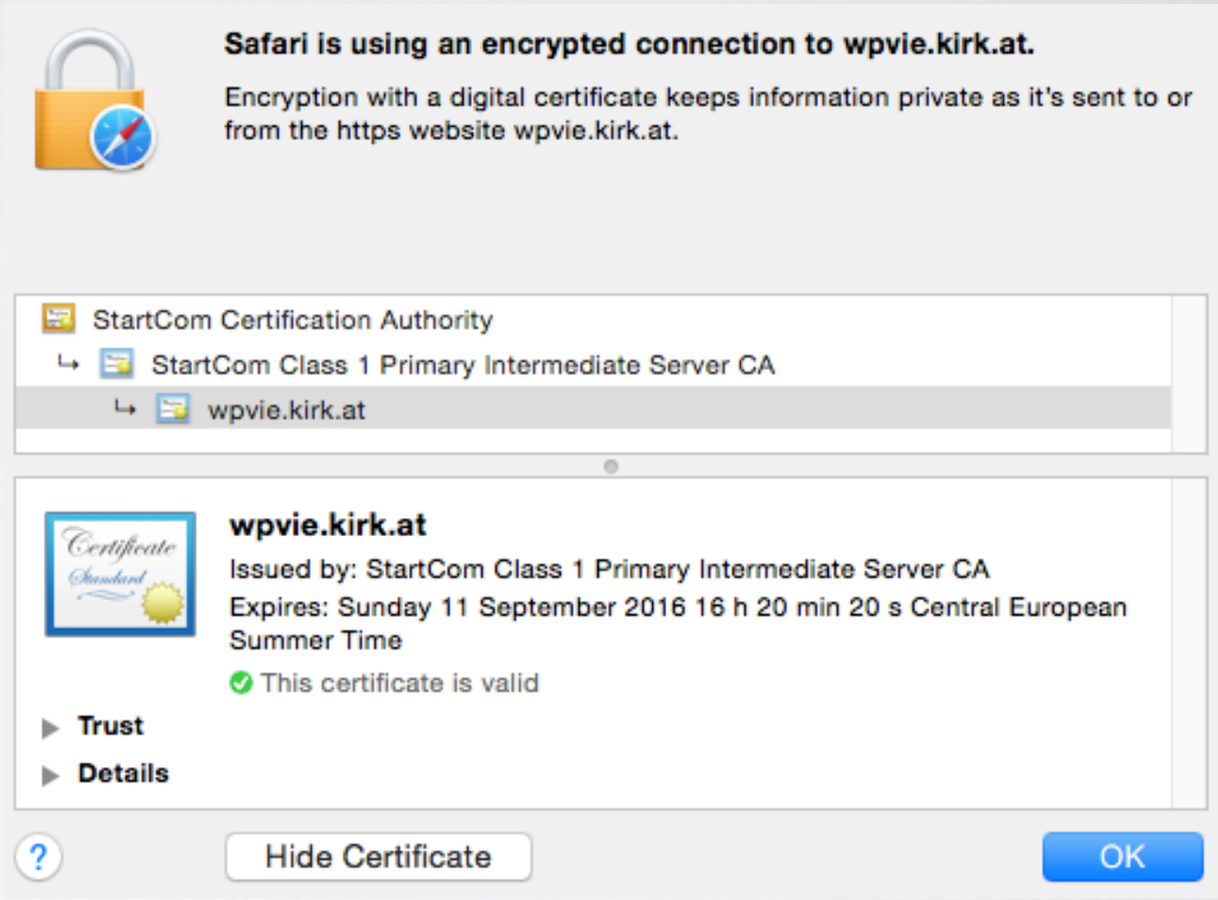

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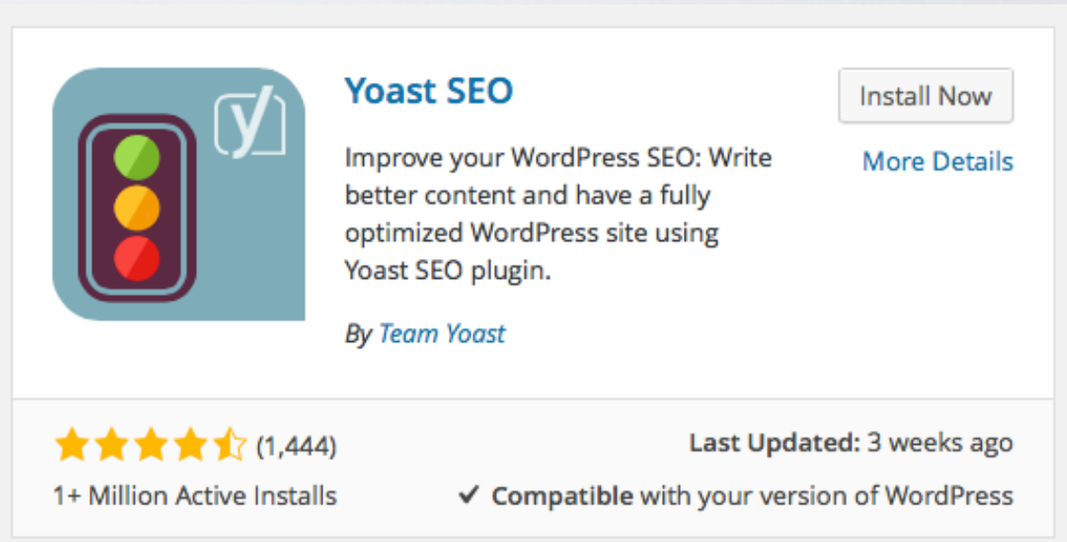
Configure HSTS (always use SSL), e.g. with the HSTS enforcement plugin

Check SEO aspects and your permalinks

Install a plugin for that (Yoast SEO)



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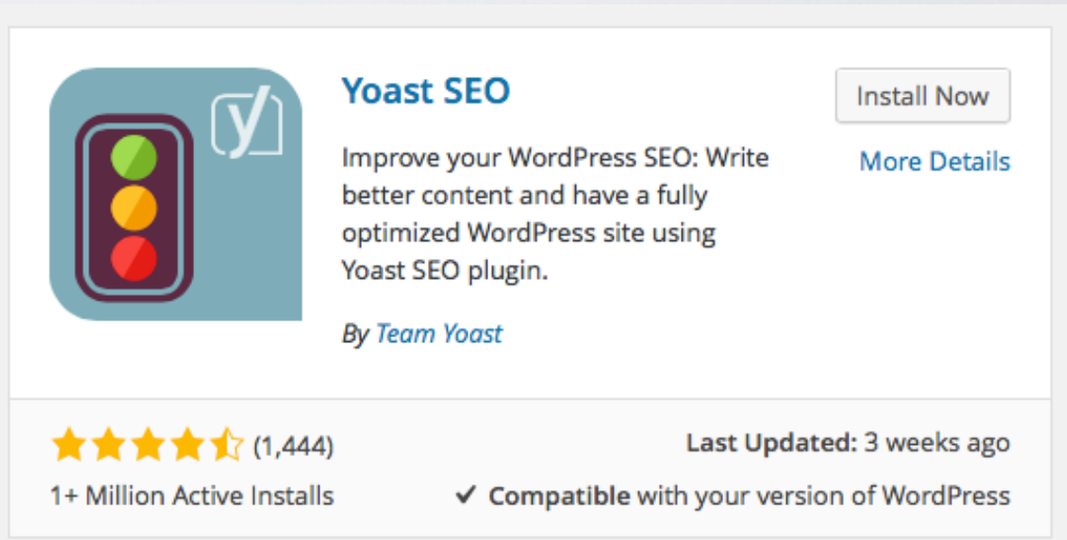

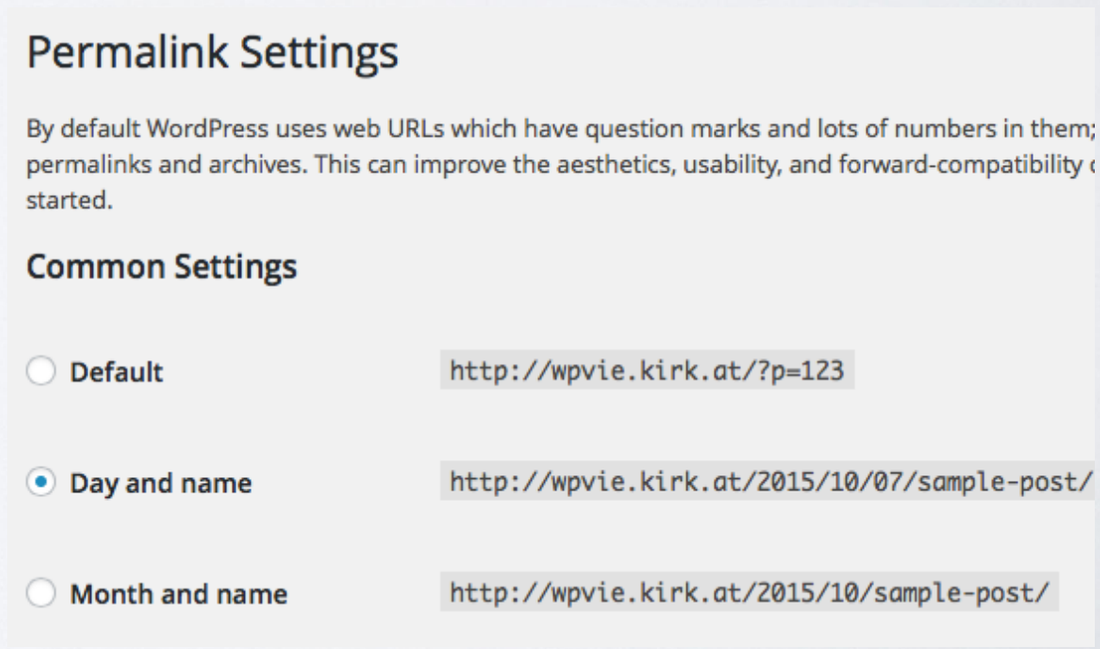

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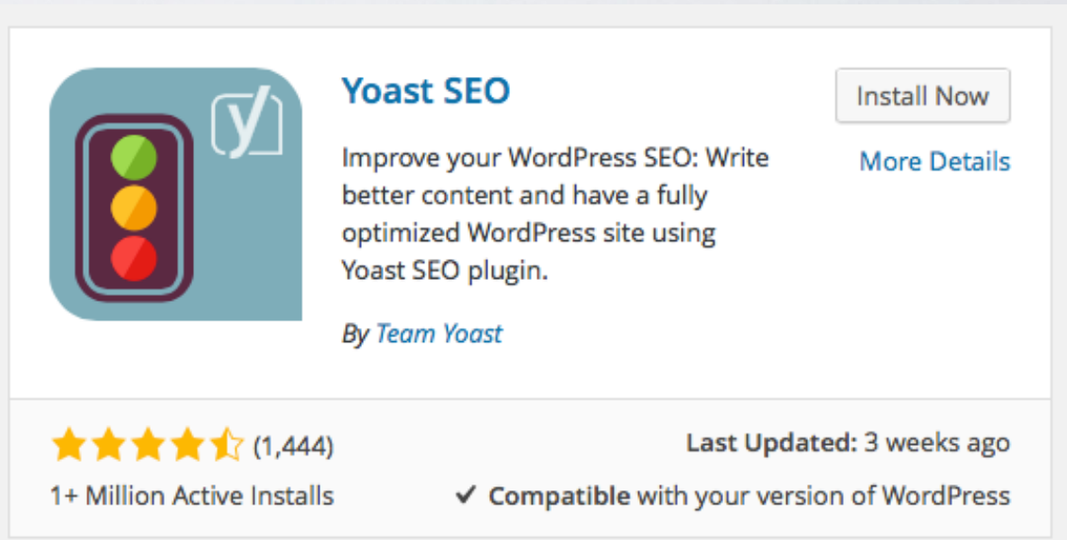
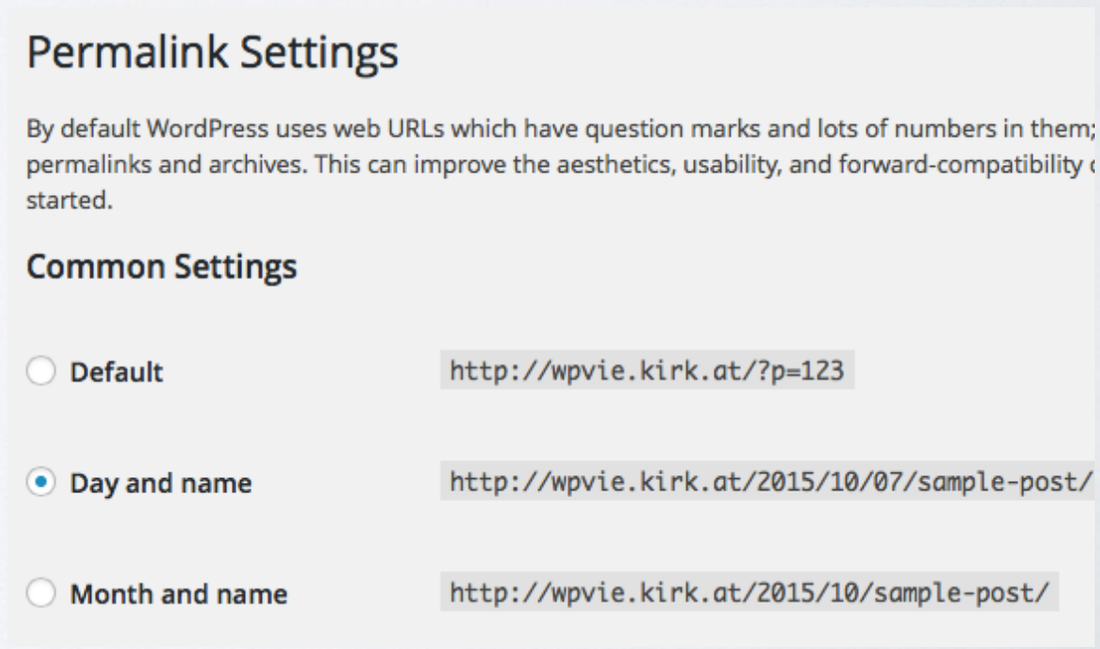
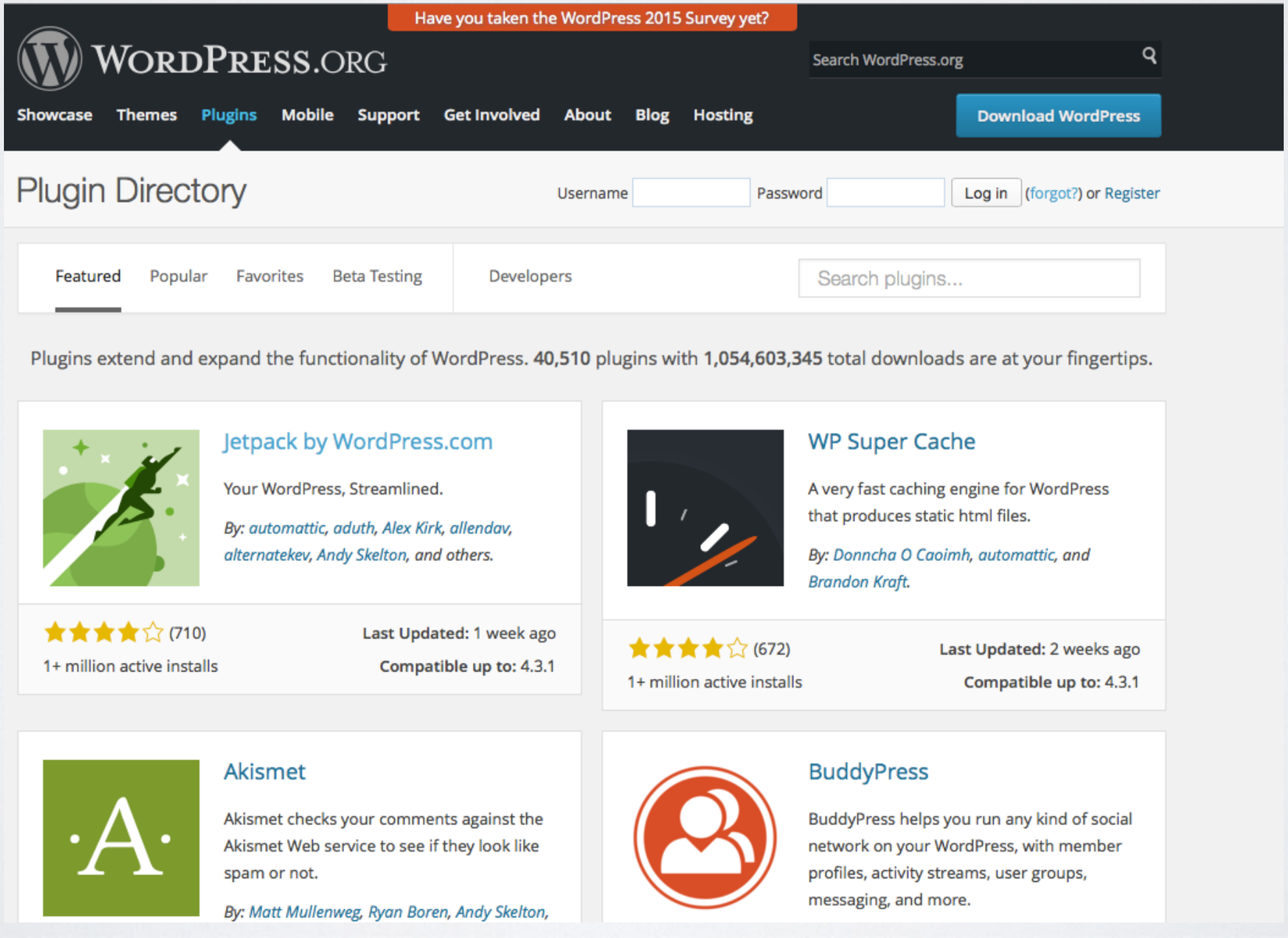




Pick the right plugins

Use the WordPress.org plugin directory

https://wordpress.org/plugins/



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Click through to the plugin page

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Check the sidebar

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Then look at the other tabs:

- Screenshots
- FAQ
- etc

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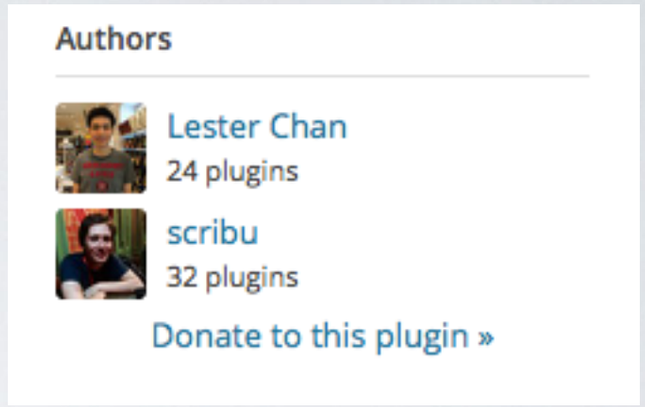

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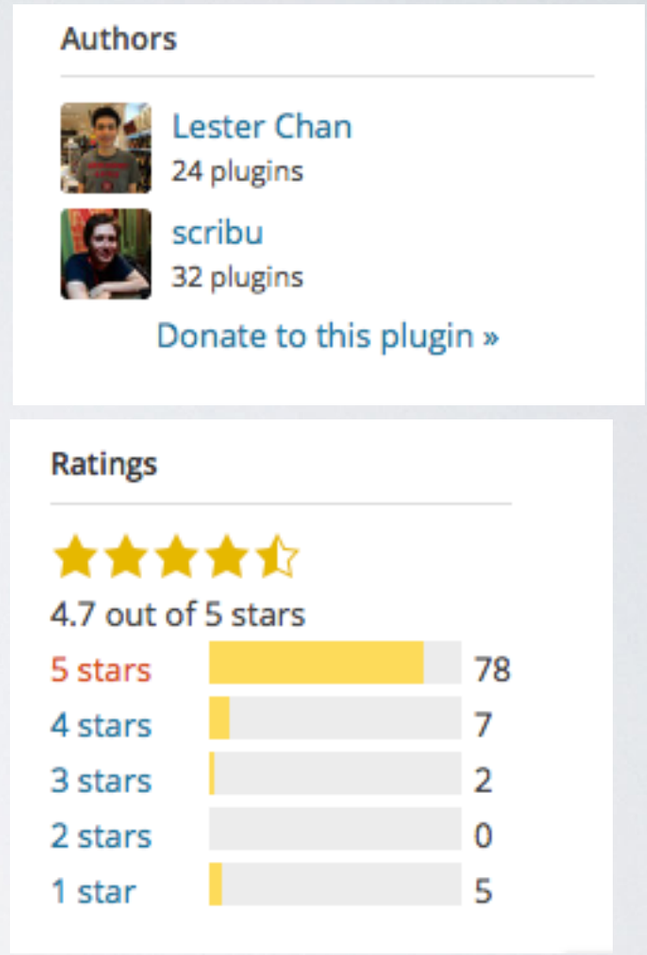

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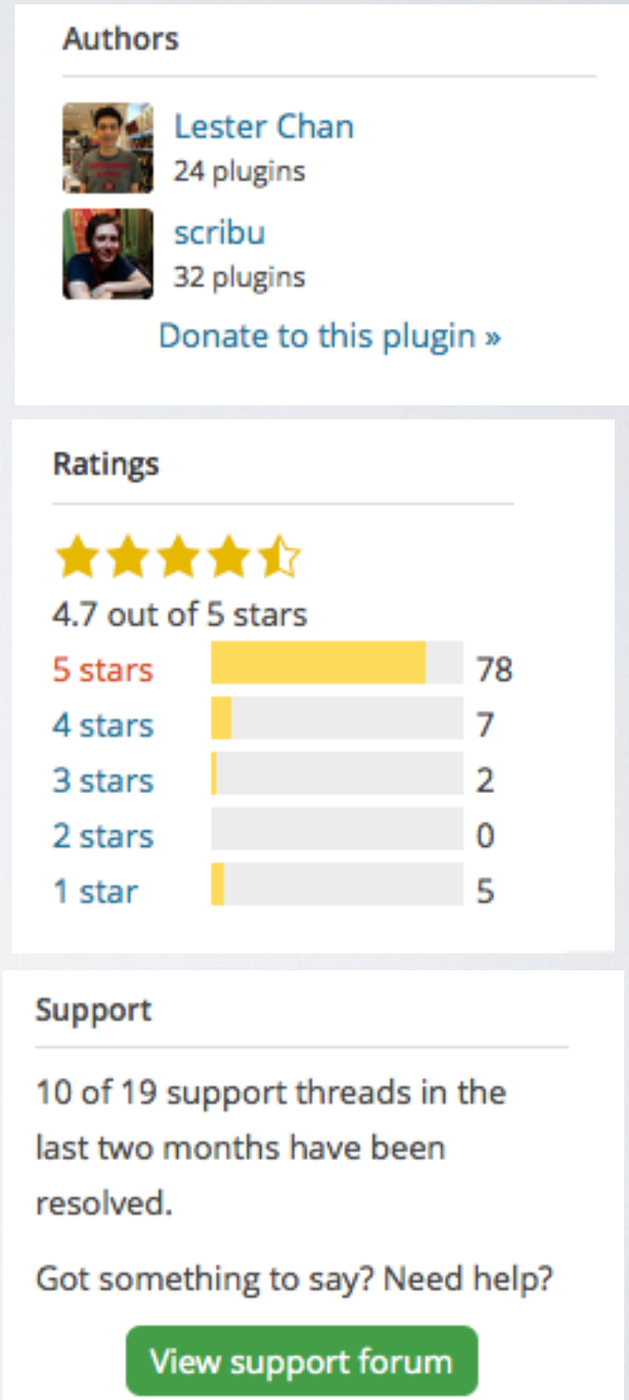

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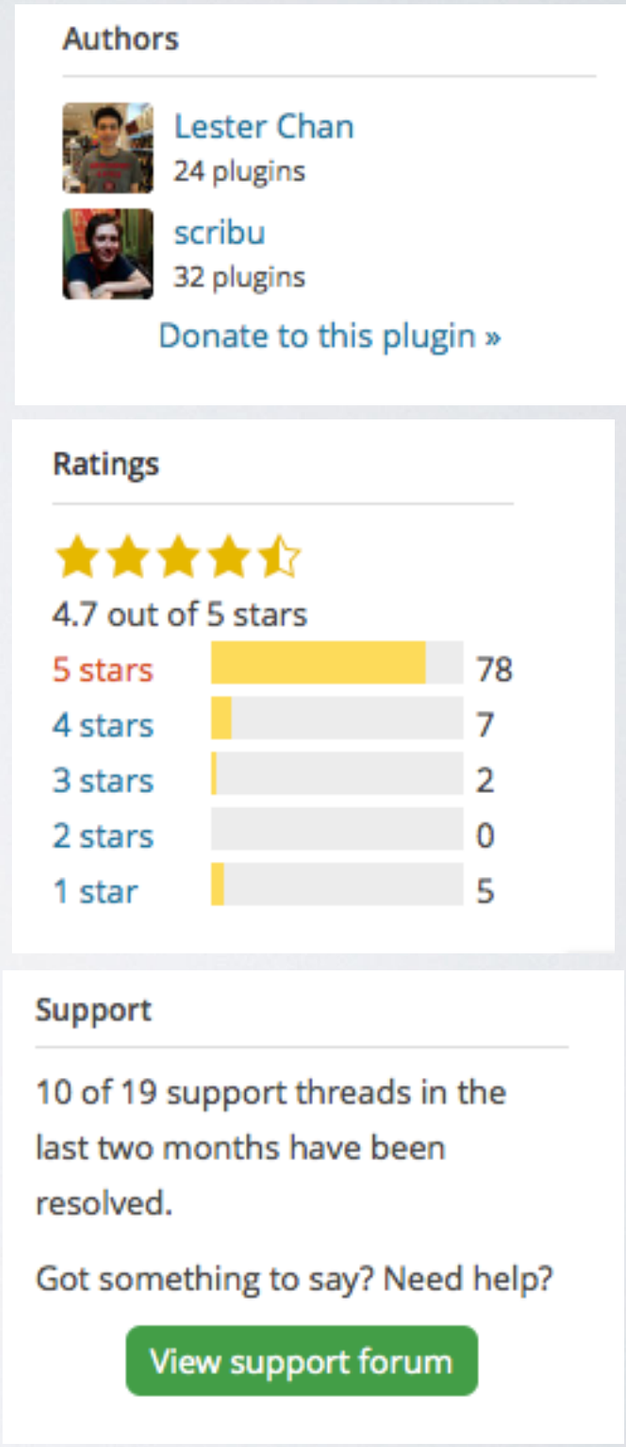

PICKING THE RIGHT THEME

(ALMOST THE SAME RULES AS FOR PLUGINS)

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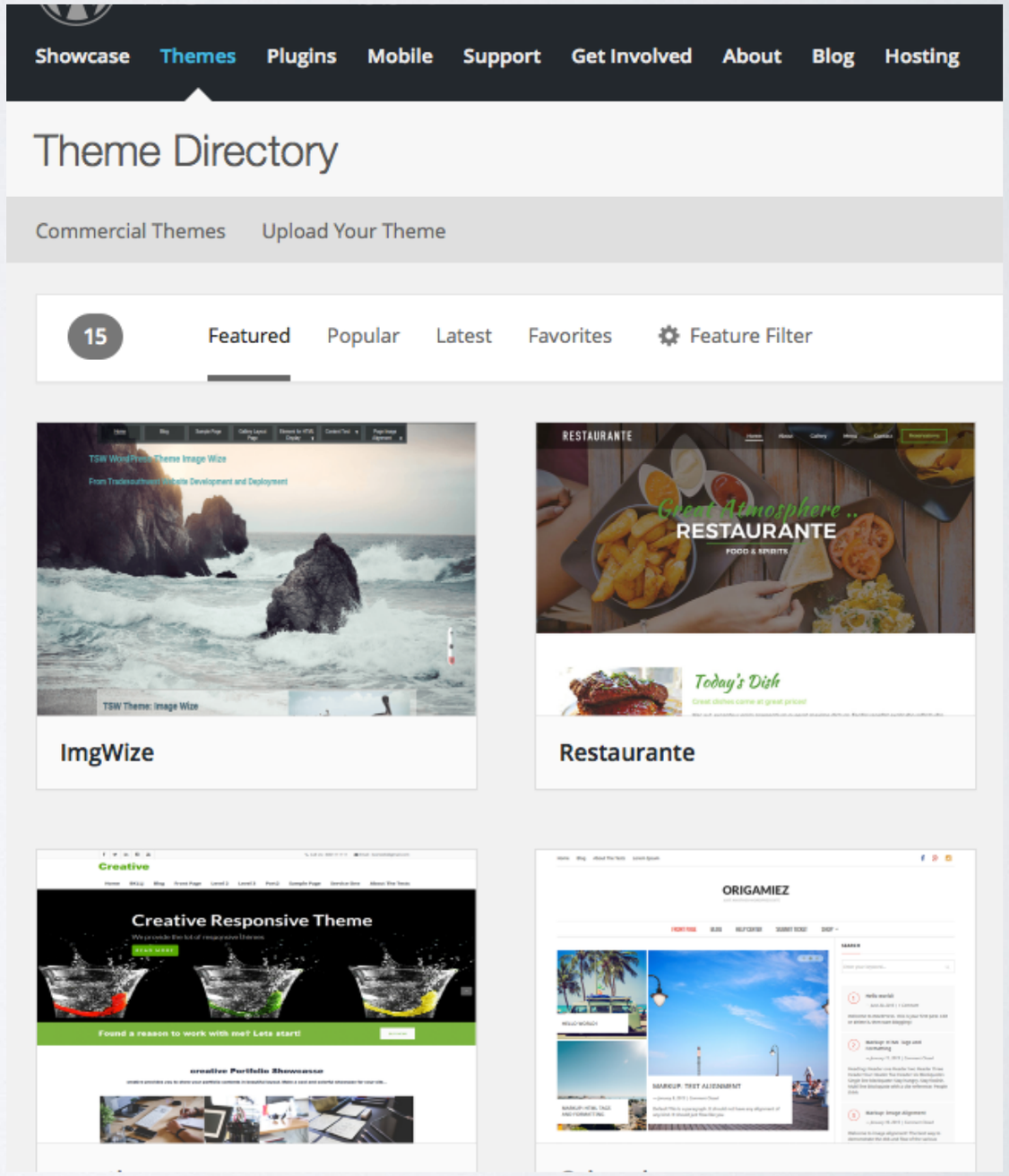

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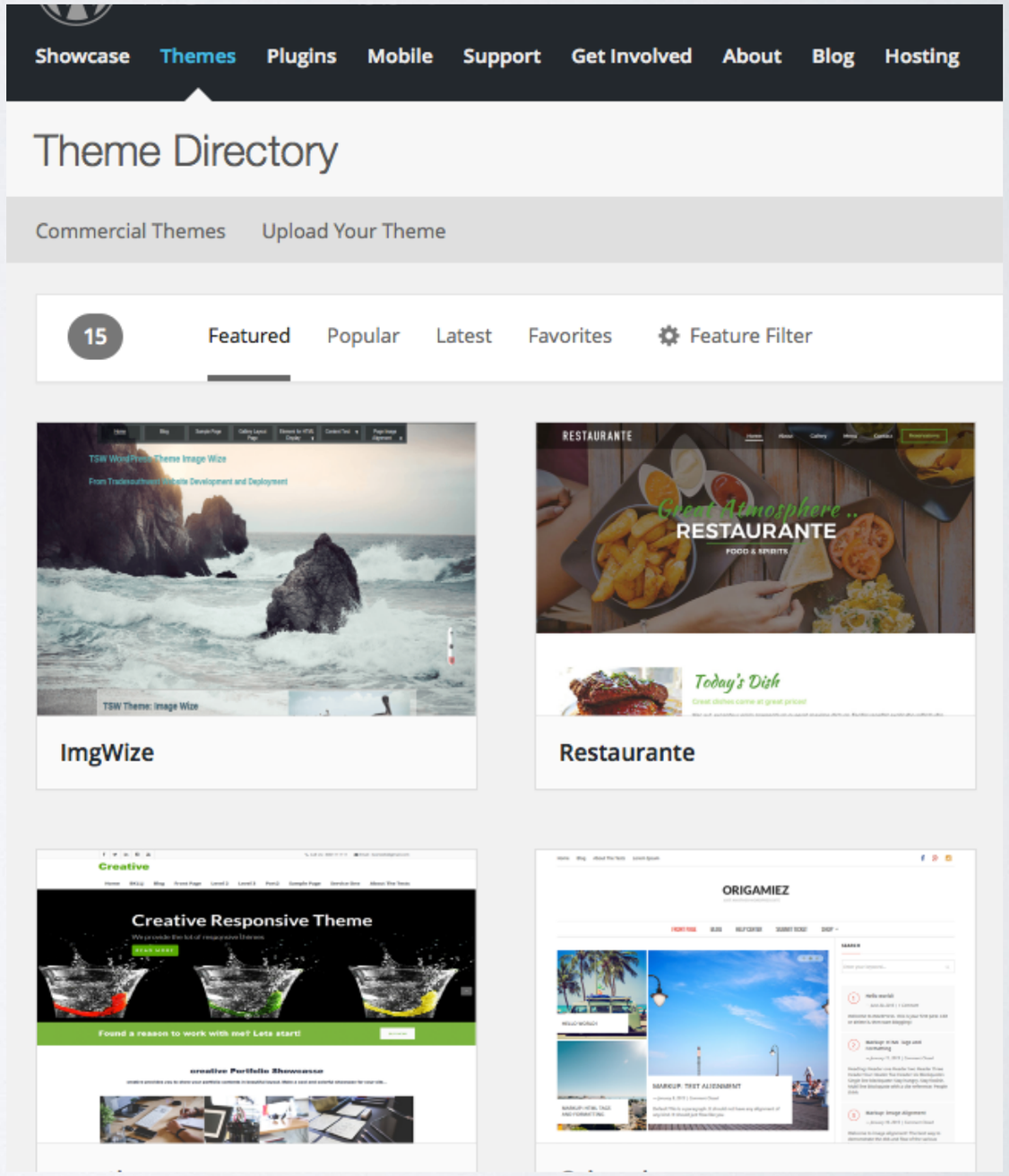

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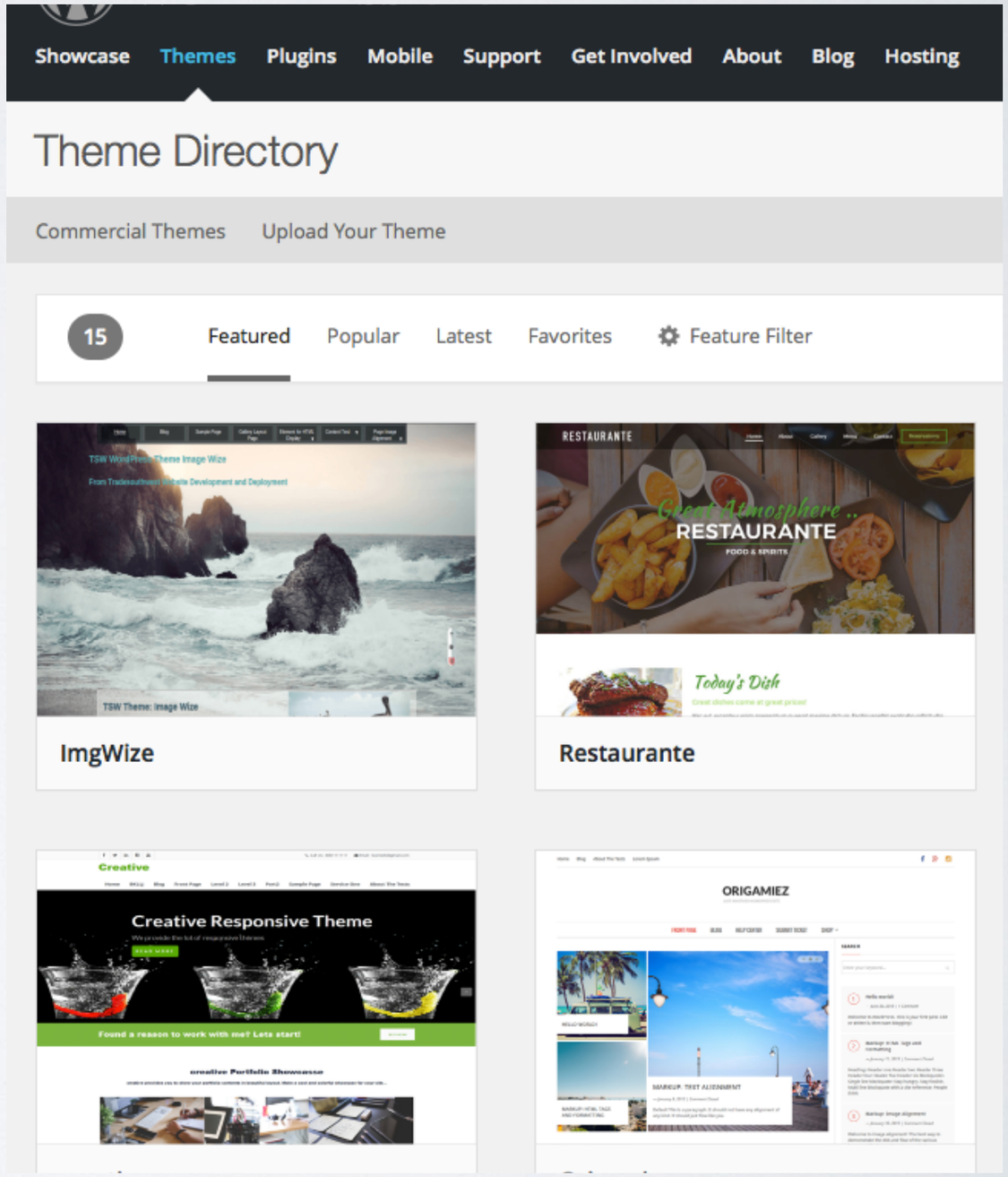
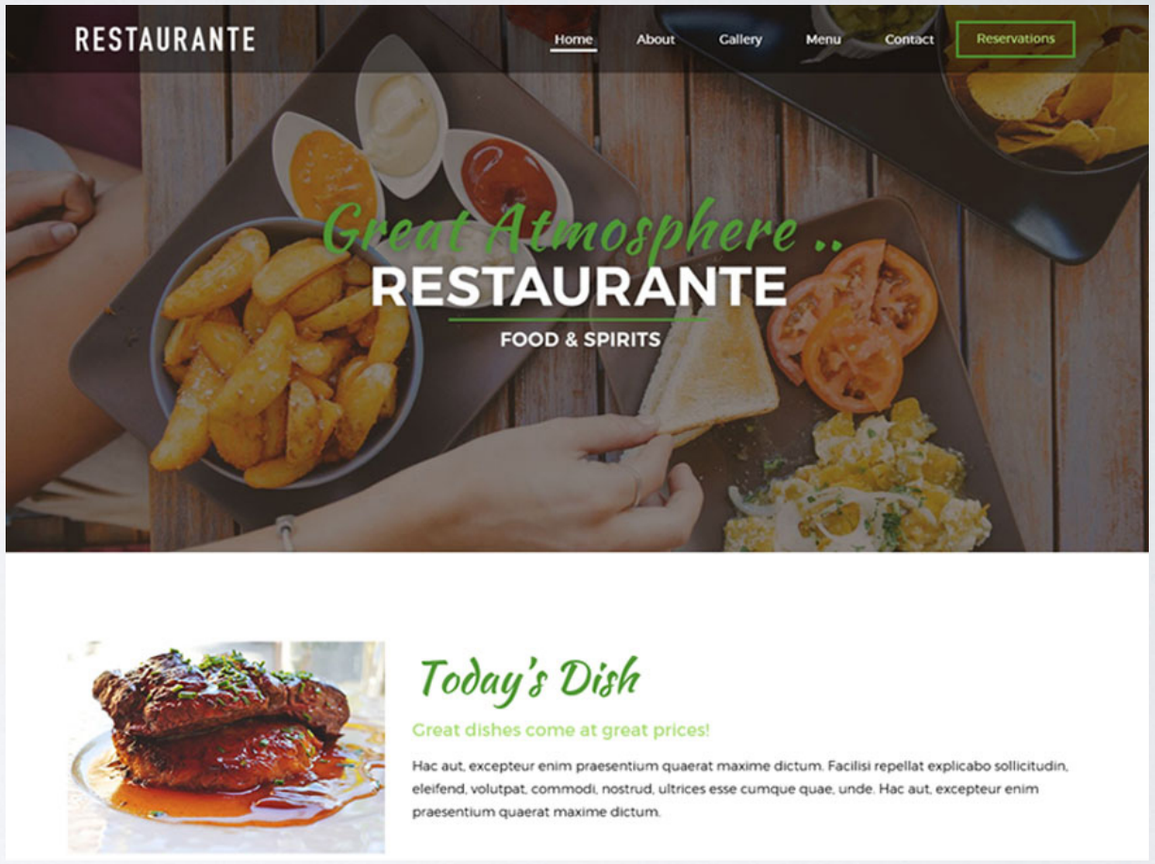
A theme is an investment, the deeper you are in, the harder it is to change



Make my theme look like the demo site

It's a common thing:
this is the preview image



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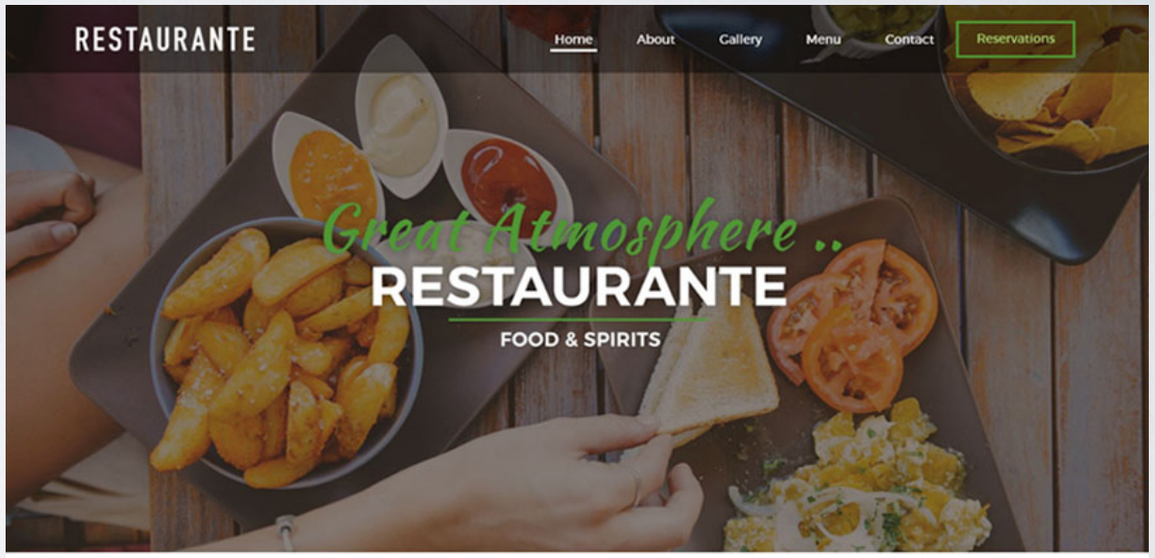
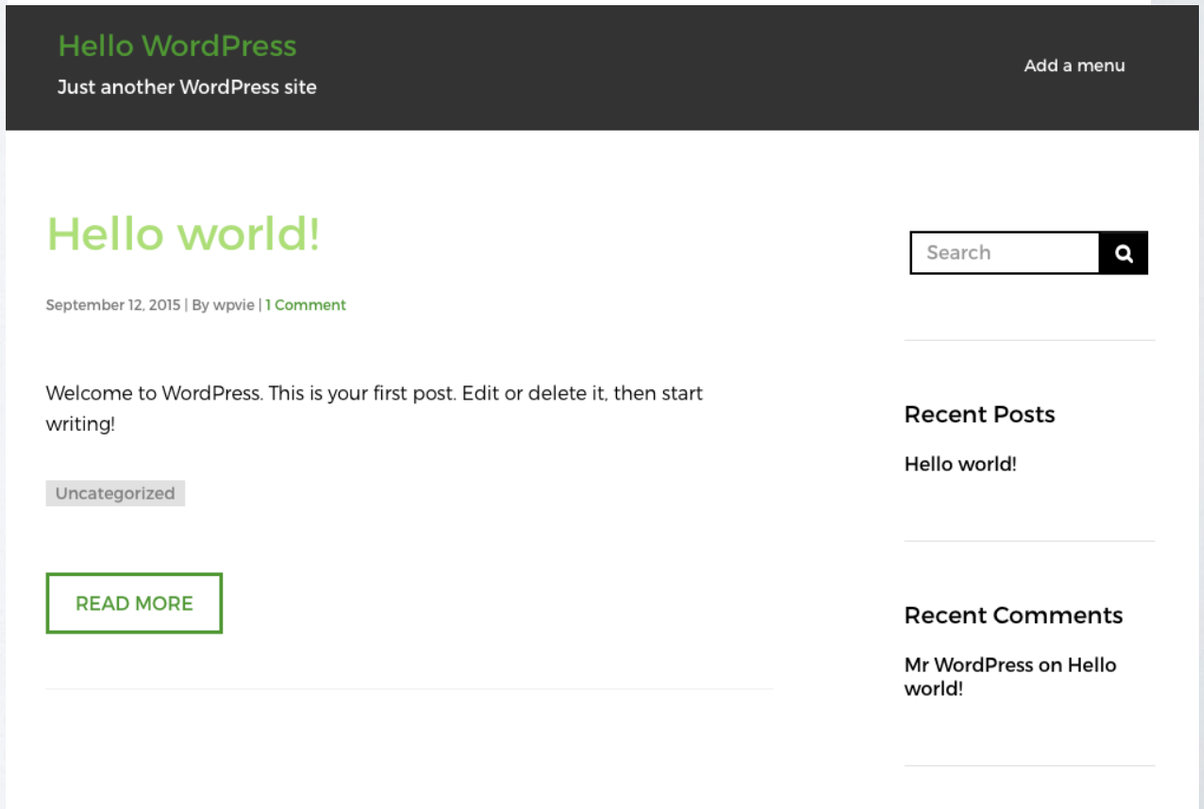


And this is what you get
when you install it



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Possible configurations that the good looking demo site uses:

Make my theme look like the demo site

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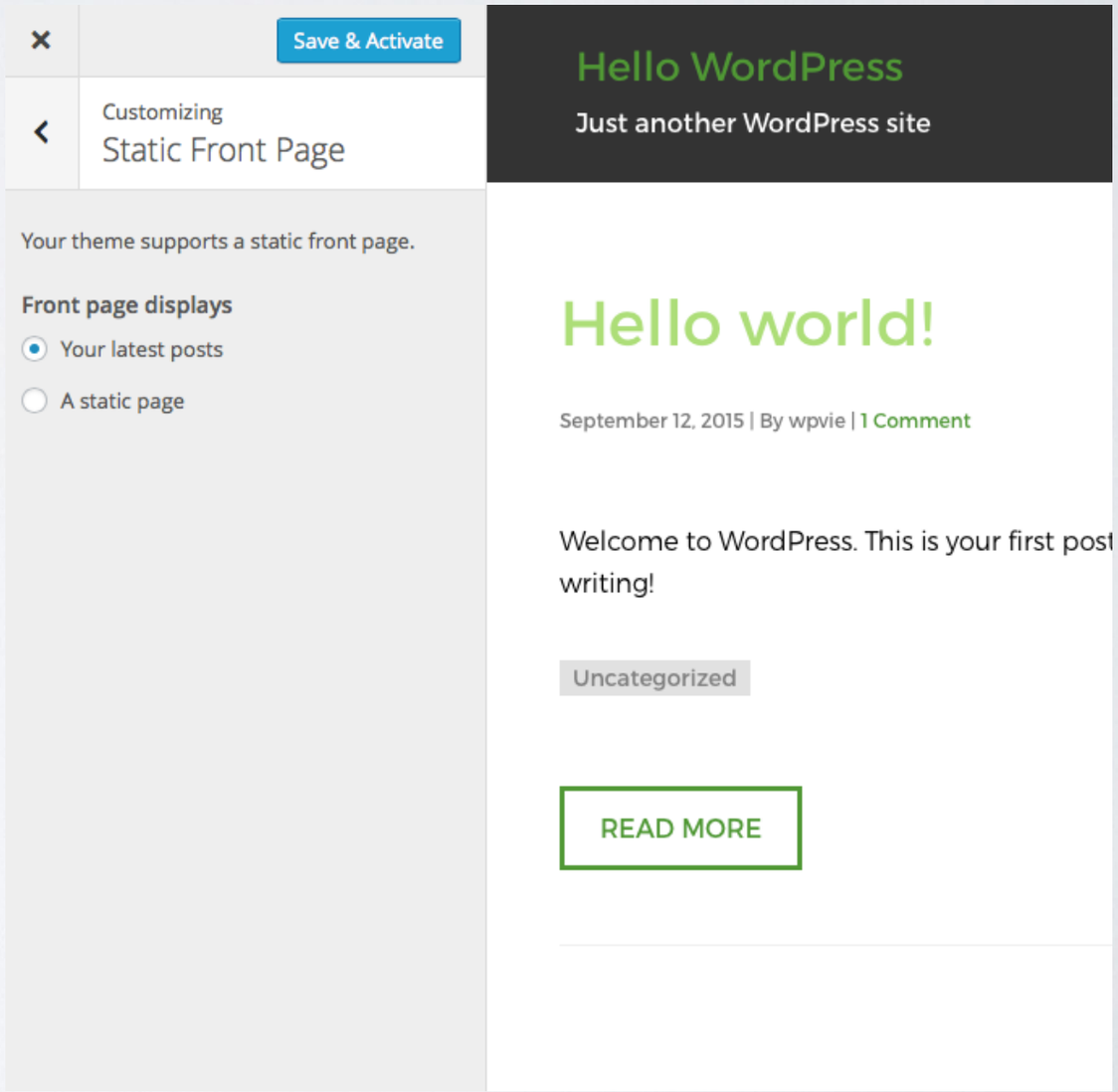
A static frontpage



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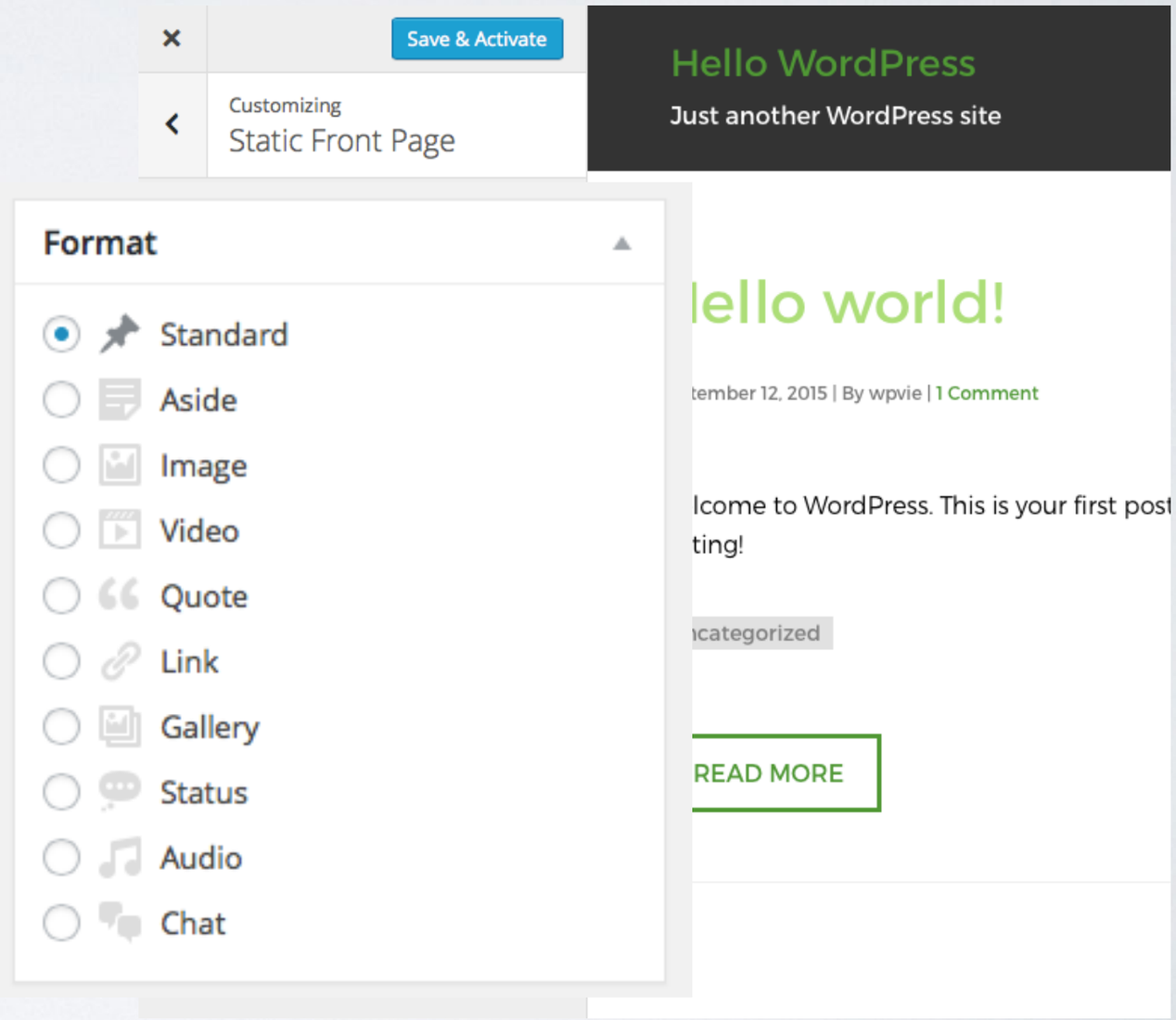

MAKE MY THEME LOOK LIKE THE DEMO SITE

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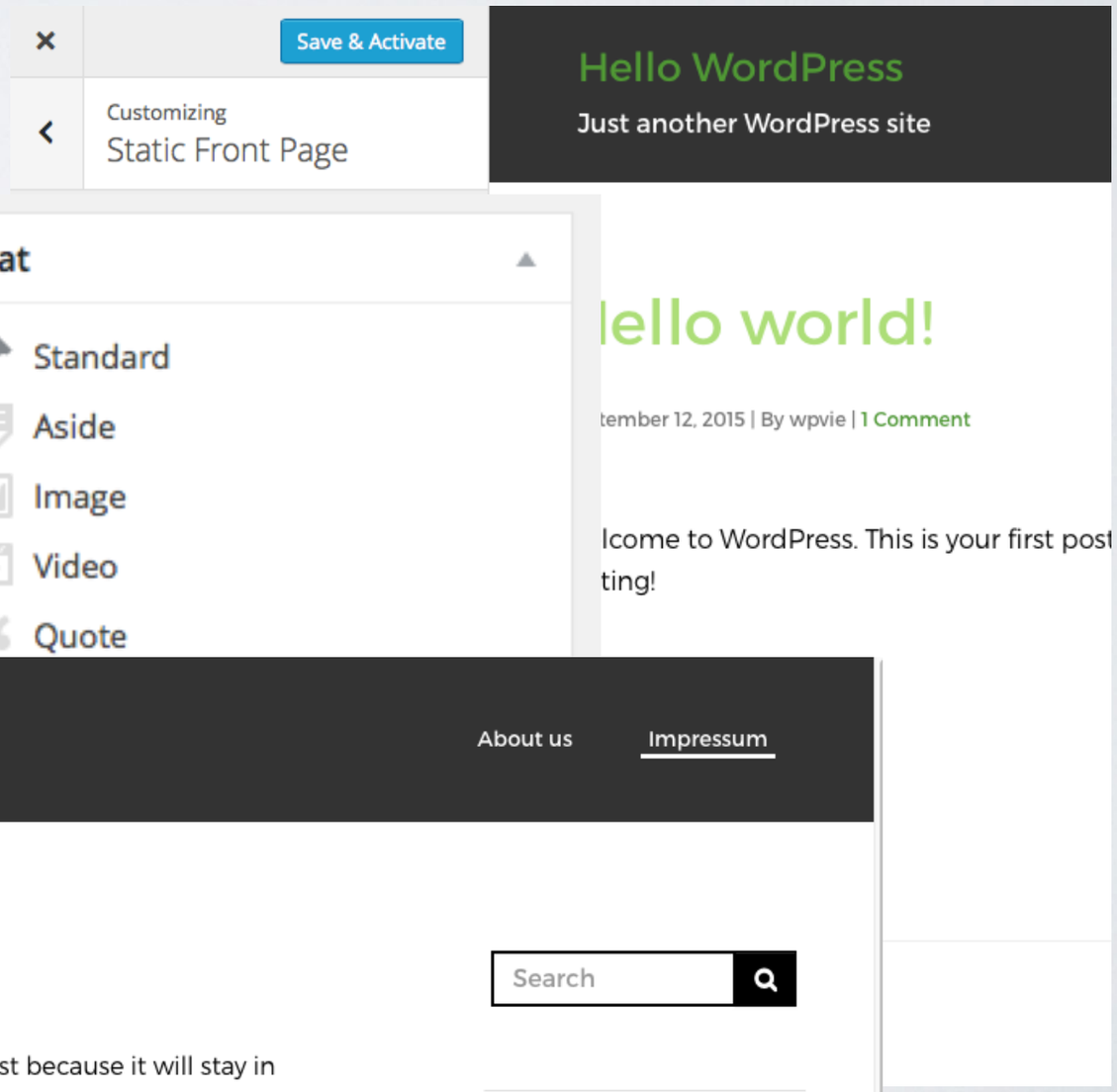
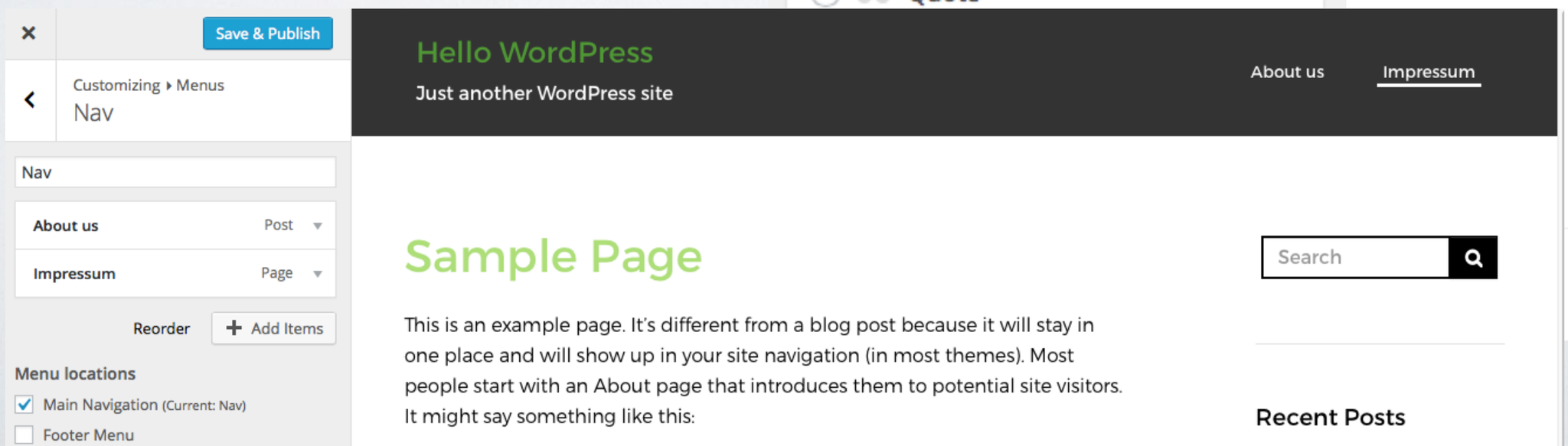
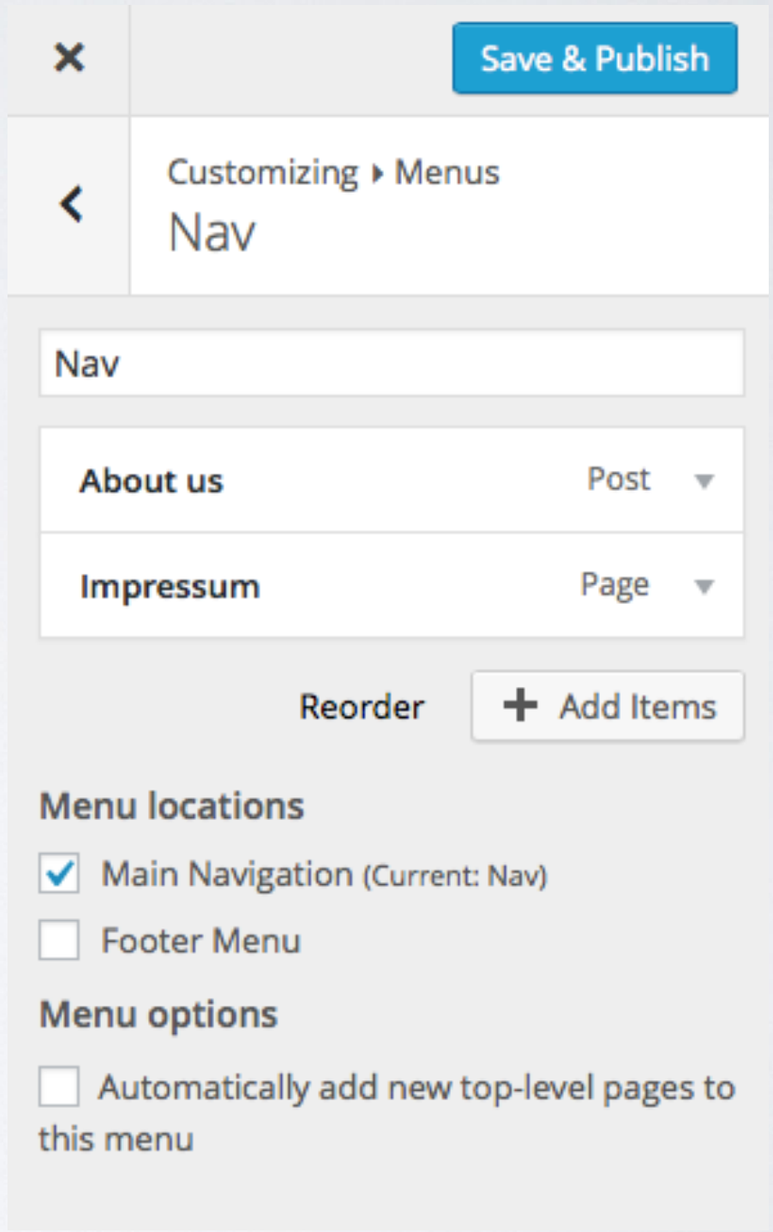
Custom Post Formats

They utilize a menu





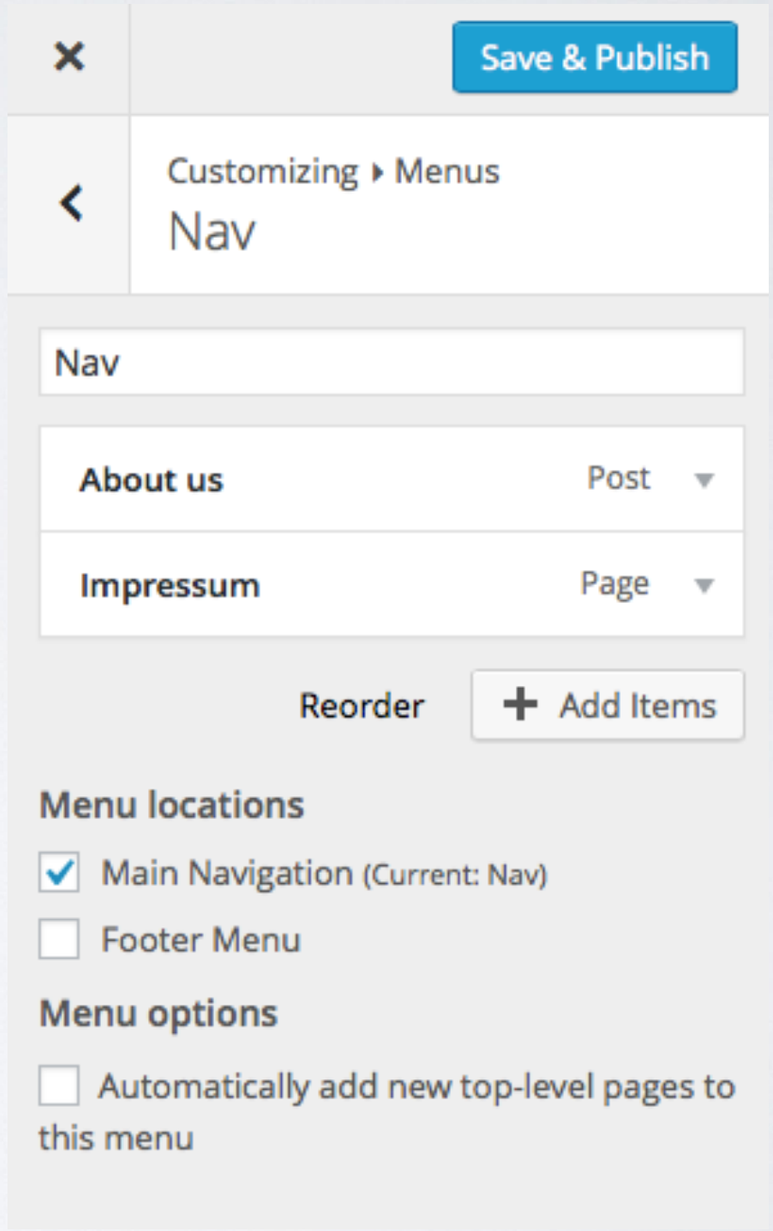
Setting up menus



Setting up menus

Most important:

First create the page,
then create the menu item



Setting up menus

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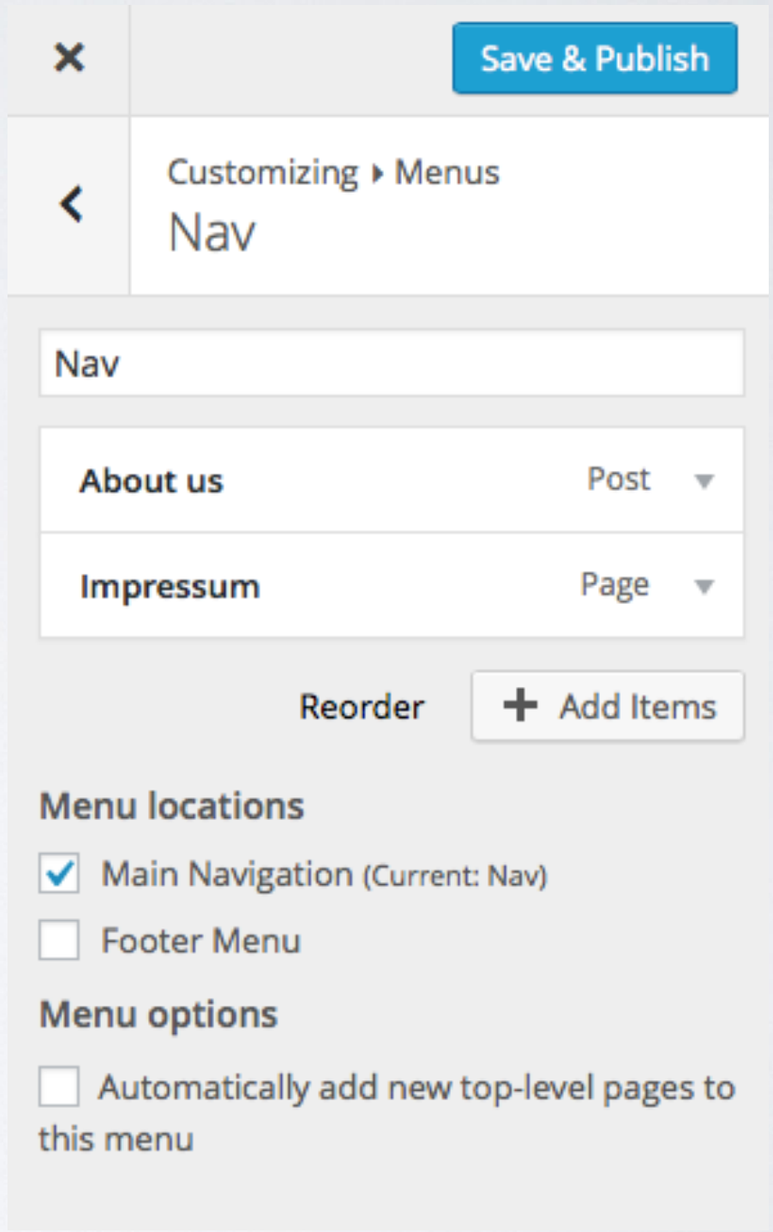
In 4.3, the menu configuration has been added to the Customizer for better preview

Appearance > Customize



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Change it under *Posts* > *Categories*

Add New Category

Name

The name is how it appears on your site.

Slug

The "slug" is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphens.

Parent

None

Categories, unlike tags, can have a hierarchy. You might have a Jazz category, and under that have children categories for Bebop and Big Band. Totally optional.

Description

Bulk Actions Apply 1 item

Name	Description	Slug	Count
Update		update	1

Name	Description	Slug	Count

Bulk Actions Apply 1 item

Note:
*Deleting a category does not delete the posts in that category. Instead, posts that were only assigned to the deleted category are set to the category **Update**.*

Categories can be selectively converted to tags using the category to tag converter.

Noteworthy plugins

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- **WP Security Audit Log:** see who did what on your site

Conclusion

Enable updates

Security Check

Fight comment spam

Get an SSL certificate

Check SEO aspects and your permalinks

Pick the right plugins and theme

Make my theme look like the demo site

Setting up menus

Categories

Noteworthy plugins

Thanks

Twitter @akirk
WordPress.org akirk

Slides will be available at alexander.kirk.at