

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

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 really want the updates, especially for security reasons!

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Not an issue when you have your
WordPress hosted somewhere decent, see
<https://wordpress.org/hosting/>

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<https://wordpress.org/hosting/>

WordPress Updates

Last checked on October 7, 2015 at 12:05 pm. [Check Again](#)

Important: before updating, please [back up your database and files](#)

An updated version of WordPress is available.

You can update to [WordPress 4.3.1](#) automatically or download the files

[Update Now](#) [Download 4.3.1](#)

While your site is being updated, it will be in maintenance mode.

You want to be able to just click here!

ENABLE UPDATES

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Not an issue when you have your
WordPress hosted somewhere decent, see
<https://wordpress.org/hosting/>

If you have FTP: enter your login
credentials

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ENABLE UPDATES

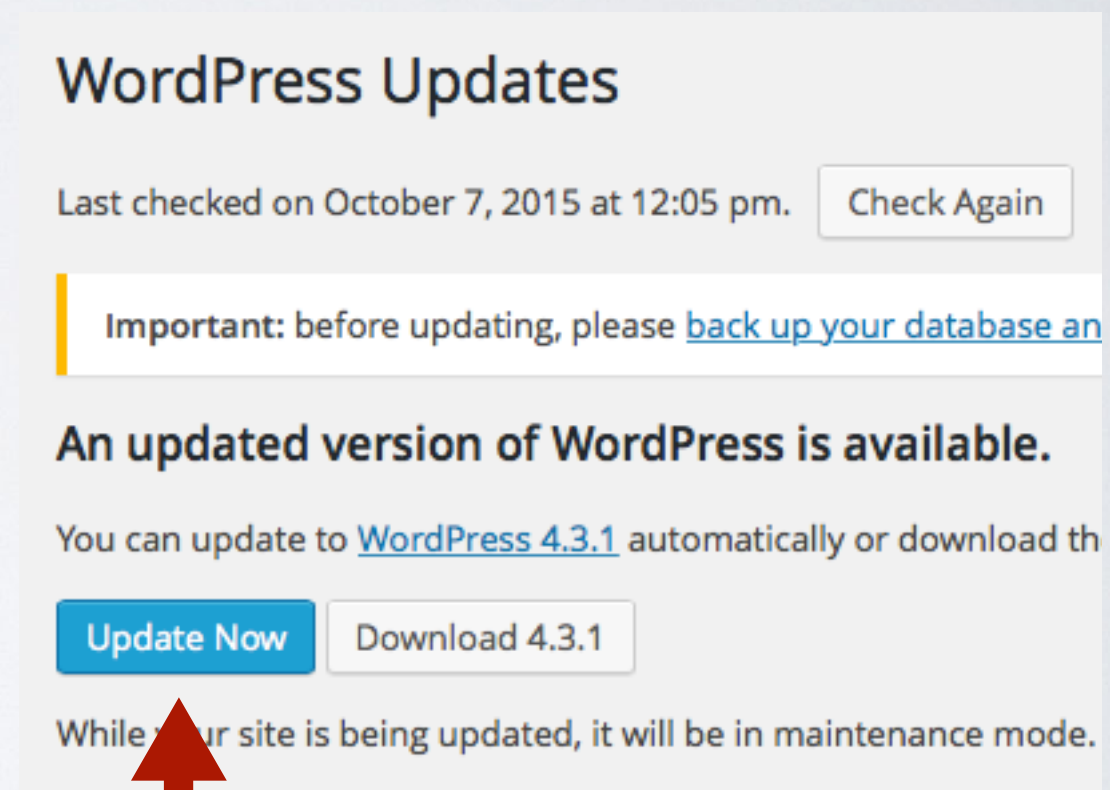
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<https://wordpress.org/hosting/>

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



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Last checked on October 7, 2015 at 12:05 pm. [Check Again](#)

Important: before updating, please [back up your database and files](#)

An updated version of WordPress is available.

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While your site is being updated, it will be in maintenance mode.

You want to be able to just click here!

ENABLE UPDATES

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

Background Update Tester

Automatic background updates require a number of conditions to be met. Your hosting company, support forum volunteers, or a friendly developer can help you.

PASS: Your WordPress install can communicate with WordPress.org successfully.

FAIL: The `WP_AUTO_UPDATE_CORE` constant is defined as false.

PASS: No version control systems were detected.

PASS: Your installation of WordPress doesn't require FTP credentials.

PASS: All of your WordPress files are writable.

FAIL: WordPress security and maintenance releases are blocked by your firewall.

Background Update Tester

Automatic background updates require a number of conditions to be met. Your hosting company, support forum volunteers, or a friendly developer can help you.

PASS: Your WordPress install can communicate with WordPress.org successfully.

PASS: No version control systems were detected.

PASS: Your installation of WordPress doesn't require FTP credentials.

PASS: All of your WordPress files are writable.

This site is able to apply these updates automatically.

If you experience any issues or need support, the volunteers in the [WordPress community](#) can help you.

ENABLE UPDATES

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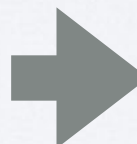
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PASS: Your installation of WordPress doesn't require FTP credentials.

PASS: All of your WordPress files are writable.

This site is able to apply these updates automatically.

If you experience any issues or need support, the volunteers in the [WordPress](#)



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](#), [Security](#)

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

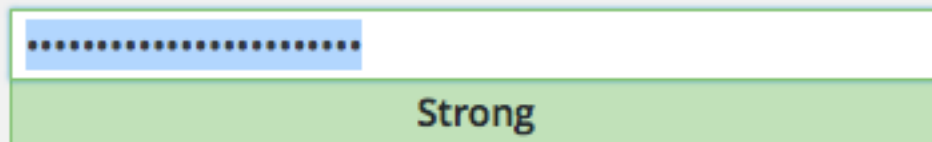
This release addresses three issues, including two cross-site scripting vulnerabilities and a potential privilege escalation.

- WordPress versions 4.3 and earlier are vulnerable to a cross-site scripting vulnerability when processing shortcode tags (CVE-2015-1629) discovered by Shahar Tal and Netanel Rubin of [Check Point](#).
- A separate cross-site scripting vulnerability was found in the WordPress

SECURITY CHECK

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

Make sure you use a sane password



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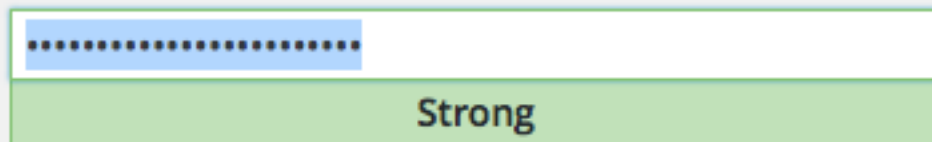
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- WordPress versions 4.3 and earlier are vulnerable to a cross-site scripting vulnerability when processing shortcode tags (CVE-2015-8558) by Shahar Tal and Netanel Rubin of [Check Point](#).
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Your WordPress will now be up to date, but check wp-admin every once in a while

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Don't use the username "admin"

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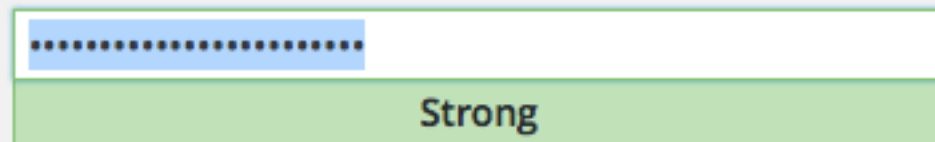
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SECURITY CHECK

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

Make sure you use a sane password



Don't use the username "admin"

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

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FIGHT COMMENT SPAM

Use Akismet: the easy way

[Activate your Akismet account](#)

Almost done - activate Akismet and say goodbye to spam

Akismet is
maintained by
Automattic

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Takes a few steps



Akismet is now activated. Happy blogging!

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Takes a few steps



Akismet is now activated. Happy blogging!

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  <https://wpvie.kirk.at>

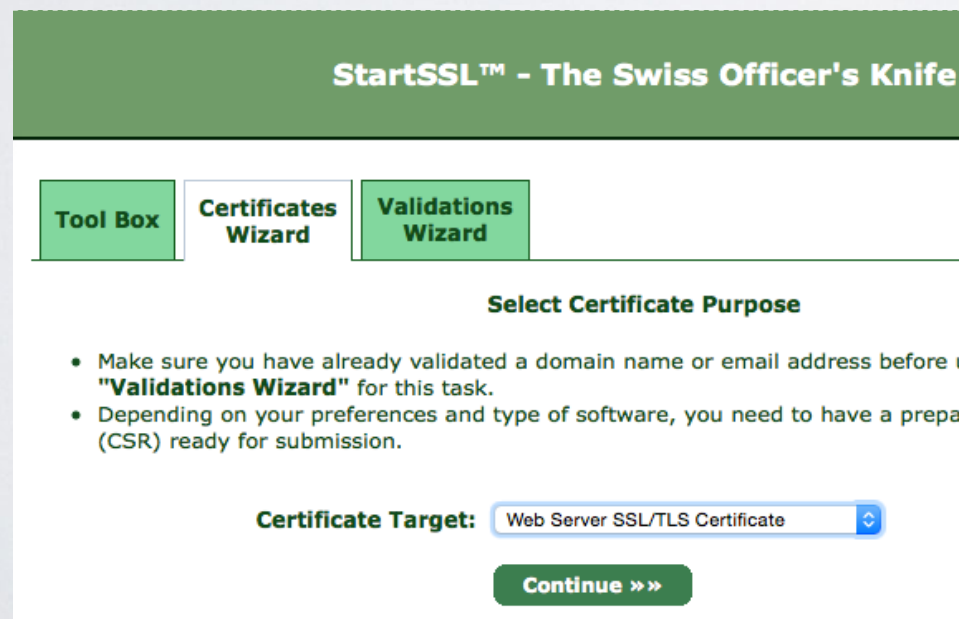
GET AN SSL CERTIFICATE

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

Possible to get it for free:

www.startssl.com

soon: letsencrypt.org



StartSSL™ - The Swiss Officer's Knife

Tool Box **Certificates Wizard** **Validations Wizard**

Select Certificate Purpose

- Make sure you have already validated a domain name or email address before using the "Validations Wizard" for this task.
- Depending on your preferences and type of software, you need to have a prepared Certificate Signing Request (CSR) ready for submission.

Certificate Target:

Continue >>



Let's Encrypt Blog Technology Sponsors Support About

Let's Encrypt is a new Certificate Authority:

It's free, automated, and open.

Arriving Q4 2015

GET AN SSL CERTIFICATE

Ranking signal for Google

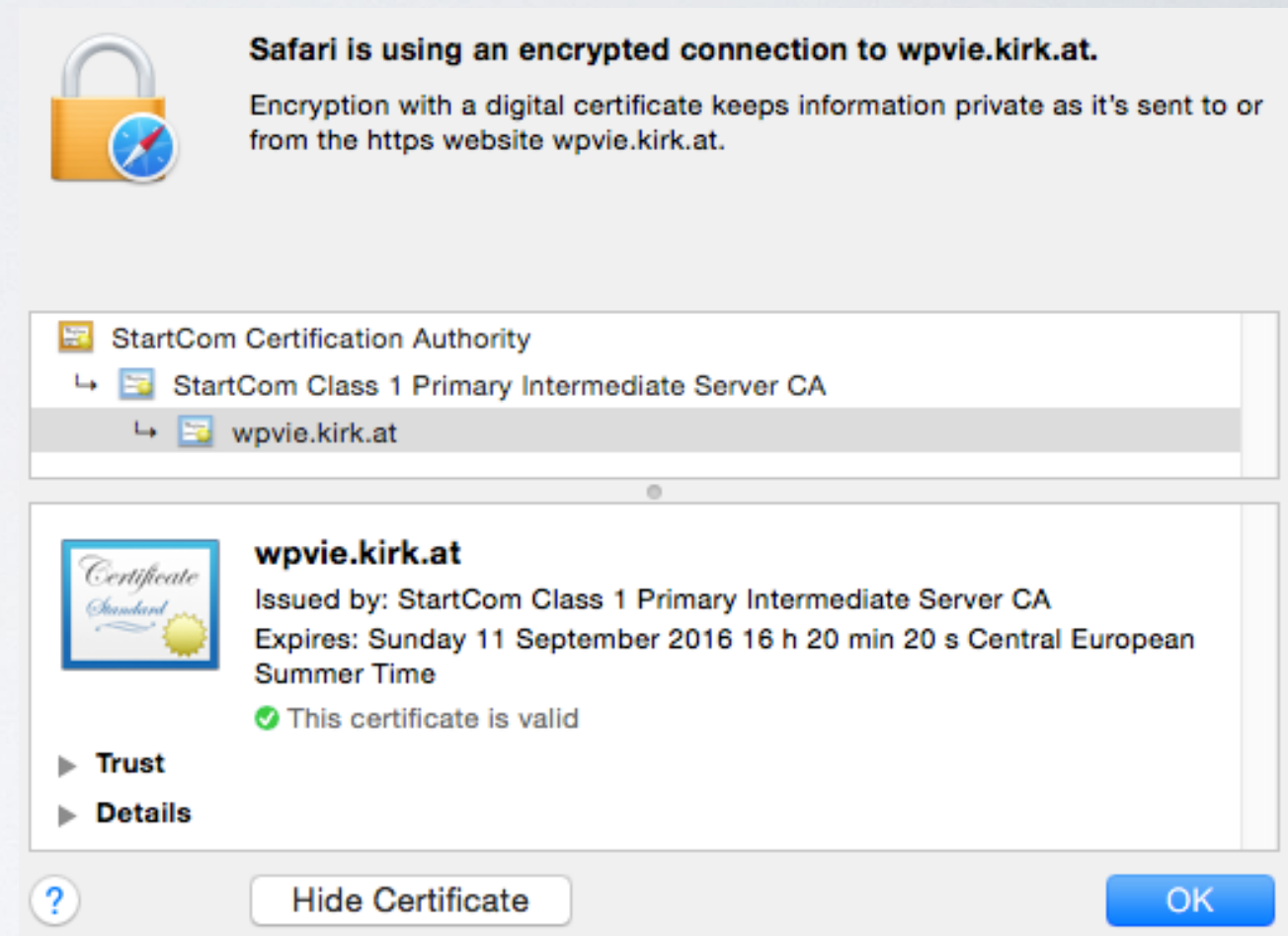
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soon: letsencrypt.org

Downsides:

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



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soon: letsencrypt.org

Downsides:


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

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)



Yoast SEO

Improve your WordPress SEO: Write better content and have a fully optimized WordPress site using Yoast SEO plugin.

By *Team Yoast*

[Install Now](#)
[More Details](#)

★★★★★ (1,444)

1+ Million Active Installs

Last Updated: 3 weeks ago

✓ **Compatible** with your version of WordPress

CHECK SEO ASPECTS AND YOUR PERMALINKS

Install a plugin for that
(Yoast SEO)

Make sure you have the
permalinks the way you
like them



Yoast SEO

[Install Now](#)[More Details](#)

Improve your WordPress SEO: Write better content and have a fully optimized WordPress site using Yoast SEO plugin.

By *Team Yoast*

★★★★★ (1,444)

1+ Million Active Installs

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✓ Compatible with your version of WordPress

Permalink Settings

By default WordPress uses web URLs which have question marks and lots of numbers in them; permalinks and archives. This can improve the aesthetics, usability, and forward-compatibility of your site.

Common Settings

☐ Default

`http://wpvie.kirk.at/?p=123`

☒ Day and name

`http://wpvie.kirk.at/2015/10/07/sample-post/`

☐ Month and name


`http://wpvie.kirk.at/2015/10/sample-post/`

CHECK SEO ASPECTS AND YOUR PERMALINKS

Install a plugin for that
(Yoast SEO)

Make sure you have the
permalinks the way you
like them

Ask Bruce



Yoast SEO

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By *Team Yoast*

[Install Now](#)

[More Details](#)

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Permalink Settings

By default WordPress uses web URLs which have question marks and lots of numbers in them; permalinks and archives. This can improve the aesthetics, usability, and forward-compatibility of your site if you have started.

Common Settings


- | | |
|---|---|
| <input type="radio"/> Default | <code>http://wpvie.kirk.at/?p=123</code> |
| <input checked="" type="radio"/> Day and name | <code>http://wpvie.kirk.at/2015/10/07/sample-post/</code> |
| <input type="radio"/> Month and name | <code>http://wpvie.kirk.at/2015/10/sample-post/</code> |

PICK THE RIGHT PLUGINS

Use the WordPress.org plugin directory

<https://wordpress.org/plugins/>

Have you taken the WordPress 2015 Survey yet?

 **WORDPRESS.ORG**

Search WordPress.org

Download WordPress

Showcase Themes **Plugins** Mobile Support Get Involved About Blog Hosting


Plugin Directory

Username Password Log in (forgot?) or Register

Featured Popular Favorites Beta Testing Developers

Search plugins...


Plugins extend and expand the functionality of WordPress. 40,510 plugins with 1,054,603,345 total downloads are at your fingertips.



Jetpack by WordPress.com
Your WordPress, Streamlined.
By: automattic, aduth, Alex Kirk, allendav, alternatekev, Andy Skelton, and others.

★★★★★ (710)
1+ million active installs


Last Updated: 1 week ago
Compatible up to: 4.3.1




WP Super Cache
A very fast caching engine for WordPress that produces static html files.
By: Donncha O Caoimh, automattic, and Brandon Kraft.

★★★★★ (672)
1+ million active installs

Last Updated: 2 weeks ago
Compatible up to: 4.3.1



Akismet
Akismet checks your comments against the Akismet Web service to see if they look like spam or not.
By: Matt Mullenweg, Ryan Boren, Andy Skelton,



BuddyPress
BuddyPress helps you run any kind of social network on your WordPress, with member profiles, activity streams, user groups, messaging, and more.

PICK THE RIGHT PLUGINS

Click through to the
plugin page

The screenshot shows the WordPress.org Plugin Directory page for the WP-PageNavi plugin. The page layout includes a top navigation bar with links to Showcase, Themes, Plugins, Mobile, Support, Get Involved, About, Blog, and Hosting. A search bar is located in the top right corner. The main content area features a large header for the plugin, a description, and a download button. The left sidebar contains a search bar and a list of popular tags. The right sidebar displays ratings, authors, and support information.

WordPress.ORG

Search WordPress.org

Showcase Themes **Plugins** Mobile Support Get Involved About Blog Hosting

Download WordPress

Plugin Directory Username Password Log in (forgot?) or Register

WP-PageNavi

Adds a more advanced paging navigation interface. [Download Version 2.88](#)

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

Want to replace the old [← Older posts](#) | [Newer posts →](#) links with some page links?

This plugin provides the `wp_pagenavi()` template tag which generates fancy pagination links. See the [installation instructions](#) for using it in your theme.

Help to translate at <https://translate.foe-services.de/projects/wp-pagenavi>.

Build Status

Development

- <https://github.com/lesterchan/wp-pagenavi>

Credits

- Plugin icon by SimpleIcon from Flaticon

Donations

I spent most of my free time creating, updating, maintaining and supporting these plugins, if you really love my plugins and could spare me a couple of bucks, I will really appreciate it. If not feel free to use it without any obligations.

Tags: navigation, pages, pagination, paging

Requires: 3.2 or higher
Compatible up to: 4.3.1
Last Updated: 2015-8-13
Active Installs: 1+ million

Ratings

★★★★★
4.7 out of 5 stars

5 stars	78
4 stars	7
3 stars	2
2 stars	0
1 star	5

Authors

Lester Chan
24 plugins

scribu
32 plugins

[Donate to this plugin »](#)

Support

10 of 19 support threads in the last two months have been

Featured
Popular
Favorites
Beta Testing

Developers

Search Plugins

Search

Popular Tags

[widget \(5,472\)](#)
[Post \(3,428\)](#)
[plugin \(3,390\)](#)
[admin \(2,884\)](#)
[posts \(2,640\)](#)
[sidebar \(2,101\)](#)
[shortcode \(2,061\)](#)
[google \(1,937\)](#)
[twitter \(1,892\)](#)
[images \(1,872\)](#)
[page \(1,855\)](#)
[comments \(1,826\)](#)
[image \(1,730\)](#)
[More »](#)

PICK THE RIGHT PLUGINS

Click through to the
plugin page

Check the sidebar

The screenshot shows the WordPress.org Plugin Directory page for the WP-PageNavi plugin. The page layout includes a top navigation bar with links to Showcase, Themes, Plugins, Mobile, Support, Get Involved, About, Blog, and Hosting. A search bar is located in the top right corner. The main content area is titled 'Plugin Directory' and features a sidebar on the left with links to Featured, Popular, Favorites, Beta Testing, and Developers. The sidebar also includes a 'Search Plugins' section and a 'Popular Tags' section with links to various tags like widget, post, plugin, admin, posts, sidebar, shortcode, google, twitter, images, page, comments, and image. The main content area displays the plugin details for WP-PageNavi, including a description, installation instructions, FAQ, screenshots, changelog, stats, support, reviews, and developers. The 'Ratings' section shows a 4.7 out of 5 stars rating, and the 'Authors' section lists Lester Chan and scribu. A red circle highlights the right-hand side of the page, including the 'Download Version 2.88' button, the 'Ratings' section, and the 'Authors' section.

WordPress.ORG

Showcase Themes **Plugins** Mobile Support Get Involved About Blog Hosting

Search WordPress.org

Download WordPress

Plugin Directory

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PICK THE RIGHT PLUGINS

Click through to the plugin page

Check the sidebar

Then look at the other tabs:

Screenshots

FAQ

etc

WordPress.ORG

Showcase Themes **Plugins** Mobile Support Get Involved About Blog Hosting

Search WordPress.org

Download WordPress

Plugin Directory Username Password Log in (forgot?) or Register

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[Donate to this plugin »](#)

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PICK THE RIGHT PLUGINS


Be aware that you are going to execute somebody else's code on your website


PICK THE RIGHT PLUGINS

Be aware that you are going to execute somebody else's code on your website

Who has created this plugin? Does this somebody have a track record?

Authors

 **Lester Chan**
24 plugins

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32 plugins

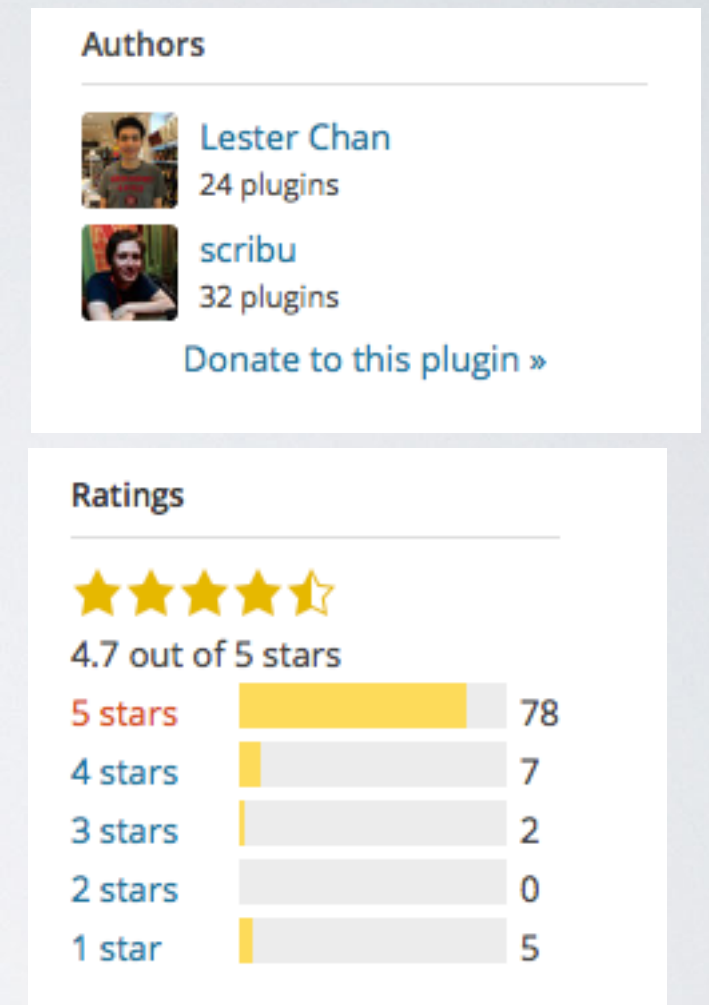
[Donate to this plugin »](#)

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Who has created this plugin? Does this somebody have a track record?

How was the plugin rated?



PICK THE RIGHT PLUGINS

Be aware that you are going to execute somebody else's code on your website

Who has created this plugin? Does this somebody have a track record?

How was the plugin rated?

Is it being discussed in the support forums?
Are people being helped?

Authors



Lester Chan

24 plugins



scribu

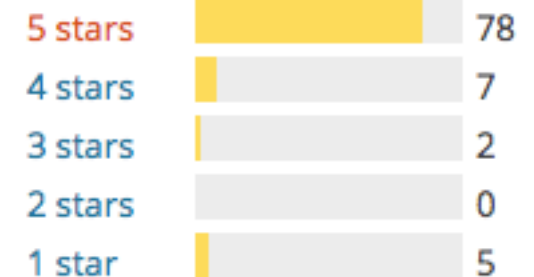
32 plugins

[Donate to this plugin »](#)

Ratings



4.7 out of 5 stars



Support

10 of 19 support threads in the last two months have been resolved.

Got something to say? Need help?

[View support forum](#)

PICK THE RIGHT PLUGINS

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Who has created this plugin? Does this somebody have a track record?

How was the plugin rated?

Is it being discussed in the support forums?
Are people being helped?

No guarantee but good rules of thumb

Authors



Lester Chan

24 plugins



scribu

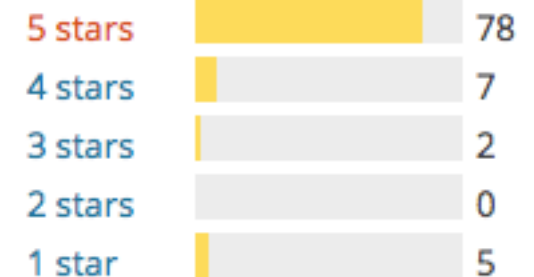
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[Donate to this plugin »](#)

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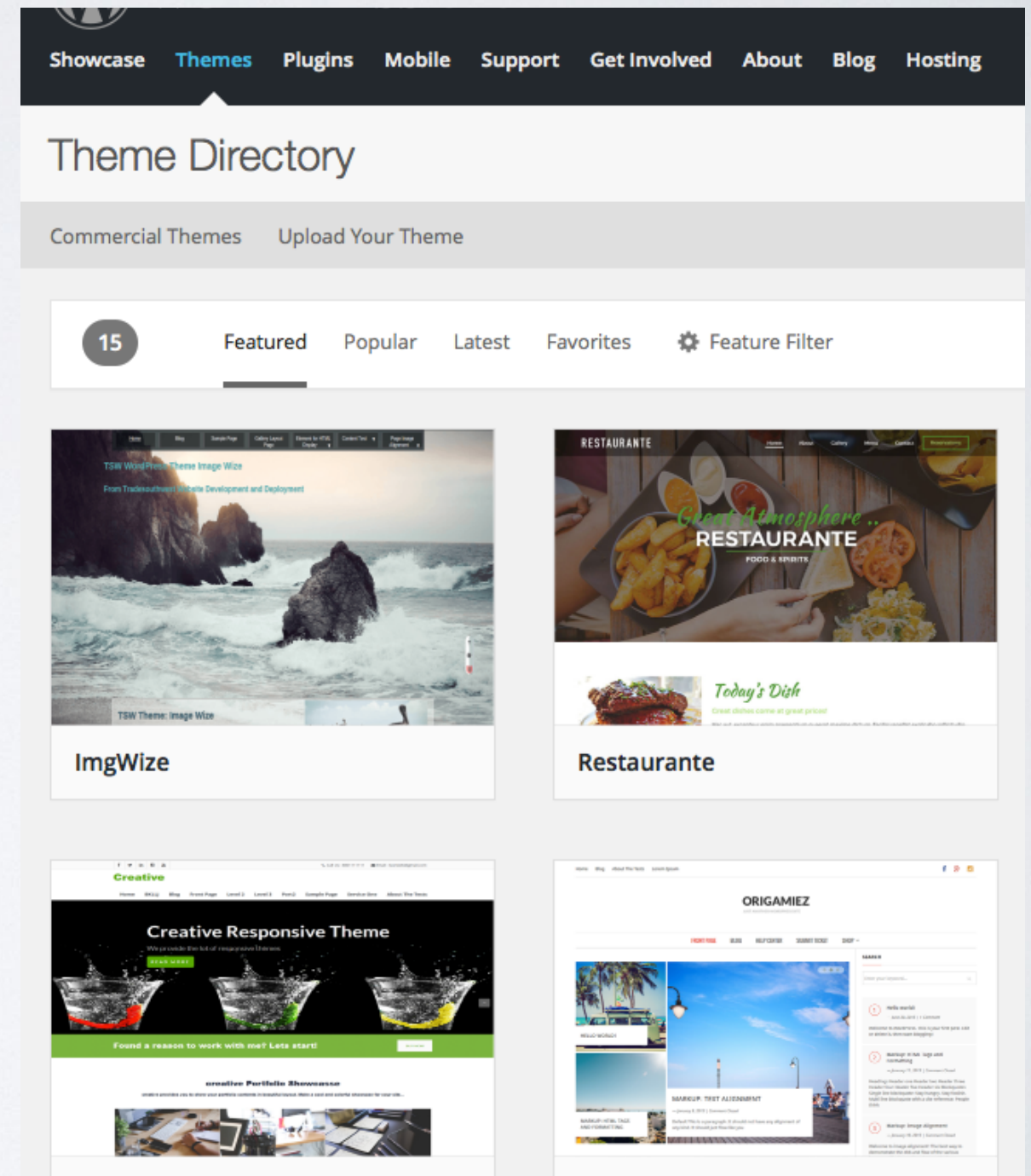
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PICKING THE RIGHT THEME

(ALMOST THE SAME RULES AS FOR PLUGINS)

Use <https://wordpress.org/themes/>

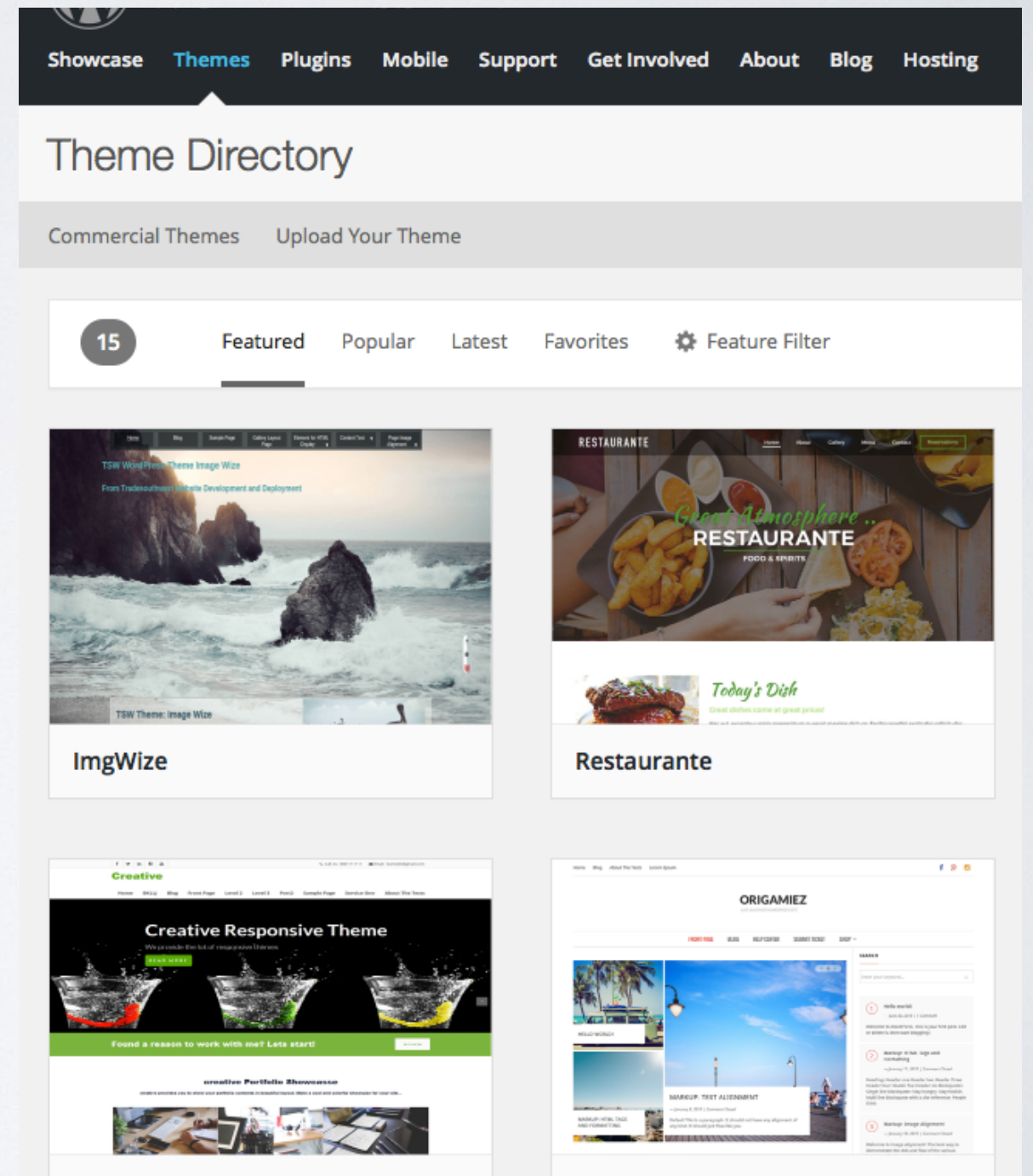


PICKING THE RIGHT THEME

(ALMOST THE SAME RULES AS FOR PLUGINS)

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You are going to run somebody else's code on your WordPress install



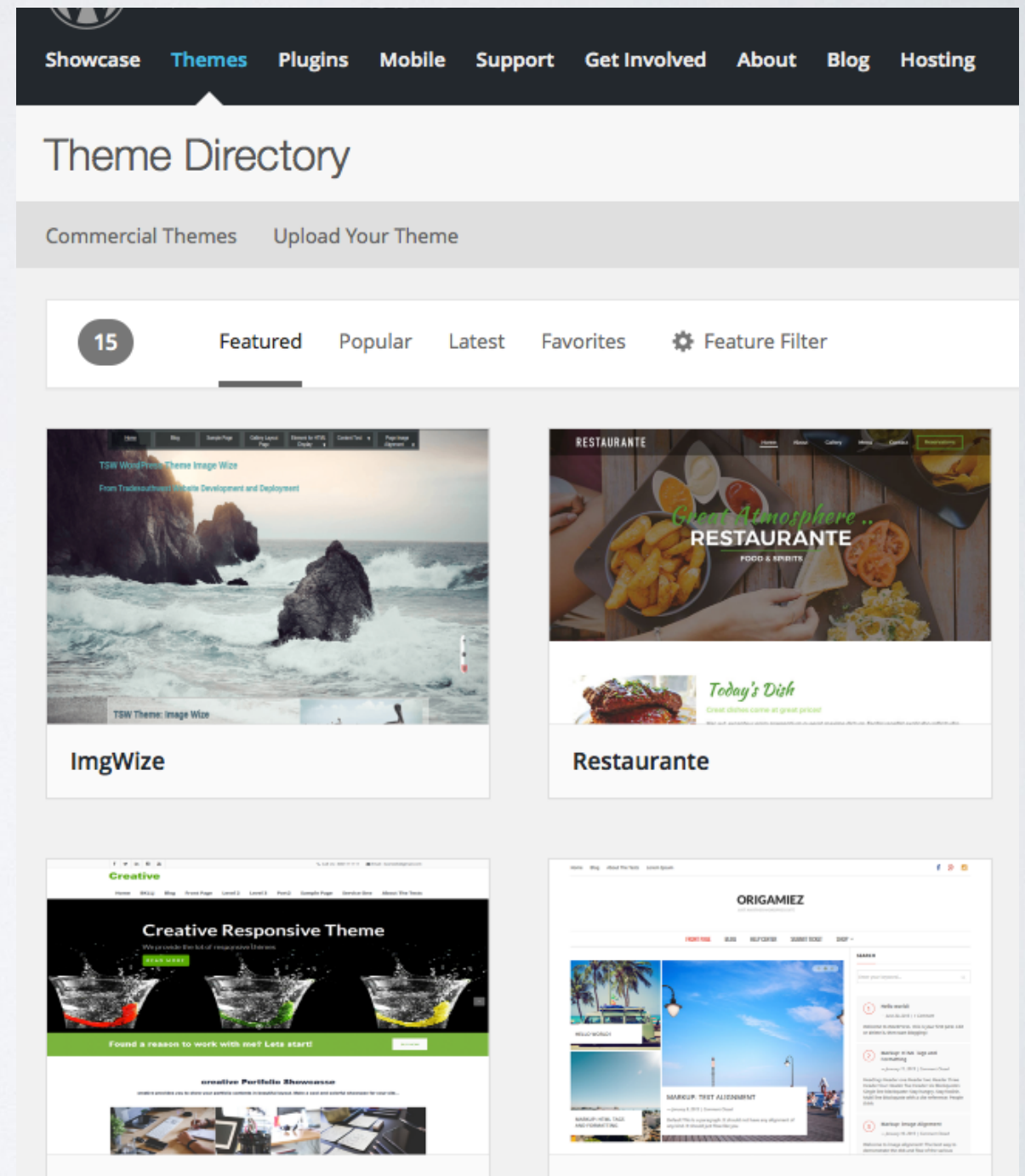
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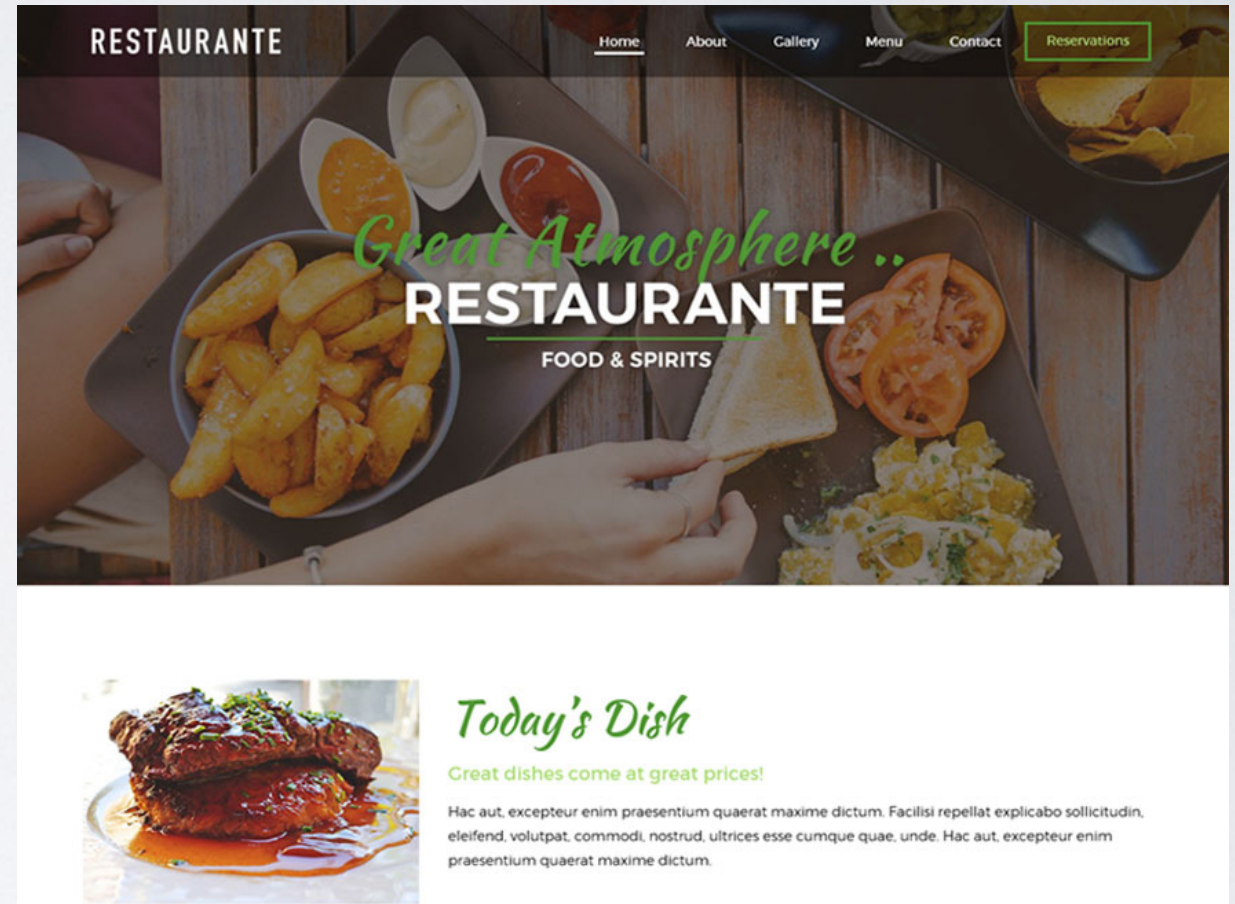
You are going to run somebody else's code on your WordPress install

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



MAKE MY THEME LOOK LIKE THE DEMO SITE

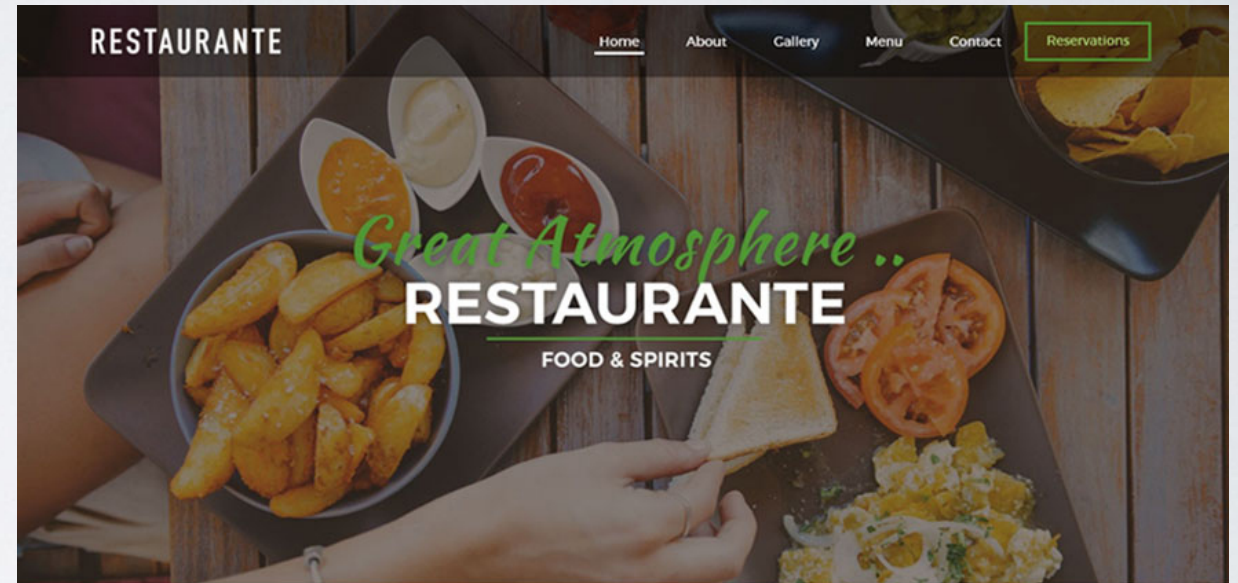
It's a common thing:
this is the preview image



MAKE MY THEME LOOK LIKE THE DEMO SITE

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

And this is what you get
when you install it



Hello world!

September 12, 2015 | By wpvie | 1 Comment

Welcome to WordPress. This is your first post. Edit or delete it, then start writing!

Uncategorized

[READ MORE](#)



Recent Posts

Hello world!

Recent Comments

Mr WordPress on Hello world!

Archives

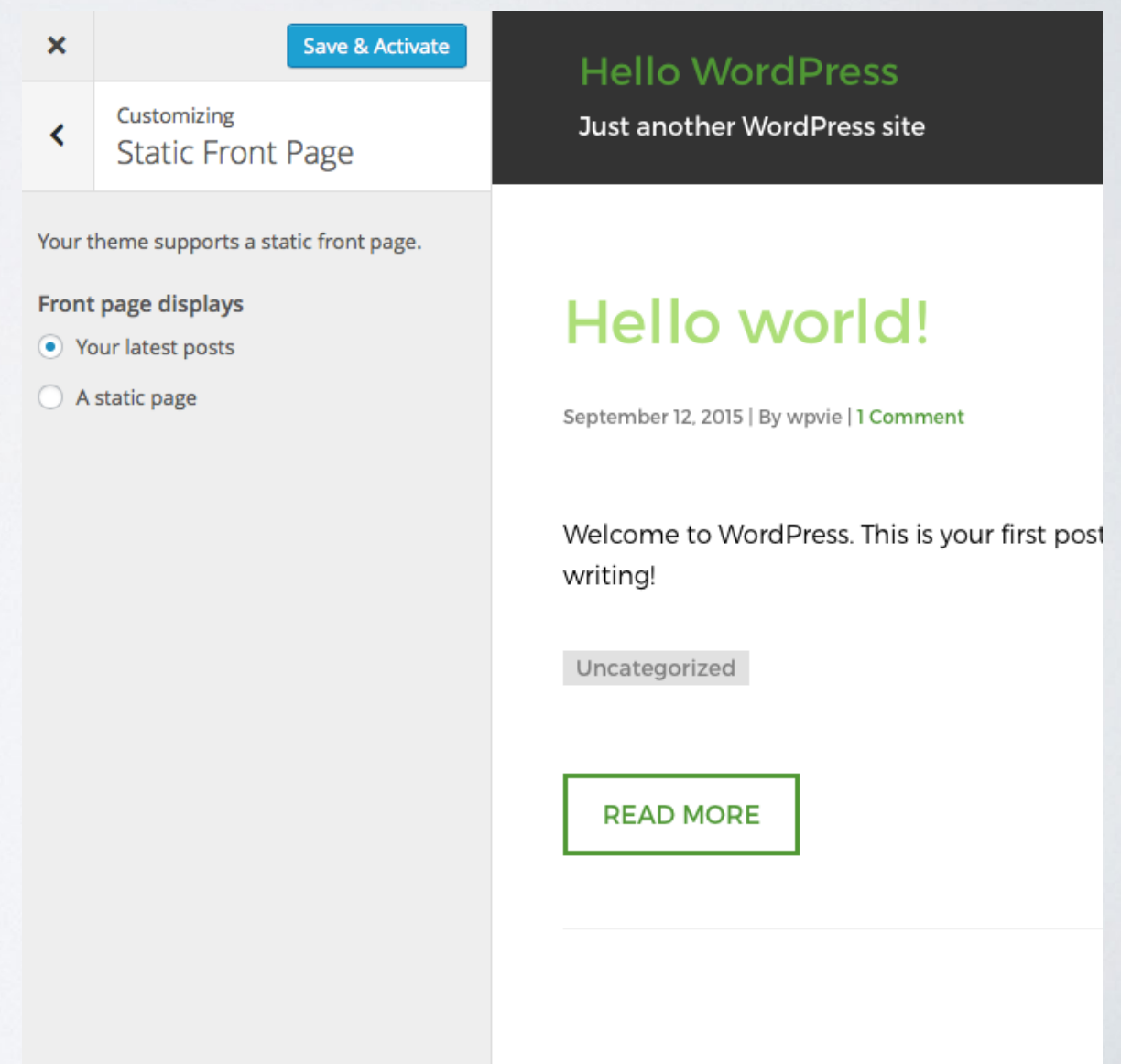
MAKE MY THEME LOOK LIKE THE DEMO SITE

Possible configurations that the good looking demo site uses:

MAKE MY THEME LOOK LIKE THE DEMO SITE

Possible configurations that the good looking demo site uses:

A static frontpage

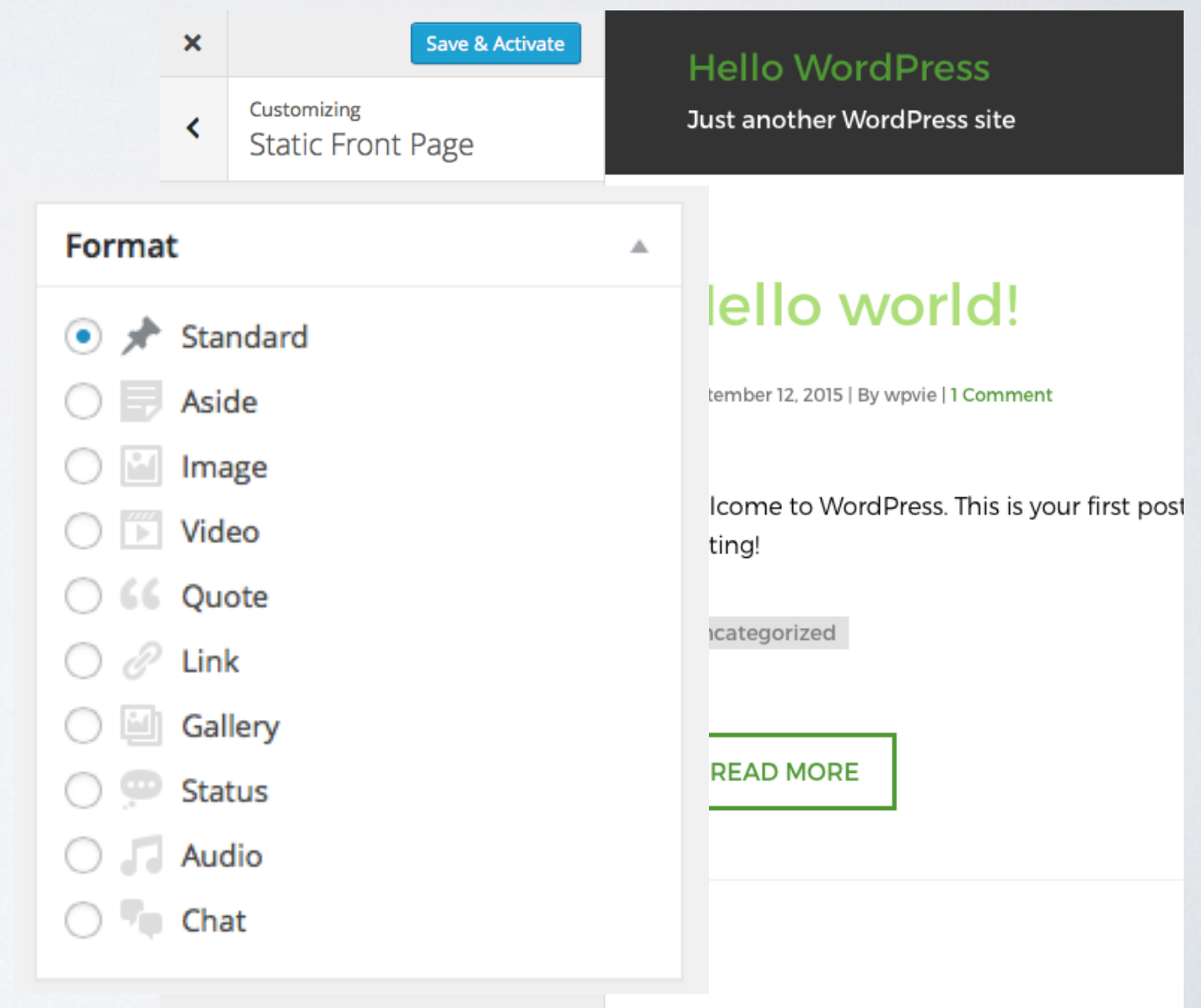


MAKE MY THEME LOOK LIKE THE DEMO SITE

Possible configurations that the good looking demo site uses:

A static frontpage

Custom Post Formats



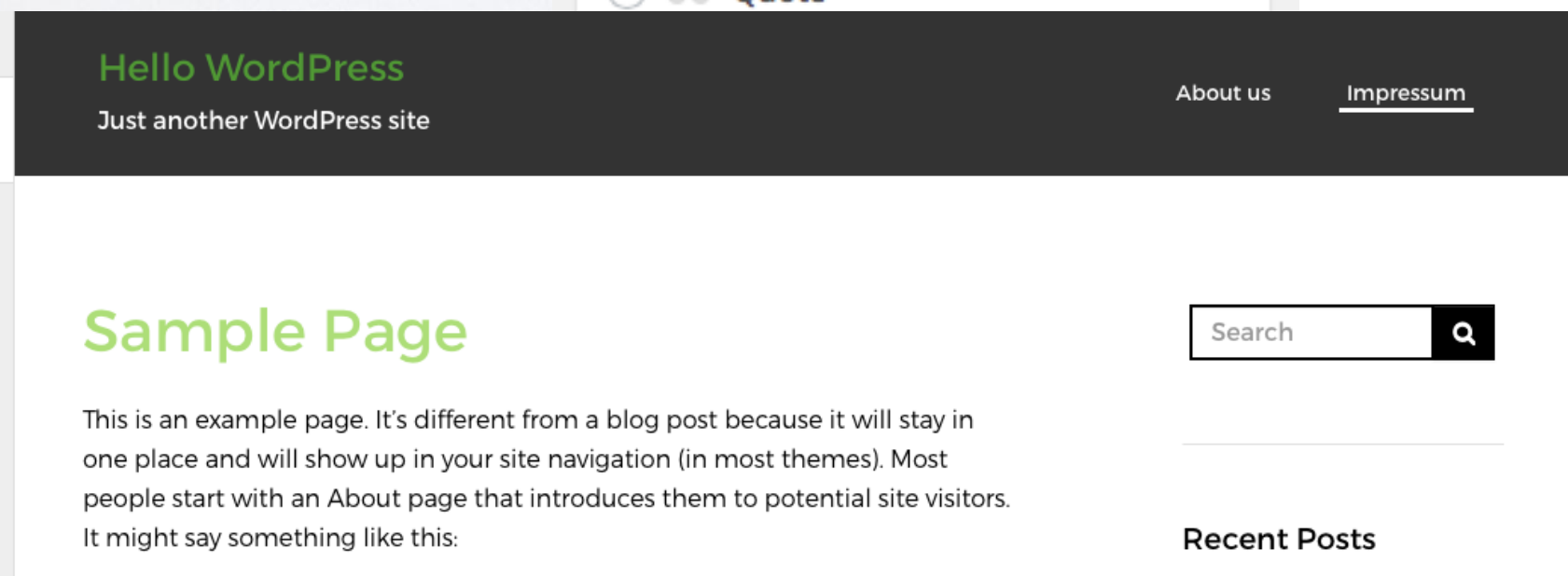
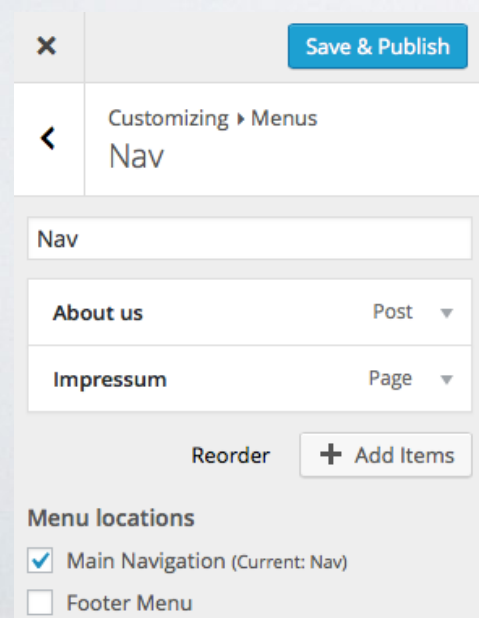
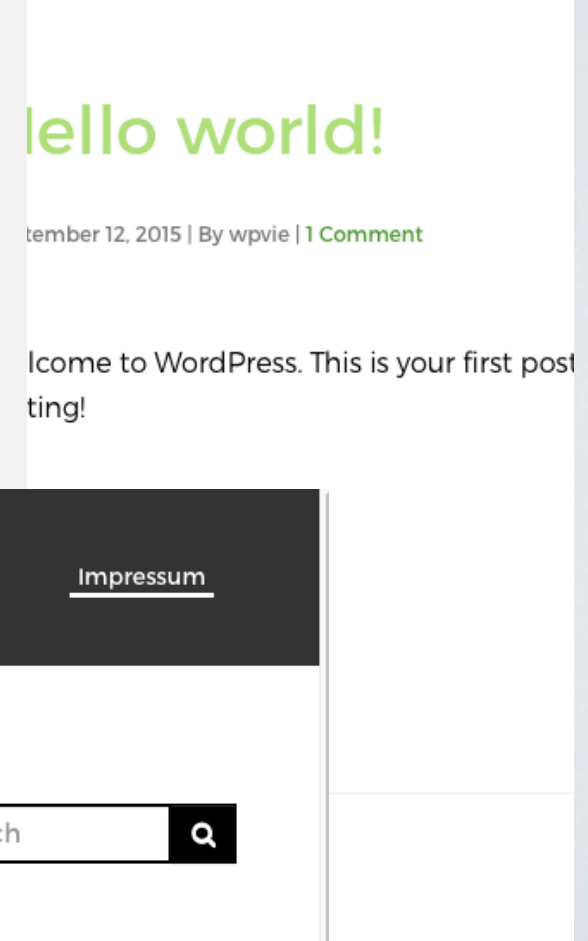
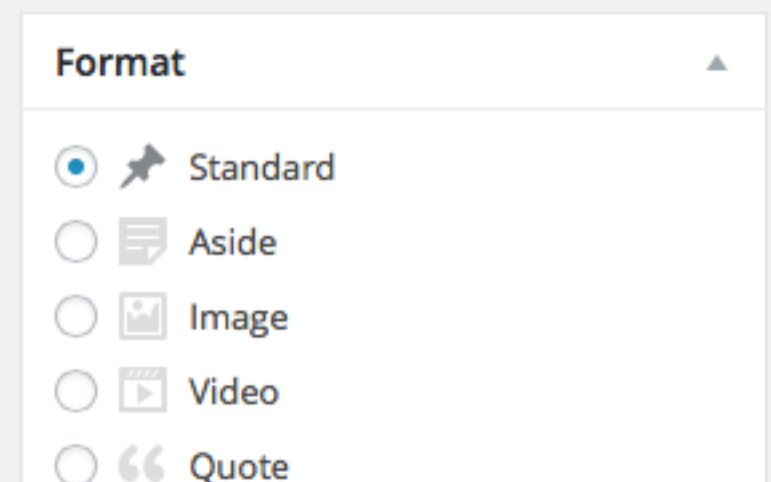
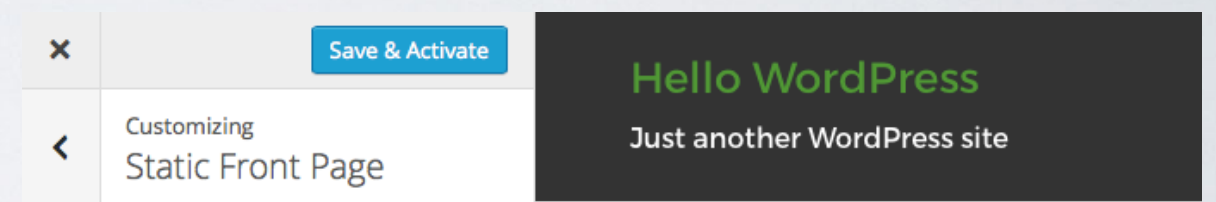
MAKE MY THEME LOOK LIKE THE DEMO SITE

Possible configurations that the good looking demo site uses:

A static frontpage

Custom Post Formats

They utilize a menu



SETTING UP MENUS

×Save & Publish

< Customizing ▸ Menus
Nav

Nav

About usPost ▾

ImpressumPage ▾

Reorder+ Add Items

Menu locations

☒ Main Navigation (Current: Nav)

☐ Footer Menu

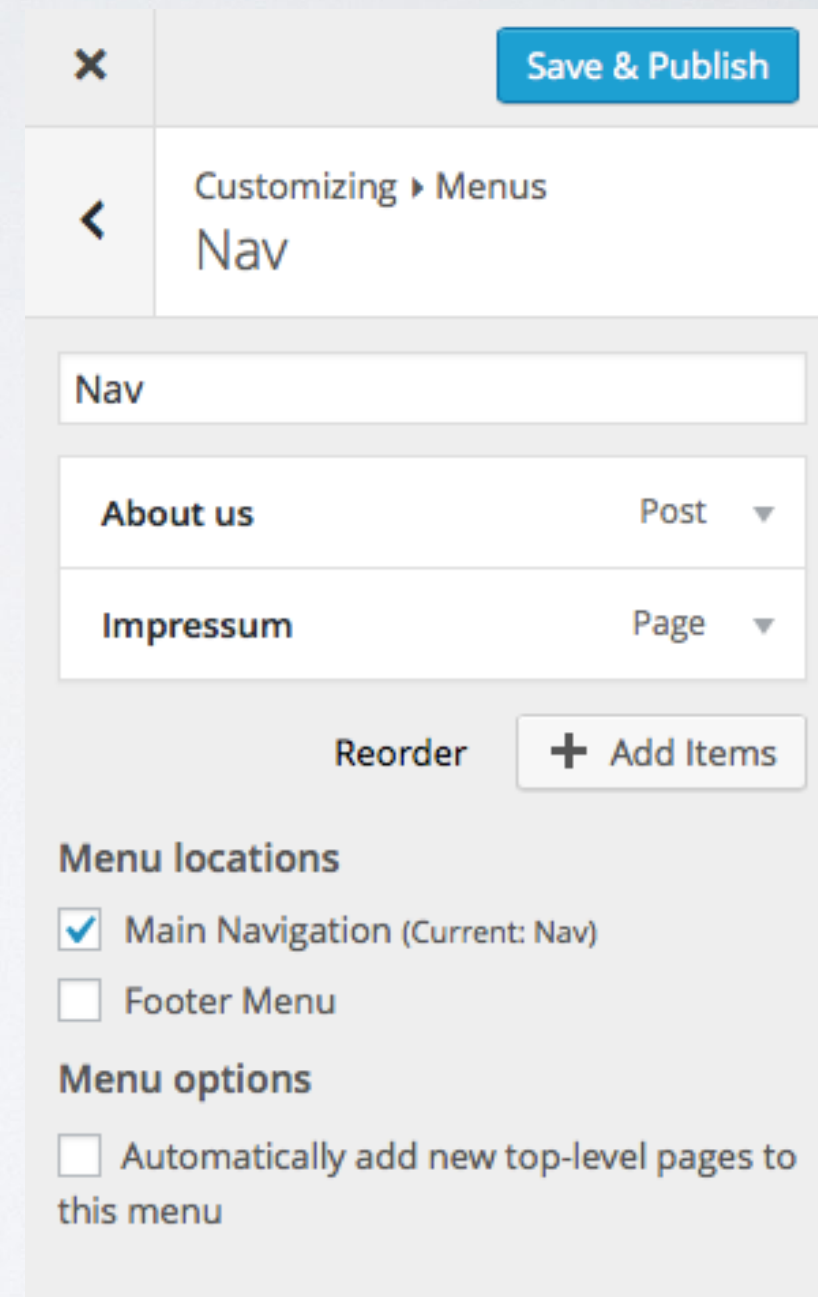
Menu options

☐ Automatically add new top-level pages to this menu

SETTING UP MENUS

Most important:

First create the page,
then create the menu item



The screenshot shows the WordPress Customizer interface for setting up a menu. At the top right is a blue 'Save & Publish' button. Below it is a breadcrumb trail: 'Customizing > Menus'. The main heading is 'Nav'. Below the heading is a list of menu items: 'About us' (linked to a 'Post') and 'Impressum' (linked to a 'Page'). At the bottom right of the menu items are 'Reorder' and '+ Add Items' buttons. Below the menu items is the 'Menu locations' section, which has two checkboxes: 'Main Navigation (Current: Nav)' (checked) and 'Footer Menu' (unchecked). Below that is the 'Menu options' section, which has one checkbox: 'Automatically add new top-level pages to this menu' (unchecked).

×

Save & Publish

< Customizing > Menus
Nav

Nav

About us Post ▼

Impressum Page ▼

Reorder + Add Items

Menu locations

☒ Main Navigation (Current: Nav)

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Menu options

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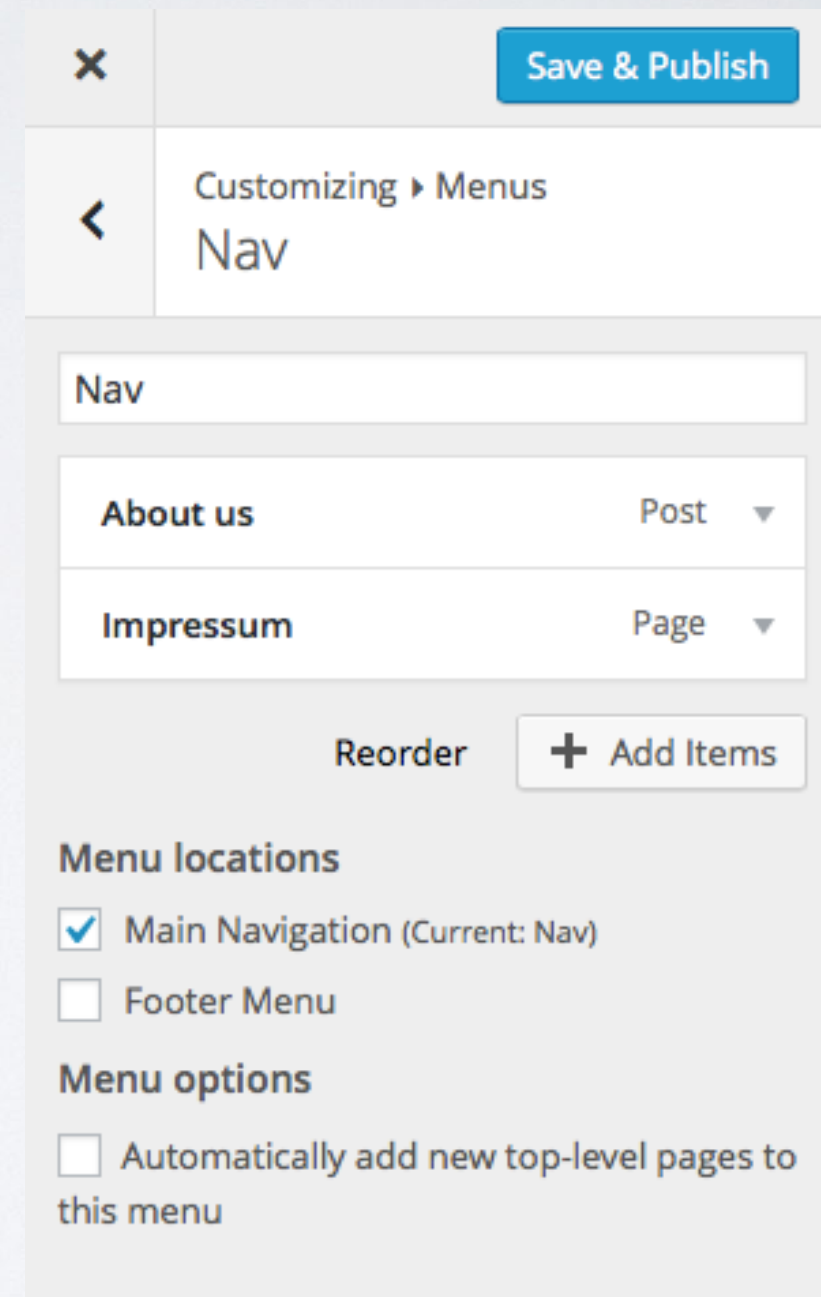
SETTING UP MENUS

Most important:

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

Appearance > Customize



CATEGORIES

Having everything categorized as Uncategorized is not very useful

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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

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

<input type="checkbox"/>	Name	Description	Slug	Count
	Update		update	1
<input type="checkbox"/>	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

- **Jetpack:** many plugins in one, worth it if you need:
Stats, Image caching, related posts, post by e-mail, etc.

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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