Best Practices!

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Who?

- More and more I use WP as my starting point on many projects…which means I host a lot of "stuff" for family and friends.

- I operate jaxrestaurantreviews.com and other related sites.

- We use WooCommerce @ my day job on several of our brand sites.

- @binarygary on twitter and I frequently break best practices on my own blog binarygary.com

- techno-curious…

Best Practices

Content

SEO

Design

Technical

Site Speed

Security

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Content

Set a Schedule

Set your site schedule.

Stick to it and gain readers.

Be consistent, please.

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Content

Use Authors

Hey! Who wrote this crap?

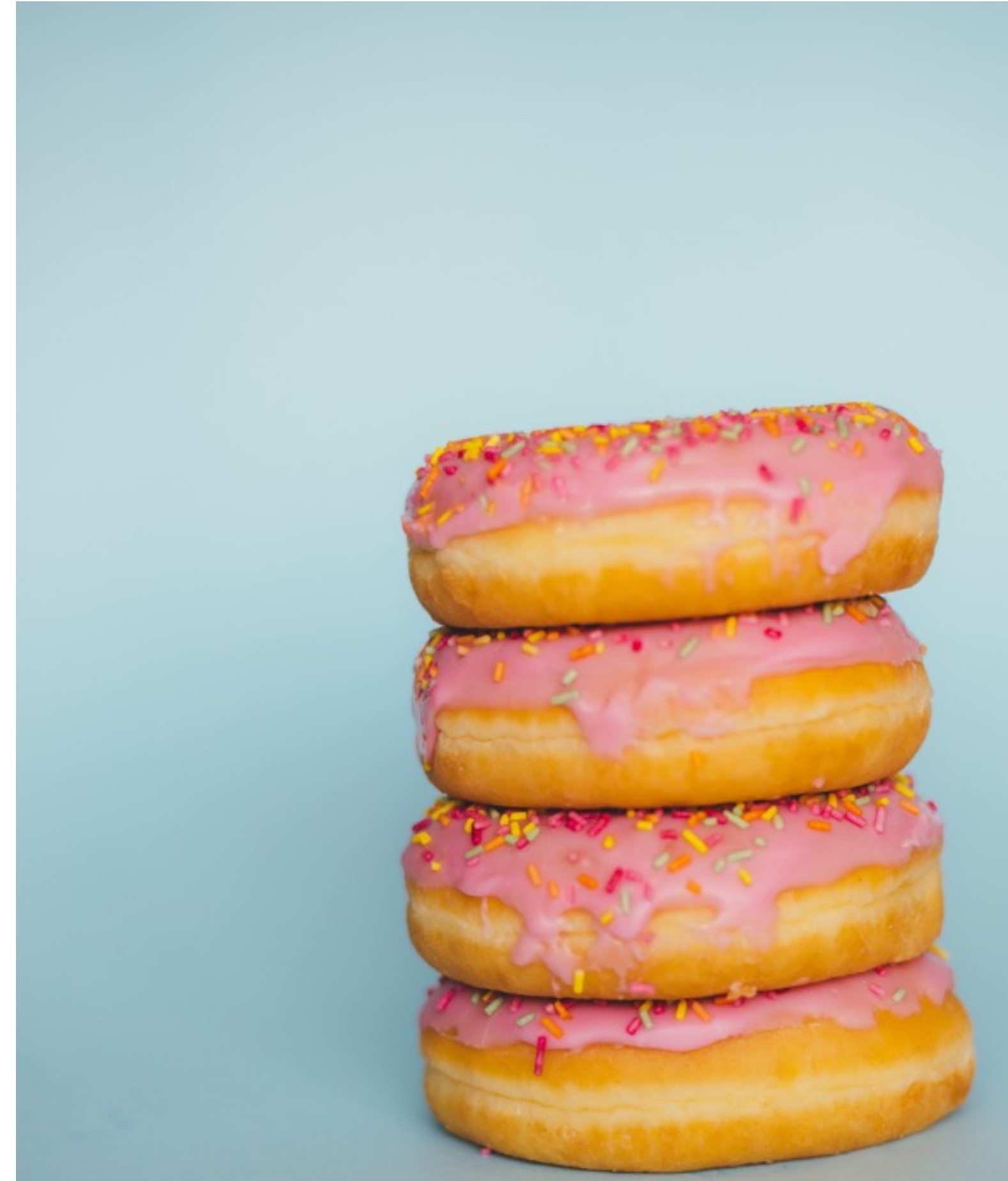Oh, turns out it was "admin".

Drat…I'm the admin.

Content

Categories/Tags

This article rocks.

Where can I read more 'bout this?

It's taxonomy…

Content

Share Your Content

Facebook? Twitter? Ads?

People read what they can see.

Email? Sky-writing?

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Content

Manage Your Comments

Canadian drugs?

An unkempt comment garden,

is not a good sign.

Content

Keep Your Visitors

User on your site.

Up-sell, cross promote, action!

Show them what you know.

Design

Preview Your Site

Mac, PC, Android.

It is 2016 dude!

Responsive design.

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Design

Accessibility

Act of empathy.

A11Y wins.

Love your site users.

Design

Action

Show them what to click.

Decisions, not options, friend.

Convert, next, convert.

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SEO

Write for Readers First

Content is still king.

Write for humans, not machines.

Google changes stuff.

SEO

Doc Structure

Define your content.

The google will do the rest.

New elements rock!

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SEO

permalinks

Set your permalinks.

People see keywords in search.

So, don't change structure.

Technical

Don't Work on Live Site

Dummy! Your site - down.

Or, it white screens like a champ.

Don't edit live code.

Technical

Stage

Staging: don't guess, know!

Same server means same errors.

Run updates boldly.

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Technical

Core Updates

Release notes are free.

Read, understand, and decide.

Always update core!

Technical

Plugin Updates

Release notes are free.

Security or features?

Not Mandatory!

Technical

Theme Updates

Child themes are painless.

Override your parent theme.

Update without fear.

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Technical

Backup

Plugin, rsync, cron.

Backup before you restore.

YOU NEED TO BACKUP!!

Technical

Don't Hard Code Links

Don't trust your users.

Or any users really.

Everything can change.

Speed

Caching

Cache all of the things…

At least for anon users.

Fast times at fast sites.

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Speed

Optimize Images

You don't need full res

for an article thumbnail.

#megabytesmatter

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Speed

Testing

That site felt snappy.

But so do alligators.

This haiku is bad.

Speed

Remove Extra Stuff

Inactive plugins?

It's like cleaning your attic.

A decade of themes?

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Security

Dorky Passwords

"password123"

Is not exactly secure.

You can do better.

Security

Monitor Changes

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Comments

Stupid Ideas?
WP-CLI?
Are haikus art?
management
tools?