Five simple ways to reduce your support load - WC Harare 2016

- The economics of WordPress is something quite unique - take something that's free, and sell it
- You can create a plugin/theme/site and sell it - need to keep creating new product to ensure continued revenue
- You can sell a subscription - providing support adds value, but also takes time
- A small time investment in educating your customers can add value while decreasing your actual support load

1. Which WordPress? - Where to ask for help

- Self-hosted users posting in .com forums - frustrating, wastes time & money, even sometimes buy an unnecessary upgrade to reach .com support
- Should they be contacting a plugin or theme developer instead?
- Is this a matter for their host?

2. Domains, Sites, Registrars and Hosts - Navigating the Jargon

- People want simple; we bury them under jargon
- Communication between user and support breaks down
- User needs to know who is responsible for their domain and who is responsible for their site, and what connects the two

3. Help! I can't access my site - The Top-Two Questions

- How to change your domain without locking yourself out of WP-Admin - don't just change it in site settings
- How to reset your password via your host if it won't work via the login page (have you considered single sign-on?)

4. Help I've been hacked - the importance of updates, security and backups

- Sites get hacked - can be avoided by keeping WordPress, plugins and themes up to date
- Teach users about basic browser security, correct use of passwords, and the importance of 2FA
- A good security plugin to prevent DoS attacks
- Users will install a plugin that breaks something - have backups - have someone do them for you

5. Keep it simple - you don't always need that plugin or theme, aka sometimes WordPress.com will do the trick

- What people want is not always what they need
- Often the simplest solution is the best
- Will make it easier for the user and for you - you can still get paid for setting up the site for them, but don't have to do any of the technical stuff