

Learn WordPress from Scratch

The Ultimate Guide

v 2.0



TemplateToaster
Let's Enjoy Web Designing

Introduction

This free ebook is a boon to those who are aggressively searching for feasible and cost-effective methods of designing a website. And in order to do so, WordPress seems to be the most plausible platform to get your hands on. It is the easiest to learn, yet some ebooks which claim to make one learn WordPress tend to fall back. In our case, we are targeting to provide WordPress knowledge from the very scratch.

1.1.1 Why should you proceed?

- 1) Hoping to create a website that generates potential leads?**
- 2) Got an active plan to work on?**

If your answer to both of these questions is "YES", then it doesn't matter if you're a newbie or a professional, you should definitely go through this ebook.

1.2.1 How is it going to help me?

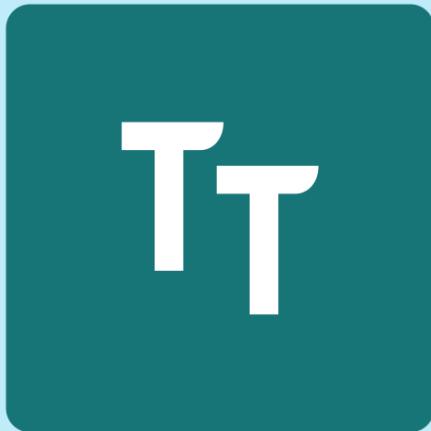
We are providing you apt, practical as well as fruit-yielding information to help you skyrocket your dream project. With ways that are full of ease, and pertaining low learning curve. You can ignite these design flames and witness your planned website spreading fire.

1.3.1 Do I need to read the whole thing?

As modest as it sounds, yes, it is advisory to, at least, have a look at the whole thing in order to devour the "free" knowledge. Yet, we separate the sections for the sake of relaxing the learning process. For to the point knowledge, you can simply hover on to the content section and jumpstart the intake of core issue.

Amplify your plan of action with this cognitive method of learning and establish your envisioned website effectively.





About TemplateToaster

TemplateToaster, a website theme builder was created to centralize on delivering maximum amount of ease in the design process. Our team strived to make TemplateToaster stand out in the crowd because of these offerings;

- Offline desktop based program
- Intuitive User Interface
- WYSIWYG environment

TemplateToaster team crafted it exclusively for designers and developers who seek assistance in designing without any coding knowledge. We intend on catering high-end performance. Along with that, it produces best of user-experience as well as learning.

We, as a team, thrive to contribute to your vision keeping in mind the flourishing need of websites these days. As we are aware of this cut-throat competition rising up in this realm. Our cost friendly software lets you create unlimited number of websites. You don't necessarily have to buy another theme in order to construct a new website.



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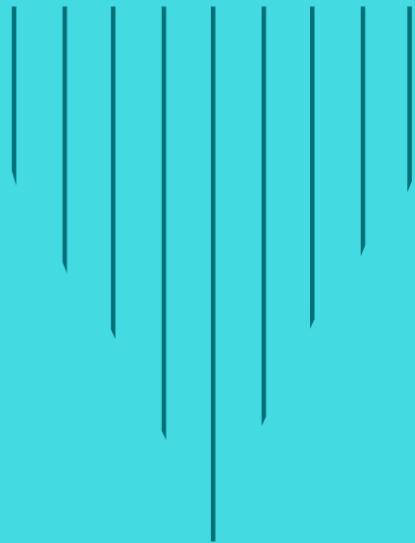
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About WordPress



WORDPRESS



1. About WordPress

Choosing a perfect platform for building a website or blog can be tiring and calls for research. There are many options to choose from the list of accessible Content Management Systems (CMSSes). WordPress is one of them. Acc. To [Wikipedia](#) - **"WordPress is reportedly the most popular website management or blogging system in use on the Web, supporting more than 60 million websites".**

WordPress.org "powers more than 25% of the internet — with interests ranging from the news shaping our world to personal stories that shape our own families and lives".

[\(Source\)](#)

Now, let's get straightforward with talking in detail about the WordPress.org. It is a powerful Content Management System which is famous for it's One Click 5-minute Installation and that too, for FREE.

" WordPress is completely customizable and can be used for almost anything".

[\(WordPress.org\)](#)

Most of the people looking to build up websites are often enticed by the tags "Free" and "Unlimited". While you can download and install WordPress for FREE, you have to look beyond what is not told! There are no hidden costs, of course. If you value your time (and money), you can see it as your ultimate hidden costs.

WordPress requires a hosting service to get your website seen by the world. **You will have to pay to a web hosting service provider to get your self-hosted WordPress website online.** Most of the best web hosting for WordPress service have pre-installed WordPress.

1.1 What WordPress has to offer?

1.1.1 Freedom to use customized themes

Self-hosted WordPress allows the web designer or any user to choose from as many themes as available on the web - whether free, paid or customized! No doubt, there are free themes available. However, those designed using theme builder software [TemplateToaster](#) are a cut above the rest being high-on-performance and aesthetically strong. Flexibility in design option gives you the superpower of adding a personal touch to your WordPress themes - Made by you, only for your website!

1.1.2 Endless custom plugins

WordPress gives the user/designer, a freedom to upload and take benefit from any number of free, paid and [custom plugins](#) available for use. Plugins are tiny but they make a huge difference! They add desired functionalities to your site, can make your site more optimized and user-friendly. However, with so many plugins available by so many authors today, it takes research to find the best one for your site and what works best for your WordPress self-hosted website.

1.1.3 Personalized domain name

As discussed, creating a website with WordPress is only possible when you pay to a web hosting service provider. You can use your custom domain name when you create a website using WordPress. You know well, how important is it to have a custom domain name to build your virtual identity or brand reputation.

“A unique and custom domain name establishes your brand’s identity”.

1.1.4 Self-liability for maintenance

The responsibility for keeping your website updated and regular backup of your self-hosted WordPress.org website falls on your shoulders (or your web hosting service provider's, if you have hired one). It is your task to keep SPAM under control and what's more important is that you have to keep up with the site's security at all costs.

While updating is considered good for your website, it may become a reason that can create hindrance in the functionality of the website! How? Each update comes with some new functions which may not be compatible with the existing plugins on your site and thus, plugins may not work efficiently or as expected. It implies that you will need to replace the old plugins. Don't forget to backup your self-hosted WordPress website.

1.1.5 High monetization potential

The decision to monetize your blog/website is completely in your hands. If you have a website created with WordPress.org hosting service, you can leverage the traffic of your website/blog to earn money by placing ad. links and affiliate banners on your website. Make sure to place relevant ad banners and links onto your website so that the whole thing doesn't look out of the place. This should be done strategically so as to earn high commissions on sales.

1.1.6 SEO

With your own website, you always have the option to install custom plugins to enhance the performance and reach of your website. The Yoast SEO plugin is one of the most downloaded plugins by WordPress users. It takes care of the technical optimization by helping to choose a focus keyword, thus helping you to write better content. It also has some extensions like Yoast News SEO, Yoast Video SEO, and Yoast Local SEO. Choosing

an [SEO-friendly theme](#) for your website is quite crucial to reap maximum benefits from SEO point of view.

"If you cannot do great things, do small things in a great way"

Choose actionable SEO strategies and implement them in a wise way.

Install and Configure



With WordPress.org or what we call self-hosted WordPress, you have full control over themes and plugins. You can easily modify the themes using our [theme design software](#) to suit your needs for your very own website - Your virtual address in the web world!

2. Install and Configure

The well renowned "5 minute" installation of Wordpress require certain prerequisites like an access to your web server, a text editor, an FTP client, a web server support and an ability to create MYSQL databases. Once you're through with the checklist, you can very well kickstart the installation process. The steps are provided below:

2.1 Setting Up and Installation

There are 3 main steps to install the WordPress as follows:

Step 1: Buy your domain and Web Hosting (e.g. Bluehost, Godaddy, Hostgator)

Head over to your chosen provider and buy your domain. We recommend choosing one with a familiar suffix such as .org or .com even if they are a little more expensive than the rest since it will be easier for people to remember. It even provides it a trustworthy look. You need to buy space on someone else's server because it will always be running. If you hosted it on your local server, for example, on your home PC. You would never be able to turn it off or your website would go down!

Step 2: Install WordPress on your host

All the major web hosts provide one click installation of WordPress.

Login to your – Bluehost if that's what you chose, or another – and install WordPress onto your domain.

All major hosting providers clear instructions on how to install WordPress, which amounts to essentially a one-click installation! It couldn't get any easier than this.

Step 3: Login to your WordPress CMS and install a theme

Once inside the hosting provider cPanel (essentially just the backend of your website) with WordPress installed, you need to login to your WordPress CMS (content management system) to actually start creating your site.

You login using the WordPress account details that the hosting provider will have emailed to you.

Alternatively, you can navigate to your domain admin address, which will be <http://yourdomain.xx/wp-admin> to log in.

2.2 WordPress Local Installation in XAMPP

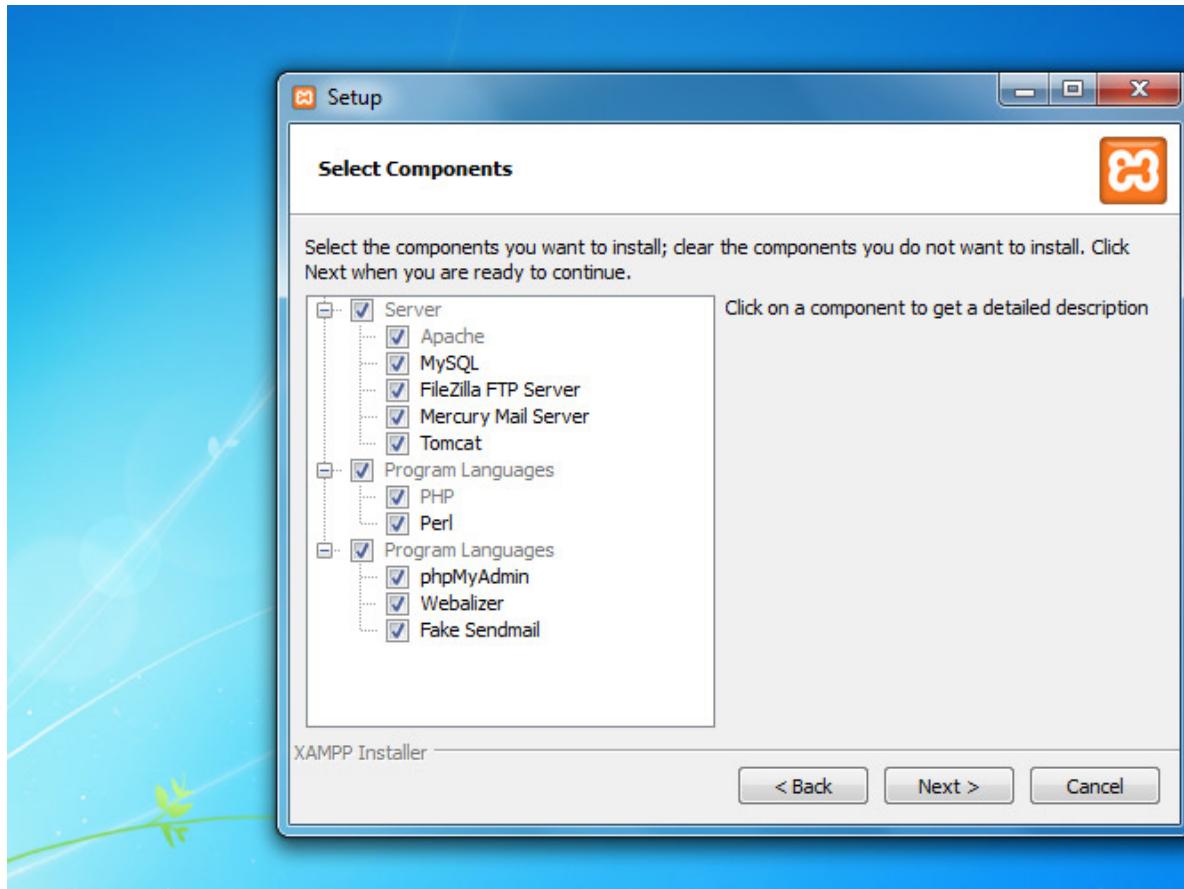
The XAMPP & WordPress combination is greatly used for website development. While XAMPP provides the local server environment, the WordPress is a web development platform. XAMPP is the most common localhost application used by the developers. Being cross platform, it can be used on Windows, Linux and OSx. In this article we will discuss the installation of XAMPP and WordPress on Windows.

2.2.1 XAMPP Installation

Get start with setup

Download XAMPP for windows from apachefriends.org. Then, run the installer to get start with the XAMPP setup.

2.2.2 Select Components



In the component wizard, all the components are by default selected. You can uncheck the components that you don't plan to use.

Let's quickly go through these components.

Apache- It is the HTTP web server, and essential to run the website.

MySQL- It is the database server.

FileZilla FTP server - It is used for setting up an FTP server.

Mercury Mail Server- It is used for setting up a mail transport system.

Tomcat- It is an application server, which runs Java based web applications.

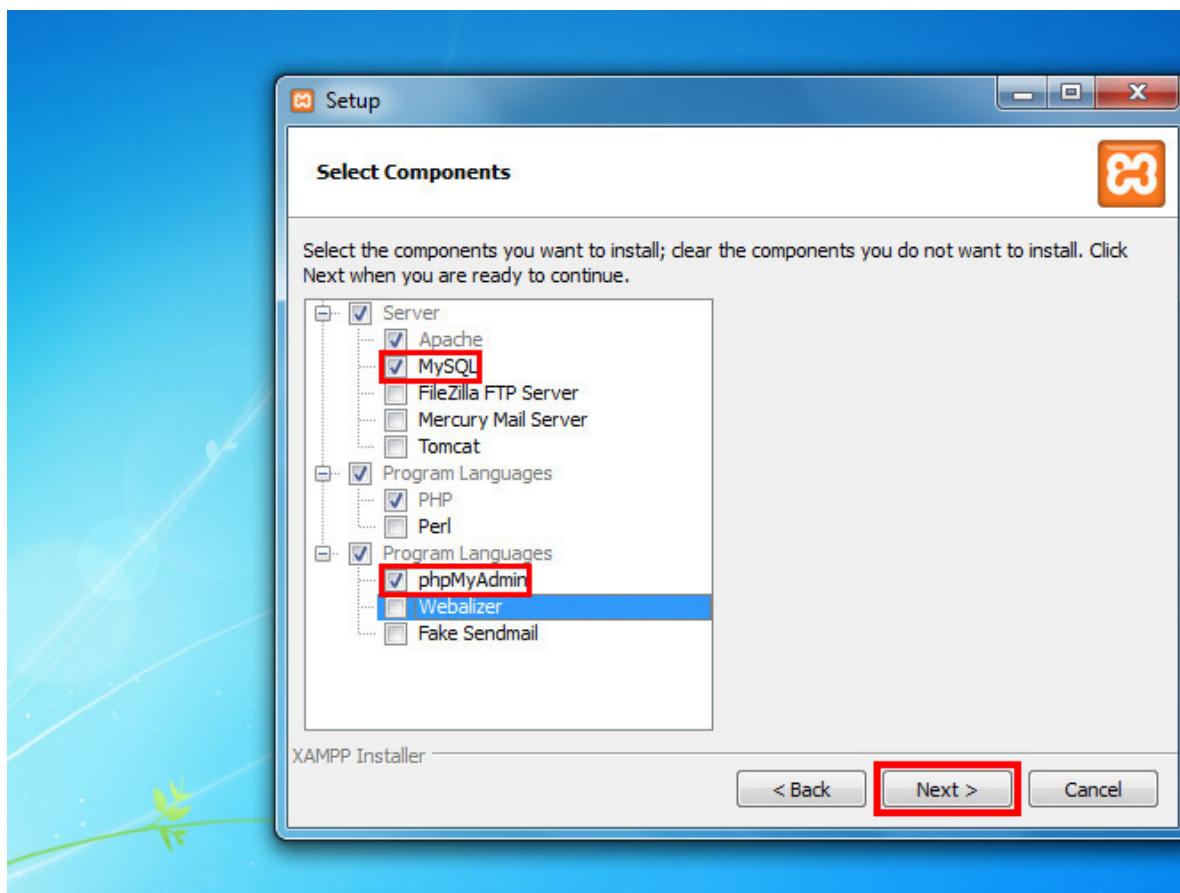
PHP- It is a server side scripting language used for making dynamic web pages.

[Perl](#)- This language is widely used by the programmers for writing CGI scripts.

[PhpMyAdmin](#)- It is a necessary component to handle the administration of MySQL.

[Webalizer](#)- It is a web log file analyzer, which generates statistical reports about how many people visit a website and what do they look for in the website

[Fake Sendmail](#)- For testing email transfer on localhost, Fake Sendmail is used. If you are going to work on such a project which involves sending emails, then this component will come in your use.

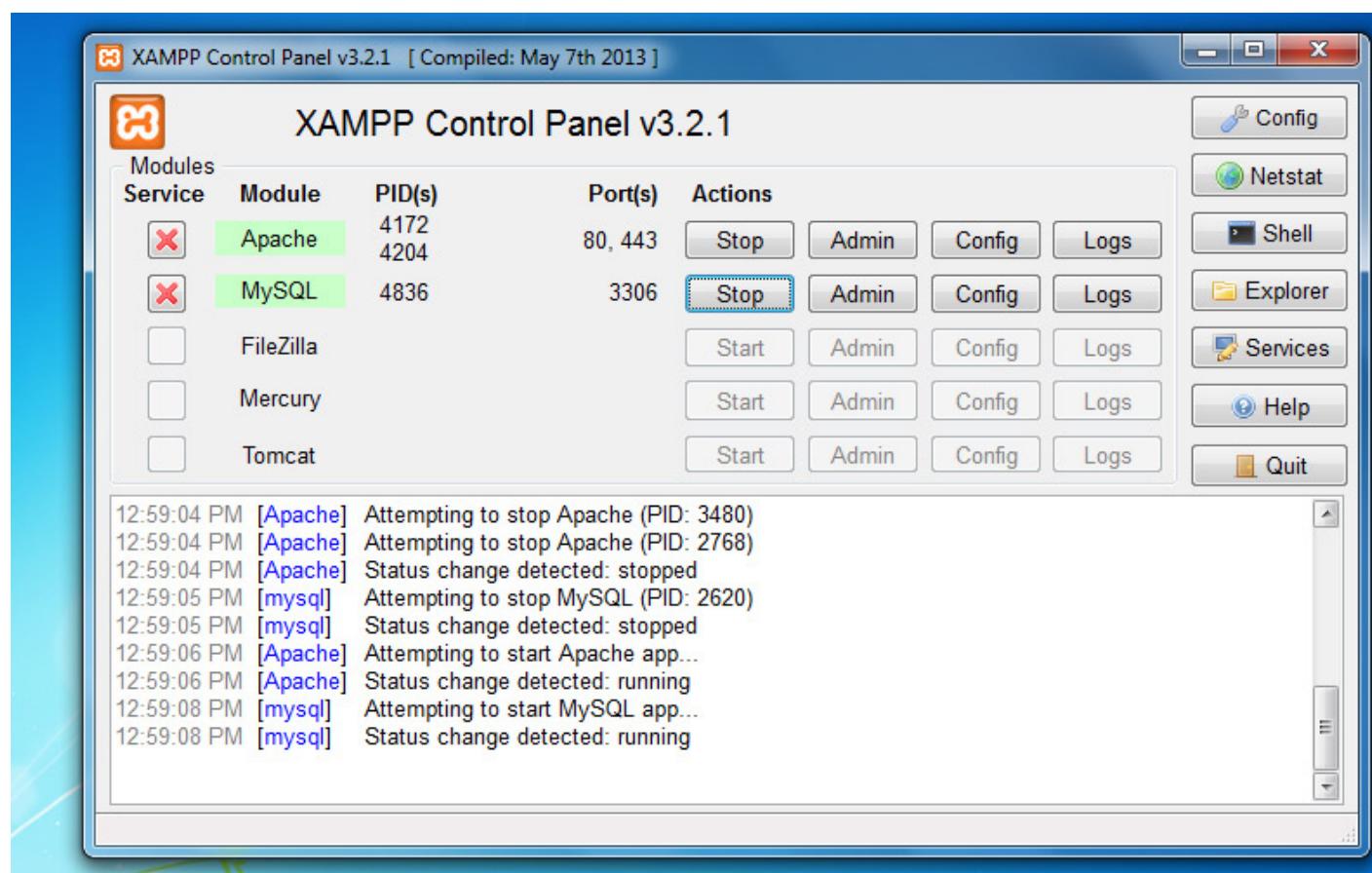


We have chosen the Apache, MySQL, PHP and phpMyAdmin since these are necessarily required for WordPress installation. As we don't have any plan to use the rest components, we have unchecked them all.

2.2.3 Install

After selecting the components, you will be prompted to specify a location where you want to install XAMPP. Once you specify the location, the setup will be ready to install.

2.2.3 Start Apache and MySQL

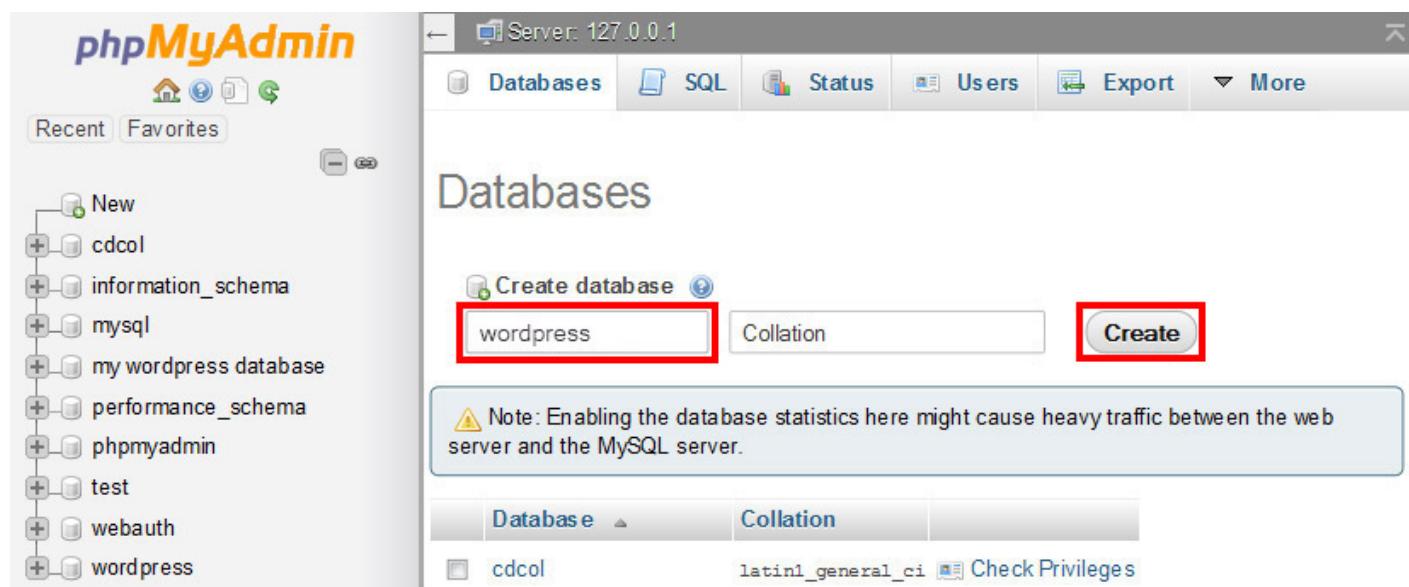


Once the installation is complete, open XAMPP control panel. For this, find thexampp-control.exe inside XAMPP folder and launch it. Default location of XAMPP folder is C:\xampp

Having to open the control panel, **start the Apache and MySQL** components. As you will start these components, their Admin links will become clickable. Then, select MySQL **"Admin"** for moving ahead to phpMyAdmin or you can open it from here <http://localhost/phpmyadmin>.

2.2.4 WordPress Installation

Create MySQL Database



On phpMyAdmin interface, find the **"Databases"** tool on the top-left side and create the database. For example, we have created the database by the name wordpress.

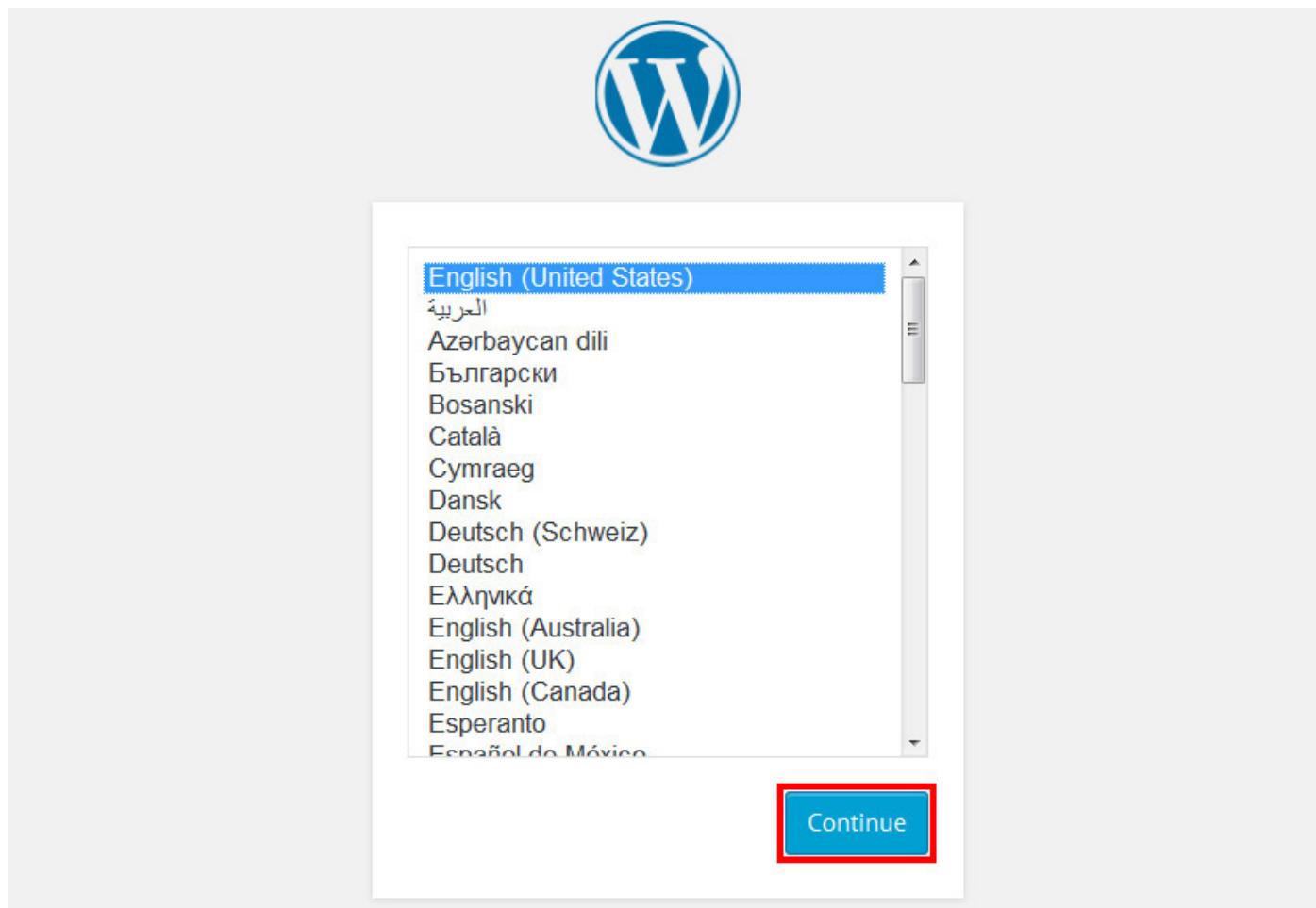
Unzip WordPress zip file

After creating the database, we are set to start the installation of WordPress. Now, we are going to [download WordPress](#).

Once the download is complete, extract the zip file to C:\xampp\htdocs\. If you've extracted the package correctly, you will see the "wordpress" folder inside htdocs.

Select language

Next step is to browse this URL - <http://localhost/wordpress> in your browser for initializing the actual installation of WordPress.



Select language on the screen and continue.

Fill database information



Below you should enter your database connection details. If you're not sure about these, contact your host.

Database Name

The name of the database you want to run WP in.

User Name

Your MySQL username

Password

...and your MySQL password.

Database Host

You should be able to get this info from your web host, if localhost does not work.

Table Prefix

If you want to run multiple WordPress installations in a single database, change this.

Fill the name of database which you have created in the above step. In our case it is 'wordpress'. Fill "root" in username field and leave the password field blank, and fill localhost the database host field.

In the last field, you may define a prefix to all the database tables, and submit.

Fill in the website information



Welcome

Welcome to the famous five-minute WordPress installation process! Just fill in the information below and you'll be on your way to using the most extendable and powerful personal publishing platform in the world.

Information needed

Please provide the following information. Don't worry, you can always change these settings later.

Site Title

My WordPress Website

Username

admin

Usernames can have only alphanumeric characters, spaces, underscores, hyphens, periods, and the @ symbol.

Password, twice

A password will be automatically generated for you if you leave this blank.

•••••••••••••

•••••••••••••

Strong

Hint: The password should be at least seven characters long. To make it stronger, use upper and lower case letters, numbers, and symbols like ! ? \$ % ^ &).

Your E-mail

abc@gmail.com

Double-check your email address before continuing.

Privacy

Allow search engines to index this site.

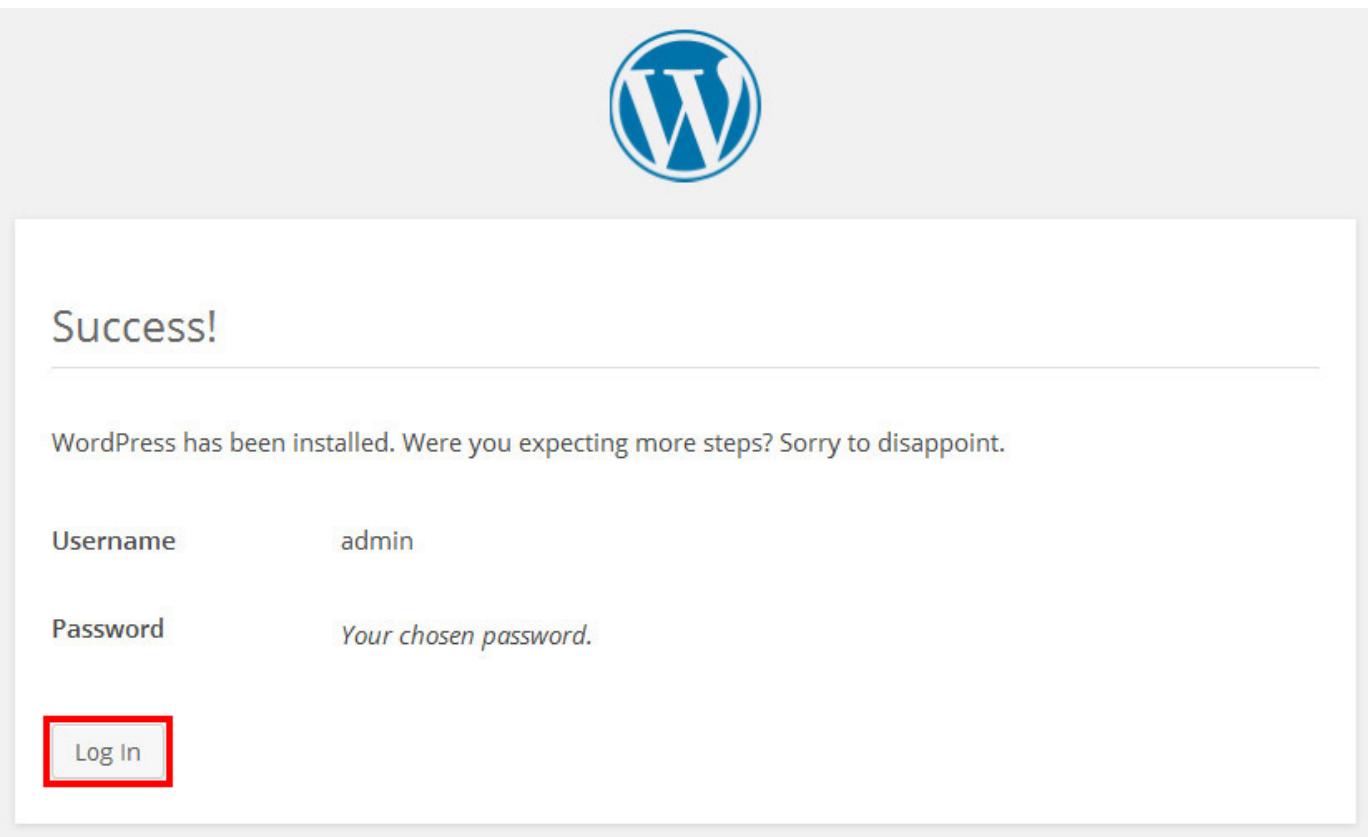
Install WordPress

In the next step, you are prompted to set the title of your site and fill up user information, like site title, username, password and Email.

Fill up the required fields, and press "Install WordPress".

That's it. You have **installed WordPress**. Now, you are in business.

Log in to dashboard



Now, you have installed WordPress locally. You can move on to the dashboard by clicking on the Log in button.

2.3 WordPress Administration

2.3.1 WordPress Admin Dashboard and Bar

Dashboard might be the first thing you see, once you logged in. You can start customizing your website from here only. Even it keeps you reporting about new updates, WordPress Events & news, your activities etc. These elements can be customised as well. You can keep relevant elements and remove the one which is not required.

Admin bar - The top navigation bar placed above the dashboard offers administrative options. The **My Blog** option provides you a public view of your site. So as to help you in deciding if there is any scope for customization or changes. The toolbar even shows if there is any update available in a plugin or theme, whatsoever. The right-hand side of the toolbar has options to edit the profile and logout.

2.3.2 Menu bar

The Menu Bar placed in the extreme left side of the screen. It possess all the options to customize your WordPress site from pages, posts, plugins to the settings. You can control all the elements belonging to your site from here. Now, you can see all the options as follows:

Posts

By default, you get only one post "Hello World!!" after fresh install of WordPress. Certainly, if you want to add more posts, edit the existing ones or see what all stuff you have then you need to select one of the following options.

All Posts shows all the available posts on your WordPress website.

Add New is used to add new posts.

Categories let's you create categories to be assigned to the posts.

Tags option is available to assign tags for your posts.

To Add a new Post:

Here's what you need to do for creating a new post. Look along the sidebar in dashboard for **Posts -> Add New**.

Fill in the post title, write the post, add a media, and simply press the "Publish" button showing on the right side of the page. This is how, you've created a post on your website.

Media

This is used to keep track of all the media needs of your site audio, video & pictures. It has two options **Library** & **Add New**.

Library has all the media files that you have already uploaded.

Add New can help you upload a new media file by browsing it.

Pages

WordPress gives you a "Sample Page" by default. You can edit or delete it. You will see two options here - **All Pages & Add New**.

All Pages will show you a list of all the pages you have created till present date with all details Title, author, date of publish etc & even you can edit or delete a page from here only.

Add New can help you in adding a new page.

To Add a new Page:

For handling pages, WordPress has given "Pages" tool on the dashboard.

Select Pages -> Add New to add a new page.

When you choose add new page, you are directly moved to the editor. You can add text, media and link in your page with the available editing tools. After creating the page, you can preview it as well. “**Publish**” your page in the end.

The options being shown on the right side, are called theme options, which are available in TemplateToaster generated theme.

Comments

You can keep track of all the comments posted by readers on the specified posts with date & author information.

Appearance

It will display all the installed **Themes** plus additional **Widgets, Menus, Header** and **Customize** the activated theme and **Editor** (to edit the coding of theme) options.

Themes option integrates all the themes available. One can also install new themes under this section.

Customize option provides you with customization possibilities for your installed theme via the front-end.

Widgets shows the list of active widgets. It can even maintain a list of those that have been removed under the category of ‘inactive widgets’.

Menus option let’s you design the menu structure for your website. **Edit Menu** tab provides you with ability to create new menu items and edit existing ones. **Manage locations** tab allows you to set the position where you want to have your menu to be displayed. Number of menu locations depends on the theme you are using.

To Add Menu items

You can create your own menu and add your pages into it from the “**Menus**” too.

Appearance -> Menus -> Create a new Menu

You can add pages, custom links and categories in the menu. For this, select the menu that you've created in the above step. Then, find the items you want to add in the menu, e.g. if you want to add the "**Blog**" page in the menu. So, select this page and press "**Add to Menu**". Make sure that you've pressed "**Save Menu**" in the end. Similar to the pages, you can add custom links and categories to the menu.

Menu Structure

You can arrange the menu items in preferred order by simply dragging them from their position and dropping at the desired level.

Header decides how the header of your blog or website is going to be displayed. You can customize Header settings from front-end similar to the Customize option above. **Editor** option lends you an option to edit the stylesheet, header and other theme files for custom design and functionality.

Plugins

Plugins are used to provide additional functionality to the site. These can implement almost every desired functionality.

Installed Plugins option displays all the plugins in unison that have been installed by you. Here you can install new plugins from WordPress repository or even upload any custom plugin of your own.

Editor lets you edit the plugin files, if required.

Users

In WordPress you can manage users by specifying their roles so to limit their power of use on your site. with Users option.

All Users showcase all the users that already exist.

Add New provides you an ability to add new users.

Your Profile option provides you the option to view your entire profile.

Tools

It displays all the **Available Tools**. You can **Import** posts, pages to your WordPress site from here as well as can **Export** a .XML file of your content(post, page, media) too.

Settings

As the name indicates, it will enable you all kind of settings regarding;

General manages options available for the site like title, tagline, WordPress address, site address, email address, site language, date and time format etc.

Writing option provides settings for default post category, format etc. It even helps to set up ability of posting to Wordpress via email.

Reading provides options to control the layout of front page and blog (posts) page of your site. You can set how many posts should be visible on your front page or blog page.

Discussion option provides settings for comment section of website. Comment moderation is one of the major option in this category that lets you control spam comments on your site.

Media has options for image settings such as default Thumbnail size, Medium Size dimensions etc.

Permalinks option offers the ability to create a custom URL structure for your site posts, pages etc.

Creating WordPress Website



3. Creating WordPress Website

3.1 Designing WordPress Theme

Till now you got to know what a WordPress website is, but to create a website you need a theme to support your envisioned design. Basically a theme is a set of files that provide you with a layout design of your WordPress site.

A WordPress theme has the capability of transforming your website to its entirety.. If you change your theme then you automatically bring changes to the way your site appears on the front-end, i.e. what a visitor views when your site is browsed on the web. Themes pick the content and data saved by WordPress and showcase it to the world. When you create a WordPress theme, you choose how that content will be displayed.

What are these themes made up of?

In simple words, WordPress themes are a bunch of files made to function together in order to create what you see, as well as how your site performs.

Important files

There are two files which holds the utter requirement in a WordPress theme:

[index.php](#) – the main template file

[style.css](#) – the main style file

Though not mandatory yet, you may come across some added files in a theme's folder including:

PHP files – carry template files

Localization files

CSS files

Graphics

JavaScript

Text files – carry readme.txt instructions, changelog file and a license info.

If you have been following up by far then, I'd like to bestow you with this information as to how you can implement graphic design tools and see your "actionable ideas" turning into fruit-bearing plants. You can absorb this blessing by marching southwards

3.1.1 Tools of the Trade

All web designers have their own box of tools which they use to bring their design ideas to life. These tools have made the process of designing websites more creative than technical since in previous times, developing websites purely involved coding. These tools have provided more intuitive ways of generating websites through their graphical user interfaces. There are some cool tools out there which might not be well known by most web designers. Here are some of them.

Backbone:

All websites are built on HTML and CSS. These two usually go together since HTML which is a standard markup language defines the layout of the web pages while CSS defines the visual look and formatting of the various elements. The fifth version of HTML is even better with increased multimedia functionality. Any web developer should learn

this language since it is very basic and easy to use and also other higher level web based languages such as PHP are well integrated with HTML.

Editor:

When designing websites, you might have to do some coding or scripting. One of the very best code editors is Notepad++. With numerous features such as Syntax Highlighting and Syntax Folding, PCRE (Perl Compatible Regular Expression) Search/Replace, customizable GUI, document map, auto completion and multi-language support, Notepad++ is definitely a top choice for easy coding.

Local Development Environment:

At times you may want to simulate a server on your computer for development purposes before loading your site on an actual server. In this case, XAMPP is a premium option. XAMPP is an open source package which enables PHP and MySQL development on an Apache server. It is very easy to install and completely free so you can develop sites without subscribing to a web hosting package.

Frameworks:

Despite knowing how to code, you may still want a quick solution for easy front-end web development. Bootstrap will help you with great tools for designing responsive sites. It accommodates developers of all skill levels and you can implement HTML, CSS and JavaScript. This greatly reduces the need of coding the front end of your site and as a result, you can focus more on developing the more complex hidden segments of your sites.

Content Management System:

We will consider WordPress, which is both a free blogging platform and a Content Management System. This is a household name in the internet world. WordPress has grown in leaps and bounds to become an internet phenomenon, powering over 60 million websites. These websites include individual blogs to mega corporation websites. What WordPress has managed to do very well is to combine simplicity with incredible functionality. What this means is that even people who are new to the World Wide Web become able to develop their own sites with great ease using world class themes and plugins. The WordPress dashboard is very intuitive and you can even develop a site without writing a single line of code. WordPress also offers great customization capabilities and as a result of this, you can personalize your web designs.

FTP:

FTP means File Transfer Protocol, which is used to transfer the files(in this case your entire website) to the hosting server. We will consider FileZilla, which is a leading File Transfer Protocol (FTP) application program.

Firefox Addons:

When testing your site on a browser, you may want a tool that will enable you to edit and debug your code as you browse your site. Firebug is a great option in this category. Firebug gives you a live view of the action as you edit your HTML, CSS or JavaScript. You can open it in a separate window or assign it a small section in the Firefox window so that it does not get in your way. You can find specific HTML elements by just clicking on a given section of the web page. Firebug also offers a great debugger for JavaScript.

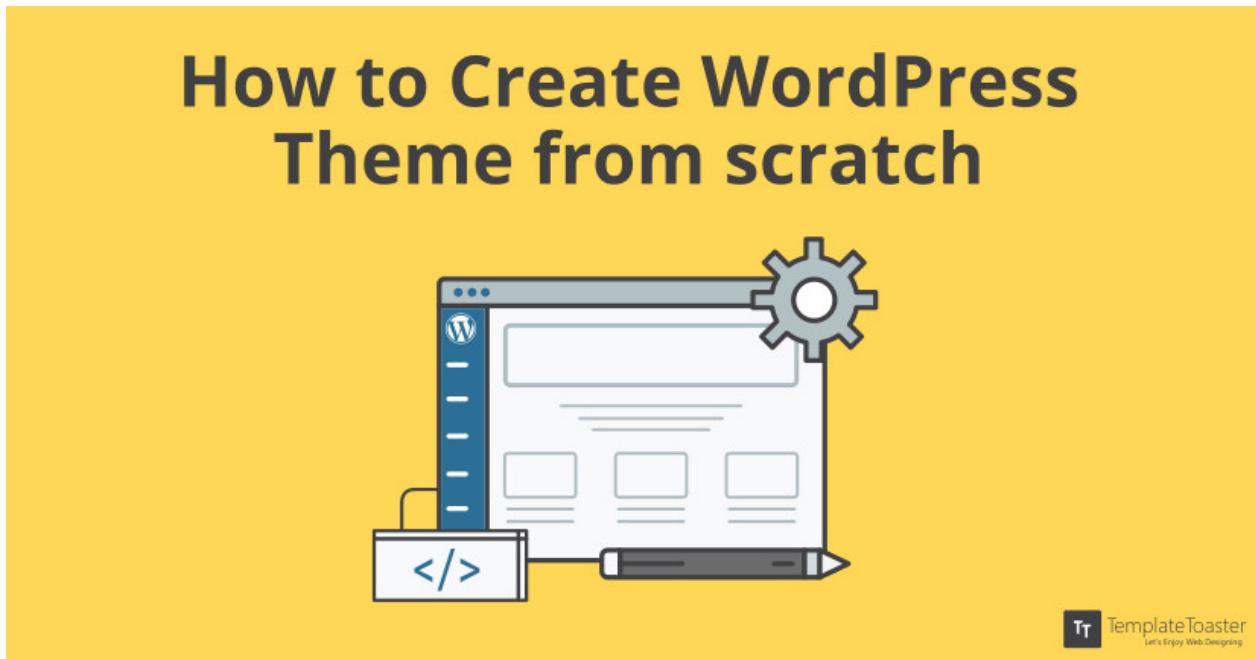
When developing the look for your site, you can edit the CSS with firebug, allowing you to tinker with various colours, backgrounds and effects so that the ultimate final product is the best.

Templates and Web Design Software:

The last tool, which probably covers all possible areas of web design, is TemplateToaster. This is a great program with which you can create templates and themes. It is a WordPress theme builder as well as a Joomla, Magento and Drupal theme creator. With this Joomla template generator, you can also design and develop HTML5/CSS3 websites. At first this may sound like it requires you to be a master of programming but it is entirely the opposite. This Joomla template designer has a great graphical user interface where you simply drag and drop whatever you want to add to your template or website. This software is very comprehensive and it caters for all your web design and development needs.

Now you have it! Make use of these tools to come up with the best websites possible. You will definitely be on top of your game when designing your websites.

3.1.2 Creating WordPress Theme from Scratch



Don't want to look gaudy by using an existing WordPress theme? Does it seem daunting to create a WordPress theme from scratch on your own? Then this article is for you.

Designers and developers have been unconsciously partial towards WordPress based themes for not just one but several reasons. At times, some client specifically asks for a website in WordPress. The reason for that being WordPress, widely known for its simplicity. In fact, the amount of flexibility, and power it offers to the developers when they have to create WordPress theme and much more is commendable. Hence, one prefers switching to WordPress CMS over others.

To create WordPress theme, all you need is

Installing WordPress Locally

There are a number of articles out there about how to install WordPress. But, you can easily Install WordPress by following [this link](#).

Procedure to create a WordPress theme from scratch

- **Manual help** - via coding
- **Automated help** - via a [web design software](#)

You will do all the related work to create WordPress theme in the wp_content directory only. Just make a new theme sub folder in the **wp_content → Themes folder**. Let's assume you name it "**mytheme**".

The second thing you decide is the layout of the new theme. Here, the tutorial will showcase the basic layout consisting of **Header, Main Area, Footer, Sidebar**.

Basically, WordPress needs only 2 files style.css and index.php. But for this layout, you need **5 files**, as follows

- **header.php** - contains the code for the header section of the theme.
- **index.php** - contains the code for the Main Area and will specify where the other files will be included. This is the main file of the theme.
- **sidebar.php** - contains the information about the sidebar.
- **footer.php** - handles the footer section.
- **style.css** - responsible for the styling of your new theme.
- **bootstrap.css** - no separate CSS code is required; highly responsive.
- **bootstrap.js** - provides its own js for the navigation bar, or tabs etc.

You can download the Bootstrap package [from here](#). The Bootstrap.js & Bootstrap.cs file needs to be copied to the theme folder.

You can create these files locally with a text editor (e.g Notepad). Now, have a look on the actual coding of files.

1. header.php File

You will put this code in the header.php file.

```
<html>
<head>
<title>Tutorial theme</title>
<script type="text/javascript" src=<?php echo
get_stylesheet_directory_uri().'/js/jquery.js'; ?>">
</script>
<script type="text/javascript" src=<?php echo get_stylesheet_directory_uri().'/js/jquery-
ui.min.js'; ?>">
</script>
<script type="text/javascript" src=<?php echo
get_stylesheet_directory_uri().'/js/bootstrap.js'; ?>">
</script>
<link rel="stylesheet" href=<?php echo
get_stylesheet_directory_uri().'/css/bootstrap.css'; ?>">
<link rel="stylesheet" href=<?php bloginfo('stylesheet_url'); ?>">
</head>
<body>
<div id="ttr_header" class="jumbotron">
<h1>HEADER</h1>
</div>
```

```
<div class="container">
```

Header.php file contains the code for a head part in which the js and style file is linked. It displays the header of the page.

```
<link rel="stylesheet" href="<?php bloginfo('stylesheet_url'); ?>">
```

This line added after the title tells the WordPress to load a style.css file that will handle the styling of the website.

Here,

```
<?php bloginfo('stylesheet_url'); ?>
```

is a WordPress function that actually loads the stylesheet.

```
<link rel="stylesheet" href="<?php echo  
get_stylesheet_directory_uri().'/css/bootstrap.css'; ?>">
```

Here, the Bootstrap is used as it is the best-known [framework for responsive websites](#). It provides inbuilt css files to style your website. You can [download](#) it and keep the bootstrap ".css" file in your theme/css folder.

Next, a "div" with class **ttr_header** is added which will be the main container of the website. You will set a class for it so that you can modify it via the style.css file.

After that, you will add a simple label HEADER in a "div id" with class "ttr_header" which will be later specified in the class "jumbotron".

2. index.php File

The main file index.php will contain this code

```
<?php get_header(); ?>  
  
<div id="ttr_main" class="row">  
  
<div id="ttr_content" class="col-lg-8 col-sm-8 col-md-8 col-xs-12">
```

```
<div class="row">  
<?php if (have_posts()) : while (have_posts()) : the_post(); ?>  
<div class="col-lg-6 col-sm-6 col-md-6 col-xs-12">  
<h1><?php the_title(); ?></h1>  
<h4>Posted on <?php the_time('F jS, Y') ?></h4>  
<p><?php the_content(__('(more...)')); ?></p>  
</div>  
<?php endwhile; else: ?>  
<p><?php _e('Sorry, no posts matched your criteria.'); ?></p>  
<?php endif; ?>  
</div>  
</div>  
<?php get_sidebar(); ?>  
</div>  
<?php get_footer(); ?>
```

The very first line of code in this file

```
<?php get_header(); ?>
```

will include the header.php file and the code in it are on the main page.

```
<?php if (have_posts()) : while (have_posts()) : the_post(); ?>  
<div class="col-lg-6 col-sm-6 col-md-6 col-xs-12">  
<h1><?php the_title(); ?></h1>  
<h4>Posted on <?php the_time('F jS, Y') ?></h4>  
<p><?php the_content(__('(more...)')); ?></p>  
</div>
```

```
<?php endwhile; else: ?>
```

The above code displays the main content of the post that you have created through the WordPress administrative area.

Next, you will include the sidebar.php file like this

```
<?php get_sidebar(); ?>
```

In this file, you can display your recent posts, archives, contact info etc.

After this line, an empty "div" inserted that will separate the Main Area and the Sidebar from the footer.

Finally, added one last line

```
<?php get_footer(); ?>
```

which will include the footer.php file.

sidebar.php File

In the sidebar.php, add the following code

```
<div id="ttr_sidebar" class="col-lg-4 col-md-4 col-sm-4 col-xs-12">  
  <h2><?php _e('Categories'); ?></h2>  
  <ul> <?php wp_list_cats('sort_column=namonthly'); ?> </ul>  
</div>  
  me&optioncount=1&hierarchical=0'); ?> </ul>  
  <h2><?php _e('Archives'); ?></h2>  
  <ul> <?php wp_get_archives('type==monthly'); ?> </ul>  
</div>
```

In this file, internal WordPress functions are called to display the different Categories, Archives of posts. The WordPress function returns them as list items, therefore you have to wrap the actual functions in unsorted lists (the `` tags).

3. footer.php File

Add these lines to the footer.php file:

```
<div id= "ttr_footer">  
  <h1>FOOTER</h1>  
  </div>  
  </div>  
</body>  
</html>
```

With this code, a simple FOOTER label will be added. You can also add links, additional text, the copyright information for your theme in place of plain Footer text.

4. style.css File

Add the following lines to the style.css file

```
body  
{  
  text-align: left;  
}  
  
#ttr_sidebar  
{  
  border-left: 1px solid black;  
}  
  
#ttr_footer  
{
```

```
width: 100%;  
  
border-top: 1px #a2a2a2 solid;  
  
text-align: center;  
  
}  
  
.title  
  
{  
  
font-size: 11pt;  
  
font-family: verdana;  
  
font-weight: bold;  
  
}
```

This CSS file sets the basic looks of your theme. These lines set the background of the page and surround the main parts of your site with borders as per your need.

Your page will look like this

HEADER

New World

Posted on August 12th, 2017

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like). It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout.

Hello world!

Posted on August 12th, 2017

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

The final theme after coding

Categories

- Uncategorized (2)

Archives

- August 2017

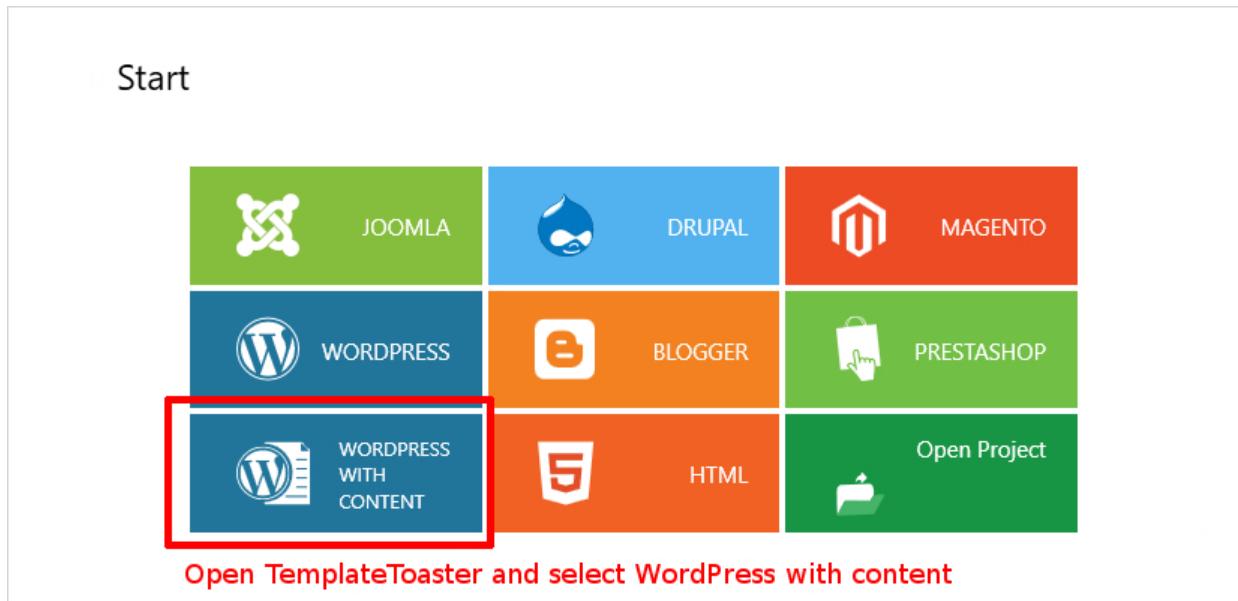
FOOTER

Now, you can further modify the CSS file, add images, animations and other content to your theme to get the looks you want for your blog!

But, this will require the HTML, PHP and WordPress functions knowledge. So you have a better alternative that is easier and doesn't include even a single code line. Isn't it sounding cool !! You can create WordPress theme just in minutes without any coding knowledge. Eager to know about that solution i.e TemplateToaster a theme builder software. It provides the enormous fantastic feature with an easy to use drag & drop interface. So, let's see how to make WordPress theme from scratch with TemplateToaster.

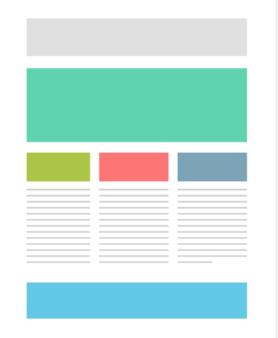
Procedure to create WordPress theme with TemplateToaster

TemplateToaster is so easy to install. Just visit the website and [download](#) the TemplateToaster installer. Its trial version is free. Follow easy steps to install it. The first screen that will appear after installation looks like



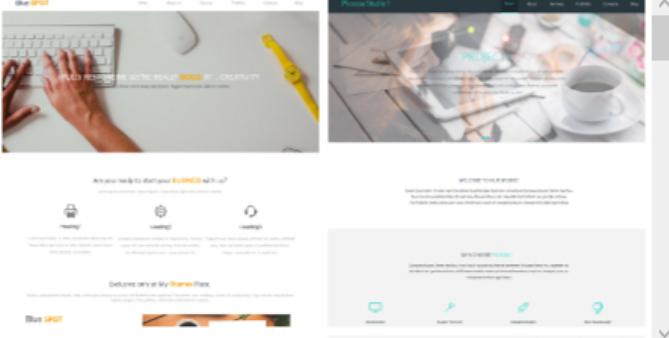
From this screen, you can make the CMS selection. In this case, it will be **WordPress With Content.**

Start From Scratch



A large red box highlights this section.

Go With Sample Templates



Start from Scratch to create your Website

Next screen throw the choices to make a theme from scratch or to modify a sample template. You will go for "**Start from Scratch**".

Choose Color Scheme

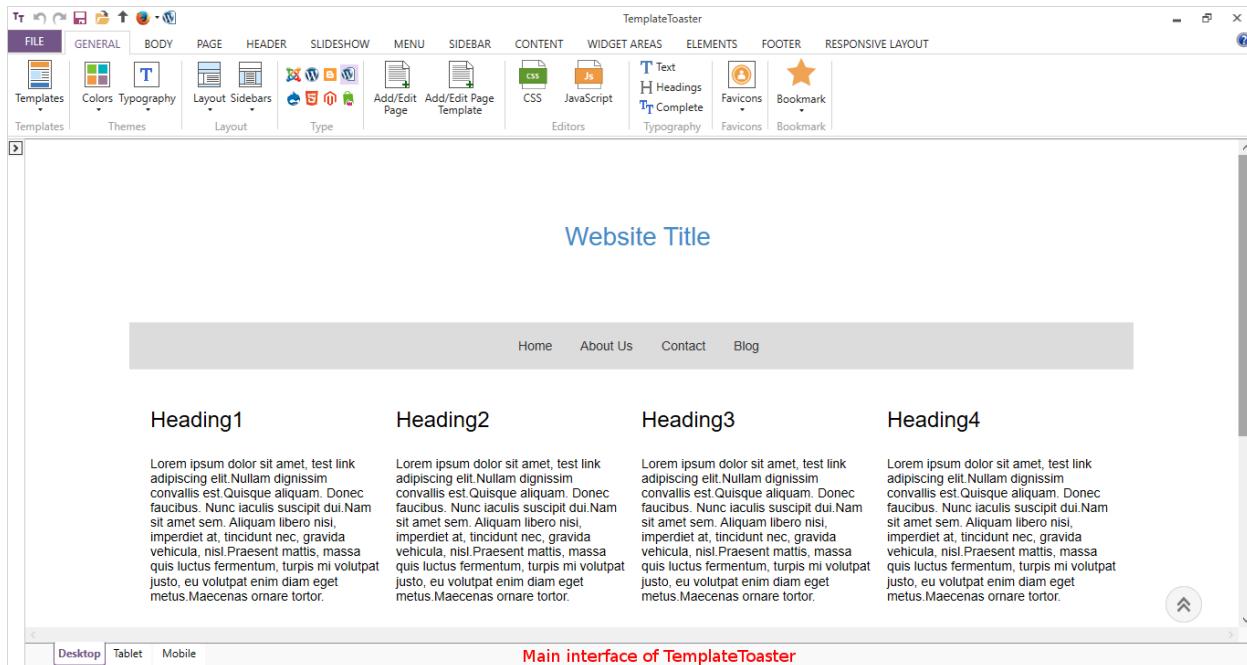


Primary	#428BCA	Font Family	Arial
Secondary	#777777	Font Size	14
Success	#5CB85C	Line Height	1.42
Info	#5BC0DE		
Warning	#F0AD4E		
Danger	#D9534F		

Choose the color Scheme



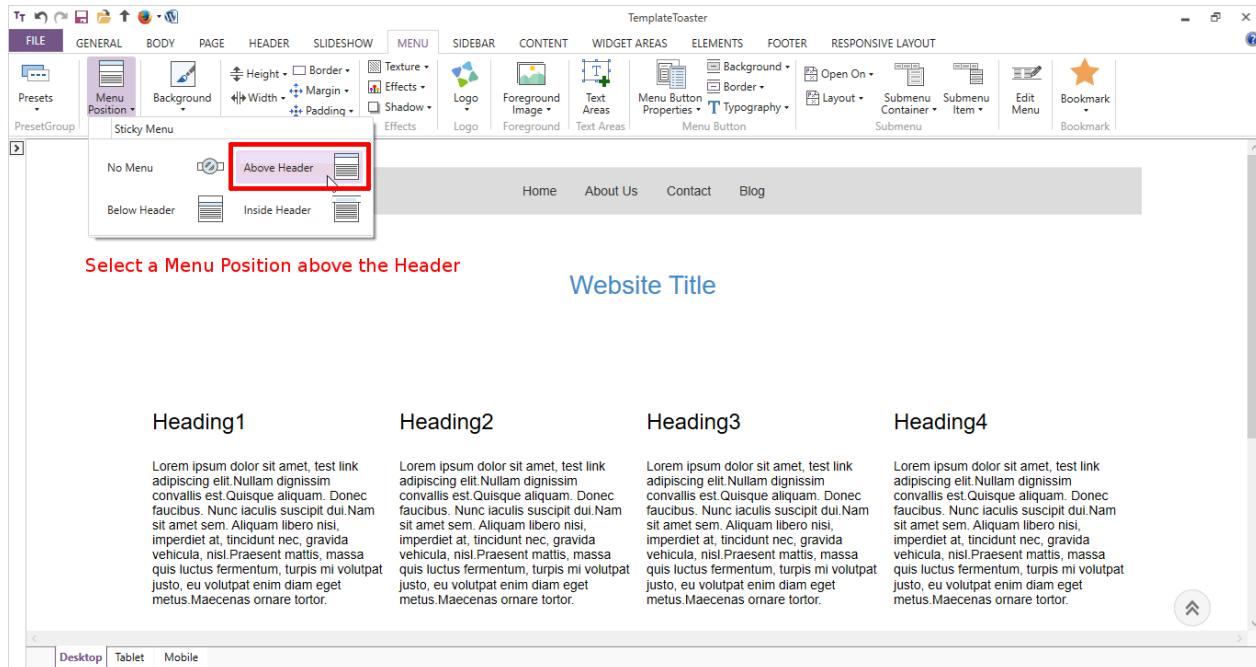
Now, **choose the color scheme** for your theme and **Font typography**. You can change it easily at any stage of designing later too. Then click **Start**.



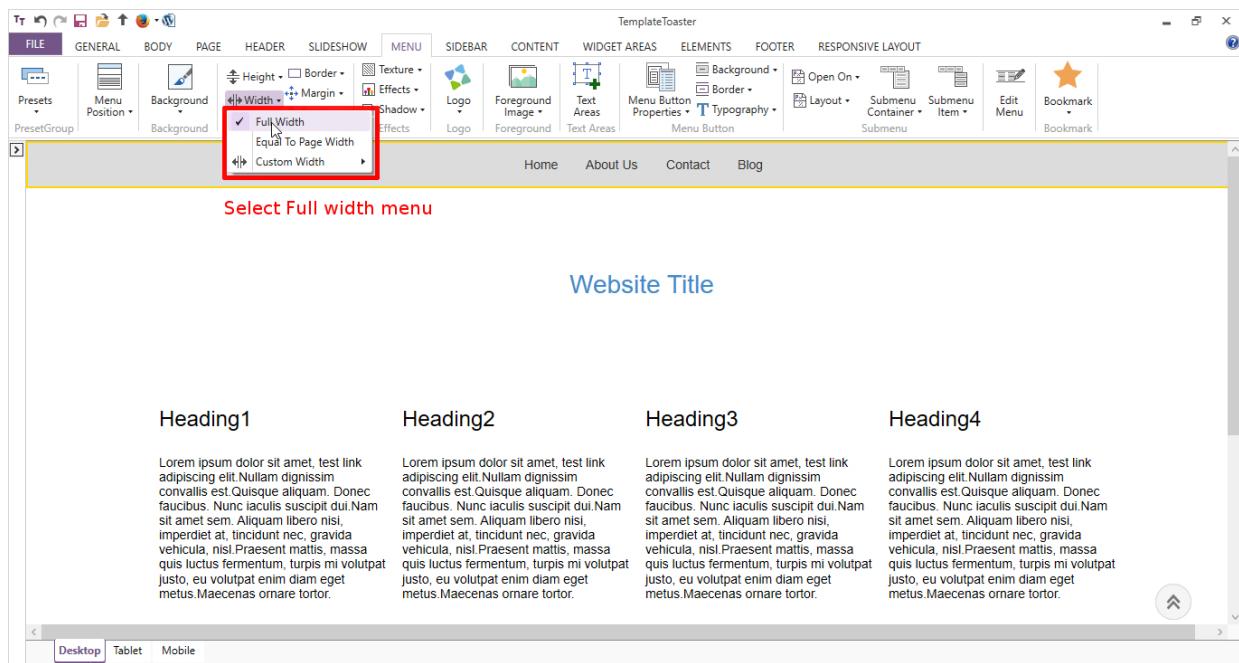
Now, you will encounter the **main interface** of the software. From here, you can design your theme as per your needs easily. It has many self-depicting options like Header, Menu, SlideShow, Sidebar, Body, Footer, Widget, tabs etc as shown above to design different main elements of a theme conveniently.

Designing the Menu

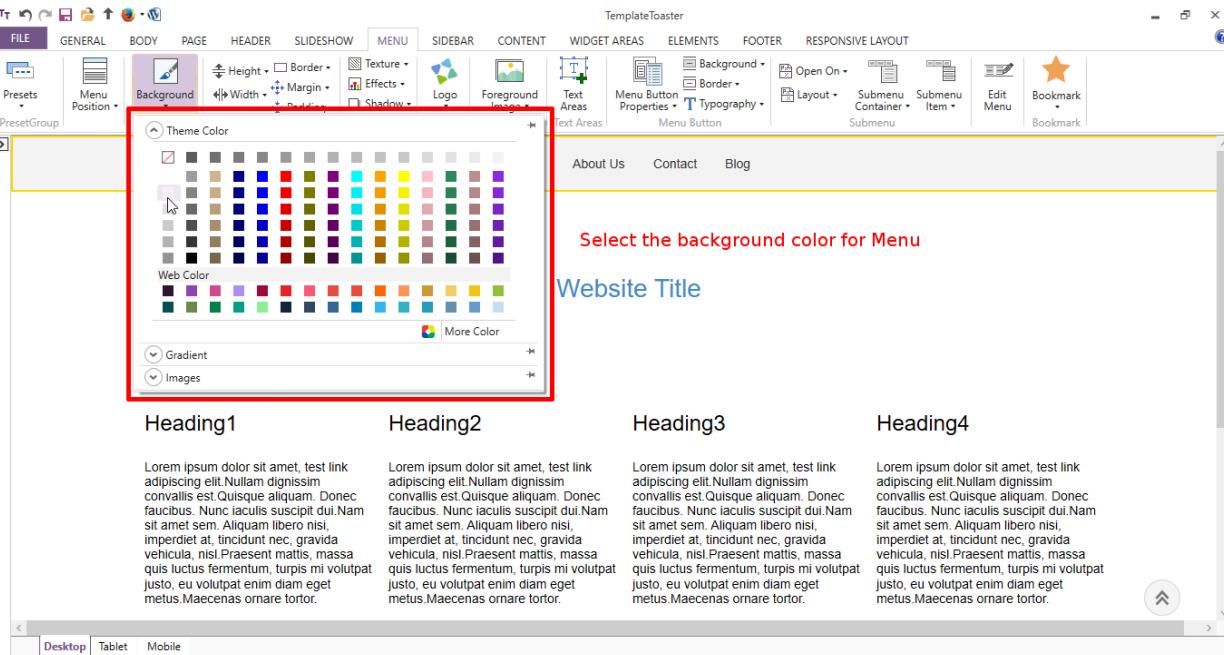
You can start by designing the Menu from **Menu tab**. You can simply place it by selecting the **Menu position → Above Header**. You will see a menu inserted above Header in the Editor.



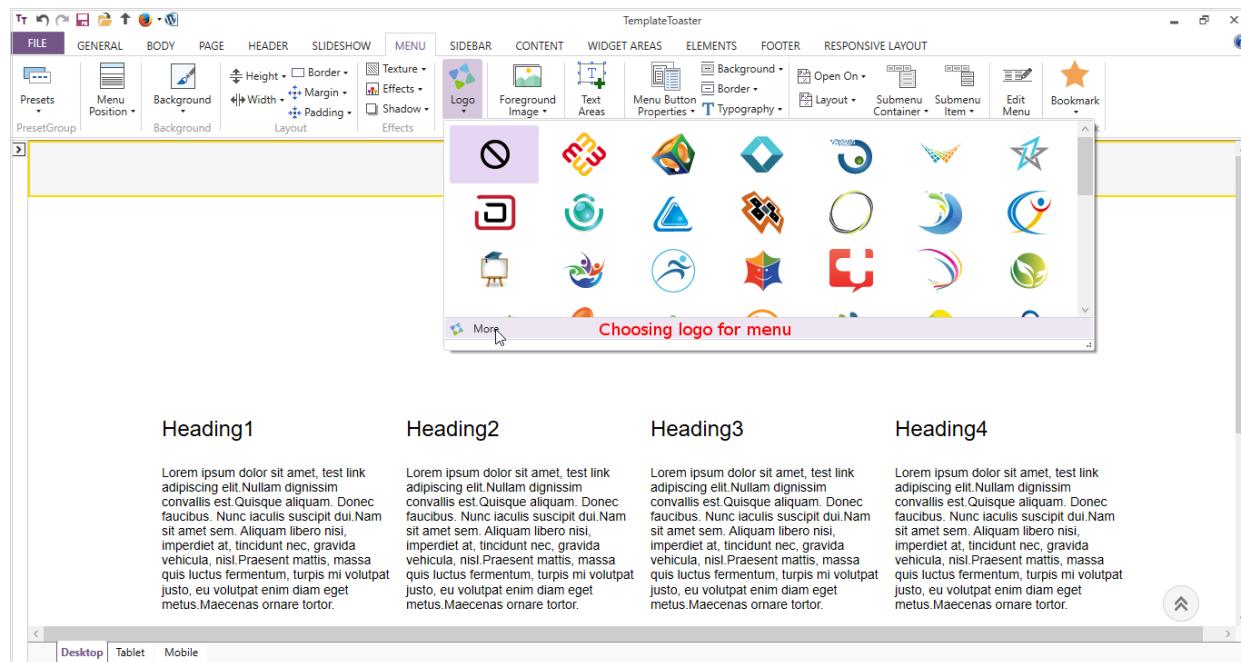
Now, make it **Full Width** by checking the corresponding box in **Width option**.



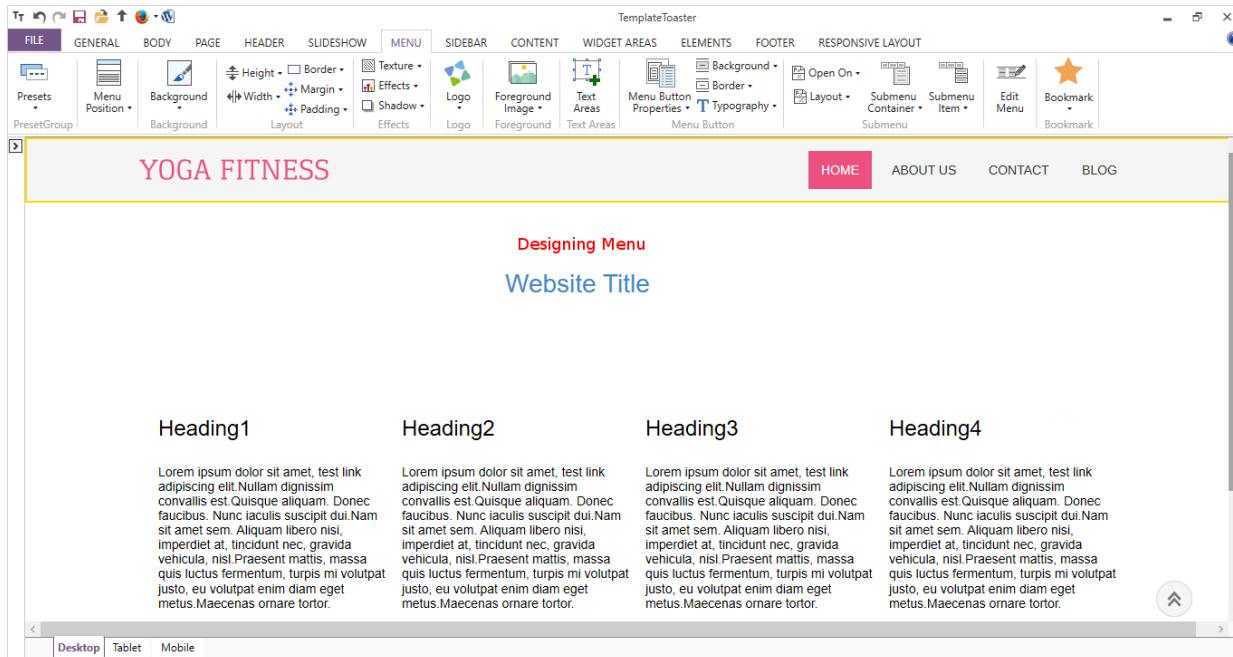
You can also set a background color, gradient or image in the menu from **Background option**.



Now, put a **Logo** in the menu by given option.



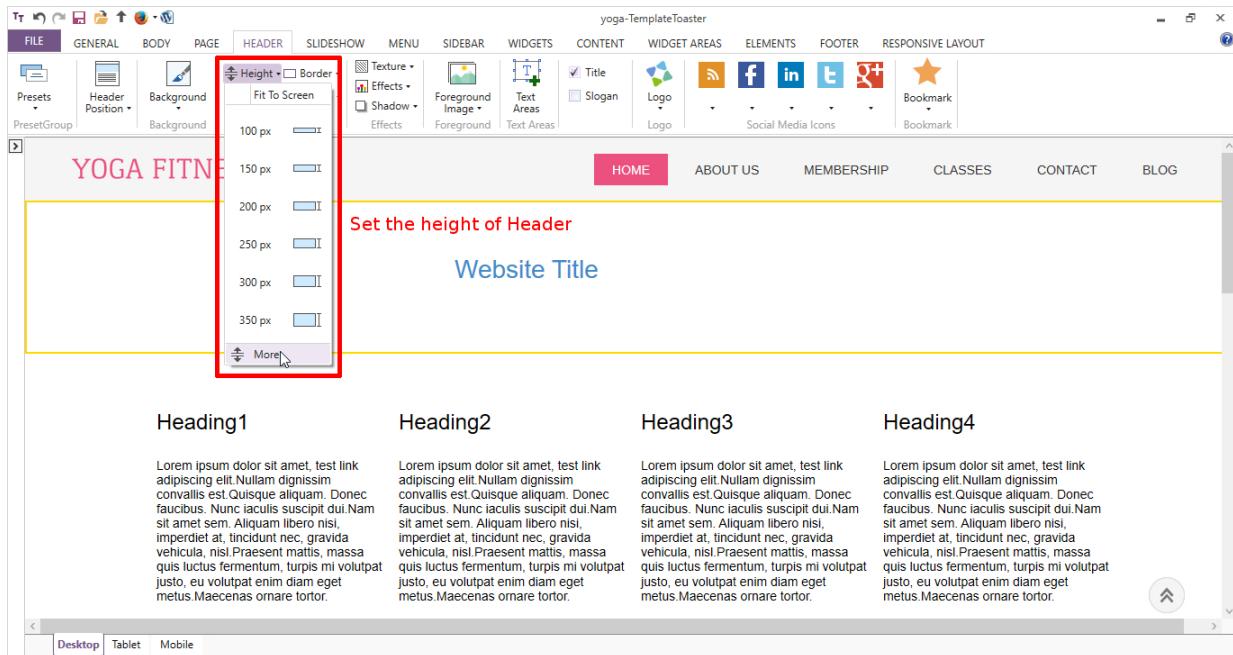
Now, you can style the menu items from **Menu Button** option. From here, you can set a **background color** in all the 3 states: Active, Hover, Normal; can change the **typography**, can mark a **border** etc.



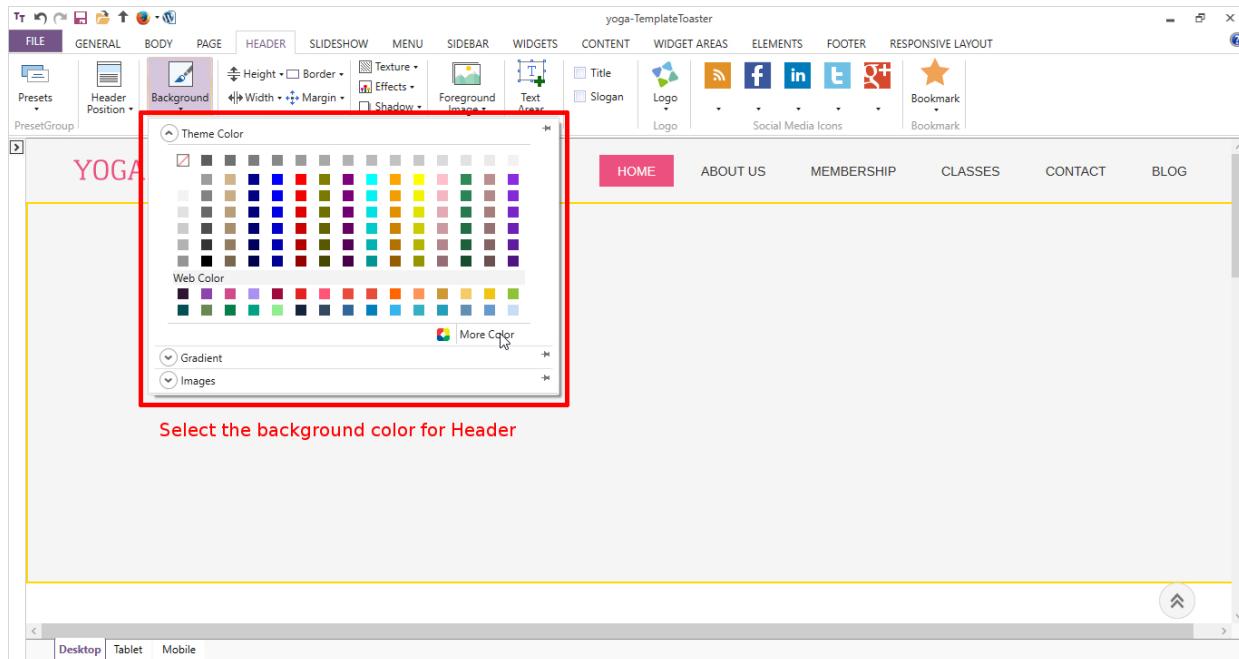
The Menu is simply ready.

Designing the Header

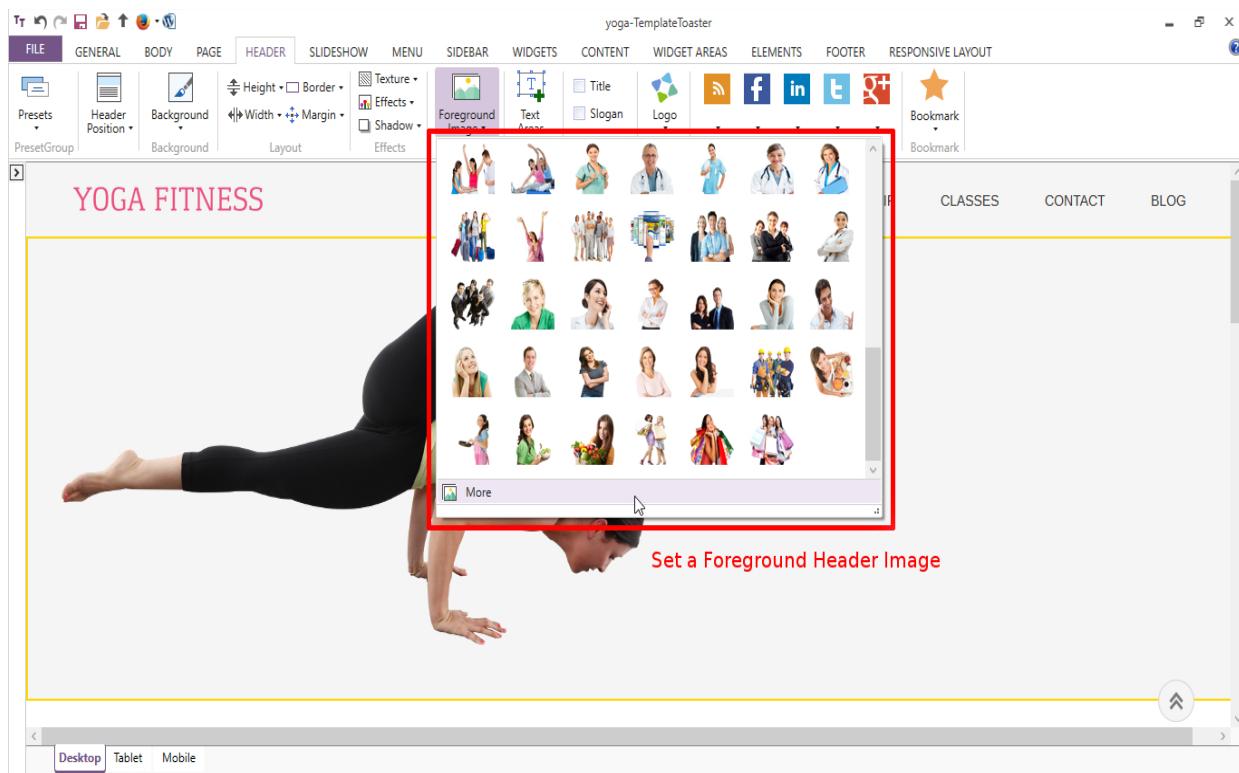
Next section is Header. Go to **Header Tab**. Set its Height from the **Height** option.



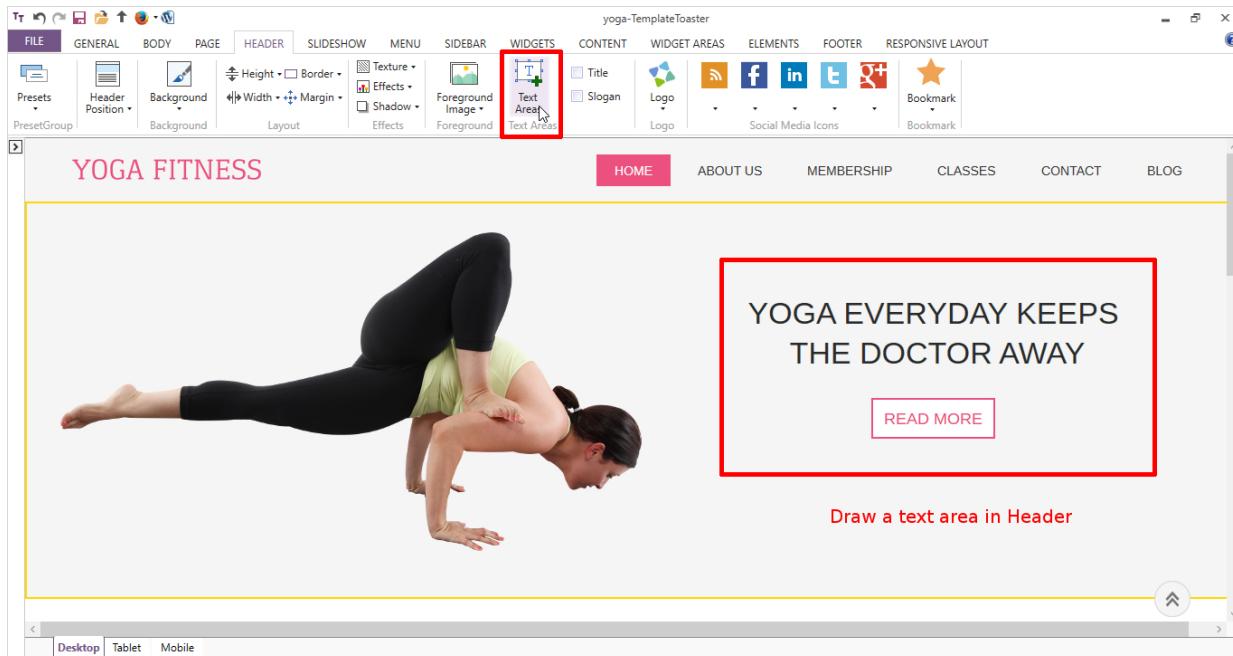
Set a **Background** for it. You can set a color, gradient or browse an image from in-built stock gallery or your own custom image.



Set an image for the **Foreground** as shown below



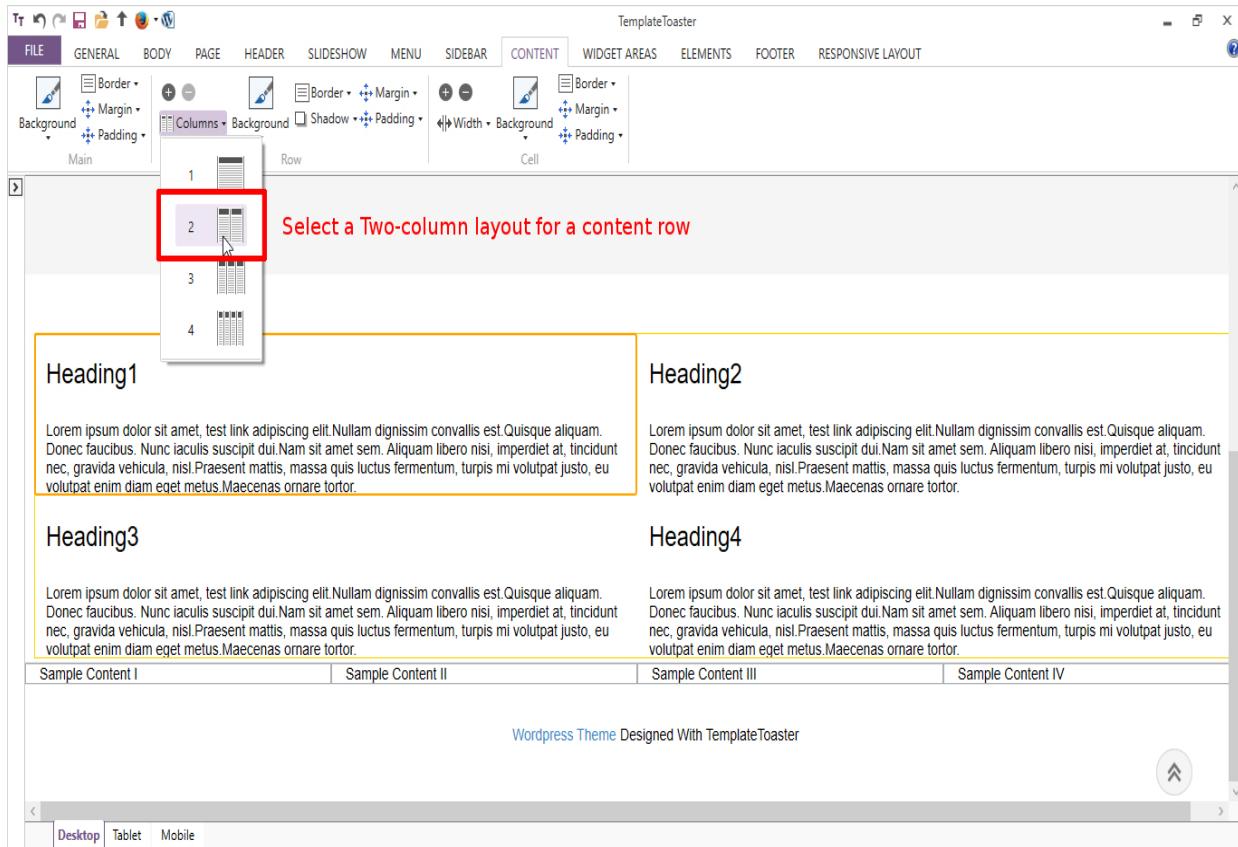
Draw a Text Area parallel in right side of Foreground image with **Text Areas** option. Write the required text. Put a **Button** from **Editor Tab** labeled '**READ MORE**' and link it by specifying the **Target**.



The Header is all done.

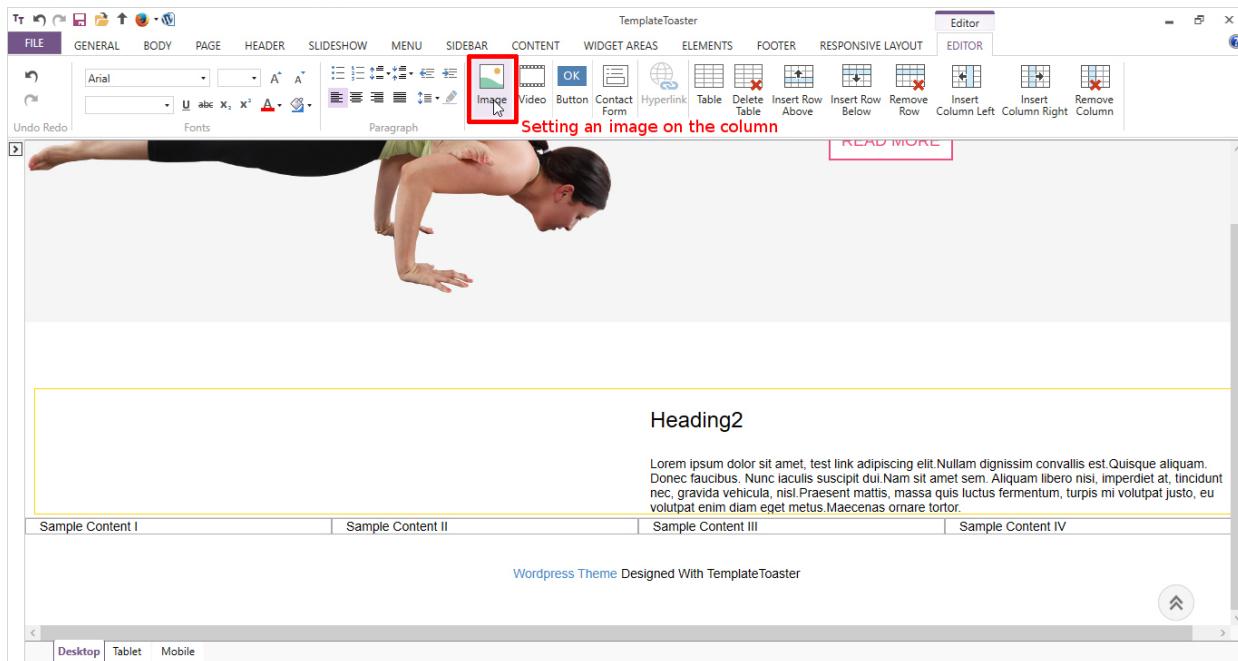
Designing the Content (Main Area)

Now, you will manage the **Content area** from **Content Tab**. First of all, you will set the number of columns you want in a single row. For example, selected two here.



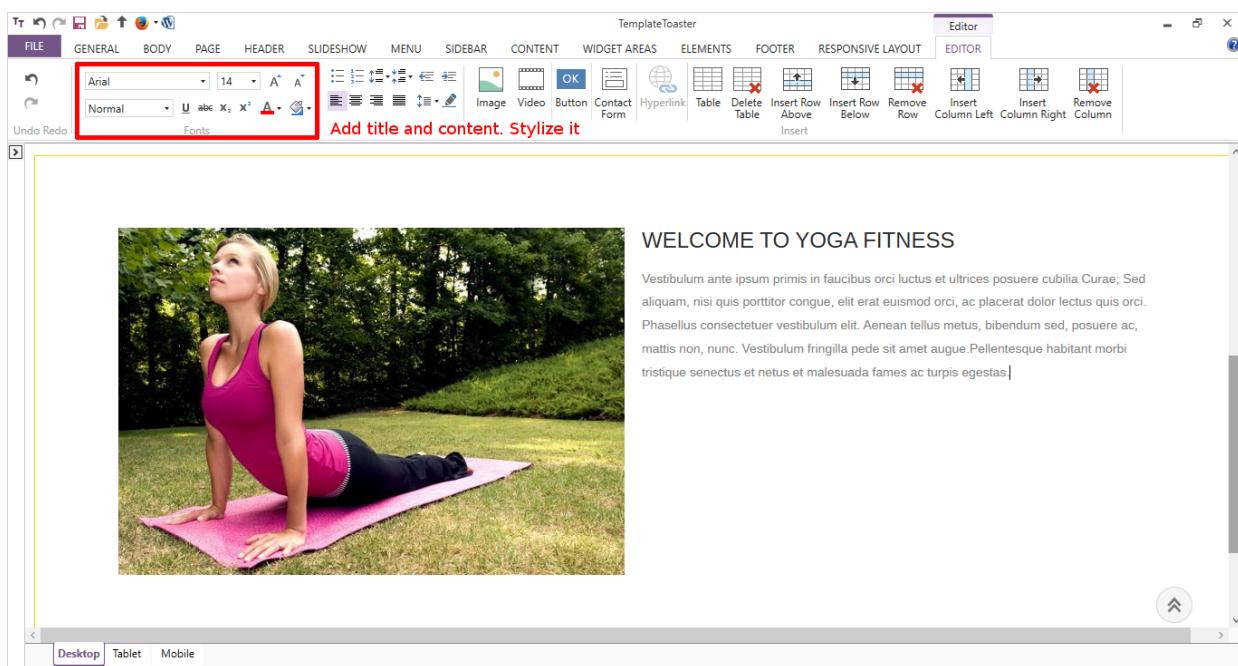
And now in the First column, delete the content and from **Editor Tab** - You can add an image.

Editor tab → Image → Browse image → Open → Ok



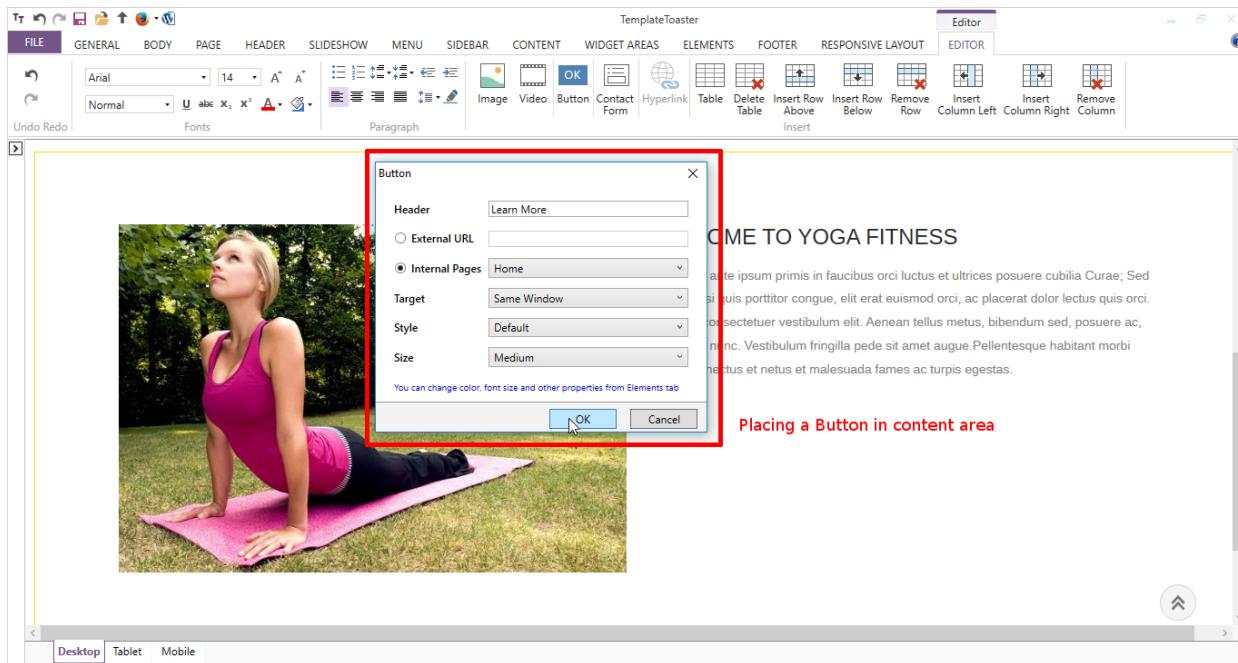
The screenshot shows the TemplateToaster editor interface. At the top, there's a toolbar with various options like FILE, GENERAL, BODY, PAGE, HEADER, SLIDESHOW, MENU, SIDEBAR, CONTENT, WIDGET AREAS, ELEMENTS, FOOTER, and RESPONSIVE LAYOUT. Below the toolbar, the main content area displays a photograph of a woman performing a handstand. A red box highlights the 'Image' button in the toolbar. The content area also contains some text and a 'READ MORE' button.

In the Second column, you will place the text related to this image. Next, add the Title and content to this cell.



The screenshot shows the TemplateToaster editor interface. The toolbar has a red box highlighting the font and style settings. Below the toolbar, the main content area displays a photograph of a woman performing a plank. To the right of the image, there is a title 'WELCOME TO YOGA FITNESS' and some descriptive text. A red box highlights the text 'Add title and content. Stylize it'.

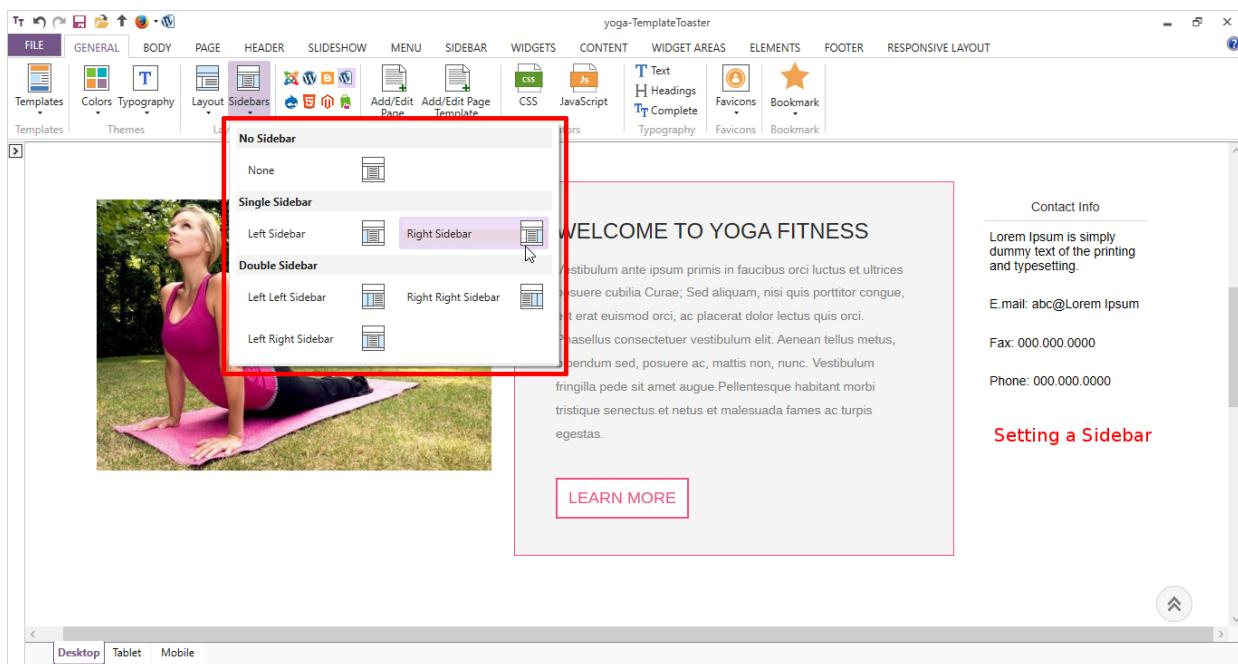
Then put a **Button** labeling **Learn More**. And you can style and link this button to another page.



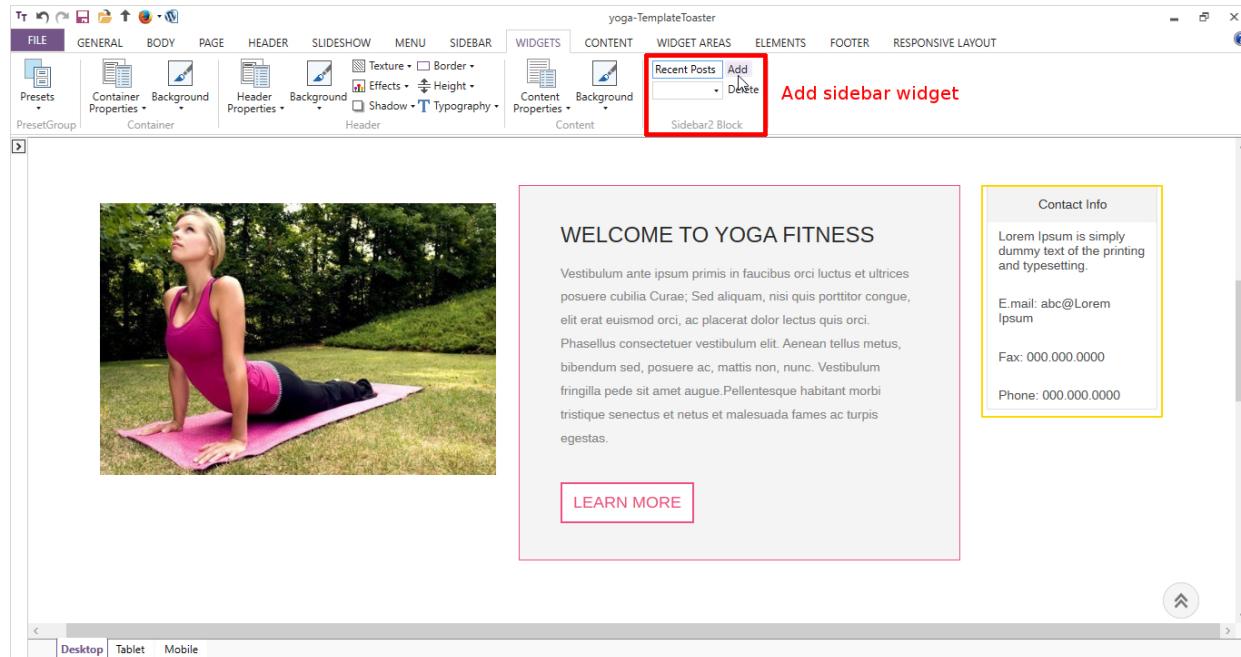
Similarly, you can add more content rows.

Designing the Sidebar

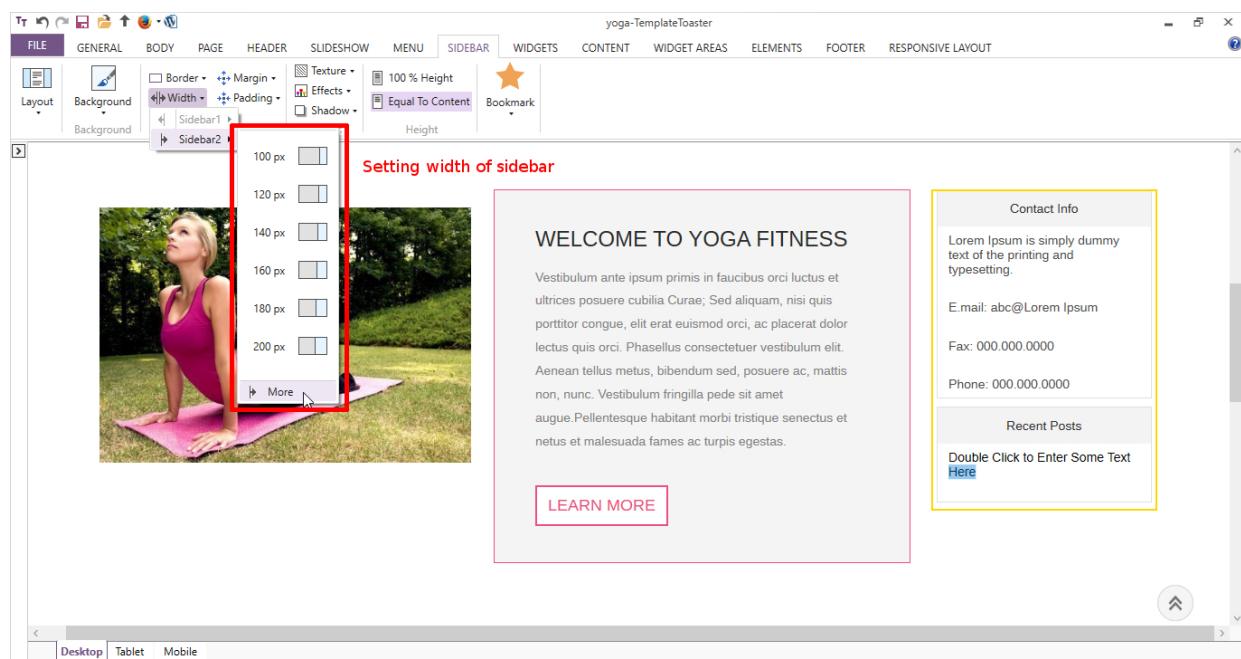
Now, you are all set to place a **Sidebar**. Move to **Sidebar Tab** and select the Layout for the **Right Sidebar**.



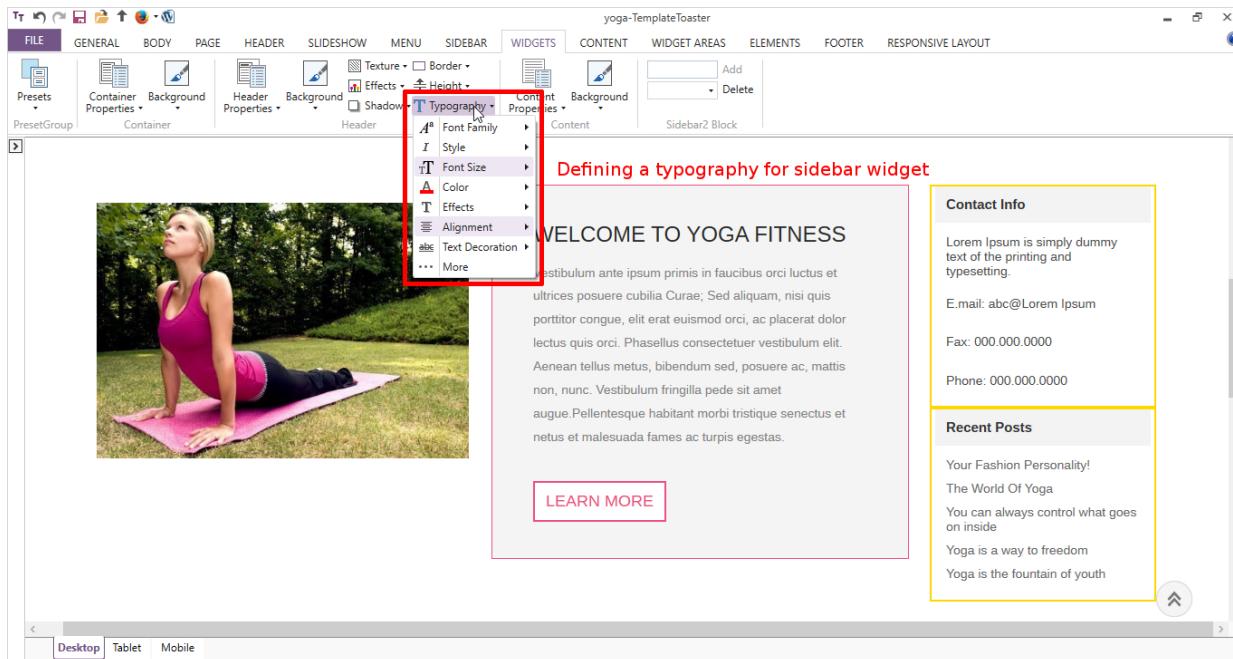
Now from **Widgets Tab**, add the **Recent Posts** widget.



Now, set the width of the sidebar as shown below.

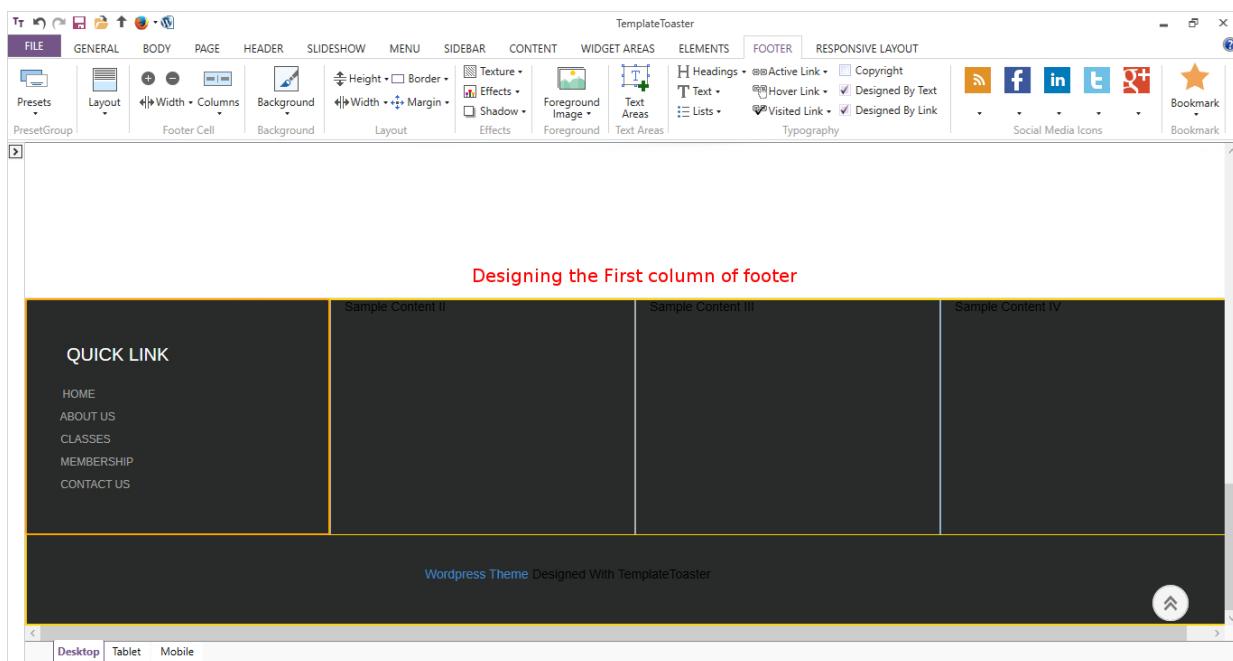


Set the **typography** and your sidebar is done.



Designing the Footer

To design the footer, go to **Footer tab**. It will display many options to design like from **Presets** you can choose a predefined footer style containing Designed By text & Link. From layout, you can change the layout for footer any time.



Firstly, set a **Background** for the footer. For this, you can also set an image in the background from the stock images or browse your own custom image. Then, from **Footer Cell** option, set the number of rows, columns & width of the footer. As here, 4 columns in the first row and in total 2 rows are selected. Place the **social media icons** wherever you find suitable for social links.

Put the content and style it by **Typography** options. You can also set different font colors at different states of the links like Active, Hover, Normal. Similarly, you can style the **Designed by Text & Link** in the Second row. You can also show/hide this from the check box given any time.

Complete footer after designing

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Wordpress Theme Designed With TemplateToaster

Desktop Tablet Mobile

The final look of the Footer will be somewhat like this. So to design it beautifully, you basically need a few clicks of the mouse only.

Hurray!! You have completed the theme.



YOGA FITNESS

HOME ABOUT US MEMBERSHIP CLASSES CONTACT US

YOGA EVERYDAY KEEPS THE DOCTOR AWAY

READ MORE

WELCOME TO YOGA FITNESS

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae. Sed aliquam, nisi quis porttitor congue, elit erat euismod orci, ac placerat dolor lectus quis orci. Phasalus consectetur; vestibulum elit. Aenean felix metus, liberdum sed, posuere ac, mattis non, nunc. Vestibulum fringilla pede sit amet auga. Poterisq; habatur morbi tristisque senectus et retinut et malesuada famas ac turpis egestas.

LEARN MORE

Contact Info

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae. Sed aliquam, nisi quis porttitor congue, elit erat euismod orci, ac placerat dolor lectus quis orci. Phasalus consectetur; vestibulum elit. Aenean felix metus, liberdum sed, posuere ac, mattis non, nunc. Vestibulum fringilla pede sit amet auga. Poterisq; habatur morbi tristisque senectus et retinut et malesuada famas ac turpis egestas.

E-mail: abc@Lorem ipsum
Fax: 000 000 0000
Phone: 000 000 0000

Recent Posts

Your Fashion Personality!
The World Of Yoga
You can always control what goes on inside
Yoga is a way to freedom
Yoga is the fountain of youth

OUR CLASSES

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae. Sed aliquam, nisi quis porttitor congue, elit erat euismod orci, ac placerat dolor lectus quis orci. Phasalus consectetur; vestibulum elit. Aenean felix metus, liberdum sed, posuere ac, mattis non, nunc. Vestibulum fringilla pede sit amet auga. Poterisq; habatur morbi tristisque senectus et retinut et malesuada famas ac turpis egestas.

★★★

WHAT OUR EXPERT'S SAY'S

Maecenas vestibulum mollis diam faucibus orci luctus et ultrices posuere cubilia Curae. Sed aliquam, nisi quis porttitor congue, elit erat euismod orci, ac placerat dolor lectus quis orci. Phasalus consectetur; vestibulum elit. Aenean felix metus, liberdum sed, posuere ac, mattis non, nunc. Vestibulum fringilla pede sit amet auga. Poterisq; habatur morbi tristisque senectus et retinut et malesuada famas ac turpis egestas.

★★★

Cum sociis natoque penatibus et magnis dis parturient montes nulla consequiat massa quis enim. Maecenas tempus tellus eget condimentum rhoncus quam semper
— Luanne Steele

QUICK LINK

HOME
ABOUT US
CLASSES
MEMBERSHIP
CONTACT US

CONTACT INFO

18 Brynglas Road, New York USA
+1 256 238 5469
info@mail.com

SOCIAL LINKS

FACEBOOK
TWITTER
LINKEDIN
PINTEREST

NEWSLETTER SUBSCRIBE

Email
SUBSCRIBE

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Wordpress Theme Designed With TemplateToaster

TemplateToaster offers many more advanced options like putting a Video background, slideshows, new menu styles etc. You can learn more about creating a website through TemplateToaster by following these links:

- [How to design Best Yoga Website: Step by Step Tutorial with Images](#)
- [How to Make a WordPress Website](#)

- [Create an eCommerce Website with WordPress, WooCommerce and TemplateToaster](#)
- [Create Professional Themes and Templates with TemplateToaster](#)

In Short

You can easily create WordPress theme with help of this tutorial. But the choice merely depends upon your decision that you want to go for large code lines or through [web design software](#) TemplateToaster. The former will lead to learning the HTML, PHP and required WordPress functions whereas the latter will allow you to design a beautiful theme with all the advanced options painlessly. So, creating WordPress theme from scratch is no more a difficult task now. But the method to create it is entirely in your hands.

3.1.3 Actionable Design Ideas for your Website



Web Design trends tend to roam around every now and then. And their season of fame dies soon enough. But this article talks about such everlasting website design ideas that are creatively ample. And they even promise you improved conversions.

A website's long run is dependent majorly on two aspects, UI and UX. These two fuels the business by [bringing major traffic to the site](#). Several trends gain popularity every year, but only the exclusive ones remain. These design ideas hold intensity. They have the possibility to provide you with favorable results as likely promised. Their goal is to fulfill your user's desires in every possible manner. This further leads to the fulfillment of your objectives as well. Such website design ideas have been compiled in this article.

A “Vector Graphics” Treat to the Eyes

Vector Graphics play a key role in your website's marketing journey. These are the illustrations pleasing to the eyes. Since “*a picture can speak a thousand words*”. Similarly, these visuals can fulfill your website's motive along with the lesser amount of content. They can help you interact with readers on a one-to-one basis. Users are going to relate to the visuals personally. This is called visual marketing. You can use these vector images to create [content that converts](#).

Incorporating more of these graphics instead of normal images is directly proportionate to your website's conversion rate. There are several websites to [get free vector designs](#), images, and icons which you can use as an asset to your business. Vector Graphics is one of the notable website design ideas that one must keep in mind.

Walk your way through “Navigation Menus”

A Navigation Menu is an essential element in the UI of a website. You don't want any user to quit the site if all they witness is a cluster of links. So, what you need to do is, involve navigation menus. These can also be done in an interesting way so as to

stimulate the user to explore your website. The type of UI also determines the type of navigation menu to use.

Hamburger Menu

This menu is one of the most talked about. There have been several corporate sites which adopted this form. It gives your page a cleaner look. This form of menu adds a unique style and diversity to the sites using it.

Vertical Navigation Menu

This is one of the most sought-after navigation menu these days. The majority of the navigation menu flows right through the top of the website. In this style, the menus are displayed vertically, aligned with the web page. But if you don't want to hamper your content's flow on the main page, then you can also hide the menu with ease. It seems to be fixed that vertical navigation menus are to be included on the left side. This is best suitable for the sites that require extra screen space.

The navigation menus are getting modernized and improving the traffic on a website. There are different types of [modern navigation menus](#) for websites that can serve your purpose. The designing of menu bars is a crucial part of web designing. Since it is going to determine the way user lingers on your website.

Breadcrumbs: Track and Trail

This menu can be called a "path-builder". It leaves trails behind, on which we can track the way. It aims at maximum UI experience. This graphical element serves as a literal navigational aid. Its intelligent designing and leaving the trails behind, helps the user in identifying the exact path. These menus are of three types, namely, location breadcrumbs, attribute breadcrumbs and path breadcrumbs. It depends upon your site

as to which you want to pick. E-commerce websites have n number of products that are sequenced under a logical category. And there are several other categories also. For making the user's search full of comfort and ease, this menu can be fruitful.

Video Backgrounds: A Snackable Idea

"Visuals express ideas in a snackable manner" ([SOURCE](#))

Kim Garst, CEO of Boom Social rightly said; visual representation adds value to the user experience. And, it is the best way of putting your website's main idea at front. This is one of those innovative design ideas that pay off. It acts as an eminent way that makes your website stand apart in a crowd of many. Engages the user in such a way that their interest gets developed. It brings forth and effectively displays your purpose to the users.

There are [video background plugins](#) available for you to include in your site. These are cost effective tools that help in enhancing the user's experience. Implementing this website design idea will definitely result in traffic.

Laziness never pays off but only if you use "Lazy Load Effect"

Now, let's be honest here, how many of you have abandoned a website just because you grew impatient of the wait?

If a site takes forever to load, it is surely gonna turn away a lot of your potential customers. Lazy loading is a technique which enhances the user experience. It gives them improved load speed. This web design idea helps you to fight off the user's woes regarding the speed of the site. There are several plugins available to assist you to implement the [lazy load effect](#).

Banners And Pop-ups

Banners and Popups had been considered a matter of severe annoyance for the users.

So as to [improve the user's experience](#), they deserved [evolution](#). Thus, Google laid down certain guidelines that were to be followed by websites before opting for any sort of Banners and Popups. This untimely element grew to become one of the most effective and engaging with the users. Their popping nature was replaced with emerging for the first few seconds on the initial page. This combat with the issue of bounce rate that used to arise post this evolution.

This is a process of generating customers and prospective leads. Since they catch more eyeballs than the regular content does. Opt-in forms have been the most renowned pop-up which helps in extracting higher email subscription rates. This evolution brought tremendous changes in the [conversion rates](#). Hence, this is one of the revolutionary website design ideas for you.

Create your own World Of "Animations"

Let's recall the last time you met a dull person and were repelled because it was boring. Contrary to that, imagine meeting a person who is lively and full-of-life, you're obviously going to be captivated by their personality. Similarly, interfaces can be dull as well. The animation is essential to add a personality to the website and lure users. This, in fact, will drive users to become prospective leads. This is a characteristic trait that accords with the possible conversion rate on your site. This particular website design idea never aimed at boastful representation, instead, it was to target subtlety.

Animations have the power to connect personally with the user and hence, emotionally too. It can stir the user's brain and also excite them, by involving quirky or brainy animations. And, last but not the least, animation ideas hold the [power of conversions](#) too.

Bonus - "Cinemagraphs": The Illusions, perhaps!

Motion tempts the human eye as well as the brain. Cinemagraphs are neither photos nor videos. These are still photographs having a movement that occurs repetitively. This results in a video clip. They are saved as either gif. or in any other video formats. They trigger the mind and fool users into spending longer time on the site. This is one of the pioneer website design ideas to grab the attention of the users. And, from the designer's point of view, it also saves bandwidth. It has the capacity to convert a dull site into a top-notch one, provided that you keep in mind a few things. That is, keeping it subtle and make sure that it is on a loop. This will result in a better UX and higher conversion rates.

Final Thoughts

These website design trends are highly innovative and progressive in nature. These can improve your website's traffic substantially. They don't directly impact your SERPs rankings, but they will decrease the bounce rate. As in, with a better UI & UX, people will stop leaving your site and start getting interested in it. Your website's message will be delivered to them. Google will eventually start picking your website. This increases your SERP rank indirectly.

As a developer, you must be looking for these innovative website design ideas to increase your conversion rate. After checking these out, there comes a motivation to work on your website and make it a better platform for your audience. TemplateToaster can be your fundamental [theme design software](#) to incorporate these creative website design ideas. Since the growth of your website will lead you to the growth of your business.

Related Reading: [How To Design A Landing Page That Really "Converts"](#)

3.2 Developing different types of Websites



If you are a photographer, it is utmost for you to have your own website where you can showcase your work to the audience. Your website will contain your portfolio, your blogs, and your contact information. Making a photography website is not a hard job. You can easily do it with WordPress. The WordPress is the easiest Content Management System for developing websites. We will show you how you can use WordPress for developing your own website in three easy steps.

Step 1: Setting Up WordPress Environment.

Step 2: Create a Theme for Your Website.

Step 3: Install a Plugin and Make the Gallery.

Let us start with setting up the WordPress environment.

Step 1: Setting up the WordPress environment

You can install WordPress either on a web host or a localhost. Using a web host, you can directly work on your site on the server. On the other side, you will be creating your site

on your personal computer system with a localhost. There is no difference in using WordPress on a web host and a local host. Almost every web host gives an option of One Click Installation. So, you can install WordPress with a single click on the web host. If you want to know about local installation of WordPress, then, read out the [procedure for installing XAMPP and WordPress](#)

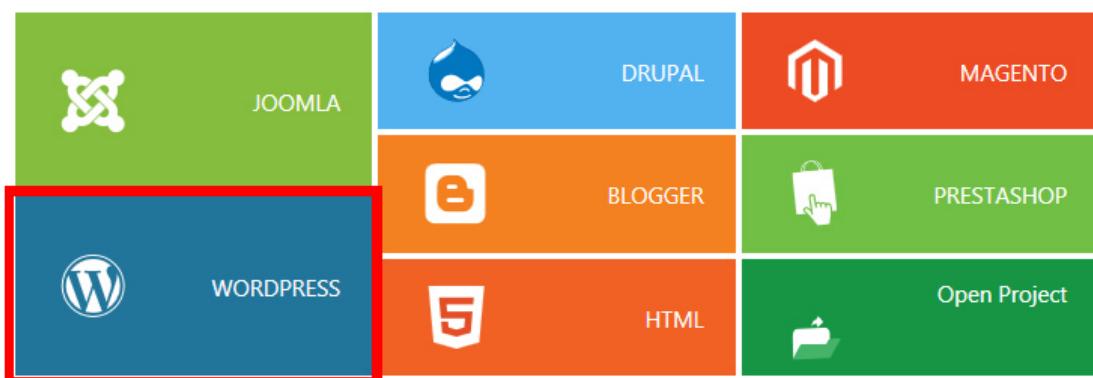
Step 2: Create a theme for your site

For your site, you will need a theme. We are going to show you making a photography theme with the help of [TemplateToaster](#). Before we start, we would like to give you an introduction of the tool.

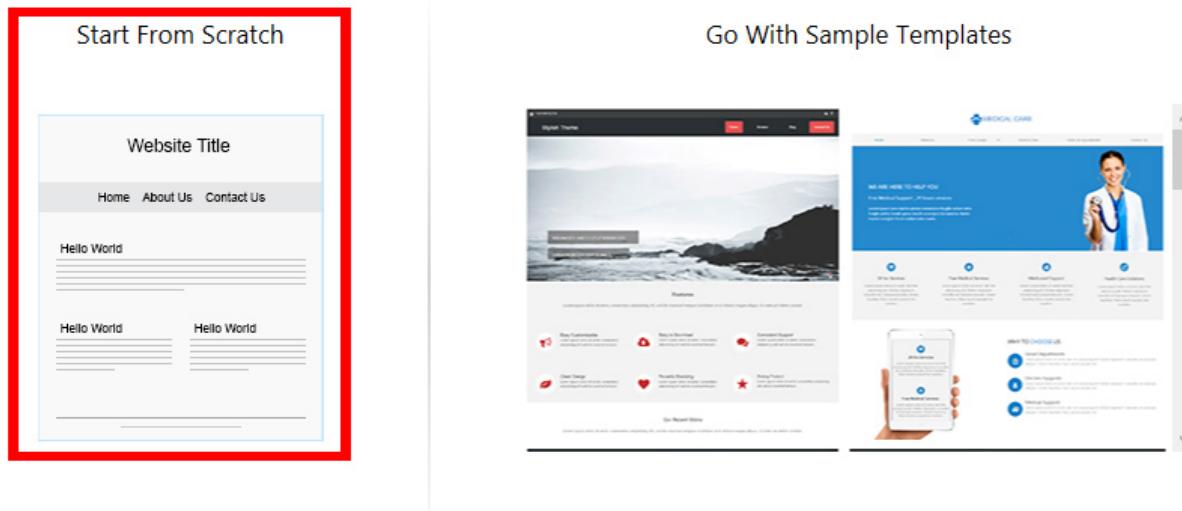
It is a premium software, used for developing WordPress themes. It can be referred as an automated web design tool, since, we design the themes using the graphical design options and it automatically generates the code for those themes. Hence, one can develop WordPress themes without touching a single bit of code. It is a downloadable theme generator. You may [download its free trial](#) with unlimited trial period.

We are going to plunge into designing process.

Start



Initialize TemplateToaster. It supports all major content management systems. Therefore, when we initialize the software, above screen appears. We select WordPress from here.



We preferred to show you making out photography theme from scratch, though the software also gives the option to start with a sample theme.

COLORS

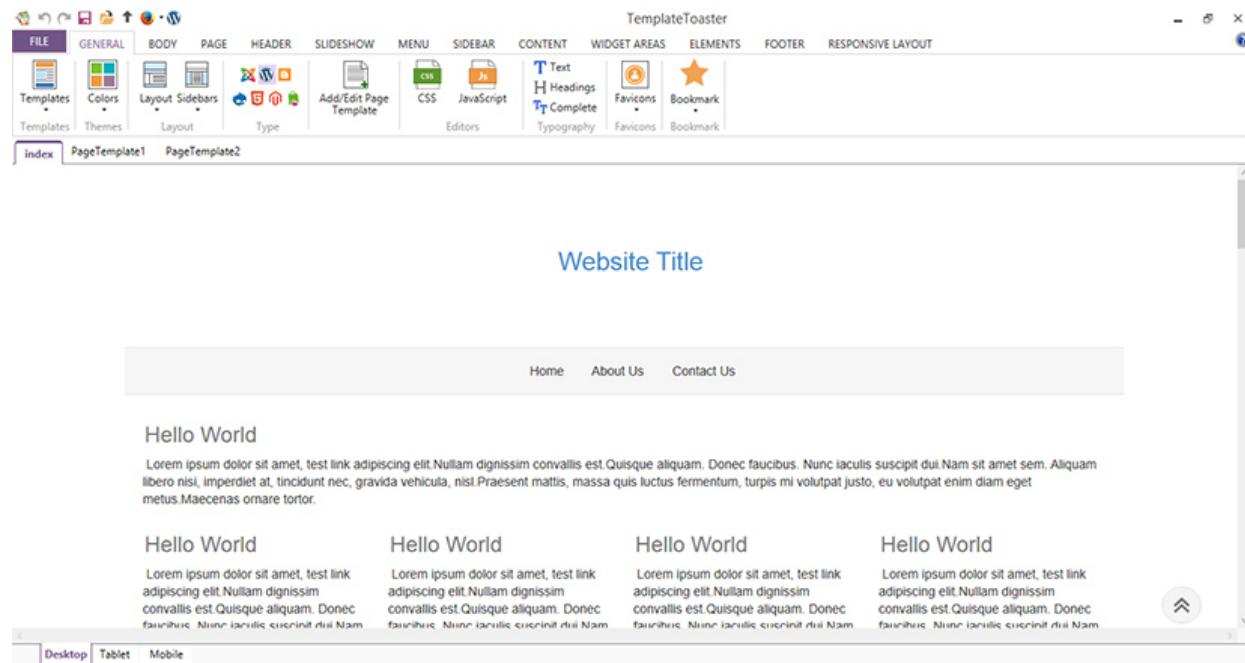
Primary	#428BCA
Secondary	#777777
Success	#5CB85C
Info	#5BC0DE
Warning	#F0AD4E
Danger	#D9534F

TYPOGRAPHY

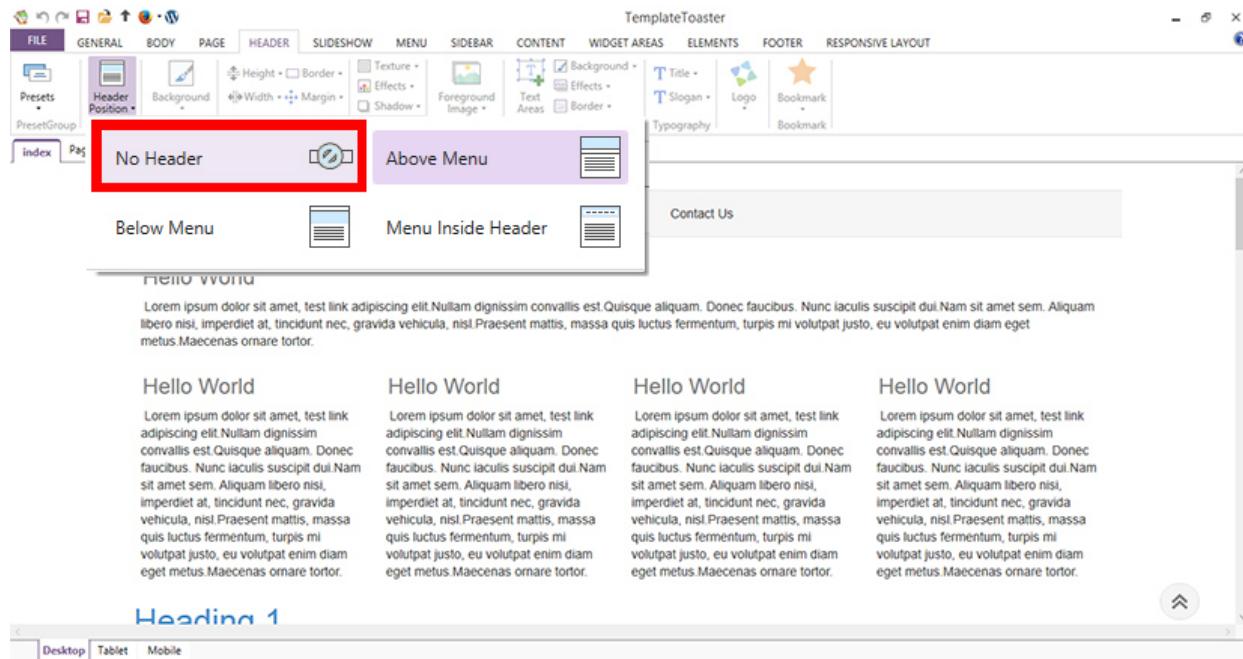
Font Family	Arial
Font Size	14
Line Height	1.42



We can determine the color scheme and typography of the design from the next (above) screen. The default color scheme and typography of TemplateToaster is set according to the default bootstrap values.

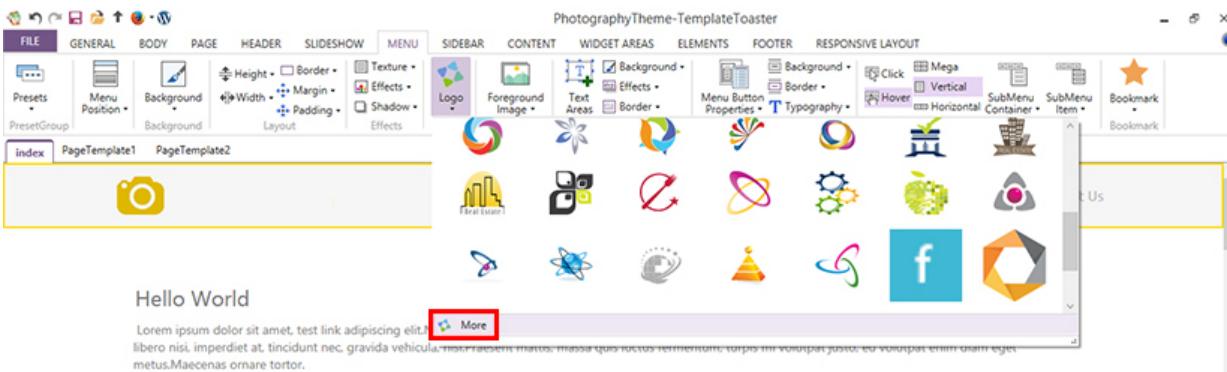


Above is the design interface of TemplateToaster. It looks very clean and structured. For each structural element corresponding tab is there in the Ribbon.

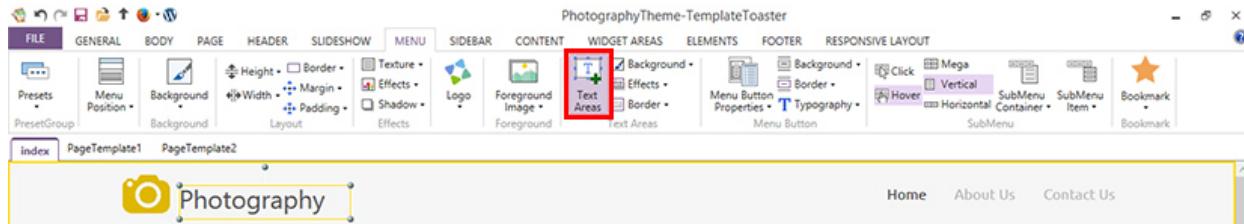


We have made quirky use of the TemplateToaster's options. We've removed the header from the design. For this, open the "Header" tab and select "No Header" option.

Designing Menu

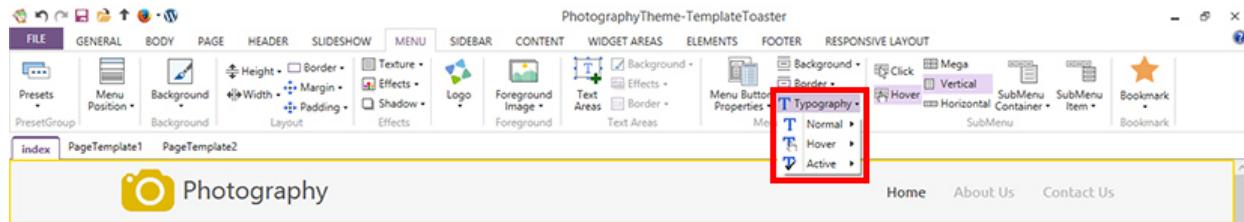


We have placed the logo in the top left corner. TemplateToaster allows to browse the custom logo and offers its own stock too. There are very interactive logos in TemplateToaster's stock. From "more", custom logo can be browsed.



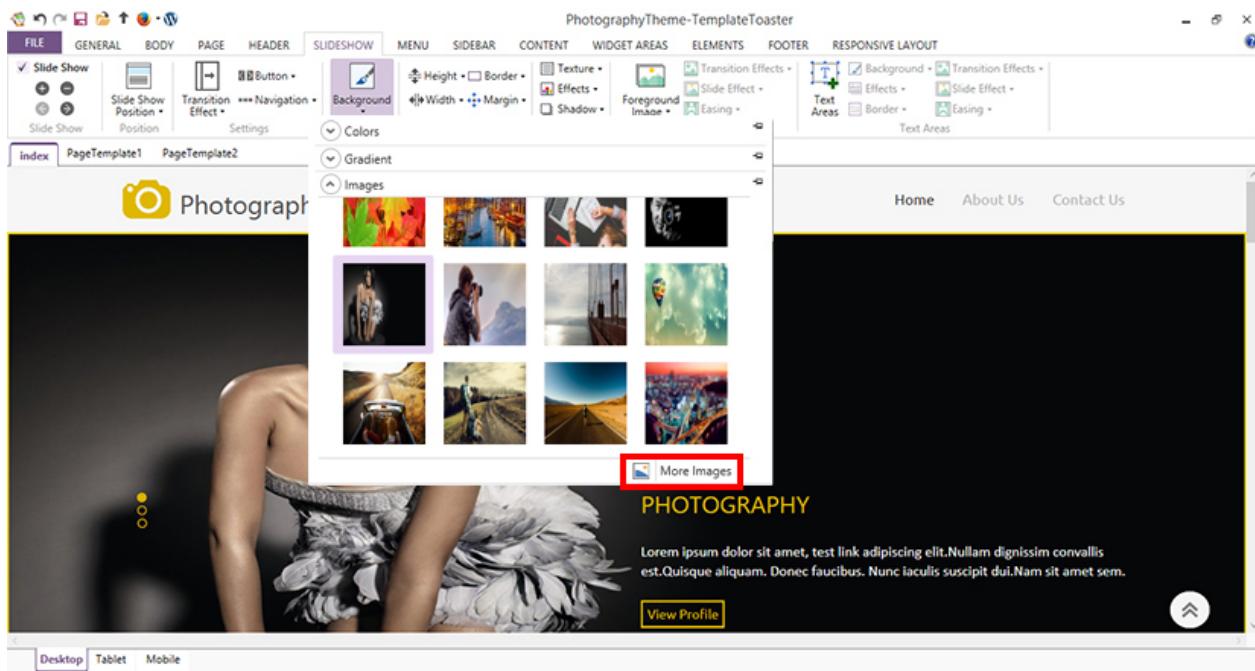
Besides the logo, we create the text area and write the title of our website.

TemplateToaster provides the flexibility of drawing text area anywhere in the design. Its text editor is very nice, which allows to insert image, video, tables and hyperlink inside the text area.

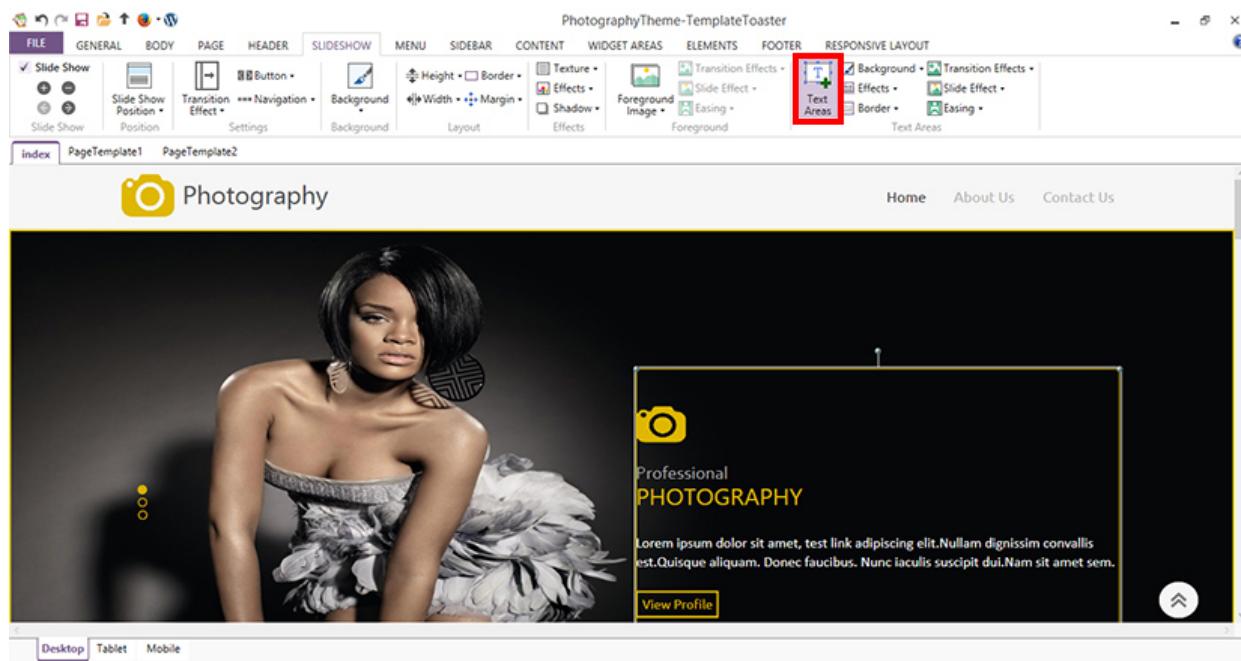
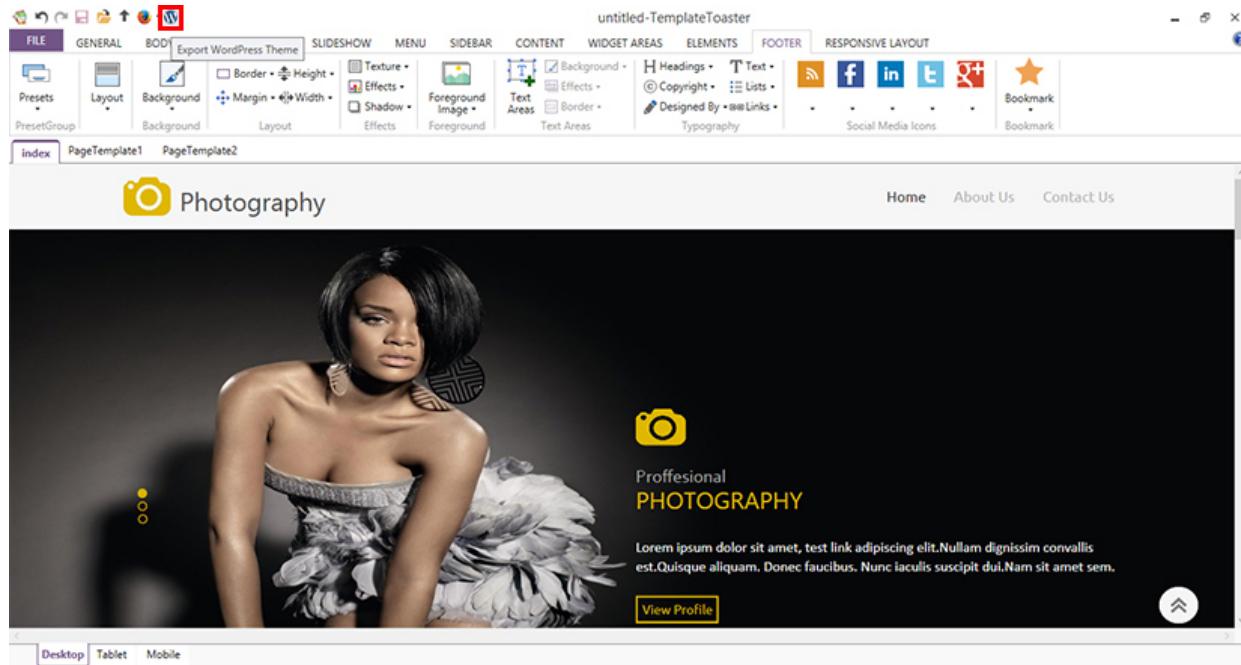


Then comes the menu items; for them, we want Google fonts. When we select the typography option, TemplateToaster further details the options for setting font and size for normal, hover and active item of the menu. You can choose a big size and different for the hover item, so that it would look gripping.

Designing Slideshow

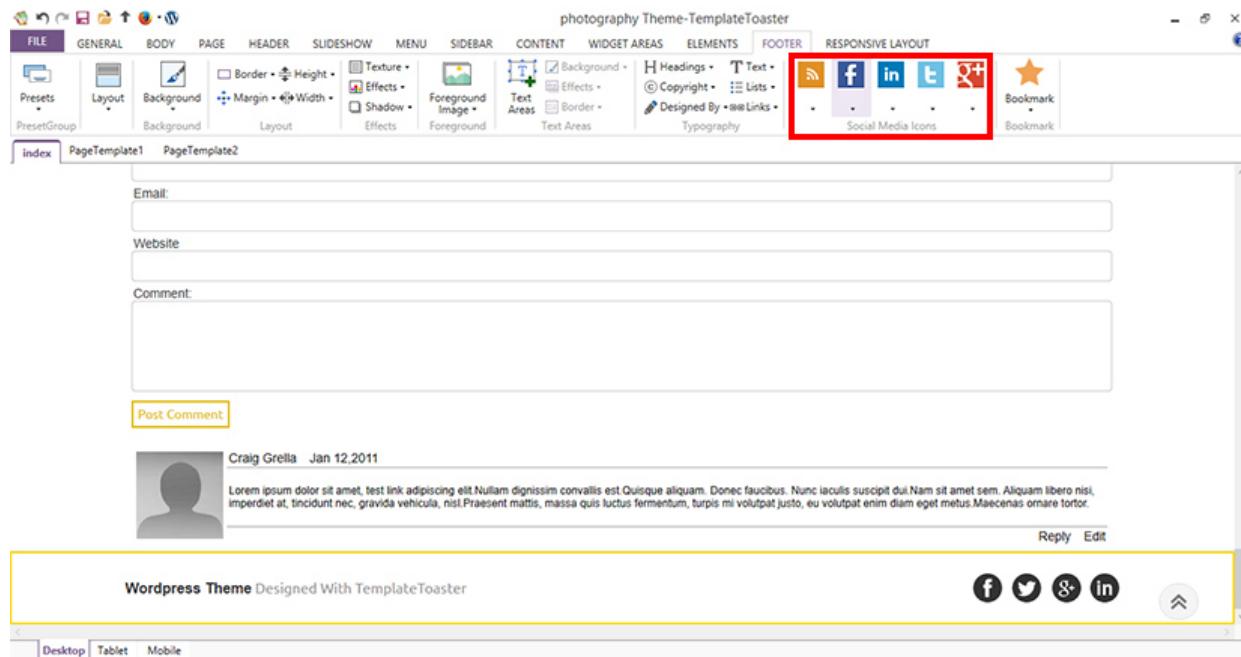


Our theme includes a beautiful slideshow. To include the slideshow in the theme, select the "Slideshow" tab from the ribbon, and activate the slideshow option. By default, three slides are included in the slideshow, you can add more using "+" symbol. Then, select the "Background" options for browsing the images for slideshow.

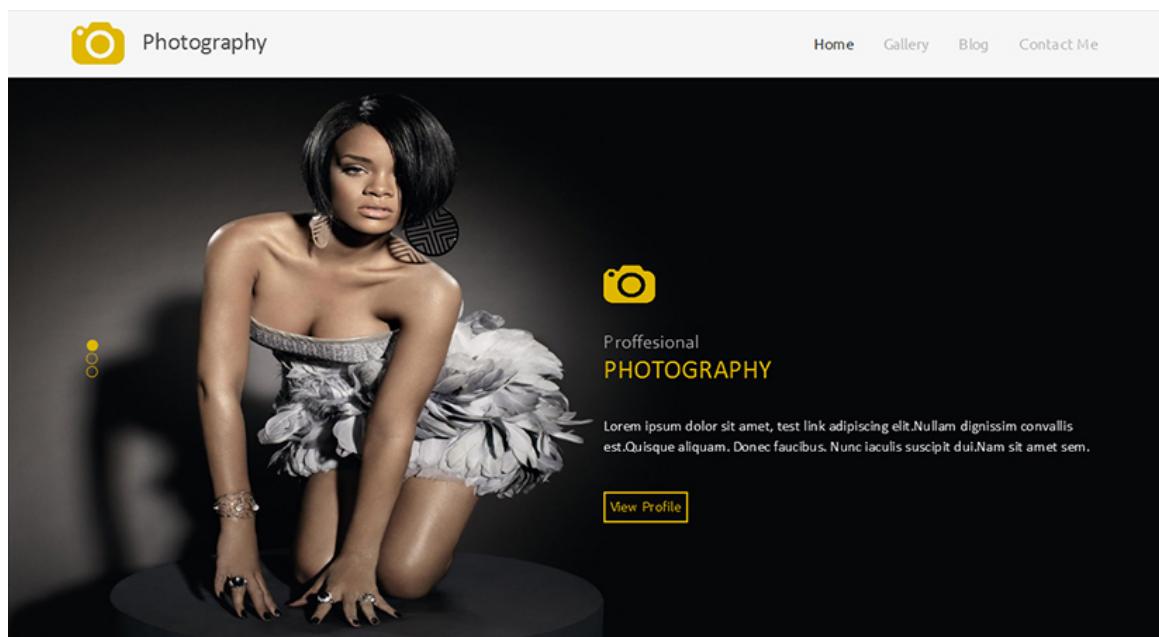


The text you are seeing on the slide is added with the help of "text area" option. Also, we have modified the navigation style using "Navigation" option.

Designing Footer



We have configured the social media icons in the footer. The icons can be browsed from system, or can be picked from the TemplateToaster's social media icon stock.



We have reached to the last step of the designing process that to export the theme.

Theme can be exported by clicking the WordPress icon in the quick access toolbar.

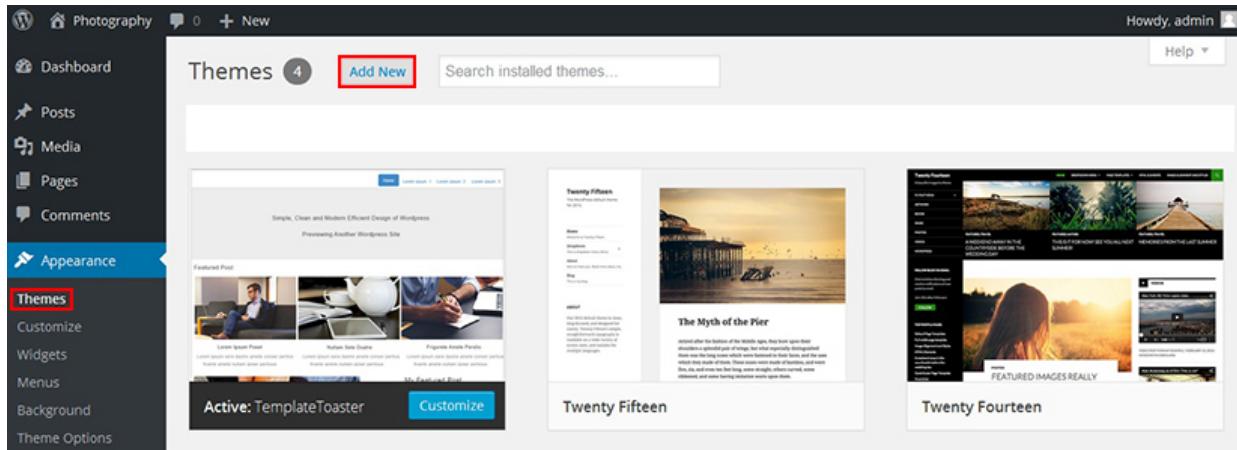
Another way to export the theme is, go to **File----->Export----> Specify File Name and path---> press Export.**

You can see the [demonstration videos](#) of the use of all tabs and options provide by the TemplateToaster, which we haven't described above.

Now, install your theme in WordPress.

Having to export the theme.

We login to our WordPress dashboard. And apply our theme in this way- **Appearance -> Add New -> Upload -> Browse your theme -> Install Now -> Activate.**



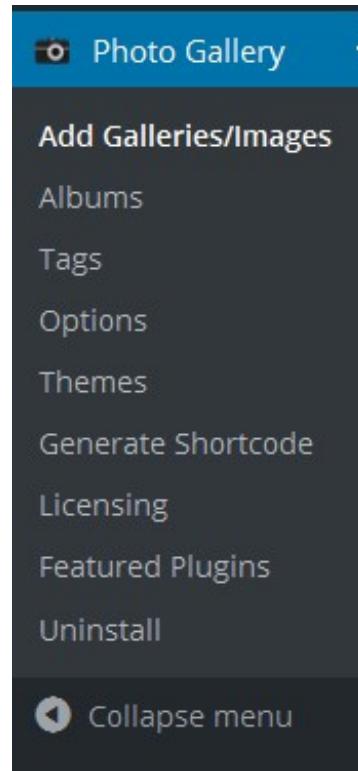
Step 3: Install Plugin and Make Gallery

We will need a gallery plugin to show up your photographs in an interactive way. There is an abundance of gallery plugins. From such a huge number of plugin we've picked [Photo Gallery](#) from the repository. It creates mobile-ready galleries and very easy to configure. Therefore, we have picked it for our purpose.

To install this plugin, go to **Plugins---> Add New---->Install Now----> Activate.**

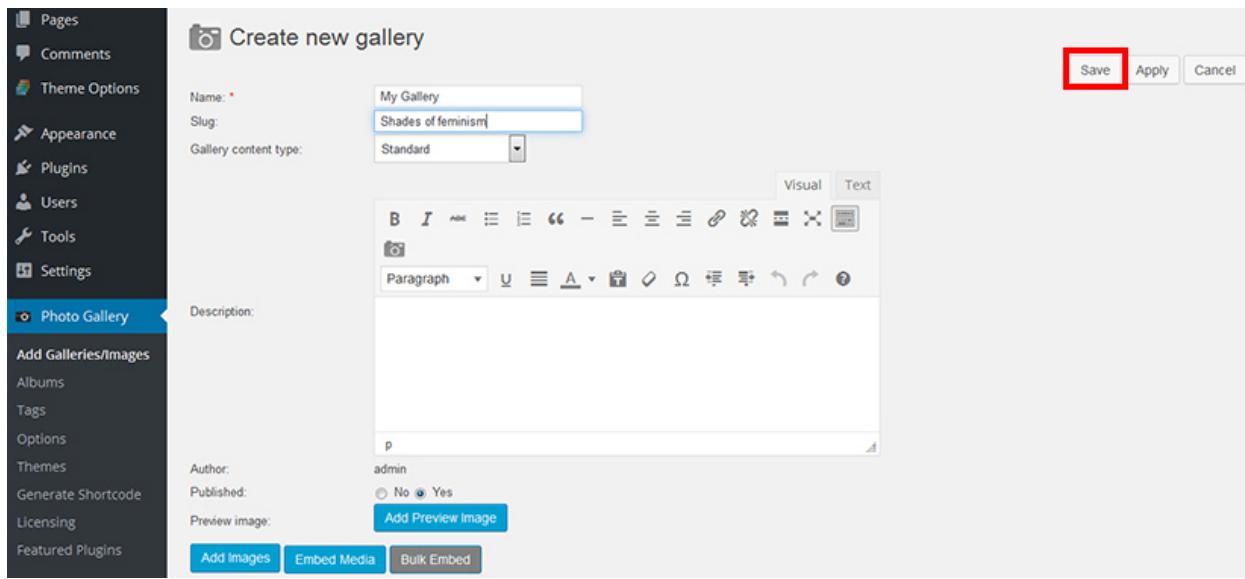
The screenshot shows the WordPress 'Add Plugins' page. On the left sidebar, under the 'Plugins' section, the 'Add New' button is highlighted with a red box. In the main content area, a search bar at the top has 'Photo Gallery' typed into it. Below the search bar, there are several plugin cards. The first card, 'Photo Gallery' by WebDorado, is highlighted with a red box. It features a blue camera icon, a 5-star rating of 160 reviews, and text stating '100.000+ Active Installs'. To its right is another plugin card for 'Gallery Bank - Responsive Photo Galleries & Albums' by Tech Banker, which has a 5-star rating of 296 reviews and '20.000+ Active Installs'. Both cards show the last update date (3 days ago for Photo Gallery, 1 day ago for Gallery Bank) and compatibility with the current version of WordPress.

As the plugin gets activated, following menu displays on the left sidebar of the WordPress dashboard.



Select "Add Galleries/ Images" options for creating a new gallery. The plugin has native WordPress user interface. You can easily add images as well as videos. You can embed

YouTube videos, Vimeo videos, Instagram posts, Flicker photos, and Dailymotion videos in your gallery.



You can display the galleries on the pages, posts and widgets. You can upload JPG, JPEG, PNG and GIF images and can set a watermark to prevent them being used anonymously. You can customize your images as well.

Add Images Embed Media Bulk Embed

Select All Show order column Set Watermark Resize Recreate Thumbnail Reset Add tag Publish Unpublish Delete

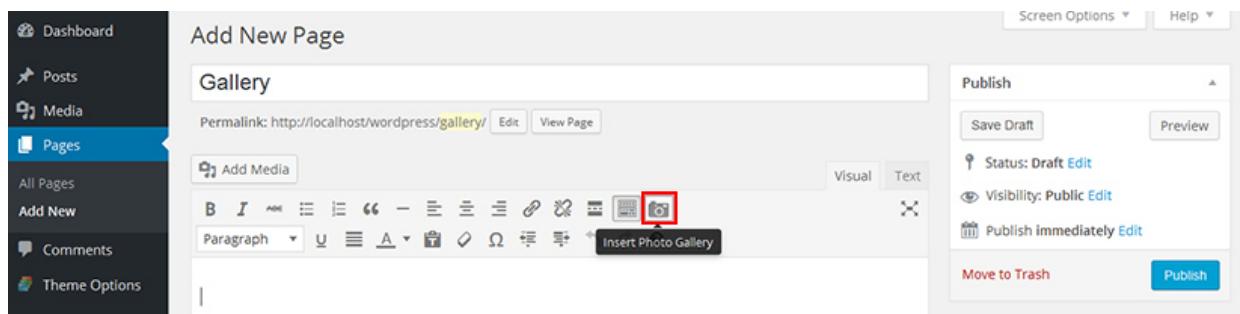
Filename: Search Reset

#	Thumbnail	Filename	Alt/Title	Description	Tags	Published	Delete
1		Image1	Image1		Add tag	<input checked="" type="checkbox"/>	Delete
2		ImageH	ImageH		Add tag	<input checked="" type="checkbox"/>	Delete
3		ImageG	ImageG		Add tag	<input checked="" type="checkbox"/>	Delete
4		ImageF	ImageF		Add tag	<input checked="" type="checkbox"/>	Delete
5		ImageE	ImageE		Add tag	<input checked="" type="checkbox"/>	Delete
6		ImageD	ImageD		Add tag	<input checked="" type="checkbox"/>	Delete
7		ImageC	ImageC		Add tag	<input checked="" type="checkbox"/>	Delete
8		ImageB	ImageB		Add tag	<input checked="" type="checkbox"/>	Delete
9		ImageA	ImageA		Add tag	<input checked="" type="checkbox"/>	Delete

Create Pages for your website

Now, we'll add pages to our site. We want to create four pages that are- [Home](#), [Gallery](#), [Blog](#), and [Contact Me](#). [Read here](#) to know about adding/editing pages and allocating to the menu.

Display your Gallery



You can add the photo gallery to the “[Gallery Page](#)” while creating it. A new button, which is called gallery button, gets created in the page/post editor when this plugin is installed. Clicking this button, we are prompted to configure display settings, like, number of columns, thumbnail dimensions, light box dimension and effects, control buttons, and more. After configuring the gallery display options, press “Insert” gallery, and publish the page.

Photo Gallery

Display

Theme: Theme 1
Gallery: Select Gallery
Sort images by: Order
Order images: Ascending
Show search box: Yes
Search box width: 180 px
Show "Order by" dropdown list: Yes
Max. number of image columns: 3
Images per page: 30
Image title: Show on hover
Enable pagination: Yes
Image thumbnail dimensions: 300 x 200 px

Full width lightbox: Yes
Lightbox dimensions: 800 x 500 px
Lightbox effect: Fade
Lightbox autoplay: No
Time interval: 5 sec.
Enable filmstrip in lightbox: No
Filmstrip size: 50 px
Display hit counter: No
Enable control buttons: Yes
Enable fullscreen: Yes
Enable info: Yes
Display info by default: No
Full width info: Yes
Enable rating: Yes
Enable comments: Yes

Advertisement Type: None

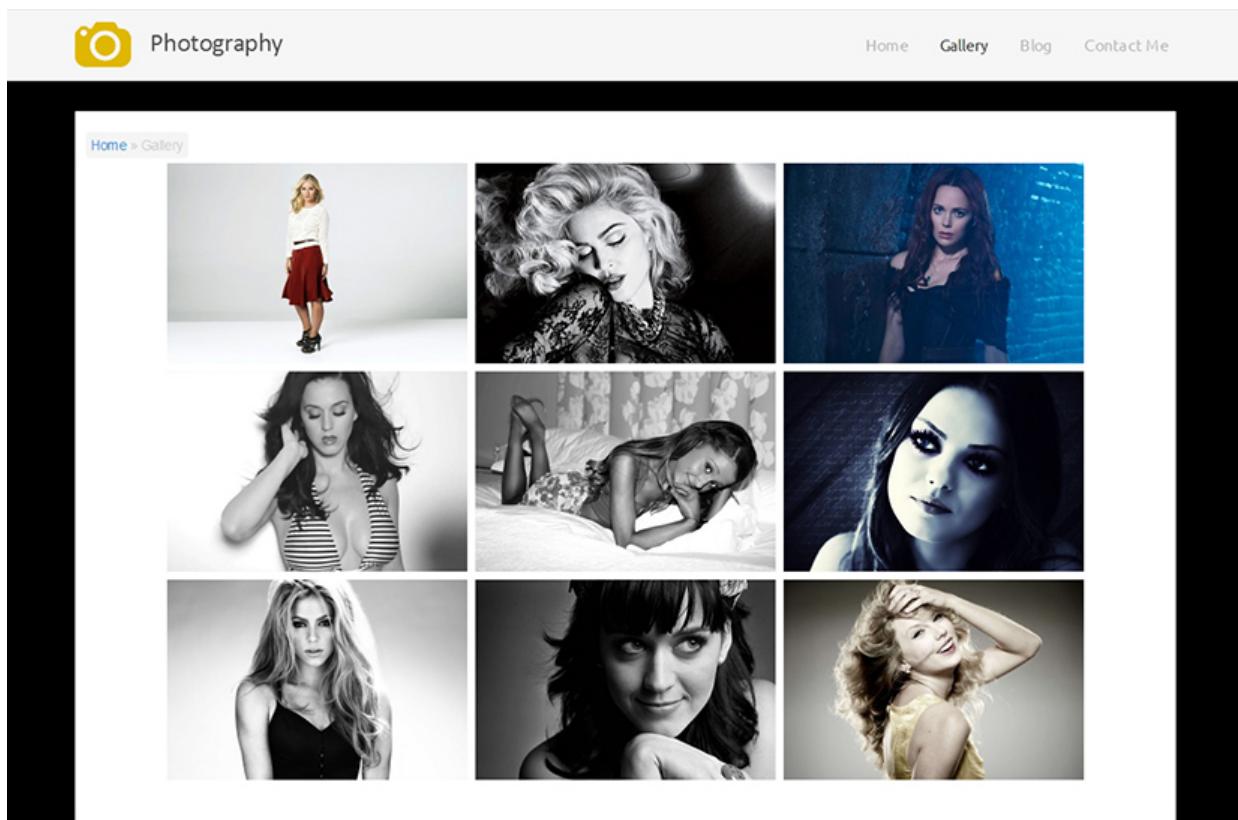
Please see Pro Thumbnails View Cancel Insert

Photography
Home
Gallery
Blog
Contact Me




 Professional
PHOTOGRAPHY
Lore ipsum dolor sit amet, test link adipiscing elit. Nullam dignissim convallis est. Quisque aliquam. Donec faucibus. Nunc iaculis suscipit dui. Nam sit amet sem.
[View Profile](#)

And, we are done. Our photography website is now ready. This is the final output of our efforts. You are seeing above the homepage of the website, which includes the slideshow. Below is the view of our site's gallery page.

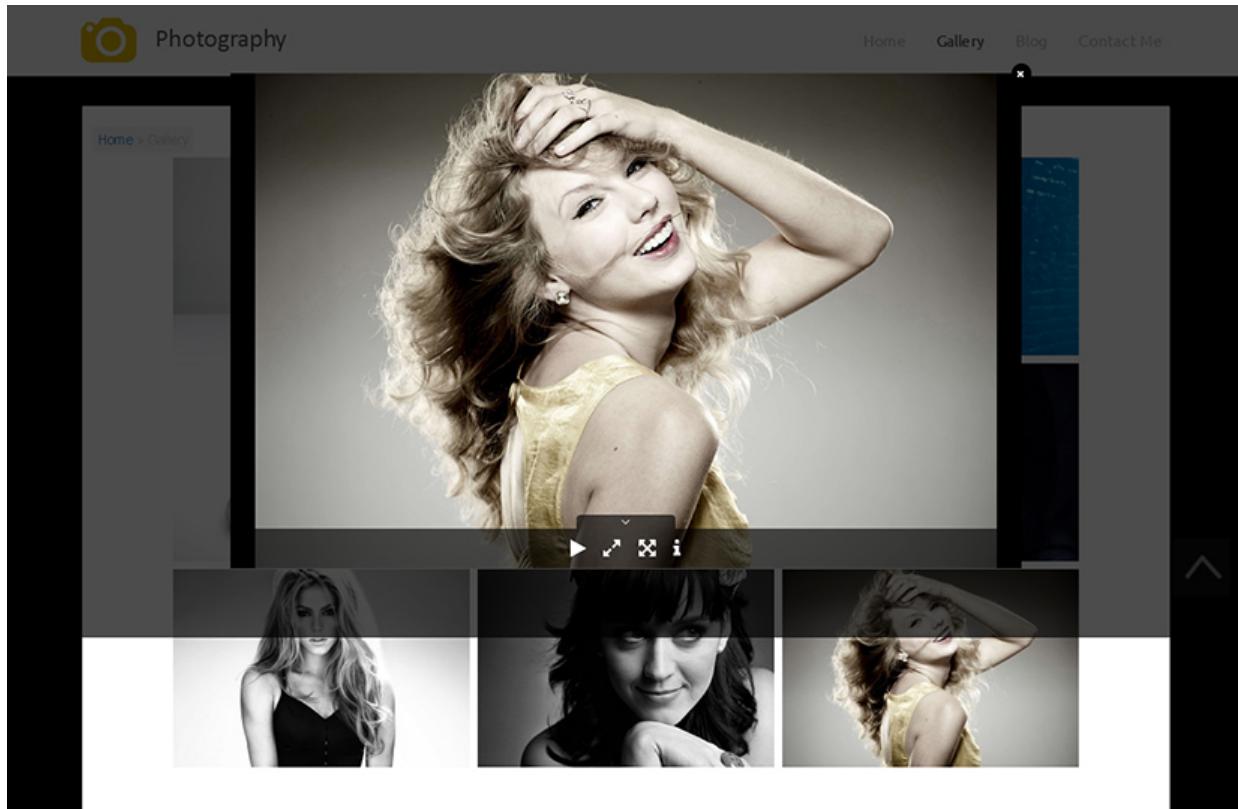


Wordpress Theme Designed With TemplateToaster



Following image shows the view when a photograph is selected from the gallery.





Wordpress Theme Designed With TemplateToaster

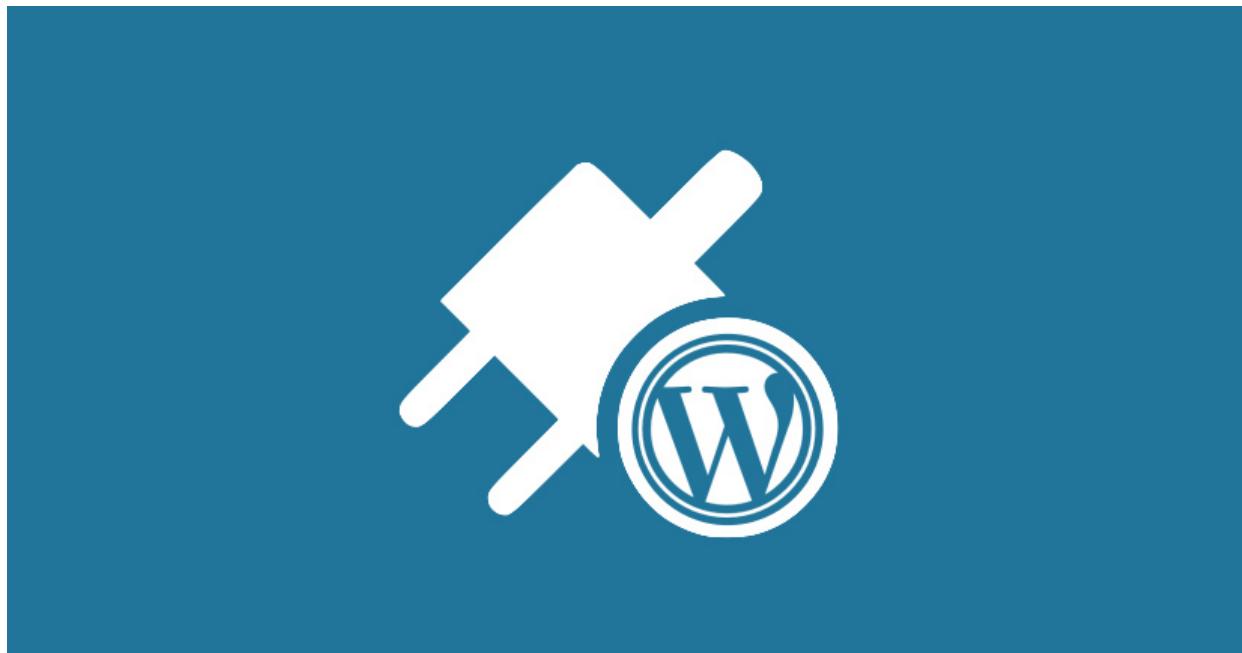


Closing Words

We used TemplateToaster generated theme and Photo Gallery plugin to craft a portfolio site. So, we are sure that the portfolio can be seen by the viewers on the smartphones and tablets. [TemplateToaster](#) generates bootstrap-powered themes, which ensures the flawless responsiveness of the sites. Hence, it enables the developers and designers to create [professional themes and templates in less time](#). The Photo Gallery is also a responsive plugin. The plugin allows to create unlimited responsive galleries to the user.

3.3 Extending WordPress Functionality

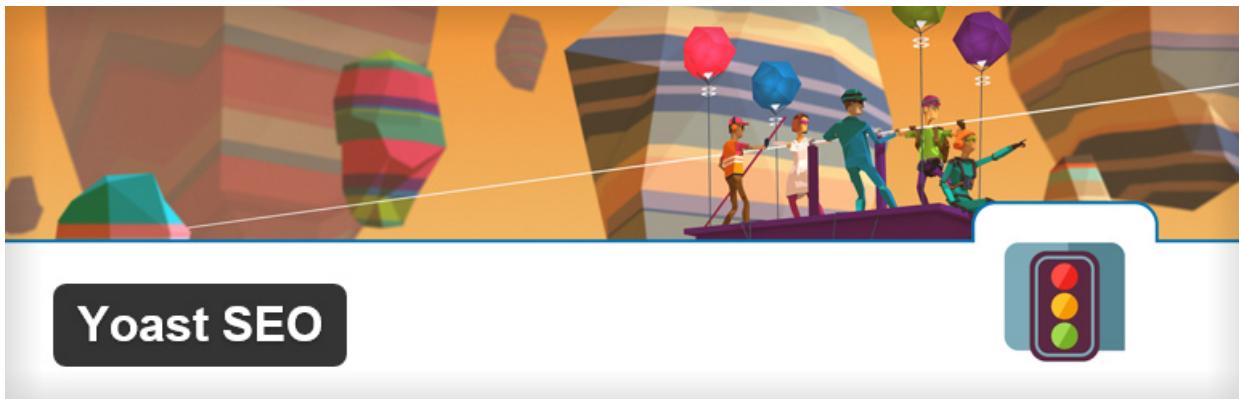
3.3.1 Essential Plugins



A great amount of WordPress plugins is there. Some are free, some are paid. Some work just basic, some are outstandingly advanced. Some are very popular, some are under the shadow of popular ones. We are going to tell you about the best WordPress plugins, which are free, advanced, very popular, and are utmost useful for WordPress powered websites.

Here you go with the best WordPress plugins!

Yoast SEO - for search engine optimization

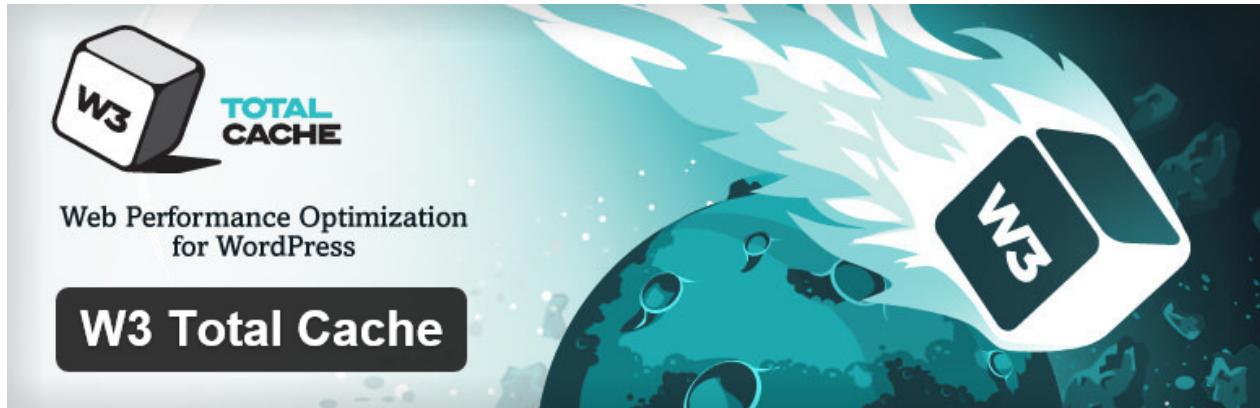


Yoast SEO helps optimizing a website to gain better search engine ranking. This is a top-notch SEO plugin, which you can download for free from the WordPress plugin directory. It enables the user to write meta title, meta description and meta robot tags (index/no-index, follow/no-follow) for the blog posts, pages, categories, tags, and archives of the website, which is a good SEO practice. It also helps the user to set the search engine friendly permalinks for the website. Additional important feature of Yoast is automatic Page Analysis. The Yoast analyses the page and tells the user what improvements are required to do for streamlining the page.

Active Installs: 1+millions

User rating : 4.5

W3 Total Cache - for caching



W3 Total Cache is used for improving the performance of the website by caching it.

There are several [cache plugins](#) that do the same job, but the W3Total Cache is the most advanced out of them. This plugin provides several options to control different aspects of website caching, like, browser caching, page caching, object caching, database caching. And, also provides the support for various content delivery networks. If you are not having great knowledge about caching techniques, you can go with the default settings of this plugin. Otherwise, you can custom configure each aspect of the web caching.

Active Installs: 1+million

User rating: 4.3

Wordfence Security - for Website Security

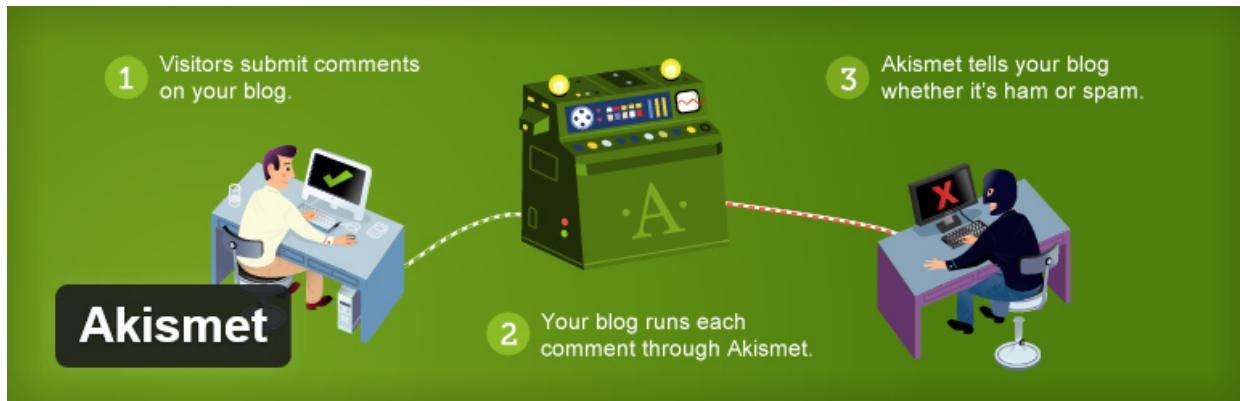


In one of our earlier blog posts, we have discussed about [5 best WordPress plugins for website security](#). Wordfence is on the top of those security plugins. It works exceptionally for providing protection from hackers and malware attacks to a website. The most appreciated feature of Wordfence is real time blocking. The real time blocking ensures that a hacker will be automatically blocked for all the Wordfence secured websites. You will also find the firewall settings for keeping fake Google bots and malicious scan off your website. The administrator can see real time traffic on the website for staying informed about user activity and whether the user is a human or a robot.

Active Installs: 1+ million

User rating: 4.9

Akismet - for Comment Spam Security

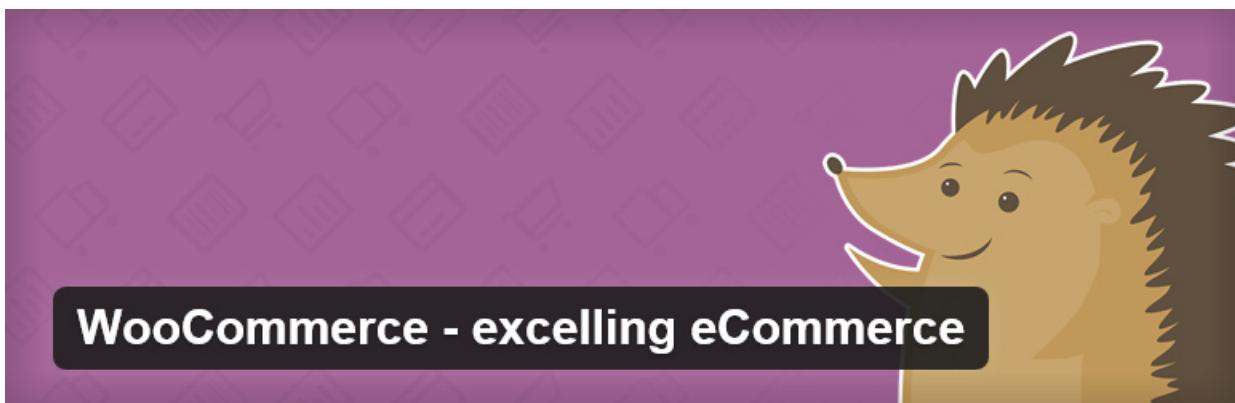


Comment Spam is a very common problem encountered by blogs. The WordPress has its own mechanism to provide protection to your blog, but that's not enough. The Akismet has advanced mechanism to protect blogs and websites from Spam. The interesting thing is that, WordPress users never have to download and install this plugin manually, but it comes already installed with the WordPress package.

Active Installs: 1+ millions

User rating: 4.8

WooCommerce - for eCommerce

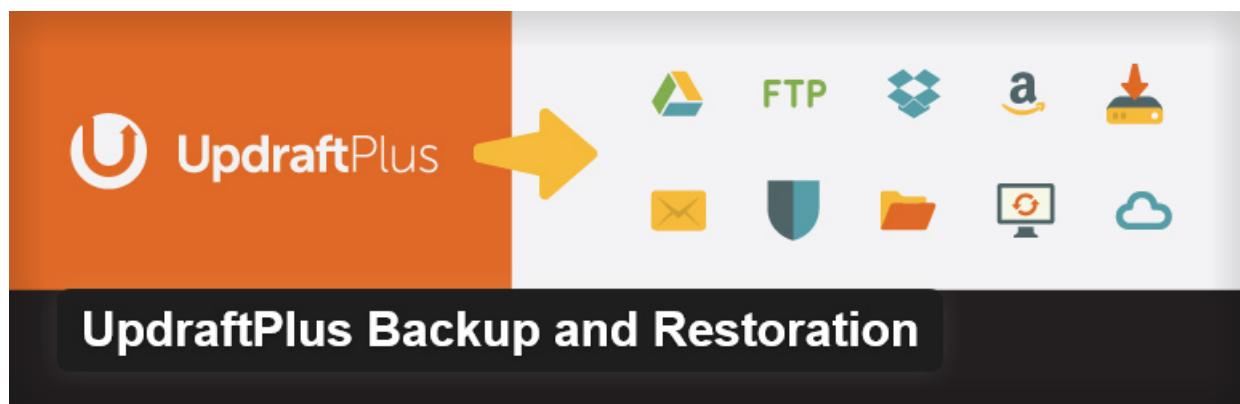


WooCommerce is one of the [best WordPress plugins for e-Commerce](#). You can easily [make an online store using WordPress and WooCommerce](#) combination. And, extend the store anytime with the help of add-ons. The WooCommerce allows you to implement tax rules of any country, manage coupons and discounts, see the sales report on the dashboard itself, add multiple payment gateways, cross-sell and up-sell the products, enable multiple shipment methods, leverage the shipment tracking, and do many more things.

Active Installs: 1+million

User rating: 4.5

[UpdraftPlus - for backup and restoration](#)

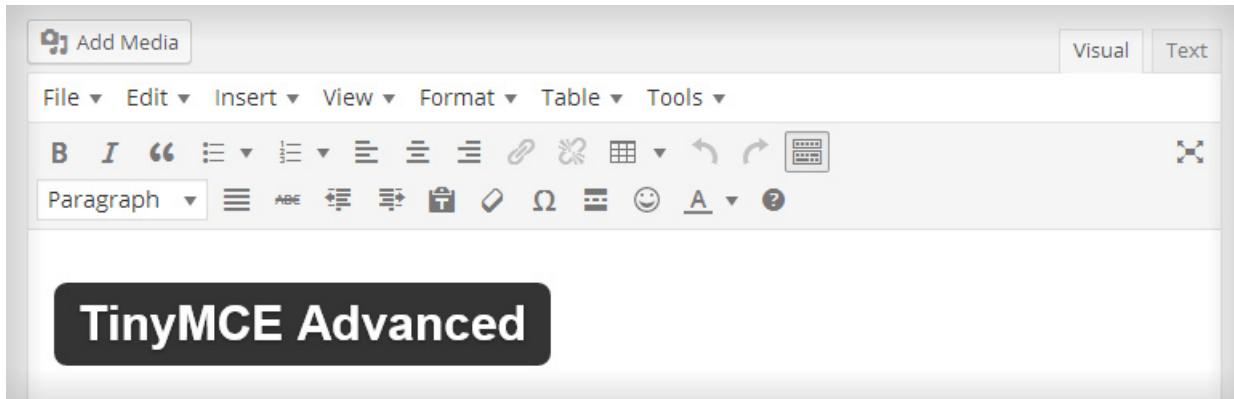


UpdraftPlus is a backup plugin. It creates and save the backup of your website on your preferred location, as per the schedule you set. You can save the backup on your computer as well as on cloud. It allows to separately run the backup schedule for database and files. It also works as a site duplicator, so you can copy the site and move to other location.

Active Installs: 500,000+

User rating: 4.9

Tiny MCE Advanced - for Advanced Editing



The editing option provided by the WordPress are very limited. The Tiny MCE Advanced plugin adds more editing and formatting options in the default WordPress editor, thereby, enriches the default WordPress editor for faster and better editing. TinyMCE advanced enables to use custom font families and font sizes, create and edit tables in the posts, search and replace the words, use subscript and superscript, use letters for lists, insert date and time in one click, and more.

Active Installs: 1+million

User Rating: 4.5

Contact Form 7 - for adding a Contact Form

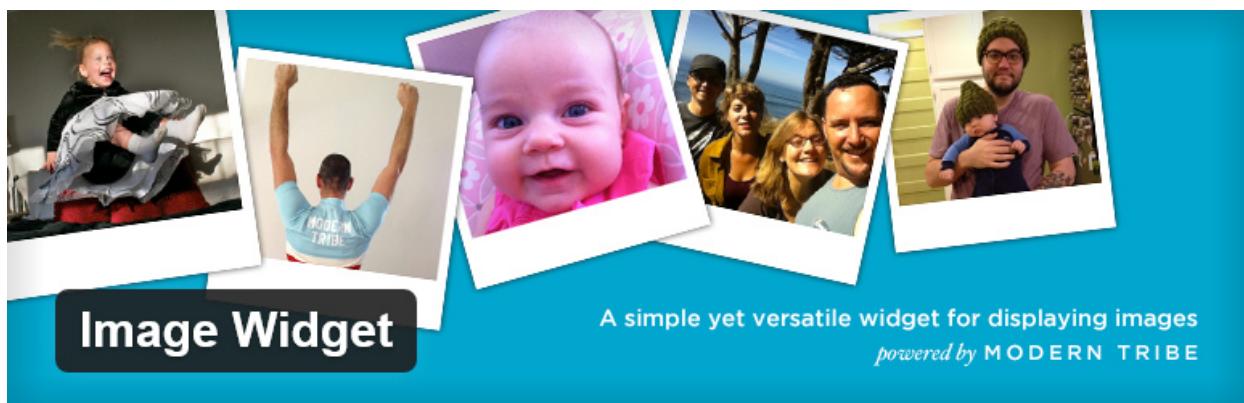


The contact form 7 is a well liked plugin for adding a contact form in WordPress websites. You can easily create multiple and multi-type contact forms with its user friendly interface. By multi-type, we mean that you can create query form, quotation form, lead-capture form, or a feed back form with the Contact Form 7. Features Ajax powered submission, the contact form 7 even supports CAPTCHA and Akismet Spam filtering.

Active Installs: 1+millions

User rating : 4.6

[Image Widget - for displaying an image in Widget Area](#)

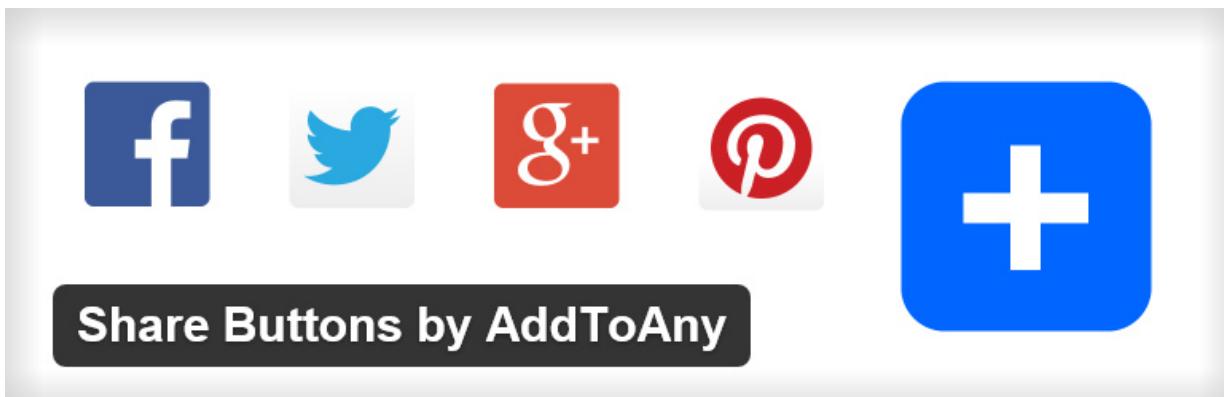


Adding an image in a WordPress post and a page is very simple. But, adding an image in the sidebar, header, and footer is not very simple. One needs to write the HTML for this. In such a case the Image Widget comes into its own. It allows to add an image in any widget area with ease. It allows the user to set the title, alt text and a caption, alignment and a link on the image. Also, allows to select the size of image.

Active Installs: 400,000+

User rating: 4.9

Share Buttons by AddToAny - for Social Media Sharing



This plugin is on top of the best WordPress plugins to [add social media share and follow buttons in a website](#). It has support for more than 100 social websites. It also gives an option to show the share and follow counts with the icons. Plus, you have the option of floating buttons. Not only share and follow, but, it even allows to save and email your posts and pages. Above all, it doesn't hinder the loading of website by loading asynchronously with the web pages.

Active Installs: 200,000+

User rating: 4.7

Gallery - for making Photo Galleries and Portfolio



This plugin is used for making interactive image galleries and albums. It is useful for [creating portfolio and photography websites](#). You can create standard as well as Instagram galleries with this plugin. To let you prevent your images from being stolen or used anonymously, It also provides the option set the watermarks or advertisement on the images.

Active Installs: 200,000+

User rating: 4.5

[WordPress Popular Posts - for showing Popular Posts](#)



Want to display your popular posts with thumbnails? This is a go to plugin for doing that. You can display your popular posts in any widget area of your site. The popular posts can be filtered according to number of comments or according to the views. Plus, view count and comment count can also be shown with the posts. Also, you can opt to display post excerpt.

Active Installs: 200,000+

User rating: 4.3

Newsletter - for Email Subscription on the website

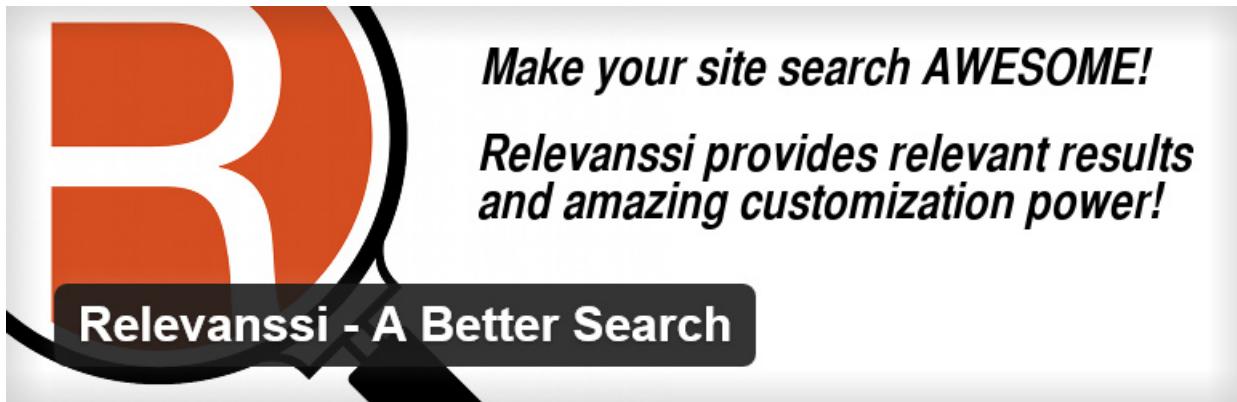


A WordPress blog always requires a functionality to send newsletters to the subscribed users. This plugin helps the user to automatically send out emails with SMTP support. It features unlimited subscriptions and emails with tracking. With single or double opt-in feature, you can display subscription form in any widget area. It allows to upload your logo and configure social media profiles in the emails. Also, it offers some customizable email templates for helping you in designing the interactive newsletters/emails. It lets you customize subscriber preferences so that you can better run your email campaign.

Active Installs: 100,000+

User Rating: 4.8

Relevanssi - for providing Search Facility



This is a go to plugin for giving the search facility to the site visitors. This plugin allows to make custom settings like, order of search results, exclusion of specific categories and tags from search results, search terms highlighting in results, synonym searching etc. Apart from these, the Relevanssi features “fuzzy matching”. Here you can know about Relevanssi and other [best WordPress plugins for search](#).

Active Installs: 80,000+

User rating: 4.7

WP Google Maps - for adding the Google Maps

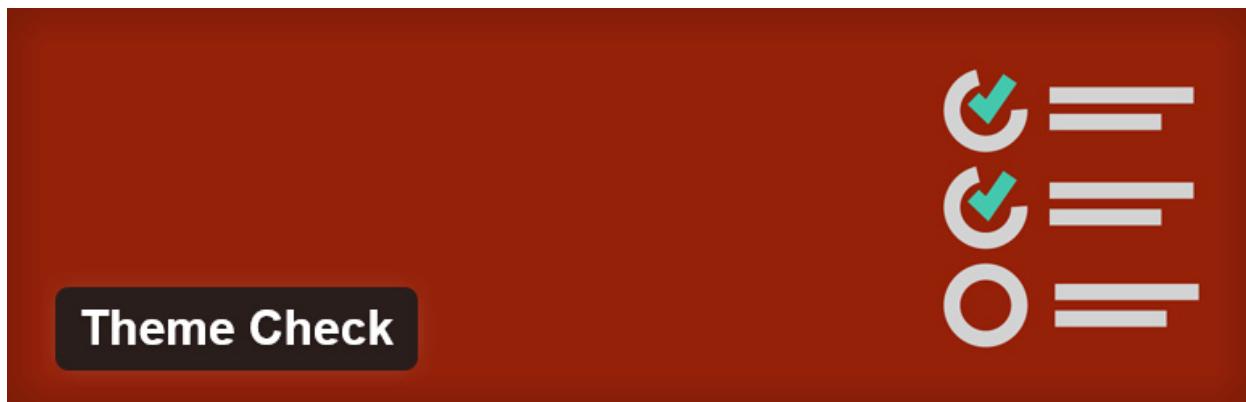


You can easily add a responsive Google map in your website with this plugin. It supports Google map streetview and allows to include polylines/routes in map too. More features include store locator functionality with country filter, ability to add polygons, auto-complete, transport layer, weather layer, etc. Apart from these features, it allows to determine the look and feel of the map from the 6 inbuilt options of map theme.

Active Installs: 200,000+

User rating: 4.3

Theme Check - for Testing the Performance of Theme



The WordPress codex defines some guidelines and rules for developing themes. A theme must follow those guidelines and rules to get submitted in WordPress.org. This plugin is used by the developers for making sure that their themes follow standards of WordPress codex.

Active Installs: 90,000+

User rating: 4.8

Wrapping it Up

We have covered every aspect of a website to put the best WordPress plugins for you.

We started with the plugin, which is needed immediately as the development of the

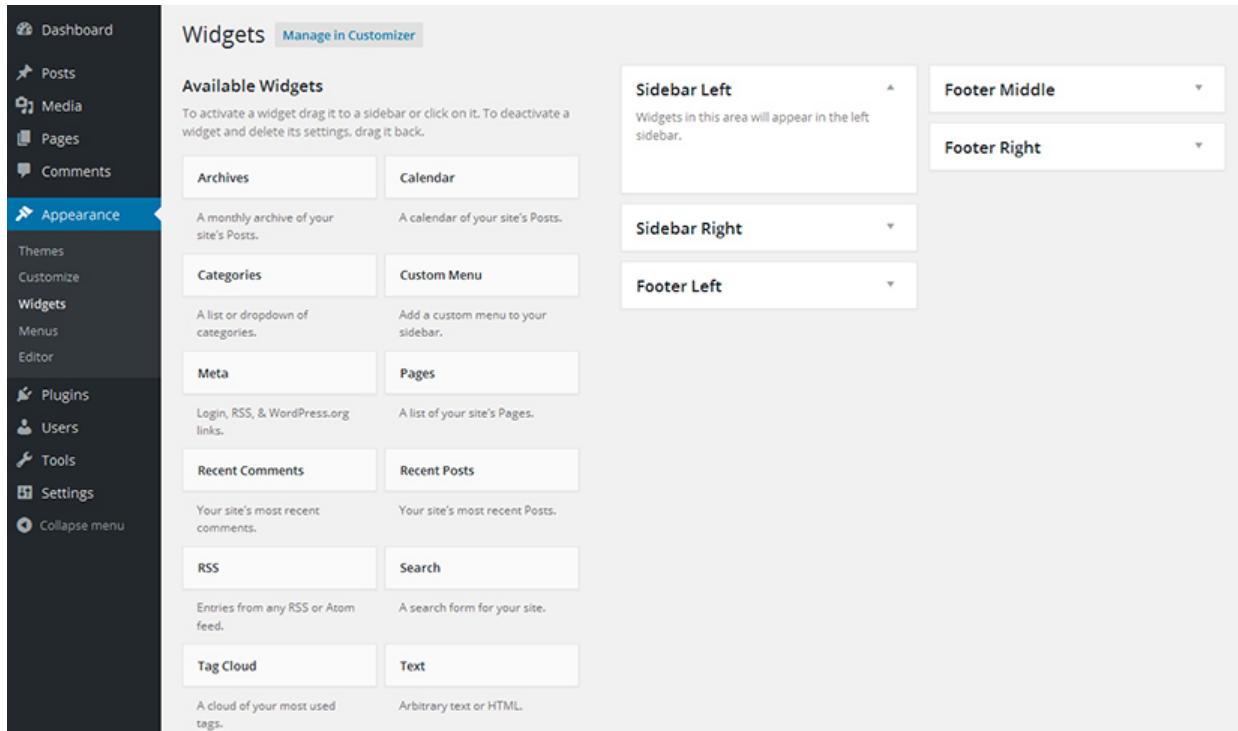
website get's completed, i.e. search engine optimization. Then, we covered the security, comment spam protection, backup and restoration, social media connectivity, e Commerce, subscriptions, editing and formatting of posts/pages, map, search functionality, sidebar/widget-area of the website.

Related Reading: [10 Best WordPress Plugins You Need Right Now](#)

3.3.2 Essential Widgets



A WordPress widget is a small component that performs a specific function. A widget can be placed only in a defined area for it, which is called widget area. There can be multiple widget areas in a WordPress theme and user can place multiple widgets in those areas. The WordPress comes preloaded with a dozen of widgets of different types, and allows you to add, arrange and remove them in the widget areas through [Appearance-->Widgets](#) on the administration panel. Let us have a glance at the widget management panel of the WordPress.



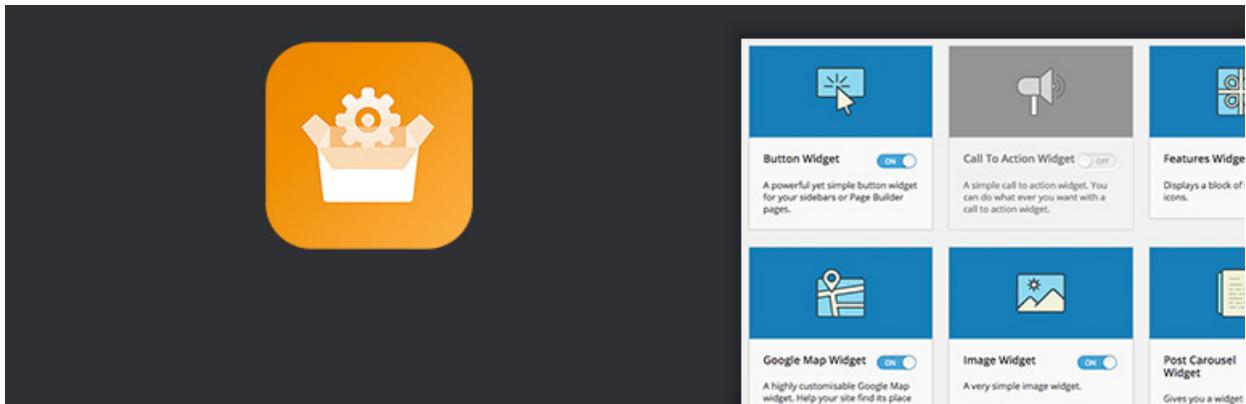
On the left side of the panel, all the widgets are present, and the widgets areas are on the opposite side. You just need to drag a widget to the preferred widget area to fit it into the structure of your theme. Widget areas are created by the author of the theme as per the requirements. It can be created anywhere in the structure.

If you would like to design a theme with custom widget areas, then you may [download TemplateToaster](#). It is a web design software. You wouldn't have to learn any programming for using this tool. This tool automatically generates the source code of theme for the user. You can try it for free to evaluate its usability. And, this is one of the best feature of TemplateToaster that it allows you to create multiple widget areas anywhere in the design of your WordPress theme.

Well, we are going to give you the information about the most useful WordPress widgets that you could think of include into your website. These widgets are created by the

plugins, which are available in the WordPress directory. So, you need to install the respective plugin from the WordPress directory for using the widget(s).

[SiteOrigin Widget Bundle](#)



This widget is amazing. It offers more than a dozen widgets with its single installation, which are- Button widget, Call-to-Action widget, Editor Widget, Features widget, Google Maps widget, Headline widget, Hero widget, Image widget, Post Carousel widget, Price Table widget, Slider widget, Social Media buttons widget, and Video widget.

SiteOrigin Widgets Bundle

All Enabled Disabled

 Button widget <input checked="" type="checkbox"/> A powerful yet simple button widget for your sidebars or Page Builder pages.	 Call-to-action widget <input checked="" type="checkbox"/> A simple call-to-action widget. You can do what ever you want with a call-to-action widget.	 Editor Widget <input checked="" type="checkbox"/> A widget which allows editing of content using the TinyMCE editor.	 Features widget <input checked="" type="checkbox"/> Displays a block of features with icons.
 Google Maps widget <input checked="" type="checkbox"/> A highly customisable Google Maps widget. Help your site find its place and give it some direction.	 Headline widget <input checked="" type="checkbox"/> A headline to headline all headlines.	 Hero Image <input checked="" type="checkbox"/> A big hero image with a few settings to make it your own.	 Image widget <input checked="" type="checkbox"/> A very simple image widget.
 Post carousel widget <input checked="" type="checkbox"/> Gives you a widget to display your posts as a carousel.	 Price table widget <input checked="" type="checkbox"/> A powerful yet simple price table widget for your sidebars or Page Builder pages.	 Slider widget <input checked="" type="checkbox"/> A very simple slider widget.	 Social media buttons widget <input checked="" type="checkbox"/> Customizable buttons which link to all your social media profiles.
 Video widget <input checked="" type="checkbox"/> Play all your self or externally hosted videos in a customizable video player.			

By default only four widgets are enabled. You can enable more widgets by navigating to [Plugins--> SiteOrigin](#). Here you can enable/disable the required widgets. All the widgets

are amazing and the most amazing thing is that a whole bundle is free. Have a look at the number of active installation and user rating of this widget bundle.

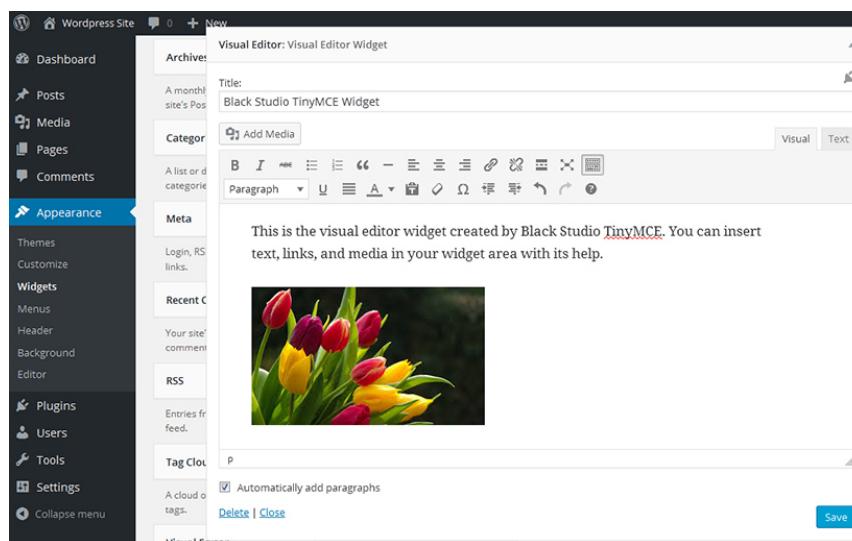
Active Installs: 200,000+

Rating: 4.8 out of 5

Black Studio TinyMCE Widget



This widget allows you to insert text, links, and media in the widgetized area. Although, you can do the same with the help of text widget, but that requires you to write HTML. This widget overcomes the hurdle of writing HTML by providing WYSIWYG editor.

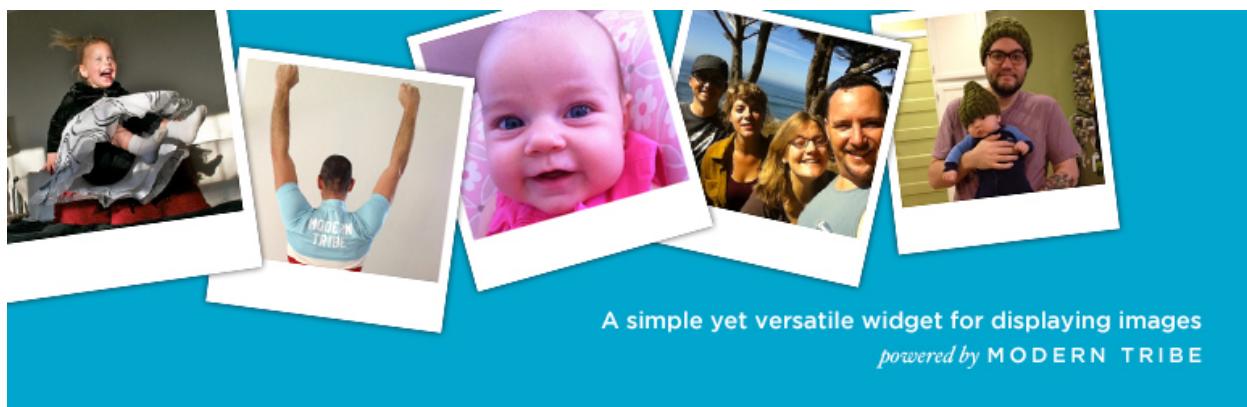


Go to widget management panel and find the **Visual Editor** in the widget list. Drag it to the preferred widget area and you see a WYSIWYG editor. **Visual Editor** reminds the native WordPress editor, which you use for adding/editing posts and pages. It can work on multisite and supports more than twenty languages. Here is its active installs and rating given by the users.

Active Installs: 600,000+

Rating: 4.7 out of 5

[Image Widget](#)



This widget is highly useful to add a single image with title and description in the widget area. Its simplicity and quality both are most admired by the user that make it rated 4.9 out of 5 stars. A notable thing is that this widget is responsive.

Widget Area

Add widgets here to appear in your sidebar.

Image Widget

Select an Image



Title:

Alternate Text:

Caption:

Link:

Link ID:

Stay in Window

Size:

Align:

[Delete](#) | [Close](#) [Save](#)

It gives you the option to link the image with an URL. Further, you can set the alignment of the image, and an option to set the size of the image, you can set custom height and width of the image too. This widget supports template overriding, so you can override the template for your theme.

It supports ten languages in total. Following is the number of active installs and user rating of this widget.

Active Installs: 400,000+

Rating: 4.9 out of 5

WordPress Popular Posts

The screenshot shows a WordPress Popular Posts widget. On the left, there is a small thumbnail image of a computer screen displaying a dark interface. To its right is a block of Latin placeholder text (Lorem ipsum). Below this text is a blue link labeled "Replies". On the far right, there is a sidebar titled "POPULAR POSTS" containing a list of four items, each with a title, views, and comments count:

- [Template: Sticky](#)
13 views | 2 comments
- [Post Format: 'Audio'](#)
8 views | 1 comment
- [Markup: HTML Tags and Formatting](#)
8 views | 0 comments
- [Post Format: Standard](#)
6 views | 1 comment

WordPress Popular Posts widget is an advanced widget. You can use this plugin with different settings in different widget areas. Moreover, you can display your most popular posts on your pages as well, using [wpp] shortcode. You can find the shortcode parameter by navigating to [Settings--> WordPress Popular Posts](#). Following screenshot shows you the settings at the time of configuring the widget in the widget area.

Widget Area
Add widgets here to appear in your sidebar.

WordPress Popular Posts

Title:

Show up to:
10 posts

Sort posts by: Total views

Filters

Time Range: Last 24 hours

Display only posts published within the selected Time Range

Post type(s): post,page

Post(s) ID(s) to exclude:

Category(ies) ID(s):

Author(s) ID(s):

Posts settings

Shorten title [\[?\]](#)
 Display post excerpt [\[?\]](#)
 Display post thumbnail [\[?\]](#)

Stats Tag settings

Display comment count [\[?\]](#)
 Display views [\[?\]](#)
 Display author [\[?\]](#)
 Display date [\[?\]](#)
 Display category [\[?\]](#)

HTML Markup settings

Use custom HTML Markup [\[?\]](#)

[Delete](#) | [Close](#) [Save](#)

It even supports custom post types. You can sort the popular posts according to the comments or according to the views. And, time range can be set 24 hours, or a week, or a month, or the whole lot time since you have made posts.

Take a glance at the number of active downloads and user rating of this widget.

Active Installs: 200,000+

Rating: 4.5 out of 5

Social Media Feather



Social Media Feather creates two social media widgets for you. One for social media sharing and another for social media follow. If you've read our previous posts about [social media sharing and following plugins for WordPress](#), you must be aware of the settings of this plugin. It supports a dozen of social media platforms that even include video portals like YouTube and Vimeo.

The screenshot shows the 'Widget Area' section of the TemplateToaster interface. It contains two separate widget configurations:

- Social Media Feather: Follow Us**
 - Title: Follow Us
 - Icon Skin: Regular
 - Icon Size: 24x24
 - Icon Spacing: 2
- Social Media Feather: Sharing**
 - Title: Sharing
 - Icon Skin: Use Default
 - Icon Size: 24x24
 - Icon Spacing: 2

Each configuration includes 'Delete' and 'Close' links at the bottom left, and a blue 'Save' button at the bottom right.

Navigate to **Settings--> Social Media** for the settings of this widget, where you need to describe the social media URLs (for social following). Keeping the importance of social media buttons on the websites, this widget would be very much useful to you. Following is user rating and active installs of this plugin.

Active Installs: 100,000+

Rating: 4.6 out of 5

Recent Tweets Widget



 @henryoloughlin a few people get double but for important emails its worth it. not saying you should do for every one.
about 1 hour ago

 @Stammy Yes, my emails are still getting through!
about 1 hour ago

 @fight4truth read. Good link

The next useful and very simple plugin on our list is Recent Tweets Widget. It nicely does its job of displaying the recent tweets on user's website. You can configure the widget in no time and see the tweets being displayed. This widget uses Twitter's recent version of API (v1.1) with cache. Owing to the feature of cache it ensures that the user is not rate limited by the Twitter. You can set the time for updating the cache.

Widget Area

Add widgets here to appear in your sidebar.

* Recent Tweets

Get your API keys & tokens at:
<https://apps.twitter.com/>

Check out our [SumoMe plugin](#)

Title:

Consumer Key:

Consumer Secret:

Access Token:

Access Token Secret:

Cache Tweets in every: hours

Twitter Username:

Tweets to display:

Exclude replies:

[Delete](#) | [Close](#) [Save](#)

To get the API keys and token, the link is at the top of the setting. By clicking through the given link and signing into the Twitter account, you can get the required information. Take a glance at the active installs and the rating of this widget.

Active Installs: 100,000+

Rating: 3.9 out of 5

Google Maps Widget



Using this widget for showing the Google map is an easier way. This widget is mostly used by the business websites for making it easier for the people to find out their brick and mortar offices/ stores. In the following image, you can see the settings offered by this widget.

Widget Area

Add widgets here to appear in your sidebar.

Google Maps Widget

Title:

Address:

[Thumbnail map](#) [Lightbox map](#) [Shortcode](#) [Info & Support](#)

Map Size: x px

Map Type:

Pin Type:

Pin Color:

Pin Size:

Zoom Level:

Link To:

Color Scheme:

Text Above Map:

Text Below Map:

[Click to get extra premium features for Google Maps Widget! For FREE.](#)

[Delete](#) | [Close](#) [Save](#)

Aside from defining your address, you can select the level of zoom and color scheme of map. You can also define a custom URL if you want to link the map to that URL. Following is how many websites are actively using this widget and the user rating of this widget.

Active Installs: 90,000+

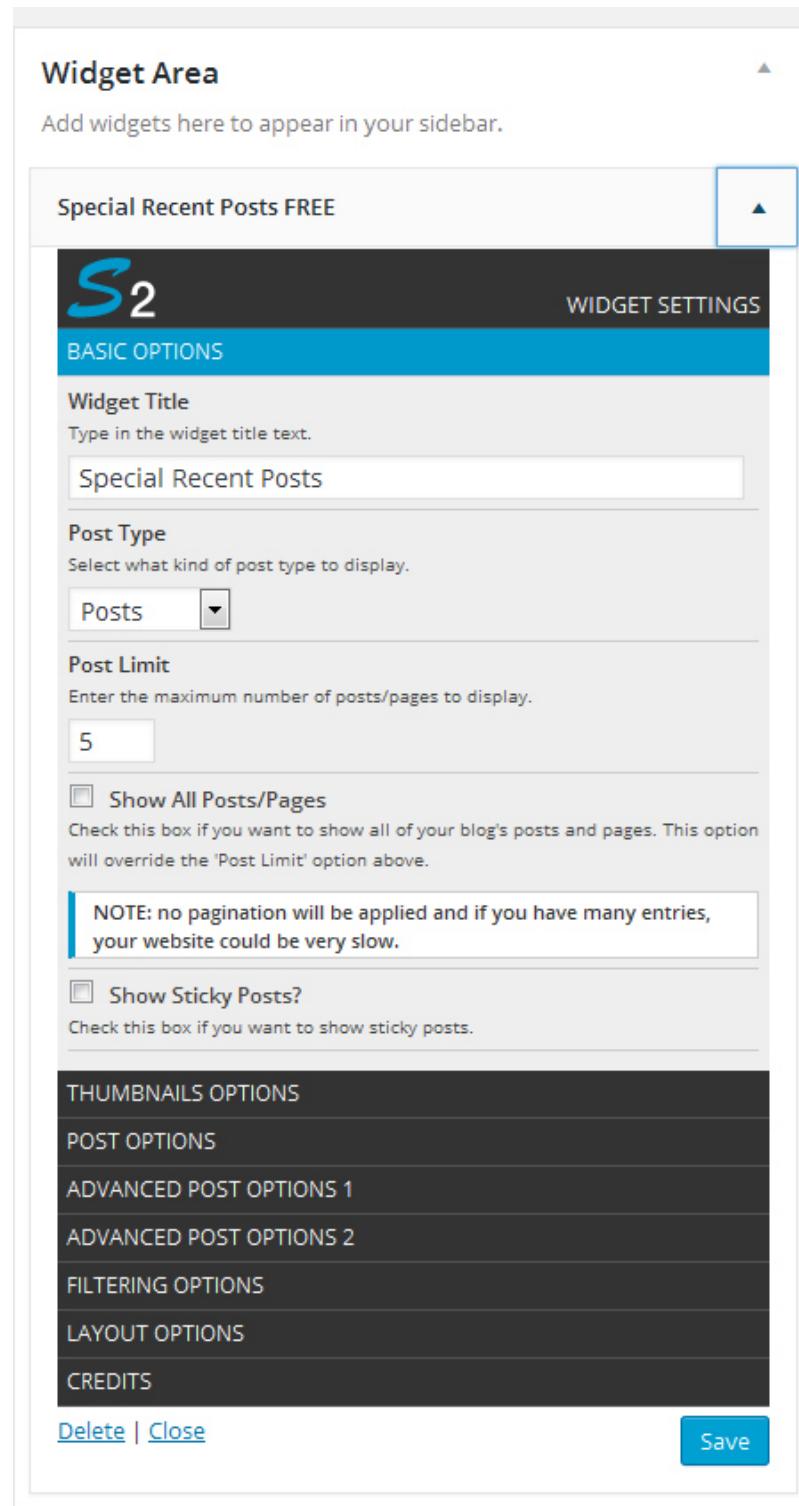
Rating: 4.8 out of 5

Special Recent Posts



The special recent posts widget offers advanced thumbnail management to the users.

You can display your recent post in interactive manner using this widget. It shows featured image or the first image of the post as thumbnail. You can set the dimensions of the thumbnail yourself.



The options are managed in different categories. All the categories collectively offers more than forty customization options to the user. So, you can definitely show your

recent posts in rocking style. Take a look at the active installs and user rating of this widget.

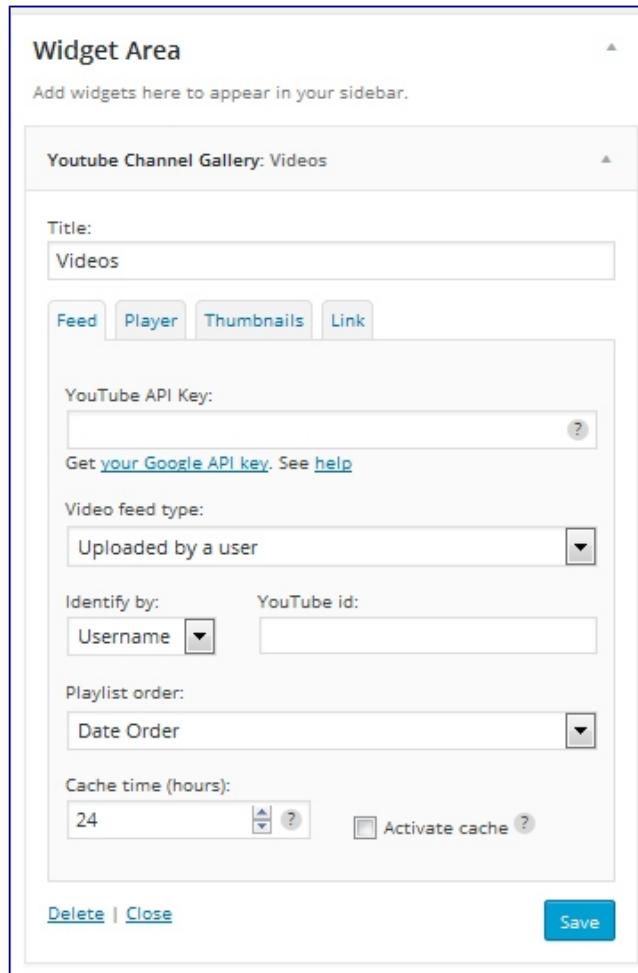
Active Installs: 60,000+

Rating: 4.5 out of 5

[YouTube Channel Gallery](#)



You can use this widget for displaying the videos from your YouTube channel onto your blog. You can easily populate the widget area of your choice with your videos. [In one of our blog](#), we have described about configuring the settings of this widget.



Its default settings are fine unless you want to set your different options. You would just need to describe the YouTube API key and the User id. All in all, this widget is nice candidate for displaying your videos in a grid view at the sidebar (or at any widgetized area). Following is the data of its active installs and user rating.

Active Installs: 40,000+

Rating: 4.5 out of 5

Performance optimisation



4. Performance Optimisation

When I started with WordPress to learn from around the web, the elements that created an interest in my mind were Optimization and Security. Since for any website, these two are the key elements. Without optimization and security a website can never get remarkable page views, popularity, and reach. So, the parameters of a successful website not only include design, development, and SEO; but also include making the website secure and optimized.

4.1 Why Optimization?

Optimization is a requirement for faster loading of pages. With enhancements in web page development, we all want our website to load within seconds. We can lose our customer if the website is slower than our competitor, even by only a few seconds. More loading time would decrease conversions and increase bounce rate. A fast website is vital to provide amazing user experience and to rank well in search engines (SERP).

The importance can also be judged by what Google thinks about encouraging users to visit our website. Google made an [announcement](#) in 2010, stating the significance of page loading time of search engine results.

Below are some statistics to show the need of fast loading pages:

- 8% of probable buyers consider slow loading web pages as the primary reason for quitting their purchase.
- 57% of your website visitors will leave your page if page load time is 3 seconds or more.
- 75% of users exit within 4 seconds.

- Over 75% of online customers opted for a competitor's site instead of suffering inordinate delays at peak traffic time.
- When comparing stats of businesses with 1 second loading websites to 3 second loading websites, 3 second loading websites experienced a 50% higher bounce rate, 22% less page views, and 22% less conversions.

Therefore, let's start with some ways through which we can optimize our website.

4.2 Optimize WordPress Website

The following techniques/tools will help to optimize WordPress websites. (I will not go into detail about some well-known ones such as using proper web host and fast theme.)

4.2.1 Optimize WordPress Database

Optimizing our database is essential, since the larger our database is, the more time it will take to retrieve information from it.

[WP-Optimize](#) plugin is a WordPress database optimization tool that also cleans up your database. You don't have to visit PhpMyAdmin to perform it. An optimized database would work like a charm for a [CMS](#) like WordPress. Figure 1 demonstrates what this plugin does and how it helps in achieving the goal. Just click on "*Process*" to clean the database.

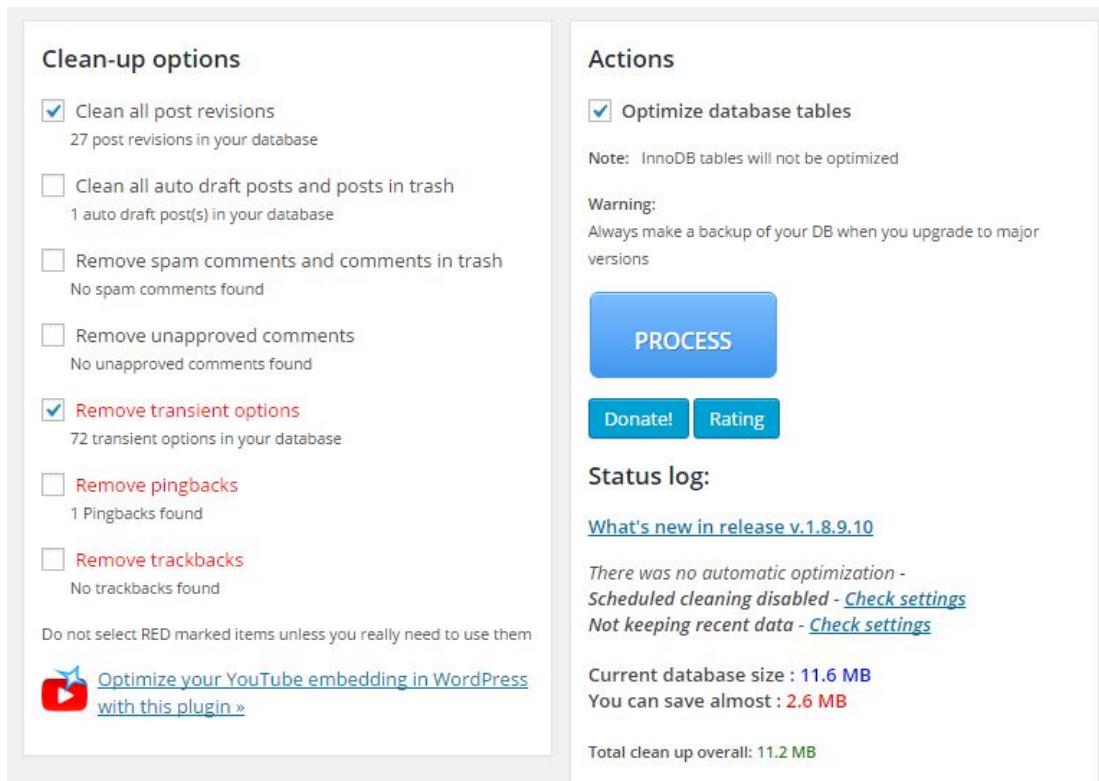


Figure 1

In the above figure, we can see that the WP-Optimize Plugin detected the following on my website: Pingbacks, Spam Comments, Trackbacks, Post Revisions, Transient Option, Cleaning up auto draft posts, etc. Remove unwanted trackbacks and pingbacks. Not only comments, trackback, and pingbacks increase the size of the database, but Post Revisions also do the same and many users do not have any idea about it.

Revisions	
	TemplateToaster, 3 months ago (June 2, 2017 @ 06:42:03)
	TemplateToaster, 3 months ago (May 8, 2017 @ 06:42:06)
	TemplateToaster, 3 months ago (May 8, 2017 @ 06:41:24) [Autosave]
	TemplateToaster, 3 months ago (May 8, 2017 @ 05:48:43)
	TemplateToaster, 3 months ago (May 8, 2017 @ 05:46:12)

Figure 2

A trackback gets created when someone links to you and it uses database resources. So, remove it, if it isn't necessary.

So, here's the result after we optimized using the plugin,

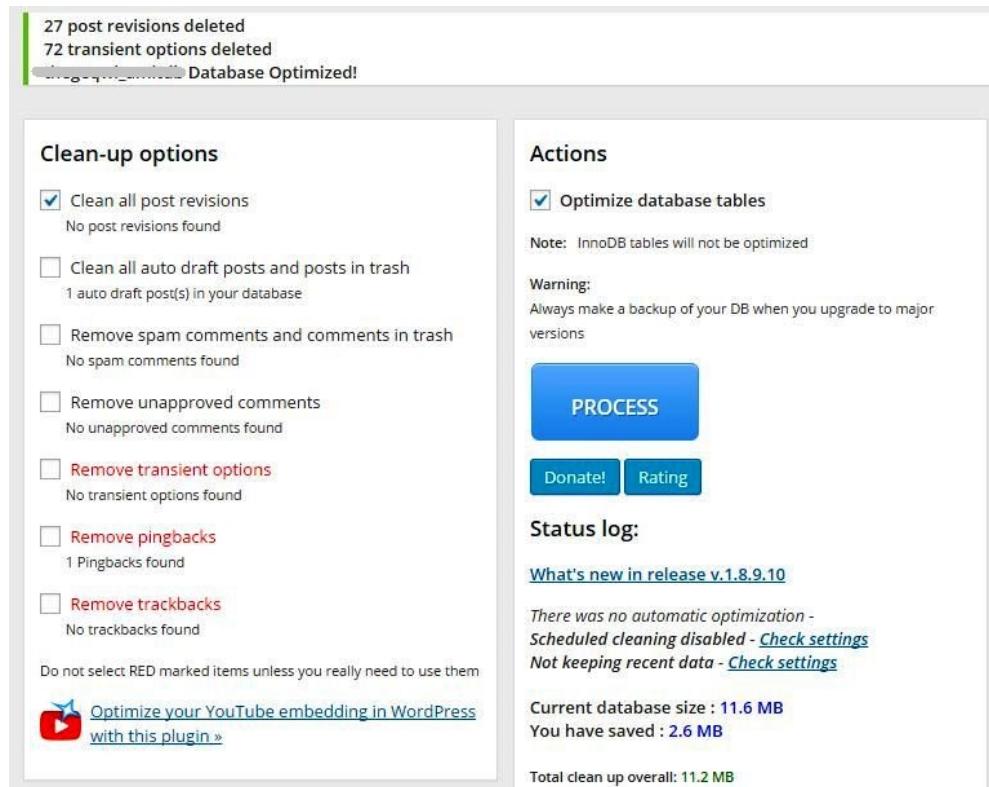


Figure 3

Minify

Minify means removing double spaces, empty new lines, comments, etc. from CSS and JS files. This would reduce the file size.

Have you ever thought the decrease in loading time of a website is because you do not know how to minify the CSS and JS files of your WordPress website? If yes, then do not worry, a plugin known as [BWP Minify](#) works best in this case. It combines all the CSS and JS files. It uses the PHP library Minify. It also uses the enqueue system of WordPress to enhance compatibility with other plugins and themes.

For wider reach, this plugin is available in more than 10 languages, including French, English, Spanish.

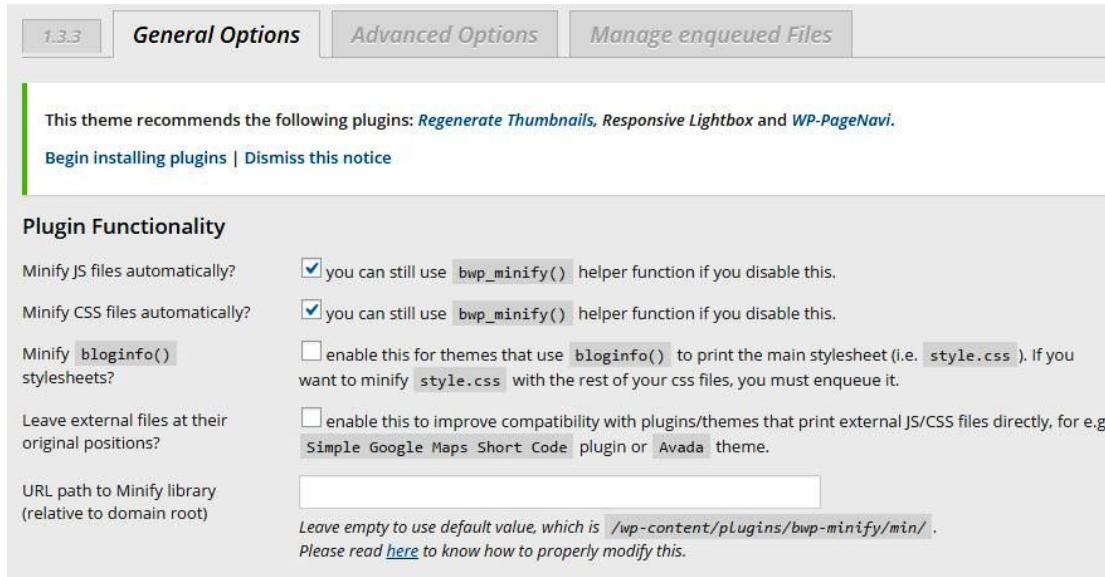


Figure 4

4.2.2 Optimize Images

Image is what provides visual clarity and information to visitors. The image quality should be excellent, but if the image is not compressed, it can increase the page size, and in turn lead to slower loading of web pages. However, you can easily [compress any image using tools](#) and software, but compressing every image manually and uploading can increase your work time resulting in less time to focus on other important issues. Why not get a tool or plugin that does the work automatically for you, right? Yes, there's a tool for this known as [WP-Smush](#).

Before using the plugin, I used to compress every image of my WordPress website whenever I used to, let's say publish 3 contents daily. It was tiresome for me, right? But, then I switched to WP-Smush plugin and it automatically reduced the size of images

whenever I uploaded them in *Media*. Figure 5 is a screenshot in which you can see the plugin has smushed around 184 images with the outcome being: "*Reduced by 3.39MB*".

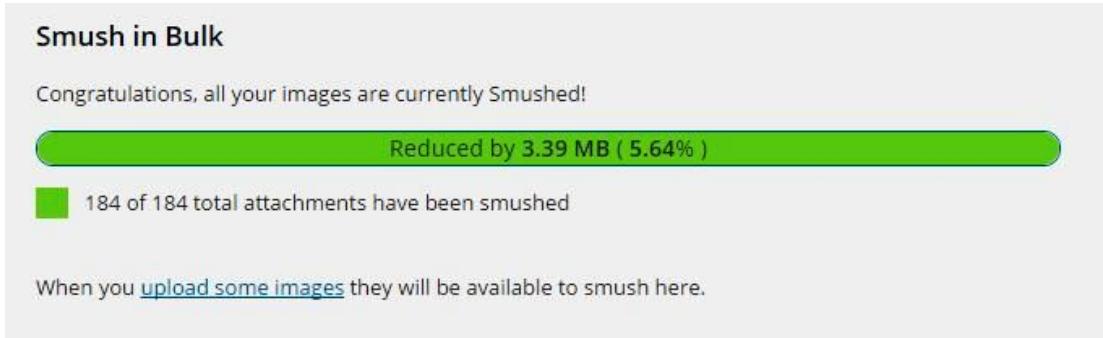


Figure 5

Caching

Implement Caching by using a plugin on your WordPress website, since it can reduce the loading time. It also helps your site in handling large volumes of traffic. I use [WP Super Cache](#) and I am quite satisfied with it. It also gives an option on the top of the Dashboard to "*Delete Cache*". Caching also includes caching of feeds, Gzip, etc.

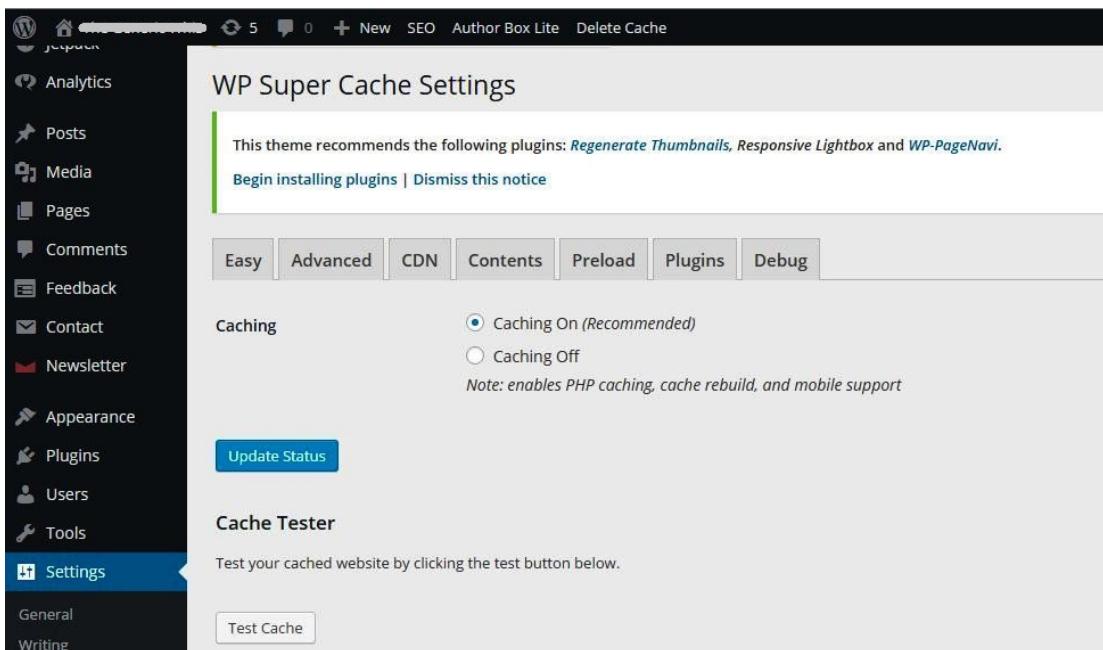


Figure 6

Plugin Count and Quality

Do not rely so much on plugins and keep the count to less than 20. I deleted two or three when I discovered they were low quality and not of much use. They were just slowing down the website. Try to keep your plugins updated, since older versions can have bugs that will make your website less secure. Updated plugins are more optimized and safe.

WordPress plugin directory shows useful information about plugins. This includes ratings, number of downloads, feedback, and also a notification on the homepage if the plugin hasn't been updated for 2 years. Figure 7 is a screenshot showing this type of information.

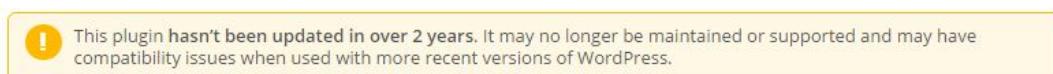


Figure 7

Try [P3 \(Plugin Performance Profiler\)](#) to check the quality of plugins. It is a well-known plugin, but hasn't been updated in a year. However, it is quite an awesome tool. I checked my website using P3 and the result can be seen in Figure 8.

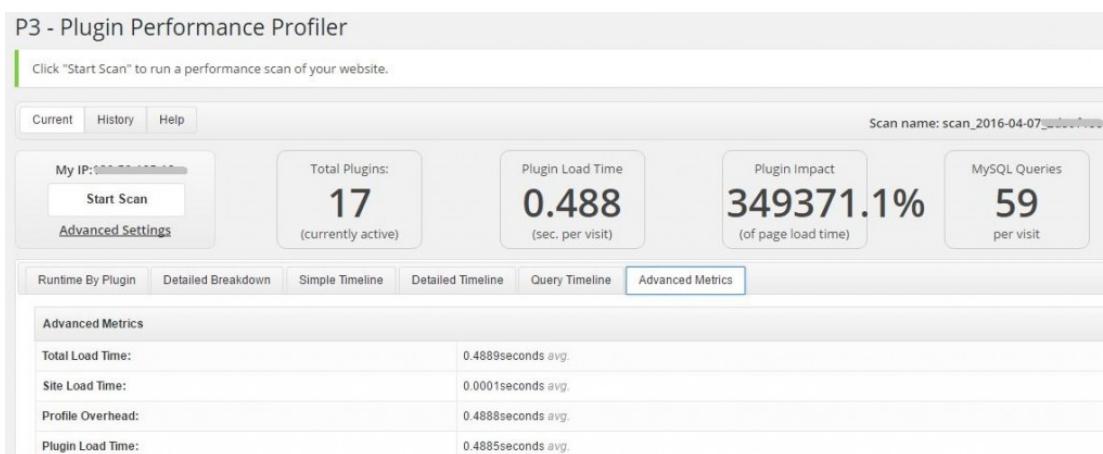


Figure 8

Content Delivery Networks (CDNs)

[Wikipedia states](#)

"A content delivery network or content distribution network (CDN) is a globally distributed network of proxy servers deployed in multiple data centers. The goal of a CDN is to serve content to end-users with high availability and high performance."

If your website is having high traffic, then you may want to try a Content Delivery Network (CDN). A well known CDN is MaxCDN. CDN host images, CSS, and JS files and serves them to visitors from the closest location to them, thereby saving seconds.

4.2.3 Checklist for Monitoring Performance

The checklist for monitoring performance can check the page loading time and page size of your website. Issues which are leading to slow loading can also be seen following the report. These are also known to check the performance of a website.

- [Pingdom](#)
- [Google PageSpeed Insights](#)

Figure 9 and Figure 10 show the results of when I tested my website, before and after implementing some of the optimization strategies I outlined in this article, to decrease the loading time and page size. A comparison between January and February, shown here, easily reveals an absolute reduction in load time. I am, however, still working on reviewing some new plugins and other resources through my live website to procure better results than received at this time (April, 2016).

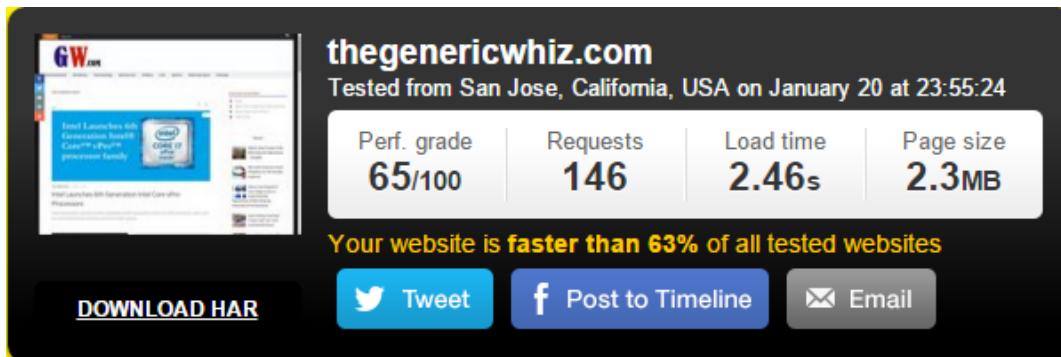


Figure 9

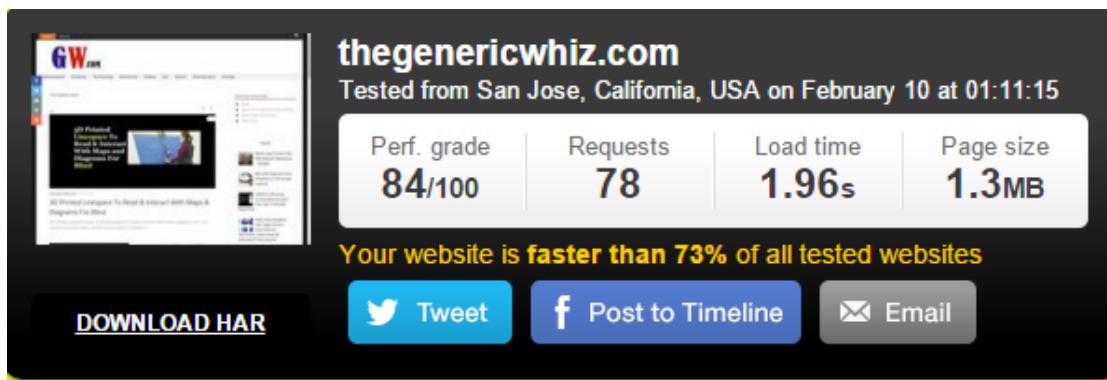


Figure 10

Final Thoughts

Start verifying your website with the checklist and focus on reducing the loading time of your website. Better loading time would increase the page views, decrease the bounce rate, and further heighten the conversion rates.

SEO Optimisation



5. SEO Optimisation

SEO is as important as the development of a site. If you have a website that is not optimized for the search engines, you might not get the full benefits out of it. SEO is not very hard, all it takes is unfeigned efforts. If you get to know the white-hat techniques, then you can simply do optimize your website for search engines. Therefore, we decided to let our readers know about the simple and effective SEO techniques.

5.1 Unique and Useful Content

You must have heard one or more times that the content is king. This is absolutely true. All your efforts and tactics applied will go in vain if you don't have the focus on the "content". Google prioritizes the content of a site over other things. But, this doesn't mean that you write anything, and Google will like your site. Google likes "good content". So, be utmost fair when you are writing the content of your site. Let us tell you that how you can come in Google's good graces, in context of the content of your website.

- Unique, no copied content at all
- Sharable, means loved by the readers
- Thoughtful, providing solution to people's queries

Give your readers something that is interesting and informative for them. Bring your own experiences, from which the readers could learn something new. Whatever you write, write by keeping the user in mind, who is going to read this. Don't just write for the sake of writing. It would be best, if you could use real images, infographics, and videos in your content. They make the content more interesting.

If you provide the readers with correct and timely information on the subjects of their interest and relevant to your website, they will certainly like to visit your website over and again. And, the search engines will also start counting your website's authority. There are some more things that should be kept in mind for producing good content that will benefit your website coming top of the search results.

- Use heading tags in proper manner and include keywords in them
- Use keyword properly, but don't do stuffing of it in your whole content
- Make the keyword anchor text, but not every keyword should be made anchor
- Alt text on images, always add an Alt text with the images
- Interlinking, try to interlink the pages and post in a natural way
- Outbound links, link to the similar niche sites and authority sites

All in all, be true to your content practices. Write original, give useful information, give the people solutions, and be sure on implementing the above points in bullets for your content.

5.2 Optimized Theme

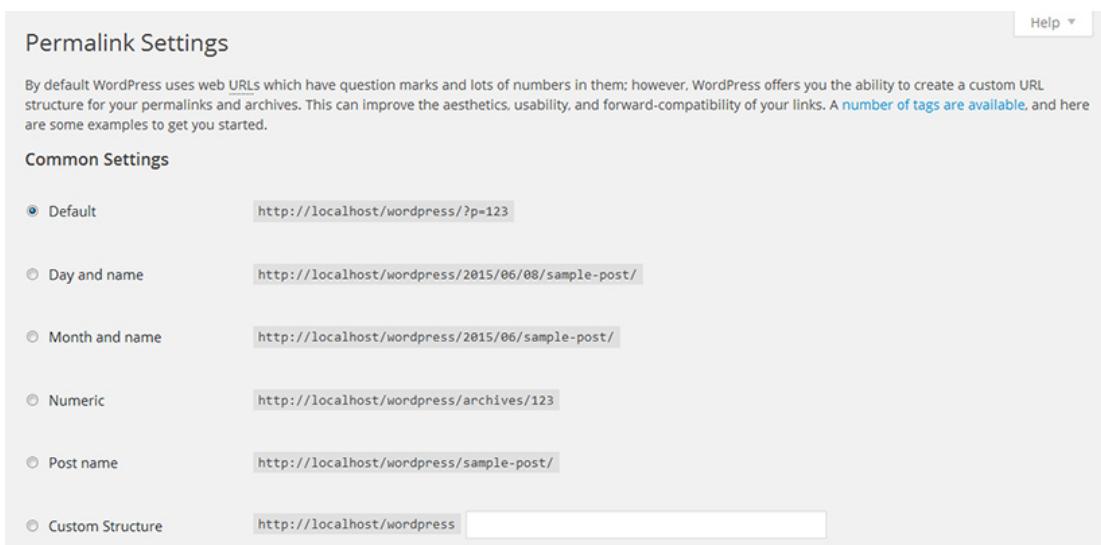
Theme plays an important role in optimization. An optimized WordPress theme boosts the search engine optimization efforts. Therefore, every time our recommendation goes to the use of an optimized theme. There are two key factors of an optimized theme that it must have a clean structure and validation with W3C & WordPress coding guidelines. It ensures that the theme will not cause performance issues and will not conflict with the WordPress SEO plugins. The [TemplateToaster](#) takes care of these two factors for producing WordPress themes. You can use this software for making optimized WordPress themes with no coding at all.

Set up Pretty Permalinks

The Permalinks are the particular URLs of the pages, posts and categories of a website.

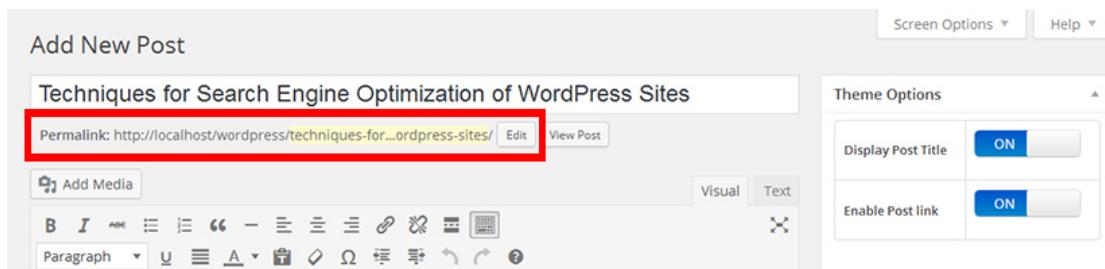
Like <https://blog.templatetoaster.com/improve-performance-of-your-wordpress-website/> is the permalink of our post, published a short time back on our site. Whenever you create a new post or a new page, WordPress auto generates its permalink as per default settings. That auto generated permalink is not as clean and friendly as is recommended by the SEO experts. So, the customization of default permalink is advised to you.

For changing the default permalink structure, go to Settings and select permalinks. You will see the following screen. We suggest you to set the simple structure of permalinks, therefore “**Post name**” option is a good option to choose.



Saving the changes, WordPress will always generate the permalink according to the saved settings. In fact, WordPress allows you to change the permalink for individual

posts even. When you craft a new post or page, you can see the option to edit the permalink of that particular post. For instance, the highlighted part of the permalink, below the post title, can be edited.



Following points can be considered while editing the permalinks.

- Erase the stop words from permalinks, such as "**is**", "**and**", "**are**".
- Make use of a keyword in the permalink.
- Keep it short and meaningful.

In one line, we would say that short, meaningful and keyword included permalinks will give you search advantage. So, make this your rule for setting your permalinks.

5.3 Take help of an SEO Plugin

An SEO plugin will help very much in search engine optimization. It will aid your efforts of optimizing your website. WordPress repository has some best SEO plugins. Check out this post about [best SEO plugins](#) on TemplateToaster's blog to know if which plugin will be suitable for your website.

As expected, an SEO plugin will help you do some utmost important things for your site. The foremost thing is that it will help you add Meta Titles and descriptions to your pages and posts. Besides this, you can define Meta robot attributes, which tell search engine crawlers whether the content should be indexed or not.

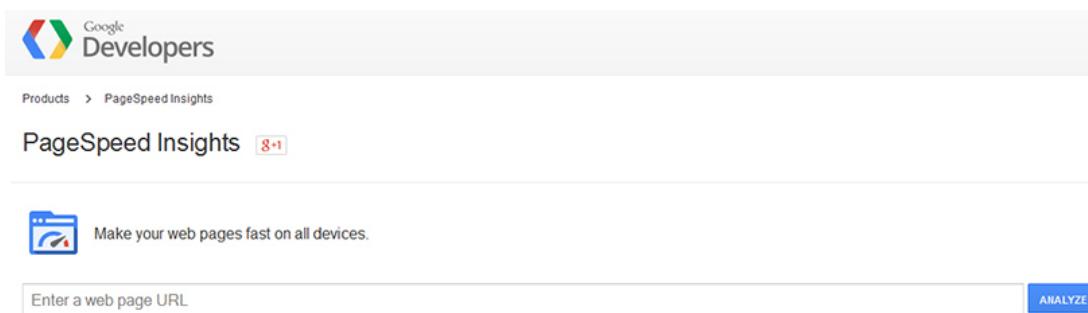
Besides executing the basic SEO functions, it might get you the XML Sitemap generated in an automatic way. The Sitemap helps the search engine crawler to crawl the site better as it consists all the URLs of the website and additional information about them.

5.4 Improve Performance

Website speed has also a significant impact on being in the top of search engine result pages (SERPs). Faster loading websites are more likely to be ranked well by Google. Fast speed causes better user experience. Slow loading websites are not liked by the users, be they are having good content. Therefore, if you've a good content for the users, ensure their good experience too. If you do the both the things for the user that are good content and fast speed, then, certainly the outcome will cheer you up.

You may use a cache plugin for improving site's speed. Read this post, consisting the [information and advice regarding WordPress cache plugins](#), to know about the best cache plugins.

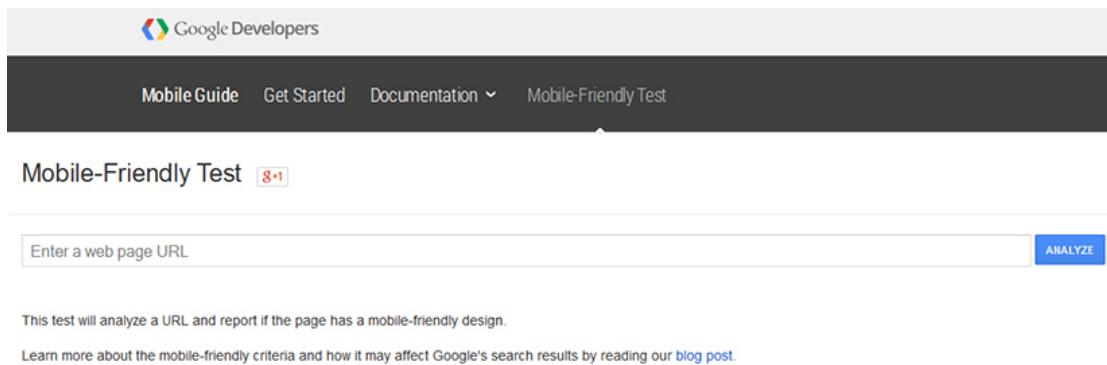
You can check your web speed using Google's [PageSpeed Insights](#). It gives the speed score to the website, and show the fixes to resolve the issues with the page speed.



5.5 Make Your Website Responsive

Google loves mobile-friendly websites. With the roll out of Mobilegeddon algorithm of Google, now it has become very important to make your website responsive for mobiles. Google gives heavy weightage to the responsive websites during their ranking in search results. Hence, being responsive can give you the SEO advantage.

If your website is already responsive, have you tested it with Google? You should put your site on Google's [Mobile Friendly Test](#). If Google verifies the website, you can rest assured on this aspect of your website.



5.6 Social Media Sharing

Google uses the social media sharing as a ranking signal. The search engine uses the data of social media to determine the rank of a site. More the people would like, comment or share your content on there, more are the chances of getting your content ranked well by the Google. We would recommend you to share your content on your social platforms. Your social media activities for spreading worthwhile content through the social channels will accelerate the SEO of your site and it is a direct and most genuine way of marketing too.

Winding Up

Top ranking is all that you would want in the end. Google and the other search engines aim at providing their user with the best user experience. Hence, the key to success is to provide the people best experience, as much as you can. But, the search engine robots are not humans, how would you provide them their best experience. After all, people would reach to your site when search engines will give it a place on the front page. So, it is important to please them. For this, you adopt the practices like setting up pretty permalinks, genuine link building, social media recognition, faster web speed, updated XML sitemap, and good content.

Security Optimisation



6. Security Optimisation

Having hard luck stopping brute-force attacks on your site? Done with all security implementation but still under heavy DDoS? We bet you haven't done 'EVERYTHING'!

With the growing impact of Internet on all facets of life, websites are increasingly dealing with private and sensitive customer data. A security breach can lead to your website getting hacked. It can result in a major security lapse for well-established businesses. It could potentially lead to irreparable damage to your reputation. Website developers need to understand security issues and take steps towards hardening WordPress security. As a web developer, you need to be able to assess the risks you're facing. WordPress security is a complicated topic. In this article, we help you gain an overall better understanding of WordPress security. We also explain techniques to minimise and [manage the security risks](#) to your WordPress website. Most of these techniques are general and also, can be used for other Content Management Systems like Joomla, Magento etc.

6.1 What is WordPress Security Hardening?

WordPress is a popular content management system and a target for hackers. [According to W3 Techs](#), the WordPress platform accounts for more than 25% of the websites worldwide. It is well known that WordPress is no longer just a blogging platform. A majority of the WordPress sites serve a broad range of other purposes. The worst nightmare for a WordPress developer is to get his websites hacked. Hacks are very much common and happening frequently, with 38.9% developers reporting a compromise in the last 12 months. WordPress Security Hardening basically means taking precautionary

and preventive steps to lock down your WordPress website. This would essentially prevent hackers and vulnerabilities from affecting the website or blog.

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Security is the most important concern for organisations these days. A well-known and reliable resource of information related to web application security is the [OWASP](#), non-profit online community. The Open Web Application Security Project creates articles, tools, and technologies on web security. Their website is a comprehensive resource for information on latest vulnerabilities, threats, attacks and countermeasures.

Let us look at security from WordPress standpoint and the details of WordPress vulnerabilities and security issues. We will also try to understand the strategies and techniques for hardening WordPress security.

6.2 WordPress Security Issues

WordPress is known to be prone to security vulnerabilities and inherently not being a safe platform for secure businesses. As per a [Q2 2016 report by Sucuri](#), WordPress at 74% continues to lead the number of infected websites they worked on.

In most cases, website hacking occurs primarily since users continue to follow industry-proven security worst-practices. These include using obsolete WordPress software, improper system administration, unmanaged credentials' handling and more. Most beginner WordPress users lack the necessary knowledge, on hardening WordPress

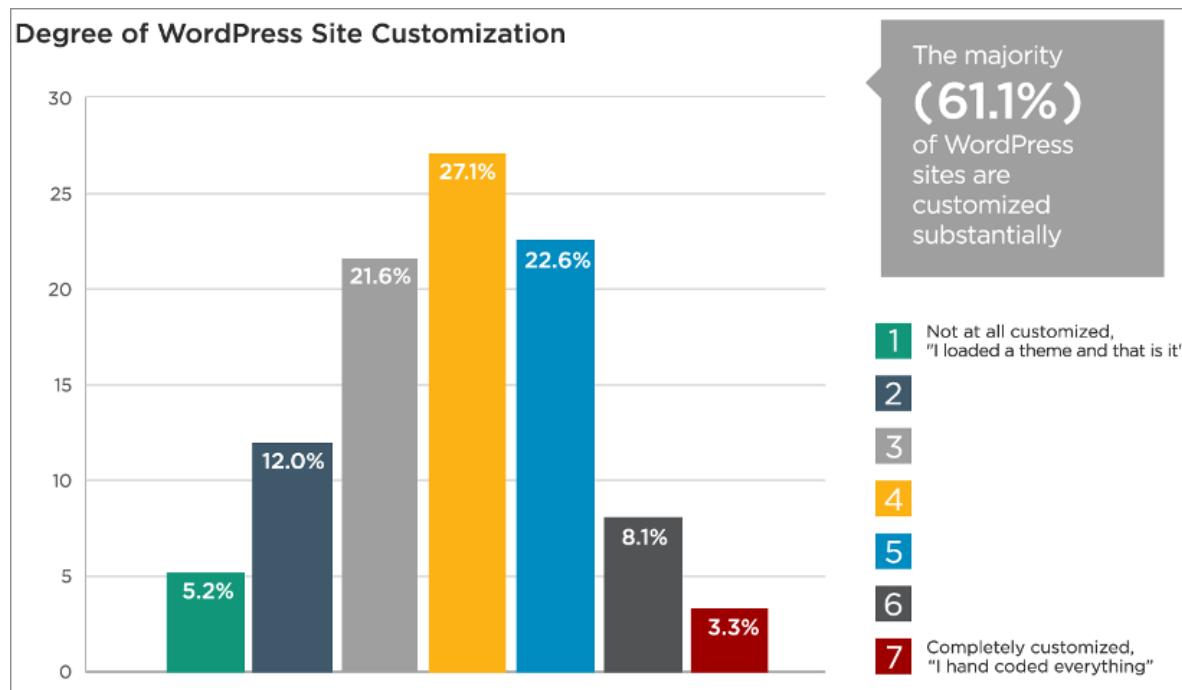
Security, which makes their websites vulnerable. Advanced users also have the opinion that security practices once implemented will protect their websites forever. They are not aware of the need to revise, review and update the security measures on a regular basis.

6.3 What makes WordPress a target for Hackers?

As per a recent [investigation](#), reported by WordPress security outfit WP White Security, 73% of the 40,000 most popular WordPress are vulnerable to attack.

WordPress is the most popular CMS and this has resulted in an ecosystem which includes over 42,000 plugins. Plugins are a very important asset to a WordPress site. An [average of over 10 plugins](#) are in use on every website. The foremost advantage of WordPress is its extensibility. However, it is also the cause of the vast number of WordPress security vulnerabilities. As per a [survey](#) conducted by Wordfence, around

61.1% of WordPress sites are customised substantially.



With a multitude of theme and plugin combinations, vulnerabilities continue to exist and are frequently being discovered. Each new plugin is prone to adding additional vulnerabilities.

6.3.1 WordPress Vulnerabilities

There are three main components of WordPress that are important from a security perspective.

- **Core** – the basic default WordPress installation files that provide most of the functionality.
- **Plugins** – additional code to improve and extend the basic functionality.
- **Theme** – the presentation layer that may offer some limited extended functionality.

A point to note is that WordPress security vulnerabilities go beyond the core into the third-party themes or plugins. A recent report by wpscan.org, states that from the 3,972 known WordPress security vulnerabilities:

- 52% are from WordPress plugins
- 37% are from core WordPress
- 11% are from WordPress themes

The goal of a website hacker is to gain unauthorised access to your WordPress site with administrative access. This is done either from WordPress dashboard or on the server side by inserting scripts or files. Hacking may not always be initiated by a person; the below terms are usually used to describe the hacking system:

- **Single Bot** is an automated computer that can attack one site at a time or a small number of sites simultaneously. The attacks are usually unsophisticated attacks.

- **A Person** who goes into hacking systems manually, attacks one site at a time.

This method is slow but comprehensive.

- **A Botnet** is a group of computers that at the same time attack multiple sites rapidly. These attacks are unsophisticated but a large number of computers with multiple IPs add to the complexity.

There are two primary types of attacks that can take place against WordPress websites:

6.3.2 Non-targeted automated attacks

These are generic and take advantage of a known vulnerability. These attacks may work by scanning a range of IP addresses. The automated system looks for a specific version of WordPress or a plugin. These are usually versions known to be exposed to a potentially exploitable vulnerability.

6.3.3 Targeted attacks

These attacks happen when a hacker targets a website specifically. Note that the more popular websites are more likely to be targeted.

Listed below are the common security issues and risks associated with WordPress:

1. Brute Force Attacks: These attacks refer to the repeated entering of multiple username and password combinations until success is achieved. The brute force attack method exploits the WordPress login screen to get access to the website. WordPress, by default, doesn't limit login attempts. Bots can attack the WordPress login page using the brute force method.

2. File Inclusion Exploits: A WordPress website runs at the backend on PHP code. Vulnerabilities in the PHP code are the next most common security issue with WordPress. File inclusion exploits occur when a vulnerable code is used to load

remote unsafe files. These allow hackers to gain access to the website and its wp-config.php file.

3. SQL Injections: WordPress uses SQL to query the database. This makes it vulnerable to SQL Injection Attacks. SQL injections occur when an attacker gains access to the WordPress database and the website data. He may be able to create a new admin user account. He can then login and get full access to the WordPress website. SQL injections may also insert new data into the WordPress database such as links to malicious or spam websites.

4. Cross-site scripting (XSS): The most common vulnerability found in WordPress plugins, XSS vulnerabilities are very common and likewise complex. The attacker gets an innocent victim to load web pages with insecure JavaScript scripts. These scripts are used to steal data from vulnerable WordPress website.

5. Cross-site Request Forgery (CSRF): A hacking mechanism tricks a user into performing an unwanted action. This usually is done from within a web application they are authenticated in. For example, a phishing email with a link to a page that would delete a user's account in the WordPress admin.

6. Malware: The malicious software or Malware, is code that can gain unauthorised access to a website and gather sensitive data. With thousands of types of malware infections on the web, WordPress is not vulnerable to all of them. The four most [common WordPress malware](#) infections are:

- Backdoors
- Drive-by downloads
- Pharma hacks

- Malicious redirects

6.4 Hardening WordPress Security

The first set to hardening WordPress security is to keep the website up-to-date and to be well-informed of the latest vulnerabilities. You will then be able to update your site for every new vulnerability. But updating the WordPress is not enough. There are more issues to handle to be able to truly secure your WordPress websites.

6.4.1 What needs to be protected?

It is just not about protecting the website and its files. The user or customer data is most crucial to be protected. The WordPress MySQL database is the backend for WordPress and stores this data.

You need to primarily protect the customers' data. If the website is insecure and gets hacked, the data becomes impossible to recover.

Next, you need to protect your website. This includes protecting the website files also. It would be disastrous if an attacker is able to read or modify your website files or source code. They can collect user data and also gain admin login access. Once the files are compromised the user data gets compromised too.

6.5 Methods for Hardening WordPress Security

As we have discussed above, security practices are many both for the beginners and the advanced users. The key is to identify WordPress vulnerabilities and adopt techniques and tools to get around them. The [article here](#) discusses some of the potential WordPress vulnerabilities and countermeasures for them. What we do below is a quick

walk-through of the basic techniques for hardening WordPress security. We then elaborate the advanced issues and how to tackle them with slightly more effort.

6.5.1 Easy Methods for DIY Users

- 1. Backup your website:** The most important thing is to backup your website data on a regular basis. If your website is hacked you can restore your WordPress site from a non-infected backup. It is also critical to store the backup data at a trusted location. You also need to take care and remove all old backups of the site from your website.
- 2. Pick a solid WordPress host:** Selecting a WordPress Host gives the option to choose from shared-hosts, managed-hosts and a number of other variations. It is important to setup proper permissions on your server and follow proactive security practices. [Server hardening](#) is an important component of hardening WordPress security. Security measures at both hardware and software level are required in IT infrastructure hosting the WordPress sites. Pick a reliable hosting company and choose wisely when you decide how to host your website.
- 3. Use reputable themes and plugins:** Download add-ons for your site from reputable sources as it reduces the scope for potential hackers. Most well-established WordPress plugin or theme developers get a third-party audit done from a company like Sucuri prior to release. Vulnerabilities can occur in these plugins also. However, these developers are expected to be more proactive in their approach to security.
- 4. Use secure protocols:** Communication between the web server and the browser needs to be done on secure protocols. Using HTTPS enables encrypted communication between browser and web server. You can follow your hosting

provider's instructions to enable HTTPS. Once HTTPS is enabled, you need to edit the ".htaccess" and the "wp-config.php" file as per the [information here](#). Use sFTP in place of normal FTP for file transfers and other commands. The sFTP protocol uses strong encryption to sign-in and works on SSH which is already installed on most web servers.

5. Change the WordPress login URL: A WordPress site's default login URL is domain.com/wp-admin. This is also known to the bots, hackers, and hacking scripts. You can change the URL and be better protected from brute force attacks. You can change the WordPress login URL from the "General" section in settings.

6. Use a strong username & password: Being a WordPress admin it is important to follow good [WordPress password security](#) practices. Use strong passwords, do not share passwords and changing passwords regularly are some of the easy to follow rules.

7. Enable WordPress two-factor authentication: It is also crucial to make login to all your accounts challenging as possible. Use unique, and difficult to guess usernames and passwords across all your accounts, not just your WordPress login. With Two-factor authentication other than the password, an additional time-sensitive code is required to login. This method is one to lock down the WordPress login. It almost minimises the potential of successful brute force attacks.

8. Limit access to vital parts of your WordPress website: You need to make it more difficult for a hacker to access specific pieces of the WordPress installation. Though this can be accomplished with a security plugin, you can also take the few manual actions below:

- Manually change the default WordPress in the " wp-config.php" file.
- Secure your "wp-config.php" file by moving it from the default location like one directory above the WordPress installation. To move the wp-config.php file copy everything to a different file. In the wp-config.php file add a PHP include statement to include the other file.
- Secure the ".htaccess" file by adding allow and deny rules to it.
- Turn off XML-RPC in the ".htaccess" file. Keeping the [XML-RPC](#) enabled is the cause of Brute Force attacks and Denial of Service attacks. It is recommended to turn-off XML-RPC in the settings altogether.
- Change directories and files to have the correct permissions both on the WordPress installation and on the web server. Set the permissions on the wp-config.php file to 440 or 400 to prevent other users from reading or writing to it.
- Add server access control: In the default mode, WordPress runs as [apache/apache](#), which is the default web server role. Try to create a new user that will be the default and disallow the rights to the web server user.
- Assign appropriate user roles. Don't assign an administrator role unless a person actually requires admin functionality. Admin privileges provide a lot of added permissions. Use the different degrees of roles and permissions provided by WordPress and restrict user access to sensitive data. This would keep you protected from "sensitive data exposure".
- Password protect the "wp-admin" directory. Add an extra layer of authentication to protect the "wp-admin" directory apart from the login password. More details on how to do this can be [found here](#).

- Disable directory browsing in WordPress. Disable the File Editor in the WordPress Admin panel. Hackers also usually try to edit PHP files or themes using the Appearance Editor. Add the 'DISALLOW_FILE_EDIT' rule in the wp-config.php file. Hackers will not be able to access files without an FTP access.

9. Run scheduled malware scans: Keep tabs on potential malware infections with scheduled [malware scans](#). Most scan tools give you a report on the website's malware status.

10. Keep your WordPress site updated: Keep your WordPress site updated to avoid potential WordPress security issues. If there are any premium WordPress plugins or themes installed keep them updated. Ensure to renew the license to get updates.

11. Use a WordPress Security Plugin: Use a WordPress security plugin for your WordPress website. Most security plugins offer options to set important and recommended WordPress security settings. It is easier and safe to rely on a one-stop security solution. Some of the popular plugins available are:

- iThemes Security: This plugin is available in both a free and premium version. iThemes provides over 30 different ways for hardening WordPress security.
- WordFence: This is another security plugin in both a free and premium version. With over 11 million downloads, WordFence has a strong user base.
- Sucuri –Sucuri maintains a free plugin in the WordPress repository. They also provide a more comprehensive plugin for malware and blacklist

scanning, DDoS protection, malware cleanup etc. The Sucuri service also includes a cleanup option if the site is compromised.

6.5.2 Advanced WordPress Security Methods

In this section, we provide more in-depth knowledge on hardening WordPress security and adding extra layers of security WordPress sites.

Remember that you can't just setup and configure a number of settings or programs for WordPress security and think you are done with security. A point to keep in mind is that hardening WordPress security is an ongoing responsibility. Keep the WordPress site on a schedule for malware and vulnerability scanning, and analyse the logs carefully and regularly.

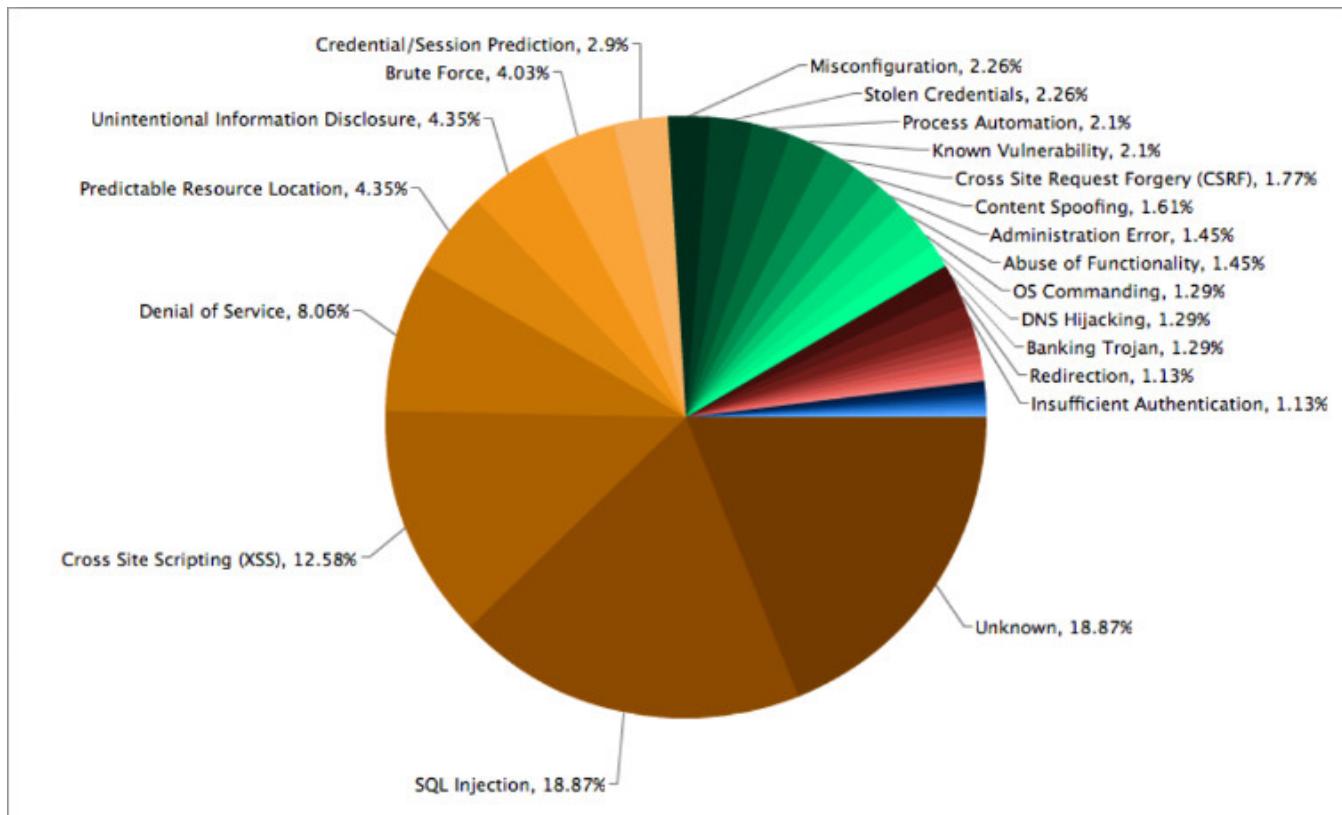
Every few years, OWASP releases the "OWASP Top 10", a list of the [Top 10 critical security risks](#). The primary goal is to help developers and security teams implement better security for the applications. The OWASP Top 10 list is revised each time to reflect new risks as they evolve. Also added are techniques and best practices for avoiding and remediating the vulnerabilities.

The Current OWASP Top 10

- A1 – Injection
- A2 – Broken Authentication and Session Management
- A3 – Cross-Site Scripting XSS
- A4 – Insecure Direct Object References
- A5 – Security Misconfiguration
- A6 – Sensitive Data Exposure
- A7 – Missing Function Level Access Control

- A8 – Cross-Site Request Forgery
- A9 – Using Components with Known Vulnerabilities
- A10 – Invalidated Redirects and Forwards

The chart below shows the spread of the most common vulnerabilities trends and the security risk of the applications.



Note that 32% of these attacks are from A3 – Cross-Site Scripting XSS or from A1 – Injection. 20% of the attacks are by unknown methods which do not give any data for the background of the attacks. The rest of the attacks are due to miscellaneous methods, many of which are in the OWASP Top 10. You can read more about these security risks at the OWASP [listing for Top 10 -2013](#).

We know that WordPress is quite secure as long as developers follow standard security practices. The tips mentioned ahead are for added security and are advanced methods of hardening WordPress security. Most of these techniques are complicated and you need to understand them well. It is strongly recommended to first test these on a test site. The coding details of most of these methods can be [found here](#).

We know that WordPress is quite secure as long as developers follow standard security practices. The tips mentioned ahead are for added security and are advanced methods of hardening WordPress security. Most of these techniques are complicated and you need to understand them well. It is strongly recommended to first test these on a test site. The coding details of most of these methods can be found here.

1. Disable HTTP Trace Method

The Cross Site Tracing (XST) and the Cross Site Scripting (XSS) attacks target systems which have the HTTP TRACE functionality. HTTP TRACE is a default functional feature on most web servers and is used for things like debugging. Hackers who use XST typically steal cookies and other sensitive information using header requests. You can disable the trace functionality by adding the following in your .htaccess file:

```
RewriteEngine On  
RewriteCond %{REQUEST_METHOD} ^TRACE  
RewriteRule .* - [F]
```

2. Remove header outputs from your WordPress Installation

WordPress at times adds a lot of output in the header. This output is specific to the various services that are part of WordPress. To remove this output, add the following code to your theme's "functions.php" file:

```
remove_action('wp_head', 'index_rel_link');  
  
remove_action('wp_head', 'feed_links', 2);  
  
remove_action('wp_head', 'feed_links_extra', 3);  
  
remove_action('wp_head', 'rsd_link');  
remove_action('wp_head', 'wlwmanifest_link');  
remove_action('wp_head', 'parent_post_rel_link', 10, 0);  
remove_action('wp_head', 'start_post_rel_link', 10, 0);  
remove_action('wp_head', 'adjacent_posts_rel_link_wp_head', 10, 0);  
remove_action('wp_head', 'wp_generator');  
remove_action('wp_head', 'wp_shortlink_wp_head', 10, 0);  
remove_action('wp_head', 'noindex', 1);
```

3. Change your default WordPress DB prefix

WordPress uses a default prefix value of "wp_" for the DB tables. This can be used by malicious bots and hackers to guess your DB table names. Changing the WP DB prefix value is much easier to do at installation time because it is set in the wp-config.php file. However, if the site is already live then the method is a more complicated.

- Do a full database backup and save the backup somewhere. You may use a backup tool for this.
- Do a complete dump of your WordPress database using “phpmyadmin” into a text file. You may also take a backup of this text file.
- Replace all instances of “

wp_” with your own prefix using a code editor.

- In the admin panel, deactivate all plugins.
- Using the “phpmyadmin”, remove the old DB and import the new one using the file edited in step 3.
- Edit the wp-config.php file with the new DB prefix value.
- Re-activate the WP plugins
- Perform a save on the permalink settings by going to Settings->Permalinks. This would refresh the permalink structure.

4. Deny Potentially Dangerous Strings

Identify the potentially dangerous query strings. Add the following code in your .htaccess file to help prevent XSS attacks. These set of rules will strip the URL requests of many dangerous attack injections. You can add more strings here though we have included the common ones. Note that the functionality of some plugins or themes could break if you do not exclude strings which are used by them.

<IfModule mod_rewrite.c>

```
RewriteCond %{REQUEST_METHOD} ^(HEAD|TRACE|DELETE|TRACK) [NC]
RewriteCond %{QUERY_STRING} ... [NC,OR]
RewriteCond %{QUERY_STRING} boot.ini [NC,OR]
```

```
RewriteCond %{QUERY_STRING} tag= [NC, OR]
RewriteCond %{QUERY_STRING} ftp: [NC, OR]
RewriteCond %{QUERY_STRING} http: [NC, OR]
RewriteCond %{QUERY_STRING} https: [NC, OR]
RewriteCond %{QUERY_STRING} mosConfig [NC, OR]
RewriteCond %{QUERY_STRING} ^.*([|]|(|)|<|>|'|"|;|?|*).* [NC, OR]
RewriteCond %{QUERY_STRING} ^.*(%22|%27|%3C|%3E|%5C|%7B|%7C).* [NC, OR]
RewriteCond %{QUERY_STRING} ^.*(%0|%A|%B|%C|%D|%E|%F|127.0).* [NC, OR]
RewriteCond %{QUERY_STRING} ^.*(globals|encode|config|localhost|loopback).* [NC, OR]
RewriteCond %{QUERY_STRING} ^.*(request|select|insert|union|declare|drop).* [NC]
RewriteRule ^(.*)$ - [F,L]
</IfModule>
```

5. Apply PHP hardening to your system

You can install and enable a [PHP hardening](#) system on your server. This can further increase the security of the system by protecting against various vulnerabilities.

6. Don't Let the Hackers Know Your WordPress Version

It is important to hide the version of WordPress you are using from hackers. If it is publicly available, it would help hackers identify the vulnerability they can use to hack the site. WordPress 2.6 and above automatically adds the version in the WP_head section. However, you can remove it in the header.php file.

7. Lock-out Users with Failed Login Attempts

It is still possible that even with so much password protection, hackers may still find ways to crack the password of your WordPress admin. Let us see how login lockdown works. If

a user makes too many failed login attempts, they will immediately be locked out from logging in the site for the next few hours. This feature is available with most security plugins in WordPress. This is one of the effective defenses against brute-force attacks.

6.6 Checking if WordPress Site is hacked

We know that even the most alert system administrators will not be able to constantly monitor their site. Even the best monitoring tools may have a delay between each site scan. There are various ways you can yourself use to detect if your site has been hacked.

- Your browser would in most cases alert you about the hack.
- Your hosting provider takes your site offline because it is hacked.
- Google search results flag your site as hacked or harmful.
- Google's search console alerts you to malware on your site.
- Your malware scanner alerts you to an infection or hack.
- A customer contacts you about your site being hacked.
- Use a source code scanner to detect a hack.
- Use a monitoring service to detect if more than a very small percentage of the page has changed.
- Monitor site traffic and watch for increasing activity spikes.
- Visit your Site Regularly for sanity checks.
- Use a Remote Scanner that looks at the HTML that your site produces. This detects a hack if the hacker includes malware in the HTML.

More details on these methods can be [found here](#).

Fixing Hacked WordPress Site

So can you really fix a hacked WordPress site or all is lost when your website is hacked?

A [hacked website can be easily recovered](#); let us see how it can be done:

- Restore your website from backup if available. Change all passwords immediately.
- If you can login to the site as admin, then remove the hacked files and seal the point of entry.
- Scan and [remove malware](#).
- If you cannot login to the site then ask for help from your web host.
- Backup important files and reinstall WordPress. Contact professional services if you cannot do anything to restore your site.
- Contact professional services if you cannot do anything to restore your site.

WordPress Security Best Practices: Risk Reduction over Risk Elimination

We have looked at the methods to improve the security of your WordPress sites. It is a well-known fact that risk reduction wins over risk elimination. Risk reduction is proactive and will keep you safe in all scenarios. Thus security is about risk reduction, not risk elimination since risk will never be zero. You should deploy security controls that best address the risks and threats.

Let us now collate the security best practices which if followed will result in hardening WordPress security. These best practices will surely protect your site from possible attacks and vulnerabilities.

- Make WordPress core code updates quickly. You can also auto-configure the updates.

- Proactively upgrade plugins and themes as new versions become available.
- Prevent sniffed login attempts by adding password protection.
- Enforce strong passwords.
- Actively block and log incoming security attacks.
- Ensure proper file permissions, isolate sites, and decouple databases.
- Conduct frequent, proactive vulnerability and malware scanning on all systems.
- Perform regular [penetration tests](#) by independent security experts. Track remediation of the findings of these test. Train application developers and architects in secure development.
- Apply procedures for secure development.
- Report Bugs and Vulnerabilities.
- Keep track of [Zero-day vulnerabilities](#). When a zero day is announced, you will need to work closely with the vendor to find out when a fix will be released and then apply that fix.

Bonus: Check out [this Security Index](#) developed by Brian Jackson at Kinsta which is indeed one stop for all your WordPress security requirements.

Security – Being aware and involved

We know by now that WordPress security is an ongoing activity. You need to work towards hardening WordPress security and keeping your WordPress sites secure. This would be a contribution towards prevention of malicious activity. These activities can harm websites, web servers, users' PCs, tablets, and other smart devices. WordPress is a popular CMS and knowledge about WordPress security is widely available. Being aware of the security hardening practices and putting them in your workflow is a must. While

running a maintenance on your website and web server remember to be security minded. You will not only have proper control over your web content but also do your part to make the Internet a secure place. Always remember, "SECURITY is incomplete without "U" (you).

Here we have specially compiled an Ultimate List of websites to look for Security Updates for you:

- 1.** <https://wordpress.org/news/category/security/>
- 2.** securityaffairs.co/
- 3.** www.darkreading.com
- 4.** www.cyberdefensemagazine.com/
- 5.** blog.trendmicro.com/
- 6.** <https://blog.kaspersky.com/>
- 7.** www.symantec.com/connect/symantec-blogs/sr
- 8.** <https://www.techworm.net/>
- 9.** <https://www.hackread.com/>
- 10.** <http://www.securityweek.com/>
- 11.** <https://www.tripwire.com/state-of-security/>
- 12.** <http://krebsonsecurity.com/>
- 13.** <https://blog.malwarebytes.com/>
- 14.** <https://www.forbes.com/security/>
- 15.** <https://hotforsecurity.bitdefender.com/>

Also available are security bulletins that contain important information about security. Some of them are:

1. <https://technet.microsoft.com/en-us/security/bulletins.aspx>
2. <https://helpx.adobe.com/security.html>
3. <https://www.akamai.com/us/en/our-thinking/threat-advisories/index.jsp>
4. <http://googleonlinesecurity.blogspot.in/>
5. <https://www.us-cert.gov/>
6. <http://blog.azimuthsecurity.com/>
7. <https://www.qualys.com/research/security-advisories/>
8. <https://ics-cert.us-cert.gov/>
9. <https://www.alienvault.com/blogs>
10. <http://blog.fortinet.com/>
11. <http://googleprojectzero.blogspot.in/>
12. <http://www.oracle.com/technetwork/topics/security/alerts-086861.html>
13. <http://blogs.adobe.com/psirt/>
14. https://www.europol.europa.eu/latest_press_releases
15. <http://www.coresecurity.com/grid/advisories>
16. <http://blog.cert.societegenerale.com/>
17. <http://blogs.cisco.com/security>
18. <http://www.isightpartners.com/blog/>

How TemplateToaster helps?

Developing a robust security for WordPress sites can be a daunting task. It is complicated to keep everything in mind whether you do it alone or with a trusted partner. WordPress requires active security management. Hardening WordPress security is critical for site security and success. Developers can opt for a managed WordPress platform or tool to comprehensively ensure the security of your WordPress environments. TemplateToaster is a tool for developing websites across multiple CMS including WordPress. Themes developed with TT are secure and as per WordPress standards. Incorporating TemplateToaster in your workflow will give you a range of securely implemented themes to work with. You can stay assured that your WordPress security will be further enhanced with the themes created using this tool.

Marketing & Monetisation of WordPress Website



7. Marketing and Monetisation of WordPress Website

7.1 Ways to Drive Traffic to your Website



Would you like to boost traffic to your [Website](#) or Blog and even increase the amount of people who read your content? Who wouldn't, you say! Today I will be introducing you some useful strategies to pave this way in order to give you the possibility either to get your website off the ground or become a trustworthy and successful blogger, as well. The main goal of these methods is not just about quantity: we do sure want to uplift the overall traffic but what is even more critical is to draw quality audience towards our websites that mean a group of loyal people who is supposed to follow you on regular basis and over the long run.

7.1.1 Interviews

Getting in touch with [great and acknowledged personalities in your field](#) is a surefire way to boost engagement. Even better if we want to attract brand new visitors, that may be attracted and appealed to hear more from reliable authorities such as Influencers or Gurus. The most effective way to do it is by recording a Skype or phone conversation or even by writing a tailored article. When it comes to the final step, let's try to hear your audience's voice in order to make them feel fully involved: your guest will be answering back to your follower's questions and he/she will quench their curiosity. This way, you are going to strengthen your website's credibility, you will be gaining authority in your niche market and, at the same time, it is very likely your web traffic will skyrocket! Once you did it, it is time to spread the voice out: be sure to give the interview a ripple effect by publishing throughout your Social Media and Newsletter. Besides, I do suggest you to kindly ask your guest to do the same to maximize the whole outreach.

7.1.2 Infographics

Infographics are a stunning way to improve the shareability and coolness of your content. Infographics are incredibly helpful when it comes to showcase statistics, facts and figures in a way that won't get your audience sick and tired. Several researches have proven that this kind of content is way more digestible for Web visitors since it is easier to analyze and to keep in mind, rather than ordinary plain-texts. Even though the text is still pivotal in any kind of communication, images are unquestionably quicker assimilated in the brain than words. That's why the relentless rising of Infographic which may process complex information into graphics that can be easily grasped and are easy on the eyes!

So where's the catch? Timing and skills might hamper you from crafting outstanding Infographics. But do not be scared! You do not need to be a "Photoshop's Master" in

order to give birth to a groovy Infographic! Nowadays, you can rely on multiple time-saving tools that allow you to manage to create fancy infographics: [Canva](#), [Visualize](#), [Piktochart](#) are what you are looking for!

7.1.3 Podcasting (or Tutorial)

Tutorial or Podcast are another consistent way to steer valuable traffic to your web domains. Other than simply getting more traffic, these tools are likely to persuade people to stick around your pages for an average time way longer than the usual one, compared to when it comes to reading an ordinary article or even having a look of an Infographic. According to the matter, you deal with, you can leverage this tool by recording step-by-step guide or tutorial in order to walk your audience through some subject: very soon they will benchmark you as a dependable source of information to look at when it comes to solving their issues or tackle their unsolved doubts. And your numbers will definitely soar!

To be fair, there are a couple of elements to point out. Tutorials are pretty manageable with a simple camera or a smartphone: a small presentation or an informative video may be feasible in a relatively slim amount of time (of course you can always bring some improvements the more you get familiar with the instrument). [But if you are willing to give the podcast a shot, it's pretty much different](#). Podcasting pays invaluable off but it takes also a huge effort to a very large extent. A podcast is not a shot in the dark: you can not schedule a one-off episode (it will end up to mislead and maybe disappoint your audience) but you have to plan like a series of interrelated episodes, their format, and length. So you have to be sure to own the necessary skill set, available staff and time to invest in it. On top of all of this, podcasting may be costly: headphones, mixer, and recording software are indispensable. However, despite it might seem burdensome , in

the end, i have to stress once more the powerful benefits you can get out of it! So, think wise and twice.

7.1.4 Social Media Engagement

Keeping your eyes wide open on what is going on within your Social Network's profiles is the best way to keep your authority and trustworthiness very high. An engaged community is most of the time a very happy one! As a result, you will be getting much more traffic to your website. The rule of thumb is to monitor what's happening on your pages and keep track with the flow of the conversation: bring your expertise, do not leave your follower's questions unanswered or unsolved and deliver them spot-on and kind explanations. If you are going to keep a supportive and approachable attitude, you will establish your website as a well-grounded reference point to count on for all of your community. Try to listen, at least every now and then: an efficient way to build-up long-lasting relationship with your followers is by letting their voice heard rather than constantly pitching your products or exposing your standpoints. Ask them something, try to lend your ears to them and, if possible, try to involve them completely by sharing their content!

7.1.5 Youtube Marketing

It is pretty superfluous to say but Youtube is an incredibly valid source of traffic that you do not want to neglect. There are two most prominent reason to bolster this choice:

- First and foremost, the overall numbers are impressive: Youtube is overcrowded. It is by far the second most used search engine of the world as well as the third most visited Website on Internet. These numbers speak for themselves.

- Secondly, Youtube is a Google's property, therefore, your videos may be indexed and ranked within the Google SERP, as well. Videos may even get ranked in the right-side video section in the specific video page.

Youtube is pretty much easy to be integrated with your Social Media channels. Plus, you will be allowed to place some enticing Call-to-actions and tailored link within the description box beneath the video: this way you can invite viewers to take a look at your web pages without being too pushy or self-promotional.

7.1.6 Publish Regularly and Consistently

Keeping constantly your website (or blog) tidy and updated with fresh and top-notch content is the best way to keep your community as close as possible. If you pop up sporadically, your website might be at stake of abandonment: even readers that do usually appreciate the usefulness of your contents may end up disappointed when they sift through your web pages without finding anything new and relevant. Over the long term, the frequency of your publishing schedule is going to positively affect your ranking too: the more engaging content you will be releasing, the more likely you are going to be indexed by search engines.

7.1.7 Massive Facebook Promotion

Unluckily, we are all aware that Facebook organic reach is tremendously plummeting. The average exposure hovers over 5% of your entire community: let's be realistic, this means that very few people will accidentally stumble upon your posts. This is why you should ensure to allocate a small fragment of your budget to keep an "up and running" campaign that features your fancy articles. Moreover, be sure to target the campaign to the right people, namely the most likely to be interested in your core-business.

7.1.8 Take a break from your own niche market!

It is quite understandable that your efforts are mostly devoted to your own business and niche-market: you spend your all day living it, breathing it in and working on it. On the other side, it may affect your creativity: talking as a chatterbox about the same subjects for months and months can also turn your audience off. Once in a while, it is fully advisable to broaden your horizons by writing about something else, even completely unrelated to your core business. This is a gorgeous way to spark your creativity and, simultaneously, to blow up your follower's minds: let's talk about your passions, hobbies or travels you experienced. You'll get plenty of insights just by browsing through many other blogs. Aside from the main subject, you can give a new shade to your writing style by varying your language, the article's typology, graphic's layout and so forth. This variation is going to pay handsomely off and you will be obtaining a two-fold objective: your usual readers will hugely appreciate it, they won't get bored and you will likely win some other people's curiosity (especially the ones that are not fully dedicated to your sector)

7.1.9 Challenge your Audience

Contests are a stimulating way to create buzz around your Brand as well as to trigger people's interest. You can openly challenge yourself by declaring that you are going to achieve an objective by the end of a certain deadline. On the other hand, you can even call your community's members out. A contest may be super fun and it can impressively promote your Brand around the web through an unstoppable word of mouth! It's not all. Launching a contest brings many other benefits along, mainly to create brand new content. In fact, you can keep people updated about the challenge is going on, pictures of the attendees, publish a post with the final outcomes, case studies on what you

learned during the challenge. Needless to say that updates will lose visibility and importance when the challenge will be over but case-studies and follow-ups will become evergreen content to rely upon in the future!

7.1.10 Guest Blogging

Another trusted way to rise your website/blog visibility and, consequently, to gain a load of traffic [is Guest Blogging](#). The perks of Guest Blogging are essentially three and all of them are intermingled with our paramount traffic goal:

- Gain exposure and skew traffic to your websites
- Positioning yourself as a reputable authority in your field
- Improve quantity (and most of all quality) of backlinks to your website

By contrast, you can accept Guest Blogger on your pages too in order to save the time you should spend by writing it. But be careful with your choice and be sure to host a good quality and skilled author. Point out some clear and detailed guidelines to stick to, otherwise, you will be spending the time you saved in writing by proofreading it!

7.1.11 Put your followers at work!

[The sun never sets on "User Generated Content"!](#) In total frankness, this is not the newest trick available on the Social Media Marketing but its effectiveness is yet extraordinary. Your followers are not just numbers to show off but real human being. Of course, you have to treat them both with respect and esteem but why can't you "hire" them as your faithful allies for your Web Marketing strategy? There are countless ways you can count on your follower's content:

- Posting pictures of your followers using your product or service.
- Repurposing some of their Blog posts by giving them the whole credits.

- Asking them to post something specific (how they spend their weekend, where they go on holiday, what are they going to eat on Thanksgiving just to name very few).

This strategy is never-ending since followers are always keen and willing to share their own experiences with their favorite Brand and to stay, even shortly, under the digital spotlight.

Well, these are the most critical ways I am used to applying in order to drive massive web traffic to my websites (and my client's ones). Though, I do have to stress once more that driving traffic just for the sake of it is not pretty much worthy: the traffic augmentation should be always come along with a stronger and broader community engagement. The more you can delight your followers with worth-sharing content, they more they will enjoy staying in touch with you and spreading the words all over to new members. Finally, let me tell you that you need to put your mind on it: even doing all of these things does not bring success and huge numbers overnight and all at once. You need to be consistent with your work to gain your follower's trust and to be acknowledged as a dependable authority to count on. So, enjoy it and buckle down!

7.2 Inbound Marketing

Inbound marketing is the practice of marketing your business with podcasts, videos, newsletters, eBooks, SEO, pay-per-click ads, white papers, [social media marketing](#), social bookmarking, content marketing, and anything that can reach potential customers and entice them to move through the sales funnel. Even blogs can be used as an inbound marketing tactic, but what you are about to read talks about how to use inbound

marketing to encourage people to visit your blog so they can potentially be converted into customers.

As for that sales funnel mentioned a few lines ago, it is a marketing system. It is the customer experience that you intend for customers have as they move from being a prospect to a lead and then a lead to a customer. After they become a customer, you want them to become a repeat buyer.

7.2.1 Why You Need Inbound Marketing

The purpose of inbound marketing is to make it easier for leads to find your [website](#) or blog. This is important since you want them to know about you so they turn into a customer. In other words, this form of marketing increases brand awareness. It can also create a higher preference for your brand because you have entertained and interacted with a potential customer before they have even thought about spending their money with you. You can build trust with people before they are ready to buy, increasing the chances that they will choose your product or service when they are ready. Sometimes, you will grab the attention of someone who is ready to buy right that moment and they will if you appeal to them in the right way.

7.2.2 Gaining More Leads for Less Money

Inbound marketing is also a way to gain more leads for less money. Being that inbound marketing isn't always an instant marketing solution, it is a long-term process that builds over time. While this may seem like it will produce more frustration than anything, it can be highly rewarding when you start seeing the results. Instead of pulling customers in through traditional [marketing methods](#) that capture a potential customer's attention for a brief period, inbound marketing captures them for a much longer period of time. This

increases the chances of the customer becoming a repeat customer because it's all about building trust. Repeat business is the most profitable form of business. So when leading leads to your blog, it is very important that you make sure the content you are leading them to is something that will capture the trust that you need them to have so they become repeat customers.

7.2.3 Building the Inbound Marketing Plan

Now that we've made it this far, it's time to mention that sales funnel again because it's a great tool to use as a guide. First, imagine you have a funnel in front of you and you have to move people through it:

1. At the top of the funnel, you are attracting people to your blog or website and they are stepping inside. You don't want them to climb out at this point. Instead, you need them to keep moving through the funnel until they come out the bottom as customers.
2. Convert those that just entered the funnel into leads.
3. Build a relationship with your leads so you can instill trust.
4. Learn from your leads and customers about what they want so you can keep moving them through the funnel.
5. Turn the customers into first-time customers.

Then you want them to become repeat customers and you do this by giving them a great buying experience and the continuance of your inbound marketing tactics.

7.2.4 Move Leads through the Funnel with this Strategy

The first thing you want to do is [create a theme](#) every month that you are going to focus on. This is not a theme that surrounds a product or service, but something you have

found that interests your customers. In other words, you aren't going to try to hard sell them. Prospects aren't big fans of the hard sell because it makes them feel pressured. They want information before they want anything else. Giving them that will earn their trust, but you are going to have to be consistent with this theme in order to capitalize on that trust.

Secondly, any content that you produce will be based around that theme. You can write one large blog post surrounding that theme so you can market that post throughout the month. You can then supplement it with at least three or four shorter blog posts per week. Submit these to social bookmarking sites, create a pay-per-click ad campaign on your chosen site (google, Facebook, Bing, Pandora, etc.), create a podcast, and/or have visitors sign up for a newsletter. There are many elements you can integrate into your theme-related activities.

Third, make sure you regularly post on your [social media](#) accounts. However, you don't want every post to be linked to your content or you are going to wear your audience out and make them unfollow you. Have a variety of theme-related posts so you can maintain the attention of your audience. This is especially important with Facebook since the more recent algorithm changes focus on the quality of posts so users stay engaged. It isn't so much about the quantity. The average half-life of a Facebook post is 3.2 hours, so consider that when scheduling posts.

Fourth, at the end of the first week, you want to analyze your results so you can tweak the content you are delivering if necessary. There is a lot of trial and error, but you learn from it. By using a tool, such as [Google Analytics](#), you can see how certain pieces of content are performing, the amount of [traffic](#) being drawn in, where the traffic is coming from, which pages visitors are leaving the most, and much more.

Lastly, you can use an editorial [calendar](#) to make all of this easier for you. This is a tool that is used by bloggers and businesses to keep [track](#) of and control the content they post across the Internet. You can use it to brainstorm content ideas and where to publish them. You can pinpoint when content is going to be published, as well as use it to assign certain topics to anyone writing your content for you. There is actually a WordPress Plugin called "Editorial Calendar" that will allow you to easily manage your entire blog.

Inbound Marketing Can Make You Rather than Break You

As you can see, inbound marketing is an effective tactic. It is one that is used every day by marketers to produce higher quality traffic to their websites and blogs. Many times, the blog is the recipient of the most traffic because it is the blog content that can build trust in the brand. Just make sure you remember the sales funnel and the five steps outlined above so that you can build a solid inbound marketing plan that will make you more [profitable](#).

7.3 Monetising your WordPress Site

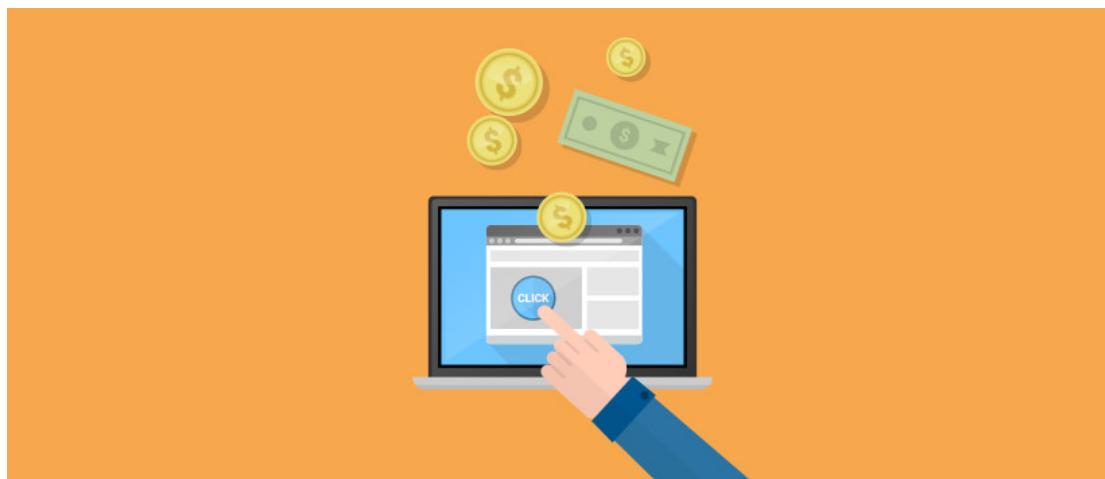


Ever wondered what it would be like to make money while being your creative best?

The time of wondering has passed. Read the ultimate guide to Monetize WordPress blog, and start making money instantly!

Over the years, webmasters have realised that the reach of the Internet is not limited to knowledge, information and entertainment. The ever-changing technologies and the expanding reach of the Internet have allowed webmasters to monetize their blogs, aiming to set up businesses that focus on yielding results without having to use, sell or provide tangible products in the market. With some simple tips and focus on the right strategies, you will have the answer to the age old question - How to Monetize WordPress Blog? This post aims to help you understand the fundamental basis of monetizing a WordPress blog, and we hope that the monetization strategies and tips discussed here encourage you to take necessary steps to make a few extra bucks without requiring a huge investment.

7.3.1 What is Monetization?



Simply put, monetization is converting an asset or object into money. Creating a website or writing on a blog have always been popular on the Internet. However, earning a profit

from them requires knowledge and things that need to be considered. First and foremost you will have to begin by choosing a niche which you will want to publish and keep for a long time. It is important to consider interests and popular subjects of audiences you wish to target while choosing a niche. It is also very important to do a thorough research about the subjects most talked about.

How to Monetize WordPress blog?

On deciding a particular niche, and [setting up a WordPress blog](#) on your own or choosing a professional designing and optimising system, you can start promoting your blog, and on learning how to monetize WordPress blog you can start using effective ways to start making money! Here are some good ways to start making money with your WordPress blog.

7.3.2 Website Monetization Strategies

Search Engine Optimisation



The first thing required when you publish your WordPress blog is that you understand [what SEO is](#). Search Engine Optimization (SEO) is a process used to [maximise the number of visitors](#) that arrive on your WordPress blog or your website. This ensures that

when someone searches a particular term, your blog is ranked up, increasing your chance of getting more visitors. Search engines love quality, relevant, interesting and fresh content. But, there are other factors also which you need to take into account for improving your search engine rankings.

A blog post needs to be indexed, and backlinks should be present to improve its rank for a targeted keyword. Optimising content can be quite difficult but it is the key to monetization. The tips listed below can be used by you to optimise your WordPress blog to maximise results.

Optimise the Pages Link Structure

The most important tip you can use is to optimise the Pages Link Structure. In most cases, a link to a specific web page looks similar to '<http://abcblog.com/?p=x>'. Since you're looking to attract more people to the web page, the structure can be changed to something like '<http://abcblog.com/post-title>'. In order to do this, just choose function settings of the arbitrary structure, and enter the title of the post.

Optimise the Titles of Pages and Posts

The titles that you choose for your pages and posts, should be written from the point of view of your audience. You need to start thinking from the perspective of your audience who could be a reader or buyer. Using keyword tools like Google AdWords to search for keyword ideas could go a long way in the [optimisation of your blog](#).

Never Ignore Robots.txt

There is always a text file available in the root directory of your WordPress blog. This file has all the special instructions search engines look for such that when a search engine spider visits your WordPress blog, it checks the file in the root directory first to make

sure whether certain files are restricted or unrestricted. Therefore, you should not ignore [Robot.txt](#) as the spiders act according to the instructions they find there.

Install Plugins

XML Sitemaps

If you wish to make a profit from your WordPress blog, installing a Google XML Sitemap plugin could do wonders. This plugin generates XML sitemaps for search engines like Yahoo, Bing and Google. On adding this plugin, your blog will automatically get indexed, thus improving your search engine rankings. Here is a list of absolute [XML sitemap plugins](#) which could reduce your time searching for one.

Akismet Plugin

You can secure your blog from spammers by installing an anti-spam Akismet plugin. An [anti-spam plugin](#) will increase your rankings in a major way.

Update and Tell

Indexing your blog as mentioned earlier, is important. You can easily index your WordPress blog by informing search engine crawlers that you have made an update. On installing different ping services, you can notify popular search engines of the changes you have made. By doing this, you will significantly increase your indexing process.

Make Navigation Easy

In order to ensure that readers can [navigate your blog](#) without any issues, you should add categories, tags, footer links and so on.

Interlinking Articles

The best way to [link building](#) is by interlinking articles on your WordPress blog. By using many different automatic interlink plugins you can ensure that articles in your blog are linked with each other.

Add ALT attribute to Images

An easy way to let spiders understand what the image you have posted is about, you can use the ALT attribute. Spiders usually read ALT attribute and the image name, therefore if you have good ALT text and keywords in images, you will get a big [SEO advantage](#).

These simple SEO tips will help you in optimising your WordPress blog such that you get maximum visitors. Once you start receiving visitors, the next step would be to monetize your WordPress blog. Listed below are ways which can help you make money, easily!

Broadly divided into two categories, monetization of a WordPress blog can be done with ads and without ads.

Read on for more insight on these two strategies.

7.3.3 Monetize Website with Ads



An easy way to monetize a WordPress blog is to choose and publish ads, which will attract target audience to click on said ads. This simplest form of monetization is further divided into two categories.

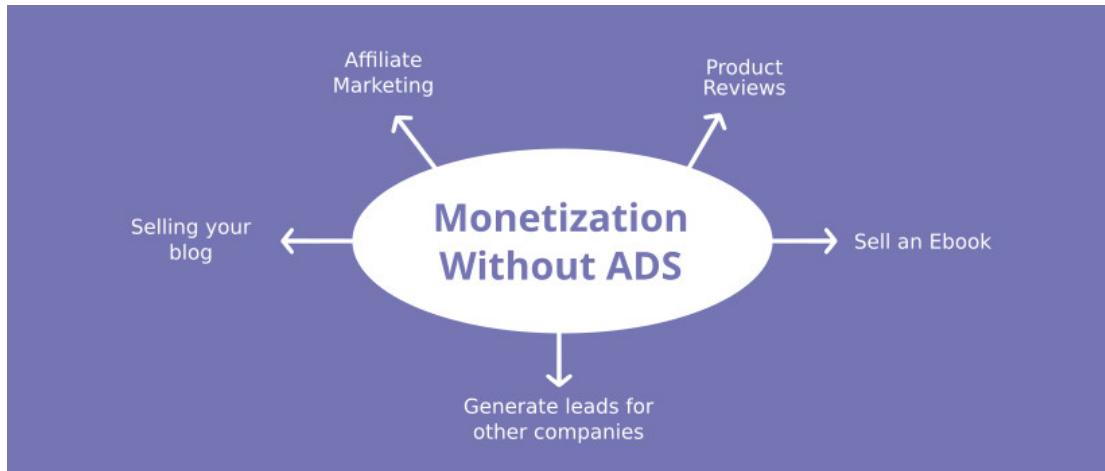
Pay-Per-Click

An easy way to make money on your WordPress blog is the feature of [Pay-Per-Click](#). There are several companies who look for popular blogs that seem relevant to their products or services. These companies place their advertisements on your blog and pay you anytime a visitor clicks the advertisement. Most of the time, you will be offered a commission if a visitor of your blog, buys their product. Alternatively, you can tap into major markets, to display advertisements on your blog. One example of it is AdSense. A system which allows bloggers to tap into [Google's huge network](#). On signing up, Google will place a simple code on your WordPress blog, which will identify content and start displaying relevant advertisements. You will get paid-per-click for this as well.

CPM Ads

Another commonly used feature to make money via blog is through Cost per Thousand Page Impressions. For example, if your blog generates 10,000 views on a monthly basis, then if you choose to display a banner advertisement, then a standard \$1 CPM, can earn you about \$20 monthly.

7.3.4 Monetize Website without Ads



Monetizing a blog isn't limited to persuading the target audience to click on ads. A lot of other strategies can help you use simple mediums and approaches to generate money from a blog or website. In fact, most webmasters focus on these long-term approaches to generate money and yield results. Some of the most common ways to monetizing a blog without ads are.

Product Reviews

Companies are always on the lookout for bloggers who can write product reviews for a basic fee. If you are aware of a company which has a similar niche as your WordPress blog, you can promote or even sell its products on your blog. This would generate more traffic, and also a fee for promoting the company's products.

Affiliate Marketing

One of the best strategize to monetize your blog is to give [Affiliate Marketing](#) a try. Although this type of marketing doesn't generate a high revenue, it helps a blogger generate a steady income. All you have to do is, add links to affiliate products on your

blog. You can tap into markets like Amazon, JVZoo and ClickBank to find items that may interest your audience.

Sell an Ebook

If you know that your audience loves the content you write, you can sell it at a price. Compile a collection of your best blog posts, or write your own Ebook and earn royalties from sales. Alternatively, you can sell premium content, aka, you can show only part of an article and for the complete version your audience must pay an amount to gain complete access.

Generate leads for other companies

If your user starts signing up or subscribing to your WordPress blog, you can get a list of email IDs of people that tend to follow your niche. You can then share these email IDs with companies, who would happily pay you for new leads that may be interested in their services.

Selling your blog

You can make quick money by selling your blog. Although not recommended, it is one way that you can create, sell and re-create. This is for people who are good at creating optimised blogs that generate a lot of traffic.

7.3.6 How to Monetize WordPress Blog through Plugins?



As 2017 turns, even more people towards the digital world, it is important to have a strategy that doesn't fail. This can happen only if you have more than one strategy leading to monetization. Listed below are 4 types of plugins, which can easily be installed on your WordPress blog and will help you generate more money.

Comment Monetization

You can monetize the comments that you receive by using a simple plugin named [Vuukle](#). Devised to monetize the comments section on your blog, Vuukle gives you the option to get revenue. It lowers the bounce rate, increases engagement time, gives additional income through its ads and all in all increases the number of comments your blog receives.

Bitcoin Donation

Ad blockers have brought about a depression in pay-per-clicks and CPM features. However, all is not yet lost. You can install a plugin named [Block Ads to Bitcoin](#) and turn ads into bitcoins anytime users have Adblock enabled. This plugin allows bloggers to monetize unused ad space effectively.

Interstitial Ads

You can use interstitial ads if you do not wish to inject any popup windows or banner ads into your WordPress blog. On installing a plugin named, [Clk.im ad network](#), which deals mainly with links. Once you get started, you can configure it by copy-pasting your public API key, available at registration. This would not bother your visitors, and you will still earn money via links that are clicked on by them.

Content Recommendations

You can generate direct revenue by recommending high quality sponsored content recommendations on your WordPress blog. It is easy to recommend comment by installing a plugin named [Taboola](#), which would display content from Taboola on your app widgets.

Content Monetization

Another way to get thousands of visitors to your site such that you can use all the above-mentioned monetization strategies to gain income is to have quality content on your WordPress blog. Following a few factors will ensure that the content you have is the content people wish to read. The first factor is to keep in mind the audience, the second is to publish quality content which is original and grammatically correct. The third is the key, which is keeping your article short and to the point. The fourth is to add links wherever necessary and last but not the least is to keep the various mentioned SEO techniques at the top.

7.3.7 How to Monetize WordPress blog using Third Party Tools?

Monetizing a WordPress blog can more often than not be a hectic task. However, it doesn't always have to be. You can simply download a third party tool like

TemplateToaster which lets you place ads and plugins anywhere on your blog without the hassle of coding when designing a theme. On downloading and installing TemplateToaster, you can simply skip the steps of looking for plugins and [design your own custom theme](#), with sliders, banners and ad placements that you like and that do not weigh down your slide.

What is the best way to monetize a WordPress blog?

So we've talked about SEO and different monetization techniques. Problem is that there are so many techniques that one will get flustered choosing the best and right one. However, it is not as daunting as it may look. The first thing that you must always keep in mind is to focus your energies on creating your own niche and then going about monetizing your WordPress blog accordingly.

Nonetheless, we must mention which strategy we think is best. Since the advent of ad blockers, an ideal scenario would be to first optimise the blog with SEO factors and publish quality content. Once that is done, add plugins such as Vuukle and Clik.im along with Google AdSense or download TemplateToaster and [design everything](#) as you would like!

Do all this and you're good to go! Happy Blogging!

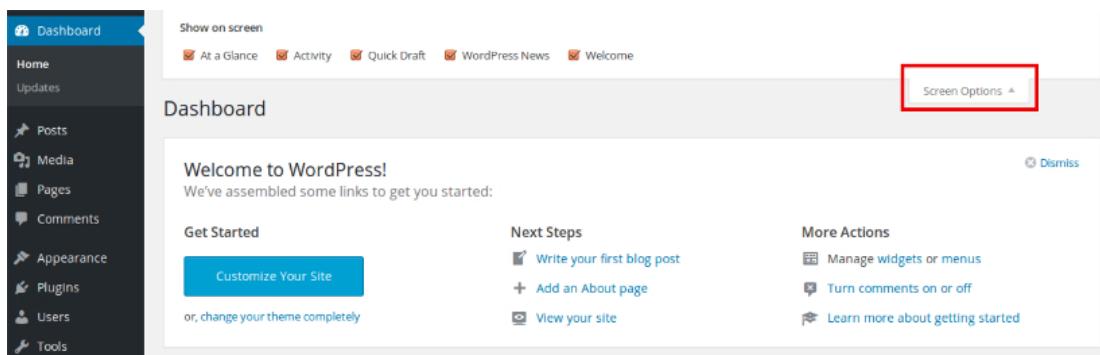
Getting more of WordPress



8. Getting More of WordPress

As a blogger, you have already made use of most of the features available in the WordPress. However, still there is a lot more to explore and learn in this well-featured open source publishing platform. Here in this article, we have listed the top 8 hidden features (which are actually not hidden, but you folks may be unaware) of WordPress which are pretty useful. Bookmark it or jot down the following features in your notepad.

8.1 Screen Options

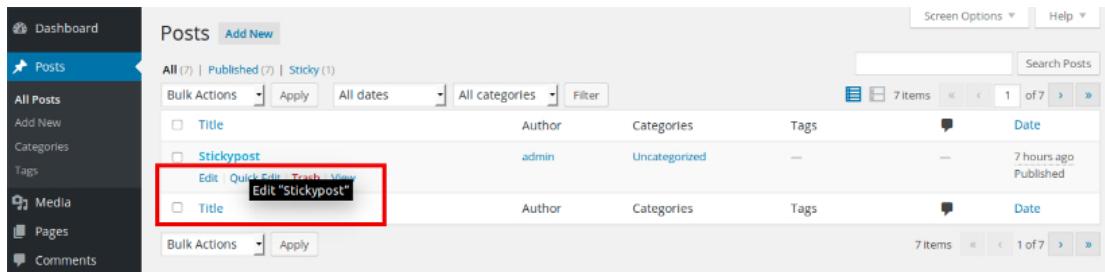


This option is available at the top right corner of the dashboard, just below the Admin area. This drop down panel allows you to hide or show different things on a particular page. For example, when you are on the dashboard, you can show or hide **at a glance**, **activity**, **quick draft** and other options available there just by checking the corresponding check-box. Similarly, when you are in the post section, by dropping down the screen option, you can show or hide **author**, **categories**, **tags**, **comments**, **dates** and other options by checking the respective check-box. It also allows the user to set a fixed number of items to be visible on the page.

8.2 Sticky Post

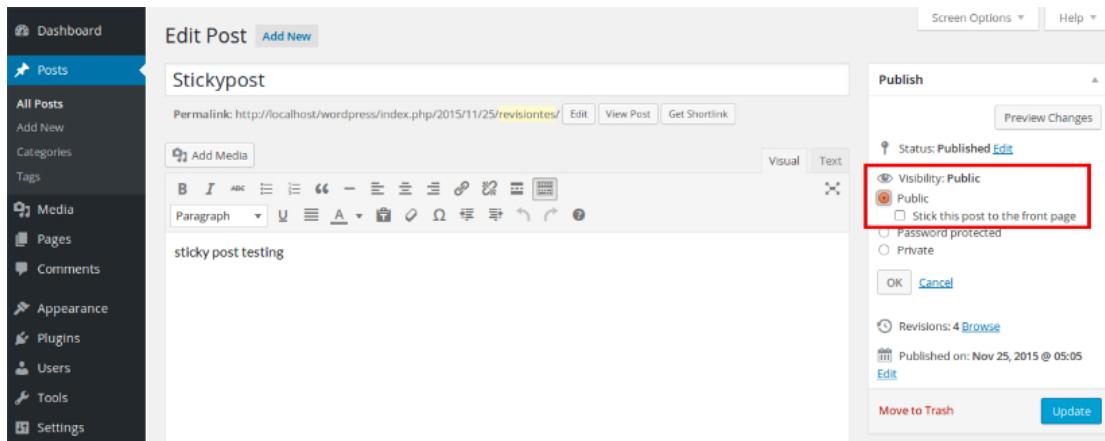
If you want some of your posts to be visible on the front page then you should thank WordPress for providing a feature called sticky post. You can follow these steps to make a post stick at the top of the web page:

1. Click on the **Posts** and select the post you want to make sticky.

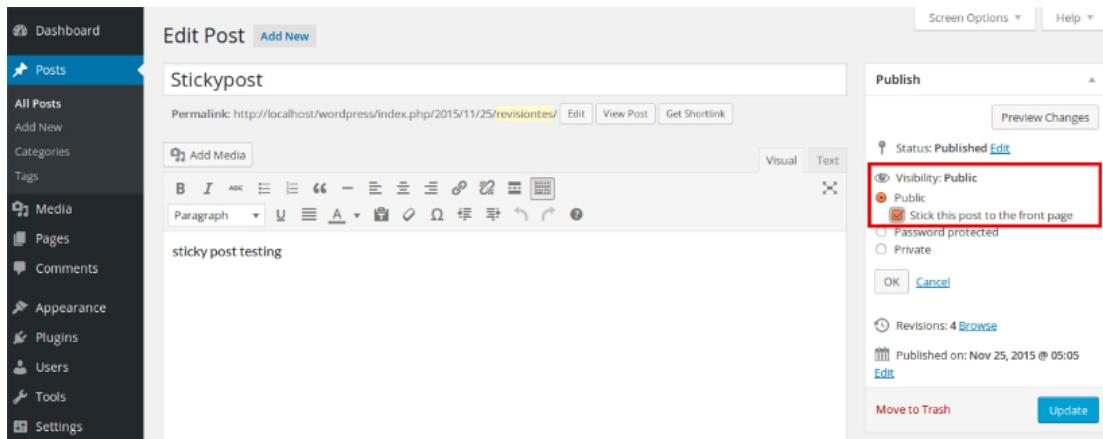


2. Move the cursor on the post and click on **Edit**.

3. Click on **Edit** next to the **Visibility** option in the Publish section.



4. Click on **Public** and check the checkbox corresponding to the '**Stick this post to the front page**'.

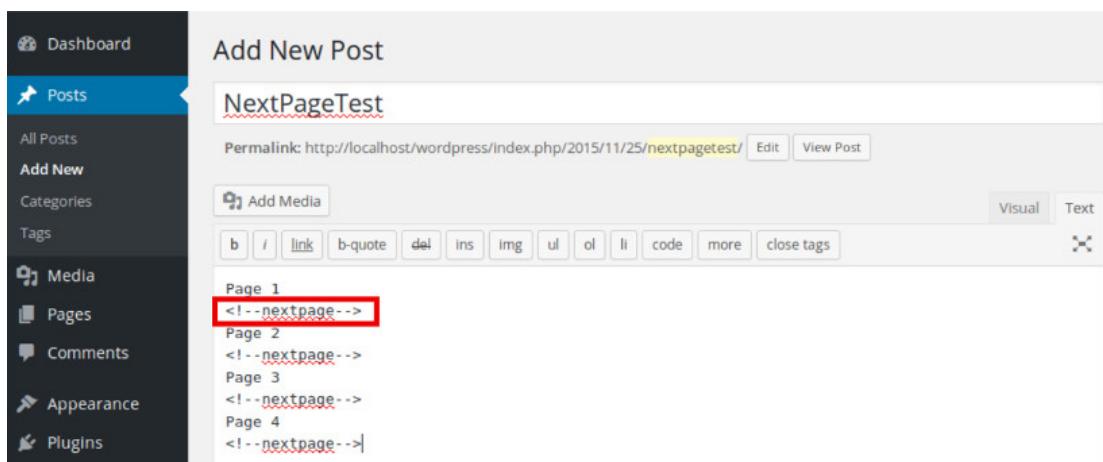


- 5.** Click on **Update** and visit your website. Now, that post will be sticked at the top of the web page.

8.3 Next Page

If you want to split your lengthy article in multiple web pages then you can add `<!--nextpage-->` tag in your content. To do this:

- 1.** Open the post you want to split.
- 2.** Select Text mode of the editor window.
- 3.** Add `<!--nextpage-->` tag in the content from where you want to split the article.



- 4.** Click **Update** and then click on **Preview Changes** to see the changes.

Now, you can navigate to any page by clicking on the links provided below the post.

NEXTPAGETEST

NOVEMBER 25, 2015 | ADMIN | LEAVE A COMMENT | EDIT

Page 1

PAGES: 1 2 3 4 5

Note: This tag works only in the text mode. If you add this tag when the editor is in the visual mode, it will be visible as it is in your published post.

8.4 Revisions of Post

WordPress always saves a copy of the post whenever it is edited. Just below the post, you can find its all revisions or copies stored in the database. WordPress also provides you with the provision to restore revisions and compare two revisions.

8.4.1 Restoring a Revision

1. Click on the revision you want to restore.

Dashboard

Posts

All Posts

Add New

Categories

Tags

Revisions

admin, 6 mins ago	(November 25, 2015 @ 12:26:19)
admin, 6 mins ago	(November 25, 2015 @ 12:25:58)
admin, 7 mins ago	(November 25, 2015 @ 12:25:39)
admin, 8 mins ago	(November 25, 2015 @ 12:24:10)

2. Click on the 'Restore This Version' button at the top right corner of the post.

The screenshot shows the WordPress admin interface under the 'Posts' menu. A specific post titled 'Revision test' is selected. The 'Compare Revisions' feature is active, with a slider set between two revisions. The 'Restore This Revision' button is highlighted with a red box. The content comparison shows 'Revision 1' in blue and 'Revision 2' in green.

8.4.2 Comparing two Revisions

A slider is provided just above the post for the comparison of two revisions. New content added is highlighted in green color and content deleted is highlighted in red color.

The screenshot shows the WordPress admin interface under the 'Posts' menu. A specific post titled 'Revision test' is selected. The 'Compare Revisions' feature is active, with the slider highlighted by a red box. The content comparison shows 'Revision 1' in blue and 'Revision 2' in green.

For every change you made in a page or post, by default a new revision is stored in the database which can adversely affect the performance of the database and website. Now, this can be avoided either by limiting the number of revisions, disabling revisions or deleting revisions.

To set the limit, login to **cPanel**, select **cPanel File Manager Code Editor** and open **wp-config.php** file. Now, search for the following line of code:

```
require_once(ABSPATH . 'wp-settings.php');
```

Now, insert the following line of code anywhere above the searched line of code:

```
define('WP_POST_REVISIONS', 3);
```

Here, 3 is the number of revisions you want WordPress to keep in the database.

Revisions can be permanently disabled by adding `define ('WP_POST_REVISIONS', false);` anywhere above the following line of code:

```
require_once(ABSPATH . 'wp-settings.php');
```

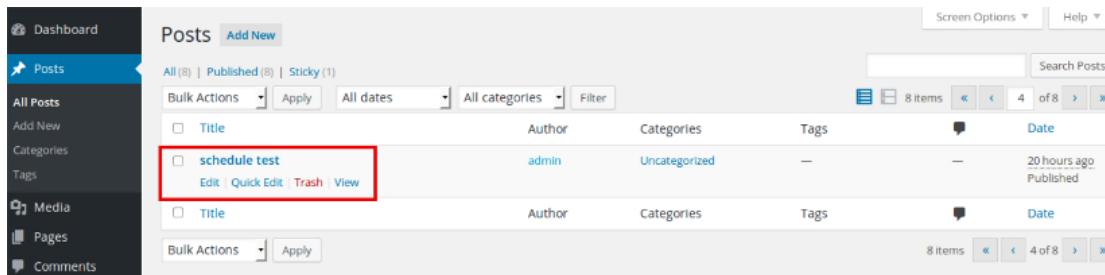
To enable revisions, write true at the place of false.

You can also install Better Delete Revision plugin to delete all reverions saved in the database.

8.5 Schedule Posts

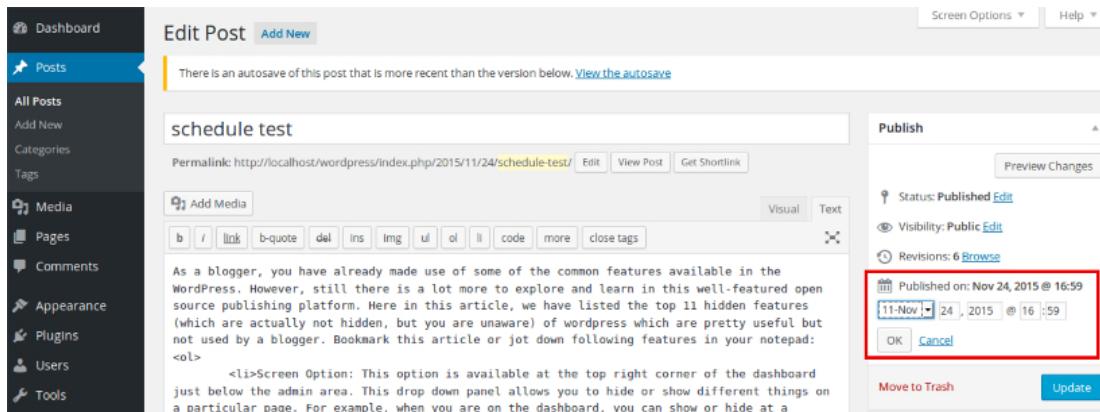
You might be unable to publish your post due to any reason. In that case, write what you want to publish and schedule it. WordPress will automatically publish it in the future. To schedule a post:

1. Select the post you want to schedule.



2. In the **Publish** metabox at the right side of the editor window, click on **Edit** below **Published on**.

3. Set date and time.



4. Click **OK**.

5. Click **Schedule**.



8.6 Full Screen Mode/ Distraction Free Writing

The editor window of WordPress is surrounded with different options from all sides which can sidetrack the writer. This is where you can take advantage of full screen mode. By clicking on the Toggle Full Screen button (At the top right corner of the editor window) or pressing '**Alt+Shift+G**', you can hide everything that distracts you.

The screenshot shows the WordPress editor interface for a post titled "schedule test". At the top right, there are two tabs: "Visual" and "Text". A red box highlights the "Text" tab, which has a small "X" icon next to it. Below the tabs, a black bar contains the text "Distraction-free writing mode". The main content area contains several paragraphs of text, some of which are highlighted in red. At the bottom left, it says "Word count: 709", and at the bottom right, it says "Last edited by admin on November 24, 2015 at 11:45 am".

8.7 Formatting Removal

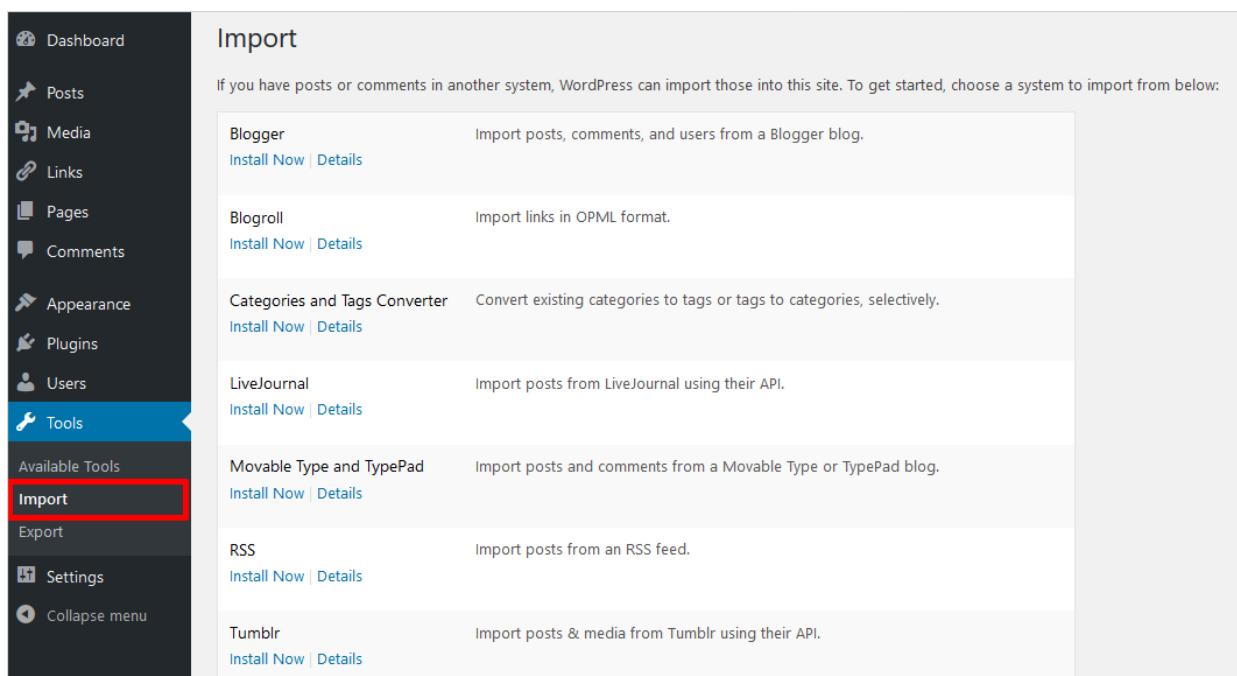
The screenshot shows the WordPress editor interface for a post titled "schedule test". On the left, a sidebar menu is visible with "Posts" selected. The main content area shows a paragraph of text. A red box highlights the "Clear formatting" button, which is located in the toolbar below the text area. The text itself is mostly plain, with only a few words highlighted in red.

After writing your content in editors like MS Word, when you copy it in the WordPress editor, it is copied in the same formatting and style. However, you can remove any unwanted formatting by clicking on the Clear Formatting button.

8.8 Export/Import Data

In Tools, import and export features are available for exporting and importing comments, posts, pages and other data. For importing data from Blogger, Bigroll, LiveJournal, RSS, Tumbler and other systems, required importers for these systems must be installed in the WordPress. In the export option, you can export all content, posts or pages. Once you click Download Export File, an XML file is created and downloaded in your computer. This file can be imported in some other WordPress installation. This XML file containing the content of the site is called as WordPress Extended RSS or WXR.

Import



The screenshot shows the WordPress Admin Import page. On the left, there is a sidebar with a dark background and white text. The 'Tools' menu item is highlighted with a blue bar, and the 'Import' option under it is also highlighted with a red box. Other menu items include Dashboard, Posts, Media, Links, Pages, Comments, Appearance, Plugins, Users, Available Tools, Export, Settings, and Collapse menu. The main content area is titled 'Import' and contains a message: 'If you have posts or comments in another system, WordPress can import those into this site. To get started, choose a system to import from below:'. Below this message, there is a list of import options:

- Blogger: Import posts, comments, and users from a Blogger blog.
[Install Now](#) | [Details](#)
- Blogroll: Import links in OPML format.
[Install Now](#) | [Details](#)
- Categories and Tags Converter: Convert existing categories to tags or tags to categories, selectively.
[Install Now](#) | [Details](#)
- LiveJournal: Import posts from LiveJournal using their API.
[Install Now](#) | [Details](#)
- Movable Type and TypePad: Import posts and comments from a Movable Type or TypePad blog.
[Install Now](#) | [Details](#)
- RSS: Import posts from an RSS feed.
[Install Now](#) | [Details](#)
- Tumblr: Import posts & media from Tumblr using their API.
[Install Now](#) | [Details](#)

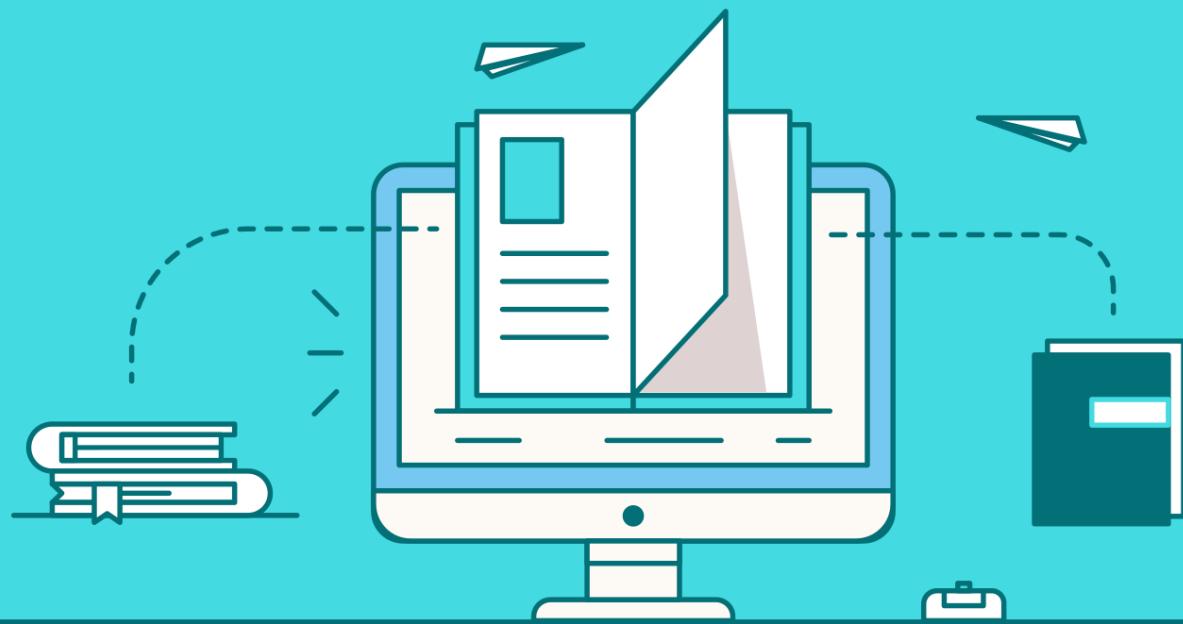
Export

The screenshot shows the WordPress admin interface with the 'Tools' menu item highlighted in blue. The main content area is titled 'Export' and contains instructions about creating an XML file for saving content. It includes sections for choosing what to export (with 'All content' selected) and a 'Download Export File' button, which is highlighted with a red box.

Final Words

These amazing features are definitely going to save your time and efforts in writing and publishing your content using WordPress. Don't forget to share and write your views about the article in comment section. Your comments value a lot for us.

Additional Resources



9. Additional Resources

9.1. 5 Best Offline Image Compression Tools

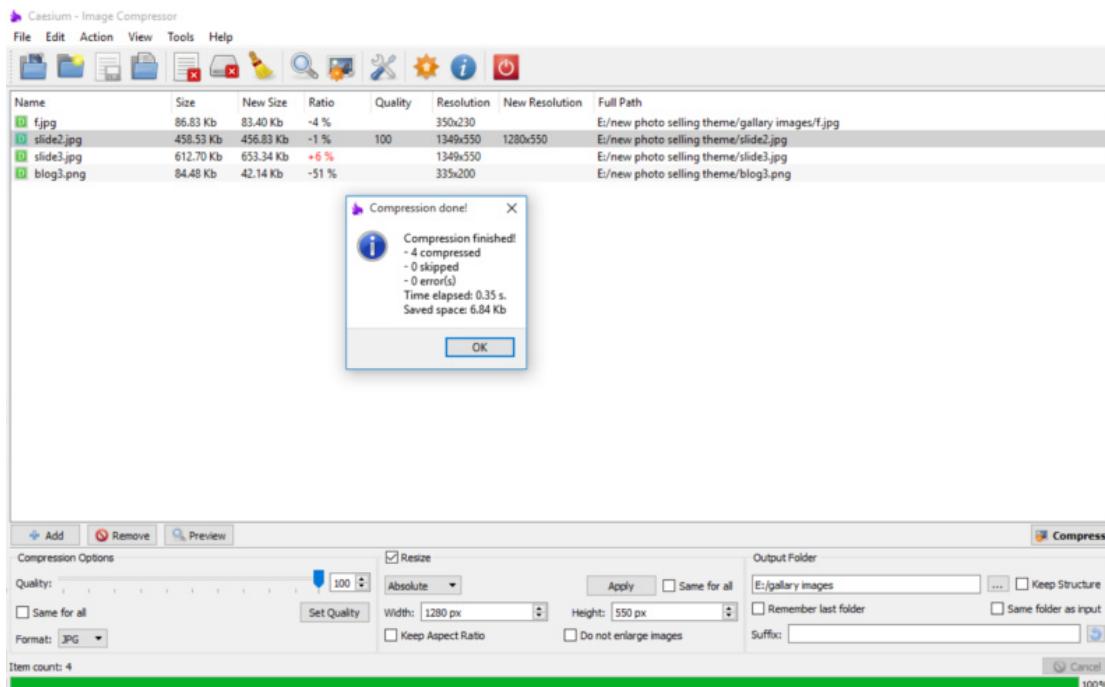


Images are very important for a website to gain and retain the attention of the users. Without them, a website seems dull. On the other side of the benefits of images, they make web pages heavy, thereby the load time of web pages get increased. The load time is a decisive factor in search engine ranking, which broadly depends on the weight of the page and the number of HTTP requests made to the server. Some more factors are also there behind page speed, though. In our last post, we have provided [some simple tips to speed up a website](#). One of those is to use optimized images on the website. The optimized images take less space as well as less bandwidth. Hence, the website takes less time to get loaded.

The photographs taken with modern high quality cameras come with high definition (big image files), which are not suitable to use on the web pages as it is. Compression makes the image file size reduced, hence, optimized for website. Following we are telling you

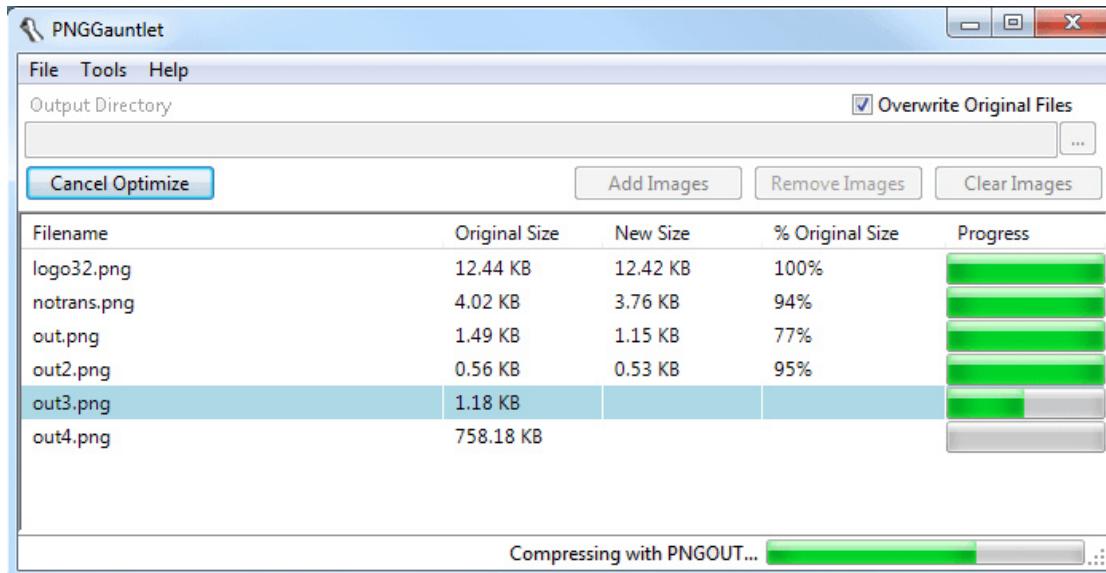
about 5 image compression tools that compress images without diminishing their visual quality.

1. Caesium Image Compressor



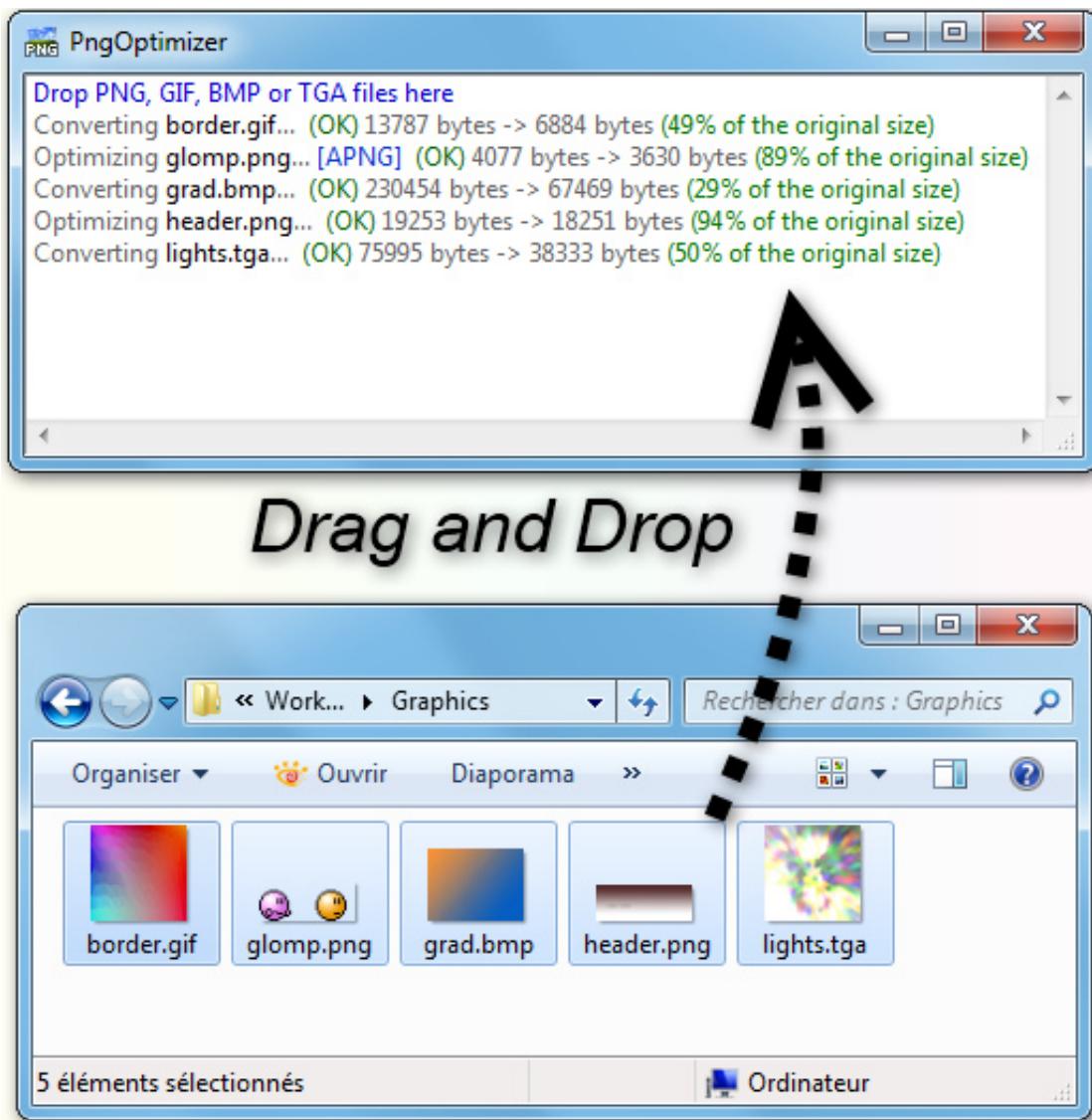
Compatible with windows, this is a free and open source image compressor. You can compress PNG, JPG, JPEG and BMP images. It provides the flexibility to choose the compression level for your images. In case, you are not sure that what compression level is good for your images, you can see compression results of choosing different compression levels. Plus, it gives the comparison preview of originally uploaded and compressed images. The caesium will also let you know that how much space you've saved due to compression.

2. PNG Gauntlet



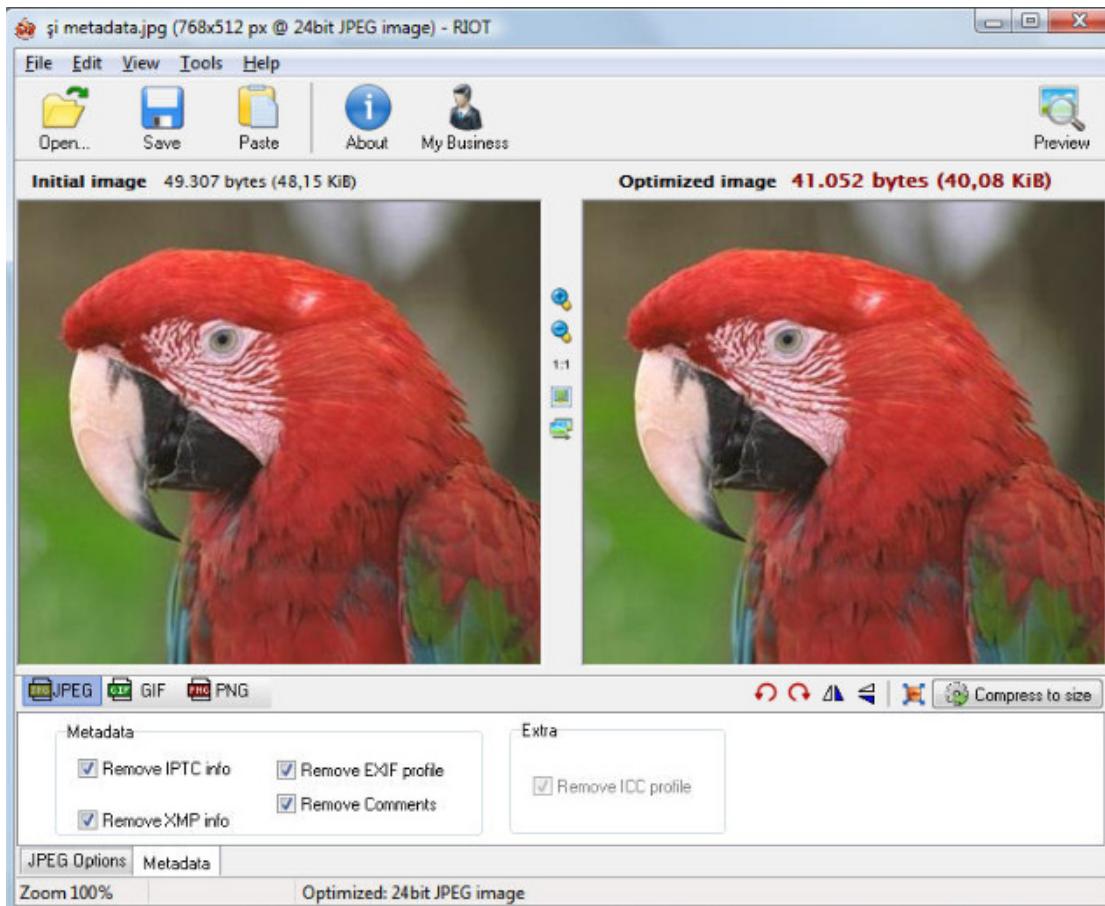
This tool is specialist of optimizing PNG files and is available for windows. It is also suitable to convert GIF, JPG, TIFF and BMP image files into PNG format. To get the possible smallest PNG images, it unites PNGOUT, OptiPNG and DeflOpt techniques. A very simple tool to use, it has not many options for setting preferences. You simply load the images for compression, and see the original and compressed size of your images side by side in real time.

3. PNG Optimize



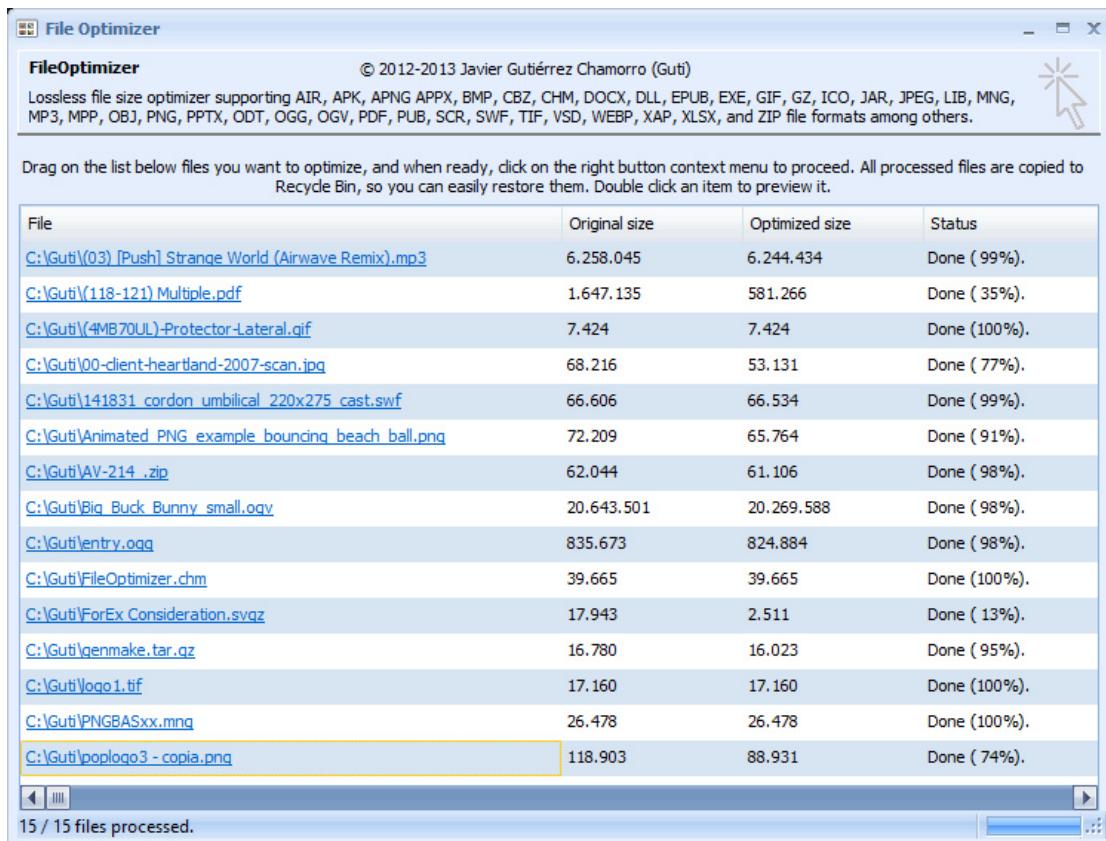
Yet another PNG image optimizer on our list is PSYDK's PngOptimizer. This application significantly reduces the weight of PNG files to make them able to download at fast speed. Even, it can optimize animated PNGs. It can also convert BMP, GIF and TGA images into PNG images. This application is available in two variations: Windows x64 (64 bits) and Windows x86 (32 bits).

4. RIOT



Radical Image Optimization Tool (RIOT) can optimize your JPEG, GIF, and PNG files. It gives flexibility to upload files in batch mode. It will let you determine the number of colors, contrast, brightness, gamma, invert and metadata settings for the images you want to compress. Hence, it is up to you whether you want to keep or want to strip the comments, IPTC, Adobe XMP, EXIF profile, and ICC profile from your image(s). The common tools like pan, zoom, rotate and flip are also found in its interface. With this tool, you can resize your images as well. For this, it supports different filters like Lanczos3, Catmull Rom, and others.

5. File Optimizer



The File Optimizer can compress almost any file format. It has a simple interface, in which you can add files simply by dragging. In the columnar format, you can view original and compressed file sizes with relative percentage size of compressed image. For reducing the file weight, it removes unnecessary metadata and other information.

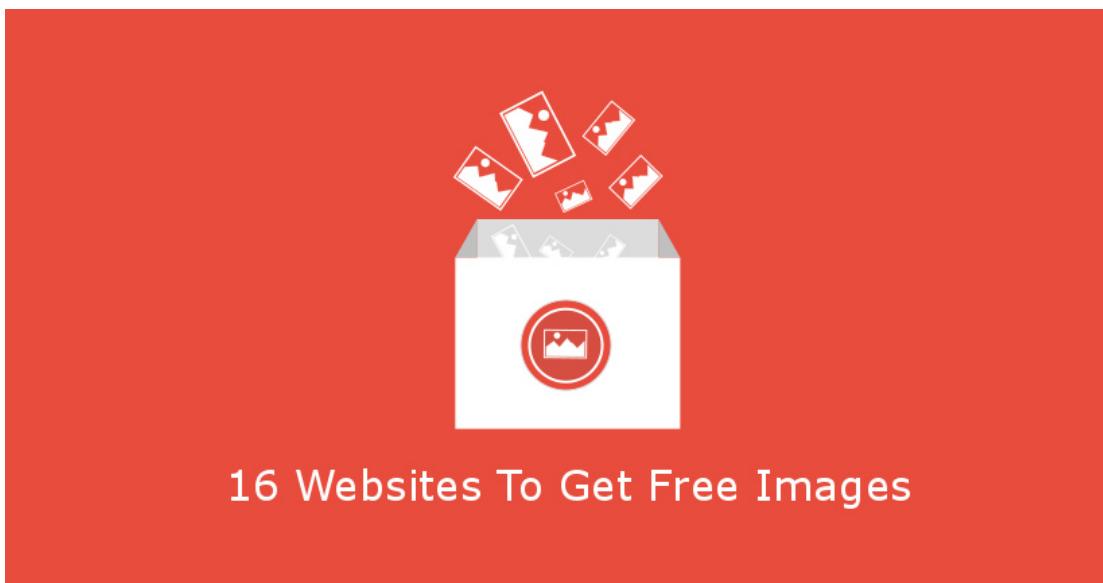
Which Image Compressor to Pick?

One way to pick a tool is to compare the options you can avail from each tool. Another is to compare the size and quality of compressed images obtained from each one. Let us make the first task easier for you. So, as per number of options and control over compression, the Caesium and the RIOT are go to applications. Both give more compression settings. As per quality of compressed images, all tools are worthwhile.

Have you already worked with any of these tools? Chime in your thoughts about that.

You can also tell us if you use some other worthwhile application for image compression.

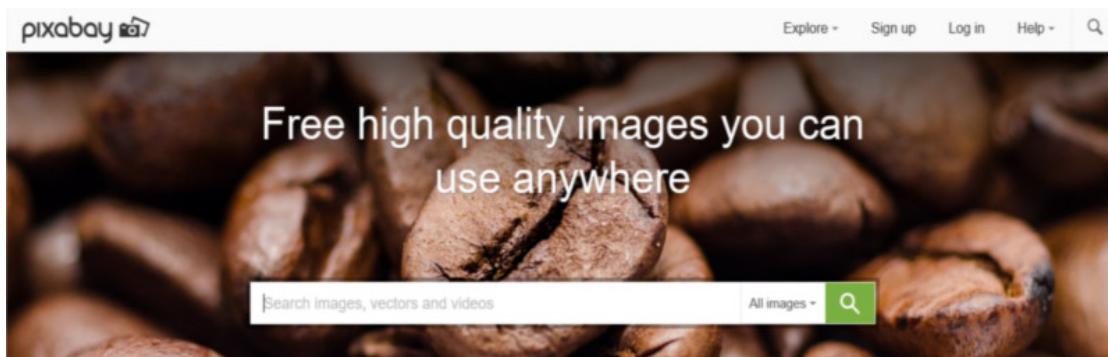
9.2. 16 Websites to Get Free Images



There are many popular websites that provide high quality paid images but every blogger may not afford paying license fee to get images for each of its blog post. So, to their help, we have put together some great resources to obtain high quality free images. Before start, we want to let you know that the high quality images not only add the grace and elegance to your blog post, but also add the weight to the web page. So, you should always optimize them before using on the post. In earlier post, we have described some free [tools to optimize images](#) without losing their visual quality. You may optimize your images using them.

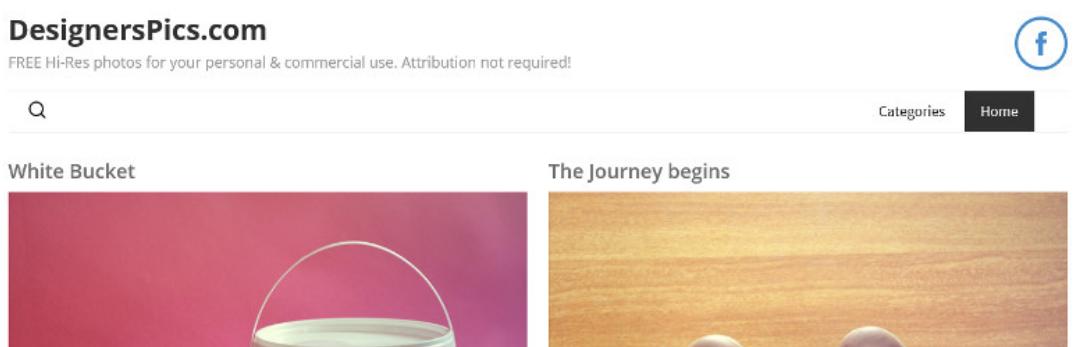
Let us get back to the topic now, and here you go with the free image resources.

1. Pixabay



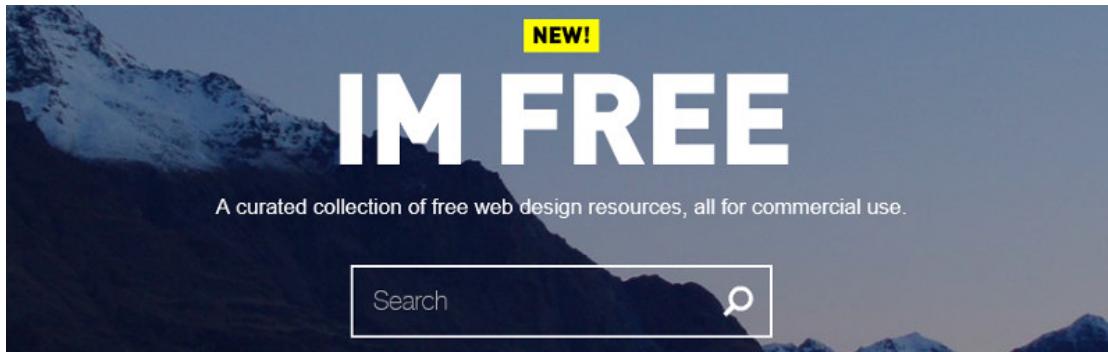
The Pixabay is a very large website to get free images. All the images on Pixabay are released under Creative Commons Zero(CC0) license. That means, you can use the images without attribution. You can also modify the images as suitable for your purpose. The images are of high quality. The Pixabay provides every detail of the image such as time of upload, views, downloads, and the specifications of the camera. You are also given the option to choose the size of the image while downloading.

2. DesignersPics.com



Another source of high resolution images is DesignersPics.com. From here you can find free images for business blogs, nature blogs, food and drink blogs, technology blogs, wild life and miscellaneous things. To use the images downloaded from here, attribution is not required.

3. IM FREE



IM FREE has a wide range of high quality photographs, available under creative commons license. You will have to attribute to the creator of the photograph for using it in your blog post. While downloading the image, you are given the options to choose the dimension of the photograph.

4. SplitShire



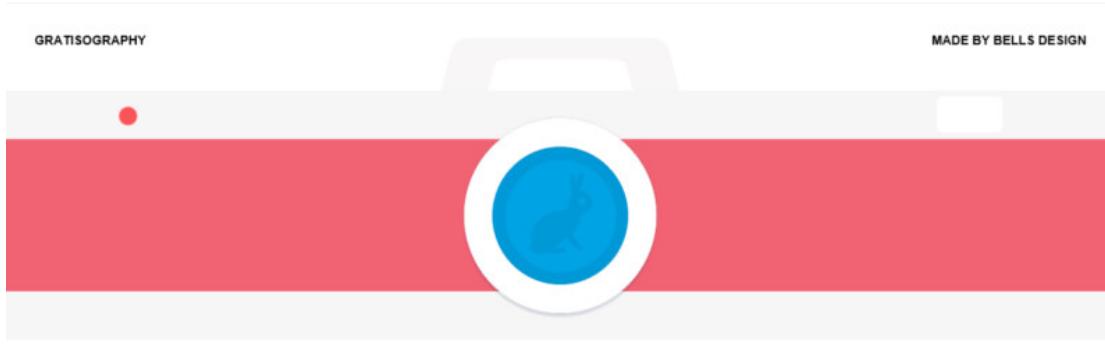
You can download Abstract, Animals, Automotive, Fashion, Interiors, Nature, People, Landscape, Technology, Wedding, blurry background, low poly background, street, and some miscellaneous images from the SplitShire. To use the images downloaded from here, you won't have to include attribution even.

5. STOKPIC



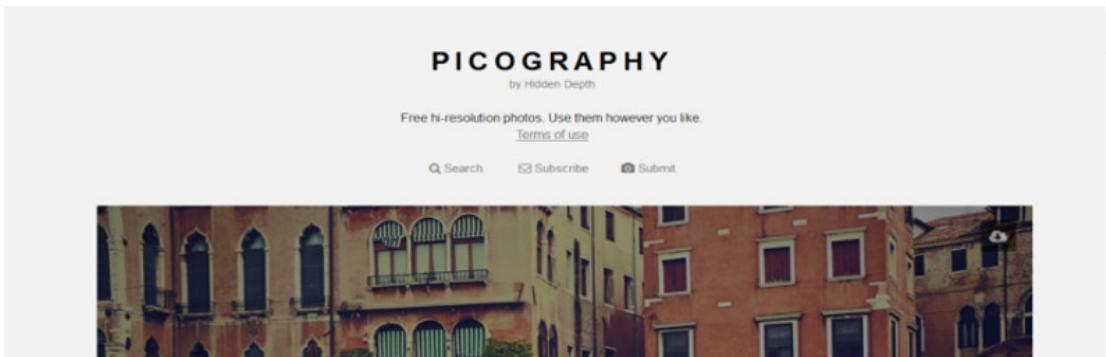
From 16 categories, you can download as many images as you want, for free. STOKPIC's photographs can be used without attribution. Since, there are more than a dozen of categories, you can probably fulfill all the photographic needs of your WordPress blog.

6. GRATISOGRAPHY



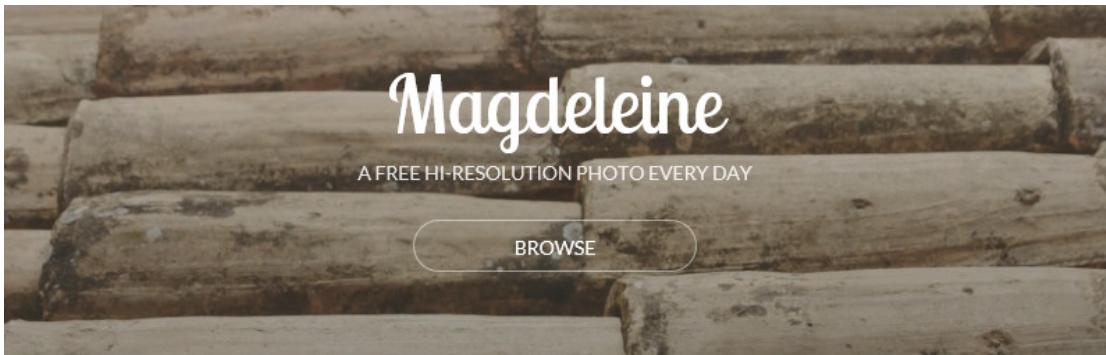
GRATISOGRAPHY provides high quality images. Their collection is very cool and awesome. A half dozen categories are there on this website to browse the photographs in. Though, all photographs are great, those of Whimsical category are truly amusing. This site gets new pictures added every week. No attribution is required to use GRATISOGRAPHY's images.

7. PICOGRAPHY



You can search images using tags from the PICOGRAPHY. With every high resolution image, the details as to camera and the place where shot has been taken are also given. No attribution is required to use PICOGRAPHY's image in the blog. Apart from downloading the images of your like, you can leave your remarks for the photographer as well. This website is however not as big as above ones but, provides fantastic images.

8. Magdeleine



The Magdeleine provides nice search ability to the users. On the site, you can find nature photographs, City and Architecture images, Tech images, Objects and Abstract images, Animals and People images, Food images. For searching images, color filters and tags can be used. Some Magdeleine's images are licensed under CC0-public domain. While, some images require attribution.

9. PhotoPin



The PhotoPin offers a huge collection of images to download for free. You will have to include attribution in the end of the blog post, if you use an image from PhotoPin. You can find images for almost any niche from this website.

10. JAY MANTRI

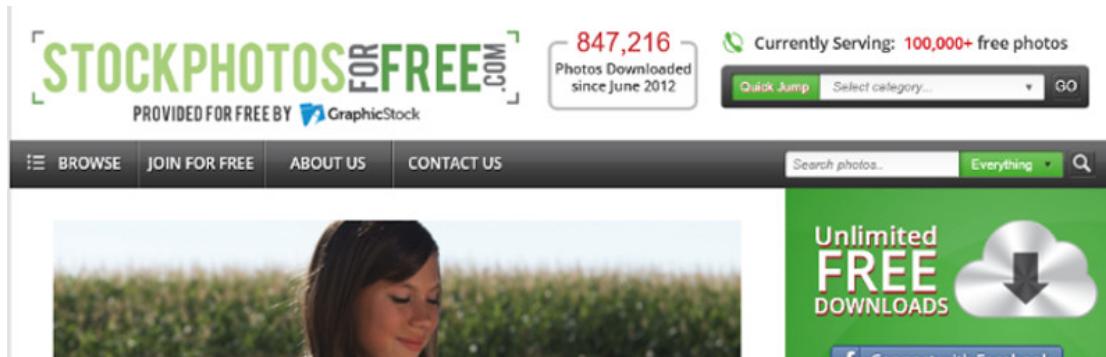
JAY MANTRI

free pics. [do anything \(CC0\)](#). make magic.

[instagram](#) [twitter](#) [archive](#) [youtube](#) [subscribe](#) [travel](#)

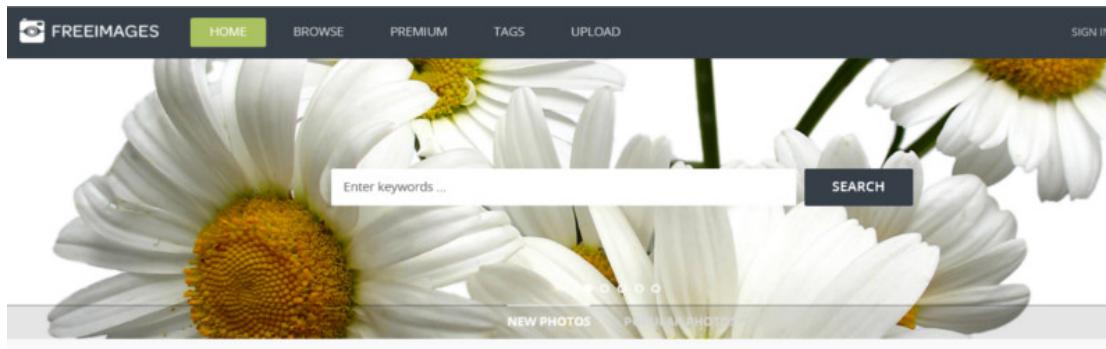
JAY MANTRI's photographs are scenic. Nature, abstract, buildings, and travel photographs are available for free download. No attribution is required. You can use the photographs as you want. Moreover, you can modify the photographs, if doing so is required for the perfect matching with your blog post.

11. STOCKPHOTOS FOR FREE



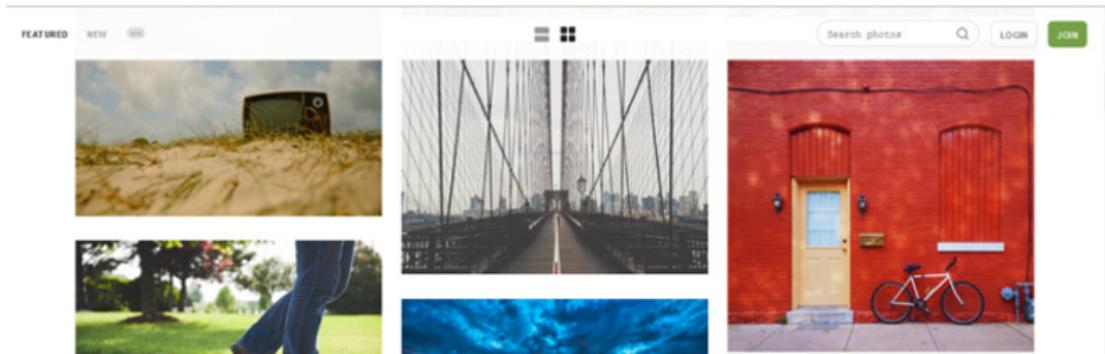
This is a very big website providing unlimited free images. You can find images related to every subject you can imagine. To download the free images from this website, you are required to create an account. After that you can download illimitable images.

12. FREEIMAGES



A superabundant quantity of photographs is there on this website. More than two dozen categories consist more than 388 thousand photographs and illustrations. The categories cover Animals & Wildlife, Business & Finance, Industry, Architecture, Celebrities, Fashion and Beauty, Sports & Fitness, Automotive, Textures & Patterns, Movie & Music, and more. You can search free images using tags as well. Attribution is required for using the images.

13. Unsplash



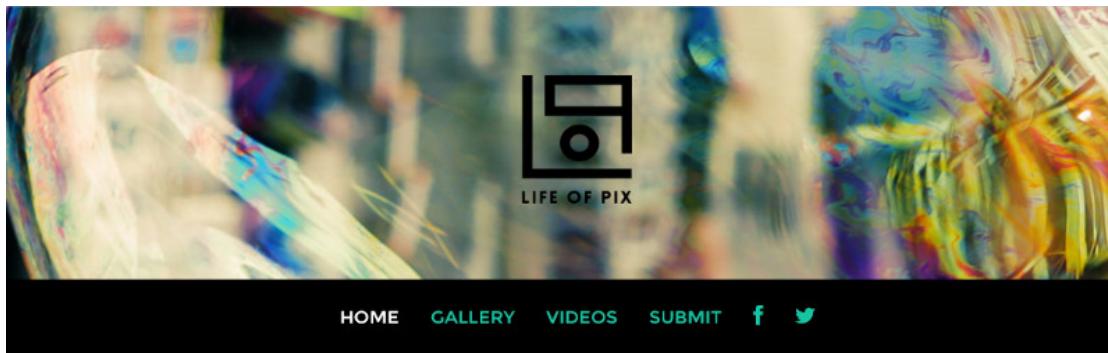
Though, categories are not there, a search bar has been given on the top right corner of the website to search the images. You can download and use free images got from Unsplash as per Creative Commons Zero license terms. So, you are not required to attribute the source for using them.

14. Picjumbo

A screenshot of the Picjumbo website. At the top, there is a logo for 'picjumbo' with the tagline 'totally free photos for your commercial & personal works'. To the right of the logo is a search bar containing the text 'Rocks, Writing, iPhone...'. Below the search bar are social media icons for Facebook and Twitter. The main menu includes 'Categories', 'Main Menu', 'PREMIUM Membership', 'Photoshop Plugin', and 'All in One Pack'. A red button on the right says 'Subscribe to picjumbo PREMIUM Membership!'. Below the menu, there is a message about ads and a banner for 'SAVE YOUR TIME! DOWNLOAD ALL IN ONE!' featuring the 'picjumbo' logo and the text 'TIME IS MONEY' and 'ALL IN ONE 600+ photos'. At the bottom, there is a form for email subscriptions with fields for 'Your email here...' and a 'Subscribe' button, along with a link to 'Support our sponsors'.

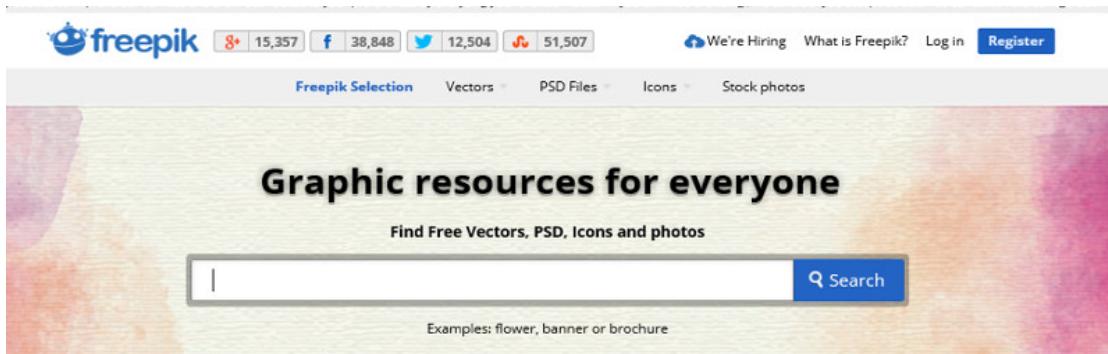
As the name speaks, Picjumbo is a jumbo website offering free images. From here, you can find high resolution free images for Technology, Business, Food, Fashion, Nature and Architecture blogs.

15. [Life Of Pix](#)



The look and feel of this website is similar with Unsplash. The website is comparatively small, but the photographs it offers are worthwhile. You can find photographs of sea, birds, castle, flowers, nature, city, and of some miscellaneous niches from this website. No attribution is required to use the images.

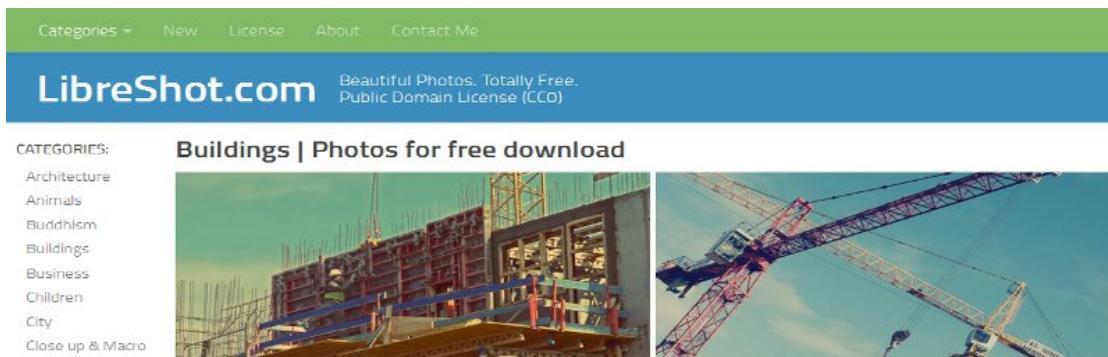
16. [Freepik](#)



The very last free image resource is Freepik. The Freepik works as an engine, which crawls many websites to find the free images. Therefore, it provides us free images by different websites, most of which we've covered above. To use the free images downloaded from this website, attribution is required.

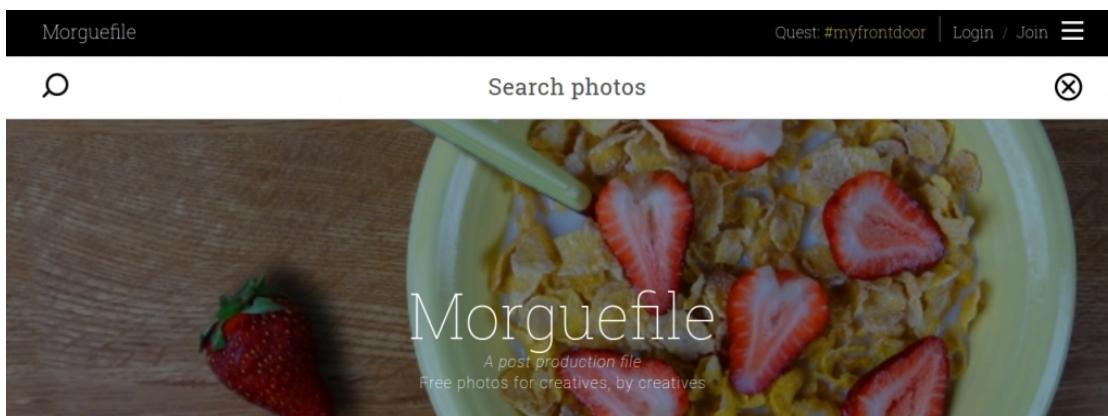
Bonus Sites:

1. [LibreShot](#)



As requested by Martin Vorel owner of the above website www.libreshot.com we are adding it to our free stock images websites list.

2. [Morguefile](#)



Morguefile.com has undergone a major website redesign. With improved mobile functionality and a stronger focus on design; morguefile.com has created a unique and effective resource for creatives in search of images.

Wrapping it Up

We think that these websites are enough for you to find the suitable images for your blog posts. Almost zero probability is there that you don't find images perfectly suitable for your posts. In fact, most of the image source websites allow modifying the images too. So, if you do not find the original image suitable for your blog post, you can modify it to make suitable.

Final Thoughts

This ultimate guide is packed with tips, trick, ideas and practices to help you sail through the web designing process easily. But just about this much can also be called merely a drop in the ocean, unless it leads you progressively towards generating call-of-action. The ever changing web-market landscape is quite apparent, in fact, it compels one to keep up with this pace.

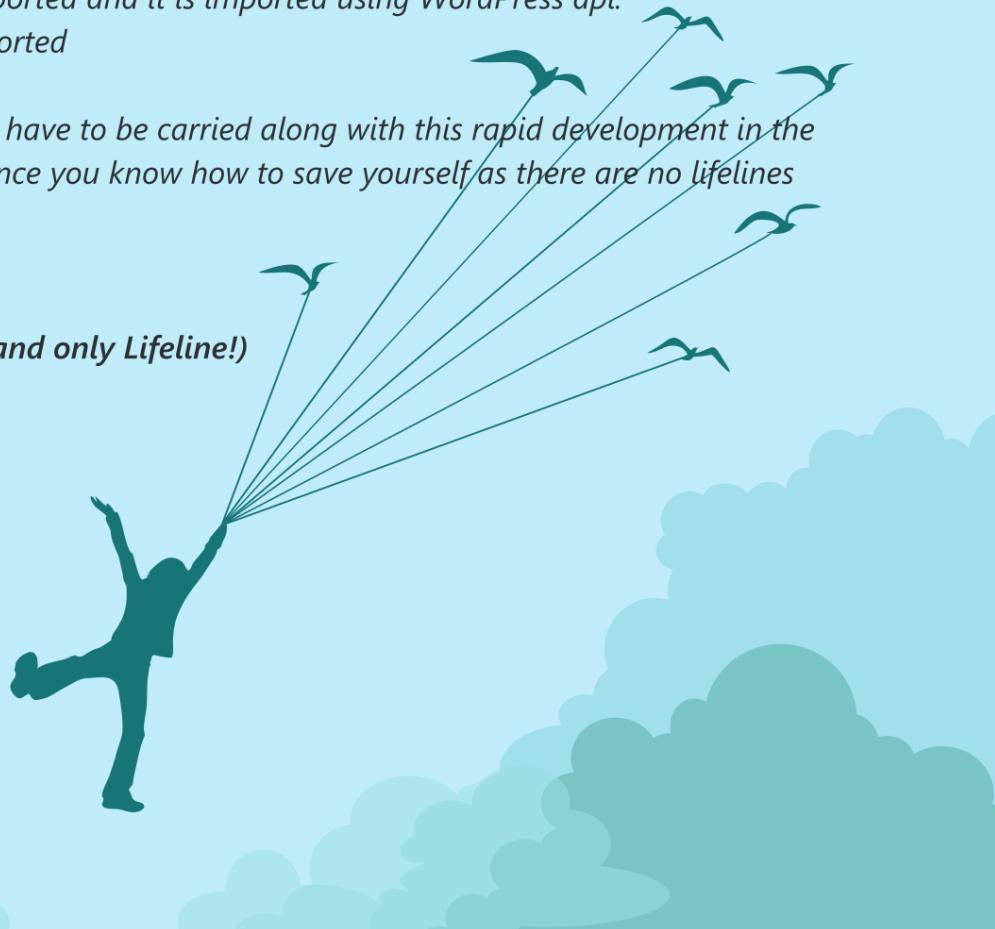
Either you are a designer or a newbie, be it that your requirements are to be met or that of your customers'. It all boils down to one thing only, i.e., website building. We have provided you with the basic understanding of website building and how powerfully you can apply a website theme builder to witness your dream project turn into a smashing success. The choice remains with you as to how you plan on encashing such an opportunity.

TemplateToaster is one such website building software that helps in assisting you with the entire web designing process. This is an uncomplicated tool that can render major benefits to you. It was constructed with profit-yielding features like;

- Themes and templates are based on Bootstrap
- You can design n number of page templates
- Lots of theme options are provided
- Code is highly optimized and w3c validated
- You can draw custom widget areas anywhere on template
- Google and custom fonts are supported
- WordPress content editing is supported and it is imported using WordPress apl.
- Almost all major CMSes are supported

The manner in which your set targets have to be carried along with this rapid development in the technical arena is the major game. Once you know how to save yourself as there are no lifelines available exclusively here.

Are you game? Let's play it!
(Hint: TemplateToaster is your one and only Lifeline!)





Ready to Set Up your WordPress Site?
Get Help from our Experts at TemplateToaster.

Connect with us at:

