

A stack of books with various spines visible, including one with "WORDPRESS" and another with "STARTER EDITION".

I'M USING WORDPRESS, NOW WHAT?
STARTER EDITION



PRESENTED BY
THOM ALLEN

HOSTING YOUR OWN SITE

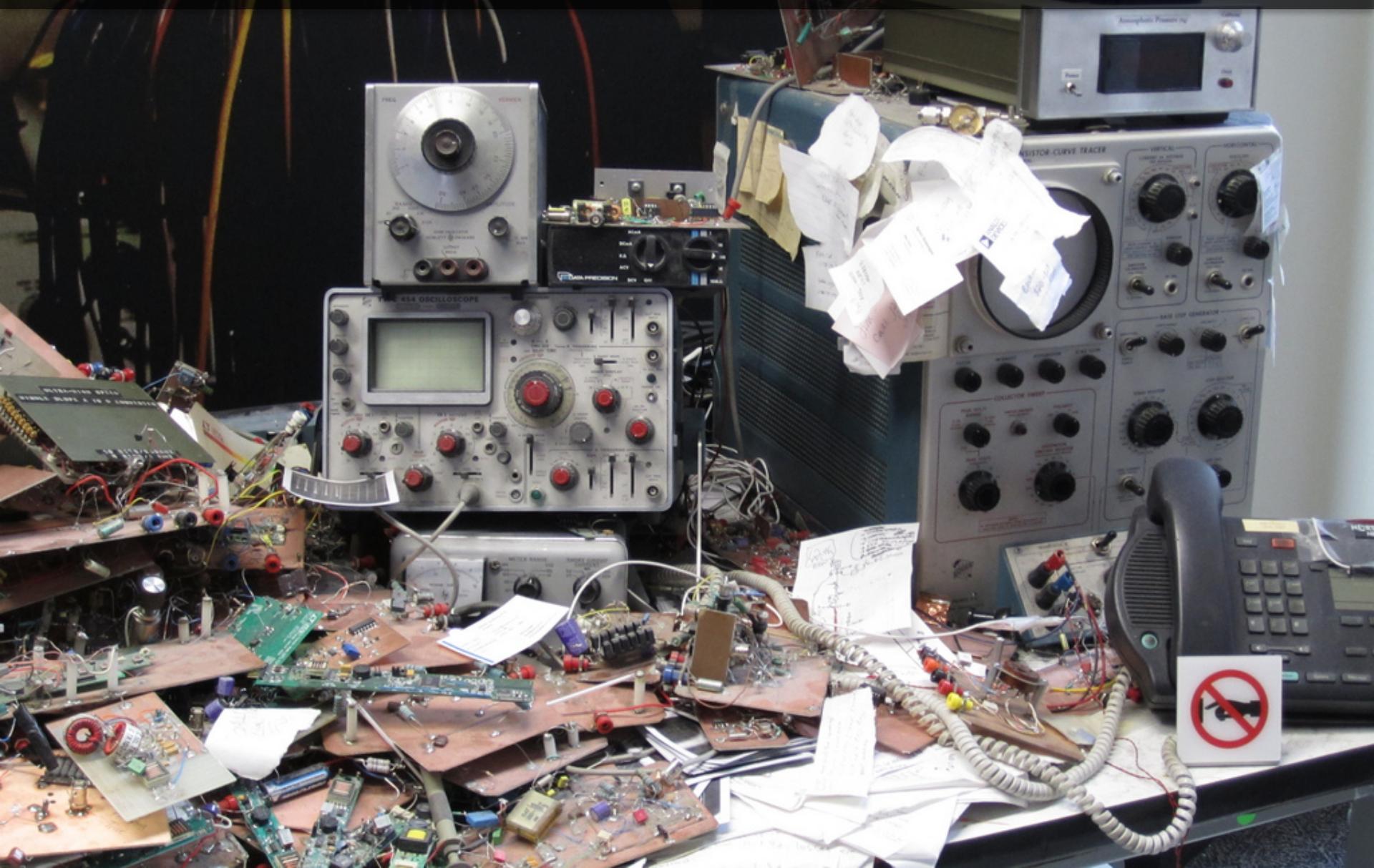


IS NOT A LEISURE TRIP

EXCEPTIONAL WEB HOST



SLOW PAINFUL DEATH



CONTENT PLANNING

- Commit to a schedule
- Be consistent
- Write content that invites discussion
- Invite guest writers
- Advertising



**DISASTERS
WILL HAPPEN**

RECOVERY PLAN



- Daily / Weekly / Monthly Backups
 - All site files (themes and plugins)
 - Database
- Pick 3 offsite backup locations
 - Amazon
 - Dropbox
 - Email

BORING VANILLA THEME



SHOW YOUR PERSONALITY

- Mobile Responsive
- Colors
- Images
- Video



CONFUSING SITE FLOW



EASY SITE NAVIGATION



- Start from the top left
- Work down
- Then across
- You don't have to show everything
- Use categories and tags
- **MUST HAVE SEARCH**

EASY SITE NAVIGATION



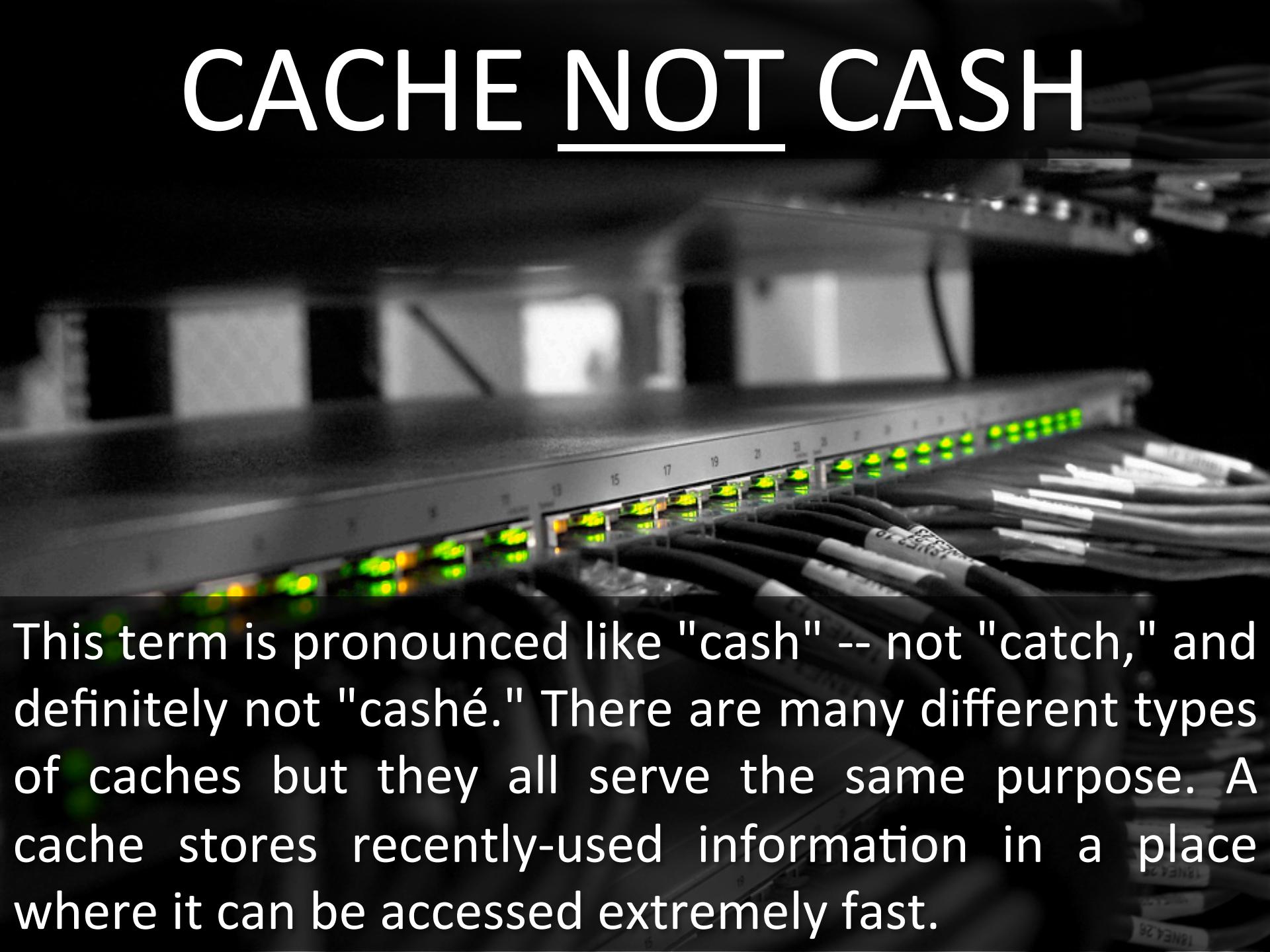


KNOW YOUR VISITORS - ANALYTICS



THE 5 W's

CACHE NOT CASH



This term is pronounced like "cash" -- not "catch," and definitely not "cashé." There are many different types of caches but they all serve the same purpose. A cache stores recently-used information in a place where it can be accessed extremely fast.

A photograph showing a collection of computer hardware components. In the foreground, there are two silver-colored external hard drives stacked vertically. The top one has a yellow and black 'HGST' logo and the word 'Mercury'. To the left of these is a black server unit with multiple drive bays and ventilation grilles. Above the server, several cables are visible, including a clear braided cable running across the top.

BACKUP - BACKUP - BACKUP



GET THE WORD OUT



Jetpack by WordPress.com

**SUPER CHARGE YOUR
WORDPRESS**



Thank you!

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