



hiza.xyz

Starting a blog on WordPress

Ivan Kocijan

About hiza.xyz

- ~ 5000 monthly users
- ~ 10 000 monthly page views
- 80% of all users are from Croatia
- 87% from organic search

Agenda

- Setting up WordPress
- Tuning the site
- Publishing blog posts

Setting up your page

https

- First thing to setup after installing a WordPress
- Free or paid SSL certificate

http -> https redirect

- Hosting provides out of the box support
- .htaccess file (Apache servers)
- Really simple SSL

Status	Method	Domain	Scheme	Type
301	GET	 hiza.xyz	http	html
200	GET	 hiza.xyz	https	html

Theme

- Why?
- How will the page evolve in the future?
- Free or paid?

Hosting

- Forget about free hosting

“The penalty for non-compliance with the limitations on their “unlimited” offer is the suspension or elimination of your website and data”

hostingfacts.com

Hosting

- Number of websites, SSD space, monthly visits, email account, SSL, customer support
- SiteGround, LightingBase, Pressable...

CDN

- Faster delivery of website content & reduced bandwidth
- Protect your website from DDOS
- Not a hosting
- Cloudflare

Performance Scores

PageSpeed Score

A (100%) ^

YSlow Score

A (95%) ^

Page Details

Fully Loaded Time

2.3s ^

Total Page Size

547KB ^

Requests

22 ^

Performance Scores

PageSpeed Score

A (99%) ^

YSlow Score

A (95%) ^

Page Details

Fully Loaded Time

5.3s ^

Total Page Size

549KB ^

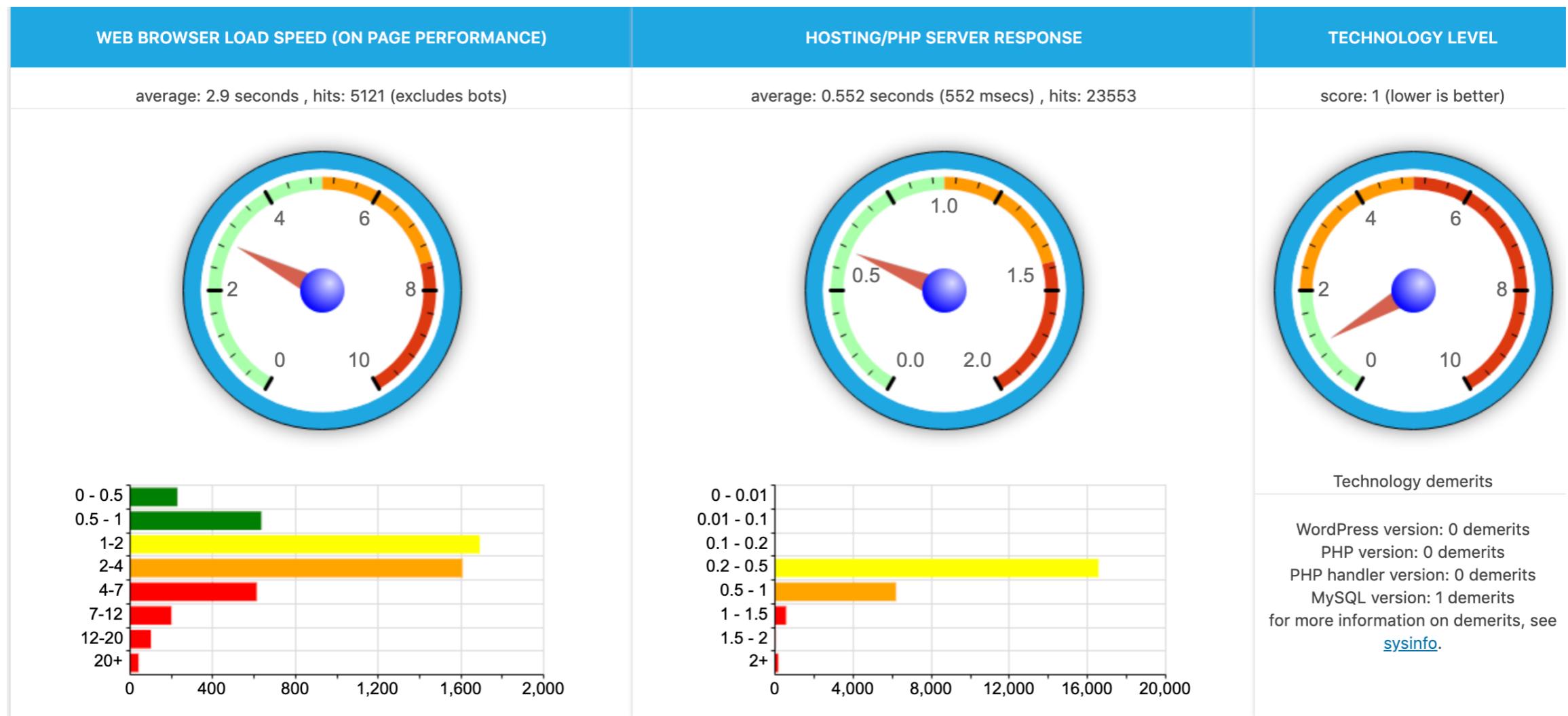
Requests

22 ^

Setting up WordPress

Monitor hosting performance

- Get alerts when site goes offline - [Jetpack](#)
- See hosting performance - [wp Hosting Performance Check](#)



Caching

- Minify HTML, JS, CSS
- Merge JS, CSS files
- Swift performance lite, WP Rocket, W3 Total Cache...

Performance Scores

PageSpeed Score

A (100%) ^

YSlow Score

A (95%) ^

Page Details

Fully Loaded Time

2.7s ^

Total Page Size

547KB ^

Requests

22 ^

Performance Scores

PageSpeed Score

A (93%) ^

YSlow Score

C (77%) ^

Page Details

Fully Loaded Time

5.7s ^

Total Page Size

590KB ^

Requests

60 ^

Enable comments

- Jetpack
- Disqus (questionable privacy issues)
- wpDiscuz

Monitor broken links

- Broken links checker

Broken Links (1)

All (46) | Broken (1) | Warnings (0) | Redirects (5) | Dismissed (0)

Search »

Bulk Actions ▾



<input type="checkbox"/> URL	Status	Link Text	Source
<input type="checkbox"/> ! http://www.infracrveno.com/pitanja-i-odgovori	404 Not Found	infracrveno.com	Grijanje u obiteljskoj kući

Bulk Actions ▾

Add structured data support

- JSON-LD format
- [WP SEO Structured Data Schema plugin](#)



pumpkin pie recipe



All

Images

Videos

News

Maps

More

Settings

Tools

About 112,000,000 results (0.56 seconds)

Directions

1. Preheat oven to 425 degrees F. Whisk **pumpkin**, sweetened condensed milk, eggs, spices and salt in medium bowl until smooth. Pour into crust. Bake 15 minutes.
2. Reduce oven temperature to 350 degrees F and continue baking 35 to 40 minutes or until knife inserted 1 inch from crust comes out clean. Cool.



[Perfect Pumpkin Pie Recipe - Allrecipes.com](https://www.allrecipes.com/recipe/23439/perfect-pumpkin-pie/)

<https://www.allrecipes.com/recipe/23439/perfect-pumpkin-pie/>

[About this result](#)

[Feedback](#)

Article

Blog Posting

News Article

Event

Product

Video

Service

Review

Aggregate Ratings

Restaurant

Local Business

Book

Course

Job Posting

Movie

Auto Fill **PRO**

Enable

Headline *

Subvencije za dizalicu topline

Blog posting title

Page URL *

<https://hiza.xyz/subvencije-za-dizalicu-topline/>

The canonical URL of the article page

Author name *

Koc

Author display name

Feature Image *



URL: <https://hiza.xyz/wp-content/uploads/2019/07/heating-radiator.jpg>

Width: 1920px



https://hiza.xyz/iskop-temelja-na-obiteljskoj-kuci/

NEW TEST



```
1 <!DOCTYPE html>
2 <html lang="hr">
3 <head>
4 <meta charset="UTF-8" />
5 <meta name="viewport" content="width=device-width, initial-scale=1, maximum-
scale=1, user-scalable=no">
6 <title>Iskop temelja na obiteljskoj kući - hiza.xyz</title>
7 <script>
8     wphpc_startTime = new Date();
9     </script>
10 <meta name="description" content="Prvi korak nakon dobivanja građevinske
dozvole i prijave gradnje je iskop temelja." />
11 <link rel="canonical" href="https://hiza.xyz/iskop-temelja-na-obiteljskoj-
kuci/" />
12 <meta property="og:locale" content="hr_HR" />
13 <meta property="og:type" content="article" />
14 <meta property="og:title" content="Iskop temelja na obiteljskoj kući" />
15 <meta property="og:description" content="Prvi korak nakon dobivanja građevinske
dozvole i prijave gradnje je iskop temelja." />
16 <meta property="og:url" content="https://hiza.xyz/iskop-temelja-na-obiteljskoj-
kuci/" />
17 <meta property="og:site_name" content="hiza.xyz" />
18 <meta property="article:section" content="Gradnja" />
19 <meta property="article:published_time" content="2019-05-25T16:56:04+00:00" />
20 <meta property="article:modified_time" content="2019-05-25T17:02:00+00:00" />
21 <meta property="og:updated_time" content="2019-05-25T17:02:00+00:00" />
22 <meta property="og:image" content="https://i1.wp.com/hiza.xyz/wp-
content/uploads/2019/05/trakasti temeli iskop dron-1.jpg?"/>
```

Detected

0 ERRORS 0 WARNINGS 2 ITEMS

Article

0 ERRORS 0 WARNINGS 1 ITEM

BlogPosting

0 ERRORS 0 WARNINGS 1 ITEM

BlogPosting

0 ERRORS 0 WARNINGS ^

@type	BlogPosting
headline	Priključak za struju - cijena i postupak
datePublished	2018-08-06
dateModified	2018-08-06
description	Kada gradite obiteljsku kuću na zemljištu na kojem ne postoji priključak za struju, morate ga zatražiti od HEP-a. I naravno, platiti.
mainEntityOfPage	
@type	WebPage
@id	https://hiza.xyz/prikljucak-za-struju-cijena-i-postupak/
author	
@type	Person
name	Koc
image	
@type	ImageObject
url	https://hiza.xyz/wp-content/uploads/2018/08/electric-wires.jpg
height	683
width	1024
publisher	
@type	Organization
name	hiza.xyz
logo	
@type	ImageObject
url	https://hiza.xyz/wp-content/uploads/2018/10/fav-icon-small-e1540030139219.png
height	60
width	60

Think about AMP support

- Mobile friendly
- Increases loading speed
- The pages can look broken
- BMW, Večernji list, The Guardian...

Ako imate pitanja vezana uz betoniranje temelja ili želite podijeliti svoje iskustvo s nama posjetite naš [forum](#).

Ostalo na blogu:

- [Subvencije za dizalicu topline](#)
- [Prijava gradilišta](#)
- [Priključak za struju - cijena i postupak](#)

RELATED ARTICLES



[Subvencije za dizalicu topline](#)

[Privremeni priključak struje na gradilištu](#)

[Iskop temelja na obiteljskoj kući](#)

U ovoj fazi ima dosta posla, treba složiti armaturu, čekati da se beton osuši, složiti pripremu za instalacije i ostale popratne stvari. Ova faza traje oko 2-3 tjedna, a nakon što završi, konačno možete početi zidati.

Ako imate pitanja vezana uz betoniranje temelja ili želite podijeliti svoje iskustvo s nama posjetite naš [forum](#).

Ostalo na blogu:



[Priključak za struju - cijena i postupak](#)



[Što je to pravomoćna građevinska dozvola?](#)



[Subvencije za dizalicu topline](#)

Kontakt

> [Facebook](#)

Kontakt



← AMP Test

https://hiza.xyz/subvencije-za-dizalicu-topline/?amp

Test results

Tested on: 28 Jul 2019 at 17:59

Valid AMP page

Page is eligible for AMP search features in Google search results

A large green circle containing a white lightning bolt symbol, indicating a valid AMP page.

[PREVIEW SEARCH RESULT](#) [VIEW AMP HTML](#)

Google

previewid:31e02b0b-c908-4faf-9

ALL IMAGES NEWS VIDEOS MAPS

This tool provides a preview of results in Google Search. Best viewed on mobile devices. [Learn more.](#)

Subvencije za dizalicu topline - hiza.xyz

Ako razmišljate o ugradnji dizalice topline u obiteljsku kuću, možete se javiti na natječaj Fonda za zaštitu okoliša i energetsku učinkovitost. Fond sufinancira ...

Google

previewid:33c187b9-eafd-4220-a

ALL IMAGES NEWS VIDEOS MAPS

This tool provides a preview of results in Google Search. Best viewed on mobile devices. [Learn more.](#)

G https://support.google.com › answer

Subvencije za dizalicu topline - hiza.xyz

Ako razmišljate o ugradnji dizalice topline u obiteljsku kuću, možete se javiti na natječaj Fonda za zaštitu okoliša i energetsku učinkovitost. Fond sufinancira ...



Subvencije za dizalicu topline

2 mins ago

Tuning up your page

Is one domain enough?

- hiža.xyz = hiza.xyz
- Create redirects

Link google search console

- Improve google search performance
- How google search sees your page

<https://hiza.xyz/>

Performance

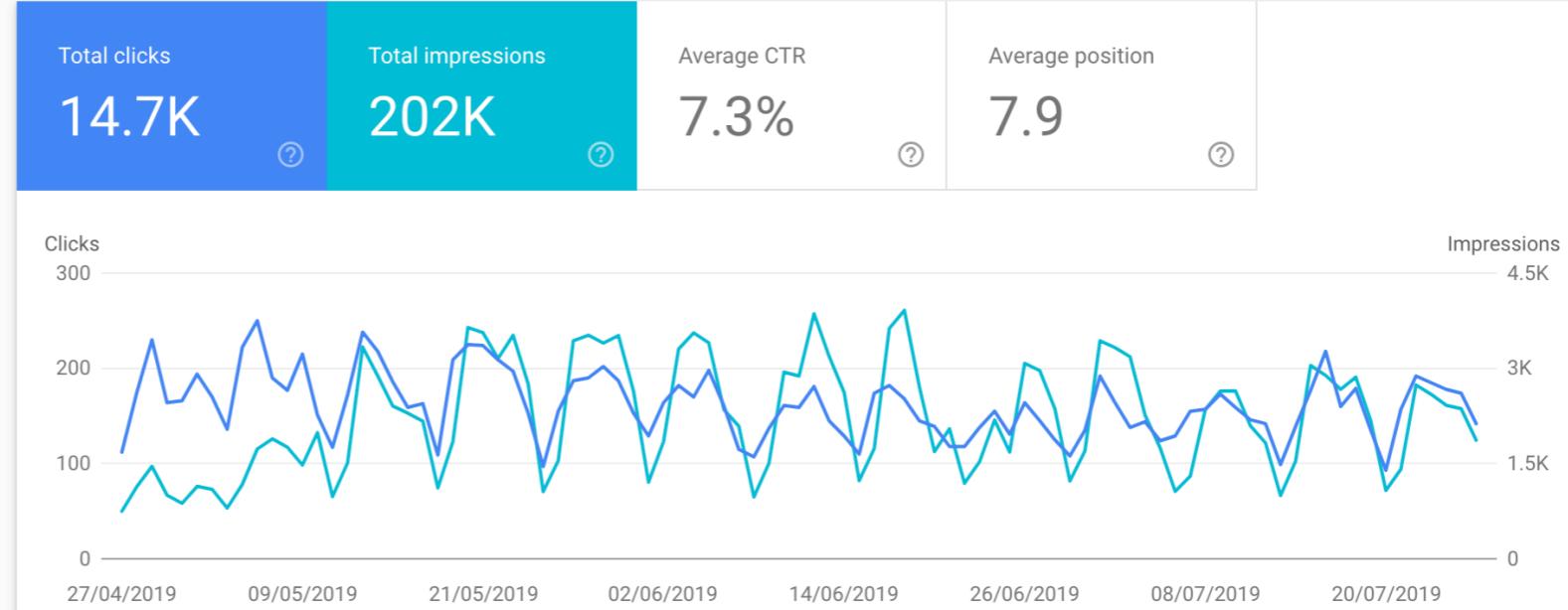
[Overview](#)[Performance](#)[URL inspection](#)[Index](#)[Coverage](#)[Sitemaps](#)[Enhancements](#)[Mobile Usability](#)[AMP](#)[Sitelinks searchbox](#)[Security & Manual Actions](#)

Search type: Web

Date: Last 3 months

+ NEW

Last updated: 26/07/2019



Performance

≡ Search type: Web 🖊

Date: Last 3 months 🖊

+ NEW

Last updated: 26/07/2019

Page

↓ Clicks

Impressions

<https://hiza.xyz/prikljucak-za-struju-cijena-i-postupak/>

5,896

29,891

<https://hiza.xyz/cijena-gradevinske-dozvole-i-troskovi-do-pocetka-gradnje/>

2,950

19,359

<https://hiza.xyz/parcelacija-zemljista-proces/>

1,081

7,765

<https://hiza.xyz/odabir-zemljista/>

683

4,209

<https://hiza.xyz/e-izvadak-iz-zemljisne-knjige-i-katastra/>

631

110,524

<https://hiza.xyz/glavni-projekt-za-obiteljsku-kucu/>

551

5,079

<https://hiza.xyz/pravomocna-gradevinska-dozvola/>

403

1,381

Performance

Search type: Web 

Date: Last 3 months 

Page: <https://hiza.xyz/prikljucak-...> 

+ NEW

Last updated: 26/07/2019

QUERIES

PAGES

COUNTRIES

DEVICES

SEARCH APPEARANCE



Query

↓ Clicks

Impressions

priklučak struje	446	1,167
cijena priklučka struje	395	753
priklučak struje cijena	260	449
priklučak struje cijena 2018	145	538
koliko košta priklučak struje	102	172

Performance

≡ Search type: Web  Date: Last 3 months  Page: https://hiza.xyz/prikljucak...  + NEW Last updated: 26/07/2019

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE
				≡ 
Search Appearance				↓ Clicks Impressions
AMP non-rich results				3,774 16,760
AMP article				16 93
Web Light results				0 2

Rows per page: 10 ▾ 1-3 of 3 < >

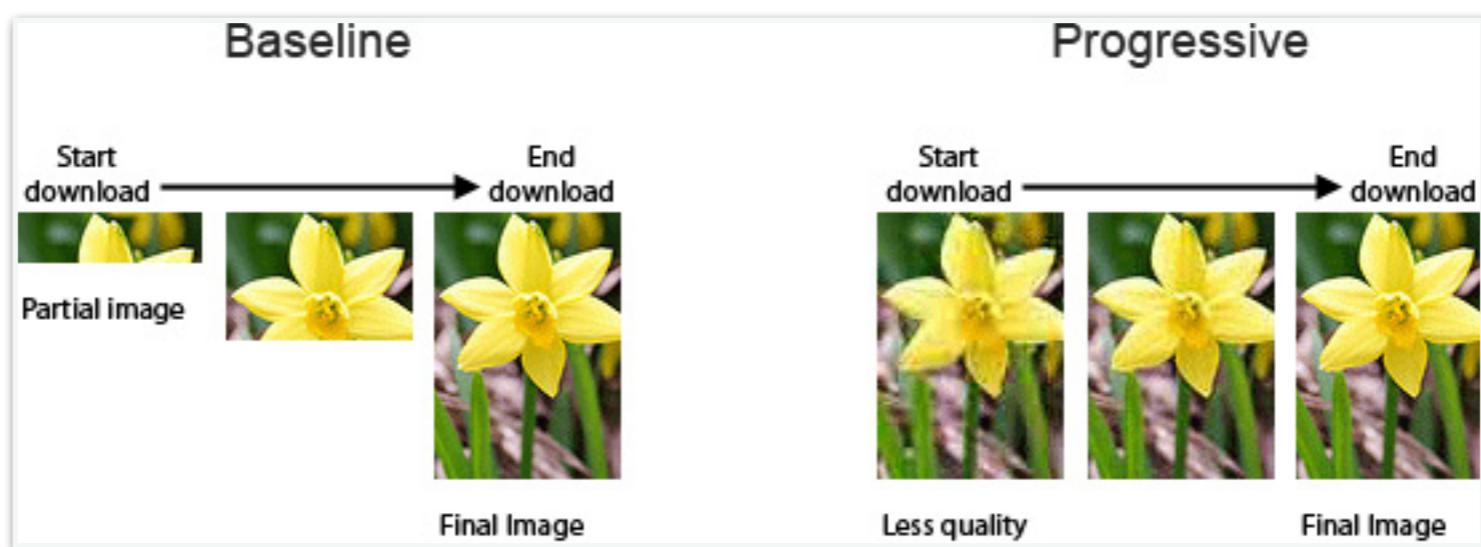
Add support for webp

- Reduces image size with minimal quality loss
- 25-35% smaller than JPEG
- Faster image load
- Webp-express plugin

 trakasti_temelji_iskop_dron-1.jpg?resize=250%2C213&ssl=1	200	h2	webp	(index)
 betoniranje-temelja-ploca.jpg?resize=250%2C213&ssl=1	200	h2	webp	(index)
 heating-radiator.jpg?resize=250%2C213&ssl=1	200	h2	webp	(index)
 blueprint-with-tools-featured.jpg	200	h2	webp	(index)
 ikocijan_1.jpeg	200	h2	webp	(index)
 house-home-icon.png?fit=128%2C128&ssl=1	200	h2	webp	(index)

Use progressive jpeg

- Load images in “waves”
- Decrease loading time



* <https://www.webfx.com/blog/web-design/jpeg-101-a-crash-course-guide-on-jpeg/>

How?

- Photoshop
- <https://www.jpeg.io/>

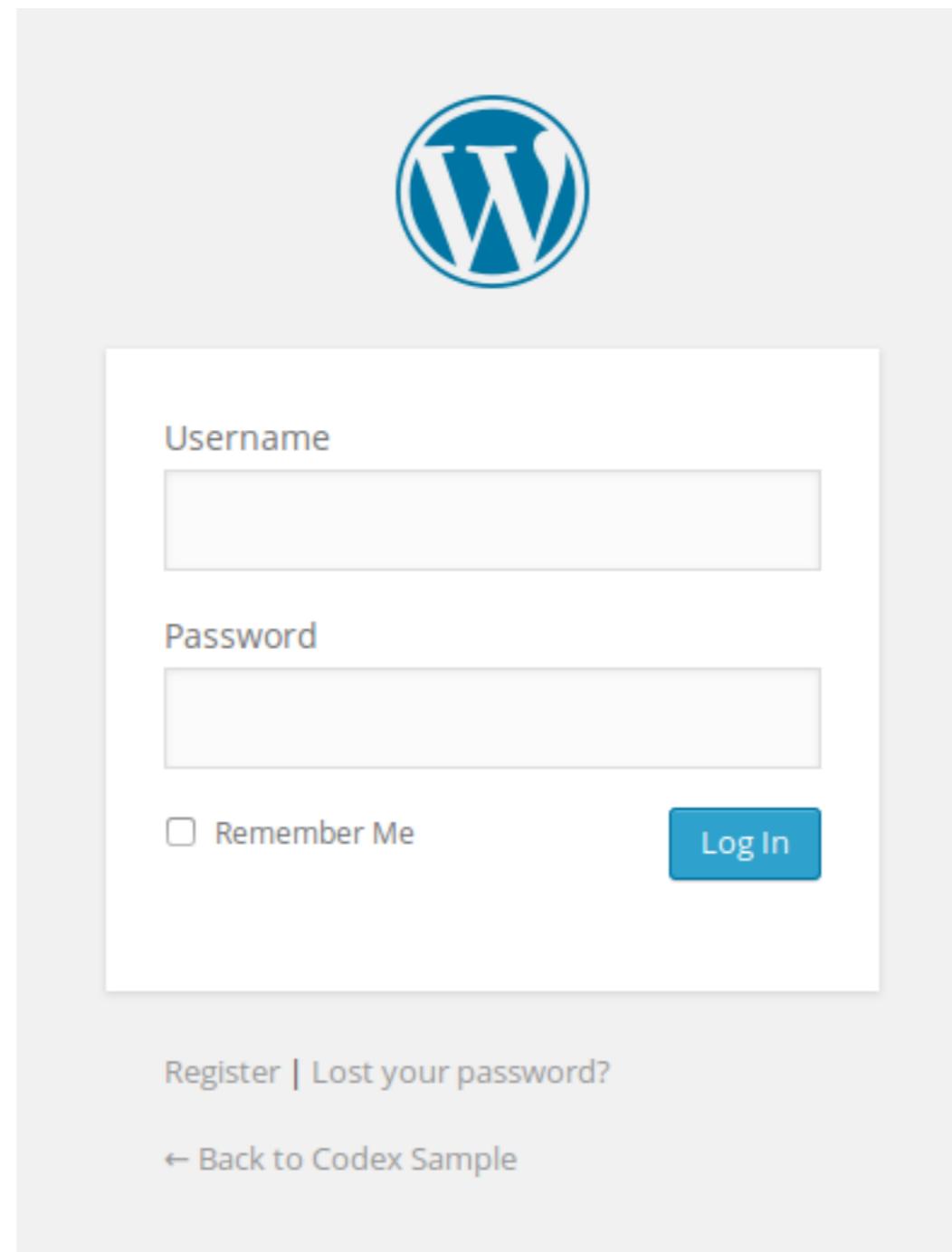
Add robots.txt

- Disable google and others from indexing certain pages
- Cookie policy, logout page, lost password etc.

Think before adding a plugin

- Can you do the task without a plugin?
- Does the plugin have enough support?
- Will someone maintain it?
- Plugin has to be initialised in one place

Login/Registration pages



Theme my login

- Theme my login

Slugs

The slugs defined here will be used to generate the URL to the corresponding action. You can see this URL below. The slug for the action below matches the slug of the page you would like to use for that action.

Prijava

prijava

<https://hiza.xyz/prijava/>

Odjava

odjava

<https://hiza.xyz/odjava/>

Registriraj se

registracija

<https://hiza.xyz/registracija/>

Izgubljena lozinka

izgubljenalozinka

<https://hiza.xyz/izgubljenalozinka/>

Reset lozinke

resetiranjelozinke

<https://hiza.xyz/resetiranjelozinke/>

Spremi promjene

Test page speed

- <https://www.thinkwithgoogle.com/intl/en-gb/feature/testmysite>
- <https://gtmetrix.com/analyze.html>
- <https://www.webpagetest.org>
- <https://tools.pingdom.com>
- <http://www.bytecheck.com/>
- <https://developers.google.com/speed/pagespeed/insights>

Performance Scores

PageSpeed Score

A (100%) ^

YSlow Score

A (95%) ^

Page Details

Fully Loaded Time

2.6s ^

Total Page Size

547KB ^

Requests

22 ^

Your Results:

[!\[\]\(57d3a504afc919fbf1b9b5b1d570ed1f_img.jpg\) DOWNLOAD HAR](#)

[!\[\]\(9ad0e02c4a967c0a620dae2b236b4d7c_img.jpg\) SHARE RESULT](#)



Performance grade

B **89**

Page size

521.9 KB

Load time

958 ms

Requests

24

Content creation

Proofreading

- Done for every blog post
- Not by you

Backlinks

- Great for SEO
- Forums

Dear kocijan,

You have received an infraction at Forum.hr.

Reason: Nedozvoljeno reklamiranje (oglašavanje možete dogovoriti na marketing@forum.hr)

PC Ekspert Forum >
Računala > Svaštara
Adaptacija
kuće/stana

Ime Ime Zapamti me?
Lozinka Ulaz

 Post Reply Stranica 36 od 39 « Prva < 26 32 33 34 35 36

 Pregledaj nepročitane Uređivanje ▾

 19.06.2019., 11:34 #1051

fanATIk
NITKOV
Moj komp ▾



To što je nova trafo stanica odmah do, niš ne znači. Zoveš elektru i tražiš novi priključak. Iskrcaš gomilu novaca i dobiješ ga zajedno s brojilom.

<https://hiza.xyz/prikljucak-za-struj...na-i-postupak/>

Možda da ipak razmisliš o spuštanju kabela? 🎉

Komp Case Avatar

 Quote

Datum registracije: Oct 2004
Lokacija: Zagreb / Maksimir
Postovi: 3,617

Before publishing do a keyword research

- Google trends
- Keyword planner

Locations: Croatia

Language: English

Search networks: Google

Last 12 months Jul 2018 – Jun 2019

 prijava početka gradnje, prijava gradilišta, gradnja

Including brand names

[DOWNLOAD KEYWORD IDEAS](#)Use different keywords for more results [Edit](#)Broaden your search: [+ nekretnine](#) [+ montazne kuce](#) [+ stana](#) [+ kuce](#) [+ izolacija](#) [+ kuce na moru](#) [+ arhitektura](#) Exclude adult ideas [ADD FILTER](#) 14 keyword ideas available

COLUMNS

<input type="checkbox"/> Keyword	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status	Organic average position
----------------------------------	-----------------------	-------------	---------------------	-----------------------------	------------------------------	----------------	--------------------------

Keywords you provided

<input type="checkbox"/> gradnja	100 – 1K	Low	–	HRK1.71	HRK7.89		–
<input type="checkbox"/> prijava gradilišta	100 – 1K	Low	–	–	–		–
<input type="checkbox"/> prijava početka gradnje	10 – 100	Low	–	–	–		–

Keyword ideas

<input type="checkbox"/> prezident gradnja	10 – 100	–	–	–	–		–
<input type="checkbox"/> fer gradnja	10 – 100	Low	–	–	–		–

Be proactive

- If something doesn't exist, create it yourself

[wpForo Forum v1.5.2 Release Summary](#)

- Added: Topic Tags
- Added: Topic Tags | Widget with topic count
- Added: Topic Tags | Tags Page and Tags Search
- Added: Topic Footer | Next and Previous Topics
- Added: Topic Footer | Related Topics (based on tags)
- Added: Forum Sitemap | example.com/community/sitemap.xml
- Added: Forum Sitemap | Pages (forums, topics, profiles)
- Added: Forum Sitemap | Search Engine pings on new content
- Added: Unread Forums and Topics
- Added: Mark All Read button
- Added: Unread Posts button
- Added: Multiple Topic icons
- Added: Topic icons on Recent Posts and User Activity pages
- Added: BuddyPress and UM topics/posts order by newest
- Added: BuddyPress and UM "quote to reply" Notification
- Added: New Usergroup Permissions to access forum dashboard menus
- Added: Option to change forum pages base path (profile, account, members...)
- Added: Option in Online Users widget (display online users by usergroup)
- Added: Post editing log display optimization (group by date and user)
- ~~Added: Option to set max number of post editing logs~~
- Added: Croatian Translation (hr), many thanks to Ivan Kocijan
- Added: Italian Translation (it_IT), many thanks to Barbara Basso
- Added: Turkish Translation (tr_TR), many thanks to Mehmet Said ALTIOK
- Updated: Font Awesome icon library v5.3.1
- Security: Fixed security issues
- Fixed Bug: Yoast SEO Pro conflict (array key exists() parameter 2 to be array)

Start a newsletter

- Popular these days
- Doesn't need to have content from your site
- Email Subscribers & Newsletters or Newsletter plugin

Cooperate with other websites

- Quid pro quo
- Blog posts, ads etc.

Publish checklist

- <https://blog.nuclino.com/the-simple-genius-of-checklists-from-b-17-to-the-apollo-missions>

1. Keyword research
 - 1.1 <https://trends.google.com/trends/?geo=HR>
 - 1.2 <https://ads.google.com/aw/keywordplanner/home>
2. Add focus keyphrase
3. Add a title based on keyword research
4. Check generated blog post link
5. Set blog post categories
6. If possible, link to at least one internal articale
7. At the end of an article add call to action to forum
8. Find and add a featured image (progressive jpeg)
9. Fill facebook share data
10. Fill structured data
11. Fill meta description
12. Proofread the blog post
13. Add ads to the blog post

Run it like a business

- Monthly/Quarterly reports
- Future improvements
- Budget
- Send reports to someone

Hvala na pažnji!

Links

- <https://hostingfacts.com/free-web-hosting-sites/>
- <https://developers.google.com/web/fundamentals/security/encrypt-in-transit/why-https>
- <https://sslrenewals.com/blog/difference-between-free-ssl-certificate-and-paid-ssl-certificate>
- <https://wpbuffs.com/best-comment-plugin-for-wordpress/>
- <https://www.thinkwithgoogle.com/marketing-resources/experience-design/faster-mobile-site-experience/>
- <https://search.google.com/test/amp>
- <https://search.google.com/structured-data/testing-tool/u/0/>
- <https://www.webfx.com/blog/web-design/jpeg-101-a-crash-course-guide-on-jpeg/>