



¡Bienvenid@s al Meetup  
#23 de la comunidad de  
WordPress Guadalajara!

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GUADALAJARA

MEETUP

## Nuestros patrocinadores para esta Meetup



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# WordPress Trends 2020

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# Novedades

## WordPress 5.4

31 de marzo de 2020

Hoy están en la Beta 3

[es-mx.wordpress.org/news](https://es-mx.wordpress.org/news)

# WordPress Community

[es-mx.wordpress.org](https://es-mx.wordpress.org)

[make.wordpress.org](https://make.wordpress.org)





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**WordPress.tv**





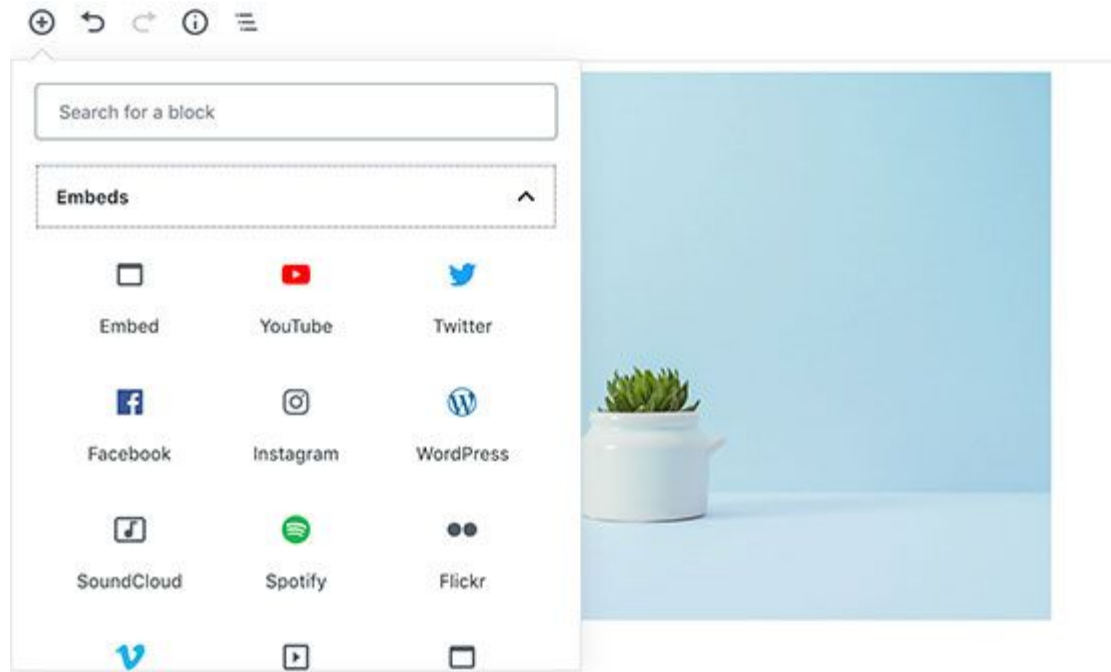
# WordPress Polyglots

[translate.wordpress.org/locale/es-mx](https://translate.wordpress.org/locale/es-mx)



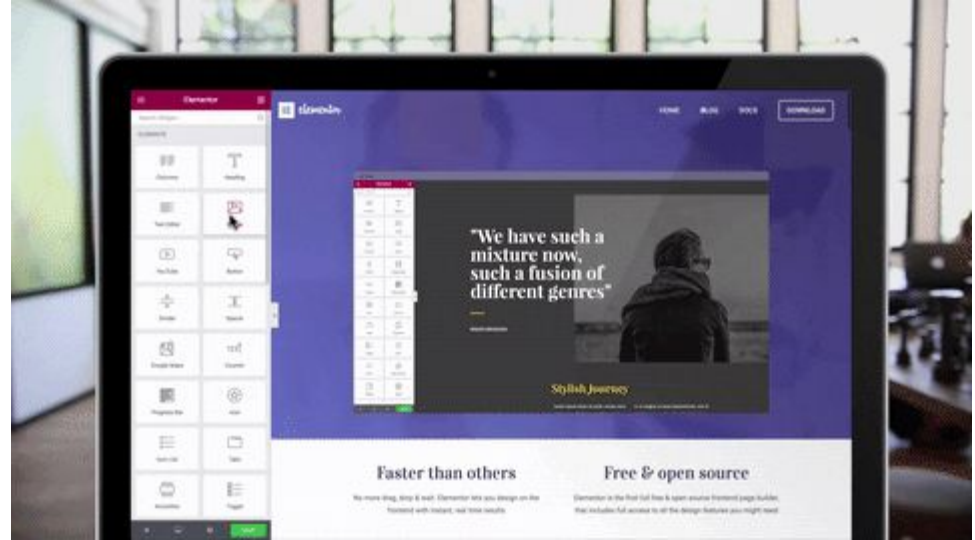
# 1. Bloques y Page Builders

- Interfaz visual drag & drop
- Facilidad de maquetación
- Se pueden personalizar con ayuda de código.
- Rapidéz para realizar un tema.



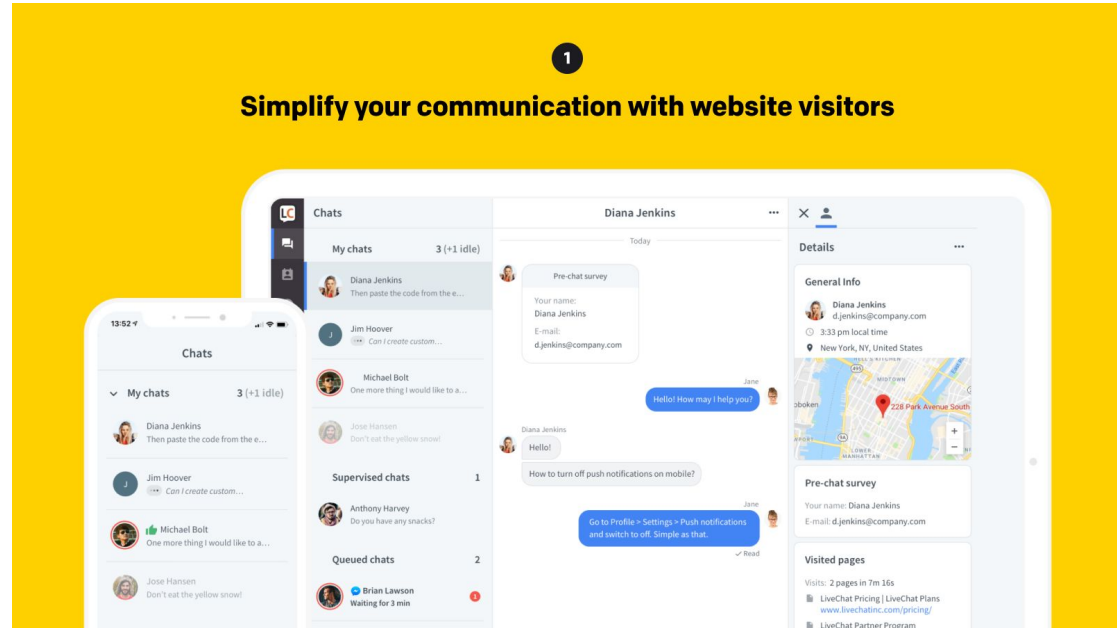
# 1. Bloques y Page Builders

- Gutenberg
- WPBakery
- Elementor
- Divi
- Beaver Builder



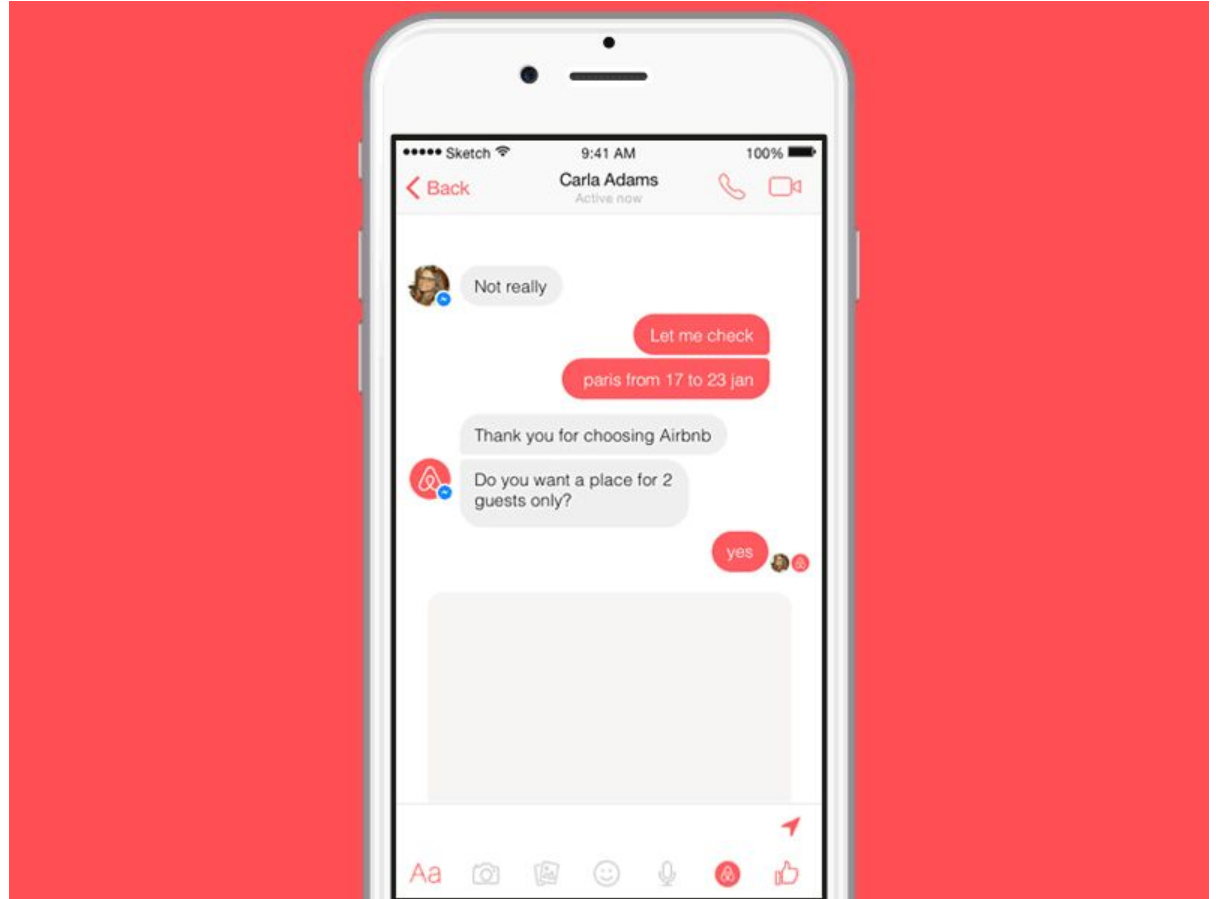
## 2. Live Chat y Chatbots

- Integración con CRM's.
- Monitoreo de clicks en diferentes promociones e interacciones.
- Conversiones más rápidas.
- Trabajan para entender mejor el comportamiento humano.



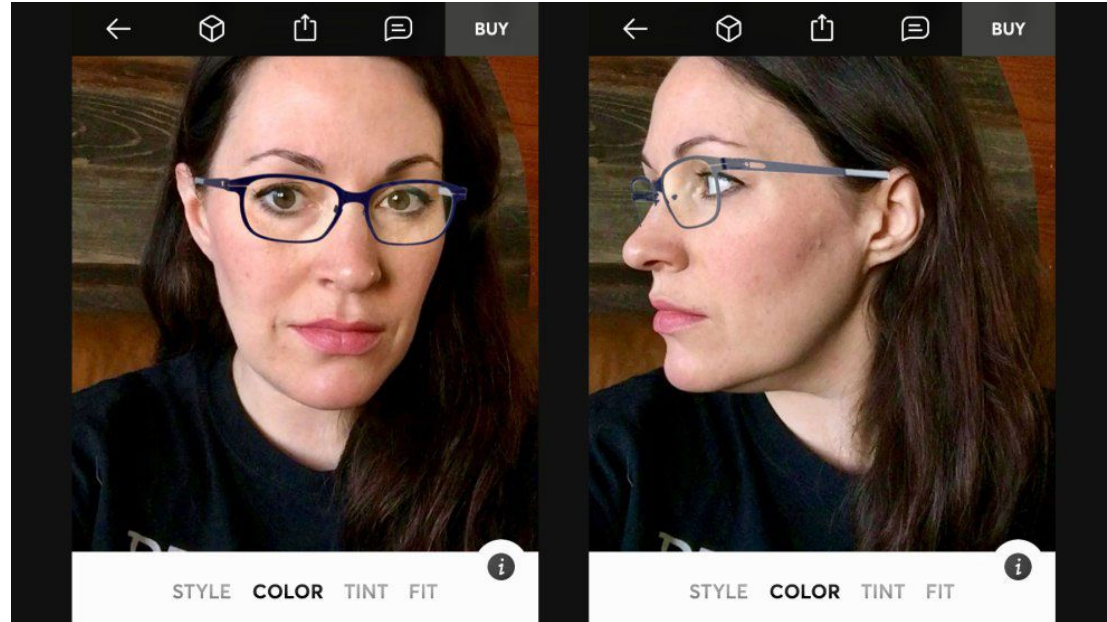
## 2. Live Chat y Chatbots

- Zendesk Chat.
- Olark.
- Live Chat Unlimited.
- WPBot
- Facebook Chat para negocios.



### 3. Realidad aumentada y realidad virtual (VR &AR)

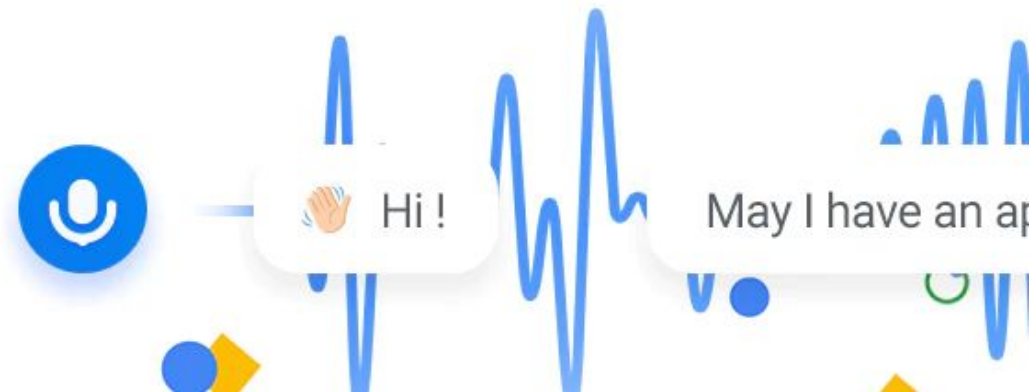
- Mejor experiencia de compra eCommerce.
- Posibilidad de probar los productos “en vivo”.
- Imágenes y videos en 360 grados con VR.



## 4. Accesibilidad (Búsqueda de voz e interfaces de voz)

- Mejor optimización (SEO)
- Compatibilidad con Alexa, Siri, Google Assistant y Cortana.

Speech-To-Text Messages  
for WordPress



## 5. Targeted attacks against popular WordPress plugins

- Ransomware attack
- Deletion of websites
- Hijacking

BleepingComputer

### Multiple WordPress Plugin Vulnerabilities Actively Being ...

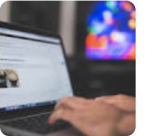
Cybercriminals are taking advantage of the recent security flaws reported recently in popular WordPress plugins and are targeting websites that ...  
1 day ago



Techradar

### More popular WordPress plugins are being attacked

Cybercriminals are paying close attention to the security flaws that were recently discovered in several popular WordPress plugins and they ...  
3 hours ago



ZDNet

### Bug in WordPress plugin can let hackers wipe up to 200,000 sites

The vulnerability resides in ThemeGrill Demo Importer, a plugin that ships ...  
However, in a report published yesterday, WordPress security firm ...  
1 week ago



Threatpost

### Active Attacks Target Popular Duplicator WordPress Plugin

Active Attacks Target Popular Duplicator WordPress Plugin ... "The security for the website should be extremely robust with a well documented ...  
5 days ago

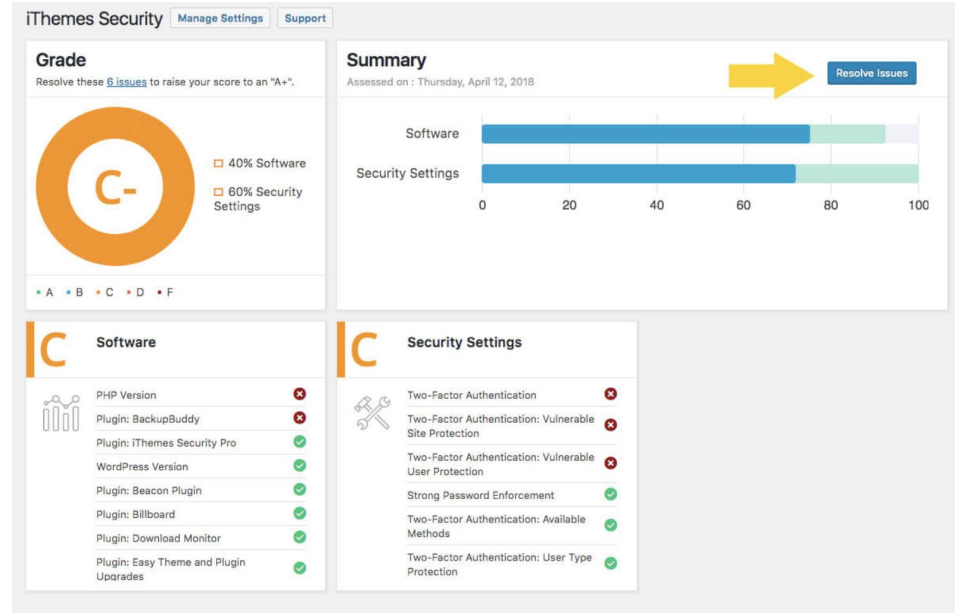




## 5. Targeted attacks against popular WordPress plugins

Solutions - Security settings + plugins

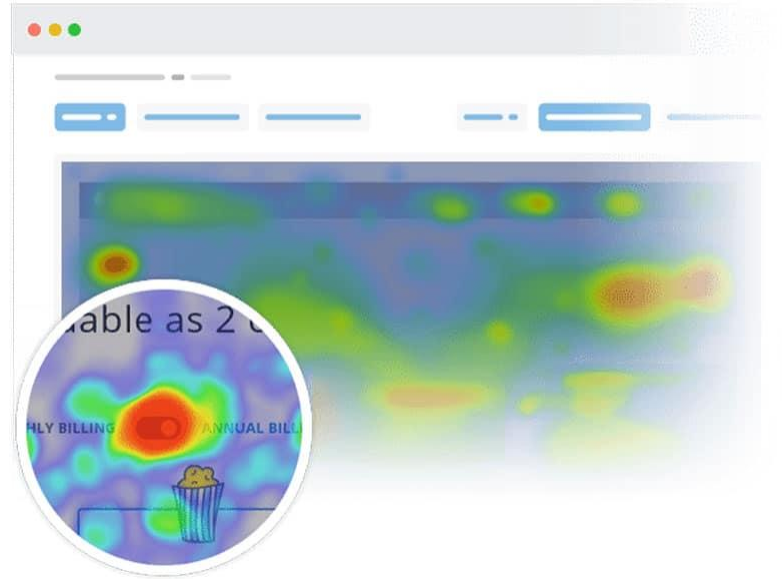
- iThemes Security Pro
- Scuri



## 6. Heatmaps / Tracking

Solutions for better user tracking, monitoring, and marketing.

- SmartLook
- Lucky Orange



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**¿Qué tendencias creen que  
vienen en 2020?**

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# ¡Gracias por acompañarnos!

Twitter:

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Meetup:

[meetup.com/wordpress-guadalajara](https://www.meetup.com/wordpress-guadalajara)

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Github:

[github.com/wpguadalajara](https://github.com/wpguadalajara)

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[instagram.com/wpguadalajara](https://www.instagram.com/wpguadalajara)

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