



DIY WORDPRESS SITE MANAGEMENT



1 **HOSTING +
CONFIGURING**

2 **OPTIMIZING +
LAUNCHING**

3 **SECURING +
PREPARING**

4 **MAINTAINING +
IMPROVING**



COMPANY
NAMES NOT SHOWN
IN SLIDES

(WATCH THE VIDEO)

1

HOSTING + CONFIGURING



WEB HOSTING

TERMS & MARKETING

- Shared
- VPS
- Dedicated
- Managed
- Cloud

SORTA!



There is no cloud
it's just someone else's computer



EMAIL SERVICES

OPTIONS

- Web Host
- Dedicated Hosting
- Transactional



DNS

OPTIONS

- Web Host
- Dedicated Service



CDN

OPTIONS

- Web Host
- Dedicated Service



SSL

OPTIONS

- Shared Web Server
- Dedicated Service

2

OPTIMIZING + LAUNCHING

A person is shown from the side, wearing large headphones and looking at a computer monitor. The monitor displays a blurred image of a sunset or sunrise. A large green circle is overlaid on the person's shoulder and the monitor, containing the word "CACHE" in white capital letters.

CACHE

PLUGINS

- Web Host
- Most Popular
- Premium

A person is shown from the side, wearing large headphones and looking at a computer monitor. The monitor displays a blurred image of a landscape. A large green circle is overlaid on the person's shoulder and the monitor, containing the word "IMAGES" in white capital letters.

IMAGES

CONSTRAINTS

- Maximum sizes
- Manual optimization
- Plugin optimization
- (CDN) Settings

A person is shown from the side, wearing large headphones and looking at a computer monitor. The monitor displays a blurred image of a sunset or sunrise. The person's hand is near their face, possibly holding a phone or a pen. A large green circle is overlaid on the image, containing the word 'LAUNCHING' in white capital letters.

LAUNCHING

PROCESS

- Hosts file
- Clear cache
- Change DNS
- Monitor on multiple devices
- Submit sitemap

3

SECURING + PREPARING



MONITORING

SCAN + ALERT

- Uptime
- Security



BACKUPS

OPTIONS

- Service
- Plugin



SECURITY

PREVENT + FIX

- DNS level
- Plugin level

[Example Domain](#)

www.example.com/ ▼

This site may be hacked.

Example Domain. This domain is established to be used for illustrative examples in documents. You may use this domain in examples without prior coordination or asking for permission. More information...





FIX HACKS

OPTIONS + STEPS

- DIY
- Paid service
- Fix SEO
- Re-secure
- Reevaluate backup plan

4

MAINTAINING IMPROVING

+



SEO

STEPS

- Search engine accounts
- Plugin
- Maintenance routine
- Monitor speed



ANALYTICS

OPTIONS

- Services
- Plugins

TACTICS

- Inbound
- Testing/CRO
- SEM

A close-up, slightly blurred image of a laptop screen. The screen shows a data visualization interface with a line graph at the top and a pie chart below it. A large, solid green circle is overlaid on the right side of the screen, containing the word 'USABILITY' in white, bold, uppercase letters. The laptop keyboard is visible at the bottom left.

USABILITY

OPTIONS

- Guerilla testing
- Remote testing
- Services
- Feedback



THANK YOU



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