# 9

# TIPS TO MAINTAIN A
## ROBUST
# WORDPRESS
## WEBSITE

# 9 TIPS TO MAINTAIN A **ROBUST WORDPRESS WEBSITE**

WordPress is a fantastic platform, this cannot be emphasized enough. Powering 30% of the internet, this robust content management system is suitable for all kinds of websites or web application ranging from full scale ecommerce to simple one-page personal websites. But even the best need to be taken care of to perform well consistently, WordPress is no different. We keep our client's websites nice and updated but we still wanted to provide some DIY tips for those who wants to experiment. So here are 9 DIY tips to keep your WordPress website performing like the beast it is.

    I.     Use a clean and lightweight theme:

    II.    Utilize Caching Plugins:

    III.   Avoid Using Multiple Themes and Plug-ins:

    IV.   Use CDN

    V.    Use Good Hosting Plans

    VI.   Optimizing WordPress Database

    VII.  Optimize Images

    VIII. Use External Platforms for Hosting Videos and Large files

    IX.   Perform Maintenance Activities Daily

# USE A CLEAN AND
# LIGHTWEIGHT THEME:

Thousands of WordPress themes are available all over the internet, however not all themes are equal. A lot of themes are coded badly or use old and unnecessary code which could cause your WordPress website to become slow and insecure. This puts your website visitors at security risks and could reflect badly on you or your business. Here are a few points on how to choose great themes.

- Use premium themes if possible that offer developer support.
- Use popular themes that have a lot of traction in the WordPress community.
- Use themes that are compatible with the most popular plugins.
- Use themes that have a clean design and does not have a lot of "Required" plugin to get access to all functionality.

*See our Guide with more criteria to help when choosing a WordPress theme*

## CLICK HERE!

# UTILIZE
# CACHING PLUGINS:

What is caching anyway? Let's explain this.

In short, every time a visitor visits a webpage on your site requests are sent to the server to be processed, the result is then sent to the client browser and outputted as text, images or other assets, basically the website. The more content that is present on the webpage, the longer it will take for the page to load on the front end. Therefore, to get a faster website, you need to have as little request going to the server as possible on each page load. Caching plugins helps us with that.

A few solutions to look at are.

- WP Rocket
- W3 Total Cache
- WP Super Cache
- WP Fastest Cache
- Comet Cache

# Avoid Using Multiple
# THEMES AND PLUG-INS:

You should install reputable WordPress themes and plug-ins which you want to use. If you are using multiple plug-ins for a task, make sure to remove the plug-ins you choose not to use. Moreover, once you have decided on the theme you will use, remove the other ones you have already tried. There have been instances where malicious code was inserted into deactivated themes so that the code would become active when the user reactivates the theme or malicious codes where transferred from an active theme and is kept alive in deactivated theme after the activated theme was cleaned. Yes, this one is an eye opener, it does happen, and we see it regularly in sites of our new clients that sign up for our WordPress Maintenance plans. The same goes for plugin as well. If possible, remove plug-ins that make calls or reference external sites since these plug-ins are the ones that largely affect site speed, and you do not have control over what is loaded form an external site.

# Use
# **CDN:**

A Content Delivery Network (CDN) places your site images and data files in various places around the world so when a user uses your site they will get the closest copy of the requested content, so the site loads faster on their end. If your site contains large media records, for example, videos or images with substantial traffic from various locations around the globe, a CDN can help to boost the performance of your website, load times are not something you can overlook. Most great web hosting providers will offer an optional CDN benefit at an extra cost or even free, or they may have an affiliation that will provide you with a discount. However, if you have a small site with a small daily traffic then it's likely that you would not profit by using a CDN. In this case just use caching.

## Use Good
# HOSTING PLANS:

This one is probably the second most important one on this list. We cannot count the amount of times we have had clients wanting their websites optimized while using a low-end host then getting it optimized only to realize it does not feel that way. For the most part the speed of your website depends on how fast your server will reply to the request sent by the client browser. There are things that can be done to optimize this, but you cannot change the native features of the server. So, if you are serious about increasing your website speed, upgrading your hosting plan will help you with that problem. A Managed Hosting provider that is specially designed for WordPress or a provider that has an excellent reputation will help you achieve the desired speed. Due to their WordPress-specific specialization, Managed Hosting providers offer optimal caching, security and support for WordPress sites.
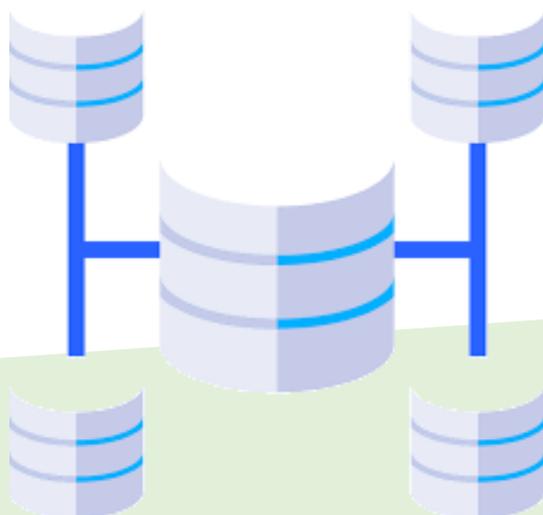
*Check out our hosting partners here*

**CLICK HERE!**

# Optimizing
# **WORDPRESS DATABASE:**

If you have been using WordPress for some time now, then there is presumably a lot of useless data in your database such as spam comments, post revisions, trash, orphaned Metadata, transient options and so on. This data increases your WordPress database size, which means your WordPress backups will take more disk space and time to restore. And queries could be taking longer due to a larger database. Cleaning up this unwanted data will reduce your WordPress database size, which means faster backups, easier restores, and improved database performance. Some caching plugins will have a feature to optimize the database as it plays a key role in website caching. If you are not using a caching plugin.

Then here are two recommendation for WordPress database optimization.

- WP-Sweep
- WP-Optimize

# Optimize
# IMAGES:

Images are substantial and necessary elements of any web page, they increase the engagement on your page and helps to build perspective. Uncompressed image can cause your website to load slowly and this in turn can cause visitors to leave the site before it is completely loaded. This will affect your traffic and you Search engine rakings. Our clients like to say that they will contact their designer, and we will tell you what we tell them. "Absolutely no need to!". For DIY purposes just locate a plugin called WP-Smush and have the plugin do the job for you. Of course, as a developer it is done differently to make them fully optimized and properly scaled but, in the event, you are the last resort then smush or an alternative is your best play. Its does a great job. Here are a few plugins that gets the job done.

Here are a few plugins that gets the job done.

- WP Smush,
- ShortPixel Image Optimizer.
- Optimus

# Use External Platforms for Hosting
# VIDEOS AND LARGE FILES:

Video files can be quite large. Unlike images which are typically measured in kilobytes a video file can easily reach 100 MB. Now, envision what will happen to your shared hosting server when dozens of people try to watch the same video all at the same time. It's simple, some users will experience slowdowns, and some will have timeout errors. Too many demands for one large file will immediately surpass the limits of the web server where your site is hosted, and it will slow your site down.

# Perform Maintenance
## ACTIVITIES DAILY:

By doing this you will be doing everything that was previously discussed, daily. Updating, optimizing securing, and taking all the general steps to make your website as robust as possible. WordPress itself and the plug-ins you use will release new updates. These updates are intended to beef up security, fix bugs and improve functionality. At whatever point new update is released, you should update your site. If you don't, eventually your plug-ins could become obsolete and the site will become very slow. In addition to that you could open to new security vulnerabilities and put your visitor's data and privacy at risk. Unfortunately, there is no one tool to help you cover these grounds, you will need to learn fast and be flexible.

# ABOUT US:

Sitepact provides WordPress Maintenance services for people and businesses that are always serious about keeping their website robust and in tip top shape. A website is an investment, it can provide you and your business with countless opportunities when utilized properly. Most of our clients always see that and as such as given us the keys to their website to keep it running. For a lot of our clients we also made the keys ☺. They all trust us with their investment. You can read more about our services back at our website. We hope our article was informative and will help you to make more informed choices regarding you website.