10 MISTAKES BEGINNERS MAKE WHEN SETTING UP THEIR WEBSITES

Mick Viller // WCBNE 2018 // 28th OCT
Who am I?

Mick the WP Mentor
Firstly, are there any beginners here today?
Why am I talking about this topic?
People who are starting out tend to ask questions such as these after they have built their website.
How do I speed up my website?
My images are slowing down my website, how can I fix that?
How do I do SEO?
How do I get Google to visit my website?
How do I make my site look professional?
1. Basics of web design

Understanding the elements that go into making a website.
2. Web Hosting

It’s important to choose quality hosting specific to your needs.
SSL (secure socket layer) certificates help encrypt data between websites to assist in keeping personal details safe.
Permalinks are what people enter into their browser address bar to view one of your pages.
5. Backups

Doing your own backups is insurance for your website.
6. Security

Using a security plugin will help prevent hacking.
7. Google Analytics

Google Analytics will show you what site traffic is visiting your website.
8. Google Search Console

This is a free service offered by Google that helps you monitor and maintain your site’s presence in Google Search results.
Using a plugin for SEO is a good start for optimising how you are seen on Google.
10. Image Optimisation

Use an image editing plugin to edit and optimise images before uploading.
Any Questions?
Thank You!

All information and slides can be found here!

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