Everything You Need to
Secure and Speed Up
Your WordPress Site

HI!
WE'RE YOUR NEW CTO AND TECHNICAL WORDPRESS PARTNER

Your Website
Is Down

Do you receive a notification if your website goes down?

That could be an email, a text message or even an automated call.

localhost/test

Parse error: syntax error, unexpected 'funtion' (T_FUNCTION) in C:/xampp/htdoc/test/wp-content/themes/twentysixteen/funtions.php on line 284

Your website is down!

If you don't, your website could have the white screen of death for minutes, hours or even days without you knowing about it.

That means confused visitors, frustrated potential customers, and only bad things for you. But there's good news. You can monitor the uptime of your website using a free Jetpack plugin.

1. Create a **WordPress.com** account

2. Add the Jetpack plugin to your website
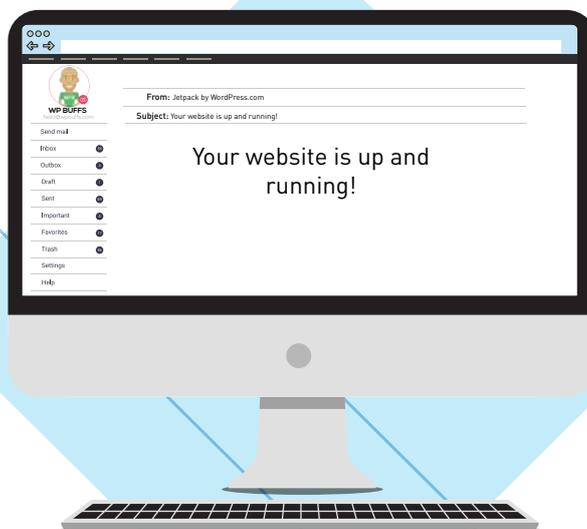
3. Connect your Jetpack plugin **(wordpress.org/plugins/jetpack/)** to your WordPress account

4. Activate the Monitor plugin

Now if your website experiences any downtime at all, you'll receive an email alert. Easy as pie!

WP BUFFS

Send mail

Inbox

Outbox

Draft

Sent

Important

Favorites

Trash

Settings

Help

From: Jetpack by WordPress.com

Subject: Your website is up and running!

Your website is up and running!

When your website goes down, first check with your hosting provider to see if they're experiencing any downtime on their servers. If your website is going down because of server issues, it's probably time to upgrade to **fully managed WordPress hosting.**

If your server is up and running, you may need to reach out to someone you can trust to assess and fix a technical issue on your site.
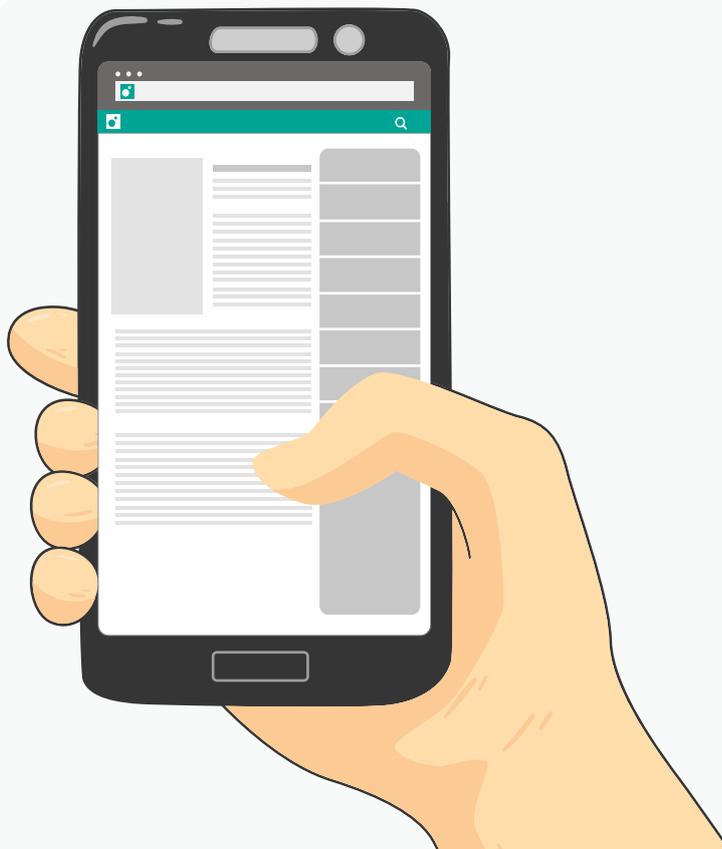
But knowing you have a problem on your website is the first step you can take towards fixing it!

Can't View
Your Website On
My Phone

Did you know 51% of all online traffic comes from mobile devices?

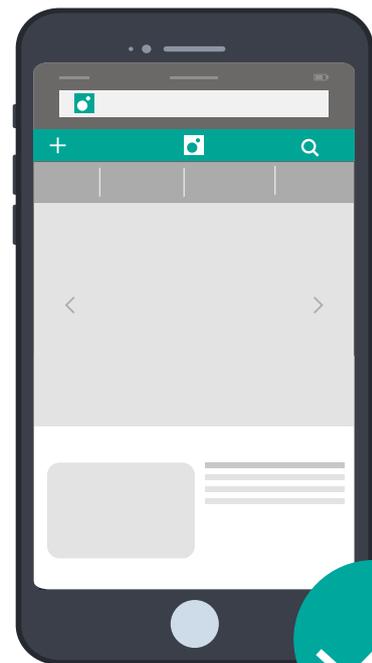That means if your website isn't mobile-friendly, half of your visitors are seeing something like this.

The menu is hard to navigate and that content is almost impossible to read! Visitors have to pinch and zoom just to interact with your website, **making them really likely to get frustrated and leave...**
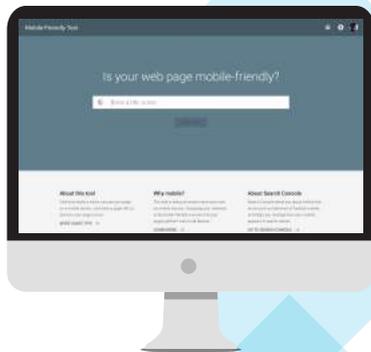
You want your website to look like this on a phone.

Visitors should only have to scroll up and down and your text needs to be large enough that they can easily read your content.

But how do you really know if your site is mobile-friendly?

Visit the Google Mobile-Friendly Testing Tool

search.google.com/test/mobile-friendly
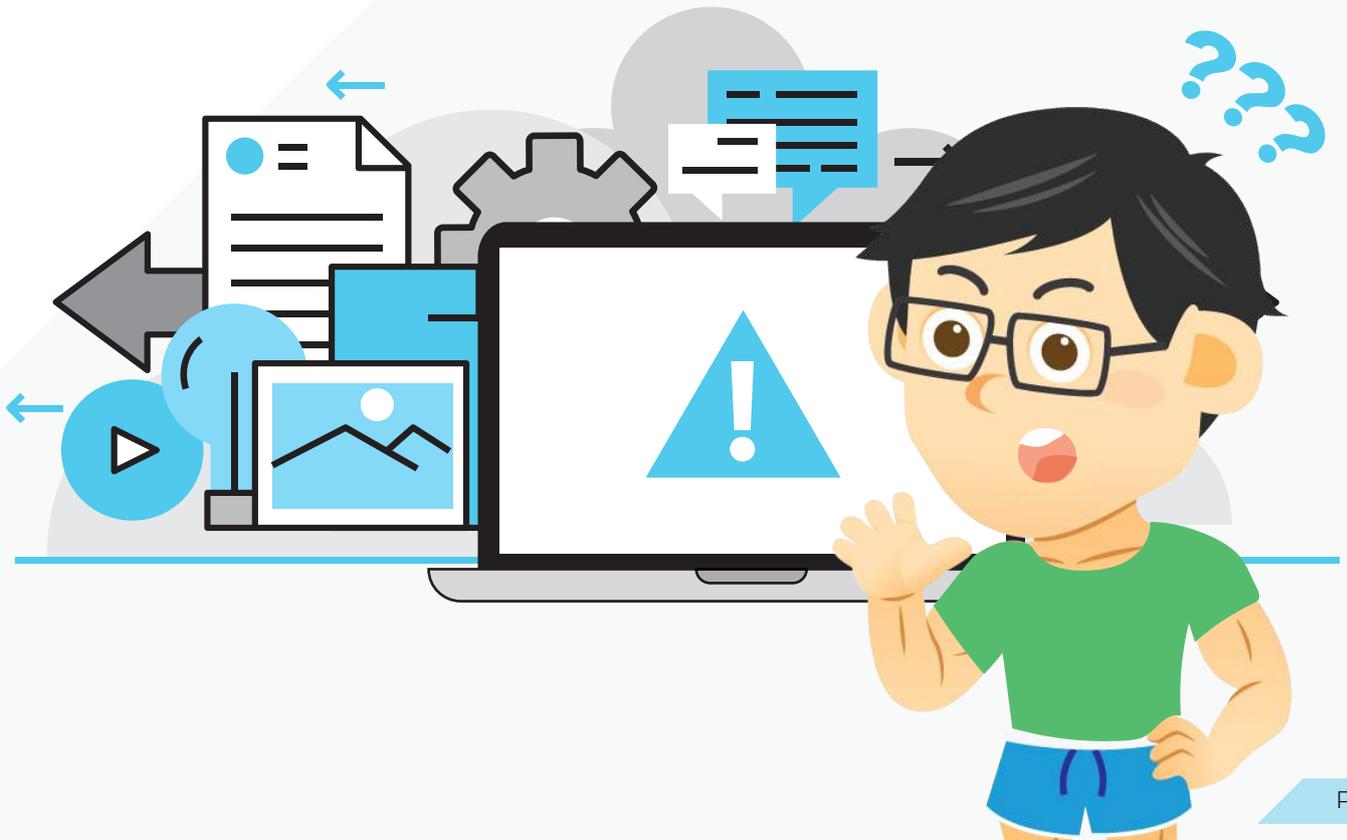
Enter your website's URL (http://yourwebsite.com)

Let Google do their magic!

Your Website
Is Gone
For Good

You wake up and your website is down.

Not only that, but you've lost all your core files. They're gone forever.

What do you do now?

The answer here is simple if you've backed up your website to an external storage system. This will allow you to restore your website with just a few clicks.
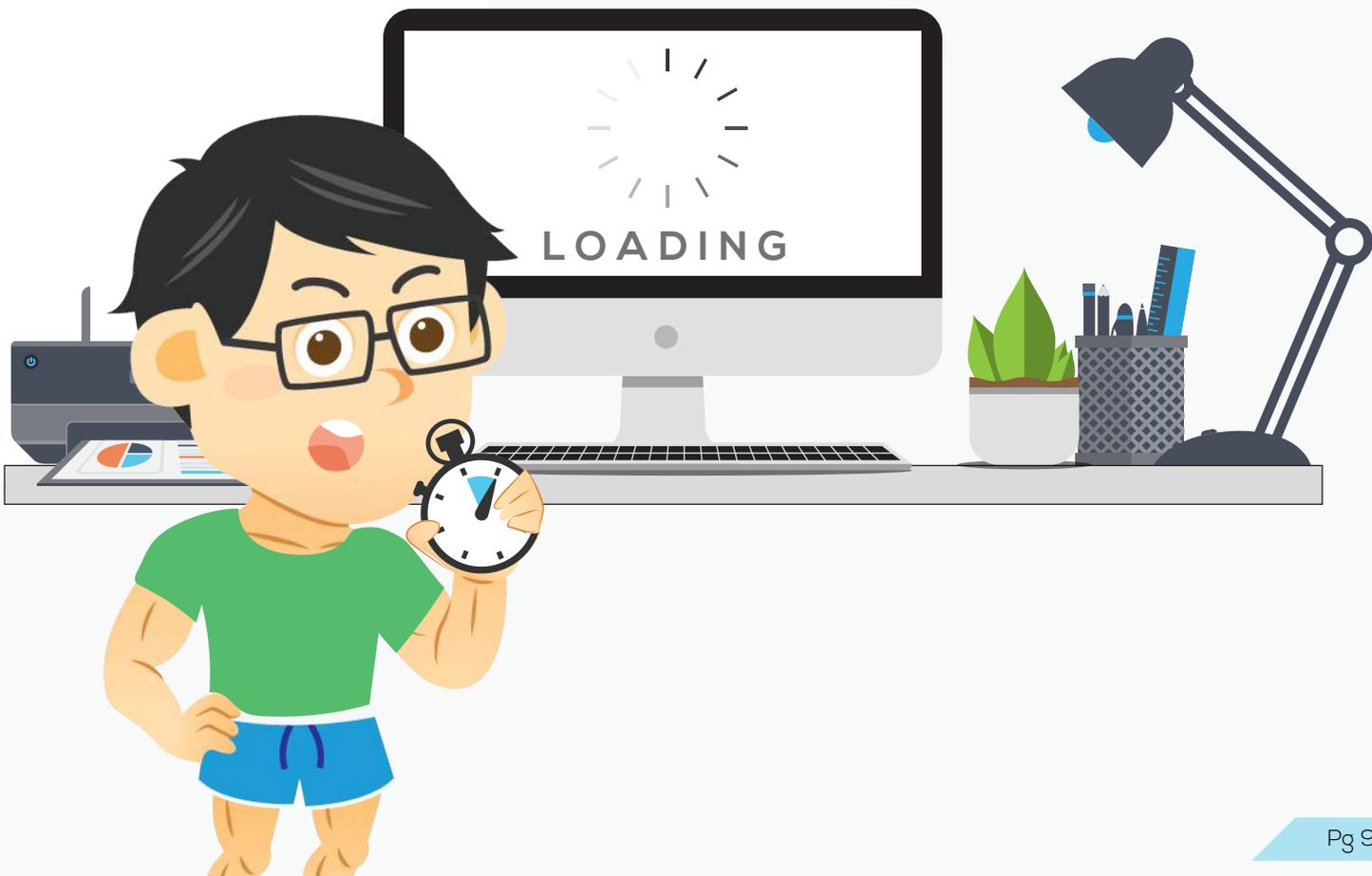
And there are a few free plugins that allows you to fully backup your WordPress website in the external storage system of your choice.
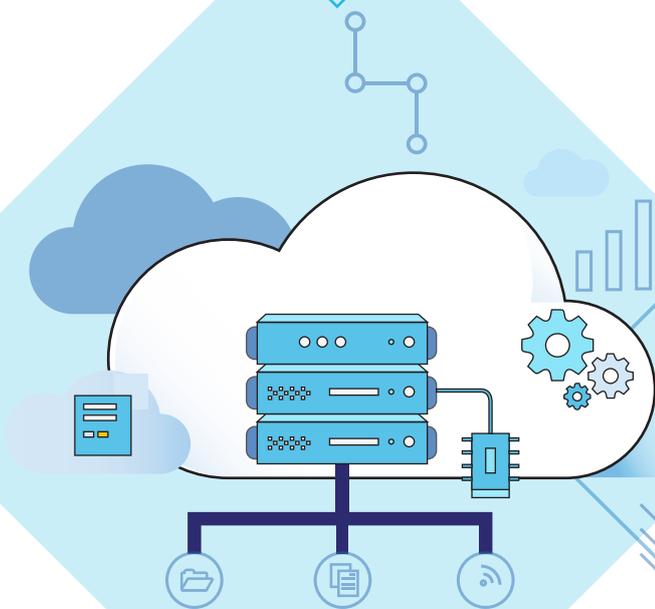
Now you can have an
entire backup of your website
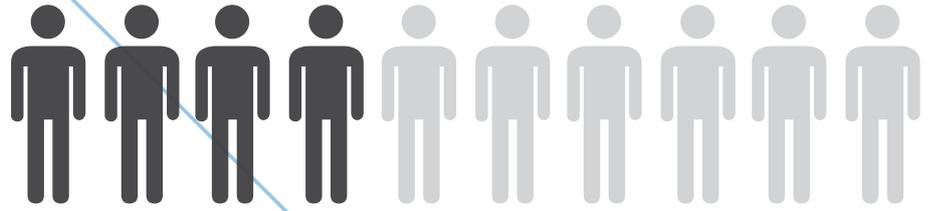on ice in case there's a zombie apocalypse.

11 Secs
to Load
Your Website

Did you know 40% of people abandon a website that takes more than 3 seconds to load?

LOADING

That means if your website is too slow,
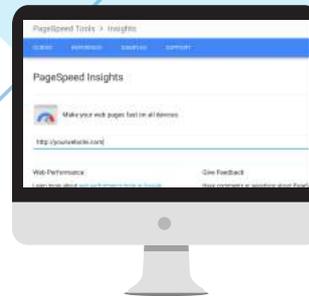**4 out of 10 visitors**
will leave before they see a glimpse of your site.

But how do you really know how fast your website is?

Visit **Google PageSpeed Insights**

Enter your website's URL (http://yourwebsite.com)

Click "ANALYZE" and let Google do their magic!
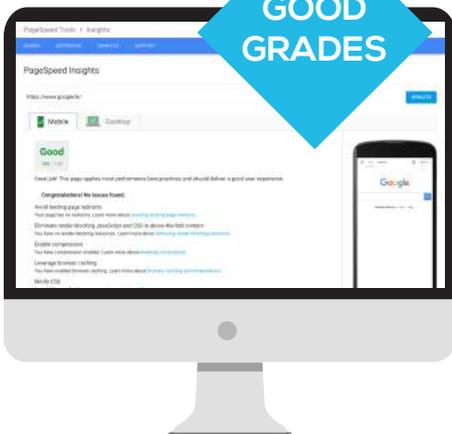
GOOD GRADES

GRADES NEED IMPROVEMENT

No worries.
Remember that these grades only give you recommendations about things that might speed up your website. But when it comes down to it, getting a good Google PageSpeed Insights score won't actually speed up your website To see how fast your website really loads, use a tool like Pingdom [link: **https://tools.pingdom.com/**.

Booyah!

What %
Of Visitors
View 2+ Pages of
Your Website

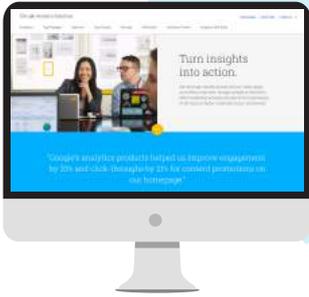How many of your website visitors navigate to your Contact Us page?

What percentage of your visitors land on your homepage and immediately leave?

How many of your visitors come to your website on a desktop computer? A tablet? A mobile device?

You can now accurately track visitor behavior on your website.

Create a
Google Analytics account

Add your website to your GA account

Add the Google Analytics by **MonsterInsights WordPress plugin** to your website

Add your UA code in the plugin's settings
(UA-########-#)

Now you can measure user behavior on your website!

If you run an online business and converting visitors to email subscribers or new customers is vital to you, then measuring user behavior is absolutely essential. If you can find out what is stopping customers from having a great user experience, you can delight them, turn them into your biggest fans and improve your bottom line!

Your Website
Was Hacked
Last Night

Let's pretend your website was attacked last night.

Really. Maybe it was.

Will the security measures you have in place stand up to anybody trying to gain access to your WordPress site?

HACKED

I know what a lot of people think. **"My website doesn't even get much traffic. Nobody would ever care enough about my site to bother hacking into it!"**

Well, that's not entirely accurate.

In general, the less traffic a website receives, the fewer security measures are in place. This makes a low or medium trafficked website the prime target for an attack.

One of our customers gets around
200 visits a month
to their website. Here's what we're protecting them against on a daily basis.

Having a 100% secure website is an unrealistic expectation, but you can maximize your chances of protecting against hackers, online spam and attacks by implementing some basic security measures.

Top 10 IPs Blocked

IP	Country
121.166.50.75	KR
39.40.238.53	PK
45.114.159.78	IN
197.1.242.226	TN
175.143.95.103	MY
79.181.121.30	IL
92.236.99.125	GB
79.113.203.22	RO
87.9.24.7	IT
75.74.44.103	US

The Basics

1.
Make sure all users have a unique and strong password. Use the built-in password generator.

2.
Don't send login credentials via email. It's insecure.

3.
Try using password storage software.

4.
Make sure you have an antivirus agent installed on your local machine.

5.
Don't send login credentials via email. It's insecure.

6.
Install a VPN on your phone and computer.

7.
Don't change WordPress core files.

8.
Keep your WordPress core files updated.

9.
Disable and delete inactive plugins regularly.

10.
Only install plugins and themes from trusted sources.

11.
Host your website with a secure hosting provider.

12.
Update to the latest version of PHP through your hosting provider.

13.
Utilize an SSL certificate on your website (HTTPS).

The Intermediate

1.
Use login lockdown to limit login attempts from a single IP address.

2.
Use two-factor authentication for WordPress dashboard access.

3.
Adjust file permissions and disable file editing so only select files are writeable.

4.
Change your authentication keys and salts.

5.
Secure your wp.config file.

6.
Disable PHP execution.

7.
Install a firewall.

Doing even a few of these will drastically increase the overall security of your website.

Prioritizing the security of your WordPress site will mean:

- A lower risk of malware or malicious code being injected through a vulnerability.
- It's less likely your website goes down or shows the white screen of death unexpectedly.
- Your website will be trusted across the web.

Security

Website is clean
3 security scans were performed between **December 05, 2016** and **December 12, 2016.**

Most Recent Scan - **December 07, 2016** at 8:01 AM
Status: **Verified clean**
Malware: **Clean**
Vulnerabilities: **Clean**
Web Trust: **Clean**