WORDPRESS BEST PRACTICES

WordPress Development Best Practices

WSI has developed a series of best practices to develop WordPress Websites that provide a quality secure marketing platform that will last for many years when consistently maintained.

- We deploy a WordPress install using the "Child theme" approach, this allows for WordPress core updates to be rolled out minimizing customization and over write issues.
- We leverage one tried and true theme created, updated and supported by a reputable company
- We **do not** create a "custom" theme that can tie you to an agency
- We adapt our preferred theme based on the client needs and not have the client fit the theme
- Using the latest technologies; HTML5, CSS3, Javascript7, Php5.6+, jQuery3 (using Google jQuery Library)
- We remove all unused plugins to lighten bloat
- Security is set-up at the onset to effectively leverage all security options

Plugin Best Practices

WSI vets all plugins to determine if they are approved by WordPress, if they are credible and have active customer support. We recommend established best of breed plugins that have a great track record. Many plugins offer multiple levels of functionality starting from a free version and moving into paid licenses and annual support.

WSI has purchased a developer license for some plugins, sometimes a plugin license is included in the Theme and other times you may need to pay for a plugin. WSI discusses the plugin options and rates associated to the functionality and only moves forward when approved by the client. Plugins average cost are approximately $50 to $ 200. Some of our standard plugins are;

- WPML – language
- Yoast – SEO tools and dynamic feed to Google Search Console
- Slider Revolution – dynamic engaging visual experiences that can be managed by the client
- iTheme – comprehensive all in one security system
- WP Bakery – simplifies Website updates

WordPress Landscape

The following WordPress Landscape chart provides an overview of the elements of a WordPress Website. The WordPress core is the center wrapped by a theme while adding plugins provide onsite functionality and integrations with Saas provide a seamless connection to off-site services. As each element continues to evolve the entire landscape requires regular updates to stay secure and maintain functionality.

WordPress Landscape

Themes

Themes are pre-designed WordPress cores with pre-installed plugins. A theme is created by an individual author or company to sell to developers or end-users to simplify and speed up the development process. Themes are a design layer on the WordPress core. Themes are a security concern and only as good as the original author, needs to be updated along with core changes. Theme selection is very important since it's not easy to change themes and if they are not set-up correctly the core updates may cause issues.

WordPress Core

WordPress is an open source CMS
"Content Management Systems" created and updated by a community.

Pages
Posts
MYSQL database
Custom Post types

WordPress has **25-30 releases** per year
5-10 are important security releases

38% of all CMS on the Web are WordPress

Plugins

Plugins are created by individual authors or companies that need to update and support their software as the WordPress core evolves
Over **45,000** plugins are available

Language Plugins WPML	Slider Plugin Slider Revolution
Security Plugins IThemes	Social Media Plugins
Performance Plugins Caching	Usability WP Bakery
SEO Plugins Yoast	More…..

Integrations

Integrations are third party scripts that are imbedded into the code of a Website to interact with that third party service. Third party services are often paid Saas services that are maintained and generally evolve with WordPress as required. Because of WordPress's popularity any serious Saas will integrate and stay current with the WordPress core.

MailChimp	Forms	CRM	Google Analytics	Google Search Console