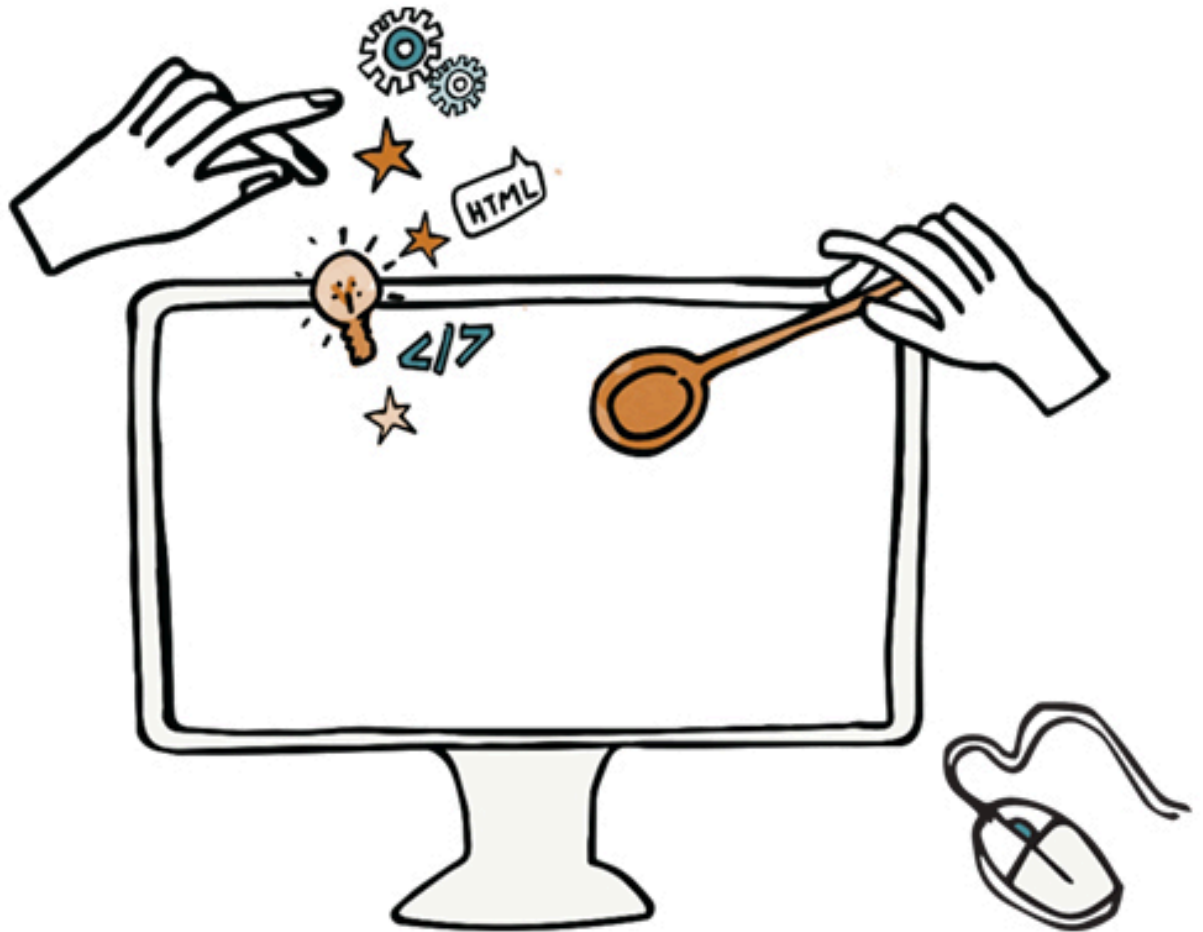


THE Website Chef



Best Practices for Maintaining Your Website

Best Practices for Maintaining Your Website

Having a well-designed, visually appealing website is key to making a good impression on your customers. It conveys your professionalism as well as letting customers know about your business.

Keeping the site current with the latest WordPress, theme and plugin updates and making sure that the themes and plug-ins continue to work smoothly and that your site runs efficiently cannot be stressed enough. This will keep your site's security up-to-date and reduce the risk of your site being infected with malware or being hacked.

1. WordPress

WordPress has two levels of updates. Major releases are 2 digits (5.1, 5.2, etc.). Minor releases are 3 digits (5.1.1, 5.1.2, etc.). It is advisable to wait a few days after any release before updating to allow time for developers to work out any bugs. Always backup your site before updating your version of WordPress.

2. Backups

Regular backups of your site are important for keeping your site up-to-date and secure. If anything should go wrong with a plugin or, heaven forbid, hacking, you'll be able to restore a backup.

3. Plugins and Theme Updates

Various elements of your site are created by the use of plugins. The design of your site is controlled by a theme. Keeping your theme and all plugins up-to-date are important from a usability perspective as well as a security perspective.

4. Refreshing Content

Refreshing/updating the content of your site will keep it fresh in the eyes of the search engines as well as your users. A blog is a convenient way to add news about your business to your site. Notifications of Awards you've won, new products or services you've introduced as well as events you are hosting are all great pieces of content to share with your audience.

Tips and ideas about using your products or services is another way of adding value for your customers as well as keeping your site current.

5. Security Alerts

Pay attention to security alerts you receive from your site. These range from notifications of unauthorized access to your site to changes to files to site lockouts.