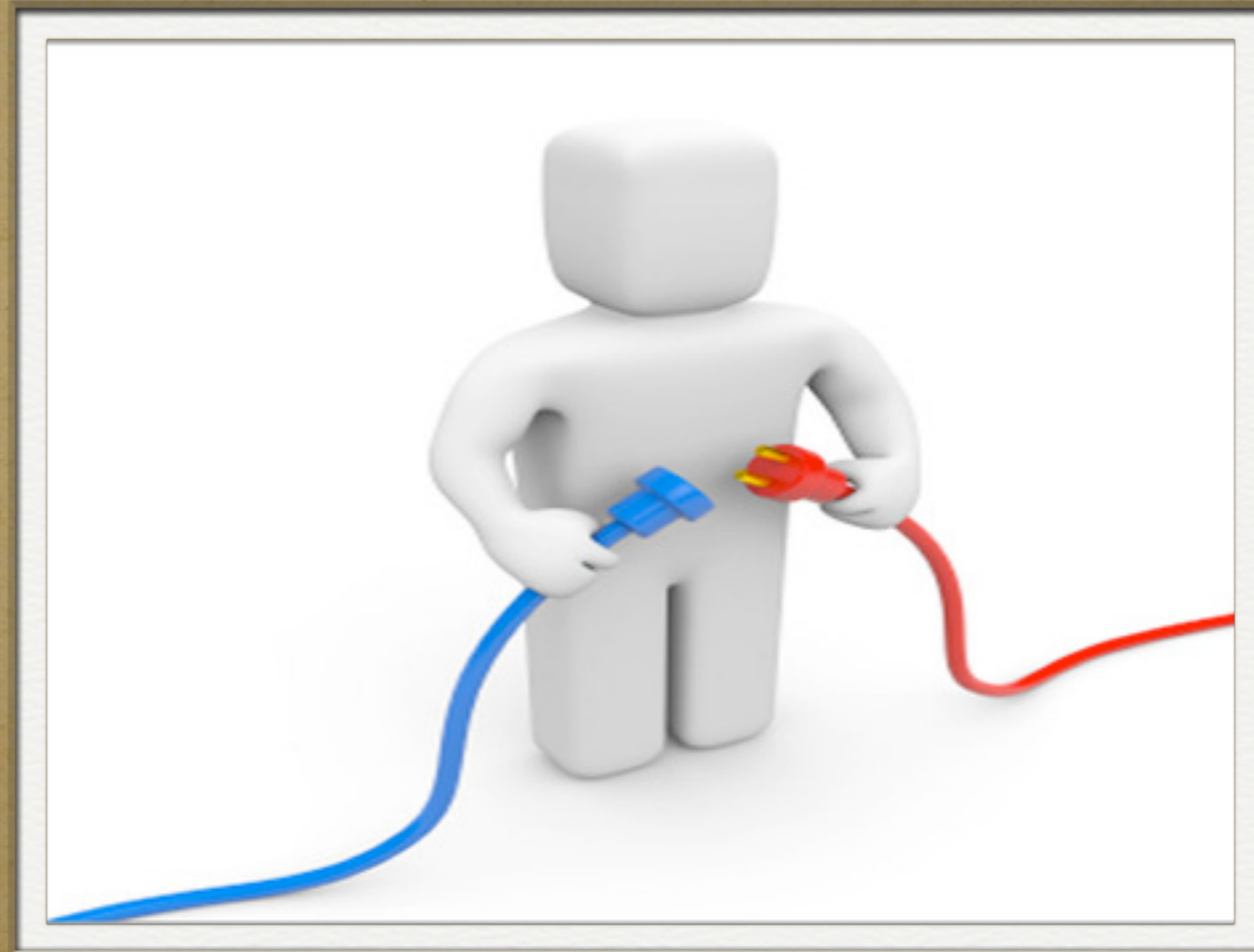


WordPress Setup and Security

Michael Carnell - @carnellm



Let's Talk Platforms

Full Service

- Blogger (was blogspot, owned by Google)
- WordPress.com
- TypePad
- Posterous
- FourSquare (hybrid)

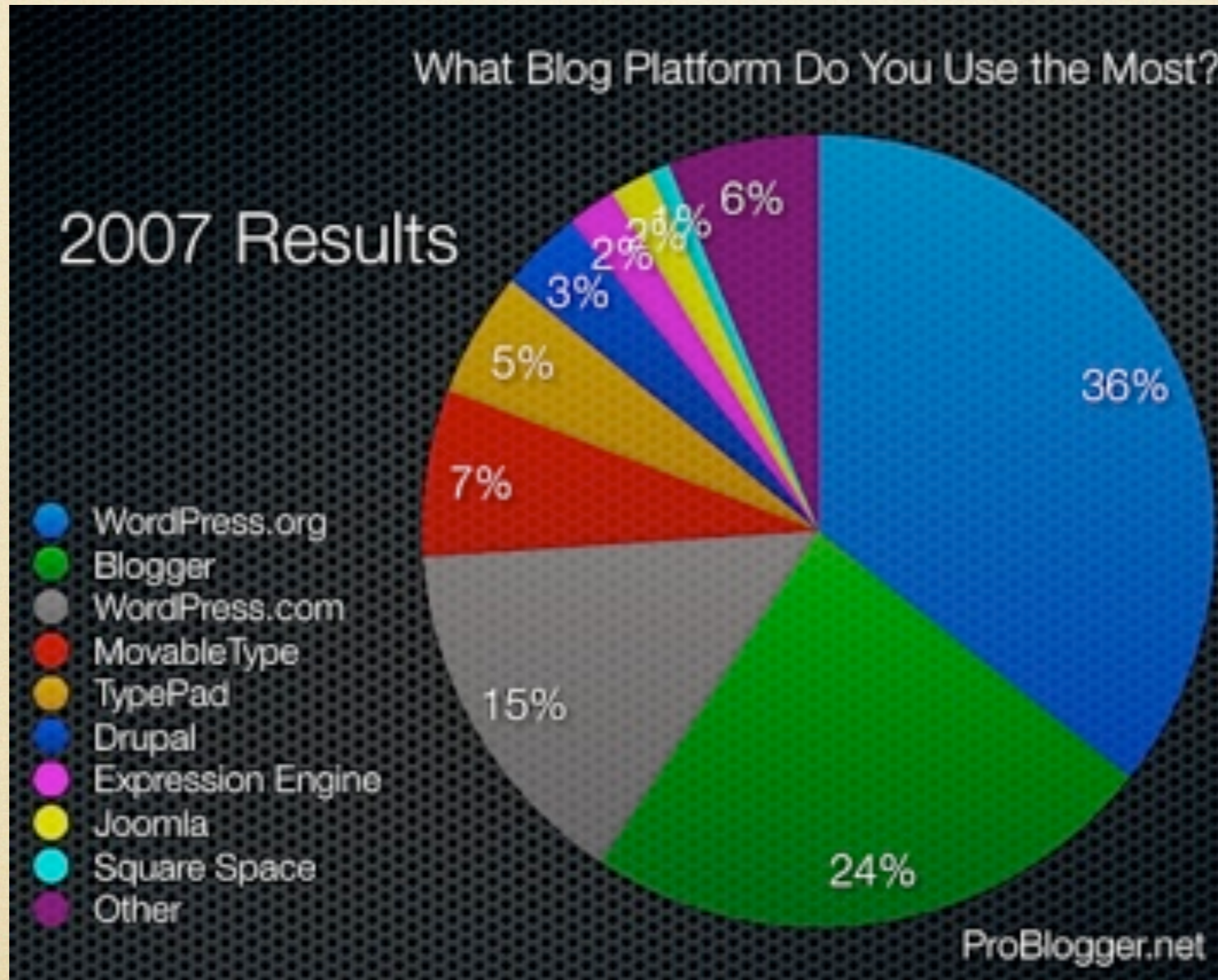
The Big Boys

- Drupal
- Joomla
- DotNetNuke
- Custom Programmed

The Best of Both Worlds

- WordPress.Org
- Moveable Type
- Installed on your own web host
- All goes back to control and ownership
- Think about your hosting...
- Visit <http://www.palmettobug.com/hosting>

Platforms of Choice



<http://peltiertech.com/WordPress/which-blogging-platform-do-you-use/>

So Why WordPress?

- Ease of use for admin and content publishers
- Control of your content and how it is used
- Can move if you so chose
- Lots of plug-ins, themes and experts
- In the end, you are in control - can do as much or as little as you chose
- <http://goo.gl/4mMng> and <http://goo.gl/HtePW>



A Few Dirty Details for WordPress

Install Correctly

- While Installing (most will use OneClick).
- Consider your directory? Do you use the standard?
- Consider the database name, if your install allows.
- Make database password long and cryptic.
- Check the file directory privileges.
- Demo Time!!

Double Check the Install

- File level tasks to be done via FTP . . .
- Delete .. \wp-admin \install.php
- In wp-config.php, add the optional security keys -
<http://api.wordpress.org/secret-key/1.1/>
- Add index.php, a blank file to all plugin and theme directories
- Check the file directory privileges (if you are comfortable)

Post Install Setup

- Create new admin user with strong password
- Change Admin password and make a subscriber
Why not delete??
- Make your main admin's display name different from login name
- Change setting to allow editing by outside packages if wanted
- Change "permalink" structure
- Demo Time Again....

After Setup Before Live

- Themes ... not this session!
- Plugins that you must have:
 - Askimet - AntiSpam
 - All-In-One SEO Pack - Helps with SEO
 - Search Meter - What are your visitors looking for?
 - Stats - ShortStat or WP-Stats or Google Analytics
- Updates & Backups
- Demo Time Again!

Simple Backup for WP

- Your content is your responsibility, not your hosts.
- Great a GMail account or use your current one with custom address such as “yourname+backups@gmail.com”
- Make a filter that auto files away all email coming in to that address.
- Database - <http://austinmatzko.com/wordpress-plugins/wp-db-backup/>
- Images & Themes - <http://www.blogtrafficexchange.com/wordpress-backup/>

Questions & Answers



Slides and further info available on...



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