

 **Alignable** WEBINAR

Find Online Success with WordPress!



Hosted by:

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Hoot Host - <https://hoot.host>

Unleash the Power of WordPress!

Unleash the power of WordPress for your business website using this presentation packed with professional guidance and recommendations!

- WordPress Managed Hosting
- Recommended Themes and Frameworks
- WP Page Builders and FSE
- Recommended Plugins and Tools
- E-commerce with WooCommerce
- Website Maintenance and Management
- Performance, Security, Compliance
- Search Engine Optimization
- Effective Blogging
- Conversion Optimization, Marketing Integrations



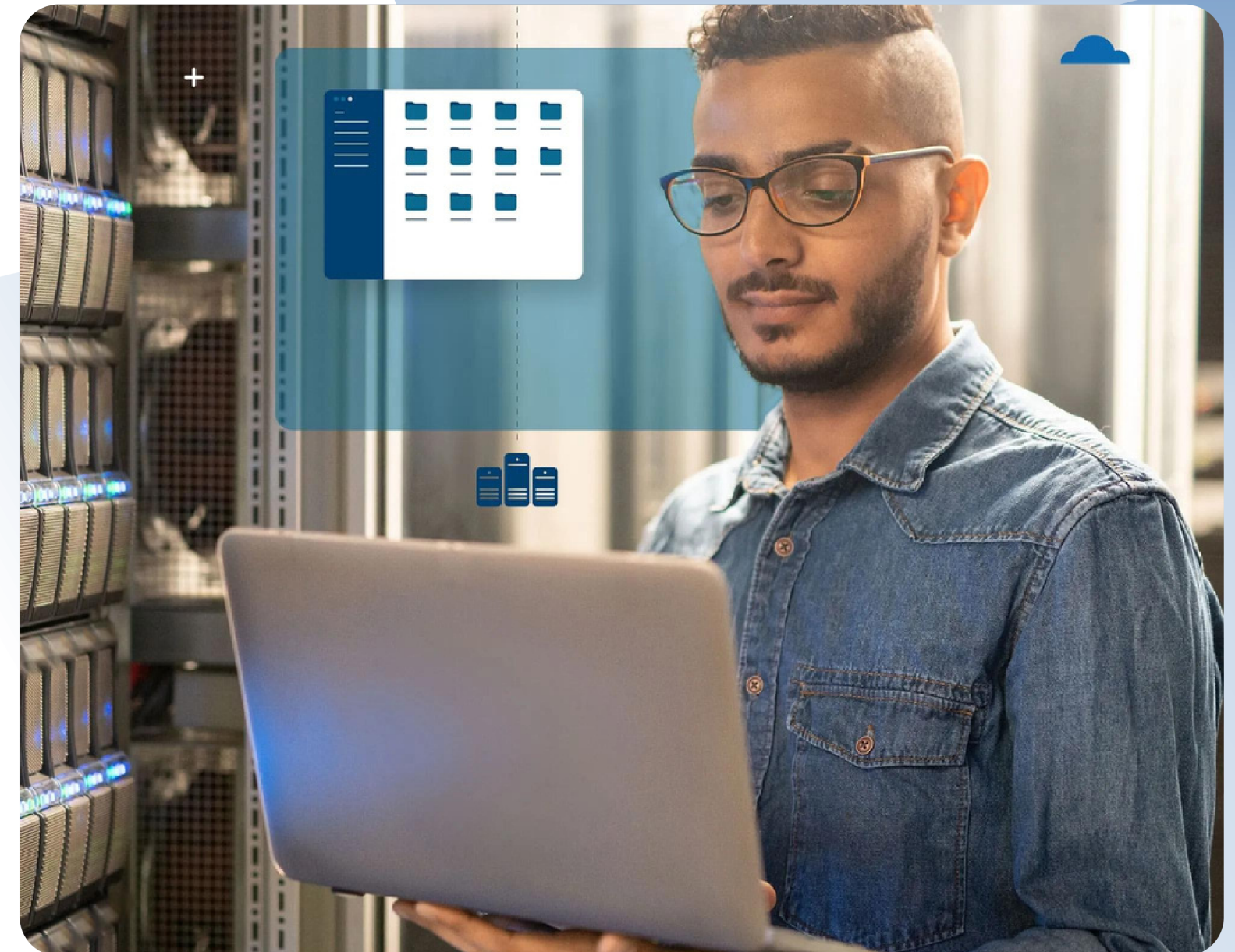
**Let's explore how to find
online success with the
world's #1 website platform!**

WordPress Managed Hosting

WordPress Managed Hosting

WordPress is an open source CMS (content management system) with many plugins and core dependencies like PHP, MySQL, JS and more. Don't rely on cheap website hosting! Only trust managed hosting providers who include features and benefits like:

- Managed core and plugin updates
- High WordPress security standards
- Secured wp-admin and wp-includes folders
- Daily website backups
- Up-to-date PHP standards
- Malware protection and bot blockers
- Free SSL Certificate included in plan
- Integration with CDNs like Cloudflare

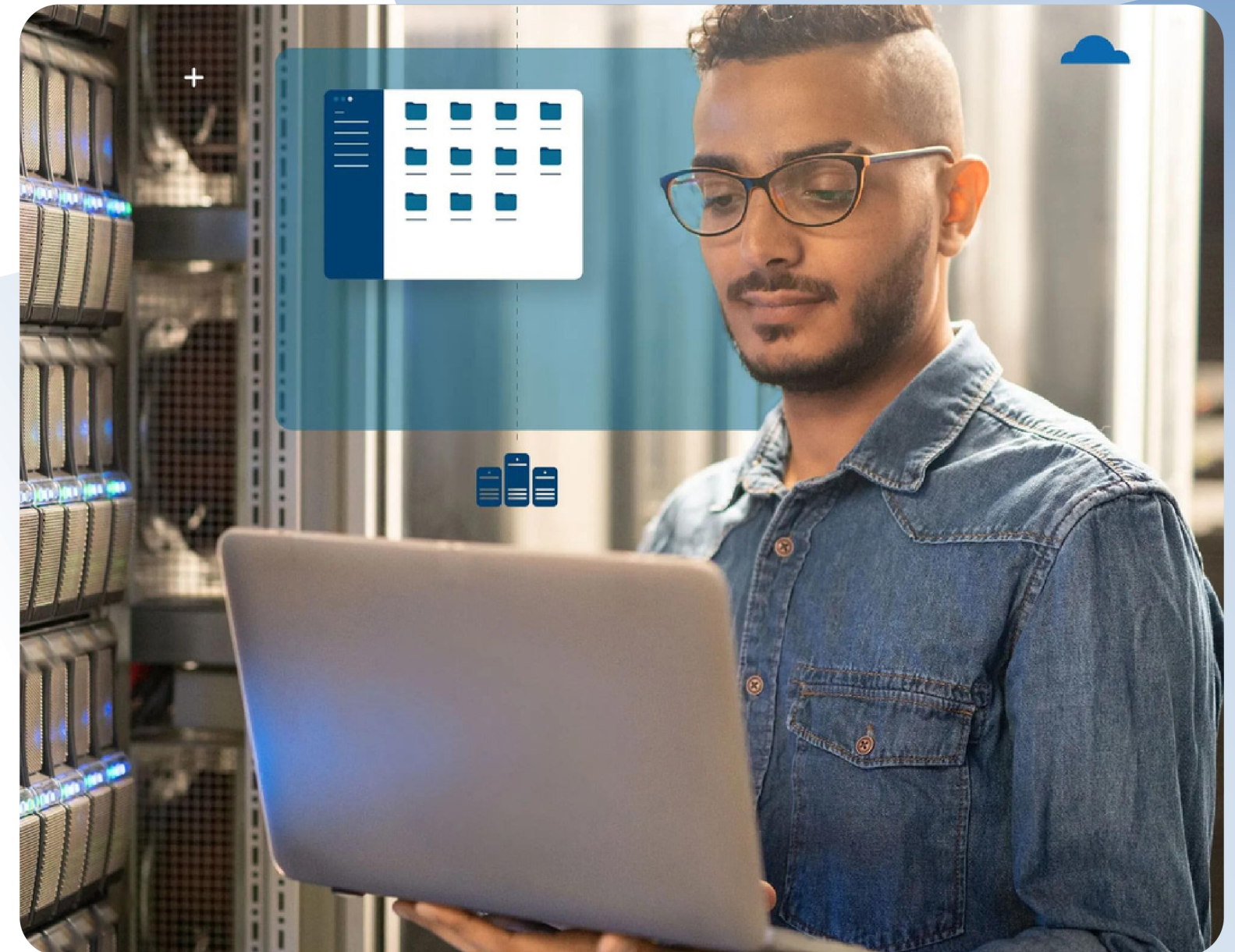


Recommended WordPress Hosting

Highly recommended WordPress managed hosts include:

- WP Engine
- Flywheel
- WPMU
- Google Cloud + OpenLiteSpeed

These platforms focus on WordPress managed hosting offering custom configurations for top performance and security. Including integrations with LiteSpeed server optimization and Cloudflare for added security, speed and reliability. Making your business website secure, fast, up-to-date, and never offline. Providing an ideal user experience for your website visitors.



Themes and Frameworks

Recommended Themes in WordPress

WordPress has tens of thousands of website themes you can use to design and build your website. Some of the most popular and recommended themes and frameworks are:

- Divi
- Astra
- Uncode
- Kadence

**or build a
custom theme!**

It is important to pick a theme or framework that is easy to manage, flexible, well-supported, and future-proof for upcoming WordPress updates and changes. So you can create a custom website for your business that will remain stable and supported as it grows your online presence.



WP Page Builders and FSE

Recommended Page Builders + FSE

Page builders enhance WordPress making updates and editing easy for anyone to manage with no code knowledge or development skills. Recommended page builders include:

- Gutenberg - built by WP, slight learning curve, the future!
- WPBakery - very easy, built-in to many themes, supported
- Divi - very popular but only works for Divi theme
- ClassicPress - good ole' classic WordPress + code

Gutenberg was built by WordPress as a response to the popularity of WPBakery, Divi, and others. Their new block editor and full-site editing (FSE) experience takes some getting used to, but is the future of WordPress. However the big page builders will still be highly popular too.



Plugins!

Recommended Plugins and Tools

There are endless plugins for WordPress! They enhance WordPress functionality, integrations, marketing, and more. Recommended plugins include:

- Yoast SEO - top plugin for technical and on-page SEO
- Google Site Kit - integrate with Google Analytics and tools
- JetPack - optimization, performance, the backbone of WP
- NinjaForms - amazing form builder tool
- WPMU - family of plugins for optimization & enhancements

There are many more plugins to be mentioned for security, performance, and advanced functionality. It is important to remember too many plugins can cause errors, site crashing, or poor performance / security. So always research tools and work with a responsible developer!



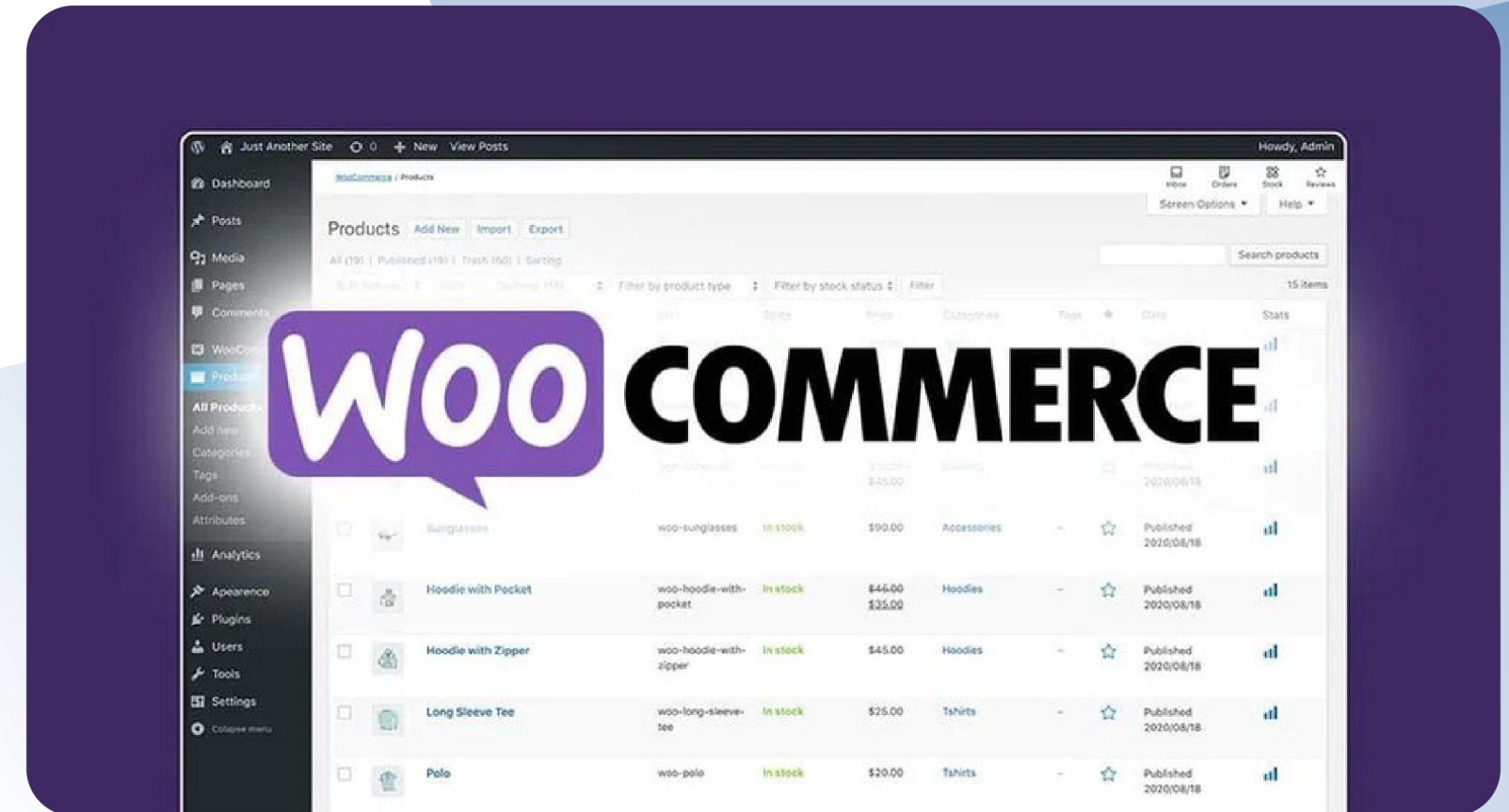
E-commerce with WooCommerce

E-commerce with Woo!

The #1 e-commerce platform in the world! Built by and for WordPress to build high level e-commerce websites. With WooCommerce you can build:

- Physical or digital product e-commerce website
- Subscription and membership website
- Online booking payment website
- Event payment website
- Course payment website
- Donation website

Any type of commerce online business can be built with integrations for all major payment gateways, shipping providers, CRM, and marketing tools. Create an easy to manage, scalable, and flexible online business with Woo!

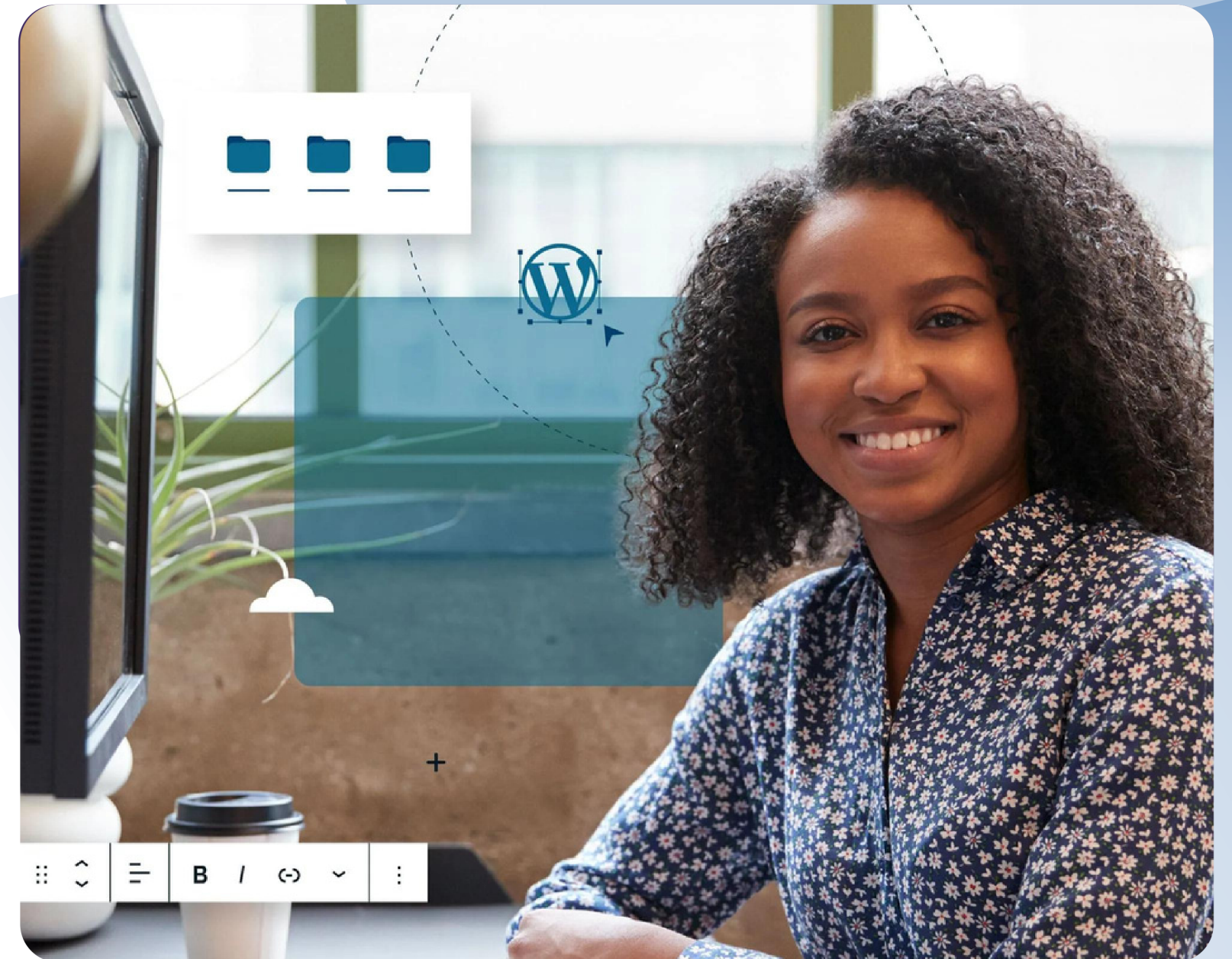


Website Maintenance and Management

WordPress Needs Maintenance!

Because of all the core dependencies, plugins, themes, page builders, and infrastructure that keeps WordPress working properly, maintenance is highly recommended! Make sure your business teams up with a managed hosting company + a website maintenance company to get the most out of your WordPress website and keep it running smoothly. Some recommended maintenance includes:

- Core and plugin updates
- Scalable hosting technical resources
- Google SEO Essentials
- Theme Optimization and Maintenance
- Daily Offsite Backups and Backend Review
- 24/7 Uptime Monitoring
- Access and Training



Performance, Security, Compliance

Performance, Security, Compliance

Performance, security, accessibility, and compliance are top priorities for a successful website! These can be measured using tools like Google Lighthouse to make sure your website is meeting ideal standards and practices including:

- Performance over 90% using Cloudflare / Managed Hosting
- ADA / WCAG compliance using UserWay
- Accessibility statement added to sitemap and site footer
- GDPR / CCPA compliance using CookieYes
- Privacy policy added to sitemap and site footer
- Active SSL certificate, hidden backend, 2-step access

Actively scan your website using Google Lighthouse and Cloudflare Observatory to maintain top performance, security, and compliance standards.

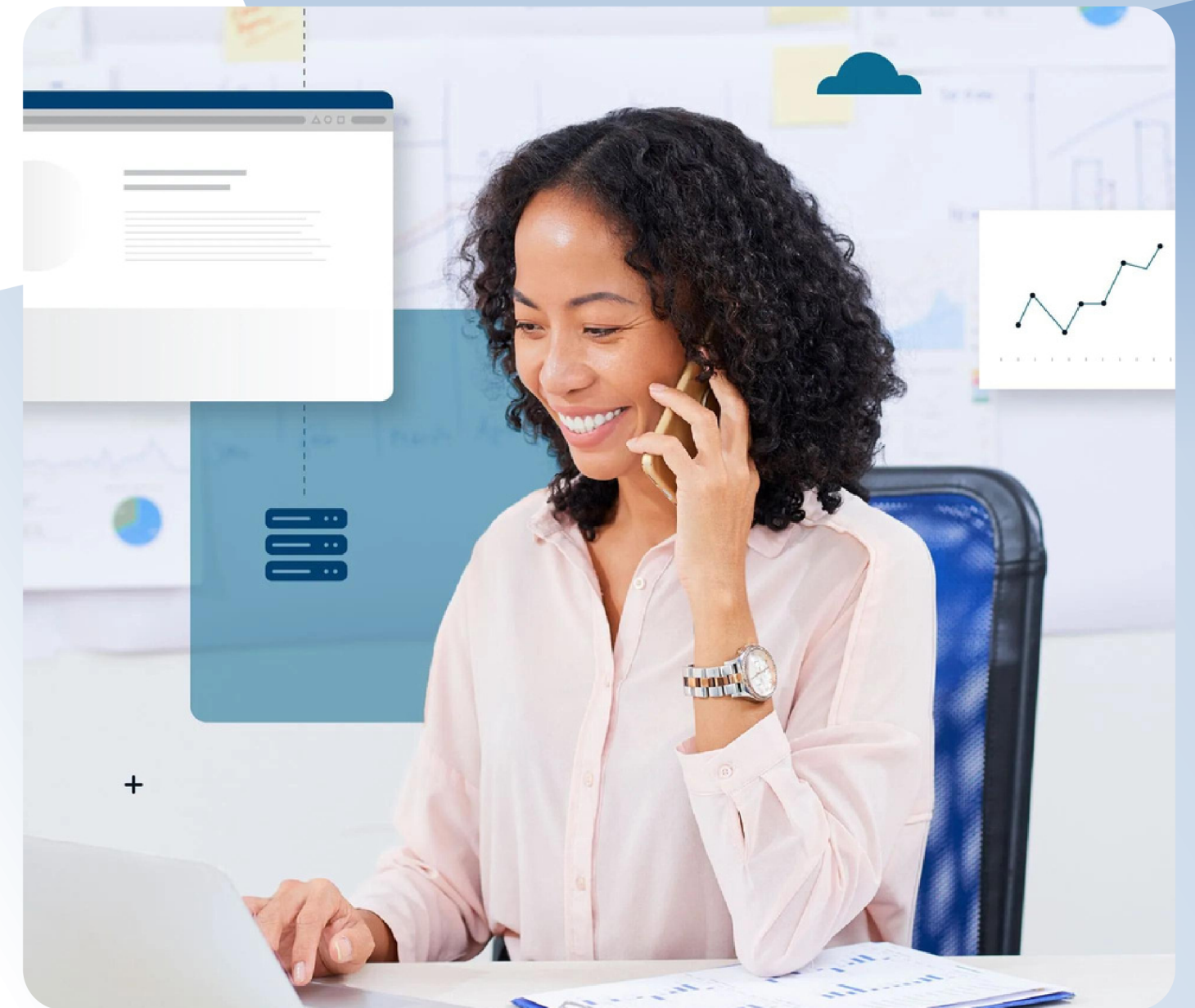


Search Engine Optimization

Optimize For Search Engines!

WordPress reigns supreme over all website platforms when it comes to optimization for search engines like Google. But SEO is an ongoing process that requires consistent effort, time investment, and strategy. Recommended SEO for WordPress strategies include:

- Google SEO Essentials - titles, descriptions, metas, alt-tags
- Install Google Site Kit for Analytics, Search Console, metrics
- Robots.txt and XML sitemaps using Yoast SEO and JetPack
- Yoast SEO for focus keyword and on-page optimization
- Ideal headline and content structure for Google standards
- Keyword research and content writing optimization
- E-E-A-T Optimization - Experience, Expertise, Authority, Trust



Effective Blogging

Blogs = Search Engine Relevancy

An important aspect of search engine optimization, E-E-A-T optimization, and improving your website's relevancy is maintaining an active and effective blog! Recommended blogging strategies include:

- Topic focused blogs to show your expertise in your industry
- Personal stories in blogs to share your experience
- Consistently target the same topics to build authority
- Trust is built by blogging long term, marathon not short race!
- Link pillar pages like your services / product pages in posts
- Link to outside, high authority websites and resources
- Have partners share your content on their websites
- Make a schedule and keep it!

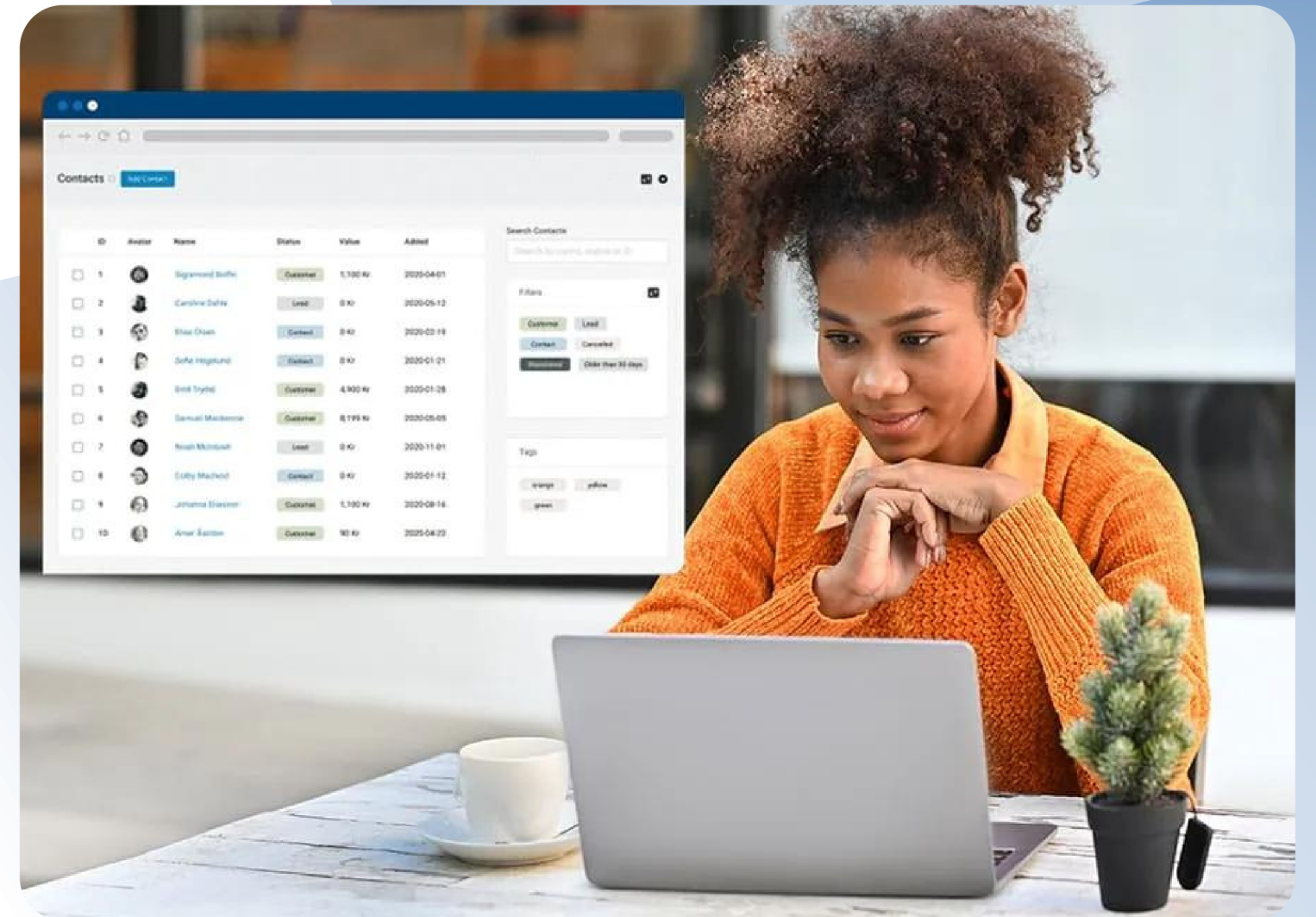


Conversion Optimization & Marketing

Conversion Optimization & Marketing

Make sure you are making the most of the traffic your website receives with inbound marketing by creating a highly conversion focused website that generates leads and results! Recommended conversion and marketing strategies include:

- Lead generation focus on all pillar pages of the website
- Landing pages that collect leads and share contact info
- Internal links to pillar / contact pages across entire website
- Lead magnet campaigns or promotion marketing site-wide
- Free consultation booking site-wide
- Clear and obvious call-to-actions
- Newsletter sign up
- Integration with CRM and marketing tools
- AI chatbot for lead generation, sales, and customer service



Reminders and Next Steps!

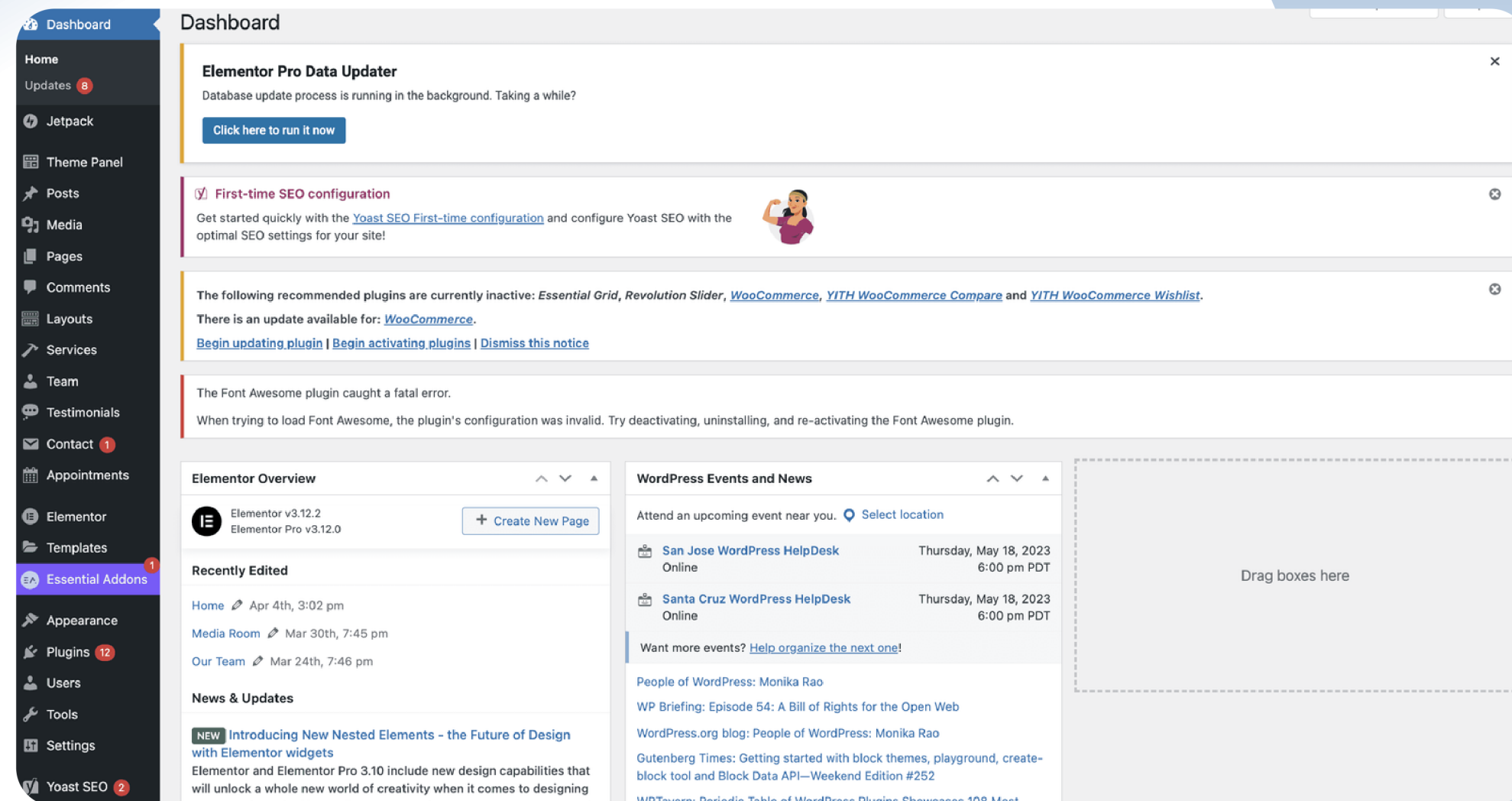
Reminders and Next Steps for Success

Take your WordPress business website to the next level with this checklist to build a powerful, evergrowing online presence for your business:

- WordPress Managed Hosting
- Reliable, highly supported theme
- Easy to manage backend with page builder or Gutenberg
- Recommended Plugins and Tools
- E-commerce with WooCommerce
- Website Maintenance and Management
- Top Performance and Security with Cloudflare
- ADA, WCAG, GDPR, CCPA Compliance
- Search Engine Optimization and Effective Blogging
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Reminders and Next Steps for Success

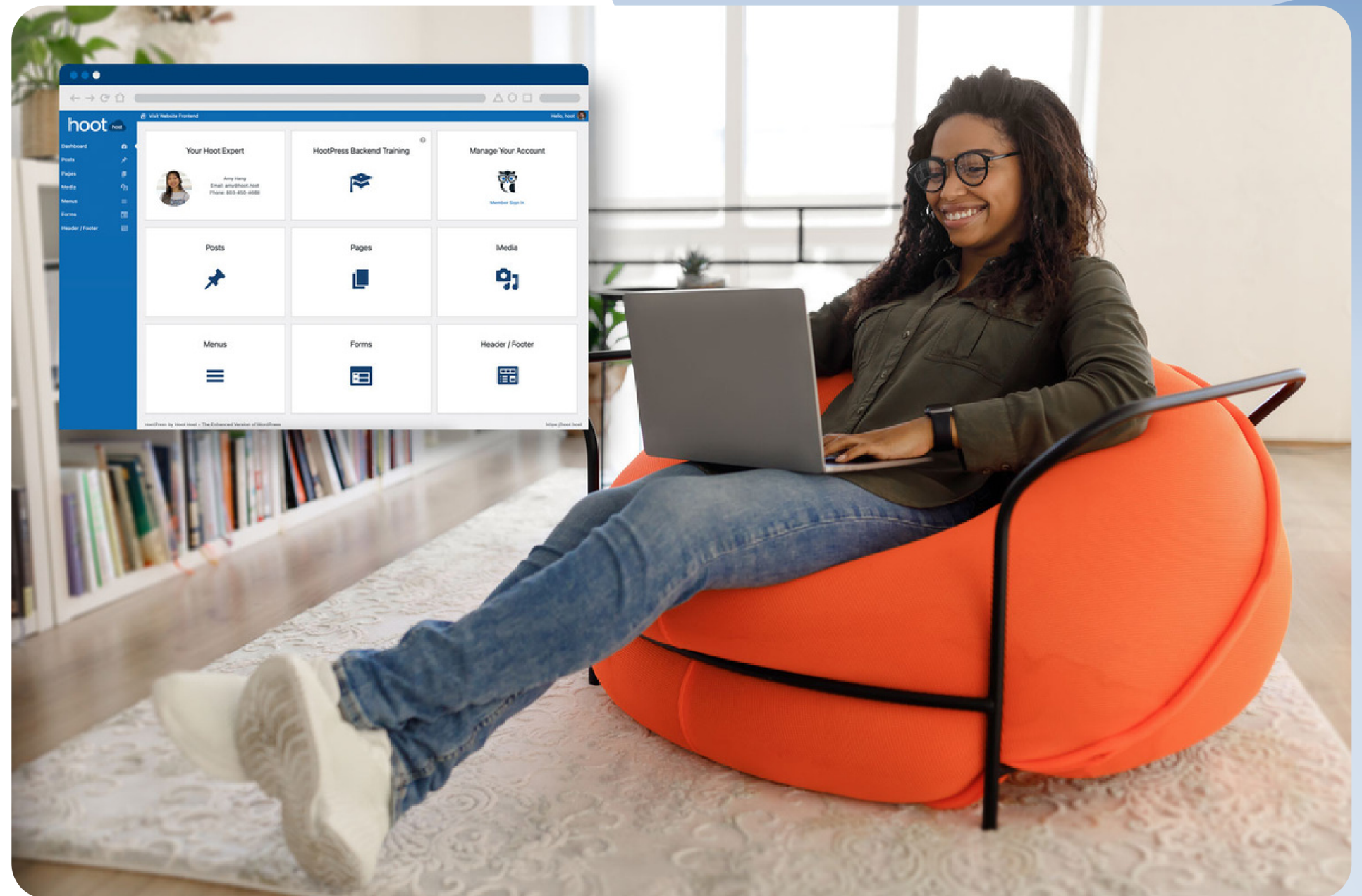


This is not how WordPress should ever be! Only work with a trusted WP developer who provides proper WordPress services without dozens of plugins, poor standards, or worse!

Try HootPress + Hoot Host for WP

HootPress is an enhanced version of WordPress created by Hoot Host offering premium plugins and tools built-in. Plus a modern interface with improved organization that streamlines your workflow. Including a drag-and-drop page builder and full-site editing capabilities making it easy to update your website, blog, manage an online store, and more. Free for all Hoot Host customers!

Plus benefit from ongoing management and best-in-class managed hosting with our Hoot Host WordPress Maintenance plan! The most comprehensive WP maintenance plan available anywhere.

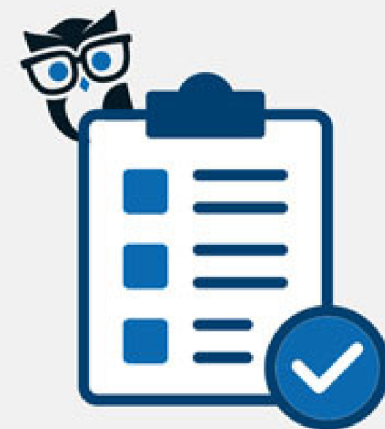


Free Website Compliance with HootSafe

We're thrilled to announce the launch of HootSafe, our brand-new complimentary website compliance service designed to enhance your online presence and ensure your website is aligned with the latest legal standards. Free for everyone!

HootSafe is your all-in-one free solution for ADA, WCAG, GDPR, and CCPA compliance. Helping your website provide an accessible and legally compliant user experience.

Visit hoot.host/hootsafe to get started!



hootsafe

Free ADA, WCAG, GDPR, CCPA Website Compliance

Time For Questions

Let's start a conversation about WordPress!



**Join the Hoot Host Group
and leave us a review!**



Hoot Host - <https://hoot.host>