

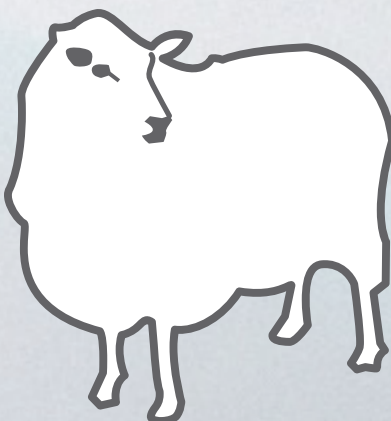
# WORDPRESS MANAGEMENT & OPERATIONS



By: W. David Grubb

<http://bit.ly/wordpress-agency>

<http://bit.ly/wordpress-agency>







leadership



Woo



Agile CRM



AffiliateWP



teamwork







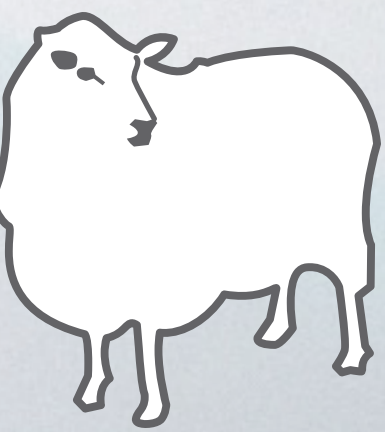
www.lego.com



leadership  
training  
teamwork

<http://bit.ly/wordpress-agency>

- Robert Kayosaki





**CMS'S THAT HAD TO BE  
CLEANED WERE WORDPRESS!**

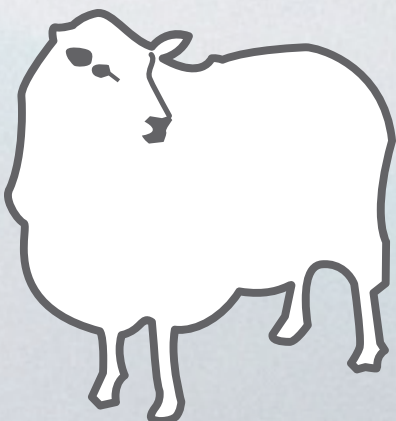
**83%**

**39%**

*WordPress websites that  
were out of date*

**SUCURI**

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# 2016/2017 Web Designer Survey Results

69% have used WordPress  
for more than 3 years

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71% don't have  
a ticket system

---

69% don't run upgrades  
at least once week

---

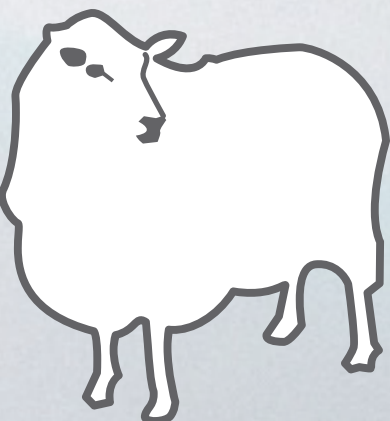
81% don't enjoy doing  
WordPress Operations



# DEFINITIONS

- **Maintenance** - deleting, editing and adding content to your website
- **Support** - break/fix issues related to upgrades
- **Framework** - beginning set of code that provides user options
- **Theme** - set of templates used for building web pages

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# 4 HIDDEN VALUES OF MAINTENANCE

**63%**

*of operations leaders  
say understanding  
what customers value  
is a challenge*



Source: PwC's 2015 Global Operations Survey, October 2015.

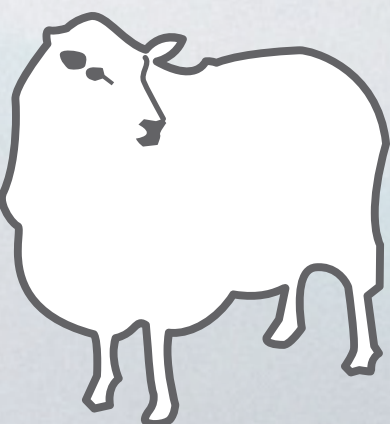
1. **Optimization**

2. **Security**

3. **Support**

4. **Products**

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**47%** *of consumers expect a web page to load in 2 seconds or less*

- 1. Clean the database**
- 2. Remove Spam**
- 3. Delete Autosaves**
- 4. Reduce image sizes**
- 5. Use a caching plugin**

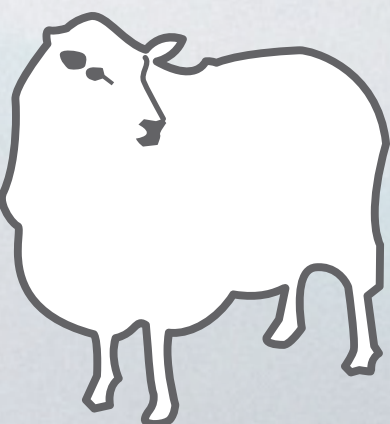












1. Update the PHP, core, theme and plugins (in that order)
2. Install a professional security plugin and configure it correctly

**83%** OF ALL CMS'S  
CLEANED WERE WORDPRESS!

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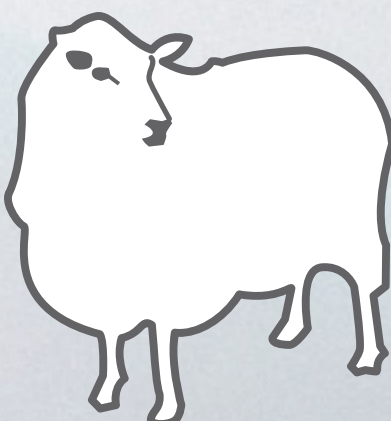
App		Best for:	Price
Zendesk		support on any platform	\$1/mo. per user for 3 users; from \$25/mo. per user
Zoho Support		a free support center	Free for unlimited users; from \$12/mo. per user for social and more
Freshdesk		prioritized SLA support in your apps	Free for 3 users; from \$16/mo. per user
UserVoice		project management and support in one app	From \$15/mo. per user
Desk		Salesforce integration and tabbed interface	\$3/mo. for 3 users; from \$30/mo. per user
Intercom		deeply filtering your communications	From \$49/mo. for unlimited users and 250 support contacts
Kayako		support on all your devices	From \$29/mo. per user
HappyFox		tracking time spent on support tickets	From \$19/mo. per user

# SUPPORT

- **Break/Fix** - fix update problems before the client sees it.
- **FAQs** - use a ticket system with canned responses and solutions

**Zendesk makes up 63% of the websites using Ticketing System technologies**

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# PRODUCTS

## Theme License Manager

Enter your theme license key to remove theme byline and receive automatic updates.

License Key

*License key is active. Expiration: Lifetime. You have 2 / unlimited sites activated.*

License Action

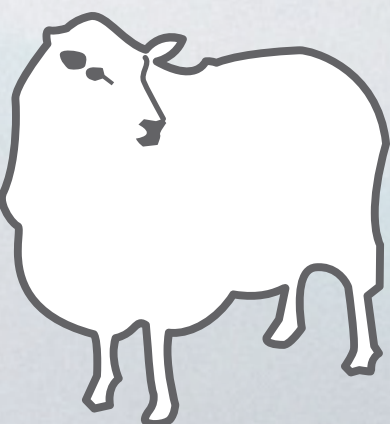
Deactivate License

Save Changes

**enter the license** for your theme and plugins

**register** with the forums

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# HOW TO PERFORM WORDPRESS OPERATIONS QUICKLY?

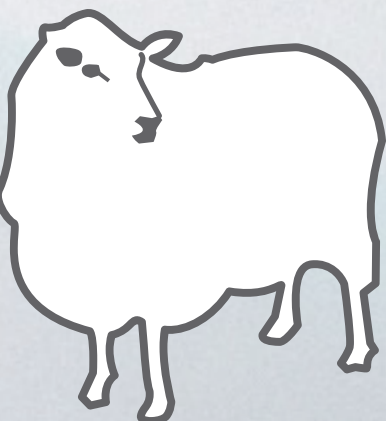
## 1. **Standardize Technology**

- choose one set of technology
- follow best practices

## 2. **Use Management Software**

- use a management service or software

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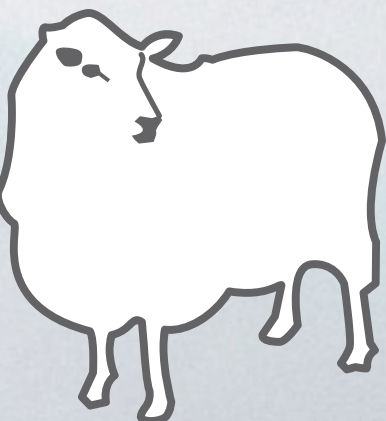
# STEP ONE

## Standardizing your WordPress Technology.

1 Theme/Website	1	25	100
avg. 10 different plugins/website	10	250	1000
combinations of possible conflict	100	2,500	<b>10,000</b>

*this is assuming that there can only be one conflict per plugin per website*

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A conceptual image showing a person in a dark suit, white shirt, and blue striped tie. In the foreground, two large, red boxing gloves are positioned symmetrically on either side of the tie. The background is dark, making the suit and gloves stand out.

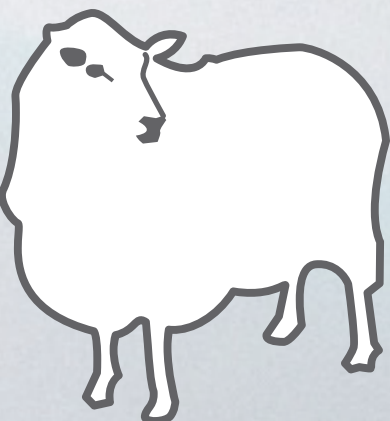
THEME VS FRAMEWORK?



# A THEME

- Usually supported by an individual
- Features and options can be limited
- Compatibility may be limited
- Upgrades are often cumbersome or non-existent

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# TOP 5 FRAMEWORKS IN 2018



Genesis Framework **Genesis** Sample Layouts Templates Contact

Category #1 Category #2 Category #3 Category #4 Get Genesis Now!

Sample Post With Threaded Comments  
July 1, 2014 by Brian Gardner - 8 Comments

Email Newsletter  
Sign up to receive email updates and to hear what's going on with our company!

Your Name  
Your Email Address

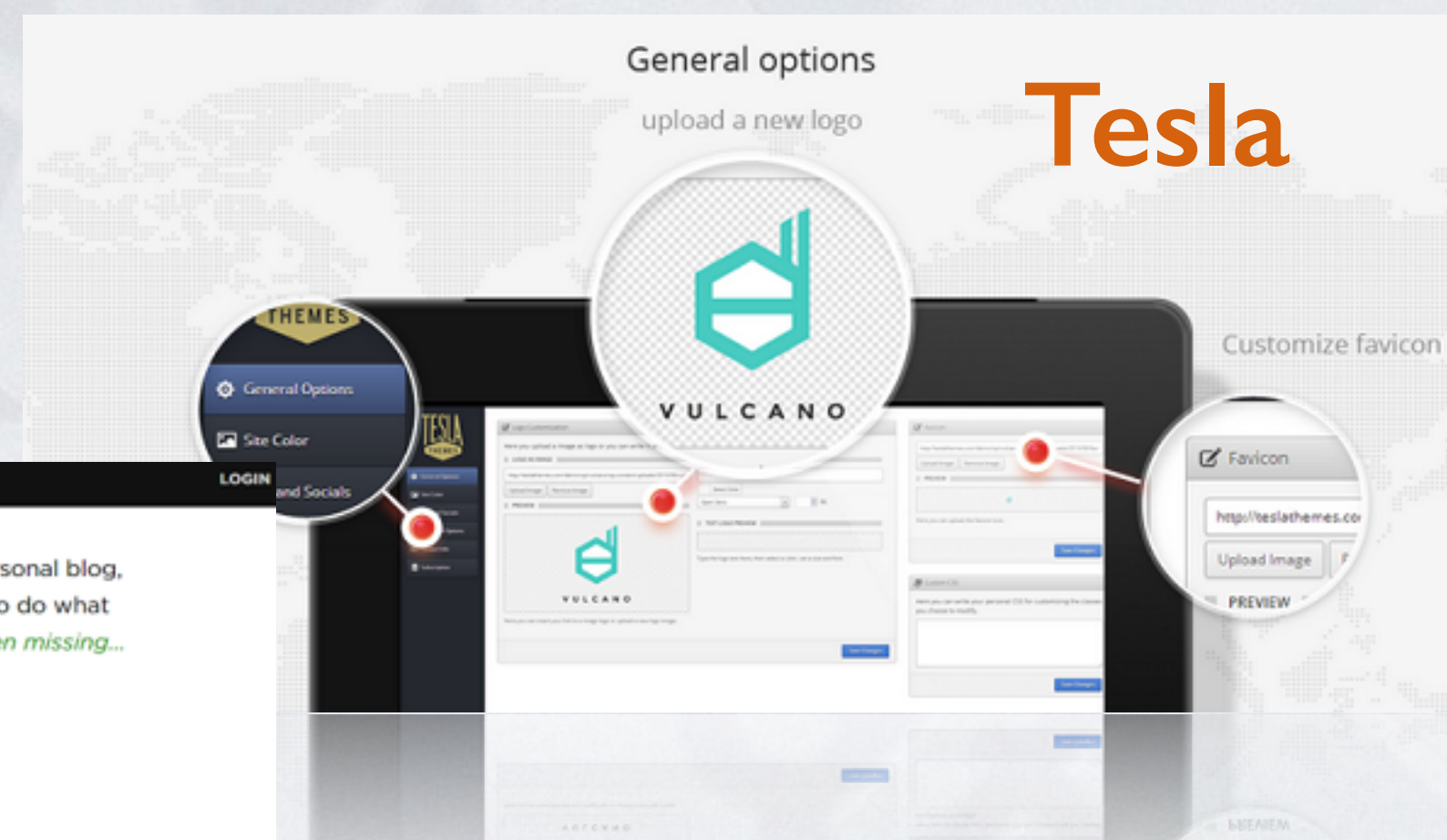
DIY themes PRICING SKIN DEMO SHOWCASE BLOG

Whether you're running a business website or a personal blog, Thesis is a perfect choice because it enables you to do what other WordPress themes can't. *See what you've been missing...*

**THEISIS**  
the ultimate design and template manager for WordPress

For the first time, you can control every last detail of your site and design with **three revolutionary features you won't find in any other WordPress theme:**

- Boxes**  
Point and click add-on functionality without the hassle of writing your own code
- Skins**  
Drag and drop your way to a customized design or use one of our finely-tuned masterpieces
- Site Tools**  
Essential tools for SEO (like Google Authorship), site branding, and more!



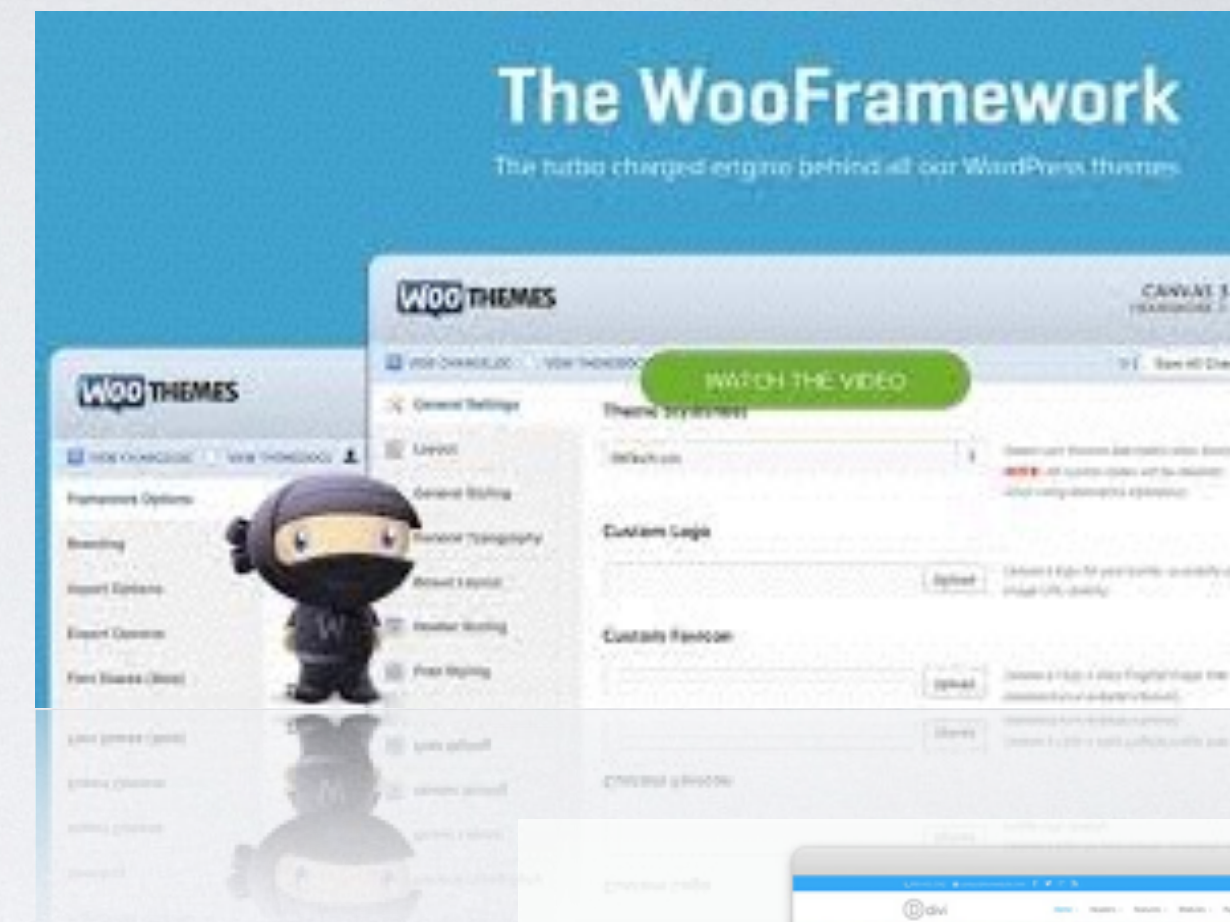
General options  
upload a new logo

**Tesla**

Customize favicon

VULCANO

Favicon  
http://teslathemes.co  
Upload Image  
PREVIEW



The WooFramework  
The turbo charged engine behind all our WordPress themes.

WooThemes

WATCH THE VIDEO

General Settings  
Theme Styling  
Custom Logo  
Custom Favicon



Whether you're running a business website or a personal blog, Thesis is a perfect choice because it enables you to do what other WordPress themes can't. *See what you've been missing...*

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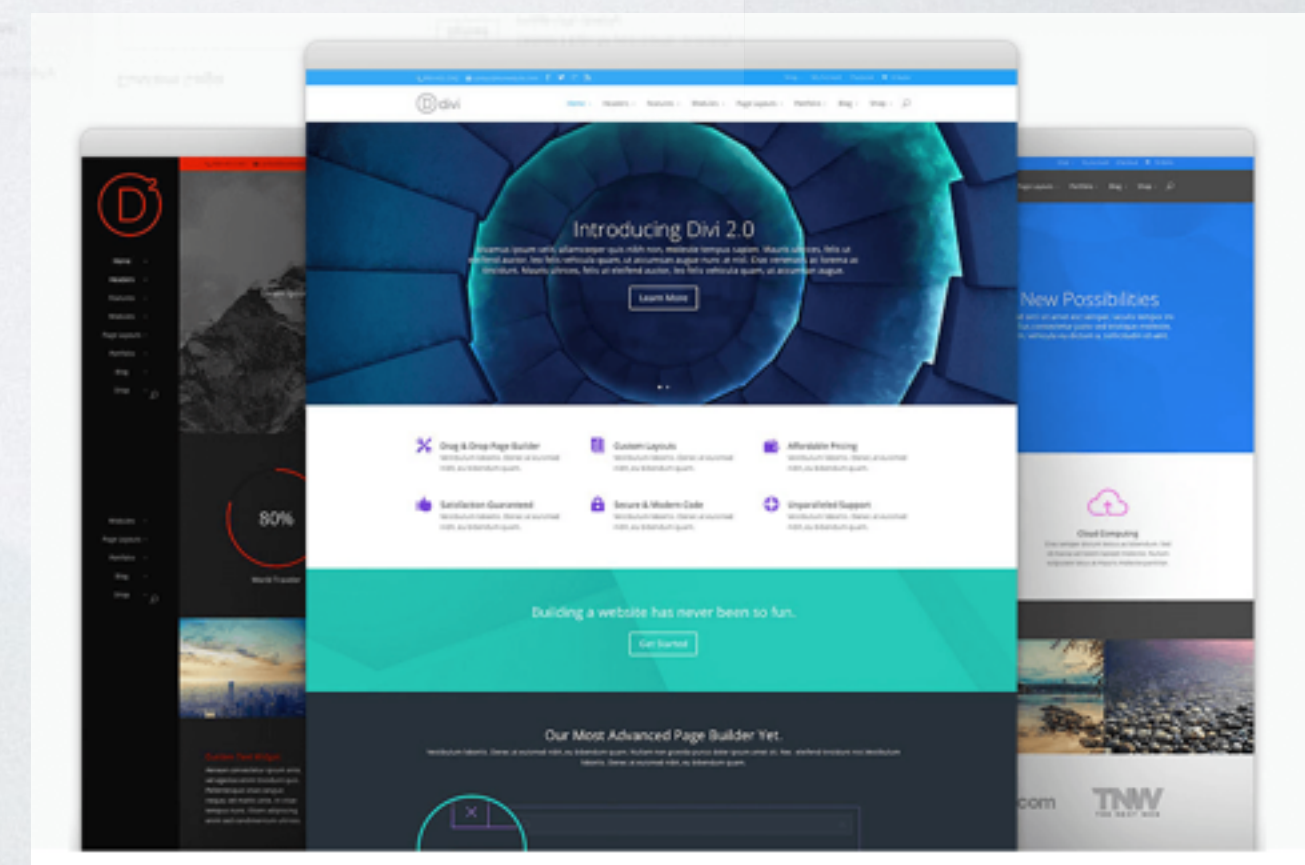
Responsive + Mobile Support

**Themify**

Drag + Drop

Live Edit + Preview

Accordion, Box, Callout, Divider, Gallery, Highlight, Image, Map, Menu, Portfolio, Post, Slider, Tab, Testimonial, Text, Video



Introducing Divi 2.0

New Possibilities

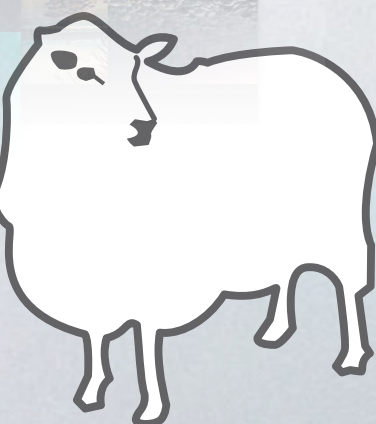
- Long & Drag Page Builder
- Custom Layouts
- Advanced Pricing
- Unlimited Customization
- Secure & Modern Code
- Unparalleled Support

Building a website has never been so fun.

Our Most Advanced Page Builder Yet.

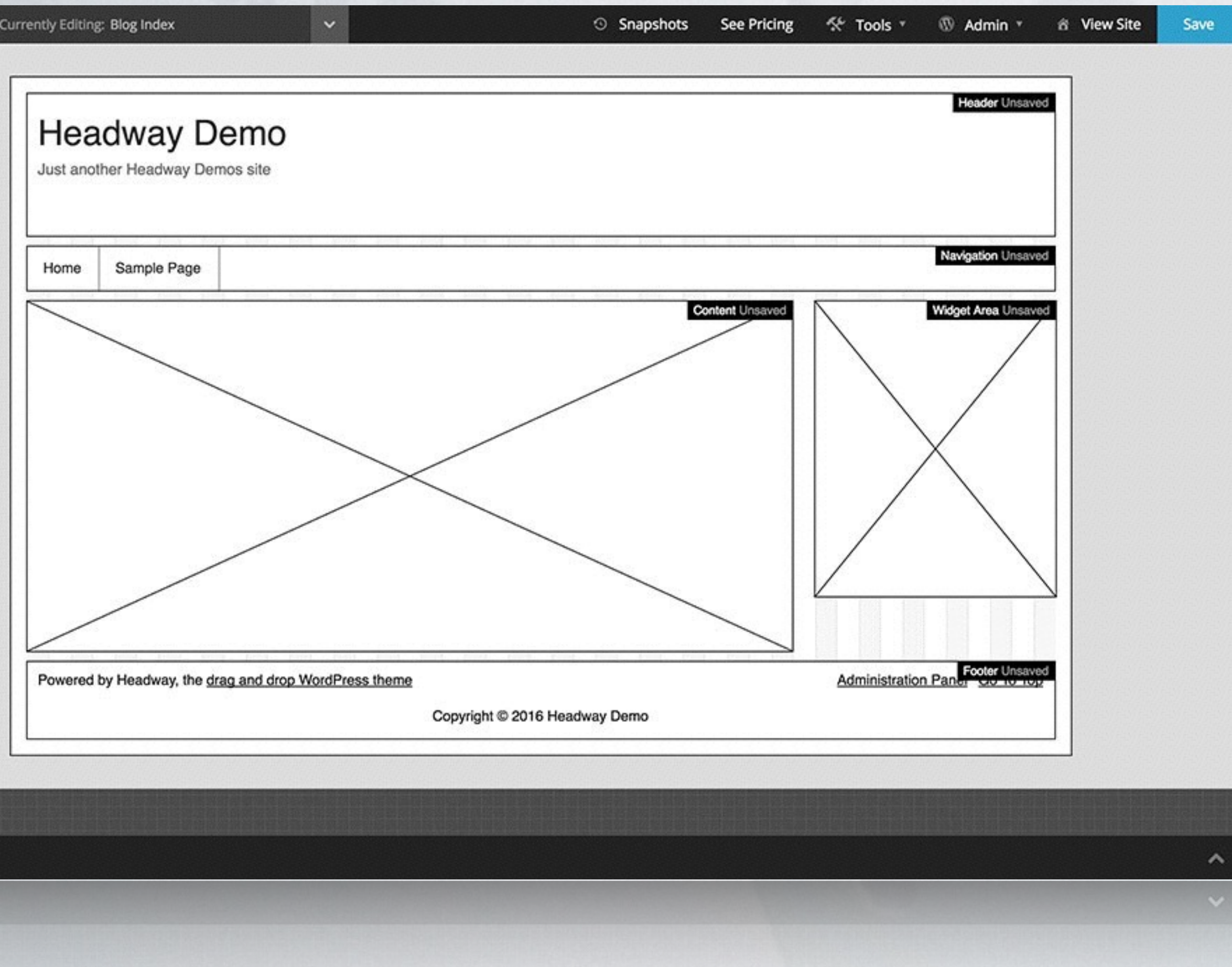
<http://bit.ly/wordpress-agency>

<https://passiveblogtips.com/best-wordpress-theme-frameworks/>



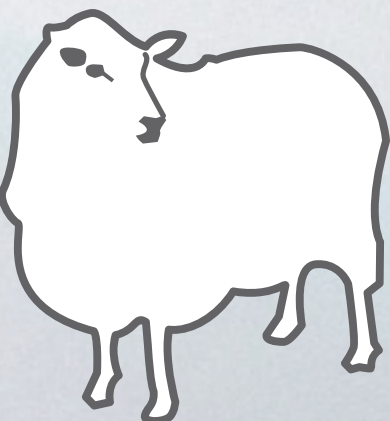


# WHY CHOOSE A FRAMEWORK?

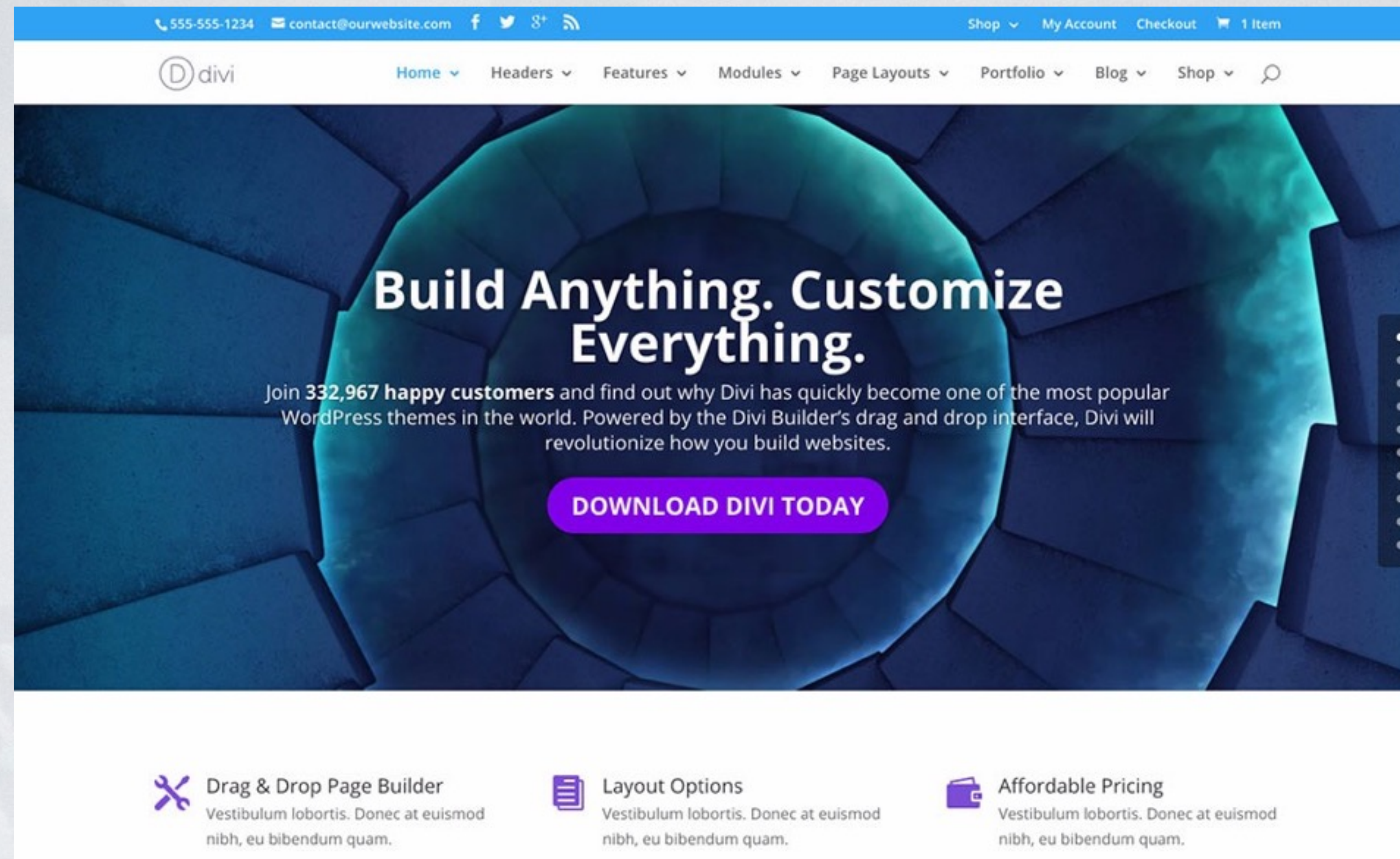


- **Supported by a company**
- **Feature packed**
- **Compatibility is greater**

<http://bit.ly/wordpress-agency>

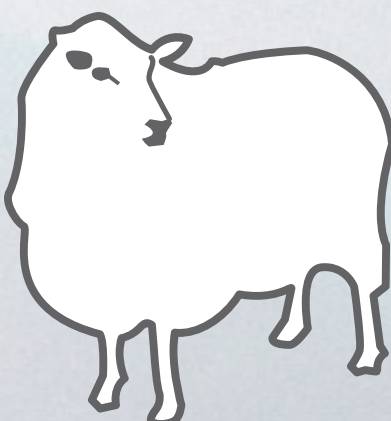






WordPress is the engine of your website, then the framework is the body of internal features/functions, and a child theme is the paint job and exterior design elements.

<http://bit.ly/wordpress-agency>

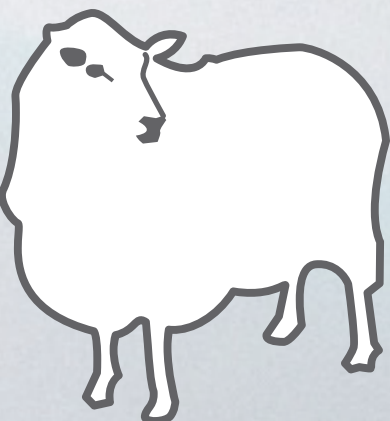




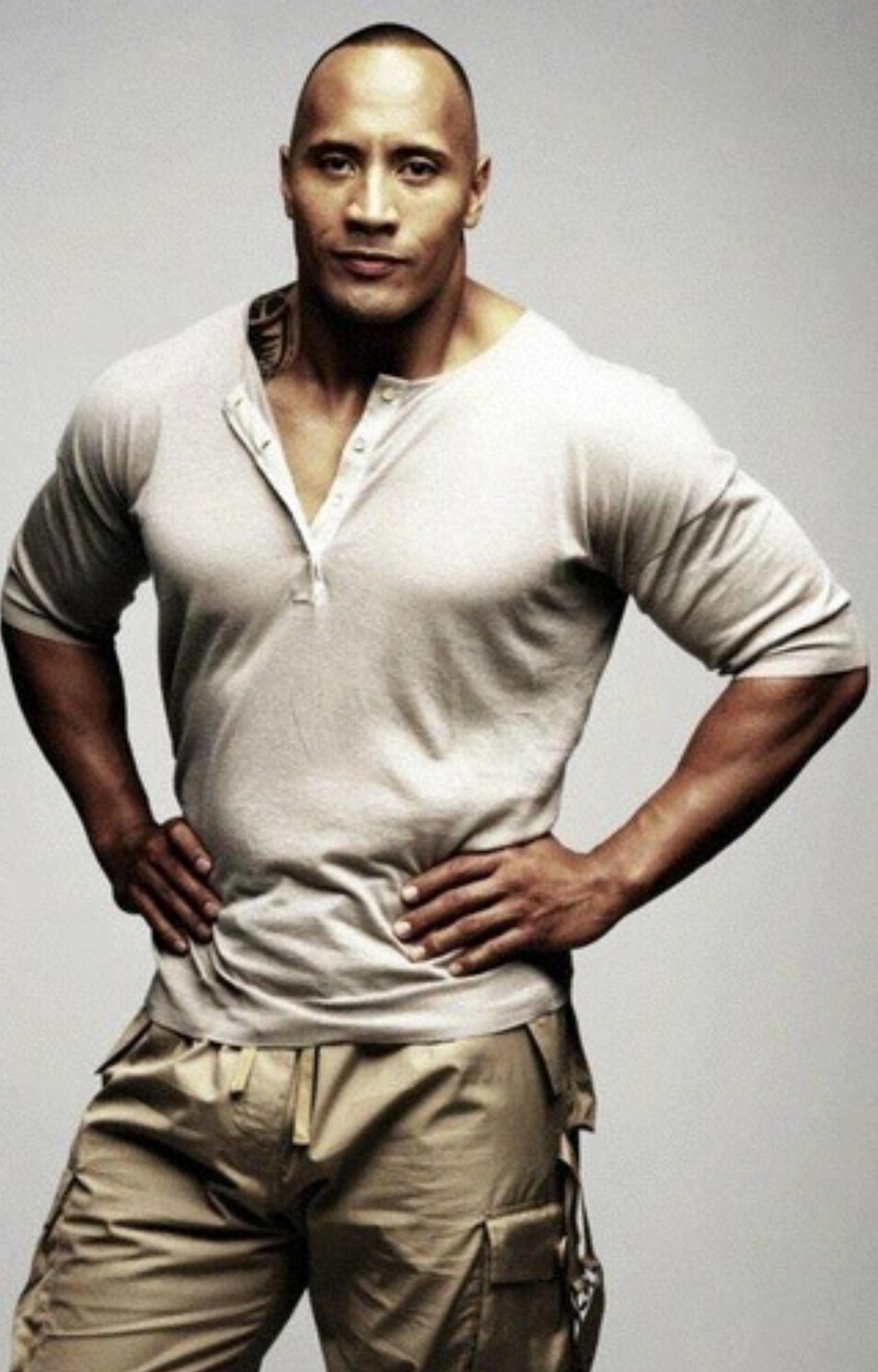
# CHOOSING A FRAMEWORK = EASIER WORDPRESS MANAGEMENT

- less incompatibility issues.
- easier to updated
- more secure website
- faster and more reliable support

<http://bit.ly/wordpress-agency>



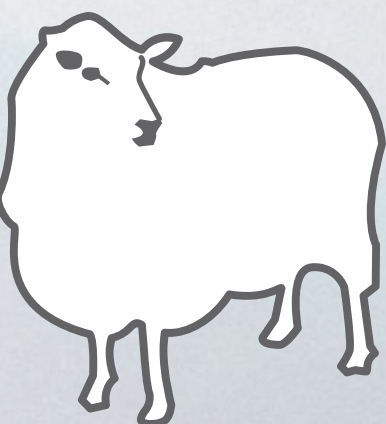




# Come on' Do It Right!

- **Use your Framework options**
- **Use the Theme Customizer options**
- **Use the Custom CSS fields**
- **Use purchased/professional plugins whenever possible**

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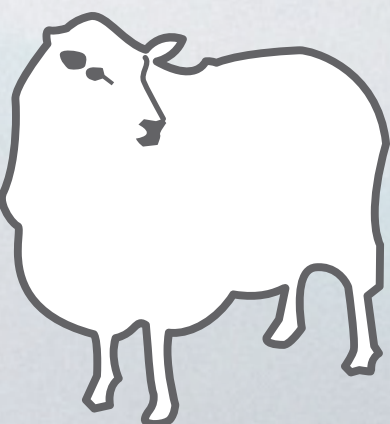






- Edit theme
- Use bulky plugins for a single feature
- Use old out of date plugins
- Edit plugins

<http://bit.ly/wordpress-agency>





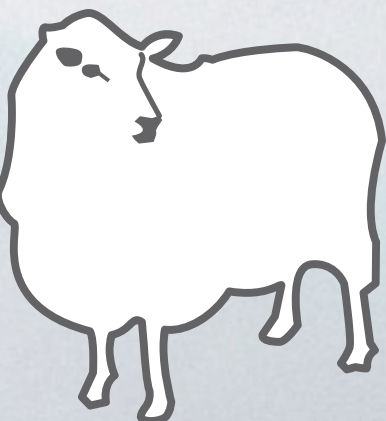
**OUTSOURCE  
MANAGEMENT**

choice

**MANAGEMENT  
SOFTWARE**

EXIT NOW

<http://bit.ly/wordpress-agency>

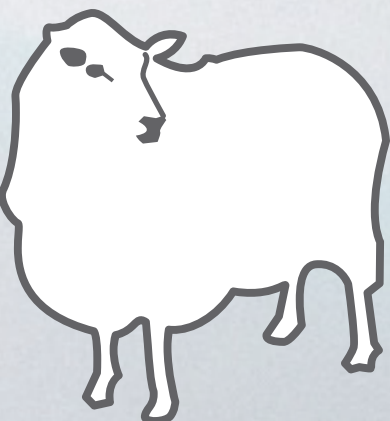




# OUTSOURCING: BENEFITS ARE

- **Break/fix repair**
- **Daily updates for all the WordPress components (plugins)**
- **Affiliate program with automated billing/pay out to you (optional)**

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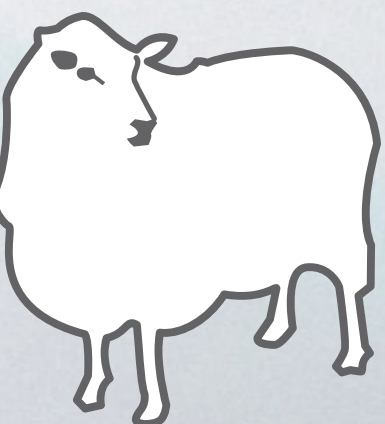
# OUTSOURCE YOUR WORDPRESS MANAGEMENT



**THE WP BUTLER**



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# TOP 5 SUPPORTED FEATURES

**Backups**

**Updates**

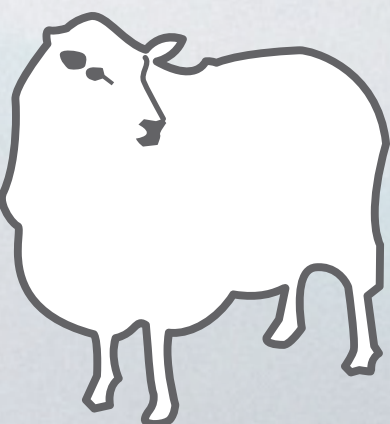
**Monitoring**

**Virus Scans**

**Small Fixes**

*some vendors may not include hosting or maintenance*

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## Overall

Combine all those scores and you get...

ManageWP:



InfiniteWP:



CMS Commander:



WPRemote:



iControlWP:



Jetpack Manage:



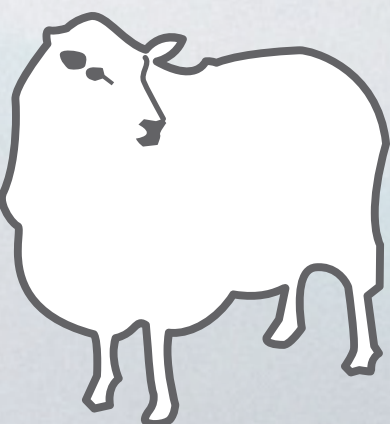
iThemes Sync:



# OPTION B - DIY

WordPress Management Software

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# HOSTED VS SELF-HOSTED

- ManageWP



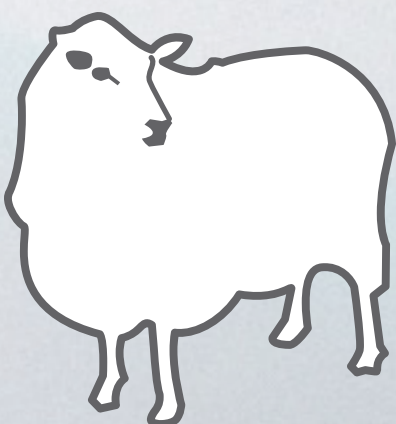
- iThemes Sync

- InfiniteWP

- MainWP



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# TOP 5 FAVORITE TOOLS TO FIX STUFF



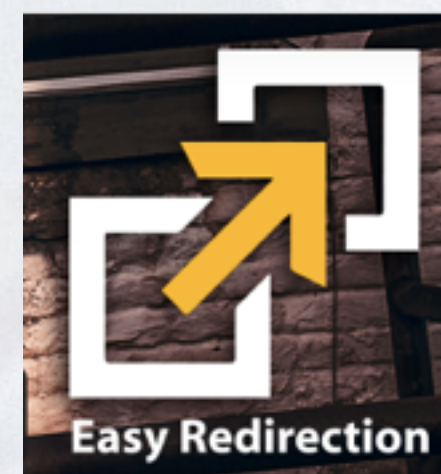
**Better Search and Replace**



**Wordfence**



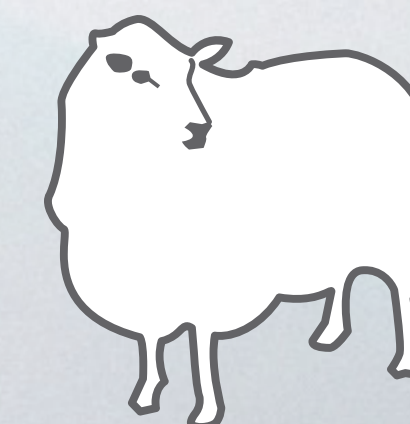
**Broken Link Checker**



**Quick Page/Post Redirect**

**WP DB Manager**

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# THE RESULTS

Fill out the WP Operation Survey

<http://bit.ly/wordpress-agency>



Questions?

@shepherdsloft | Shepherdsloft.TV | [www.shepherdsloft.com](http://www.shepherdsloft.com)

<http://bit.ly/wordpress-agency>

