

# 10 Tips To Improve Your WordPress Website In 2015

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# 1. Examine Your Goals

- Where do you want to be at the end of 2015?
- Did you reach your goals from last year?
- Are my goals S.M.A.R.T?

- **Specific:** clearly define what you are going to do
- **Measurable:** tangible evidence you have reached your goal
- **Achievable:** slightly challenging, but within reach
- **Results-focused:** measure outcomes, not activities
- **Time-bound:** have a deadline

2. Create a content  
calendar

- Plan content around key events or dates in your industry
- See gaps in your content plan, so you can plan ahead
- Make sure you have content ready in plenty of time to publish

1. Identify your topics and audience
2. Repurpose old content
3. Schedule, publish, and promote





3. Update WP,  
plugins, themes

- Keep your site secure
- Take advantage of new features
- Updates fix bugs

# 4. Upgrade Hosting

- Optimized for web performance
- Can scale as your site grows
- Backup and security features

- [wpenigne.com](http://wpenigne.com)
- [dreamhost.com/dreampress](http://dreamhost.com/dreampress)
- [pressable.com](http://pressable.com)

# 5. Test Call to Action

- What do you want users to do on your site?
- Is that action easy and clear to understand?
- Experiment! (optimizely, crazy egg)

- Button copy
- Colors
- Location
- White Space



# 6. Grow Your List

# Optin Monster



[How It Works?](#)

[Pricing](#)

[Login](#)

[Contact Us](#)

DID YOU KNOW...

that **over 70%** of visitors who abandon your website will **never return**.

## Get More Email Subscribers Now

OptinMonster is the best lead-generation plugin for WordPress that allows you to create attention grabbing optin forms that convert.

[Get OptinMonster NOW](#)

### OptinMonster Converts Visitors into **Subscribers & Customers**

Imagine having the power to turn your website visitors into subscribers and customers. OptinMonster enables you to create professionally designed optin forms without writing a single line of code in 60 seconds flat.

# Drip

Cover **every stage** of your funnel



Marketing Emails



Trial Emails

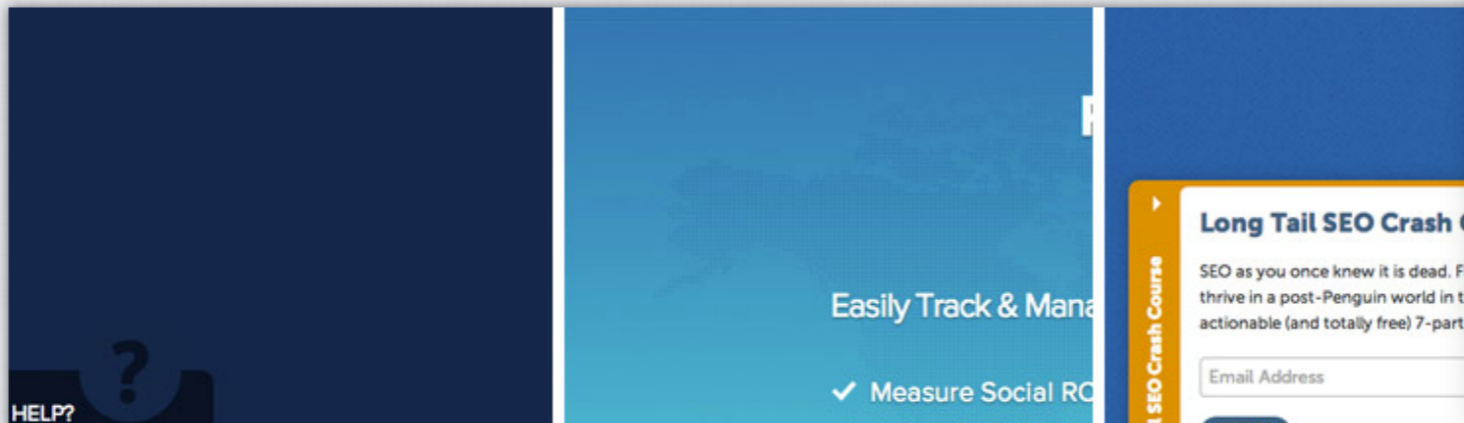


Customer Emails



## Choose an opt-in form

It's a slam dunk with our wizard – a couple clicks and your opt-in form is ready to roll with high-converting default settings.



### Why Marketing Automation is the Future of Email Marketing (A Free Crash Course) ×

Within 3 years, any successful online business will use some form of marketing automation. The days of one-to-many email marketing are ending as we enter the age of one-to-one. Find out how to stay ahead of the curve with this ridiculously actionable (and totally free) 7-part email course.

Let's do it!

POWERED BY [DRIP](#)

7. Have a backup plan

- Sites get hacked
- Updates can break your site
- Servers can crash

- Updraft Plus
- Backup Buddy
- Backup to Dropbox

# 8. Google PageSpeed

# Google Pagespeed Insights for WordPress



Use Google Pagespeed Insights to increase your sites performance, your search engine ranking, and your visitors browsing experience.

[Download Version 1.0.5](#)

- [Description](#)
- [Installation](#)
- [Screenshots](#)
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Google Pagespeed Insights is a tool that empowers you to make decisions that increase the performance of your website. Recommendations from Google Pagespeed are based upon current industry best practices for desktop and mobile web performance.

**Requires:** 3.3 or higher  
**Compatible up to:** 4.1  
**Last Updated:** 2014-12-19  
**Downloads:** 33,041

Through the addition of advanced data visualization, tagging, filtering, and snapshot technology, Google Pagespeed Insights for WordPress provides a comprehensive solution

**Rating**



# 9. Harden Security

- Update your passwords to STRONG passwords
- Install WordFence or iThemes Security
- Install Limit Login Attempts
- Delete old users
- Delete old plugins and themes

# 10. Know Your Users

- Install and use Google Analytics
- Answer the questions your users have
- Become an authority in your niche